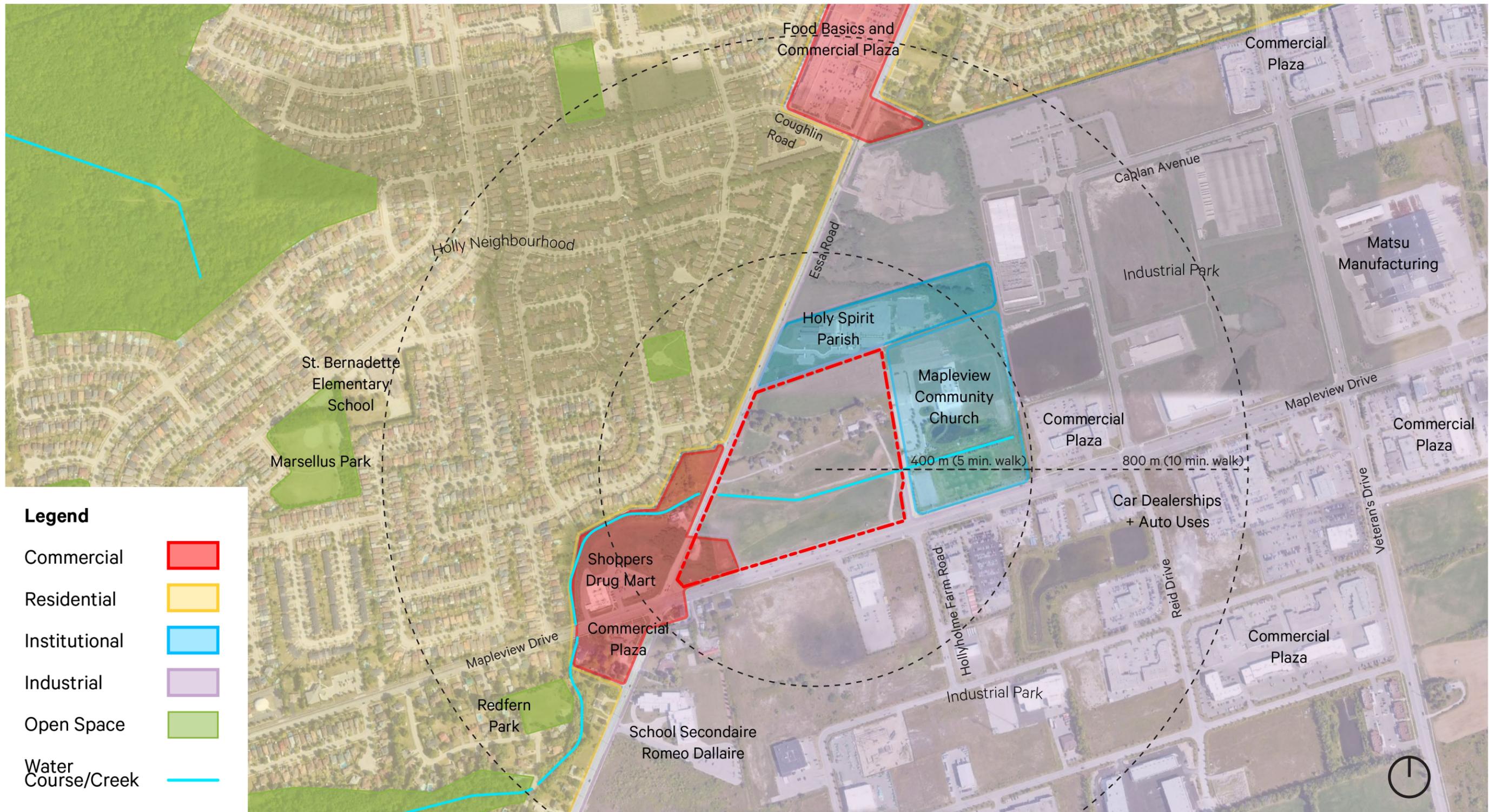


# Mapleview Essa Master Plan **Public Meeting**

December 15, 2020

# Site and Context



# Project Process

KEY TASKS

**1 MASTER PLAN**

- Develop master plan
- Prepare plan frameworks: built form, open space, circulation
- Prepare rendered views

