



## PLANNING AND BUILDING SERVICES MEMORANDUM

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

**FROM:** J. LAMBIE, SENIOR URBAN DESIGN PLANNER AND E. TERRY, PLANNER

**NOTED:** A. BOURRIE, RPP, DIRECTOR OF PLANNING AND BUILDING SERVICES  
D. FRIARY, ACTING GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH  
MANAGEMENT  
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE:** BUILDING BARRIE - PUBLIC AND STAKEHOLDER ENGAGEMENT - ESSA AND  
BRADFORD CORRIDOR STUDY UPDATE (ALL WARDS)

**DATE:** JUNE 11, 2018

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### PURPOSE

The purpose of this memo is to provide an update to Council on the outcomes of recent public and stakeholder consultation initiatives around intensification and the Essa and Bradford Corridor Study.

### BACKGROUND

#### Policy Framework

The Government of Ontario's *Places to Grow Act* (2005) established long-term regional plans for growth, development and land-use policies across the province. The *Growth Plan for the Greater Golden Horseshoe* (2006) identifies population density targets and settlement patterns for Barrie. To meet these directions, the City completed an *Intensification Study* in 2009 to identify key corridors (roads) that can achieve higher density development. The *primary corridors*, which are part of the *Official Plan*, are; Essa Road, Yonge Street, Bayfield Street, Dunlop Street West and Duckworth Street. The *Intensification Study* assessed the City's capacity for meeting growth targets as set by the Province's *Growth Plan for the Greater Golden Horseshoe*. The intent of the *Intensification Study* was to provide a vision and establish priorities for achieving prescribed growth targets, while also recommending new Official Plan policies and performance standards for the Zoning By-law that would facilitate the type of development envisioned for the intensification areas. *Intensification Area Urban Design Guidelines* were established in 2012 and include principles ensuring that all proposed intensification:

- respectfully blends into the existing built fabric;
- creates an attractive and safe pedestrian realm;
- supports transportation of all types; and,
- results in a thoughtful and attractive design that contributes to the local neighbourhoods and the City as a whole.

As a means of articulating the vision for the corridors, staff received direction from Council on June 10, 2015 "...to initiate a review and assessment of the potential to pre-zone the Essa Road corridor" with Mixed Use zoning standards.

#### Updates to the Policy Framework

Planning staff recently completed a review of the City's population and employment forecasts in anticipation of the Province's 2017 update to the Growth Plan. Following the completion of this review, the Director of Planning and Building Services made a presentation to City Council on January 10<sup>th</sup>, 2018 entitled "Changing the Conversation about Intensification". The presentation highlighted that current densities of development in the city would not achieve the 2006 Growth Plan targets – and would therefore not meet

the increased density targets of the 2017 Growth Plan, either. Following the presentation, Council directed staff to include Bradford Street in the Study Area to explore possibilities for catalyzing mixed use intensification along the corridor.

## BUILDING BARRIE

Following the January 10<sup>th</sup> Council directive, Planning Staff formed a project team and work plan for the Essa & Bradford Corridor Study. Working with the City of Barrie's Marketing & Communications team, Dillon Consulting and Bang the Table (online consultation tool), Planning Staff created a multi-pronged Engagement Plan and communications strategy branded "Building Barrie". Building Barrie focused on educating and engaging the community in the planning process and had the goal of establishing an understanding of how community needs may be addressed through intensification.

Building Barrie engagement has been deployed over two (2) phases:

### Phase 01 – Intensification: General Education & Awareness

The goal of the first phase of Building Barrie was to demystify the planning process and create a common understanding among the public and stakeholders about what intensification is, why it is happening, and what its benefits and potential challenges are.

Events & activities in Phase 01:

1. Cross-Departmental Workshop with City Staff (December 7, 2017)
2. Stakeholder Workshop #1 - Intensification (April 17, 2018)
3. Public Workshop #1 - Intensification (April 17, 2018)
4. Ontario Growth Secretariat and Downtown BIA Presentation – April 10, 2018
5. Online Educational Content (April 8 – May 31, 2018)
6. Online Discussion Boards & Q+A with Planning Staff (April 8 – May 31, 2018)

### Phase 02 – Essa & Bradford Corridor Study

The goal of the second phase of Building Barrie was to establish community priorities for intensification along the Essa & Bradford Corridor Study Area, and to begin to identify site-specific issues and opportunities.

Events & activities in Phase 02:

7. Public Workshop #2 – Essa & Bradford Corridor (May 8, 2018)
8. Property Owner Workshops
  - a. Bradford: Dunlop – Essa (May 22, 2018)
  - b. Essa: Lakeshore – Highway 400 (May 23, 2018)
  - c. Essa: Highway 400 – Mapleview (May 29, 2018)
9. Interactive Online Survey (run from May 2-31, 2018)
  - a. Principle + Priority Rankings
  - b. Issues + Opportunities Mapping
  - c. Corridor Look & Feel Survey
  - d. Q+A

Goals & results of each of these events are described below in further detail.

### Key Messages We Heard

Feedback throughout the engagement process allowed:

- Growth & intensification brings **opportunities we can harness**
- We value **our lifestyle, waterfront, open space, recreation, heritage, culture**
- We need to plan for **affordability, young families, retirees, employment, better transit, infrastructure, and services.**
- There are **real challenges to intensification** that we have to tackle as a community, especially with regards to **location, size, and character.**

## MULTI-DEPARTMENT CITY STAFF INTENSIFICATION WORKSHOP



Figure 1: Staff Participants in “Intensification Done Right” Workshop

### Purpose

On December 7, 2017 the City of Barrie Planning Department convened a multi-department intensification strategic workshop entitled “Intensification Done Right” to kick-off a significant paradigm shift with City staff around growth and development. The goals of the workshop were to:

- Help decide how staff need to influence, guide, and promote intensification in Barrie;
- Learn more about each departments’ role and talents in intensification efforts; and
- Create a learning pathway and foster leadership among the team for managing transformative change in the context of intensification

### Methodology

The two hour workshop was convened and delivered by the Director of Planning and Building Services and assisted by Dillon Consulting. The workshop consisted of the following exercises;

- **Intensification: The Good, The Bad, The Ugly** – this exercise included a brief overview of Intensification, while providing examples of intensification projects that have been constructed with varying degrees of success. Participating staff ranked these examples using a real-time online polling tool.
- **Leading the Way** – this exercise had participating staff identify where regional best practices and thought-leadership exist using a real-time online polling tool.
- **Strengths & Challenges** – this interactive exercise had staff rank a wide range of issues (e.g. entrepreneurship, business growth, talented workforce, innovation, fiscal responsibility, diversity, public spaces, affordable housing, public transit, road network, safety etc.) as strengths or challenges.
- **Intensification Strategic Roadmap** – Staff from different departments worked together to determine how they could contribute to the overarching mission of intensification by creating a road map for each of the core municipal service components below:
  - **Community Relationships** (stakeholder & constituent engagement, by-law enforcement, economic development, etc.)
  - **Urban Development** (buildings, urban design, landscaping, infrastructure, heritage, public art, etc.)
  - **Municipal Service Delivery** (recreation, facilities, programming, public works etc.)

### Key Outcomes

The workshop proved to be a successful multi-departmental collaboration on identifying strategic components needed for the City to successfully accommodate intensification. A summary report of the event can be found in the Appendix. Staff have implemented several of the suggested next steps from the Dillon Report, including engaging Council on discussions about intensification and conducting follow-up workshops. The Building Barrie Project Team also leveraged some of the key outcomes from the Strengths

& Challenges exercise to help structure subsequent workshops around the connections between intensification & lifestyle.

## **PUBLIC & STAKEHOLDER INTENSIFICATION WORKSHOP #1**



*Figure 2: Stakeholder Presentation (Left) and Story Cubes (Right)*

### Purpose

Using key outcomes from the City Staff Workshop, namely around community relationships and strengths & opportunities of intensification, the Project Team designed workshops for Stakeholders and the Public on April 17<sup>th</sup>, 2018. The goal of these workshops was to build on community relationships with stakeholders, development partners and the public by exploring links between intensification and Barrie's unique lifestyle.

### Methodology

The afternoon workshop at Holly Community Centre with was for invited stakeholders. Over 30 participants were in attendance including local and regional developers, Conservation Authorities, local organizations and partners, various Barrie Advisory Committees, and partnering City Departments and Service Providers.

The second workshop was held in the evening at the Sheba Shrine and was open to the general public. 60 participants from the public were in attendance.

These innovative and playful workshops utilized “story cubes” – a set of nine cubes with each cube representing a different theme of intensification. Each image on the face of the cube represented a different aspect or issue of the cube's theme. Themes (with examples of images in brackets) included;

1. People (children, couples, families, youth, young adults, seniors)
2. Housing Types (high-rise apartment, mid-rise apartment, townhouse, semi-detached houses, single detached house)
3. Street Types (commercial street, arterial, complete street, cul-de-sac, boulevard, active street)
4. Development Types (sprawl, transit-oriented development, mixed-use development, infill development, adaptive re-use)
5. Transportation (GO train, Barrie Transit, Highway, Cycling, Walkway/Trail, Mobility Hub)
6. Public Realm (parks, playgrounds, waterfront, squares, trails)
7. Public Services (schools, library, hospital, emergency services, community centre)
8. Live, Work, Play (cafes, shopping, office, sports arena, entertainment and events, health & wellness)

Participants were asked to roll the cubes and use the resulting images to create narratives about potential lifestyles in an intensified Barrie. Through these stories, participants discussed both the opportunities and challenges associated with intensification and began to apply them to the Barrie context.

### Key Outcomes

Stories and narratives from the story cube exercises generally focused around 4 key areas:

**1. Livability**

Livability is the sum of the factors that add up to a community's quality of life—including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities. Key topics discussed through story cube narratives included:

- *Affordability*
  - Land cost impacts on housing affordability – intensification can be an opportunity to create more affordable ownership and rental housing.
- *Sustainability*
  - Intensification developments should achieve higher sustainability goals and better integration with the environment.
- *Streetscape Design + Character*
  - Roads in Barrie are predominantly designed to serve vehicles. Streets in intensification areas should be designed to accommodate multiple modes of movement and focus on the pedestrian experience.
- *Parks, Open Spaces, Community Facilities, Services, and Other Amenities*
  - The City needs to be strategic when planning growth and use adequate planning standards for the location and provision of new parks and open spaces, community facilities, services, and other amenities.
- *Waterfront*
  - Protection of the waterfront and other environmentally sensitive lands are critical elements to maintaining the “Barrie lifestyle”.
- *Safety & Privacy*
  - When designing and developing intensified neighbourhoods, public safety needs to be balanced with privacy. Crime Prevention Through Environmental Design (CPTED) best practices should be used.
- *Accessibility & Aging-in-Place*
  - Universal design is key to making a community livable for everyone.
  - Intensification should provide residents with the ability to age in their neighbourhood and find suitable housing as their needs (or income levels) change (e.g. singles, young adults, getting married and starting a family, empty nesters, assisted living facilities etc.)
- *Culture & Art*
  - Intensification should provide opportunities for cultural identity and expression – either through buildings or in the public realm.

**2. Movement + Connectivity**

To be efficient and fair, a transportation system must serve diverse demands. Multi-modal transportation planning is needed to consider various modes (walking, cycling, public transit, automobile, etc.) and connections among these different modes.

- *Public Transit*
  - Increased levels of service or higher order transit (e.g. bus rapid transit) will be needed to serve higher population densities.
- *Active Transportation*
  - Active transportation networks should form a coherent, connected and complete system.
  - Facilities should be visible, safe, convenient and easily accessed.
- *Walkability*
  - Could be improved by;
    - expanding existing sidewalks along intensification corridors
    - adding sidewalks to streets without them
    - improving street tree and vegetation conditions

- creating “Complete Streets”
- creating smaller, more compact and walkable blocks
- *Vehicular Movement*
  - Traffic and congestion is a key issue to be addressed by all intensification projects
  - Barrie will continue to be reliant on automobiles in the future;
  - Within the context of intensification, Levels of Service may only be improved by increasing the demand and capacity of alternative forms of transportation, such as public transit and active transportation.

### **3. Land Use + Built Form**

Intensification should help communities meet people’s needs for daily living throughout an entire lifetime by providing convenient access to an appropriate mix of jobs, local services, a full range of housing, and community infrastructure including affordable housing, schools, recreation and open space for their residents.

- *Mixed Use Development*
  - Buildings with ground floor commercial can be challenging to develop for a number of reasons, including;
    - Structural Engineering, Architectural and interior design-related considerations.
    - Added construction cost for separation of uses.
    - Market conditions can often dictate retail size requirements.
- *Building Scale + Massing*
  - Height is not an issue if developments appropriately transition into the surrounding context.
  - Buildings should provide a human scale pedestrian experience through step-backs.
- *Building Quality + Character*
  - Intensification Areas needs a greater focus on Design Excellence and construction quality.
  - High quality materials are critical to the long-term success of developments and neighbourhood pride.
  - Construction Management and oversight required to ensure quality build-outs and products.
- *Heritage*
  - Heritage homes should be protected and preserved.
  - Heritage character should be expanded and celebrated in new developments.

### **4. Service Delivery & Process Improvements**

Implementing the City’s vision for intensification will require coordination between departments and seamless policy frameworks.

- *Policy Framework*
  - Improvements are needed to support mixed use intensification. Consistency between the Official Plan and Zoning By-law will be a key to success.
  - Incentives for development should not be burdensome to mixed use developers.
- *Development Review Process & Permitting*
  - Process should favour and incent mixed use intensification projects.

ONLINE ENGAGEMENT

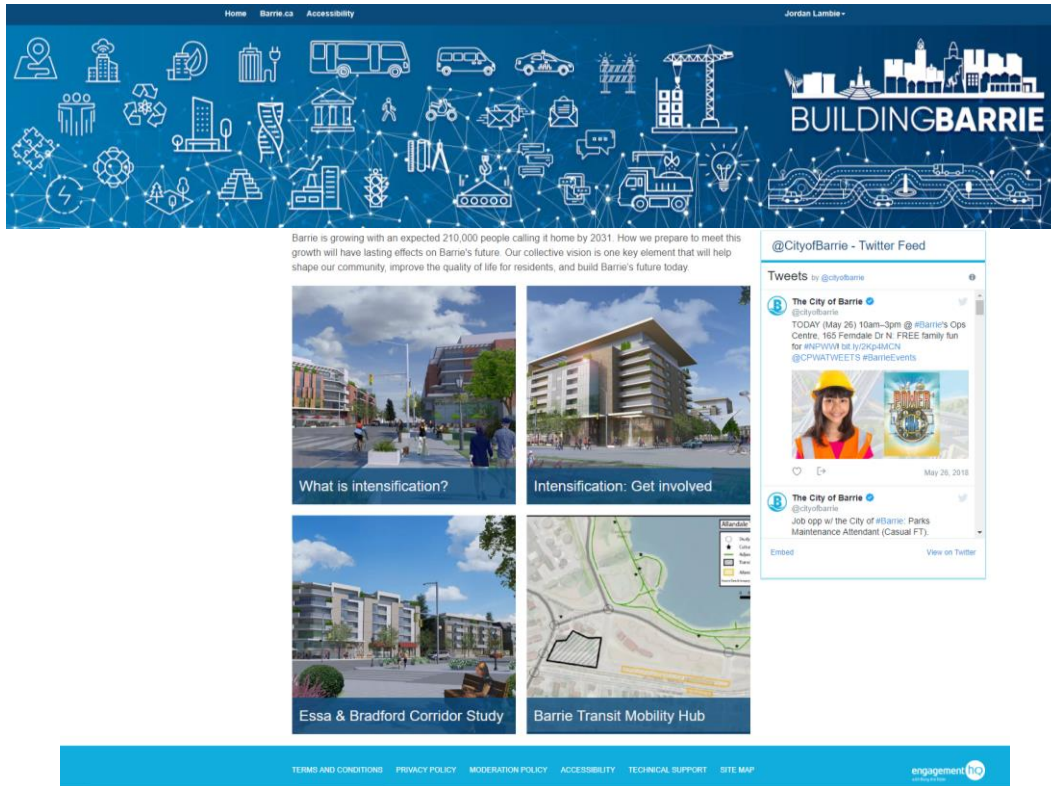


Figure 3: Building Barrie Homepage

Purpose

The City of Barrie used the *Building Barrie* project to pilot “EngagementHQ” (EHQ) in its first partnership with *Bang the Table*. EHQ is a sophisticated digital public engagement toolbox offering a number of interactive feedback and information tools; a stakeholder management system, and tailored analytical reporting, all in a single integrated package. The project team utilized the platform to reach a wider audience and improve engagement efficiency with regards to quality in user education, input and data. EHQ was also used to support the physical workshops and the broader Engagement Plan for the Essa Road & Bradford Street corridor Study.

From April 3 to May 31, 2018, the Building Barrie website had:

- **2,818** site visits;
- **220** site registrations; and
- **208** activated participants.

Based on previous online engagements completed by the City, this is considered to be an excellent participation rate - especially for a project of this broad, strategic nature. Beyond the initial engagement, EHQ allowed us to build a captive audience interested in building our City together. Because of this, we were able to streamline communications to those who registered for the site to let them know when new opportunities to engage became available.

While the initial platform was for Planning to educate and engage on Intensification, with emphasis on Essa/Bradford, Staff were also able to add engagement efforts from other departments including Barrie Transit’s Mobility Hub Study and HR’s Multi-year Accessibility Plan review engagement, running from June 1<sup>st</sup> – 30<sup>th</sup> 2018). Staff anticipate to continue learning and improving engagement initiatives with the EHQ platform, as its full potential is realized in future Planning Projects.

### Methodology

Building Barrie's online engagement followed the overall phasing strategy of the Engage Plan, with the EHQ website built out in two stages. The first phase provided educational resources identifying what intensification is, why it is happening in Barrie and the City's current policies, and outlined what its potential benefits could be in the context of how the community connects, works and plays. Educational information was supplemented with an online Q&A and discussion forum where participants could get involved in discussions with one another and ask questions from City staff. The second phase added a project page for the Essa & Bradford Corridor Study. The online engagement tools for this project included surveys to rank priorities for the corridor, identify issues and opportunities along the corridor with an interactive mapping survey, and provided an opportunity to comment on the look and feel of the corridor using before and after artist renderings of conceptual mixed use developments at several locations along the Essa Road corridor.

### Key Outcomes

Below is a brief summary of the findings – a full report is included in the Appendix.

#### **Phase 01 – Intensification: Online Discussion and Q+A**

In Phase 01, the Project Team used EHQ to provide information on intensification and solicit feedback through discussion forums on three themes: Connect, Work, Play. Through 52 responses, some of the feedback we heard includes:

##### *Connect (30 responses)*

- Intensification can help to resolve key issues around municipal taxes and traffic congestion (i.e. increased tax base can help to fund transit and transportation improvements).
- Intensification requires an upfront investment: infrastructure needs to be in place before development occurs.
- To intensify the downtown core, services and amenities are needed, such as a Grocery Store.
- Public transit needs improved levels of service and schedules that align with working individuals. (e.g. currently no early bus connection to Waterfront GO station, no bus service on holidays).
- Need to move away from a car-centric culture by incentivizing different transportation modes and healthier commuting choices through creating facilities for safe travel: safe bike lanes, wide sidewalks, and dedicated transit lanes helps modernize the City's transportation system to 21st century needs.
- We need an expanded regional transportation network.
- We need more amenities in the public realm such as benches and community gardens.
- As a winter City, we need inside spaces to connect as well.

##### *Work (18 responses)*

- Intensification needs to address housing affordability.
- High quality jobs are needed to keep pace with population growth.
- We need more medical centres with doctors.
- Intensification in the City is going to be the key to resolving many of the ongoing resident concerns, most specifically municipal taxes and traffic congestion.

##### *Play (4 responses)*

- Walk-up apartments and shops that face the street and provide porches and patios that allow us to wave at our neighbours and socialize.
- Streets are public spaces by definition and funding. They should be designed equitably, with space allocated for bike lanes, people, and sidewalk businesses instead of solely for cars.
- Barrie has many fantastic parks. However as our population increases, demand for these sought-after spaces will also increase. Programming our streetscapes and public squares throughout the city puts "play" into reach for more residents as we grow.
- We need more zoning provisions for patios and sidewalk cafes.
- Protect public access to the Waterfront.

Phase 02 - Essa & Bradford Corridor Study: Corridor Priorities



Figure 4: Corridor Priorities and Representative Imagery

Using the written and verbal feedback received from both the online and physical Phase 01 engagement events, Planning Staff, in conjunction with Dillon Consulting, synthesized the most commonly heard issues or elements into 6 overarching community priorities for intensification. These priority statements were then put back to the community to rank in order of importance for the Essa & Bradford corridor. Having community-ranked priorities will help the City navigate potential conflicts in the decision-making process for future design and development issues along the Essa & Bradford corridor.

The ranked corridor priorities are as follows (based on their average ranked position out of 6):

1. *Livable + Sustainable (avg. rank 2.8)*  
Daily needs of the community will be provided through environmental, social, cultural, and economic touch points throughout the corridor.
2. *Compact + Human Scale (avg. rank 2.88)*  
The corridor will be a street that is comfortable to walk along in an interesting and engaging urban environment.
3. *Safe + Accessible (avg. rank 3.17)*  
The corridor will be a street that is safe and comfortable for users of all abilities.
4. *Efficient + Active (avg. rank 3.49)*  
The corridor will be a street that provides efficient and predictable means of travel for all users.
5. *Connected + Cultural (avg. rank 4.23)*  
The corridor will be a street that not only connects people with their destinations but with the City's cultural, built and natural heritage.
6. *Diverse + Distinctive (avg. rank 4.24)*  
The corridor will be a street that connects a diverse range of communities with unique features, character and identity.

**Phase 02: Essa & Bradford Corridor Study – Issues & Opportunities Mapping**

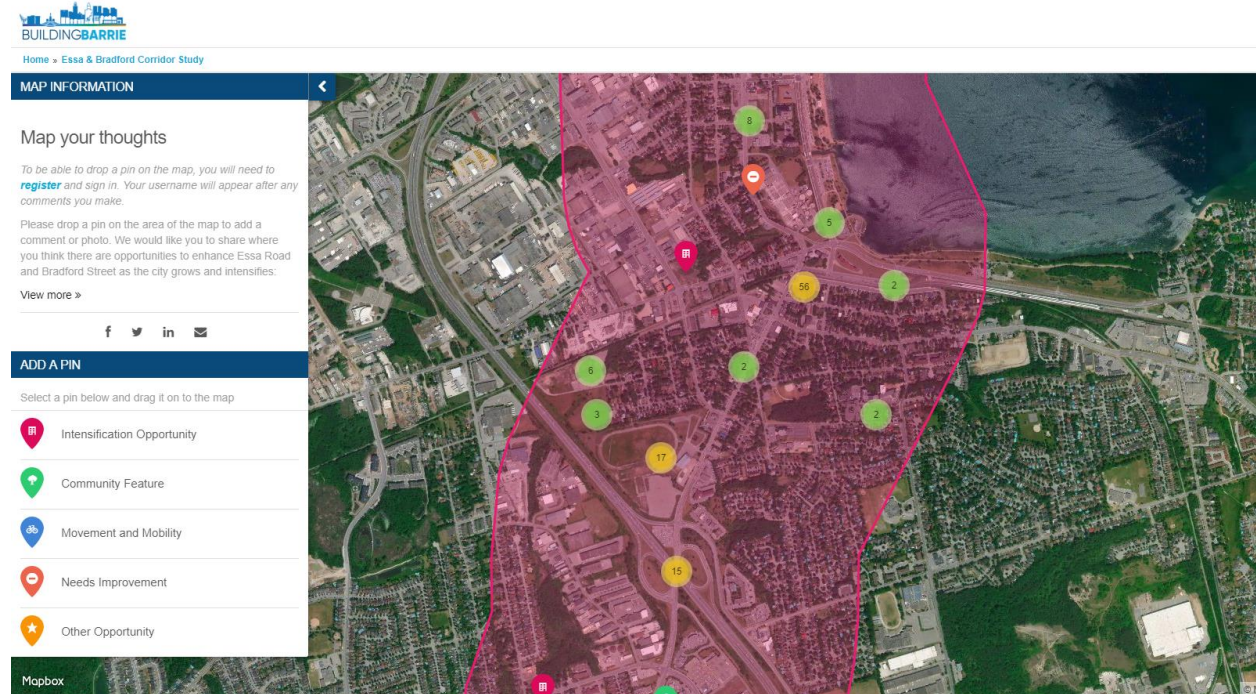


Figure 5: Screenshot of Online Mapping Tool on [www.buildingbarrie.ca](http://www.buildingbarrie.ca)

Online survey participants identified 151 issues & opportunities along the Essa & Bradford Corridor using the 5 provided pin categories. A summary is below, and the full comments can be found in the Appendix:

**1. Intensification Opportunities**

**Barrie Fairgrounds**

The most frequently identified site for intensification was the old Barrie Fairground site. The majority of participants identified a desire for a new neighbourhood of mid-to-high rise mixed use development with a large, centrally located public park. An opportunity for affordable rental housing was also identified at the rear of the property between Campbell Avenue and the Barrie-Collingwood rail corridor.

**Bradford Street**

The Bradford Street corridor was most frequently identified for high density intensification. Participants noted the significance of the Barrie Central site and its hub/gateway potential. Other sites identified included the former Harmony Village site and 145 Bradford Street as significant opportunities for mixed use development.

**Allandale / GO Station Area**

Several sites in the Allandale neighbourhood were identified as potential opportunities for intensification. However, the majority of comments qualified that any development in this area must be in keeping with the community character.

**Intensification Points at Key Intersections**

Other intensification opportunities were highlighted at various locations along the corridor, with most participants identifying opportunities around key intersections:

- Bradford / Victoria
- Essa / Innisfil

- Essa / Ardagh
- Essa / Harvie
- Essa / Mapleton
- Essa / Mapleview

## **2. Community Features**

Participants identified the following as existing or opportunities for new community features;

- Fully utilizing the recently renovated Allandale Station.
- Opportunity for expanded waterfront activities on City-owned lands.
- Opportunity for signature urban park with redevelopment of the Barrie Fairgrounds site.
- Multiple participants identified a desire for green space in the Essa and Ardagh area of the corridor.

## **3. Movement & Mobility**

- Participants identified a variety of opportunities to improve cycling facilities along the corridor, with desire to have cycling connectivity from Mapleview Drive to Lakeshore.
- The Highway 400 interchange was identified as a major barrier for pedestrians and cyclists.
- Road design improvements were frequently identified for Essa Road. Common suggestions were for;
  - Road widenings – with emphasis near Highway 400 and Barrie Fairground site.
  - Ensuring dedicated space is provided for bus rapid transit, cyclists, and pedestrians.
  - Alternate transit / active transportation routes.
- Suggested road design improvements for Bradford Street include dedicated cycling lanes.
- Suggestions for incorporating Smart City concepts such as coordinated signaling and realtime traffic flow control measures were suggested.
- Multiple comments for a northeast-bound dedicated right hand turning lane to Fairview Road from Essa Road.
- Several comments suggesting rails to trails concept for the Barrie-Collingwood rail corridor.
- Multiple comments regarding completing the connection between the two segments of Bryne Drive.
- Signal improvements at Essa and Anne.

## **4. Needs Improvement**

Participants identified a number of elements along the corridor needing improvement;

- Design, character and quality of buildings and streetscapes.
- Increased landscape screening of waterfront sewage treatment plant.
- Undesirable uses – ranging from motels to massage parlours.
- Configuration of the Essa/Bradford/Tiffin/Lakeshore intersection.

## **5. Other Opportunity**

- Multiple comments identified the need for downtown grocery and pharmacy, potentially on Bradford Street.
- Preservation of historic character and heritage homes in Allandale.

**Phase 02: Essa & Bradford Corridor Study – Corridor Look & Feel**

Survey participants were asked to identify elements of the corridor’s look and feel that they liked, or disliked, as presented in artist’s renderings of what may be possible along the Essa Road corridor. With 133 visits and 23 respondents’ comments, the feedback of the illustrated renderings was generally positive and supportive of the mixed use vision. A summary of the comments are below, broken into general pros and cons for each rendering shown.



Figure 6: Artist Rendering of Mixed Use Standards at Essa/Burton

**Essa/Burton**

| <b>Pros</b>  | <b>Cons</b>   |
|--|---|
| Mix of old and new: historic materials tying into heritage buildings & character | More height and density could be accommodated at this section of the corridor |
| Cycling facilities   | Separated cycling lanes needed, given volume and speed of vehicles            |
| Wide sidewalks & pedestrian friendly   | Needs more plantings and street trees   |
| Pocket green spaces  |   |
| Removal of overhead utilities  |   |



Figure 7: Artist Rendering of Mixed Use Standards at Essa/Highway 400 (looking north)

**Essa/Anne (Overview)**

| Pros   | Cons   |
|--|--|
| Taller buildings located closer to Highway 400   | Height of buildings may block views to the city  |
| New livable, walkable neighbourhood focused around green space with small scale retail | Street level store frontage in ground floor of condos may be too expensive and gentrify the neighbourhood                |
| Transition of building heights and connectivity into existing neighbourhoods           | Traffic congestion and infrastructure at Essa and Highway 400 need to be addressed before any development can take place |
| No big box stores  |  |



Figure 8: Artist Rendering of Mixed Use Standards at Essa/Anne (looking towards highway 400)

**Essa/Anne (Street View)**

| Pros  | Cons  |
|---|---|
| Public art enticing pedestrians into public spaces                        | More height and density could be accommodated at this section of the corridor |
| Commercial/Office buildings along Highway 400                             | Separated cycling lanes needed, given volume and speed of vehicles            |
| Street furnishing and street life   | Needs more plantings and street trees   |
| Taller buildings positioned at intersections to indicate gateways/arrival | Architecture is slightly plain - should be more "green" sustainable           |
|   | Similar development needs to happen on the south side of Essa                 |



Figure 9: Artist Rendering of Mixed Use Standards at Essa/Harvie

**Essa/Harvie**

| Pros   | Cons  |
|--|---|
| Area needs multi-unit dwellings with small mix of retail | Large intersection is not pedestrian or cyclist friendly            |
| Low-to-mid-rise intensification in this neighbourhood    | Traffic increases   |
| Human scale  | Architecture is slightly plain - should be more "green" sustainable |

ESSA & BRADFORD CORRIDOR STUDY - PUBLIC WORKSHOP #2



Figure 10: The Director of Planning and Building Services Facilitating a Group of Lego Builders

Purpose

Similar to the online engagement strategy, the second Public Workshop, held on May 8<sup>th</sup>, 2018 at South Shore Community Centre, with 40 participants in attendance, made the step from holding conversations about city-wide intensification & lifestyle, to context-specific conversations identifying local priorities, issues and opportunities along the Essa & Bradford corridor.

Methodology

This interactive workshop included a number of different engagement stations to provide feedback on how intensification should be approached along the Essa & Bradford Corridor specifically. The engagement stations included:

1. An interactive word cloud generator, powered through Mentimeter where participants entered their thoughts on intensification generated in a wordcloud;
2. A plastic building blocks station, where participants created to-scale representations of medium and high density buildings placed on a floor map;
3. Using the feedback heard through Phase 01 engagement events, Staff Developed a list of “Corridor Priority Statements”. These were outlined on a priority ranking board (or a “dotmocracy” panel), where participants used sticker dots to show what was most important to them when imagining future intensification along Essa Road and Bradford Street; and
4. Using artist renderings to illustrate possible mixed use intensification along different parts of the Essa Road corridor, a visual preferences board was used to solicit feedback on the potential look & feel of the corridor.



6. *Diverse + Distinctive (dots: 2)*

The corridor will be a street that connects a diverse range of communities with unique features, character and identity.

**Corridor Look & Feel**

The Project Team asked participants to write a comment on a 'post-it' note and post it to a board under one of three sections: Essa/Burton, Essa/Anne, and Essa/Harvie. From this data City Staff hope to ascertain certain trends in sentiment regarding intensification and development throughout the entire corridor. After an analysis of the comments certain trends began to emerge. A total of nine categories were used to sort the data. Generally speaking, all comments that were received were supportive in nature and expressed a certain excitement about the future of the Essa/Bradford Corridor. Detailed below are the nine categories used to analyze the comments received from residents, as well as general comments about the emerging trends in the feedback. The order in which the categories appear indicates the amount of comments received relating to that topic category (from most comments to least).

**Traffic**

A total of 10 comments expressed concerns about traffic. The majority of these comments (7) were identified at the Essa/Anne location. The general tone of the comments was that residents would prefer to see wider streets. The clustering of comments under Essa/Anne suggests that this section of the corridor experiences the most acute traffic problems.

**Cycling Facilities**

Comments regarding cyclists and the creation of bike lanes tended to be equally placed under the three main sections of the corridor Essa/Burton (3), Essa/Anne (4), Essa/Harvie (3). The comments received suggested that a greater emphasis be placed on connecting the bike lanes and trail systems to the waterfront trails. The comments were generally positive and suggest that resident's value and desire alternative forms of transportation.

**Design**

Comments received regarding Design were made specific to the types of materials used, such as less brick and more glass. Other comments were in agreement that complete streets are necessary as many residents spoke to wider sidewalks and safe crossings. The majority of the comments (6/10) were posted underneath the Essa/Burton section of the display chart, likely an indication of the locations sensitive heritage character.

**High Density Development**

Generally, the comments received regarding High Density tended to be very positive. The comments suggested a willingness by respondents to support higher densities, this is especially the case in the Essa/Burton section of the corridor as 6/9 comments were placed under Essa/Burton. The comments show support both for residential as well as commercial purposes.

**Transit/Parking/Traffic**

The comments received pertaining to Transit and Parking were clustered under the Essa/Anne section of the corridor with (7/9) response 'post-its'. The comments suggest approval for wide roads and any option that will help to alleviate traffic in the area. The comments also express a desire for more parking options as well as dedicated bus lanes. Traffic congestions is a concern from the tone of the comments received.

**Parks & Public Spaces**

Comments discussing green space typically focused on 'place-making' and suggestions for creating spaces for families, as well as landscapes that will draw tourists to the area. The majority of the comments (5/8) suggest the creation of more green spaces along the corridor.

**Heritage**

Comments received regarding heritage focused on incorporating, maintaining, and protecting existing building stock. The comments suggested that the materials used in construction of new developments

maintain the character and essence of the areas in which they will be located. Generally speaking, the comments received regarding heritage are supportive of development as long as the character of the neighbourhood and existing buildings are maintained, and that there are policies in place to enforce, secure, and maintain heritage properties.

**Low Density Development**

Generally, most comments supported intensification and increasing density throughout the corridor. However, some comments included ensuring intensification is sensitive to context and adequately transitions to surrounding low-rise developments.

**Mixed-use Development**

Comments received regarding mixed-use development were posted underneath Essa/Burton (2) and Essa/Anne (2). The comments suggested that a grocery stores as well as rental and ownership options be made available. The tone of the comments general expressed a feeling of 'independent' living locations suggesting that affordable housing and commercial options take the forefront in the areas.

**Plastic Building Bricks – Sites of Development**



Figure 12: Building Blocks at Essa and Burton



Figure 13: 145 Bradford (Left) and Barrie Central Collegiate and Harmony Village/Blue Sails Site (Right)

Workshop participants were each provided with the same number of building blocks, representing a certain amount of population growth and density, and were asked to place it along the Essa and Bradford Corridor. Through this exercise a number trends, potential redevelopment sites, and a wide range of development

forms emerged. Staff note that many of the sites chosen for intensification in this exercise mirrored the sites selected as intensification opportunities in the online mapping exercise on EHQ.

### Development Intensity

- Bradford Street as a location for taller built form.
- Higher density development near the Allandale GO Station.
- Mid-rise intensification between Allandale GO Station and Highway 400.
- Significant intensification opportunity at old Barrie Fairgrounds site for a “gateway” mixed use neighbourhood.
- Lower density infill and intensification southwest of Highway 400.

### Other comments included:

- Essa needs to be a more comfortable place to walk.
- Preserve important historic buildings and heritage neighbourhood character.
- There is a need for bike lanes along Essa Road.
- Buildings should be oriented toward the street and have parking behind.
- Parking should be within buildings/underground.
- Parks/large open space should be incorporated into developments and centralized within sites.
- Architectural design should be varied and interesting, but with similar massing and scale
- Street rhythm created with finer grain of urban fabric and building sizes.
- Gateways created with building height and public interest points (art, public open spaces etc.).

## ESSA & BRADFORD CORRIDOR STUDY – PROPERTY OWNER WORKSHOPS



*Figure 14: Property Owner Workshop Discussions and Presentation*

### Purpose

To begin establishing a localized understanding of the opportunities along corridor and to help stakeholders along the Essa & Bradford Corridor by:

- Notifying property owners that their lands are under consideration as candidate sites for rezoning;
- Educating Stakeholders on the mixed use vision and standards for Essa and Bradford;
- Identifying property-owner priorities for the corridor, building on feedback received since April 17;
- Identifying issues and opportunities of specific properties along the corridor; and
- Communicating the location, scale, and form of redevelopment within the study area.

This helps us understand stakeholder issues and opinions on intensification, in particular what participants feel is the “right fit” for this area of Barrie.

Methodology

From staff's preliminary technical analysis of the corridor, and feedback from the online mapping survey and building blocks workshop, a number of "candidate sites for rezoning" were selected for further discussions and consideration for applying the City's mixed use standards. Staff considered the following when selecting the preliminary candidate sites:

- 1. Context**
  - Is the property located at a major intersection, well-served by transit, or does it have access to open spaces and other community amenities?
  - Is the property located in a stable residential area? Is the property a rear-facing lot?
- 2. Will the property require conversion of employment lands?**
  - The City currently has a moratorium on employment land conversions. The Essa & Bradford Corridor Study will examine the practical elements of employment land conversions along a principal intensification corridor, which will feed into the Official Plan and Municipal Comprehensive Review.
- 3. Property & building conditions**
  - Is the property vacant? Does it require any significant environmental remediation?
  - What is the condition of the building(s) on site?
- 4. Development potential**
  - Is the property adequately sized for intensification?
  - Is the property fulfilling its highest and best use?
  - Has the property been recently developed, or is it currently under a planning application?
  - Does land assembly seem viable?
  - Is additional, more detailed study required?
- 5. Community feedback**
  - Staff used feedback from previous physical and online engagement while selecting sites.

