



Excellence Reliance Innovation

Community and Sustainable Design Report

60 Dean Avenue
City of Barrie

March 2025
The Jones Consulting Group Ltd.

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1.0 INTRODUCTION

On behalf of our clients, Hansen Group Inc., we are pleased to provide this Community and Sustainable Design Report, in support of a Site Plan Control Application, for the lands known as 60 Dean Avenue and outlined in red in **Figure 1**.

The **purpose** of the Site Plan application is to facilitate the development of 122 rental apartment units, including 18 affordable units.

The **purpose** of this report is to assess and evaluate how the proposed development responds to the surrounding physical site context and community and how the proposal conforms to local policy context. This Report concludes that the proposed design is guided and informed by good community design principles and best practices.

Figure 1. Aerial Photography of Subject Lands



2.0 SITE & CONTEXT ANALYSIS

2.1 Site Context

The subject lands have a lot area of approximately 6,670 square metres, or 0.67 hectares. The site is located along the local roadway of Dean Avenue, which connects to Big Bay Point Road. The lands are located within a Strategic Growth Area which consists of lands adjacent to the intersection of Big Bay Point Road and Yonge Street.

Topography and Natural Features

The lands are vacant and relatively flat, with no existing natural features or vegetation. The site is located directly east of a public library and directly west of a recently constructed apartment building.

Transportation Networks

The lands have approximately 49 metres of frontage on Dean Avenue, which is a local roadway and contains sidewalks. The site is currently within an On Demand Transit Zone, and within 1 kilometre to existing public transit routes along Big Bay Point Road and Yonge Street. Further, the site is within 2 kilometres of Barrie GO Station, which is a Major Transit Station Area.

Linkages to Public Realm

The lands are directly adjacent to a City of Barrie public library to the west, and the site will connect to the existing pedestrian sidewalks along Dean Avenue. The lands are within 1 kilometre of multiple City parklands, including Madelaine Park and Painswick Park.

2.2 Surrounding Land Uses

The surrounding land uses consist of residential, institutional, and commercial uses (Figure 2).

Figure 2. Surrounding Land Uses



The immediate surrounding land uses are as follows:

- **North:** The lands directly north contain various commercial uses along Yonge Street and Big Bay Point Road (Figure 3).
- **East:** The lands immediately east contain an apartment building that was recently constructed, and an assisted living residential development (Figure 4).
- **South:** The lands to the south consist of low-density residential uses of single detached dwellings (Figure 5).
- **West:** A public library is located immediately west, as well as commercial uses further west (Figure 6).

Figure 3. Commercial Uses along Yonge Street to the North



Figure 4. Apartment Building directly East



Figure 5. Single Detached Dwellings to the South



Figure 6. Public Library directly West



3.0 DESIGN PLAN

The proposed development will include a 7-storey rental apartment building with a total of 122 units (**Figure 7**). The units will range from studio to 3 bedrooms, plus den options.

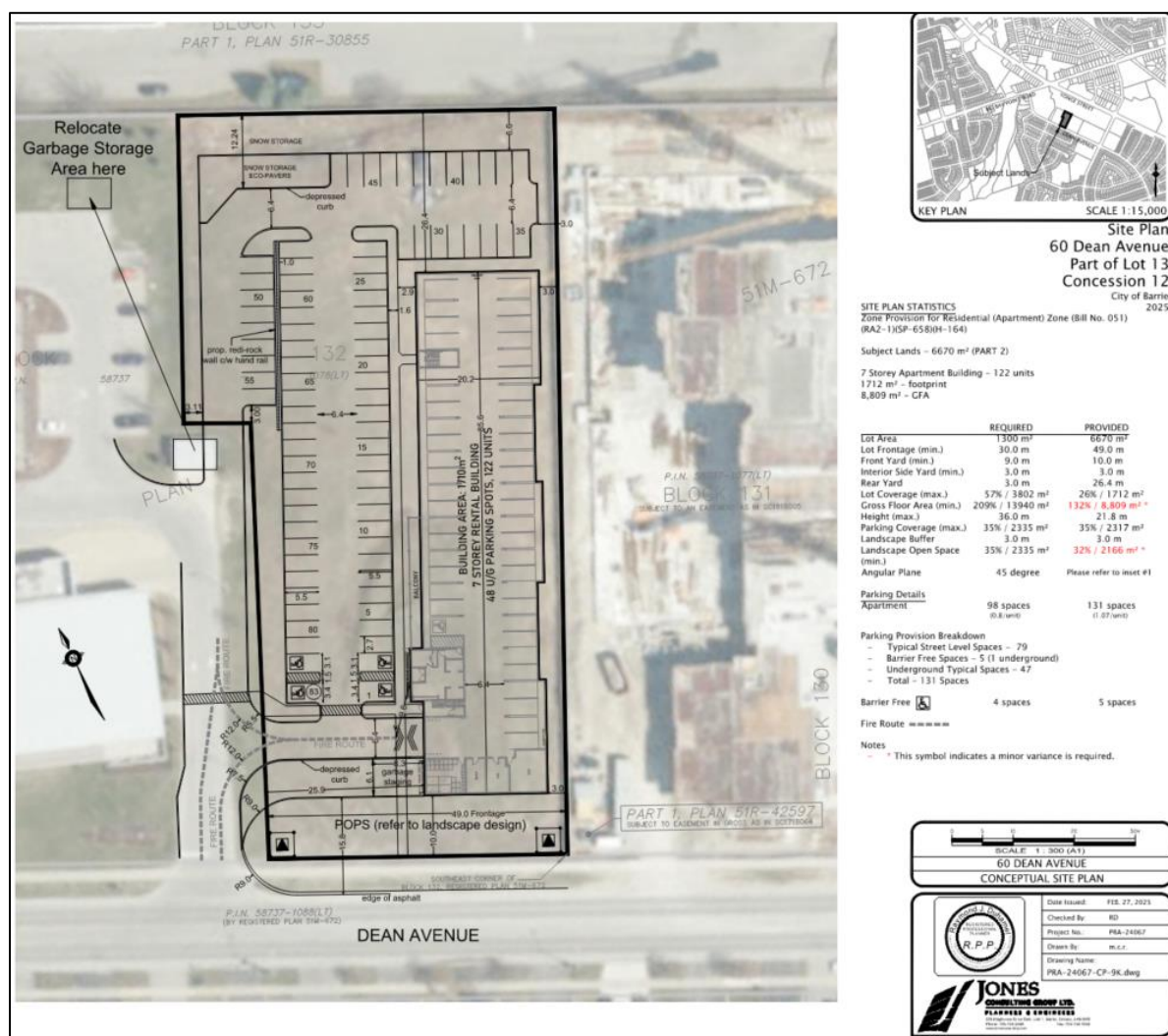
The apartment building will include 18 units that will meet the definition of affordable, as described in the Affordable Housing Report submitted with the application.

The proposed parking for the site includes an underground parking area with 48 parking spaces, and a surface parking area with 83 parking spaces, which includes 5 barrier free parking spaces. The total parking for the site will be 131 parking spaces.

Vehicular access to the site is provided by Dean Avenue through the shared access with the adjacent public library directly to the west. Pedestrian access to the site will be provided by connecting to the municipal sidewalk along Dean Avenue. The building has also been setback from the road by approximately 10 metres to support a privately owned public space (POPS).

The building will also contain balconies and terraces, and the site will also contain sufficient landscaping and greenery to provide visual appeal and privacy to future residents.

