



**DEVELOPMENT SERVICES
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: J. LAMBIE, SENIOR URBAN DESIGN PLANNER, EXT. 4324

WARD: WARDS 2,3,4

NOTED: M. BANFIELD, RPP, EXECUTIVE DIRECTOR OF DEVELOPMENT SERVICES
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: COMMUNITY DESIGN PLANS FOR BAYFIELD AND WELLINGTON STREETS

DATE: OCTOBER 2, 2024

On February 28, 2024, Council made a direct motion without notice directing staff to develop master plans for the revitalization of Wellington Street and Bayfield Street. The purpose of this Memorandum is to provide members of Council with an update on this direction and describes a formal, community design and planning process.

COMMUNITY DESIGN PLANS

Proposed Study Areas

Staff have prepared two draft study areas*, as attached in Appendix “A”.

1. The *Bayfield Street Community Design Plan* (CDP) will explore properties fronting on to Bayfield Street from Sophia Street (southern limit) to the city limits (northern limit).
2. The *Wellington Street CDP* will explore an area, roughly between Highway 400 to the north, Maple Avenue to the east, and Dunlop Street to the south.

*Final study areas may differ slightly, following feedback throughout the project, and through detailed research and analysis in Phase 1 of the project processes, as described further below.

Goals and Objectives

The overarching goals of the CDPs are to foster sustainable growth and development which implements the policies and guidelines of Official Plan 2051 at a neighbourhood and corridor scale that enhances the livability, accessibility, and economic vitality of the study areas. Key goals and objectives of the CDPs are to:

Enhance Livability:

- Create vibrant, accessible public spaces that promote social interaction and community well-being.
- Improve housing quality and affordability to ensure diverse housing options for all residents.

Foster Economic Growth and Development:

- Support local businesses and attract new investments through strategic zoning and economic incentives.
- Develop mixed-use areas that combine residential, commercial, and recreational facilities to boost local economies.



Improve Transportation and Connectivity:

- Enhance public transportation options and ensure they are accessible to all community members.
- Develop safe and efficient pedestrian and bicycle pathways to reduce reliance on automobiles.

Strengthen Community Identity:

- Preserve and celebrate cultural and historical landmarks and heritage sites.
- Encourage community events and programs that promote local traditions and foster a sense of belonging.

Ensure Safety and Resilience:

- Design infrastructure and buildings to withstand natural disasters and climate change impacts.
- Implement strategies for emergency preparedness and response to enhance community safety.

Environmental Protection:

- Identify and protect environmentally sensitive areas, such as woodlots, wetlands, watercourses, and wildlife habitats.
- Promote sustainable practices in development, including green building standards.

Promote Inclusivity and Equity:

- Ensure that all community members have equitable access to resources, services, and opportunities.
- Engage diverse community groups in the planning process to address the needs of all residents.

Promote Sustainable Development:

- Implement green building practices and energy-efficient infrastructure to minimize environmental impact.
- Develop and maintain green spaces, parks, and natural reserves to enhance ecological balance and recreational opportunities.

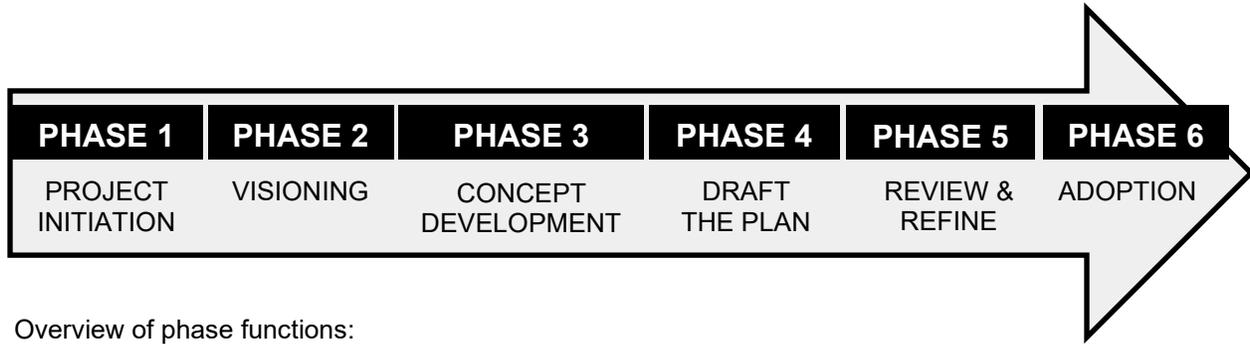
Expected Outcomes

The successful completion of the CDPs are expected to yield the following outcomes:

- Comprehensive community design plans outlining a strategic vision, goals, and actionable strategies for redevelopment of the study areas.
- Stakeholder buy-in and support for the community design plans through inclusive community engagement and consultation processes.
- Identification of priority projects, policies, and initiatives to guide short- and long-term decision-making and investment to implement the plan.
- Improved quality of life, economic vitality, and sustainability within the study areas and surrounding areas.

Project Process

Development of the CDPs will occur in six phases:



Overview of phase functions:

- Phase 1: includes project kick-off and organization, background research, and site analysis.
- Phase 2: develops vision, goals and objectives specific to each study area.
- Phase 3: develops and analyzes conceptual design alternatives and identifies a preferred design.
- Phase 4: develops the CDP document, including recommended implementation strategies.
- Phase 5: creates space for review of the plan and facilitates discussion and refinements to the plan.
- Phase 6: secures relevant approvals and adoption of the CDP.
- Public and stakeholder engagement initiatives will occur throughout the project process.

