



City of Barrie

70 Collier Street
P.O. Box 400
Barrie, ON L4M 4T5

Meeting Agenda General Committee

Wednesday, November 26, 2025

7:00 PM

Council Chamber

1. **CONSENT AGENDA**

2. **PUBLIC MEETING(S)**

Nil.

3. **PRESENTATIONS BY STAFF/OFFICERS/AGENTS OF THE CORPORATION**

Nil.

4. **DEFERRED BUSINESS**

Nil.

5. **REPORTS OF REFERENCE, ADVISORY OR SPECIAL COMMITTEES**

25-G-239 REPORT OF THE AFFORDABILITY COMMITTEE DATED OCTOBER 29, 2025

Attachments: [Affordability Committee 251029.pdf](#)

25-G-240 REPORT OF THE AFFORDABILITY COMMITTEE DATED NOVEMBER 12, 2025

Attachments: [Affordability Committee 251112.pdf](#)

25-G-241 REPORT OF THE INFRASTRUCTURE AND COMMUNITY INVESTMENT COMMITTEE DATED NOVEMBER 19, 2025

Attachments: [ICIC Report 251119](#)

25-G-242 REPORT BACK - CULTURE PLAN UPDATE

1. That the City of Barrie Culture Plan Update attached as Appendix A to the Report to the Infrastructure and Community Investment Committee dated November 19, 2025, concerning the Report Back - Culture Plan Update, be received and approved in principle to guide the future planning and development of the cultural sector.
2. That the overall 65 recommendations identified in this Report Back - Culture Plan Update be used to guide the development of the 2026 -

- 2035 Cultural Development operating budgets and future Capital Plans for Council consideration as part of the Business Plan approval process.
3. That the following implementation items be included as part of the 2026 Budget, with a net-zero impact on tax base:
- a) Allocate unspent funds from Capital Project EC1000 Culture Plan and Public Art Master Plan in the amount of \$50,000 to create a new capital project to update the Arts and Culture Investment Program to align with the new Culture Plan and Performing Arts Centre, including exploring alternate funding models to grow the program; and
 - b) Re-allocate summer student salaries in the amount of \$32,000 within the Economic and Creative Development budget to provide additional resource capacity within the Small Business Centre in the form of programming, and/or conversion of a part-time resource, to temporary full-time, to deliver consultation services, professional development programs to support culture organizations' in building capacity in preparation for a new Performing Arts Centre.
4. That an intake form be included in the 2027 Budget for the development of an In-Kind Tourism and Culture Event Grant Program to offset hard costs for municipal provided services (i.e. transit shuttles, waste removal, etc.) for significant tourism-driving and culture supportive events with cost recovery to be supported by the Tourism Reserve of up to \$100,000, and with the following program goals:
- a) Boost Tourism: Support events that attract visitors, generating economic activity for local businesses (e.g., accommodations, restaurants, retail);
 - b) Enhance Cultural Vibrancy: Encourage the development of tourism-focused events that develop the profile of local artists and art forms and promote the City of Barrie as a cultural destination;
 - c) Increase Capacity: Provide resources to local non-profits delivering arts and culture events with a tourism impact, reducing their event infrastructure expenses and allowing them to focus funds on programming; and
 - d) Promote Civic Pride: Utilize municipal assets to strengthen community connection and celebration.
5. That staff in the Recreation and Culture Services Department in consultation with Economic and Creative Development Department report back to General Committee on the progress of the plan's implementation as part of the Department's Performance and Budget Reporting. (File: R09)

Attachments: [Report Back - Culture Plan Update.pdf](#)
[Appendix A Culture Plan Update Report.pdf](#)

25-G-249**ELECTRIC VEHICLE SUPPLY EQUIPMENT UPDATE**

1. That the Director of Corporate Facilities issue a request for proposals, if needed, and be authorized to enter into an agreement with the successful third-party turnkey service provider for the replacement and upgrade of the current downtown Electric Vehicle Supply Equipment (EVSE) under the following general parameters, and with terms subject to approval by the Director of Legal Services and the Director of Transit and Parking Strategy:
 - a) The third-party turnkey service provider would be responsible for the provision and installation of replacement and/or upgraded existing EVSE in the downtown with universal charging stations, at no cost to the City;
 - b) The third-party turnkey service provider would be responsible for management of operational aspects related to the EVSE including maintenance, client services, as well as setting, collecting, and overseeing fee and charging services;
 - c) The third-party turnkey service provider would be responsible for maintenance and other operating costs associated with the equipment;
 - d) The third-party turnkey service provider would be responsible for decisions related to the number and location of EVSE, in consultation with the City; and
 - e) The agreement would, where appropriate, align with the provisions of the City's existing EVSE contracts, and confirm that:
 - i. The City retains the right to expand, add, or remove EVSE, utilizing grant funding where available;
 - ii. The service provider has first right of refusal for integrating any new charging stations at covered locations;
 - iii. The City retains ownership of all auxiliary EVSE infrastructure, excluding the charging stations; and
 - iv. An annual cap on price increases will be established for the contract term.
2. That should the procurement be unsuccessful, staff include alternative services options for consideration within the 2027 Business Plan.
3. That the Director of Corporate Facilities be authorized to amend the agreement with the turnkey service provider and the existing agreement

