



# **390 Essa Road Official Plan Amendment and Zoning By-law Amendment Applications**



**Public Meeting  
April 1<sup>st</sup>, 2019**





### **SUBJECT SITE:**

#### **Frontage:**

- 65.1 m (213.58 ft) along Essa Road

#### **Area:**

- 0.35 ha (0.87 acres)

### **SURROUNDING AREA:**

- Low/ Medium Density Residential
- Commercial plaza
- Light industrial



# Application Context



## ESSA ROAD IDENTIFIED AS INTENSIFICATION CORRIDOR

### LAND USE DESIGNATION

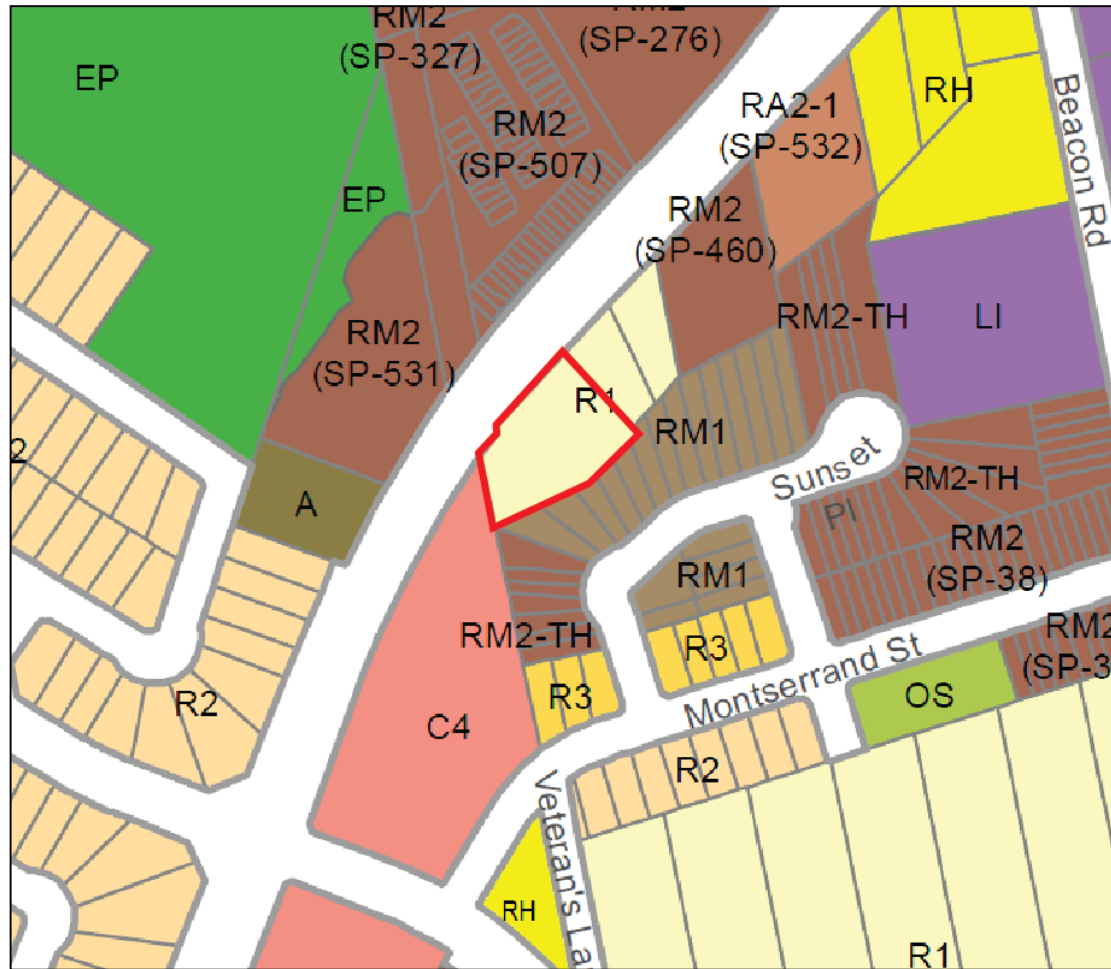
-  General Commercial
-  General Industrial
-  Environmental Protection
-  Residential
-  Open Space
-  Educational Institutional