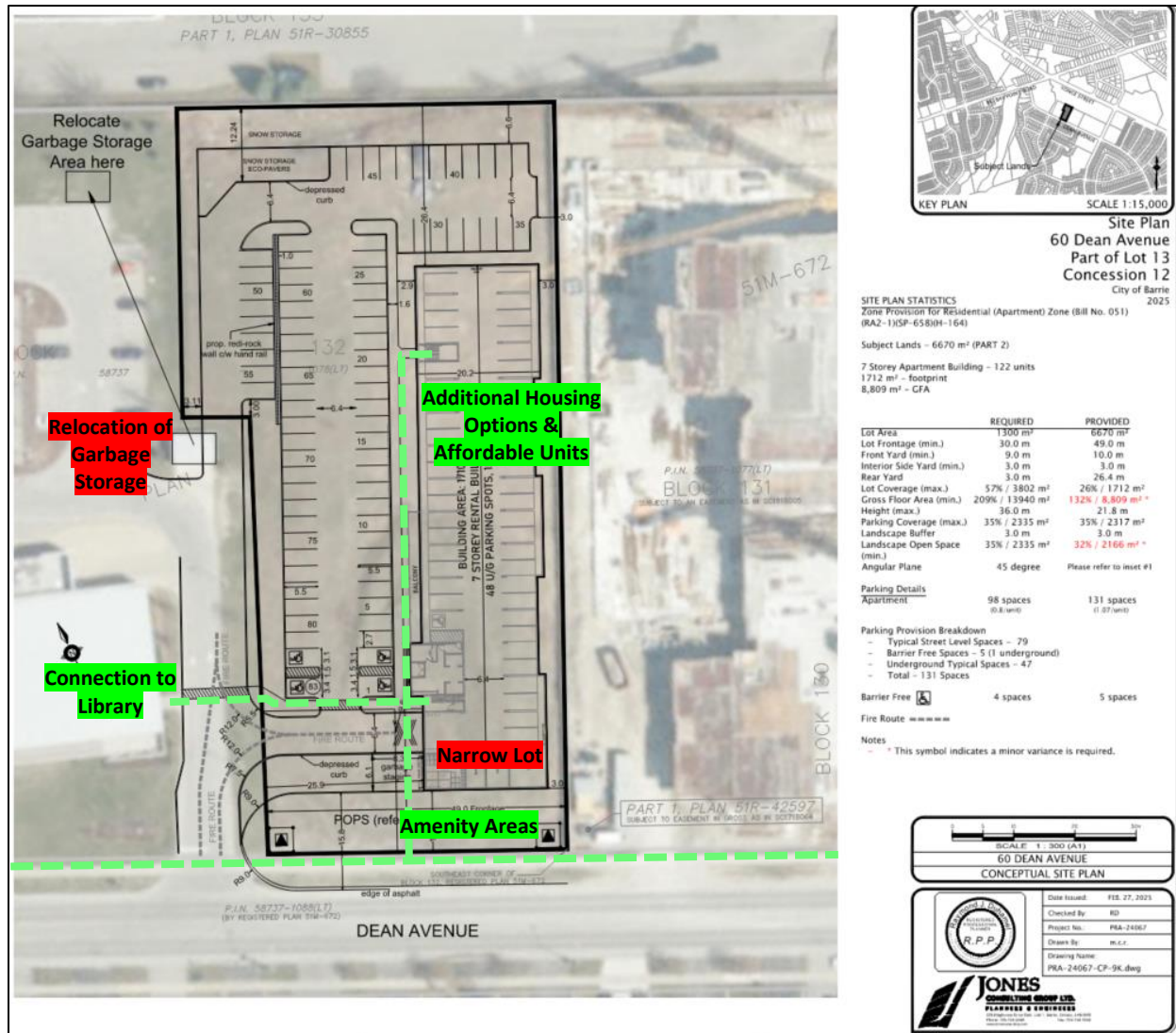
Figure 7. Proposed Site Plan



3.1 Opportunities and Constraints

Based on the site and surrounding context, the proposed development has a number of opportunities and constraints, as shown in **Figure 8**. Opportunities are highlighted in green, and constraints are highlighted in red.

Figure 8. Opportunities and Constraints Map



In our opinion, the design of the proposed development has addressed these items as summarized below:

1. Opportunities

a. Additional housing options, including the provision of affordable housing options.

The development will provide a range of unit sizes, as well as 18 affordable housing units.

b. Landscaping and outdoor amenity space

The site includes sufficient landscaping throughout, as well as a privately owned public space (POPS) along Dean Avenue.

c. **Access to pedestrian and transit networks.**

The site will provide a pedestrian pathways throughout the site that will connect to the existing sidewalks along Dean Avenue. The lands are within 1 kilometre of public transit routes along Big Bay Point Road and Yonge Street.

d. **Connection to public services.**

The site is directly connected to a Public Library, which offers various recreation opportunities for future residents.

2. Constraints

a. **Narrow Lot Configuration**

The subject lands have a depth of approximately 122 metres, however, only 49 metres of frontage on Dean Avenue. The proposed building is located along the eastern portion of the property, and directly oriented along the Dean Avenue frontage. Further, enhanced landscaping, through the development of a privately owned public space (POPS) located along the entire Dean Avenue frontage will enhance the streetscape.

b. **Waste Management**

The existing garbage storage area for the public library is located at the terminus of the existing access from Dean Avenue. The site is proposed to share this access and in accordance with the Purchase and Sale Agreement with the City, proposes to move the existing library garbage storage area to another location on the library site. Consultation on the location has occurred with Library staff, and the added benefit is that the relocated library waste building will no longer be visible from Dean Avenue.

4.0 DESIGN VISION, GUIDING PRINCIPLES, AND OBJECTIVES

4.1 Vision Statement

According to the City's Terms of Reference for this Study, a vision statement should be provided that *"clearly states a broad mission for the function, look and feel of the proposed design solution. It builds on the site's inherent assets and potential strengths to set the overarching intent and objective for community and site design, and is a direction-setting tool that establishes the basis for all subsequent design initiatives."*

The vision for this site is summarized in the following statement:

To deliver a high-quality residential site that complements the Dean Avenue streetscape, while providing a range of unit sizes, including affordable housing, privately owned public amenity space, and constructed with high quality and low maintenance materials as conceptually illustrated in **Figure 9**.

Figure 9. Proposed Building Rendering



4.2 Design Principles

The City of Barrie Official Plan includes design objectives in Section 3.1.1 to ensure high standards in the physical design of the built and natural environment in the City of Barrie. The design of the site addresses these objectives as outlined below:

- a) *Design for excellence by:*
 - i. *Prioritizing people;*
 - ii. *Elevating standards of sustainability and resilience; and,*
 - iii. *Celebrating local culture and place.*

The site is accessed by Dean Avenue, and the apartment building has been positioned to partially frame the streetscape. The site will provide pedestrian connections to the existing sidewalks along Dean Avenue. Placemaking is supported by providing a private open space along Dean Avenue,

as well as direct connections to the public library to the west. The lands do not contain any cultural resources, and the building design and density promotes transit use and active transportation.

b) Design for human scale by:

- i. Creating compact, complete, and connected neighbourhoods;*
- ii. Scaling built form appropriately to its context and providing appropriate transitions between different types of built form; and,*
- iii. Creating a connected and vibrant public realm.*

The proposed development will result in a compact 7-storey mid-rise rental apartment building with a variety of unit sizes. The building massing and height of the apartment building is oriented towards the eastern portion of the site with a portion framing the street edge. The proposed development will be consistent with the adjacent built form along Dean Avenue that will appropriately transition to existing low-density residential uses to the south.

c) Design for diversity, equity, and inclusivity by:

- i. Designing with equity as the goal, and breaking through biases;*
- ii. Accommodating all users of public and private space;*
- iii. Creating diversity and choice; and,*
- iv. Incorporating universal design standards.*

The development will include 18 residential units that will meet the definition of affordable within the apartment buildings, as described in the Affordable Housing Report. The site is also proposed to contain a privately owned public space along the streetscape to provide recreation opportunities for existing and future residents, and the lands are directly connected to a public library located to the west. The building will be constructed to comply with the accessibility standards in the Ontario Building Code, and barrier free parking spaces have been provided.

d) Design for climate resiliency, sustainability, mitigation and adaptability by:

- i. Optimizing resource use and minimizing greenhouse gas emissions;*
- ii. Maximizing energy efficiency through building performance; and,*
- iii. Improving building and landscape performance and resiliency.*

The proposed development will assist the City in preparing for the local impacts of a changing climate by being located outside of any natural heritage features and hazard areas (i.e. floodplain), and containing a compact apartment building with a variety of smaller unit types on lands designated and zoned to permit residential development. The site has been designed at an appropriate density that will be consistent with the surrounding uses, and with direct street connections to promote public transit use and active transportation.