Due to the length of the corridor, as well as the more intimate nature of property-owner workshops, the Project Team designed individual workshops for 3 segments of the corridor and invited between 30-40 property owners for each segment:

- **Segment #1:** Bradford Street (Dunlop Street to Essa Road) – May 22, 2018, Southshore Centre
- **Segment #2:** Essa Road (Lakeshore Drive to Highway 400) – May 23, 2018, Allandale Recreation Centre
- **Segment #3:** Essa Road (Highway 400 to Mapleview Drive) – May 29, 2018, Allandale Recreation Centre

These interactive workshops included a number of different engagement stations for property owners to provide feedback on the viability of their site and communicate how intensification should be approached along the Essa & Bradford Corridor more broadly. The engagement stations included:

- The "Corridor Priorities" ranking panels.
- A visual preferences board to solicit feedback on the potential look & feel of the corridor; and
- A Mapping Station with 10 panels of the entire corridor, highlighting each candidate site for rezoning identified for participants to identify issues and opportunities for specific sites along the corridor.

Key Outcomes

**Priority Rankings**

Ranked corridor priorities were:

1. *Compact + Human Scale (10 dots)*  
The corridor will be a street that is comfortable to walk along in an interesting and engaging urban environment.
2. *Livable + Sustainable (9 dots)*  
Daily needs of the community will be provided through environmental, social, cultural, and economic touch points throughout the corridor.
3. *Efficient + Active (7 dots)*  
The corridor will be a street that provides efficient and predictable means of travel for all users.
4. *Diverse + Distinctive (6 dots)*  
The corridor will be a street that connects a diverse range of communities with unique features, character and identity.
5. *Connected + Cultural (3 dots)*  
The corridor will be a street that not only connects people with their destinations but with the City's cultural, built and natural heritage.
6. *Safe + Accessible (1 dots)*  
The corridor will be a street that is safe and comfortable for users of all abilities.

**Visual Preferences**

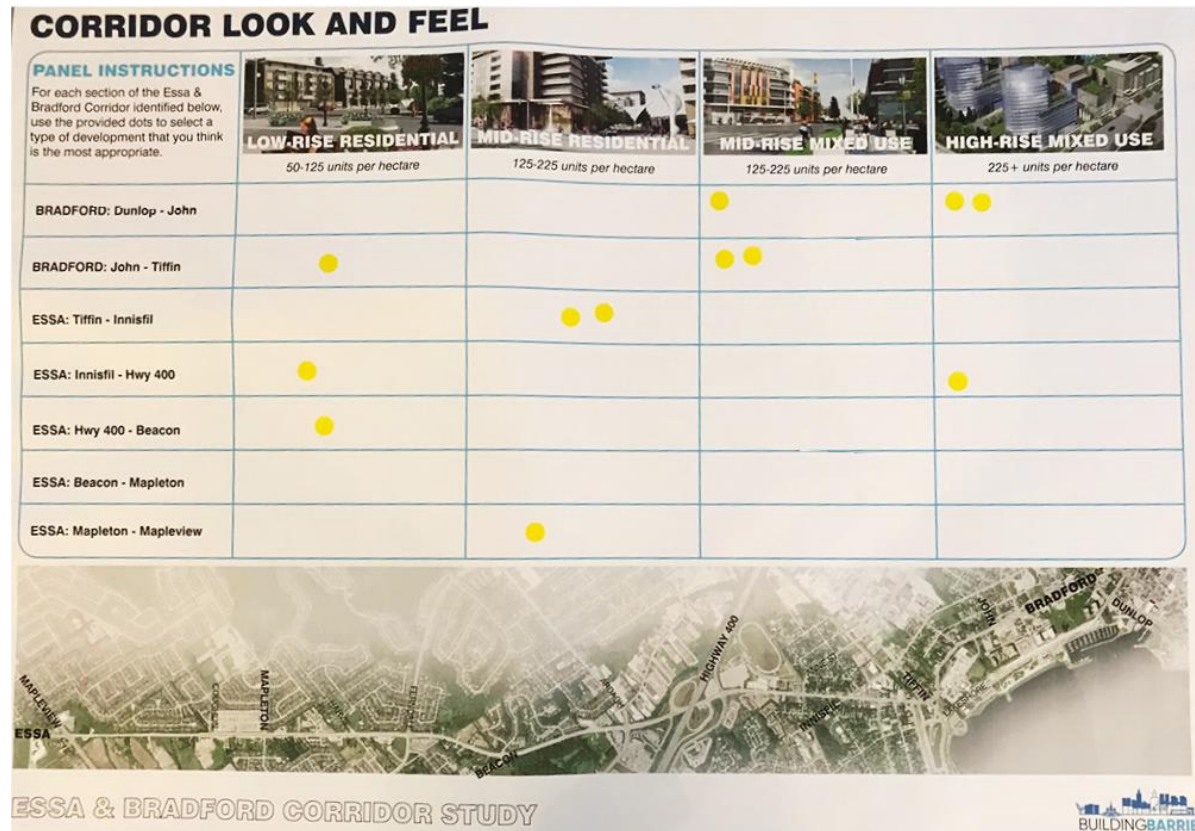


Figure 15: An In-Progress Visual Preference Dot-mocracy Panel

Feedback from property owners generally described a consistent built form strategy to what was established from the earlier public and stakeholder workshops:

- High-rise mixed use along Bradford and near the Allandale GO Station
- Mid-rise mixed use development from the Allandale GO Station to Highway 400.
- Significant intensification opportunity at the old Barrie Fairground site for a “gateway” mixed use neighbourhood.
- Strategic and lower-rise infill intensification with small-scale service retail in the more established residential areas southwest of Highway 400.

**Issues and Opportunities Mapping**



*Figure 16: Issues and Opportunities Mapping of Candidate Sites*

Through the issues and opportunities mapping exercise, Staff were able to have 1 on 1 discussions with property owners about site-specific conditions, issues and opportunities for potentially rezoning and eventually redeveloping their properties to the mixed use zoning standards. These conversations explored a wide range of issues including; development feasibility, infrastructure and servicing availability, building heights, environmental conditions of the site and more. These conversations will be used to refine site selection for rezoning.

**NEXT STEPS**

Planning Staff will continue to work on the corridor study throughout the remainder of 2018, with the intention to present recommendations to Council in early 2019. Next steps include:

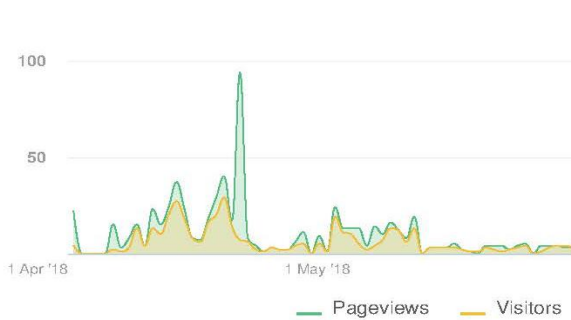
- Further review and analysis of public and stakeholder feedback
- Technical review and analysis of:
  - Built form and mixed use zoning standards
  - Multi-modal transportation network
  - Open space network
  - Community facilities
- Site selection refinement
- Further consultation and 1 on 1’s with property owners and stakeholders
- Placemaking and public realm discussions and workshops with internal Staff
- Establish recommendations to assist in implementing mixed use vision of the corridor
- Propose Zoning By-law Amendments for confirmed sites
- Present recommendations to Council

**Note: Appendix “A” - a hard copy is available for viewing in the Councillors’ Lounge and on the City of Barrie’s Website.**

**APPENDIX "A"  
SUBMITTED DOCUMENTS**



**Visitors Summary**



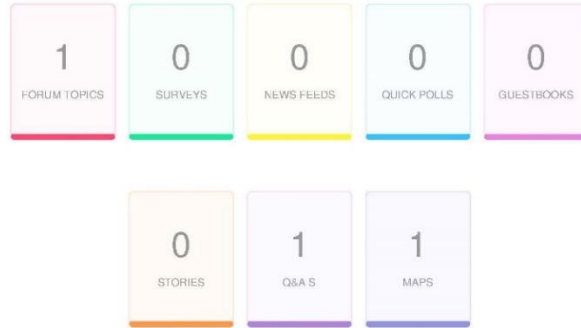
**Highlights**



| Aware Participants              |              | Engaged Participants        |            |
|---------------------------------|--------------|-----------------------------|------------|
| 321                             |              | 3                           |            |
| Aware Actions Performed         | Participants | Engaged Actions Performed   |            |
|                                 |              | Registered                  | Unverified |
| Visited a Project or Tool Page  | 321          |                             |            |
| <b>Informed Participants</b>    | <b>46</b>    |                             |            |
| Informed Actions Performed      | Participants | Anonymous                   |            |
| Viewed a video                  | 20           | Contributed on Forums       | 0          |
| Viewed a photo                  | 0            | Participated in Surveys     | 0          |
| Downloaded a document           | 0            | Contributed to Newfeeds     | 0          |
| Visited the Key Dates page      | 55           | Participated in Quick Polls | 0          |
| Visited an FAQ list Page        | 0            | Posted on Guestbooks        | 0          |
| Visited Instagram Page          | 0            | Contributed to Stories      | 0          |
| Visited Multiple Project Pages  | 42           | Asked Questions             | 3          |
| Contributed to a tool (engaged) | 3            | Placed Pins on Maps         | 0          |
|                                 |              | Contributed to Ideas        | 0          |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

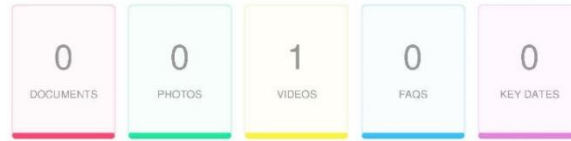
**ENGAGEMENT TOOLS SUMMARY**



| Tool Type | Engagement Tool Name | Tool Status | Visitors | Contributors |            |           |
|-----------|----------------------|-------------|----------|--------------|------------|-----------|
|           |                      |             |          | Registered   | Unverified | Anonymous |
| Qanda     | Ask a question       | Published   | 10       | 3            | 0          | 0         |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**INFORMATION WIDGET SUMMARY**



| Widget Type | Engagement Tool Name                  | Visitors | Views/Downloads |
|-------------|---------------------------------------|----------|-----------------|
| Key Dates   | Key Date                              | 55       | 62              |
| Video       | Snapshot: Benefits of Intensification | 20       | 22              |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**QANDA**

Ask a question

|                    |                       |                        |
|--------------------|-----------------------|------------------------|
| VISITORS <b>10</b> | CONTRIBUTORS <b>3</b> | CONTRIBUTIONS <b>4</b> |
|--------------------|-----------------------|------------------------|

**Q** cindygm  
17 Apr 18

We are constantly building and bringing more population to the area,, but need good jobs for residents,,we have literally become a bedroom for Toronto,,high unemployment and taxes are outrageous,,I have lived here 50 years and cannot afford to survive in the town that I grew up in,,a lot of seniors are leaving because of the high cost of living

**A** Publicly Answered

Thanks again for your feedback cindygm. The City of Barrie is committed to Business Development and focuses on attraction of new investment, retention and expansion of existing businesses and the creation of Barrie-based entrepreneurs. This is a great topic to include in the discussion in the 'Get Involved' page. You may even have more insights to add to the current conversations taking place (details at [www.buildingbarrie.ca/BuildBarrie](http://www.buildingbarrie.ca/BuildBarrie)), or come to the drop-in session on May 8th at Southshore Community Centre.

**Q** cindygm  
17 Apr 18

We desperately need more medical centres with doctors,,emergency at the RVH is way overloaded,,patients need to have somewhere to keep the hospital for what it should be used not as a walk in centre

**A** Publicly Answered

Thank you for your valuable feedback. Barrie Area Physician Recruitment Task Force work hard to implement strategies to recruit family physicians for permanent practice in the Barrie Area to meet the needs of residents. Visit [www.barriedoctors.ca](http://www.barriedoctors.ca) Also, Royal Victoria Regional Health Centre is looking at Innisfil as a possible location for a second campus in the next 20 Years. Visit: [www.rvh.on.ca](http://www.rvh.on.ca) for updates. We encourage you to join the ongoing conversation over on the 'Get Involved' page ([www.buildingbarrie.ca/BuildBarrie](http://www.buildingbarrie.ca/BuildBarrie)) and share any other thoughts you have on how you would like to see intensification shape how we connect, work and play.

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

## QANDA

### Ask a question

**Q** Darryl  
19 April '18

Infrastructure needs to be put into place before the intensification. The current road network needs to be in place before we start adding thousands of new residences. For example, the development in the area of Mapleview both east and west of Yonge St. will bring tens of thousands of people but Mapleview is not capable of handling the extra traffic yet. We need improved transit to the GTA where most jobs are, yet Hwy 400 is at its limits during rush hours and often closed or restricted due to accidents. GO Train expansion is needed with trains running both directions all day long. South end lacks recreational facilities for these new people.

**A** Publicly Answered

Thank You for your important input Darryl. Planning the infrastructure along our intensification nodes and corridors is a critical part of the work ahead. The City of Barrie is currently updating a number of Master Plans such as: Water Supply, Water Distribution and Storage, Wastewater Collection, and Wastewater Treatment in anticipation of future growth. The province is also working with the City to make major upgrades to the Barrie GO Line to make it easier for commuters to take transit.

**Q** Mymishu  
29 April '18

Are we required to follow the growth plan or is it just a guideline to follow should we choose to grow that much?

**A** Publicly Answered

Thank you for your question. The Growth Plan is more than a guideline it is policy direction from the Province that municipalities need to adhere to. There is however flexibility in how cities implement the Growth Plan. This study is all about getting public input to create a made in Barrie approach to intensification.

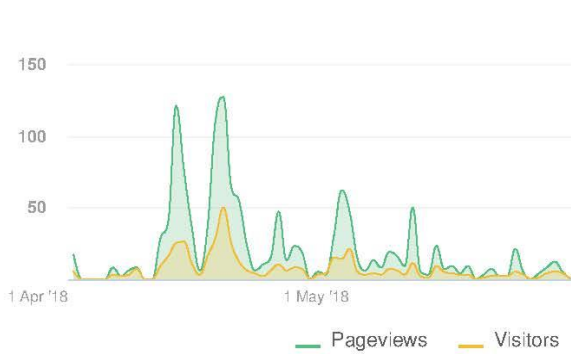
Project Report  
29 March 2018 - 31 May 2018

# Building Barrie

## Intensification: Get involved

engagement **hq**  
by Bang the Table

### Visitors Summary



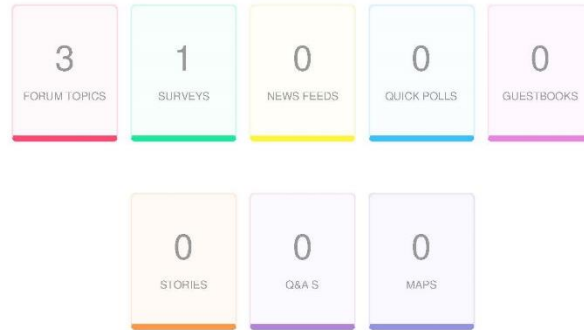
### Highlights

|                   |                      |                |
|-------------------|----------------------|----------------|
| TOTAL VISITS      | MAX VISITORS PER DAY |                |
| 484               | 50                   |                |
| NEW REGISTRATIONS |                      |                |
| 23                |                      |                |
| ENGAGED VISITORS  | INFORMED VISITORS    | AWARE VISITORS |
| 26                | 157                  | 333            |

|                                 |              |                             |            |            |           |
|---------------------------------|--------------|-----------------------------|------------|------------|-----------|
| Aware Participants              | 333          | Engaged Participants        | 26         |            |           |
| Aware Actions Performed         | Participants | Engaged Actions Performed   | Registered | Unverified | Anonymous |
| Visited a Project or Tool Page  | 333          | Contributed on Forums       | 26         | 0          | 0         |
| Informed Participants           | 157          | Participated in Surveys     | 0          | 0          | 0         |
| Informed Actions Performed      | Participants | Contributed to Newsteeds    | 0          | 0          | 0         |
| Viewed a video                  | 0            | Participated in Quick Polls | 0          | 0          | 0         |
| Viewed a photo                  | 3            | Posted on Guestbooks        | 0          | 0          | 0         |
| Downloaded a document           | 0            | Contributed to Stories      | 0          | 0          | 0         |
| Visited the Key Dates page      | 7            | Asked Questions             | 0          | 0          | 0         |
| Visited an FAQ list Page        | 0            | Placed Pins on Maps         | 0          | 0          | 0         |
| Visited Instagram Page          | 0            | Contributed to Ideas        | 0          | 0          | 0         |
| Visited Multiple Project Pages  | 133          |                             |            |            |           |
| Contributed to a tool (engaged) | 26           |                             |            |            |           |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

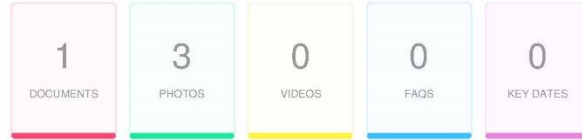
## ENGAGEMENT TOOLS SUMMARY



| Tool Type   | Engagement Tool Name | Tool Status | Visitors | Contributors |            |           |
|-------------|----------------------|-------------|----------|--------------|------------|-----------|
|             |                      |             |          | Registered   | Unverified | Anonymous |
| Forum Topic | Connect              | Published   | 133      | 22           | 0          | 0         |
| Forum Topic | Work                 | Published   | 86       | 10           | 0          | 0         |
| Forum Topic | Play                 | Published   | 67       | 5            | 0          | 0         |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**INFORMATION WIDGET SUMMARY**



| Widget Type | Engagement Tool Name                  | Visitors | Views/Downloads |
|-------------|---------------------------------------|----------|-----------------|
| Key Dates   | Key Date                              | 7        | 7               |
| Photo       | Intensification Workshop (day)        | 3        | 4               |
| Photo       | Intensification Workshop (evening)    | 2        | 2               |
| Photo       | Intensification Workshop (day)        | 2        | 2               |
| Document    | Intensification Workshop Presentation | 0        | 0               |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Play**

|                    |                       |                        |
|--------------------|-----------------------|------------------------|
| <b>VISITORS</b> 67 | <b>CONTRIBUTORS</b> 5 | <b>CONTRIBUTIONS</b> 5 |
|--------------------|-----------------------|------------------------|

|               |           |         |   |
|---------------|-----------|---------|---|
| 11 April 18   |           |         | Barrie has many fantastic parks. However as our population increases, we have more people looking for these sought after spaces will also increase. Programming our streetscapes and public squares throughout the city puts "play" into reach for more residents as we grow. We need more zoning provisions for patios and sidewalk cafes. |
| <b>Prajna</b> |           |         |   |
| AGREES        | DISAGREES | REPLIES |   |
| 0             | 0         | 2       |   |

|               |           |         |   |
|---------------|-----------|---------|---|
| 17 April 18   |           |         | Thanks for the comment. The City of Barrie is proposing streetscape improvements on Dunlop Street to create a flexible street environment. For more detail visit: <a href="https://www.barrie.ca/pages/events_detail_community.aspx?event=4536&amp;StartDate=2018-04-19">https://www.barrie.ca/pages/events_detail_community.aspx?event=4536&amp;StartDate=2018-04-19</a> |
| <b>Ettery</b> |           |         |   |
| AGREES        | DISAGREES | REPLIES |   |
| 0             | 0         | 0       |   |

|                            |           |         |  |
|----------------------------|-----------|---------|--|
| 21 April 18                |           |         | I've read about proposals to put a baseball park on the waterfront near Minets Point Road and Lakeshore Drive. I'd like to voice my opposition to this. We are quickly losing public access to what is the most treasure natural space in Barrie. The military park has cut off views of the bay from Lakeshore Drive. Let's leave this remaining area natural and not commercialized. Besides, more vehicles and pollution near Kempenfelt Bay is inappropriate for the ecosystems we are privileged to be stewards of. |
| <b>barrie for cyclists</b> |           |         |  |
| AGREES                     | DISAGREES | REPLIES |  |
| 1                          | 0         | 1       |  |

|                      |           |         |   |
|----------------------|-----------|---------|---|
| 30 April 18          |           |         | Thanks for the feedback - we agree that connectivity and public access to the waterfront is crucial for the City's continue success. Access to community facilities and amenities are also important, so Council recently approve the creation of a sports facility advisory committee to examine the feasibility of a sports and entertainment centre within the city limits. Public engagement will occur later this year, so be sure to attend any events as they are announced. |
| <b>Jordan Lambie</b> |           |         |   |
| AGREES               | DISAGREES | REPLIES |   |
| 0                    | 0         | 0       |   |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Work**

|                    |                        |                         |
|--------------------|------------------------|-------------------------|
| <b>VISITORS</b> 86 | <b>CONTRIBUTORS</b> 10 | <b>CONTRIBUTIONS</b> 32 |
|--------------------|------------------------|-------------------------|

|                            |           |         |  |
|----------------------------|-----------|---------|--|
| 11 Apr 18<br><b>Prajna</b> |           |         | Barrie residents should have safe options for how they commute to work. I work 2km from my home, but I can't bike to my job now because there is no space for me. Creating safe bike lanes, wide sidewalks, and dedicated transit lanes helps modernize our transportation system to 21st century needs, while improving and streamlining people's commutes. |
| AGREES                     | DISAGREES | REPLIES |  |
| 3                          | 0         | 3       |  |

|                          |           |         |  |
|--------------------------|-----------|---------|--|
| 11 Apr 18<br><b>robb</b> |           |         | This is such a vital comment. Streets are by definition and functioning models public spaces. Allocating space on them to store personal vehicles creates some serious questions about accessibility, equality and rationale. I wish to have the ability to ride my bicycle from one to one and top to bottom of Barrie using infrastructure which is designed and safe for riding my bicycle on. I should not be forced into feeling a vehicle is the only 'safe' option. |
| AGREES                   | DISAGREES | REPLIES |  |
| 2                        | 0         | 1       |  |

|                            |           |         |   |
|----------------------------|-----------|---------|---|
| 17 Apr 18<br><b>Ettery</b> |           |         | Great comment! Creating complete streets is an important part of Building Barrie. Could you see yourself riding your bike to work daily with bike lanes along your route? |
| AGREES                     | DISAGREES | REPLIES |   |
| 0                          | 0         | 1       |   |

|                            |           |         |  |
|----------------------------|-----------|---------|--|
| 17 Apr 18<br><b>Ettery</b> |           |         | Is there a place in Barrie where you would like to see bike lanes first? |
| AGREES                     | DISAGREES | REPLIES |  |
| 0                          | 0         | 1       |  |

|                          |           |         |   |
|--------------------------|-----------|---------|---|
| 17 Apr 18<br><b>robb</b> |           |         | I think there are a lot of opportunities to remove on street parking to create a connected network of bike lanes across the City. Currently I think the largest barrier in the City is the Essa Road corridor from Burton to Fernvale. This is a little more challenging than finding the Political will to remove parking on, however. Easy wins: Blake Street one to one, Shanty Bay Road, Johnson Street, Mapleton Avenue, Georgian Drive, Big Bay Point, Caplan Ave, Huronia Road, Maclean & Dean. There's a few. |
| AGREES                   | DISAGREES | REPLIES |   |
| 1                        | 0         | 1       |   |

|                          |           |         |   |
|--------------------------|-----------|---------|---|
| 17 Apr 18<br><b>robb</b> |           |         | If Barrie had a network of connected bike lanes, I wouldn't need a personal vehicle. Speaking of Complete Streets, the Dunlop Street redesign is a once in a lifetime opportunity to change the streetscape and create a complete or locally a shared street environment. We need to push back on the so called "need" for on street parking to ensure that this vital stretch through our vibrant downtown prioritizes people and only people. There is no need to cater to the automobile in our downtown core. It's 2018, not 1978. We need to get this right. |
| AGREES                   | DISAGREES | REPLIES |   |
| 2                        | 0         | 1       |   |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Work**

| <p>18 Apr 18</p> <p><b>Ettery</b></p> <table border="1"> <thead> <tr> <th>AGREES</th> <th>DISAGREES</th> <th>REPLIES</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>1</td> </tr> </tbody> </table>              | AGREES    | DISAGREES | REPLIES | 0 | 0 | 1 | <p>Hi Robb, Thanks for attending the Intensification Workshop last night and for your valuable input. As one of our intensification corridors we will be exploring opportunities to improve the public realm for all users along Essa Road. Hope you can make it out to the Essa Road Workshop on May 8th.</p>  |
|---|-----------|-----------|---------|---|---|---|---|
| AGREES  | DISAGREES | REPLIES   |         |   |   |   |   |
| 0   | 0         | 1         |         |   |   |   |   |
| <p>18 Apr 18</p> <p><b>Ettery</b></p> <table border="1"> <thead> <tr> <th>AGREES</th> <th>DISAGREES</th> <th>REPLIES</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>1</td> </tr> </tbody> </table>              | AGREES    | DISAGREES | REPLIES | 0 | 0 | 1 | <p>We appreciate your thoughts on complete streets. The City will be holding an Open House at City Hall regarding the Dunlop Street Improvements to seek community feedback on Thursday April 19 at 4 pm.</p>   |
| AGREES  | DISAGREES | REPLIES   |         |   |   |   |   |
| 0   | 0         | 1         |         |   |   |   |   |
| <p>18 Apr 18</p> <p><b>robb</b></p> <table border="1"> <thead> <tr> <th>AGREES</th> <th>DISAGREES</th> <th>REPLIES</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table>                | AGREES    | DISAGREES | REPLIES | 1 | 0 | 0 | <p>I will see you there.</p>  |
| AGREES  | DISAGREES | REPLIES   |         |   |   |   |   |
| 1   | 0         | 0         |         |   |   |   |   |
| <p>18 Apr 18</p> <p><b>robb</b></p> <table border="1"> <thead> <tr> <th>AGREES</th> <th>DISAGREES</th> <th>REPLIES</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table>                | AGREES    | DISAGREES | REPLIES | 1 | 0 | 0 | <p>I will be there also.</p>  |
| AGREES  | DISAGREES | REPLIES   |         |   |   |   |   |
| 1   | 0         | 0         |         |   |   |   |   |
| <p>21 Apr 18</p> <p><b>BarrieMomof3</b></p> <table border="1"> <thead> <tr> <th>AGREES</th> <th>DISAGREES</th> <th>REPLIES</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>1</td> </tr> </tbody> </table>        | AGREES    | DISAGREES | REPLIES | 1 | 0 | 1 | <p>Absolutely agree. Same here. 7 minute drive to work, 45 min to walk (for transit ride), perfectly doable 20 min bike ride. I would love to have the opportunity to be out and about twice a day in my community connecting with those around me instead of stuck in my car, talking to no one..... The infrastructure is coming in my neck of the woods (thank you!), would love to see more City sponsored info out there with respect to how to "Share the Road" from both the cyclists and motorist perspective. The more we see a variety of information on this, the more it shifts the culture.</p>                      |
| AGREES  | DISAGREES | REPLIES   |         |   |   |   |   |
| 1   | 0         | 1         |         |   |   |   |   |
| <p>21 Apr 18</p> <p><b>barrie for cyclists</b></p> <table border="1"> <thead> <tr> <th>AGREES</th> <th>DISAGREES</th> <th>REPLIES</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>0</td> <td>0</td> </tr> </tbody> </table> | AGREES    | DISAGREES | REPLIES | 2 | 0 | 0 | <p>There are not enough safe biking routes in Barrie. I live near Yonge and Big Bay Point Rd, and do not consider either road safe to walk as a pedestrian, let alone cycling, as people speed well above the posted speeds regularly, and there's inadequate shoulder space for cyclists. As it is now, in order to safely cycle in Barrie, I would have to drive to the waterfront to use the segregated bike trails there. Sidestreets have become too congested with drivers cutting corners off their commute. We need properly segregated cycling infrastructure all over the city, not just in certain neighbourhoods.</p> |
| AGREES  | DISAGREES | REPLIES   |         |   |   |   |   |
| 2   | 0         | 0         |         |   |   |   |   |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Work**

|                      |           |         |
|----------------------|-----------|---------|
| 30 April '18         |           |         |
| <b>Jordan Lambie</b> |           |         |
| AGREES               | DISAGREES | NEUTRAL |
| 0                    | 0         | 0       |

Hi there, thanks for the feedback! The City is working to create more opportunities and choices for active transportation. If you're interested, you are welcome to get involved with our Active Transportation Working Group! More information can be found on the Active Transportation web page:  
<https://www.barrie.ca/Living/Getting%20Around/Pages/ActiveTransportation.aspx>

|                        |           |         |
|------------------------|-----------|---------|
| 02 May '18             |           |         |
| <b>Cathy Colebatch</b> |           |         |
| AGREES                 | DISAGREES | NEUTRAL |
| 0                      | 0         | 1       |

For those that do take public transit (Barrie Transit), we need improve schedules that align with working folks. Currently no early bus to connect with Waterfront Go, folks who work early morning. More frequent services. Why does it take an hour to get from South to North? This is why people won't give up vehicles. Why don't we provide bus services on holidays? People still need to get around on holidays. Perhaps the City should look at the Innisfil model of a contract with a smaller core line service or smaller shuttles to get around in certain areas.

|              |           |         |
|--------------|-----------|---------|
| 02 May '18   |           |         |
| <b>Etery</b> |           |         |
| AGREES       | DISAGREES | NEUTRAL |
| 0            | 0         | 0       |

Hi Cathy, thanks for joining the conversation. We appreciate your suggestions and have shared them with Barrie Transit. Our Intensification work provides an exciting opportunity to make transit more efficient for Barrie residents and visitors.

|             |           |         |
|-------------|-----------|---------|
| 03 May '18  |           |         |
| <b>John</b> |           |         |
| AGREES      | DISAGREES | NEUTRAL |
| 1           | 0         | 1       |

Intensification in the City is going to be the key to resolving many of the ongoing resident concerns, most specifically municipal taxes and traffic congestion. Increased population density, if supported by transit and active transportation infrastructure, will reduce the amount of infrastructure required per resident which will allow for a decrease in municipal taxes. The increased density will allow for the transit provider to provide an efficient and cost effective service. Intensification integrated with retail and employment opportunities will also make active transportation (walking or wheeling) more attractive as the distances between destinations will decrease. We don't need to model or predict what challenges and opportunities we will face in the City, we just need to look at municipalities in the GTA. All those municipalities are racing to install the necessary transit and active transportation infrastructure to support intensification that has occurred over the last decade. The City needs to move ahead with those projects now so we are not faced with the same issues GTA municipalities are facing right now.

|              |           |         |
|--------------|-----------|---------|
| 04 May '18   |           |         |
| <b>Etery</b> |           |         |
| AGREES       | DISAGREES | NEUTRAL |
| 0            | 0         | 1       |

Hi John, great insight! We are excited about the opportunities that well planned intensification can bring for the residents of Barrie. Thanks for joining the conversation. Hope you can make it out to our Essa Road Workshop on May 8th!

|             |           |         |
|-------------|-----------|---------|
| 04 May '18  |           |         |
| <b>John</b> |           |         |
| AGREES      | DISAGREES | NEUTRAL |
| 0           | 0         | 0       |

Looking forward to it!

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

## FORUM TOPIC

### Connect

|          |     |              |    |               |    |
|----------|-----|--------------|----|---------------|----|
| VISITORS | 133 | CONTRIBUTORS | 22 | CONTRIBUTIONS | 52 |
|----------|-----|--------------|----|---------------|----|

|              |         |         |  |
|--------------|---------|---------|--|
| 11 April '18 |         |         | Creating a sense of community is important to me. Walk up apartments and shops that face the street and provide porches and patios allow us to wave at our neighbours and socialize. Too often our streets are just places to pass through, when they could be destinations and places to make memories. |
| Prajna       |         |         |  |
| VISITS       | ORIGINS | REPLIES |  |
| 6            | 0       | 1       |  |

|              |         |         |  |
|--------------|---------|---------|--|
| 12 April '18 |         |         | The places we travel to and enjoy spending time in are not uniform subdivisions of cookie cutter homes with a garage out front, we must make more of an effort to build up civic spaces and allow for unique development forms including rear laneways, urban forests, reducing or eliminating the 'greenspace' that are truly wastelands including zoning minimum yard requirements, boulevards, etc. make them an actually useful space that doesn't just grow eucalyptus. Walking and biking and then transit should be the first forms of transport considered, and made the easiest, following health, social and environmental goals for complete communities, prior to forcing new development to hope in a car to get anywhere. Height is not a bad thing, so long as municipal servicing is available, parking and light impacts have been considered. We must hold firm on having ground floor space available for commercial/mixed uses - unlike the Pratt development on Cuneeles. Incentives for green roof type ideas. |
| Logan J      |         |         |  |
| VISITS       | ORIGINS | REPLIES |  |
| 2            | 0       | 2       |  |

|              |         |         |   |
|--------------|---------|---------|---|
| 12 April '18 |         |         | Great insight! Hope you can come out to the Workshop on April 17. |
| Eterry       |         |         |   |
| VISITS       | ORIGINS | REPLIES |   |
| 0            | 0       | 0       |   |

|              |         |         |   |
|--------------|---------|---------|---|
| 17 April '18 |         |         | Thanks for your comment! What makes a public place a destination for you? |
| Eterry       |         |         |   |
| VISITS       | ORIGINS | REPLIES |   |
| 0            | 0       | 0       |   |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Connect**

|            |           |        |
|------------|-----------|--------|
| 18 Apr 18  |           |        |
| LizAndrews |           |        |
| AGREES     | DISAGREES | TOPICS |
| 3          | 0         | 2      |

Like most people, I would like to have a downtown core that is well catered for and bustling with shops and restaurants, as well as public space for gardens and general beautification. I am concerned, however, about this term 'intensification' and the way it is being used as a sort of blanket term for inarguable positive change. Intensification is not necessarily a good thing for many people - it seems to coincide with gentrification and the displacement of poor and marginalized citizens into other Wares as a method of avoiding the problem of low income and homelessness, etc. This strategy, coinciding with 'intensification' has been used in Honolulu, New York, and Miami as a way of driving 'undesirable' people away from areas that builders are interested in developing because of their income potential. The costs of living in these 'intensified' areas become prohibitive for many working people. I think most of us in Barrie would be happy to see a vibrant, safe, mixed use city center. But I'm troubled by the city's apparent lack of any plan to deal with homelessness and eviction beyond shunting 'undesirable' people into other locations. So, I'm not sure what the solution would be, because it requires first a political will to recognize the contours of the problem and to consider different ways of dealing with it. This is not meant to be taken as a wholesale criticism, but I wonder who this development plan serves aside from business interests. I have wondered this for a long time now, as plans to completely rearrange the downtown (including changing how and where transportation is accessed) have seemed to be in the works for some time now.

|            |           |        |
|------------|-----------|--------|
| 18 Apr 18  |           |        |
| LizAndrews |           |        |
| AGREES     | DISAGREES | TOPICS |
| 1          | 0         | 1      |

(I should clarify that I am not saying working people and the poor are addicts. I think the relationship between poverty and addiction is complicated. I meant to say that the downtown core seems to be an understandable spot for drugs, and so on, which is not to say that the poor and working people are addicts!)

|           |           |        |
|-----------|-----------|--------|
| 19 Apr 18 |           |        |
| Kristen   |           |        |
| AGREES    | DISAGREES | TOPICS |
| 1         | 0         | 0      |

I would like to see intensification make room for folks in Barrie to connect better to other people and to the land in and around the city. I like these images because many of the people are outside, but the reality of Barrie is - we have winter! We need indoor spaces to connect as well. An indoor farmers/craft market (think Halifax & Ottawa) with local artisans would be amazing! More places for live music, public transportation to arrive from these locations, outdoor spaces where people can gather and engage in spontaneous celebration and outdoor places where I can use the space for free or choose to pay for an experience would be amazing! What about snowshoe rentals in Sunnyside Park, cross country ski rentals at Kempenfelt beach, or clearance skating trails and rinks at heritage park? We could have something that rivals Huntsville's skate trail or Ottawa's canal skate on our lakeshore - this might even get me out of hibernation! I would also like to see more emphasis on local food and products. I know that there is always a need for a Sobeys type store, but can we also provide more opportunities for smaller, more locally minded places? For example, what can Barrie do to attract a Farm Boy? Barrie is expanding and eating up farmland to do it. It's necessary, but we should be doing what we can to make sure that the farmers and land that are left are supported. Bring your Business to Barrie - we are loud, local and proud!

