



Bill No. 042

**BY-LAW NUMBER 2014-**

**A By-law of The Corporation of the City of Barrie to  
adopt an amendment to the Official Plan (O.P.A. #3)**

**WHEREAS**, Section 21 of The Planning Act, R.S.O., 1990 Chapter P.13 authorizes councils to initiate an amendment to or repeal of any official plan that applies to the municipality;

**AND WHEREAS**, by Motion 14-G-074 the Council of The Corporation of the City of Barrie deems it expedient to pass such a by-law to adopt an amendment to the City of Barrie Official Plan.

**NOW THEREFORE**, the Council of The Corporation of the City of Barrie enacts as follows:

1. **THAT** Amendment No. 3 to the Official Plan for the Barrie Planning Area attached to and forming part of this by-law, is hereby adopted.
2. **THAT** this By-law shall come into force and have effect immediately upon the final passing thereof.

**READ** a first and second time the 28<sup>th</sup> day of April 2014.

**READ** a third time and finally passed this 28<sup>th</sup> day of April 2014.

**THE CORPORATION OF THE CITY OF BARRIE**

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**MAYOR – J.R. LEHMAN**

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**CITY CLERK – DAWN A. MCALPINE**

**AMENDMENT NO. 3  
TO THE  
CITY OF BARRIE  
OFFICIAL PLAN**

OFFICIAL PLAN  
FOR THE  
CITY OF BARRIE  
Amendment No. 3

Amendment No. 3 to the Official Plan for the Barrie Planning Area was prepared by the Barrie General Committee and was recommended to the Council of the City of Barrie under the provisions of the Planning Act, on the \_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Clerk

This amendment was adopted by the Corporation of the City of Barrie by By-law No. \_\_\_\_\_ in accordance with the provisions of the Planning Act, on the \_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Clerk

BY-LAW NUMBER 2014-XX

A By-law of the Corporation of the City of Barrie to adopt an amendment to the Official Plan (O.P.A. No. 3)

WHEREAS, Section 21 of The Planning Act, R.S.O., 2090 Chapter P.13 authorizes Council to initiate an amendment to or repeal of any Official Plan that applies to the municipality;

AND WHEREAS, by Resolution 04-G-074 of the Council of the Corporation of the City of Barrie deems it expedient to pass such a by-law to adopt an amendment to the City of Barrie Official Plan;

NOW THEREFORE, the Council of the Corporation of the City of Barrie enacts as follows:

1. Amendment No. 3 to the Official Plan for the Barrie Planning Area attached to and forming part of this by-law, is hereby adopted.

READ a first and second time this \_\_ day of \_\_\_\_\_, 2014

READ a third time and finally passed this \_\_ day of \_\_\_\_\_, 2014

THE CORPORATION OF THE CITY  
OF BARRIE

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Clerk

This Amendment No. 3 to the Official Plan for the Barrie Planning Area which has been recommended by the Barrie General Committee and adopted by the Council of the Corporation of the City of Barrie, is hereby approved in accordance with the Planning Act as Amendment No. 3 to the Official Plan for the Barrie Planning Area.

\_\_\_\_\_

Date

\_\_\_\_\_

City Clerk

**AMENDMENT NO. 3  
TO THE CITY OF BARRIE  
OFFICIAL PLAN**

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**INTRODUCTION**

**PART A - THE PREAMBLE** does not constitute part of this amendment.

**PART B - THE AMENDMENT**, consisting of the following text and map constitutes Amendment No. 3 to the Official Plan for the Barrie Planning Area.

Also attached is **PART C - THE APPENDIX**, also attached does not constitute part of this amendment. This appendix contains the Public Meeting Minutes, Staff Report, Council Resolution, Conceptual Plan associated with this amendment.



## **PART A - THE PREAMBLE**

### **Purpose**

The purpose of this Official Plan Amendment is to amend Schedule C – Defined Policy Area of the City Of Barrie Official Plan by designating the lands as Defined Policy Area FF and adding related wording to Section 4.8 to allow for block/cluster townhousing and 3 to 4-storey walk-up apartment buildings with a minimum density of 53 units per hectare and a maximum density of 70 units per hectare, notwithstanding the provisions of Section 2.4.2(b)(iii) of the Painswick South Secondary Plan.

The purpose of the new Defined Policy Area is to establish site specific density and height provisions for the subject lands which would facilitate medium density residential development on lands known municipally as 39 & 49 Madelaine Drive and 100 Dean Avenue. An Amendment to the City of Barrie Zoning By-law and Site Plan Control approval are required for this development proposal to proceed.

### **Location**

The property subject to this Amendment is known municipally as 39 and 49 Madelaine Drive and 100 Dean Avenue and is located at the southeast corner of Yonge Street and Madelaine Drive within the Painswick South Planning Area. This property is legally described as Blocks 128 and 129, Registered Plan 51M-672. The site is rectangular in shape and comprises approximately 1.48 hectares (3.67 acres).

### **Basis**

The property is currently designated Residential Area within the City of Barrie Official Plan and Residential High Density within the Painswick South Secondary Plan.

The Painswick South Secondary Plan served to establish the various land uses with the intention of creating a complete community which contains a full range of land uses.

The Secondary Plan as approved by the Ontario Municipal Board in 1992 and further amended by OPA No.9 in March 1999, served to establish the high density residential blocks over the subject lands in an effort to provide a full range of housing opportunities and in an effort to take full advantage of the proposed commercial development planned to the north and south of the subject property along Yonge Street. Section 2.4.2(b)(iii) of the Secondary Plan requires that High Density Residential areas shall range from six storey to twelve storey high rise apartments at a density not less than 90 units/net residential hectare (36 units/net residential acre) and not exceeding 150 units/net residential hectare (60 units/net residential acre).

Since the approval of the Painswick South Secondary Plan, planning ideologies have evolved at the Provincial level; whereby the highest residential densities are encouraged to locate within the Urban Growth Centre and Intensification Areas. The City of Barrie has responded to Provincial direction by comprehensively planning for its Intensification Areas.

Notwithstanding Section 4.8 of the City of Barrie Official Plan and Section 2.4.2(b)(iii) of the Painswick South Secondary Plan, the applicant has applied to amend Schedule C of the City's Official Plan to identify the subject lands as a Defined Special Policy Area to permit the development of the property for medium density residential in the form of block/cluster townhouses and 3 to 4-storey walk-up apartment buildings with a density not exceeding 70 units per hectare. More specifically, the proposed development concept includes approximately 196 residential units inclusive of 128 four-storey walk-up apartment units, 32 three-storey walk-up apartment units, and 36 townhouse units. The proposed density and unit types are more in keeping with the form of development planned for along the City's intensification corridors.

