

Purpose and Intent



- Provide overview of new projects proposed along Essa Road intensification corridor
- Discuss how it relates to Industrial rationalization study and City of Barrie overall planning objectives

Site Description and Surrounding Land Uses

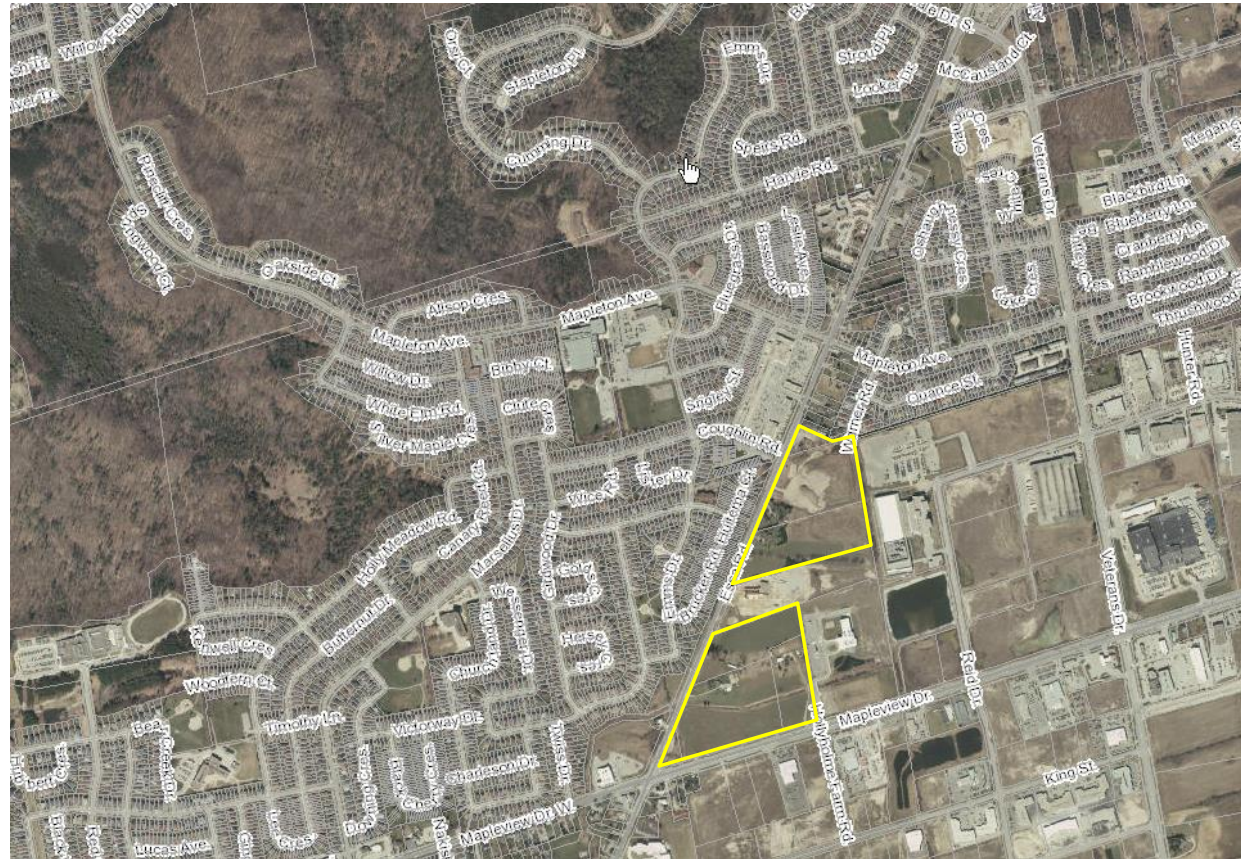


Sites:

