



ZONING BY-LAW AMENDMENT

41 & 43 ESSA ROAD, 259 & 273 INNISFIL STREET

November 23, 2021

PRESENTATION BY:



INNOVATIVE PLANNING SOLUTIONS

PLANNERS • PROJECT MANAGERS • LAND DEVELOPMENT

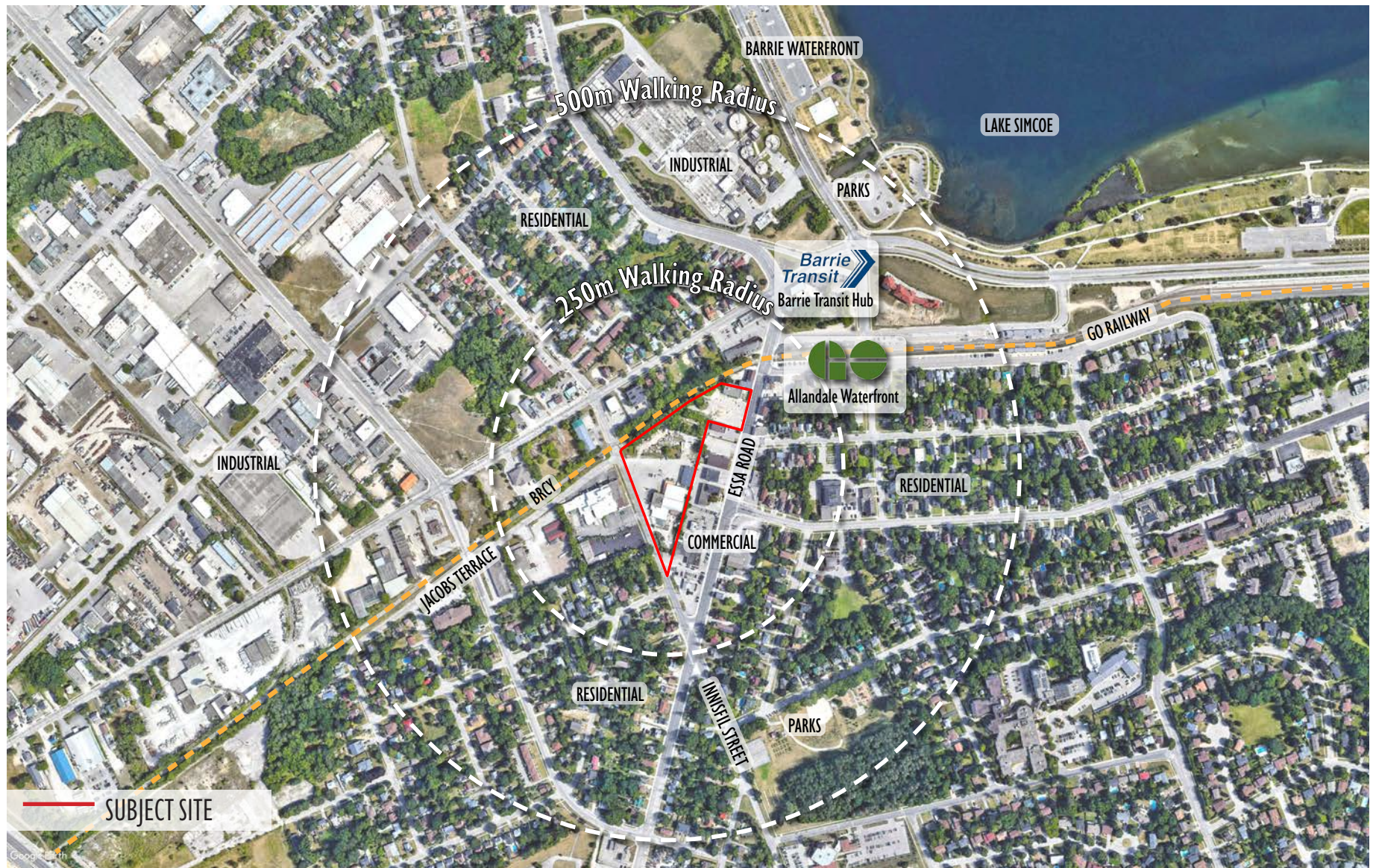
SUBJECT SITE



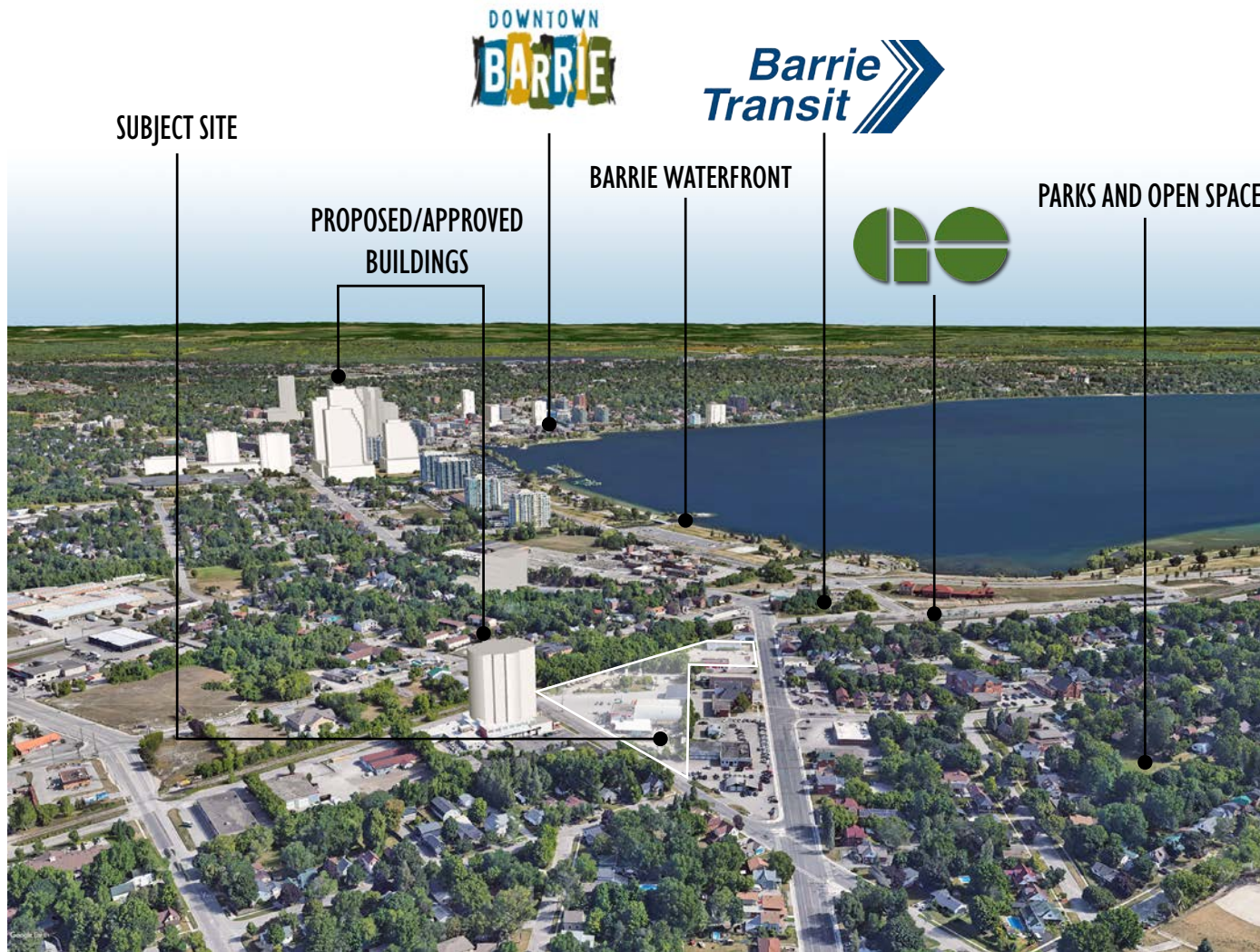
Address: 41 & 43 Esna Road, 259 & 273 Innisfil Street
Frontage: Innisfil Street ~187.2m, Esna Road ~58.5m
Site Area: ~17,861m² (1.7ha)