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Connect**

|           |           |         |  |
|-----------|-----------|---------|--|
| 19 Apr 18 |           |         | <p>Hello Liz! Did you get chance to drop by the intensification meeting on Tuesday? This was brought up by a few people and it was explained that a lot of the buildings in the intensification plans include subsidized and affordable housing incorporated into the buildings, rather than as separate buildings – as often happens. I have similar concerns and was happy to see that this was included but I think a lot of these issues are way deeper than places to live or the way the city builds... maybe the province will make progresses in the healthcare, substance abuse, disability and unemployment services areas at the same time as we are building! I myself would just be happy if there was a place in this city I love, that I could afford to buy...</p> |
| Kristen   |           |         |  |
| AGREES    | DISAGREES | REPLIES |  |
| 2         | 0         | 1       |  |

|           |           |         |  |
|-----------|-----------|---------|--|
| 19 Apr 18 |           |         | <p>Hi Liz! The City appreciates your perspective. Providing diversity in housing choices is a top priority for the City. We believe that intensification can help introduce development that would provide more affordable housing options for all residents. You can find out more information about our Affordable Housing Strategy here: <a href="https://www.barrie.ca/City%20Hall/Planning%20and%20Development/Policies%20Strategies/Pages/Affordable%20Housing.aspx">https://www.barrie.ca/City%20Hall/Planning and Development/Policies/Strategies/Pages/Affordable Housing.aspx</a>. We encourage you to help continue the conversation at our next workshop on May 8th.</p> |
| Ettery    |           |         |  |
| AGREES    | DISAGREES | REPLIES |  |
| 0         | 0         | 0       |  |

|           |           |         |  |
|-----------|-----------|---------|--|
| 19 Apr 18 |           |         | <p>Hi Kristen, thanks for your input and thanks for coming out on Tuesday! We love this City to. Hope you can come out to the Essa Road Workshop on May 8th.</p> |
| Ettery    |           |         |  |
| AGREES    | DISAGREES | REPLIES |  |
| 0         | 0         | 0       |  |

|                     |           |         |   |
|---------------------|-----------|---------|---|
| 21 Apr 18           |           |         | <p>I agree with this – the concept of garages in front is what acts as a barrier to many. As we gain more second suites in our neighbourhoods, these come with more cars and congestion. Driveways widen and more vehicles clog the streets and overhang the sidewalks. If we want to sit out in front to connect with our community neighbours, we have more pollution and noisy traffic to contend with. Barrie needs to move away from its car-centric culture rapidly, yet I don't see this happening. How can we encourage citizens to give up their cars?</p> |
| barrie for cyclists |           |         |   |
| AGREES              | DISAGREES | REPLIES |   |
| 1                   | 0         | 2       |   |

|                     |           |         |                                |
|---------------------|-----------|---------|--------------------------------|
| 21 Apr 18           |           |         | <p>Citizens, not cutizens.</p> |
| barrie for cyclists |           |         |                                |
| AGREES              | DISAGREES | REPLIES |                                |
| 0                   | 0         | 0       |                                |

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Connect**

|             |           |        |
|-------------|-----------|--------|
| 29 April 18 |           |        |
| Mymishu     |           |        |
| AGREES      | DISAGREES | TOPICS |
| 0           | 0         | 1      |

Intensify means to me a push to build when in fact we really need to back off and pay attention to what we really have and what needs to be fixed. People move here because they cannot afford where they live or want to go smaller, however, the same thing is happening here. We keep growing, growing and more growing so we build for them instead of building more affordable housing for those who need it and believe me there are more than 850 people who need it and if we follow the guidelines that were presented to us and we actually beat the half way point for a 3 to 10 year proposal then my friends and council we fail and will continue to fail for eternity. (My apologies as I cannot remember the actual year amount) We will never catch up. However you say that bringing more people will help well yes and no more money into costs more roadways to maintain and pipes, cables, snowplowing, and more intense traffic thus more garbage traffic flow then more police etc. It never ends. We still have the same old problems. It is like if we brake it all down to what governments tell us to do is budget and plan. So I build a home and two years later 4 people come to live with me however house is too small so now I expand adding more rooms and plumbing, electricity and more parking space. Then it happens 2 year later again however you see there is a problem that has arisen. With all this growth and I still have not finished what I started 5 years ago so a problem has arisen as I have not been able to keep up with the growth. To be able to keep up I raise the rent which only allows me to get some stuff done however not all of it. It becomes a vicious circle. Why do we force our own neighbors out when it was them in the first place who helped their city grow to a comfortable place they enjoyed. Now they want to downgrade however after house is sold and they pay off what is needed they cannot afford anything over \$300,000 plus still live that comfortable life they had previous in order to enjoy their free time. Real estate comes in and says have you thought about Midland or Orillia. No was born in Orillia do not wish to go back and Midland is too far from everyone I know. So in effect they do not have a choice. Once people could retire in their home town and now more and more must leave, and God help you if you have a disability and the money that is left over from the sale must be used to help you live in your golden years well if it is under \$275 you might be lucky, the homeless we have here is a shame. We could have renovated a number of buildings that were in good condition and made low income apartments to help those who need it, with this you put a responsibility clause in where if they are able to work then there is ground maintenance etc to be done or street and garbage cleanup that the city needs help with. We must also remember that if a person lost their job and cannot find another then there is a very big chance if nothing has been found within a month you can be rest assured that depression has set in however we know the numbers are stacked against these people getting help so again these numbers increase. So while it is nice that some folk in the community come forward to help those through fires etc if a community was doing a proper job of looking after its citizens we would find housing and jobs for those folk to help them and our community instead of passing the buck and laws outlawing homeless people. Do not say it cannot be done because it can be done I have read of places who have been doing this as they are walking their talk. So let us back up and really put our priorities straight, get them working then if all is running smoothly you must decide how big you really want to be. However, if you look around, oh you so call wise ones, are look very close big cities do not really work as their problems just keep getting bigger because they don't take the time to really read between the lines and put the actual wishes of their community at large into consideration. Yes Barrie is guilty of that.

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**FORUM TOPIC**

**Connect**

|                      |           |         |
|----------------------|-----------|---------|
| 30 April '18         |           |         |
| <b>Jordan Lambie</b> |           |         |
| AGREES               | DISAGREES | REPLIES |
| 0                    | 0         | 0       |

Hi Mymishu thanks for the feedback. This engagement website is exactly that - a dialogic to identify community values and goals and to consider how they can be achieved as the city grows. We want to hear from you about what the key community values and experiences are. We understand that time is of the essence for both growth and affordability issues, and as you note in your comment - economic growth will not just simply stop or disappear. So, how do we want to shape our growth to achieve community goals? Growing more compactly and efficiently, rather than sprawling outwardly, can help us accommodate growth while also saving land and natural resources and reduce our spending on infrastructure expansion & maintenance. More units in a square area also means that more public dollars are available to be allocated to building and maintaining community facilities such as parks, libraries and community centres. Intensification can also see different building, unit, and ownership types to the real estate market at lower and more affordable price points than single detached homes, for example. This diversity of product types in the market will provide more choices to residents to better match their financial or lifestyle needs. The City recognizes there is a shortage of affordable housing, in particular affordable rental housing, and has a number of initiatives and development applications underway to address the problem. More information on that particular issue can be found here: [https://www.barrie.ca/City-%20Hall/Planning and Development/Policies Strategies/Pages/Affordable Housing.aspx](https://www.barrie.ca/City-%20Hall/Planning%20and%20Development/Policies%20Strategies/Pages/Affordable%20Housing.aspx). Thanks again for your comment and feedback.

|                      |           |         |
|----------------------|-----------|---------|
| 01 May '18           |           |         |
| <b>Julie Waddell</b> |           |         |
| AGREES               | DISAGREES | REPLIES |
| 1                    | 0         | 1       |

Hi - not sure where to put this suggestion/request ... how can we put a city policy in place to have more trees planted when pavement is put down for parking lots? Park Place is one huge parking lot without trees for shade over the hot pavement...the hospital also...Molson Centre also ... the new parking lots at South Shore. How can we put a policy in place that states for every 20 square feet of pavement, there has to be a shade tree on the drawings for approval?

|                |           |         |
|----------------|-----------|---------|
| 02 May '18     |           |         |
| <b>Janet S</b> |           |         |
| AGREES         | DISAGREES | REPLIES |
| 0              | 0         | 1       |

I don't think we will be able to give up cars for a long time because public transit links to other cities (except for Toronto) are lacking. I would hate to use rental cars to which I am unaccustomed for other destinations and want to avoid the legal hassles which can arise with rentals. When a car belongs to me I can have it insured and maintained according to my terms. If it's scratched, that's not a big deal. There are no unpleasant surprises with using my own car. With rental cars, you never all easy to read the fine print. Even then the terms may not be as you expect. I've heard horror stories about rental cars. I'll keep on owning my car until I can enjoy the countryside and other cities by public transit. Remember in the planning of Barrie that larger numbers of seniors are often past the option of long walks and biking....and getting to London by bike is a bit of drain on one's energy.

|                |           |         |
|----------------|-----------|---------|
| 02 May '18     |           |         |
| <b>Janet S</b> |           |         |
| AGREES         | DISAGREES | REPLIES |
| 0              | 0         | 1       |

Wonderful places for people to connect (and which can include public benches) would be community gardens. I've been reading too that some types of plants and trees remove pollutants. We should plant as many as possible. Rather than selling parking lots, we could have green space. I like the idea of roof gardens also.

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Connect**

|               |           |         |   |
|---------------|-----------|---------|---|
| 02 May '18    |           |         | Hi Janet! Thank you for your comments. The City currently runs a Community Garden Program at Golden Meadow Park and Sunnyside Park. Expanding this program to more areas is a good idea! For more information about the program visit: <a href="http://www.barrie.ca/communitygardens">www.barrie.ca/communitygardens</a> |
| <b>Eterry</b> |           |         |   |
| AGREES        | DISAGREES | REPLIES |   |
| 0             | 0         | 1       |   |

|               |           |         |   |
|---------------|-----------|---------|---|
| 02 May '18    |           |         | Hi Julie, We appreciate your feedback. The City is committed to beautifying and improving the urban environment through the introduction of trees. Incorporating more trees into parking lot designs is a good suggestion. Find out more information about our commitment to sustaining our green city at: <a href="http://www.barrie.ca/UrbanForestry">www.barrie.ca/UrbanForestry</a> |
| <b>Eterry</b> |           |         |   |
| AGREES        | DISAGREES | REPLIES |   |
| 0             | 0         | 0       |   |

|               |           |         |  |
|---------------|-----------|---------|--|
| 02 May '18    |           |         | Hi Janet, thank you for raising this issue. An expanded regional transportation network will take time as well as coordination from Metrolinx and other partners. The City of Barrie continues to work towards improving our local transit system to meet the needs of our residents and explore opportunities to improve connections to the regional network. |
| <b>Eterry</b> |           |         |  |
| AGREES        | DISAGREES | REPLIES |  |
| 0             | 0         | 1       |  |

|                |           |         |  |
|----------------|-----------|---------|--|
| 02 May '18     |           |         | The Sunnyside Garden was sold out before the public even knew about the planned garden. That was many years ago. I presume the same was true at Hurst. These are not areas of intensification, and are therefore not areas to which I am referring. (The city would like to make big bucks around the lake and THAT is the area of intensification which needs green areas badly.) |
| <b>Janet S</b> |           |         |  |
| AGREES         | DISAGREES | REPLIES |  |
| 0              | 0         | 1       |  |

|               |           |         |   |
|---------------|-----------|---------|---|
| 03 May '18    |           |         | Hi Janet, City Staff are currently exploring opportunities to expand the Community Gardens program to other parks throughout the City. Park locations within intensification areas will be part of the discussion. Are there specific locations you have in mind? |
| <b>Eterry</b> |           |         |   |
| AGREES        | DISAGREES | REPLIES |   |
| 0             | 0         | 1       |   |

|                |           |         |   |
|----------------|-----------|---------|---|
| 03 May '18     |           |         | I was hoping parking lots around the library would not be sold - they would be great gardens. There is an area which used to have a motel on Braeford St. That is right behind the ocean one at Short St. There used to be lovely trees there. If Harmony Village had gone ahead I think that developer would have considered a path and greenery right through to Dymont's Pond from the Lakeshore Rd. and he might have allowed a community garden along the way. I think it could be done. |
| <b>Janet S</b> |           |         |   |
| AGREES         | DISAGREES | REPLIES |   |
| 0              | 0         | 1       |   |

|               |           |         |  |
|---------------|-----------|---------|--|
| 04 May '18    |           |         | Thank you Janet for your valuable input! |
| <b>Eterry</b> |           |         |  |
| AGREES        | DISAGREES | REPLIES |  |
| 0             | 0         | 0       |  |

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**FORUM TOPIC**

**Connect**

|            |           |         |
|------------|-----------|---------|
| 04 May '18 |           |         |
| Janet S    |           |         |
| AGREES     | DISAGREES | TEPUBCS |
| 0          | 0         | 0       |

Perhaps there could be better policies to enable us to use rental cars, but I don't feel safe with using those at this time. Too much fine print. A friend had an accident with his lease car and he ended up paying monthly for a replacement as well as continuing to pay the entire lease period on the wrecked car - though the leasing company got the insurance on it! I guess he didn't read the fine print! Other stories come out also and these situations turn us off on selling our cars.

|                     |           |         |
|---------------------|-----------|---------|
| 09 May '18          |           |         |
| Downtown Millennial |           |         |
| AGREES              | DISAGREES | TEPUBCS |
| 2                   | 0         | 0       |

To intensify the downtown core, I believe we need to look at what services those people will need. A GROCERY STORE is the biggest lacking element to our downtown. A walkable grocery store for the downtown residence should be a top priority before encouraging developers to be building up in my opinion. Grocery stores are also hubs for community and could be a very large draw for an aging core population that doesn't need to get into a car to grab some butter and milk.

|                  |           |         |
|------------------|-----------|---------|
| 21 May '18       |           |         |
| Greg Lubianetzky |           |         |
| AGREES           | DISAGREES | TEPUBCS |
| 1                | 0         | 1       |

Who remembers the H Block proposals? I believe our downtown would be a far different and far better place had this or a similar development been completed. The current downtown is lovely and getting better. But property directly adjacent (away from the lake from the downtown core) is under use. Medium density residential (with walkable, "walkable" commercial (grocery, hardware, restaurants etc.) is what makes a city centre viable. Currently downtown businesses depend on drive-thru patronage which is not bad, however it takes a lot to convince most consumers to bypass the "Golden Mile" and/or the south end shopping ghettos to head downtown. And when they get there, they get what they need, hop in the car and leave. With more concentration of residential and near the core, people will walk or perhaps cycle and "connect" with the city around them. If you've ever lived in a walkable community you will understand the feeling that comes out of having almost everything you require within walking distance. It doesn't take much to approach a Bohemian feel to a neighbourhood. Please continue the work to connect the lake with downtown. The Free Grant Square renovation/rehabilitation is a stunning example of this. Walking/cycling anywhere near there when downtown pulls you to the lake, and from the lake you are drawn up the gentle slope to downtown. To complement this, the lake-facing rear of the Dunlop St. buildings need rehabilitating. Storefronts facing the lake - not a new concept. This further cements the connection between our lakefront and our downtown. Cut the lakeshore speed limit to 20kph for that very short distance to facilitate pedestrian comfort and safe pedestrian right of way crossings to ease movement in both directions. Currently, while it may be tempting to move downtown to the lake or vice versa, the often busy and fast moving road in between is too much of a physical and psychological barrier. For that matter, 30kph on the whole of Dunlop St. from Blake St. to the fire hall is not unreasonable with additional signage, pedestrian operated crosswalks. It may well get people out of their vehicles and allow them to feel comfortable and welcome going so. Promote street buskers out there whenever the seasons dictate! Close Bayfield St. from Collier to the lakeshore. This could be a permanent pedestrian mall of sorts and it would solve the brutality that is the Five Points intersection. Like Free Grant Square, it could be designed to serve as a 2 way funnel between downtown and the lake front.

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

**FORUM TOPIC**

**Connect**

|               |           |         |  |
|---------------|-----------|---------|--|
| 21 May '18    |           |         | <p>Thanks for your comments, Greg. We've been hearing a lot about the need for more residential infill with service retail to increase the city's walkability and connectivity. Regarding your comments along Dunlop Street, please be sure to monitor and participate in the Dunlop Street East Improvements project: <a href="https://www.barrie.ca/Living/Getting%20Around/Road%20Design%20Construction/Design%20Projects/Pages/Dunlop%20Street%20East%20Improvements.aspx">https://www.barrie.ca/Living/Getting%20Around/Road Design Construction/Design Projects/Pages/Dunlop Street East Improvements.aspx</a></p> |
| Jordan Lambie |           |         |  |
| AGREES        | DISAGREES | REPLIES |  |
| 0             | 0         | 0       |  |

|            |           |         |  |
|------------|-----------|---------|--|
| 21 May '18 |           |         | <p>I live in the downtown core of Barrie. We are young professionals and are raising a young family. We absolutely love that our home is central to everything Barrie has to offer. However, being in this area does not come without some faults...we are lacking in a quality grocery store that is within walking distance. The walk from where we are to downtown shops and restaurants is less than ideal...the streets are dirty, we have to pass a methadone clinic and a well known corner for prostitution, etc. I would love to see more green public spaces throughout the area. A farmer's market with longer hours or also offered on Sunday...with extracurriculars for kids it can be tough to make the short window in Saturday. I am excited to see how Barrie (downtown in particular) grows over the next 5 to 10 years</p> |
| AmandaM    |           |         |  |
| AGREES     | DISAGREES | REPLIES |  |
| 2          | 0         | 1       |  |

|               |           |         |  |
|---------------|-----------|---------|--|
| 28 May '18    |           |         | <p>Hi Amanda, thank you for your comments. We appreciate the feedback and local insight! Your point about a grocery store downtown is well taken. It has become a common comment throughout all of our recent engagement events. Downtown Barrie will be transforming a lot in 5 to 10 years, to be sure, and we will be working to make sure it is safer and more appealing. The City is taking steps to improve your walk downtown right now with the planned Dunlop Street East Improvements. Be sure to check the project page and see how you can get involved: <a href="https://www.barrie.ca/Living/Getting%20Around/Road%20Design%20Construction/Design%20Projects/Pages/Dunlop%20Street%20East%20Improvements.aspx">https://www.barrie.ca/Living/Getting%20Around/Road Design Construction/Design Projects/Pages/Dunlop Street East Improvements.aspx</a></p> |
| Jordan Lambie |           |         |  |
| AGREES        | DISAGREES | REPLIES |  |
| 0             | 0         | 0       |  |

Project Report  
29 March 2018 - 31 May 2018

# Building Barrie

## Essa & Bradford Corridor Study

engagement **hq**  
by Bang the Table

Building Barrie : Summary Report for 29 March 2018 to 31 May 2018

### Visitors Summary



|                                 |              |                             |            |            |           |
|---------------------------------|--------------|-----------------------------|------------|------------|-----------|
| Aware Participants              | 605          | Engaged Participants        | 51         |            |           |
| Aware Actions Performed         | Participants | Engaged Actions Performed   | Registered | Unverified | Anonymous |
| Visited a Project or Tool Page  | 605          | Contributed on Forums       | 0          | 0          | 0         |
| Informed Participants           | 292          | Participated in Surveys     | 44         | 0          | 0         |
| Informed Actions Performed      | Participants | Contributed to Newsfeeds    | 0          | 0          | 0         |
| Viewed a video                  | 0            | Participated in Quick Polls | 0          | 0          | 0         |
| Viewed a photo                  | 45           | Posted on Guestbooks        | 0          | 0          | 0         |
| Downloaded a document           | 27           | Contributed to Stories      | 0          | 0          | 0         |
| Visited the Key Dates page      | 33           | Asked Questions             | 3          | 0          | 0         |
| Visited an FAQ list Page        | 0            | Placed Pins on Maps         | 12         | 0          | 0         |
| Visited Instagram Page          | 0            | Contributed to Ideas        | 0          | 0          | 0         |
| Visited Multiple Project Pages  | 231          |                             |            |            |           |
| Contributed to a tool (engaged) | 51           |                             |            |            |           |

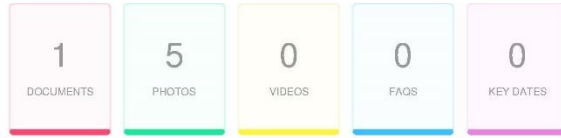
### ENGAGEMENT TOOLS SUMMARY





| Tool Type   | Engagement Tool Name | Tool Status | Visitors | Contributors |            |           |
|-------------|----------------------|-------------|----------|--------------|------------|-----------|
|             |                      |             |          | Registered   | Unverified | Anonymous |
| Qanda       | Q&A                  | Published   | 26       | 3            | 0          | 0         |
| Map         | Map your thoughts    | Published   | 107      | 12           | 0          | 0         |
| Survey Tool | Corridor Priorities  | Published   | 97       | 41           | 0          | 0         |
| Survey Tool | Corridor Look & Feel | Published   | 133      | 23           | 0          | 0         |

## INFORMATION WIDGET SUMMARY



| Widget Type | Engagement Tool Name                  | Visitors | Views/Downloads |
|-------------|---------------------------------------|----------|-----------------|
| Key Dates   | Key Date                              | 33       | 39              |
| Photo       | Building with lego                    | 40       | 42              |
| Photo       | Building with lego                    | 28       | 29              |
| Photo       | Building with lego                    | 23       | 24              |
| Photo       | Building with lego                    | 21       | 22              |
| Photo       | Building with lego                    | 18       | 19              |
| Photo       | deleted photo from                    | 4        | 4               |
| Photo       | deleted photo from                    | 3        | 3               |
| Document    | Essa & Bradford Workshop Presentation | 27       | 29              |

## QANDA

### Q&A

|                    |                       |                        |
|--------------------|-----------------------|------------------------|
| VISITORS <b>26</b> | CONTRIBUTORS <b>3</b> | CONTRIBUTIONS <b>3</b> |
|--------------------|-----------------------|------------------------|

**Q** Rowzay  
08 May 18

Once a plan is made and approved, when does the city expect to commence the intensification project, and what would be the targeted completion time frame?

**A** Publicly Answered

Hi Rowzay, thanks for the question! Growth and intensification is already occurring - and will be ongoing - in Barrie. The city is expected to grow from 147,000 people and 73,000 jobs today, to 253,000 people and 129,000 jobs by 2041! Based on community feedback from engagement events and buildingbarrie.ca, as well as through study & analysis of the Essa & Bradford corridor, City Staff will present short- to long-term recommendations to Council in early 2019 to kick-start and guide mixed use development and intensification. As the City grows over time, these standards and guidelines will be implemented and monitored through the City's Development Review Process.

**Q** Udrinkwedrive  
08 May 18

If we make the area from Bradford & Dunlop to Bradford & Burton high traffic areas. How will that affect EMT services? Bradford st is the main street used to access that end of town.

**A** Publicly Answered

Thanks for the important question, Udrinkwedrive! Fire and Emergency Services are critical to the health and safety of our community. Growth and intensification can pose challenges for response times, so our emergency service providers will be an important partner moving forward. As with other infrastructure, planning for enhanced services arising from growth and development can be more easily accommodated in the context of master planning initiatives. Fire and Emergency Services already work with the Planning Department to understand where new development is occurring and where new routing, capital improvements and/or new services will be needed. Moving forward, there are also best practices and "lessons learned" from other municipalities that the City of Barrie can leverage as a way to improve response times, accessibility, and operating costs & procedures. These could potentially include solutions such as intelligent transportation systems to permit Fire and EMS to pre-empt traffic signals, dispatch software and equipment improvements, or "storefront stations" incorporated into mixed-use developments.

## **QANDA**

### **Q&A**

**Q** Cathy Colebatch  
28 May 18

How will the City protect Heritage Buildings within these areas?

**A** Publicly Answered

Hi Cathy, thank you for your question. Maintaining the integrity of the City's heritage buildings is important to us. The City is preparing a Heritage Strategy to focus on conserving, protecting, enhancing and celebrating Barrie's cultural heritage resources. For more information please visit: [www.barrie.ca/heritage](http://www.barrie.ca/heritage)

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|                     |                        |                          |
|---------------------|------------------------|--------------------------|
| VISITORS <b>107</b> | CONTRIBUTORS <b>12</b> | CONTRIBUTIONS <b>151</b> |
|---------------------|------------------------|--------------------------|

|  |  |
|--|--|
| <p><small>2018-05-01 14:20:05 -0600</small></p> <p>Logan J</p> | <p>Understand that this 400 interchange is currently in the process of being rebuilt/redesigned. This location serves as the greatest barrier to connecting people and their lives from the downtown and north to the southern shopping and employment. There must be a significant effort to establish a separate pedestrian and bicycling connection across this site. Cannot put lives at risk in a heavy traffic area, and should isolate these us</p> |
|--|--|

|   |  |
|---|--|
| <p>CATEGORY</p> <p>Movement<br/>and<br/>Mobility</p>  | <p>es from each other through a separate pedestrian/bicycle tunnel or overpass.<br/>Address: 211d Essa Road, Barrie, Ontario L4N 8V8, Canada</p>   |
| <p>2018-05-01 14:21:42 -0600</p> <p><b>Logan J</b></p> <p>CATEGORY</p> <p>Intensification<br/>Opportunity</p> | <p>Huge opportunity (although with the need to address soil contamination) for intensification and use of Bradford. This major throughfare is currently an afterthought , which has so many connections and opportunities due to proximity to the waterfront and downtown.<br/>Address: 41 Essa Road, Barrie, Ontario L4N 3K5, Canada</p>  |
| <p>2018-05-01 14:24:45 -0600</p> <p><b>Logan J</b></p> <p>CATEGORY</p> <p>Other<br/>Opportunity</p>           | <p>This Essa/Mapleview gateway will serve the majority (apart from the Yonge Corridor) of Barrie's projected population growth. Trail connections, and a potential bus hub in this area are urgently needed. Densities and narrowing of the road to support active transportation will force traffic onto 400 or Hwy 90 where it belongs.<br/>Address: 371 Mapleview Drive West, Barrie, Ontario L4N 9L5, Canada</p> |
| <p>2018-05-01 14:27:56 -0600</p> <p><b>Logan J</b></p> <p>CATEGORY</p> <p>Community<br/>Feature</p>           | <p>One of the largest intact green spaces remaining in our city. We can look to the example of Ardagh Bluffs to see the long-term value to maintaining as much of these contiguous features as possible for climate change adaptation needs, wildlife corridor and citizen recreational space.<br/>Address: 40 Harvie Road, Barrie, Ontario L4N 9J9, Canada</p>  |
| <p>2018-05-01 21:53:03 -0600</p> <p><b>Darryl</b></p> <p>CATEGORY</p> <p>Needs<br/>Improvement</p>            | <p>A right hand turn lane here would help reduce the back up and gridlock that occurs when this intersection gets very congested.<br/>Address: 211a Essa Road, Barrie, Ontario L4N 4P3, Canada</p>   |
| <p>2018-05-01 21:56:24 -0600</p> <p><b>Darryl</b></p> <p>CATEGORY</p> <p>Needs<br/>Improvement</p>            | <p>The barrier that was added to protect the sidewalk creates a challenge for some drivers who are unable to remain in their own lane. Need better line painting but the whole bridge needs to be replaced - 3 lanes in each direction on Essa would be beneficial between Ardagh Rd and Fairview Road.<br/>Address: 211 Essa Road, Barrie, Ontario L4N 4P3, Canada</p>  |
| <p>2018-05-01 21:57:54 -0600</p> <p><b>Darryl</b></p> <p>CATEGORY</p> <p>Intensification<br/>Opportunity</p>  | <p>This area is prime for intensification. But Essa Rd needs widening to accommodate it.<br/>Address: 199 Essa Road, Barrie, Ontario L4N 3L2, Canada</p>   |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|  |   |
|--|---|
| <p>2018-05-01 21:59:12 -0600</p> <p><b>Darryl</b></p> <p>CATEGORY</p> <p>Movement<br/>and<br/>Mobility</p> | <p>Essa needs to be widened north of Mapleview with bike lanes.<br/>Address: 664 Essa Road, Barrie, Ontario L4N 8J3, Canada</p> |
| <p>2018-05-01 22:00:27 -0600</p>   |   |

|  |   |
|--|---|
| Darryl                                     | Essa, north of Mapleview is prime for intensification. Road needs to be widened first.<br>Address: 674 Essa Road, Barrie, Ontario L4N 8P8, Canada   |
| CATEGORY<br>Intensification<br>Opportunity |   |
| 2018-05-01 22:02:12 -0600<br>Darryl        | Parking along Essa should be removed. Leave two lanes open and markings for bicycles.<br>Address: 62 Essa Road, Barrie, Ontario L4N 3K6, Canada   |
| CATEGORY<br>Movement<br>and<br>Mobility    |   |
| 2018-05-01 22:03:15 -0600<br>Darryl        | Intensification along Bradford St.<br>Address: 84 Bradford Street, Barrie, Ontario L4N 2G6, Canada  |
| CATEGORY<br>Intensification<br>Opportunity |   |
| 2018-05-01 22:07:30 -0600<br>Darryl        | Turn lanes need to be put in all directions at the intersection of Tiffin St. and Innisfil St.<br>Address: 78 Tiffin Street, Barrie, Ontario L4N 3G2, Canada                                    |
| CATEGORY<br>Movement<br>and<br>Mobility    |   |
| 2018-05-01 22:10:34 -0600<br>Darryl        | Intensification along Bradford St. seems logical.<br>Address: 53 Bradford Street, Barrie, Ontario L4N 3A7, Canada   |
| CATEGORY<br>Intensification<br>Opportunity |   |
| 2018-05-01 22:13:22 -0600<br>Darryl        | Remove the rarely used rail line (close the money losing Barrie Collingwood Railway) and use the line as a bicycle / hiking path.<br>Address: 45 Alfred Street, Barrie, Ontario L4N 3M3, Canada |
| CATEGORY<br>Community<br>Feature           |   |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|   |   |
|---|---|
| 2018-05-01 22:17:28 -0600<br>Darryl     | Complete the link between Bryne Dr. at Essa and Bryne Dr. at Mapleview - and complete the bridge over the 400 at Big Bay Road. and Harvie Road.<br>Address: 81 Bryne Drive, Barrie, Ontario L4N 9B1, Canada   |
| CATEGORY<br>Movement<br>and<br>Mobility |   |
| 2018-05-01 22:20:38 -0600<br>Darryl     | With improvements to Harvie Road intensification could occur along Harvie Road from Essa to Veterans and even east of Veterans once a Bryne Drive link and a bridge over the 400 is added.<br>Address: 235 Harvie Road, Barrie, Ontario L4N 9E2, Canada |

|  |   |
|--|---|
| CATEGORY<br>Intensification<br>Opportunity   |   |
| 2018-05-01 22:23:49 -0600<br><b>Darryl</b><br>CATEGORY<br>Intensification<br>Opportunity | Ardagh Rd could handle some moderate intensification.<br>Address: 101 Ardagh Road, Barrie, Ontario L4N 4R7, Canada  |
| 2018-05-01 22:29:01 -0600<br><b>Darryl</b><br>CATEGORY<br>Intensification<br>Opportunity | Bradford St. could handle a some intensification.<br>Address: 145 Bradford Street, Barrie, Ontario L4N 3B2, Canada  |
| 2018-05-02 14:17:52 -0600<br><b>John</b><br>CATEGORY<br>Movement<br>and<br>Mobility      | Essa Road is the obvious primary gateway to the City for cycling and active transportation. Essa Road reconstruction should prioritize cycling and active transportation infrastructure along the entire length.<br>Address: 850 Essa Road, Barrie, Ontario L4N 8E3, Canada |
| 2018-05-02 14:19:29 -0600<br><b>John</b><br>CATEGORY<br>Movement<br>and<br>Mobility      | This is a key intersection for active transportation infrastructure with links to commercial, community centre and schools.<br>Address: 550 Essa Road, Barrie, Ontario L4N 9P4, Canada  |
| 2018-05-02 14:20:55 -0600<br><b>John</b><br>CATEGORY<br>Movement<br>and<br>Mobility      | Need to tie into existing bike lanes on Veterans and Ferndale<br>Address: 430 Essa Road, Barrie, Ontario L4N 7V4, Canada  |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|   |   |
|---|---|
| 2018-05-02 14:25:35 -0600<br><b>John</b><br>CATEGORY<br>Movement<br>and<br>Mobility | This interchange is currently a major barrier for pedestrians and cyclists. We only have one chance to fix this, otherwise the ability to move throughout the city will be negatively impacted for the foreseeable future. This is the most critical component of this entire project.<br>Address: 211 Essa Road, Barrie, Ontario L4N 4P3, Canada |
| 2018-05-02 14:27:59 -0600<br><b>John</b>  | A contra flow bike lane along this driveway would be beneficial if possible.<br>Address: 211e Essa Road, Barrie, Ontario L4N 8V8, Canada  |

|  |  |
|--|--|
| CATEGORY<br>Movement<br>and                          |  |
| Mobility<br>2018-05-02 14:31:01 -0600<br><b>John</b> | Remove street parking along Essa and replace with bike lanes.<br>Address: 44 Essa Road, Barrie, Ontario L4N 3K5, Canada  |
| CATEGORY<br>Movement<br>and                          |  |
| Mobility<br>2018-05-02 14:32:16 -0600<br><b>John</b> | Painted bike lanes should be provided along Tiffin. This could be done without any changes to the existing parking or vehicle traffic operations.<br>Address: 100 Tiffin Street, Barrie, Ontario L4N 2N1, Canada   |
| CATEGORY<br>Movement<br>and                          |  |
| Mobility<br>2018-05-02 14:33:47 -0600<br><b>John</b> | Cycling and active transportation connections between the waterfront, train station, future rail trail and Essa Road will be important as development intensification increase along Essa Road.<br>Address: 285 Bradford Street, Barrie, Ontario L4N 3B8, Canada   |
| CATEGORY<br>Movement<br>and                          |  |
| Mobility<br>2018-05-02 14:34:39 -0600<br><b>John</b> | Bradford is a key link for active transportation. Bike lane should be provided along this corridor.<br>Address: Doc Malone's, 118 Bradford St, Barrie, Ontario L4N 3A9, Canada   |
| CATEGORY<br>Movement<br>and                          |  |
| Mobility<br>2018-05-03 03:22:03 -0600<br><b>John</b> | A separate channelized right turn lane here would allow for free flow of traffic. It appears that providing this relief would have a significant impact on the queuing / gridlock issues to the south.<br>Address: 211a Essa Road, Barrie, Ontario L4N 4P3, Canada |
| CATEGORY<br>Needs<br>Improvement                     |  |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

|   |  |
|---|--|
| 2018-05-03 03:28:18 -0600<br><b>John</b>          | Great opportunity for intensification with connections to transit, highway and downtown.<br>Address: 43 Essa Road, Barrie, Ontario L4N 3K5, Canada   |
| CATEGORY<br>Intensification<br>Opportunity        |  |
| 2018-05-03 04:59:30 -0600<br><b>LeslieWhidden</b> | Please plant some perennials in the GO Station planting areas. The Barrie Garden Club would be willing to help. Just need the red tape with GO cut.<br>Address: 79 Gowan Street, Barrie, Ontario L4N 2P1, Canada |
| CATEGORY<br>Community<br>Feature                  |  |

|   |   |
|---|---|
| 2018-05-04 13:27:13 -0600<br><b>NyadFan</b> | This could be a good location for the baseball stadium that should not go on the water front.<br>Address: 57 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada |
| CATEGORY<br>Community                       |   |
| Feature                                     |   |

|   |   |
|---|---|
| 2018-05-04 13:33:00 -0600<br><b>NyadFan</b> | These empty lots are a great location for local shops and services such as those that one might have found on the main street of a small town or village. Butcher, Bakery, Tailor, Green grocer, Shoe store, Barber/salon, Café. Keep it bicycle and pedestrian friendly, as well as accessible. Locally owned. Friendly and personal.<br>Address: 127 Bradford Street, Barrie, Ontario L4N 2H5, Canada |
| CATEGORY<br>Intensification                 |   |
| Opportunity                                 |   |

|  |   |
|--|---|
| 2018-05-08 17:01:12 -0600<br><b>BuildingBarrieTalks1</b> | food/restaurent<br>Address: 31 John Street, Barrie, Ontario L4N 3A4, Canada |
| CATEGORY<br>Community                                    |   |
| Feature  |   |

|  |  |
|--|--|
| 2018-05-08 17:03:17 -0600<br><b>BuildingBarrieTalks1</b> | medium density build<br>Address: 43 Essa Road, Barrie, Ontario L4N 3K5, Canada |
| CATEGORY<br>Intensification                              |  |
| Opportunity  |  |

|  |  |
|--|--|
| 2018-05-08 17:04:18 -0600<br><b>BuildingBarrieTalks1</b> | higher density - no more 10 stories<br>Address: 51-57 Essa Road, Barrie, Ontario L4N 3G1, Canada |
| CATEGORY<br>Intensification                              |  |
| Opportunity  |  |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|  |  |
|--|--|
| 2018-05-08 17:05:23 -0600<br><b>BuildingBarrieTalks1</b> | higher density / with commercial / lots of green space / trees<br>Address: 75 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada |
| CATEGORY<br>Intensification                              |  |
| Opportunity  |  |

|  |  |
|--|--|
| 2018-05-08 17:06:45 -0600<br><b>BuildingBarrieTalks1</b> | engine 1531.<br>Address: Allandale Waterfront GO Station, 285 Bradford St, Barrie, Ontario L4N 3B8, Canada |
| CATEGORY<br>Community                                    |  |
| Feature  |  |

|  |   |
|--|---|
| 2018-05-08 17:09:57 -0600<br><b>BuildingBarrieTalks1</b> | residential / commercial<br>Address: 120 Tiffin Street, Barrie, Ontario L4N 7B6, Canada |
|--|---|



# PLANNING AND BUILDING SERVICES MEMORANDUM

|  |  |
|--|--|
| CATEGORY<br>Intensification<br>Opportunity               |  |
| 2018-05-08 17:10:51 -0600<br><b>BuildingBarrieTalks2</b> | engine 1531<br>Address: Allandale Waterfront GO Station, 285 Bradford St, Barrie, Ontario L4N 3B8, Canada  |
| CATEGORY<br>Community<br>Feature                         |  |
| 2018-05-08 17:11:06 -0600<br><b>BuildingBarrieTalks4</b> | ideal opportunity for high density population as all mobile services are close, with waterfront enjoyment.<br>Address: 35 Essa Road, Barrie, Ontario L4N 3K5, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |  |
| 2018-05-08 17:12:45 -0600<br><b>BuildingBarrieTalks2</b> | needs improvement<br>Address: 31 Essa Road, Barrie, Ontario L4N 3K5, Canada  |
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 17:17:46 -0600<br><b>BuildingBarrieTalks3</b> | mixed use<br>Address: 33 Ellen Street, Barrie, Ontario L4N 2G6, Canada   |
| CATEGORY<br>Intensification<br>Opportunity               |  |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

|  |   |
|--|---|
| 2018-05-08 17:33:32 -0600<br><b>BuildingBarrieTalks3</b> | Close to go station, downtown, bus route. Already some multi-dwellings already.<br>Address: 31 Essa Road, Barrie, Ontario L4N 3K5, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |   |
| 2018-05-08 17:34:20 -0600<br><b>BuildingBarrieTalks1</b> | would like to see the church preserved<br>Address: 63 Essa Road, Barrie, Ontario L4N 3K6, Canada  |
| CATEGORY<br>Other<br>Opportunity                         |   |
| 2018-05-08 17:35:46 -0600<br><b>BuildingBarrieTalks3</b> | Building needs updating as well as more area specific stores.<br>Address: 21 Essa Road, Barrie, Ontario L4N 2M8, Canada                   |
|  |   |



# PLANNING AND BUILDING SERVICES MEMORANDUM

|  |  |
|--|--|
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 17:36:05 -0600<br><b>BuildingBarrieTalks1</b> | this area needs a community grocery store<br>Address: 91 Essa Road, Barrie, Ontario L4N 3K7, Canada          |
| CATEGORY<br>Intensification<br>Opportunity               |  |
| 2018-05-08 17:39:27 -0600<br><b>BuildingBarrieTalks2</b> | Locomotive Train at Allandale Station 1531<br>Address: 115 Lakeshore Drive, Barrie, Ontario L4N 3B8, Canada  |
| CATEGORY<br>Community<br>Feature                         |  |
| 2018-05-08 17:39:39 -0600<br><b>BuildingBarrieTalks1</b> | strip mall could be changed up to a multi-use area<br>Address: 70 Essa Road, Barrie, Ontario L4N 2R2, Canada |
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 17:40:38 -0600<br><b>BuildingBarrieTalks1</b> | would like to see bike lanes on main routes<br>Address: 110 Essa Road, Barrie, Ontario L4N 3G5, Canada       |
| CATEGORY<br>Movement<br>and<br>Mobility                  |  |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

|  |  |
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| 2018-05-08 17:40:53 -0600<br><b>BuildingBarrieTalks4</b> | Make this accessible to the WHOLE Community!<br>Address: Allandale Waterfront GO Station, 285 Bradford St, Barrie, Ontario L4N 3B8, Canada                                 |
| CATEGORY<br>Community<br>Feature                         |  |
| 2018-05-08 17:41:42 -0600<br><b>BuildingBarrieTalks1</b> | this intersection is currently horrible - very dangerous with the curve in the road - needs to be re-done<br>Address: 259 Bradford Street, Barrie, Ontario L4N 2M6, Canada |
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 17:41:54 -0600<br><b>BuildingBarrieTalks2</b> | Bradford Street needs improvement<br>Address: 185 Bradford Street, Barrie, Ontario L4N 3B4, Canada   |
| CATEGORY<br>Needs<br>Improvement                         |  |