**Existing Land Use  
Designation**

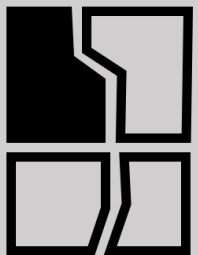
**IPS**  
CONSULTING



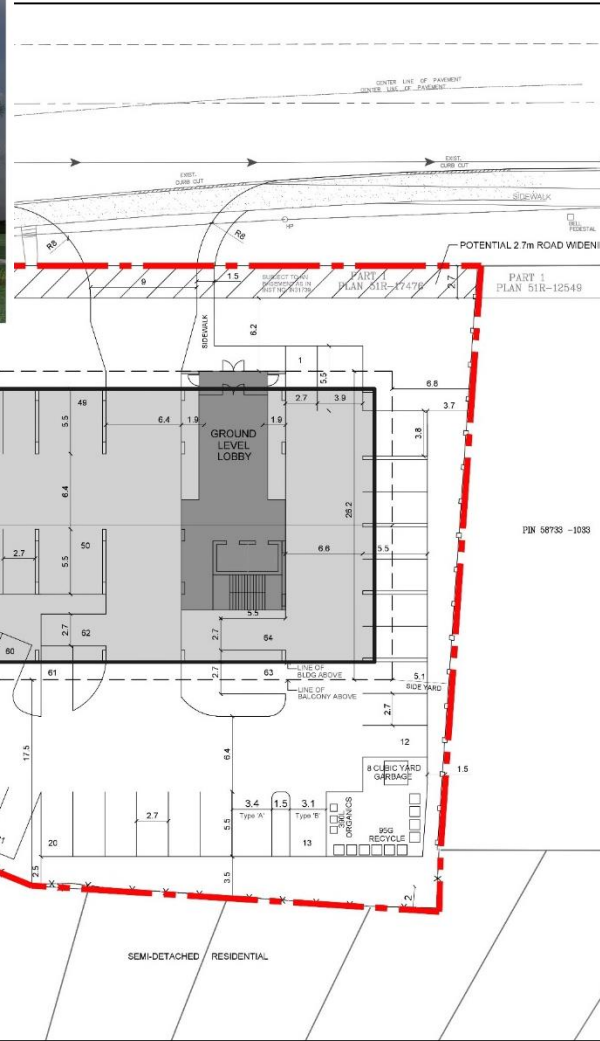


## ZONING

|           |                                                     |
|-----------|-----------------------------------------------------|
| A         | Agriculture                                         |
| C4        | Shopping Centre Commercial                          |
| EP        | Environmental Protection                            |
| LI        | Light Industrial                                    |
| OS        | Open Space                                          |
| <b>R1</b> | <b>Residential</b>                                  |
| R2        | Residential Single Detached Dwelling Second Density |
| R3        | Residential Single Detached Dwelling Third Density  |
| RA2       | Residential Apartment Dwelling Second Density       |
| RH        | Residential Hold                                    |
| RM1       | Residential Multiple Dwelling First Density         |
| RM2       | Residential Multiple Dwelling Second Density        |



# Existing Zoning

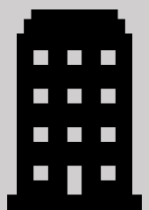


## DEVELOPMENT DETAILS:

- 6-storey residential apartment building
- 74 rental units, with 11 affordable units
- 64 Parking spaces

## NEIGHBORHOOD MEETING – January 15<sup>th</sup>, 2019

- *Over-intensified site/corridor*
- *Insufficient parking*
- *Privacy*
- *Traffic congestion*
- *Render/design*
- *Tree compensation*
- *Drainage*
- *Heritage designation*



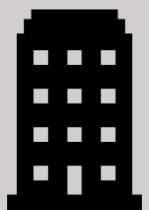
# Original Development Concept

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## DEVELOPMENT DETAILS:

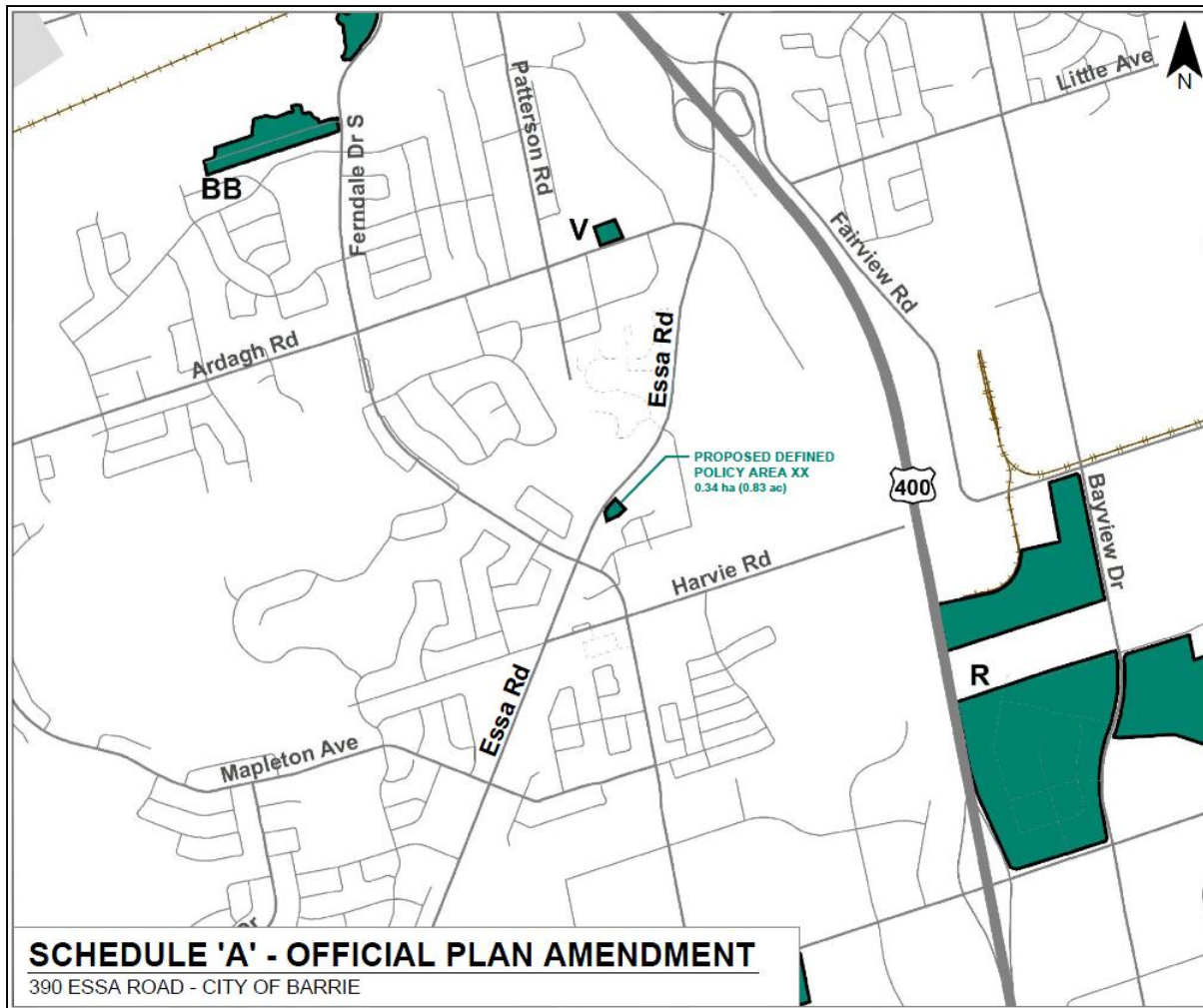
- 6-storey residential apartment building
- 74 rental units, with potential for 7 affordable units
- One access point from Essa Road
- 72 Parking spaces
- Individual and Common amenity areas
- Active streetscape presence