Existing Uses:
Vacant Commercial/Industrial Buildings

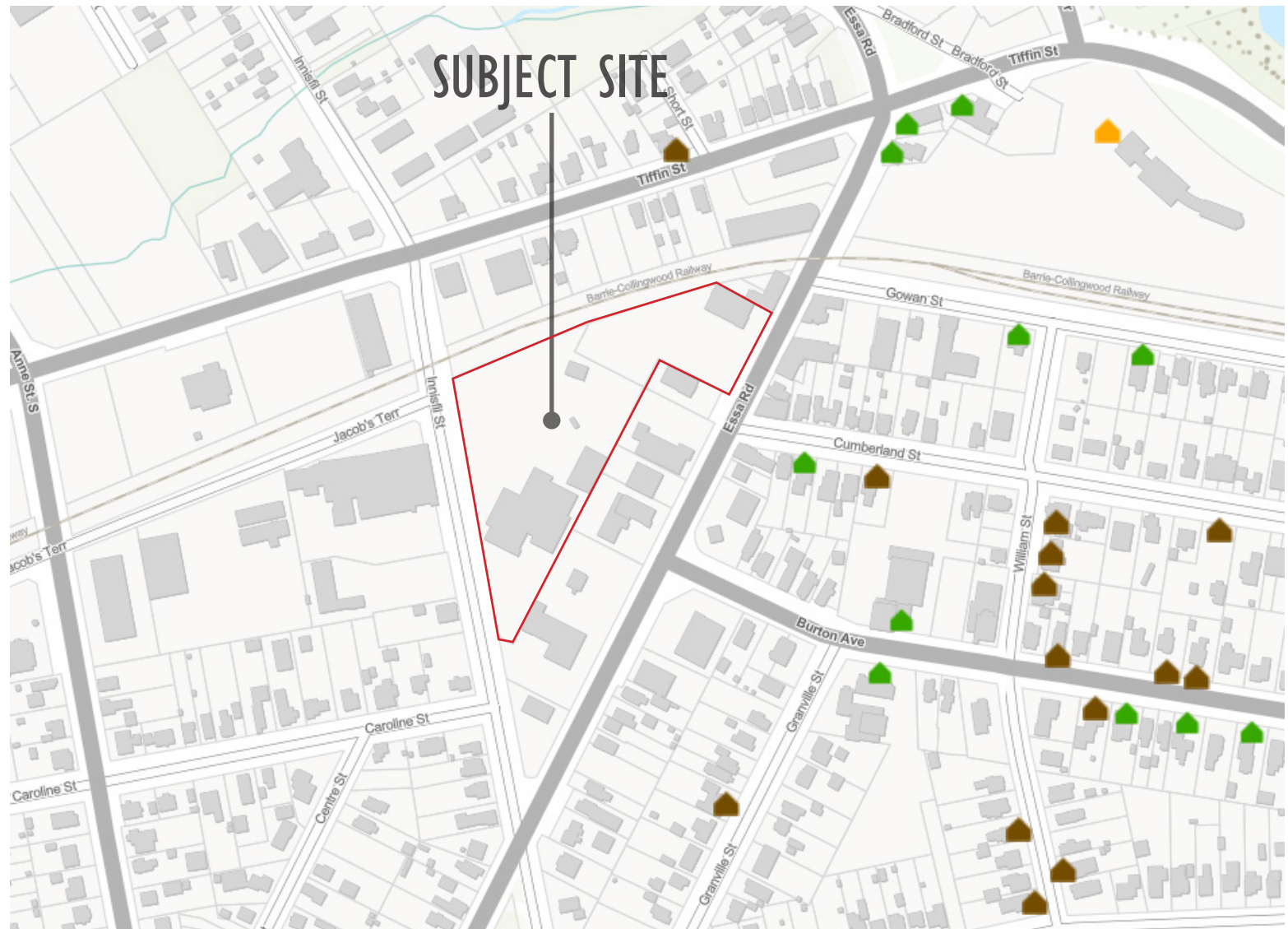
AERIAL CONTEXT



GREATER CONTEXT



HERITAGE



LEGEND

- Designated
- Listed
- Other

SITE PHOTOS

259 & 273 Innisfil Street



41 & 43 Essa Road

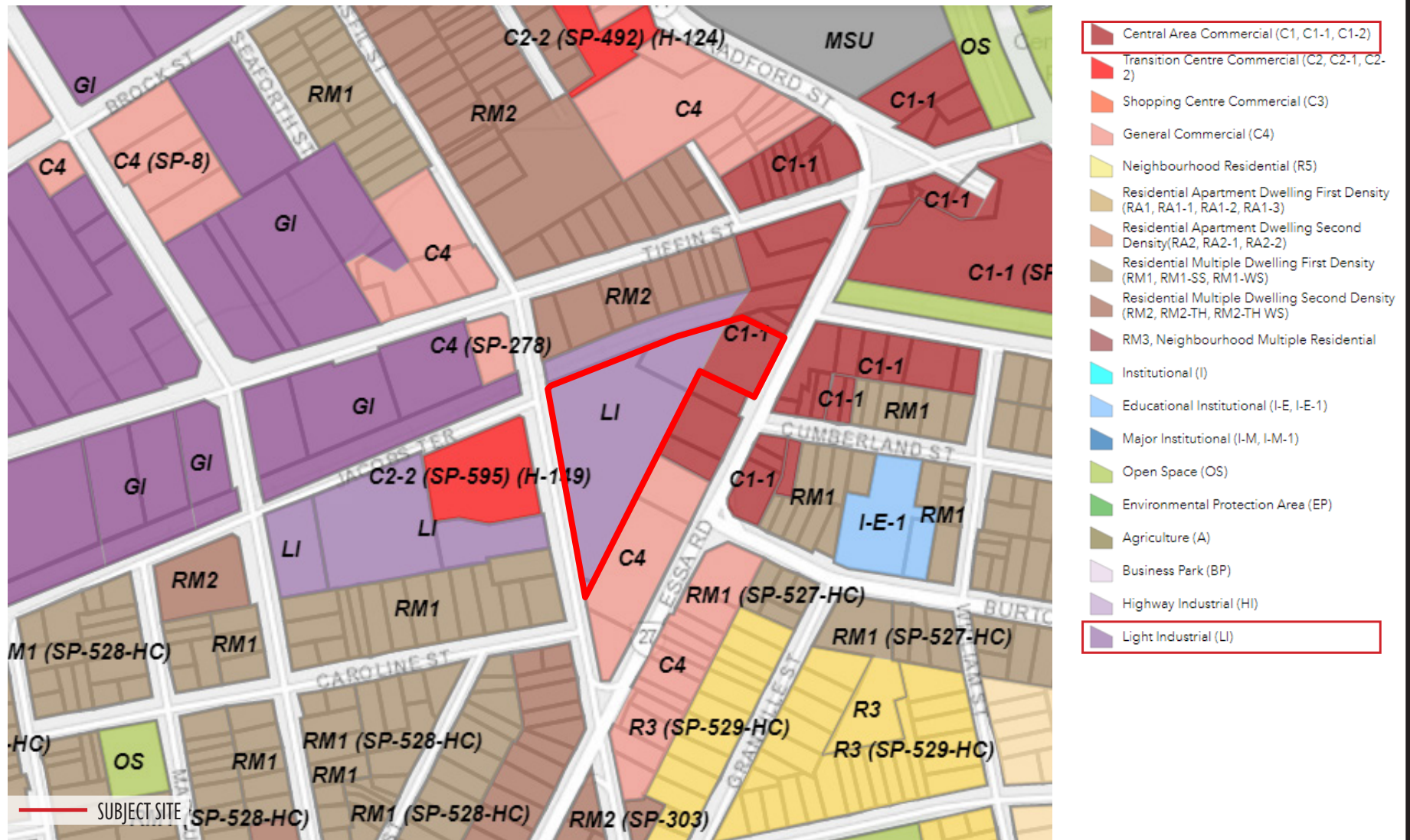


OFFICIAL PLAN DESIGNATION



City of Barrie Official Plan - Schedule A

ZONING BY-LAW



Current Zoning as per By-law 2009-141

PROPOSED AMENDMENTS

Zoning

From - Light Industrial & Central Area Commercial



To - Transition Centre Commercial (C2) with Special Provisions

THE PROPOSAL - SITE PLAN



Site Plan

RENDERING



RENDERING



STATISTICS

A total GFA of 94,472.3m² is proposed

GFA

A total of 1,276 units are proposed

UNITS

A combined indoor/outdoor total of 6,311.5m² of amenity space is proposed.

