

±177 ACRES

OF SHOVEL READY INDUSTRIAL LAND ON HIGHWAY 400

Outdoor Storage Permitted



SW CORNER OF MCKAY ROAD WEST AND HIGHWAY 400, BARRIE/INNISFIL

FLEXIBLE
ZONING WITH
outdoor storage
PERMITTED



KEY FEATURES

- ±177 Acres of Industrial Development Land
- Major Highway Frontage & Visibility
- Immediate Highway Access
- Power Available to Site
- Large-Scale Development Potential
- Ability to Accommodate Multiple Building Configurations
- Potential Phased Development Opportunity
- Strong Labour Access & Regional Connectivity



ABOUT *the* OFFERING

CBRE’s Land Services Group is pleased to offer for sale ±177 acres at the southeast corner of Veterans Drive and McKay Road West (the “Site” or “Property”). With exceptional exposure, over 4,300 feet along Highway 400, the offering is situated in both the City of Barrie and Town of Innisfil, designated and zoned for a wide range of employment uses. The Site is located at the northern end of the Innisfil Heights Strategic Employment Area, a provincially recognized key economic employment zone intended to be protected and enhanced by future employment uses.

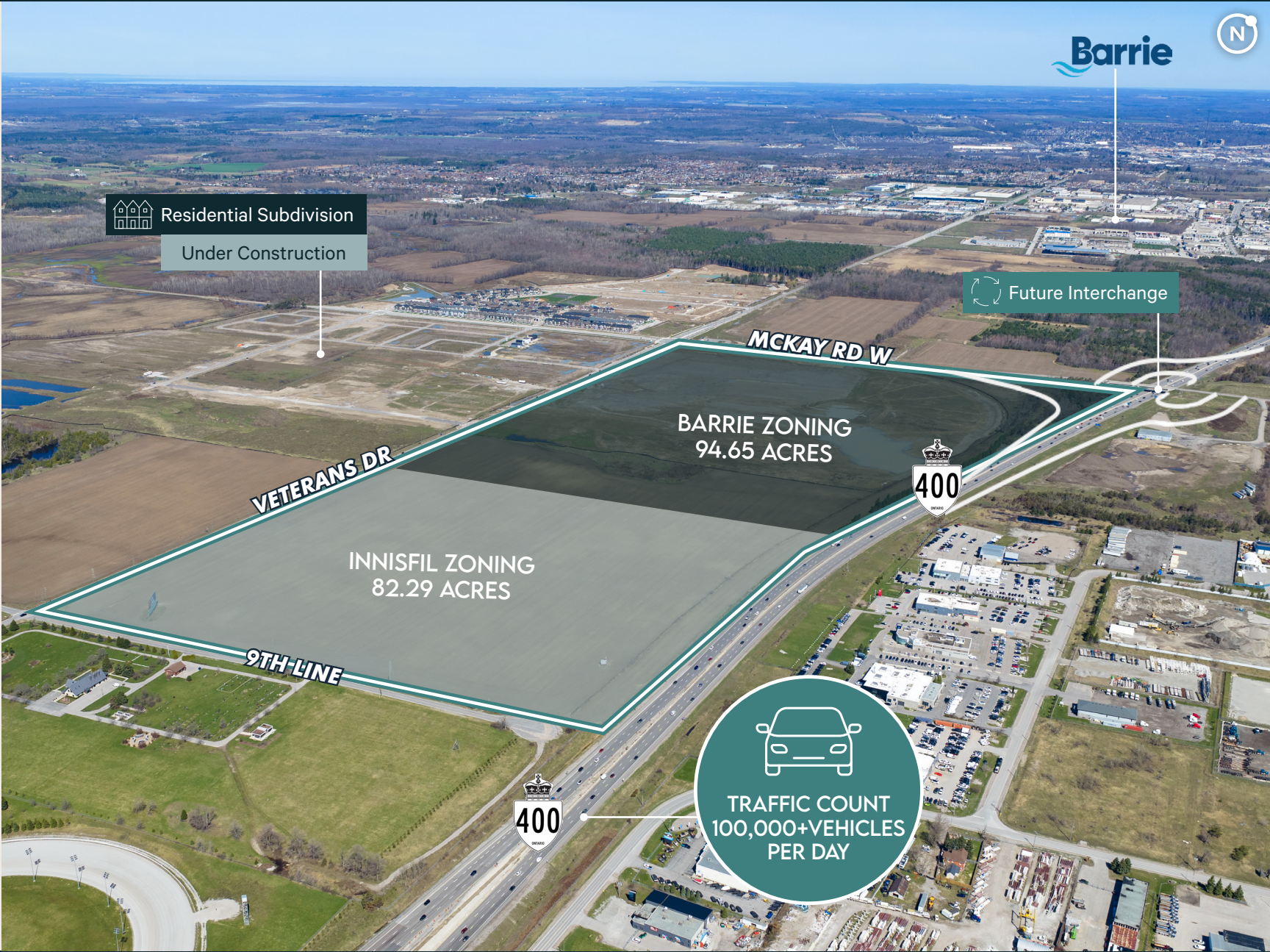
Within the City of Barrie policy framework, the northern portion of the Site is designated Service Industrial and Employment Area – Industrial and is zoned Highway Industrial. The southern portion, located in the Town of Innisfil, lies within the Innisfil Heights Strategic Settlement Employment Area and is designated Employment Area under the Draft Official Plan and is zoned Industrial Business Park under Innisfil’s zoning framework. Collectively, these designations support a broad range of industrial uses, including data centres, manufacturing, warehousing, distribution, and transportation depots, with outdoor storage permitted. Please refer to Pages 10 and 11 for a full list of permitted uses.

