



**ECONOMIC AND CREATIVE  
DEVELOPMENT  
MEMORANDUM**

Page: 1  
File:  
Pending #:

---

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

**FROM: S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT**

**NOTED: A.MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH  
MANAGEMENT**

**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: TEMPORARY PARKING STANDARD CHANGE – DUNLOP STREET – POYNTZ  
ST. THROUGH TORONTO ST. – LOADING ZONE ONLY TO SUPPORT CURBSIDE  
PICK-UP**

**DATE: MAY 11, 2020**

---

The purpose of this Memorandum is to provide members of Council with background information related to temporarily implementing a 'Loading Only Zone' parking standard along Dunlop Street in the downtown, which would limit parking to no more than ten minutes. This temporary measure is intended to improve traffic flow in support of curbside pick-up and physical distancing measures for businesses in this area.

Effective Monday, May 11<sup>th</sup>, 2020 the Province has permitted opening up several businesses, including the retail sector for curbside pick-up provided such businesses have a streetside entrance.

Physical distancing measures remain critical to the health of our community. Staff have reviewed impact to the downtown and opportunities to best support curbside pick-up, given the very close proximity of shops, limited sidewalk space, and current construction.

As an interim solution to promote safe traffic movement in the area, a temporary change in the parking standard along along Dunlop St (construction zone areas remain closed) to a 'Loading Only Zone' standard under the Traffic By-law would limit all parking on Dunlop Street to standing for 10 (ten) minutes or less.

A shortened parking limit on Dunlop Street in the downtown from Poyntz Street through to Toronto Street would facilitate and promote both ease of curbside pick-up and traffic flow through. Due to Dunlop Streetscaping construction, Mulcaster to Owen is open to local traffic only. Limited parking spaces are available in that section and vehicles must complete a three point turn to depart the area. There is no vehicle access or parking in available in the sections from Maple Avenue to Mary Street and Owen Street to Clapperton Street due to ongoing construction.

The temporary 'Loading Only Zone' parking standard would be intended to remain in effect until there is a change in Provincial mandate with respect to retail store operations, or the City decides to move back to enforcing paid parking operations. Enforcement will be done a complaint basis. Staff have also been requested to contemplate 'pedestrianizing' a portion of Dunlop Street downtown. This item will be addressed as part of a report back to Council regarding the Patios Everywhere initiative which is intended to be presented on May 25<sup>th</sup>.

As the City of Barrie is currently providing free parking in its downtown lots, long-term parking for employees and construction workers can be facilitated in those lots. In addition, retailers/restaurants could also facilitate curb-side pick-up from proximity lots where curbside pickup is impeded by construction.

As part of the review of the parking standard, the Executive Director at the BIA was included in the consultation process, as well as emergency services including Barrie Police, Barrie Fire and Simcoe County



**ECONOMIC AND CREATIVE  
DEVELOPMENT  
MEMORANDUM**

Page: 2  
File:  
Pending #:

---

Paramedic Services. No concerns were noted, and the BIA is supportive of the measure and will be preparing signage and marketing in promotion of downtown businesses being open and curbside pick-up.

Should Council approve the following Direct Motion that will be added to the Agenda for May 11, 2020 for a temporary change in parking standard, Communications would prepare a media release to advise the public and meters would be appropriately bagged and pay stations would have signage advising of the temporary standard.

That a temporary "Loading Only Zone" be implemented on Dunlop Street between Poyntz Street to Toronto Street to improve traffic flow in support of curb-side pick up at the downtown businesses to help them to adhere to provincial/municipal orders and guidelines.

That the temporary "Loading Only Zone" remain in place until businesses are permitted to open beyond curbside pickup or a decision is made to move back to enforcing paid parking operations.