



City of Barrie – 320 Bayfield Street – D30-007-2022
320 Bayfield Inc.

Public Meeting
June 7, 2022

City of Barrie – 320 Bayfield Street D30-007-2022

Agenda

- Background
- Subject Lands
- Proposal
- Official Plan
- Zoning By-Law
- Neighbourhood Meeting
- Justification
- Conclusions

Background

- The pre-consultation meeting with City Staff occurred on March 4, 2021.
- The public open house was held on January 11, 2022 with residents providing comments on noise, long-term plans for the shopping centre, traffic and parking and compatibility.
- Applications for OPA and ZBA were submitted on March 15, 2021.
- Applications were deemed complete on April 14, 2022.
- Staff review of applications is currently underway with most comments having been received. The remaining departments/agencies (i.e. planning, transportation) are to be provided following the public meeting).

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Subject Lands

- The Subject Lands are located at 320 Bayfield Street (Bayfield Mall)
- Lands are situated northwest of Highway 400 between Bayfield Street to the east and Coulter Street to the west.
- Bayfield Mall totals a site area of 126,484.8 m² and currently hosts a diverse selection of retail stores and services.
- The immediate surrounding areas to Bayfield Mall contain:
 - residential areas to the north;
 - Commercial and retail to the east; and,
 - Environmental/open space to the south and west.



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Subject Lands

- Existing conditions – Rear of Bayfield Mall (Proposed Self-Storage Entrance)



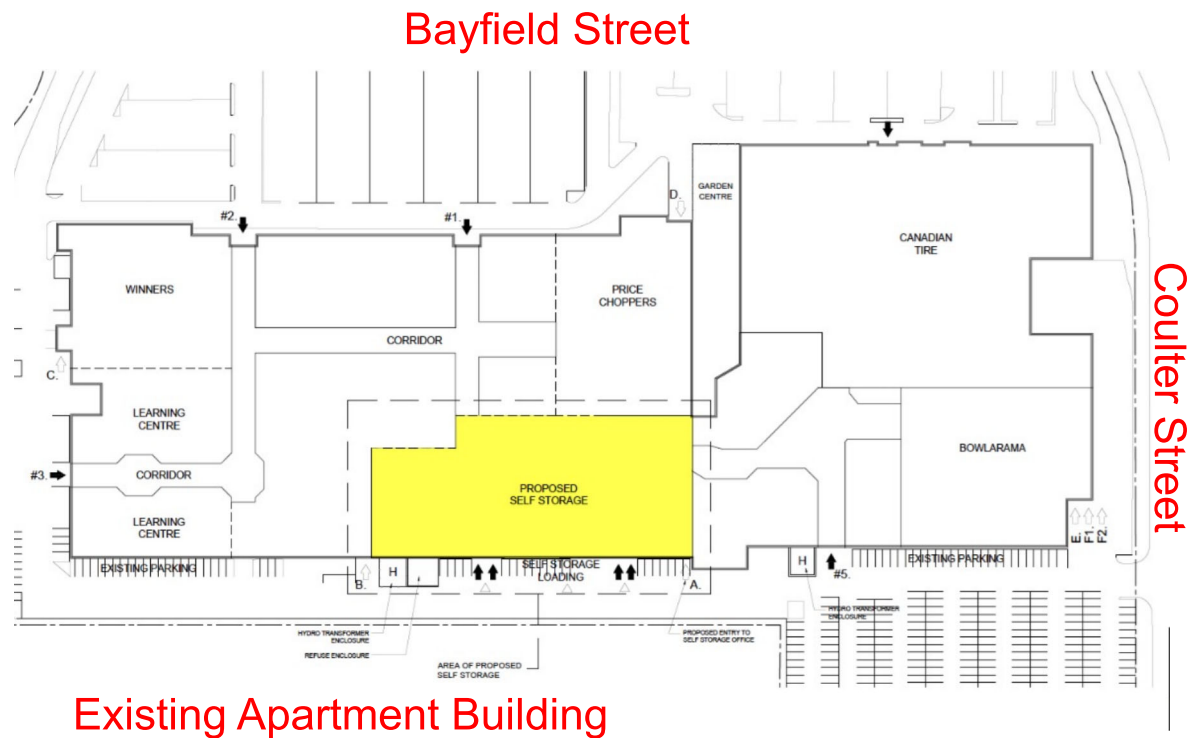
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Proposal

- OPA and ZBA applications have been submitted to permit self-storage as a use within site-specific provisions.
- The proposed development is to convert vacant space within Bayfield Mall to help maximize the mall's tenancy opportunities.
- This development will primarily involve internal renovations with only minor exterior façade improvements.
- The proposal is strategically positioned at the south side of the mall to be generally out of sight and to avoid impeding future intensification opportunities along Bayfield Street.