Planning staff recognize that the land uses for this area have been planned comprehensively through the Official Plan, the Painswick Secondary Plan and now the Intensification Strategy. In accordance with the Intensification Strategy, higher densities are targeted for the Intensification areas; of which the highest densities are targets for the Major Transit Node. As such, staff are of the opinion that medium density development in the order of 70 units per hectare is appropriate for the subject lands as these lands are located along an intensification corridor and not located within the Major Transit Node at the intersection of Yonge Street and Mapleview Drive East.

## **Part B – The Amendment**

### **Details of the Amendment**

That the Official Plan for the City of Barrie, as it applies to lands known municipally as 39 & 49 Madelaine Drive and 100 Dean Avenue, legally described as being Blocks 128 and 129, Registered Plan 51M-672, be amended as follows:

1. Schedule C – Defined Policy Area, is hereby amended by designating certain lands shown on Schedule C of the Amendment as Defined Policy Area FF.
2. Section 4.8 of the Official Plan is hereby amended by adding Section 4.8.20 as follows:

#### **4.8.20 Defined Policy Area [FF]**

Lands shown on Schedule C located at the southeast corner of Yonge Street and Madelaine Drive within the Painswick South Planning Area and known municipally as 39 & 49 Madelaine Drive and 100 Dean Avenue, shall permit block/cluster townhousing and 3 to 4-storey walk-up apartment buildings with a minimum density of 53 units per hectare and a maximum density of 70 units per hectare notwithstanding the provisions of Section 2.4.2(b)(iii) of the Painswick South Secondary Plan.

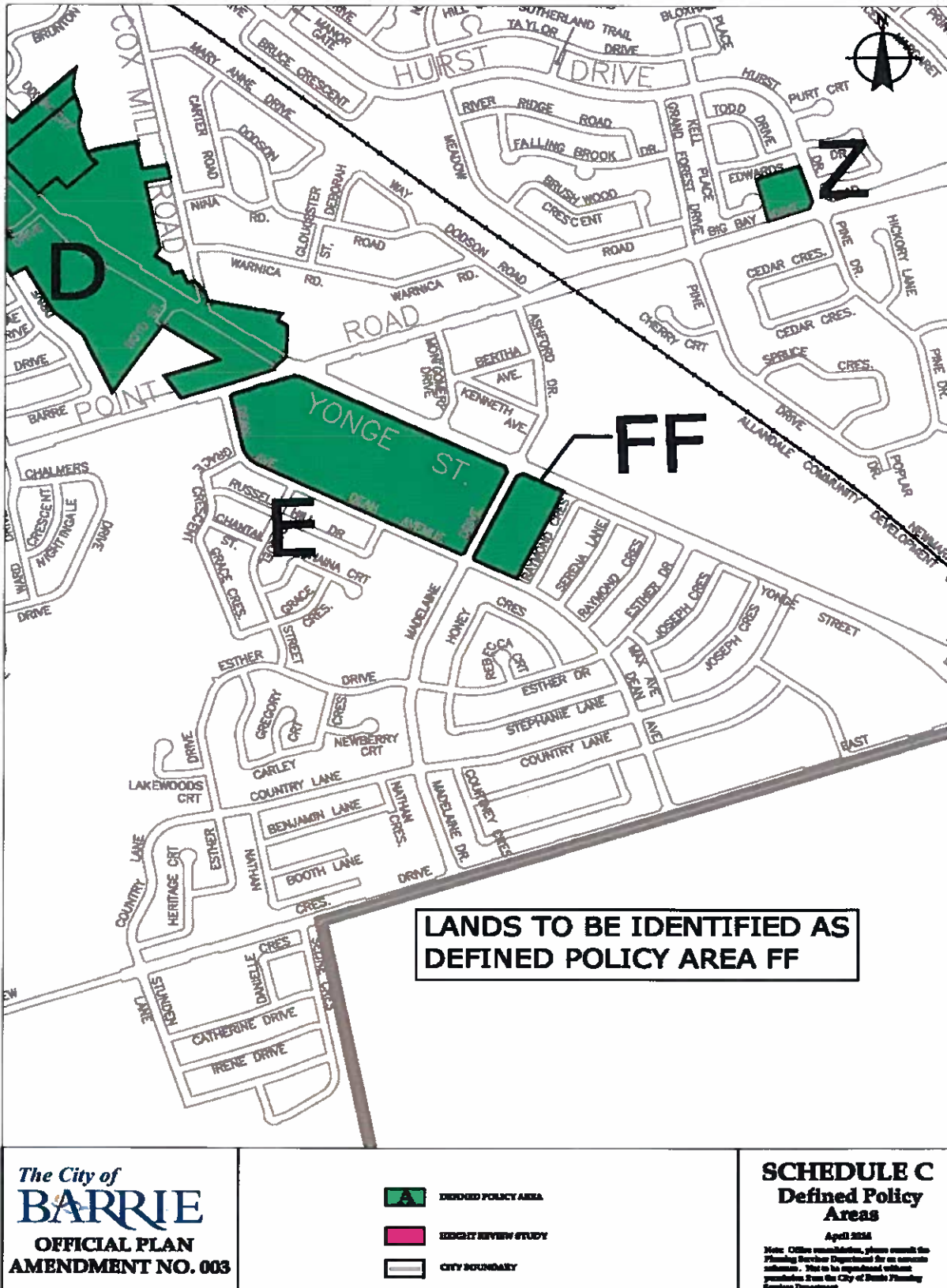
### **Implementation**

Subsequent to the adoption of this Amendment, Council may consider passing an implementing zoning by-law which will rezone the property in accordance with the proposed amendment.

### **Interpretation**

The provisions of the Official Plan, as amended from time to time, shall apply in this regard to this Amendment.

SCHEDULE C to OPA 3



The City of  
**BARRIE**  
OFFICIAL PLAN  
AMENDMENT NO. 003

-  DEFINED POLICY AREA
-  ECONOMIC REVIEW STUDY
-  CITY BOUNDARY

**SCHEDULE C**  
**Defined Policy**  
**Areas**

April 2024  
Note: Office consultation, please consult the Planning Services Department for an accurate address. Not to be reproduced without permission from the City of Barrie Planning Services Department.

