



**PLANNING/URBAN DESIGN BRIEF
SITE PLAN SUBMISSION APPLICATION
PROPOSED HILTON HOME HOTEL
19 LENNOX DRIVE, FORMERLY 440 DUNLOP ST WEST , BARRIE**

1. INTRODUCTION AND BACKGROUND

Innisfil Beach Development Inc has applied for a site plan submission application for lands described as 19 Lennox Drive (formerly 440 Dunlop Street West) in the City of Barrie. The lands were formerly used as the Barrie Ball Hockey club facility and are identified in pink on Figure 1 below.

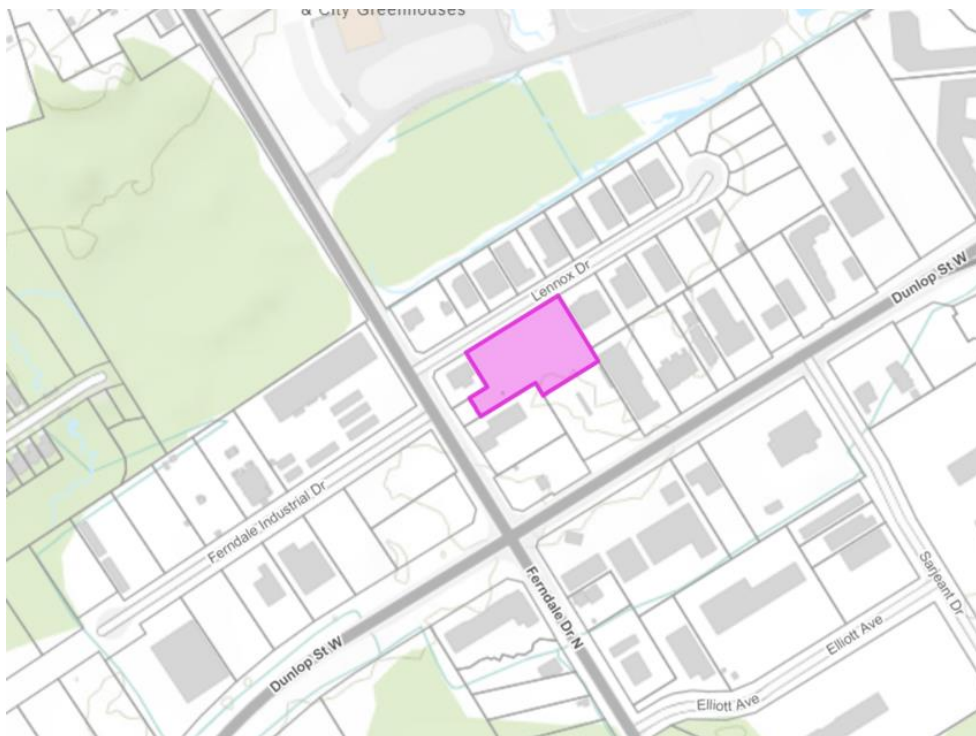


Figure 1 – Location Plan

The property is irregular and comprises 7084 square metres square metres with 100.95 metres of frontage on Lennox Drive. Surrounding uses include a gas station to the south-west, existing commercial and light industrial to the north and east, future commercial development to the south. See Figure 2 below for a block and contextual plan.



Figure 2 – Block and Contextual Plan

It is intended that the land be developed as a Hilton Home hotel with 101 hotel units and 103 parking spaces.

The site was created through consent application (File No. B5/22) that applied to 440 Dunlop Street West and was approved by the Committee of Adjustment on April 27, 2022. The subject property was also the subject of minor variance application A7/22 to permit a maximum height of 19.8 metres on the site to support a 6 storey hotel. This application was approved by the Committee of Adjustment on September 21, 2022.

These lands were subject to a Site plan Preconsultation meeting in January, 2022 where the overall development of lands described as 440 Dunlop Street West and 125 Ferndale Drive were discussed (subject lands were part of 440 Dunlop Street West prior to severance approval). A further Preconsultation meeting was held on August 22, 2022, to discuss the construction of a Homes2Suites by Hilton hotel on the subject lands.