\*WE ARE HERE

**2 RE-ZONING + OFFICIAL PLAN AMENDMENT**

- Prepare technical studies (transportation, servicing, planning rationale, micro-climate, tree inventory, and others)
- Finalize Planning Rationale and Zoning amendment

**3 SITE PLAN APPLICATION**

- Prepare detailed design
- Refine technical studies
- Prepare SPA package

**4 CONSTRUCTION**

ENGAGEMENT

- Meetings with neighbours and stakeholders
- Pre-application meeting with City staff

- Pre-application Meeting #1
- Post-application Meeting #2
- Council meeting on application (statutory public meeting)

- Ongoing coordination meetings with City and Conservation Authority
- Ongoing meetings with neighbours

**CITY'S MUNICIPAL COMPREHENSIVE REVIEW OF OFFICIAL PLAN**  
 (we continue to interface with this process, which is reconsidering use of some employment lands)



## Who We've Spoken To

### Barrie City Staff

- December, 2019
- January 16, 2020
- February 10, 2020
- April 2020
- June 19, 2020

### Nottawasaga Valley Conservation Authority

- April 30, 2020
- July 2, 2020

### Mapleview Church

- March 11, 2020
- May 5, 2020

### Holy Spirit Parish

- March 11, 2020
- April 28, 2020

### Emmanuel Baptist Church

- April 30, 2020

### Timothy

### Christian School

- April 27, 2020

### Community & Local Residents

- September 22,  
2020

Neighbourhood Meeting  
(37 attendees)

## What We've Heard

**I like the support for cycling and trails**, I would like to have more bike lanes in our neighbourhood.

**I love the design**, it looks like a great place to live and to visit.

Mapleview is already very busy. Adding this many people will **make the area more congested**.

**I am interested in your sustainability initiatives** and would support PV panels, geo-thermal, and other tools.

As a neighbour **I'm quite excited about having more people in the neighbourhood**.

We feel that this is **higher density than other developments** in this area.

**I want to see the green roof extended to the side of the buildings**, with plants and greenery.

I expected a redevelopment here but am **concerned about the traffic**.

**Naturalizing Bear Creek is a great idea**.

I have **concern with reduced employment lands, but I like your hotel and conference centre**. This is a gap in Barrie's commercial market.

My main concern is how this kind of development will impact traffic along Mapleview Drive. **Could you bring the towers down, to improve the transportation outlook?**

**I really like the extra-wide asphalt sidewalk** on the north side of Mapleview Drive and would like to see that maintained.

## What We've Done

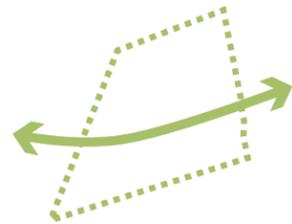
Based on feedback from the public meeting and the concern about traffic in the area, **we reduced the unit count by 500 units.**

This would **reduce the number of residents by approximately 1,000 - 1,200** and help ease concerns regarding congestion.

The Transportation Impact Study from Tatham Engineering supports the development and notes that **levels of service on roads and intersections will continue to be acceptable.**

# Proposal Vision

1



Repair and enhance a distinct riparian landscape

2



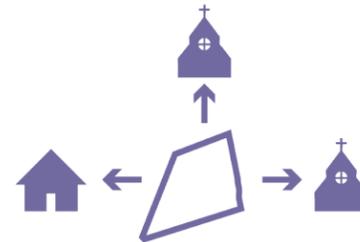
Help meet multi-generational housing needs (~1,900 per year)

