
TO: MAYOR J. LEHMAN AND MEMBERS OF CITY COUNCIL

FROM: K. BRISLIN, MCIP, RPP, SENIOR PLANNER

NOTED: A. BOURRIE, RPP, DIRECTOR OF PLANNING AND BUILDING SERVICES

**J. THOMPSON, P. ENG., CMM, PMP
GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT
(ACTING)**

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: DRAFT HERITAGE STRATEGY CONSULTATION

DATE: OCTOBER 23, 2017

The purpose of this Memorandum is to update members of City Council on the upcoming Draft Heritage Strategy consultation program.

Kathy Brislin, members of Heritage Barrie, and staff from Planning Services and Access Barrie will be available at 3 drop in sessions to guide participants in providing targeted feedback.

Participants will be asked to prioritize, in terms of importance, themed action items for each of the tactics of Knowing, Protecting, Managing and Communicating. Attached is a guidebook that has been prepared in conjunction with Access Barrie to assist participants in this regard. The dates and times of the drop in sessions are as follows.

- **October 24, 2017**, 6:30–8:30 p.m. -City Hall, 70 Collier St.
- **October 25, 2017** 2–4 p.m. - Parkview Centre, 189 Blake St.
- **October 26, 2017**, 4:30–6:30 p.m. -Unity Christian High, 25 Burton Ave.

There is a similar web-based survey open until November 5, 2017, for those unable to attend the drop-in sessions. Below is a link to the web-site with information on the Heritage Strategy:
<http://www.barrie.ca/Culture/Heritage/Pages/Heritage-Strategy.aspx>

Staff have also reached out to Indigenous, Metis and First Nations leadership to seek their advice and preference for their engagement in this project.

Further questions may be directed to Kathy Brislin Senior Planner at extension 4440 or
Kathy.brislin@barrie.ca

Consultation Guide Booklet

A black and white photograph of bare, snow-dusted tree branches against a light sky, serving as a background for the top section of the booklet.

Our Past, Our Future

Share your feedback to help achieve the draft Heritage Strategy's purpose of knowing, protecting, managing and communicating Barrie's heritage.



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Survey: visit Heritage Strategy at barrie.ca/heritage

For more information,
including the draft
Heritage Strategy,
visit Heritage Barrie at
barrie.ca/heritage

A graphic for the "Barrie's Heritage" section. It features a blue horizontal band with the title "BARRIE'S HERITAGE" in white. Below the band, there is a light blue background with a faint, stylized map of Barrie and a background image of bare tree branches.

BARRIE'S HERITAGE

Our heritage tells stories of past people and events that shaped the city as we experience it today. Much of what makes Barrie unique relates to its natural beauty, landforms, and geography — the settlement around Kempenfelt Bay, neighbourhoods from the early Allandale Village and Town of Barrie, main streets in downtown, the railway, Highway 400 and the subsequent development of suburbs are all part of our city's heritage.

Protecting our heritage is an important consideration in sustainable development and place-making. The conservation and enhancement of both natural and cultural heritage is essential to defining Barrie's livability and unique character.

Heritage Strategy Development

The draft Heritage Strategy was developed with stakeholder input and other background research including:

- *May 2015:* Breakouts and roundtable discussions to identify and discuss common interests, overlaps, challenges and support strategies concerning heritage in Barrie.
- *May 2016:* Breakouts and roundtable discussions to develop a shared heritage vision and discuss approaches to increase heritage awareness. Stakeholders completed a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis.
- *May 2017:* Breakouts to discuss three themes from the Heritage Strategy Action Items Matrix

Many participated in these meetings including members of Barrie City Council, Barrie Creative Economy, Barrie Historical Archive, Barrie Historical Association, Barrie Infrastructure & Growth Management, Downtown Neighbourhood Association, Allandale Neighbourhood Association, Historic Neighbourhood Committee, Innisfil Arts Culture & Heritage Committee, Tourism Barrie and interested members of the public.

