

URBAN DESIGN BRIEF

DECEMBER 2022



PLANNING
URBAN DESIGN
& LANDSCAPE
ARCHITECTURE

**400 BAYFIELD STREET,
BARRIE**

Date:

December, 2022

Prepared for:

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1.0

INTRODUCTION

MHBC has been retained by McCowan & Associates (hereinafter as the “Owner”) to prepare an Urban Design Brief and Block Context Analysis for the development of new commercial space including a multi-tenant retail plaza and a restaurant with drive-through located on the existing parking lot, west of Bayfield Street, and municipally addressed as 400 Bayfield Street (hereafter referred to as “the Subject Lands” or “the Site”). The purpose of the Urban Design Brief is to illustrate how the proposal will implement land use and urban design objectives provided by the City of Barrie (the “City”).

Overall the proposal represents an expansion of commercial/service sector activity along a major arterial road and intensification corridor. The proposed development will maintain, enhance, and support the City’s vision to thrive as the Primary Commercial/Service Centre of the region. The proposed infill development represents intensification on the Secondary Intensification Corridor and Node, optimizing development that encourages reinvestment and revitalization of the existing built-up area. The proposal efficiently utilizes underutilized lands (surface parking areas) and proposes infill development with commercial and retail that responds to the growing needs of residents, provides for future employment opportunities, and encourages further balanced development and infill, recognizing the Subject Lands are designated part of a “Strategic Growth Area” for future mixed use “Medium Density” development. The proposal also complements City’s vision for commercial areas by providing facilities with a high level of convenience and accessibility for residents and limiting the need for traveling extensive distances for minor shoppings.

THE POLICY FRAMEWORK

The Subject Lands are designated “Community Centre Commercial (CC)” - Schedule A in the City of Barrie Official Plan. The Subject Lands are adjacent to the intersection of 2 “Arterial road” within “Roads Plan” – schedule D. The Subject Lands are also located on a “Secondary Intensification Corridor” within an “Intensification Node” - schedule I. Land use and urban design policies within Official Plan set forth goals of providing a healthy, safe, convenient, efficient and aesthetically pleasing urban environment. Supported by relevant urban design guidelines, these Official Plan Policies guides a high quality context sensitive development that promotes an enhanced, attractive, accessible, and safe community centres and public realm.

OUR APPROACH

In response to this design vision, MHBC on behalf of the Owner have prepared this Urban Design Brief to illustrate how the proposed development has responded to the City's Official Plan, and relevant guidelines within the City's Urban Design Manual and Intensification Area Urban Design Guideline.

Should you have any questions or wish to discuss the brief in further detail, please do not hesitate to contact us.

Sincerely;

MHBC



Eldon C. Theodore, BES, MUDS, MLAI, MCIP, RPP
Partner | Planner | Urban Designer



Xinyu Chen, BEDP, MLA
Urban Designer

2.0

HOW TO READ THIS BRIEF

This Urban Design Brief organizes key urban design principles into categories. Within each category, a written response demonstrating adherence with those principles is provided. In some cases where strict compliance is not feasible, design rationale is provided to outline how the design intent continues to be respected.

Well-designed developments can help to connect people with places, balance the protection of the environment with emerging built form, and achieve development that promotes a sense of place and local identity within a community. Key urban design terms have been used in this brief to further articulate how the proposal achieves good design principles and enhances the relationship with the surrounding community.

Applicable design policies and guidelines

Response to design policy and guidelines

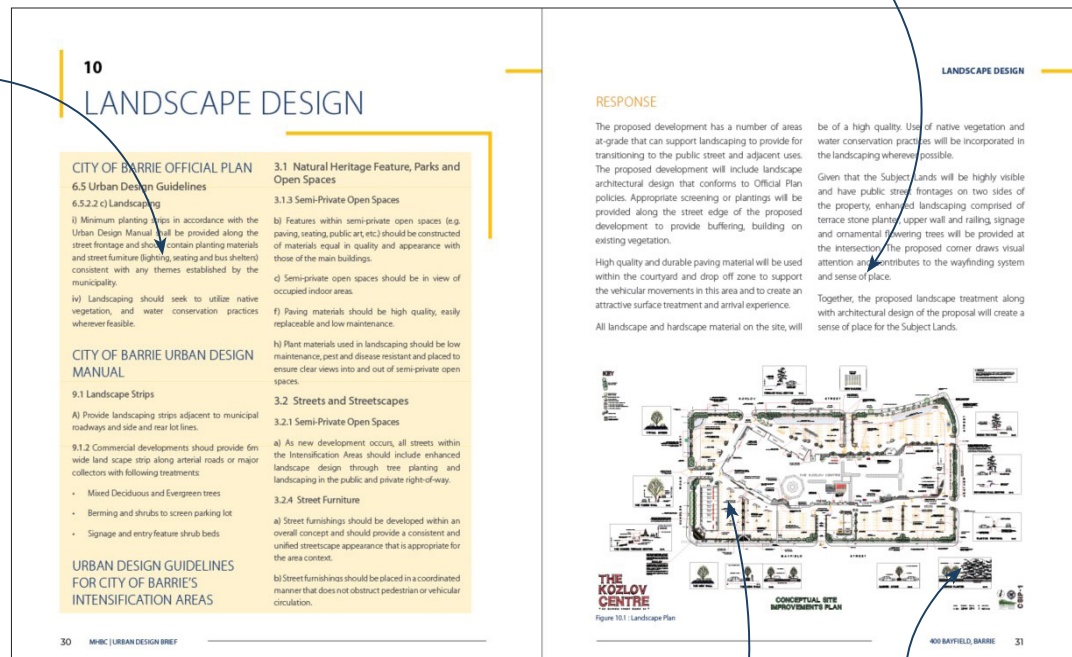


Figure illustrating adherence where applicable or Photo / rendering examples

Reference to key design principle being acknowledged

3.0

DESIGN VISION, GUIDING PRINCIPLES & OBJECTIVES

3.1 Design Vision

The proposed development will demonstrate commercial development on lands that are currently occupied by large surface parking areas. Development will occur on lands located on the west side of Bayfield Street, which has been identified as a Secondary Intensification Corridor and Mixed-Use Residential Avenue. The Subject Lands are within a Secondary Intensification Nodes on Cundles Road West and Livingstone Street West, which are identified as Arterial Roads in the City of Barrie. These areas are designated for short-term redevelopment. Given this location, the proposal provides for infill/intensification opportunities and quality design that will spur higher density mixed-use development on the Subject Lands in the future and on the remainder of the corridor. Achieving the vision and supporting the future planned context of the area, the proposed commercial development is compatible and complements Mixed-used and Residential Avenue of the City of Barrie through intensification, reinvestment, and revitalization of an underutilized area.



Figure 3.1 : Connectivity and Mobility



Figure 3.2 : Green and Resilient



Figure 3.3 : Economic Prosperity and Growth

3.2 Guiding Principles and Objectives

The proposal will achieve an overall design compliance to support the City's vision for Community Centre Commercial Area, Secondary Intensification Areas, and Mixed-Use Residential Avenue through the following principles:

- Supporting the City's role as the regional commercial/service centre, and enhancing the effort in provision of local services and employment opportunities.
- Encouraging efficient utilization of land in the area, and supporting establishment of a higher density mixed use community that promotes opportunities for live-work relationship and minimizes reliance on automobile.
- Incorporating and optimizing the place character through built form, architectural design and material into the overall design of the community.
- Providing harmonious architectural styles, massing, elevations and materials to ensure visual interest and unity are maintained along the public and private streetscapes.
- Using high quality architectural design and detailing to enhance the building façades and avoid repetition.
- Ensuring that landscaping, streetscapes, signage, lighting and street furniture are designed with a coordinated theme.
- Defining entrance features through landscaping, decorative surface treatment, and other ornamental features.
- Encouraging energy efficiency and conservation practices where feasible.
- Creating a high quality built form and streetscape fabric that provides a diverse, safe, and pedestrian friendly experience.
- Emphasizing streetscape activation through active use frontages with connections to the public streetscape to support establishment of an active and vibrant mixed use community setting in the future.



Figure 3.4 : City of Barrie Official Plan Vision

4.0

CONTEXT ANALYSIS

4.1 Physical Context

The proposed development seeks to develop lands that are currently occupied by a surface parking that serves the existing 2-storey commercial building. The site is also located on the west side of Bayfield Street, identified as a Secondary Intensification Corridor and Mixed-Use Residential Avenue and within a Secondary Intensification Node on Cundles Road West and Livingstone Street West, which are identified as Arterial Roads in the City of Barrie. These areas are designated for short-term redevelopment.

The proposed development includes portions of the lands located at the east and southeast corner, identified as Block A, which is currently bounded by surface parking and private driveways to the north and west, Bayfield Street to the east, and Cundles Road West to the south.

The Subject Lands are approximately 7.2 ha (17.9 acre) in size, in where the proposed development takes place.



