



The Strategic Importance of the Fairgrounds Development

How it fits within Barrie's strategy moving forward

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ELEMENTS OF URBAN VILLAGES

- **HIGH DENSITY OVERALL**
- **MIX OF HOUSING / DENSITY TYPES**
- **HIGH LEVEL OF SELF-CONTAINMENT** (people working, recreating and living in the same area)
- **DIVERSITY OF PEOPLE** (of all ages, income levels, cultures, races and lifestyles)

- **A RAIL STATION NEAR THE CORE**

A network of High-Quality Public Transit... connecting cities, towns, and neighborhoods together Design that encourages a greater use of bicycles, rollerblades, scooters, and walking as daily transportation

- **A CENTRAL PEDESTRIAN SHOPPING / DINING AREA**

With Green Space, Parks and Opportunities for Community and Connection

- **A HIGH DEGREE OF SELF-SUFFICIENCY FOR THE COMMUNITY**

For local needs, but with good rail and bus links to the wider City for Employment, Higher Education etc.

- **QUALITY OF LIFE**

Taken together, these principles add up to a high quality of life well worth living, and create places that enrich, uplift, and inspire the human spirit.



URBAN VILLAGES | Why Barrie NEEDS Them

- REDUCED TRAFFIC CONGESTION
- AFFORDABILITY
- TRANSIT
- COMMUNITY DEVELOPMENT AND SOCIAL CAPITAL
- IMPROVING MENTAL AND EMOTIONAL WELL BEING AND REDUCING ADDICTION
- JOB CREATION
- SMALL BUSINESS GROWTH



URBAN VILLAGES | Why Barrie NEEDS Them

- **COMMUNITY SAFETY**
- **ENHANCED RESILIENCE**
- **ENVIRONMENTAL RESPONSIBILITY**
- **IMPROVED QUALITY OF LIFE**
- **BUILD THE REPUTATION OF BARRIE**
- **TOURISM AND CULTURAL IMPACT**
- **ATTRACTING TALENT AND INVESTMENT**
- **ADAPTATION TO CHANGING DEMOGRAPHICS**



MUMBAI, INDIA URBAN VILLAGE PROJECT

Central area is car free and has food, shopping and entertainment:



Central Public Space with lower buildings creates a feeling of openness and minimizes the perception of density:



Roads are kept out of the car free zone.
High rises are serviced by exterior ring road:



Green spaces do not need to be high volume, but strategically located for maximum enjoyment and pedestrian flow:



Parking Pedestals also service the Central Public Spaces:



MONTREAL

BECOMING MORE PEDESTRIAN FRIENDLY — ONE CAR-FREE ZONE AT A TIME

The city now has some 50 streets free of vehicular traffic where people can stroll past gardens, outdoor urban furniture and splashes of colour.

Fifteen so-called "pedestrian zones" have been recently added, in 10 different boroughs, and four more are on the way by 2020.

There are eight kilometers of pedestrian zones in all in Montreal, with many incorporating public pianos, gardens, places to sit and family-friendly installations, such as sandboxes and play modules.

U DE M SEEKS SAFER STREETS

With climate change in mind, it is time to rethink the cityscape, said Montgomery. She said the borough now widens sidewalks every time a street is refurbished.



"When these public spaces are created, it brings people together, especially when you add the urban furniture," she said. "It's important to bring people out of isolation, to meet their neighbours."



URBAN VILLAGES | Good for the Developer

HERE IS THE WALK SCORE® GRADING SYSTEM

90-100 | Walker's Paradise – Daily errands do not require a car.

70-89 | Very Walkable – Most errands can be accomplished on foot.

50-69 | Somewhat Walkable – Some errands can be accomplished on foot.

25-49 | Car-Dependent – Most errands require a car.

0-24 | Car – Dependent – Almost all errands require a car.

In Major Cities, a one point change in walkability scores, means a \$3,000 increase in property value. This will be less in Barrie, but still a good Return on Investment.

Not having to own a car, means affordability of approximately \$150K in a Home Mortgage.

CURRENT WALKABILITY SCORE

For Houses Adjacent to Fairgrounds

Commute to **Downtown Barrie** 

 6 min  20 min  11 min  38 min [View Routes](#)

Walk Score
35

Somewhat Walkable

Some errands can be accomplished on foot.