5.0 ENERGY CONSERVATION REPORT

The City of Barrie requires an Energy Conservation Report for any of the following developments:

- Industrial development proposing a building over 5,000 m²
- Commercial building over 2,500m²
- Residential development proposing greater than 50 units in a single building.

A summary and analysis of an Energy Conservation Report is provided below.

5.1 Terms of Reference

As discussed with City Staff, the required content of the Energy Conservation Report Terms of Reference is generally as follows:

- Identify and evaluate opportunities to achieve very low energy use and reduced energy demands
- Identify and evaluate opportunities for low-carbon energy solutions on-site (e.g. within the proposed development site), and off-site through connection to nearby existing or planned buildings and infrastructure.
- Analysis & Recommendations: provide calculations highlighting the potential energy and GHG savings of the identified conservation activities (I have abbreviated this)

The development is proposed to follow the energy requirements of the Ontario Building Code (e.g. windows, insulation, material types) and no other additional conservation measures are being considered because this development is focused on the delivery of critically needed rental and affordable rental housing. Accordingly, an analysis of the effectiveness of possible low-carbon opportunities, as well as calculations related to energy savings, are not being provided.

6.0 POLICY CONTEXT

A summary and analysis of relevant design-related policies and direction within City documents is provided below.

6.1 Council's Strategic Plan Priorities

On December 3, 2022, City Council identified five strategic priorities for the 2022–2026 term, which are reviewed below:

1. *Affordable Place to Life*

- *Encourage a range of housing options to make housing attainable*
- *Open for business environment to help encourage job creation*
- *Develop and attract talent to support our employers*

The development will result in a compact apartment building with a range of unit sizes, including smaller unit sizes to accommodate people in all stages of life. Further, 18 residential units in the apartment building will meet the definition of affordable, as outlined in the Affordable Housing Report.

2. *Community Safety*

- *Support neighbourhood safety and crime prevention*
- *Address speeding and aggressive driving to ensure street and pedestrian safety*

- *Work with our partners to implement community safety and well-being plan*
- *Support community-based policing initiatives*

The site has been designed to support the core principles of Crime Prevention through Environmental Design. Further, a Traffic Impact Study has been prepared to ensure the site addresses any concerns of street or pedestrian safety.

3. *Thriving Community*

- *Champion equity, diversity, and inclusion*
- *Create and foster programs and opportunities to support community wellness*
- *Foster growth in arts and culture*
- *Expand and maximize access to parks and recreation opportunities*
- *Continue to support a vibrant downtown*

The built form will contribute to the range of housing options in the area, as well as allowing the City of Barrie to become a complete community. The site is directly connected to a public library which expands recreation opportunities for future residents. No negative impacts to the downtown are anticipated.

4. *Infrastructure Investments*

- *Make it easier to move around the city*
- *Fix roads that need attention*
- *Update and improve infrastructure*
- *Support active transportation and pedestrian connections*
- *Implement climate action plans*

The development will be consistent with the streetscape along Dean Avenue, and will encourage active transportation through the location of higher densities in close proximity to transit routes, and providing pedestrian connections within the site.

5. *Responsible Governance*

- *Support the services our community needs while keeping tax increases low*
- *Maintain focus on city core services*
- *Financial stewardship which includes finding efficiencies and innovation*
- *Advocating to other levels of government for support*
- *Ensure accountability and transparency*

The development of the lands will continue to be reviewed by City of Barrie Staff.

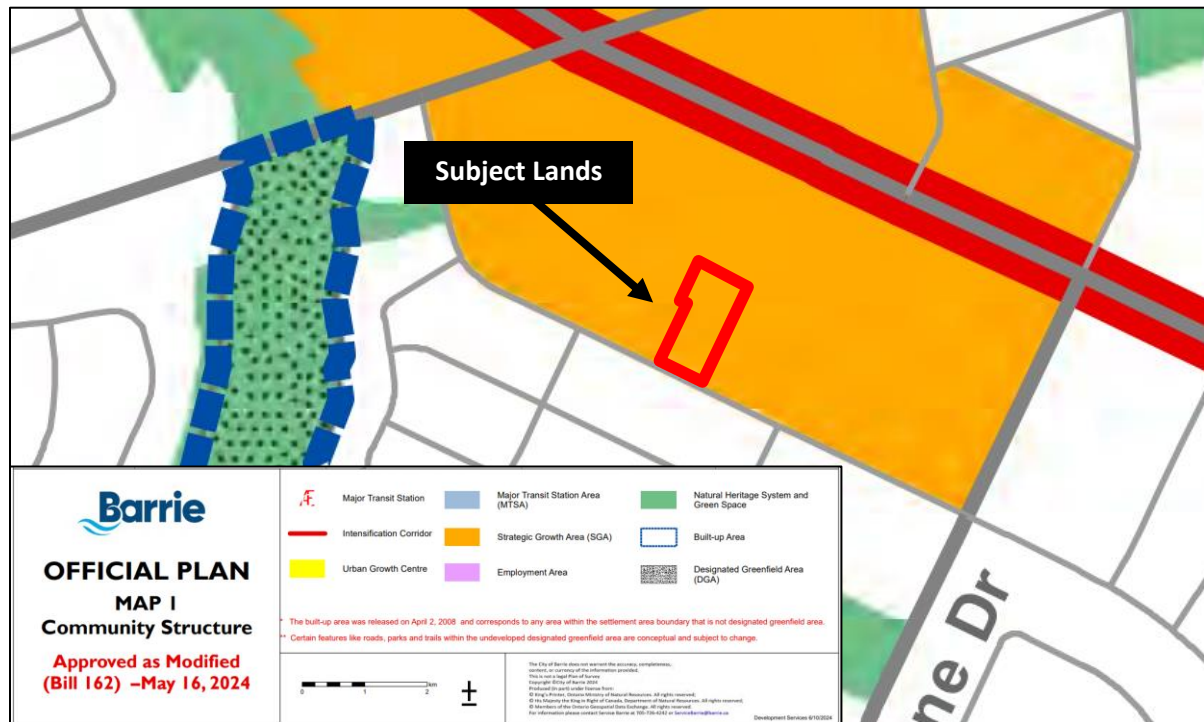
6.2 City of Barrie Official Plan Policies

In the City of Barrie Official Plan, the subject lands are identified to be within a Strategic Growth Area according to Map 1: Community Structure (**Figure 10**).

Section 2.3.3 contains general policies for Strategic Growth Areas which states these areas shall be planned to be complete communities (Section 2.3.3 (a)), and shall accommodate higher levels of intensification, tall buildings, higher densities, and will be planned to evolve as distinct places of major activity around planned transit facilities, primary gateways into the City, and existing regional shopping destinations (Section 2.3.3. (b)).

