



**ESSA BRADFORD CORRIDOR STUDY  
PROPOSED SITES FOR REZONING  
PUBLIC MEETING**



**JUNE 11, 2019**

**2014** Provincial Policy Statement

Under the *Planning Act*

Ontario.ca/PPS

**A Place to Grow**

Growth Plan for the Greater Golden Horseshoe

The City of Barrie Official Plan

Ontario

Prepared by the Planning Services Department  
Office Consolidation-March 2014

**2017**

147,000  
people

73,000  
jobs

**2031**

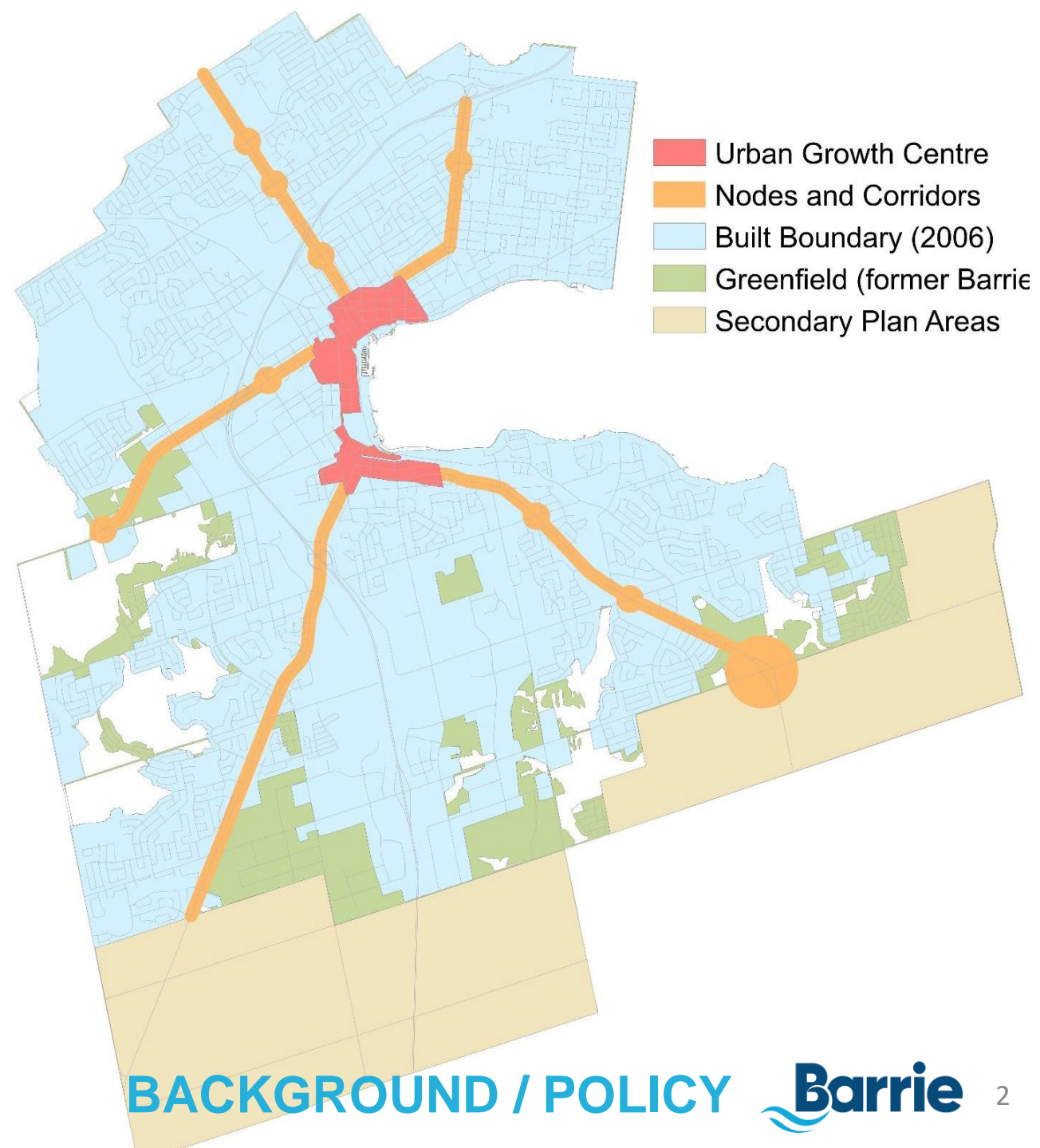
210,000  
people

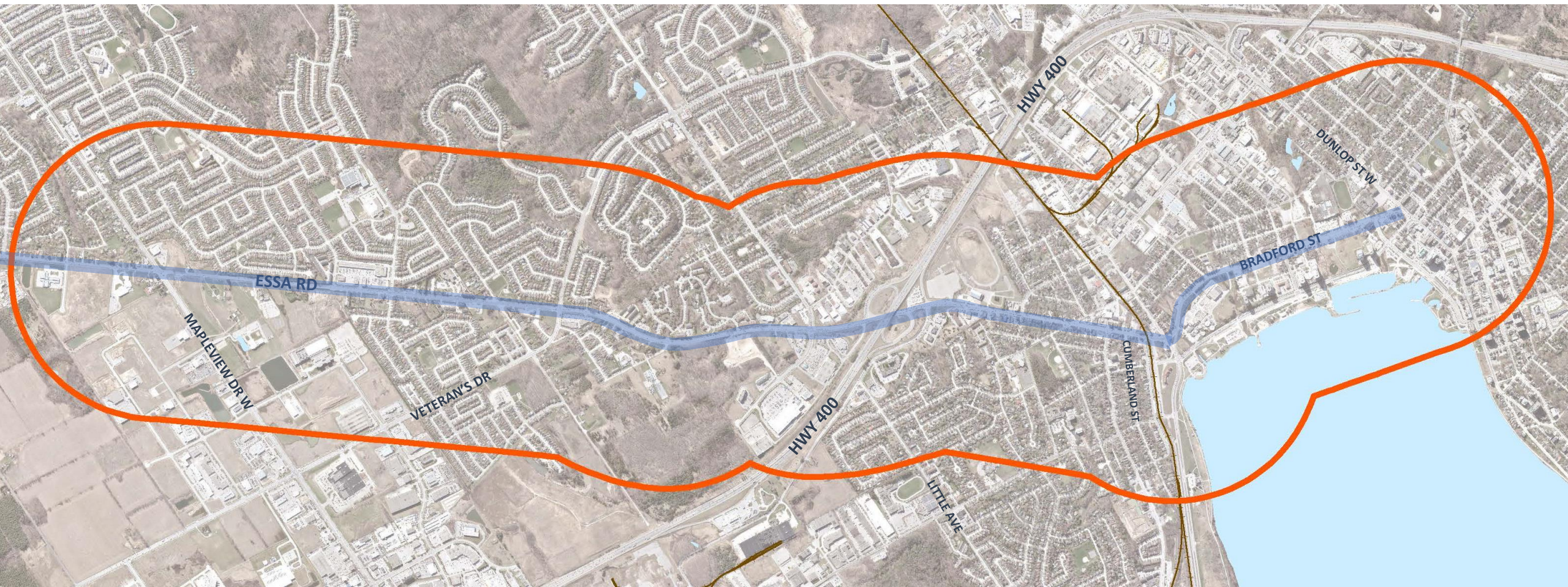
101,000  
jobs

**2041**

253,000  
people

129,000  
jobs





 800m BUFFER

MAP INFORMATION

Map your thoughts

To be able to drop a pin on the map, you will need to register and sign in. Your username will appear after any comments you make.

Please drop a pin on the area of the map to add a comment or photo. We would like you to share where you think there are opportunities to enhance Essa Road and Bradford Street as the city grows and intensifies:

View more »



ADD A PIN

Select a pin below and drag it on to the map

- Intensification Opportunity
- Community Feature
- Movement and Mobility
- Needs Improvement



