

**TO: MAYOR A. NUTTALL AND MEMBERS OF AFFORDABILITY COMMITTEE**

**FROM: A. GAMEIRO, B.E.S., RPP, SENIOR PLANNER**

**NOTED: M. BANFIELD, RPP, DIRECTOR OF DEVELOPMENT SERVICES**

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

**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

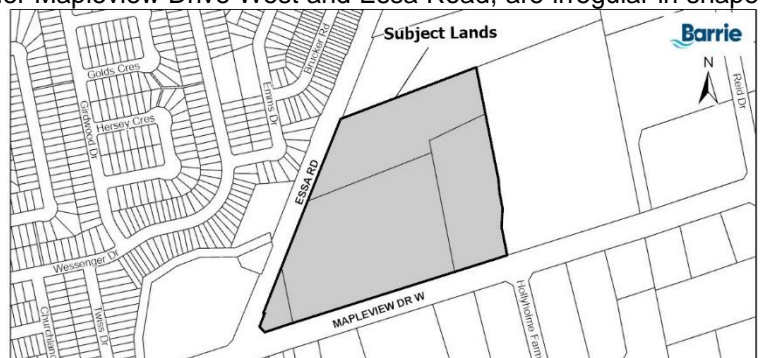
**RE: PUBLIC MEETING FOR OFFICIAL PLAN AND ZONING BY-LAW AMENDMENTS AND DRAFT PLAN OF SUBDIVISION – 320 AND 364 MAPLEVIEW DRIVE WEST AND 664, 674 AND 692 ESSA ROAD (PEARL BUILDERS)**

**DATE: APRIL 5, 2023**

**Introduction**

The purpose of this memorandum is to advise members of the Affordability Committee of a Public Meeting for Official Plan, Zoning By-law Amendment and Draft Plan of Subdivision Applications submitted by the IBI Group, on behalf of Pearl Builders, for lands known municipally as 320 and 364 Mapleview Drive West and 664, 674 and 692 Essa Road, Barrie.

The subject lands are located on the northeast corner Mapleview Drive West and Essa Road, are irregular in shape and comprise of 10.19 hectares (25.4 acres) with 419 metres of frontage along Mapleview Drive West and 367 metres along Essa Road. The subject lands are relatively flat with a variety of trees and shrubs, as well as a segment of the Bear Creek tributary which runs through the central portion of the property in an east-west direction. Additionally, the site is currently occupied by two residential buildings that will be demolished to facilitate the proposed development. The subject lands are surrounded by the following land uses:



**Figure 1: Key Map - Subject Lands**

**North:** Directly north of the subject lands is Holy Spirit Parish which is an institutional and community use.

**East:** Immediately east of the subject lands is Mapleview Community Church which is an institutional and community use.

South: Immediately south of the subject lands is a car dealership and vacant lands which are proposed to redevelop with non-industrial employment uses, as well as three single detached dwelling units and a commercial building at the southeast corner of Maplevue Drive West and Essa Road. There is an active development application for Official Plan and Zoning By-law Amendments at 315 and 325 Maplevue Drive West for three multi-unit commercial buildings, including a food store ([File: D30-020-2021](#)). There is also an active Site Plan Control Application at 341 Maplevue Drive West for a self-storage facility ([File: D11-011-2021](#)).

West: Directly west of the subject lands, across Essa Road, is an existing low density residential neighbourhood. A commercial retail building (Shoppers Drug Mart) is also located at the northwest corner of Maplevue Drive West and Essa Road.

### **Summary of Proposed Applications and Development Proposal**

The applications, if approved, will facilitate the development of the subject lands with 1,217 residential units and 3,476 square metres of commercial and institutional space, together with underground parking and private outdoor amenity areas (see Appendix "A" – Conceptual Site Plan, Appendix "B" – Building Elevations and Appendix "C" – Perspective Views).