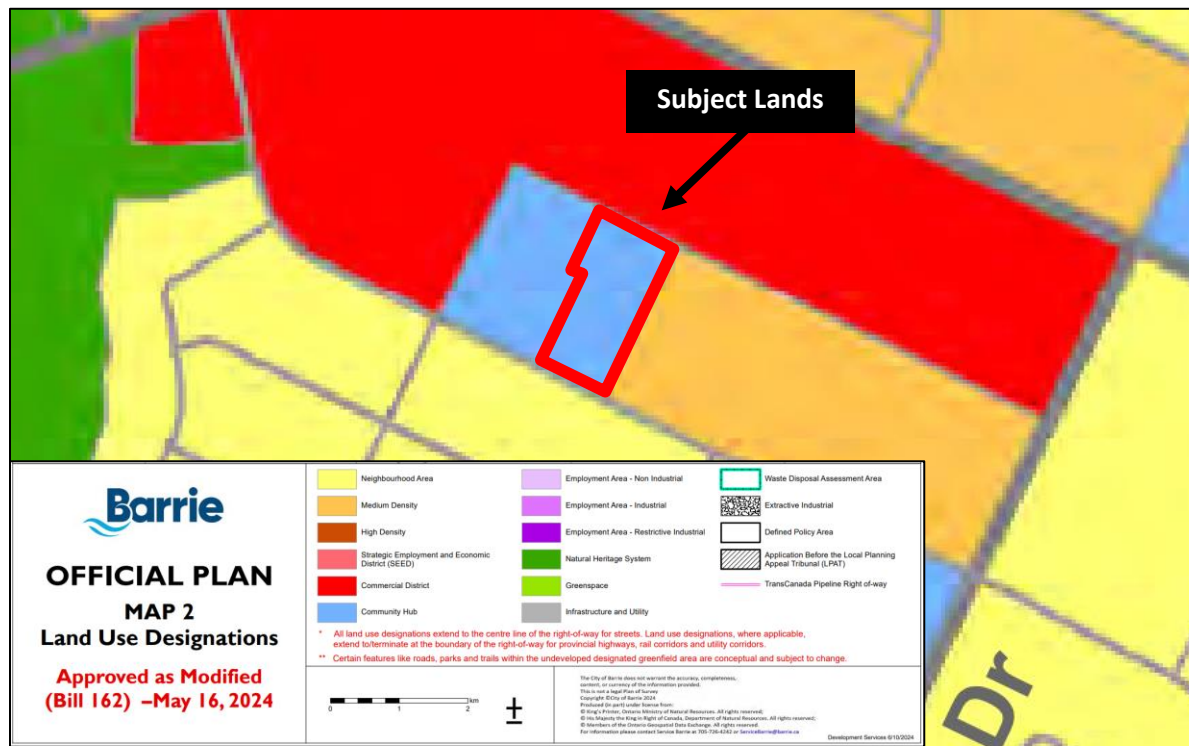
The proposed development will contain a 7-storey apartment building with 122 units in an area of residential, commercial and institutional land uses, which will contribute to the City in becoming a complete community.

Figure 10. City of Barrie Official Plan, Map 1: Community Structure



The subject lands are designated Community Hub according to Map 2: Land Use Designations, (**Figure 11**). Section 2.6.4 of the new Official Plan contains policies on the Community Hub designation, which permits all forms and tenure of residential uses not related to an institutional-type use.

Figure 11. City of Barrie Official Plan, Map 2: Land Use Designations



Section 2.6.4.2 (a) states: *"Lands designated as Community Hub shall be anchored by a permitted public service facility or institutional-type use and may be supported by a mix of complementary uses which are secondary to the principal institutional-type use."*

The lands are directly connected to an existing public library. The proposed development will provide a complementary use to the public library, which will be consistent with the existing surrounding development on Dean Avenue.

Specific to density, Section 2.6.4.3 (a) states: *"Development with a residential component that is located within or adjacent to the Urban Growth Centre, a Major Transit Station Area, or a Strategic Growth Area shall: i) Be within a residential density range of 125.0 to 300.0 units per hectare; and ii) Be limited to 12 storeys."*

The proposed building will be 7 stories in height, and will provide a residential density of 182 units per hectare (122 units/0.67 hectares).

6.2.1 General Urban Design Guidelines

Section 3.2 of the Official Plan contains general urban design policies for all land use designations, which are generally reviewed below:

1) Policy 3.2.1 Human Scale Design

- a) *To create human scale neighbourhoods that accommodate the City's anticipated intensification and growth, development applications, where appropriate, should demonstrate the following:*
 - i. *A compact and walkable pattern of streets and blocks which responds to, and connects with, the existing and planned community structure set out in Map 1, including how streets, blocks, and open spaces are used to:*
 - a. *Increase overall connectivity and walkability by increasing intersection density across the city, ideally with block lengths ranging from approximately 150.0 metres*

- to typically a maximum of 250.0 metres in length, with shorter block lengths being preferable in intensification areas;*
- b. Improve the existing urban fabric by connecting cul-de-sacs and dead-end streets into the wider street network, wherever possible; and,*
- c. Contribute to the city's legibility (meaning the coherent organization of the built environment), navigability and sense of place;*
- ii. A context-appropriate continuous built form and street frontage which engages with and animates adjacent streets and open spaces;*
- iii. Architectural design that contributes to a rich pedestrian environment and experience through the location of building entrances along public streets and open spaces, the use of high-quality materials, increased glazing and transparency at the ground level, and pedestrian protection from the elements;*
- iv. Prioritization and optimization of public streets, mid-block connections, or other connections for human scale modes of transport including active transportation and public transit; and,*
- v. Appropriate transitions between the private and public realm. This should be achieved using setbacks, landscaping and materials, signage, lighting and/or other design techniques that create visual and physical transition between public and private spaces, as identified in the City-Wide Urban Design Guidelines.*

The site will contain a 7-storey apartment building, which will be consistent with the built form along Dean Avenue. A Traffic Impact Study was prepared to ensure the site addresses any concerns of street or pedestrian safety. The use of high-quality materials, connection to the sidewalks along Dean Avenue, and the privately owned public space will contribute to the pedestrian environment and experience. There is an appropriate transition between the private and public realm, by incorporating landscaping along the Dean Avenue streetscape.

- b) Attention must be paid to appropriate transition between existing and planned land uses and built form. While still conforming with the development standards of the appropriate land use designation, this may result in lower heights and densities than proposed based on or responding to site characteristics, building and site performance, and neighbourhood context.*

The site will contain medium density residential uses, which will be compatible with the surrounding lands, including the apartment buildings located directly to the east. The proposed building will provide sufficient building heights and setbacks to be compatible with the adjacent low-density residential development south of the lands.

- c) Height and density are built form characteristics that are interrelated. Given this, proposed developments must seek a balance between height and density that is context sensitive, recognizing that areas including intensification corridors, Strategic Growth Areas, Major Transit Station Areas and the Urban Growth Centre are the focus for increased heights and densities and will experience built form changes to achieve the City's stated goals of evolving into a medium-sized City.*

The subject lands are within a strategic growth area, which encourages higher density and built forms. The site will contain a 7-storey apartment building, which will contribute to the housing options in the City and be compatible with the development in the surrounding area.

- d) The policies of this Plan and the City-Wide Urban Design Guidelines provide direction to ensure high-quality urban design is achieved without over-development occurring on any given property. The determination of over-development should be weighed across a variety of characteristics that include:*
 - i. demands on city infrastructure and services;*
 - ii. impacts on public realm and local character;*
 - iii. height or density;*
 - iv. shadow impacts, over-look conditions, or access to daylight; and,*

- v. *impacts to a site's functionality or the redevelopment potential of the remaining block or adjacent sites, such as site access or circulation issues.*

The proposal will not result in over-development as the lands will provide a medium-density residential built form, which will be efficiently serviced by municipal infrastructure, provide intensification within a strategic growth area, and will be consistent with the surrounding residential uses along Dean Avenue. Consultation with City staff confirmed that an analysis of shadow casting was not required for this submission.