Diverse + Distinctive



Safe + Accessible



Livable + Sustainable



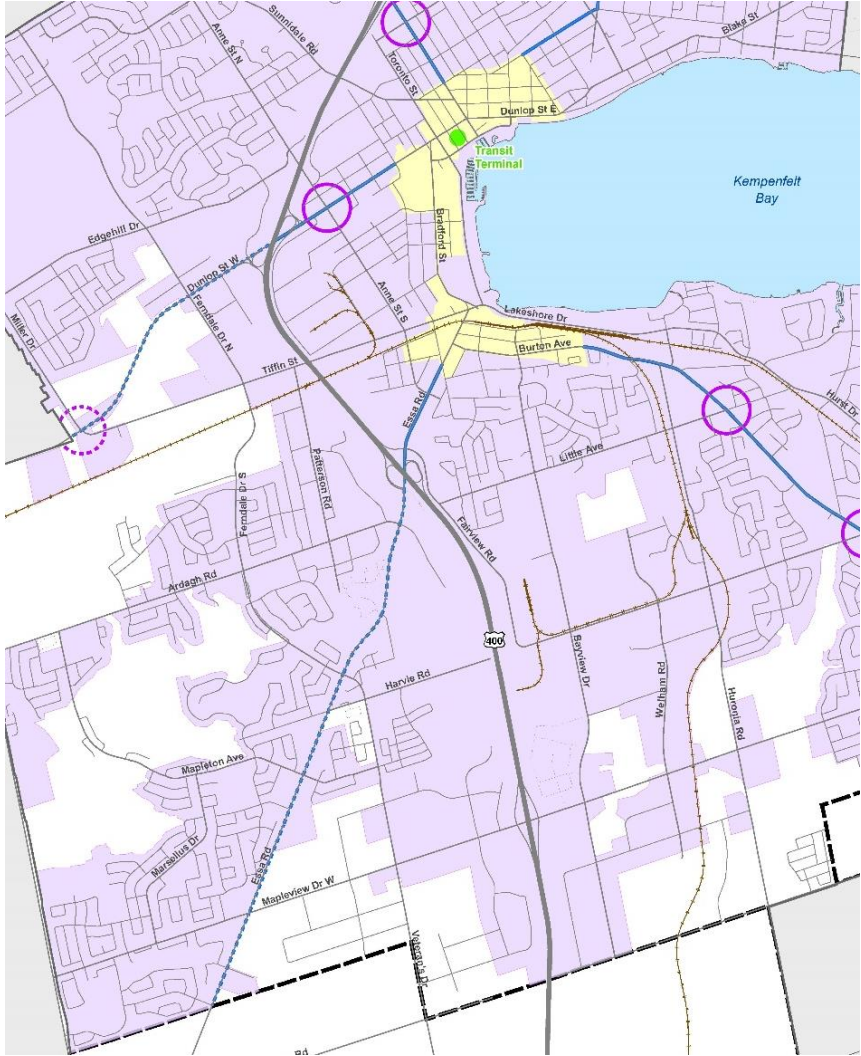
Connected + Cultural



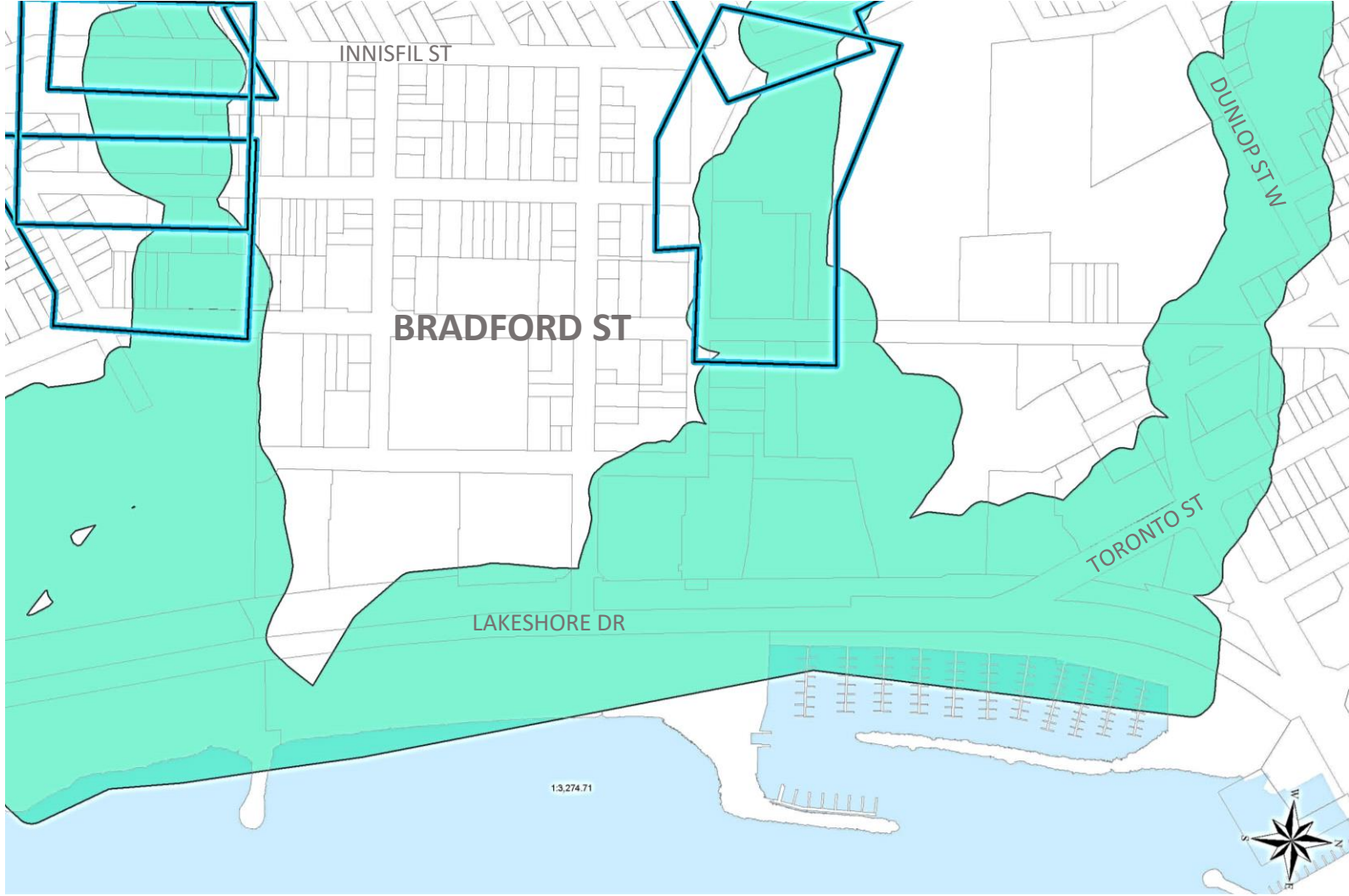
Efficient + Active



Compact + Human Scale



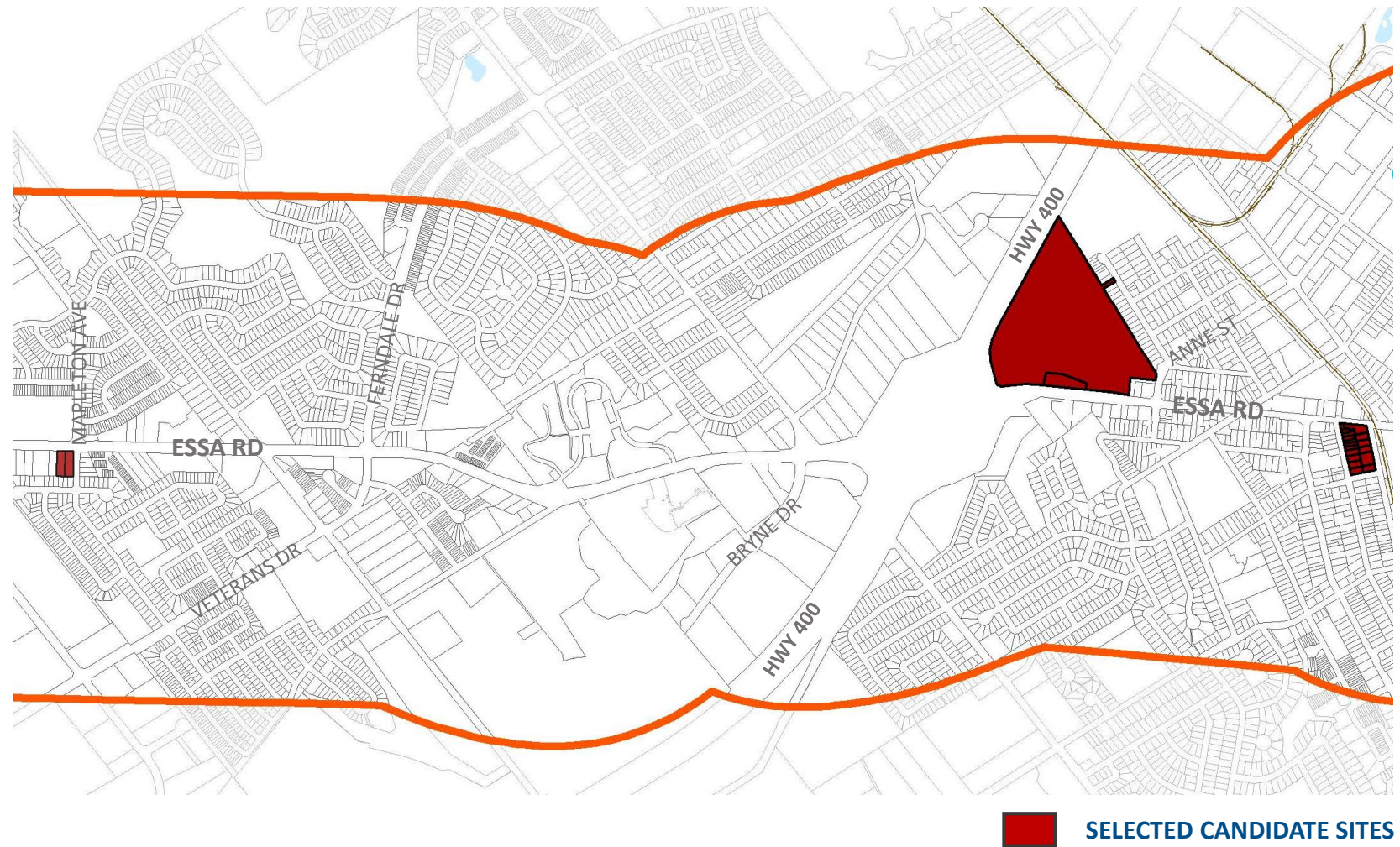
OP SCHEDULE I – Intensification Areas



BRADFORD STREET CORRIDOR     CONSERVATION REGULATION LIMITS     WASTE DISPOSAL AREA

## SITE SELECTION CRITERIA

- POLICY FRAMEWORK
- SITE CONTEXT
- PROPERTY & BUILDING CONDITIONS
- DEVELOPMENT POTENTIAL
- PUBLIC & STAKEHOLDER FEEDBACK
- PROPERTY OWNER FEEDBACK



