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ESSA

ROAD, BARRIE

Colliers





# 521 ESSA

ROAD, BARRIE



## EXECUTIVE SUMMARY

01

On behalf of the Rosen Goldberg (the “Vendor” or the “Receiver”), Colliers International (the “Advisor”) is pleased to offer for sale 521 Essa Road in Barrie, Ontario (the “Property” or “Site”) — a 1.09-acre residential infill site with Site Plan Approval in place for a 48-unit low-rise townhome development. The approved proposal includes a mix of 36 back-to-back townhomes and 12 traditional townhomes, with a proposed Gross Floor Area (GFA) of approximately 66,221 SF, representing an efficient density of 1.4x FSI.

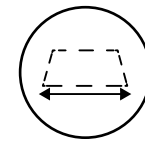
Located in the heart of Barrie’s Holly neighbourhood, 521 Essa Road offers a shovel-ready opportunity with in one of the city’s most established and amenity-rich

communities. The site is positioned just minutes from Highway 400, Maplevue Drive’s major retail corridor, and the Barrie South GO Station, providing excellent access for commuters and future residents alike.

The property benefits from its location along an identified Intensification Corridor within Barrie’s Designated Built-Up Area, supporting higher-density residential growth in walkable, transit-served locations. Surrounded by schools, parks, and shopping, the offering provides immediate entry into Barrie’s growing low-rise housing market — supported by strong absorption, rising home prices, and sustained demand from both end-users and investors.

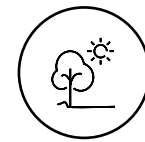


# 02 Investment Highlights



## FULLY ZONED SITE

The Essa site is designated in Barrie's Official Plan as a Secondary Intensification Corridor- targeted for medium- to high-density residential development, like the townhouse development planned. The proposed plan yields about 84 Units Per Hectare, comfortably exceeding the corridor guideline of 50 units/ha. This not only complies - it advances intensification objectives.



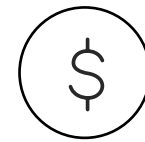
## EXCELLENT AMENITIES

Located within the Holly community of Barrie, a well-established neighbourhood with strong family-oriented appeal. Close proximity to Mapleview Drive retail corridor, schools, parks, and community centres. Minutes to Walmart Supercentre, Costco, Galaxy Cinemas, and more - all within a short drive.



## TRANSIT ORIENTED

8-minute drive to Barrie South GO Station, with direct weekday service to downtown Toronto. 5 minutes to Highway 400, offering convenient access for motorists and commuters. Serviced by Barrie Transit, with nearby stops connecting to major city routes.



## ATTRACTIVE ENTRY PRICE

An entry point of \$90,000 per unit buildable on the land cost presents an attractive opportunity for returns, given that townhome projects from the past two years have been selling for an average of \$450 per square foot with annual price appreciation for end product of 6% from 2019- 2024.





03

Property Profile

Municipality	Barrie
Address	521 Essa Road, Barrie, Ontario
Site Area (Acres)	1.09 (47,340 SF)
Frontage (Feet)	180
Depth (Feet)	263
Zoning	R1, C4
Official Plan	Residential
Urban Structure	Designated Intensification Area / Built-Up Area
Zoning Status	Site Plan Approved



04

Proposed Floor Plans

Average Unit Size

1,322 SF





Area  
Overview

Barrie

05

Barrie’s Holly Neighbourhood is home to approximately 26,000 residents, with a neighbourhood annualized growth rate of 5.6% per year since 2015, and projected to continue increasing steadily due to strong housing demand and family-oriented appeal.

Local Amenities

The property is situated in the heart of the Holly community, one of Barrie’s most established and desirable neighbourhoods. Residents benefit from a wide range of retail, educational, and recreational amenities within minutes of the site.

521 Essa Road is conveniently located near the Mapleview Drive West corridor, providing easy access to Walmart Supercentre, Costco, Sobeys, LCBO, and Shoppers Drug Mart. Dining options include Starbucks, Tim Hortons, and

numerous quick-service restaurants, all within a short walk or drive.

Barrie’s Holly area features a mix of public, Catholic, and private schools, making it a highly sought-after neighbourhood for young families. With its combination of convenience, green space, and family infrastructure, the area continues to be one of Barrie’s strongest-performing low-rise housing markets.

Top-Rated Schools & Community Services


- St. Joan of Arc Catholic High School (1.1 km)
- Bear Creek Secondary School (1.2 km)
- Holly Community Centre (1.5 km)
- Ardagh Bluffs hiking trails and multiple public parks


Demographics

With a population of 147,829, Barrie is a growing city anchored by family-oriented neighbourhoods like Holly.

Most residents are working-age, with strong income levels, high education rates, and employment in key sectors such as healthcare education, retail, and manufacturing.

	2021 Total Population	147,829
	Population Growth (2016–2021)	4.5%
	Children (0–14 years)	16.7%
	Working Age (15–64 years)	67.4%
	Seniors (65+ years)	15.9%

	Average Household Income (2020)	\$119,300
	Average Household Size	2.6
	Homeownership Rate	70%

	Employment Rate	61%
	Post-Secondary Education	65%
	High School Completion	90%







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