# PLANNING AND BUILDING SERVICES MEMORANDUM

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| 2018-05-08 17:43:32 -0600<br><b>BuildingBarrieTalks2</b> | Dangerous intersection, lots of potential accidents<br>Address: 115 Lakeshore Drive, Barrie, Ontario L4N 3B8, Canada |
| CATEGORY<br>Needs<br>Improvement                         |  |

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| 2018-05-08 17:43:38 -0600<br><b>BuildingBarrieTalks4</b> | This is prime real estate and a site of major potential on your way into our beautiful downtown, tear the whole thing down (even the auditorium) and build a beautiful event centre, theatre, shops etc.<br>Address: 111 Dunlop Street West, Barrie, Ontario L4N 1A9, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |  |

|  |   |
|--|---|
| 2018-05-08 17:44:45 -0600<br><b>BuildingBarrieTalks1</b> | bring back Engine 1531 please!!!<br>Address: 115 Lakeshore Drive, Barrie, Ontario L4N 2P1, Canada |
| CATEGORY<br>Community<br>Feature                         |   |

|  |  |
|--|--|
| 2018-05-08 17:44:50 -0600<br><b>BuildingBarrieTalks4</b> | dangerous intersection<br>Address: 28 Tiffin Street, Barrie, Ontario L4N 2M6, Canada |
| CATEGORY<br>Movement<br>and<br>Mobility                  |  |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

|  |  |
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| 2018-05-08 17:44:54 -0600<br><b>BuildingBarrieTalks3</b> | remove the terrible druggy motel and add something.<br>Address: 170 Essa Road, Barrie, Ontario L4N 3L1, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |  |

|  |  |
|--|--|
| 2018-05-08 17:44:57 -0600<br><b>BuildingBarrieTalks2</b> | Keep historic character of Allandale<br>Address: 34 Burton Avenue, Barrie, Ontario L4N 2R4, Canada |
| CATEGORY<br>Other<br>Opportunity                         |  |

|  |   |
|--|---|
| 2018-05-08 17:45:26 -0600<br><b>BuildingBarrieTalks4</b> | University!!!<br>Address: 55 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |   |

|                           |                              |
|---------------------------|------------------------------|
| 2018-05-08 17:46:08 -0600 | ugly plaza needs improvement |
|---------------------------|------------------------------|



# PLANNING AND BUILDING SERVICES MEMORANDUM

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|---|--|
| <p>BuildingBarrieTalks1</p> <p>CATEGORY</p> <p>Needs</p> <p>Improvement</p>   | <p>Address: 23 Essa Road, Barrie, Ontario L4N 2M8, Canada</p>  |
| <p>2018-05-08 17:46:56 -0600</p> <p>BuildingBarrieTalks4</p> <p>CATEGORY</p> <p>Movement</p> <p>and</p> <p>Mobility</p> | <p>While tearing down and re-doing this road put in bus lanes or even better, an alternate bus road! So people can safely get on and off busses without worrying about cars and so the busses don't interfere with car traffic.</p> <p>Address: 107 Essa Road, Barrie, Ontario L4N 3G3, Canada</p> |
| <p>2018-05-08 17:47:16 -0600</p> <p>BuildingBarrieTalks1</p> <p>CATEGORY</p> <p>Other</p> <p>Opportunity</p>            | <p>be sure to preserve our heritage homes</p> <p>Address: 40 Cumberland Street, Barrie, Ontario L4N 3J4, Canada</p>  |
| <p>2018-05-08 17:49:33 -0600</p> <p>BuildingBarrieTalks2</p> <p>CATEGORY</p> <p>Community</p> <p>Feature</p>            | <p>How about the engine return ? Sire would enhance this spot.</p> <p>Address: 115 Lakeshore Drive, Barrie, Ontario L4N 2P1, Canada</p>  |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

|  |   |
|--|---|
| <p>2018-05-08 17:50:52 -0600</p> <p>BuildingBarrieTalks4</p> <p>CATEGORY</p> <p>Intensification</p> <p>Opportunity</p> | <p>Would like to see structures for businesses on the bottom and residential above</p> <p>Address: 67 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada</p>                        |
| <p>2018-05-08 17:50:52 -0600</p> <p>BuildingBarrieTalks2</p> <p>CATEGORY</p> <p>Needs</p> <p>Improvement</p>           | <p>this area could use some traffic calming .</p> <p>Address: 45 Baldwin Lane, Barrie, Ontario L4N 2W3, Canada</p>  |
| <p>2018-05-08 17:51:02 -0600</p> <p>BuildingBarrieTalks1</p> <p>CATEGORY</p> <p>Other</p> <p>Opportunity</p>           | <p>Turning the train station into a market and activity centre for families - to attract people downtown</p> <p>Address: 155 Lakeshore Drive, Barrie, Ontario L4N 2P1, Canada</p> |
| <p>2018-05-08 17:51:37 -0600</p> <p>BuildingBarrieTalks4</p>   | <p>Centre greenery and outdoor space for outside activities.</p> <p>Address: 55 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada</p>  |



# PLANNING AND BUILDING SERVICES MEMORANDUM

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| CATEGORY<br>Community<br>Feature                         |  |
| 2018-05-08 17:52:02 -0600<br><b>BuildingBarrieTalks3</b> | Great opportunity to build a residential tower and commercial mix.<br>Address: 67 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |  |
| 2018-05-08 17:52:03 -0600<br><b>BuildingBarrieTalks1</b> | Dedicated bike lanes up and down Essa and Burton<br>Address: 12 Essa Road, Barrie, Ontario L4N 3K3, Canada                         |
| CATEGORY<br>Movement<br>and<br>Mobility                  |  |
| 2018-05-08 17:52:24 -0600<br><b>BuildingBarrieTalks2</b> | Lets get this moving !<br>Address: 199 Essa Road, Barrie, Ontario L4N 4P3, Canada  |
| CATEGORY<br>Needs<br>Improvement                         |  |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

|  |   |
|--|---|
| 2018-05-08 17:52:51 -0600<br><b>BuildingBarrieTalks4</b> | This location could use a "make over" update the buildings.<br>Address: 63 Essa Road, Barrie, Ontario L4N 3K6, Canada         |
| CATEGORY<br>Intensification<br>Opportunity               |   |
| 2018-05-08 17:52:55 -0600<br><b>BuildingBarrieTalks3</b> | difficult area for driving and walking. Needs widening if possible<br>Address: 220 Essa Road, Barrie, Ontario L4N 8V8, Canada |
| CATEGORY<br>Needs<br>Improvement                         |   |
| 2018-05-08 17:53:23 -0600<br><b>BuildingBarrieTalks3</b> | Would be a nice area for a park of some sort<br>Address: 258 Essa Road, Barrie, Ontario L4N 9C5, Canada                       |
| CATEGORY<br>Community<br>Feature                         |   |
| 2018-05-08 17:53:53 -0600<br><b>BuildingBarrieTalks3</b> | Needs to connect to help the traffic flow on Essa<br>Address: 76 Bryne Drive, Barrie, Ontario L4N 9B1, Canada                 |
|  |   |



# PLANNING AND BUILDING SERVICES MEMORANDUM

|  |   |
|--|---|
| CATEGORY<br>Needs<br>Improvement                         |   |
| 2018-05-08 17:54:22 -0600<br><b>BuildingBarrieTalks3</b> | Some green space would be nice<br>Address: 304 Essa Road, Barrie, Ontario L4N 6X4, Canada   |
| CATEGORY<br>Community<br>Feature                         |   |
| 2018-05-08 17:54:27 -0600<br><b>BuildingBarrieTalks1</b> | Putting in a median on Essa with trees from 400 to Tiffin, and also down full length of Bradford. Similar to what the City did on the Lakeshore. Interlock borders for sidewalks, getting rid of gigantic hydro poles, new street lights. Need to beautify street and make it welcome for visitors. Looks like trash now and is embarrassing.<br>Address: 1 Gowan Street, Barrie, Ontario L4N 3K3, Canada |
| CATEGORY<br>Community<br>Feature                         |   |
| 2018-05-08 17:55:09 -0600<br><b>BuildingBarrieTalks3</b> | Not great for walking<br>Address: 211 Essa Road, Barrie, Ontario L4N 4P3, Canada  |
| CATEGORY<br>Movement<br>and<br>Mobility                  |   |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

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|--|--|
| 2018-05-08 17:55:29 -0600<br><b>BuildingBarrieTalks1</b> | This corner and close by is a disaster. Buildings are in disrepair, all rentals...embarrassing.<br>Address: 30 Essa Road, Barrie, Ontario L4N 3K5, Canada                |
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 17:56:15 -0600<br><b>BuildingBarrieTalks1</b> | Rental houses are bringing down the neighbourhood. Tenants do not take care of heritage homes.<br>Address: 6 Cumberland Street, Barrie, Ontario L4N 3K5, Canada          |
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 17:56:26 -0600<br><b>BuildingBarrieTalks3</b> | All of Bradford needs to be built up - residential and commercial mix with some green space if possible<br>Address: 152 Bradford Street, Barrie, Ontario L4N 2K2, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |  |
| 2018-05-08 17:56:55 -0600<br><b>BuildingBarrieTalks4</b> | Traffic is always an issue here during our busy summers along our beautiful waterfront<br>Address: 99 Lakeshore Drive, Barrie, Ontario L4N 3B8, Canada                   |
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 17:57:41 -0600                                |  |



# PLANNING AND BUILDING SERVICES MEMORANDUM

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| <p>BuildingBarrieTalks2</p> <p>CATEGORY<br/>Needs<br/>Improvement</p>  | <p>Need to expand or have a fly over to flow traffic from Essa to 400N<br/>Address: 211d Essa Road, Barrie, Ontario L4N 8V8, Canada</p>  |
| <p>2018-05-08 17:57:55 -0600</p> <p>BuildingBarrieTalks1</p> <p>CATEGORY<br/>Needs<br/>Improvement</p>           | <p>All of Bradford is a disaster. Heritage schools being torn down, crack house beside Prince of Whales, "spas" near intersection of Bradford and Tiffin. Where are the bylaw infractions?<br/>Address: 205 Bradford Street, Barrie, Ontario L4N 3B7, Canada</p> |
| <p>2018-05-08 17:58:35 -0600</p> <p>BuildingBarrieTalks1</p> <p>CATEGORY<br/>Intensification<br/>Opportunity</p> | <p>Perfect spot for a grocery store/pharmacy.<br/>Address: 127 Bradford Street, Barrie, Ontario L4N 3B2, Canada</p>  |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

|  |   |
|--|---|
| <p>2018-05-08 17:58:49 -0600</p> <p>BuildingBarrieTalks2</p> <p>CATEGORY<br/>Movement<br/>and<br/>Mobility</p>   | <p>Bike path on Essa (Mapleview Dr. to Lakeshore)<br/>Address: 220 Essa Road, Barrie, Ontario L4N 8V8, Canada</p>   |
| <p>2018-05-08 17:59:26 -0600</p> <p>BuildingBarrieTalks1</p> <p>CATEGORY<br/>Intensification<br/>Opportunity</p> | <p>Need some higher scale dwellings in this area. One road over from the lake and pier. Cant all be rentals and "affordable".<br/>Address: 51 Bradford Street, Barrie, Ontario L4N 3A7, Canada</p>  |
| <p>2018-05-08 18:00:15 -0600</p> <p>BuildingBarrieTalks2</p> <p>CATEGORY<br/>Needs<br/>Improvement</p>           | <p>Co-ordinated signalling on Essa (real time traffic flow control) - SMART CITY<br/>Address: 211d Essa Road, Barrie, Ontario L4N 8V8, Canada</p>   |
| <p>2018-05-08 18:00:43 -0600</p> <p>BuildingBarrieTalks1</p> <p>CATEGORY<br/>Needs<br/>Improvement</p>           | <p>Need to build some fences to block the plant a bit. May not be able to move it, but it could be a lot more pretty and hidden! Stands out like a sore thumb right now.<br/>Address: 95 Lakeshore Drive, Barrie, Ontario L4N 2M6, Canada</p> |
| <p>2018-05-08 18:02:02 -0600</p> <p>BuildingBarrieTalks1</p>   | <p>This needs to be redeveloped with mixed use office, retail and larger stores. At one point we heard IKEA was coming? Sad state to see every day - used to be a vibrant fair ground.</p>  |



# PLANNING AND BUILDING SERVICES MEMORANDUM

|  |   |
|--|---|
| CATEGORY<br>Intensification<br>Opportunity               | Address: 199 Essa Road, Barrie, Ontario L4N 3L2, Canada   |
| 2018-05-08 18:02:44 -0600<br><b>BuildingBarrieTalks1</b> | Carpool lot here was excellent idea. Needed to be a lot bigger.<br>Address: 211b Essa Road, Barrie, Ontario L4N 4P3, Canada                                   |
| CATEGORY<br>Intensification<br>Opportunity               |   |
| 2018-05-08 18:03:49 -0600<br><b>BuildingBarrieTalks1</b> | Need way more parking here, perhaps think of a parkade of some sort for those using the lake too<br>Address: 47 Gowan Street, Barrie, Ontario L4N 2P1, Canada |
| CATEGORY<br>Needs<br>Improvement                         |   |

## ENGAGEMENT TOOL: MAP

### Map your thoughts

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| 2018-05-08 18:04:51 -0600<br><b>BuildingBarrieTalks1</b> | Absolutely do not want to see this become the transit hub - will just bring all of the issues from downtown to Allandale. Will also have vagrants walking back and forth from downtown to transit hub along the lake - lovely for our guests to see<br>Address: 155 Lakeshore Drive, Barrie, Ontario L4N 2P1, Canada |
| CATEGORY<br>Other<br>Opportunity                         |  |
| 2018-05-08 18:05:14 -0600<br><b>BuildingBarrieTalks2</b> | low rise intensification needed. Right now it is ugly area which needs improvement.<br>Address: 48 Essa Road, Barrie, Ontario L4N 3K5, Canada  |
| CATEGORY<br>Intensification<br>Opportunity               |  |
| 2018-05-08 18:05:44 -0600<br><b>BuildingBarrieTalks4</b> | I think this area should be purchased by the city and redeveloped.<br>Address: 1 Gowan Street, Barrie, Ontario L4N 3K5, Canada   |
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 18:05:53 -0600<br><b>BuildingBarrieTalks1</b> | Needs way more green areas. Trees, flowers...<br>Address: 167 Bradford Street, Barrie, Ontario L4N 3B4, Canada   |
| CATEGORY<br>Needs<br>Improvement                         |  |
| 2018-05-08 18:06:24 -0600<br><b>BuildingBarrieTalks2</b> | Tea Room with tourism retail. Venue for events<br>Address: 155 Lakeshore Drive, Barrie, Ontario L4N 2P1, Canada  |
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| CATEGORY<br>Community<br>Feature |  |
|----------------------------------|--|

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| 2018-05-08 18:06:26 -0600<br><b>BuildingBarrieTalks3</b> | this building has structural flaws and it encroaches on the road and the railway corridor. It houses a spa. It is an eyesore. It should be replaced with something nicer, probably nearby because the lot is small. A three or four storey commercial/residential would improve the location quite a bit. The lot beside Flooring by Design is vacant but was used for GO train employee parking. Consider making this a drive-up parking lot. Eventually there will not be enough parking for the GO train, and if there is going to be commercial in that area, there will be additional need for parking.<br>Address: 29 Essa Road, Barrie, Ontario L4N 3K5, Canada |
| CATEGORY<br>Needs  |  |
| Improvement  |  |

|  |   |
|--|---|
| 2018-05-08 18:07:35 -0600<br><b>BuildingBarrieTalks2</b> | Bike lanes and sidewalks for all needed. Occasional green space with benches.<br>Address: 39 Burton Avenue, Barrie, Ontario L4N 3J6, Canada |
| CATEGORY<br>Movement<br>and                              |   |
| Mobility   |   |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

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|--|--|
| 2018-05-08 18:09:14 -0600<br><b>BuildingBarrieTalks4</b> | I think this would make an ideal location to build up to the maximum allowable height for high end condominiums.<br>Address: 30 Essa Road, Barrie, Ontario L4N 3K5, Canada |
| CATEGORY<br>Intensification                              |  |
| Opportunity  |  |

|  |  |
|--|--|
| 2018-05-08 18:09:36 -0600<br><b>BuildingBarrieTalks2</b> | Bike lanes needed - sidewalks on both sides of street down hill.<br>Address: 66 Bayview Drive, Barrie, Ontario L4N 2V2, Canada |
| CATEGORY<br>Movement<br>and                              |  |
| Mobility   |  |

|  |   |
|--|---|
| 2018-05-08 18:09:42 -0600<br><b>BuildingBarrieTalks1</b> | make use of brown spaces<br>Address: 240 Bradford Street, Barrie, Ontario L4N 3H8, Canada |
| CATEGORY<br>Needs  |   |
| Improvement  |   |

|  |  |
|--|--|
| 2018-05-08 18:10:57 -0600<br><b>BuildingBarrieTalks1</b> | residential with storefront keeping with traditional style of area<br>Address: The SpotLight Event Centre, 41 Essa Rd, Barrie, Ontario L4N 3K5, Canada |
| CATEGORY<br>Intensification                              |  |
| Opportunity  |  |

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| 2018-05-08 18:11:34 -0600<br><b>BuildingBarrieTalks3</b> | Five or six storey buildings fronting on Essa Road with ground-floor commercial, and one higher building of 15 or more stories.<br>Address: 127 Bradford Street, Barrie, Ontario L4N 3B2, Canada |
| CATEGORY<br>Intensification                              |  |
| Opportunity  |  |

|  |   |
|--|---|
| 2018-05-08 18:12:01 -0600<br><b>BuildingBarrieTalks1</b> | Feature building opportunity<br>Address: 305 Innisfil Street, Barrie, Ontario L4N 3K7, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |   |

|  |   |
|--|---|
| 2018-05-08 18:12:59 -0600<br><b>BuildingBarrieTalks1</b> | build as self sustaining community including large park or recreation area<br>Address: 175 Essa Road, Barrie, Ontario L4N 4P3, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |   |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|  |  |
|--|--|
| 2018-05-08 18:13:51 -0600<br><b>BuildingBarrieTalks3</b> | Five or six storey buildings fronting on Essa Road with ground-floor commercial, and one higher building of 15 or more stories.<br>Address: 127 Bradford Street, Barrie, Ontario L4N 3B2, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |  |

|  |  |
|--|--|
| 2018-05-08 18:17:16 -0600<br><b>BuildingBarrieTalks2</b> | community space<br>Address: 155 Lakeshore Drive, Barrie, Ontario L4N 2P2, Canada |
| CATEGORY<br>Community<br>Feature                         |  |

|  |  |
|--|--|
| 2018-05-08 18:18:06 -0600<br><b>BuildingBarrieTalks4</b> | shops and quaint restaurants and little walkways, i.e like a "little Italy"<br>Address: 285 Bradford Street, Barrie, Ontario L4N 3B8, Canada |
| CATEGORY<br>Community<br>Feature                         |  |

|  |  |
|--|--|
| 2018-05-08 18:18:12 -0600<br><b>BuildingBarrieTalks2</b> | roundabout at essa/Bradford/tiffin<br>Address: 11 Cumberland Street, Barrie, Ontario L4N 2P3, Canada |
| CATEGORY<br>Needs<br>Improvement                         |  |

|  |   |
|--|---|
| 2018-05-08 18:19:19 -0600<br><b>BuildingBarrieTalks3</b> | Townhouses along southside of Gowen Street<br>Address: 35 Gowan Street, Barrie, Ontario L4N 2P1, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |   |

|  |   |
|--|---|
| 2018-05-08 18:19:54 -0600<br><b>BuildingBarrieTalks2</b> | advance green at essa/anne is too short- only about 4 cars get thru.<br>Address: 158 Essa Road, Barrie, Ontario L4N 2E9, Canada |
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|--|---|
| CATEGORY<br>Movement<br>and  |   |
| Mobility<br>2018-05-08 18:20:29 -0600<br><b>BuildingBarrieTalks4</b> | Need to utilize the space here and take advantage of the GO station traffic and build in small boutiques, coffe shops, stores that can bring revenue and volume to the community. Nothing too commercialized though, the Allandale area ios very historic and it needs to stay in the same theme.<br>Address: Allandale Waterfront GO Station, 285 Bradford St, Barrie, Ontario L4N 3B8, Canada |
| CATEGORY<br>Community  |   |
| Feature  |   |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|  |   |
|--|---|
| 2018-05-08 18:20:38 -0600<br><b>BuildingBarrieTalks3</b> | Water feature - outdoor activity<br>Address: 263 Bradford Street, Barrie, Ontario L4N 2M6, Canada   |
| CATEGORY<br>Community                                    |   |
| Feature  |   |
| 2018-05-08 18:20:53 -0600<br><b>BuildingBarrieTalks2</b> | turning lane down middle of 5 lane road<br>Address: Comfort Inn & Suites, 210 Essa Rd, Barrie, Ontario L4N 4P3, Canada  |
| CATEGORY<br>Movement<br>and                              |   |
| Mobility   |   |
| 2018-05-08 18:21:35 -0600<br><b>BuildingBarrieTalks3</b> | bike route<br>Address: 8 Essa Road, Barrie, Ontario L4N 2M6, Canada   |
| CATEGORY<br>Movement<br>and                              |   |
| Mobility   |   |
| 2018-05-08 18:22:28 -0600<br><b>BuildingBarrieTalks3</b> | access to highway<br>Address: 211b Essa Road, Barrie, Ontario L4N 4P3, Canada   |
| CATEGORY<br>Needs<br>Improvement                         |   |
| Mobility   |   |
| 2018-05-08 18:23:00 -0600<br><b>BuildingBarrieTalks3</b> | cannot walk or bike to other side of Essa safely<br>Address: 211c Essa Road, Barrie, Ontario L4N 4P3, Canada  |
| CATEGORY<br>Movement<br>and                              |   |
| Mobility   |   |
| 2018-05-08 18:23:05 -0600<br><b>BuildingBarrieTalks2</b> | keep highrises and intensification away from waterfront and have them on perimeter and on top of essa<br>Address: 341 Mapleview Drive West, Barrie, Ontario L4N 9L5, Canada |
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| CATEGORY<br>Intensification<br>Opportunity |  |
|--|--|

|  |  |
|--|--|
| 2018-05-08 18:24:05 -0600<br><b>BuildingBarrieTalks3</b> | unsafe - has tent city, isolated<br>Address: 50 Wood Street, Barrie, Ontario L4N 2T1, Canada |
| CATEGORY<br>Needs<br>Improvement                         |  |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|  |   |
|--|---|
| 2018-05-08 18:25:07 -0600<br><b>BuildingBarrieTalks3</b> | has a creek that runs through -<br>Address: 27 Wood Street, Barrie, Ontario L4N 2T1, Canada |
| CATEGORY<br>Community<br>Feature                         |   |

|  |   |
|--|---|
| 2018-05-08 18:25:17 -0600<br><b>BuildingBarrieTalks3</b> | has a creek that runs through -<br>Address: 27 Wood Street, Barrie, Ontario L4N 2T1, Canada |
| CATEGORY<br>Community<br>Feature                         |   |

|  |   |
|--|---|
| 2018-05-08 18:25:18 -0600<br><b>BuildingBarrieTalks2</b> | Keep intensification away from the waterfront. Apartment buildings 10-20 floors high s<br>ould be up on transit routes near shopping areas in area of Mapleview, Veteran's etc<br>Address: 582 Essa Road, Barrie, Ontario L4N 0L6, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |   |

|  |   |
|--|---|
| 2018-05-08 18:25:56 -0600<br><b>BuildingBarrieTalks3</b> | railroad tracks seldom used - could be trail for biking or hiking<br>Address: 50 Wood Street, Barrie, Ontario L4N 2T1, Canada |
| CATEGORY<br>Needs<br>Improvement                         |   |

|  |  |
|--|--|
| 2018-05-08 18:27:06 -0600<br><b>BuildingBarrieTalks3</b> | tents, homeless gather here, overgrown<br>Address: 79 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada |
| CATEGORY<br>Needs<br>Improvement                         |  |

|  |  |
|--|--|
| 2018-05-08 18:27:43 -0600<br><b>BuildingBarrieTalks2</b> | tag into natural habitat- walking trails etc<br>Address: 50 Wood Street, Barrie, Ontario L4N 2T1, Canada |
| CATEGORY<br>Community<br>Feature                         |  |

|  |  |
|--|--|
| 2018-05-08 18:28:02 -0600<br><b>BuildingBarrieTalks3</b> | tents, homeless gather here, overgrown Could build proper, low cost rental units<br>Address: 79 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada |
| CATEGORY<br>Needs<br>Improvement                         |  |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|  |   |
|--|---|
| 2018-05-08 18:28:19 -0600<br><b>BuildingBarrieTalks2</b> | Parkland, trails<br>Address: Highway 400 South, Barrie, Ontario L4N 2T4, Canada |
| CATEGORY<br>Community<br>Feature                         |   |

|  |  |
|--|--|
| 2018-05-08 18:28:30 -0600<br><b>BuildingBarrieTalks3</b> | rental units<br>Address: 79 Campbell Avenue, Barrie, Ontario L4N 2T4, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |  |

|  |   |
|--|---|
| 2018-05-08 18:30:56 -0600<br><b>BuildingBarrieTalks2</b> | walking area, keep buildings low, no high rises<br>Address: 90 Essa Road, Barrie, Ontario L4N 3K7, Canada |
| CATEGORY<br>Community<br>Feature                         |   |

|  |   |
|--|---|
| 2018-05-08 18:32:42 -0600<br><b>BuildingBarrieTalks2</b> | no "spas"<br>Address: 82 Essa Road, Barrie, Ontario L4N 3K7, Canada |
| CATEGORY<br>Needs<br>Improvement                         |   |

|  |   |
|--|---|
| 2018-05-08 18:33:17 -0600<br><b>BuildingBarrieTalks3</b> | Too many "spas"<br>Address: 12 Burton Avenue, Barrie, Ontario L4N 2R2, Canada |
| CATEGORY<br>Needs<br>Improvement                         |   |

|  |  |
|--|--|
| 2018-05-08 18:34:30 -0600<br><b>BuildingBarrieTalks2</b> | apartment buildings along upper corridor, south of timberwalk<br>Address: 306 Essa Road, Barrie, Ontario L4N 6X4, Canada |
| CATEGORY<br>Intensification<br>Opportunity               |  |

|                           |   |
|---------------------------|---|
| 2018-05-08 18:34:34 -0600 | need to get this operational - café, museum, etc. |
|---------------------------|---|

|   |  |
|---|--|
| BuildingBarrieTalks3<br><small>CATEGORY</small><br>Other<br>Opportunity | Address: Allandale Waterfront GO Station, 285 Bradford St, Barrie, Ontario L4N 3B8, Canada |
|---|--|

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|  |  |
|--|--|
| 2018-05-08 18:35:49 -0600<br>BuildingBarrieTalks3<br><small>CATEGORY</small><br>Needs<br>Improvement | very busy launch with little supervision or space<br>Address: 105 Lakeshore Drive, Barrie, Ontario L4N 3B8, Canada |
|--|--|

|  |   |
|--|---|
| 2018-05-08 18:35:50 -0600<br>BuildingBarrieTalks2<br><small>CATEGORY</small><br>Intensification<br>Opportunity | apartments along upper corridor south of Timberwalk<br>Address: 33 Beacon Road, Barrie, Ontario L4N 9J9, Canada |
|--|---|

|  |   |
|--|---|
| 2018-05-08 18:37:32 -0600<br>BuildingBarrieTalks2<br><small>CATEGORY</small><br>Needs<br>Improvement | Advance green is too quick at Essa & Anne. Needs turning lane in middle of a 5 lane street<br>Address: 178 Essa Road, Barrie, Ontario L4N 3L1, Canada |
|--|---|

|  |  |
|--|--|
| 2018-05-08 18:38:11 -0600<br>BuildingBarrieTalks1<br><small>CATEGORY</small><br>Needs<br>Improvement | Need to improve what tourists see coming into our city heading to the lakeshore<br>Address: 199 Essa Road, Barrie, Ontario L4N 2T4, Canada |
|--|--|

|   |  |
|---|--|
| 2018-05-08 18:39:23 -0600<br>BuildingBarrieTalks1<br><small>CATEGORY</small><br>Movement<br>and<br>Mobility | Safer for walking/biking<br>Address: 48 Essa Road, Barrie, Ontario L4N 3K5, Canada |
|---|--|

|  |   |
|--|---|
| 2018-05-08 18:39:47 -0600<br>BuildingBarrieTalks2<br><small>CATEGORY</small><br>Needs<br>Improvement | need nicer looking buildings ie restore original décor (no boarded up windows, eye friendly)<br>Address: 7 Burton Avenue, Barrie, Ontario L4N 2R3, Canada |
|--|---|

|   |  |
|---|--|
| 2018-05-08 18:42:10 -0600<br>BuildingBarrieTalks2 | community space<br>Address: 175 Essa Road, Barrie, Ontario L4N 4P3, Canada |
|---|--|

|           |  |
|-----------|--|
| CATEGORY  |  |
| Community |  |
| Feature   |  |

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|                             |  |
|-----------------------------|--|
| 2018-05-08 18:46:04 -0600   | <p>very busy launch with little supervision or space<br/>Address: 105 Lakeshore Drive, Barrie, Ontario L4N 3B8, Canada</p> |
| <b>BuildingBarrieTalks3</b> |  |
| CATEGORY                    |  |
| Needs                       |  |
| Improvement                 |  |

|                           |  |
|---------------------------|--|
| 2018-05-09 12:43:18 -0600 | <p>Low rise commercial with beautiful building designs - specialty shops, restaurants with patios etc<br/>Address: 211a Essa Road, Barrie, Ontario L4N 4P3, Canada</p> |
| <b>Rowzay</b>             |  |
| CATEGORY                  |  |
| Other                     |  |
| Opportunity               |  |

|                           |  |
|---------------------------|--|
| 2018-05-28 08:28:32 -0600 | <p>Engine 1531 should be returned to a place of honor and railway history, what better place!<br/>Address: Allandale Waterfront GO Station, 285 Bradford St, Barrie, Ontario L4N 3B8, Canada</p> |
| <b>Cathy Colebatch</b>    |  |
| CATEGORY                  |  |
| Community                 |  |
| Feature                   |  |

|                           |   |
|---------------------------|---|
| 2018-05-28 08:34:27 -0600 | <p>Garden Planting and landscaping in an around the Go Tunnel, and the Historic Train Station. The ANA has been trying to get Enlarged Historic photos added to the Go underground Tunnels. Need the City's help with this. We should add Indigenous Photos as well. Can someone reach out to the BNFC?<br/>Address: 69 Gowan Street, Barrie, Ontario L4N 2P1, Canada</p> |
| <b>Cathy Colebatch</b>    |   |
| CATEGORY                  |   |
| Needs                     |   |
| Improvement               |   |

|                           |   |
|---------------------------|---|
| 2018-05-28 08:37:34 -0600 | <p>Incorporate a small Rail Museum into this building. Allandale residents have lots of items that could be used. We need to keep our Rail History alive and on display.<br/>Address: Allandale Waterfront GO Station, 285 Bradford St, Barrie, Ontario L4N 3B8, Canada</p> |
| <b>Cathy Colebatch</b>    |   |
| CATEGORY                  |   |
| Community                 |   |
| Feature                   |   |

|                           |  |
|---------------------------|--|
| 2018-05-28 08:44:08 -0600 | <p>This area needs improvement. Perhaps mid rise mixed use, with dining, cafes/patios and residential/affordable.<br/>Address: 25 Essa Road, Barrie, Ontario L4N 2M8, Canada</p> |
| <b>Cathy Colebatch</b>    |  |
| CATEGORY                  |  |
| Needs                     |  |
| Improvement               |  |

|                           |   |
|---------------------------|---|
| 2018-05-28 08:46:34 -0600 | <p>This area could be intensified, mixed use, residential, no tall buildings over 10 stories. Cafes, grocery, etc.<br/>Address: 63 Essa Road, Barrie, Ontario L4N 3G1, Canada</p> |
| <b>Cathy Colebatch</b>    |   |
|                           |   |
|                           |   |

|  |  |
|--|--|
| CATEGORY<br>Intensification<br>Opportunity |  |
|--|--|

**ENGAGEMENT TOOL: MAP**

Map your thoughts

|   |   |
|---|---|
| 2018-05-28 08:51:37 -0600<br><b>Cathy Colebatch</b> | If/when developers purchase century homes, they should not be able to demolish a neighbourhood. Planning needs to develop proper policies pertaining to Historic Neighbourhoods, including guidelines, site plan control, design, and Official Plan.. amendments.<br>Address: 40 Essa Road, Barrie, Ontario L4N 3K5, Canada |
| CATEGORY<br>Community<br>Feature                    |   |

|  |   |
|--|---|
| 2018-05-30 08:56:30 -0600<br><b>forret</b> | place Engine 1531 here please.<br>Address: 70 Gowan Street, Barrie, Ontario L4N 2P1, Canada |
| CATEGORY<br>Other<br>Opportunity           |   |

|  |  |
|--|--|
| 2018-05-30 08:58:05 -0600<br><b>forret</b> | Place coffee shop, convience store, sandwich store , some amenities in this beautiful building.<br>Address: 285 Bradford Street, Barrie, Ontario L4N 3B8, Canada |
| CATEGORY<br>Other<br>Opportunity           |  |

|  |   |
|--|---|
| 2018-05-30 08:59:18 -0600<br><b>forret</b> | - at a minimum make thsi a usable green space<br>Address: 41 Campbell Avenue, Barrie, Ontario L4N 2T3, Canada |
| CATEGORY<br>Other<br>Opportunity           |   |

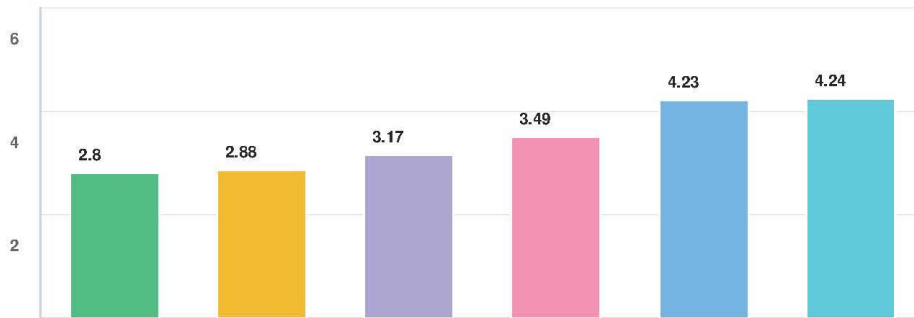
**ENGAGEMENT TOOL: SURVEY TOOL**

Corridor Priorities

|             |                 |                  |
|-------------|-----------------|------------------|
| VISITORS 97 | CONTRIBUTORS 41 | CONTRIBUTIONS 41 |
|-------------|-----------------|------------------|

Showing of responses

1. Rank the following priority statements in order of most important (1) to least important (6) in regard to Essa Road and ...



**Question options**

- Livable + Sustainable
- Compact + Human Scale
- Safe + Accessible
- Efficient + Active
- Connected + Cultural
- Diverse + Distinctive

(41 responses, 0 skipped)

ENGAGEMENT TOOL: SURVEY TOOL

Corridor Look & Feel

|              |                 |                  |
|--------------|-----------------|------------------|
| VISITORS 133 | CONTRIBUTORS 23 | CONTRIBUTIONS 23 |
|--------------|-----------------|------------------|

# **Intensification: Changing the Conversation**

**Lifestyle and Essa Road  
Workshops Summary Report  
May 30, 2018**

## Introduction

On April 17, 2018 and May 8, 2018, the City of Barrie Planning Department convened two workshops to help change the conversation on intensification in the community. The goals of the workshops were as follows:

### **April 17 – Intensification as a Lifestyle**

Exploring intensification through the lens of “lifestyle” to advance the dialogue around intensification among stakeholders and the public. This will provide consensus-building and help set the stage for future conversations and city building, as Barrie moves towards its future as an intensified community.

## Introduction

### **May 8 – Essa Road Intensification**

To help citizens: (1) continue the conversation on intensification opportunities and issues that began on April 17; and, (2) communicate the location, scale, and form of redevelopment within Essa Road corridor, extending from Mapleview Drive and then along Bradford Street to Dunlop Street West.

This summary provides an overview of both workshops and their outcomes.

## April 17 Workshop Outline

Two workshops were delivered, one in the afternoon with an invited group of stakeholders and one in the evening open to the public. Both workshops were delivered with the following agenda:

- 20 minutes Welcome, introductions & workshop launch
- 10 minutes Demonstration of “Story Cubes” activity
- 60 minutes Facilitated activity\*
- 30 minutes Observations & discussion\*
- 15 minutes Wrap-Up & Closure

The workshop was convened by Barrie’s Director of Planning & Building Services Andrea Bourrie, and facilitated by a team including city staff and the consultants.

\*Note: The evening session extended the activity and omitted a group take-up with observations.

## May 8 Workshop Outline

An evening workshop was delivered that was open to the public, with the following agenda:

- 7:00 a.m. Welcome & workshop launch
- 7:05 p.m. Presentation begins
- 7:20 p.m. Allowance for questions
- 7:30 p.m. Activities begin
- 8:55 p.m. Soft wrap-up
- 9:00 p.m. Event officially ends

The workshop was convened by Barrie's Director of Planning & Building Services Andrea Bourrie, and facilitated by a team including city staff and the consultants.