**EXISTING ZONING**



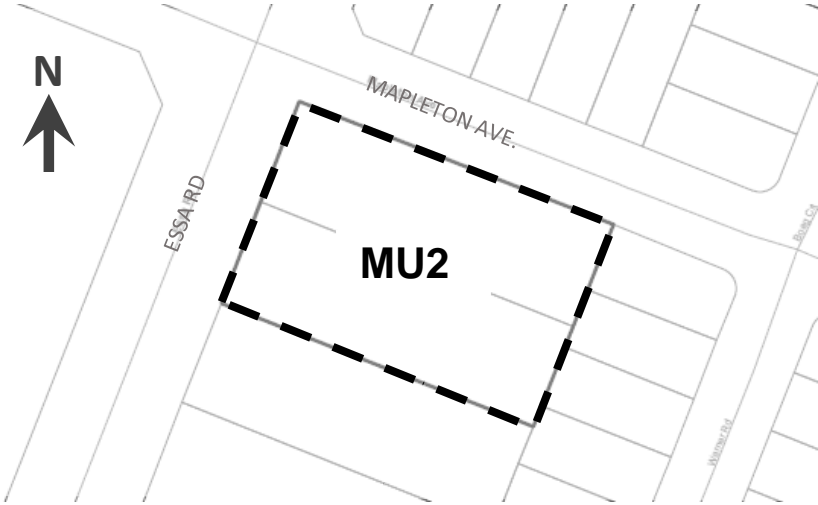
**EXISTING AERIAL IMAGE**

**EXISTING MASSING DEMONSTRATION**

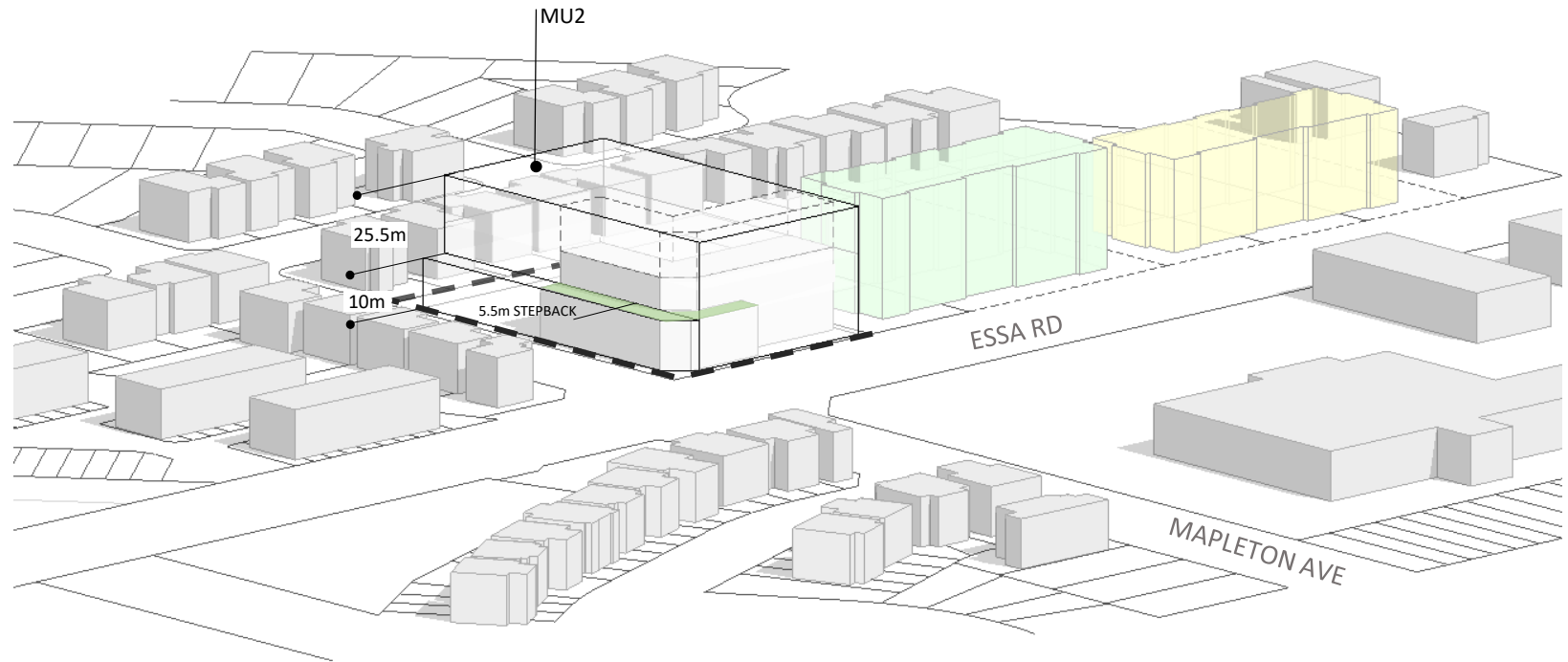


- Registered Site Plan (8 storey residential)
- Preliminary Site Plan Approval with Conditions (6 storey residential)

## PROPOSED ZONING



## PROPOSED MASSING DEMONSTRATION



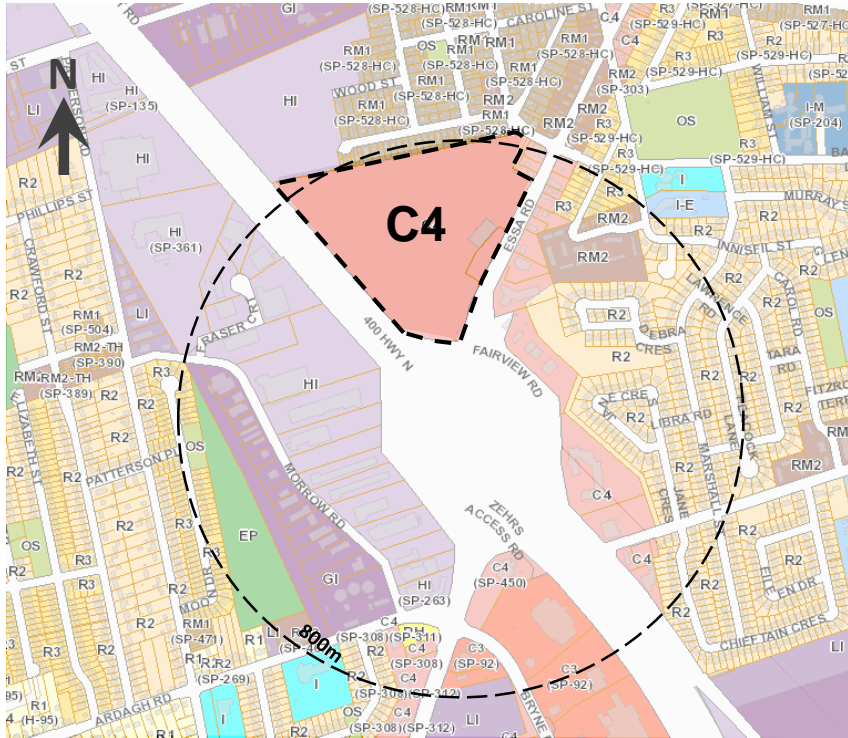
## CONCEPTUAL DEMONSTRATION

Registered Site Plan  
(8 storey residential)

Preliminary Site Plan Approval with  
Conditions (6 storey residential)