with Alectra Services Inc., as necessary, to support the evolving needs of the electric vehicle infrastructure program. This may include, but is not limited to, the addition or removal of electric vehicle supply equipment, and adjustments to the scope, terms, or conditions of the agreements to ensure continued alignment with operational requirements and strategic objectives. (P14/24)

Attachments: [Report Electric Vehicle Supply Equipment Update.pdf](#)

25-G-250 KEMPENFEST CONSULTATION

That the Report to the Infrastructure and Community Investment Committee dated November 19, 2025 concerning the Kempenfest Consultation be referred back to staff in the Recreation and Culture Department in order to provide staff the opportunity to review Kempenfest's financial records and funding/in-kind services to be provided to them. (P13/24)

Attachments: [REC Report - Kempenfest Consultation.pdf](#)
[Appendix A Kempenfest Festival Review Final Report](#)
[Appendix B Kempenfest Metrics and Methodology for Measuring Economic Imp](#)

6. STAFF REPORT(S)

25-G-243 ESTABLISHING AND REGULATING (E&R) BARRIE FIRE AND EMERGENCY SERVICES BY-LAW UPDATE

That By-law 2012-200 concerning the establishing and regulating of Barrie Fire and Emergency Services be repealed and replaced with the draft by-law attached as Appendix A to Staff Report BFES003-25. (BFES003-25)

Attachments: [BFES003-25.pdf](#)
[ADDITIONS Appendix A - E&R By-law.pdf](#)
[Appendix B - Summary of Changes.pdf](#)

25-G-244 STREET NAMES - HEWITT'S CENTRAL DRAFT PLAN OF SUBDIVISION (WARD 10)

1. That the following names from the Municipal Naming Registry, identified in Appendix A - Street Name Schema to Staff Report DEV041-25, be approved as the street names in Hewitt's Central Draft Plan of Subdivision (D30-012-2024):
 - a) Street D - Crosswinds Road
 - b) Street E - Wheatland Road
 - c) Street F - Brookland Street
 - d) Street G - Still Water Way
 - e) Street I - Wildfield Way
2. That the following municipal street names, identified in Appendix A - Street Name Schema to Staff Report DEV041-25, be confirmed as prolongations of existing municipal streets into Hewitt's Central Draft Plan

of Subdivision (D30-012-2024):

- a) Street A - Prince William Way
- b) Street B - Terry Fox Drive
- c) Street C - Lally Terrace
- d) Street H - Giovanni Crescent (DEV041-25)

Attachments: [DEV041-25.pdf](#)

25-G-245

STREET NAMES - HEWITT'S GATE PHASE 5 DRAFT PLAN OF SUBDIVISION (WARD 10)

1. That the following names from the Municipal Naming Registry, identified in Appendix A - Street Name Schema to Staff Report DEV042-25, be approved as the street names in Hewitt's Gate Phase 5 Draft Plan of Subdivision (D12-426):
 - a) Street Z - Ridgehill Way
2. That the following municipal street names, identified in Appendix A - Street Name Schema to Staff Report DEV042-25, be confirmed as prolongations of existing municipal streets into Hewitt's Gate Phase 5 Draft Plan of Subdivision (D12-426):
 - a) Street A - Lally Terrace
 - b) Street C - Prince William Way
 - c) Street O - Chardonnay Heights
 - d) Street Q - Ginseng Trail

(DEV042-25) (Files: D19-GIN/D19-LAL/D19-PRI/D19-RID, D12-426)

Attachments: [DEV042-25.pdf](#)

25-G-246

SPEED LIMIT REVIEW - ESSA ROAD (WARD 7)

1. That Rates of Speed By-law 2002-191, Schedule "C" "Authorized Rates of Maximum Speed - 60 Kilometres Per Hour" be amended by removing the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road	Coughlin Road	A point 254 metres south of Mapleview Drive West
Essa Road	A point 43 metres south of Athabaska Road	South City Limit

2. That Rates of Speed By-law 2002-191, Schedule "A" "Authorized Rates of Maximum Speed - 40 Kilometres Per Hour" be amended by removing the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road on both sides	A point 254 metres South to Mapleview Drive West	A point 43 metres South of Athabaska Road

