

# **PUBLIC MEETING**

# **ZONING BY-LAW AMENDMENT**

**CITY FILE #: D30-004-2026**

**145 BRADFORD STREET & 48 ELLEN STREET**

**2619018 ONTARIO INC. & 2663352 ONTARIO INC. (O/A PIVEON DEV.)**



**DATE: APRIL 22, 2026**

**PRESENTATION BY: RAY DUHAMEL, THE JONES CONSULTING GROUP LTD.**

# LOCATION MAP



## SITE INFORMATION (145 BRADFORD ST. & 48 ELLEN STREET)

- Site Area: 1.32ha./3.26ac.
- Frontage: 101m (John St.), 120m (Bradford St.), 141m (Ellen St.)
- Site Specific Features: size, orientation & configuration, vacant, adjacent uses, downtown, Bradford St.

# SITE CONTEXT

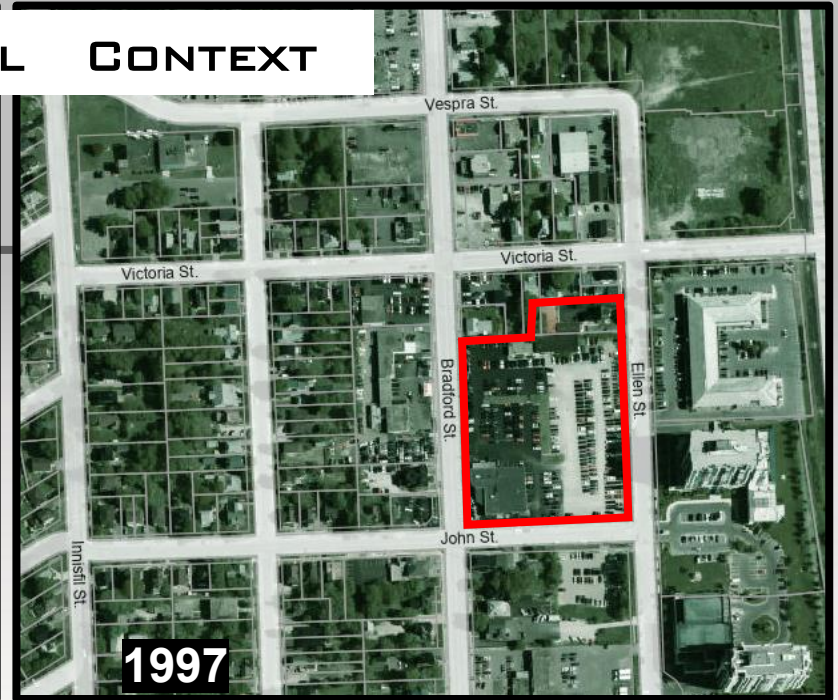
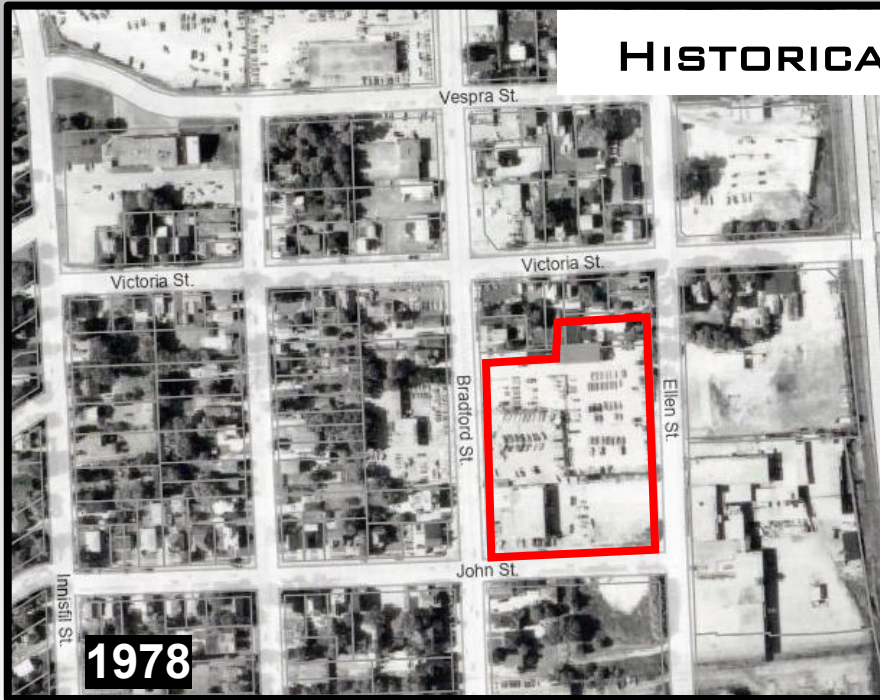
**View of Subject Lands from Bradford Street**



