



Appendix A: Policy Context

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A.1 Policy Context

A review of the policy documents that impact Barrie's waterfront was undertaken, including the following key documents that inform updates to the waterfront since the previous Strategic Plan iteration.

A.1.1 City of Barrie Official Plan (2022)

The City of Barrie's new Official Plan was adopted in February of 2022 and is a long-term planning document that will guide land use and development until 2051. The [2022 Official Plan](#) provides direction as to what growth will look like in the support of healthy and complete communities.

Key Themes:

- **Urban & Complete City:** Enhancing Barrie's urban structure with the development of mixed-use buildings and providing more affordable housing options. Offering more opportunity for places to live, work, shop, and connect within the City.
- **Attractive City:** Striving for design excellence in the built form and public realm to create an attractive community. Offering opportunity for residents to enjoy public spaces year-round and encourage active streets.
- **Connected & Mobile City:** Making active transportation a priority to move people throughout Barrie. The City's approach to transportation will be adaptable to future trends in technology and be less reliant on automobile travel.
- **Waterfront & Green City:** Continuing to recognize the Waterfront as the focal point of the City and explore ways to interconnect Downtown Barrie to the Waterfront. Protect, enhance, and restore the natural heritage system for future generations.

- **Resilient City:** Making Barrie resilient to the effects of climate change by working with other agencies to understand and respond to future environmental trends. Designing buildings and a community that provides spaces, services, and infrastructure that meets the needs of residents through all stages of life.
- **Prosperous City:** Barrie will be a premiere destination for business investment and will support a broad range of diverse careers. The City will continue to focus on economic diversity for the community, so that all residents are able to pursue local employment in an economy that can withstand changes in economic conditions and global competition.
- **Cultural City:** Enhancing civic pride through public art, preservation of historic buildings, and programming public spaces. Developing a strategy to protect and celebrate the history of Barrie.

Section 5.2 of the City of Barrie's [2022 Official Plan](#) also states that the waterfront and natural heritage system will be guided by the following objectives:

- Create a connected network of high-quality parks, other Greenspaces and Natural Heritage System;
- Promote, protect, and enhance the waterfront as the city's premiere open space;
- Improve connectivity between the city's parks and other open spaces and the city's community facilities, transit facilities, and other major or regional destinations wherever possible;
- Ensure public spaces are inclusive and accessible to diverse members of the community; and,
- Protect and enhance the city's Natural Heritage System.

A.1.2 Tourism Barrie Master Plan (2020)

The [Tourism Barrie Master Plan \(2020\)](#) examines the City's current tourism infrastructure and proposes strategic tourism offerings for the next ten years. The Tourism Master Plan will support Barrie as a regional destination and provide a foundation for investment into tourism initiatives focused around places, services and marketing.

Cornerstones & Strategic Directions:

➤ Building the Destination

- Tourism as a priority economic sector
- Sector development - sport tourism and business events
- Infrastructure investment
- Soft product development
- Waterfront & Downtown revitalization

Key Recommendations:

- Incorporate a tourism point of view when considering new development, wayfinding, parking and Downtown revitalization;
- Invest the Municipal Accommodation Tax (MAT) revenue in supporting tourism sector development;
- Develop a specific sport tourism strategy;
- Invest in and/or facilitate further development of year-round outdoor assets, profiling outdoor experiences that go beyond the waterfront;
- Support and invest in visitor-focused arts, cultural and live events;
- Engage citizens of Barrie to help tell Barrie's story to visitors.

A.1.3 Existing Park and Trail Plans

The following parks and waterfront elements have existing plans that inform the direction moving forward:

- [2002 North Shore Trail Master Plan](#) and [2011 North Shore Trail Vegetation Management Strategy](#) (Note: An update to the [North Shore Trail Vegetation Management Strategy](#) is currently underway and may be concluded in early 2023)
- [2022 Heritage Park Master Plan](#)
- [2008 Gables Master Plan](#)
- [2005 Tyndale Park Master Plan](#)

A.1.4 Parking Strategy (2020)

The [2020 Parking Study](#) updates the [2011 Parking Study](#) and provides an approach to transform the City's parking reserve into a self-sustaining model in ten years. The Parking Strategy recommends redistributing, rather than increasing, waterfront parking as an approach to address overcrowding.