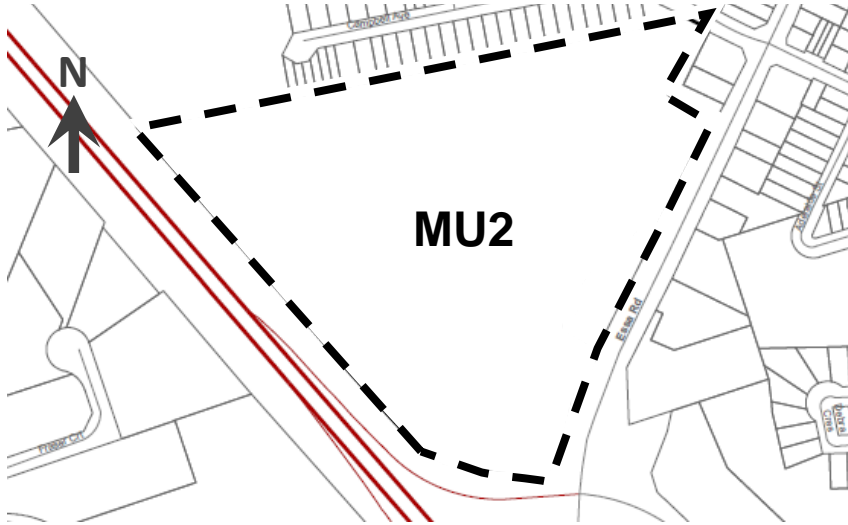
## EXISTING ZONING



## EXISTING AERIAL IMAGE



## PROPOSED ZONING

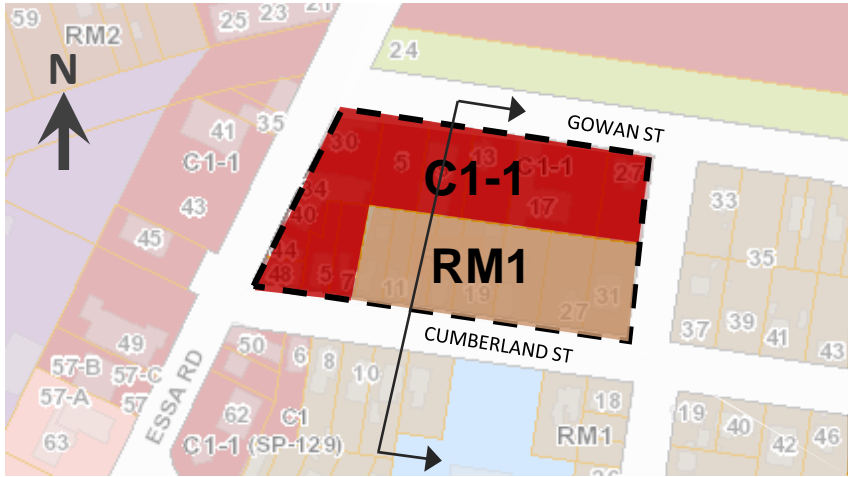


- GATEWAY TO DOWNTOWN / WATERFRONT
- COMPLETE COMMUNITY / MIXED-USE
- COMPACT DEVELOPMENT