**Existing Dwelling on 48 Ellen Street**



# HISTORICAL CONTEXT

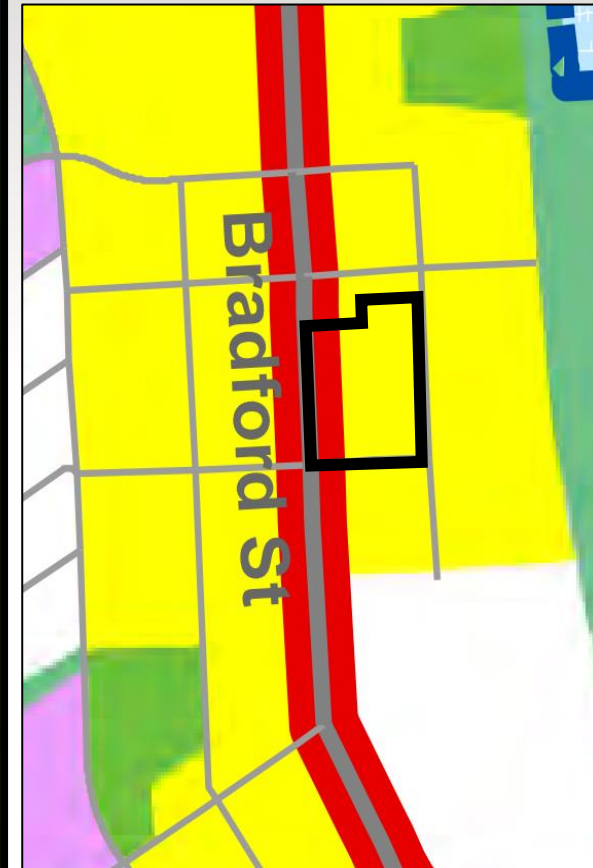


# OFFICIAL PLAN

**Land Use Designation:** High Density

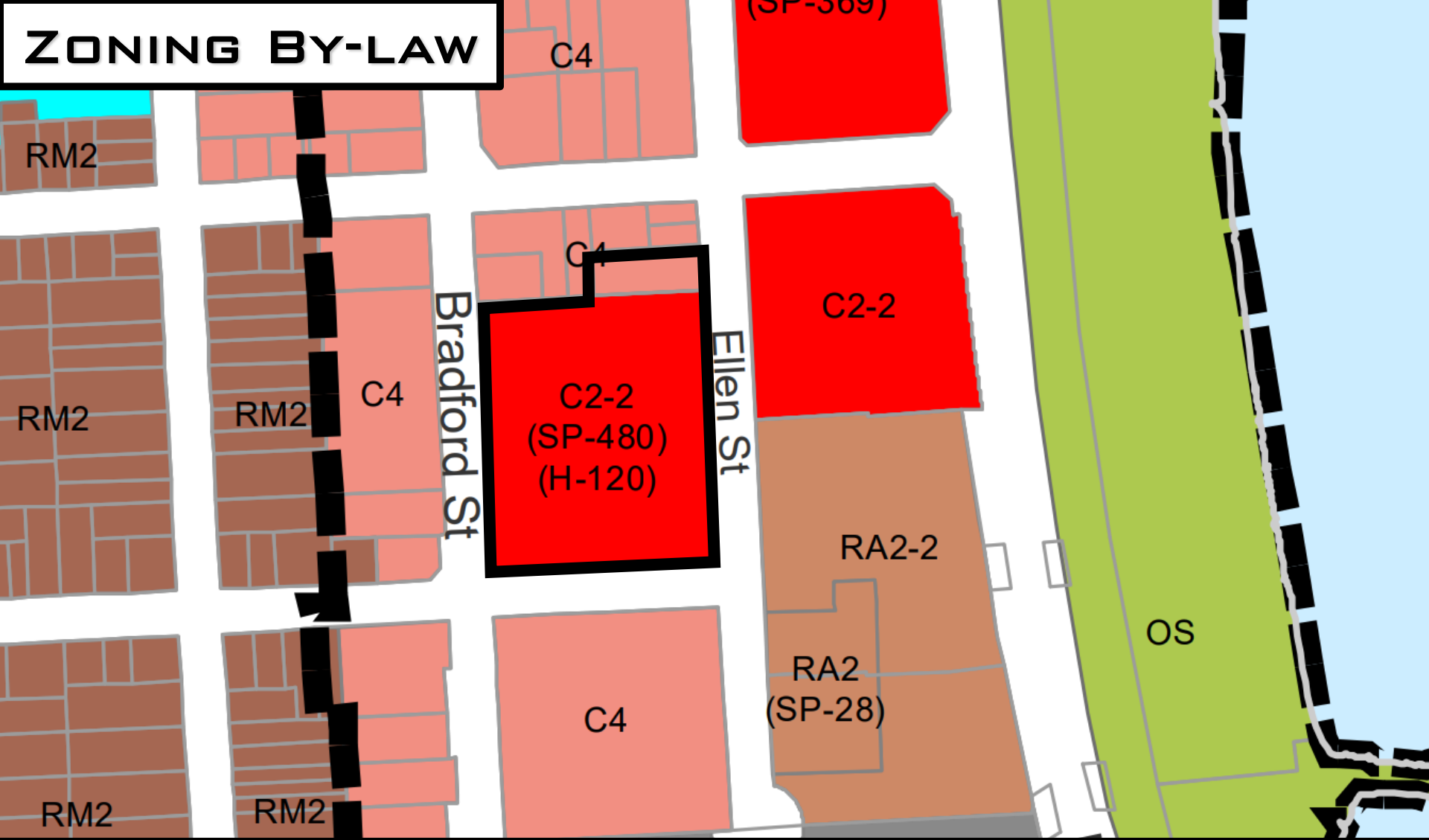


**Community Structure:**  
Urban Growth Centre &  
Intensification Corridor



**Min. Density:** 300 UPH; **OP Tests >25 storeys:** Need & Demand, Attainable / Affordable Housing, High Quality Design

# ZONING BY-LAW



**Current:** Transition Centre