

CITY CENTRE – 2012 PROGRESS REPORT



CREATE A VIBRANT AND HEALTHY CITY CENTRE

One of 5 Council Strategic Priorities 2010-2014

- Improve integration between the Downtown and the Waterfront
- Actively promote the Downtown and Waterfront to residents and visitors
- Encourage a mix of land uses in the Downtown
- Enhance safety in the Downtown

COUNCIL ACTION PLAN – BY 2014 THE CITY WILL HAVE THE FOLLOWING:

- ✓ A new community theatre
 - A Waterfront/Marina Master Plan
- ✓ New Downtown signage and branding
- ✓ Sidewalk patios in the City Centre
- ✓ Improved Downtown and waterfront links
- ✓ The redevelopment of the Foodland site
- ✓ Additional financial institutions in the City Centre
- ✓ Increased residential housing in the City Centre
- ✓ Increased office space in the City Centre
- ✓ A completed parking strategy
- ✓ Allandale Station will be restored
- ✓ Updates to our Community Improvement Plans

FOODLAND REDEVELOPMENT

- RFP for redevelopment of the Foodland site awarded to the Mady Development Corporation
- City sold the lands to Mady July 2012
- Building Permit issued October 9, 2012
- Site Plan Registered October 30, 2012
- City to lease 14,000SF of Office Space in the Collier Centre
- 35,000SF Sobeys Grocery Store
- 82 Residential Condominium Units
- Bank of Montreal
- 90 Public Parking Spaces



COLLIER CENTRE AND LAKEVIEW CONDOS

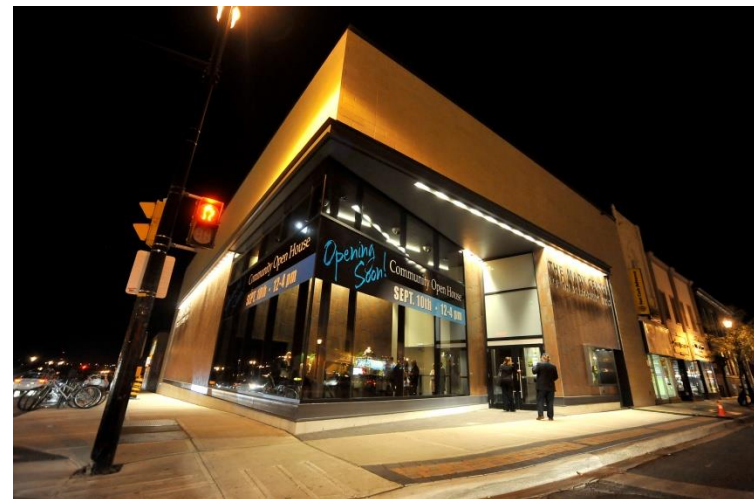


MADY CENTRE FOR THE PERFORMING ARTS

➤ Since the opening of the Mady Centre, Barrie experienced a growth in the arts and culture industry

➤ In 2012 the Centre hosted 176 shows and 23 events including film screenings, concerts, theatre, dinners, weddings and fashion shows

➤ Attendance was over 16,250 people.



FESTIVALS AND EVENTS

- Downtown activity and entertainment increased in 2012 through the many annual festivals and events including Kempenfest, Winterfest and Ribfest
- Kempenfest and Winterfest are in the Top 100 Festivals in Ontario identified by Festivals and Events Ontario
- Over 175 Special Event Permits for outside organizations supporting other major events such as Lawn Chair Luminata and Ecofest
- The events contributed approximately \$15.36M which represents 16% of consumer arts-related spending in Barrie's total cultural goods and services economy



WATERFRONT AND MARINA STRATEGIC PLAN

- The review and update was initiated in 2012
- 2 Public Information Centres were held seeking public input in developing a vision and principles that will guide the opportunities along the waterfront for the next 20 years.



