Staff Memorandum

To	Mayor A. Nuttall and Members of Council
Subject	Employment Area Consultation for Official Plan Amendment to be Consistent with the Provincial Planning Statement (2024)
Date	June 18, 2025
Ward	All
From	M. Banfield, RPP, Executive Director of Development Services
Executive Member Approval	M. Banfield, RPP, Executive Director of Development Services
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to provide members of Council with an update concerning the actions undertaken by staff following direction 20-G-054 as provided at the General Committee on March 19, 2025. Direction 20-G-054 states *'That staff report DEV009-25 concerning a City Initiated Official Plan Amendment (OPA) to be consistent with the Provincial Planning Statement (2024) be referred back to staff to consult with affected stakeholders related to changes concerning employment areas and report back to General Committee.'*

Staff Report DEV009-25 recommended an amendment to the City's Official Plan 2051 (May 2024) to ensure alignment with the Provincial Planning Statement, 2024 (PPS 2024) which took effect on October 20, 2024. The PPS 2024 replaces both the Provincial Policy Statement, 2020 and A Place to Grow: Growth Plan for the Greater Golden Horseshoe, 2019.

Stakeholder Consultation Process

In accordance with the *Planning Act*, a public meeting, held on February 26, 2025, at Affordability Committee for the city-initiated OPA. In response to the meeting notice, staff received several general inquiries, three written submissions, and there was one verbal commentor at the meeting. Additionally, external partners including Metrolinx, Lake Simcoe Region Conservation and Nottawasaga Valley Conservation Authorities provided comments on the proposed OPA.

Prior to coming forward with the Staff Report DEV009-25 to General Committee on March 19, 2025, staff conducted one-on-one discussions with relevant stakeholders including consultants, developers and landowners affected by the revised Employment Area definition. Eleven (11) additional written submissions were received, identifying specific properties that would be impacted by the proposed changes to the definition of Employment as amended by the new PPS.

Following the General Committee, staff continued direct engagement with interested parties to clarify concerns and explore future land use opportunities. In total, ten (10) stakeholder meetings were held by Development Services and Economic and Creative Development staff with those parties who had submitted written concerns and wished to further discuss their comments with the team.

Site Visit and Further Engagement

On April 16, 2025, BILD hosted a virtual meeting with City staff for their members that had expressed interest in the topic of this OPA. This virtual meeting was attended by approximately 12 individuals representing their own land interests or those with multiple clients interested in this topic. This allowed individuals to ask questions and to look at policy options to explore.

On May 12, 2025, City staff facilitated a bus tour with stakeholders to assess existing Employment Areas, review existing land uses and built forms in employment areas across the city and discuss potential approaches to employment land designation. This initiative sought to balance stakeholder concerns with the City's mandate to protect employment lands as defined in PPS 2024.

Next Steps

Staff will undertake a re-evaluation of the recommendations in Staff Report DEV009-25 to clarify future growth opportunities within active Employment Areas and explore alternatives to the Employment – Non-Industrial designation. Additionally, as required under the *Planning Act*, a second public meeting will be required, and notice will be provided accordingly. Staff anticipate scheduling this meeting for fall 2025.

For further information regarding PPS 2024 and the proposed Official Plan amendments, individuals may refer to the following resources:

- City of Barrie Official Plan
- Contact: Celeste Kitsemetry, Supervisor of Growth Management at: celeste.kitsemetry@barrie.ca or by phone at: 705-739-4220 x4430

Appendix:

Not Applicable

Memo Author:

C. Kitsemetry, RPP, Supervisor of Growth Management, Development Services

File #:

D30-001-2025

Pending #:

Not Applicable