Figure 4.1 : Site Plan



Figure 4.2 : Intersection of Bayfield Street and Cundles Road West

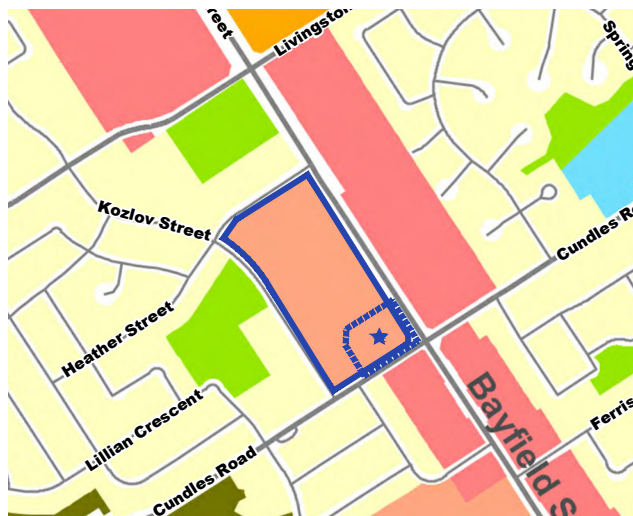
4.2 Policy Context

The Subject Lands are located on the City of Barrie's Secondary Intensification Corridor and Node Schedule I - Intensification Areas - Official Plan, and within the future Mixed-Use Residential Avenue - Intensification Typology - Figure 14 - Intensification Area Plan.

The long-term vision for the intensification in the City of Barrie supports and encourages intensification, reinvestment and revitalization of underutilized areas via short-term development, re-development of the lands with future potentials for higher density development. The Subject Lands are also zoned as Community Centre Commercial - Schedule A - Land Use Map, and Residential Planning Area - Commercial Schedule B - Planning Areas by the City of Barrie Official Plan. The Subject Lands are also abut to roads that identified as Arterial - Schedule D - Road Plan. Provincial Urban Growth Centre, as designated in the Growth Plan for the Greater Golden Horseshoe, which

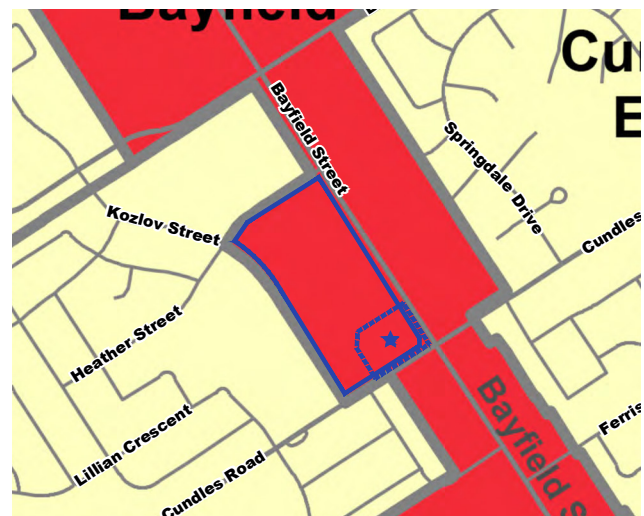
is intended to accommodate a significant share of population and employment growth for the City.

The proposal establishes intensification via commercial expansion within the boundaries of the City's Community Service Commercial Area. Additionally, the proposed re-development represents efficient utilization of lands and optimized development that represents reinvestment and revitalization of the existing parking areas. The proposal also provides for future infill opportunity, and higher density development, recognizing the Subject Lands are on Mixed-Use Residential Avenue. The proposed development will contribute to City's vision for healthy and complete community by the provision of local goods and services that creates a new live and work environment with more employment opportunities and less automobile dependency.



- | | |
|-----------------------------|-------------------------------|
| Subject Lands | Regional Centre Commercial |
| Proposed Development | Educational Institutional |
| Residential | Open Space |
| General Commercial | Environmental Protection Area |
| Community Centre Commercial | |

Figure 4.3 : City of Barrie Official Plan - Sch A Land Use



- | |
|---------------------------|
| Subject Lands |
| Proposed Development |
| Commercial Planning Area |
| Residential Planning Area |

Figure 4.4 : City of Barrie Official Plan - Sch B Planning Areas

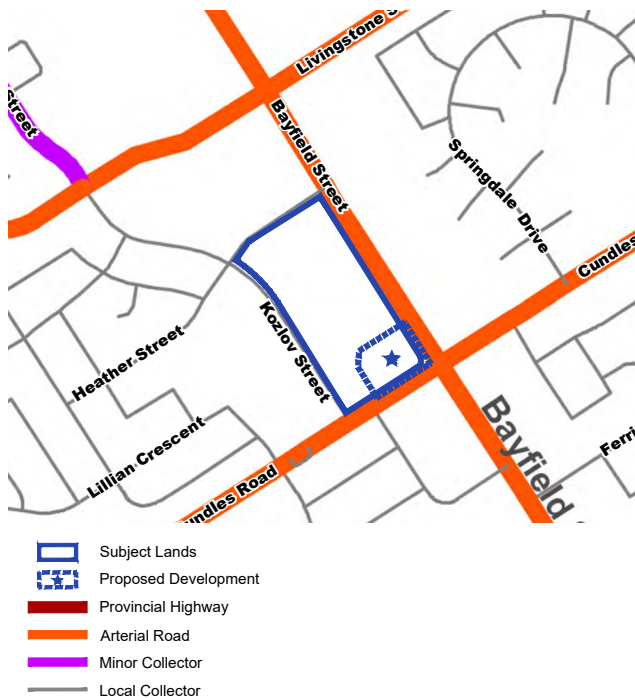


Figure 4.5 : City of Barrie Official Plan - Sch D Road Plan

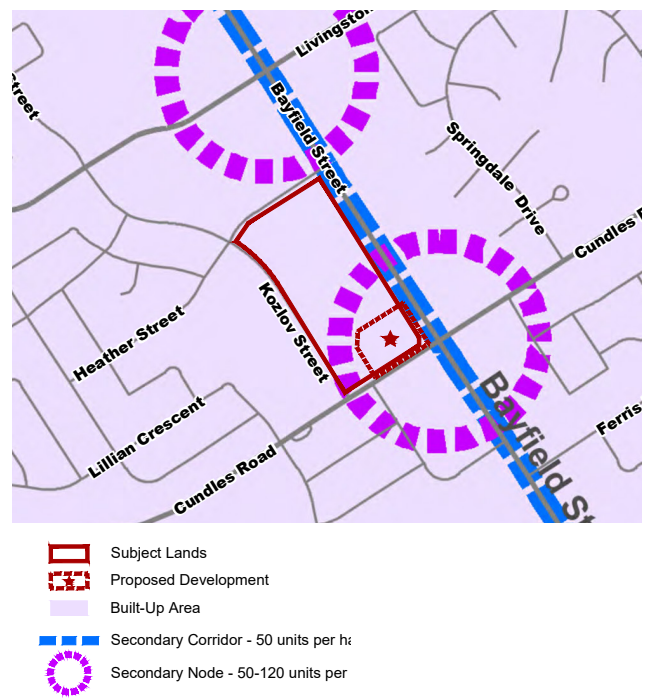


Figure 4.6 : City of Barrie Official Plan - Sch I Intensification Areas

4.3 Surrounding Context

As indicated earlier, the Subject Lands are located on the north side of Cundles Road West, west of Bayfield Street. Both are identified as “Arterial” in The City of Barrie Official Plan Schedule D, Road Plan, with the intersection that is identified as a Secondary Node in Schedule I. The Subject Lands are designated as “Community Centre Commercial” with lands in “General Commercial” use abutting the south and east, as well as “Residential” and “Open Space” to the north and west, respectively. Additionally, the land has the potential to be developed as a future Mixed-Use Residential Avenue according to the Intensification Area Plan.

As seen in Figure 4.7, amenities and facilities are available within walking distance, including parks, schools, and places of worship. The existing 2-storey

commercial building, in conjunction with the commercial areas located north of Livingstone Street East and south of Cundles Road West, provides retail stores, food services, medical services, and grocery options. A notable amount of land within walking distance is in residential use, with the potential of Subject Lands being the desired destination. The Site is within walking distance of an environmental protection area located south side of Cundles Road West with a potential green connection to the Subject Lands. Significant transit corridors within walking distance include Bayfield Street and Cundles Road West, with various public transit options and multi-modal transit circulation. They not only provide easy Site access but also build a potential connection between the Site and a greater area on a regional scale, which is essential for the success of commercial use.



