

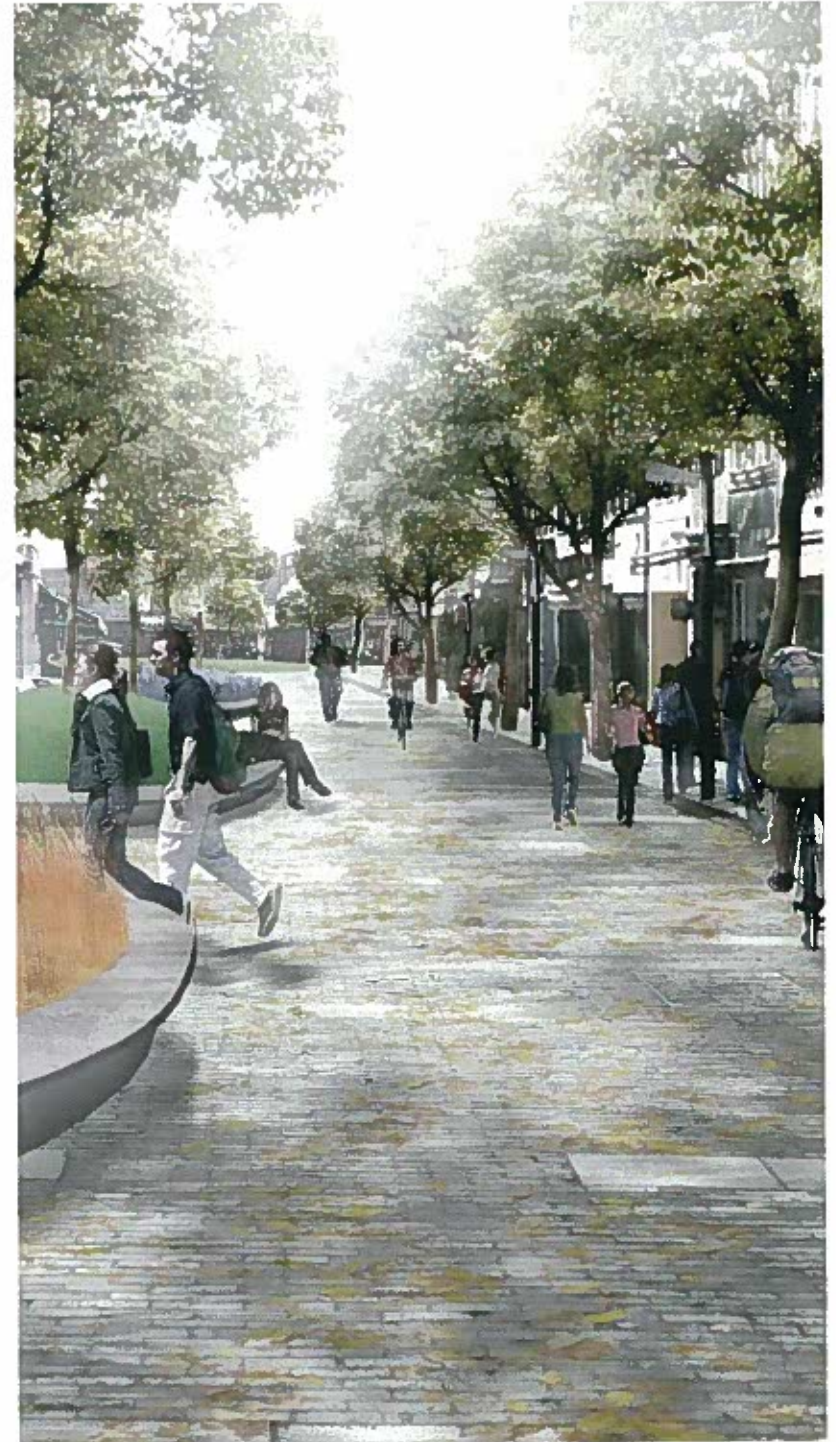
Barrie's Intensification Area Urban Design Guidelines