2) Policy 3.2.2 Complete Neighbourhood Design

- a) *To create human scale neighbourhoods that accommodate the City's anticipated intensification and growth, development applications, where appropriate, should demonstrate the following:*
 - i. *The diversity of land uses in the neighbourhood;*
 - ii. *The diversity of housing types and options in the neighbourhood;*
 - iii. *The diversity of, and connectivity between, different open space types in the neighbourhood;*
 - iv. *Connectivity to transit facilities and active transportation networks in the neighbourhood;*
 - v. *Connectivity to community facilities, amenities, parks, and open space in the neighbourhood;*
 - vi. *Activation of public streets and open spaces through the co-ordination of adjacent land uses and design of the built form;*
 - vii. *For development with residential land uses, an appropriate range and mix of land uses, to support providing residents' daily and essential needs (e.g., food items) within a 10-minute walking distance;*
 - viii. *Activation of public streets and open spaces through the co-ordination of adjacent land uses and design of the built form; and,*
 - ix. *Integration of safety and crime prevention principles as per Section 6.4.4 of this Plan.*

The site will contain a 7-storey rental apartment building with a range of unit sizes to contribute to the housing options in the area. The site will contain a privately owned public space, and will have direct connections to the public library located to the west. The lands will provide a pedestrian connection along Dean Avenue to encourage active transportation. The site has been designed in consideration of Crime Prevention through Environmental Design principles.

3) Policy 3.2.3 Sustainable and Resilient Design

- a) *To support the City's sustainable design priorities, all development applications should demonstrate how the City's sustainable and resilient design priorities are being addressed, including through:*
 - a) *Optimization of passive and renewable energy design strategies;*
 - b) *Minimization of non-renewable energy consumption, as well as waste;*
 - c) *Use of environmentally-friendly products;*
 - d) *Protection and conservation of water*
 - e) *Enhancement of the natural environment;*
 - f) *Mitigation of climate change and major weather events, including through the use of design elements and durable materials;*
 - g) *Adaptation to Barrie's seasonal changes; and,*
 - h) *Resource conservation through operational and maintenance practices.*

The lands do not contain natural heritage features or any vegetation. All new buildings must conform to the energy conservation measures (i.e. windows, insulation, material types) required by the Ontario Building Code.

4) Policy 3.2.4.1 General Public Realm Design

- a) To design and develop a connected and vibrant public realm, the City will:
 - i. Ensure that all streets and open spaces have a clearly distinguishable purpose and function and that their design prioritizes the pedestrian experience and active transportation;
 - ii. Create design standards for each street type within the street network;
 - iii. Create design standards for each park and open space type within the Greenspace network;
 - iv. Require that development, if possible, improve connectivity between existing and planned open spaces;
 - v. Design, build, and support public spaces that create a “sense of place” and foster a pedestrian-friendly environment that encourages walkability and active transportation;
 - vi. Encourage activation and animation of public spaces;
 - vii. Identify and protect key views and vistas related to landmarks and natural areas, as well as views to and from Community Hubs, parks, and other community facilities; and,
 - viii. Encourage sustainable development practices and enhancement/restoration of degraded natural heritage features (e.g., sustainable forest management, etc.).

The site will contain pedestrian walkways to encourage active transportation. The site will contain a privately owned public space area for existing and future residents, and the lands are also located within 1 kilometre of City parkland including Madelaine Park and Painswick Park.

5) Policy 3.2.4.4 Accessible Design

The City, as an employer and provider of services, is committed to barrier-free access and universal design. Accordingly, the City will:

- a) Encourage the modification of new and existing private buildings and facilities, including parking, to improve the level of accessibility beyond the minimum AODA standards and policies.

The building will need to adhere to all accessibility requirements in the Ontario Building Code.

6) Policy 3.2.4.5 Access, Circulation, Loading and Storage

- a) Well-articulated and distinct pedestrian walkways should be placed along a building street frontage and linked to public boulevards, public sidewalks, transit stops, trail systems and other pedestrian systems, as well as to Greenspace.
- e) Loading bays, waste service areas and building utilities/mechanical equipment should be located within a building. If permitted outside a building, they shall not be located immediately adjacent to an intersection, and will be directed away from a public street, park, river, public open space or residential area. If this is not possible, they will be adequately screened.

The site will have pedestrian walkways within the parking area to ensure safe connections to the building, which will also connect to the sidewalks along Dean Avenue. The garbage and recycling storage area is located within the ground floor of the apartment building. The garbage staging area will be screened from Dean Avenue by the privately owned public spaces area.

7) Policy 3.2.4.6 Semi-Public Spaces and Amenity Areas

- a) Amenity areas are strongly encouraged to be consolidated and centrally located, and indoor/outdoor amenity areas should be co-located wherever possible.
- b) Tree planting is strongly encouraged as trees are considered an essential part of the neighbourhood fabric.

- c) Where required, buffer strips shall consist of plant material that, at maturity, will form a visual barrier, in combination with other strategies such as fencing.

The proposed development will provide a privately owned public space on the southern portion of the site along Dean Avenue, and the building will contain balconies and terraces. A minor variance application will be required for reduced landscaped open space, however, the landscaping plans demonstrate trees along Dean Avenue, landscape features within the privately owned public space area, as well as planting strips along the external edges of the site.

8) Policy 3.2.4.7 Lighting and Displays

- a) Amenity Signs, display areas and lighting should be compatible in scale and intensity to the proposed activity and tailored to the size, type, and character of a development or the space to be used.

An electrical plan has been submitted with the application.

9) Policy 3.2.4.8 Bird-Friendly Design

To protect the bird population in Barrie, the following bird-friendly design best practices are encouraged:

- a) The City will develop bird-friendly design guidelines.
- b) All windows should be constructed (e.g., of the proper material) and oriented in a way to reduce bird collisions.
- c) Lighting should be oriented in a manner that is friendly to bird migratory patterns, behaviour and habitat.

We will await the City of Barrie's completion of bird-friendly design guidelines.

10) Policy 3.2.5 Heritage Conservation

- a) *Development in Barrie's historic neighbourhoods should conserve and appropriately manage the character of each individual neighbourhood, subject to the appropriate studies and the City-Wide Urban Design Guidelines.*

The subject lands are not within a historic neighbourhood.

- d) *Indigenous heritage preservation will be a consideration for future development, and consultation with Indigenous Nations on proposed development within Treaty 16, Treaty 18, and Williams Treaty lands, as applicable and where appropriate, shall be undertaken.*

The subject lands are within Treaty 18 as identified on Map 8. The lands are not identified to contain any cultural features, and as such, an Archaeological Assessment was not requested by the City.

6.2.2 Built Form Types and Development Criteria

Section 3.3 of the Official Plan contains general design policies for all built form, which are generally reviewed below:

1) Policy 3.3.1 General Built Form Development Criteria

- a) *Buildings should be oriented to create a strong street presence, with main entrances located to face the street.*
- b) *Corner buildings should address both streets by providing two articulated façades facing the street.*
- c) *Blank facades facing a street, open space, or park are strongly discouraged.*

- d) *Buildings adjacent to the street edge and at sites with high public visibility should be designed to take into account elements such as appropriate height, roof features, building articulation, and high-quality finishes and windows.*
- e) *Intersections of major streets should be emphasized by placing buildings in close proximity to the intersection and ensuring that building entrances are visible from that intersection.*
- f) *Buildings should be designed to completely screen roof-top mechanical equipment from public view.*
- g) *Long building facades that are visible along a public street may 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. (MMAH modification No.44).*

Due to the narrow shape of the property, the apartment building is oriented along the eastern portion of the site that will have the side façade facing Dean Avenue. A privately owned public space will be located adjacent to Dean Avenue to enhance the streetscape, and the site will provide pedestrian walkways to connect to the existing sidewalk. The articulation of the building façade will compliment the area by providing a range of materials and high-quality architectural design. The mechanical equipment on the roof will be screened from public view.