3



Create an iconic gateway into the city

4

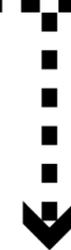


Integrate with and support the surrounding community

5



Provide a walkable, complete community with all amenities on site



## Vision Statement:

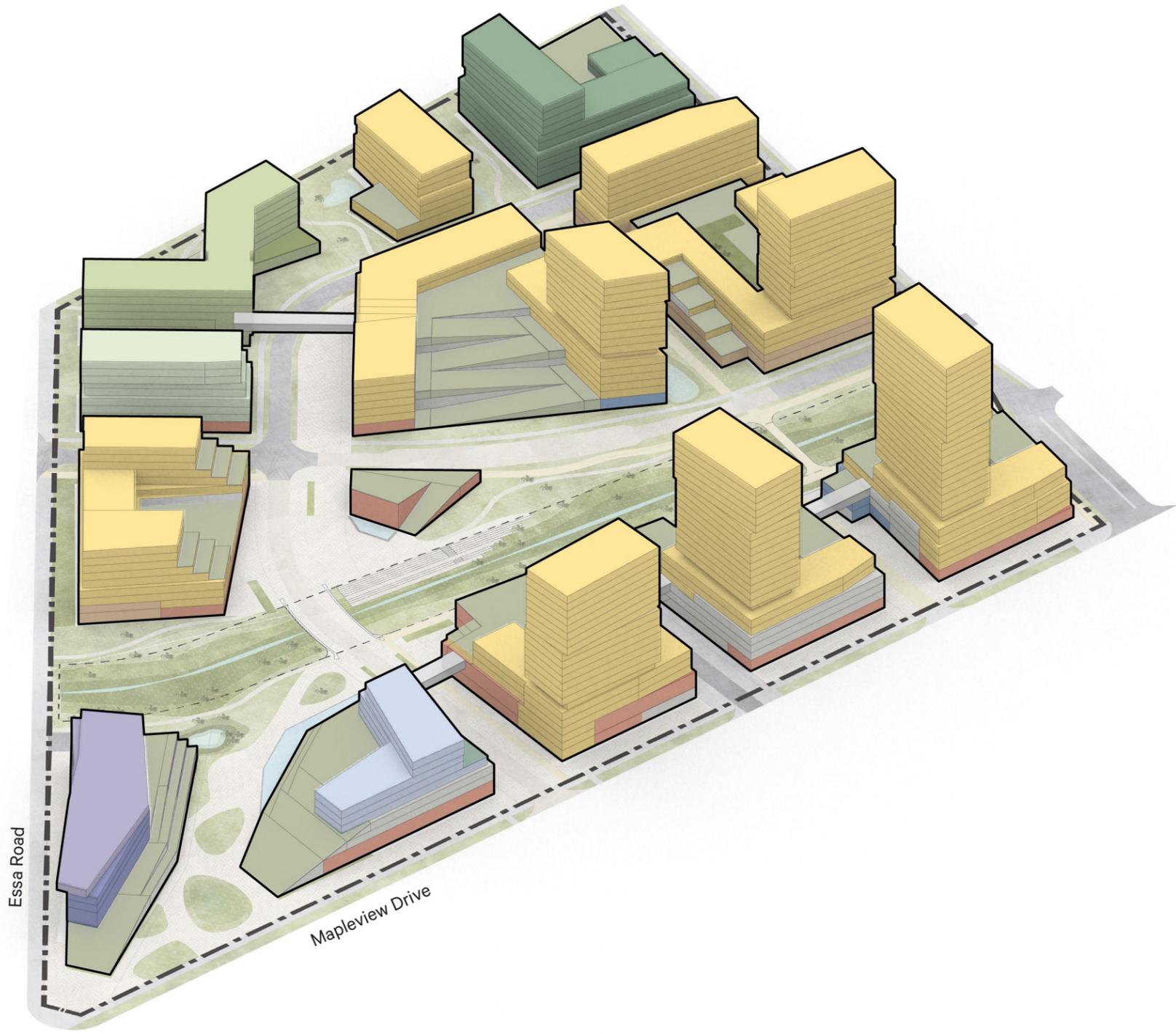
Mapleview and Essa will be an iconic destination that is a gateway to the city and a multi-generational hub of activity, amenities, and community life.

