



**DEVELOPMENT SERVICES
MEMORANDUM**

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2021
Pending #:

TO: MAYOR J. LEHMAN AND MEMBERS OF PLANNING COMMITTEE

FROM: L. JUFFERMANS, PLANNER, EXT. 4447

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 AN OFFICIAL PLAN AMENDMENT AND ZONING BY-
LAW AMENDMENT - 315 AND 323 MAPLEVIEW DRIVE WEST – WARD 7**

DATE: MARCH 29, 2022

The purpose of this memorandum is to advise members of Planning Committee of a Public Meeting for Official Plan and Zoning By-law Amendment applications submitted by MHBC Planning Ltd. on behalf of Plaza Retail REIT. The site is legally described as Parts 8-12, Block 41 of Registered Plan 51M-882, and known municipally as 315 and 323 Mapleview Drive in the City of Barrie.

OVERVIEW

The proposed Official Plan Amendment seeks to add a new site-specific policy to permit additional commercial uses including a retail store, restaurant use, food store and supermarket within the existing 'General Industrial' designation.

The Zoning By-law Amendment seeks to amend the zoning from 'Light Industrial with Special Provisions' (LI)(SP-367) to 'Light Industrial with Special Provisions' (LI)(SP-XXX). The existing LI (SP-367) zone permits automotive sales establishments in addition to the permitted uses under the LI zone, whereas the new Special Provision (SP-XXX) would also permit a retail store, personal service store, food store, and supermarket, as well as standalone restaurant on the subject lands

The proposed amendments would facilitate the development of three (3), 1-storey multi-tenant commercial buildings totaling 5,789.6 square metres of commercial space (see Appendix "A" – Site Plan). The submission materials associated with the subject applications are available for viewing on the City's Proposed Developments webpage under [Ward 7](#).

BACKGROUND

The subject lands are currently vacant and are located on the south side of Mapleview Drive West, east of Essa Road and west of Hollyholme Farm Road. The subject lands are 2.45 hectares (6.06 acres) in area and have approximately 132 metres of frontage along Mapleview Drive West.

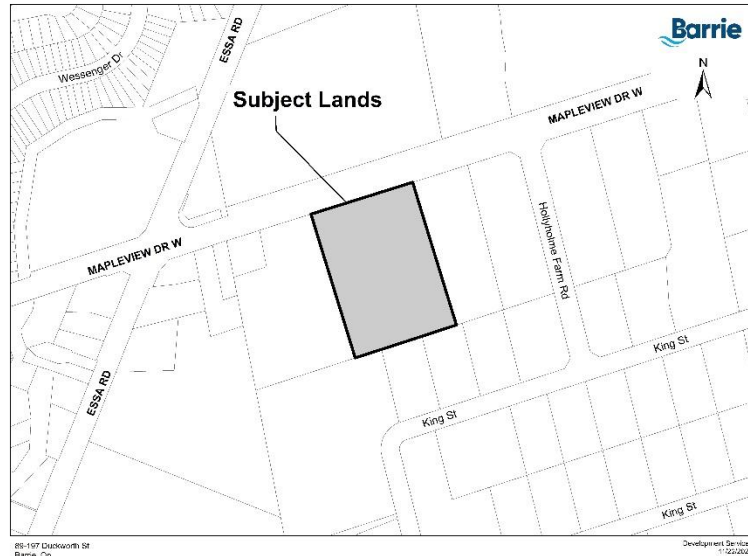
The land uses immediately surrounding the site include:

- **North:** Mapleview Drive West, vacant lands, Bear Creek, single detached dwelling associated with a farm use, two community churches (Mapleview Community Church, and Holy Spirit Parish) and a residential neighbourhood;
- **East:** Various car dealerships and automotive repair establishment uses in addition to commercial restaurant and drive-through uses;

- **South:** Various standalone manufacturing and commercial establishments occur within the King Street area, while further south; agricultural uses occur within the Salem Secondary Plan area; and
- **West:** Immediately to the west of the subject site are vacant lands, single detached homes, which include home occupations, commercial uses within converted institutional and residential properties.

The subject lands are located within close proximity to a range of residential, commercial, institutional, and recreational uses. The surrounding land uses are characterized as a mix of vacant lands and industrial, commercial and residential.

Access through the area is provided on the arterial road network which includes Mapleview Drive West and Essa Road. The subject lands are located directly on three (3) transit routes (7A, 7B, & 8A) and within walking distance of three (3) further transit routes (2A, 2B & 8B).



The applications were submitted to the City and deemed complete on February 10, 2022. Notification of the filing of a complete application and a public meeting was circulated to property owners within 120 metres of the subject property, as well as interested parties, in accordance with the *Planning Act*. The applications have also been circulated to all applicable City departments and external agencies for review and comment.

NEIGHBOURHOOD MEETING

A Neighbourhood Meeting was held on January 27, 2022, with ten (10) residents, Ward 7 Councillor Gary Harvey, Planning staff and the consulting team in attendance.

Residents provided comments regarding matters such as:

- Access controls and the placement of a traffic light, with impacts noted by residents living to the west of the subject site;
- Question regarding timing on the proposed project; and
- Clarification on if residential uses will be added to the development and the height of the proposed structures.

OFFICIAL PLAN AMENDMENT

The proposed Official Plan Amendment seeks to add a new site specific policy and amend Schedule C – Defined Policy Areas to permit additional commercial uses on the subject lands. The ‘General Industrial’ designation on the subject land is proposed to be amended by adding “commercial uses, including a retail store and restaurant uses” and “food store and supermarket” as permitted uses.

ZONING BY-LAW AMENDMENT – SITE SPECIFIC PROVISIONS

The Zoning By-law Amendment seeks to amend the zoning from ‘Light Industrial with Special Provisions’ (LI)(SP-367) to ‘Light Industrial with Special Provisions’ (LI)(SP-XXX). The existing LI (SP-367) zone permits automotive sales establishments in addition to the permitted uses under the LI zone, whereas the new Special Provision (SP-XXX) would also permit a retail store, personal service store, food store, supermarket and standalone restaurant on the subject lands.

PLANNING AND LAND USE MATTERS UNDER REVIEW

The subject applications are currently under review by Planning staff and the City’s Technical Review Team, including the Nottawasaga Valley Conservation Authority (NVCA). The primary planning and land use related items being considered at this time are:

- Compatibility with surrounding land uses, including proposed developments surrounding the subject site;
- Impacts on traffic and parking including the interface with Mapleview Drive West and the impact that the proposed signalized intersection would have on traffic flow through the area;
- Ensuring that the proposed built form, site layout and overall design contribute to creating an active streetscape and enhance the pedestrian realm along Mapleview Drive West;
- Confirmation that the proposed development can be supported by existing services and infrastructure; and
- Ensuring that the development meets the operational standards of all City Service Departments.

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 the applications for amendments to the Official Plan and Zoning By-law by staff and agency partners.

All review comments that are received, as well comments provided at the Neighbourhood and Public Meetings, will be considered during the review of these applications. A staff report to Planning Committee is anticipated to be brought forward in the later part of 2022 for consideration. If approved, a subsequent application for Site Plan Control will be required.

If you have any questions, please contact the planning file manager, Logan Juffermans at 705-739-4220 ext. 4447 or via email at logan.juffermans@barrie.ca.

ATTACHMENTS:

Appendix ‘A’ – Conceptual Site Plan

APPENDIX "A"

Conceptual Site Plan

