



OFFICIAL PLAN REVIEW

Project Update



December 14, 2020

-
1. Format and Purpose of Meeting
 2. Project Overview and Work Program
 3. Population-Related Employment Market Study
 4. Intensification Strategy
 5. Bayfield Corridor Study
 6. Next Steps
 7. Questions and Discussion

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- **To provide updates** on the Official Plan Review
 - **To provide updates** on the Population-Related Employment Market Study, Intensification Strategy and Bayfield Corridor Study
 - **To inform Council, public, and stakeholders** of next steps and how to stay engaged in the process

Study Process

Phase 1: Preparatory

- Communications Strategy
- Visioning Workshops
- Draft Growth Management Strategy
- Draft Discussion Paper
- Public Open House
- Section 26 Public Meeting
- Final Discussion Paper and Growth Management Strategy



Phase 2: New Official Plan

- **Background Reports**
 - **Population-Related Employment**
 - **Intensification Strategy**
 - **Bayfield Corridor Study**
- Draft Official Plan
- Statutory Public Open House
- Final Official Plan
- Statutory Public Meeting
- Council Adoption

We
are
here



OFFICIAL PLAN REVIEW

Population-Related Employment Market Study



Watson
& Associates
ECONOMISTS LTD.



wsp

Purpose & Objectives

- Assess if there is an adequate amount of designated lands to accommodate commercial and institutional growth in Springwater to 2031.
- Provide direction on the types of commercial and institutional uses anticipated over the planning horizon, as well as by urban settlement area.
- Identify the magnitude of commercial growth that can be expected more longer term (i.e. beyond 2031) based on the anticipated buildout of the Midhurst Secondary Plan Area and greenfield lands.

What is Population-Related Employment (P.R.E.)?

- P.R.E. includes a wide range of employment uses intended to serve the local population and surrounding area, as well as visitors from outside the local area.
- Represents approximately 75% of the Township's existing employment base.
- P.R.E. is accommodated on a range of land-use designations and built-forms (including: retail stores, restaurants, gas stations, retail plazas/shopping centres, schools, daycares, community centres, libraries, health/medical clinics and office uses).
- P.R.E. lands refer to lands with a mixed-use, commercial, or institutional land-use designation.

Why is it Important to Plan for P.R.E. Uses?

- P.R.E. lands provide an important component in building complete communities by providing residents access to retail goods and services.
- Represents the largest employment sector of the local employment base.
- A key component of planning for P.R.E. requires consideration of the anticipated types of P.R.E. required to support the current and future population, as well as the opportunity to direct P.R.E. growth to strategic areas.

Market Considerations

- Commuting patterns;
- Commercial potential in Elmvale related to tourism/visitors and serving population beyond the Township;
- Lack of local serving retail and commercial service needs within Midhurst today;
- No established commercial core for the Midhurst Urban Settlement Area;
- Proximity to an established retail base within the City of Barrie (Bayfield Street Corridor) and significant outflow of local spending;

Market Considerations, cont'd

- High vacancy rate of approximately 17% (healthy vacancy rate in a balanced market is typically between 5% and 10%);
- Vacant space is primarily concentrated in the downtown area of Elmvale and within the Midhurst Bayfield Corridor; and
- Significant residential growth anticipated in the urban settlement areas.

P.R.E. Demand

- To accommodate P.R.E. employment growth by 2031, 60 ha of designated P.R.E. lands are required.
- It is anticipated that by 2031 there will be enough population to support 286,000 sq ft (26,600 sq.m.) of commercial space in Midhurst and 62,000 sq.ft. (5,800 sq.m.) of commercial space within Elmvale.

P.R.E. Land Needs

- The Midhurst and Elmvale Urban Settlement Areas have more than sufficient designated P.R.E. to accommodate demand, as well to offer market choice.
- While there is a surplus by 2031, It is recommended that the Township maintain its current supply of designated lands for PRE uses, as it is anticipated that the Township will ultimately require all these lands over a 19 to 24-year timeframe.
- The actual timing for buildout of the designated land supply for PRE uses will depend on the rate of population and employment growth beyond 2031 (Simcoe County is currently reviewing the growth allocations by local municipality to 2051).



OFFICIAL PLAN REVIEW

Intensification Strategy

Purpose & Objectives

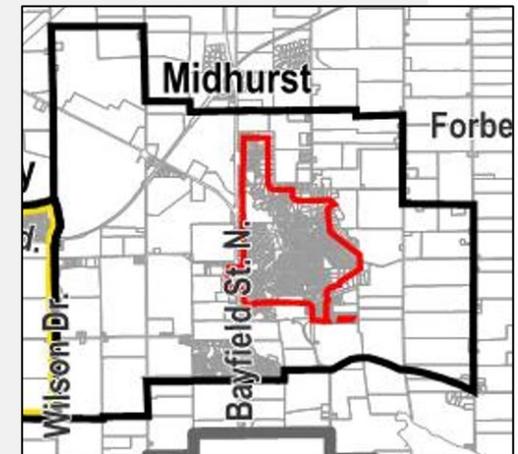
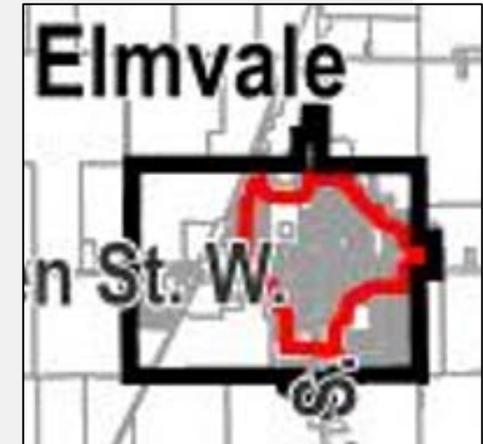
To confirm residential intensification opportunities to meet the requirements of the County of Simcoe Official Plan:

- Identify strategic growth areas;
- Investigate the ability of the Township to service and facilitate development of strategic growth areas;
- Support opportunities for intensification in general and determine general policies, principles and concepts for massing and urban design within intensification areas; and
- Assist with community engagement to better understand the shift to a more compact built form and a more diverse range and mix of housing options resulting from achieving higher rates of intensification.