**PART C - THE APPENDIX**



**City Clerk's Office**  
**COUNCIL DIRECTION MEMORANDUM**

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TO: Director of Planning  
Director of Legal Services

FROM: Dawn McAlpine, City Clerk

DATE APPROVED  
BY COUNCIL: March 21, 2011

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**11-G-048 APPLICATION FOR AN OFFICIAL PLAN AMENDMENT AND ZONING BY-LAW AMENDMENT - JONES CONSULTING GROUP LIMITED ON BEHALF OF THE OWNER, 3251586 CANADA INC. (March 7, 2011) (File: D14-1496/D09-OPA126)**

Brandi Clement of The Jones Consulting Group Ltd. explained that the purpose of the public meeting is to review an application for an Official Plan Amendment and a Rezoning submitted by Jones Consulting Group Limited on behalf of the owner, 3251586 Canada Inc. She noted that the applicant submitted applications for an Official Plan Amendment and Rezoning for lands located at the south westerly corner of Yonge Street and Madelaine Drive. She stated that the property is legally described as Block 128 and Block 129 on Registered Plan 51M-672, City of Barrie and is located within the Painswick South Planning Area, is known municipally as 39 Madelaine Drive and has a total area of approximately 3ha.

Ms. Clement commented that the subject lands (Block 128 and Block 129) are considered to be designated Residential within the City's Official Plan and that the owner has applied to re-designate Block 129 from Residential to General Commercial. Ms. Clement noted that both Block 128 and Block 129 are currently zoned RA2 (SP-164) and the owner has applied to rezone Block 128 from RA2 (SP-164) to RA2 (SP). She explained that the proposed site specific zoning for Block 128 would permit walk-up apartments, street, cluster and/or block townhouses and includes the deletion of the existing minimum/maximum height and minimum/maximum density requirements. Ms. Clement stated that the current site specific zoning of this block will require a minimum height of a main building of 6 storeys and maximum height of 12 storeys together with a minimum density of 90 units per hectare and a maximum density of 150 units per ha.

Ms. Clement concluded by stating that she believes the proposal conforms to the Growth Plan and is consistent with the Provincial Policy Statement. She commented that she feels the proposal is consistent with and compliments the development pattern that currently exists across from Madeline Drive, will act as a catalyst toward completing development of this part of Barrie Heritage community and the proposal represents good planning.

11-G-048 Continued ...

**PUBLIC COMMENTS:**

**Andrew Lomaga, 81 Gerald Street Toronto**, commented that he is representing Sierra Vista Holdings and objects to the commercial portion of the proposal. He noted that there are existing commercially zoned properties in the area that should be developed before approval is granted for additional properties. He stated that he was in opposition to any additional commercial properties being zoned in the Yonge Street and Maplevue Drive area.

**Jason Ballantyne, 133 Dean Avenue** commented that he works for the Town of Aurora and is encouraged by the lower density. He stated that he believes the property should be designated residential as there are seniors' homes, elementary schools and high schools in the area. Mr. Ballantyne noted that he is concerned about the multiple entrance points to the development and feels there are sufficient commercial properties in the area. He concluded by commenting that the reduction of the setbacks doesn't make sense and stated that he feels the property should be zoned residential for the benefit of the existing neighbourhood.

**Tom Lowry, 94 Dean Avenue** commented that he is pleased with the installation of the traffic lights at Dean Avenue and Madeline Drive as there are four schools within walking distance of the proposed development. He noted that in his opinion he believes it is important to keep the nature of the area residential as commercial properties are not required. He concluded by stating that transit issues need to be addressed and suggested having ground floor commercial units with residential units above. He commented that for a better use of land and infrastructure, there is no better location for commercial than along major transit routes.

**Jasper Broekema, 36 Honey Crescent** stated that he is in support of a change to medium density as opposed to the apartment buildings and expressed that he hopes that the existing trees on the property will remain.

The Mayor asked several questions of the representatives of the application.

**WRITTEN CORRESPONDENCE:**

1. Correspondence dated March 4, 2011 from Mr. and Mrs. W. C. Kennedy.

Direction:

Director of Planning – note  
Director of Legal Services – note

**TO:** GENERAL COMMITTEE

**SUBJECT:** APPLICATIONS FOR OFFICIAL PLAN AMENDMENT AND ZONING BY-LAW AMENDMENT – 3251586 CANADA INC. – 39 AND 49 MADELAINE DRIVE AND 100 DEAN AVENUE (Ward 9)

**PREPARED BY AND KEY CONTACT:** CARLISSA MCLAREN, DEVELOPMENT PLANNER  
EXT. #4719

**SUBMITTED BY:** S. NAYLOR, MES, M.C.I.P., R.P.P., DIRECTOR OF PLANNING

**GENERAL MANAGER APPROVAL:** S. NAYLOR, MES, M.C.I.P., R.P.P.,  
GENERAL MANAGER OF INFRASTRUCTURE & GROWTH  
MANAGEMENT (ACTING)

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** C. LADD, CHIEF ADMINISTRATIVE OFFICER

### **RECOMMENDED MOTION**

1. That the Official Plan Amendment application submitted by the Jones Consulting Group Ltd., on behalf of 3251586 Canada Inc., for the lands known municipally as 39-49 Madelaine Drive and 100 Dean Avenue (Blocks 128 & 129, Registered Plan 51M-672) (Ward 9) to amend Schedule C - Defined Policy Area, be approved (D09-OPA003).
2. That notwithstanding the provisions of Section 2.4.2(b)(iii) of the Painswick South Secondary Plan for the lands known municipally as 39-49 Madelaine Drive and 100 Dean Avenue (Blocks 128 & 129, Registered Plan 51M-672), the text of the Official Plan be amended by adding Section 4.8.XX to allow for block/cluster townhousing and 3 to 4-storey walk-up apartment buildings with a minimum density of 53 units per hectare and a maximum density of 70 units per hectare.
3. That the Zoning By-law Amendment application submitted by the Jones Consulting Group Ltd., on behalf of 3251586 Canada Inc., to rezone the lands known municipally as 39-49 Madelaine Drive and 100 Dean Avenue (Blocks 128 & 129, Registered Plan 51M-672) (Ward 9) from Residential Apartment RA2(SP-164) to Multiple Residential Dwelling Second Density RM2(SP) be approved (D14-1496).
4. That the following Special Provisions (SP) be referenced in the implementing Zoning By-law for the subject lands:
  - i) Permit a minimum density of 53 units per hectare.
  - ii) Permit a maximum density of 70 units per hectare.
  - iii) Permit a minimum front yard setback of 2m adjacent to the Yonge Street frontage.
  - iv) Permit a maximum gross floor area of 88%.
  - v) Permit 4-storey walk-up apartment buildings with a maximum building height of 20m.
  - vi) Permit accessory buildings and structures with a collective maximum lot coverage of 750m<sup>2</sup> in accordance with an approved Site Plan.