2) Policy 3.3.3 Mid-Rise Buildings

Section 3.3.3 states mid-rise buildings should generally be a minimum of six storeys in height and should be limited to 12 storeys. The proposed building is 7 stories in height, and generally comply with the policies for mid-rise buildings, as reviewed below:

- a) *The building, including its principal entrance, should frame the street it is fronting, while allowing access to sunlight for adjacent properties.*
- b) *Mid-rise buildings should 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 should generally be between three and six storeys in height; and,*
 - ii. *Building elements above the base should 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 should 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 should 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 should generally be taller in height to accommodate a range of non-residential 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 site will contain a 6-storey apartment buildings with 122 residential units. The building's main entrances connect to the internal parking area and a privately owned public space is located adjacent to Dean Avenue to enhance the streetscape. The arrangement of windows, building façades, and articulation of the rooflines are distinctive in their urban design and proportionate to the existing apartment building directly to the east. The façades will implement various materials

to complement the visual character of the area. Consultation with City staff confirmed that an analysis of shadow casting was not required for this submission.

6.2.3 Parking Design for Developments of All Types and Areas

Section 3.4 of the Official Plan contains general policies for parking areas, which are generally reviewed below:

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

The lands are located in a strategic growth area and will contain an underground parking garage that will contain 48 spaces. The site will also contain 83 surface parking spaces.

2. *Above-grade parking structures should 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 surface parking area will be screened from Dean Avenue by the landscaping within the privately owned public space area, as shown on the landscaping plans submitted with the application.

3. *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 should be designed in a manner that contributes to an attractive public realm by providing screening and landscaping.*

The surface parking area is located to the west of the residential building. The privately owned public space area provides a buffer between the parking area and Dean Avenue through the proposed landscaping.

4. *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 are provided directly from the parking area, which will connect to the municipal sidewalk along Dean Avenue. Landscaping is proposed within the parking area to enhance the pedestrian environment.

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

The surface parking area contains two landscape islands to provide separation.

6. *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.*

The site is not located adjacent to low-rise residential uses to the east or west, however, the surface parking area is located in the central area of the site to ensure the apartment building and privately owned public space area frames the streetscape.

7. *Bicycle parking should be provided and conveniently located near building entrances. Sheltered bicycle parking should be integrated into built form.*

The submission will be circulated with the City of Barrie to review the provision of bicycle parking.

8. *Surface parking lots should incorporate the use of pervious surfaces where feasible.*

The surface parking area contains two landscape islands to provide separation.

9. *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.*

The parking spaces within the underground parking garage will be provided with rough-ins for future installation of electric vehicle servicing equipment.

6.3 Current City of Barrie Urban Design Manual

The current City of Barrie Urban Design Manual was prepared in April 2007, and revised in October 2014, to implement Section 6.4, Urban Design Guidelines, of the previous Official Plan. In our opinion, the proposed development generally conforms to the Guidelines as evidenced by the following:

1. **Physical Environment and Building Siting:** The 7-storey residential building has been positioned along the eastern edge of the site, with a portion framing the streetscape in addition to the privately owned public space area. The built form will be compatible with the visual character of the area as a similar built form is located directly to the east. The site will incorporate vegetation and landscaping to enhance the physical environment.
2. **Site Circulation:** Vehicular access to the site is proposed from Dean Avenue, and will be shared with the existing access of the public library located directly west of the lands. The internal driveway will allow vehicles to circulate through the site and access the parking area. A Traffic Impact Study has been prepared to ensure the site addresses any concerns of street or pedestrian safety. Further, pedestrian sidewalks are incorporated into the design to allow for a safe walkable pedestrian-friendly development. The parking area is located directly west of the building and behind the privately owned public space area to be screened from Dean Avenue.
3. **Site Services:** The garbage storage area is located away from Dean Avenue and within the ground floor of the building. All utilities will be located underground, and a detailed servicing and stormwater management design have been prepared in support of the application.
4. **Lighting:** An electrical plan has been prepared for the submission which demonstrates the proposed lighting on the site.
5. **Fencing:** The landscaping drawings show an existing board fence along the eastern and southern property lines.
6. **Architectural Design:** In our opinion, the development will achieve a high standard of design by providing an elegant exterior facade that incorporates traditional materials. Further, the architectural design will be consistent with the existing apartment buildings along Dean Avenue to compliment the streetscape.
7. **Signage:** No signage is proposed on the building.
8. **Landscape Design:** Landscaping areas have been proposed around the exterior edges of the site, the parking area and within the privately owned public space area. Please refer to the Landscaping Plans for further details.
9. **Waterfront:** The site is not located on the waterfront.
10. **Development Adjacent to Railways:** The site is not located adjacent to a railway.
11. **Transit:** The site is currently within an On Demand Transit Zone, and within 1 kilometre to existing public transit routes along Big Bay Point Road and Yonge Street. Further, the site is within 2

kilometres of Barrie GO Station, which is a Major Transit Station Area. The site connects to the pedestrian sidewalk along Dean Avenue to allow access to public transit routes.

6.4 Proposed Draft City-Wide Urban Design Guidelines

The City of Barrie released the first draft of the new City-Wide Urban Design Guidelines in May 2023. Feedback was collected on this draft, which is now closed, and Staff are in the process of preparing a second draft for public consultation. In our opinion, although these Guidelines are not in effect, we have summarized, at a high level, how the proposed development generally meets the intent of the Guidelines.

6.4.1 Low & Mid-Rise Buildings

Section 5.5 contains specific guidelines on low & mid-rise buildings. The document defines mid-rise buildings as a built form with 5-12 storeys. The proposed building will be 7 storeys in height. Section 5.5 further contains guidelines for low & mid-rise buildings, which are generally summarized below:

1. Site Planning

Design Intent: to situate buildings on the site to respond sensitively to topography and environmental features; to enhance privacy, liveability, safety, and accessibility; and to increase connectivity to the surrounding open space network.

The building responds to the narrow configuration of the lands by orienting the building towards Dean Avenue. The building entrances are located within the internal parking area to enhance privacy. Further, pedestrian walkways are proposed to connect to the sidewalk along Dean Avenue.

2. Scale and Massing

Design Intent: to ensure buildings contribute positively to the neighbourhood context and provide a sensitive transition in scale to existing and future buildings, parks, and open spaces.

The 7-storey residential building will be consistent with the surrounding built form and the privately owned public space area will provide an additional buffer to ground-related housing forms to the south.

3. Relationship to Street

Design Intent: to site and design buildings to positively frame and activate streets and public open spaces.

The building is oriented to frame a Dean Avenue, and the site will contain a privately owned public space area adjacent to the roadway to support an activated streetscape.

4. Building Articulation and Materials

Design Intent: to enhance liveability, visual interest, identity, and sense of place through building form, architectural composition, and materials.

In our opinion, the architectural facades, as detailed in the architectural package, achieve a high standard of design, detailing and variety.

5. Landscape and Open Space

Design Intent: to design landscapes and open spaces to respond to an open space program that relates to its users and provides flexible, accessible open space.

The landscaping plans incorporate plantings around the site in conformity with the City's landscape planting requirements, as well as a privately owned public space along the entire Dean Avenue frontage.