Introduction

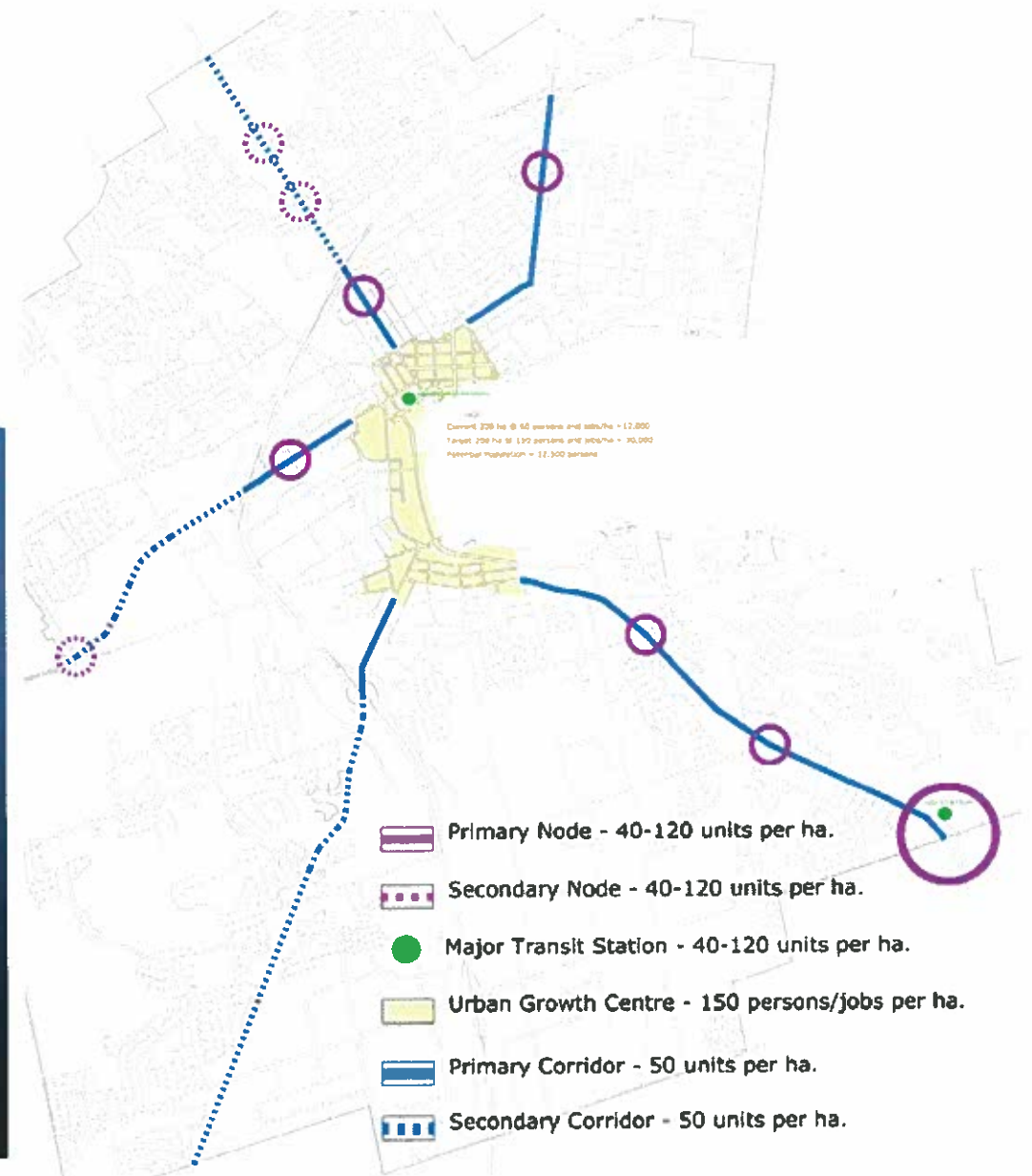