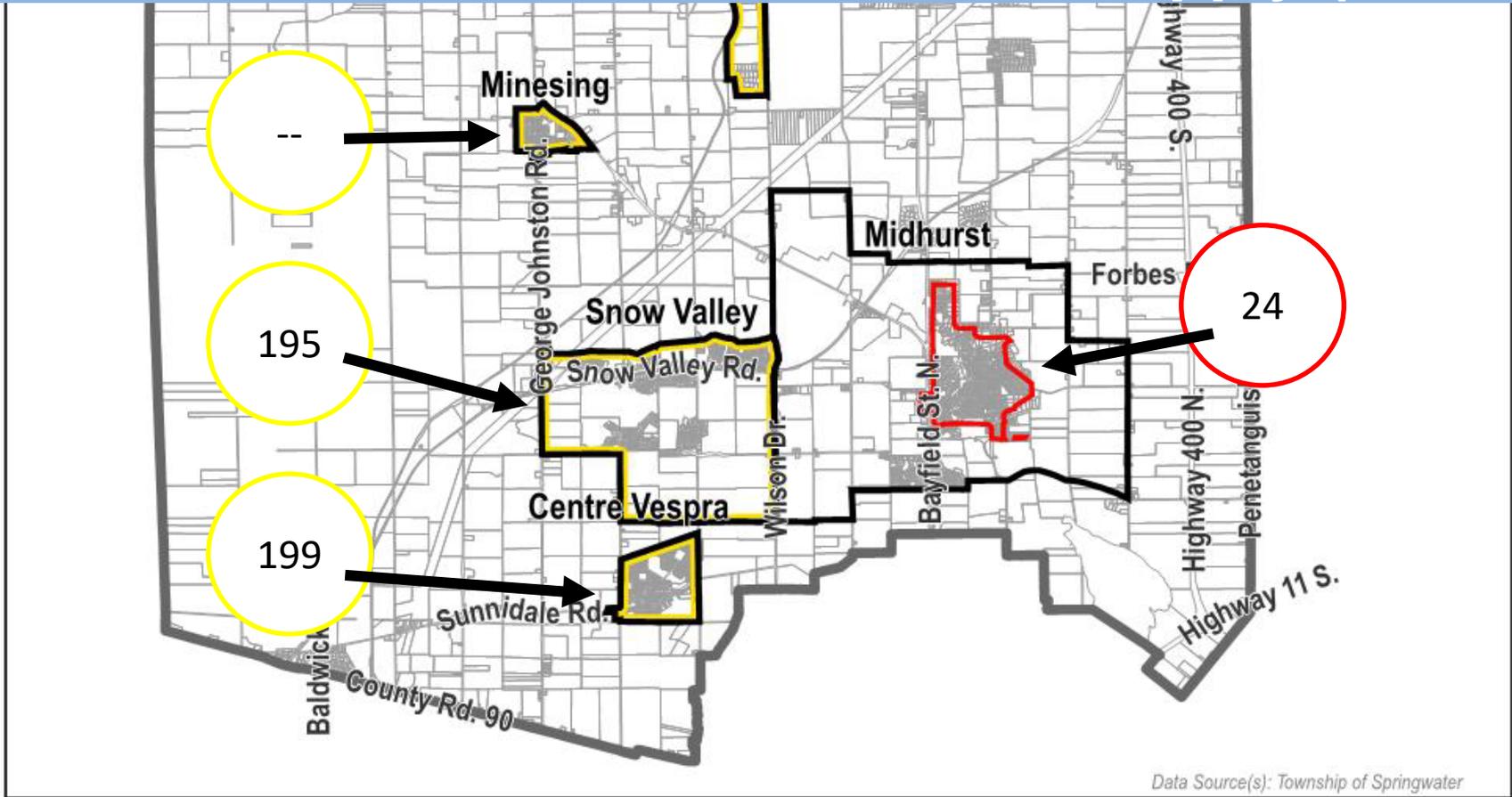
Purpose & Objectives

To confirm residential intensification opportunities to meet the requirements of the County of Simcoe Official Plan

- 15% intensification target established by the current Simcoe OP;
- Does not include lands outside of the Built Boundary
- Moving forward, the Township will only be able to direct intensification to the “red” areas
- Changes to intensification target or population allocation will be driven by County MCR and will be discussed with the Twp



Draft Intensification Strategy - Residential Supply (Units)