6. Access, Parking and Site Servicing

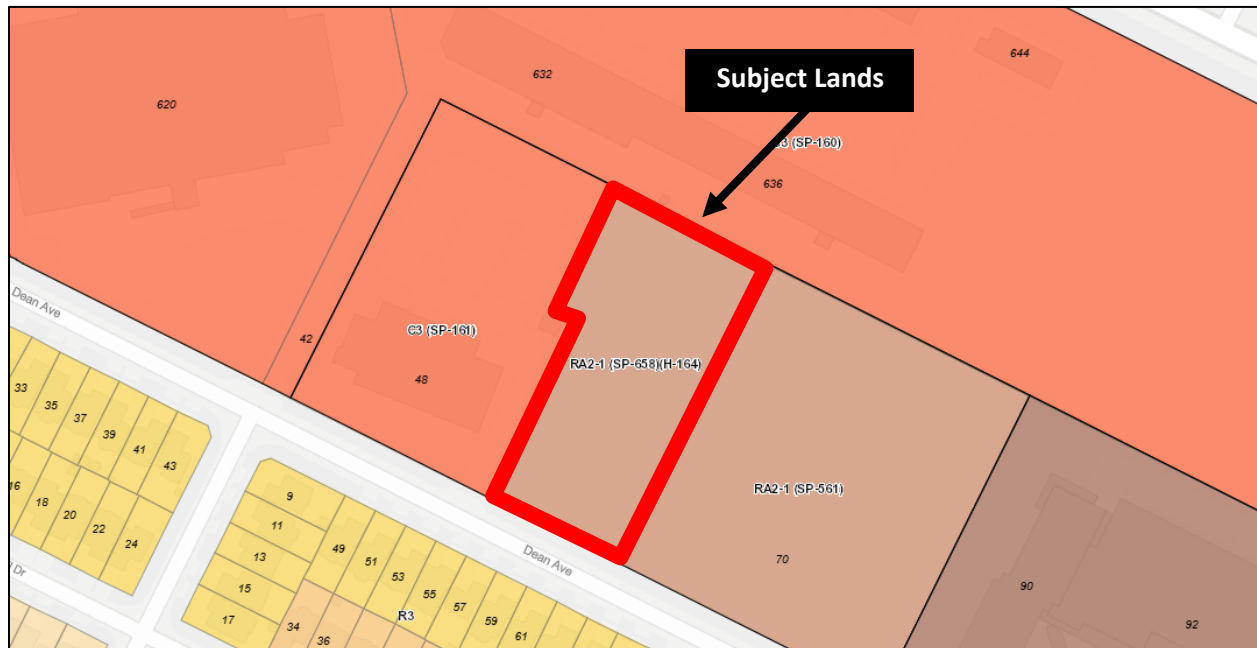
Design Intent: to ensure the provision of adequate servicing, vehicle access, and parking while minimizing adverse impacts on the comfort, safety and attractiveness of the public realm.

A Traffic Impact Study was prepared to ensure the site addresses appropriately functions and avoids any pedestrian or vehicle safety hazards.

6.5 Current In-Effect Zoning By-law 2009-141

The subject lands are zoned Residential Apartment Dwelling Second Density with Special Provision 658 and Holding Provision 164 (RA2-1 (SP-658) (H-164)) in the City of Barrie Zoning By-law 2009-141 (**Figure 12**), which permits Apartment Dwellings (Section 5.2.1).

Figure 12. City of Barrie Zoning By-law 2009-141



The proposed building complies with all zoning requirements, except for the following:

1. Landscaped Open Space

Section 5.3.1, Table 5.3, of By-law 2009-141, states a minimum landscaped open space area of 35% of the lot area is required for lands within the RA1 zone. The site proposes a landscaped open space area of 32%, which will require a future minor variance application.

In our opinion, this is an appropriate reduction to provide design efficiencies for the building and parking layout. A Minor Variance Letter has been submitted in support of the proposal.

2. Maximum Gross Floor Area

A Zoning By-law Amendment was approved on the lands which rezoned the lands to the RA2-1 (SP-658, H-164) zone. The Staff Report (DEV013-24) prepared in support of the application states one of the site-specific provisions requires a maximum gross floor area of 209%, however, the implementing By-law 2024-51 states a minimum gross floor area of 209% of the lot area is required. The proposed development will have a gross floor area of 132% of the lot area, which would comply with the requirement of a maximum gross floor area of 209%. The Minor Variance

Letter submitted with the application provides justification on the variance for a reduced landscaped area as we await confirmation from Staff on this matter.

7.0 DESIGN DIRECTIONS AND CONSIDERATIONS

The following is an analysis of how the following design principles has guided the design of the development.

7.1 Site Design

a) Urban structure (e.g. Urban Growth Centre, Strategic Growth Area, Intensification Corridor etc.)

The proposed apartment building is appropriate as the lands are located in a Strategic Growth Area, which encourages higher densities and intensification.

b) Street and block pattern (development permeability and connectivity)

The site is located along the local roadway of Dean Avenue, which is located south of the intersection of Big Bay Point Road and Yonge Street and adjacent to existing residential development of similar built form.

c) Building placement and orientation;

The building is oriented along the eastern edge with a portion framed along Dean Avenue. The privately owned public space is proposed along Dean Avenue to enhance the streetscape (**Figure 9**).

d) Access and circulation (vehicular, service and loading, emergency, transit, and active transportation etc.);

A Traffic Impact Study was prepared to ensure the site addresses any concerns of street or pedestrian safety.

e) Parking;

The building will contain an underground parking garage, as well as a surface parking area. The access to the parking garage and surface parking area will be located behind the privately owned public space area to minimize visibility from Dean Avenue.

f) Public open spaces;

The site will contain a privately owned public space within the front yard to enhance the streetscape.

g) Landscaping and amenity areas; and,

The landscaping plans incorporate plantings around the exterior of the site, as well as within the privately owned public space to enhance the pedestrian environment.

h) Lighting.

An electrical plan has been prepared for the submission which demonstrates the proposed lighting on the site.

7.2 Massing

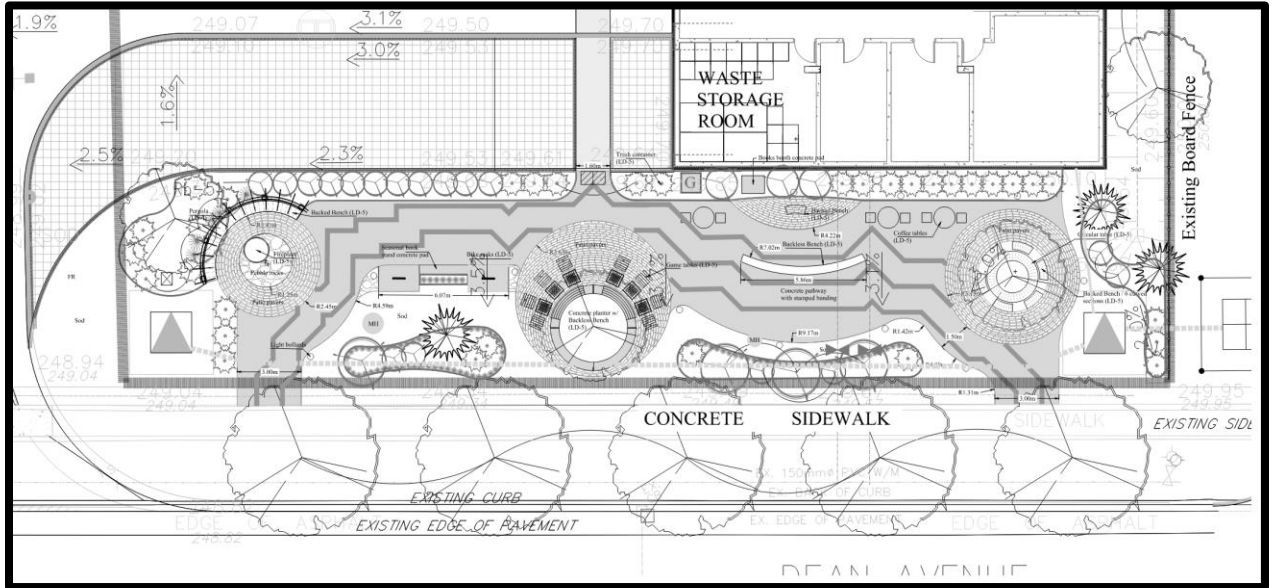
a) Building height(s);

The building will be 7 storeys in height.

b) Transitions in massing and scale (compatibility with adjacent buildings and open spaces);

The site is adjacent to residential apartment buildings to the east. The privately owned public space (POPS) area will also provide an appropriate transition to ground-related housing forms to the south. The design of the POPS is illustrated in **Figure 13**.