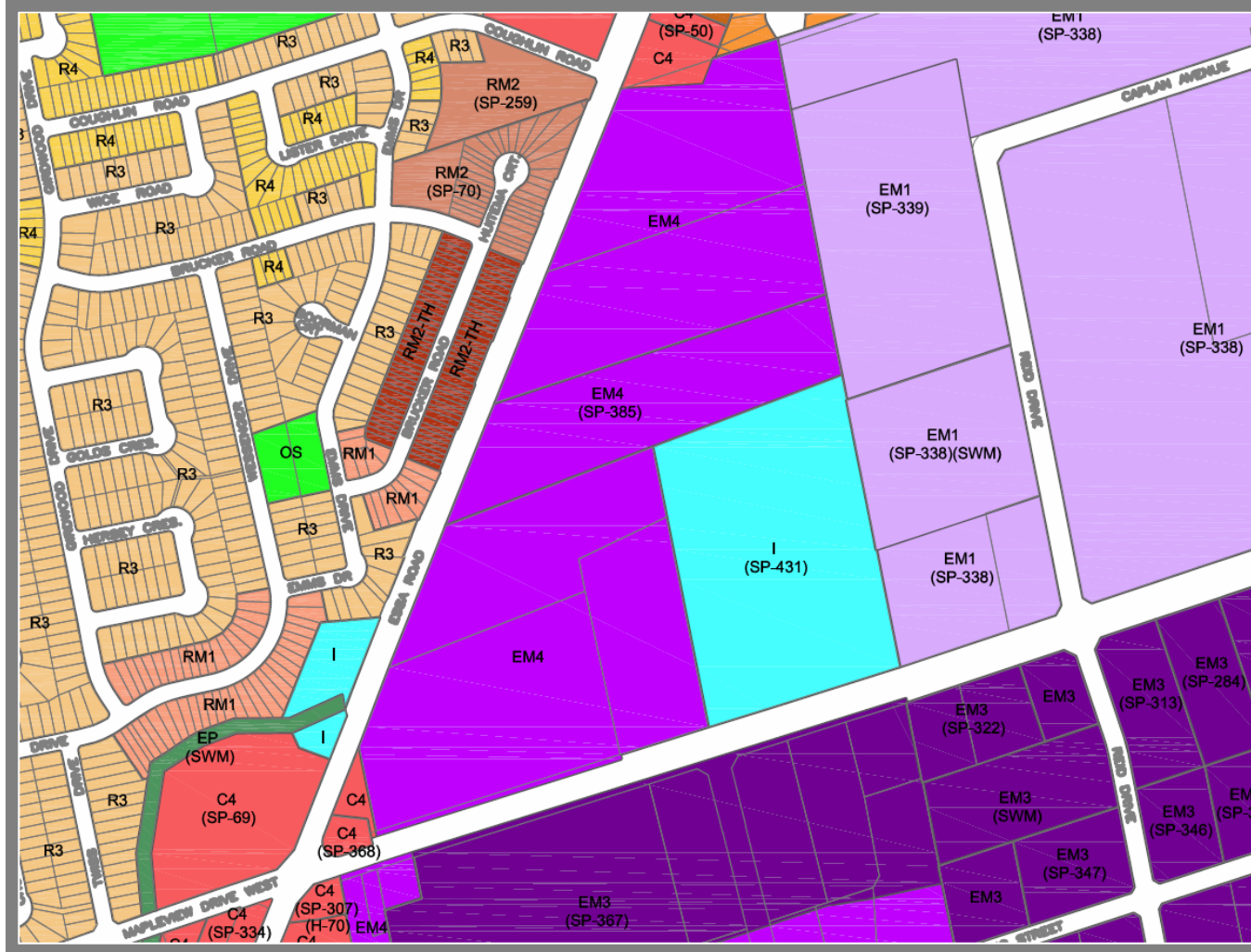
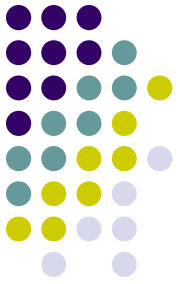
- 10.0 hectare / 25 acre parcel (Essa/Mapleview)
- Former agricultural lands
- Single detached dwelling
- 8.5 hectare / 20 acre parcel (Essa Road)
- Large Top-soil pile
- Existing single detached dwellings

Surrounding:

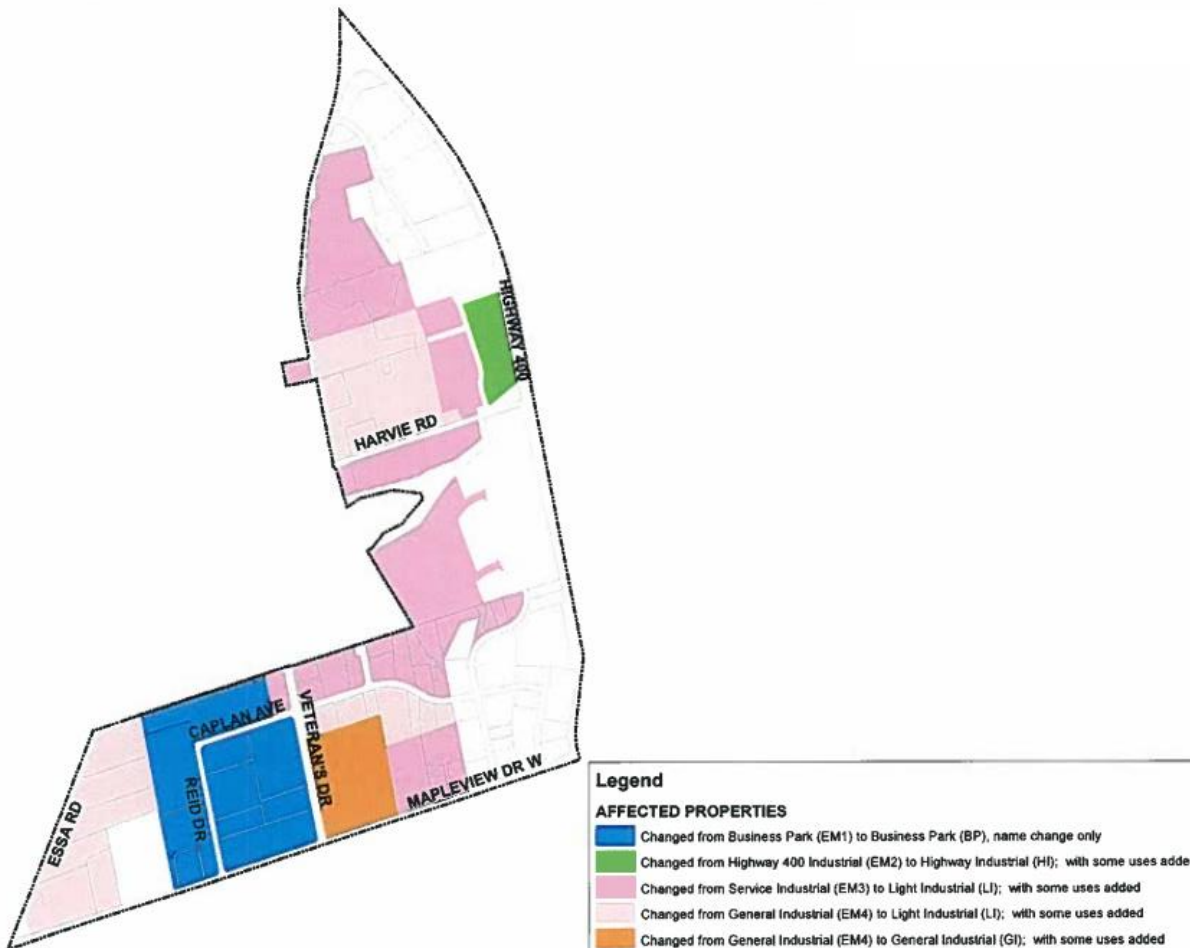
- Community Church/Catholic Church
- Commercial uses
- Two schools to the south
- Saverino Development
- No industrial uses along Essa Road.
- Residential to north along east side of Essa Road specifically.