Intensification: Changing the Conversation

# SUMMARY OF APRIL 17 LIFESTYLE WORKSHOP

## Intensification as a Lifestyle

A story cubes approach was used to prompt participants to share their ideas about the key issues, how intensification (and intensification as lifestyle) contextualizes in Barrie, and the keys to making it a success. Each cube in a set of 9 represents one theme which underpins intensification as lifestyle and has images relating to this theme on each of its faces; the themes were:

- 1) Housing
- 2) Streets
- 3) Development
- 4) Transportation
- 5) Public realm
- 6) Public services
- 7) People
- 8) Live, work, play
- 9) Miscellaneous

# April 17 Participation



## April 17 Findings

Through the story cubes approach, the following themes were distilled for how the city can harness intensification (in no specific order):

- **Respect existing heritage & character**
- **Plan for youth and seniors**
- **Achieve a medium scale of built form**
- **Increase overall density: move away from suburban form**
- **Preserve character**
- **Invest in all types of amenities**
- **Improve local and regional transit**
- **Improve affordability**

- **Improve connectivity (walking, cycling, etc.) / mobility**
- **Improve arts and culture**
- **Increase new business start-ups**
- **Encourage families to live in Barrie**

Barrie can leverage these touchpoints in future conversations about intensification, to encourage a forward-looking perspective on change in the community.

Note: Source data from this activity is provided in the appendix.



Intensification: Changing the Conversation

# SUMMARY OF MAY 8 ESSA ROAD WORKSHOP

## The Essa Road Corridor

Participants had the opportunity to engage in any of four activities during the workshop, supported with a “passport”. These included the following:

- a) An interactive word cloud generator, powered through Mentimeter where participants could enter their thoughts on intensification;
- b) A pin map powered through the Engagement HQ online tool, where participants could show their ideas about where intensification can occur and what shape it should take;

- c) A preferences board, where participants could use sticker dots to show what is important to them (“dotmocracy”) when imagining the future of intensification and Essa Road; and,
- d) A Lego building station, where participants could create to-scale representations of medium and high density buildings to place on a to-scale floor map.

# May 8 Participation



## May 8 Findings



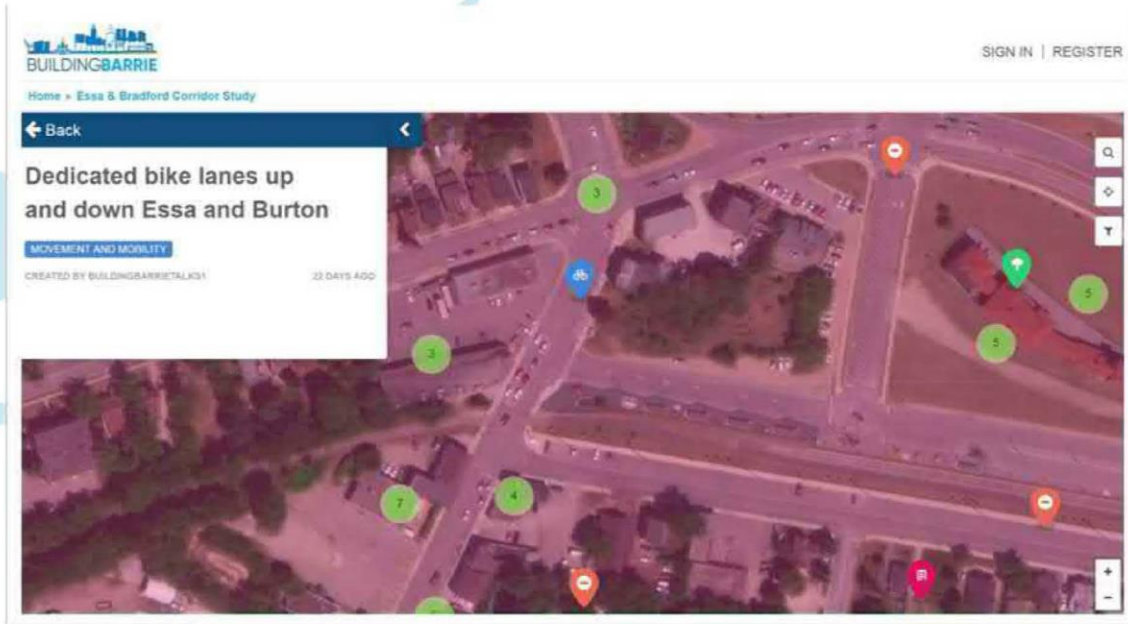
*Results from the interactive word cloud generator*

Of the responses received, the following were the top most frequent responses:

- 1) Necessary;
- 2) Vibrant;
- 3) Accessible; and,
- 4) Cautious.

The ranking of “necessary” as the top-most response suggests a **community willingness to embrace intensification** for the Essa Road Corridor, while “cautious” indicates the need to **move forward wisely** with intensification plans.

## Engagement HQ Pin Map



The data gathered on the pin map identified a wide array of opportunities to improve the Essa Road corridor through new investment triggered by intensification. There is both a **pent-up demand for general revitalization** and a **desire for new investments**.



With regards to intensification opportunities, the filtered results from the pin map indicate **opportunities throughout the corridor but most predominantly downtown and near the 400 interchange.**

In terms of planning for intensification, this public feedback has helped the City identify key areas of investment.

## Preferences Boards

**CORRIDOR PRIORITIES**

**PANEL INSTRUCTIONS**  
Using the coloured dots provided, place a dot in the **TOP 3** priority boxes that you think are important for the Essa Road & Bradford Street Corridor.

|  |   |   |
|--|---|---|
|   |    |   |
| <p><b>COMPACT + HUMAN SCALE</b></p> <p>The corridor will be a street that is comfortable to walk along in an interesting and engaging urban environment.</p> | <p><b>CONNECTED + CULTURAL</b></p> <p>The corridor will be a street that not only connects people with their destinations but with the City's cultural, built and natural heritage.</p> | <p><b>DIVERSE + DISTINCTIVE</b></p> <p>The corridor will be a street that connects a diverse range of communities with unique features, character and identity.</p> |

The following were rated from most important to least important on the Preferences Boards, with results coinciding with an online survey of the same subject:

- 1) Safe and accessible (20 dots);
- 2) Liveable and sustainable (17 dots);
- 3) Compact and human scale (16 dots);

- 4) Efficient and active (8 dots)
- 5) Connected and cultural (6 dots); and,
- 6) Diverse and distinctive (2 dots).

The emphasis on “compact and human scale” underscores both **current community concern on the nature and intensity of intensification** occurring in Barrie, and the opportunity that exists for Barrie to **shape the form of intensification that is “right-sized” for the city.**

## *Lego Building Activity*



Participants modelled both medium and high density development, and placed them in notable locations – key intersections in the Essa Road Corridor, indicating these locales are well-suited for intensification. There were remarks about “fit” and “design” as participants

built their models with the toy bricks. Perhaps most notable, there were a number of buildings taller than 6 or 8 storeys in height, suggesting that **height of buildings *per se* was not a concern for some of those that participated.**



It is also notable that participants were comfortable with clustering buildings together – in real life this would achieve important goals such as **transit-supportive density, creating a street wall design effect for the pedestrian realm, and possibly minimizing the need for large expanses of surface parking.**

## Closure & Next Steps

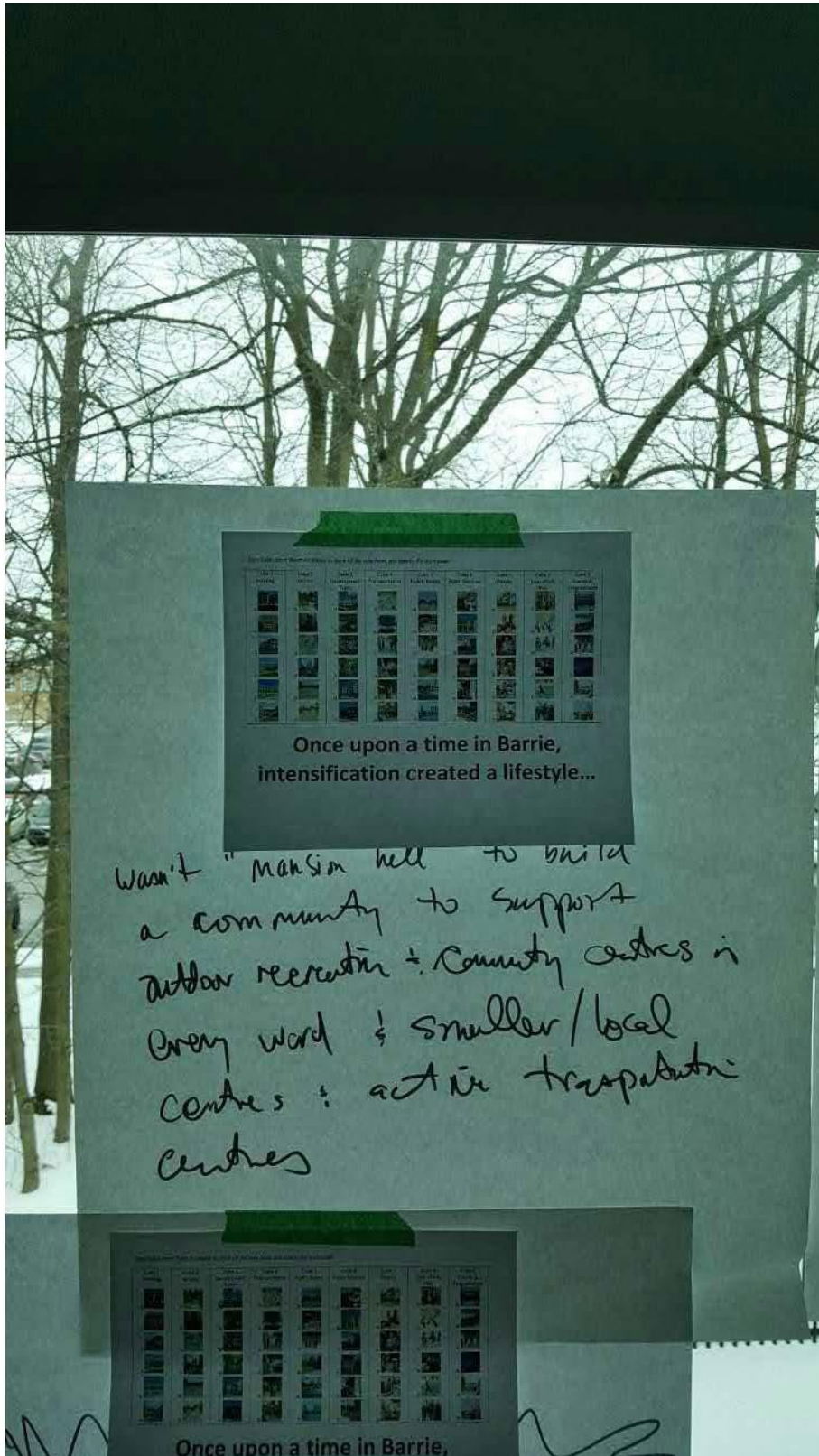
Both workshops proved to be successful collaborations with participants on changing the conversation around intensification. It is suggested that the City advance forward from these workshops as follows:

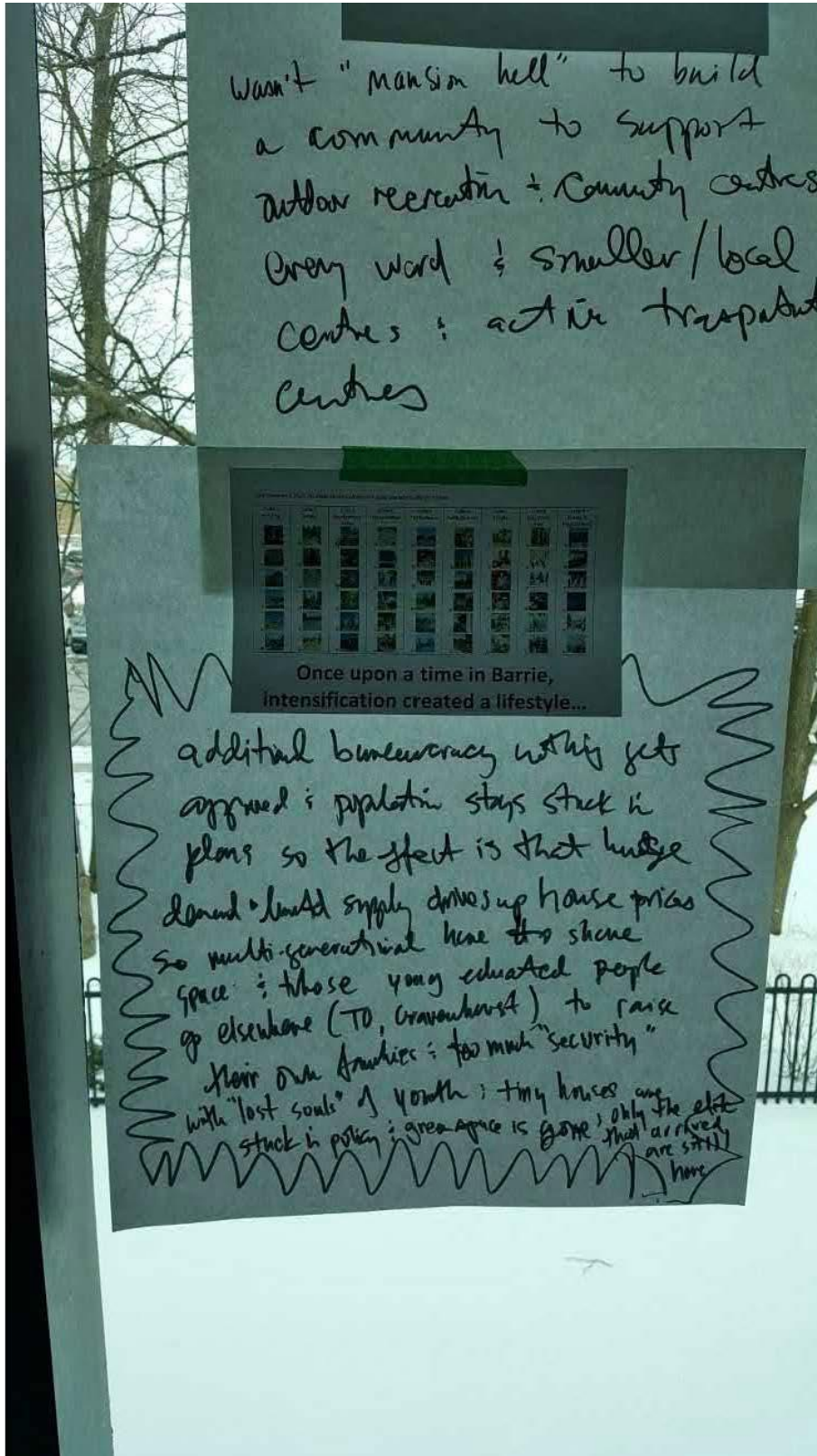
- Integrating these results into future work on the Official Plan and Zoning By-law;
- Specifically integrating the results from the Essa Road workshop into the Essa Road Corridor Study;
- Leveraging the investment in the Lego workshops in the future; and,
- Conducting follow-up specific consultation, reflecting on other city-building themes that were raised such as prosperity, mobility, culture, affordability, etc.

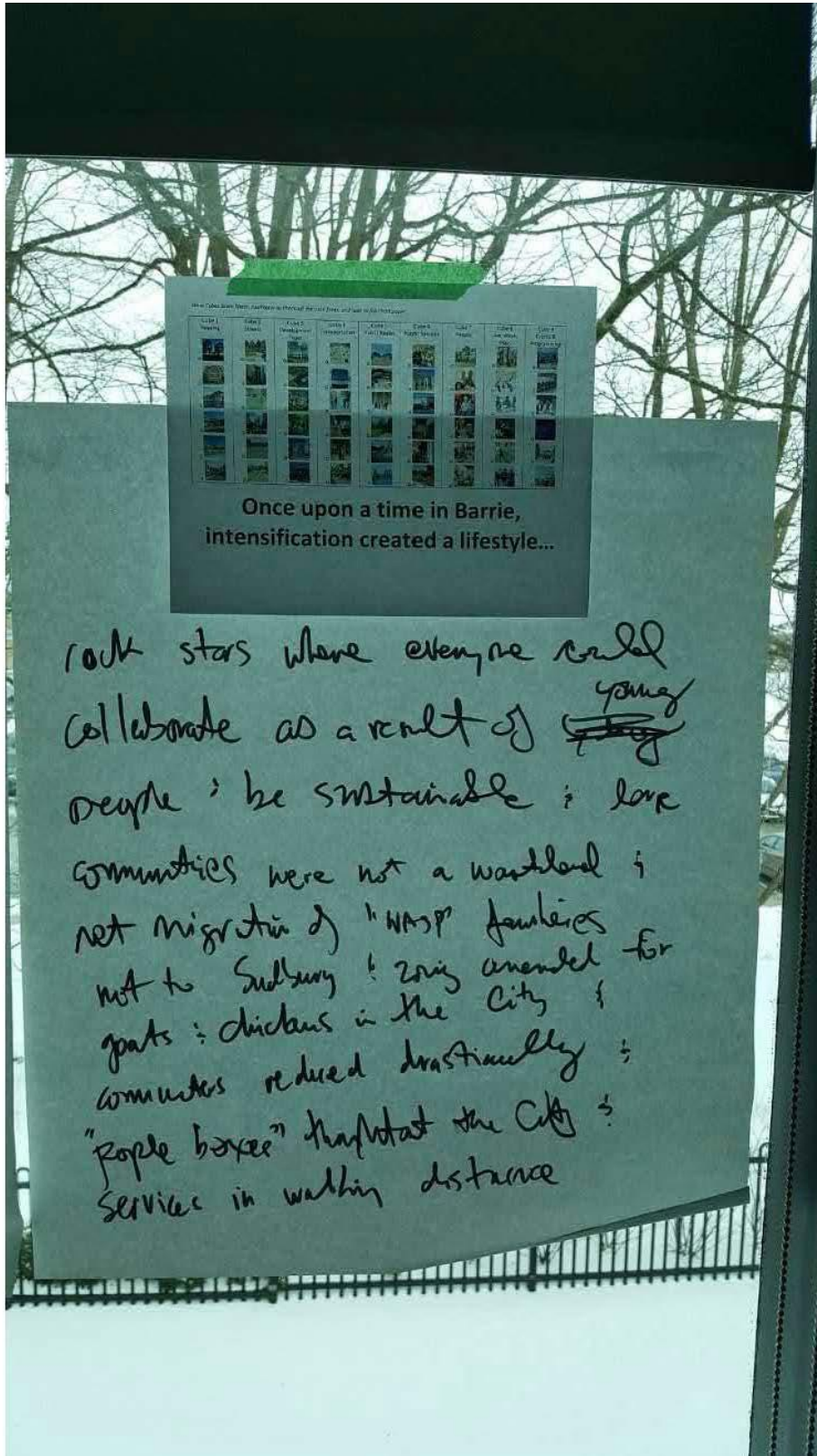
A large, light blue, wavy graphic that spans across the middle of the page, partially obscuring the text below it.

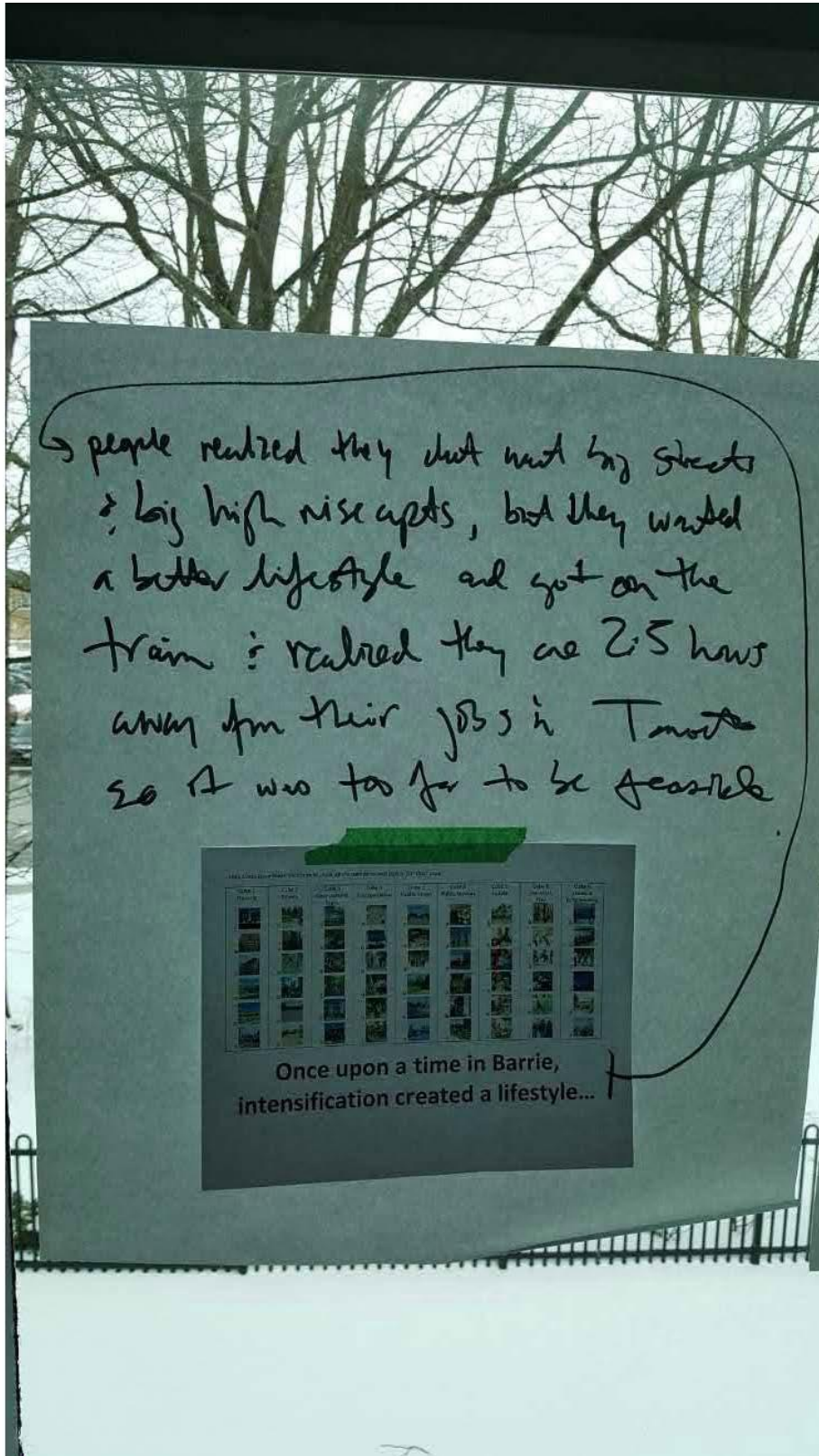
Intensification: Changing the Conversation  
Lifestyle and Essa Road Workshops Summary Report

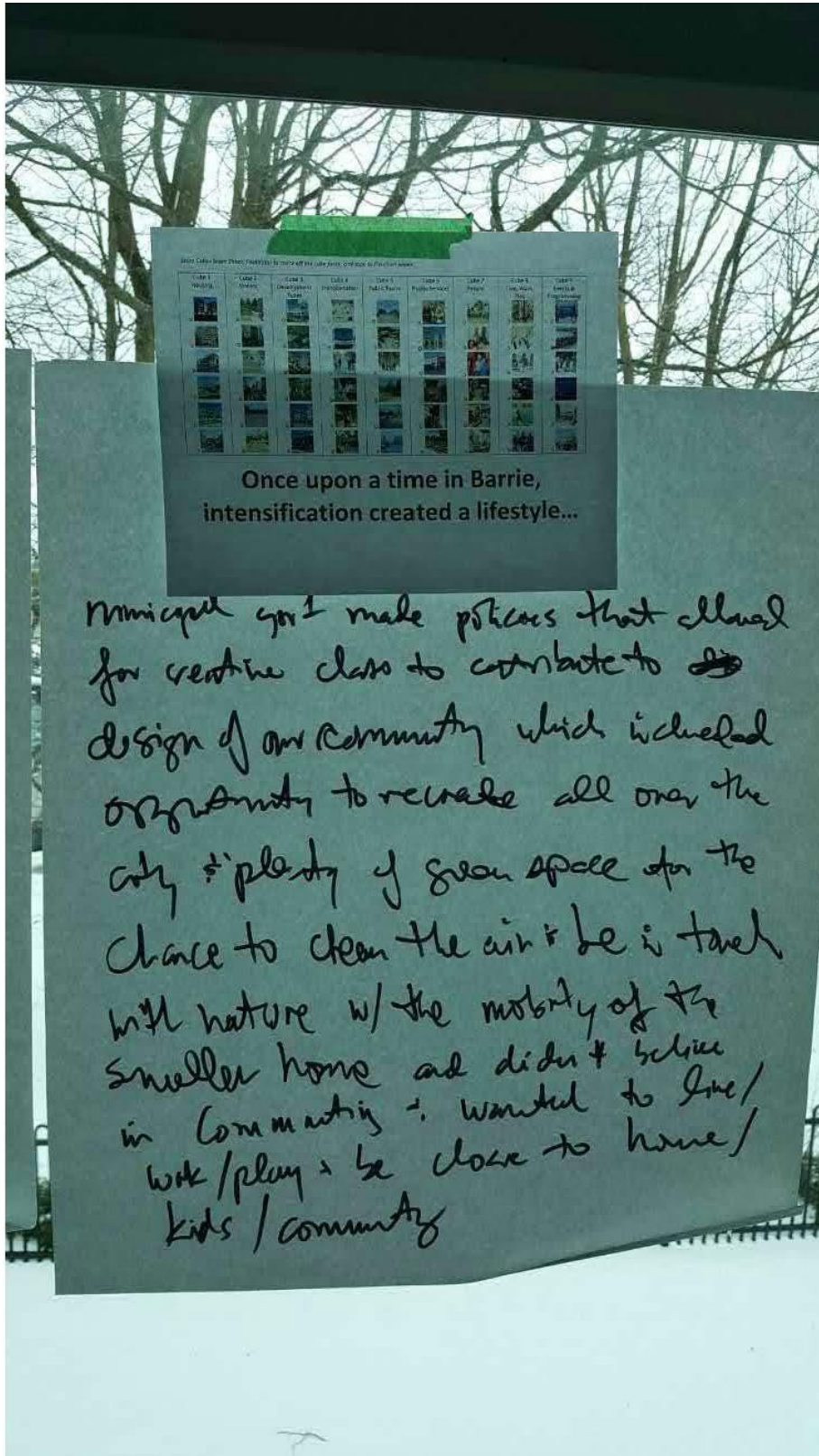
## **APPENDIX**





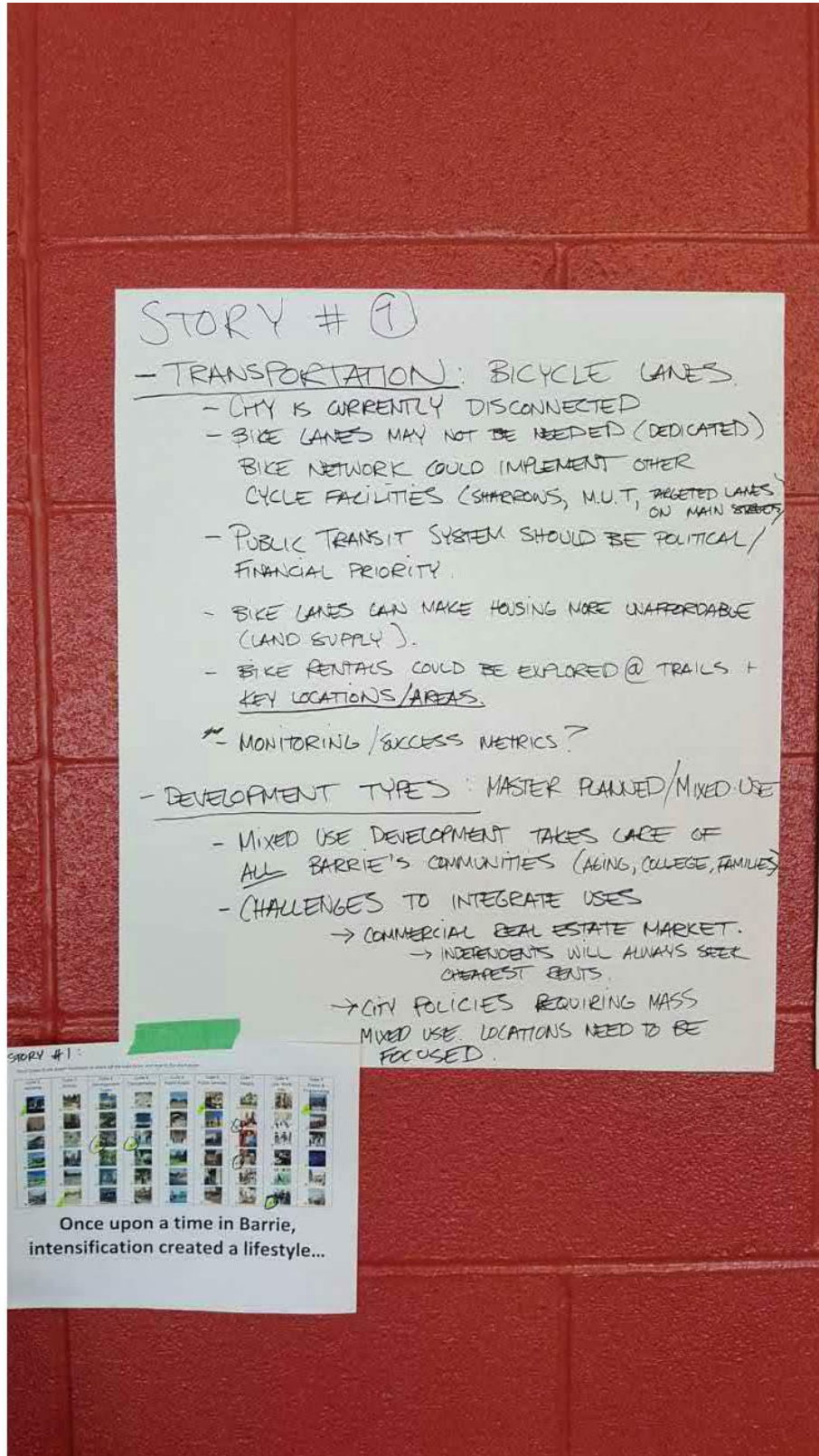






Once upon a time in Barrie,  
intensification created a lifestyle...

Municipal gov't made policies that allowed  
for creative class to contribute to  
design of our community which included  
opportunity to recreate all over the  
city & plenty of green space for the  
chance to clean the air & be in touch  
with nature w/ the mobility of the  
smaller home and didn't believe  
in community & wanted to live/  
work/play & be close to home/  
kids/community



## STORY 2 |

- CONNECTING SERVICES AND DESTINATIONS WITH TRANSIT, CREATES VIBRANT LIFESTYLE AND CULTURE.

→ EXAMPLE GIVEN ABOUT TRANSIT STOP W/IN LIBRARY.

= UPDATING LIBRARIES / PUBLIC SERVICES FOR THE FUTURE / FUTURE GENERATIONS.

→ TRANSFORMS INTO COMMUNITY SHARED SPACES / MAKER SPACES + INNOVATION HUBS

STORY #2



Once upon a time in Barrie,  
intensification created a lifestyle...

STORY #3

- EVENTS / PROGRAMMING SHOULD EXTEND BEYOND WINTER CITY / HOCKEY. WE ARE A WATERFRONT COMMUNITY
- AS <sup>TRADITIONAL</sup> RETAILERS LOSE OUT TO ONLINE SHOPPING, HOW DOES THE CITY CREATE AN ENVIRONMENT THAT IS ATTRACTIVE TO MILLENNIALS?
  - EVENT SPACES.
  - CONVENIENCE RETAILERS
  - INNOVATION + FLEXIBLE WORK/LIVE SPACES

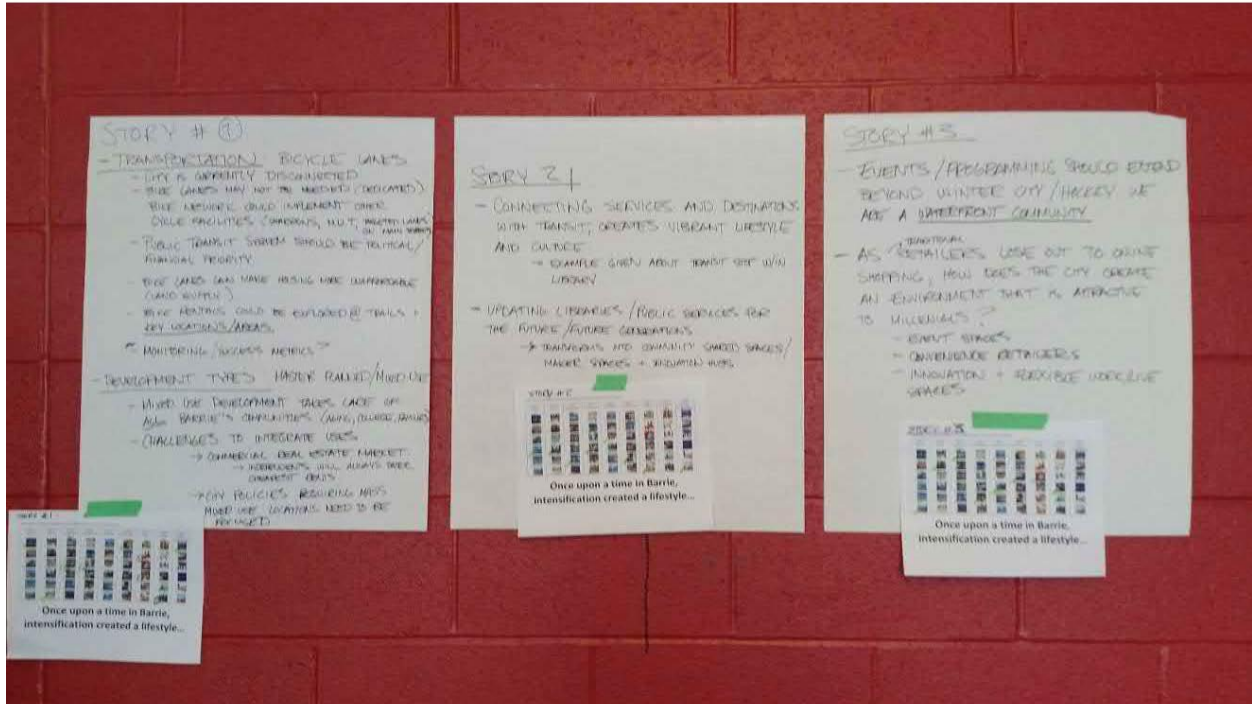
STORY #3

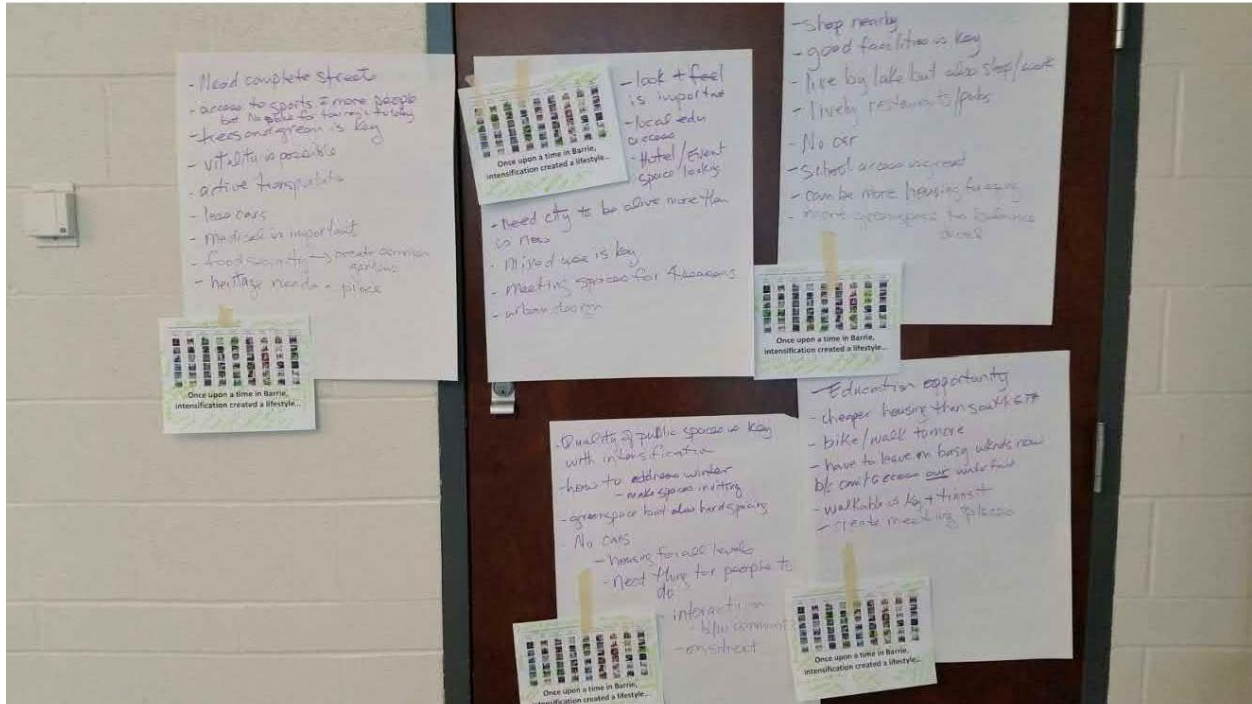
Photographs from above, clockwise of each of the lake front, and also in the city center

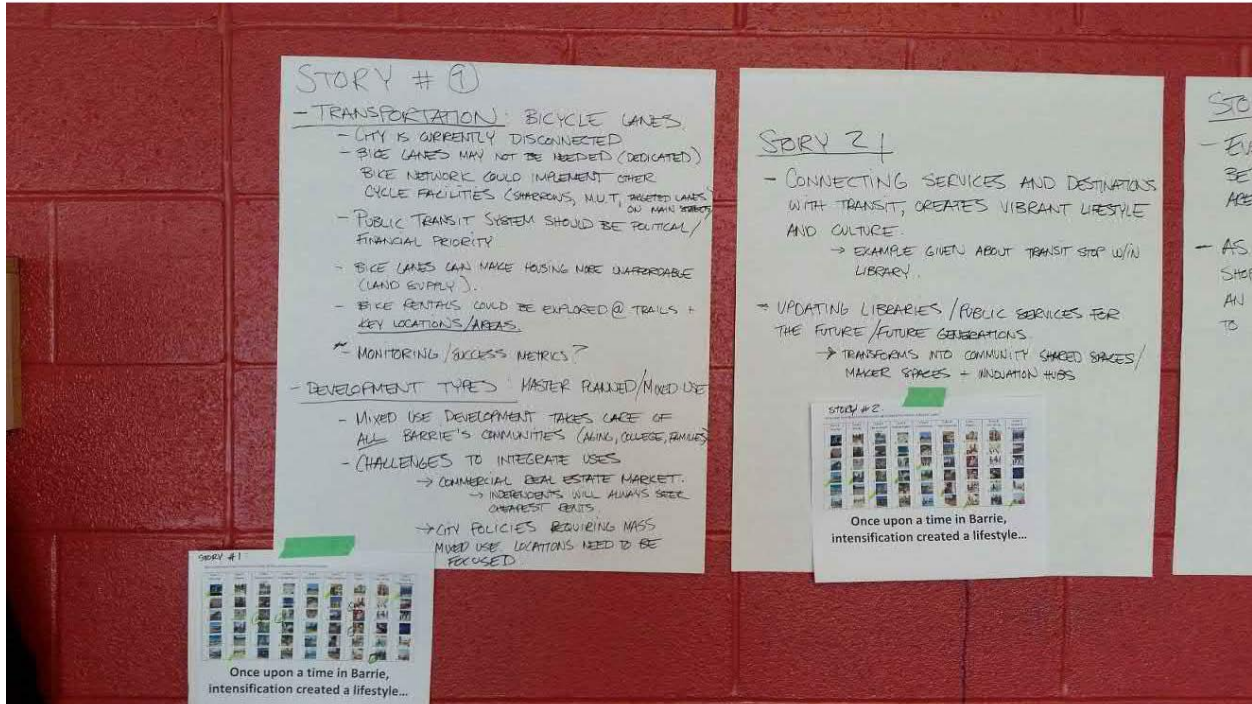
| Case 1<br>Residential | Case 2<br>Retail | Case 3<br>Mixed-Use | Case 4<br>Commercial | Case 5<br>Public Space | Case 6<br>Public Services | Case 7<br>Public | Case 8<br>Public | Case 9<br>Public |
|-----------------------|------------------|---------------------|----------------------|------------------------|---------------------------|------------------|------------------|------------------|
|                       |                  |                     |                      |                        |                           |                  |                  |                  |

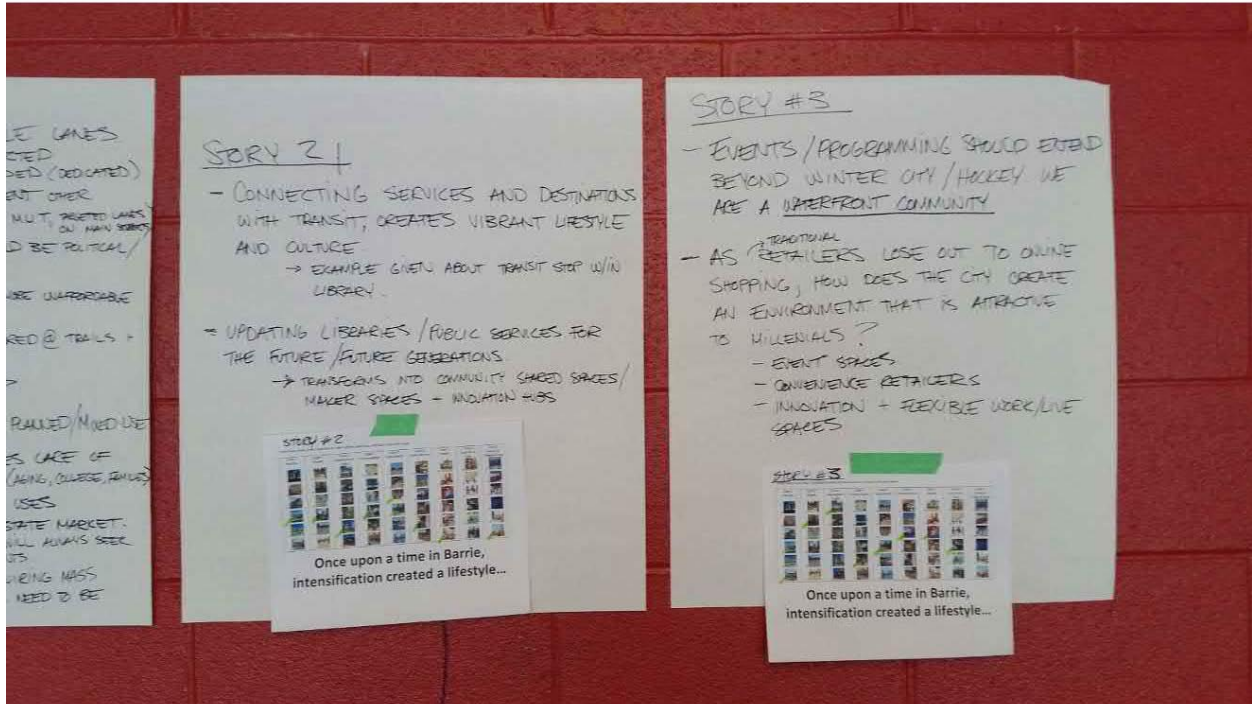
Once upon a time in Barrie,  
intensification created a lifestyle...

