

55 Acre Site | Prime Development Opportunity in Barrie, Ontario



175-199 Essa Rd & 50 Wood St  
Barrie, Ontario  
Development Opportunity



# Executive Summary



This brochure sets out the opportunity to acquire a landmark pre-construction mixed-use residential development project located at 175-199 Essa Road and 50 Wood Street, Barrie, Ontario (the “**Property**”). The Property comprises 55 acres in a prominent location in the City of Barrie, bordered by Essa Road to the southeast and Highway 400 to the west.

The Property is vacant land other than the Barrie Curling Club (the “**Curling Club**”) which is located in the southeastern portion of the Property fronting Essa Road. The Property was formerly the home of the Barrie Fairgrounds, dating back to 1961.

Under the City of Barrie Official Plan, the Property is designated High Density and Medium Density, and is zoned General Commercial (C4) and Highway Industrial (HI) pursuant to Zoning By-law 2009-141. These designations permit a broad range of residential and non-residential uses, including:

- Mid-rise and high-rise apartments
- Townhouses
- Commercial and retail uses
- Community and institutional uses

The planning framework contemplates intensification consistent with the City’s long-term growth objectives and vision for complete communities.

# Development Opportunity

The zoning application submitted to the City of Barrie in April 2025 contemplates between 3,185 and 3,234 residential units, comprised of:

- 237-286 townhouse units with a maximum height of 4 storeys
- approximately 2,948, condominium/apartment units across nine towers with podium bases up to 40 storeys.
- a centrally located 2.5-hectare (6-acre) elementary school block, integrating community and educational uses into the development.

In addition, purchasers may consider alternative development approaches or mixed-use concepts, tailoring the project to evolving market demand and City planning objectives.

### Strategic Investment

- The Property represents an exceptional large-scale infill development opportunity within the City of Barrie:
- 55 acres of prime land at Essa Road & Highway 400
- Immediate access to regional transit, employment nodes, and major arterial highways
- Located in a municipality committed to intensification and sustainable community growth

This offering provides a rare opportunity to secure a landmark site with the scale, zoning, and planning framework to support a transformational mixed-use community development in one of Ontario’s fastest-growing urban centres.

## Property Details

|                                     |   |
|-------------------------------------|---|
| Type                                | High/Medium-density mixed-used development  |
| PINs                                | 58760-0543; 58760-0545; and 58760-041   |
| Zoning By-Law Amendment Application | <b>Townhomes:</b> 237-286 units<br><b>High Rise Residential:</b> 1,413 units<br><b>High Rise Mix-Use Residential:</b> 1,535 units<br><b>Retail Commercial Space</b> |
| Site Area                           | Approximately 55 acres (22.4 ha)  |
| Official Plan                       | Downtown Mixed Use – High Rise  |
| Frontage                            | Essa Road to the south, Anne Street to the East, and Wood Street to the north and highway 400 to the west.  |
| Zoning                              | General Commercial (C4) and Highway Industrial (HI)   |
| Property Taxes (2025)               | <b>50 Wood Street:</b> \$83,828<br><b>175-199 Essa Road:</b> \$359,113  |







## Area Overview

### Barrie, Ontario

The property provides convenient access to Downtown Barrie, and is easily accessible by vehicle, public transit and foot.

Lively Downtown Core | Fine Dining | Shops & Cafés



ksv advisory inc.

Nestled on the western shore of Lake Simcoe, Barrie offers a balance of **natural beauty and urban convenience** and proximity to the Greater Toronto Area (GTA). Barrie has experienced rapid population and development growth in recent years, driven by its relative housing affordability compared to the GTA, expanding employment opportunities, and strong recreational and cultural amenities.

Over the past decade, Barrie has **undergone significant intensification, with new residential communities, mixed-use developments, and commercial amenities** transforming key corridors such as Essa Road, Bradford Street, and the downtown waterfront. Its proximity to Toronto, combined with waterfront access, green space, and a family-friendly lifestyle, makes Barrie attractive to young professionals, commuters, and retirees alike. Future residents will enjoy nearby access to retail and dining options, as well as the city's expanding waterfront trails and parks.

**Barrie also continues to invest heavily in infrastructure and transit improvements, including the ongoing expansion of Barrie Transit** and planned service increases on the GO Transit Barrie line, which connects directly to Union Station in Toronto. The Property is located approximately a **5-minute drive** from the Allandale Waterfront GO Station, providing direct regional connectivity to the GTA.