Commercial, Transition Area-2 (C2-2 (SP-480) (H-120) and General Commercial (C4). C2-2 Height = 65 metres with various special provisions.

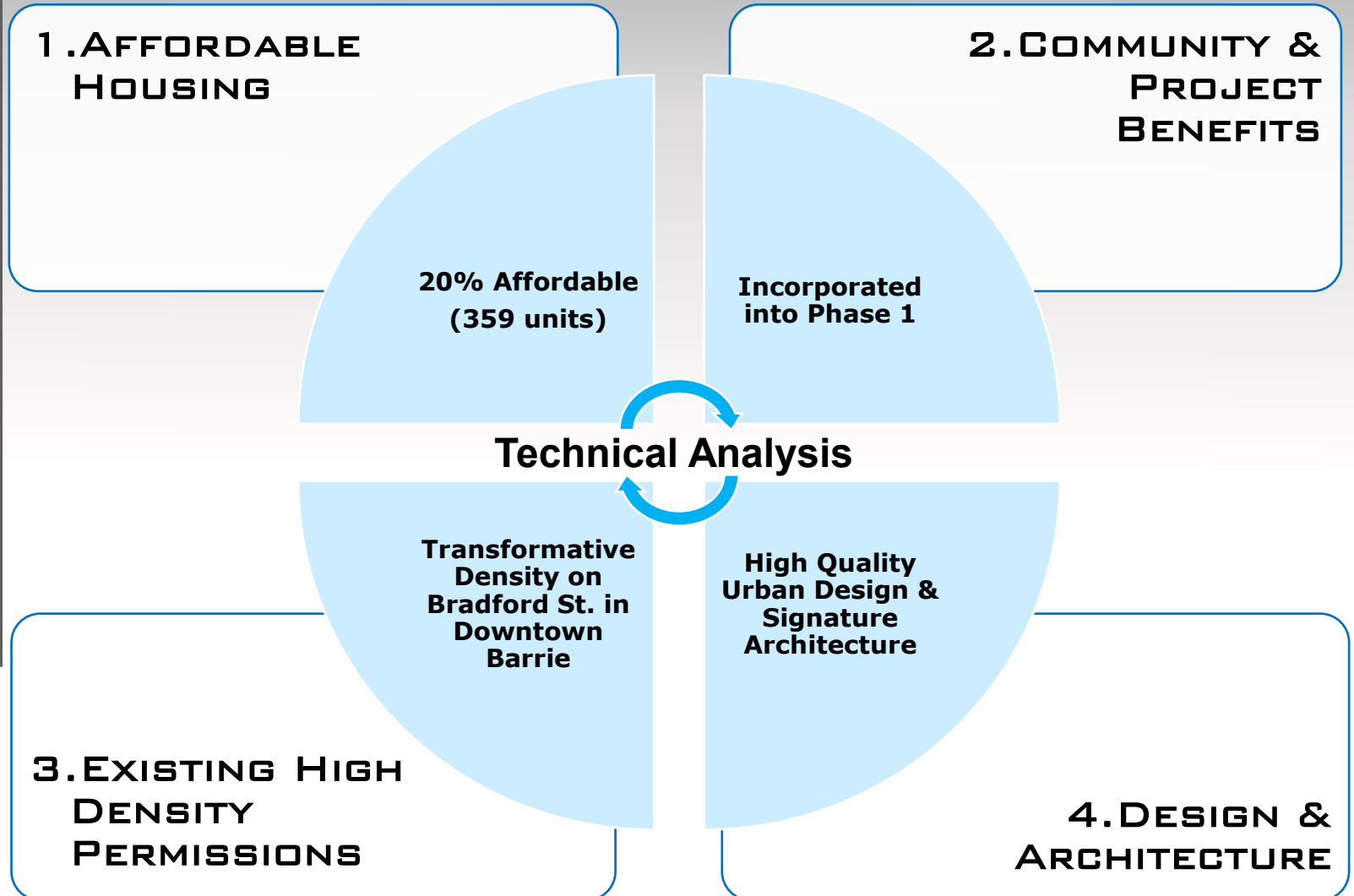
**Proposed:** Central Area Commercial (C1-2 (SP-XXX)). Special provisions (i) increased maximum GFA (1,500%), (ii) increased maximum height (190m) with no stepping provisions, (iii) reduced minimum coverage for commercial (40%), (iv) eliminate landscape buffer requirements.