The development proposal includes two development blocks on the northern and southern portions of the subject lands. The development blocks are separated by Open Space and Environmental Protection blocks which include and provide a buffer to the Bear Creek watercourse corridor (see Appendix "D" – Draft Plan of Subdivision).

The northern development block includes 464 residential units with building heights of 3 to 4 storeys, consisting of 55 traditional townhouse units, 390 back-to-back townhouse units, 19 live-work units, and outdoor amenity areas, together with 679 parking spaces. The southern development block includes 4 mid-rise mixed-use buildings ranging from 6 to 12 storeys with a total of 753 residential units, 2600 square metres of retail space, and 800 square metres of library/community use space.

The submission materials associated with the subject application are available for viewing on the City's Proposed Developments webpage under [Ward 7 – 320 & 364 Maplevue Drive West and 664, 674 & 692 Maplevue Drive West](#).

### **Official Plan Amendment**

The Official Plan Amendment Application proposes an Employment Land Conversion through an amendment to Schedule 'A' - Land Use of the Official Plan to redesignate the subject lands from 'General Industrial' and 'General Commercial' to 'Residential', 'Environmental Protection' and 'Open Space'. The proposed amendment would permit a mix of land uses, including but not limited to, medium and high density residential, commercial, and institutional uses.

### **Zoning By-law Amendment**

The Zoning By-law Amendment Application proposes to amend the current zoning of subject lands from 'Light Industrial' (LI) and 'General Commercial' (C4) to 'Residential Multiple Dwelling Second Density - Special Provision No. XXX' (RM2)(SP-XXX), 'Mixed Use Corridor - Special Provision No. XXX' (MU2)(SP-XXX), Open Space (OS), and Environmental Protection (EP). The site-specific provisions, as identified in Tables 1 and 2, are required to facilitate the proposed site design for the redevelopment of the subject lands.

Draft Plan of Subdivision

The Draft Plan of Subdivision Application proposes to create two development blocks which would be developed through Site Plan Control, along with two Open Space blocks and an Environmental Protection block which would be conveyed to the City of Barrie. The development blocks are proposed on the northern and southern portions of the site, while the Open Space and Environmental Protection blocks are proposed in the central portion of the site. The northern development block is proposed to be zoned RM2(SP-XXX) with site-specific provisions, while the southern development block is proposed to be zoned MU1(SP-XXX) with site specific provisions, as identified in Tables 1 and 2.

**Table 1: Site-specific Provisions for the Proposed RM2 Zone - Northern Development Block**

Standard	(RM2)	(RM2)(SP-XXX)
Density (max.)	40 units per hectare for block/cluster townhouse units  53 units per hectare for stacked townhouse units	93 units per hectare for stacked/street/block townhouse units collectively
Front Yard Setback (min.)	7 metres	6 metres
Landscaped Open Space (min. percentage of lot area)	35%	12%
Gross Floor Area (max. percentage of lot area)	60%	70%
Building Height (max.)	10 metres	15 metres (4-storeys)
Parking (min.)	1.5 spaces per unit (Residential)	1.5 spaces per unit (live-work units) 1.25 space per unit (townhouses)

**Table 2: Site-specific Provisions for the Proposed MU1 Zone - Southern Development Block**

Standard	(MU1)	(MU1)(SP-XXX)
Front Yard Setback	1 metre for 75% of the frontage (min.) 5 metres for 25% of the frontage (max.)	15 metres (max.)
Front Façade Step-back (min.)	45-degree angular plane at height above 80% equivalent of the right-of-way using 3 metre step-backs	0 metre façade step-back and 45-degree angular plane requirement shall not apply
Rear Façade Step-back (min.)	45-degree angular plane above 7.5 metres using minimum 3 metre step-backs	0 metre façade step-back and 45-degree angular plane requirement shall not apply
Coverage for Commercial Uses (min. percentage of first floor area)	50%	40%
Building Height (max.)	25.5 metres (8-storeys)	45 metres (12-storeys)
Parking (min.)	1 space per unit (Residential)  1 space per 24 square metres of gross floor area (Multiple Commercial Uses)	1 space per unit (Residential)  1 space per 30 square metres of gross floor area (Multiple Commercial Uses)