Recommended Strategies – Waterfront Area Parking:

- Adopt the Midtown Lots designation
- Accept the seasonal Marina Lot parking passes in the Lakeshore Drive Lot, Spirit Catcher Lot, and Marina North Lot
- Implement a permit parking management system and link resident parking passes to license plates

Waterfront-Specific Next Steps:

- Assess the Waterfront Shuttle Bus feasibility (business case) and finalize the service details, if feasible (route planning, schedule details, etc.). The shuttle bus would allow Barrie to leverage the Downtown parking system to help meet the Waterfront Area's summer weekend parking demand.
- Implement the Transportation Demand Management strategies outlined in the Transportation Master Plan to manage Downtown parking demand and help meet future parking needs. With reduced demand, the identified issues are also anticipated to be managed.

A.1.5 Waterfront Spillover Parking Policy (2021)

A [Waterfront Spillover Parking Policy \(2021\)](#) was also developed to reduce spillover parking in residential neighbourhoods and address overcrowding at waterfront parks and beaches. This Policy enables "Permit Only Parking" or "No Parking Except by Permit" signage to be posted and enforced within 500 metres from waterfront access points, during the summer and during daylight hours. Delegated authority may also add or remove signs up to 1 km from a waterfront access point contingent on approval from the Executive Director of Access Barrie and the Ward Councillor. The process will be reviewed annually for potential adjustments to sign locations.

Policy

Targeting the peak times and areas where spillover typically occurs will minimize the impact on property owners near the waterfront. The criteria below described where "Permit Only Parking" or "No Parking Except by Permit" signage will be posted and when it will be enforced:

- 500 metres walking distance from a waterfront access point: This catchment area was recommended by a parking consultant based on research by the Victoria Transportation Policy Institute. This distance is also supported by City of Barrie Planning standards, which typically use 500 metres as a benchmark for a 10 minute walking distance. The rationale is that the average person will not be willing to walk further than 500 metres to access their destination. There may be exceptional scenarios where this distance needs to be adjusted, based on local conditions such as slope, wind, amenities, etc. If the 500 metre walking distance terminates mid-street, then the entire block will be considered for spillover parking restrictions.
- Summertime (June 15th to September 15th): Spillover parking near the waterfront peaks during the summer season, when the weather is the most suitable for enjoying the widest range of waterfront activities.
- Daylight Hours (9am – 9pm): Spillover parking near the waterfront peaks during daylight hours.

A.1.6 Transportation Master Plan (2019)

The [City of Barrie Transportation Master Plan \(TMP\) \(2019\)](#) is intended to be a roadmap in developing a multi-modal transportation network that serves the future needs and development of the City of Barrie. A Multi-Modal Transportation Master Plan is being developed as an update to the City's 2019 TMP. The [Trails Master Plan](#) is attached to the [Transportation Master Plan](#) as Appendix C and is key to network connectivity and waterfront access for active transportation.

Guiding Principles- A transportation network that:

- Is safe, efficient and accessible with choices in mobility.
- Fosters the use and development of a sustainable transportation network.
- Provides a public transit system that can offer a real alternative to private automobile use.
- Provides a network of on-road and off-road pedestrian and cycling facilities that allow the use of active transportation modes as an alternative to automobile.

A.1.6 Wayfinding Strategy (2022)

The [Wayfinding Strategy](#) supports Invest Barrie's COVID-19 Economic Recovery Action and, the City of Barrie's [Tourism Master Plan](#) and [Parking Strategy](#) by providing a plan that creates consistency in wayfinding and branding for the City.