- vii) Permit accessory structures to be located within 0.3m of the lot line associated with any required front, side and rear yard and in accordance with an approved Site Plan.
  - viii) Permit a minimum landscape open space area of 3m where a secondary means of access has been provided for each ground floor unit.
  - ix) Permit construction columns in the structured parking areas to encroach into the required parking spaces; and
  - x) Permit a Temporary Sales Pavilion to be located on site for a period of three years.
  - xi) All other standards of the By-law shall apply.
5. That pursuant to Section 34(17) of the Planning Act, no further public notification is required prior to the passing of this by-law.

**PURPOSE & BACKGROUND**

Report Overview

6. The purpose of this report is to consider the applications by the Jones Consulting Group Ltd., on behalf of 3251586 Canada Inc., for lands known municipally as 39-49 Madelaine Drive and 100 Dean Avenue (Blocks 128 & 129, Registered Plan 51M-672) (Ward 9). The applications propose to amend Section 4.8 and Schedule C of the City of Barrie Official Plan to include the subject lands as a Defined Special Policy Area and to rezone the lands from Residential Apartment RA2(SP-164) to Multiple Residential Dwelling Second Density RM2(SP). The effect of the applications would be to permit the development of 196 multiple residential units in the form of two, 4-storey walk-up apartment buildings and block/cluster townhouses not exceeding 70 units per hectare. Staff are recommending approval of the subject application as the lands are considered to be appropriate for this form of medium density residential development in accordance with both Provincial and Municipal policy.

Location

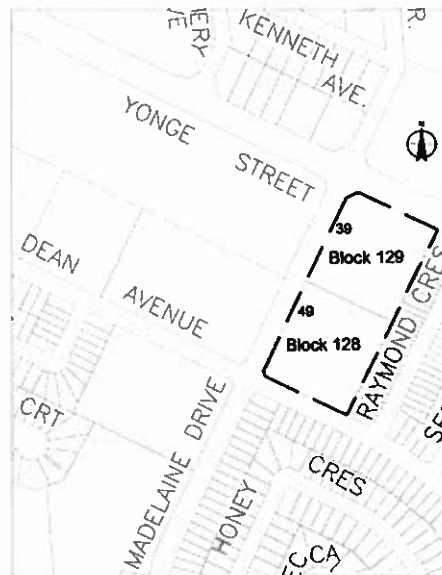
7. The subject property is located on the east side of Madelaine Drive, between Yonge Street to the north and Dean Avenue to the south (Ward 9), within the Painswick South Planning Area.

8. The existing land uses surrounding the subject property are as follows:

North: Separate High School (St. Peter's Secondary School) across Yonge Street; zoned Educational Institutional (I-E)

South: Single detached residential housing, and an elementary French public school (Ecole La Source Elementary School); zoned Single Detached Residential Dwelling Third Density (R3) and Education Institutional (I-E)

East: Street townhouse and semi-detached residential housing; zoned Multiple Residential Dwelling Second Density Townhouse (RM2-TH) and Multiple Residential Dwelling First Density (RM1)



West: I.O.O.F. Seniors multi-unit apartment building and major retail commercial plaza currently under expansion; zoned Multiple Residential Dwelling Second Density (RM2)(SP-163) and Shopping Centre Commercial (C3)(SP-160)

9. The applications consist of two blocks on registered plan 51M-672. Block 128 is 1.51 hectares (3.74 acres) in size with frontage on Dean Avenue and Madelaine Drive, while Block 129 is 1.48 hectares (3.67 acres) in size with frontage on Madelaine Drive and Yonge Street.

#### Existing Policy

10. The property is designated Residential Area within the City of Barrie Official Plan and is zoned Residential Apartment (Special) RA2 (SP-164). The Special Provision currently requires a minimum height of 6 storeys and maximum height of 12 storeys together with a minimum density of 90 units per hectare and a maximum density of 150 units per hectare.
11. The property falls within the Yonge Street Primary Intensification Corridor which identifies target densities of a minimum 50 units per hectare.

#### Background

12. In August of 2010, the applicant submitted applications for Official Plan Amendment and Zoning By-law Amendment to permit commercial development on one half of the property (Block 129) at the southwest corner of Yonge Street and Madelaine Drive and to permit less density and lower building heights on the balance of the property (Block 128) fronting Dean Avenue and Madelaine Drive. Prior to Council's consideration of the application, the applicant entered into an agreement to conditionally sell the lands to the Pratt Hansen Group for purpose of developing the property in its entirety for medium density residential. Through consultation with the Planning Services Department and the Ward Councillor, it was confirmed that the applicant could utilize the existing Official Plan and Zoning By-law Amendment applications on file. Staff and the Ward Councillor also confirmed that an additional Public Meeting would not be required; provided a Public Open House was held to explain the proposed development and changes to the original applications to the area residents. In this regard, the Public Open House was held on June 26, 2013. In November of 2013, the Pratt Hansen Group subsequently submitted a site plan application (File: D11-1646) to be reviewed concurrently with the subject Official Plan and Zoning By-law Amendment applications; which would permit the proposed medium density residential development known as Yonge Station.
13. In support of the subject application, the following reports were submitted:
  - a) Planning Justification Report (August 2010)
  - b) Urban Design & Zoning Review (October 16, 2013)
  - c) Species at Risk Screening (September 6, 2013)
  - d) Servicing & Storm Water Management Report (October 2013)
  - e) Traffic Impact Study (September 18, 2013)

#### Public Meeting

14. A Public Meeting was held on March 7, 2011 for the original application. A number of comments were received both at the meeting and through correspondence received prior to the meeting. Those residents providing comments were not in support of the change in land use to permit commercial development at 39 Madelaine Drive, Block 129. The concern expressed was that there was already sufficient developed and undeveloped commercial property in the area and that additional land for commercial purposes was not warranted. As mentioned above, the applicant is no longer requesting that the lands be re-designated and rezoned for commercial purposes.

