



DEVELOPMENT SERVICES MEMORANDUM

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: J. ROBERTS, MANAGER OF STRATEGIC INITIATIVES, POLICY AND ANALYSIS
EXT. 4705

WARD: ALL

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: CITY-WIDE URBAN DESIGN GUIDELINES

DATE: MAY 17, 2023

The purpose of this Memorandum is to provide members of Council with an update concerning the progress of the development of the City's first ever City-Wide Urban Design Guidelines. These guidelines, along with the City's comprehensive Zoning By-law currently under review, will be the primary tools used to implement the design vision set out in the Official Plan.

The first draft of the new City-wide Urban Design Guidelines was shared with the public on May 8, 2023, on the Building Barrie website: buildingbarrie.ca/UrbanDesign.

Background

Development of City-Wide Urban Design Guidelines began in 2018 as part of the formulation of the new Official Plan. The draft City-Wide Urban Design Guidelines were guided by the feedback received from public consultation and stakeholder engagement during the development of the Official Plan. Throughout consultation, the community consistently voiced the need for a higher standard of urban design in development across the city.

This release of the draft City-Wide Urban Design Guidelines is the first since several changes to the Provincial legislative framework for Planning in Ontario, the approval of the City of Barrie's Official Plan, and the release of the City's first draft of a new comprehensive Zoning By-law. For a consistent and coordinated policy framework for the City of Barrie, the draft City-Wide Urban Design Guidelines have been revised to consider the approved Official Plan with Provincial modifications as well as the first draft of the City's new Comprehensive Zoning By-law.

Highlights of the Urban Design Guidelines

To illustrate and implement the vision of the Official Plan, the draft City-Wide Urban Design Guidelines include:

- An overview of the City's design vision, principles, and priorities;
- Guidelines for the contextual integration of developments;
- Area-specific guidelines for the Urban Growth Centre, Strategic Growth Areas, Major Transit Stations Areas, Historic Neighbourhoods and Employment Non-Industrial Areas, including Demonstration Plans for each area; and
- Site and building design guidelines, coordinated with the building types and uses outlined in the Official Plan and Zoning By-law.



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Next Steps

City staff welcome all public comments and feedback on the draft City-Wide Urban Design Guidelines by June 16, 2023. Feedback can be shared via the Building Barrie site or by emailing UrbanDesign@Barrie.ca

City staff will collect public and stakeholder feedback to incorporate into a second draft to be released to the public in Fall 2023 and targeted to be presented for Council's consideration and endorsement before the end of 2023.

Any questions or comments can be directed to Michelle Banfield, Director of Development Services at extension 5466.