Figure 4.7 : 500 m Context Map showing Community Interest Points and Transit Connectivity

5.0

THE PROPOSAL

THE PROPOSED DEVELOPMENT

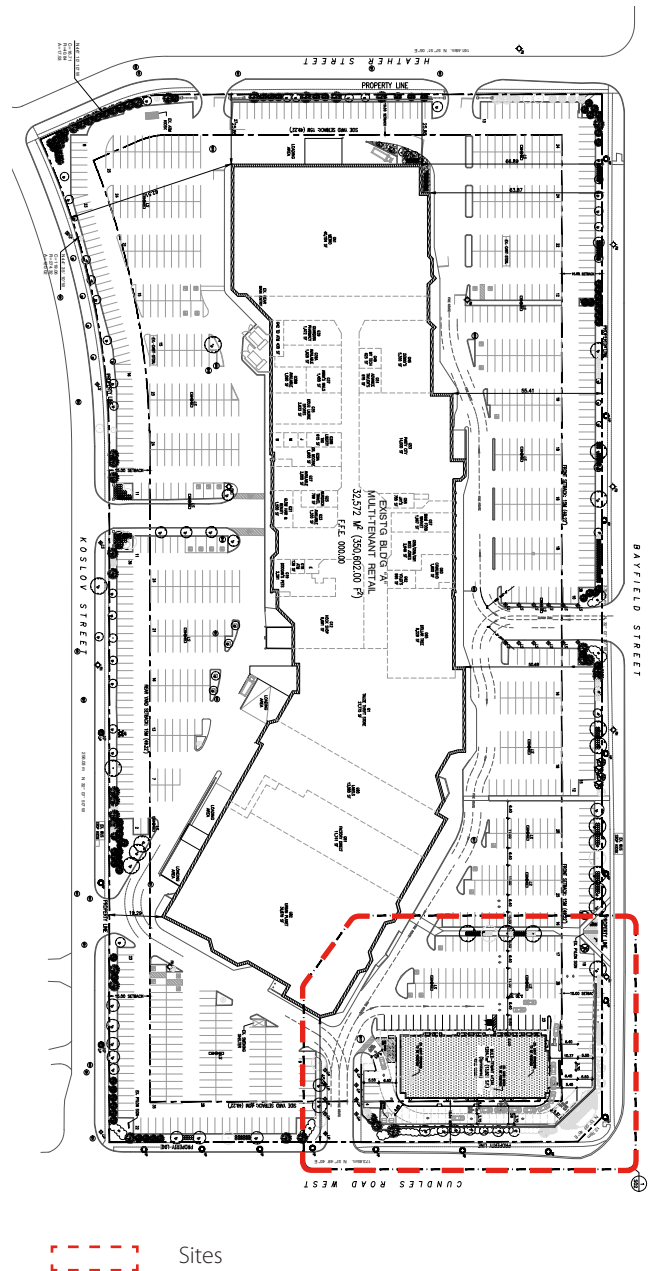
The proposal consists of a commercial building, which contains a Gross Floor Area (GFA) of 1,284 sq. m., including a large retail space with multi-tenant retail stores proposed in a single storey structure and a drive-through facility. The re-development also includes revitalization of the vehicular circulation and surface parking area, pedestrian connection, and public realm landscaping.

Vehicular Access

The proposal has been built on the existing driveway network and access points from Cundles Road West in the south. The current driveway is designed wide enough to accommodate one incoming and one outgoing lane of traffic. A laneway is contemplated at the southwest side of the building to facilitate convenient circulation providing for vehicular access to and from the loading/waste removal area. Additionally, the drive-through structure has been given access via a separate queuing lane around the building providing sufficient length for a short-time stack.

Pedestrian access

The existing pedestrian sidewalks on the public frontage will be maintained. The proposal will provide new pedestrian linkages connecting building primary entrances to the public sidewalk



--- Sites

Figure 5.1 : Site Plan of the Proposed Development

Parking

A total number of 1022 Parking spaces are provided in form of surface parking within the proposal. Of these, 29 spaces are dedicated accessible parking spaces. Additionally, 24 parking stalls are being added to accommodate the parking removed for new gross floor area. The parking spaces and aisles are designed to have a minimum conflict with pedestrian circulation and incorporates landscape island wherever needed to provide physical buffer and aesthetic relief.

Buildings

The proposed building is located close to the surrounding streets within the minimum setback. The building is massed in a 1 storey typology to retain the low-rise character of the context area. The active frontages of the building will be articulated and treated with variations in architectural forms and material to create visually interesting elevations. The building's design uses common theme, material pallets, and architectural forms to achieve a high level of integration, and harmony across the site.



WAYFINDING



PEDESTRIAN
ORIENTED



PUBLIC REALM



STREETWALL



FACADE



CHARACTER



ANIMATION



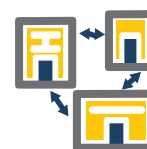
CIRCULATION



ACCESSIBILITY



ARTICULATION



CONNECTIVITY



BUILT FORM

6.0

SITE DESIGN AND ORIENTATION

CITY OF BARRIE OFFICIAL PLAN

6.5 Urban Design Guidelines

6.5.2.2 a) Building and Siting

- i) Buildings should be designed to complement and contribute to a desirable community character in terms of massing and conceptual design.
- v) Building entrances should be well-defined and accessible to pedestrians and persons with disabilities.
- e) Signs shall complement the architectural design and materials of the buildings and be satisfactorily located on site in accordance with the Sign By-law.
- g) Energy efficiency shall be encouraged through community, site, and building design measures that use energy efficient building materials, energy conserving landscaping, building orientation that uses shade and sunlight to advantage, panels for solar energy, appropriate lighting, “green” roofs, and other methods.

CITY OF BARRIE URBAN DESIGN MANUAL

2.0 Physical Environment and Building Siting

- A) Incorporate development measures to appropriately address the physical environment of the site and adjacent lands when siting the building(s).

B) Ensure compatibility of the development with adjacent area development. The visual character and unity of the neighbourhood should be enhanced through the subject development.

E) Design outdoor spaces with regard to the programmed uses, the quality of views and the influences of sun and wind.

G) Design the building setback at a pedestrian scale where appropriate and to contribute to a desirable streetscape.

H) Locate active uses such as retail, service shops and restaurants at the street level to encourage pedestrian activity and interaction between internal spaces and the public realm.

Q) Locate buildings close to the street with unobstructed views of the street, parks or open spaces and neighbouring buildings.

R) Orient building entrances and windows toward the street to enhance surveillance.

3.5 Drive Through facilities

A) Provide sufficient on-site vehicle stacking spaces in drive-through facilities.

B) Locate stacking lanes to minimize disruption to internal traffic flows, site access and pedestrian routes, and that do not interfere with other on site uses, services and utilities.

C) Use raised traffic islands or knock down barriers to

separate vehicle stacking lanes from main parking areas.

D) Screen vehicles stacking lanes from adjacent residential areas to avoid illumination from vehicle headlights but should not create hiding places.

E) Position and orient menu boards and order stations away from adjacent residential areas.

URBAN DESIGN GUIDELINES FOR CITY OF BARRIE'S INTENSIFICATION AREAS

4.3 General Building Guidelines

4.3.1 Building Orientation and Site Layout

a) Buildings should be positioned to frame abutting

streets, internal drive aisles, sidewalks, parking areas and amenity areas.

d) The front streetwall of buildings should be built to the front property line, or applicable set-back line, to create a continuous streetwall.

e) A minimum of 75% of a building's frontage should be built to the applicable set-back line.

f) The remaining 25% of the building frontage can be set back a maximum of 5 metres to accommodate lobby entrances, bicycle parking, or outdoor market areas (i.e. cafe seating, display areas, etc.).

4.3.2 Building Heights

e) All new buildings must achieve a minimum height of 7.5 metres (2-storeys) to promote intensification and ensure the most efficient use of existing infrastructure.

RESPONSE

The proposed development represents interim intensification within the boundaries of the intensification corridor in Barrie. The proposed massing provides a framing of the public realm by focusing new retail uses at the Bayfield Road and Cundles Road West intersection to activate the public street frontage.

The proposed single-storey building will offer multi-tenant retail units at the edges of the site, representing the next evolution of shopping centres. The building is aligned along Cundles Road West to bring the retail experience closer to the road, reinforcing the street wall and framing the public realm.

The building has been placed to enhance views and access to the existing commercial buildings from Bayfield Street and Cundles Road West, supporting wayfinding on the site and in the area. Rather, it forms a strong built form presence and sense of closure at this corner of the Site.

The building is easily accessible to pedestrians via pathways leading from the street. The stacking for the drive-through at the rear side is screened from Bayfield Street and Cundles Road public realm through high quality landscape buffers while accommodating sufficient stacking spaces. The proposed landscaped area at the east corner of the site promotes the legibility

within the public realm and creates a welcoming arrival point along Bayfield Street at Cundles Road West intersection.

Parking spaces are removed and reorganized in order to accommodate the proposal. This reorganization includes 29 spaces dedicated to accessible parking spaces and 24 additional new spaces. The parking spaces and aisles are designed to minimize conflict with pedestrian circulation and incorporate landscape island wherever needed to provide physical buffer and aesthetic relief.