Positioned in the area commonly known as the Gateway to the North, the Site provides efficient access to key markets and supply chains across the Greater Toronto Area (GTA), northern Ontario and United States. Please see page 12 for key travel times and destinations. The Site is shovel ready, with water and wastewater services available at the Property line following the City of Barrie’s 2024 extensions south along Veterans Drive and west along McKay Road. Power will be available on Site coming from the south provided by InnPower, with significant upgrades for the area planned by the municipalities and Province. Additionally, the Ministry of Transportation and the City of Barrie completed the Highway 400/McKay Road overpass in 2017, which was designed to accommodate a future Highway 400 interchange.

The Site’s broad range of permitted uses, exceptional visibility, and strategic location present an outstanding opportunity for a significant facility or the potential for long-term phased development, for end users, developers, and investors. With convenient connections to all major 400-series highways, regional and international airports, and railway terminals, the Property offers excellent accessibility throughout the region.

PROPERTY *Information*

PIN:	580980285
TOTAL AREA:	Total: 176.94 acres Barrie: 94.65 acres Innisfil: 82.29 acres
FRONTAGE:	±4,300 ft. fronting on Highway 400, ±2,103 ft. fronting McKay Road West, ±4,185 ft. fronting Veterans Drive/5th Side Road and ±1,550 ft. fronting 9th Line
OFFICIAL PLAN - BARRIE:	Service Industrial and Employment Area – Industrial
ZONING - BARRIE:	Highway Industrial, Special Provision 545 under Barrie Zoning By-law 2009-141
DRAFT OFFICIAL PLAN - INNISFIL:	Employment Area with Innisfil Heights Strategic Settlement Employment Area Overlay.
ZONING - INNISFIL:	Industrial Business Park, Exception 7 under Innisfil Zoning By-law 080-13
ACCESS:	Access is currently off Veterans Drive/ 5th Side Road and off 9th Line with the nearest interchange at Innisfil Beach Road.
EXISTING CONDITIONS:	The Site is currently vacant and unimproved. Approximately 8 acres has been allocated for the future Highway 400 and McKay Road West interchange as identified on the draft plan.



ENVIRONMENTAL:

A Phase I ESA was completed in March 2016 by exp Services Inc., which confirmed no environmental concerns were identified on Site.

SERVICING:

Completed in 2024, water and wastewater servicing were extended south from Salem Road along Veterans Drive, and westerly along McKay Road. The Innisfil portion is currently unserviced. As per the 2023 Master Servicing Plan Update, Innisfil plans to connect the Innisfil Heights system to the Lakeshore water and wastewater system. The preferred servicing for the Site is a new watermain and sewer running along Veterans Drive.

HIGHWAY ACCESS:

The McKay Road overpass was replaced in October 2017, which was designed to accommodate a future Highway 400 interchange.

POWER:

Potential capacity for heavy power which will need to be determined through InnPower. Capacity available at site. User must confirm with InnPower or alternative energy provider.