PROJECT EXECUTION FOR THE BAYFIELD STREET COMMUNITY DESIGN PLAN

To facilitate efficiencies and integrated deliverables between Development Services projects, the Bayfield Street CDP will be delivered by integrating the project into the scope of work for the ongoing Environmental Assessment for [Bayfield Street Transportation Improvements](#). Project completion is planned for Q4 2025.

Further to the above CDP goals and objectives, key objectives for this project include:

- Integration of transportation planning, land use planning, and community design.
- Enhancing Bayfield Street’s identity as a regional commercial centre.
- Establishing a clear vision and flexible development framework for mixed-use redevelopment of the various property and built form conditions found along the corridor.
- Ensuring adequate and accessible community services and amenities.

Permitted Uses, Densities, and Forms from the Official Plan and proposed Comprehensive Zoning By-Law

- A wide mix of commercial, residential, and institutional uses are permitted
- Minimum residential density requirement: 125 units per hectare
- Permitted building types:
 - Flex buildings (generally for Institutional, Commercial, and Industrial uses (ICI))
 - Ground-related buildings (rowhouses, multiplexes etc.) for transition purposes to any adjacent Neighbourhood Areas
 - Low-rise buildings (2-5 storeys)
 - Mid-rise buildings (6-12 storeys)
 - High-rise buildings (13-20 storeys)



Sustainable Mid-Rise Mixed-Use Neighbourhood Development (False Creek Village, Vancouver, BC)

PROJECT EXECUTION FOR THE WELLINGTON STREET COMMUNITY DESIGN PLAN

Staff met with several landowners within the Wellington Street study area in early July 2024 to learn more about a landowner-led vision plan for the area and to gain an understanding of their respective timing for proposed developments. The landowners' vision plan was previously used to request consideration of changes to "Map 1 - Community Structure" and "Map 2 - Land Use" of the City's Official Plan 2051, to include their properties within a new 'Strategic Growth Area' and create permissions for additional height and density. The landowners' vision plan was included for information in the Mayor's comment and recommendation package to the Ministry of Municipal Affairs and Housing (MMAH) during the consultation period on the City of Barrie's Official Plan between Bills 150, *Planning Statute Law Amendment Act, 2023* and Bill 162, *Get it Done Act, 2024*. Bill 162, received Royal Assent on May 16, 2024, bringing into effect the City of Barrie Official Plan 2051, adopted pursuant to By-law 2022-016 with Minister modifications. The final approval of the Official Plan did not make changes to the Wellington Street area as requested by the landowners. Staff committed to moving forward with this update to Council and continued consultation with the property owners in the study area.

Development Services staff are currently developing and targeting Q4 2024 to issue a Request for Proposal (RFP), seeking a qualified consultant to assist with the development of the CDP.

Further to the above CDP goals and objectives, key objectives for this project include:

- Implementing the City's Growth Management Strategy, its supporting community structure, and to ensure coordinated and integrated development of the area to achieve Official Plan policies.
- Establishing a clear vision and flexible development framework for mixed-use redevelopment of the various property and built form conditions found in the study area.
- Enhancing neighbourhood connectivity, walkability, and a cohesive neighbourhood identity and character for development along Wellington Street.
- Ensuring appropriate community infrastructure and accessible community services and amenities for the future of the study area.

Permitted Uses, Densities, and Forms from the Official Plan and proposed Comprehensive Zoning By-Law

- A wide mix of commercial, residential, and institutional uses are permitted
- Residential density target for Medium Density designations: 125 - 300 units per hectare
- Minimum residential density for Commercial Density designations: 125 units per hectare
- Maximum building height: 12 storeys
- Permitted building types:
 - Flex buildings (ICI uses)

- Ground-related buildings (rowhouses, multiplexes etc.) for transition purposes to any adjacent Neighbourhood Areas
- Low-rise buildings (2-5 storeys)
- Mid-rise buildings (6-12 storeys)



Low- to Mid-Rise Mixed-Use Commercial Redevelopments (City Center, Houston TX [left], Avalon, Alpharetta GA [right])

NEXT STEPS AND IMPLEMENTATION

Policy Development:

Working to move the CDP projects forward, staff will be:

- Conducting a project kick-off and coordination meeting with WSP for the Bayfield Street Community Design Plan in Fall 2024.
- Developing and issuing an RFP for the Wellington Street Community Design Plan in Q4 2024.

Development Applications and Implementation of the Official Plan:

Until these Community Design Plans and the new comprehensive Zoning By-law are completed and adopted/approved by Council, development applications that come forward will continue to be processed under the current Official Plan and in-effect Zoning By-law.

Section 38 of the *Planning Act* allows municipalities to pass an Interim Control By-law (ICB), which puts a temporary freeze on some land uses while a municipality is studying or reviewing its policies. Under the *Planning Act*, an ICB is directly related to the use of the land and not the specific development standards associated with the use. An Interim Control By-law can be imposed for only a year, with a maximum extension of another year.

Staff are not recommending the use of an ICB at this time. Details are provided to give Council an understanding of options available. ICB's have many associated requirements, provisions, and impacts. Should Council be interested in exploring an ICB, Council can direct staff to report on the use of an ICB throughout the study period.

For more information contact:

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APPENDIX "A"

Proposed Study Areas