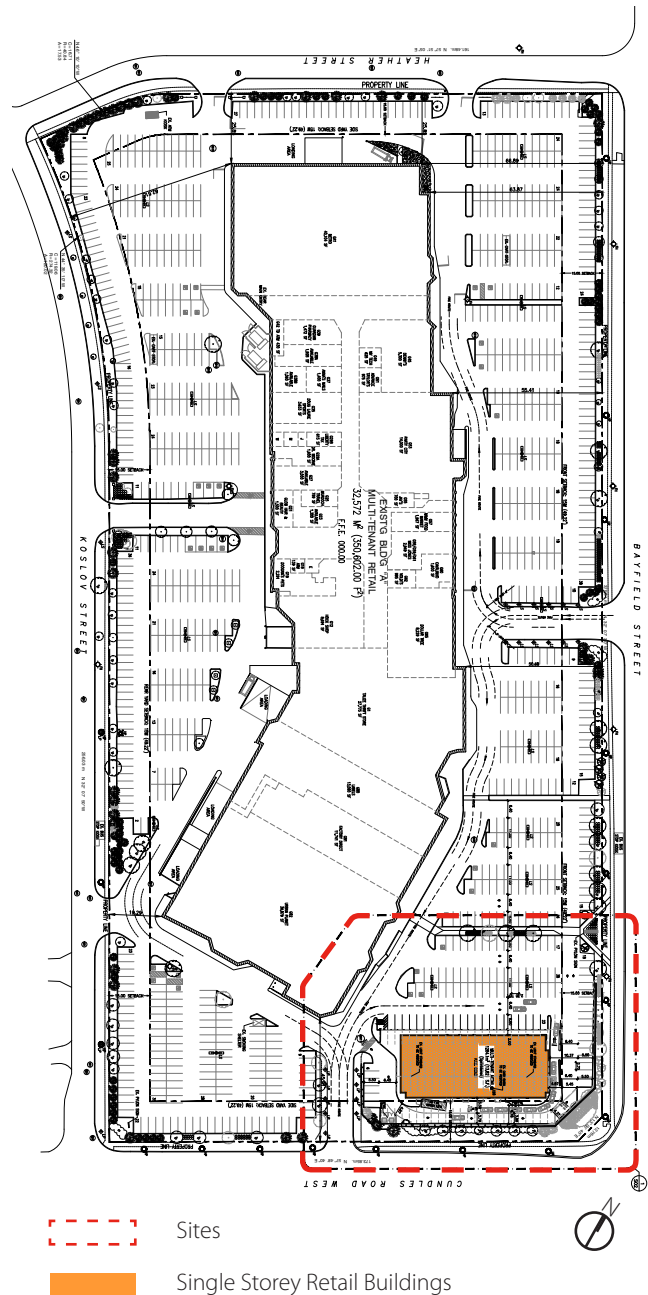


Figure 6.1 : Site Plan of the Proposed Development

7.0

PEDESTRIAN & VEHICULAR CIRCULATION

CITY OF BARRIE OFFICIAL PLAN

4.3 Commercial

4.3.2.1 General Policies

d) The impact of commercial development on the safe and efficient movement of traffic, both vehicular and pedestrian, shall be minimized by encouraging shared access points including the use of cross access easements, for and between commercial developments as well as the provision of barrier-free pedestrian linkages between residential and commercial areas.

6.5 Urban Design Guidelines

6.5.2.2 a) Building and Siting

v) Building entrances should be well-defined and accessible to pedestrians and the handicapped persons with disabilities.

vi) Pedestrian links should be designed to promote the safety of the user and be fully accessible between the commercial and residential properties.

CITY OF BARRIE URBAN DESIGN MANUAL

3.1 Pedestrian Circulation

A) Provide a safe and convenient and accessible pedestrian network from street to building, parking area to building, and building to building, that is visible from the street and buildings, and clear from visual obstructions.

C) Provide pedestrian walkways connecting municipal sidewalks to all public institutions, office developments, neighbourhood and larger commercial developments and multi-unit residential developments.

D) Identify and emphasize major pedestrian routes through the use of signage, pavement markings, bollards, trees, appropriately scaled lighting and continuous hard surfaces.

E) Minimize pedestrian and vehicular crossings on site.

3.2 Vehicle Circulation and Parking

E) Link parking areas on abutting commercial properties to provide for movement between lots.

F) Pave all parking and traffic circulation areas for light & heavy use as required.

G) Clearly define primary vehicle routes on the site through the use of signage, curbing, bollards and line painting. Separate parking areas from primary vehicle routes and driveway entrances to public streets.

H) Provide right angle parking spaces wherever possible with parallel parking only where circumstances dictate.

I) Avoid dead-end parking aisles.

J) Provide an adequate number of shopping cart corals in central locations throughout commercial parking areas.

K) Use areas located immediately adjacent to buildings or structures for walkways and/or landscaping and not for parking.

Q) Provide appropriate snow storage areas that do not

interfere with pedestrian and vehicle circulation, or sensitive landscape plantings, as well as in an area that could be a visual obstacle.

3.5 Drive Through facilities

A) Provide sufficient on-site vehicle stacking spaces in drive-through facilities.

B) Locate stacking lanes to minimize disruption to internal traffic flows, site access and pedestrian routes, and that do not interfere with other on site uses, services and utilities.

4.0 Site Services

B) Eliminate conflict between service/loading areas and vehicle/pedestrian routes.

C) Design on-site circulation to eliminate reversing or manoeuvring on public streets.

URBAN DESIGN GUIDELINES FOR CITY OF BARRIE'S INTENSIFICATION AREAS

3.1 Natural Heritage Feature, Parks and Open Spaces

3.1.3 Semi-Private Open Spaces

a) Semi-private open spaces should be directly accessible from public sidewalks.

4.3 General Building Guidelines

4.3.1 Building Orientation and Site Layout

c) Main building entrances should be directly accessible from public sidewalks.



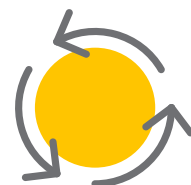
PUBLIC REALM



ACCESSIBILITY



**PEDESTRIAN
ORIENTED**



CIRCULATION

RESPONSE

While a proposed drive through and service area is contemplated along the Cundles Road West frontages, it is in recognition that this area will be screened by retaining walls and existing and proposed landscaping, ensuring visual impact is mitigated. Given the grade changes, the proposed entrances will be directed internally, however will continue to be well-defined and accessible to pedestrians of all abilities through barrier-free walkways on site and pedestrian connections to the public sidewalk from Cundles Road West.

Safe pedestrian movement will be provided by maintaining and enhancing the existing mall walkway to the north, and directing vehicular movement away from locations of high foot traffic. Parked cars along the main entrances provide an informal buffer from vehicular traffic. Finally, the proposed drive-through is separated from pedestrian movement to avoid additional vehicular conflict. All of these initiatives balance vehicular and pedestrian movement.

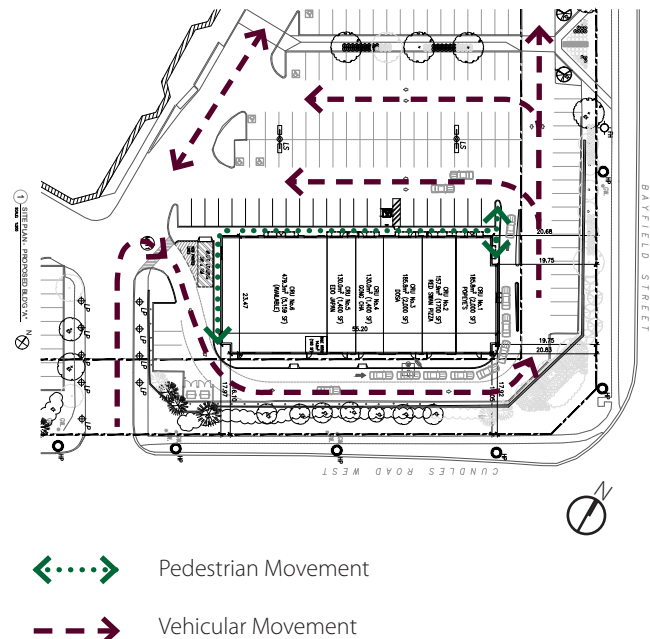


Figure 7.1 : Pedestrian and Vehicular Circulation



Figure 7.2 : Example of well designed Drive Through Structure

8.0

SITE SERVICING AND PARKING

CITY OF BARRIE OFFICIAL PLAN

4.3 Commercial

4.3.2.1 General Policies

c) Where new commercial development or redevelopment occurs, adequate off-street parking and off street loading facilities shall be provided except within the City Centre designation where the provision of these facilities shall be encouraged wherever feasible. In addition, commercial uses shall provide adequate parking which is accessible for persons with disabilities within close proximity to the access door. (Mod E (bb))

6.5 Urban Design Guidelines

6.5.2.2 b) Parking Areas

i) Linking parking areas, driveways and access points should be encouraged to reduce the number of turns onto and off the major road. These mutual entrances will be encouraged and clearly identified.

ii) Adequate disability parking spaces will be provided where required.

iii) Properties of depths greater than 60 metres (200 feet) should have smaller parking areas, divided by landscaped islands and strips. The visual impact of these parking lots should be softened through berming and planting.

iv) Major parking, loading and delivery areas, as well as

garbage enclosures should be confined to the rear of the buildings.