The site was subject to a Presubmission application (File D28-016-2024) and presubmission comments were provided on April 15, 2024. There is a comments matrix response letter accompanying the submission to advise how the various department comments have been addressed.

2.0. DEVELOPMENT PROPOSAL

The proposed development is a 6-storey hotel with 101 suites, as well as a meeting room, a fitness room, indoor swimming pool and two outdoor patios on the ground floor. Grade level parking spaces (103 spaces) will be provided to the west, south and east of the building.

Entrance to the site is provided via two access points to Lennox Drive. The easterly Lennox Drive access will eventually extend down to Dunlop Street through the abutting property to the south.

The proposed site plan is provided below (Figure 3) which illustrates the proposed layout of the site. This is consistent with the design presented to the City during the former 2 preconsultation submissions.

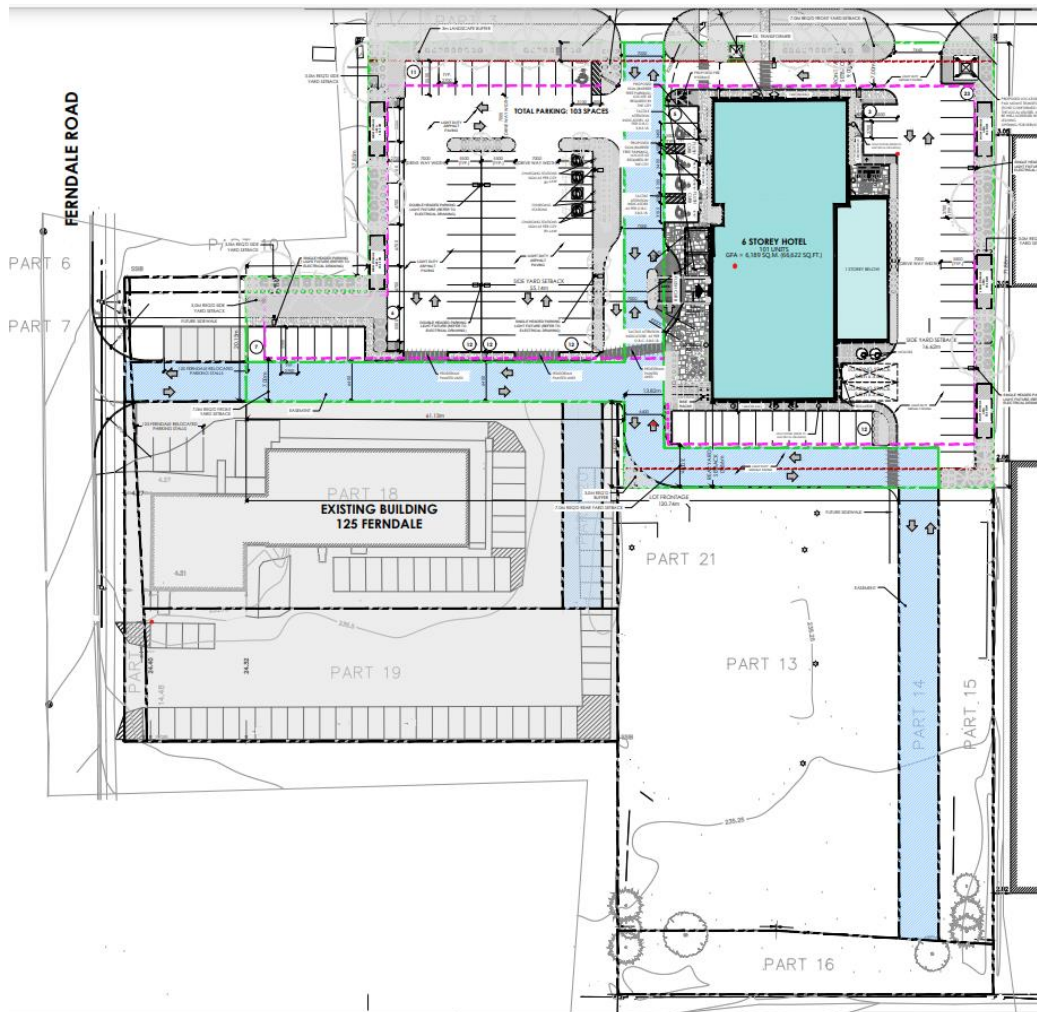


Figure 3 – Proposed Site Plan
3.0 PLANNING CONTEXT

A) PROVINCIAL POLICY STATEMENT AND GROWTH PLAN FOR THE GREATER HORSESHOE AREA

The Provincial Policy Statement (PPS) gives direction on matters of provincial interest related to land use planning. Development shall be consistent with the 2014 Provincial Policy Statement (PPS).