# 2013 APPROVAL



**310 residential units. Maximum height 19 storeys (65 metres).**

# DESIGN VISION



# DESIGN VISION & RESPONSE

---

## 1. RESPONDING TO NEED

- Bradford Intensification Corridor & recent approvals.
- 2019 Municipal Comprehensive Review (demand for high-density housing).
- Urban Growth Centre – location for highest densities.
- Waterfront Strategic Plan (2023)

## 2. COMMUNITY BENEFITS

- \$1Billion + investment, plus tax and service-based income to Barrie.
- Redevelopment of a vacant brownfield site in the downtown.
- 359 affordable housing units.
- Hotel, restaurant and ground floor commercial.
- Rooftop amenity

## 3. PHASING

- Community Benefits incorporated into Phase 1

## 4. FUNCTIONALITY & VIABILITY

- Building function and project viability constantly considered and evaluated.

## 5. SIGNATURE DESIGN

- Transformative and landmark project.

# BRADFORD ST.

Unit Type	# Market Units	# Affordable Units	Size
Studio	0	281	25m <sup>2</sup> +
One Bedroom	634	52	36m <sup>2</sup> +
Two Bedroom	577	26	43m <sup>2</sup> +
Three Bedroom	223	0	95m <sup>2</sup> +
<b>Total</b>	<b>1,434</b>	<b>359</b>	



