



**DEVELOPMENT SERVICES
MEMORANDUM**

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File: D30-002-
202
Pending #:

TO: MAYOR J. LEHMAN AND MEMBERS OF PLANNING COMMITTEE

FROM: D. SUDDABY, PLANNER

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

**A. MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH
MANAGEMENT**

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE: PUBLIC MEETING FOR AN OFFICIAL PLAN AMENDMENT AND REZONING TO
PERMIT MIXED USES ON THE SUBJECT LANDS – 320 & 364 MAPLEVIEW
DRIVE WEST AND 664, 674 AND 692 ESSA ROAD**

DATE: DECEMBER 15, 2020

The purpose of this memorandum is to advise members of Planning Committee of the Public Meeting regarding an application for an Official Plan Amendment and Amendment to the Zoning By-law submitted by SvN Architects + Planners on behalf of Blake Larsen to facilitate the development of a 10.19 hectare property with a high-density, mixed-use development containing twelve (12) buildings that integrate a variety of residential, commercial and institutional uses. The application proposes 2,569 residential units, 28,000 square metres of non-residential uses (ie. commercial, hotel, office etc.) and 53,000 square metres of open spaces (including the water channel, parkettes and plazas). The building heights range between 1 to 27 storeys but are predominately 7-9 storeys in height.

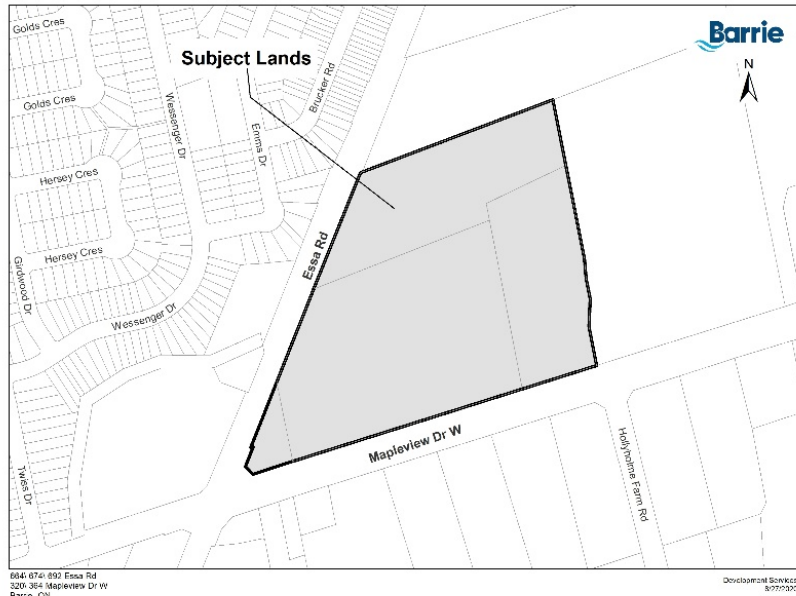
The lands are municipally known as for 320 & 364 Mapleview Drive West and 664, 674 & 692 Essa Road, on the North East side of the Mapleview Drive West and Essa Road intersection.

Official Plan Amendment

The subject lands are currently designated 'General Industrial' on Schedule 'A' – Land Use in the Official Plan.

To achieve permissions for the proposed mixed-use commercial, residential and institutional development, an Official Plan Amendment is required.

This property was reviewed through the recent Municipal Comprehensive Review / Land Conversion analysis completed by the City in drafting the new Official Plan. A memorandum regarding sites to be considered for an Employment Land Conversion was provided to Council on May 25, 2020.



The subject site was determined to constitute an employment land conversion. Given the timing of the implementation of the new Official Plan, the applicant is proceeding with the Employment Land Conversion ahead of the new Official Plan. The applicant is proposing an Employment Land Conversion through an amendment to Schedule 'A' - Land Use and a text amendment to Section 4.9 of the Official Plan to designate the property 'Mixed Use Nodes and Corridors' and 'Environmental Protection'. The proposed amendment would permit a mix of land uses, including, but not limited to, high-density residential, commercial and institutional.

Zoning By-law Amendment

The Zoning By-law Amendment application is proposing to rezone the lands from 'Light Industrial' (LI) and 'General Commercial' (C4) to 'Mixed Use Corridor' with Special Provisions (MU2)(SP-XXX), 'Residential Apartment Second Density' with Special Provisions (RA2)(SP-XXX), and Environmental Protection (EP). The site specific provisions would permit stacked townhouse units within the RA2 zone and street townhouse units within the MU2 zone.

Public Consultation

The complete submission package is posted on the [Proposed Developments](#) page on the City's website under [Ward 7](#).

A Neighbourhood Meeting was held on September 22, 2020 using a virtual platform. The meeting had 29 registrants as well as the applicant, development representatives, Ward 7 Councillor Gary Harvey, and Planning staff. Comments from attendees can be summarized as follows:

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- Potential safety hazards with adding bike lanes along Essa and Mapleview
 - Concerns regarding the traffic impacts generated by the proposed development
 - Concerns regarding the proposed density, height and parking reductions

Planning and Land Use Matters Under Review

The subject applications are currently undergoing a detailed technical review. The primary planning and land use matters 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 utilize the existing signalized intersection, pedestrian connections, and service infrastructure for this site; and,
- Integration of the proposed concept into the existing neighbourhood, and conformity with the envisioned development of the Mapleview Drive and Essa Road area.

Next Steps

Staff will continue to work with both the applicant and residents to address feedback received through the public consultation process, as well as those comments raised through the technical analysis of these applications by staff and our agency partners. These items may require revisions or updates to the plans and reports submitted in support of these applications. A staff report to Planning Committee is anticipated to be brought forward in early 2021 for Council to make a decision on the Official Plan Amendment and Zoning By-law Amendment applications. If approved, a future application for Site Plan Control and Plan of Subdivision will be required.

For more information, please contact Dana Suddaby, Planner at ext. 4473 or dana.suddaby@barrie.ca.