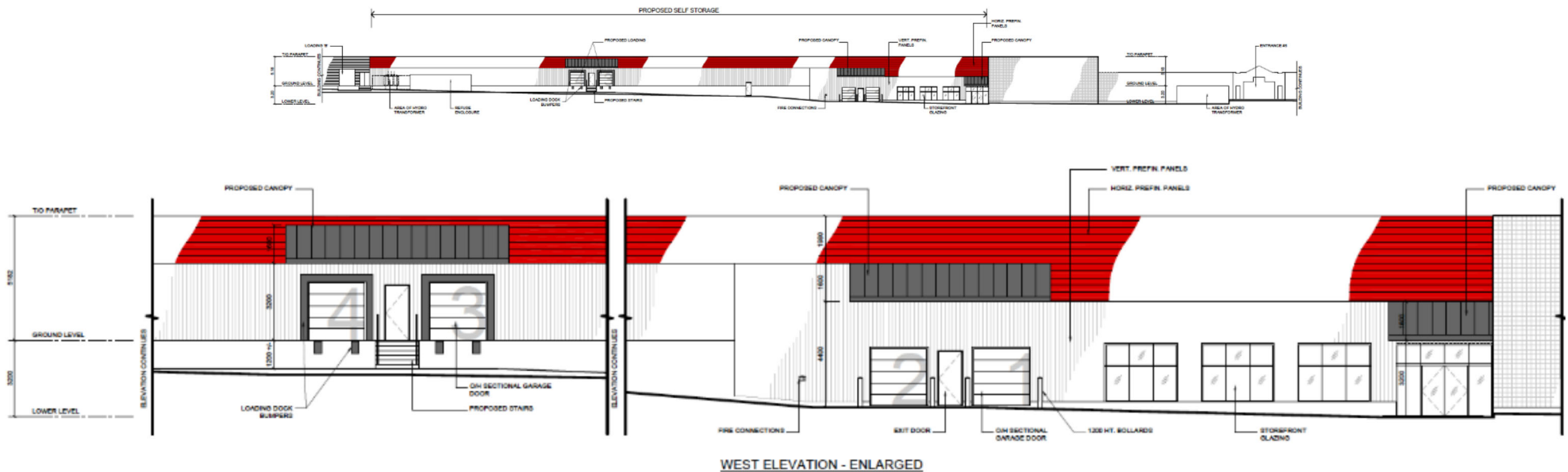
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Proposal – Conceptual Site Plan



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Proposal – Conceptual Elevations



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Proposal – Conceptual Renderings



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Official Plan (In-Effect)

- ☐ **Existing:** Community Centre Commercial
 - ☐ **Proposed:** Community Centre Commercial with a Defined Policy Area to permit self-storage
- The current Official Plan designation does not permit the proposed storage use and is therefore required to be amended prior to its permission.
 - The proposed development will require a Defined Policy Area (amendment to Schedule C) where the proposed use will occur.

OFFICIAL PLAN

Schedule A Land Use

Office Consolidation
January 2018



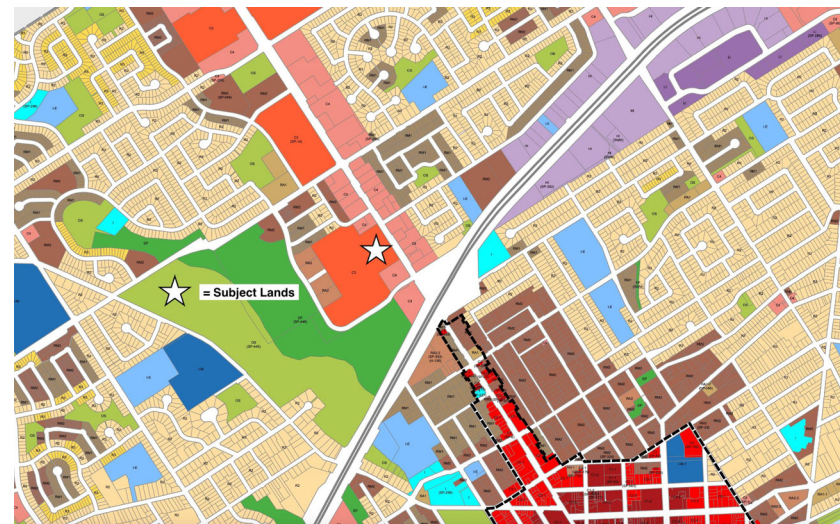
 Community Centre Commercial


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Zoning By-law

- ❑ **Existing:** Shopping Centre Commercial (C3)
- ❑ **Proposed:** Shopping Centre Commercial with Site Specific Provisions (C3 SP-XXX) to permit self-storage
- The current zoning for the proposed development does not permit a self-storage use and a Zoning By-law Amendment to include site-specific provisions for the self-storage conversion.

