



# Population and Employment Trends: Changing the Conversation about Intensification

To Infrastructure, Investment and Development Services Committee  
January 10, 2018



# THE AGENDA

- The City Context
- The Policy Context
- Population and Employment Trends
- Challenges
- Solution Examples
- Questions



**2017**  
**147,000 people and**  
**73,000 jobs**

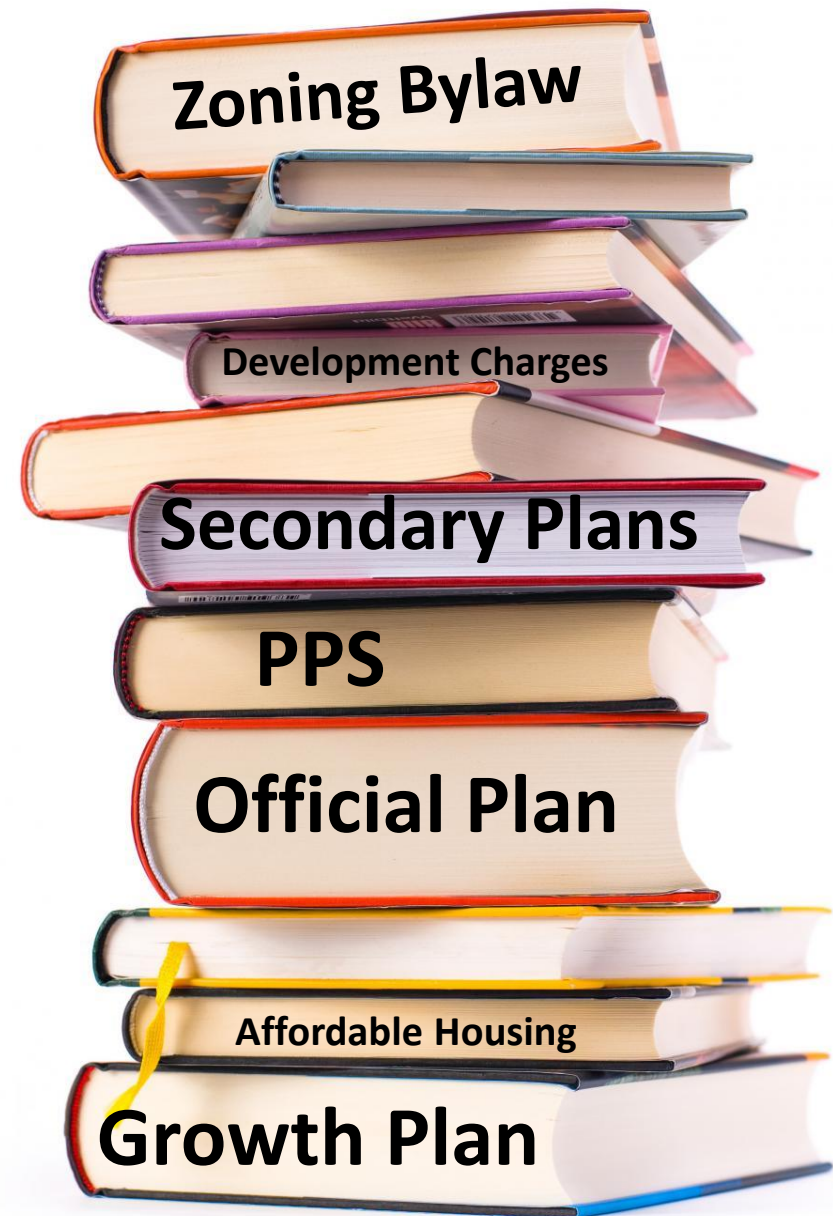
**By 2031**  
**210,000 people**  
**and 101,000 jobs**