15. Comments did support the applicant's request to reduce the height, density and form of development standards currently in place such that various forms of medium density development would be appropriate and would have a lesser impact than high density apartment development would on the existing residents in the area.

#### Public Open House

16. An Open House was held on June 26, 2013 at the Painswick Branch of the Barrie Public Library to inform the public of the revised application. Notices for this meeting were hand delivered beyond the standard notification area of 120 metres. Two residents identified their previous participation at the 2011 Public Meeting and noted that commercial development was not supported, however less density would be better. Other residents raised questions regarding parking, accessibility for seniors and whether or not a through street would be provided between Yonge Street and Dean Avenue.

#### Department & Agency Comments

17. The subject application was circulated to staff in various departments and to a number of external agencies for review and comment. The Lake Simcoe Region Conservation Authority, the Simcoe County District School Board and the Simcoe Muskoka Catholic District School Board all provided comments indicating they had no objection to the approval of the subject applications.
18. Bell provided comments indicating that an easement may be required to service the subject property, however more detailed review and comment will be provided at the time of Site Plan approval.
19. PowerStream indicated that they had no objection to the approval of the subject applications, however the applicant should contact PowerStream directly to discuss all aspects of the development to determine the estimated cost and installation requirements to service the subject development.
20. Comments were received from a representative of the Hewitt's Creek Sanitary Sewer Cost Sharing Agreement identifying that the applicant will be required to confirm that they are in good standing and have contributed their proportionate share towards the cost of the Hewitt's Creek sanitary sewer system as required by the Cost Sharing Agreement. The Engineering Department has confirmed that the subject lands actually drain to Lover's Creek and therefore is not subject to the Hewitt's Creek Cost Sharing Agreement.
21. Parks Planning provided comments indicating that the landscape plans would be reviewed in detail during the Site Plan Control process to ensure compliance with the Urban Design Guidelines and City standards.

### ANALYSIS

#### Policy Planning Framework

22. The following provides a review of the applicable Provincial policies, as well as the City of Barrie's Official Plan and the Intensification Strategy.
23. In staffs' opinion, the application to reduce the zoning standards to permit additional forms of multi-unit development would be consistent with the Provincial Policy Statement and Places to Grow: Growth Plan for the Greater Golden Horseshoe in terms of contributing to the range of housing types available in the area and would serve to utilize existing infrastructure; including transit facilities, in the area without the need for additional cost of upgrading facilities.

Official Plan

24. As noted above, the subject lands are designated Residential Area within the City's Official Plan. Lands designated Residential are intended to be used primarily for residential uses, with all forms of housing permitted subject to locational criteria. In accordance with the Official Plan, medium density residential development permits a number of multiple-unit dwelling types including walk-up apartments and street, stacked or cluster townhouses. Section 4.2.2.2 (d) of the Plan further provides that medium density development shall range between 26 and 53 units per hectare. In this regard, the subject application is proposing a density of 70 units per hectare. While this number is higher than the range provided in the Official Plan, staff are satisfied that the density proposed is appropriate and would serve to implement the Intensification policies of the City's Official Plan.
25. Section 4.2.2.3 (b) of the Official Plan further provides that medium and high density development is encouraged in the Intensification Corridors (as illustrated on Schedule I of the Official Plan) and should be directed to locate close to parks, schools and local commercial facilities, and adjacent to arterial or collector roads. The subject lands are located on Yonge Street, which is a designated Intensification Corridor that is targeted to develop at a density of 50 units per hectare.
26. The proposed development would meet the City's locational criteria with respect to medium density development as the subject property is located in proximity to City parks (Madelaine Park and Painswick Park; both within 400m of the subject property) and two schools (St. Peter's Secondary School and Ecole La Source Elementary School). The subject property is also located in proximity to many commercial facilities along Yonge Street, particularly between Madelaine Drive and Big Bay Point Road. This property is partially developed with a final phase of 5,200 square metres (55,000 square feet) for retail space being finalized for development. An additional pre-zoned, vacant commercial site exists on the northwest corner of Yonge Street and Mapleview Drive West which could yield in the order of 5,200 square metres (55,000 square feet) of retail space based on typical lot coverage of 20%.
27. In accordance with the official plan, the property is also located at the intersection of an arterial (Yonge Street) and collector (Madelaine Drive) roadway whereby access to the proposed development would be obtained. A secondary access has also been proposed off of Dean Avenue.
28. The General Design Policies of the Official Plan require residential development to provide necessary on-site parking and functional open space amenity areas including landscaping, screening and buffering. The preliminary concept plan submitted and included as Appendix "C" to this report identifies that sufficient parking will be accommodated on-site through both underground structured parking, private garage parking for the townhouse units and surface parking for residents and visitors of the proposed development.
29. The plan also provides for an appropriate open space amenity area and buffering from abutting lower density residential properties located to the immediate east of the subject lands. Where possible, the existing vegetation on-site will be preserved so as to provide additional buffering for the abutting semi-detached and street townhouse units to the east.
30. Permitting medium density development in the form of block/cluster townhouses and 3 to 4-storey walk-up apartment buildings as proposed, is in staffs' opinion, consistent with the Official Plan. Notwithstanding, staff is recommending a minimum density requirement of 53 units per hectare to ensure the desirable density of development is achieved.

Painswick South Secondary Plan OPA N0.81

31. The Painswick South Secondary Plan served to establish the various land uses with the intention of creating a complete community which contains a full range of land uses.
32. The Secondary Plan approved by the Ontario Municipal Board in 1992 and further amended by OPA No.9 in March 1999, served to establish the high density residential blocks over the subject

lands in an effort to provide a full range of housing opportunities and in an effort to take full advantage of the proposed commercial development planned to the north and south of the subject property along Yonge Street. Section 2.4.2(b)(iii) of the Secondary Plan requires that High Density Residential areas shall range from six storey to twelve storey high rise apartments at a density not less than 90 units/net residential hectare (36 units/net residential acre) and not exceeding 150 units/net residential hectare (60 units/net residential acre).