CITY OF BARRIE URBAN DESIGN MANUAL

3.2 Vehicle Circulation and Parking

A) Design parking and vehicular movement plans in a safe, convenient, and easily understood manner with appropriate turning radii and visibility.

B) Provide parking areas with appropriate signage and adequate and uniform lighting for visibility and safety surveillance.

C) Locate parking areas (particularly barrier free parking spaces) in close proximity to building entrances.

D) Incorporate pedestrian circulation within the parking area.

E) Link parking areas on abutting commercial properties to provide for movement between lots.

L) Provide landscaping around the perimeter of parking areas and laneways. Use low level screening adjacent to public streets. Use dense screening (i.e. solid fences, coniferous plant material) when adjacent to conflicting land uses. Be sure that landscaping does not create hiding places or be a visual obstacle.

M) Provide raised traffic islands to break up large parking

areas and at a suitable scale and size to accommodate shrub and tree planting. Provide barrier free traffic islands where they are part of the pedestrian circulation system.

N) Consider ground cover, or a decorative hard surface for pedestrian uses, as a possible alternative to sod within raised traffic islands. Select parking lot plant material that is easy to maintain, hardy, and pollution, salt and drought tolerant.

O) Ensure that parking lot planting does not obstruct views of approaching traffic, pedestrians, the street and building entrances.

P) Incorporate landscaping features in parking areas to provide shade and influence wind, erosion, noise and glare.

4.0 Site Services

A) Ensure that loading bays, recycling areas and garbage storage facilities are located away from public streets or screened through the use of landscaping, walls and buildings but not to create entrapment areas and hiding places.

E) Screen commercial outdoor storage from public streets and adjacent residential uses.

I) Provide interior waste storage areas for restaurants and commercial buildings providing food services.

J) Locate utilities underground to improve the appearance of the development. Where above ground utilities are necessary, ensure compatibility with other site features.

URBAN DESIGN GUIDELINES FOR CITY OF BARRIE'S INTENSIFICATION AREAS

3.1 Parking

3.3.1 On-Street Parking

c) Bump-outs should be landscaped with street trees or low level ground cover and be designed to accommodate snow loading.

4.2 Access and Parking

4.2.4 Servicing and Loading

a) Loading docks and service areas should be located at the side or rear of buildings and should be screened from public view.

b) Where possible, garbage storage areas should be accommodated internally.

c) Servicing enclosures should be constructed of materials that complement the main building (e.g. no chain link fencing).

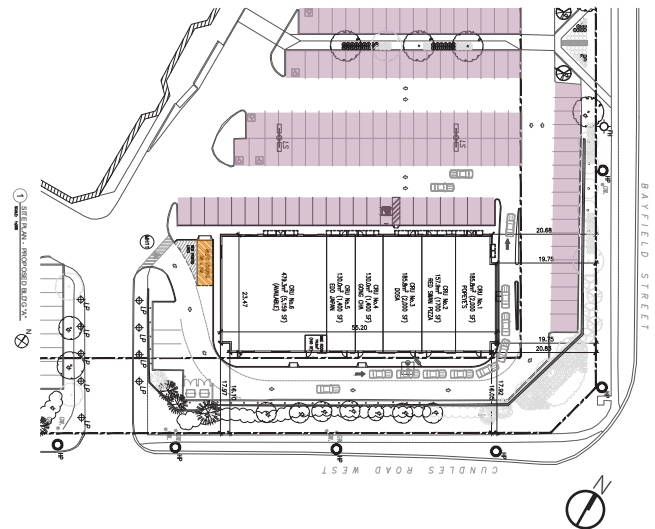
d) Service and refuse areas should be paved with an impervious surface of asphalt or concrete to minimize the potential for infiltration of harmful materials.

e) Service and refuse areas should not encroach into the exterior side or front yard set-back.

f) Loading and service areas may occupy the full rear yard if adequate landscape edge and buffer treatments are provided.

RESPONSE

The proposed development is designed to accommodate parking and loading functions that do not interfere with resident's and visitor's enjoyment of the public realm. All on-site parking spaces will be accommodated within the existing surface parking area. The proposed loading space is located at the rear, screened from the street through existing vegetation. The proposed loading space is tucked away from the vehicular entrance and pedestrian movement to minimize visual and noise impact from the commercial experience.



- Parking Spaces
- Loading Space

Figure 8.1 : Loading and Parking Placement



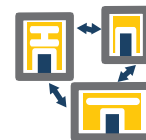
**PEDESTRIAN
ORIENTED**



ACCESSIBILITY



CIRCULATION



CONNECTIVITY



Figure 8.2 : Example of well designed Surface Parking with landscaped areas

9.0

BUILT FORM & ARCHITECTURAL DESIGN

Policies and Guidelines on Articulation

CITY OF BARRIE OFFICIAL PLAN

4.3 Commercial

4.3.2.1 General Policies

b) The design, appearance and scale of new commercial development shall be in harmony with adjacent land uses and adequate screening, buffering and noise protection for adjoining residential uses shall be provided. Pedestrian accessibility, including barrier-free access, shall be considered in the design of new commercial development.

6.5 Urban Design Guidelines

6.5.2.2 a) Building and Siting

i) Buildings should be designed to complement and contribute to a desirable community character in terms of massing and conceptual design.

iii) Large exposed blank walls should be avoided. All visible sides of a building should be finished and treated similarly to the front. Where exposed walls exist, screening through landscaping should be encouraged.

CITY OF BARRIE URBAN DESIGN MANUAL

7.0 Architectural Design

A) Ensure that the architectural design is compatible

with the developing character of the neighbouring area. Design compatibility includes complementary building style, form size, colour and materials. Ensure that building heights and scale relate to the existing developed form of the area and unify or enhance the building character of the neighbourhood.

C) Coordinate exterior building design and detail on all elevations with regard to colour, types of materials, number of materials, architectural form, and detailing to achieve harmony and continuity of design.

D) Locate the main building facade towards a public street or internal courtyard. Principle walls should have windows along the street or interior space to provide casual surveillance and break up the building mass.

URBAN DESIGN GUIDELINES FOR CITY OF BARRIE'S INTENSIFICATION AREAS

4.3 General Building Guidelines

4.3.8 Building Articulation

c) Bump-outs should be landscaped with street trees or low level ground cover and be designed to accommodate snow loading.

RESPONSE

The proposed development's façade and roof design will ensure mechanical equipment will be screened from public view through built form articulation, landscaping, and screening of utility elements to create an attractive streetscape and public realm.

The proposal will include a high degree of façade articulation, glazing and material variation on building elevations that face onto public streets to break up the building mass, enhance the surrounding area's visual character and create a visually appealing corner site with potential for further tall building articulation and material use that promotes a pedestrian-scaled urban environment. All public street frontages of the proposal will not have blank walls, which will activate street-level experience.

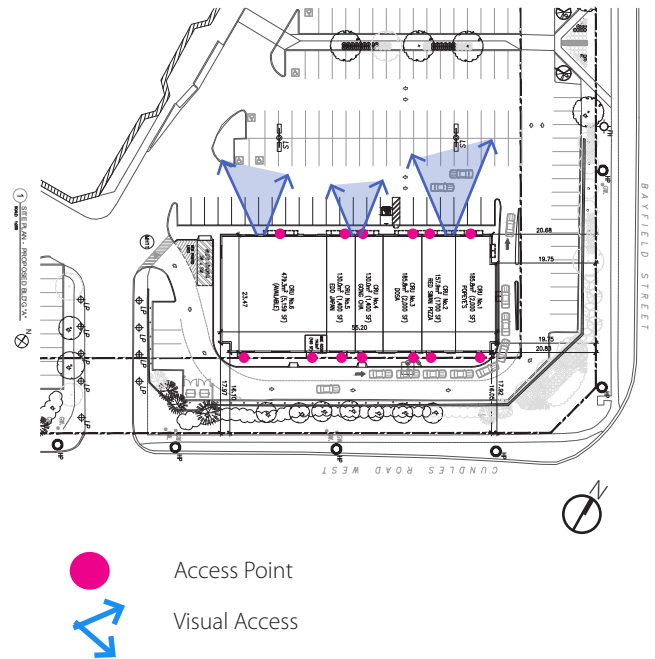


Figure 9.1 : Physical and Visual Access



NORTH-WEST VIEW



SOUTH-EAST VIEW



FACADE



ARTICULATION

Figure 9.2 : Renders of the proposed building showing front and rear facades

Policies and Guidelines on Architectural Materials

CITY OF BARRIE URBAN DESIGN MANUAL

7.0 Architectural Design

C) Coordinate exterior building design and detail on all elevations with regard to colour, types of materials, number of materials, architectural form, and detailing to achieve harmony and continuity of design.

