



December 22, 2022

Via ERO

Ms. Julianna Zhuo  
Municipal Services Office –  
Central Ontario  
Ministry of Municipal Affairs  
and Housing  
16th Floor, 777 Bay Street  
Toronto, ON, M7A 2J3

Dear Ms. Zhuo:

**Re: [City of Barrie new Official Plan](#)  
ERO Comments – ASA Development Inc., 989 Yonge Street Barrie  
Our File: ASA-17068  
ERO Number: 019-5530  
Ministry Reference Number: 43-OP-20296**

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We represent ASA Development Inc. who owns a 10.15-hectare parcel known municipally as 989 Yonge Street in the City of Barrie.

The new Barrie OP that is subject to this most recent ERO posting (019-5530) proposes to designate the ASA Development lands as 'medium density'. [The Owner requests that the Ministry modify the designation on their lands from 'Medium Density' to 'High Density' on Map 2, Land Use Designations.](#) This change would permit additional density and height on their lands, which is appropriate for the following reasons:

1. 989 Yonge Street is located approximately 1 kilometre from the Barrie South Go-Station, and the lands are adjacent to a Major Transit Station Area.
2. 989 Yonge Street is located on Yonge Street at the gateway to the City of Barrie.
3. 989 Yonge Street is adjacent to planned/proposed community facilities including a catholic high school, a municipal recreation centre, a public library and an elementary school.
4. 989 Yonge Street is not located adjacent to existing or planned ground-oriented housing other than the lands immediately to the north that will be redeveloped in the future.
5. 989 Yonge Street is designated "Yonge Street Mixed Use Corridor" in the currently in-effect Official Plan (Hewitt's Secondary Plan), which came into effect in 2016. This section of the Yonge Street corridor has been planned for higher densities and increased height.
6. The 'High Density' designation would allow additional density and height, within a designated greenfield area, which would contribute towards the City achieving its anticipated Bill 23 growth pledge to the Province, as well as contributing much needed additional housing, including affordable housing units, in an ideal location.
7. The increased density proposed by this designation change would not require additional infrastructure, beyond what is already planned for this area.

We thank-you for the opportunity to provide comments on Barrie's Official Plan and if you would like additional information or have any questions, please contact me.

Sincerely,  
**THE JONES CONSULTING GROUP LTD.**

Ray Duhamel, M.C.P., MCIP, RPP  
Partner

c. ASA Development Inc., Abdullah Guirguis  
City of Barrie, Michelle Banfield