

Staff Memorandum



To	Mayor A. Nuttall and Members of Council
Subject	Public Meeting for an Amendment to the Zoning By-law 145 Bradford Street & 48 Ellen Street
Date	April 22, 2026
Ward	2
From	M. Banfield, RPP, Executive Director of Development Services
Executive Member Approval	M. Banfield, RPP, Executive Director of Development Services
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to advise members of the Affordability Committee of the Public Meeting regarding an application for an Amendment to the Zoning By-law submitted by The Jones Consulting Group Ltd., on behalf of Piveon Developments. The subject lands are legally described as Lots 7, 8, 9, 10, 11 & 12, East Side of Bradford Street on Plan 22 & Lots 7, 8, 9, 10, 11 & 12, West side of Ellen Street on Plan 22; and Lot 6; West Side of Ellen Street on Plan 22 in the City of Barrie, and are known municipally as 145 Bradford Street & 48 Ellen Street.

Overview

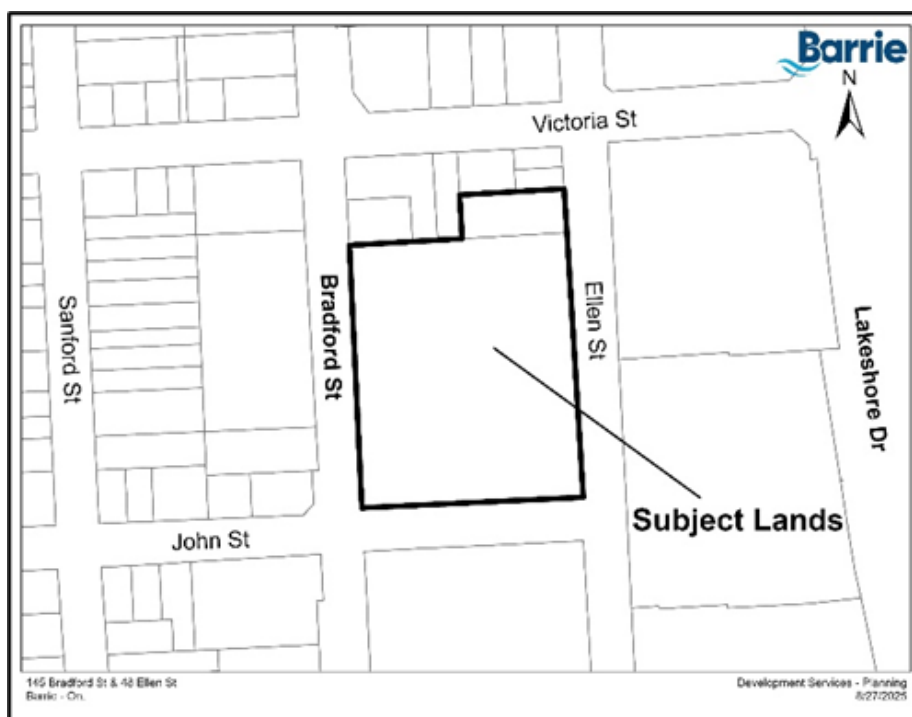
The Zoning By-law Amendment application proposes to rezone the lands from 'General Commercial' (C4) and 'Transition Centre Commercial-2 with Special Provisions, Hold' (C2-2)(SP-480)(H-120) to 'Central Area Commercial-1 with Special Provisions' (C1-2)(SP-XXX) in the City of Barrie Zoning By-law 2009-141. The purpose of the application is to facilitate the future development of five (5) mixed use buildings ranging in height from fifty-one (51) to sixty-one (61) storeys. The towers would be interconnected by an eleven (11) storey podium containing a total of 1,793 units, including 359 affordable units, along with commercial uses at-grade, a hotel, a restaurant, and a parking garage.

The complete submission package is available for viewing on the City's **Development Projects** webpage under [Ward 2 – 145 Bradford Street & 48 Ellen Street](#).

Background

The site is a through lot approximately 1.23 hectares in size and is located on the east side of Bradford Street between Victoria Street and John Street. The property has 88 metres of frontage on John Street, approximately 135 metres of frontage on Ellen Street, and 115 metres of frontage on Bradford Street. The lands at 145 Bradford Street are currently vacant, while the lands at 48 Ellen Street currently contain a single detached dwelling that was converted into a commercial use that would be demolished to facilitate the proposed development should the rezoning application be successful.