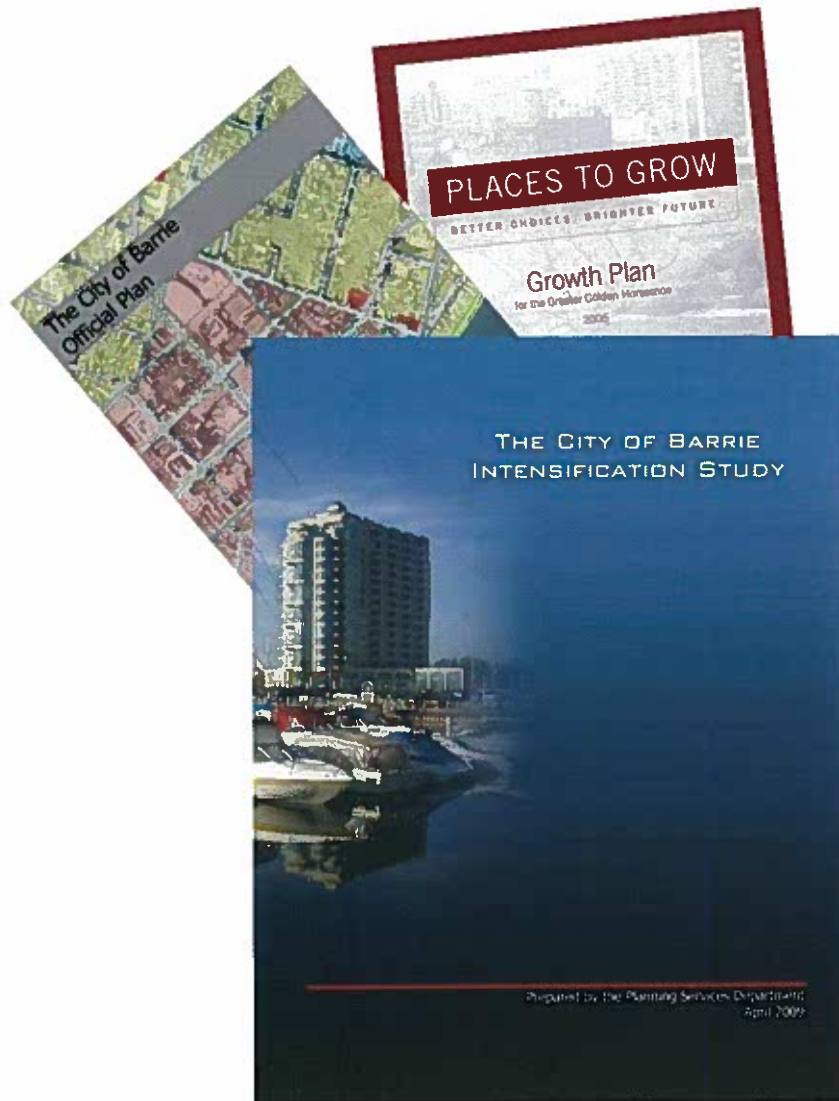
Key Considerations