Transit Score
47

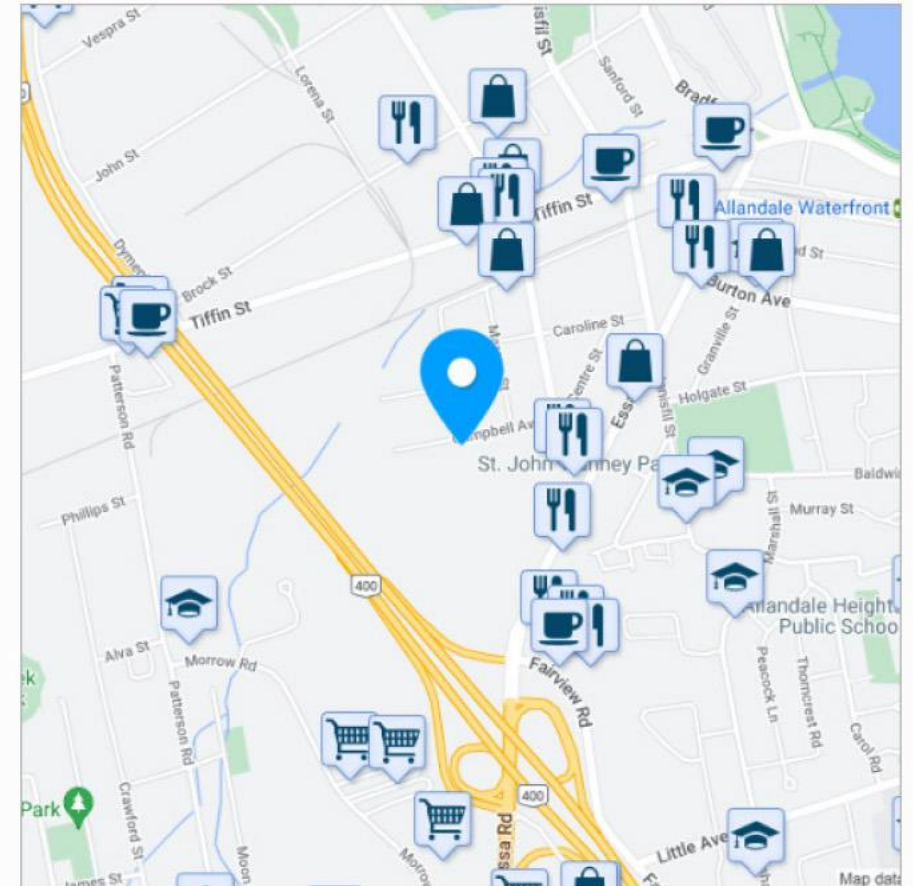
Some Transit

A few nearby public transportation options.

Bike Score
29

Somewhat Bikeable

Minimal bike infrastructure.





HOW DO URBAN VILLAGES FIT INTO THE BIGGER CITY DYNAMIC?

Transit Oriented Development is the exciting fast growing trend in creating vibrant, livable, sustainable communities. Also known as TOD, it's the creation of compact, walkable, pedestrian-oriented, mixed-use communities centered around high quality train systems. This makes it possible to live a lower-stress life without complete dependence on a car for mobility and survival.

Urban Villages are those Communities that Transit Oriented Development is built on.