The subject lands are located within the Urban Growth Centre and along the Bradford Street Intensification Corridor in accordance with Map 1 - Community Structure, of the City of Barrie's Official Plan. The lands are designated 'High Density' on Map 2 – Land Use Designations in the City of Barrie Official Plan and are zoned 'General Commercial' (C4) and 'Transition Centre Commercial-2 with Special Provisions, Hold' (C2-2)(SP-480)(H-120) in Comprehensive Zoning By-law 2009-141.



The Special Provisions related to the existing zoning of the site are not intended to be carried forward by the subject application. The existing Special Provisions (SP-480) were established in 2013 by By-law 2013-035, and do not reflect the details of the current proposal. Instead, the existing zoning over the lands is proposed to be replaced with the following Special Provisions being requested in accordance with the Central Area Commercial (C1-2) zone:

Central Area Commercial (C1-2) Zone Standard	Required by By-law 2009-141	Proposed Zoning Standard
Maximum Gross Floor Area	600%	1,491%

Maximum Building Height & Step-backs	10.0 metres in height within 5.0 metres of the front lot line and lot flankage and 45.0 metres in height beyond 5.0 metres of the front lot line and lot flankage	190 metres in height with no step-backs applied
Minimum Coverage for Commercial Uses (% of Lot Area)	50%	40%
Landscape Buffer Areas	A minimum 3.0 metre wide continuous landscape buffer area shall be provided along the side and rear lot lines	No landscape buffer shall apply

The application was submitted to the City and deemed complete on February 18, 2026. Notification of the filing of a complete application and public meeting was circulated in accordance with the *Planning Act*. A public notification sign was posted on the property, and the notice was published on the [Public Notices](#) webpage on the City’s website. The application has been circulated to all applicable City departments and external agencies for review and comment.

The Conceptual Site Plan and Conceptual Building Rendering are attached to this memorandum as Appendix A and Appendix B, respectively.

Neighbourhood Meeting

A neighbourhood meeting was held virtually through the Zoom platform on September 30, 2025. There were approximately 29 attendees, including Ward 2 Councillor Craig Nixon, the applicant’s consultant, and City Planning staff.

Comments and concerns provided by residents at the meeting are summarized as follows:

- Concerns about traffic impacts along Bradford Street and Lakeshore Drive;
- Questions regarding Affordable Housing and the tenure of the proposed development;
- Concerns related to the design elements such as height, scale, and the size of the units included;
- Concerns about shadowing and impacts to privacy on adjacent properties; and,
- Concerns related to the impacts and timing of construction.

Planning and Land Use Matters Under Review

The application is currently under review by City staff and external agencies. The primary planning and land use matters being considered include:

- Compliance with Provincial Planning Policy and the City’s Official Plan and Zoning

- By-law;
- Integration of the proposed development concept into the existing neighbourhood, and conformity with the envisioned development and character of the area;
 - Confirmation that the proposed development can be supported by existing and/or planned services and infrastructure; and ensuring future developments meet the operational standards of all City Service Departments;
 - The impacts that the development may have on traffic operations, parking and pedestrian safety; and,
 - Ensuring the proposed site layout, built form/massing minimizes impacts on adjacent sensitive uses.

Next Steps

Staff will continue to work with the applicant and members of the public to address any feedback received through the public consultation process, as well as those comments raised through the technical analysis of this application by staff and agency partners.

All technical comments that are received, as well as any comments provided at the Neighbourhood and Public Meetings, will be considered during the review of this application. This review may result in revisions or updates to the plans and reports submitted in support of the application.

A staff report is anticipated to be brought forward in Quarter 2 of 2026 for General Committee's consideration of the proposed Zoning By-law Amendment.

Appendix:

Appendix A – Conceptual Site Plan

Appendix B – Conceptual Building Rendering

Memo Author:

Tyler Butler, Planner, Development Services

File #:

D30-004-2026

Pending #:

Not Applicable

Appendix A – Conceptual Site Plan