1. Building Scale & Heights
2. Ground-Related Design
3. Transit
4. Design Excellence: Peer Review
5. Guidelines to OP & Zoning Recommendations



Introduction

Policy Background



Introduction

Intensification Area Urban Design Guidelines

The guidelines present a vision for the Intensification Areas and a set of priority directions that will help direct new development in a more dense urban form toward achieving the Province and City's long-term vision for high-quality growth. Recommendations would include: Buildings with active ground-level frontages that create a vibrant, attractive and safe pedestrian realm; an urban form that supports alternative modes of transportation (i.e. walking, cycling and transit); and a future Barrie that is built on design excellence and environmentally sustainable best practices.

Process

Existing Planning Framework

Policy Documents:

- *Provincial Policy Statement (2005)*
- *Places to Grow: Growth Plan for the Greater Golden Horseshoe (2006)*
- *The City of Barrie Official Plan (2009)*
- *City of Barrie Comprehensive Zoning Bylaw (2009)*

Supporting Documents:

- **Downtown Barrie: The Next Wave (2004)**
- **City of Barrie Downtown Commercial Master Plan (2006)**
- **City of Barrie Intensification Study (2009)**



Guideline Content

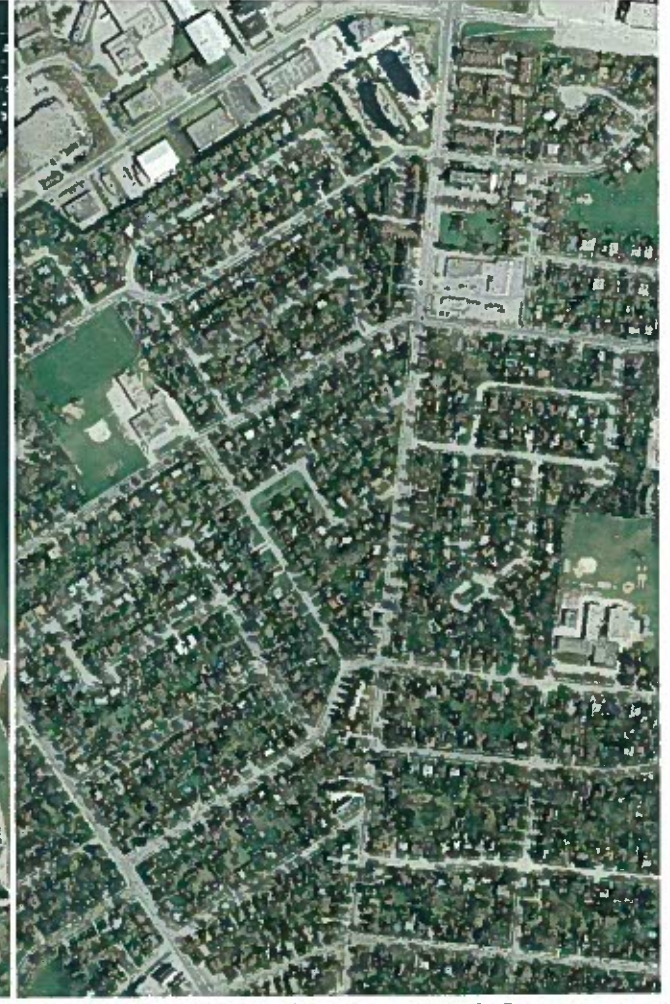
Existing Conditions



Looking north on Bayfield St.



Looking north on Bradford St. & Lakeshore Dr.



Looking north on Duckworth St.

Process

Public Consultation

Three Public Workshops were held at the Southshore Community Centre

- Stakeholder workshop *(March 10, 2011)*
- Public workshop #1 *(March 10, 2011)*
- Public workshop #2 *(April 27, 2011)*

The workshops were advertised on TV, the radio, the City website and in the newspaper.

Summaries were posted to the City website for those who were unable to attend.



