



## *Purpose Statement*

To create the most energized, connected community with the highest quality of life in Canada.



## What we like about it:

- The Attractive Modern Design
- The Density and its Creation of a Population Centre and a Transportation Hub - Creates Municipal Financial
- Viability per 'Strong Towns'
- Greening of the Site
- Individual Towers on Platforms - We assume the platforms are Parking.

## What we don't like so much about it:

- The absence of an Urban Village as the Centre of Community **(Fairground Place)**
- The architecture as modern only and the absence of any juxtaposition to give character. These could be accomplished through the Urban Village.
- The sudden decent from high rise to 3 story townhomes. Again, this could be adapted through a 5 story City Centre / Square. The current design creates two distinct areas without a connector or meeting place.



# Affordable Housing

Affordable Housing is not just about the cost of the Housing. It is about Affordability of Living. It is about having jobs that don't require a car and are walkable or are Efficiently and Affordably connected by Transit.

That means that jobs need to happen where people Live.

The Fairgrounds Proposal has exactly **19%** of the Retail / Commercial Space of Friday Harbour (per unit)

**Fairgrounds** - 2,808 units. There would be 31,775 square feet of retail space.

**Friday Harbour** - 3,000 units In total, - 178,680 square feet of retail/service commercial space either exists or is planned at Friday Harbour.

**Currently Zoned:** *Industrial and General Commercial*

The Current proposal is for essentially full on Residential in an area intended for Job Creation. We need to stay True to that Vision with a Intelligent Blend for the New Age of Work.