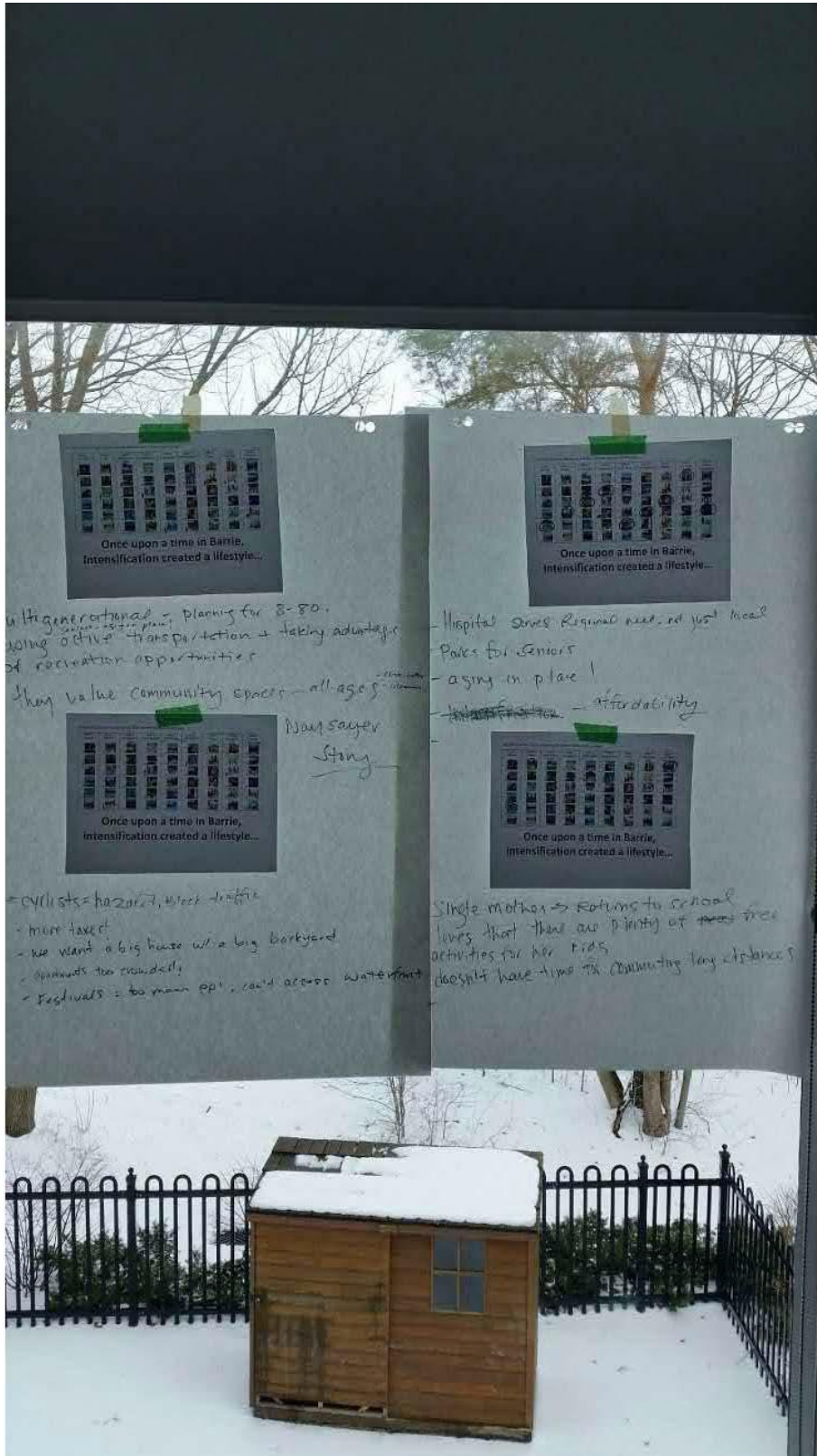


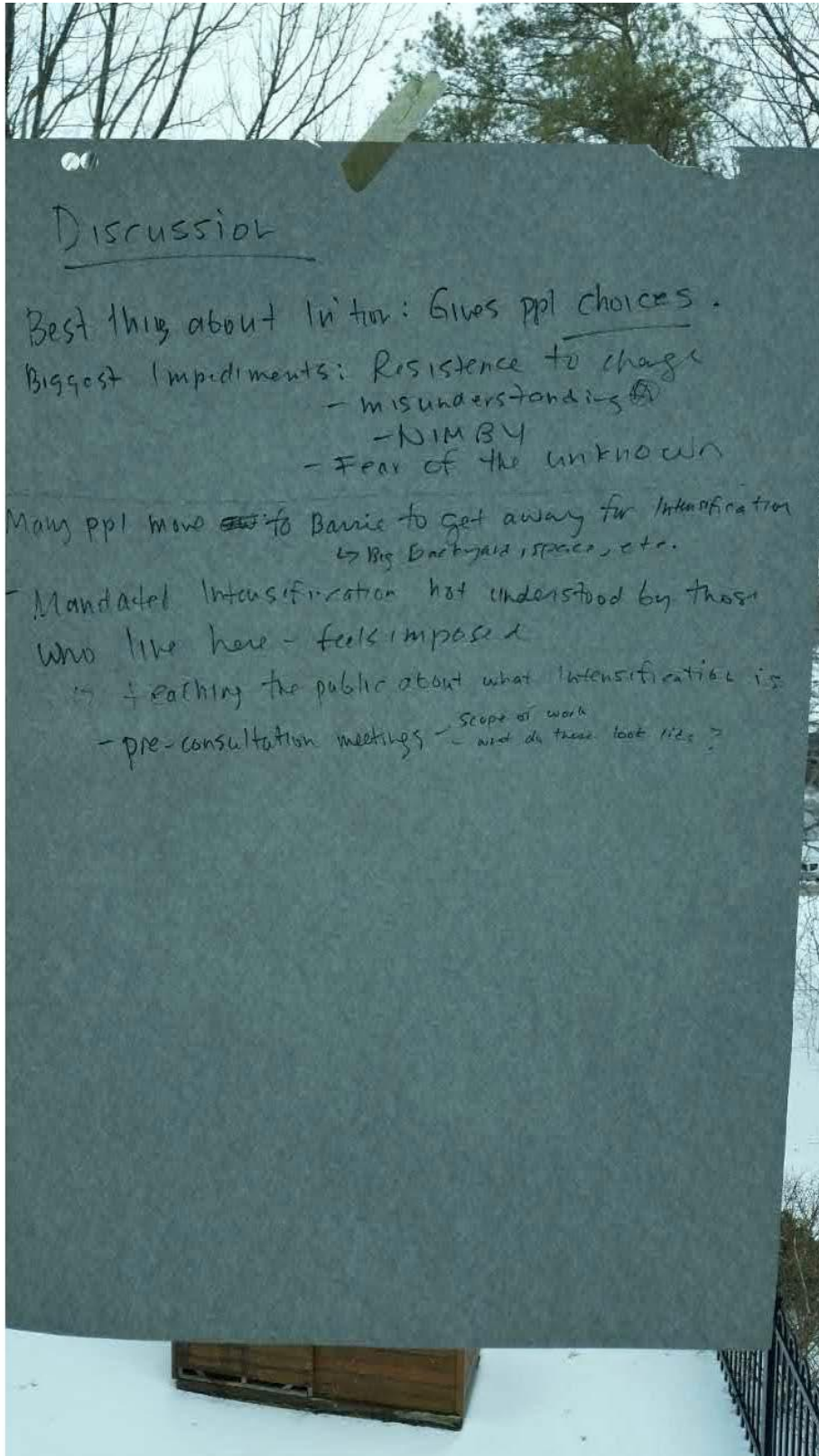












Discussion

Best thing about In'tion: Gives ppl choices.

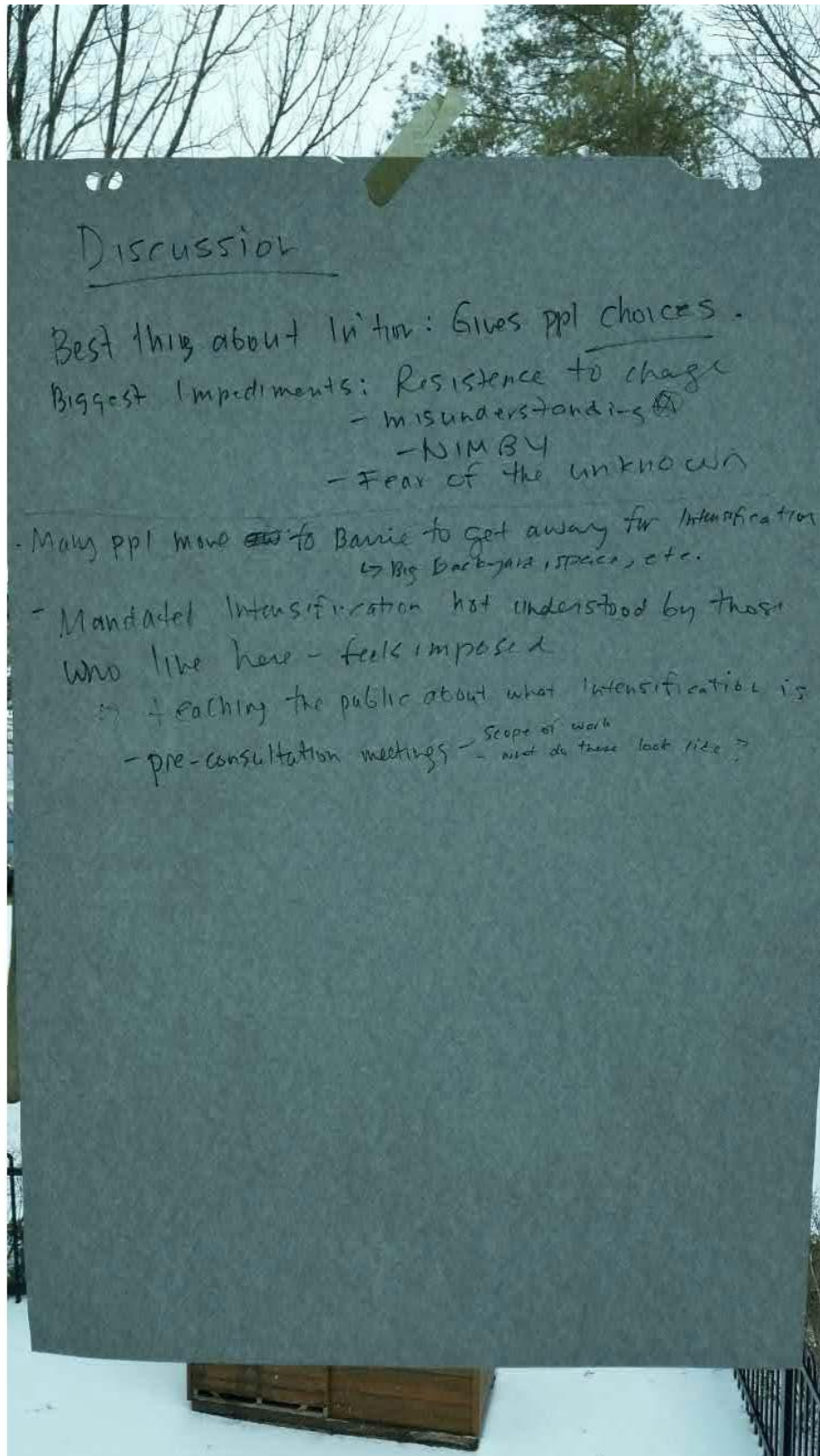
Biggest Impediments: Resistance to change  
- misunderstanding  
- NIMBY  
- Fear of the unknown

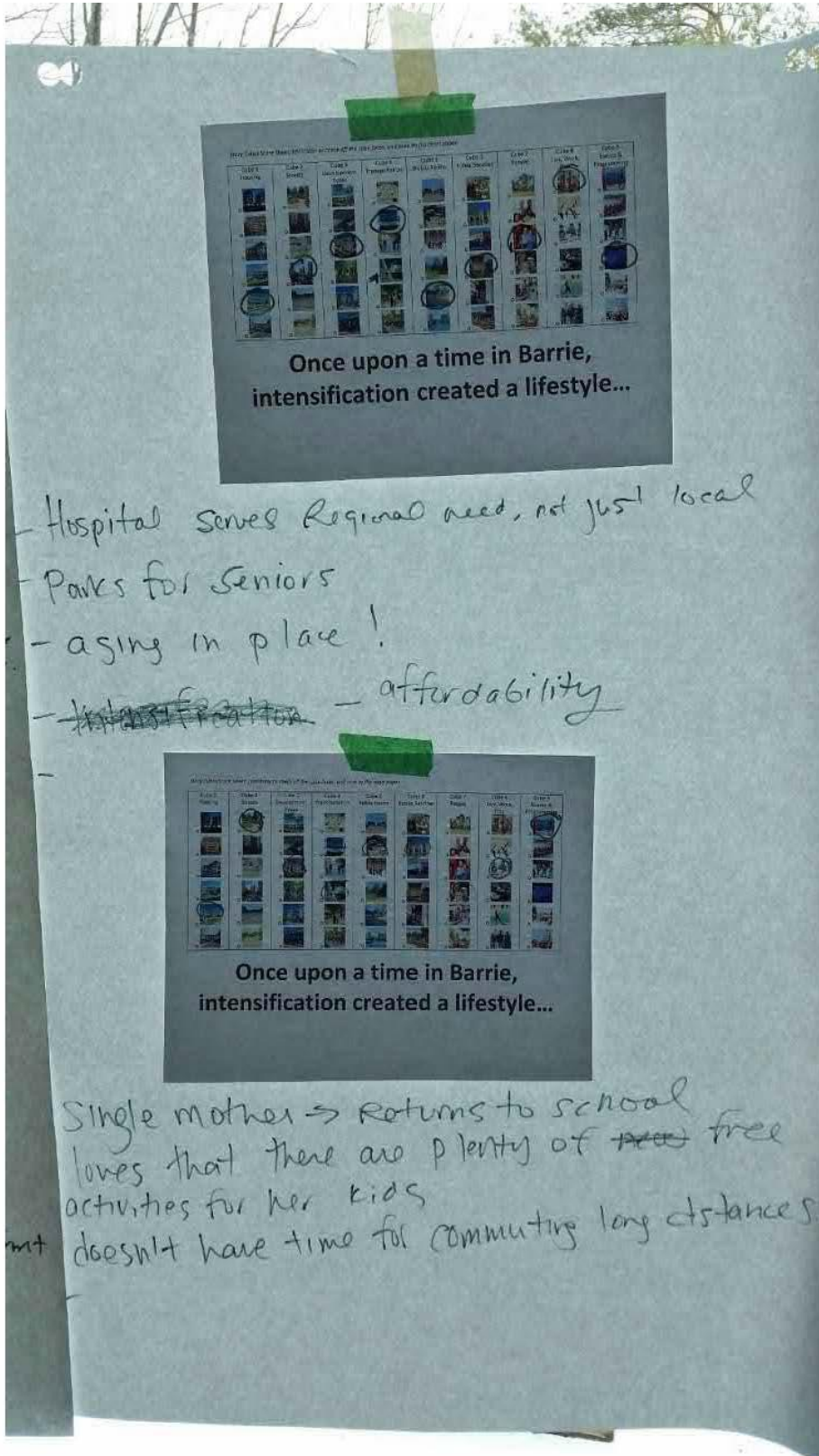
Many ppl move ~~to~~ to Barrie to get away from intensification  
↳ Big Backyards, space, etc.

- Mandated Intensification not understood by those who live here - feels imposed

↳ Teaching the public about what intensification is

- pre-consultation meetings - <sup>scope of work</sup> - what do these look like?



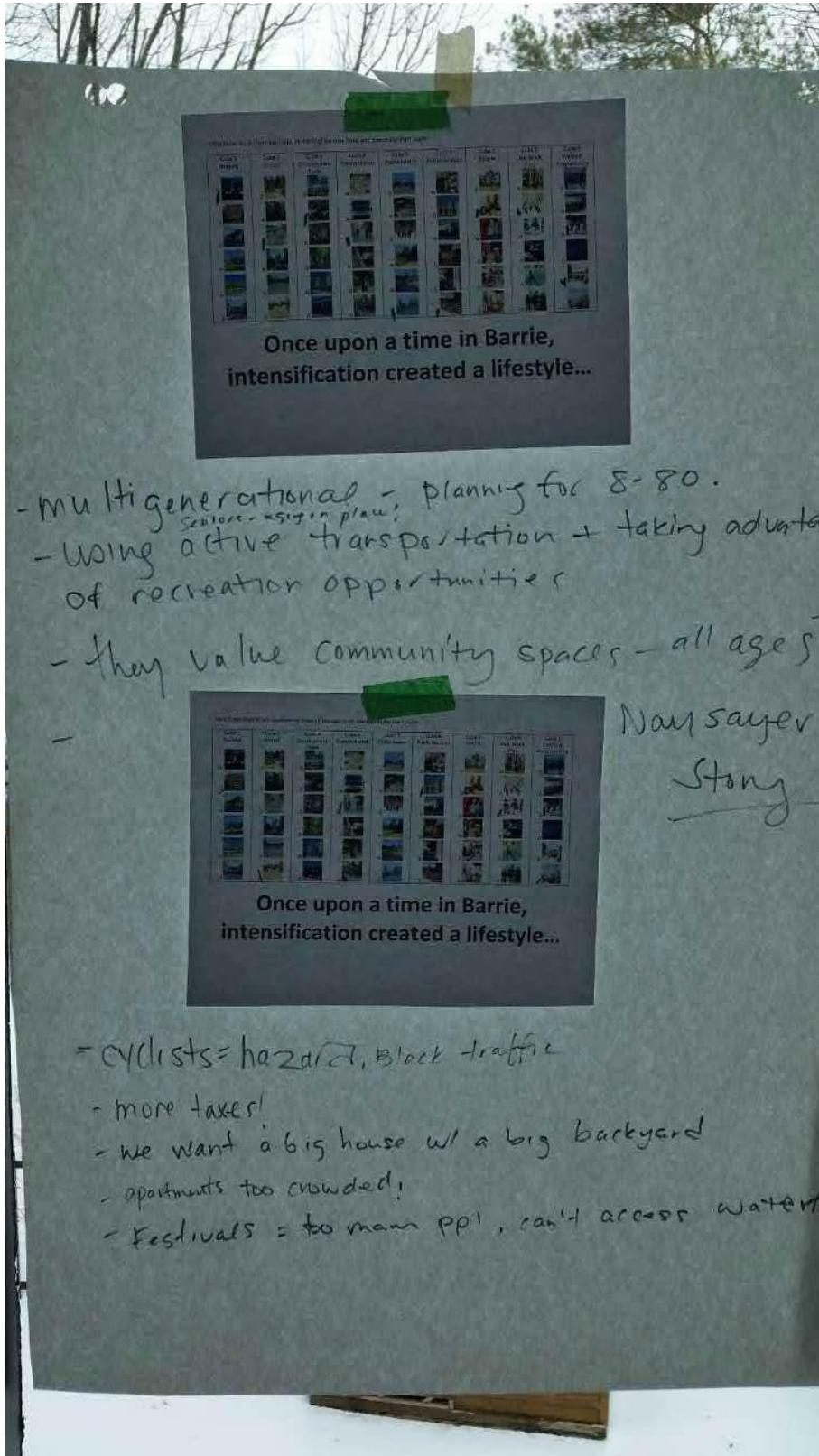


Once upon a time in Barrie, intensification created a lifestyle...

- Hospital serves Regional need, not just local
- Parks for Seniors
- aging in place!
- ~~Intensification~~ - affordability

Once upon a time in Barrie, intensification created a lifestyle...

Single mother → Returns to school  
 loves that there are plenty of ~~free~~ free  
 activities for her kids  
 doesn't have time for commuting long distances.





- students - millennials
- enjoying downtown + shops
- ↳ Being part of sharing economy - bikes
- co-habitation spaces - new forms of work spaces  
flexible office spaces



- Family excited about new public spaces
- transit options (can drive but not always necessary) ↳ farmers markets
- Intensification can help w/ activating winter months
- working close by

## Discussion

Best thing about In'tior: Gives ppl choices.

Biggest Impediments: Resistance to change

- misunderstanding
- NIMBY
- Fear of the unknown

Many ppl move ~~out~~ to Barrie to get away fr Intensifica  
↳ Big backyard space, etc.

- Mandated Intensification not understood by those  
who live here - feels imposed

↳ + teaching the public about what intensification

- pre-consultation meetings - Scope of work  
- what do these look like?

Once upon a time in Barrie,  
intensification created a lifestyle...

- multi generational - planning for 8-80.
- using active transportation + taking advantage of recreation opportunities
- they value community spaces - all ages

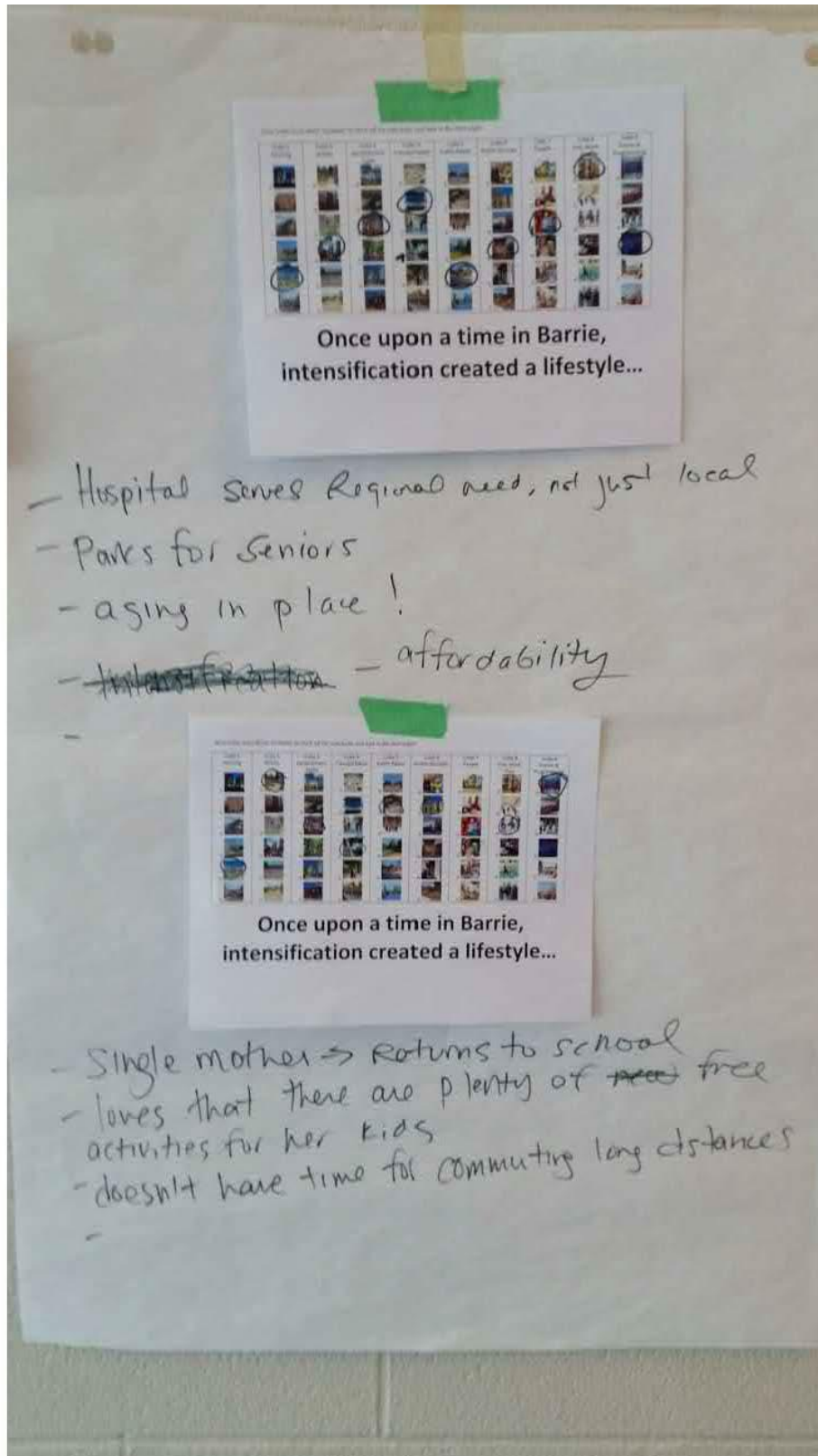
Once upon a time in Barrie,  
intensification created a lifestyle...

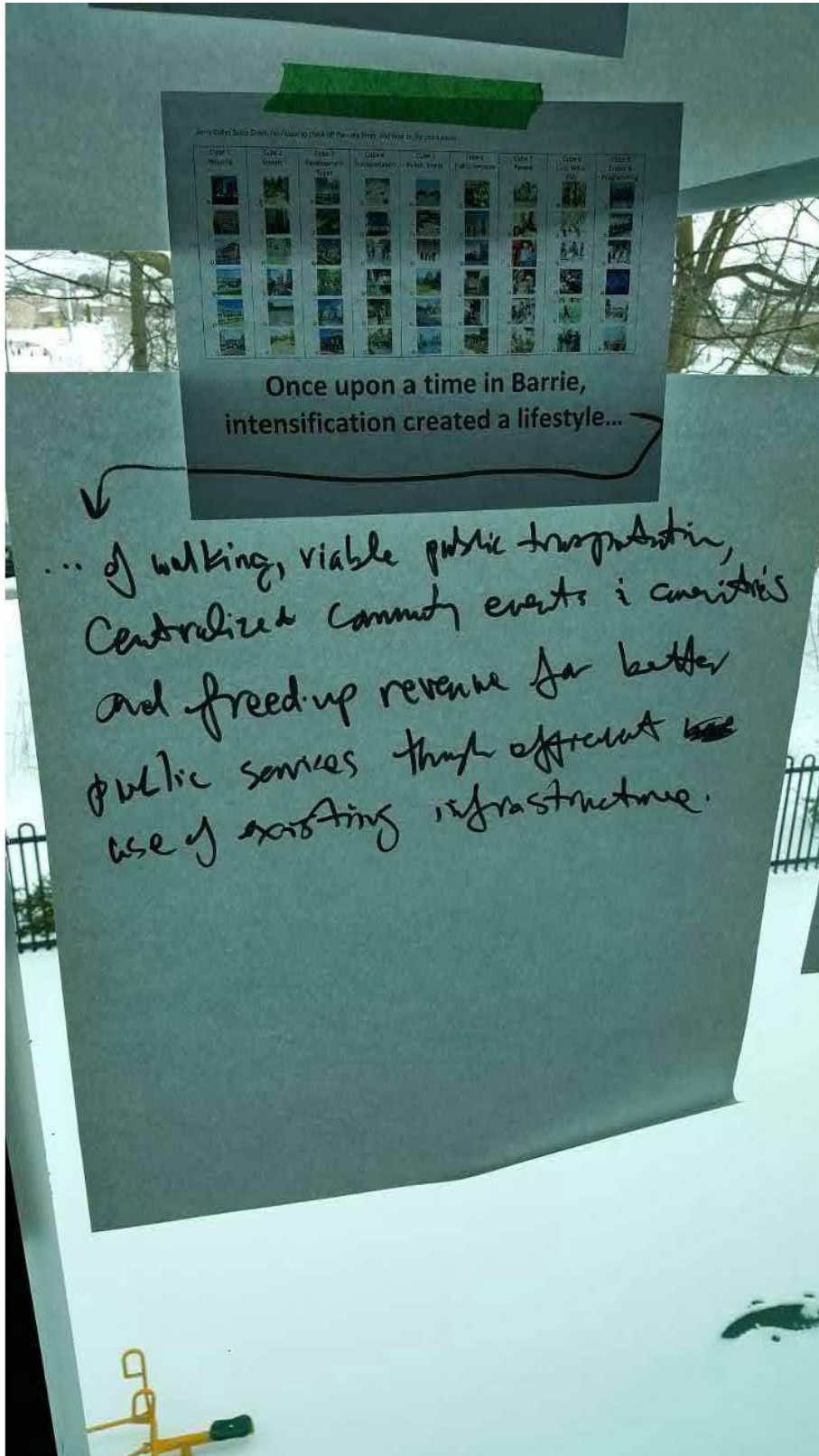
*Seniors - assign a place!*

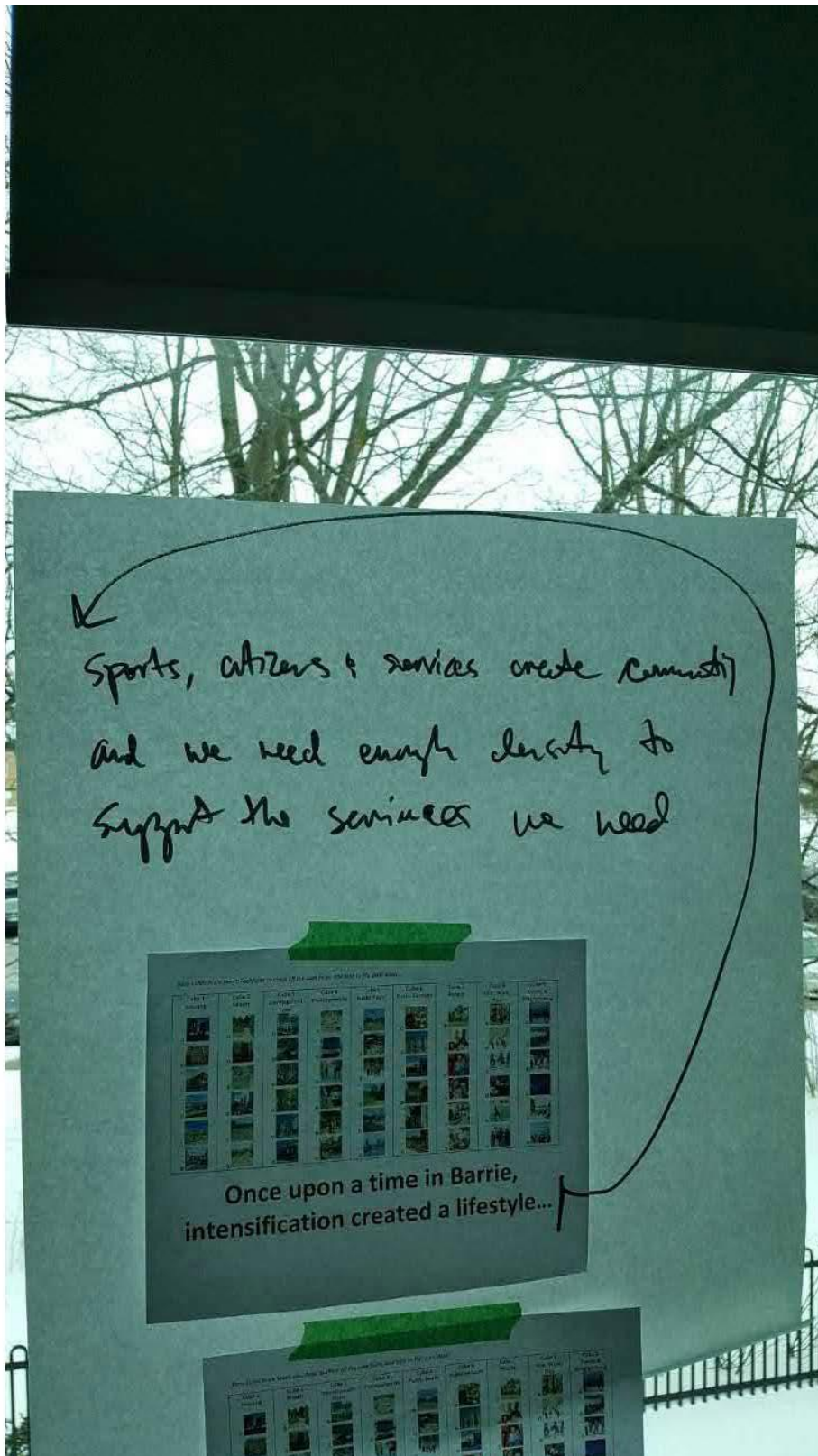
*- conv. center - libraries*

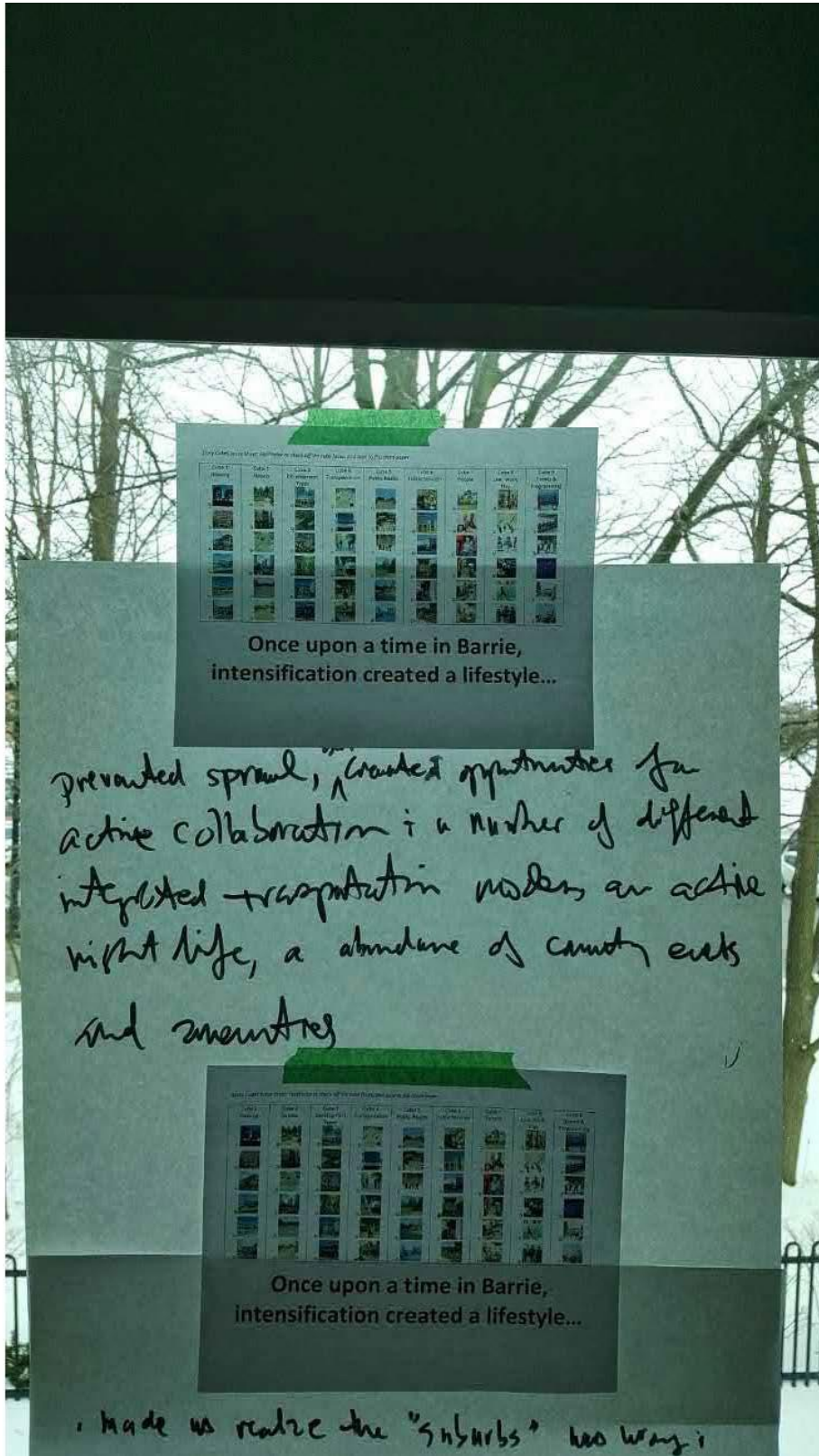
Naysayer  
Stony

- cyclists = hazard, block traffic
- more taxes!
- we want a big house w/ a big backyard
- apartments too crowded!
- Festivals = too many ppl, can't access waterfront









and amenities



Once upon a time in Barrie,  
intensification created a lifestyle...