**By 2041**  
**253,000 people and**  
**129,000 jobs**



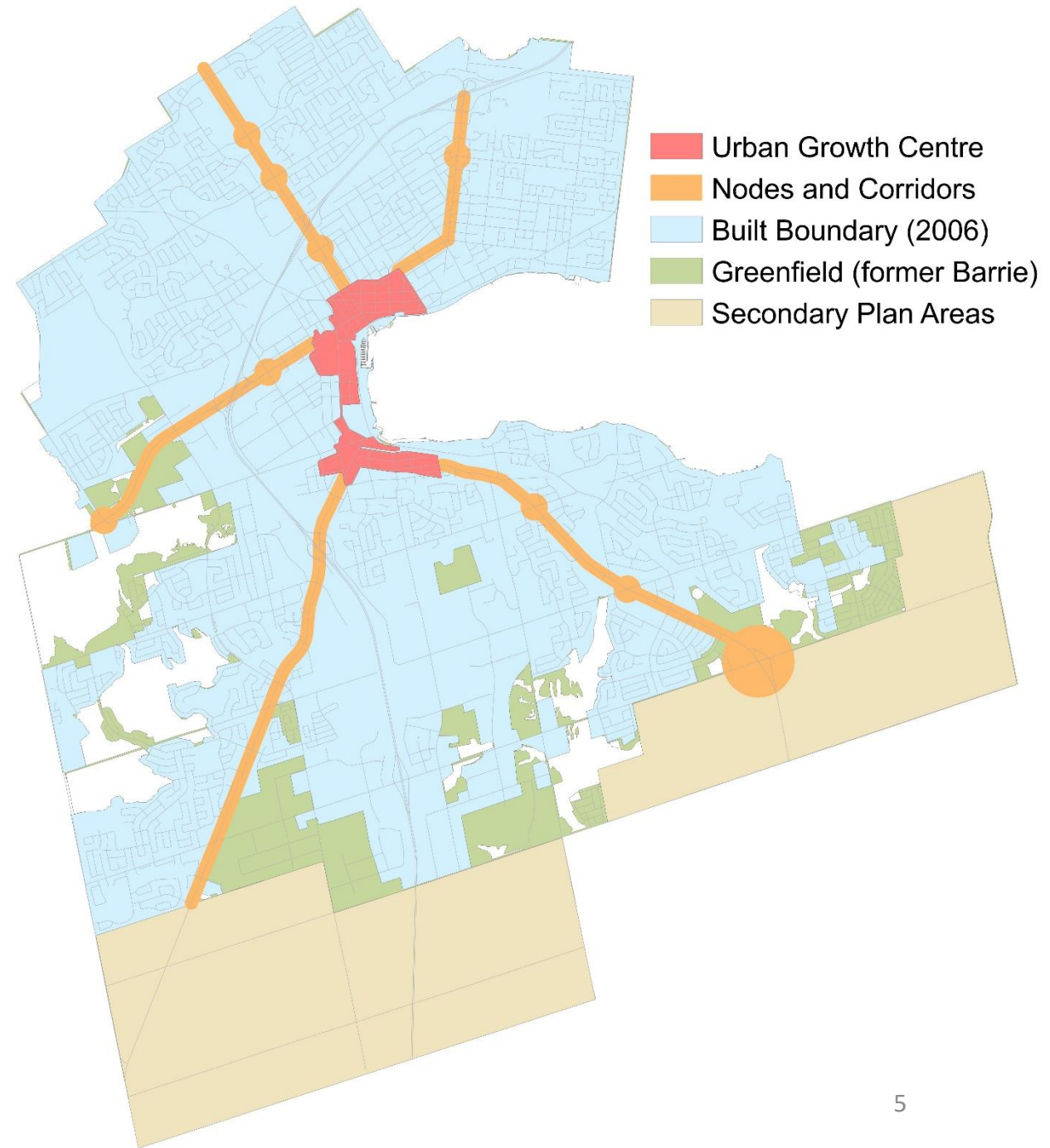
# The Policy Context

- A complex policy regime is in place that City must understand and conform to
- Recent changes to the Growth Plan affect the City's approach to growth and development
- While we have local policies in place, some are outdated and/or inconsistent
- In order to best position Barrie, we need to delve into the full spectrum of policies available to the City



# Designated Growth Areas

- Built boundary set by the Province in 2006
- Urban Growth Centre set by the Province in 2008
- Intensification Nodes and Corridors defined by the City in 2009