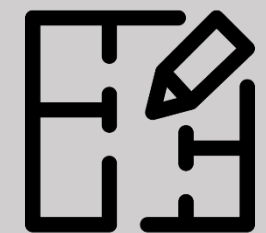
# Revised Development Concept

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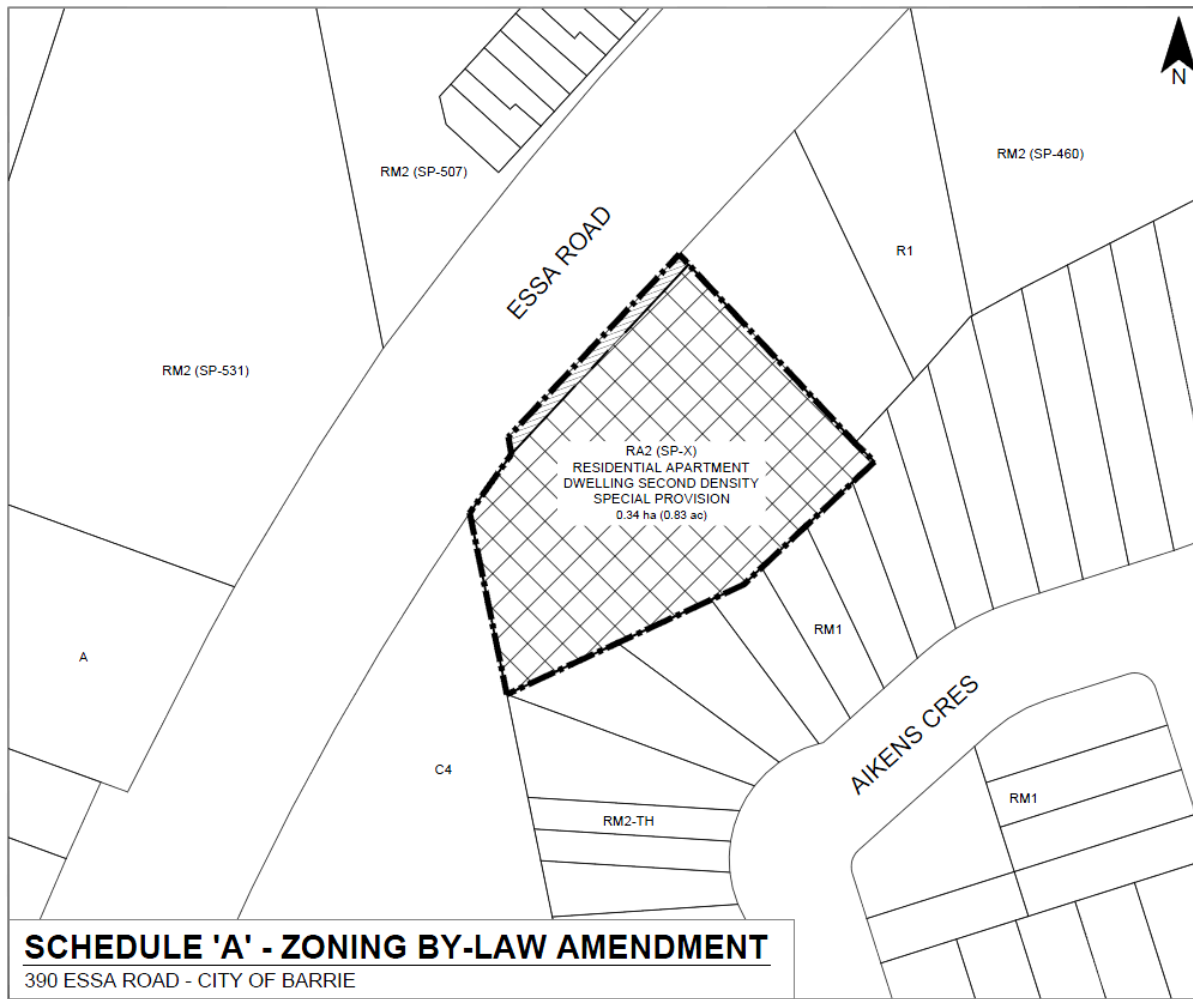




- Create a new Defined Policy Area on Schedule C to permit a maximum density of **211 upha**
- Designation to remain **Residential** on Schedule A



# Proposed Official Plan Amendment



- Request to rezone the lands to **Residential Apartment Second Density (RA2)** from the existing Residential One (R1) zone

- Special Provisions are requested from the RA2 zone



# Proposed Zoning By-law Amendment









**proposed front (north west) perspective**

390 essa road | barrie | ontario | proposed residential development





**proposed front (north east) perspective**

390 essa road | barrie | ontario | proposed residential development





## Exterior Design

- 1- White Vertical Trim And Panel Elements Reminiscent Of White Trim And Detailing Of Existing Home On Site.
- 2- Strong Red And Graphite Brick Accents Incorporated To Tie Into Existing Residential Context And Existing Home On Site.
- 3- Large Balconies Incorporated On North Facade Which Engage Essa Road
- 4- Strong Horizontal Features By Means Of The Two L-shape Brick And White Aluminum Bands Have Been Incorporated To Create horizontal Massing and Lower The Perceived Height

## exterior design form

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architects



## Streetscape

The proposed development fills in the existing blank in the streetscape between the existing 4-storey residential building to the east and the existing commercial site to the west. Multi-storey residential buildings are present on all sides of the site









**proposed rear (south east) perspective**

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# Thank-You!



**proposed front (north west) perspective**

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