made us realize the "suburbs" was way a  
new generation see ~~that~~ world in a  
different way w/ intensification beside  
open space: ~~the~~ places for parents  
to age in place with 1st  
rate medical care: the lifestyle  
that provides

Story Cubes Score Sheet: Facilitator to check off the cube faces, and tape to flip chart paper.

| Cube 1<br>Housing        | Cube 2<br>Streets        | Cube 3<br>Development<br>Types | Cube 4<br>Transportation | Cube 5<br>Public Realm   | Cube 6<br>Public Services | Cube 7<br>People         | Cube 8<br>Live, Work,<br>Play | Cube 9<br>Events &<br>Programming |
|--------------------------|--------------------------|--------------------------------|--------------------------|--------------------------|---------------------------|--------------------------|-------------------------------|-----------------------------------|
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Once upon a time in Barrie,  
**intensification created a lifestyle...**

- ACTIVE TRANSPORTATION ⇒ INFRASTRUCTURE FIRST
- CONNECTIVITY OF NETWORK FOR PEDESTRIAN / CYCLING  
⇒ I.E. DISCONNECTED SIDEWALKS + TRAILS

Story Cubes Score Sheet: Facilitator to check off the cube faces, and tape to flip chart paper.

| Cube 1<br>Housing        | Cube 2<br>Streets        | Cube 3<br>Development<br>Types |
|--------------------------|--------------------------|--------------------------------|
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| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>       |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>       |

Once  
intensif  
Families to  
enjoy enter

6-8 STOREYS IDEAL HEIGHT IMPACTS → BIRDS WIND SUN/SHADE

WINTER CITY DESIGN

Story Cubes Score Sheet: Facilitator to check off the cube faces, and tape to flip chart paper.

| Cube 1<br>Housing        | Cube 2<br>Streets        | Cube 3<br>Development<br>Types | Cube 4<br>Transportation | Cube 5<br>Public Realm   | Cube 6<br>Public Services | Cube 7<br>People         | Cube 8<br>Live, Work,<br>Play | Cube 9<br>Events &<br>Programming |
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WHAT IS THE OVERALL VISION FOR THE AREA + WIDER CONTEXT

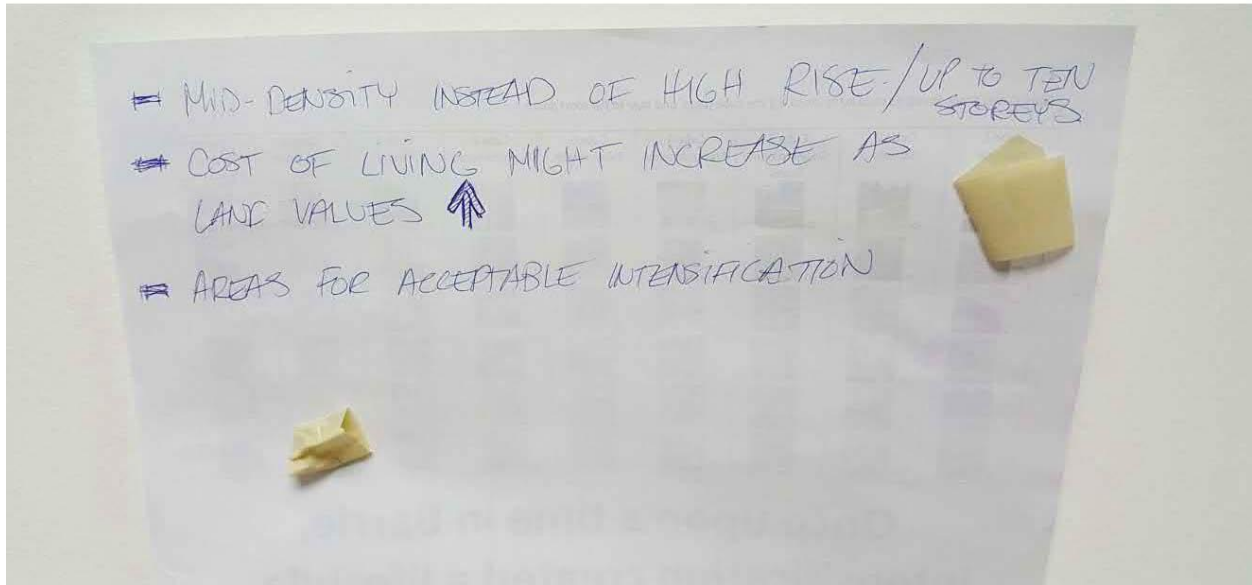
**Once upon a time in Barrie,  
intensification created a lifestyle...**

REPRESENTATION/DEMOGRAPHIC FOR ALL AGES. 8-80.

SCHOOLS DOWNTOWN/ACCESSIBLE TO ALL NEIGHBOURHOOD.

DAILY AMENITIES/SERVICES NEEDED. (NO SCHOOL, MAINLY)  
GROCERY WITHIN WALKABLE DISTANCE





Story Cubes Score Sheet: Facilitator to check off the cube faces, and tape to flip chart paper.

| Cube 1<br>Housing | Cube 2<br>Streets | Cube 3<br>Development<br>Types | Cube 4<br>Transportation | Cube 5<br>Public Realm | Cube 6<br>Public Services | Cube 7<br>People | Cube 8<br>Use, Work,<br>Play | Cube 9<br>Events &<br>Programming |
|-------------------|-------------------|--------------------------------|--------------------------|------------------------|---------------------------|------------------|------------------------------|-----------------------------------|
|                   |                   |                                |                          |                        |                           |                  |                              |                                   |
|                   |                   |                                |                          |                        |                           |                  |                              |                                   |
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|                   |                   |                                |                          |                        |                           |                  |                              |                                   |
|                   |                   |                                |                          |                        |                           |                  |                              |                                   |
|                   |                   |                                |                          |                        |                           |                  |                              |                                   |
|                   |                   |                                |                          |                        |                           |                  |                              |                                   |

**Once upon a time in Barrie,  
intensification created a lifestyle...**

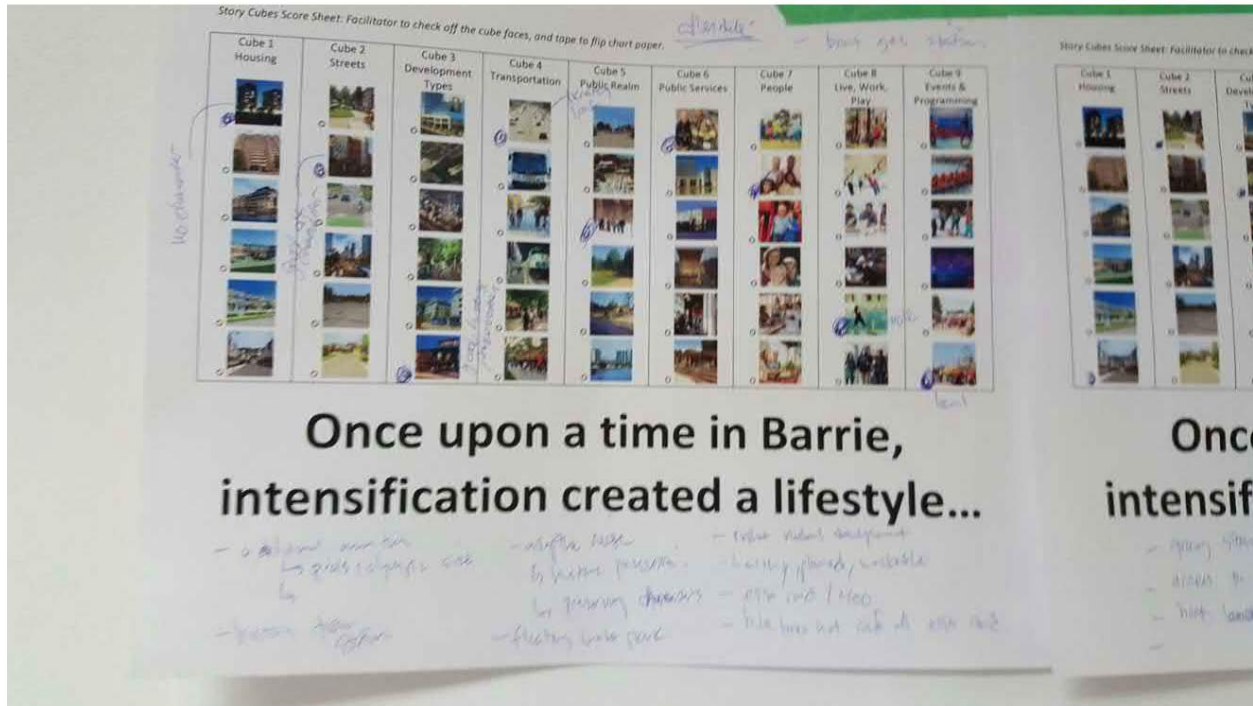
*Families to come into Barrie and to start businesses, etc. enjoy entertainment, events. That houses all people of different economic and social backgrounds.*

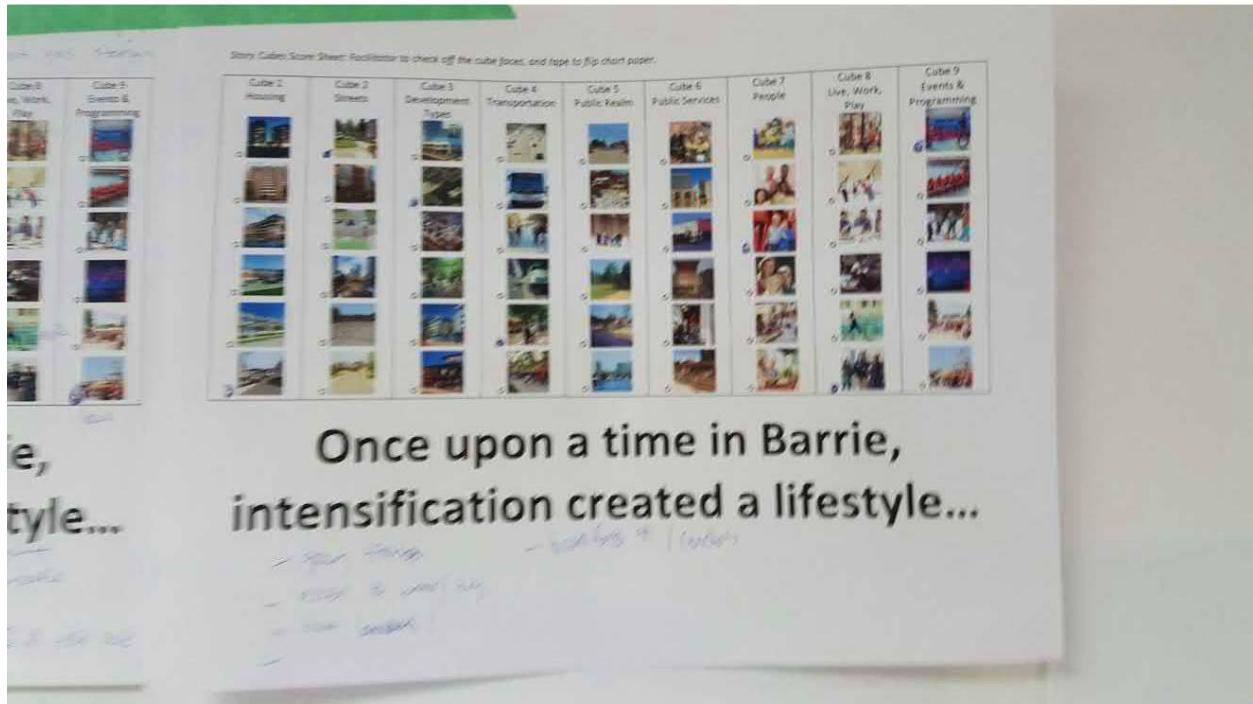
*HEIGHTS. NO MORE THAN 6 stories after FIRE. SOCIAL...*

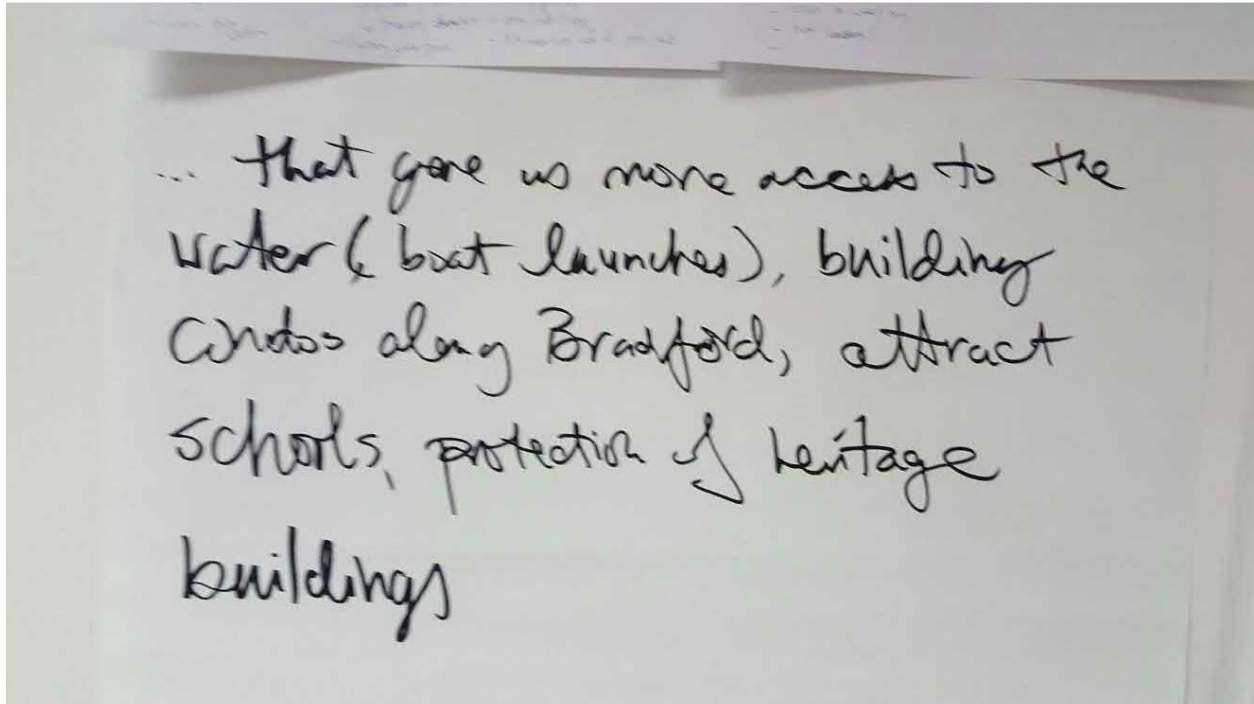
*int...*

*FIRST*

*MB*





A photograph of a white sticky note with handwritten text in black ink. The text is written in a cursive style and lists several points: "... that gave us more access to the water (boat launches), building condos along Bradford, attract schools, protection of heritage buildings".

... that gave us more access to the water (boat launches), building condos along Bradford, attract schools, protection of heritage buildings

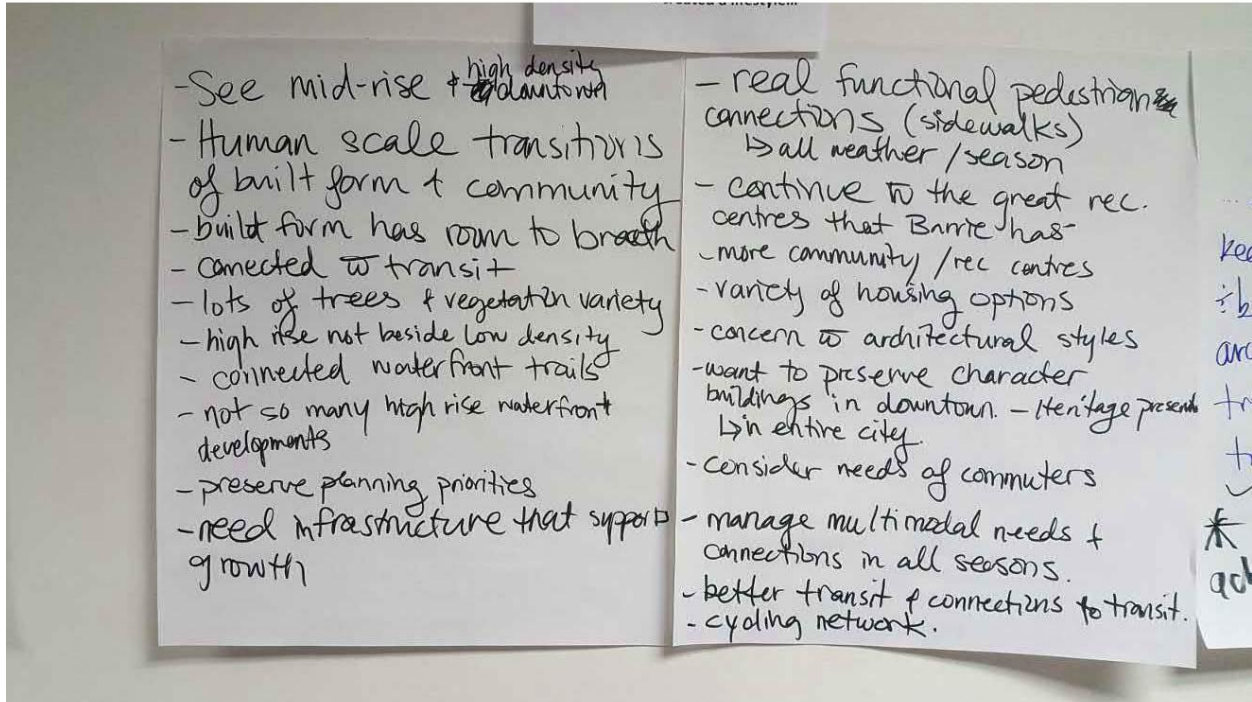
... intensification that isn't all  
high-rise, less low density, better  
GO Train service, more people coming  
here to work, ~~the~~ better ridership,  
to be able to walk more, better transit in the  
city, more theatre: arts, more movies in  
the park in other locations

*Story Cubes Score Sheet: Facilitator to check off the cube faces, and tape to flip chart paper.*

| Cube 1<br>Housing                   | Cube 2<br>Streets        | Cube 3<br>Development<br>Types      | Cube 4<br>Transportation            | Cube 5<br>Public Realm   | Cube 6<br>Public Services           | Cube 7<br>People         | Cube 8<br>Live, Work,<br>Play | Cube 9<br>Events &<br>Programming |
|-------------------------------------|--------------------------|-------------------------------------|-------------------------------------|--------------------------|-------------------------------------|--------------------------|-------------------------------|-----------------------------------|
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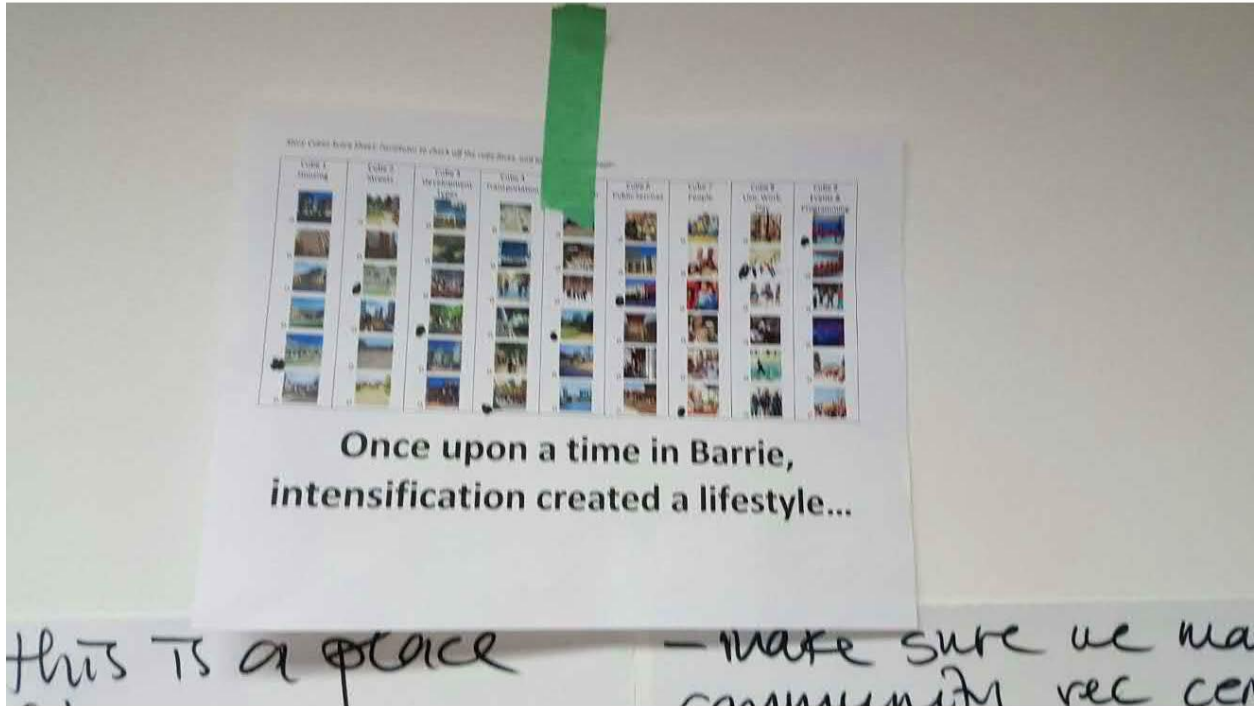
**Once upon a time in Barrie,  
intensification created a lifestyle...**

high density  
- real functi

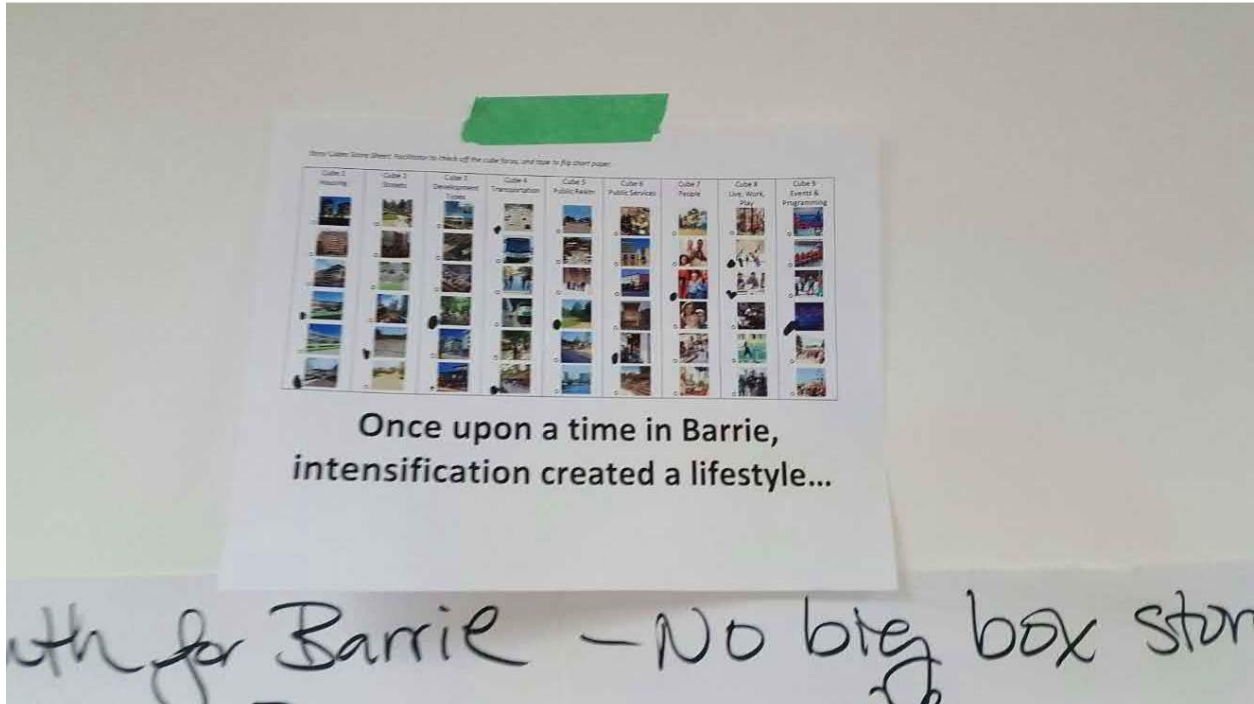


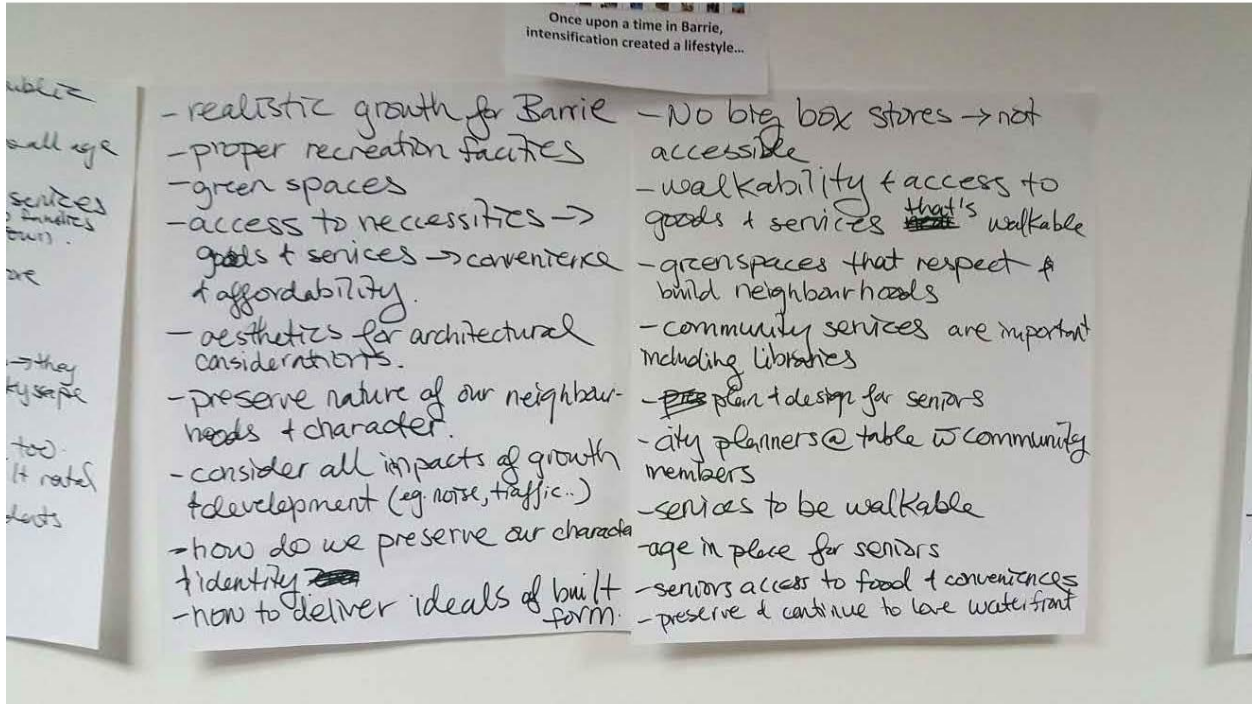
... affordable housing in new develop  
keep our lake clean, more planters  
benches, more interesting building  
architectural style, and lots  
trees (especially preserving existing  
trees)

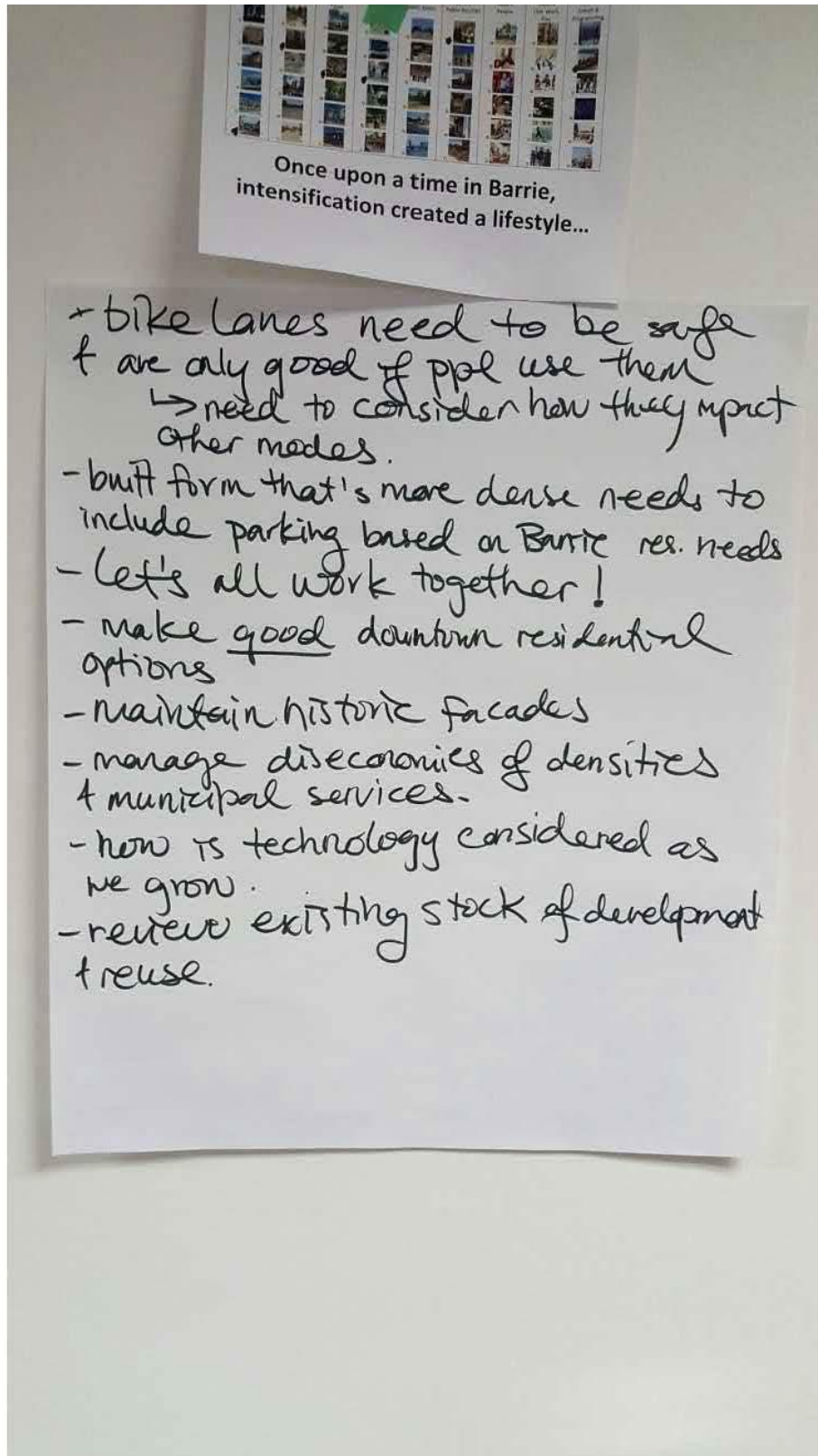
\* making sure we  
achieve our Historic Neighbourhood  
Strategy



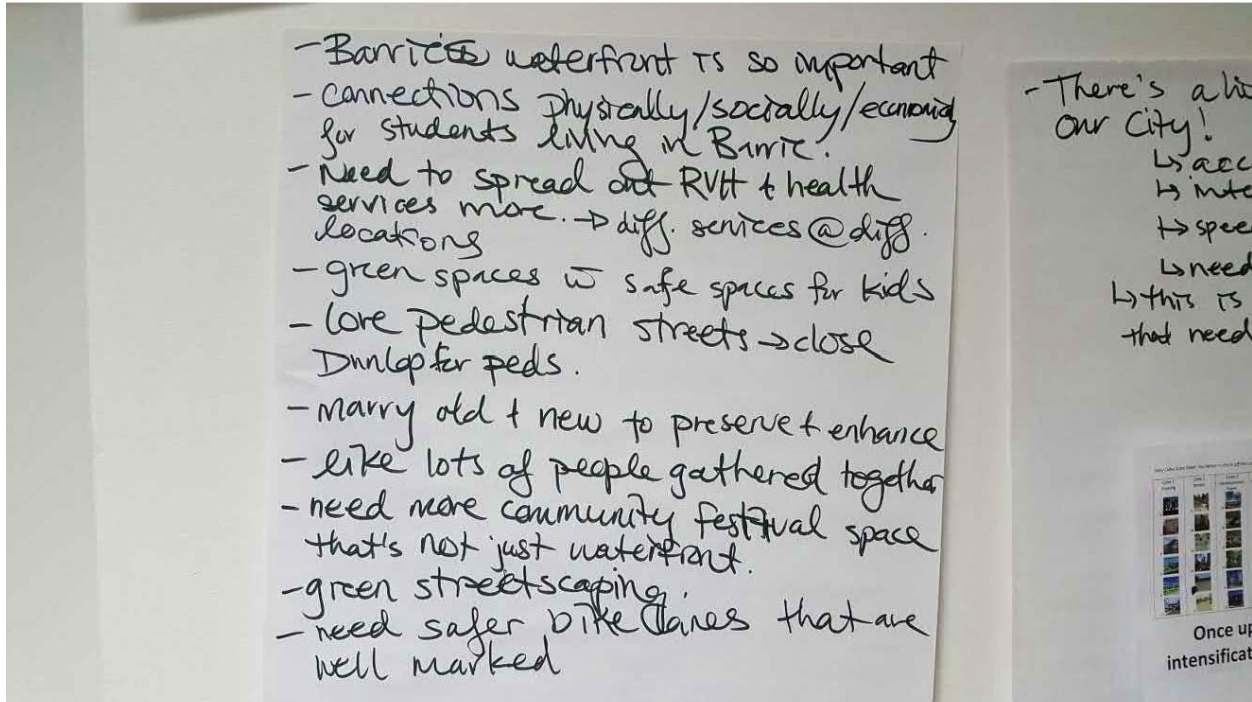
- devel  
elect  
build  
lots  
exist
- Walkability → this is a place for people to walk
  - don't try to do too much → need comfortable & safe cycling network
  - efficient & fast & frequent transit to good connections that doesn't impact/delay other road users.
  - street oriented development, parking behind → walk out to sidewalk
  - use colour in aesthetic & variety
  - creating a character
  - connecting old & new → make <sup>new</sup> existing built form ~~is~~ compliment existing
  - continue to grow cultural community
  - not sure about amusement park!
  - keep/growing healthy music scene
  - Green = Yes! Healthy trees = happy people
  - use the ice! Look for opportunities in winter for recreation & events.
- style...
- make sure we maintain public community rec centres
  - community facilities to cater to all age groups.
  - families need more public services to keep families downtown.
    - ↳ rec. centres
    - ↳ schools
  - need a downtown grocery store
  - think long term 20±
  - more mid-rise
  - aesthetic focus for high-rises → they are so prominent → consider skyline
  - build w/ topography of area.
  - need rental considered too.
  - affordability ↳ purpose built rental
  - review ratios of jobs & residents (essentially 2:1 → is this healthy)
- re  
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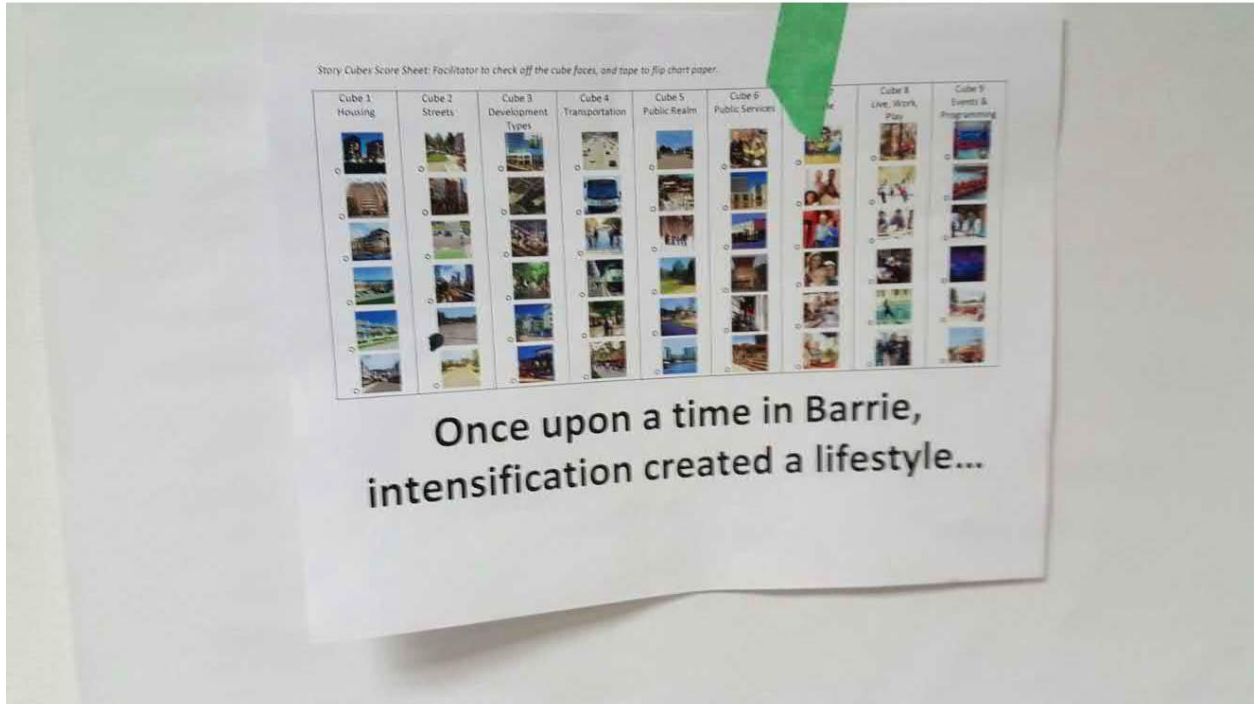