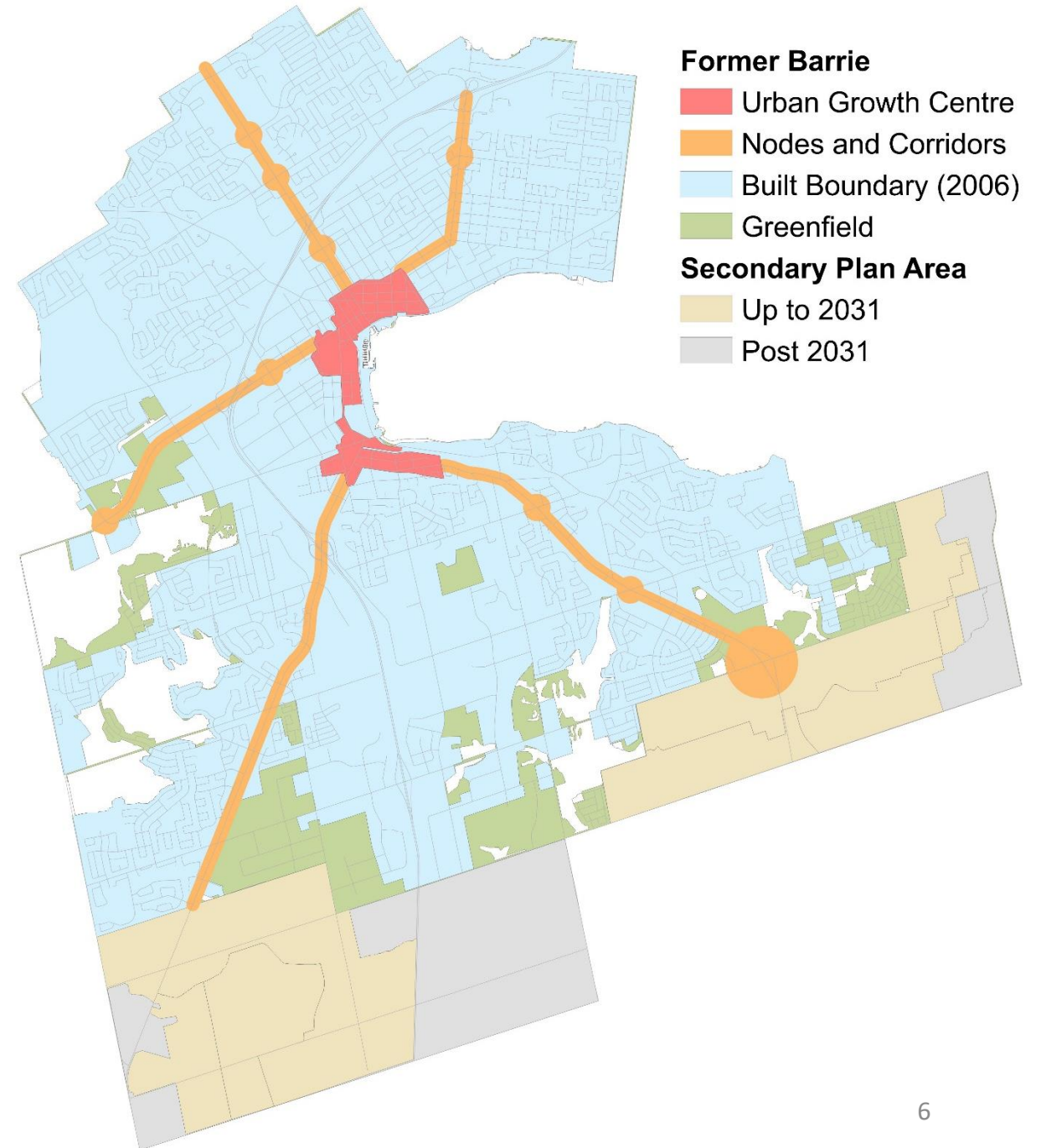


# Phasing of Growth

## 2017 Growth Plan Targets

	Residential Intensification	Greenfield Density (people + jobs / hectare)
2022-2031	50%	60
2031-2041	60%	80

