



# City of Barrie

70 Collier Street (Box 400)  
Barrie, ON L4M 4T5

## Minutes - Final Transportation and Economic Development Committee

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Wednesday, April 16, 2014

6:30 PM

Sir Robert Barrie Room

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**For consideration by the General Committee of the City of Barrie on May 5, 2014**

**The meeting was called to order by Councillor Brassard at 6:39 p.m. The following were in attendance for the meeting:**

**PRESENT:**

Councillor J. Brassard, Transportation and Economic Development Committee  
Chairperson  
Councillor M. Prowse, Transportation and Economic Development Committee  
Member  
Councillor, B. Ainsworth  
Councillor, A. Khan

**STAFF:**

City Clerk/Director of Legislative and Court Services, D. McAlpine  
Deputy City Clerk, W. Cooke  
Director of Engineering, J. Weston  
Director of Business Development H. Kirolos  
Manager of of the Greater Barrie Enterprise Centre and Business Development  
Officer, S. Schlicter  
Manager of Traffic and Parking Services, S. Rose.

**The Transportation and Economic Development Committee met and reports as follows:**

**SECTION "A"**

**WATERFRONT AND MARINA STRATEGIC PLAN UPDATE**

Jacqueline Weston, Acting General Manager of Infrastructure and Growth Management provided an update concerning the Waterfront and Marina Strategic Plan noting that staff are proceeding with the next steps detailed in Staff Report ENG007-14. Ms. Weston noted that a survey of residents and non-residents is planned for summer of 2014. She described the phasing of road reconstruction projects along Lakeshore Drive and a visioning workshop that will be scheduled in early 2015.

Members of the Committee asked questions of the staff and received responses.

**ECONOMIC DEVELOPMENT ACTIVITY AND UPDATE**

Hany Kirolos, Director of Business Development provided an update concerning Economic Development activity detailing the development of an entrepreneurial portal, the Barrie Ambassador Program and a Foreign Direct Investment Plan. He noted that the interim Strategic Plan for Invest Barrie and the related action plan would be presented in the next few months. Mr. Kirolos advised that the Greater Barrie Enterprise Centre Office (GBEC) has relocated to the 3rd Floor of City Hall.

Stephanie Schlicker, Manager of the Greater Barrie Enterprise Centre and Business Development Officer (GBEC) outlined the services provided by the Centre. She detailed outreach initiatives which include working with the existing business base in Barrie; researching best practices from other communities; corporate cold calling; business growth challenges and opportunities and survey/feedback from sectors including trends and challenges. Ms. Schlicker noted that the survey will provide the opportunity to improve communications and sector mapping, as well as to discuss the needs and future opportunities with businesses.

Mr. Kirolos discussed the Foreign Direct Investment Policy and commented that Barrie is still building on business relationships established during the China Business Trip in 2013. He noted that in May, the Chinese Real Estate Board is hosting an event with over 1500 attendees to discuss investment opportunities in Canada.

#### **RAIL SYSTEM UPDATE**

H. Kirolos, Director of Business Development provided a Rail System Update. He noted the availability of 6 business parcels along the rail line and outlined the business requirements for companies wishing to benefit from rail for transportation and shipping use.

Members of Committee asked questions of staff and received responses.

#### **GRAND FOREST DRIVE ROAD SAFETY PRESENTATION**

Mr. Daniel J. Rolph provided a presentation regarding road safety on Grand Forest Drive with details of his background and knowledge of traffic calming measures. He provided topographical images displaying Grand Forest Drive and noted his observation that Grand Forest Drive has become a connecting road between Big Bay Point and Hurst Drive. He indicated that speed signs are not posted along the street. Mr. Rolph noted his concerns regarding the current state of Grand Forest Drive including high rates of speed and volume for the design of the street, truck traffic and recent speed monitoring by Barrie Police Service. He provided details on assistance he has solicited since 2010 to deal with the traffic issues along Grand Forest Drive, discussed legislation and by-laws relevant to the situation and reviewed overall concerns with the traffic situation. Mr. Rolph provided photographs illustrating traffic and parking issues that occurred during the winter months. Mr. Rolph noted a petition had been signed by 32 residents supporting his concerns.

Mr. Rolph detailed previous requests made to staff and the Ward Councillor and advised that speed cushions were installed in July 2012, but deployed to another area in Ward 10 in 2013. In closing, Mr. Rolph reviewed his concerns and suggested methods for addressing them.

Members of the Committee advised Mr. Rolph that a specified number of speed cushions are allocated per year by ward and suggested he contact his ward Councillor requesting installation on Grand Forest Drive.

Members of Committee asked questions of the presenter and staff, and received responses.

#### **TRAFFIC CALMING ON GRAND FOREST DRIVE**

Councillor, A. Nuttall was not present at the meeting to discuss a request related to this item.

**PARKING ON IRWIN DRIVE**

Mr. Yvan Pajevic, representing residents of Irwin Drive, discussed parking and access concerns along Irwin Drive related to a potential rental property at 51 Irwin Drive. He noted that the property residents park their vehicles in the driveway and on the street encroaching over the sidewalk, blocking roadways and neighbouring driveways. Mr. Pajevic also commented he feels that emergency vehicles have difficulty driving on the street due to cars illegally parked on the street.

Members of Committee asked questions of the resident and staff and received responses.

**The Transportation and Economic Development Committee met and recommends adoption of the following recommendation(s):**

**SECTION "B"**

**EXTENSION OF FLASHING 40 SIGNAL ZONE ON ANNE STREET**

That the Speed By-law 2002-191, Schedule B, Authorized Rates of Maximum speed - Variable Time Flashing 40 km/h zone, be amended.

By deleting the following:

Street	From	To
Anne St. N.	16 m north of Letitia St.	45 m south of Shelley Ln.

And adding the following:

Street	From	To
Anne St. N. (File: T00)	16m north of Letitia St.	143m north of Austen Ln.

**This matter was recommended to General Committee for consideration of adoption at its meeting to be held on 05/05/2014.**

**The meeting adjourned at 8:06 p.m.**

**CHAIRMAN**