33. Notwithstanding Section 4.8 of the City of Barrie Official Plan and Section 2.4.2(b)(iii) of the Painswick South Secondary Plan, the applicant has applied to amend Schedule C of the City's Official Plan to identify the subject lands as a Defined Special Policy Area to permit the development of the property for medium density residential in the form of block/cluster townhouses and 3 to 4-storey walk-up apartment buildings with a density not exceeding 70 units per hectare.
34. Planning staff recognize that the land uses for this area have been planned comprehensively through the Official Plan, the Painswick Secondary Plan and now the Intensification Strategy. In accordance with the Intensification Strategy, higher densities are targeted for the Intensification areas; of which the highest densities are targets for the Major Transit Node. As such, staff are of the opinion that medium density development in the order of 70 units per hectare is appropriate for the subject lands as these lands are located along an intensification corridor and not located within the Major Transit Node at the intersection of Yonge Street and Mapleview Drive East.

#### Intensification Area Urban Design Guidelines

35. In June of 2013, Council received the Urban Design Guidelines for the Intensification Areas as prepared by Brook McIlroy, October 2012. These guidelines are intended to ensure that new development is compatible with the existing built fabric while creating an attractive and safe public realm that supports alternative modes of transportation and is environmentally sustainable. One of the consistent themes throughout these guidelines is to create higher density, mixed-use, pedestrian friendly streetscapes throughout the intensification areas. In doing so, it is recommended that human-scaled (approximately 4-8 storeys), mixed-use buildings should abut the intensification corridors. In this regard, buildings should be positioned to frame abutting streets, main entrances should be directly accessible from public sidewalks and the front streetwall of buildings should be built to the front property line. The Guidelines further suggest that development on prominent streets should meet a high standard of design.
36. The Urban Design Guidelines encourage mid-rise buildings up to 8-storeys if certain design elements are met. As such, staff encouraged the applicant to consider a building height greater than 4-storeys. Notwithstanding, staff are amenable to the lower height and associated density within the understanding that the target density is to be achieved over the entire corridor.
37. Further, while staff would typically encourage mixed-use buildings with ground floor commercial development for the subject site in accordance with the Urban Design Guidelines, the applicant has indicated they cannot provide same. Having said that, it is important to note that Planning staff are currently in the process of establishing new development standards for the Intensification Areas. The proposed standards generally require that mid-rise buildings (2 to 8-storeys in height) should be established along the Intensification Corridors. The proposed standards further suggest that residential buildings above 5-storeys in height shall accommodate ground floor commercial within 50% of the gross floor area of the first floor. The Public Meeting to present these proposed changes is scheduled for March 31, 2014 with Council consideration following in the near future. Although preferred, staff are satisfied that ground floor commercial is not required to be provided for within the subject development given the sufficient availability of existing and proposed commercial space in close proximity to the subject lands and given that the maximum building height proposed is only 4-storeys.

Zoning Rationale for Special Provisions (SP)

38. The subject application is proposing a total of 196 residential units with the following breakdown:
- i) Two; 4-storey walk-up apartment buildings with a combined total of 128 units;
  - ii) Four; 3-storey walk-up apartment buildings with 32 units (8 units/building); and
  - iii) 36 townhouse units.
39. On November 13, 2013, staff from various departments met with the applicant to discuss the proposed development and provide options that would bring the site into compliance with the Urban Design Guidelines for the City's Intensification Areas and current City standards with respect to access, servicing, stormwater management, landscaping, setbacks, building orientation/placement/massing, parking, etc.
40. Staff note that consideration has been given to urban design through the provision of detailed design elements such as enhanced building materials (masonry stone, brick, stucco and composite siding) pitched roof lines, iron/glass balcony railings, and enhanced landscaping along all street frontages, however, in order to further address the abovementioned recommendations of the Intensification Area Urban Design Guidelines, it was suggested by Planning staff at the technical site plan meeting that the building be relocated closer to the Yonge Street frontage so as to provide a more pedestrian friendly streetscape. In doing so, the applicant would not comply with the minimum 7m front yard setback required by the proposed RM2 zoning category and as such, a site specific zoning provision to reduce the setback to 2m has been requested to recognize the deficient front yard setback to Yonge Street.
41. In addition to the deficient front yard setback, a number of other site specific zoning provisions have been requested by the applicant to accommodate the proposed development; all of which have been identified below:
- i) Permit a maximum density of 70 units per hectare;
  - ii) Permit a maximum gross floor area of 88%;
  - iii) Permit 4-storey walk-up apartment buildings with a maximum building height of 20m;
  - iv) Permit accessory buildings and structures to exceed a total of 50m<sup>2</sup> for the site in accordance with an approved Site Plan;
  - v) Permit accessory buildings and structures to be located within the required front, side and rear yards in accordance with an approved Site Plan;
  - vi) Permit a minimum landscape open space area of 3m where a secondary means of access has been provided for each ground floor unit;
  - vii) Permit construction columns in the structured parking areas to encroach into the required parking spaces; and
  - viii) Permit a Temporary Sales Pavilion to be located on site for a period of three years.
42. Planning staff have reviewed the proposed site specific provisions and note that the applicant has not requested any reductions to the required parking or amenity space provisions. Staff are of the opinion that the proposed density, gross floor area and building height can be supported in this location as these provisions are reflective of intensification in an area that has been identified for same.
43. Site specific provisions (iv), (v), (vi) and (viii) identified above are all considered to be technical variances. The size and location of all accessory structures has been reviewed through the concurrent site plan application (File: D11-1646) and staff are of the opinion that the proposed is

acceptable. That said, staff are recommending that the cumulative lot coverage of all accessory structures be restricted to a maximum of 750m<sup>2</sup>; which translates to approximately 2.5 percent lot coverage of the total site area. Further review and approval of the proposed accessory structures will be afforded to staff through subsequent site plan submissions and prior to registration of the required development agreement.