CENTRE FOR EXCELLENCE IN EDUCATION

The Site



- Educational Campus Setting, including secondary, post secondary education and a business synergy centre.
- The SCDSB voted to keep Barrie Central open until June 2016; partnerships to be secured by September 2014.
- The City committed \$14M over 10 years towards a university in the City Centre
- In February 2012 staff initiated the acquisition of properties in accordance with a Phasing Strategy
- City and SCDSB entered into an MOU on September 27, 2012 for the joint issuance of a Request for Expressions of Interest
- The joint venture between the City and SCDSB opened up the opportunity for a shared site for a university in the City Centre
- RFEI issued November 1, 2012 seeking partnerships for a Centre for Excellence in Education

5 POINTS PARKETTE

- 5 Points Parkette designed by Parks Planning staff and implemented by Operations staff in the Spring 2012
- Total budget \$9,000, salvaged material also used
- In October 2012, the lease was extended to November 30, 2015, terminated if building permit issued for redevelopment
- Festive Tree lighting implemented in December through Sponsorship by Just Flooring Direct
- The Parkette provides additional open space in the Downtown providing additional linkage opportunities to the waterfront.



SOCIAL SERVICES SHARED FACILITY

- In March 2011, Council directed staff to look for opportunities for enhanced service provision through a shared facility.
- To date there are more than 1 dozen social service organizations either committed or interested in the Shared Facility to be located with proximity to the Downtown.
- Through application to the Canada Mortgage and Housing Corporation (CMHC), the David Busby Street Centre (DBSC) was successful in receiving SEED funding in the amount of a \$10,000 grant to retain consulting services to prepare a feasibility business plan.
- The DBSC and the Canadian Mental Health Association were successful in receiving \$112,000 from the Trillium Foundation for Project Management over 2 years.
- A Project Management Team was selected that includes Councillor Strachan.
- The Team held meetings with key stakeholders and continues to develop a Plan for moving forward, selection of a preferred location and fundraising.
- Salter Pilon Architects preparing building designs as a community contribution.
- January 2013, Big Roof Fest concert raised over \$65,000, proceeds to David Busby Centre and Salvation Army.

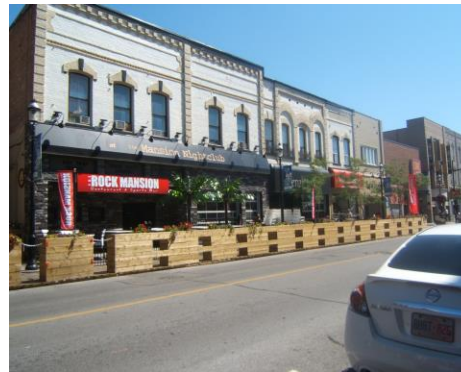
PUBLIC ART POLICY

- Barrie's Arts and Culture celebrated another success in 2012 with the City's adopting the new Public Art Policy on October 12, 2012.
- The Public Art Policy provides a framework for a public art program for visual art in public areas, beautifying and enhancing the City.



OUTDOOR PATIOS

- Popular initiative in 2012
- Implemented to promote and contribute to the character and branding of Downtown
- 9 outdoor patios built in 2012 season
- Season runs from April 15 to October 15
- To streamline the application process, the Right-of-Way Activity Permit was amended to include requirements for Business Licensing and Encroachment Agreement



COMMUNITY IMPROVEMENT

- City invested \$403,174 community improvement grants and loans
- Money assisted in the completion of 12 new building facades and 11 renovation/adaptive reuse projects
- Created an estimate of 110 jobs
- Built 32 new residential rental units and safely lit 6 laneways
- Provided 803m² of new retail and 4,887m² of new office floor space
- Total Estimated Construction Value - \$6.7M
- Total Construction Value from Building Permits in the City Centre was \$9.025M
- Total Assessment Increase on projects with approved Tax Increment Based Grants -\$10M
- Vacancy went from 9 vacant storefronts in Q1 to 5 in Q4 in the Downtown BIA