#### District

- Ward 8 of the City of Barrie (South-Central).
- Located within the Essa Road corridor, a designated mixed-use growth area.

#### Density

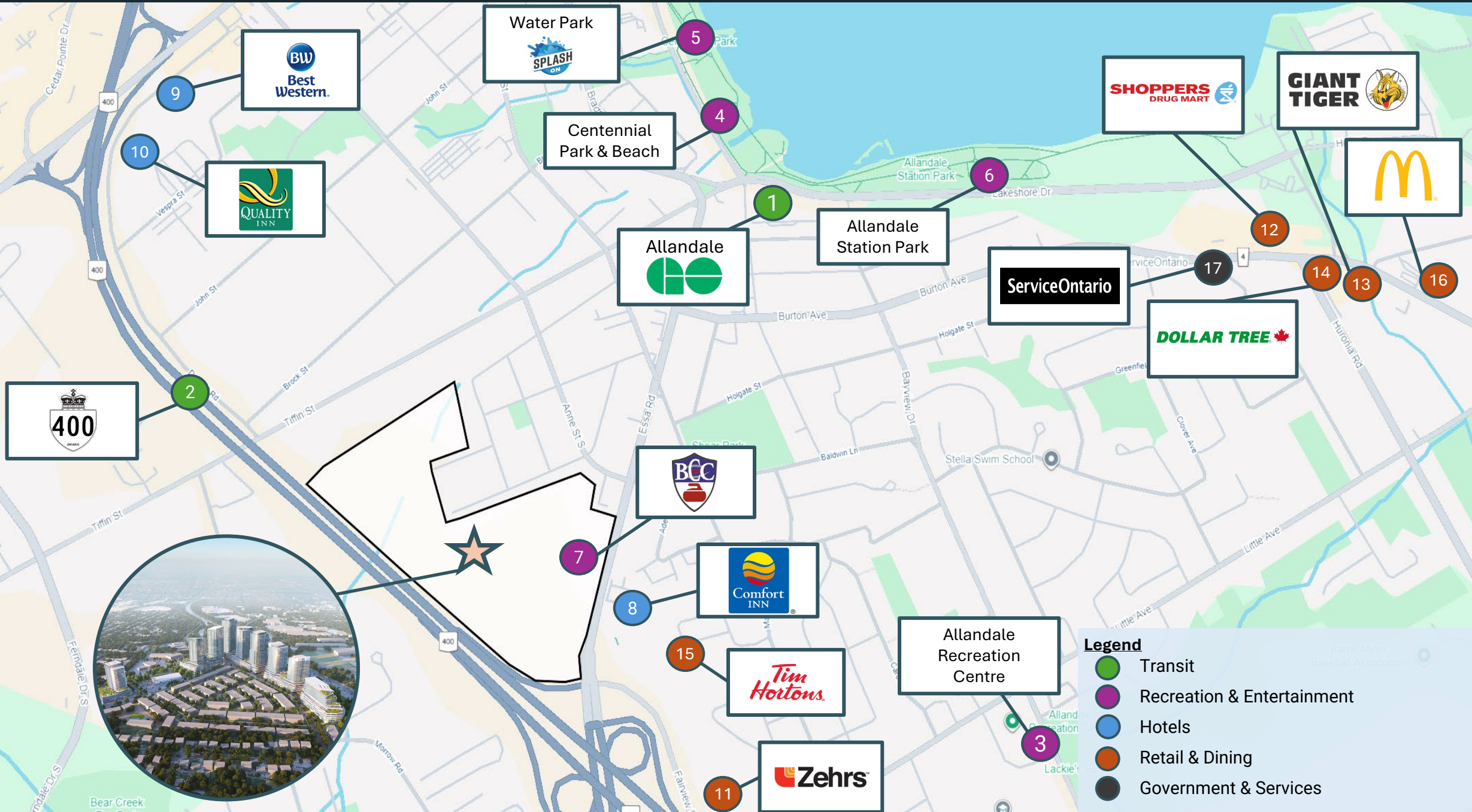
- Supported by Barrie's Official Plan and the Essa/Bradford Corridor Study.
- Planned for significant intensification with mid-to high-rise residential and mixed-use development.