# Opportunity for Urban Village

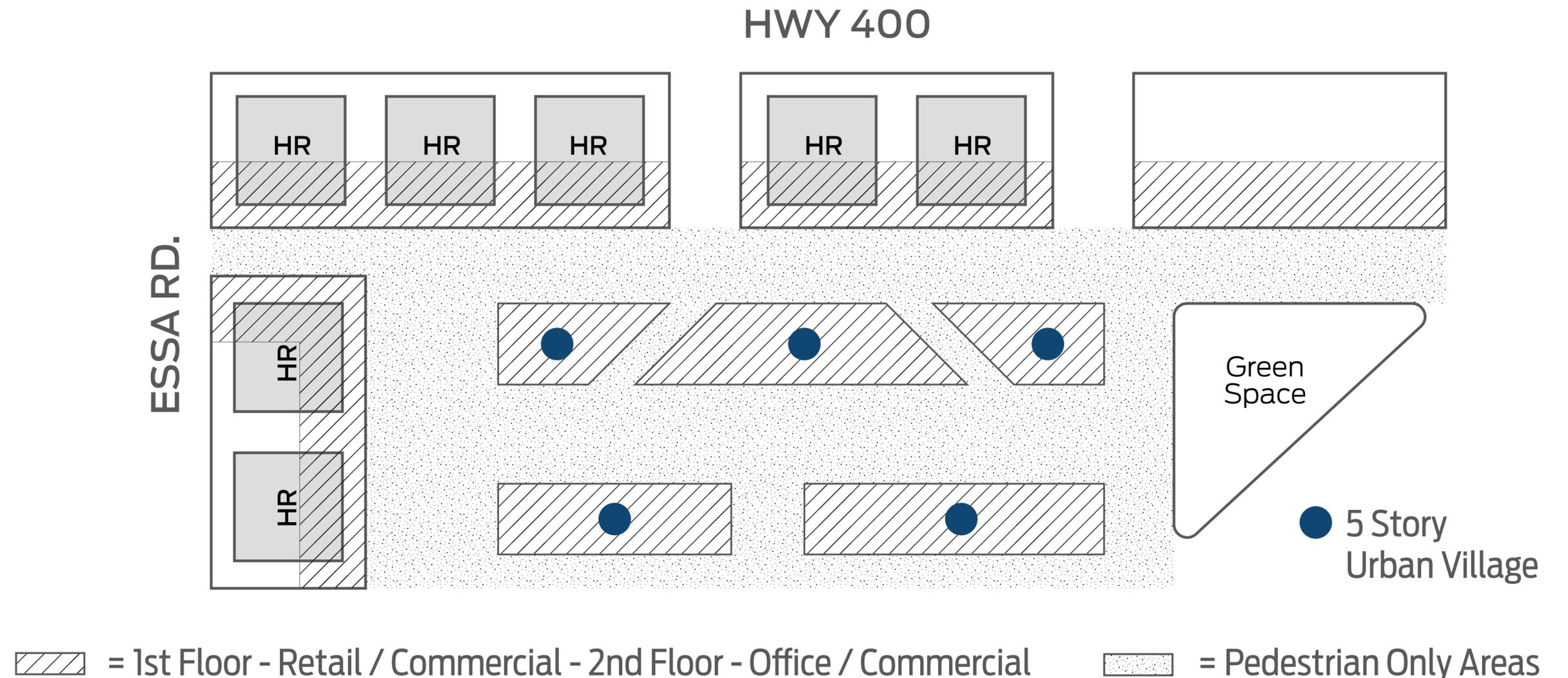


# Opportunity for Urban Village

1. Grocery & Drug Stores
2. Restaurants & Cafes
3. Shops & Boutiques

4. Community Services
5. Entertainment Venues

6. Co-Working Spaces
7. Public Spaces



# Examples of Urban Villages





## Required Elements:

- Center areas need to be pedestrian only and the road between big buildings
- A certain requirement for retail patio space - 10,000 square feet
- Green spaces on ground
- Uber / Lyft zones
- Patios and interest on levels 3, 4 and 5 to tie together the patios from high rises and the ground level
- Service underground for pedestrian areas to allow for pop ups and Markets



# Benefits of a 5 Story Urban Village

with strictly Pedestrian areas and full first floor activation for retail and restaurants

Including: 2nd floor Office / Commercial:

- . **Creates Jobs** that do not require Cars or other Transportation.
- . Creates a **Community Center** for Social Engagement, Living and Shopping.
- . Creates a Physically and Mentally **Healthier Lifestyle** and Well Being.
- . **Takes cars off of our Roads.** In particular, off of Essa, which may be traffic challenges, similarly to Park Place / Mapleview with **multiple vehicles entering and exiting in close proximity to the highway.**
- . Helps create a full service density **Public Transportation Centre** and Destination.
- . Improves the **Reputation of Barrie as a Livable / Leadership Community,** particularly since Essa Road is a primary Gateway to Barrie.
- . **Lowers Carbon Emissions** with fewer cars.
- . **Attractive to People and Talent** Looking to relocate for a Higher Quality of Life.

The High Rise portion of the Development and the Town Houses are two very disparate halves without Connectivity.

The 5 Story Urban Village in the Center provides the connectivity of those two areas.

## **Additional Community Benefit Opportunities:**

Include a Seniors Facility (Reference: The Terraces at Los Altos)



## Needed City of Barrie Action:

Exempt Developments that are creating Urban Villages/Squares from having to face up retail on the Arterial Roads.

Not doing so makes us a City of Strip Malls,



## Also Needed:

Accommodation for a future Sky Train Station and passage (Elevated Rail) to run the Hwy 400 Corridor.





## **Affordability Committee - Strategic Vision**

- . Encourage a range of housing options to make housing attainable**
- . Open for business environment to help encourage job creation**
- . Develop and attract talent to support our employers**

## **Affordability Committee Duties:**

- . Development matters including land and property development and use, street names, building standards, zoning, plumbing and building inspections, planning services (policy planning, development control, growth management, development policies and standards, housing policy, subdivision services, and heritage properties.**
- . City Centre revitalization, Business Development – retention, attraction, business licensing.**



# This is City Centre Revitalization

The Gateway District (Fairgrounds) is **1/2 mile from the Station District** (Allandale Go), which in turn is **less than a mile from the Market District and Downtown.**

**This will become THE Major Corridor and Anchor for one end of Downtown.** (with the Bradford Beautification already planned)

There is a clear choice here between just more housing or **Building our Community and our Quality of Life.**

From Arnie Ivsin

Good evening Mayor Nuttall & members of Council. I would like to thank you for the opportunity to speak to you with regards to the latest proposal for the old Barrie Fairgrounds. I say latest, because as some of you may know this important, and even historical piece of property has some history. It has been the subject of much speculation and debate, going back as far as when Jeff Lehman was our ward councilor when Osmington 1<sup>st</sup> purchased this property, and we all gathered at a public meeting in the old Sticky Fingers plaza some 15 years ago or more.