Section 1.1.3 of the Plan indicates that Settlement Areas will be the focus of growth and their regeneration shall be promoted.

The Planning Act requires that planning decisions must conform to the Growth Plan.

Section 2.2.2.1 (j) of the Growth Plan indicates that population and employment growth will be accommodated by directing major growth to Settlement Areas that offer municipal water and wastewater systems.

The subject development is consistent with the PPS and the Growth Plan as the lands are within a settlement area, are suitable for development and have access to full municipal services and existing municipal road infrastructure.

B) CITY OF BARRIE OFFICIAL PLAN

The subject lands are designated Employment on Map 1 of the City's Official Plan dated December, 2023. (see Figure 4 below).



Figure 4 – Official Plan Map 1 designation

Section 2.3.5 of the Official Plan indicates that Employment Areas will support economic activity in Barrie by supplying land for a range of industrial, manufacturing, warehousing, major office and, where appropriate, retail, major retail, commercial and other ancillary/accessory uses.

The lands are designated a combination of Employment-Non Industrial and Employment - Industrial on Map 2 of the Official Plan. Section 2.6.9 of the Official Plan indicates that lands designated Employment Area – Non-Industrial are intended to support Barrie’s economic competitiveness by primarily facilitating a wide range of non-industrial employment uses that either support industrial-type uses, serve the general public, or create new economic development opportunities. Development on lands designated Employment Area – Non-Industrial may be used for a retail, major retail, office, training centres and hospitality and tourism uses and other commercial oriented uses.

The Official Plan contains policies related to transition to neighbourhood areas, however there are no neighbourhood areas within 70 metres of the subject lands as the abutting and surrounding lands are all commercial.

Section 2.6.9.3 of the Official plan limits buildings in the Employment Non-Industrial designation to 12 storeys. At 6 storeys, the building is significantly smaller than the 12 storey maximum allowed.

Section 2.6.10 of the Official Plan permits ancillary and non-industrial service-based uses as a permitted use. There are policies related to outdoor storage restrictions, but they are not applicable in this case as there is no outdoor storage proposed. There are no sensitive uses close by and the site is accessed by transit.

The existing zoning on the subject lands permits a hotel and as such the zoning is deemed to conform to the Official plan and the proposed use on the subject lands generally complies with Employment designation by providing employment uses that serve the general public and create new economic development opportunities.

3.1 URBAN DESIGN POLICIES

Section 3.0 of the Official Plan contains urban design policies to direct the development of new buildings in the City of Barrie. Section 3.3 of the Official Plan contains the following urban design policies apply to all new development in Barrie. The policy is stated followed by comment as to how the subject design generally conforms:

- a) Buildings shall be oriented to create a strong street presence, with main entrances located to face the street.*

The hotel has been oriented to the centre of the site facing the interior to allow for optimal flow for the hotel traffic. The building is perpendicular to Lennox Drive which results in less building wall facing Lennox and more landscaping buffering. This creates less potential for shadow impact and more sunlight to the north. The side of the building facing Lennox contains a variety of texture and colour and trim on building which provides

variation in the façade. The main entrance is at Lennox and will be articulated by a landscaped entrance.

b) Corner buildings shall address both streets by providing two articulated façades facing the street.

The building is not located on a corner lot.

c) Blank facades facing a street, open space, or park shall be strongly discouraged.

Generous use of different colours and textures of materials ensure that the amount of blank wall is minimal. There are windows on the side that faces Lennox Dr further contributing to the variety of trees and landscaping along Lennox Drive also help to screen the building from the road. Figure 5 below illustrates the variety of textures, tones and materials in the building and the high standard of design in the building (see rendering below)



Figure 5 – Building rendering

d) Buildings adjacent to the street edge and at sites with high public visibility shall be designed to take into account elements such as appropriate height, roof features, building articulation, and high-quality finishes and windows.