Priority Directions

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Guideline Content

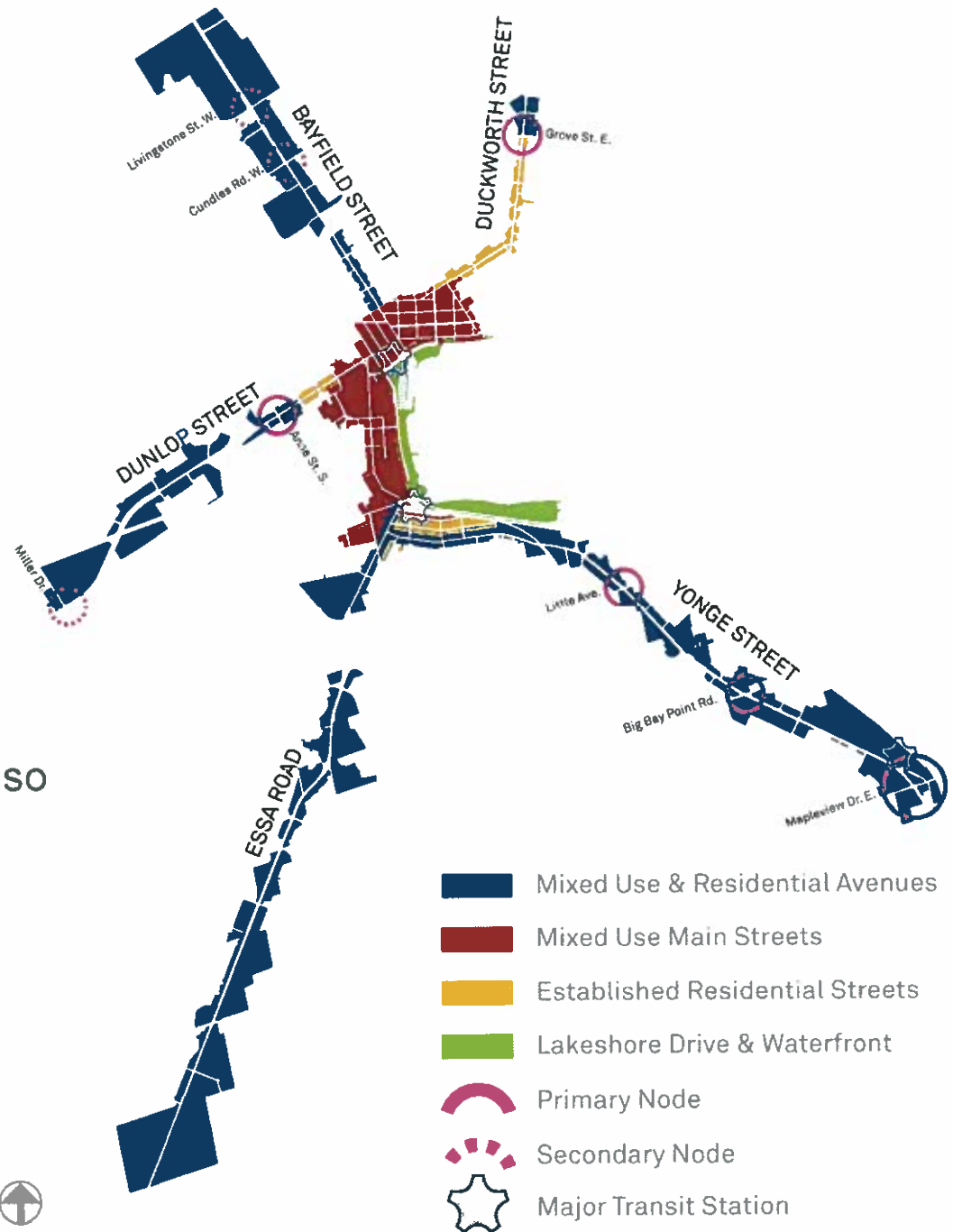
Intensification Area Typologies

The intensification areas were divided into 3 main typologies:

- Mixed-Use & Residential Avenues
- Mixed-Use Main Streets
- Established Residential Streets

Area specific typologies were also identified for:

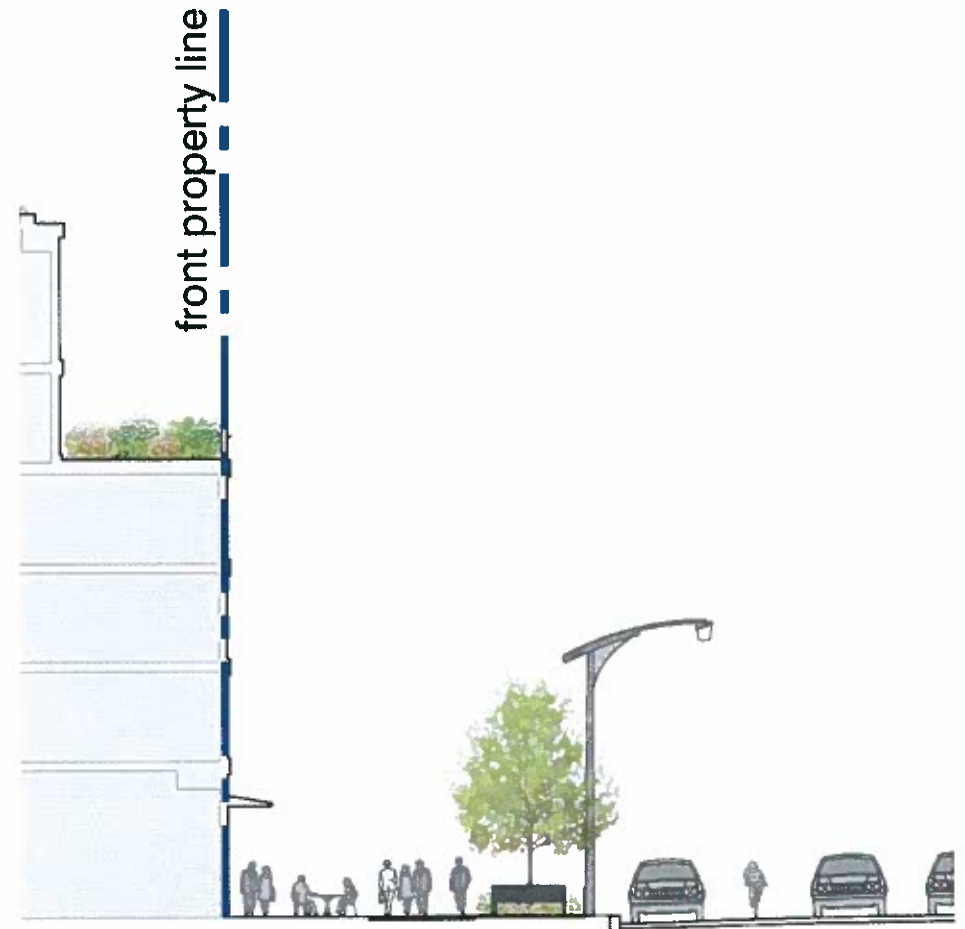
- Lakeshore Drive & Waterfront
- Major Transit Station Areas



Guideline Content

Public Realm Urban Design Guidelines

The public realm urban design guidelines apply to development within streets, parks and open spaces, and consider natural heritage features, parks and open spaces, streets and streetscapes, pedestrian and bicycle circulation, and parking.