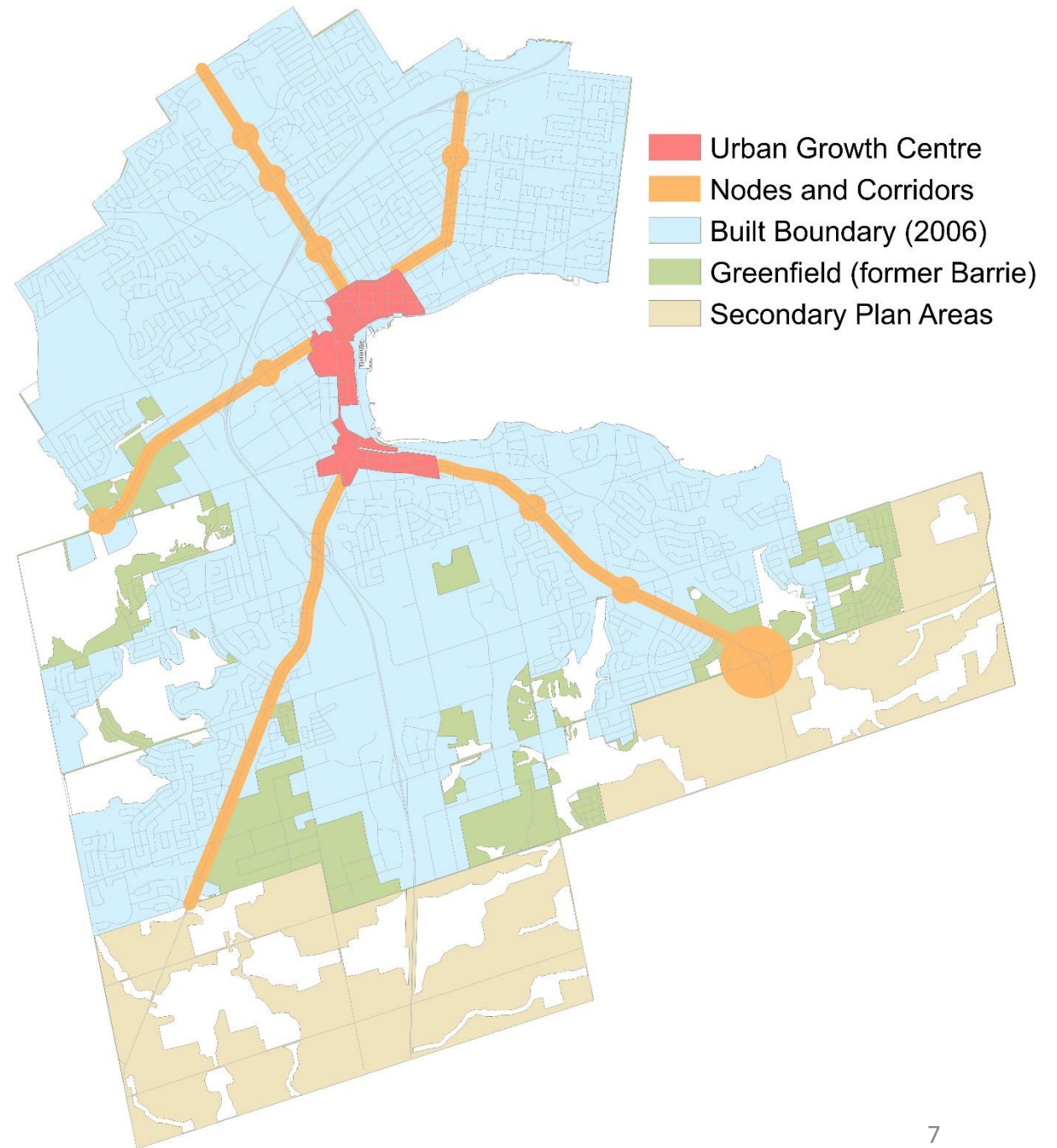
- Density requirements increased
- Intensification requirements increased



# Growth Projections

## 2016 Population (census)

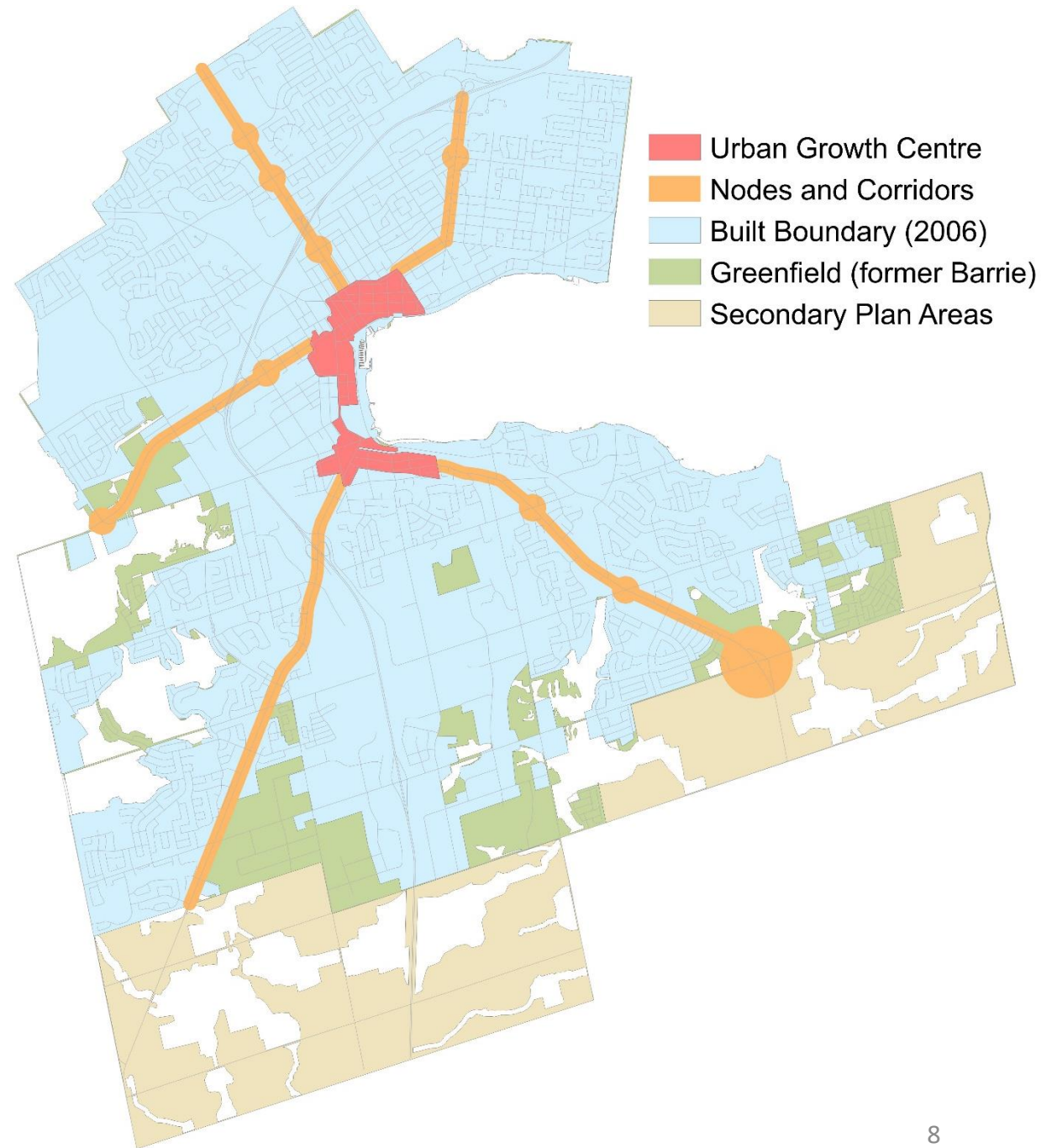
Area	Population	%
Urban Growth Centre	4,500	3%
Nodes and Corridors	6,500	4%
Other Built Boundary	125,200	86%
Greenfield (former Barrie)	9,300	6%
Secondary Plan Areas	300	0%
<b>TOTAL</b>	<b>145,800</b>	