Victoria Street

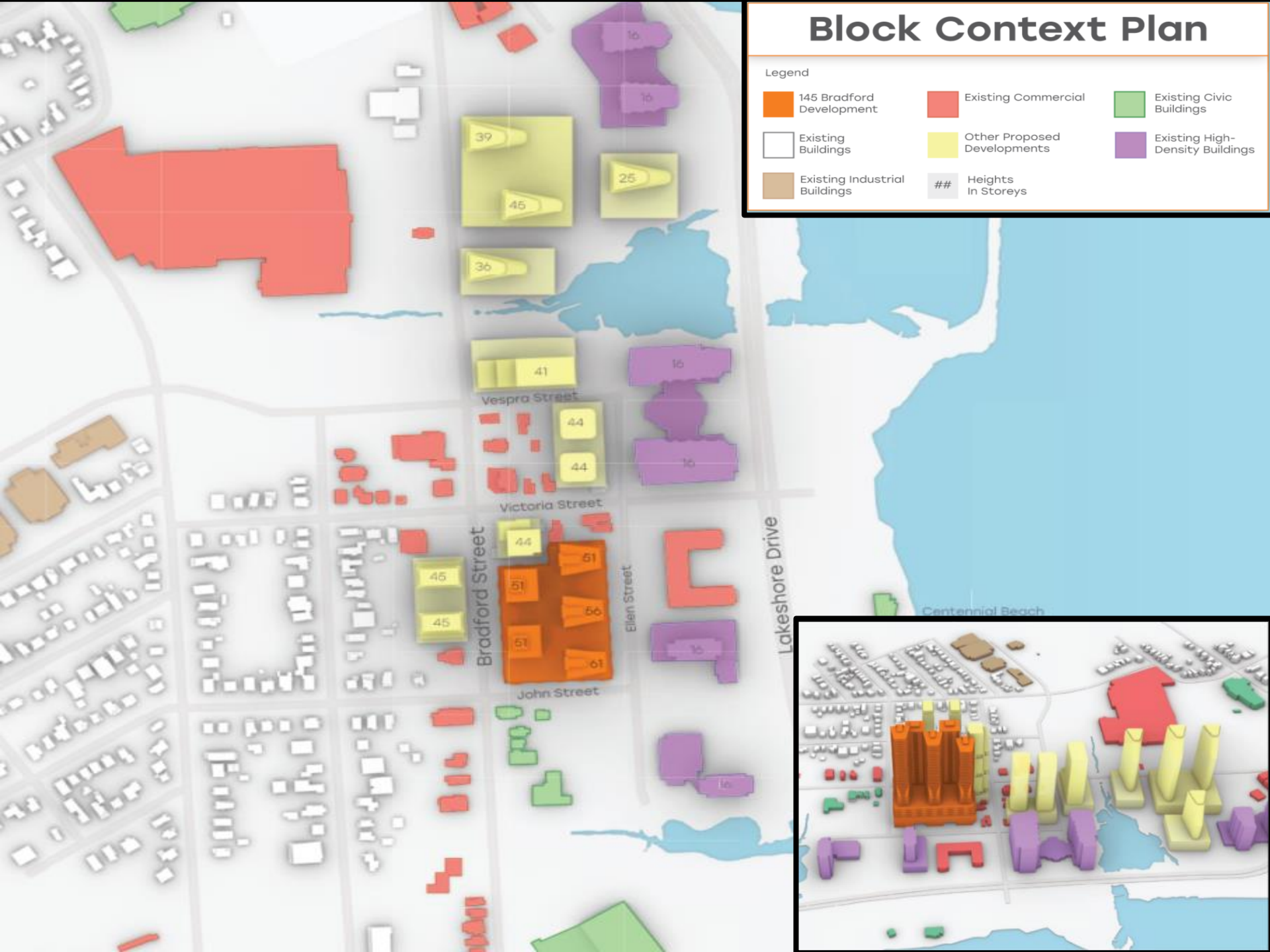
Bradford Street

John Street

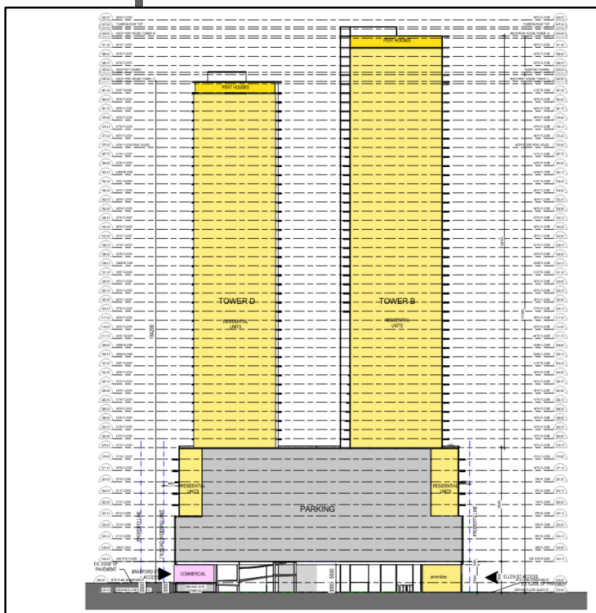
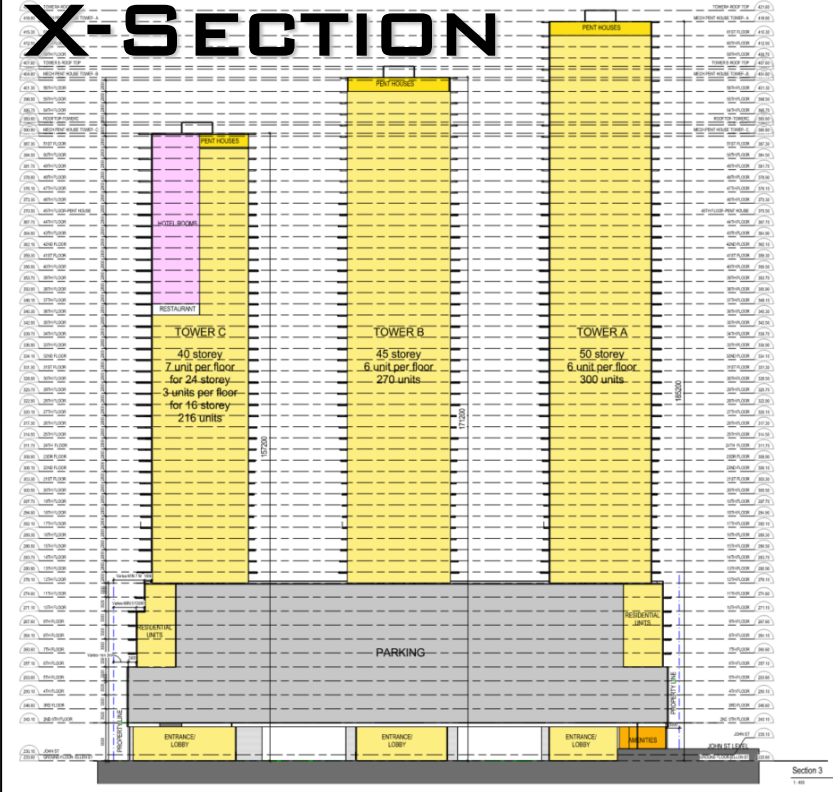
# Block Context Plan