#### Transit

- **Access:** Multiple arterial roads, proximity to major highways, and public transit access.
- **Highway:** Less than 1 kilometer east of Highway 400, providing direct regional connectivity between Barrie and the Greater Toronto Area.
- **Arterials:** Essa Road, Bradford Street, Bayfield Street, and Dunlop Street West.
- **Public transit:** Five-minute drive to Allandale Waterfront GO Station with daily service to Union Station in Toronto. Walking distance to multiple Barrie Transit routes along Essa Road, providing direct connections to Downtown Barrie and surrounding nodes.
- **Airport:** 15-minute drive to Lake Simcoe Regional Airport and approximately 60 minutes to Toronto Pearson International Airport.



# Nearby Amenities



# Sales Process

## The Receiver is seeking a superior offer to the stalking horse bid.

Pursuant to an order of the Ontario Superior Court of Justice (Commercial List) (the “**Court**”) made on May 20, 2025, KSV Restructuring Inc. was appointed receiver and manager (the “**Receiver**”) of the Property owned by Green World Construction Inc. (the “**Debtor**”).

On September 12, 2025, the Court granted an order (the “**Sale Process Order**”) that, among other things: (a) authorized the Receiver to conduct a sale process in accordance with the terms set out therein (the “**Sale Process**”); and (b) authorized the Receiver to enter into an agreement of purchase and sale with Aggregated Investments Inc. (the “**Stalking Horse Purchaser**”) dated September 5, 2025 (the “**Stalking Horse APS**”) for the sole purpose of acting as a stalking horse in the Sale Process. In the event of any inconsistency between the terms outlined herein and those contained in the Sale Process or the Sale Process Order, the Sale Process and Sale Process Order shall govern.

### Sale Process

The Sale Process is summarized in the Receiver’s First Report to Court dated September 5, 2025. The Receiver has also prepared a Process Letter setting out key information regarding the sale Process. Copies of the Sale Process and Process Letter are available here:

- [Sale Process](#)
- [Sale Process Letter](#)

Interested parties are strongly encouraged to thoroughly review the Sale Process in its entirety, including the requirements for participating in the Sale Process, and the criteria that must be satisfied to be a “Qualified Bid”. Bidders must submit an offer to the Receiver, in accordance with, and subject to the terms of, the Sale Process.

**Additional information regarding the Property is available in the Receiver’s virtual data room upon execution of a non-disclosure agreement.**

### Qualified Bid Criteria and Key Deadlines

The Receiver is seeking a superior offer to the Stalking Horse APS. As set out in the Sale Process, to be a Qualified Bid, an offer must include, among other criteria i) a purchase price of at least \$35,913,000; ii) a cash deposit of at least 10% of the of the purchase price of the bid; iii) not be conditional upon the bidder obtaining financing, completing diligence or approval from the bidder’s governing body; and iv) closing as soon as reasonably practicable after the Court grants an Approval and Vesting Order, which is a required step to completing a transaction. Qualified Bids must be received by the Receiver by the Qualified Bid Deadline, set out below.

The complete criteria to satisfy a “Qualified Bid” is available in the [Sale Process](#). A summary of the key dates in the Sale Process is as follows:

| Milestone  | Key Dates   |
|--|---|
| LOI Deadline   | October 13, 2025 (5:00 p.m. EST)  |
| Qualified Bid Deadline                                     | October 28, 2025 (5:00 p.m. EST)  |
| Selection of Qualified Bid(s)                              | October 30, 2025 (5:00 p.m. EST)  |
| Auction (if required)                                      | Within 3 business days of the Receiver determining an Auction will take place |
| Motion Materials Served for the Approval and Vesting Order | Within 15 calendar days after the selection of the Successful Bidder          |
| Closing Date   | As soon as reasonably practicable after the Approval and Vesting order        |

The Receiver will facilitate due diligence during the Sale Process. Interested bidders must submit an LOI by the LOI deadline. If no LOIs are submitted by the LOI Deadline, the Stalking Horse Purchaser will be deemed to be the Successful Bidder.

Offers are being sought on an “as-is, where-is” basis. Any transaction is subject to Court approval.



# Contact Information

If you are interested in pursuing this opportunity, please execute the attached Non-disclosure Agreement ("**NDA**") and return it to the Receiver, attention **Dean Perlman** ([dperlman@ksvadvisory.com](mailto:dperlman@ksvadvisory.com)), after which you will be provided with access to a virtual data room containing additional information regarding the Property.

**All communications relating to the Property should be directed to:**

**KSV Restructuring Inc.**

220 Bay Street, 13<sup>th</sup> Floor  
Toronto, Ontario, M5J 2W4

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