URBAN DESIGN GUIDELINES FOR CITY OF BARRIE'S INTENSIFICATION AREAS

4.3 General Building Guidelines

4.3.8 Building Articulation

b) Despite the use of various architectural styles within the City, the design and material quality should be consistent and building materials and finishes should be complementary.

4.3.8 Materials

a) All new buildings and developments should utilize building materials chosen for their functional and aesthetic qualities, as well as their energy and maintenance efficiency.

b) All exterior building finishes should demonstrate a high quality of workmanship, durability and ease of maintenance.

c) Building materials should be used as they are intended (i.e. colour, texture, etc.), and should not be used to mimic other materials.

d) Finished materials should extend to all sides of the building, including building projections and mechanical penthouses.

e) The ground floor should incorporate a minimum of 60% glazing to enhance safety through casual surveillance.

f) Building materials and finishes on building façades facing onto or visible from public streets and public spaces should not include synthetic siding systems, mirror/heavily tinted glass panels, and unadorned concrete block.

g) Blank walls or unfinished materials along property lines where new developments are adjacent to existing parking areas or smaller-scaled buildings should be avoided.

h) Where possible, construction materials should be recycled to reduce the environmental impacts of extracting and manufacturing new materials.

i) If no salvageable materials are available, efforts should be made to purchase materials from demolition sales, salvage contractors and used materials dealers.

j) New construction materials should be locally sourced to reduce the impacts of transportation. Canadian products are generally designed to withstand our climate.

RESPONSE

The proposed architectural features and details will create a vibrant and attractive building.

In general, the ground-level will be approximately 12.8 metres in height.

The proposed south façade has incorporated larger windows and a variation in window size to create visual interest and further animate while fostering a vibrant and pedestrian friendly streetscape that better serves the proposed retail use.

The façade treatment and material use of the proposal will be articulated through a mixture of high quality materials, including brick finish panels, stone veneer,

spandrel panels, and metal canopies (see figures 9.4) to create a compatible appeal that exhibits similar material finishes with the existing built form. As such, the exterior building finishes will be in keeping with the Urban Design Guidelines for Barrie's Intensification Areas. Efforts will be made to ensure an active street-level design is established. Wherever possible, use of environmentally-friendly construction material will be considered.

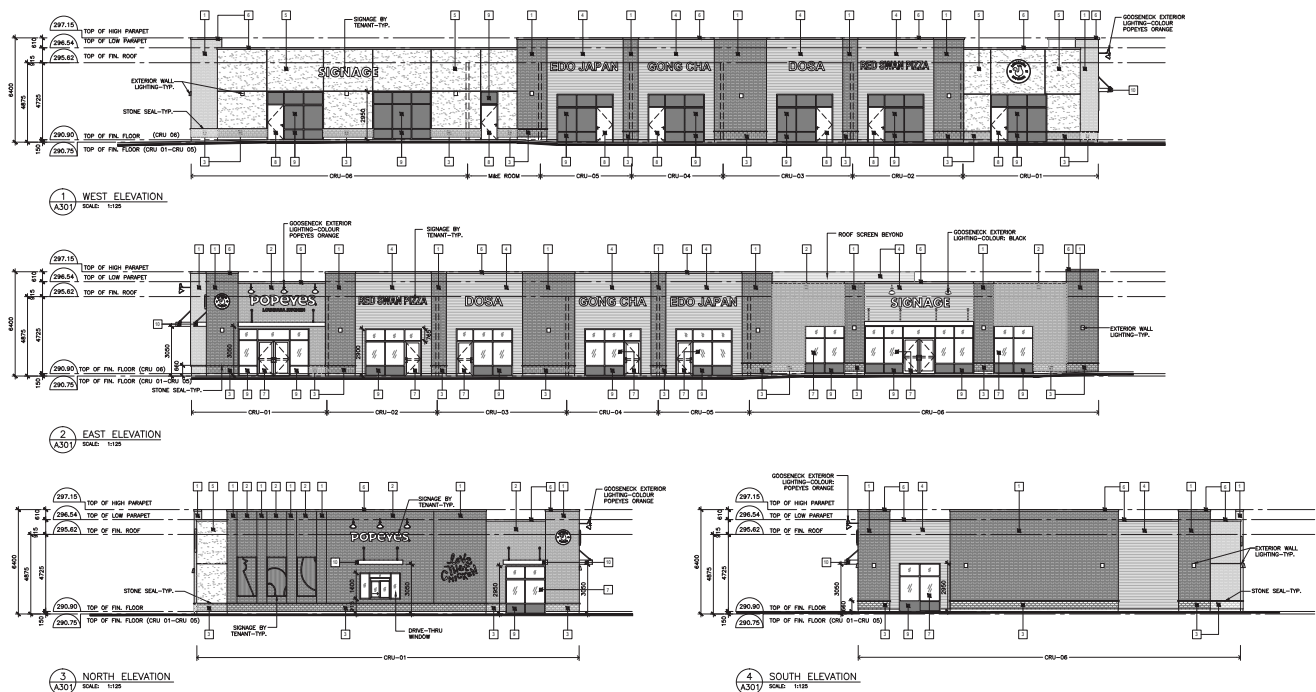


Figure 9.3 : Building Elevations

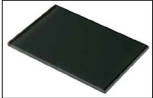
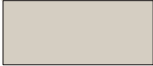
1	THIN BRICK: BELDEN BRICK VENEER COLOUR: THUMBLEWEED VELOUR		6	PRE-FIN. METAL CAP FLASHING— COLOUR: BLACK	
2	THIN BRICK: BELDEN BRICK VENEER COLOUR: THUMBLEWEED VELOUR		7	ALUMINUM STORE FRONT WINDOWS W/ 1" LOW-E INSULATED GLAZING— COLOUR: DARK BRONZE SATIN ANODIZED ALUMINUM	
3	FAUX STONE VENEER: HAND CUT STONE COLOUR: SMOKE WHITE		8	HOLLOW METAL DOOR—COLOUR: EXTRA DARK BRONZE	
4	7" CORRUGATED METAL PANELS COLOUR: DEEP GREY		9	SPANDREL PANELS COLOUR: DARK GREY	
5	EIFS SYSTEM COLOUR: DRYVIT NATURAL WHITE (RGB 213 206 194)		10	PRE-FIN. METAL CANOPY—COLOUR: EXTRA DARK BRONZE SATIN ANODIZED ALUMINUM	

Figure 9.4 : Proposed Material Board



Figure 9.5 : Example of well articulated retail façades

10.0

LANDSCAPE DESIGN

CITY OF BARRIE OFFICIAL PLAN

6.5 Urban Design Guidelines

6.5.2.2 c) Landscaping

i) Minimum planting strips in accordance with the Urban Design Manual shall be provided along the street frontage and should contain planting materials and street furniture (lighting, seating and bus shelters) consistent with any themes established by the municipality.

iv) Landscaping should seek to utilize native vegetation, and water conservation practices wherever feasible.

CITY OF BARRIE URBAN DESIGN MANUAL

9.1 Landscape Strips

A) Provide landscaping strips adjacent to municipal roadways and side and rear lot lines.

9.1.2 Commercial developments should provide 6m wide landscape strip along arterial roads or major collectors with following treatments:

- Mixed Deciduous and Evergreen trees
- Berming and shrubs to screen parking lot
- Signage and entry feature shrub beds

URBAN DESIGN GUIDELINES FOR CITY OF BARRIE'S INTENSIFICATION AREAS

3.1 Natural Heritage Feature, Parks and

Open Spaces

3.1.3 Semi-Private Open Spaces

b) Features within semi-private open spaces (e.g. paving, seating, public art, etc.) should be constructed of materials equal in quality and appearance with those of the main buildings.

c) Semi-private open spaces should be in view of occupied indoor areas.

f) Paving materials should be high quality, easily replaceable and low maintenance.

h) Plant materials used in landscaping should be low maintenance, pest and disease resistant and placed to ensure clear views into and out of semi-private open spaces.

3.2 Streets and Streetscapes

3.2.1 Semi-Private Open Spaces

a) As new development occurs, all streets within the Intensification Areas should include enhanced landscape design through tree planting and landscaping in the public and private right-of-way.

3.2.4 Street Furniture

a) Street furnishings should be developed within an overall concept and should provide a consistent and unified streetscape appearance that is appropriate for the area context.

b) Street furnishings should be placed in a coordinated manner that does not obstruct pedestrian or vehicular circulation.