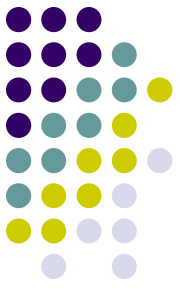
Current Zoning



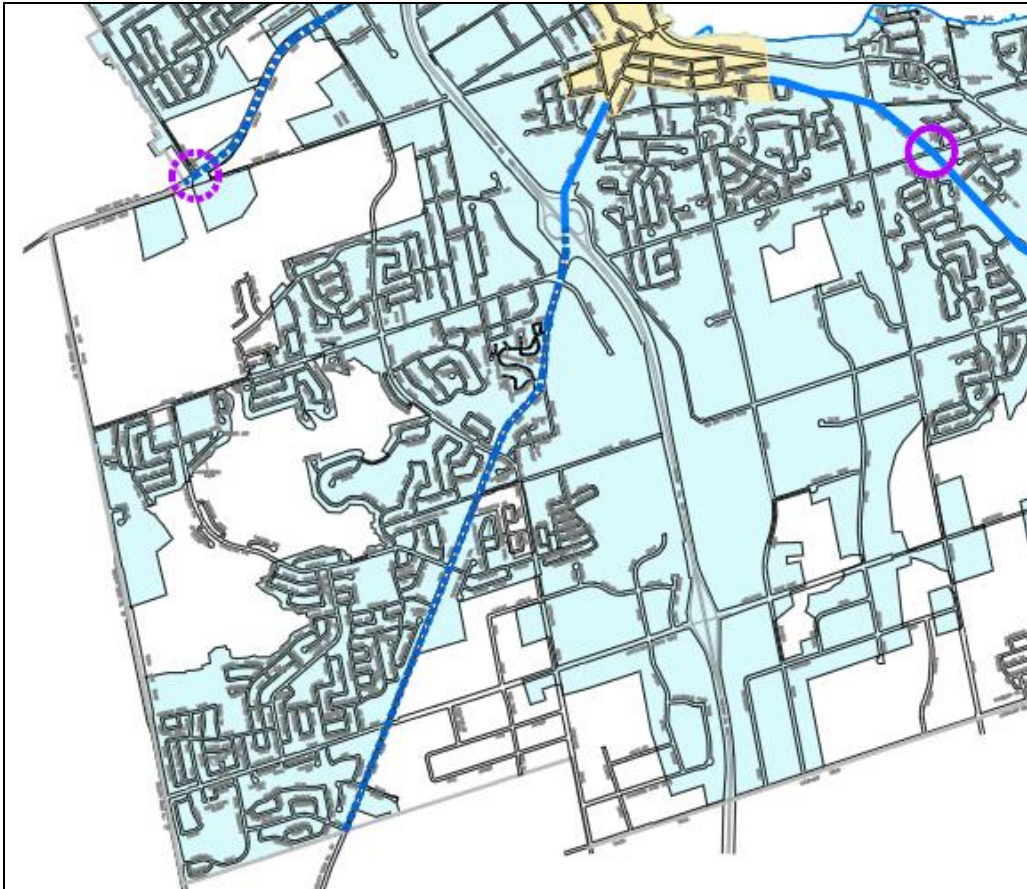
Proposed Zoning



- Light Industrial (LI) Zoning
 - Self Storage
 - Manufacturing and Processing
 - Outdoor Storage
 - Warehousing
 - Nursery
 - Kennel
 - Industrial School
- Does the City envision these uses on Essa Road?
- Newly constructed Catholic Church to be zoned Light industrial

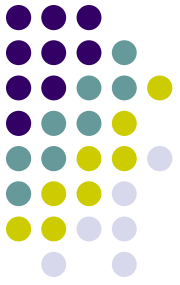


Essa Road



- Essa Road – Intensification Corridor
- Number of active residential intensification projects underway
- City of Barrie Road Improvement Plan scheduled to commence in 2015.
- No other industrial uses located along Essa Road.





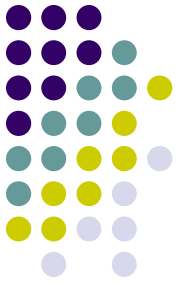
Messa Village



- 10 ha (25 acres)
- 10 storey residential building
- 4 x 8-storey mixed use buildings lining Essa Road
- 4 x commercial/office buildings lining Mapleview Drive
- Anchor food store
- Drainage easement
- 554 residential units
- 21,800 m2 (235,000 ft2) commercial / office



Messa Village

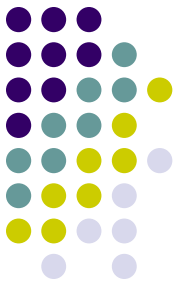


Duncor/Tomlinson Lands



- 8.5 ha (20 acres)
- 6-storey mixed-use buildings lining Essa Rd
- 4 & 6 storey residential buildings
- Walk-up 8-plexes
- Townhouses
- Duplexes
- Central Park
- Access opposite Coughlin Road
- Extensive Landscaping
- 560 units
- 65.4 units per hectare

Duncor/Tomlinson Lands



Planning Policy Conflict



- Evolution of Industrial Lands in Barrie.
 - Has Essa Road developed as originally envisioned by Official Plan?
 - Has City of Barrie converted other lands along Essa Road from Industrial to Mixed use?
 - More appropriate locations for this type of employment land within Barrie? (i.e. Annexed Lands)
 - Does Industrial Rationalization Study propose to take certain lands out of employment category?
- Does Industrial Rationalization Study rectify policy conflicts within Planning Documents?
- Fundamental Principle: Essa Road to become a vibrant, mixed use corridor forming a Gateway into the City.

Thank You