The building is proposed at 6 storeys in height which is a reasonable height for the area considering it is north and east of arterial roads. The height was considered during the

minor variance process and deemed to be minor in nature and would blend into the neighbourhood.

The building has been designed with the EFIS wall system which is commonly used for hotels and many commercial buildings. It is highly durable and can resemble many building materials; in the case of this hotel the material resembles brick on lower level and siding for majority of the building. A variety of colours and textures provide articulation to the building. There are many windows on the building which also provide variation to the building walls in addition to building indentation and striping down the side of the building.

e) Intersections of major streets shall be emphasized by placing buildings in close proximity to the intersection and ensuring that building entrances are visible from that intersection.

The building is removed from the intersection of Lennox Dr and Ferndale Drive. The entrance to the building is oriented to the centre of the site.

f) Buildings will be designed to completely screen roof-top mechanical equipment from public view.

The mechanical equipment on the roof has been screened so as to not be visible to abutting properties.

f) Long building facades that are visible along a public street will incorporate recesses, projections, windows or awnings, and/or landscaping along the length of the façade to create articulation and visual interest in the mass of such facades

The building is relatively slim at 28.5 metres in width at the side that faces Lennox Drive and has been designed with a variety of materials and colour variation, banding and a building step back along the frontage to reduce the visual and physical impact of the building.

The building has been well designed with a combination of different textures of EFIS on the base and walls of the building, wood canopies over entrances, contrasting shades of colour and striping down sides of buildings to add relief and architectural detailing. The front of the building includes a slight setback to add variety in the front façade. As the building is only 6 storeys, there is no podium.

The following urban design policies apply to mid-rise buildings, which generally should be a minimum of six storeys in height and shall be limited to 12 storeys:

- a) The building, including its principal entrance, shall frame the street it is fronting, while allowing access to sunlight for adjacent properties.
- b) Mid-rise buildings shall be designed with a human scaled base or similar architectural expression to frame the public realm and enhance the building design, and further:
 - i) The base shall generally be between three and six storeys in height; and, ii) Building elements above the base shall incorporate a setback, as determined by the Zoning By-law and/or guided by the City-Wide Urban Design Guidelines, along all public street frontages to reduce shadow and wind impacts on the streetscape and at street level.
- c) Mid-rise buildings shall be located and oriented to maximize privacy and daylight conditions for the people living and/or working within them.
- d) In order to provide appropriate transitions between buildings of varying heights, and to provide appropriate privacy and daylight for any adjacent lower-scale buildings, mid-rise buildings on a lot that abuts a low-rise building shall be contained within an angular plane as further directed by the City-Wide Urban Design Guidelines.
- e) Where buildings front onto a public street and are greater than 30.0 metres in length, entrances should be located at regular intervals
- . f) Shadow, view, and microclimatic studies may be required to determine potential impacts arising from mid-rise buildings.
- g) The first storey shall generally be taller in height to accommodate a range of nonresidential uses
- h) The rooftop of mid-rise buildings should include landscaped green space, private outdoor amenity space, or environmental sustainability features such as solar panels

The building has been well designed with a combination of different textures of EFIS on the base and walls of the building, wood canopies over entrances, contrasting shades of colour and striping down sides of buildings to add relief and architectural detailing. The front of the building includes a slight setback to add variety in the front façade. As the building is only 6 storeys, there is no podium.

The material at the base of the building is differing in texture from the balance of the building. The materials selected for the hotel are indestructible and are used in many hotels.

The building wall facing Lennox Drive is relatively slim at 28.5 metres in width and has been designed with a variety of materials and colour variation, banding and a building step back along the frontage to reduce the visual and physical impact of the building. Figure 6 below illustrates the front and side view of the building to Lennox Drive.

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Figure 6 – Building Design

The building has been designed to a high standard with a variety of building materials, variation of colour and indentation at front of building to add detail to the design and create an interesting skyline along Dunlop Street.