RESPONSE

The proposed development has a number of areas at-grade that can support landscaping to provide for transitioning to the public street and adjacent uses. The proposed development will include landscape architectural design that conforms to Official Plan policies. Appropriate screening or plantings will be provided along the street edge of the proposed development to provide buffering, building on existing vegetation.

High quality and durable paving material will be used to support the vehicular movements in this area and to create an attractive surface treatment and arrival experience.

All landscape and hardscape material on the site, will be of a high quality. Use of native vegetation and water conservation practices will be incorporated in the landscaping wherever possible.

Given that the Subject Lands will be highly visible and have public street frontages, enhanced landscaping comprised of terrace stone planter, upper wall and railing, signage and ornamental flowering trees will be provided at the intersection. The proposed corner draws visual attention and contributes to the wayfinding system and sense of place.

Together, the proposed landscape treatment and architectural design of the proposal will create a sense of place for the Subject Lands.

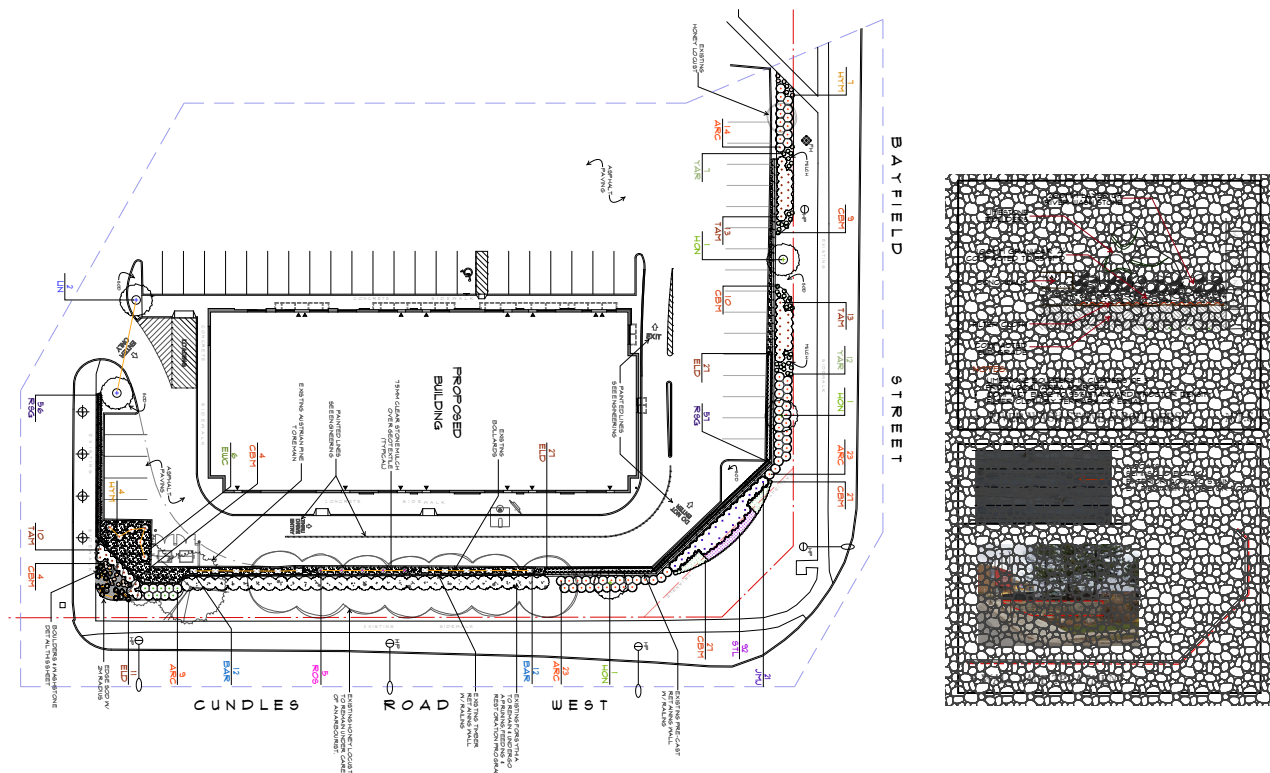


Figure 10.1 : Landscape Site Plan

11.0

UTILITY, LIGHTING AND SIGNAGE

Policies and Guidelines on Utilities and Lighting

CITY OF BARRIE OFFICIAL PLAN

6.5 Urban Design Guidelines

6.5.2.2 e) Signage

i) Signs shall complement the architectural design and materials of the buildings and be satisfactorily located on site in accordance with the Sign By-law.

6.5.2.2 f) Utilities

i) Consideration shall be given to the location of utilities within the public rights-of-way as well as on private property within appropriate easements. Utilities shall be clustered or grouped where possible to minimize visual impact. The City encourages utility providers to consider innovative methods of containing utility services on or within streetscape features such as gateways, lamp posts, and transit shelters.

CITY OF BARRIE URBAN DESIGN MANUAL

5.0 Lighting

B) Design site lighting that considers all building and user needs. Particular attention is to be paid to pedestrian areas, barrier free travel paths, driveways, transit stops, parking, service areas and buildings.

URBAN DESIGN GUIDELINES FOR CITY OF BARRIE'S INTENSIFICATION AREAS

3.2 Streets and Streetscapes

3.2.8 Lighting

b) Downcast pedestrian-scale lighting should be provided in high traffic pedestrian areas.

c) All lighting should be located within the Street Furniture and Landscape Zone.

3.2.9 Utilities

a) Where possible, utilities should be buried below grade, typically in the boulevard section of the right-of-way, where feasible. The use of a joint utility trench is encouraged for access and maintenance benefits.

b) Opportunities should be identified for grouping above grade utilities in single locations where feasible.

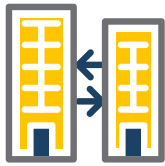
c) Utilities, including utility cabinets, transformer vaults, hydro metres and gas metres, should be incorporated into building design. Where this is not feasible, utilities should be placed in discrete locations and/or screened from public view, where they will not interfere with pedestrian movement or transit stops.

RESPONSE

d) New and innovative solutions for integrated utility services can result in reduced street clutter. For instance, poles that incorporate both street lighting and telecommunication facilities within the same pole. Although the City currently does not practice such integration, these opportunities should be considered when developing large sites, or making streetscape improvements for the long-term benefit of the public realm.

All public and private utilities are proposed to be located in the rear along Cundles Road West, screened from the street through the retaining wall as well as existing and new vegetation.

The proposal will utilize existing lighting within the shopping centre. Any new lighting will be dark sky compliant and will avoid light spillage on the public realm.



COMPATIBILITY



ANIMATION



CHARACTER



WAYFINDING



Figure 11.1 : Examples of Decorative Street Signs



Figure 11.1 : Examples of High Quality Street Furniture and LED Lighting

12.0

BLOCK CONTEXT PLAN

PURPOSE & SCOPE OF STUDY

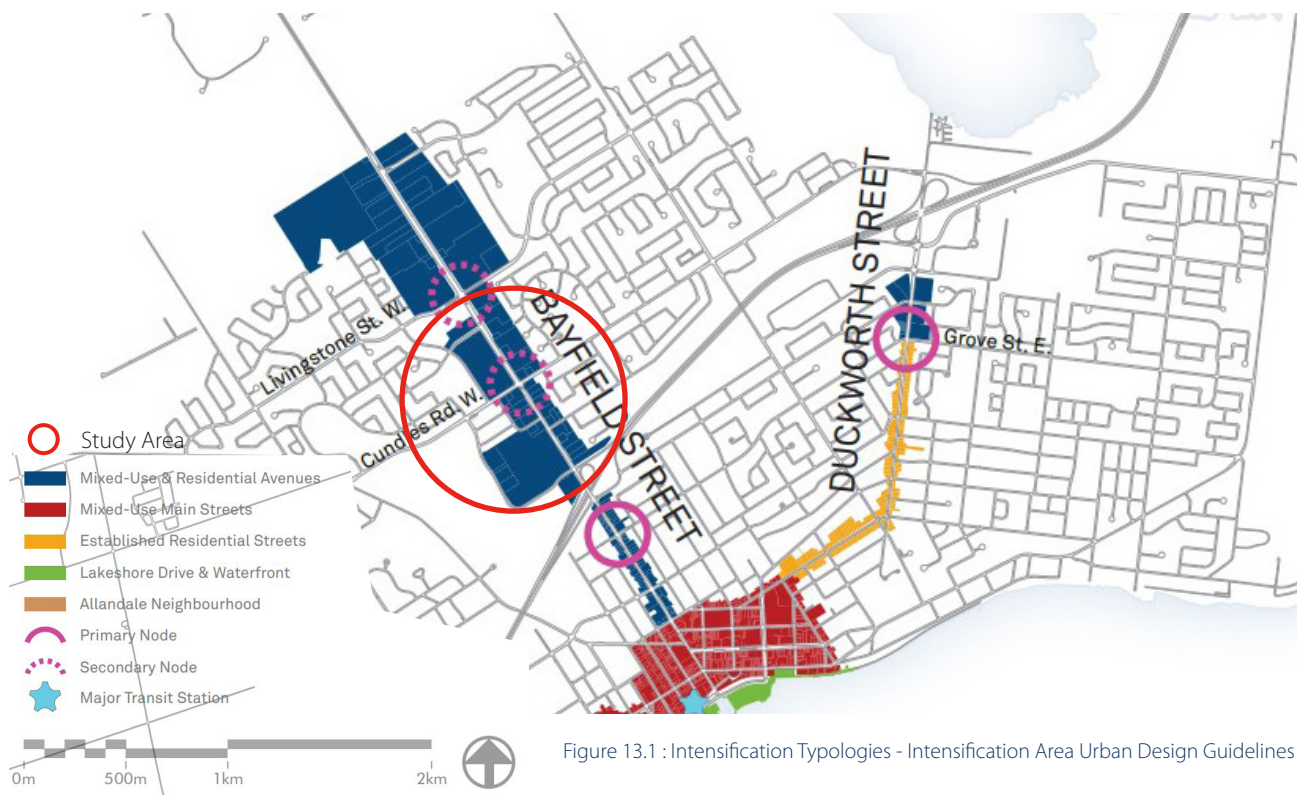
During the Pre-Application Consultation Meeting, the completion of a Block Context Study was requested by City Staff to examine the potential redevelopment of the intensification corridor along Bayfield Street in the vicinity of the Kozlov Mall.

