



## PLANNING AND BUILDING SERVICES MEMORANDUM

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**TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL**

**FROM: M. BANFIELD, RPP, MANAGER OF INTENSIFICATION AND LAND USE POLICY**  
**C. HARRIS, MANAGER OF MARKETING AND COMMUNICATIONS**

**NOTED: A. BOURRIE, RPP, DIRECTOR OF PLANNING AND BUILDING SERVICES**  
**R. JAMES-REID, DIRECTOR OF ACCESS BARRIE**  
**R. FORWARD, MBA, M.Sc., P. ENG.**  
**GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT**  
**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: COMMUNITY ENGAGEMENT - INTENSIFICATION**

**DATE: APRIL 16, 2018**

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The purpose of this Memorandum is to advise members of Council that Community Engagement Sessions will take place in the next few weeks; specifically April 17 and May 8, 2018. A new engagement website [[www.buildingbarrie.ca](http://www.buildingbarrie.ca)] that was launched on April 5th, 2018 related to this initiative.

The Departments of Planning and Building Services and Marketing and Communications are excited to share the newest opportunities to engage City of Barrie residents, business owners and stakeholders about intensification. Increasing awareness and providing early opportunities for input on this topic is a critical step in planning for Barrie's future today.

The community is invited to envision growth at a drop-in workshop and new online platform — [buildingbarrie.ca](http://buildingbarrie.ca). The conversation will focus on intensification and the opportunities it presents for our city to transform, mature, embrace vibrancy and seize economic development.

A drop-in workshop is taking place on April 17, 2018, (7-9 p.m. at the Sheba Shrine Centre, 142 John Street). It is open to the public and no registration is required to participate. A second session specific to the Essa Road Corridor is being planned for May 8, 2018 (7-9 p.m. at the South Shore Community Centre, 205 Lakeshore Drive). The workshops will be fun and interactive – think beyond poster boards and formal presentations.

Opportunities to join this discussion opened online April 10, 2018 [[www.buildingbarrie.ca](http://www.buildingbarrie.ca)] and will be available until April 30, 2018. As of April 12, [buildingbarrie.ca](http://buildingbarrie.ca) has had 322 visits and 21 registrations. It's being promoted on [barrie.ca](http://barrie.ca), This Week in Barrie, through the City's social media channels and with geo-fencing ads. The Essa Road Corridor online engagement activities will be launched in early May 2018. We encourage you to visit the website, see comments from residents joining the conversation and participate yourselves.

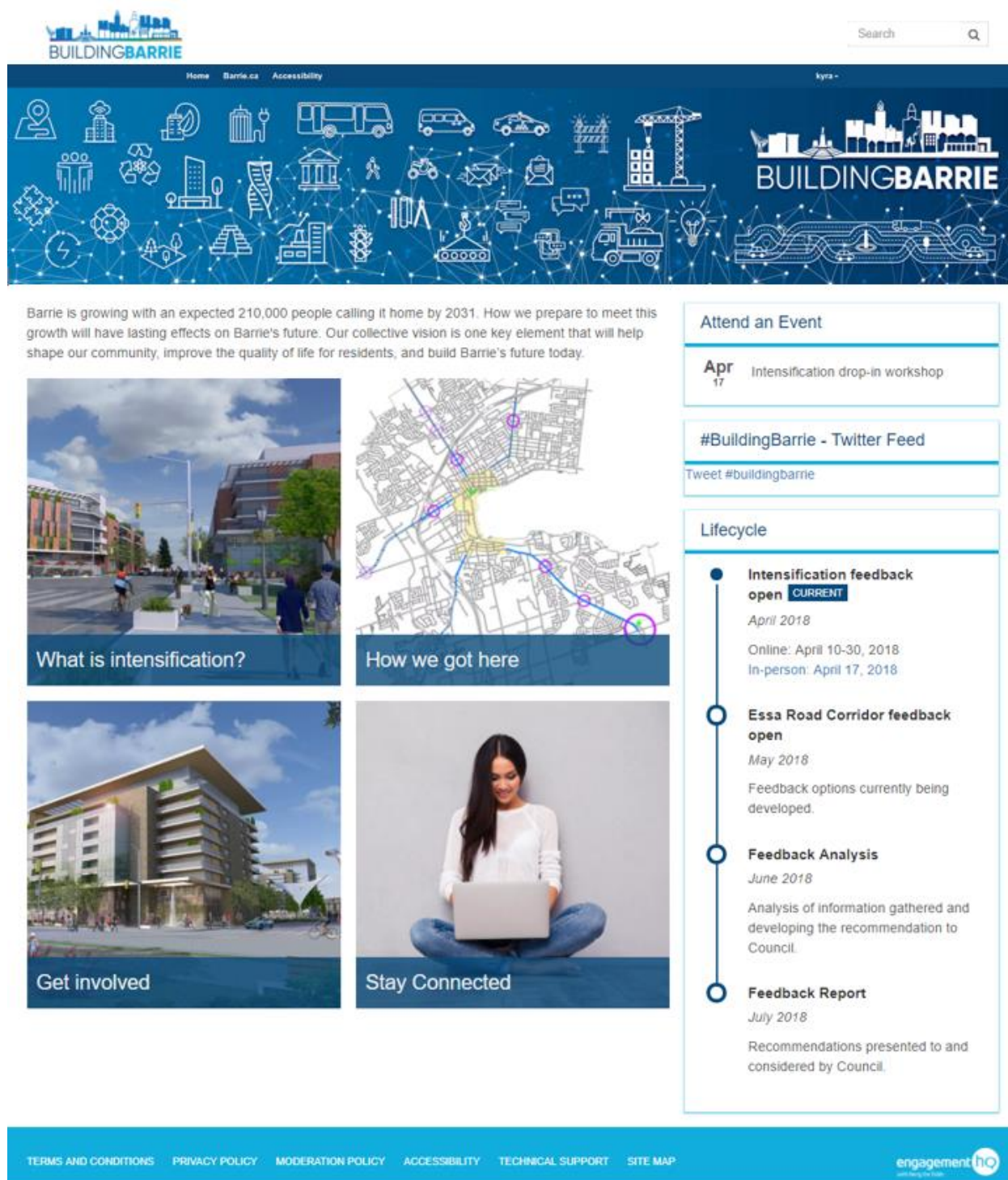
This is the first of many "Changing the Conversation" topics Planning & Building Services plans to have with Barrie residents, business owners and stakeholders. We look forward to reporting back to Council with future updates and initiatives.