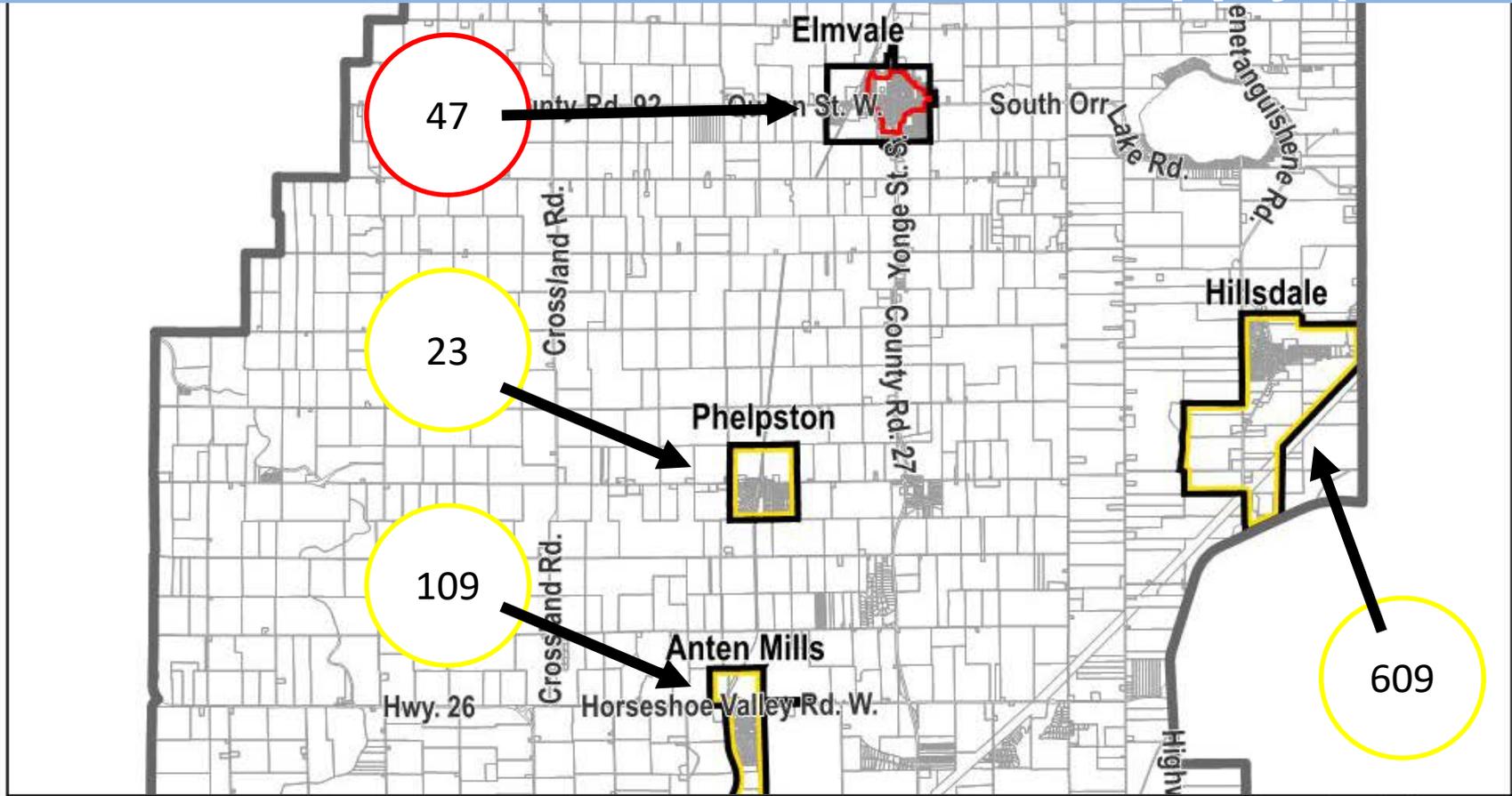
Township of Springwater

Legend

- Municipal Boundary
- Settlement Area Boundary
- Parcels
- Delineated Built-up Area
- Undelineated Built-up Area/Rural Settlements



Draft Intensification Strategy - Residential Supply (Units)



Township of Springwater

Legend

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- 2018 Growth Management Strategy projects a need to accommodate 777 units through intensification to 2031
- Township has supply for 77 units in intensification areas (delineated built boundary)
- The “Additional Residential Units” program can assist in increasing the supply, depending on the take-up
- The Intensification Strategy identifies Midhurst as the focus for providing additional supply for 700 units, based on the following:
 - Servicing capacity
 - Land availability (vacant / underutilized)
 - Strategic Growth location
 - Implement Growth Plan Direction and to anticipate needs identified by County MCR

- Key Take-aways:

- Identify the Bayfield corridor in Midhurst as a Strategic Growth Area within the Township to focus intensification;
- Establish policies that encourage and facilitate gentle intensification through the redevelopment of existing low-density properties;
- Establish policies to provide a framework for the division of Estate Residential lots within Settlement Areas subject to appropriate servicing;
- Update the policies of the Midhurst Transitional Residential designation to permit a greater variety of housing types than single-detached dwellings only; and
- Provide financial, or regulatory, incentives for intensification



OFFICIAL PLAN REVIEW

Bayfield Corridor Study

Purpose & Objectives

- To support the major intersection of Bayfield Street/Snow Valley/Finlay Mill establishing a community focus that supports the Community Hub on the Hasty Tract property.
- Identify land uses considered appropriate for the high order community focus area
- Identify general time horizons to achieve the vision for the corridor
- Accommodate a mix of retail / commercial and residential uses scaled to pedestrian and cyclists (active transportation) with urban cross sections
- Establish appropriate intensification and higher density development forms
- Consolidate and limit the number of vehicular access locations
- Further develop urban design guidelines specific to the Corridor in addition to the Secondary Plan guidelines appendix

Existing Land Use Designations

Midhurst Secondary Plan

- Commercial / Mixed Use Designation
- Permits up to 6 storeys or 22m height
- Range of uses office, retail, hotels, banks restaurants, etc. to be refined by ZBL
- Building to face onto street frontage
- Parking, loading and storage screened from view
- Vehicular access points limited and shared where possible

Zoning By-law

- Single-detached Residential (R1)
- Various Commercial Uses (CG, CH)
- General Industrial / Outside Storage (MO)



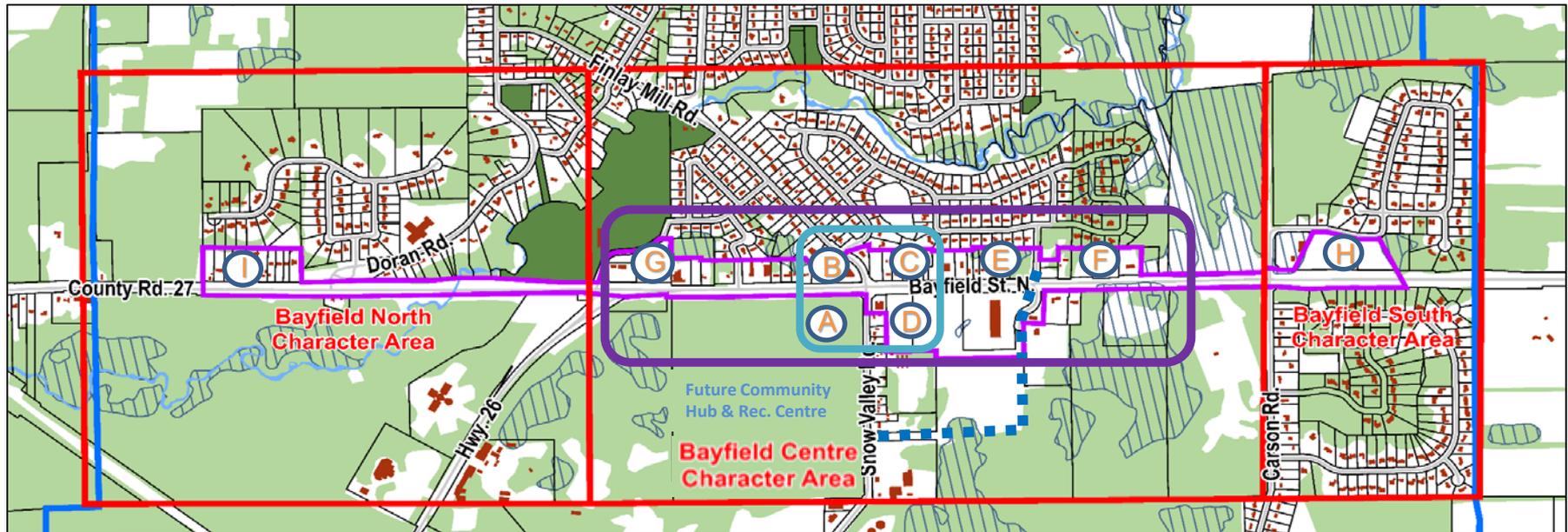
Existing Conditions

- Existing conditions do not provide for the support and provision of mixed use development and active transportation uses (which is the direction in the Secondary Plan)
- Four-lane highway with minimal streetscape features
- Single-detached housing on very large lots, varying setbacks, fronting onto the Corridor
- Low density commercial uses, many of which are auto-focused
- Varied employment uses (e.g. radio station, highway commercial services, Currie Truck Centre, masonry supply, etc.)
- Some vacant lots and extensive environmental areas along Bayfield Street
- The current existing uses do not make full use of the land and the Mixed Use designations are currently underutilized