In addition and complementary to the detailed responses provided in Urban Design Brief that illustrates and describes how the development implements design directives via the proposed site structure, built form and public realm elements and assess, the Block Context Plan illustrates how the development cohesively follows the vision set forth for the block, and how well the proposal fit into the existing and planned block context to achieve a functional design for the redevelopment/intensification of the Bayfield-fronting parcels.

The proposed development has the potential to set a precedent for urbanization and intensification along the Bayfield Street corridor.

The Block Context Study section of this report will:

- define the Block Context Study boundary and assess the existing conditions;
- suggest a possible incremental redevelopment scenario for the segment;
- consider the impacts of the development scenario to the adjacent neighborhoods in terms of infrastructure, etc.



STUDY AREA AND CONTEXT

The study area is along the intensification corridor of Bayfield Street, bounded by Livingstone Street to the north and Ferris Lane to the south. Figure 12.2 shows the extent of the study area.

The primary use of the sites within the study area are large-format retail and industrial uses. A large part of the study area is also covered in surface parking. To the east and west of the study area are residential neighbourhoods with single-family dwellings.

The City's intent for the intensification areas is to evolve into mixed-use and residential avenues, where the corridors serve as major transportation routes while providing an active, pedestrian-supportive street life.

To this end, the study area has the potential to develop as a mixed-use, mid-rise community with a vibrant streetscape and active connections to the low-rise residential communities.



 Block Context Study Area Boundary

Figure 13.1 : Satellite map showing the study area boundary

CONCEPTUAL REDEVELOPMENT SCHEME

The analyses provided in this section identify and respond to the following items,

- Provide a context-sensitive design and built form that is complementary to the existing and future developments in the area.
- Provide a transition in heights and density to the surrounding public streets and residential uses.
- Enhance view Corridors and visual Connectivity through site design, circulation network, and streetscape design.
- Establish a human scale design, and a high-quality public realm that prioritizes connectivity.
- Provide a compact and multi-modal circulation network well-connected to its surroundings that is convenient, accessible, and prioritizes pedestrians and active transportation.

The redevelopment of the sites along this segment of Bayfield Street would take the form of mid-rise, mixed use buildings or 6 to 11 storey buildings, with retail offerings at grade along Bayfield Street. Heights and densities are proposed to be higher along Bayfield Street, to create a street wall, gradually decreasing in height and intensity towards the low-density

neighbourhoods towards the north-east and south-west areas of the segment. With this understanding, the concept redevelopment scenario achieves a justifiable massing fit within the existing neighbourhood.

Such intensification is consistent with numerous policy directions articulated in the City of Barrie's Intensification Area Design Guidelines, which supports intensification of underutilized sites that are well served by infrastructure and facilities. The commercial use proposal for the subject site will establish a positive precedent for those sites in its vicinity, and trigger a phased redevelopment of the neighbourhood.

The concept scheme proposes a phased approach to redevelopment. In the short term, vacant areas along Bayfield Street would be redeveloped first to create an active street edge and frame the corridor. The large-scale retail uses are retained in the short term and proposed to be redeveloped at a later stage. The concept scheme proposes further subdivisions of the large parcel-fabric, to permeate into the low-density neighborhoods and enhance connectivity. Possible future connections to the neighbourhoods are explored as a long term strategy for increasing permeability and encouraging active transport.

BLOCK CONTEXT PLAN

Legend

 Study Area Boundary

Existing-

 Existing Lots

 Existing Building Footprints

Bayfield Street

Existing Road Network

Proposed-

 Parcels

 Future Development Parcels

 Proposed Development

 Townhouses

 Mid-Rise (6 to 11 storeys)

 Retail on Ground Floor

Proposed Roads

 Surface Parking

 Parks & Open Spaces

Pedestrian Connections



Figure 13.1 : Conceptual Scenario for Intensification along Bayfield Street

13.0

CONCLUSION

The proposed retail and commercial buildings represent revitalization of underutilized lands in an Intensification Area along a mixed-use corridor.

The proposal will utilize both high-quality architectural and landscape design that complements its surrounding, and will create a visually appealing, appropriately scaled structure that is welcoming to visitors. The proposal will be compatible with the surrounding uses and will assist the City in achieving its growth and development objectives.

Based on our review, it is our opinion that the proposal adheres to the design direction of the City of Barrie and Intensification Area Design Guidelines. Overall, the proposal represents a good design that will enhance the intensification corridor.

The Block Context Plan provides a conceptual and comprehensive vision for redeveloping the existing large-scale retail areas to align with the vision of the City for the intensification areas, establishing a framework for evaluating the proposed development on the Subject Lands. It is our opinion, based on the analysis of criteria, that the proposal is in conformity with OP Policy and anticipates community needs, and contributes to the future planned context.

Design Terms



ACCESSIBILITY

Providing for ease, safety, and choice when moving to and through places



ADAPTIVE REUSE

Converting an existing building into a new use



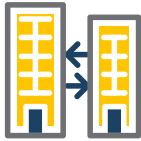
ANGULAR PLANE

A geometric measurement that maintains solar access and height transition



ANIMATION

Support sustained activity on the street through visual details, engaging uses, and amenities



COMPATIBILITY

Similar size, form and character of a building relative to others around it



CONNECTIVITY

The ease of movement and access between a network of places and spaces



DESIRE LINE

Shortest or most easily navigated route marked by the erosion of the ground caused by human traffic



FACADE

The exterior wall of a building exposed to public view



HEIGHT TRANSITION

The gradual change in height between buildings within a community



LANDMARK

Highly distinctive buildings, structures or landscapes that provide a sense of place and orientation



MASSING

The effect of modifying the height and bulk of the form of a building or group of buildings



NODE

A place where activity and circulation are concentrated



STEP BACK

A recess of taller elements of a building in order to ensure an appropriate built form



STREETWALL

The consistent edge formed by buildings fronting on a street



STREET FURNITURE

Municipal equipment placed along streets, including light fixtures, fire hydrants, telephones, trash receptacles, signs, benches,



SUSTAINABILITY

Developing with the goal of maintaining natural resources and reducing human impact on ecosystems



ARTICULATION

The layout or pattern of building elements (e.g. windows, roofs) that defines space and affects the facade



BUILT FORM

The physical shape of developments including buildings and structures



CHARACTER

The look and feel of an area, including activities that occur there



CIRCULATION

The movement patterns of people and vehicles through a site or community



FIGURE GROUND

The visual relationship between built and unbuilt space



FINE GRAIN

A pattern of street blocks and building footprints that characterize an urban environment



FOCAL POINT

A prominent feature or area of interest that can serve as a visual marker



GATEWAY

A signature building or landscape to mark an entrance or arrival to an area



PEDESTRIAN-ORIENTED

An environment designed to ensure pedestrian safety and comfort for all ages and abilities



PUBLIC REALM

Public spaces between buildings including boulevards and parks; where pedestrian activities occurs



RHYTHM AND PATTERN

The repetition of elements such as materials, details, styles, and shapes that provide visual interest



SETBACK

The orientation of a building in relation to a property line, intended to maintain continuity along a streetscape



URBAN FABRIC

The pattern of lots and blocks in a place



VIEW TERMINUS

The end point of a view corridor, often accentuated by landmarks



VISTA

Direct and continuous views along straight streets or open spaces



WAYFINDING

Design elements that help people to navigate through an area (e.g. signs, spatial markers)



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