Recommendations Related to the Waterfront:

- Destinations on pedestrian signage should fall into agreed-upon categories which could include: [...] Park, beaches, gardens and notable public spaces [...]
- It is recommended that Gateway Identification Signs be placed at the following locations:
 - ↳ Hurst/Lakeshore and Minet's Point Road – Waterfront District
 - ↳ Essa/Tiffin/Bradford/ - Waterfront District
 - ↳ Mulcaster/Lakeshore Mews – Waterfront District

- Locate the signs along public trails at decision points where a tourist destination or other point of interest is nearby and along that immediate route of travel.
- Larger identification signs are used to identify large public destinations, such as parks and beaches and confirm arrival and/or orientation to those looking for them.
- Smaller identification signs identify public destinations such as amenities and confirm arrival and/or orientation for visitors.
 - ↳ Based on the feedback from stakeholders, small identification signs should also be considered for naming waterways at the bridges along the waterfront (e.g., Kidds Creek, Bunker’s Creek, Dyments Creek)
- Trailhead signs identify named trails and their context (including distances) at key entrances.
- Trail Design Recommendations
 - ↳ Where appropriate, content on trailhead signs should include the following:
 - ↳ Trail name
 - ↳ Trail accessibility information, including path surfacing type and maximum slope
 - ↳ Simple map of trail or section thereof that includes orientation information such as roads and intersections, scale, and a “you are here” marker
 - ↳ Safety or trail etiquette information (e.g., permitted users of trail—walkers, cyclists, rollerblades, etc.);
 - ↳ Optional interpretive information (e.g., trail history or significance).
 - ↳ For cross-city consistency, all trailhead signs should be part of the City wayfinding sign family.
 - ↳ When trails have their own or shared identities (e.g., Trans Canada Trail), a place for those logos should be acknowledged and integrated into the sign, secondary to that of the City of Barrie.
 - ↳ Trailhead information should conform to AODA and CSA standards.

- Location Criteria
 - ↳ Locate at key entrances to trail, and at any decision point where the trail may be disrupted (e.g., fork in the path, intersections, etc.).
 - ↳ Locate when path use conditions change and/or at appropriate intervals along the path (e.g., every kilometre)
- Trail Use Signs
 - ↳ Trail use signs identify to users when paths are shared or segregated.
- Design Recommendations
 - ↳ Universally recognized pictograms should be sized prominently on signs with text and arrows supporting the message as needed.

A.1.7 Climate Change Adaptation Strategy (2017)

The Climate Change Adaptation Strategy is an action plan to build community resilience to the risks of climate change events. The Strategy identifies 28 priority climate change impacts and brings forward 59 action items to mitigate the impacts of climate change in Barrie.

Goals

Maintain Public Health and Safety: Barrie will experience more severe and potentially life threatening weather and climate changes (e.g. extreme heat and freezing rain events) and impacts due to vector-borne diseases (e.g. West Nile and Lyme disease) which are expected to increase in the future.

Minimize Risks to Building and Properties: As a result of changing climate conditions, the City has experienced more incidents of basement flooding, cracked foundations and damaged landscapes. More frequent extreme weather events, overland flooding and changes to freeze-thaw cycles affect the way in which buildings and landscapes are designed, constructed, managed and maintained.

Strengthen Infrastructure Resilience: Recent climate events, such as increased rainfall intensity causing runoff and erosion leading to washouts, have offered insight into what continued changes might mean for Barrie’s infrastructure. Recognizing that climate change will strain Barrie’s critical infrastructure, the City is committed to strengthening the resilience of its infrastructure systems while managing water naturally through the protection of wetlands and greenspace. Strengthening the integrity of City infrastructure to climate change and other factors is necessary to prevent disruptions of essential services and ensure safety of the community.

Help Local Businesses and the Tourism Industry Adapt to Changing Conditions: Climate change can pose significant risks to businesses, not only for their operations, but also to their suppliers, employees, customers and people living in the areas in which they operate. The City will help local businesses and the tourism industry in adapting to climate change impacts to ensure the continuity of their operations, improve their ability to reduce and manage risk, and build and maintain a positive reputation in the community.