RAIL IN BARRIE

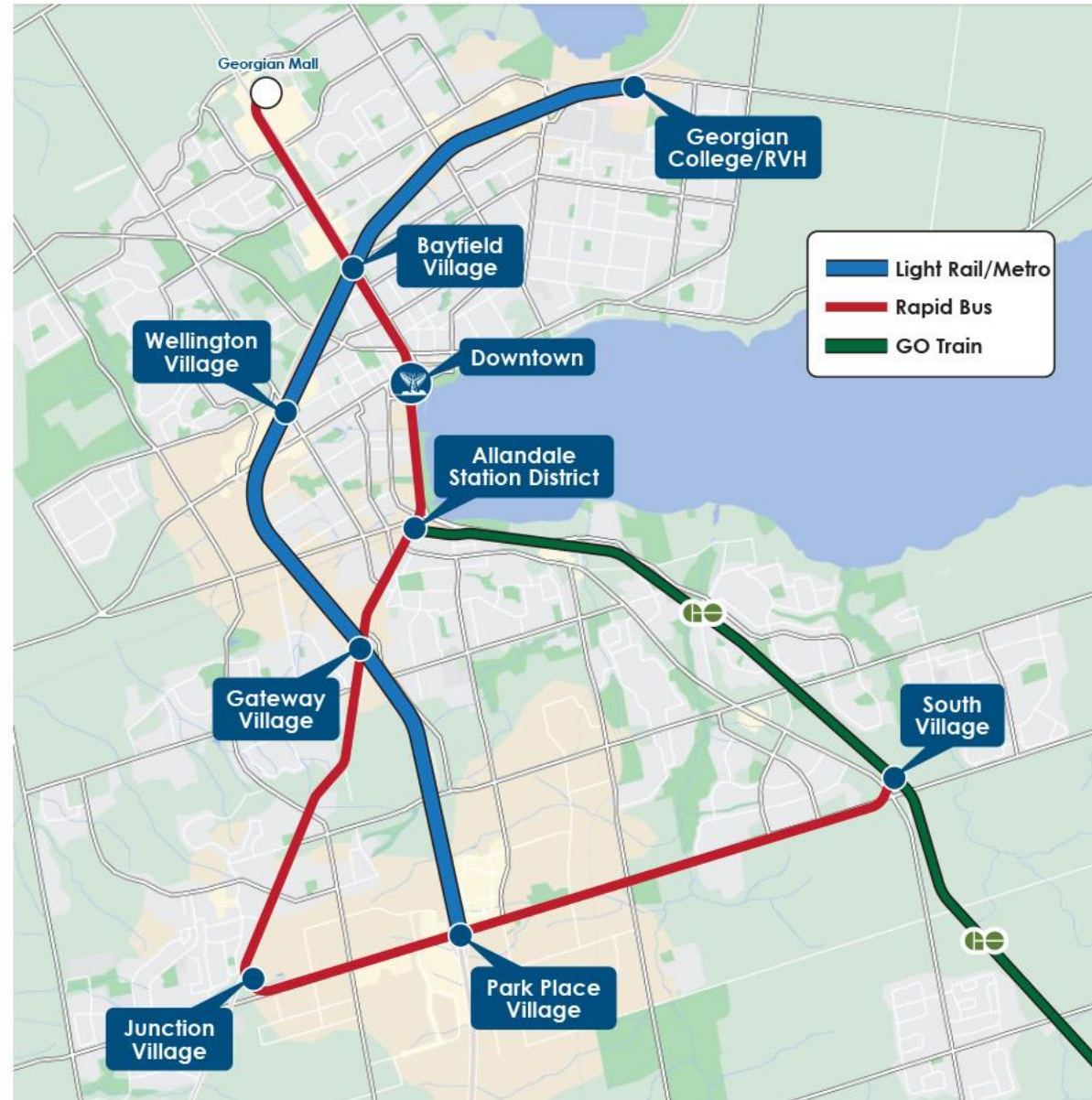
The Corridor along Hwy 400 is a target of High Growth in the City's Strategic Plan.

The 400 Corridor could be used to connect all of our 5 Interchanges by Elevated Rail, so that travel from Mapleview to the College and RVH could be done in minutes.