AMENITY

Commercial units proposed fronting Innisfil Street and Essa Road.

COMMERCIAL SPACE

A total of 1306 parking spaces

PARKING



NEW TRANSIT CONNECTION (WOONERF)



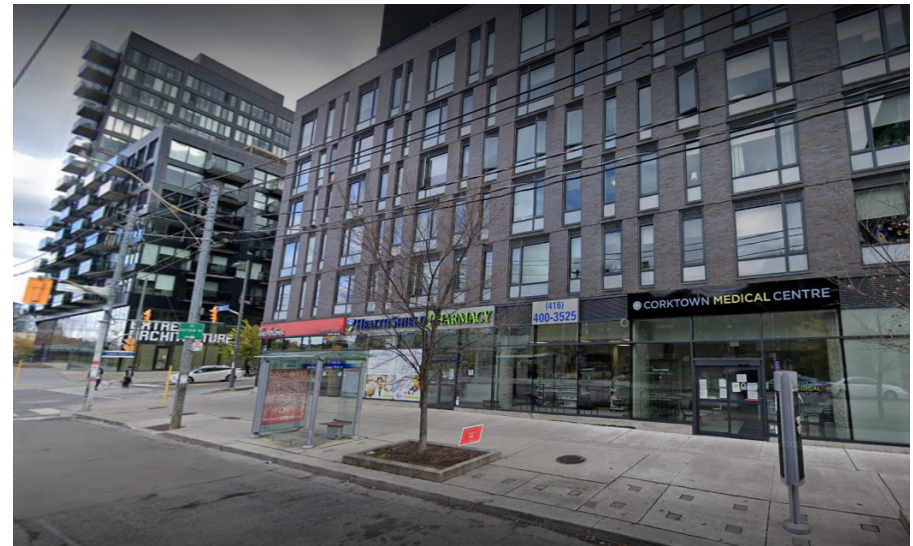
Rail Corridor

3m Tree Protection Zone

6.4 m Multi-Use Woonerf

3m Building Frontage / Sidewalk

COMMERCIAL/RETAIL SPACE



ENHANCING BARRIE'S SKYLINE



COMMUNITY CONSULTATION

A Neighbourhood Meeting was held on July 6, 2021

The application was presented to the public followed by a discussion period.

Generalized Concerns Raised

- Traffic
- Construction Management
- Height

Generalized Positive Feedback

- Potential for more people in the community and more small businesses
- Vast improvement and change to area, more people and diversity
- Excitement to see the project move forward with particular interest in green infrastructure
- Opportunity for reduced parking ratio with proximity to Transit



SUMMARY

- Designated in the Official Plan for Growth
- A rezoning is required to Transition Centre Commercial
- Opportunity to revitalize a key area of the City
- Introduction of new attainable housing units to aid in combating the housing deficiency within the City of Barrie
- Walking distance to major transit (Barrie Transit Hub and GO Station)
- Will bring more people to the community to foster new and support existing businesses
- New Commercial Space
- New Connection to Transit Hub via Woonerf



QUESTIONS & FEEDBACK

THANK YOU

Questions and Comments Welcome

Email: info@ipsconsultinginc.com