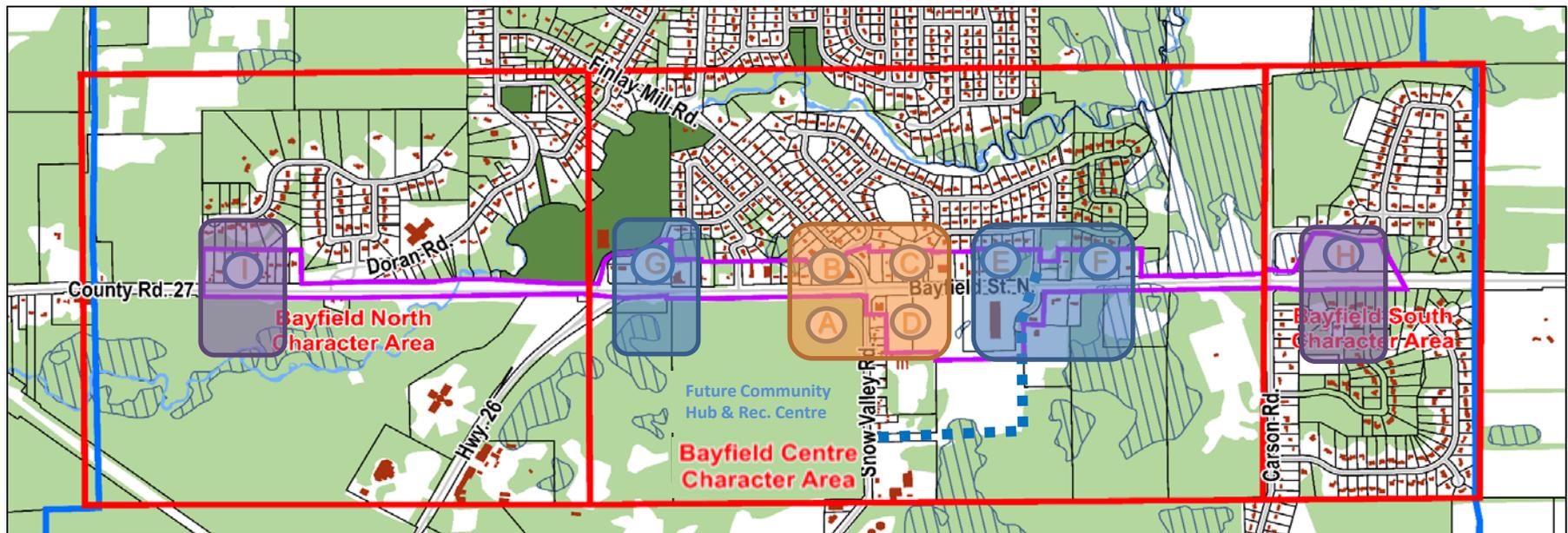
Study Area & Character Areas

- Corridor divided into three character areas, separated by environmental features and Midhurst Village & 9 sub-areas were identified within the corridor boundary
- The Bayfield Centre Character Area is the community focus area
- Bayfield Street / Snow Valley Road / Finlay Mill is the focal point / intersection
- The Bayfield Corridor Study is a forward looking document providing a framework for the Midhurst Secondary Plan's Mixed Use Designation – it is a test to see how it may develop over an extended period of time



Timelines and Caveats

- Environmental Assessments for water and wastewater services
- Establishment of a Phasing Plan, which would follow a public process
- Build out of sub areas 'A', 'B', 'C', 'D' to occur in near to mid term (2031+)
- Followed by sub areas 'E', 'F', 'G' in mid to long term (2041+)
- Sub areas 'H' & 'I' long term (beyond 2041++)



Preliminary Conceptual Plans

Development Assumptions

- Lands within Corridor designated as Mixed Use Commercial in Secondary Plan
- Only 4 storey heights used for analysis and concepts
- Parking for most sub-areas is provided at-grade
- Apartment GFA average is large and therefore conservative in unit yield
- Job yield calculation is conservative so as not to overstate total
- Only corridor edge was included; Area 'D' has deep lots
- 5% park space requirement accounted for as park/amenity area

