



INNOVATIVE PLANNING SOLUTIONS

PLANNERS ● PROJECT MANAGERS ● LAND DEVELOPMENT

Tuesday February 24th, 2015

City of Barrie
70 Collier Street, Box 400
Barrie, Ontario L4M 4T5

Attention: Steven Farquharson, B.URPL, MCIP, RPP
Development Planner

Dawn McAlpine - City Clerk/Director of Legislative and Court Services

Re: City initiated Industrial Zoning Change ZBA (File: D14-IND)

On behalf of 911214 Ontario Ltd., owners of 664 Essa Road, 674 Essa Road, 692 Essa Road, and 320 Mapleview Drive (subject properties), legally described as Part of Lots 3 & 4, Concession 12, Innovative Planning Solutions (IPS) has prepared the following letter of objection to the proposed changes to the Permitted Uses within the Industrial (Section 7.0) of the City's Comprehensive Zoning By-law 2009-141 (Staff Report PLN023-14).

Currently the subject lands are designated General Industrial and General Commercial in the City of Barrie Official Plan. The applicable Zoning is General Industrial (EM4) and General Commercial (C4). The City initiated industrial zoning update will rezone the General Industrial (EM4) lands to Light Industrial (LI). It is our understanding that no changes are proposed to the General Commercial (C4) Zone.

Our objection specifically relates to the location of these parcels on a recognized Intensification Corridor (Essa Road) as displayed on Schedule 'I' of the City's Official Plan. The City initiated zoning fails to meet the intent of the Official Plan for recognized Intensification Corridors. The zoning changes proposed are not consistent with the intensification area policies, with emphasis on Section 4.2 (Residential Goals), and specifically Section 4.2.2.6.

Relative to the subject properties, IPS has consulted with the City and is in the process of making a formal development application in line with the Intensification Goals and Policies. It is our position that

the subject lands should be zoned for mixed-use, appropriately corresponding to the Official Plan and forthcoming Intensification Area zoning changes that have already been presented to Council.

I feel that this process presents an opportunity to create consistency with the larger goals and objectives which clearly identifies Essa Road as an intensification corridor. There are many intensification projects underway along the Essa Road corridor. The zoning changes as proposed will only further complicate the long term goal of creating a vibrant, mixed use, pedestrian friendly streetscape.

Respectfully submitted,

INNOVATIVE PLANNING SOLUTIONS



Darren Vella, MCIP, RPP
President & Director of Planning

Cc 911214 Ontario Ltd.
Ward Councillor

John Brassard