- A RANGE OF BUILDING TYPES & UNITS
- CONNECTED & WALKABLE
- DISTINCTIVE & ATTRACTIVE WITH A STRONG SENSE OF PLACE
- SUSTAINABLE / GREEN DEVELOPMENT

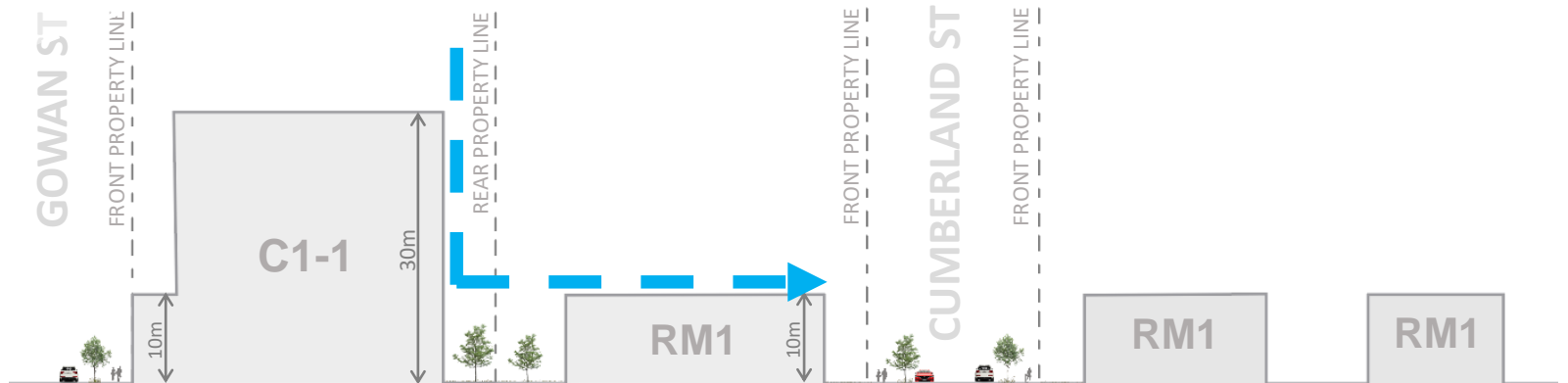
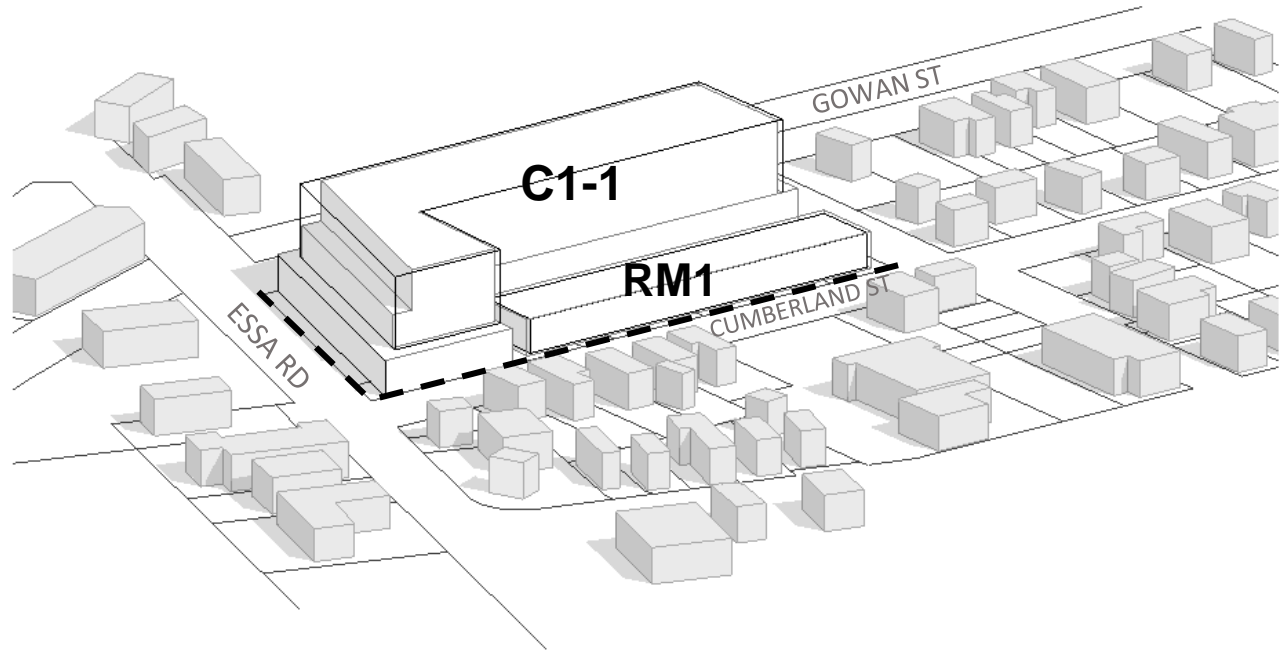
## CONCEPTUAL DEMONSTRATION