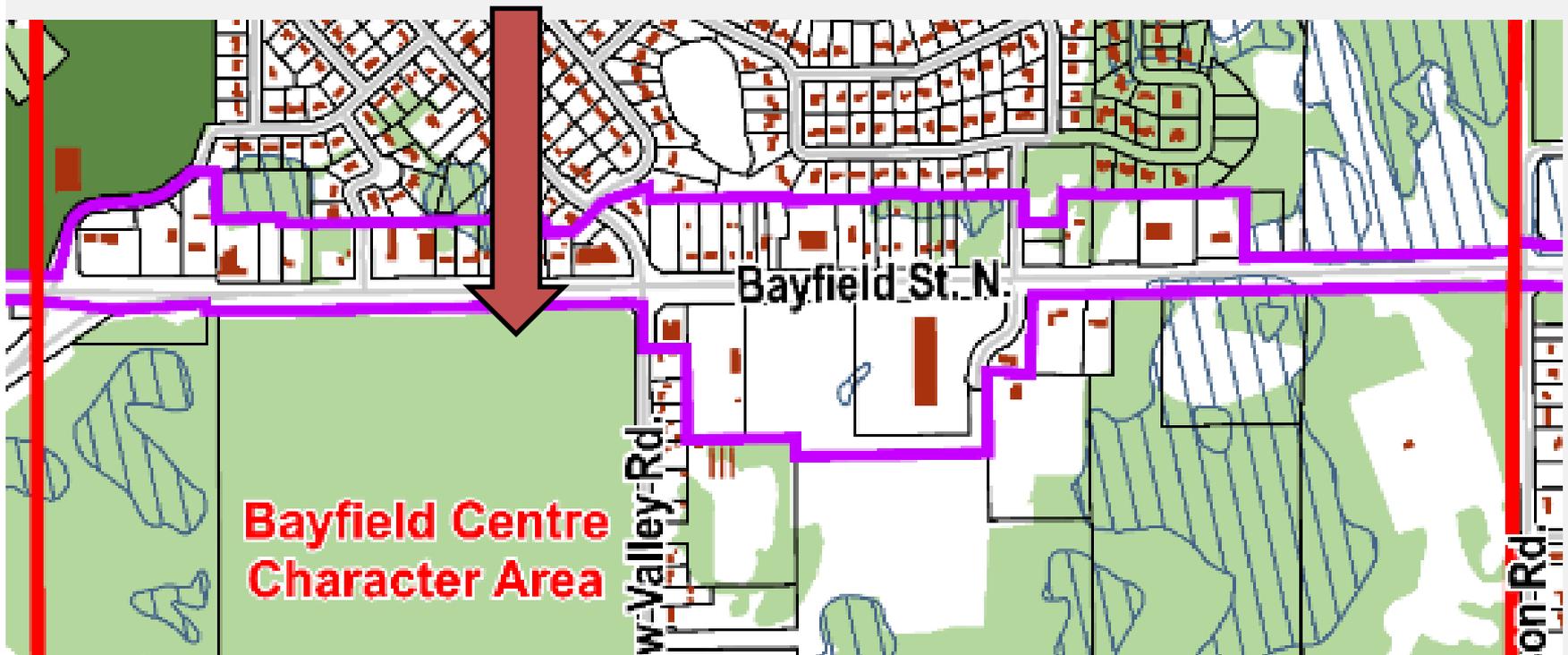
Draft Resulting Yields

(Areas B, C & D approx.)

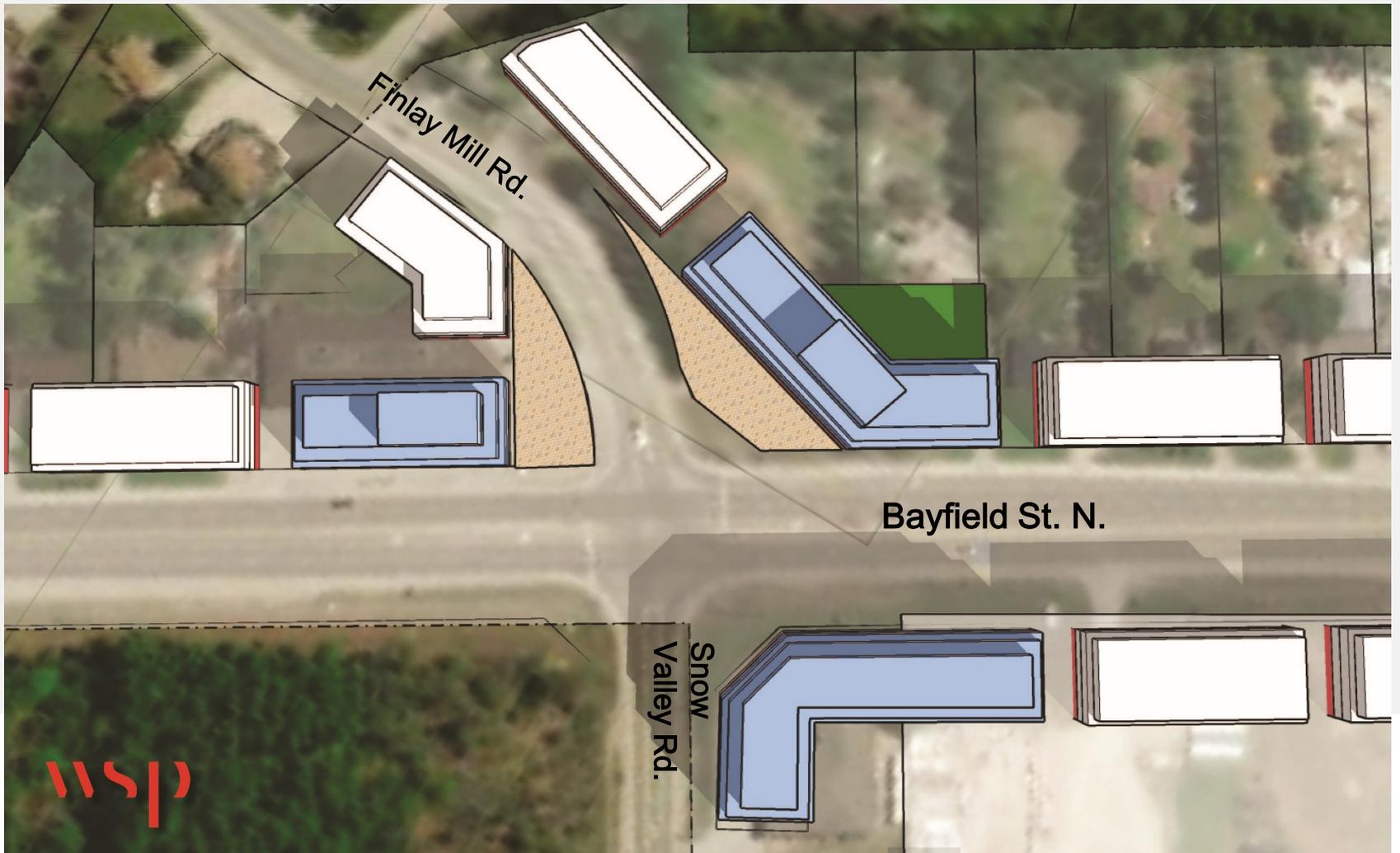
- **950 Residential Units**
(can accommodate more than the intensifications target)
- **1750 to 1800 Persons**
- 250,000 sq.ft. / **23,400** sq.m. of retail / comm.
- **380 jobs**

Bayfield Central Character Area

Area 'A'



Bayfield Central Character Area - Community Focus Intersection (Plan)