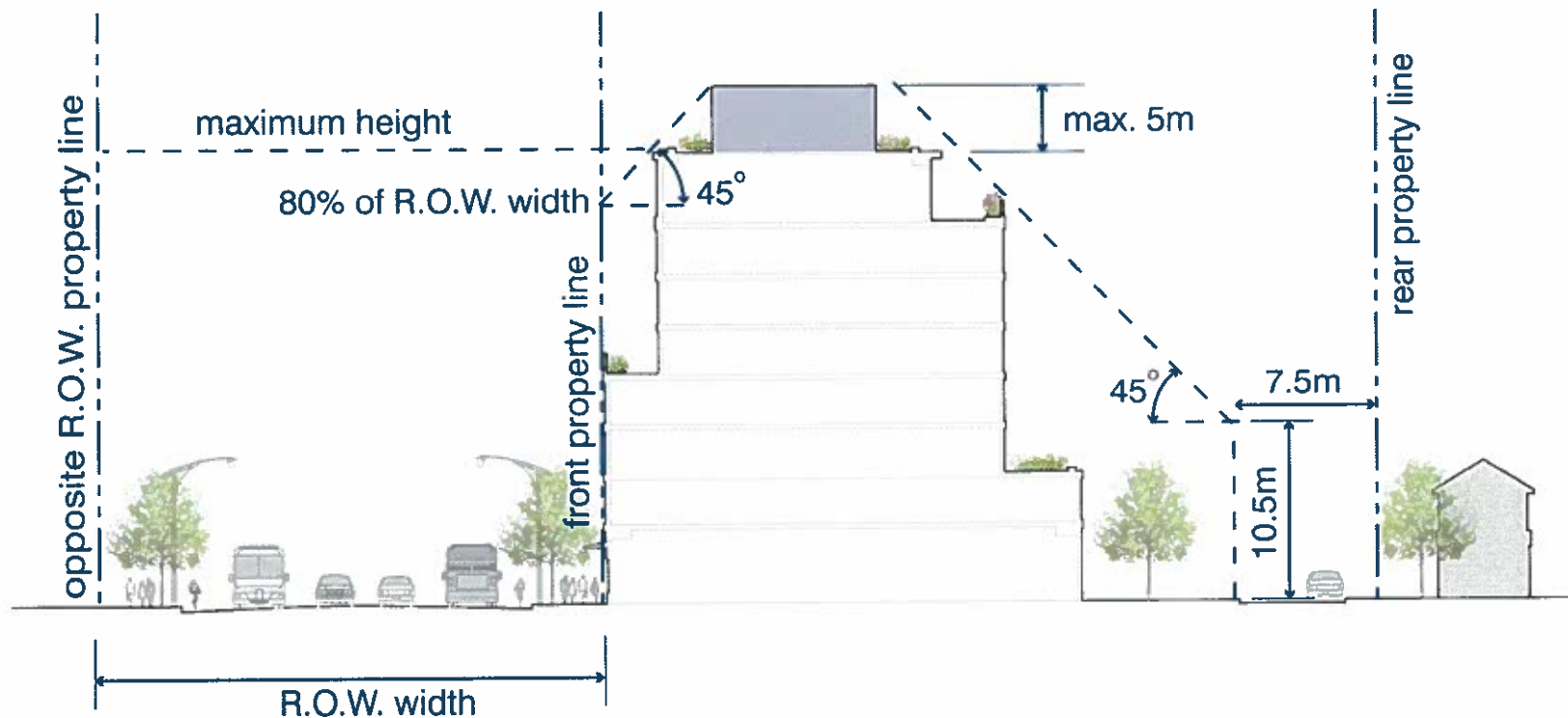


Transition Zone	Sidewalk	Street Furniture and Landscape Zone
Patios	Barrier Free	Street Trees
Signage		Landscaping
Landscaping		Site Furnishings
Barrier Free		Drainage
Public Art		Public Art
Bus Shelters		Bus Shelters
Boulevard Elements		

Guideline Content

Private Realm Urban Design Guidelines

The private realm urban design guidelines apply to development within private properties, and consider the development of large parcels, access and parking, and general building guidelines.