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### **Policy Context**

The subject lands are designated 'General Industrial' and 'General Commercial', as identified on Schedule A – Land Use in the City of Barrie Official Plan. According to Policy 4.3.2.5, lands designated 'General Commercial' permit a variety of retail and service commercial uses, as well as medium density residential uses within or above commercial uses located at-grade. In contrast, lands designated 'General Industrial' shall be used predominantly for manufacturing, processing, storage of goods and raw materials, warehousing, and similar such uses, as prescribed by Policy 4.4.2.2 of the Official Plan.

The subject lands are also located within the Essa Road Secondary Intensification Corridor, as identified on Schedule I of the Official Plan. Secondary Intensification Corridors are intended to develop at a target density of 50 units per hectare, collectively. In this regard, it is anticipated that some properties may develop above this target, while others may develop below this target or remain unchanged.

The subject lands contain a Level 1 Natural Heritage Resource, as identified on Schedule H – Natural Heritage Resources of the Official Plan. This designation corresponds to the Bear Creek tributary which runs through the central portion of the subject lands. In accordance with the Natural Heritage Policies in Section 3.5 of the Official Plan, an Environmental Impact Study and a Channel Slope Stability Analysis have been submitted in support of the applications to evaluate potential impacts to the Bear Creek tributary, as well as prescribe an appropriate development buffer/setback and identify mitigation measures to protect the long-term function of the feature. The applications are currently under review by the Nottawasaga Valley Conservation Authority (NVCA).

The City's newly adopted Official Plan designates the subject lands as 'Medium Density', a newly created land use designation which, if approved, would bring the proposed development into conformity with policies of the new Official Plan. Policy 2.6.2.2 of the new Official Plan encourages mixed use developments in the 'Medium Density' designation and states that buildings should be between 6 to 12 storeys, and have a density of 125 to 300 units per hectare. The subject application seeks to advance the pending provincial approval of the new Official Plan by redesignating the subject lands to permit a mix of residential and commercial uses at a density of 156 units per hectare in buildings ranging from 3 to 12 storeys.

### **Background**

A prior submission for the redevelopment of the subject lands with a high density mixed-use community was made in October 2020 by SvN Architects + Planners on behalf of the previous landowner. The development proposal contemplated 2,569 residential units, 28,000 square metres of commercial and institutional space, and 53,000 square metres of open space. The building heights proposed at that time ranged from 1 to 27 storeys, with most buildings measuring between 7 to 9 storeys.

A virtual neighbourhood meeting for the original proposal was held on September 22, 2020. Approximately 29 members of the public attended the meeting, along with Ward 7 Councillor Gary Harvey, the applicants and their representatives, and Planning staff. The following matters were raised by members of the public at the meeting:

- Potential safety hazards with adding bike lanes along Essa Road and Maplevue Drive West;
- Concerns regard the traffic impacts generated by the proposed development; and,
- Concerns regarding the proposed increase in density and height, and parking reductions.

A virtual public meeting was also held on December 15, 2020, to present the original development proposal to Planning Committee. The comments expressed by members of the public reiterated those previously received at the neighbourhood meeting, as referenced above.

Following the public consultation and technical review processes associated with the initial Official Plan Amendment and Rezoning submission, Pearl Builders purchased the subject lands from the previous owner in the Spring of 2022.

Pearl Builders responded to the comments received after the first submission and prepared a resubmission in support of the existing Official Plan and Zoning By-law Amendment applications. Given the time that lapsed since the first submission, as well as the change in ownership of the lands and revisions to the development proposal, Planning staff recommended that a second public meeting be held to present the revised development proposal to the Affordability Committee and members of the public.

An analysis of and response to comments received through public consultation processes will be provided by Planning staff when a recommendation report is brought forward for Council's consideration.