# Growth Projections

## 2031 Population Projection

Area	Population	%
Urban Growth Centre	13,400	6%
Nodes and Corridors	12,000	6%
Other Built Boundary	129,000	61%
Greenfield (former Barrie)	15,000	7%
Secondary Plan Areas	40,600	19%
<b>TOTAL</b>	<b>210,000</b>	

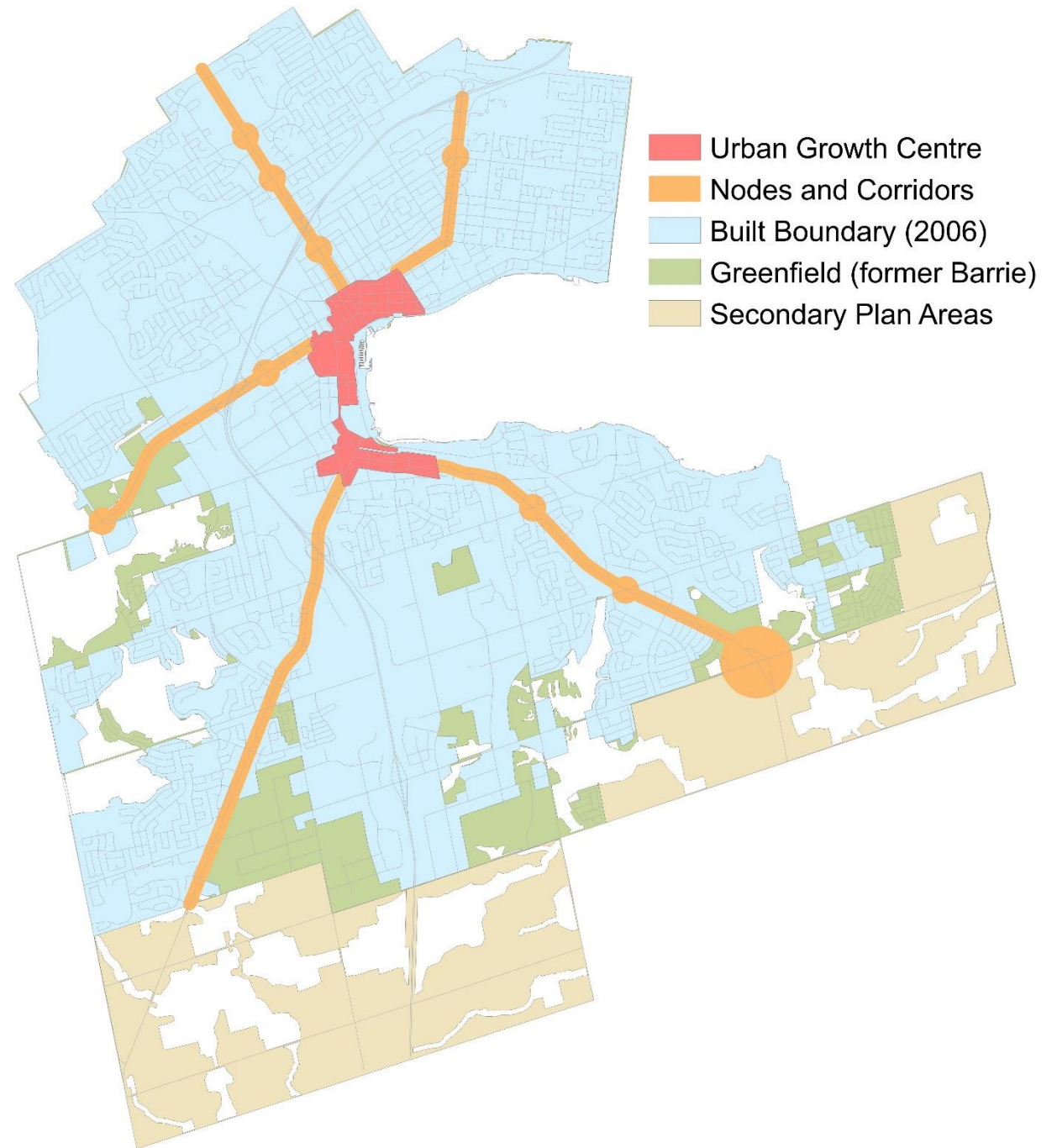




# Growth Projections

## 2041 Population Projection

Area	Population	%
Urban Growth Centre	17,600	7%
Nodes and Corridors	24,500	10%
Other Built Boundary	133,300	53%
Greenfield (former Barrie)	26,600	11%
Secondary Plan Areas	51,000	20%
<b>TOTAL</b>	<b>253,000</b>	



# Growth Plan Conformity

- While intensification assumptions are aggressive, we do not meet the 2017 Growth Plan targets

2017 GP Requirement	Barrie Growth Scenario	Issue/Challenge
<b>Percentage Housing Intensification</b>		
2022-2031 – 50%	45 %	High volume of greenfield development in Annexed Area – 2022-2031
2031-2041 – 60%	47 %	Housing allocation to the south Barrie GO station (DGA lands) poses challenges to the City regarding intensification targets
<b>Greenfield Density (People and Jobs/ha)</b>		
2006-2041 (DGA) - 60	65	City of Barrie aiming to exceed the 2006-2041 density requirement by allocating high-density growth around south Barrie GO Station
2031-2041 (FDGA) - 80	61	Difficult to achieve this level of density given location/attributes of FDGA lands in Annexed Area

# Challenges

- Only hitting the low end of density ranges
- Underutilization of UGC and Nodes and Corridors puts pressure on other areas
- Policy allows for intensification outside of Nodes and Corridors subject to criteria. This may not have been Council's intent.
- Negative perception of medium and high density development means it is tough to obtain approval for full development potential
- Without a significant change to density, in all areas, the City will not meet Growth Plan Density Targets

# Solution Examples



## Focus on UGC and Nodes/Corridors

- To meet both 2031 and 2041 Growth Plan density target a significant amount of additional high-density growth needs to occur in the UGC and Nodes and Corridors

## How?

- Reduce the density range provided in the OP
  - 85-120 upha
- Education and awareness about what medium and high density can look like and how it can function effectively

# Solution Examples

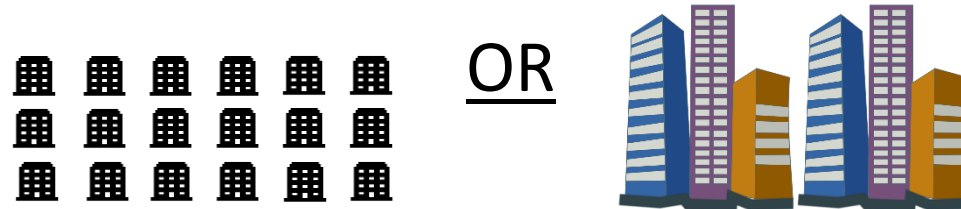


## Change the Conversation

- Bring stakeholders together to:
  - Increase awareness
  - Explore myths and realities
  - Identify barriers
  - Define options/solutions
- Informed decision making and conscious choices for Council

## How?

- Additional 18 high rises (12 storey) in the UGC OR 6 buildings at 24 storey



- Ground related townhouses in Nodes and Corridors OR mid-rise buildings offering vibrant focal point?