Legend

- 145 Bradford Development
- Existing Commercial
- Existing Civic Buildings
- Existing Buildings
- Other Proposed Developments
- Existing High-Density Buildings
- Existing Industrial Buildings
- ## Heights In Storeys



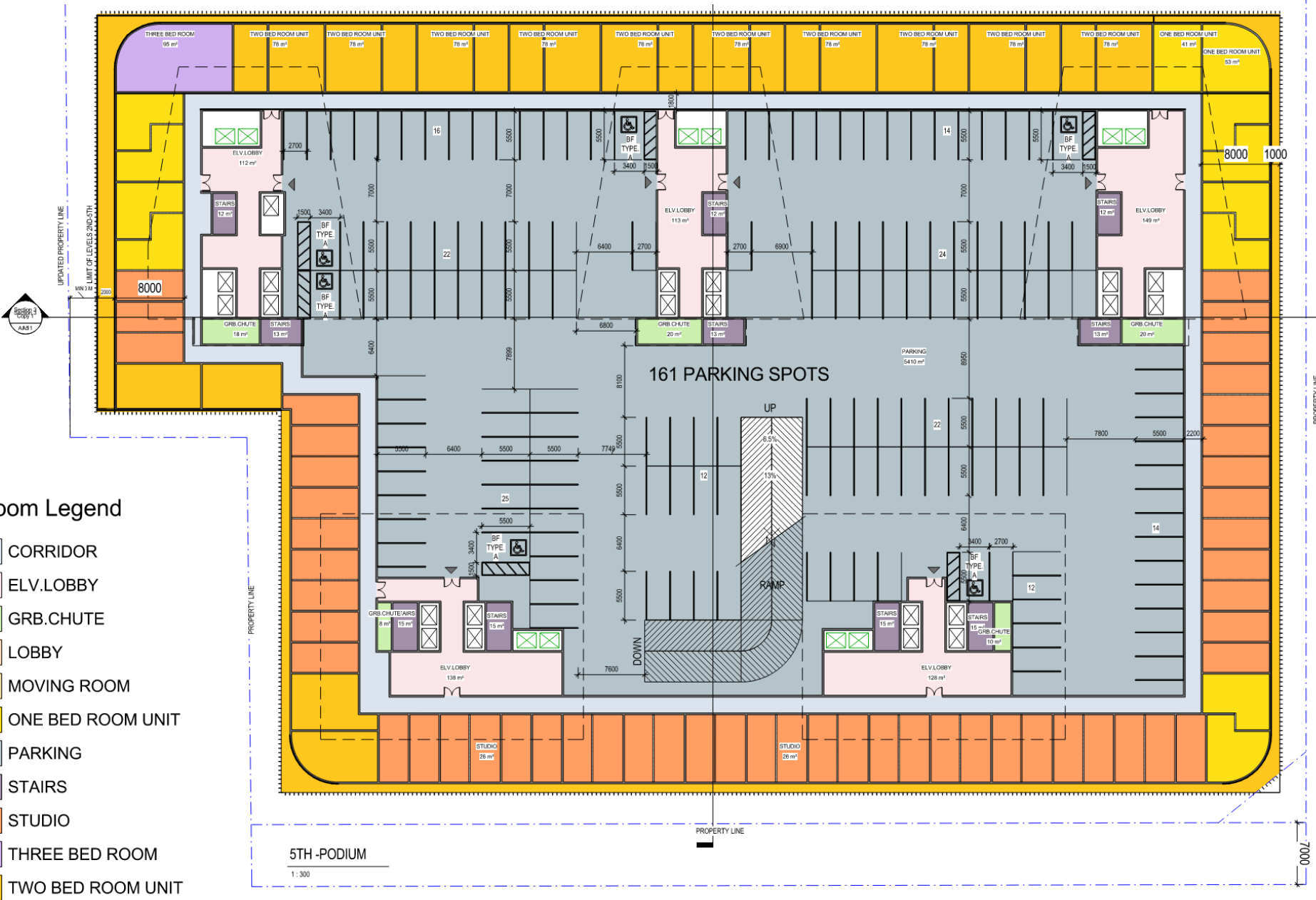