### APPENDIX

Appendix "A" – [Buildingbarrie.ca](http://Buildingbarrie.ca) landing page

Appendix "B" – "Get Involved" community engagement

## Appendix "A" Buildingbarrie.ca landing page



The screenshot shows the BuildingBarrie.ca landing page. At the top is the BuildingBarrie logo and a search bar. Below is a navigation bar with links to Home, Barrie.ca, and Accessibility. The main header features a blue background with white icons representing various urban planning and building services. Below the header is a paragraph about Barrie's growth and the importance of collective vision. The page is divided into four main sections: 'What is intensification?' (with a photo of a modern building), 'How we got here' (with a map), 'Get involved' (with a photo of a modern building), and 'Stay Connected' (with a photo of a woman using a laptop). On the right side, there is a sidebar with sections for 'Attend an Event' (listing an intensification drop-in workshop on April 17), '#BuildingBarrie - Twitter Feed' (with a tweet link), and 'Lifecycle' (a timeline of events from April to July 2018, including feedback periods and analysis).

Barrie is growing with an expected 210,000 people calling it home by 2031. How we prepare to meet this growth will have lasting effects on Barrie's future. Our collective vision is one key element that will help shape our community, improve the quality of life for residents, and build Barrie's future today.

**What is intensification?**

**How we got here**

**Get involved**

**Stay Connected**

**Attend an Event**

**Apr 17** Intensification drop-in workshop


**#BuildingBarrie - Twitter Feed**

Tweet #buildingbarrie

**Lifecycle**

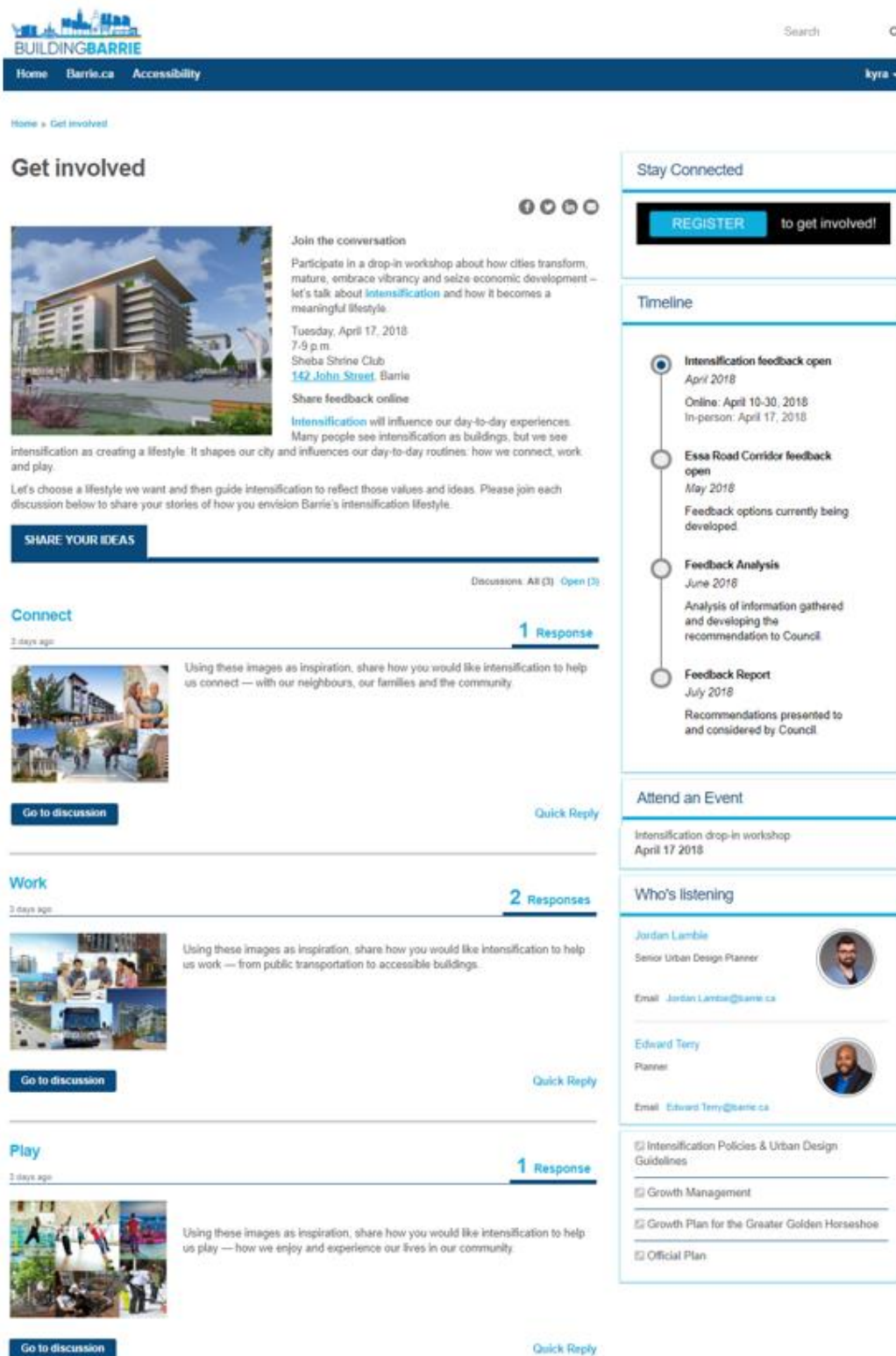
- Intensification feedback open** **CURRENT**  
April 2018  
Online: April 10-30, 2018  
In-person: April 17, 2018
- Essa Road Corridor feedback open**  
May 2018  
Feedback options currently being developed.
- Feedback Analysis**  
June 2018  
Analysis of information gathered and developing the recommendation to Council.
- Feedback Report**  
July 2018  
Recommendations presented to and considered by Council.

TERMS AND CONDITIONS | PRIVACY POLICY | MODERATION POLICY | ACCESSIBILITY | TECHNICAL SUPPORT | SITE MAP

engagement 

## Appendix “B”

“Get Involved” section of website which encourages community engagement



**Barrie**

Home Barrie.ca Accessibility

Home » Get involved

### Get involved

Join the conversation