### **Planning and Land Use Matters Under Review**

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

- Justification for the requested changes to the Official Plan and the appropriateness of the amendments to the Zoning By-law to accommodate the proposed development;
- Consideration of site integration, including the potential for a mutual access agreement with the Mapleview Community Church to the east to utilize the existing signalized intersection, pedestrian connections and service infrastructure for the subject lands;
- The establishment of an appropriate buffer and implementation of mitigative measures to ensure the long-term health and function of the Bear Creek tributary;
- Integration of the proposed development concept into the existing neighbourhood, and conformity with the envisioned development of the Mapleview Drive West and Essa Road area;
- Confirmation that the proposed development can be supported by existing and/or planned services and infrastructure;
- The impacts that the development may have on traffic operations and pedestrian safety, particularly at the intersection of Mapleview Drive and Essa Road; and,
- Ensuring that the proposed density is appropriate for the site and will not jeopardize the functionality of the development proposal, as it relates to providing sufficient parking and loading areas, indoor and outdoor amenities, landscaping, snow storage areas, waste collection/storage facilities, and pedestrian walkways.

### **Next Steps**

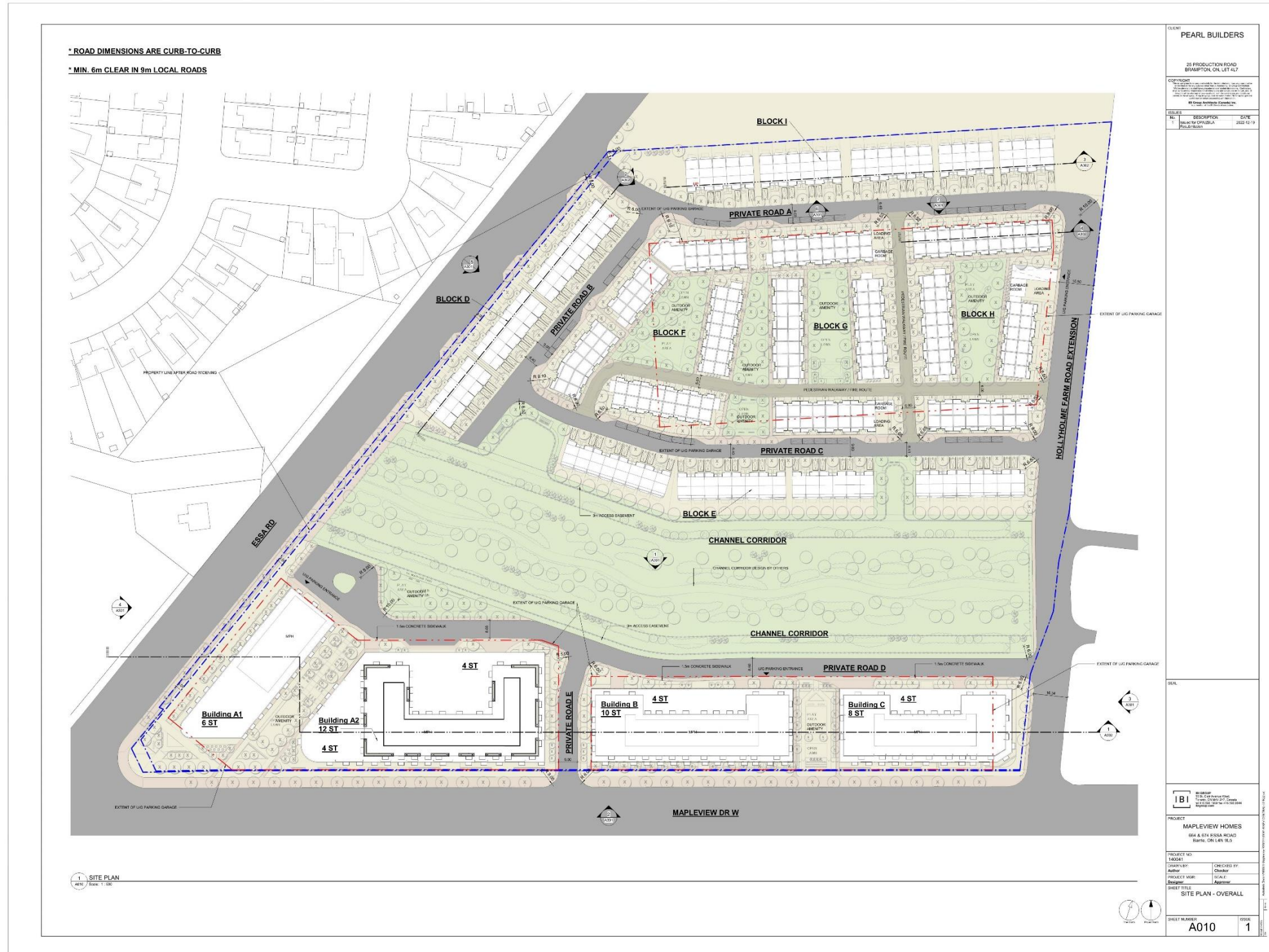
Staff will continue to work with both the applicant and members of the public to address feedback received through the public consultation process, as well as those comments raised through the technical analysis of the subject applications by staff and agency partners.