A sun/shadow analysis was prepared for the building which concludes that from March 21 to September 21 the hotel will have no impact on the abutting properties or on pedestrians from the north, south and west side of the proposed building location and only minimal impact on the industrial building to the east after 5pm which is post normal business hours. The building has been oriented north/south to allow for the minimal shadow impact.

The building is located in a commercial area with minimal pedestrian traffic. The hotel will actually greatly improve access for all pedestrian and vehicle traffic.

Section 3.4 of the Official Plan includes urban design policies related to Parking Areas/ The policy is stated below followed by comments as to how the development complies with the requirement:

- a) *Parking areas supporting new development in the Urban Growth Centre, Strategic Growth Areas, Major Transit Station Areas, or Intensification Corridors shall be encouraged to be located underground and/or in structured parking to reduce or eliminate the need for surface parking.*

The subject lands are not located in an Urban Growth Centre, Strategic Growth Area, Major Transit Station or Intensification Corridor so this policy does not apply.

- b) Above-grade parking structures shall be screened from view by development or otherwise designed to provide facades of high architectural quality facing streets. Street-related uses on the ground level of the parking structure should be provided where appropriate to contribute to an active pedestrian realm and screen the parking structure.*

The parking lots are oriented to the centre of the site and will be well screened by landscape buffers around the west, east and north boundaries to minimize the impact of the parking areas.

- c) Surface parking lots should generally be located at the rear or side of buildings and not between the front of a building and the street. Where permitted adjacent to the public realm, surface parking lots shall be designed in a manner that contributes to an attractive public realm by providing screening and landscaping.*

The parking areas are located to the rear, side and front of the building but not between the building and the street other than to the side. The parking lots will be screened and landscaped, adding to the softening of the parking areas.

- d) Walkways should be provided directly from parking lots and municipal sidewalks to the main entrance(s) of the building(s). Walkways should be well articulated, safe, accessible, and integrated with the overall network of pedestrian linkages in the area to create a comfortable walking environment. Landscaping should enhance the walkway.*

Walkways have been incorporated from a number of the parking areas to the main entrance to the building.

- e) Large surface parking areas should be divided into smaller and defined sections using landscape strips, islands and/or pedestrian walkways.*

The parking areas are divided into a series of smaller parking sections and are separated by landscape strips and walkways. The runs of parking spaces are lesser than those typically seen in commercial parking lots.

- e) Surface parking lots adjacent to low-rise residential uses should be separated by a landscape strip incorporating combinations of landscaping and/or decorative fencing or walls.*

There are no low rise residential uses adjacent to the site, so this policy is not applicable.

f) Bicycle parking shall be provided and conveniently located near building entrances.

Bicycle racks have been provided to the south of the main entrance.

g) Sheltered bicycle parking should be integrated into the built form.

This is not a residential use where interior bike parking would typically be provided.

h) Surface parking lots shall incorporate the use of pervious surfaces where feasible.

There are landscape islands in the parking areas that will provide for pervious surfaces.

i) To prepare for the widespread use of electric vehicles, the City will investigate and plan for the installation of Level II electric vehicle charging stations at parking stalls across the city, including for residential, commercial and industrial buildings

Electric vehicle charging stations have been provided in the parking lot.

4.0 ZONING BYLAW

The lands are split zoned General Commercial (C4) (identified in Pink on Figure 7 below) and Light Industrial (LI) (identified in purple on the Zoning map below). The hotel is entirely located in the LI zone with some of the hotel parking being in the C4 zone. Parking is permitted in any zone, so this does not create a zoning issue or need for variance.