Bayfield Central Character Area - Community Focus Intersection



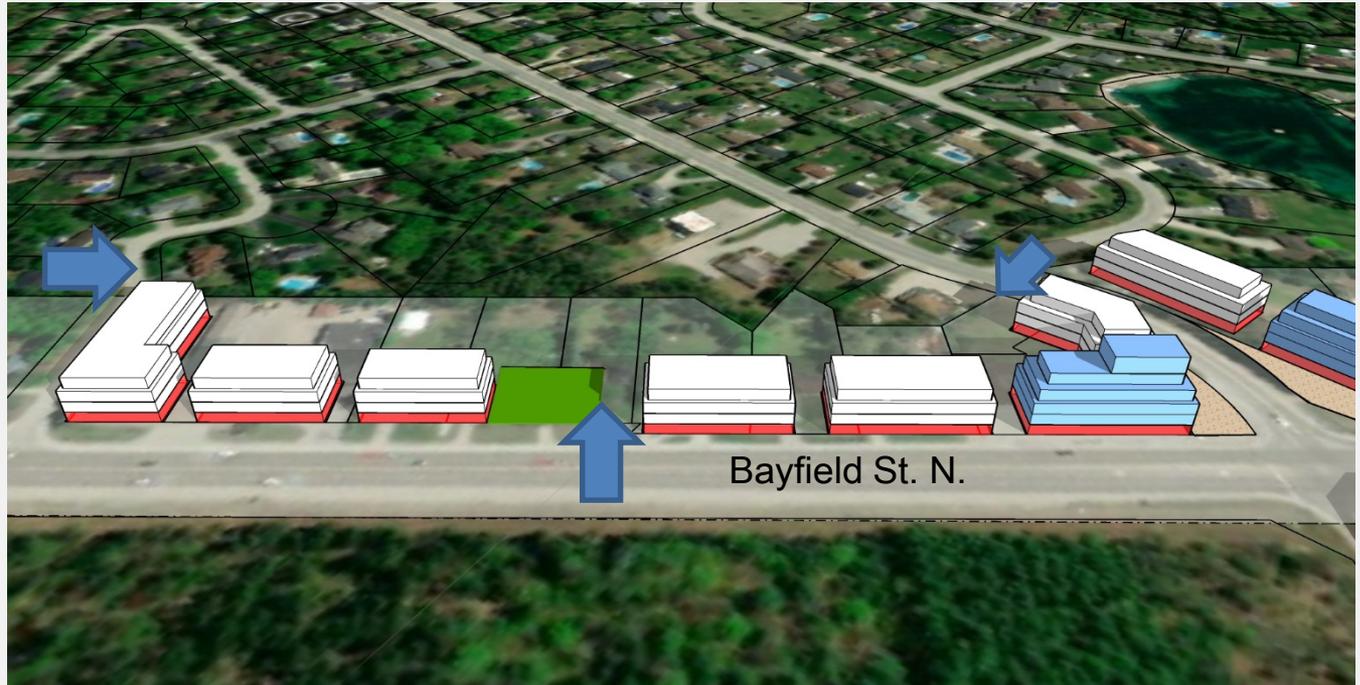
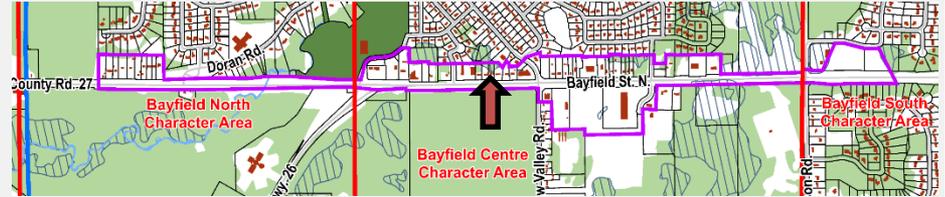
View Looking SW



View Looking NE

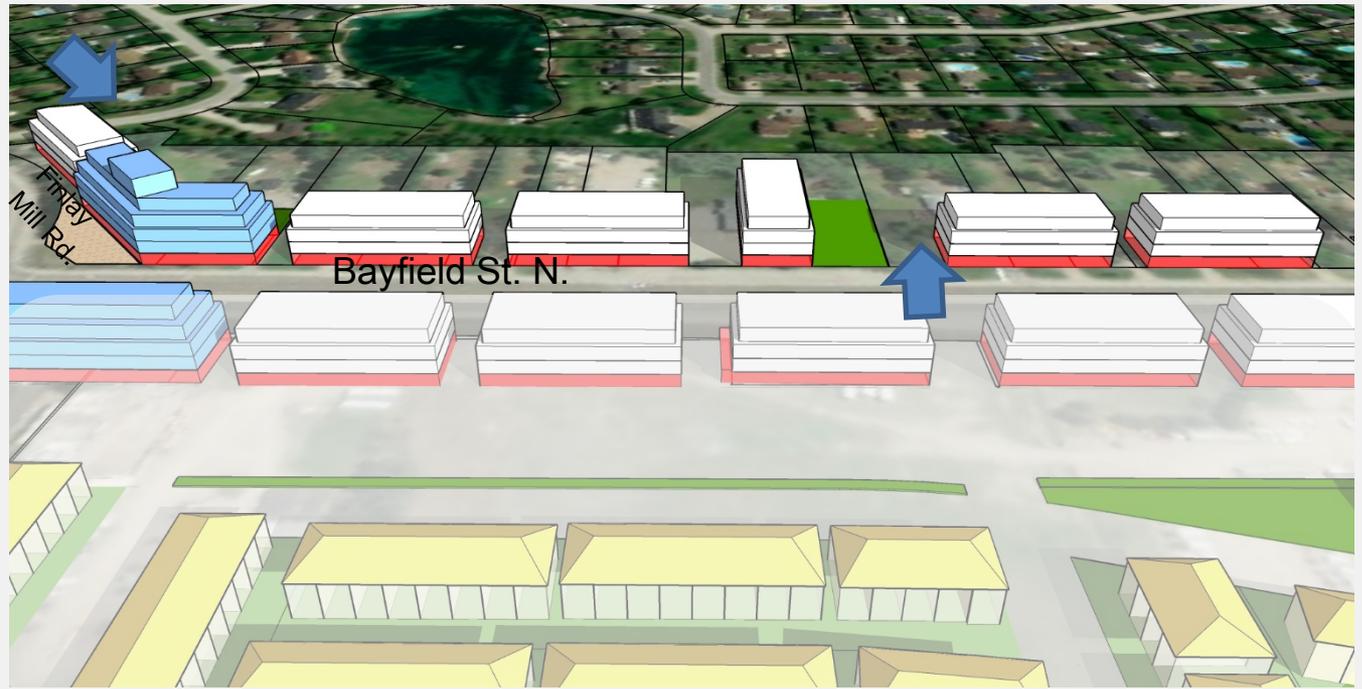
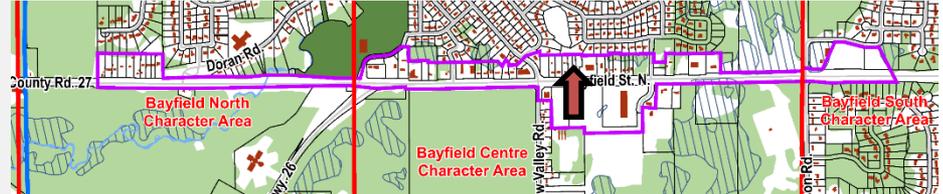
Bayfield Central Character Area