ZONING BY-LAW 2009-141 NORTH SECTION Office Consolidation January 2021



 Shopping Centre Commercial (C3)

Open House (Neighbourhood Meeting)

- An Open House was held on January 11, 2022 and was attended by 10 residents, the local councillor and members of the City's planning staff. The presentation included high level details of the proposal, a summary of the applicable policies, the approval process and an approximate timeline.
- Stakeholders in attendance shared questions and provided feedback on the proposal to address noise, long-term plans for the shopping centre, traffic & parking and compatibility. In response to the comments received, the following is provided:
 - *Noise*
 - The proposed use would not result in any adverse noise impacts as self-storage requires minimal infrastructure and can be easily retrofitted with smaller heating and cooling systems.
 - *Long-term plans for the shopping centre*
 - The proposed development will not preclude the long-term plans of the mall which are to eventually intensify once the market conditions are appropriate.
 - The proposed use simply provides additional tenant opportunities to satisfy current vacancies in a manner which are compatible with its current or future operations.

Open House (Neighbourhood Meeting)

- *Traffic & Parking*
 - Self-storage uses typically require much lower levels of parking due to timing of when customers frequent the facilities.
 - The typical use of the facilities occurs opposite to work commute travel timing where drop-offs will frequently occur on weekends and evenings and would be conducive to the malls ample parking.
- *Compatibility*
 - The proposed development is to be located at the rear of the shopping mall to ensure no interruption of visibility to the current tenants or future development along Bayfield Street.
 - It would also be located closest to existing apartment buildings which will benefit most from its services.
 - The location is beneficial as it will ensure improved lighting and security along the rear of the mall from the existing conditions.
 - Minimal exterior improvements are necessary but will involve aesthetic improvements to ensure compatibility with the shopping mall as well as the adjacent apartments.

Justification

- *Official Plan*
 - In accordance with Schedule I of the Official Plan, the abutting stretch of Bayfield Street is identified as a Secondary Corridor which is classified as an Intensification Area. This areas are intended to support high density residential and mixed-use development.
 - As the development is proposing a “residential-adjacent” use it will facilitate the achievement of Official Plan goals regarding intensification including supporting density targets through the provision of storage opportunities near future intensified developments, will efficiently use under-utilized space, would be located to the rear of the mall to ensure it does not interrupt the areas closest to transit.
 - The Official Plan designates the subject property as “Community Centre Commercial” in accordance with “Schedule A Land Use”.
 - The proposal seeks to include self-storage as a permitted use which is generally consistent with the intent of the Community Centre Commercial designation which is to provide a broad range of commercial and service uses that address the needs of residents within the service radius of the shopping centre.

Justification

- *Zoning By-law*
 - The subject lands are zoned “Shopping Centre Commercial (C3)” as identified in Figure 13. The Zoning By-law does not permit self-storage in the C3 zone. Self-Storage as a land use is only permitted in the (LI) Light Industrial & (GI) General Industrial zones as identified in Table 7.2 of the By-law.
 - Proposed use would not compromise the mall’s ability to achieve the development standards of the C3 zone as it does not require additional parking, density, height setbacks etc..
 - The proposed use would be consistent with uses currently permitted including automotive repair establishment, building supply centre, rental store and others.

Justification

- *Self-storage as a Use*
 - Municipalities in Ontario commonly permit self-storage in industrial zones. However, many cities are granting permissions to this use to broaden their location as the storage of today includes well designed facilities that cater to multiple needs.
 - Municipalities are updating policies to reflect the distinctions between large warehouses and self-storage facilities which (the later) can result in, including :
 - Materials are brought with relative ease through their own personal vehicles.
 - Users store their goods and do not return until needed, which is infrequent and doesn't interfere with surrounding transportation networks.
 - Facilities operate with much lower infrastructure demands including water, wastewater, heat and others whereas warehouses require large tracts of land.
 - Facilities are more conducive to incorporate a higher level of design.
 - Growing need around storage with ongoing intensification and ensuring storage is in close proximity to users.

Conclusions

- The proposed tenancy advances the general intent and policies of City of Barrie Official Plan (2010) by supporting a broad range of services to Barrie residents in commercial districts without precluding the long-term objectives of the applicable intensification policies.
- The proposed tenant improvement does not impede the New City of Barrie Official Plan (2021) policy objectives of achieving intensification and evolution of complete communities in strategic growth areas as the proposed tenancy is a conversion of existing space in an existing commercial building.
- Only minor modifications to the City of Barrie Comprehensive Zoning By-Law 2009-141 (August 2009, Office Consolidation January 2021) are necessary to facilitate the implementation of the project and therefore the proposal is largely consistent with the overall direction of the Zoning By-law.

Conclusions

- The proposed development to permit the self-storage use is appropriate and desirable in that it:
 - Requires minimal facility improvements to achieve the construction of the proposed development;
 - Is generally supported by residents, as indicated through the conducted open house;
 - Expands the malls list of permitted uses to ensure greater opportunity to secure tenants;
 - Ensures existing neighbourhoods and future intensification projects in the area benefit from additional storage opportunities; and,
 - Will not result in undue impacts to the local area.



Thank you!