Participate in a drop-in workshop about how cities transform, mature, embrace vibrancy and seize economic development – let's talk about **intensification** and how it becomes a meaningful lifestyle.

Tuesday, April 17, 2018  
7-9 p.m.  
Sheba Shrine Club  
142 John Street, Barrie

Share feedback online

**Intensification** will influence our day-to-day experiences. Many people see intensification as buildings, but we see intensification as creating a lifestyle. It shapes our city and influences our day-to-day routines: how we connect, work, and play.

Let's choose a lifestyle we want and then guide intensification to reflect those values and ideas. Please join each discussion below to share your stories of how you envision Barrie's intensification lifestyle.

**SHARE YOUR IDEAS**

Discussions: All (3) Open (3)

#### Connect

3 days ago **1 Response**

Using these images as inspiration, share how you would like intensification to help us connect — with our neighbours, our families and the community.

**Go to discussion** [Quick Reply](#)

#### Work

3 days ago **2 Responses**

Using these images as inspiration, share how you would like intensification to help us work — from public transportation to accessible buildings.

**Go to discussion** [Quick Reply](#)

#### Play

3 days ago **1 Response**

Using these images as inspiration, share how you would like intensification to help us play — how we enjoy and experience our lives in our community.

**Go to discussion** [Quick Reply](#)

#### Stay Connected

**REGISTER** to get involved!

#### Timeline

- Intensification feedback open**  
April 2018  
Online: April 10-30, 2018  
In-person: April 17, 2018
- Essex Road Corridor feedback open**  
May 2018  
Feedback options currently being developed.
- Feedback Analysis**  
June 2018  
Analysis of information gathered and developing the recommendation to Council.
- Feedback Report**  
July 2018  
Recommendations presented to and considered by Council.

#### Attend an Event

Intensification drop-in workshop  
April 17 2018

#### Who's listening

**Jordan Lambie**  
Senior Urban Design Planner  
Email: [Jordan.Lambie@barrie.ca](mailto:Jordan.Lambie@barrie.ca)

**Edward Terry**  
Planner  
Email: [Edward.Terry@barrie.ca](mailto:Edward.Terry@barrie.ca)

- Intensification Policies & Urban Design Guidelines
- Growth Management
- Growth Plan for the Greater Golden Horseshoe
- Official Plan