Protect Biodiversity and Enhance Ecosystem Functions: Climate change directly affects ecosystems by creating favorable climatic conditions for the spread of invasive species, causing environmental damage due to extreme weather events, while simultaneously interacting with other human stressors. The City will take steps to further protect and enhance ecosystems’ functions and services as increases in rainfall intensity leads to overburdened stormwater ponds, or an increased frequency of winter events requiring the use of de-icing products.

Minimize Disruption to Corporate Services: Frequent occurrences of extreme weather could hinder people’s routines and day-to-day activities, while posing safety risks to drivers or people using outdoor recreational spaces. Recognizing the ability of the City to efficiently deliver services to residents will be under pressure due to changing climatic conditions, the City will take measures to ensure that the needs of the community are met and disruption to core services are minimized

Build Community Resilience: Climate change poses a variety of risks to the community, ranging from flooding, to extreme heat and cold, to habitat loss, and property damage. To ensure that the City of Barrie is able to withstand and recover from the impacts of climate change, it is important to build and maintain community resilience.

A.1.8 Municipal Naming Policy (2016)

The City of Barrie Municipal Naming Policy establishes the process and criteria for naming municipal assets with the intention of remaining fair, consistent and efficient. Names may be added to the Municipal Names Registry and/or suggested for a park, facility or street. The public and/or municipal naming working group may then be consulted before approval.

A.1.9 Storm Drainage and Stormwater Management Policy (2009)

The Storm Drainage and Stormwater Management Policies and Design Guidelines (2009) set out City design specifications and requirements regarding storm drainage and stormwater management. These policies and design guidelines will be used to evaluate site plan and plan of subdivision applications for approval in the City. The policies and guidelines provided in this document have been endorsed by the Lake Simcoe Region Conservation Authority (LSRCA) and the Nottawasaga Valley Conservation Authority (NVCA).

A.1.10 Market Precinct Plan (Ongoing)

The Market Precinct Task Force Final Report (2022) describes the Market District which will replace the Barrie Transit Terminal currently located across from Spirit Catcher Park. Businesses, restaurants and artisans will be hosted in the new Market District and the market itself will serve to revitalize the western end of Downtown Barrie. Market Precinct subcommittees were established to support the development of this project and prepared a series of recommendations.

Building Recommendations:

- That consideration be given to adding complementary buildings and facilities on the south side of Simcoe Street, including a marina building/pavilion and skating trail.
- That consideration be given to adding an artisan district on both sides of Kidds Creek to link the market area to the marina and Centennial Beach.

Boundaries Recommendations:

- Establish the market boundaries as recommended for the first phase of development
- Incorporate market activation and key connection corridors into development plans, allocating the designated areas for development that are in keeping with the market theme.
- Designate the market annex areas as potential growth areas, to be allocated for future market growth, unless there is a more compelling use case. Private development will be encouraged but it should be in keeping with the market theme.

Farmers' Market Recommendations:

- During non-market times, use the building as a small event centre to host weddings, community or private dinners, art shows and seasonal events, such as Christmas or winter markets.
- Consider holding a "condensed" farmers market on Thursdays from 4:30 p.m. to 8:30 p.m. and a Friday artisan and makers market with street food vendors on Fridays from 4:30 p.m. to 8:30 p.m.

Parking Recommendations:

- In the long term, remove parking lots at the Spirit Catcher and on the waterfront, using the land to increase space for activation and facilitate connectivity between the waterfront and the market area.
- Pursue partnerships with private property owners in the area to incorporate parking on their property at low-demand times, especially to provide parking for market staff and vendors.
- In the immediate market district, create 10-minute parking for market pickups. Elsewhere, create strategic dropoff/pickup zones to facilitate service delivery.
- Invest in future-focused infrastructure, such as shuttles along the waterfront between the Downtown and the GO station, and self-service bicycle and scooter rentals.