My wife Linda and I purchased our 1<sup>st</sup>, and only home on nearby xxxxx 37 years ago this coming Nov 1<sup>st</sup>. We still have the same neighbours on both sides, but we have seen changes. Some of us old timers are still here, but lately we have seen an influx of young families move into the neighbourhood, and the nearby playground at Blair Park is in full swing again (pun intended).

We run the risk (and have been called) NIMBY's due to our opposition of this latest proposal, which is significantly far more impactful than any other previous proposal. In a perfect world, many of us would love to see the city purchase this land and make it a naturalized inner city park for residents, or travelers passing thru. Walking trails, off leash dog park, picnic area to reduce the carbon footprint. But that is unlikely to happen. Some would like to see the Y built there, others have suggested an attempt be made again to lure a University campus. Some even an Ikea. So if this property is to be developed, then it has to be done in such a manner that it benefits residents that will live there and around it.

The 2020 proposal by the previous owner Osmington had some merit- it even included a percentage of affordable housing (this 1 doesn't) housing for seniors and townhomes for families. Those of us who attended that Aug 2020 public meeting offered input into ways to mitigate traffic, noise and other infrastructure issues. Then, suddenly the property sold in 2022 to Greenworld Construction/Digram Developments, who have now come in and basically stacked 9 high rises ranging from 12 to 35 storeys high on top of what was previously proposed by the previous owners, inherently doubling the size. Developers in Barrie love to hide behind the Provincial Growth Plan banner, believing it gives them Carte Blanche to do as they please, and asking our municipal leaders to yield to it. Premier Ford's Bill 23 doesn't help either. But I am trusting that our city council will not yield to this pressure, and plan this out with some thought and insight.

As I mentioned before, we are not anti-development for this area, we are for smart development. The current proposal calls for a modest estimation of 5,000 to 7,000 residents, based on a 2.5 ratio. In a conversation with Cathy Colebatch she thinks that estimation is low, and I trust her judgment. That amount of people equates to the populations of Parry Sound, Shelburne, Goderich or Perth being inserted into this footprint. Take into consideration the proposal less than 1 km away at Tiffin and Innisfil St, where the old Co-Op used to be. 7 more high rises are proposed to go in that area. That's a total of 16 high rises in less than a km. Plus townhomes. So now populations size of Gravenhurst, Kenora or Pembroke all being inserted into an area less than a kilometer apart. Please consider that, and the strain it would have on our

infrastructure, on aging water and sewage lines from the 1950s, carbon footprint, the lack of schools, community resources and the vehicular traffic in the area.

The Gateway into the city at Essa and the 400 is one of the most congested areas in the city already. Inserting 5-7,000 residents in this small area so close to this major intersection would be a nightmare. The #1 concern of most area residents is traffic. Access to the development is faulty- one entrance off of Essa, and a right turn only entrance/exit off of Anne. That leaves vehicles racing thru the Blair Park residential neighbourhood with 5 roads funneling down to Wood St, like a multi ball Plinko or pinball game. This is an area that has sidewalks on only 1 side of the street (if any), or incomplete ones, and would go past a playground where children and their families, or seniors walk to and from. We speak from experience- when Devilbiss was an operating factory, many of us lodged complaints with ownership about how employees raced thru the neighbourhood at high rates of speed before, after shift, and lunch hour. The property is also contaminated with TCE, and I'm awaiting results on the extent.

We can all agree-sprawl needs to stop. Out on Mapleview East, the sprawl is not only in full bloom but spreading. It'd make more sense to build towers near the Barrie South Go Station, or down Holly way where there is the room. We ask you to please give this Fairgrounds proposal serious consideration, as it will greatly affect a widespread area and residents. Remember more is not necessarily better. We support housing in this area, it just has to be done with common sense. Thank you for your time.