44. While section 5.3.3.2(d) of the Zoning By-law requires that a 7m landscape open space area be provided adjacent to all secondary means of access at ground level, the applicant has requested a site specific provision to permit a minimum 3m landscape area adjacent to all secondary means of access. In accordance with the Urban Design Guidelines for the intensification areas, buildings should be positioned to line the street with decreased setbacks so as to provide a more pedestrian friendly streetscape. In doing so, the buildings have been designed to provide a front yard, rather than rear yard exposure from the abutting streets and as a result, the setbacks to the proposed secondary means of access have been reduced.
45. Staff note that while the applicant is able to provide the required 7m setback adjacent to a secondary means of access at ground level, it is agreed that this reduction is appropriate given the configuration of the property with three street frontages. All driveways and garages associated with the proposed buildings will be internal to the site; thereby improving the overall streetscape of all street frontages and urban design elements of the proposed development.
46. In addition to the above site specific provisions, the applicant is also requesting that a Temporary Sales Pavilion be located on site for a period of three years as section 4.2.1.5 of the Zoning By-law restricts these types of buildings from remaining for more than one year. Staff are satisfied that three years is appropriate given the scale of the proposed development and the period of time in which it will take to complete the majority of the site works and construct the buildings. That said, it is important to note that the temporary sales pavilion will later be relocated to the central amenity area of the site and be converted to the permanent 'gym' for the proposed development. The landscaping, servicing, building orientation and materials associated with the proposed temporary sales pavilion have been addressed through the concurrent site plan application.
47. Planning staff are satisfied that public concerns identified at the Public Meeting related to screening and buffering to the existing residential to the east would be adequately addressed through the concurrent site plan approval process.

#### Summary

48. Staff have reviewed the comments received and considered the proposed Official Plan and Zoning By-law Amendment applications, having regard to conformity with the relevant Provincial Policy and the City's Official Plan, and are of the opinion that the proposed development complies with the policy planning framework established for Intensification. The provision for medium density development on the subject lands is considered appropriate and in keeping with the policies and guidelines established for the intensification corridors and generally supports the comments received through the Public Meeting and Public Open House. Staff are also satisfied that the proposed development is compatible with the existing residential neighbourhood and provides for good urban design.
49. To ensure that the desired form of development is achieved on site, staff are recommending that the minimum density for both blocks be in accordance with the Multiple Residential RM2 Zone standards of 53 units per net residential hectare. This will ensure that more than just ground related housing would be provided in accordance with the intensification policies and guidelines.

#### **ENVIRONMENTAL MATTERS**

50. There are no environmental matters related to the recommendation.

**ALTERNATIVES**

51. There are two alternatives available for consideration by General Committee:

**Alternative #1**

General Committee could refuse the subject Official Plan and Zoning By-law Amendment applications and maintain the current 'high density' designation and zoning on the subject property.

This alternative is not recommended as the subject property is ideally suited for medium density residential development in the form and density proposed given the full range of services and facilities available in the area. The proposed amendments are also in keeping with the Provincial and Municipal policy for the City's intensification areas.

**Alternative #2**

General Committee could approve the subject Official Plan and Zoning By-law Amendment applications without the requested Special Provisions.

This alternative is not recommended as the applicant has submitted a concurrent site plan application which adequately addresses staffs' comments to bring the site into compliance with the Urban Design Guidelines for the City's Intensification Areas and current City standards with respect to access, servicing, stormwater management, landscaping, setbacks, building orientation/placement/massing, parking, etc.

**FINANCIAL**

52. The proposed Official Plan Amendment and Rezoning of the subject lands would permit the development of 196 multiple residential units. Based on 45-one bedroom units, 115-two bedroom units and 36 townhouse units with an estimated purchase price of \$260,000 each, the annual municipal property tax revenue is estimated to be \$299,767.00. The total 2013 municipal taxes were \$4,121.00 for Blocks 128 & 129, Registered Plan 51M-672, therefore the estimated municipal increase would be \$295,646 based on the 2013 tax rates. It is acknowledged that the municipal property tax revenue would be higher based on the current zoning of the property which could accommodate in the order of 291 to 527 units.
53. Building permit application fees are estimated to be \$373,404.95 based on rates of \$11.30/square metre for the proposed townhouse units and \$15.95/square metre for the apartment units. Development charges revenue is estimated to be \$3,464,701.
54. The properties, when developed, will be subject to site plan control. All costs associated with the approval and development of the site will be the owner's responsibility. Given that the subject lands are blocks within an existing registered plan of subdivision, the developer would be responsible for all capital costs for the new infrastructure required within the development limits. Costs associated with the ongoing maintenance and operational costs of the new infrastructure will be the responsibility of the future condominium corporation. Further, the owner will be required to register a Plan of Condominium over the subject lands and as a result, all costs associated with snow/waste removal, landscape maintenance and site lighting will be the responsibility of the condominium corporation. The City will incur additional operating cost associated with extending municipal services to the area such as fire protection, policing, boulevard landscaping maintenance and increased contributions to reserves to plan for the eventual replacement of the municipal assets.



**LINKAGE TO 2010-2014 COUNCIL STRATEGIC PLAN**

55. The recommendations included in this staff report support the following goals identified in the 2010-2014 City Council Strategic Plan:

Manage Growth and Protect the Environment

56. The recommended action will maintain the City's position of encouraging intensification in appropriate areas and in accordance with existing policy.

Attachments: Appendix "A" – Proposed Official Plan Schedule C – Defined Special Policy Area  
Appendix "B" – Proposed Zoning By-law Schedule  
Appendix "C" – Proposed Site Plan