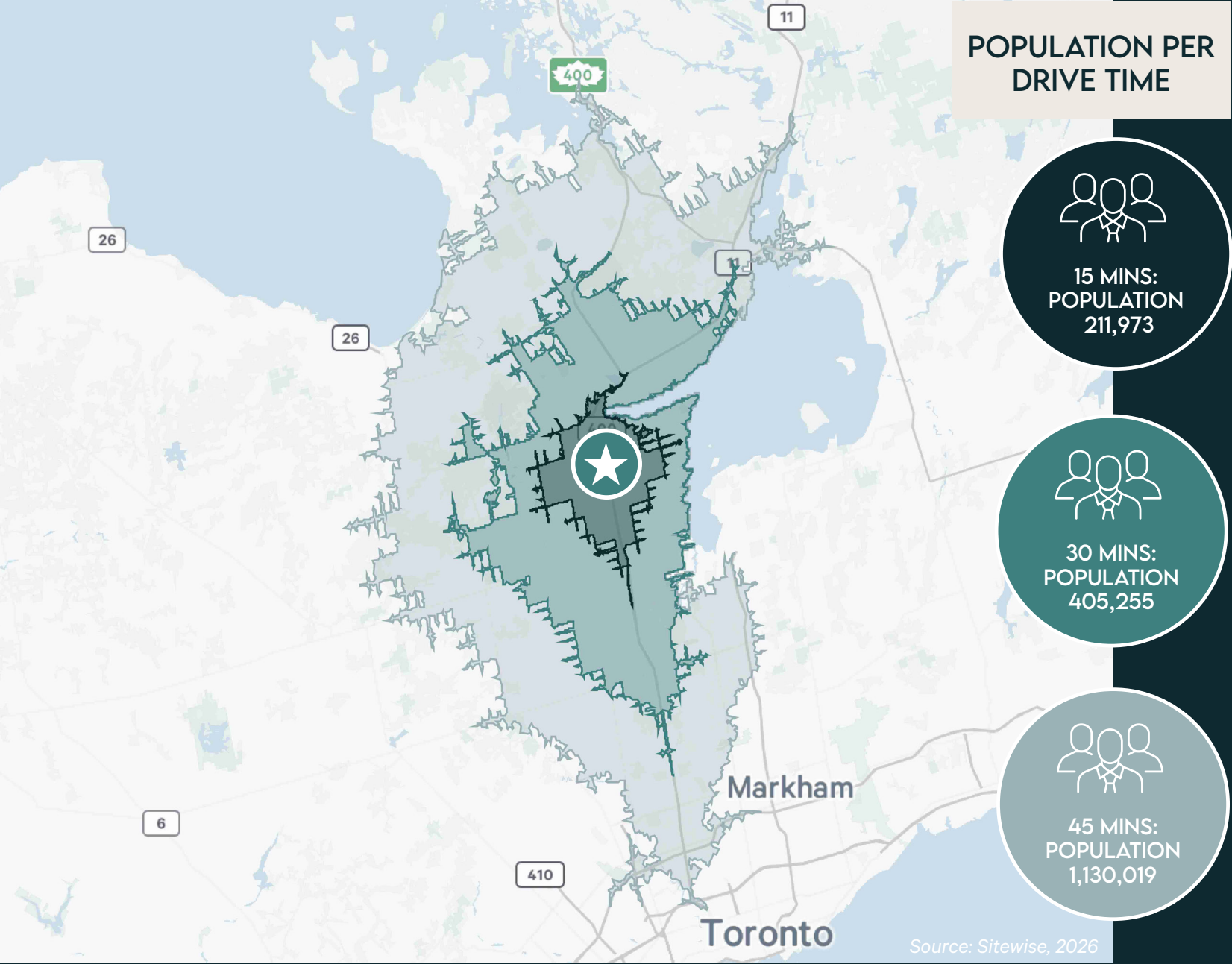
COST SHARING/LAND OWNER GROUP:

Cost sharing is required with adjacent Salem Secondary Plan Owners for works benefiting these parcels.