Guideline Content

Area Specific Urban Design Guidelines

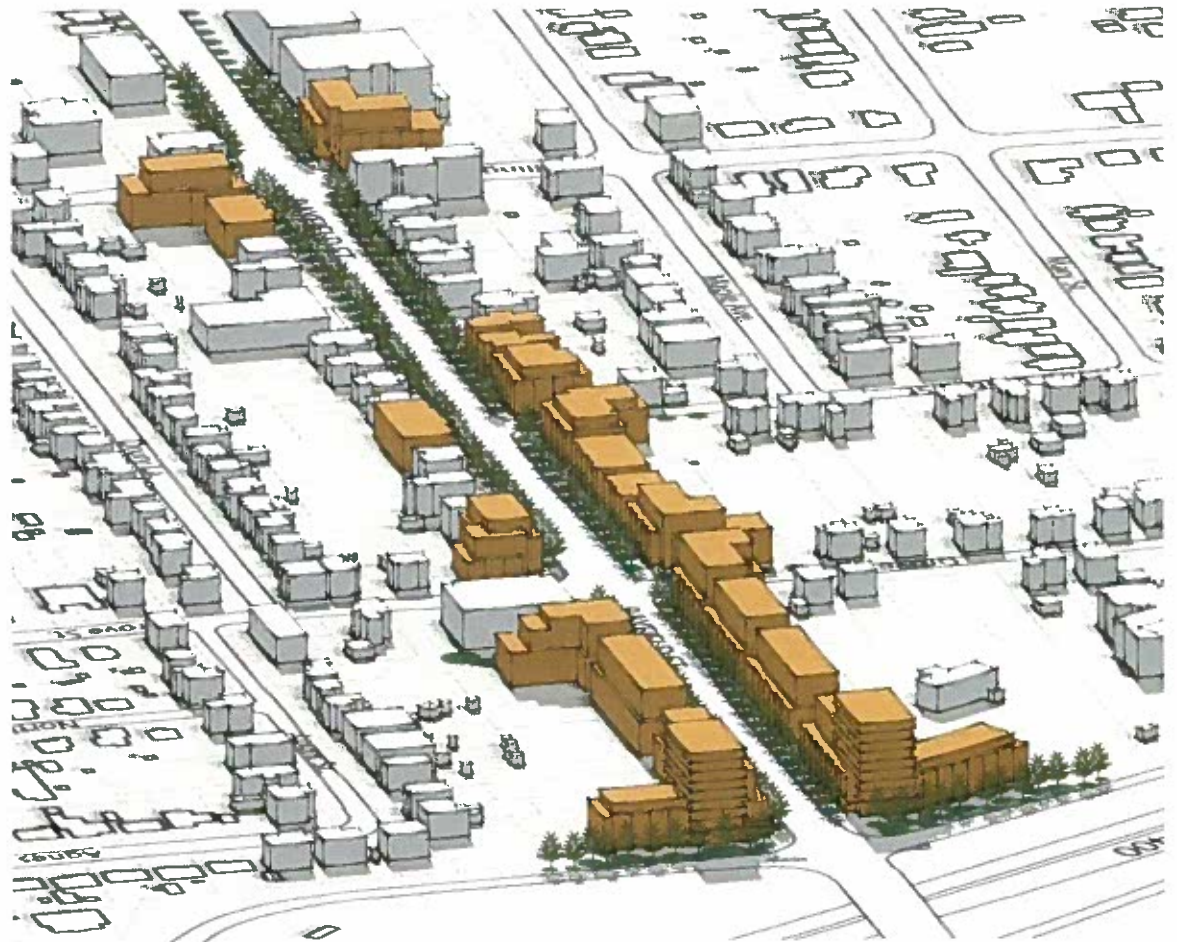
The area-specific urban design guidelines supplement the general intensification guidelines provided in the previous sections, providing recommendations that are specific to Mixed-Use and Residential Avenues, Mixed-Use Main Streets, Established Residential Streets, Major Transit Station Areas, and Lakeshore Drive.



Guideline Content

Demonstration Plans

This demonstration plan illustrates the transition to a mixed-use avenue that offers a gateway condition from HWY 400, and is well connected to the surrounding neighbourhood.



Bayfield St. south of HWY 400 (looking south)



Example of appropriate intensification building forms and relationships

Guideline Content

Demonstration Plans

This demonstration plan shows how a typical large-format retail site, such as the Georgian Mall, can evolve into a long-term redevelopment area.



Bayfield St. north of HWY 400 (looking north)

 Example of appropriate intensification building forms and relationships

Guideline Content

Demonstration Plans

This plan demonstrates how redevelopment at a Primary Node can be integrated within a generally low-rise residential neighbourhood.



Duckworth St. at Grove St. (looking northeast)



Example of appropriate intensification building forms and relationships

Guideline Content

Demonstration Plans

This demonstration includes a number of large, vacant and underutilized parcels with a significant opportunity for the creation of a comprehensive development plan for the Urban Growth Centre and the waterfront.



Bradford St. to Lakeshore Dr. (looking southeast)



Example of appropriate intensification building forms and relationships

Guideline Content

Implementation

- Recommendations for policy and process amendments

- Planning Act tools
- Official Plan Amendments
- Zoning By-Law Amendments
- Development Review Process
- Bonusing Provisions

- Implementing, monitoring and updating processes

- Urban Design Guidelines Updates and Monitoring
- Exceptions to the Guidelines
- Peer Review

- Developer's checklist



Next Steps

- The draft Urban Design Guidelines are currently under revision with City Staff. (Summer 2011)
 - *Recommendations for policy and process amendments*
 - *Implementing, monitoring and updating processes*
 - *Developer's checklist*
- Final draft to be submitted for Council approval. (Fall 2011)