# Solution Examples



## New Official Plan

- Municipal Comprehensive Review
  - Defend a *Made in Barrie* population and employment target
- Strengthened policies
- Clear criteria and expectations on built form and urban design

## Short-term policy changes

- Density range
- Intensification outside of Nodes and Corridors

# Solution Examples



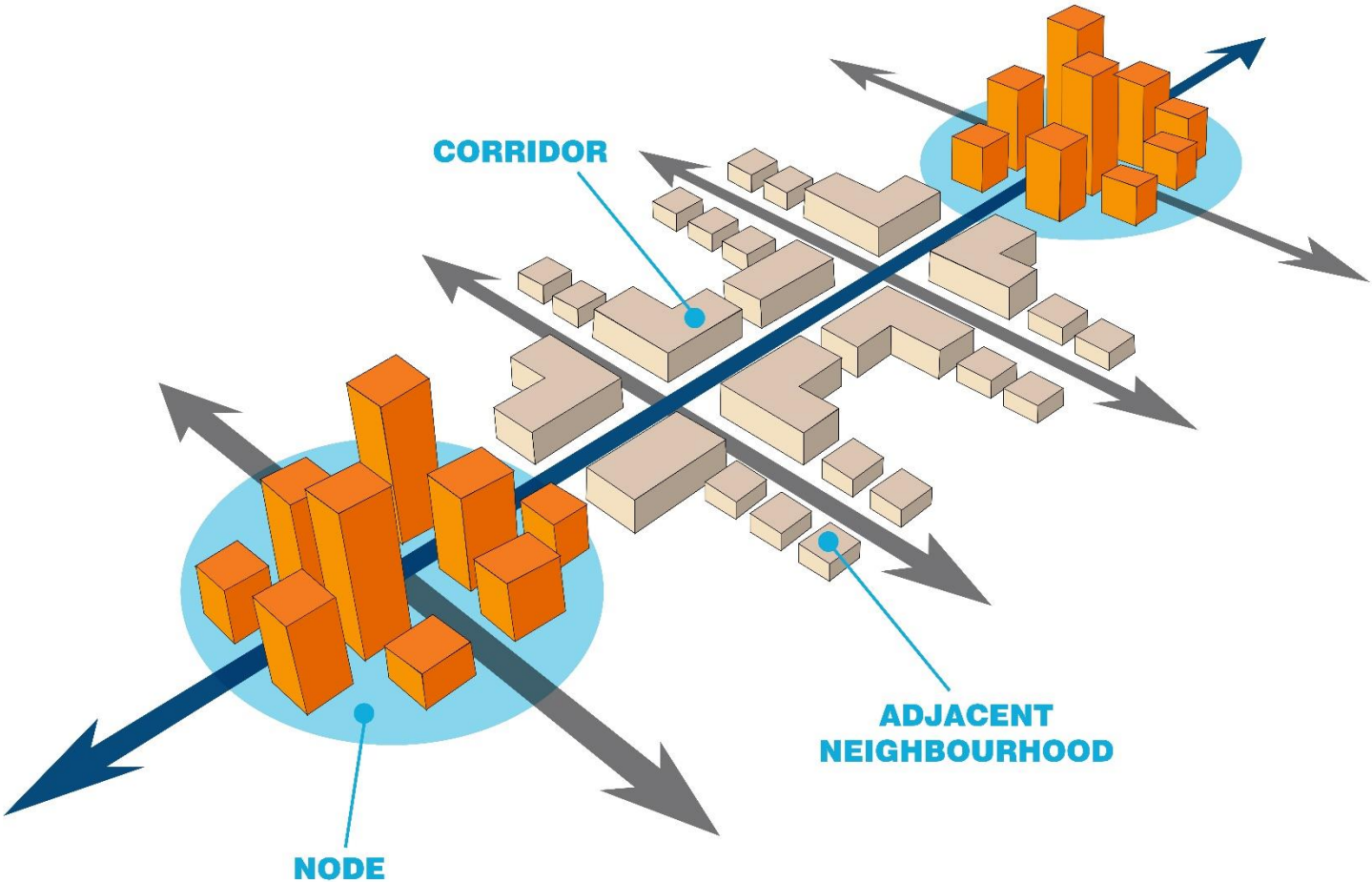
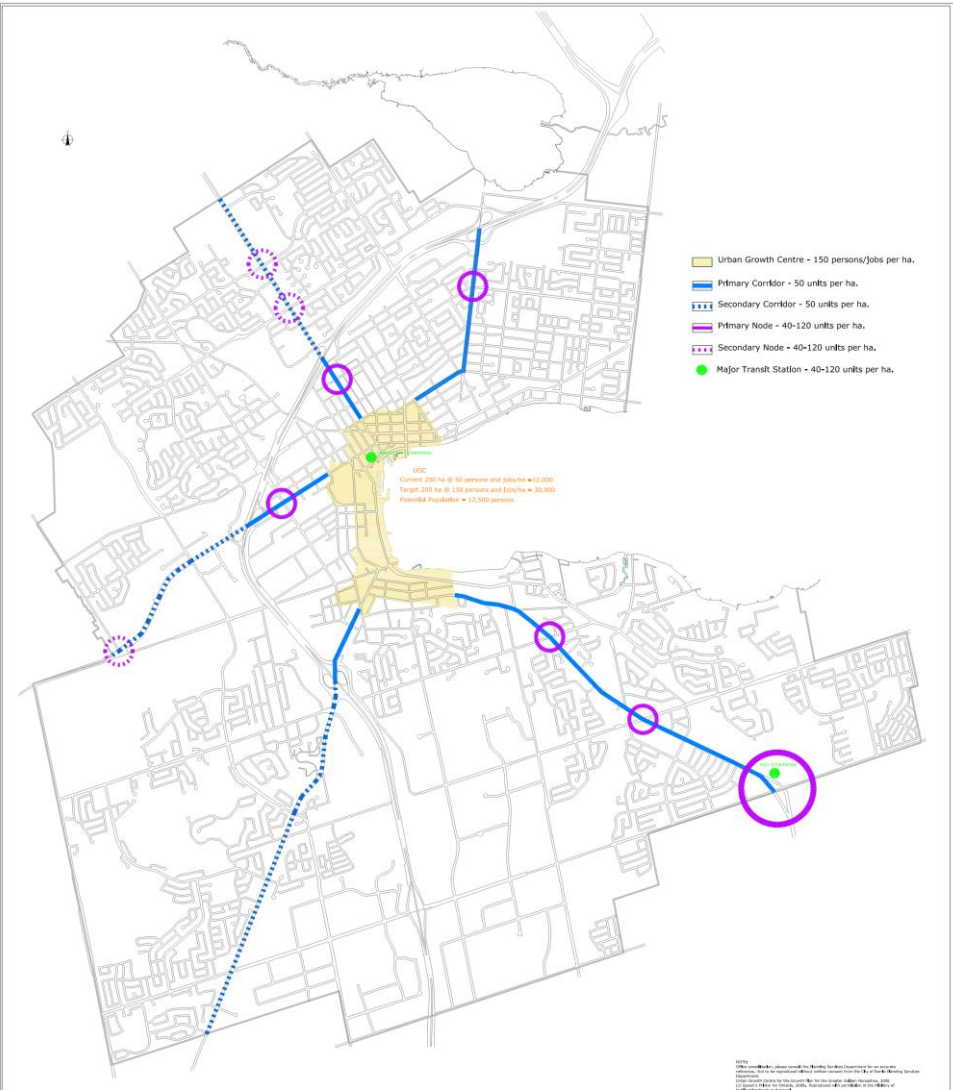
## Be Proactive