MUNICIPAL DEVELOPMENT CHARGES

MUNICIPALITY	INDUSTRIAL/NON-RETAIL (PER M2)	RETAIL/NON-INDUSTRIAL (PER M2)
Innisfil*	\$387.89	\$683.53
Barrie**	\$442.60	\$771.63

*Rates as of Jan. 1, 2026 | **Rates as of Apr. 1, 2026



BARRIE ZONING

HIGHWAY INDUSTRIAL - HI (SP-545)

PERMITTED USES:

COMMERCIAL:

- Accessory Employee Use
- Accessory Retail
- Assembly Hall
- Bank
- Building Supply Centre
- Conference Centre
- Data Processing Centre
- Drive Through Facility
- Hotel, Motel
- Office
- Office, Medical
- Restaurant
- Trade Centre
- Veterinary Clinic

INSTITUTIONAL:

- Commercial School
- Industrial School

INDUSTRIAL:

- Bakery
- Manufacturing and Processing
- Outdoor Storage
- Printing and Publishing
- Rail Transfer Facility
- Research/ Development Facility
- Warehousing
- Wholesale Establishment

ADDITIONAL (SP-545):

- Fitness or Health Club
- Self-Storage
- Outdoor Display and Sales Area
- Automotive Repair and Sales
- Funeral Service Provider
- Recreational Establishment
- Personal Service Store



INNISFIL ZONING

INDUSTRIAL BUSINESS PARK - IBP-7

PERMITTED USES:

PRIMARY:

- Agricultural Processing Establishment
- Agricultural Produce Warehouse
- Assembly Operation
- Bakery
- Building Supply Outlet
- Bulk Fuel Depot
- Bulk Storage Yard
- Cartage, Express or Truck Terminal
- Cannabis Production Facility
- Commercial School
- Contractors Shop or Yard
- Convenience Store
- Custom Workshop
- Equipment Sales, Rental and Servicing
- Farm Implement Dealer
- Fitness Centre
- Hotel, Motel
- Laundry and Dry Cleaning Depot
- Light Manufacturing
- Manufacturing
- Motor Vehicle Auto Body Shop, Dealership, Repair Garage, Service Station
- Printing and Publishing Establishment
- Professional Office
- Public Uses
- Recreational Vehicle Sales Establishment
- Research Establishment

- Restaurant
- Restaurant, Take-out
- Retail Use
- Service and Repair Establishment
- Taxi Stand or Dispatch Office
- Tourist Information Centre
- Veterinary Clinic
- Warehouse

ACCESSORY:

- Accessory Buildings and Structures
- Accessory Retail Use
- Drive Through Associated with a Permitted
- Commercial Use
- Outside Storage
- Outside Display and Sales Area

ADDITIONAL (EXCEPTION 7):

- Concrete or Asphalt Batching or Recycling Facility
- Storage, Crushing, Screening or Washing of Sand, Gravel, Ballast or Similar Material
- Dry Cleaning Establishment
- Manufacture of Concrete Products
- Self Storage Units
- Utility Yard

ENHANCED *Connectivity*

The Site benefits from outstanding regional connectivity, with seamless access to the 400-series highway network, major GTA intermodal hubs, and a wide variety of amenities throughout Barrie.

TRANSPORTATION	DRIVE TIMES	DISTANCE
Lake Simcoe Regional Airport	25 mins	34 km
Highway 404	36 mins	49 km
Highway 407	37 mins	61 km
Highway 401	42 mins	70 km
Toronto Pearson International Airport	53 mins	78 km
CPKC Railway Terminal	51 mins	68 km
CN Railway Terminal	51 mins	75 km
City of Toronto	43 mins	67 km
City of Vaughan	32 mins	49 km
US Border – Niagara Falls	1 hrs 55 mins	200 km
US Border – Detroit/Windsor	4 hrs 11 mins	424 km
City of Sudbury	3 hrs 10 min	305 km

TRANSIT	DRIVE TIMES	DISTANCE
Barrie South GO Station	16 mins	14 km
Allendale GO Station	19 mins	15 km



LOCATION *Overview*

SITE LOCATION

Situated on Highway 400, Barrie and Innisfil provide prime access for markets and supply chains, serving as gateways between the Greater Toronto Area (GTA) and communities throughout Northern Ontario. To the north, the Lake Simcoe Regional Airport provides convenient regional connections, while Toronto Pearson Airport provides connections to over 200 domestic and international destinations (Toronto Pearson, 2026). The municipalities are also connected via rail, with rail service through the Barrie Collingwood Railway (BCRY), Canadian National Rail International Terminal in Brampton and the Canadian Pacific Kansas City (CPKC) Intermodal Terminal in Vaughan.



CITY OF BARRIE

The City of Barrie is one of Canada’s fastest-growing communities, with the population projected to reach approximately 300,000 residents and employment projected to reach approximately 150,000 jobs by 2051 (Invest Barrie, 2026).