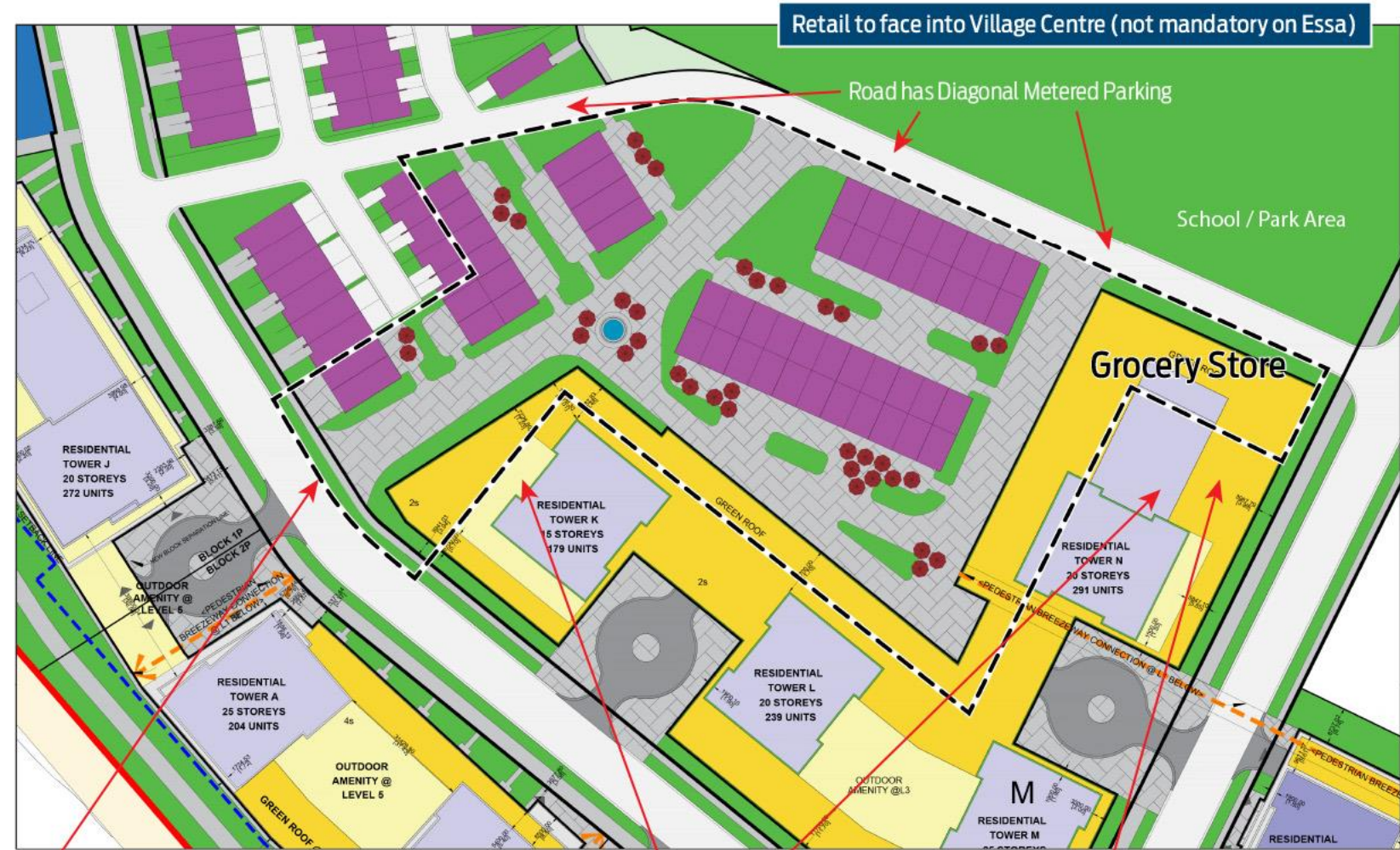
This would simplify our transportation routes, with Rail and Express buses connecting major hubs and each hub servicing its local area for bus transportation.

RAPID TRANSIT CONCEPT | HIGHWAY OPTION



Urban Village | Pedestrian Areas

Stores, Restaurants, and Green Spaces



Everything within Black Dotted Line is Public Realm
Ground Floor - Restaurants / Retail 2nd and 3rd Floors
are Commercial / Office

Interior Public Parking

Seniors Care Facility on Lower Floors



REQUIREMENTS FROM DEVELOPERS OF STRATEGIC URBAN VILLAGES

Requirements for Fairgrounds Development to Mitigate Traffic and Create a High Quality of Life

- Pedestrian Only Zone in Central Village
- Main road to travel along the edge of main interchanges instead of through the Centre
- Mix of Housing - Mono build always leads to Decay
- Retail facing Urban Village - versus facing solely up on Essa - larger locations (grocery) can run front to back for both exposures. The City's requirement to face up retail to the main arteries needs to be relaxed to allow for Urban Villages.
- Rail (and Station) Allowance - for Sky (Vancouver) style rail to run along the 400
- Transit Allowance for Buses
- Uber / Lyft Zones
- Connected Walking / Bike paths
- Architectural Design - the first 3 floors for the human ground level experience
- 1000 jobs created in the Development
- # of sq ft for Retail / Commercial / Patio and Public Spaces
- Include Seniors Residences / Facilities
- Include / Allow for Day Care Space



WHAT IS THE ASK?

Decide that we want a bigger plan for Barrie to be Proactive, not reactive.

Negotiate with the Developer to integrate all of the necessary elements from the previous page.

Bolt on to this approval a Directive to City Staff to create a Report (s?) on Urban Villages, Transportation Oriented Development and explore the Opportunities for a 5 Station Elevated Rail along the 400 and how the Fairgrounds Development fits into that.



This is Important.
We HAVE to get this Right.

Thank you!