



**ECONOMIC AND CREATIVE
DEVELOPMENT
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: D. BROOKE-BISSCHOP, MANAGER OF BUSINESS DEVELOPMENT, EXT. 4668

NOTED: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT

M. BANFIELD, DIRECTOR OF DEVELOPMENT SERVICES

B. ARANIYASUNDARAN, P. ENG, PMP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: EMPLOYMENT LANDS STRATEGY UPDATE

DATE: OCTOBER 25, 2023

The purpose of this Memorandum is to provide members of Council with an update concerning the Barrie Employment Lands Strategy.

Staff Report DEV007-21 was presented to Council in April 2021 and included the Employment Lands Strategy (ELS) that addressed the growth forecast for Barrie to grow to 150,000 jobs by 2051. In order to meet the job targets and the City's broader vision for growth management, the City needs to ensure that it is creating the best possible environment for businesses to start, grow, and thrive. The goal of the ELS is to provide feasible options for getting appropriately sized and serviced parcels of employment land to market as soon as possible in order to improve the City's overall economic competitiveness.

Based on a thorough assessment of the City's inventory of employment lands by staff, the ELS ultimately identified five scenarios with the greatest potential for accelerating the availability of larger, shovel-ready, serviced parcels to meet market demand. A map outlining the five scenarios can be found attached as Appendix 'A'.

Council approved the report in principle per Motion 21-G-096, in addition to the advancement of Scenarios 1a and 3 in the City's Capital Plan priorities. These scenarios represent lands north of Salem Road on the east and west sides of Veteran's Drive and 80 Big Bay Point Road respectively. In addition, Scenario 2a, which includes lands upon which the to-be-built road portion of Bryne Drive north of Harvie Road will occupy, was endorsed for advancement with Capital Project EN1278 being approved to advance four years to begin in 2021. Lastly, Council supported the exploration of additional Community Improvement Plan (CIP) programming to provide incentives to expedite the selected scenarios and advance the goals of the ELS.

In support of the directives, staff have been actively engaged in monitoring and supporting the following activities:

- Advancing capital projects that will provide servicing to multiple scenarios and properties identified in the ELS.
- Connecting investment inquiries to owners of properties included in the ELS and their respective real estate representatives.
- Engagement with landowners throughout the development application review process.
- Conducting preliminary investigations of prospective CIP program frameworks that could facilitate advancement of local servicing costs incurred for lands included in the ELS.



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Since the adoption of the ELS in 2021, a number of sites have been advancing through the development process, as outlined in the table below:

Scenario	Location	Current Development Process Status
Scenario 1a	Select parcels in the area north of Salem Road on Veteran's Drive	<p>Parcel 9 (645 Veteran's Drive)</p> <ul style="list-style-type: none"> • Site Plan Registered in April 2022. • Proceeding through Building approvals and under construction. <p>Parcel 12 (141 Commerce Park Drive; 685 and 695 Veteran's Drive, and 32 and 42 Norris Drive)</p> <ul style="list-style-type: none"> • Preliminary Site Plan approval issued for 3 separate warehouse buildings. • Applicant has provided final plans and is working on items with LSRCA prior to registration.
Scenario 2b	15 Harvie Road	<ul style="list-style-type: none"> • Zoning By-law 2023089 approved August 16, 2023 • Draft Plan of Subdivision approval is anticipated to be issued by end of October, 2023.
Scenario 3	80 Big Bay Point Road	<ul style="list-style-type: none"> • Draft Plan of Subdivision Approved. • Applicant is currently satisfying conditions and is working toward registration in late-2023.
Scenario 5	140 Lockhart Road	<ul style="list-style-type: none"> • OPA 83 and Zoning By-law 2022-091 approved September 21, 2022. • Draft Plan of Subdivision Conditions issued April 13, 2023.

Status of Scenario 2a

While approved for advancement in the City's Capital Plan through the ELS, development of the lands included in Scenario 2a has not materialized as had been anticipated. While the City has continued to advance aspects of Capital Project EN1278, the lands required for the to-be-built portion of Bryne Drive north of Harvie Road have not yet been conveyed to or acquired by the City, stalling the ability for the City to complete the required infrastructure works necessary for the property to be developed. As such, staff have made recommendations in the 2024 Capital Plan to defer the works until such time as the necessary property acquisitions can be completed.

In recognition of and in response to the items noted in the table above with respect to the advancements seen in certain ELS scenarios, as well as the altered circumstances encountered with Scenario 2a, staff will be embarking on completing an update of the strategy and the scenarios contained within to provide better alignment with current conditions.

This update will include revisions to the priority rankings of the ELS scenarios based on current conditions and status in the development process, while also ensuring alignment with new Official Plan and the upcoming updated Zoning By-law. Approval of the 2024 Capital Plan will also be needed prior to completing the update, as project timing and cost estimate considerations must be taken into account.



