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**TO: MAYOR J. LEHMAN, AND MEMBERS OF COUNCIL**

**FROM: ONALEE GROVES, BA, MAIS, MANAGER OF CULTURE**

**NOTED: KAREN DUBEAU, DIRECTOR OF CREATIVE ECONOMY**  
**ZVI LIFSHIZ, B.SC, MBA, EXECUTIVE DIRECTOR OF INVEST BARRIE**  
**CARLA LADD, CHIEF ADMINISTRATIVE OFFICER**

**RE: DORIAN PARKER CENTRE COMMUNITY CONSULTATION**

**DATE: JUNE 19, 2017**

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The purpose of this Memorandum is to update Members of Council on the series of community consultations held to seek input from the residents on the current and future use of the Dorian Parker Centre.

Online Survey – 2015:

An online survey designed by RMCG Inc. was conducted over the fall of 2015 and a link to the City's home page was advertised in the newspapers and through emails to Sunnidale residents and community interest groups. 157 people responded to the survey questions which asked:

- Whether they had attended events or activities at the Dorian Parker Centre, what the event was, and what was their experience;
- Their observations about the facility condition, including washrooms, kitchen, outside entrance, parking, equipment, lighting, booking experience and overall layout and condition;
- Ideas for the future of the building and the importance of a list of amenities; and
- If the City of Barrie upgraded the facility, what would be the most suitable uses for the facility?

Community Consultation - 2015:

A community consultation was held in the Dorian Parker Centre on November 18, 2015 from 6:30 to 8:30 pm. Approximately 100 people were in attendance and participated in a visioning exercise facilitated by local consultant Robert Wong, of RMCG Inc. The community consultation followed a similar format to the survey.

Results:

The survey and the community consultation both recorded the following results regarding high priority requirements for the facility:

- a dire need for AODA compliant washrooms that are accessible from outside the building;
- a paved parking lot;
- a more welcoming entrance with improved lighting;
- the addition of air conditioning and an improved heating system;
- better acoustics;
- storage options; and
- an upgraded kitchen.

Lower priority items identified included:

- a fireplace or feature wall;
- Wifi access;
- a coat check area;
- break out rooms; and
- artwork.

In the event that the building was to be renovated, the community suggested the following items for consideration:

- a retractable canopy over a patio/garden area;
- a feature fire pit or barbeque area;
- an outdoor performance space/amphitheater;
- some public art; and
- an enhanced security system.

The community highlighted that if the Dorian Parker Centre was to be renovated or rebuilt that the facility should fit within the natural setting of the park. Also noted was the desire for the programming at the facility to remain small and intimate and within the context of a passive park.

The community suggested several models that would keep the operation of the facility affordable, such as creating a not for profit board that would schedule the facility and manage it on behalf of the City of Barrie. They also suggested that the Centre could be used to house a Café/Coffee House, but were not open to having a franchise in the building.

Staff Analysis:

Mr. Wong presented the collated results from the survey and the community consultation to City staff from Recreation Facilities, Corporate Facilities and Culture Departments. Staff then engaged in an innovation exercise that weighed the top models against the criteria of:

- Affordability to build, operate and maintain;
- Affordability to use;
- Meeting the community needs;
- Enhancing the park; and
- Providing a quick solution.

The scores from the exercise are attached as Appendix "A".

The outcomes of this analysis resulted in the prioritized list of options for consideration by the City:

1. Warm Up/Cool Down Space with Washrooms
2. Pavilion with Washrooms
3. Public Washrooms Only
4. Community Centre

Follow up Community Consultation – 2017:

Staff from Corporate Facilities researched the cost of the top three models, as well as the option of demolishing and rebuilding the facility. These options were presented back to the community at a consultation held at the Dorian Parker Centre on April 27, 2017, and were as follows:

**Option #1 – Construct Stand Alone Washroom**

Accessible Public Washroom  
Exterior Access  
Available for use year round  
Water fountain  
Will satisfy an aspect of each top ranked model – Exterior Public Washrooms  
No work completed on existing Dorian Parker Centre

Staff guidance: Lower cost option could be implemented as early as 2018 with Council approval.

**Option #2 - Renovate and Washroom Addition**

Fresh updated interior and exterior  
Renovation allows for better use of space  
Accessible Washroom addition will allow exterior year round access  
Will satisfy the top ranked model 'Warm Up/Cool Down Space with Washrooms'

Staff guidance: The second most costly option which would require a lengthy planning process before approval and project initiation; high possibility of cost increase in renovation projects.

**Option #3 -Demolish and Rebuild**

Complete rebuild of Dorian Parker Centre  
Possible to incorporate many new features and uses into building  
Accessible Washrooms will allow exterior year round access  
Inclusion of Warm Up / Cool Down Space with year round access

Staff guidance: Will satisfy the top two ranked models 'Warm Up/Cool Down Space & Pavilion with Washrooms', most costly option which would require lengthy planning process before approval and project initiation.

**Option #4 - Demolish and Rebuild Stand Alone Warm up/Cool Down Space**

Removal of Dorian Parker Centre  
Accessible Washrooms will allow exterior year round access  
Inclusion of Warm Up/Cool Down Space with year round access

Staff guidance: Will satisfy the top ranked model 'Warm Up/Cool Down Space with Washrooms'; moderately costly option would require lengthy planning process before approval and project initiation.

Approximately 60 people attended the consultation and there was a lengthy discussion around the cost of operating the Centre, and whether the City of Barrie operates facilities to provide opportunities for residents or to generate revenue. The attendees then decided to vote on the proposed options. The results were 90% in favour of Option #2, Renovate with Washroom Addition, with Option #3 of Demolish and Rebuild as a close second.

Corporate Facilities staff will be coming forward with a staff report in the fall of 2017, which will outline the possible options for the Centre given the consultations, cost consideration, benefits, and other considerations. The Culture branch will be recommending using the facility as a music rehearsal space on a temporary pilot basis, until a final decision is made regarding the future of the Centre.

Any questions or inquiries regarding this Memorandum can be directed to Onalee Groves, Manager of Culture, Creative Economy Department at ext. 4794