All technical comments received, as well comments provided at the Neighbourhood and Public Meetings, will be considered as part of the recommendation in the Planning staff report. Planning staff are targeting the second quarter of 2023 to bring a staff report forward for consideration of the proposed Official Plan and Zoning By-law Amendment Applications. If approved, conditional approval for the proposed Draft Plan of Subdivision could be issued shortly thereafter by the Director of Development Services. Future applications for Site Plan Control would also be required.

If you have any questions, please contact the Planning file manager, Andrew Gameiro at 705-739-4220 extension 5038 or via email at [andrew.gameiro@barrie.ca](mailto:andrew.gameiro@barrie.ca).

Attachments: Appendix "A" – Conceptual Site Plan  
Appendix "B" – Conceptual Building Elevations  
Appendix "C" – Perspective Views  
Appendix "D" – Draft Plan of Subdivision

APPENDIX "A"  
Conceptual Site Plan



APPENDIX "B"

Conceptual Building Elevation



APPENDIX "C"

Perspective Views – South



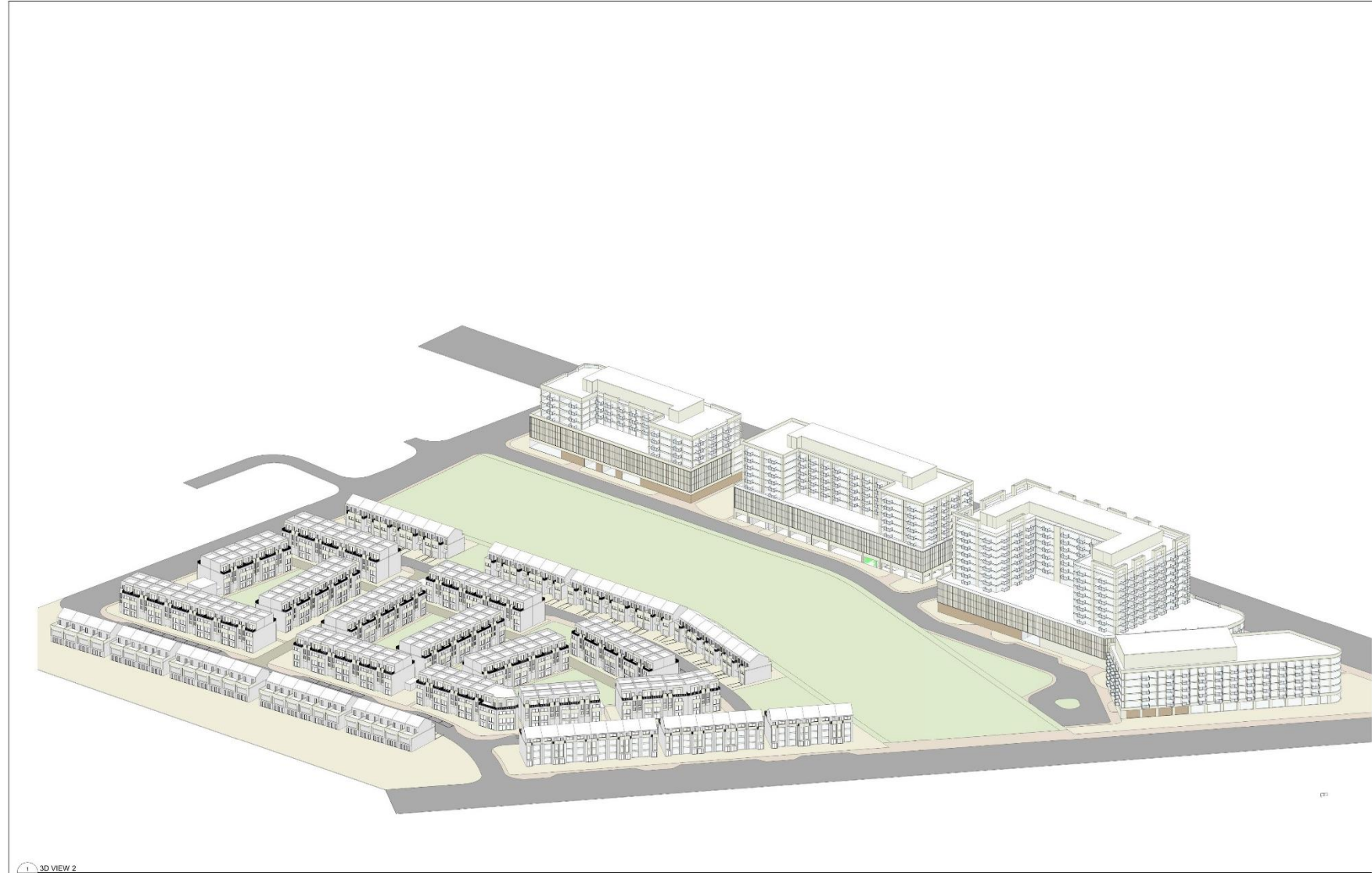
1 3D VIEW 1  
ARC

CLIENT PEARL BUILDERS		
26 PRODUCTION ROAD BRAMPTON, ON, L7T 4L7		
CONTRACT PEARL BUILDERS 26 PRODUCTION ROAD BRAMPTON, ON, L7T 4L7 PROJECT NO. 18041 DATE: 2020-08-28		
REVISED NO. DESCRIPTION DATE		
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PROJECT MAPLEVIEW HOMES 604 & 612 ESSA ROAD Brampton, ON L6Y 6L3		
PROJECT NO. 18041	DESIGNED BY Author	CHECKED BY Checker
PROJECT WORK Designer	DATE Approved	
SHEET TITLE PERSPECTIVES		
SHEET NUMBER A701	SCALE 1	



APPENDIX "C"

Perspective Views - North



3D VIEW 2

CLIENT	
PEARL BUILDERS	
25 PRODUCTION ROAD BRAMPTON, ON, L6T 4E7	
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<small>PROJECT</small> MAPLEVIEW HOMES 664 & 674 ESSA ROAD BRAMPTON, ON L6Y 9L5	
<small>PROJECT NO.</small> 143341	<small>CHECKED BY</small> <small>Author</small>
<small>PROJECT MGR</small> <small>Designer</small>	<small>CHECKED BY</small> <small>Checker</small>
<small>SHEET TITLE</small> PERSPECTIVES	
<small>SHEET NUMBER</small> A702	<small>SHEET</small> 1

APPENDIX "D"

Draft Plan of Subdivision