## EXISTING ZONING



## EXISTING MASSING DEMONSTRATION



## EXISTING AERIAL IMAGE



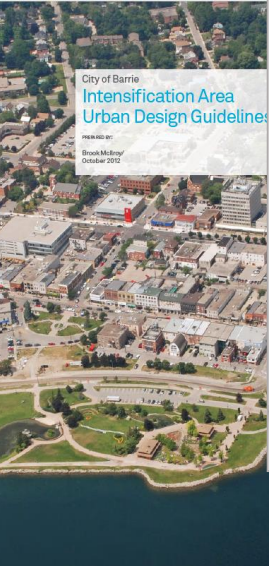
**HISTORIC NEIGHBOURHOODS STRATEGY**

*People led planning for Barrie's older Neighbourhoods*

**Historic Neighbourhoods Strategy**

Barrie, Ontario  
June 2010  
[www.hns.barrie.ca](http://www.hns.barrie.ca)

The City of **Barrie**

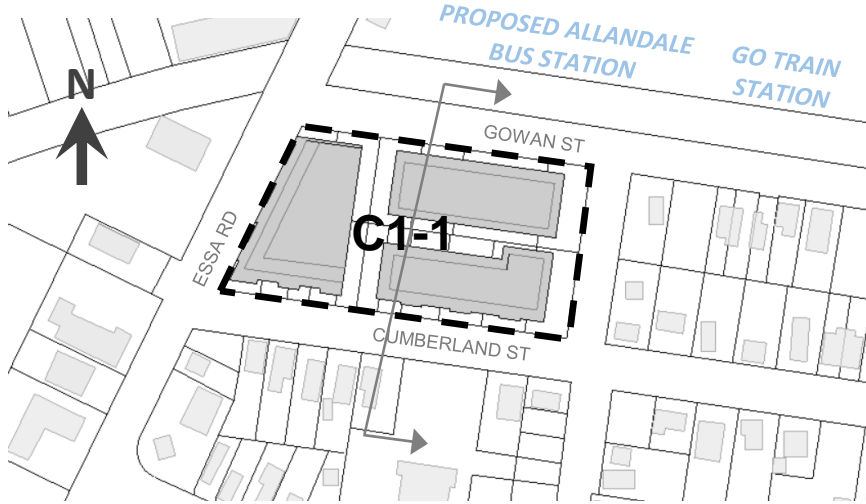


our history, our growth  
a strategy for a  
**growing barrie**

nek-to

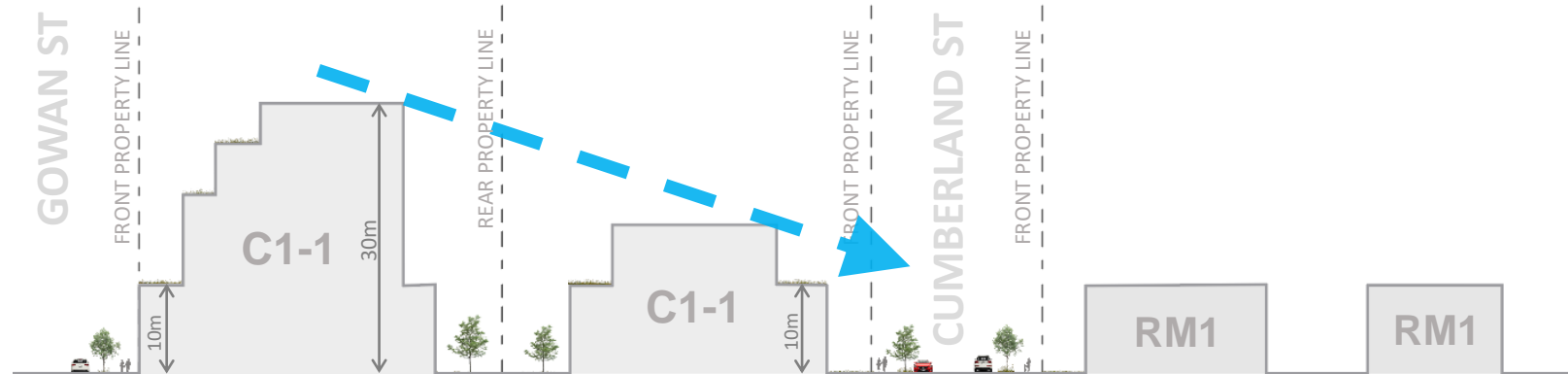
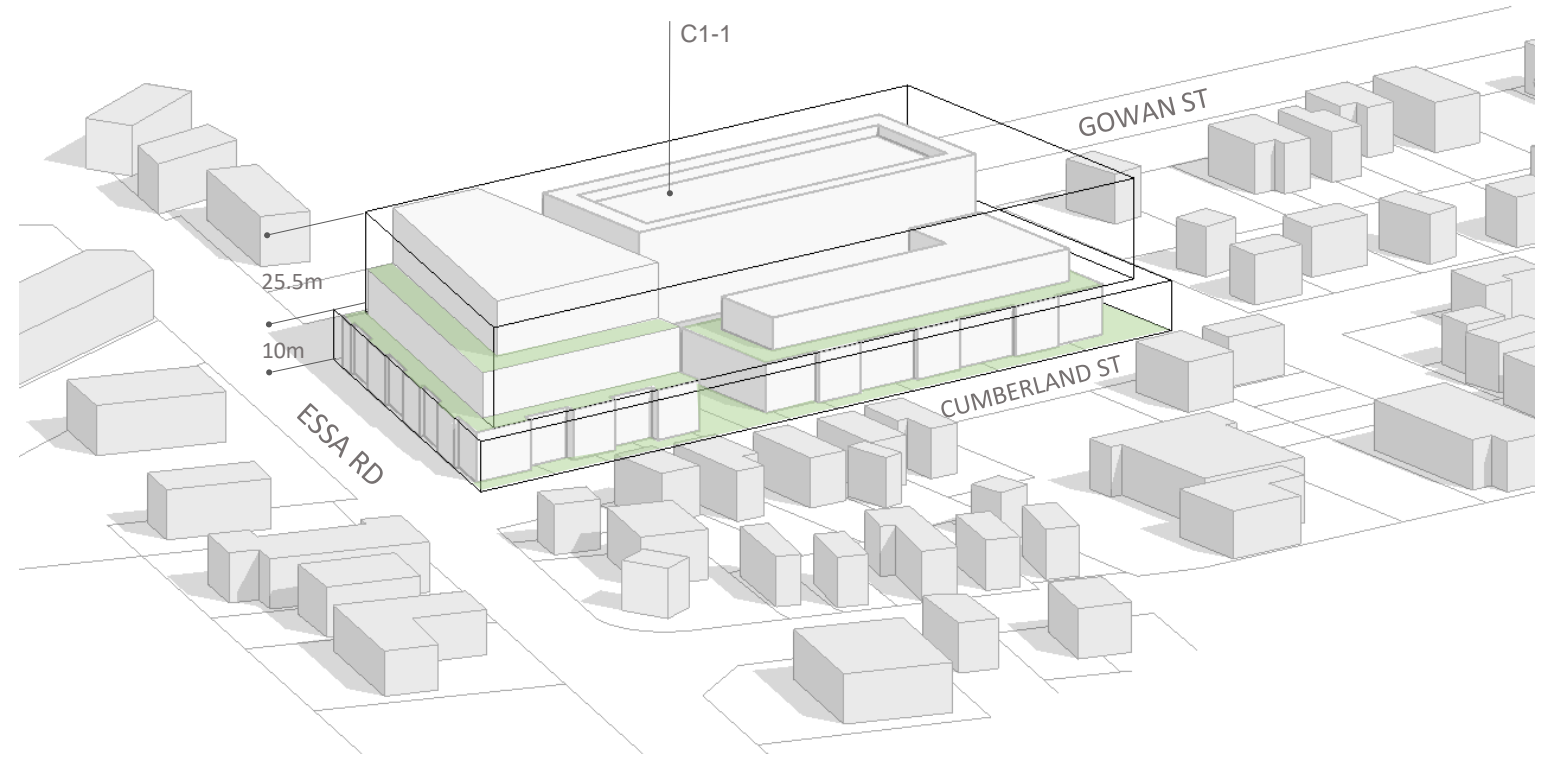
Barrie

## PROPOSED ZONING



CONCEPTUAL DEMONSTRATION

## PROPOSED MASSING DEMONSTRATION



# NEXT STEPS

## Proposed Sites for Rezoning & Staff Report

- Staff will consider and incorporate feedback from Public Meeting
- A Staff Report with a recommendation on the proposed re-zonings will be scheduled in the fall of 2019

## Policy Directions for New Official Plan & Zoning By-law

- Policy directions stemming from the Essa-Bradford Corridor Study will be reviewed and considered further through the new Official Plan and Zoning By-law projects
- Anticipated approval of the new Official Plan and Zoning By-law in the spring and fall of 2020, respectively