3. That Rates of Speed By-law 2002-191, Schedule "C" "Authorized Rates of Maximum Speed - 60 Kilometres Per Hour" be amended by adding the following:

<u>Street</u>	<u>From</u>	<u>To</u>
Essa Road	Coughlin Road	South City Limit" (DEV044-25)

Attachments: [DEV044-25.pdf](#)

25-G-247

PROPOSED EMPLOYMENT DEVELOPMENT COMMUNITY IMPROVEMENT PLAN (CIP)

1. That Staff Report ECD010-25 regarding Financial Incentives and Implementation Process in the Employment Development Community Improvement Plan (CIP) be approved and the following actions be undertaken:
 - a) That the new Employment Development Community Improvement Project Area By-law, being By-law No. 2025-XXX contained in Appendix "A" to Staff Report ECD010-25 be approved;
 - b) That the new Employment Development CIP By-law, being By-law No. 2025-XXX, to approve the proposed new Employment Development Community Improvement Plan (CIP) contained in Appendix "B" to Staff Report ECD010-25, be approved;
 - c) That at the time of writing Staff Report ECD010-25, the Industrial/ Commercial Land Reserve Fund had a total of approximately \$856,000 which shall be reallocated for Employment Development CIP use to the end of 2026, and any remaining funds will be carried forward for the following year; and
 - d) That commencing by the end of the first quarter of 2026, staff will launch a continuous application intake for the Employment Development CIP to be implemented as per the eligibility criteria outlined in the Employment Development CIP contained in Appendix "C" to Staff Report ECD010-25.
2. That pursuant to Sections 17(22) and 28(5) of the *Planning Act*, no further public notification is required prior to the passing of the by-laws. (ECD010-25)

Attachments: [ECD010-25.pdf](#)

[Appendix A - Draft Community Improvement Project Area By-law](#)

[Appendix B - Draft Employment Development Community Improvement Plan By](#)

[Appendix C - Draft Employment Lands Development CIP](#)

[Appendix D - Employment Development CIP Scorecard](#)

[Appendix E - Summary of proposed changes to draft employment development](#)

25-G-251

2025 WATERSPORT PILOT PROJECT RESULTS (WARDS 1, 2, 8 AND 10)

That Staff Report FAC007-27 concerning the 2025 Watersport Pilot Project Results be referred to the Finance and Responsible Governance Committee for further consideration. (FAC007-25) (P17/25)

Attachments: [FAC007-25.pdf](#)

25-G-252

2025 CAPITAL PROJECT STATUS REPORT

1. That staff be authorized to close projects and project phases as described in Appendix B, Capital Project Closures, to Staff Report FIN014-25.
2. That staff be authorized to decrease the Capital Plan approved budget in the amount of \$2,389,420 and adjust funding plans as described in Appendix B, Capital Project Closures to Staff Report FIN014-25. (FIN014-25)

Attachments: [FIN014-25.pdf](#)

[Appendix A - Capital Plan Project Status](#)

[Appendix B - Capital Project Closures](#)

25-G-253

REVIEW OF SIGN BY-LAW 2018-029

Councillor A. Kungl declared a potential pecuniary interest in the matter as provisions in the proposed motion could apply as the CEO of a charitable not-for-profit organization that could potentially result in financial gains. She pushed her chair away from the Council table.

Councillor J. Harris declared a potential pecuniary interest in the matter as provisions in the proposed motion could apply as the CEO of a charitable not-for-profit organization that could potentially result in financial gains. He pushed his chair away from the Council table.

1. That City of Barrie By-law 2018-029 (Sign By-law) be amended by adding the following sections to section 12.3.0.0.0. - Ground Signs:

Section 12.3.6.0.0. - Third Party Advertising - Ground Signs

Section 12.3.6.1.0. - Third Party Advertising is not permitted on a ground sign unless one or more of the following provisions are established.

Section 12.3.6.1.1. - The third party advertising is for a business, goods,

products, services or facilities on an adjacent property to the location the ground sign is situated and the properties are designed to operate as a singular development and linked as to allow vehicular traffic to transition from one parcel to another to access the businesses without having to leave the private property.

Section 12.3.6.1.2. - The third party advertising is a for a registered charitable or not-for-profit organization to promote their specific goods, products, services or facilities and/or fundraising initiatives.

2. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 2.1.6.0.0. and replacing it with the following:

Section 2.1.6.0.0. - Ground Sign: means a permanent sign in a fixed location, wholly supported by one or more uprights, poles, braces and located on a structural base placed in the ground, and shall include soft landscape treatment at the base of the sign or supporting structure. For the purposes of this by-law, a pylon sign is a ground sign.

3. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 2.1.12.0.0. and replacing it with the following:

Section 2.1.12.0.0. - Poster Panel Sign: means a permanent sign that advertises goods, products, services or facilities that are not available at the location where the sign is situated or that directs persons to a location different from that where the sign is located, and shall include free standing structures and signs attached in any manner to the wall of a building or structure and includes a standardized sign structure erected and maintained by a business engaged in the sale or rental of space upon which advertising copy is displayed advertising goods or services that are not necessarily conducted within or upon the lot upon which the sign is located. For the purposes of this by-law, a billboard sign is considered a poster panel sign.

4. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 11.1.11.0.0. and replacing it with the following:

Section 11.1.11.0.0. - signs erected, placed, painted on or attached to a wall of a building or structure that advertises, identifies or provides information on goods, products, service or facilities that are not available at the location where the sign is situated, commonly referred to as third party advertising.

5. That City of Barrie By-law 2018-029 (Sign By-law) be amended by deleting section 12.3.5.1.7. and replacing it with the following:

Section 12.3.5.1.7. - Notwithstanding section 12.3.5.1.6., where a lot abuts two or more streets, one (1) ground sign containing a digital display/electronic message board may be erected on each street frontage

provided that the said street frontage is greater than 15.0m.

6. That staff in the Legislative and Court Services Department (Enforcement Services Branch) be directed to apply for set fines for offences as set out in the City of Barrie Bylaw 2018-029 (Sign By-law).
7. That staff in Legislative and Court Services Enforcement Services Branch, implement a pilot project beginning January 1, 2026 and ending June 30, 2027, that will permit unrestricted third-party advertising on the digital display contained within the ground sign located at 509 Bayfield Street under the following conditions:
 - a) That the existing ground sign is not changed or altered in any manner for the duration of the pilot project, except for necessary repairs as required to ensure good working order;
 - b) That sections 12.3.5.0.0. to 12.3.5.1.7 (Digital Display / Electronic Message Board) of By-law 2018-029 shall continue to apply;
 - c) That Business Licensing By-law 2006-266 - Sign Company requirement shall not apply for the term of the pilot; and
 - d) Failure to comply with any of these provisions during the term of the pilot project shall result in immediate termination of the project.
8. That the City be permitted to publicize public safety items, emergency alerts or other City sanctioned or approved messaging on one out of every eight slides of the digital display at 509 Bayfield Street at no cost and enter into an agreement in support of this with RioCan Georgian Mall to be executed by the Mayor and City Clerk in a form acceptable to the Director of Legal Services. (LSC007-25) (File: P00) (P7/24)

Attachments: [LCS007-25.pdf](#)

25-G-248

RED-LIGHT CAMERA PROGRAM

1. That correspondence be sent to the Minister of Transportation requesting that the City of Barrie be approved to install and operate approved Red-Light Camera (RLC) systems within the city limits where data shows a high level of red-light running.
2. That the City Clerk/Director of Legislative and Court Services and Executive Director of Development Services or their designates be authorized to execute any agreements, amending agreements or documents requisite to the Red-Light Camera program.
3. That red-light cameras be installed at locations experiencing high levels of red-light running being experienced, with initial funding to come from the ASE Reserve based on costs included in confidential Appendix A to Staff Report LCS009-25.
4. That two Red-Light Camera Provincial Offences Officers be added as

complement utilizing approved funding for the Administrative Penalties Clerk position from the 2026 Business Plan and revenues received through the Red-Light Camera Program.

5. That any net revenues from the Red-Light Camera Program be allocated to the ASE Reserve (to be renamed as the Red-Light Camera Reserve) to be utilized for traffic calming/safety measures.
6. That staff be authorized to contact and enter into agreements with other municipalities who may be interested in having Barrie process RLC violations on their behalf and share operating costs and report back to Council by memorandum if other municipalities are added. (LCS009-25) (P34/25 and P36/25)

Attachments: [LCS009-25.pdf](#)

7. REPORTS OF OFFICERS OF THE CORPORATION

Nil.

8. ITEM(S) FOR DISCUSSION

Nil.

9. INFORMATION ITEMS

Nil.

ENQUIRIES

ANNOUNCEMENTS

ADJOURNMENT

HEARING DEVICES AND AMERICAN LANGUAGE (ASL) INTERPRETERS:

Assistive listening devices for the Council Chamber and American Sign Language (ASL) Interpreters are available upon request to the staff in the Legislative Services Branch. Please contact the Legislative Services Branch at 705-739-4220 Ext. 5500 or cityclerks@barrie.ca to ensure availability.