# X-SECTION



# ELLEN ST.



# AFFORDABLE HOUSING



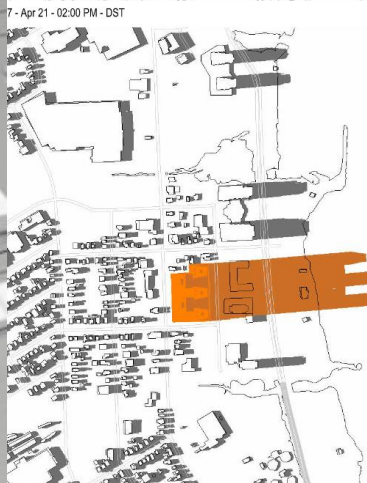
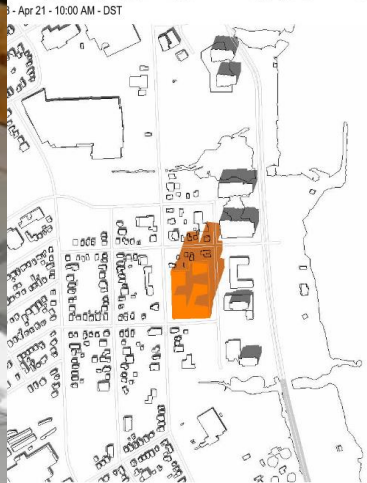
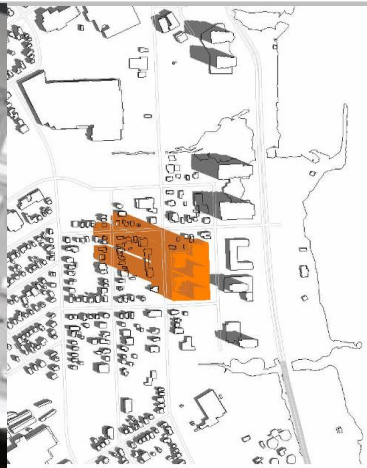
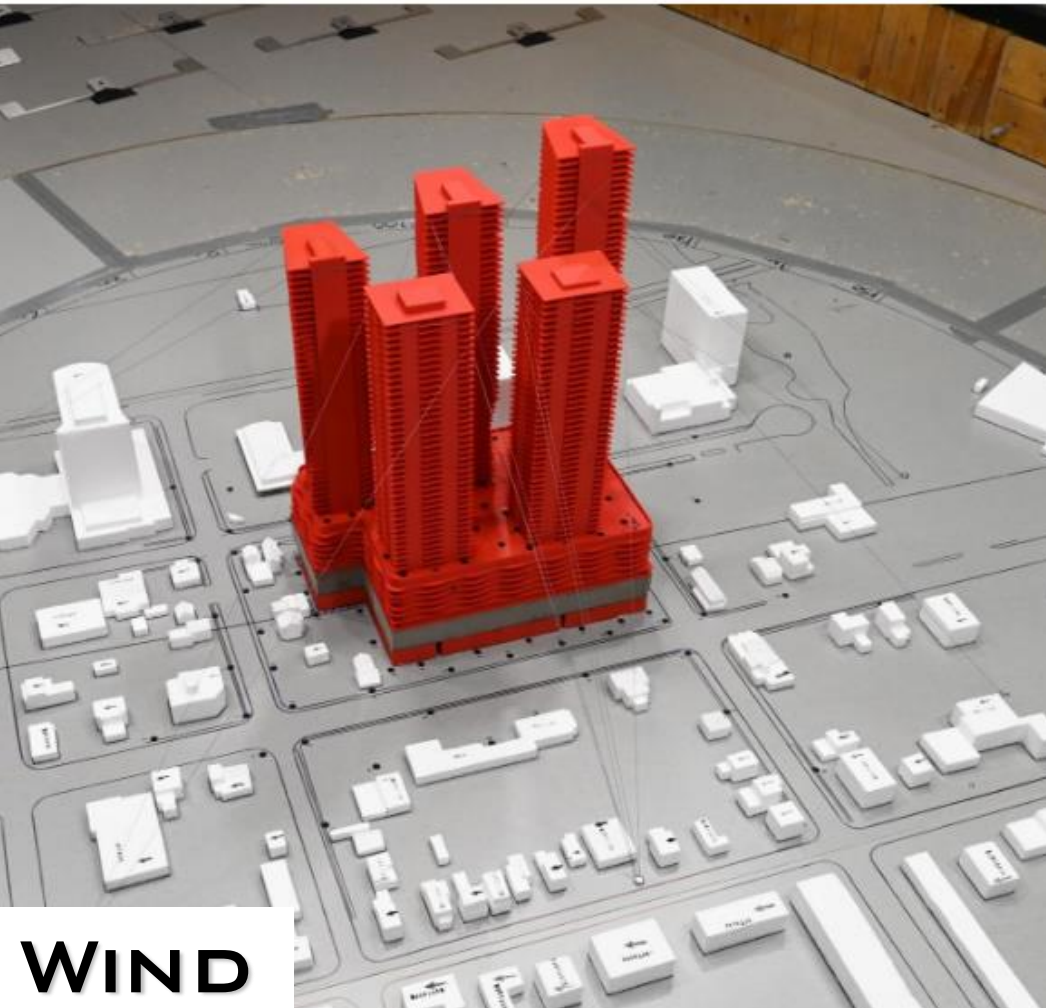
## Room Legend