Figure 13: POPS Design



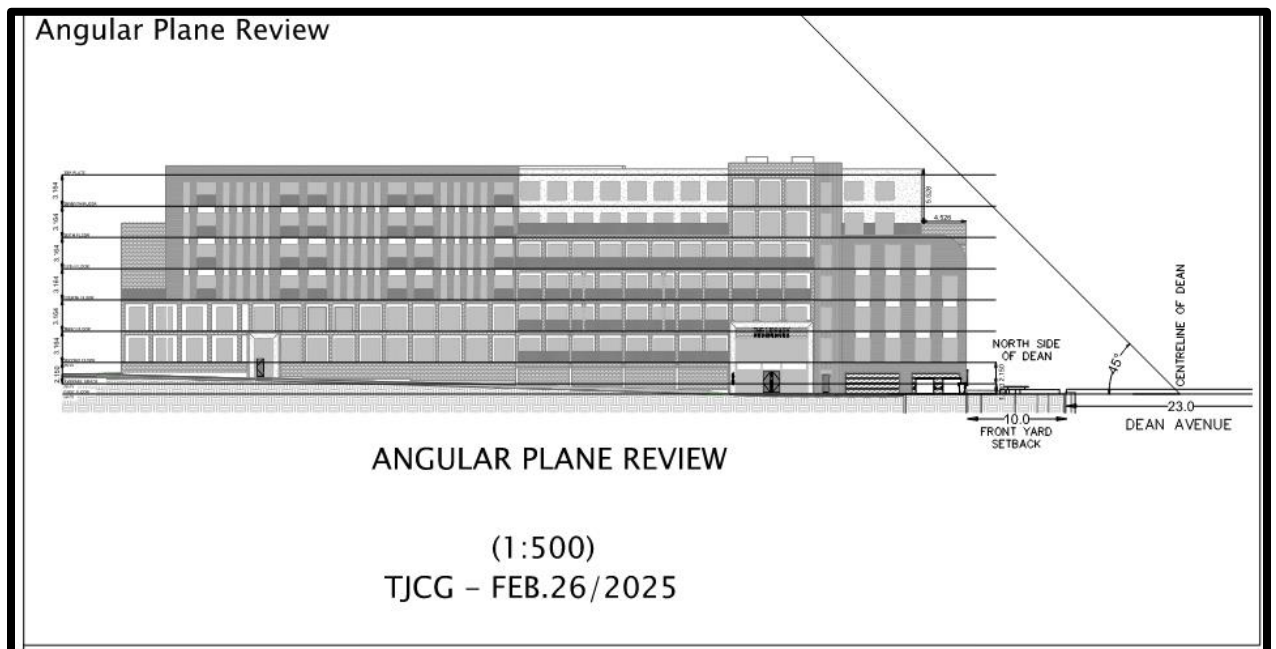
c) Setbacks from adjacent properties and streets; and,

The building will comply with all required setbacks from adjacent properties and streets in the City's Zoning By-law.

d) Building step-backs.

The building is 7 storeys in height, and a step-back is proposed along the front of the building at the 5th floor. **Figure 14** illustrates the stepback and compliance with the 45 degree angular plane from Dean Avenue.

Figure 14: Stepback & Angular Plan Compliance



7.3 Building Character, Design and Sustainable Materials

a) Building interface with streetscape;

The building is positioned to partially frame Dean Avenue, while being located behind a privately owned public space area to enhance the streetscape.

b) Enhancing corner locations;

Not applicable to the subject lands.

c) Location of garage and driveways;

The site is accessed from Dean Avenue through a shared driveway with the adjacent public library. The parking garage entrance is located behind the privately owned public space area to provide a sufficient buffer from the street.

d) Location of utilities and mechanical equipment;

All utilities will be located underground, and mechanical equipment will be screened from public view.

e) Location of windows and doors;

The building incorporates multiple doors and windows on every façade to allow each unit to have a view.

f) Architectural expressions (base, middle, top);

The building has a red and neutral colour palette that is mixed throughout the building facades to provide dimension (**Figure 15**).

Figure 15. Proposed Elevation Drawing – West



- g) *Street wall and architectural treatment at the human scale (i.e. podium and ground floor/street level design, access, height of first storey, level of transparency etc.);*

The building will have treated facades along all sides, including the wall that faces the street (Figure 16).

Figure 16. Proposed Elevation Drawing – South (Dean Avenue)



- h) *Architectural features and details;*

The proposal will result in an interesting building that will use a variety of materials such as brick, stucco and wood. Further, the building will utilize design details to enhance the built form such as an array of windows and doors, as well as amenity space for residents through balconies.

- i) *Materials and colour palette (identifying any character and/or sustainable design considerations);*

The proposed façade of the building will provide a red and neutral colour palette and high-quality materials.

j) Building lighting (i.e. safety, night-time illumination, etc.); and,

An electrical plan has been prepared for the submission which demonstrates the proposed lighting on the site.

k) Signage.

Building mounted signage is proposed as illustrated in **Figure 16**.

Additional considerations for mid-rise and high-rise building[s]

a) Views, unit privacy and accessibility to sunlight;

b) Tower location, floorplate sizes, and sky views;

c) Massing articulation and visual interest; and,

d) Pedestrian comfort (shadow and wind considerations).

The building has extensive windows to provide views to each residential unit. The balconies have railings to provide increased privacy, and minimally project from the building to not negatively impact any views to the sky. Consultation with City staff confirmed that an analysis of shadow casting was not required for this submission.

7.4 Sustainable Design Features

a) Intent to apply for LEED certification or alternative certification or rating programs; and,

The owner will not be proceeding with LEED certifications. The building will meet all energy requirements in the Ontario Building Code.

7.5 Heritage Resources

a) Where the preservation of a heritage building is incorporated into the overall design solution, the heritage character must be evaluated and an appropriate response to the heritage attributes be provided;

The site does not contain any heritage resources or vegetation.

8.0 CONCLUSION

The purpose of the report was to assess how the proposed residential building responds to the surrounding physical site context and community and how the proposal conforms to local policy context.

For the reasons noted above, the proposed development will provide an appropriate building form and massing which will be compatible with the surrounding area. The proposed building and privately owned public space area will enhance the streetscape along Dean Avenue, by providing a high level of design and use of high-quality materials. The proposed setbacks, massing, height, and density of the development will be appropriate for the area and consistent with the surrounding built form. The use of materials, colours, and treatment will create a cohesive development. Further, the additional landscape features and pedestrian walkways will provide continuity to the street edge and enhance the existing urban environment, while providing connections to the existing public library to the west.

In our opinion, the proposed design is guided and informed by good community design principles and best practices.

Sincerely,

THE JONES CONSULTING GROUP LTD.



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