Aboriginal, Indigenous Métis & First Nations Heritage

The Aboriginal, Indigenous Métis and First Nations peoples will be accurately and respectfully represented within the Heritage Strategy. Engagement opportunities are available for Indigenous First Nations and Métis leadership to weave their stories, heritage and priorities into the Heritage Strategy.



Share your views!

Before the draft Heritage Strategy is finalized, we want to ensure it:

- Reflects what's important about heritage in Barrie and what it means to you; and,
- Will achieve the overall outcome of heritage preservation.

The draft Heritage Strategy focuses on four tactics to conserve, protect, enhance and celebrate Barrie's cultural heritage resources:

1. Knowing
2. Protecting
3. Managing
4. Communicating

Each tactic has actions to be completed in order to achieve that tactic's desired outcome.

We need your help:

- Prioritizing the action items within each tactic to achieve the desired outcome; and,
- Identifying any other actions that could be included to help preserve our heritage.

This booklet provides you with a snapshot of each tactic and their identified action items. Use this as your guide when providing feedback.

Be green! Help preserve our environment by leaving this booklet for future participants to use.

1: Knowing

Understanding what constitutes significant and potential heritage resources and why they are valued is the starting point for protection.

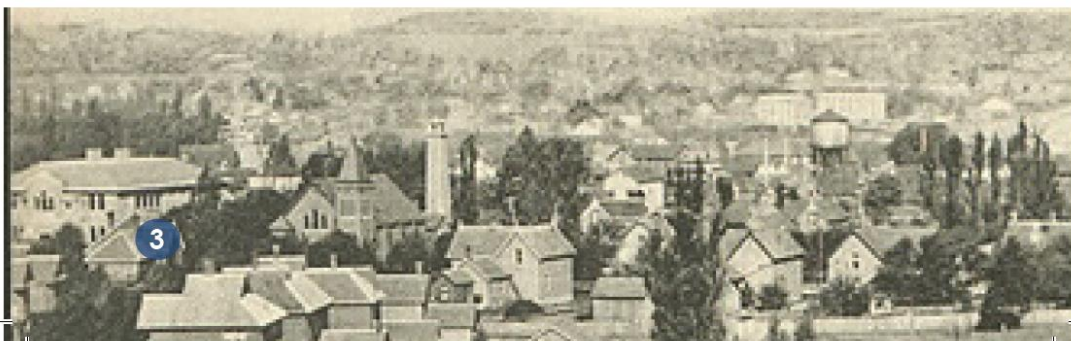
Goals:

- To continually grow our understanding and appreciation of heritage values through ongoing identification and documentation of potential and significant heritage resources
- To make this information publically accessible

Feedback requested: Prioritize these actions on the Capture Sheets

- a) Complete a thematic history to provide a framework for contextualizing and determining heritage resources' value. A thematic history is researching history based on a theme (i.e. developing economies, building social life).
- b) Consolidate all reports and background research done to date by previous heritage committees, City staff, and consultants as an information reference.
- c) Increase the number of listed buildings on the Municipal Heritage Register by including the following:
 - Places of worship within the City including the Salem and Hewitt's Secondary Plan areas
 - The Barrie goal and other institutional sites in the Urban Growth Centre
 - Properties identified on the Heritage Walking tours
 - Properties identified by Heritage Barrie committee members via their heritage checklist
- d) Maintain a database of archaeological reports submitted through development applications.
- e) Retain a dedicated City of Barrie Heritage Planner.

Suggest other actions that can be taken to ensure the 'Knowing' goals are met.



2: Protecting

Using available legislative tools to protect our heritage.