- Define City's vision for key corridors and strategic UGC properties
- Prezone areas for mixed use and/or density that aligns to our vision

## How?

- Essa Road Corridor Study
- Engage with landowners and the public in Q1 2018
- Share renderings of City Vision
- Implementing ZBLA in Q2 2018
  
- 1-15 Bayfield Street Redevelopment
- Define the City's vision
- Proceed with re-zoning

# INTENSIFICATION AREAS





# ESSA ROAD CORRIDOR STUDY AREA



# EXISTING



ENVISIONED



Barrie

**EXISTING**



ENVISIONED



Barrie

# Summary

- The City has made progress with intensification but key areas are not reaching their full development potential; this puts pressure on other areas
- The 2017 Growth Plan targets further exacerbate the City's challenge in achieving projected growth levels in the UGC and Nodes and Corridors
  - Need 10x historic development in UGC and 4x historic development in Nodes and Corridors by 2031
  - Need to provide solid rationale for *Made in Barrie* scenario

# Summary

- Changing the Conversation about intensification should occur now
  - Internally with key departments
  - Landowners and the public
  - Council
- The new Official Plan offers an opportunity to pursue a *Made in Barrie* approach with the Province
  - Anticipate a document for Council consideration in Q4 2019
  - Might secure tweaks to density and timelines; unlikely to see significant policy change
- Immediate solutions are available and will help to bridge the gap
  - Density range revision
  - Consultation on the Essa Road pre-zoning project
  - Awareness building and exploring solutions

Thank You



# Growth Projections

Area	2016		2031		2041	
Urban Growth Centre	4,500	3%	13,400	6%	17,600	7%
Nodes and Corridors	6,500	4%	12,000	6%	24,500	10%
Other Built Boundary	125,200	86%	129,000	61%	133,300	53%
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