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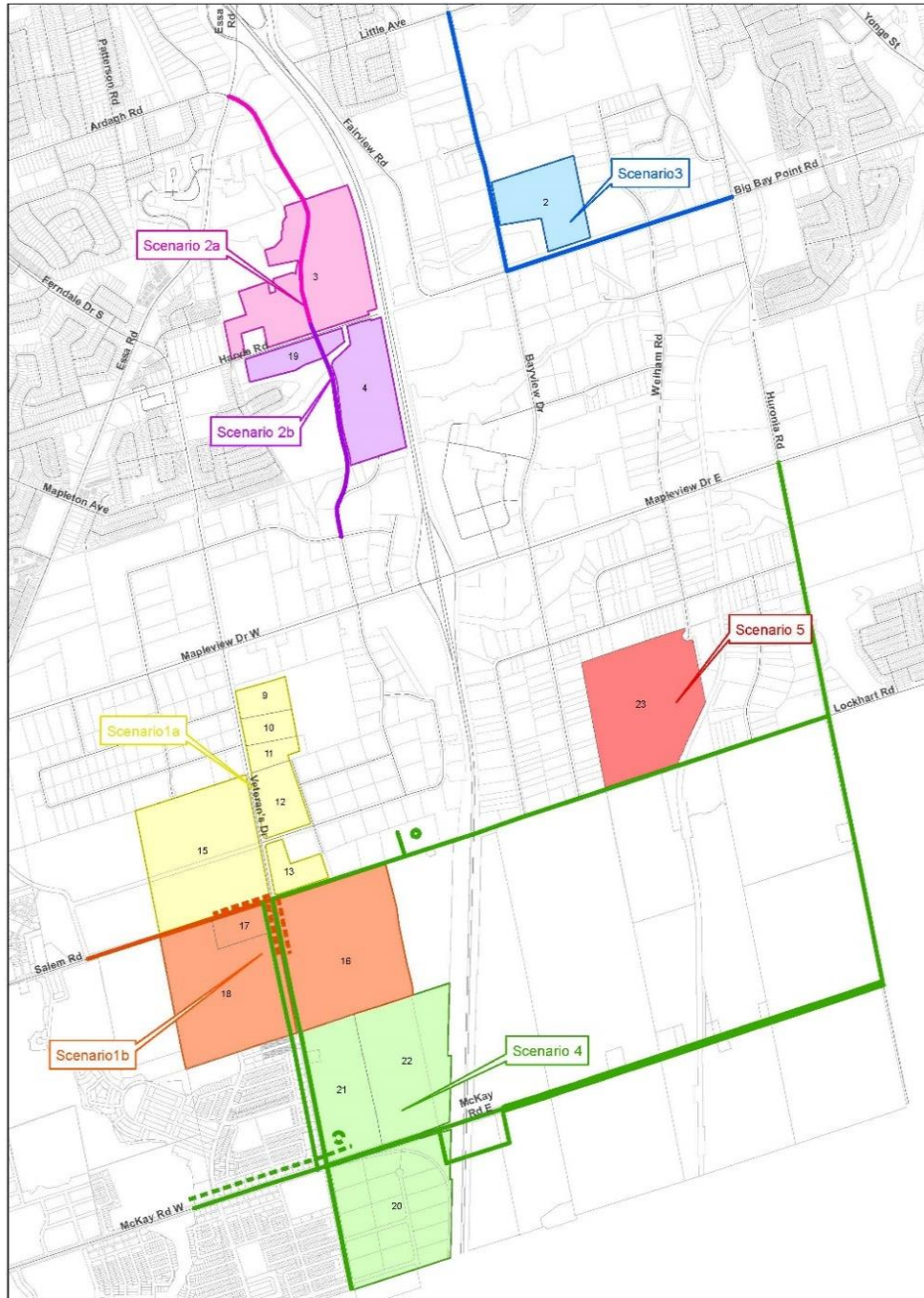
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In addition, Development Services and Economic and Creative Development staff will move to address the current absence of an incentive program for employment use developments following the removal the discretionary discounts from the DC by-law by continuing their work on developing a CIP program that includes methods for strategically targeting key sectors, focuses on end-users, and prioritizes employment growth in the City.

Finally, staff will continue to work with applicants for the 80 Big Bay Point Road and 140 Lockhart Road industrial developments to move those specific projects from draft plan approval to registration of the draft plans of subdivision for the sites. Staff will also be investigating other competitive mechanisms such as acceleration and/or prioritization of employment use developments in the development application review process and queue that might provide further support to advancing ELS developments.

A full update of the ELS, including the items noted herein, will be provided to General Committee in Q1, 2024.

Appendix A – Employment Land Scenarios



Infrastructure needed to support
Employment Lands
Various Scenarios