# Development Concept Plan



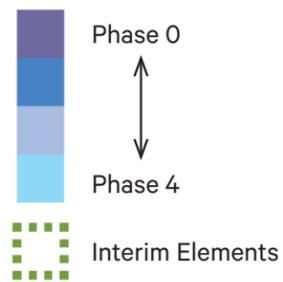
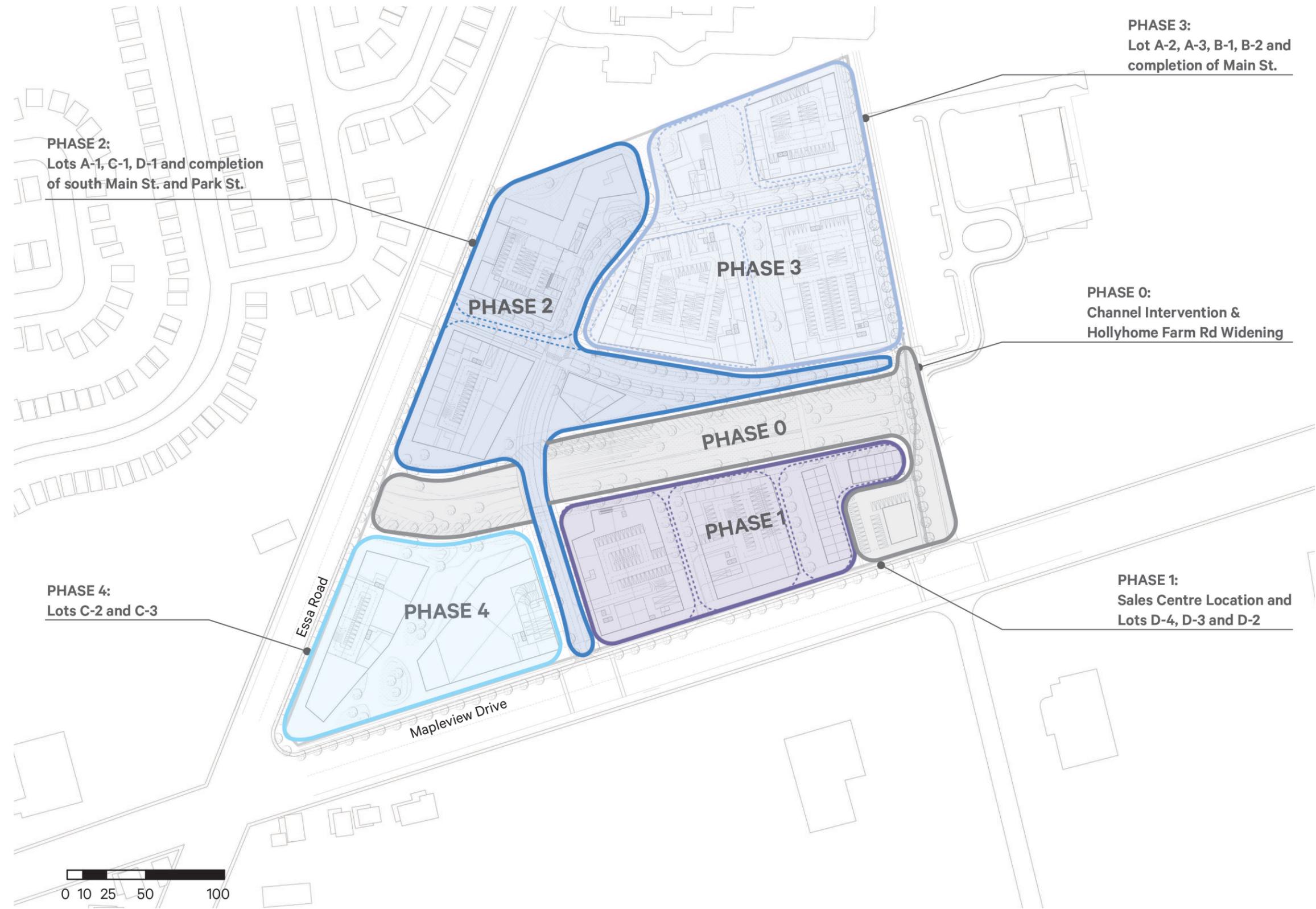
# Development Program

- RETAIL
- OFFICE
- COMMUNITY (POTENTIAL LIBRARY / HOTEL / CONFERENCE CENTRE)
- RESIDENTIAL
- TOWNHOUSE
- LONG TERM CARE
- SENIOR ACTIVE LIVING HOUSING
- SENIOR RETIREMENT HOUSING
- PARKING STRUCTURE



Program Axonometric

# Phasing



Phasing Strategy Plan

**Thank you!**