Area 'B'



Residential Units	220 to 230
Persons	Approx. 400
Retail/Comm. GFA	6,600m ²
Jobs	Approx. 100

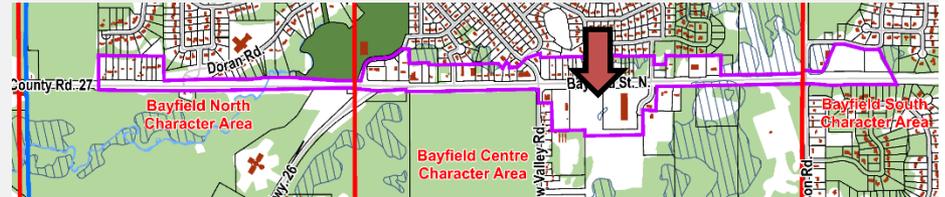
Bayfield Central Character Area Area 'C'



Residential Units	270 to 280
Persons	Approx. 490
Retail/Comm. GFA	8,700m ²
Jobs	Approx. 145

Bayfield Central Character Area

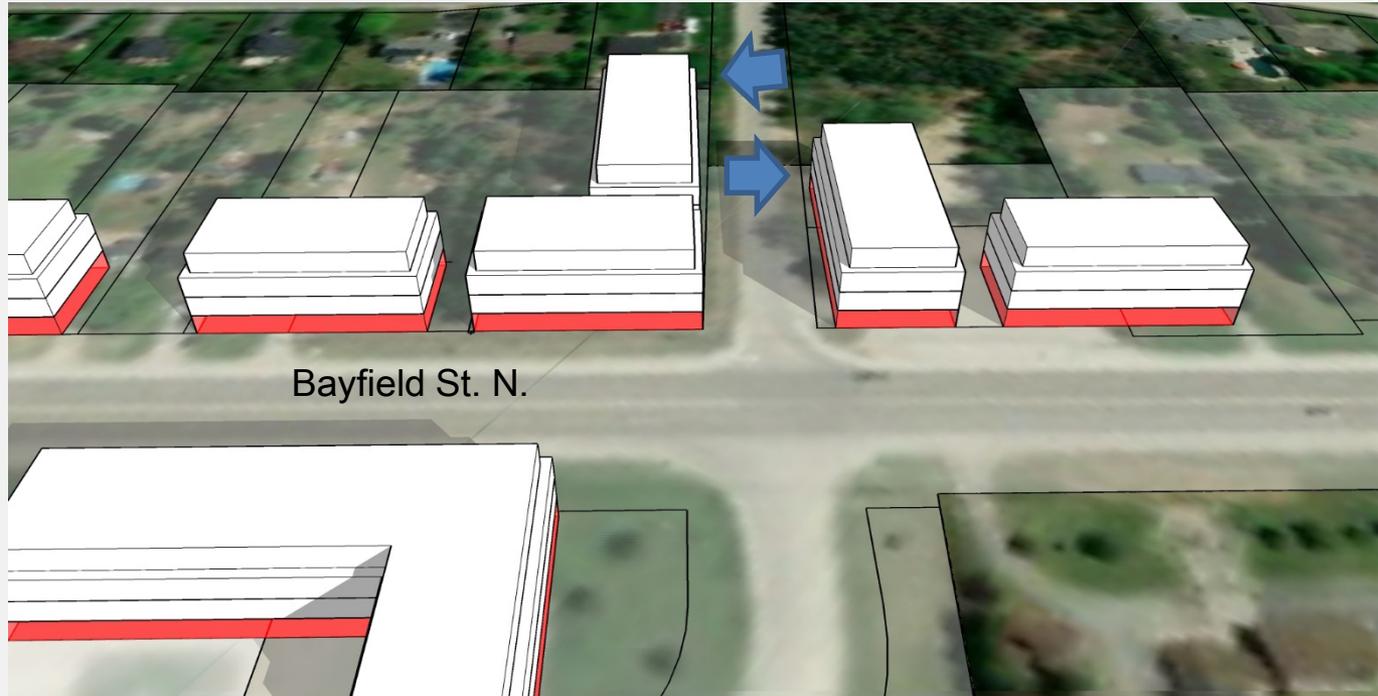
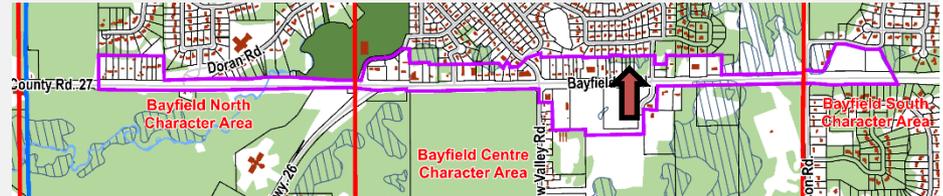
Area 'D'



Residential Units	430 to 440
Persons	Approx. 890
Retail/Comm. GFA	8,100m ²
Jobs	Approx. 140

Bayfield Central Character Area

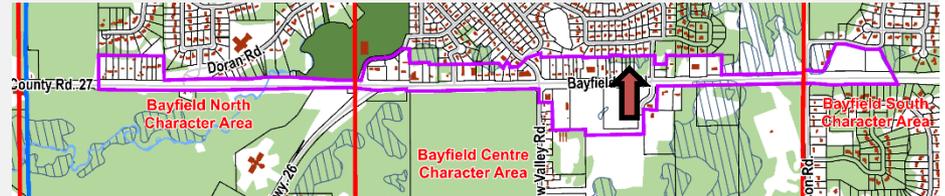
Area 'E'