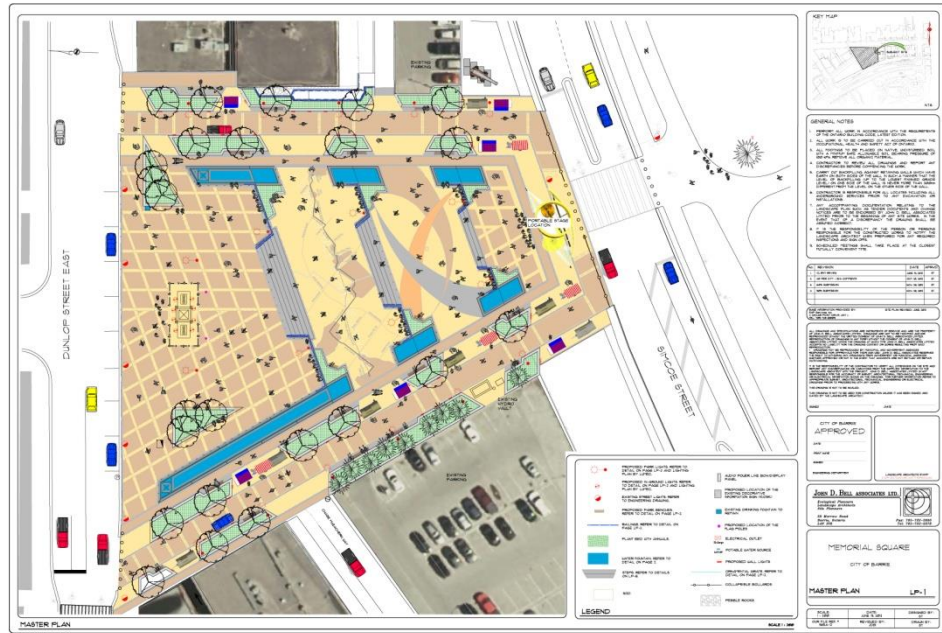
ALLANDALE TRAIN STATION RESTORATION & GO SERVICE

- The train station building restoration work was completed on buildings exterior and interior to base building restoration
- Passenger rail commenced operation in January 2012
- There are 5 morning trips from the station and 5 arriving
- There is an average of 100 (20 per trip) passengers leaving/arriving at the station daily Mon-Fri
- In the Spring a shuttle bus route was introduced providing service between the GO Station and Downtown



INCREASED RELATIONSHIP BETWEEN CITY HALL AND THE BIA

- Increased relationship and alignment with the BIA
- Initiatives such as Memorial Square, week long Dunlop Street closure from Ribfest to Canada Day
- Branding Webinars
- Staff attendance at BIA Board of Management meetings
- Looking ahead to Artists Row during Promenade Days



LOOKING AHEAD IN 2013

- Centre for Excellence in Education
- Finalization of the Urban Design Guidelines, which includes the UGC
- Height Review Study for the City Centre
- Section 37, Planning Act - Bonusing Policies
- Finalization of the Waterfront & Marina Master Plan with Council endorsement
- Facilitation of Waterfront Business Opportunities – waterfront services such as rentals/lessons for paddle boards, canoe and Kayak, bikes
- Starting June 29 and running until September 2, extra train service will include 4 south and 4 northbound trips on weekends and holidays from Barrie to Union Station
- A Plan for Parking lot sales
- Public Art
- Increased use of the Downtown by residents and visitors through continued outdoor patio enjoyment, performances at the Mady, waterfront and downtown linkage opportunities
- Anticipation of 15 - 20 outdoor patios
- Continued yearly festivals and events
- Memorial Square – completed design drawings from the consultants and Funding Agreement with the BIA for the redevelopment of the park
- The role of City Centre Coordination has been added to the new Economic Development portfolio, Invest Barrie