- CORRIDOR
- ELV. LOBBY
- GRB. CHUTE
- LOBBY
- MOVING ROOM
- ONE BED ROOM UNIT
- PARKING
- STAIRS
- STUDIO
- THREE BED ROOM
- TWO BED ROOM UNIT

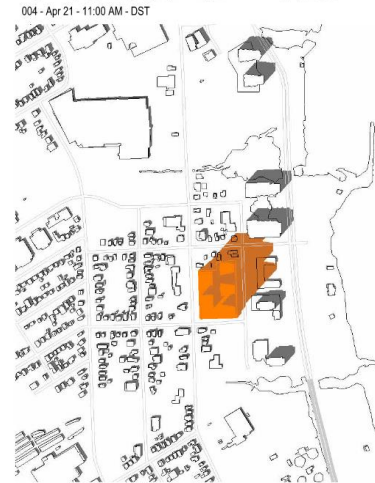
5TH -PODIUM  
1:300



PROPERTY LINE

7000



# SHADOW



-  PROPOSED BUILDING FOR 145 BRADFORD STREET
-  EXISTING SURROUNDING BUILDINGS

# WIND

# TECHNICAL WORK

## REPORTS

Planning Justification Report

Community Sustainable Design Report

Environmental Site Assessment

Geotechnical Investigation Report

Traffic Impact Study

Pedestrian Wind Study

Shadow Study

Archaeological Assessment

Functional Servicing & Stormwater Mgmt Report

Sanitary Analysis Modelling

Hydrogeological Assessment & Phosphorus Budget

## PLANS

Site Plan

Building Elevations & Cross Sections

Block & Massing Plans

3D Architectural Renderings

Tree Inventory & Preservation Plan

Structural & Foundation Plans

Detailed Engineering Design (Grading/Servicing)

Waste Management Plans

Boundary Survey

Topographic Survey

Foundation Design Analysis Plan

# COUNCIL PRIORITIES



## 1. AFFORDABLE PLACE TO LIVE

- ✓ Barrie first – 359 affordable units privately delivered.



## 2. COMMUNITY SAFETY

- ✓ More people living in the Downtown (spending benefits downtown businesses & services, contributes to improved downtown safety, property taxes).



## 3. THRIVING COMMUNITY

- ✓ Commercial at-grade on Bradford St.
- ✓ Luxury Hotel (80 Suites) & Restaurant on 36-51<sup>st</sup> floors (Tower C)



## 4. INFRASTRUCTURE INVESTMENTS

- ✓ Optimize and efficiently use infrastructure.
- ✓ Review of traffic, servicing, tall building impacts (e.g. wind/shadow), constructability, economic viability.



## 5. RESPONSIBLE GOVERNANCE

- ✓ Transformative impact on Bradford St. and Downtown (\$1 Billion investment in Downtown & Spinoff Benefits)
- ✓ All Community Benefits incorporated into Phase 1.