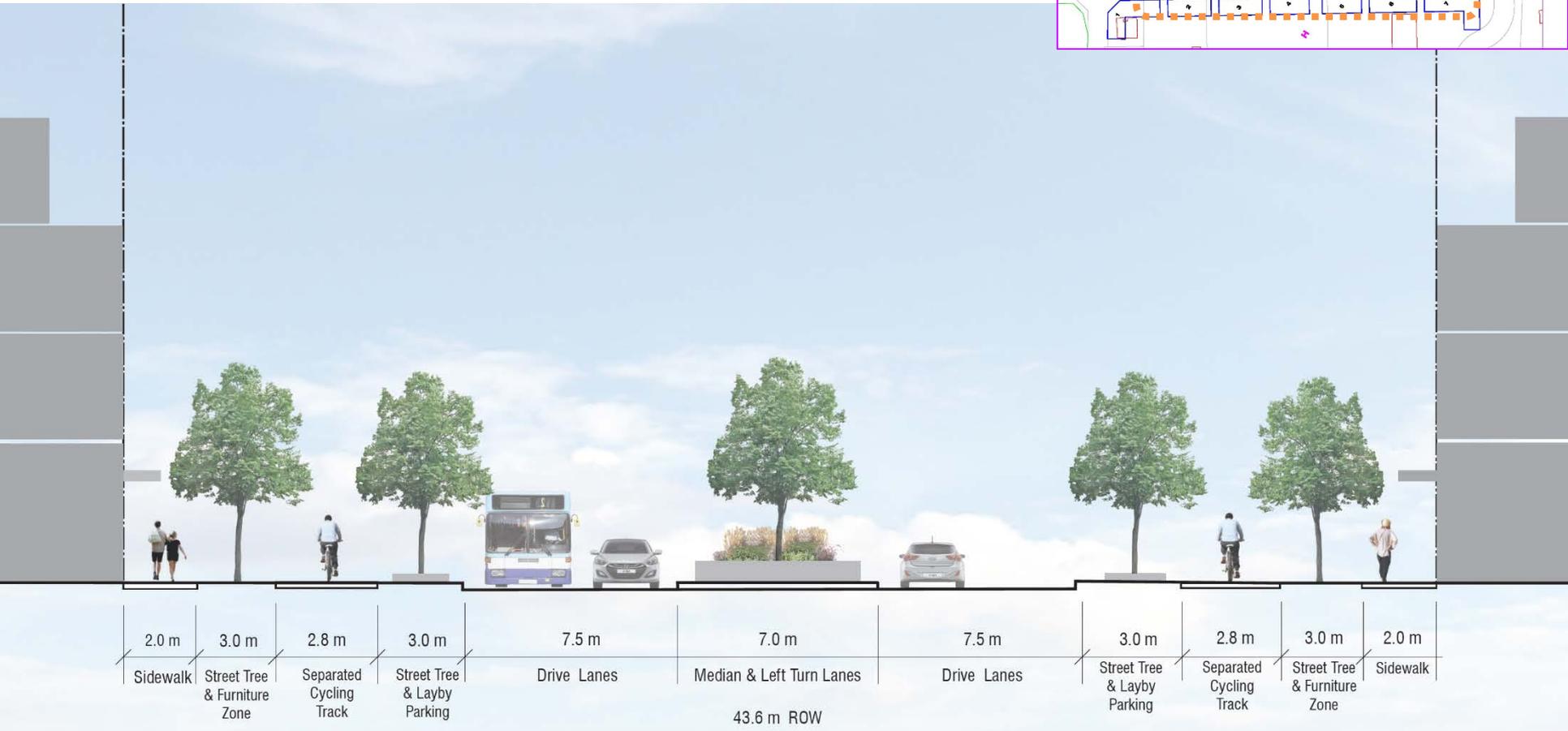
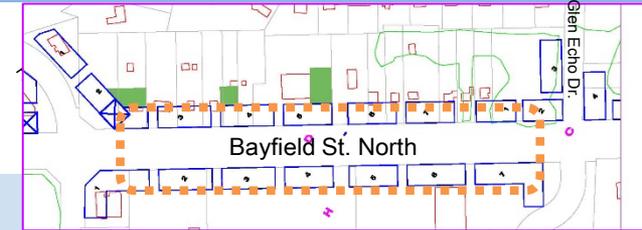
Residential Units	150 to 160
Persons	Approx. 280
Retail/Comm. GFA	3,200m ²
Jobs	Approx. 50

Bayfield Central Character Area

Area 'E' - Context



Conceptual Street Section – Bayfield Street Corridor



Preliminary Planning & UD Recommendations –

Land Use Framework

- Provide policy guidance to support Community Hub, Community Focus intersection and articulate high order retail uses
- Zoning By-law Amendment(s) to specify permitted uses as indicated in the Midhurst SP to permit more diverse/dense residential and commercial uses
- Phasing and timing of development to be focused to avoid out of phase redevelopment
- Update land use plan and secondary plan policies with boundary of corridor area on Schedule and text speaking to Corridor

Transportation & Servicing

- Expand municipal water and wastewater servicing to all lots within the corridor
- Consolidate access points for multiple parcels in consultation with the MTO
- Provide streetscape and public realm enhancements that support active transportation and safe separated cycling zones
- Provide further public realm enhancements in Centre Character Area

Preliminary Planning & UD Recommendations –

Urban Design

- Develop Urban Design Guidelines for Corridor
- Generate urban road cross section that incorporates active transportation and create appropriate buffers
- Ensure green amenity space / park space are provided at a minimum 5% and located in central areas or adjacent to potential trails in the NHS
- Emphasize the key intersection of Finlay Mill Rd./ Snow Valley Rd. and Bayfield St. N. with architectural and landscape enhancements at the corners and public art encouragements
- Provide Guidelines to inform building orientation and placement of Community Hub Recreation Centre buildings to reinforce the focal community intersection
- No parking between Bayfield property edge and building frontage all must be behind buildings

1. Engage Stakeholders and Public on Studies (virtual meetings until in-person become feasible)
2. Finalize Population-Related Employment Market Study, Intensification Strategy, and Bayfield Corridor Study
3. Draft Official Plan
4. Engage Council, Stakeholders, and Public
5. Finalize Official Plan
6. Statutory Public Meeting
7. Council Adoption

Stay Updated with the Official Plan Review!

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Township of Springwater

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TOWNSHIP OF SPRINGWATER PROPOSAL FOR AN OFFICIAL PLAN		2021															
		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TASKS																	
PHASE 2 - NEW OFFICIAL PLAN																	
2.1	S.26 Meeting Preparation and Attendance																
2.2	Preparation of Background Studies			D													
2.3	Meeting with Council				M												
2.4	Meeting with Staff / Stakeholders					M											
2.5	Public Workshop					P											
2.6	Finalize Background Reports and Draft Official Plan												D				
2.7	Meeting with Staff / Stakeholders												M				
2.8	Meeting with Council												M				
2.9	Statutory Public Open House													P			
2.10	Final Official Plan															D	
2.11	Statutory Public Meeting																P
2.12	Council Adoption																C
Note: Meetings subject to availability of staff.																	





THANK YOU



December 14, 2020