

Staff Memorandum



To	Mayor A. Nuttall and Members of Council
Subject	Public Meeting for an Official Plan and Zoning By-law Amendment - 112 King Street (Formerly 1 Hollyholme Farm Road)
Date	March 19, 2025
Ward	7
From	M. Banfield, RPP, Executive Director of Development Services
Executive Member Approval	M. Banfield, RPP, Executive Director of Development Services
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to advise members of the Affordability Committee of the Public Meeting regarding an application for Official Plan and Zoning By-law Amendment submitted by Sol-Arch, on behalf of 1320938 Ontario Limited. The subject lands are legally described as Lot 2, Plan 51M-882, in the City of Barrie, and are known municipally as 112 King Street (formerly known as 1 Hollyholme Farm Road).

The Official Plan and Zoning By-law Amendment applications propose to amend Policy 2.6.9.2 (f)(ii) of the Official Plan to allow a new retail use to occupy more than 30% of the gross floor area of the existing building and to amend the 'Light Industrial' (LI) zone that applies to the subject lands to 'Light Industrial with Special Provisions' (LI) (SP-XXX) in the City of Barrie Comprehensive Zoning By-law 2009-141, as amended. The purpose of the amendments would add 'automotive sales and leasing establishment' as a permitted use in the (LI)(SP-XXX) zone. The applicant is proposing to convert the existing building on the property to an automotive sales and leasing establishment.

The complete submission package is available for viewing on the City's Development Projects webpage under [Ward 7 – 112 King Street](#).

Background

The subject lands are approximately 0.51 hectares in size and are located on the northeast corner of King Street and Hollyholme Farm Road, south of Maplevue Drive West. The property has frontage of approximately 50 metres on King Street and flankage of approximately 85 metres on Hollyholme Farm Road.

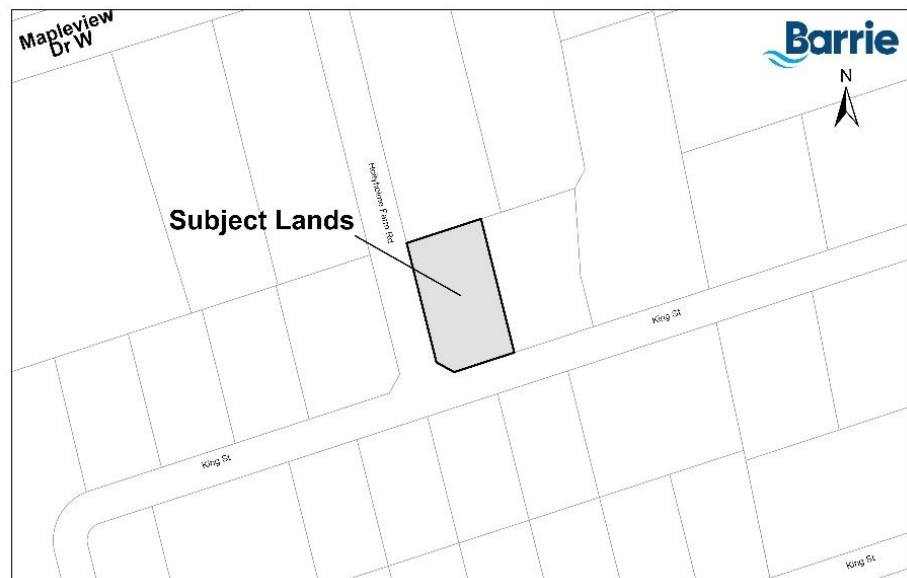
The subject lands contain an existing building totalling 747 square metres that is currently vacant. There are no changes proposed to the site or building to accommodate the proposed Amendments to the Official Plan and Zoning By-law. Surrounding land uses include:

North: Light Industrial/
Commercial/
Institutional uses

South: Light Industrial/
Vacant Agricultural
Land

East: Light Industrial/
Commercial Uses

West: Light Industrial/
Commercial Uses



The subject property is located within a Designated Greenfield Area and an Employment Area as identified on Map 1 – Community Structure and is designated ‘Employment Area – Non Industrial’ on Map 2 – Land Use in the City of Barrie Official Plan. Lands designated ‘Employment Area – Non Industrial’ are intended to support Barrie’s economic competitiveness by facilitating a wide range of non-industrial employment uses that create new economic development opportunities.

The application was submitted to the City and deemed complete on January 13, 2025. In accordance with the *Planning Act*, notification of the filing of a complete application and public meeting was circulated to all interested parties, a public notification sign was posted on the property, and the notice was published on the [Public Notices](#) webpage on the City’s website. The application has also been circulated to all applicable City departments and external agencies for review and comment.

The Existing Site Plan is attached to this memorandum as Appendix A.

Neighbourhood Meeting

A neighbourhood meeting was held virtually through the Zoom platform on August 8, 2024. There were approximately six (6) attendees including the Ward 7 Councillor Gary Harvey, City Planning staff and the applicant’s consultant in attendance.

At the meeting, one resident inquired as to whether the addition of a new use would alter the current permitted uses and staff confirmed that the existing permitted uses are intended to remain. No other comments or concerns were raised at the meeting.

Official Plan Amendment

The Official Plan Amendment application proposes to amend Land Use Policy 2.6.9.2 (f)(ii) associated with Employment Area – Non Industrial uses in the Official Plan (2024) to permit a new retail use to occupy more than 30% of the gross floor area of a building or structure.

The proposed amendment would allow an 'Automotive Sales and Leasing' use to occupy the existing building on the subject lands.

Zoning By-law Amendment

The proposed Zoning By-law Amendment application proposes to amend the 'Light Industrial' (LI) zone that applies to the subject lands to 'Light Industrial with Special Provisions' (LI) (SP-XXX) in the City of Barrie Comprehensive Zoning By-law 2009-141, as amended, to add 'automotive sales and leasing establishment' as a permitted use on the subject lands. No changes to the existing building or site are anticipated.

Planning and Land Use Matters Under Review

The application currently is undergoing a detailed technical review by City staff and external agencies. The primary planning and land use matters being considered include:

- Compliance with Provincial Planning Policy and the City's Official Plan;
- Compatibility with surrounding land uses, including anticipated development in the area;
- Ensuring that the proposal meets the operational standards of all City Service Departments; and,
- The impact that the proposed use may have on traffic and parking in the area.

Next Steps

Staff will continue to work with the applicant and members of the public to address any feedback received through the public consultation process, as well as those comments raised through the technical analysis of this application by staff and agency partners.

All technical comments that are received, as well as any comments provided at the Neighbourhood and Public Meetings, will be considered during the review of this application as part of the recommendation in the Planning staff report. This review may result in revisions or updates to the plans and reports submitted in support of the application. A staff report is anticipated to be brought forward in the second quarter of 2025 for General Committee's consideration of the proposed Official Plan and Zoning By-law Amendments.

For more information, please contact Rachel Mulholland, Planner, at 705-739-4220 ext. 4541 or by email at rachel.mulholland@barrie.ca

Appendix:

Appendix A – Existing Site Plan

Memo Author:

Rachel Mulholland, Planner, Development Services

File #:

D30-021-2024

Pending #:

Not Applicable

Appendix A - Existing Site Plan