Goals:

- To protect heritage resources including archaeological resources, heritage landscapes, and built heritage
- To develop policies that support decision making around heritage conservation, stewardship and management
- To continually protect, enhance, and improve heritage resources as a strategic response to growth & development

Feedback requested: Prioritize these actions

Heritage Act Tools

- a) Update designation by-laws for all properties on the Municipal Heritage Register so that the by-laws identify specific heritage features and attributes of designated buildings or properties.
- b) Implement electronic and web-based notification processes for Heritage designation by-laws and decisions about alterations to designated properties.
- c) Develop a template for Heritage Conservation Easement Agreements and Heritage Management Plans.
- d) Develop a *Heritage Property Standard By-law* for maintenance and upkeep of designated properties to prevent demolition by neglect.

Feedback not required

- *Planning Act* tool feedback will be requested through the Official Plan Update consultation process (TBD).
- These *Heritage Act* tools are currently being developed and prioritization isn't required:
 - o Application forms and processes for Heritage permits.
 - o Protocols for First Nations and Métis engagement in the planning and development process.

Suggest other actions that can be taken to ensure the 'Protecting' goals are met.



3: Managing

Supporting and encouraging stewardship, good conservation practices, and offer incentives and assistance to manage heritage rather than regulate.

Goals:

- To develop guidelines for heritage conservation, stewardship, and management of heritage resources within the city.
- To support individuals and owners to understand heritage values and encourage them to care for and manage these resources.
- To support good heritage practices through information, financial assistance, advice, and public recognition.

Feedback requested: Prioritize these actions

- a) Develop interpretive sign guidelines for heritage sites.
- b) Prepare heritage management plans for select City owned properties (i.e. Historic Allandale Station).
- c) Implement a property tax relief for designated property owners with a heritage conservation agreement in place.
- d) Hold informational workshops on maintaining and renovating heritage properties.
- e) Consider adding Heritage Design to the Urban Design Awards when implemented.
- f) Develop an Archaeological Master Plan and protocol to identify archaeological sites and how to manage them.
- g) Develop a disaster protocol for significant heritage resources.
- h) Develop and adopt a Best Practices & Principles manual for heritage building owners, developers etc.

Feedback not required

- Renovation incentives for designated buildings and guidelines to help evaluate improvements is currently ongoing.

Suggest other actions that can be taken to ensure the 'Managing' goals are met.



4: Communicating

Building public awareness of heritage resources to support understanding, create a sense of identity and belonging, and add to the livability of the city.

Goals:

- To recognize, honour, and celebrate the culture and heritage of the City's diverse communities.
- To build awareness and appreciation of heritage values in the daily experience of the City for all.

Feedback requested: Prioritize these actions

- a) Continue to hold annual heritage stakeholders meetings.
- b) Continue to sponsor guided historical walking tours.
- c) Work with Culture Department to promote re-enactment of events.
- d) Support reinstating Doors Open Barrie.
- e) Increase promotion of the Heritage Barrie Awards.
- f) Participate in cultural celebrations (i.e. Heritage Week, Black History Week).
- g) Use interpretive signage at existing and proposed heritage sites to help tell Barrie's story.
- h) Develop information package outlining responsibilities, processes, support and assistance available to owners of designated properties.
- i) Create new ways to highlight heritage in Barrie (i.e. new awards, financial incentives, advice, walking tours, monthly heritage feature).

Feedback not required:

- Currently updating walking tours to a modern format that is easily accessed electronically.
- Currently creating a dedicated space for all heritage information at barrie.ca/heritage.

Suggest other actions that can be taken to ensure the 'Communicating' goals are met.





What's next:

Fall 2017:

- o Report to Council with engagement feedback
- o Recommendation to Council

Upon approval, the action items outlined in the final Heritage Strategy will be implemented.

**Stay up-to-date on Barrie's
Heritage Strategy**

Provide your contact details and permission for us to share our progress on the Heritage Strategy development by:

- Signing up at a drop-in session
- Signing up at the end of the online survey
- Contacting Kathy Brislin at **705-739-4220 x 4440** or **Kathy.Brislin@barrie.ca**