➤ **Figure A-1: Market District Boundary (Market Precinct Task Force)**



➤ **Figure A-2: Market Annex and Market Activation Connection Corridors (Market Precinct Task Force)**



➤ **Figure A-3: Parking Activation at Simcoe Street and Dunlop Street East (Market Precinct Task Force)**

Public Art Recommendations:

- Commission a signature sculpture in the entrance area at Simcoe Street and Maple Avenue, perhaps incorporating a market sign.
- Include significant public artwork in the Market District to bring local, national and international attention to the city and market. The foundation that would accommodate the weight and height of a significant piece of artwork should be built within the infrastructure of the site when construction for the site begins. Water and electrical should also be brought to the vicinity of the foundation. A geotechnical survey would be required to determine the type of foundation. Prebuilt foundations throughout the market site would save considerable cost and allow the budget for future artwork to be directed solely to the creation of the art.
- Where possible, incorporate public art into the design of lights, bike racks, benches and other features of the market district.

Streetscape and Public Spaces Recommendations:

- Narrow Simcoe Street from Bayfield Street to Toronto Street to create a better connection to the waterfront by removing one lane of traffic on both the north and south sides of the street. In the short-term, large planters can be placed to create a new parkette, market and pedestrian space in the north lane and planters could be placed in the south lane to calm traffic and provide more greenery. Create on-demand crossings at Mary Street and Simcoe Street. When Simcoe Street is reconstructed in the future, permanently narrow the street and calm traffic as much as possible.
- Create a “Green Gateway” to the Market District at the northwest corner of the Maple Avenue and Simcoe Street intersection that provides a vibrant and welcoming pathway, with public seating throughout, for visitors coming from the waterfront. Extend the “Green Gateway” along the north side of Simcoe Street between Meridian Square and Mary Street to create both an attractive pedestrian link between the market and Meridian Square and a buffer from traffic on Simcoe Street.
- Create raised intersections with public art murals to calm traffic and create a pedestrian-friendly environment. Shorten pedestrian crossings by bumping out curbs.
- Consult with the Chippewa Tri-Council (Rama First Nation, Beausoleil First Nation, Georgina Island First Nation), the Barrie Native Friendship Centre (BNFC), and artist Ron Baird on revitalizing and activating the space around the Spirit Catcher sculpture.
- Consider activating the parking lot at the Spirit Catcher with a temporary ice rink in the Winter and explore pop-up opportunities in this space for short-term activation.

- Create flexible or curbless streetscapes on Mary Street & Maple Avenue between Simcoe Street & Dunlop Street East that allow for pedestrianization, maximize sidewalk space, and allow for pop-up shop opportunities. Ensure that the Barrie Transit Downtown Mini-Hub allows for easy & safe pedestrian crossings and include high-quality bus shelters with ample seating and bike racks on the west side of Maple Avenue. Support the implementation of an electric transit fleet to reduce vehicular noise.
- Pedestrianize the current bus lane between the future Market building and Debut Condos and incorporate seating and tables to create a gathering and dining space for market-goers. Work collaboratively with Debut Condos to create an integrated and cohesive space. Locate the loading area on the northeast corner of the future Market building, facing Maple Avenue and limit loading hours to minimize disruption and noise.
- Create a pedestrianized area on “The Swoosh,” the curved area which is now a bus lane between the transit terminal and the Alectra building, with a walking surface that is level with the curb and add flexible and playful street furniture such as planters, seating, and tables. Explore options for the space between the existing awnings, including the potential for a glass Market Atrium space for year-round use.
- Activate public spaces in the market area and make them a gathering place through the use of seating, small tables (possibly with chess/checkerboards), playground equipment, musical instruments, art easels, etc.
- Consider closing Mary Street to traffic on Saturdays to create more room for vendors.
- Ensure there is accessible parking immediately adjacent to the Market Square.

Other Recommendations:

- The Barrie Bayside Market Area should work with groups involved in food sustainability.