**APPENDIX "A"**  
**Proposed Official Plan Schedule C – Defined Special Policy Area**



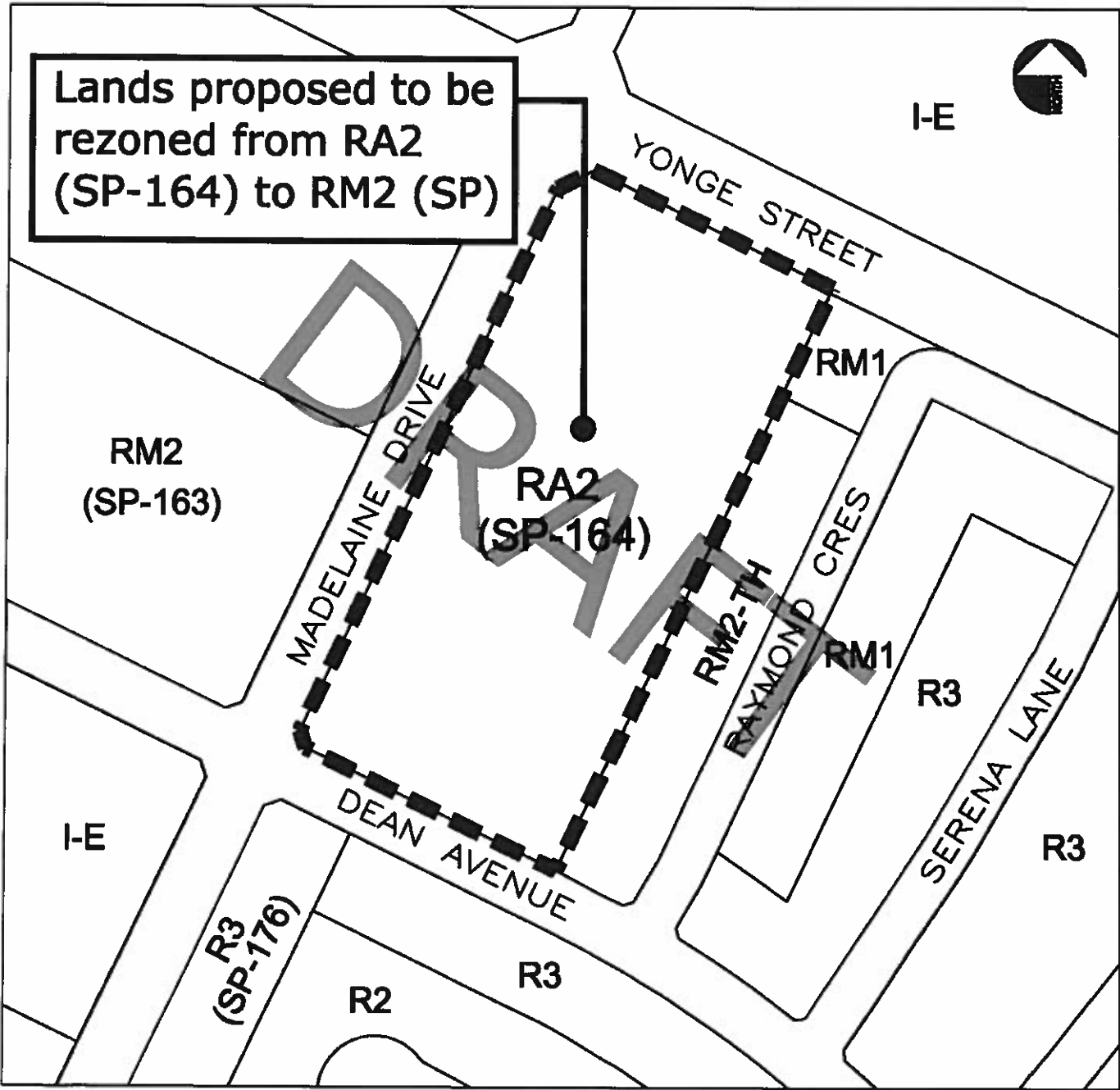
**LANDS TO BE IDENTIFIED AS  
DEFINED POLICY AREA FF**

*The City of*  
**BARRIE**  
OFFICIAL PLAN  
AMENDMENT NO. 003



**SCHEDULE C**  
**Defined Policy**  
**Areas**  
**FEBRUARY 2024**  
Note: Other municipalities please consult the Planning Services Department for an accurate reference. Not to be reproduced without permission from the City of Brant's Planning Services Department.

**APPENDIX "B"**  
**Proposed Zoning By-law Schedule**



**D14-1496**  
**39-49 Madelaine Dr**





**City Clerk's Office**  
**COUNCIL DIRECTION MEMORANDUM**

TO: Director of Legal Services – note  
 Director of Planning Services – prepare OPA and Zoning Map / advise  
 Director of Engineering – note  
 Director of Transit and Facilities – note  
 Director of Recreation Services - note  
 City Clerk – Tammie - note

FROM: Dawn McAlpine, City Clerk

DATE APPROVED  
 BY COUNCIL: April 7, 2014

**14-G-074**

**APPLICATIONS FOR OFFICIAL PLAN AMENDMENT AND ZONING BY-LAW AMENDMENT - 3251586 CANADA INC. - 39 AND 49 MADELAINE DRIVE AND 100 DEAN AVENUE (WARD 9)**

1. That the Official Plan Amendment application submitted by the Jones Consulting Group Ltd., on behalf of 3251586 Canada Inc., for the lands known municipally as 39-49 Madelaine Drive and 100 Dean Avenue (Blocks 128 & 129, Registered Plan 51M-672) (Ward 9) to amend Schedule C - Defined Policy Area, be approved (D09-OPA003).
2. That notwithstanding the provisions of Section 2.4.2(b)(iii) of the Painswick South Secondary Plan for the lands known municipally as 39-49 Madelaine Drive and 100 Dean Avenue (Blocks 128 & 129, Registered Plan 51M-672), the text of the Official Plan be amended by adding Section 4.8.XX to allow for block/cluster townhousing and 3 to 4-storey walk-up apartment buildings with a minimum density of 53 units per hectare and a maximum density of 70 units per hectare.
3. That the Zoning By-law Amendment application submitted by the Jones Consulting Group Ltd., on behalf of 3251586 Canada Inc., to rezone the lands known municipally as 39-49 Madelaine Drive and 100 Dean Avenue (Blocks 128 & 129, Registered Plan 51M-672) (Ward 9) from Residential Apartment RA2(SP-164) to Multiple Residential Dwelling Second Density RM2(SP) be approved (D14-1496).
4. That the following Special Provisions (SP) be referenced in the implementing Zoning By-law for the subject lands:
  - i) Permit a minimum density of 53 units per hectare;
  - ii) Permit a maximum density of 70 units per hectare;
  - iii) Permit a minimum front yard setback of 2m adjacent to the Yonge Street frontage;
  - iv) Permit a maximum gross floor area of 88%;
  - v) Permit 4-storey walk-up apartment buildings with a maximum building height of 20m;
  - vi) Permit accessory buildings and structures with a collective

maximum lot coverage of 750m<sup>2</sup> in accordance with an approved Site Plan;

- vii) Permit accessory structures to be located within 0.3m of the lot line associated with any required front, side and rear yard and in accordance with an approved Site Plan;
  - viii) Permit a minimum landscape open space area of 3m where a secondary means of access has been provided for each ground floor unit;
  - ix) Permit construction columns in the structured parking areas to encroach into the required parking spaces;
  - x) Permit a Temporary Sales Pavilion to be located on site for a period of three years; and
  - xi) All other standards of the By-law shall apply.
5. That pursuant to Section 34(17) of the Planning Act, no further public notification is required prior to the passing of this by-law. (PLN010-14) (File: D14-1496, D09-OPA003)