Barrie’s economy is diverse, with leading employment in health care, retail and commerce, manufacturing, and construction (Statistics Canada, 2023).

Barrie’s continued growth is supported by two post-secondary institutions, Georgian College and Lakehead University, both of which offer specialized programs that provide hands-on experience and develop critical skills.

TOWN OF INNISFIL

The Town of Innisfil is experiencing significant growth, with a population projected to reach 85,000 residents by 2051, a 55% increase (Innisfil, 2026). Today, Innisfil supports 10,000 jobs, with this figure projected to grow to 26,000 by 2051 (Innisfil Economic Development, 2026).

Central to this growth trajectory, Innisfil Heights has the capacity to support approximately 16,000 jobs and is emerging as a prime location for industrial, commercial, and manufacturing activity.



HIGH VISIBILITY

The Site features approximately 4,300 feet of prominent frontage along Highway 400 with traffic counts for the Site exceeding 100,000 vehicles per day.



IDEAL LABOUR DEMOGRAPHICS

There are approximately 5,000 blue collar labourers and 2,000 manufacturing labourers actively looking for work within a 30-minute drive of the Site.



OPPORTUNITY OF SCALE

The Property presents an unprecedented opportunity to acquire ±177 acres of contiguous industrial land along a 400-series highway, providing an unmatched offering not available throughout the remainder of the GTA and GGH.



FLEXIBLE ZONING

The Site’s zoning allows for a large variety of uses, notably allowing data centres, outdoor storage, manufacturing uses and warehousing.



MUNICIPAL & ECONOMIC SUPPORT

Barrie’s Employment Concierge Program and Innisfil’s Development and Buildings Processes provide support and assistance with streamlining the development review process.



WORKFORCE ACCESS

The Property benefits from access to a large and diverse labour pool across the surrounding region, supporting: Manufacturing Labour, Skilled Trades, Logistics & Transportation Workforce, Office & Administrative Staff, Technical & Engineering Talent.

THE *Offering* PROCESS

CBRE | LAND
SERVICES
GROUP

CBRE's Land Services Group has been retained as the advisor to seek offers for the disposition of the Property. Interested purchasers will be required to execute and submit a Confidentiality Agreement ("CA") prior to receiving additional due diligence materials.

For more information on the offering process please reach out to one of the agents listed.

Confidentiality Agreement

Potential purchasers that require access to the data room must complete a CA and return it to: lsggta@cbre.com

[CLICK TO SIGN CA](#)

OFFER SUBMISSION DATE TO BE ANNOUNCED



Lauren White*
Executive Vice President
+1 416 495 6223
lauren.white@cbre.com

Mike Czestochowski**
Vice Chairman
+1 416 495 6257
mike.czestochowski@cbre.com

Emelie Rowe*
Senior Sales Associate
+1 416 495 6306
emelie.rowe@cbre.com

Evan Stewart*
Senior Sales Associate
+1 416 495 6205
evan.stewart@cbre.com

Nicholas Webster
Sales Representative
+1 416 495 6271
nicholas.webster@cbre.com

All outlines are approximate. | www.cbre.ca/mclsg

CBRE Limited, Brokerage, 2005 Sheppard Ave E, Suite 800, Toronto, ON M2J 5B4

*Sales Representative **Broker

This disclaimer shall apply to CBRE Limited, Real Estate Brokerage, and to all other divisions of the Corporation, to include all employees and independent contractors ("CBRE"). The information set out herein, including, without limitation, any projections, images, opinions, assumptions and estimates obtained from third parties (the "Information") has not been verified by CBRE, and CBRE does not represent, warrant or guarantee the accuracy, correctness and completeness of the Information. CBRE does not accept or assume any responsibility or liability, direct or consequential, for the Information or the recipient's reliance upon the Information. The recipient of the Information should take such steps as the recipient may deem necessary to verify the Information prior to placing any reliance upon the Information. The Information may change and any property described in the Information may be withdrawn from the market at any time without notice or obligation to the recipient from CBRE. CBRE and the CBRE logo are the service marks of CBRE Limited and/or its affiliated or related companies in other countries. All other marks displayed on this document are the property of their respective owners. All Rights Reserved. Mapping Sources: Canadian Mapping Services canadamapping@cbre.com, MapPoint, DMTI Spatial, EnviroNics Analytics, Microsoft Bing, Google Earth.