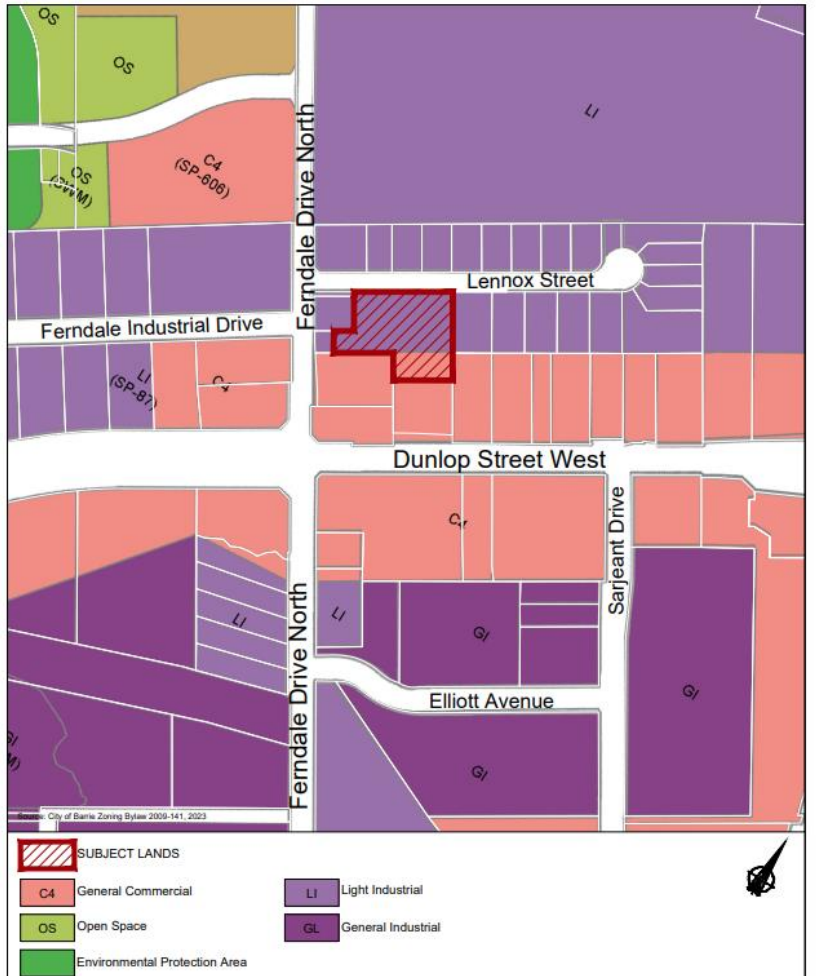


Figure 7- Zoning

Permitted uses in the General Commercial (C4) zone include a restaurant, drive through facility, retail store, hotel or motel, office, personal service store.

The proposed lot with frontage on Lennox Drive is within the Light Industrial (LI) zone. Permitted uses include a hotel/motel, warehousing, manufacturing in wholly enclosed buildings, accessory retail, restaurant etc. The proposed hotel is a permitted use in the LI zone.

The subject lands exceed the frontage and lot area requirements for the L1 and C4 zone. The only zoning standard variance is height which was addressed through Committee of Adjustment application A7/22 which was approved to permit a height of 19.8 metres.

5.0. CONCLUSIONS

The proposed site plan generally conforms to the City of Barrie new Official Plan and the permitted uses and lots sizes comply with Zoning By-law 2009-141 as amended. The proposed development is consistent with the policies of the Provincial Policy Statement and conforms with the Growth Plan.

Supporting studies and materials have been provided with the presubmission application including Engineering Drawings and a Functional Servicing/Stormwater Management Report, Traffic study, Landscape Plans, Photometric Plans, Architectural Elevations and Renderings, Noise Study, Hydrogeological Study, Geotechnical Study. These studies demonstrates that the site meets sight line and safe movement of traffic requirements, complies with City policies relative to engineering and design standards, etc.

The proposed hotel would significantly improve this area of Dunlop Street West and provide a required service for the industrial area and travelling public. This would represent a major investment into the City's west end at Dunlop Street West and Ferndale Drive intersection.

A 6-storey building height is the same height as newer hotels in city such as Hampton Inn on Bryne Drive. There are other hotels in Barrie in an Industrial zone as it is a permitted use and will support commercial uses in the vicinity of the hotel. The surrounding uses are all industrial and commercial, so a hotel is a very compatible use and desirable development of the lands. The closest residential area is more than 0.5 km from the subject lands so there is a substantial buffer between the proposed hotel and residential uses.

The proposed development has been in the development stage for over 2 years and has been reviewed by the City in earlier applications. It represents good planning consistent with the future development objectives for Dunlop Street West and is consistent with the existing form of development on the subject lands. It will result in a progressive redevelopment of lands in the Dunlop Street corridor.

Respectfully submitted,

Angela L. Baldwin, RPP, MCIP