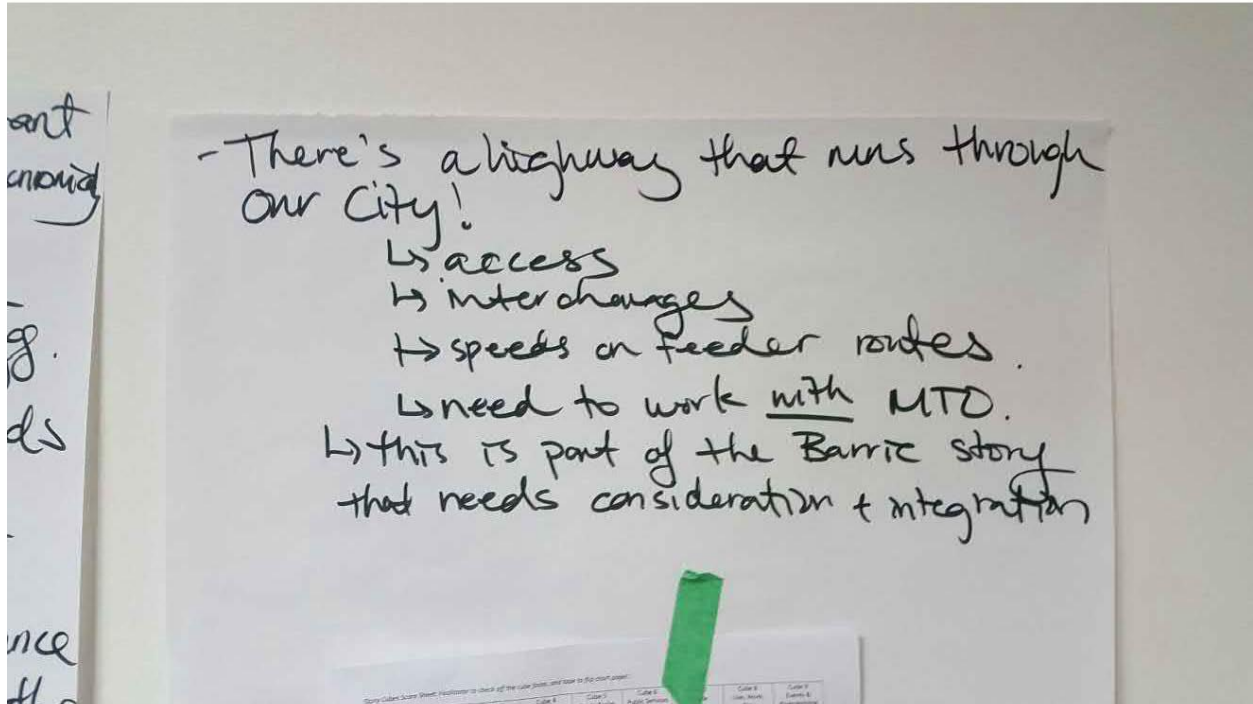


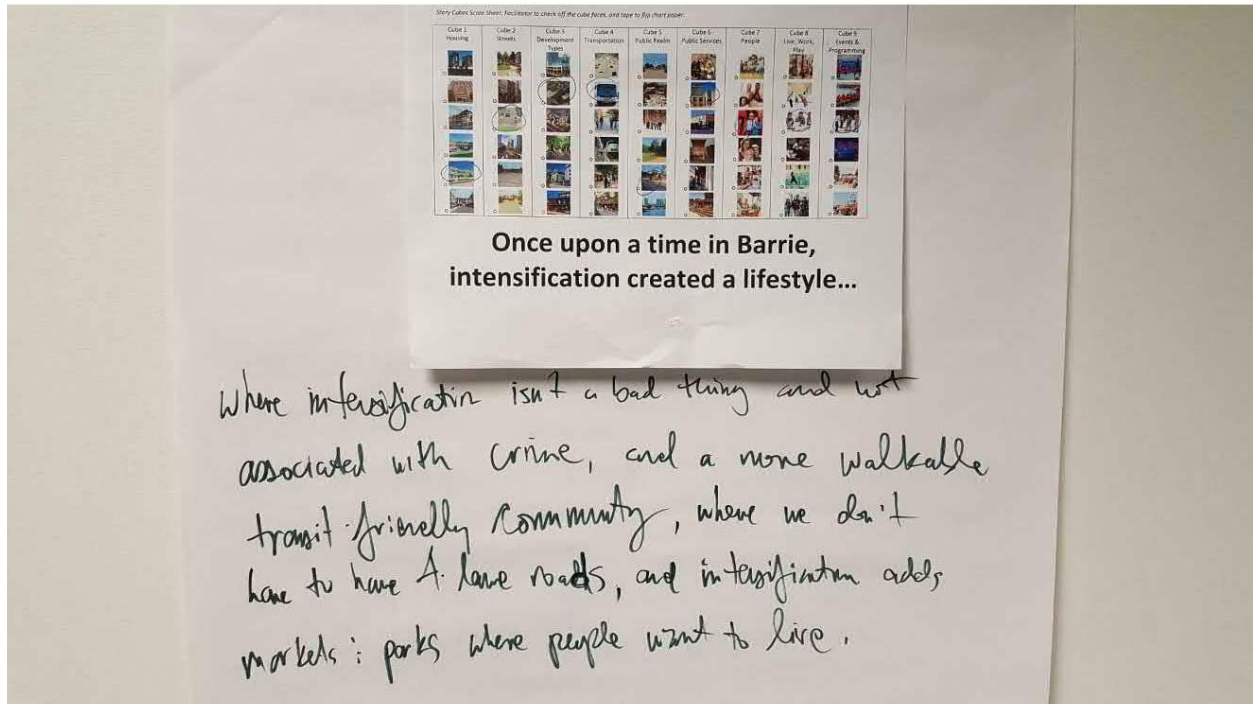


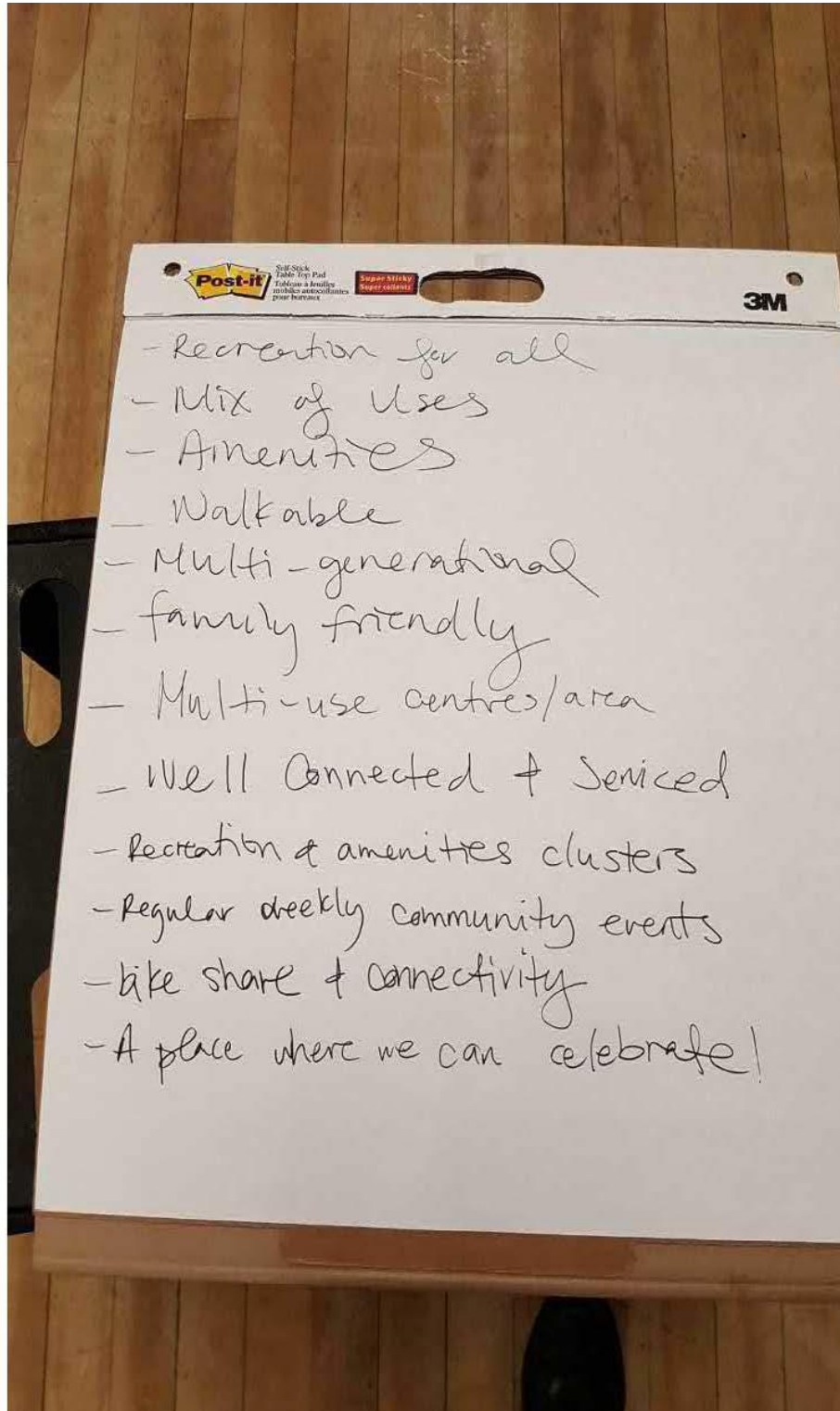


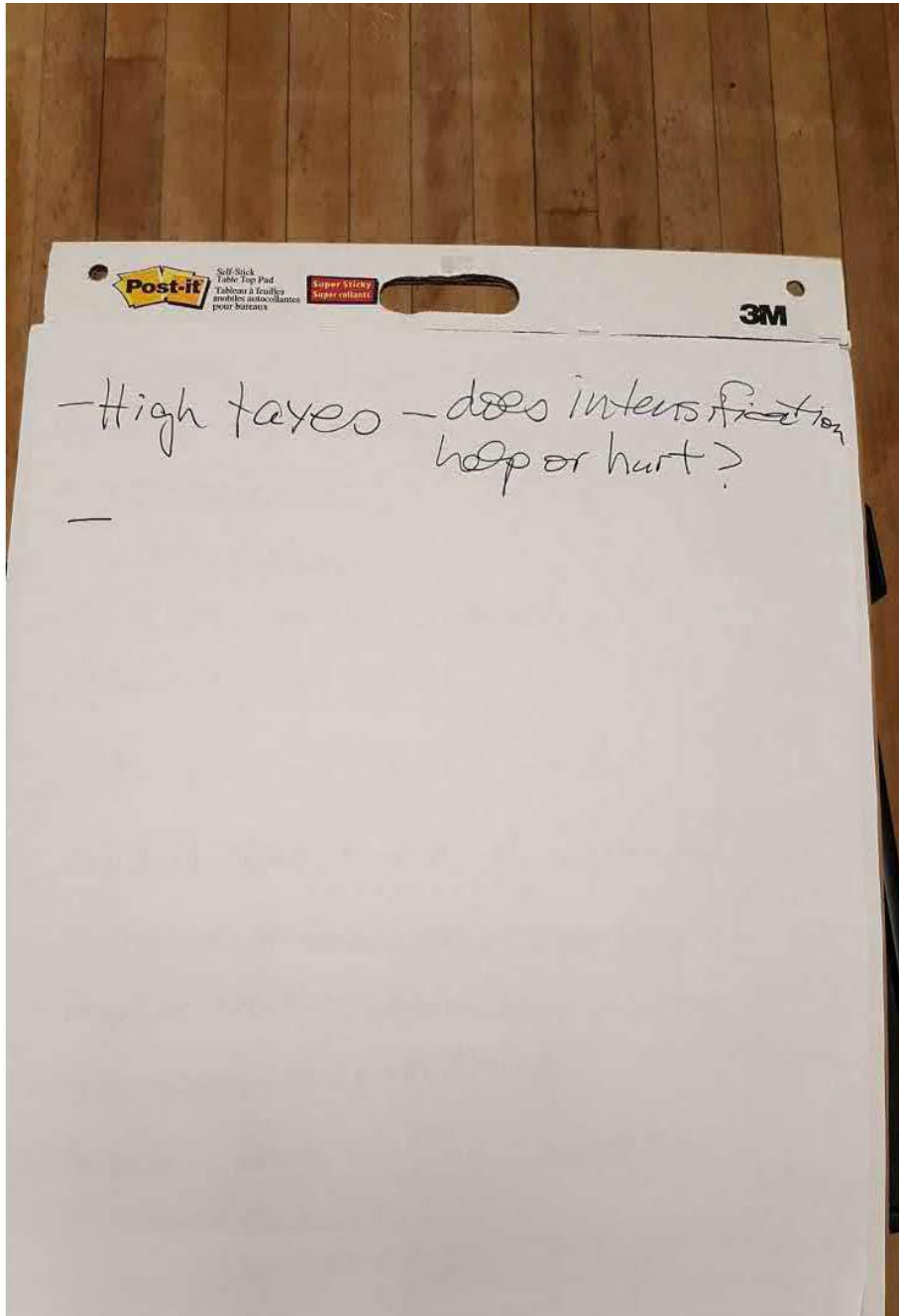












## CORRIDOR PRIORITIES

### PANEL INSTRUCTIONS

Using the coloured dots provided, place a dot in the **TOP 3** priority boxes that you think are important for the Essa Road & Bradford Street Corridor.



#### COMPACT + HUMAN SCALE

The corridor will be a street that is comfortable to walk along in an interesting and engaging urban environment.



#### CONNECTED + CULTURAL

The corridor will be a street that not only connects people with their destinations but with the City's cultural, built and natural heritage.



#### DIVERSE + DISTINCTIVE

The corridor will be a street that connects a diverse range of communities with unique features, character and identity.

## CORRIDOR PRIORITIES

### PANEL INSTRUCTIONS

Using the coloured dots provided, place a dot in the **TOP 3** priority boxes that you think are important for the Essa Road & Bradford Street Corridor.



#### EFFICIENT + ACTIVE

The corridor will be a street that provides efficient and predictable means of travel for all users.



#### LIVABLE + SUSTAINABLE

Daily needs of the community will be provided through environmental, social, cultural, and economic touch points throughout the corridor.



#### SAFE + ACCESSIBLE

The corridor will be a street that is safe and comfortable for users of all abilities.

## CORRIDOR PRIORITIES

### PANEL INSTRUCTIONS

Using the provided post-it notes and pens, please identify any other priorities that you think are important for the Essa Road & Bradford Street corridor on this panel.

SOME ITEMS WE'VE BEEN HEARING ABOUT..

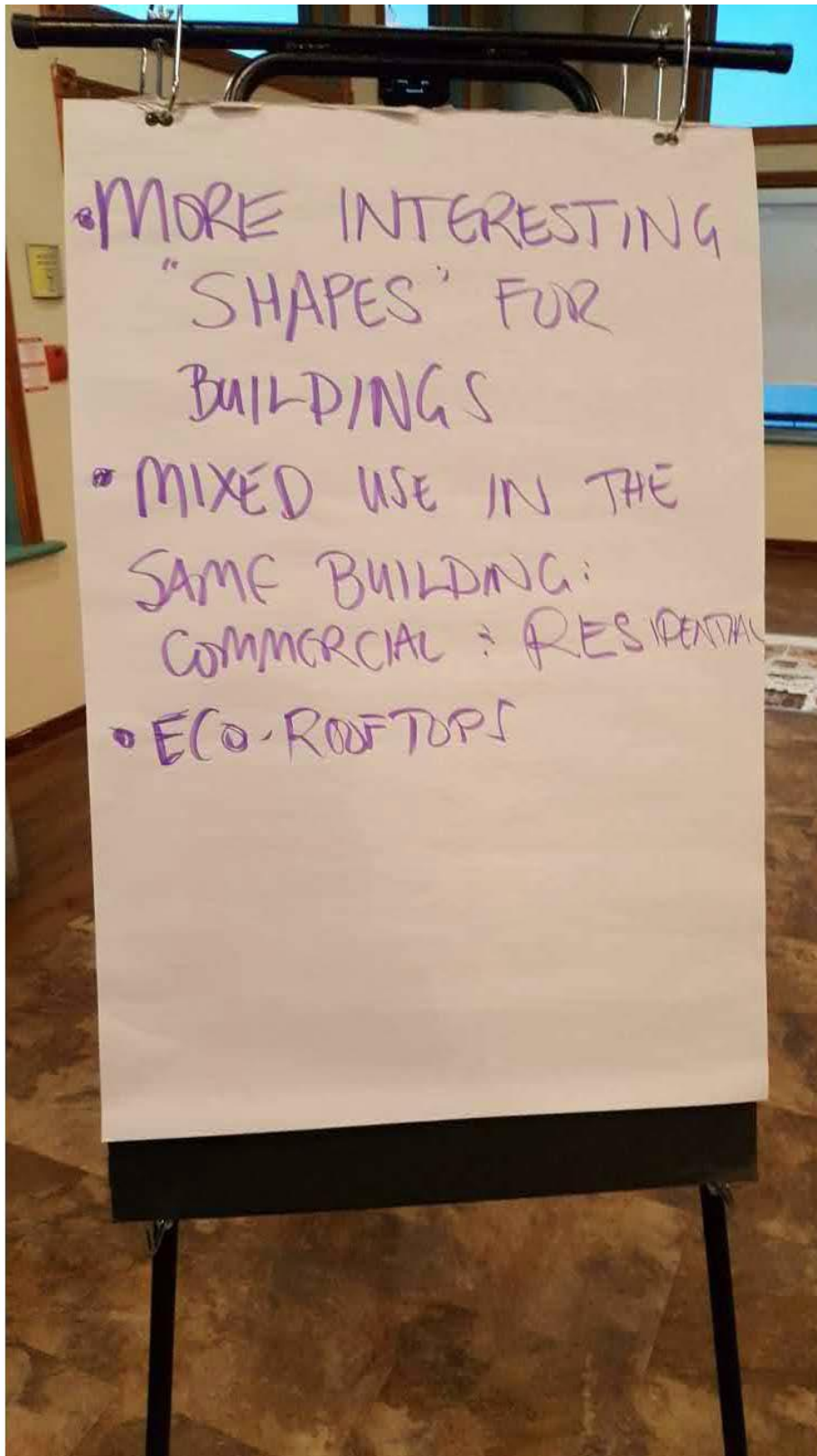
- BUILDING QUALITY + CHARACTER
- PUBLIC TRANSIT
- SUSTAINABILITY
- BUILDING SCALE + MASSING
- AFFORDABILITY
- CULTURE & PUBLIC ART
- WALKABILITY
- PRIVACY
- MIXED USE DEVELOPMENT
- ACTIVE TRANSPORTATION
- SAFETY & ACCESSIBILITY
- PARKS AND OPEN SPACES
- IMPROVED ROAD DESIGN AND VEHICULAR MOVEMENT
- HERITAGE (BUILT AND ENVIRONMENTAL)
- CONNECTIVITY TO THE WATERFRONT

## CORRIDOR LOOK AND FEEL

### PANEL INSTRUCTIONS

The surrounding artist renderings compare current conditions at various locations along Essa Road with a possible scenario of what a mixed-use intensification could look like in that location. Using the provided post-it notes and pens, please share what you think about the look and feel of these potential transformations in the boxes below. What do they get right? What could be improved?

| ESSA / BURTON | ESSA / ANNE | ESSA / HARVIE |
|---------------|-------------|---------------|
|               |             |               |























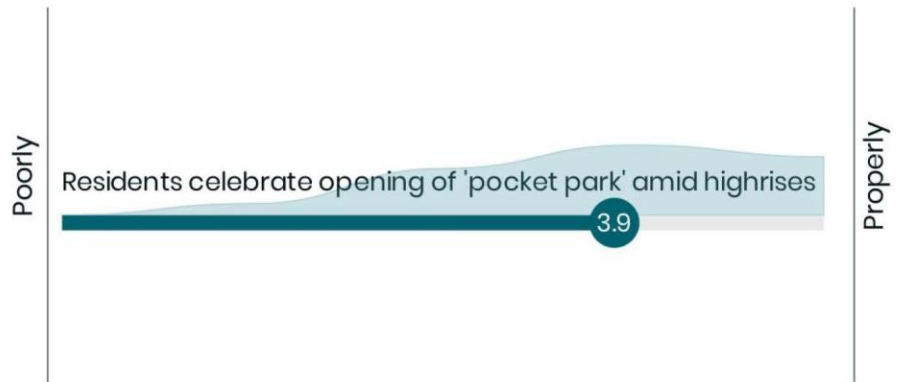
**PLANNING AND BUILDING SERVICES  
MEMORANDUM**

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## Strengths & Challenges

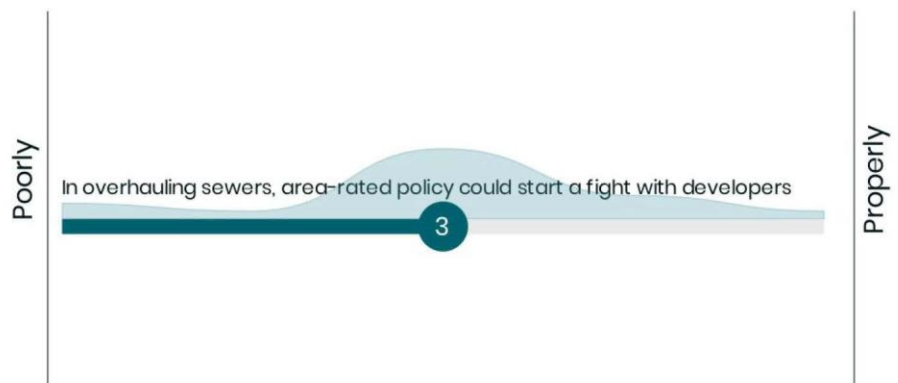
| <i>Is this one of Barrie's community strengths... or a challenge?</i> |    |
|---|----|
| <b>Entrepreneurship</b>   |    |
| Yes, this is a strength   | 7  |
| I'm not sure if it is a strength or a challenge                       | 5  |
| No, this is a challenge   | 0  |
| <b>Business growth &amp; investment</b>                               |    |
| Yes, this is a strength   | 8  |
| I'm not sure if it is a strength or a challenge                       | 7  |
| No, this is a challenge   | 0  |
| <b>Talented workforce</b>   |    |
| Yes, this is a strength   | 7  |
| I'm not sure if it is a strength or a challenge                       | 9  |
| No, this is a challenge   | 1  |
| <b>Innovation / new ideas</b>   |    |
| Yes, this is a strength   | 9  |
| I'm not sure if it is a strength or a challenge                       | 6  |
| No, this is a challenge   | 0  |
| <b>Value for money (services)</b>                                     |    |
| Yes, this is a strength   | 11 |
| I'm not sure if it is a strength or a challenge                       | 3  |
| No, this is a challenge   | 0  |
| <b>Fiscal responsibility</b>  |    |
| Yes, this is a strength   | 7  |
| I'm not sure if it is a strength or a challenge                       | 5  |
| No, this is a challenge   | 1  |
| <b>Inclusive community</b>  |    |
| Yes, this is a strength   | 5  |

Based on the following headlines, how does it sound like intensification has been managed?



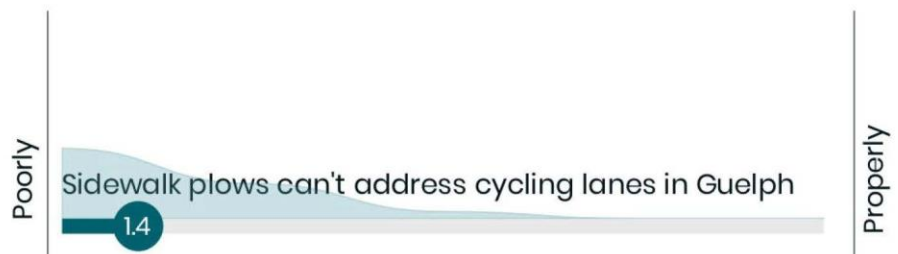
16

Based on the following headlines, how does it sound like intensification has been managed?

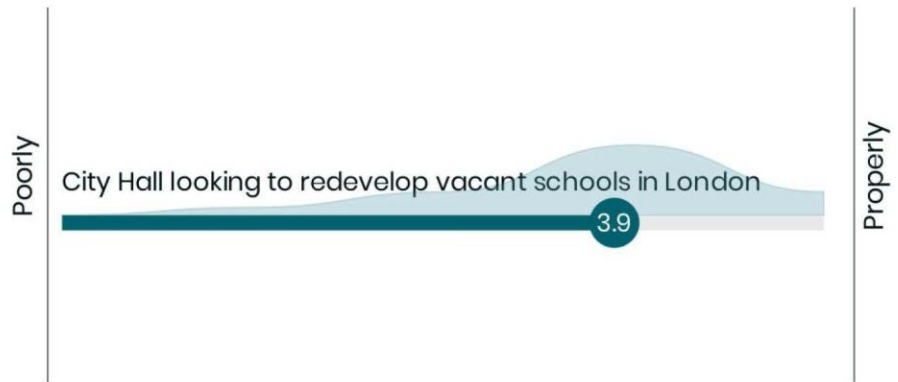


16

Based on the following headlines, how does it sound like intensification has been managed?



Based on the following headlines, how does it sound like intensification has been managed?



 16

Based on the following headlines, how does it sound like intensification has been managed?



 16

Based on the following headlines, how does it sound like intensification has been managed?

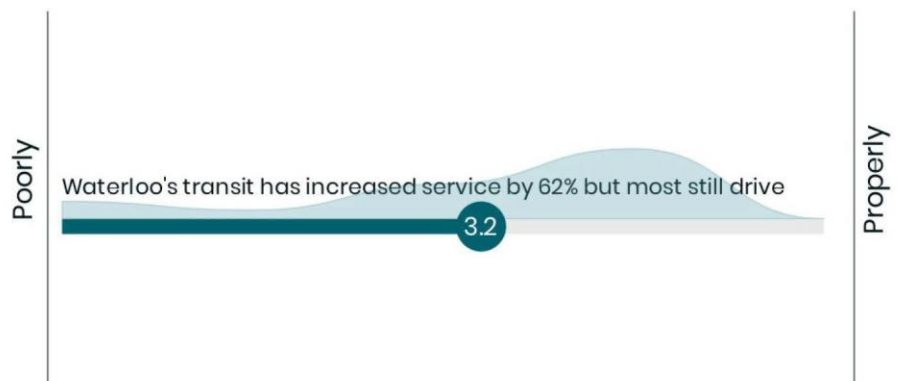


Based on the following headlines, how does it sound like intensification has been managed?



 16

Based on the following headlines, how does it sound like intensification has been managed?



 16

Based on the following headlines, how does it sound like intensification has been managed?





Based on the following headlines, how does it sound like intensification has been managed?

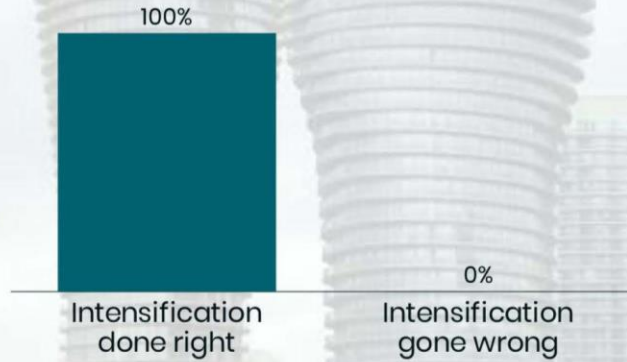


16

Based on the following headlines, how does it sound like intensification has been managed?



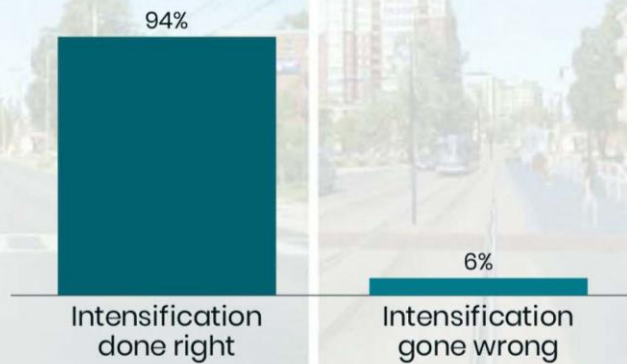
### Absolute City Centre, Mississauga



Show image

16

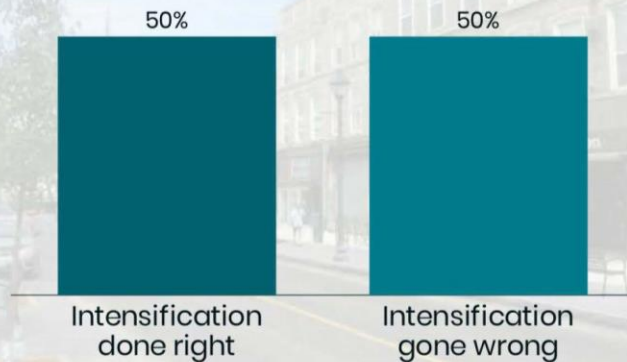
### Intensification along LRT corridor, Kitchener



Show image

16

### Streetscaping, Cambridge



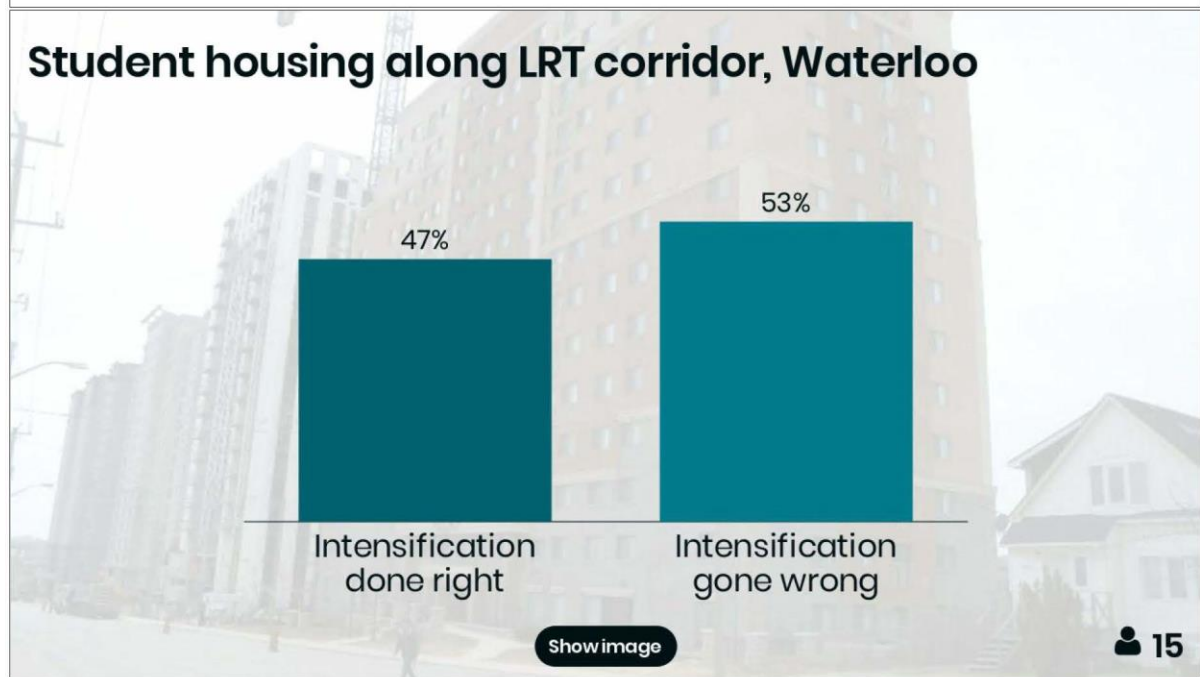
Show image

16

## The Good, the Bad and the Ugly

Do these examples show intensification done right, or intensification gone wrong?

### Student housing along LRT corridor, Waterloo



### Mid-rise condo behind storefront retail, Kingston



A large, light blue decorative graphic consisting of several overlapping, wavy, ribbon-like shapes that flow from the left side of the page towards the right, partially obscuring the text below.

Intensification Done Right Workshop Summary Report

# APPENDIX

## Closure & Next Steps

The workshop proved to be a successful multi-departmental collaboration on strategically identifying the components of the City's intensification paradigm shift. It is suggested that the City consider some or all of the next steps that will help continue the momentum gained from this session:

- Engaging Council on discussions about the intensification paradigm shift;
- Budgeting and departmental business plans reflecting the roadmaps;
- Integrating elements of the roadmaps into the upcoming Official Plan update process, and other long-range planning exercises; and,
- Conducting follow-up specific workshops.

# Intensification Strategic Roadmap

## Urban Development Skills/Knowledge Priorities

1. Budget/business planning
2. Policy/plan/strategy creation
3. Authoring regulation
4. Alternative approaches to water, wastewater, and/or stormwater servicing (sustainable design and sustainable development of building / districts)
5. Alternative approaches to water, wastewater, and/or stormwater servicing (managing assets)
6. Promoting higher levels of transit usage, cycling, and walking
7. Improving social equity / reducing socio-economic disparity
8. Ecological enhancement, restoration, or conservation
9. Analyzing trends and forecasting future conditions
10. Strengthening public relations

Note: To see the entire roadmap (that identifies the learning/skills elements, how they will be gained, and to what they will be applied), please refer to the appendix

# Intensification Strategic Roadmap

## Municipal Service Delivery Skills/Knowledge Priorities

1. Policy/plan/strategy creation
2. Analyzing trends and forecasting future conditions  
Financial sustainability / cost recovery approaches  
Budgeting / business planning  
Financial management
3. Enhancing customer/citizen self-service  
Managing customer service requests / service work
4. Alternative approaches to water, wastewater, and/or stormwater servicing  
New products, materials, and/or equipment we need  
Service delivery innovations
5. “Disruptions” to the markets (e.g., autonomous vehicles, drones, AI / neural networks, etc.)  
Promoting higher levels of transit usage, cycling, and walking (Integrated mobility)  
Creating and applying key performance indicators / monitoring success

Note: To see the entire roadmap (that identifies the learning/skills elements, how they will be gained, and to they will be applied), please

# Intensification Strategic Roadmap

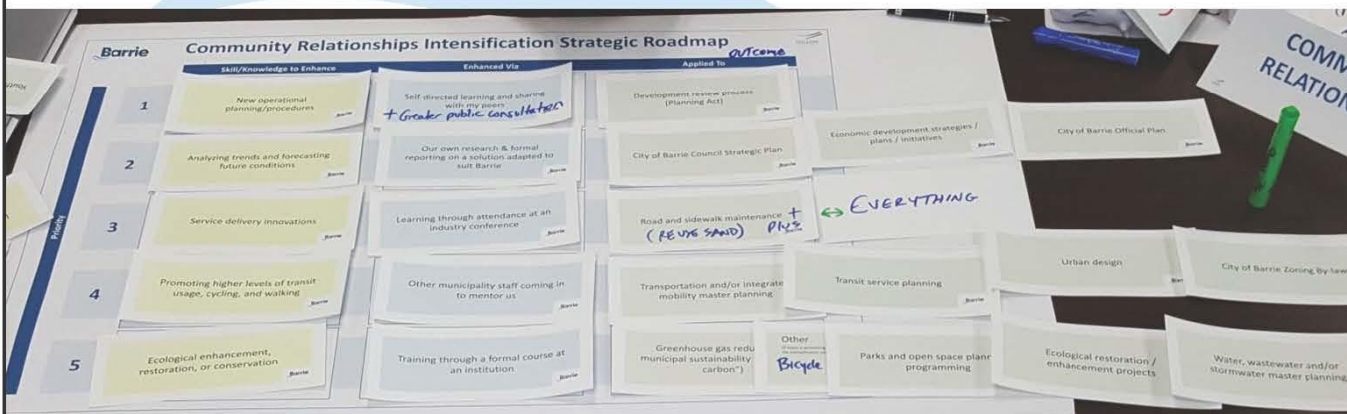
## Community Relationships Skills/Knowledge Priorities

1. New operational planning/procedures
2. Analyzing trends and forecasting future conditions
3. Service delivery innovations
4. Promoting higher levels of transit usage, cycling, and walking
5. Ecological enhancement, restoration, or conservation
6. Improving social equity / reducing socio-economic disparity
7. Enhancing customer/citizen self-service
8. Strengthening public relations
9. Managing customer service requests / service work orders
10. Creating and applying key performance indicators / monitoring success

Note: To see the entire roadmap (that identifies the learning/skills elements, how they will be gained, and to what they will be applied), please refer to the appendix.

# Intensification Strategic Roadmap

Each roadmap lists the skill/knowledge that staff needs to enhance. Then the roadmap indicates from where this will be sought, and then how it will be applied to realize the intensification paradigm shift. The roadmap also allows staff to prioritize initiatives in order from 1 (being most important) to 10.



Each roadmap's priorities are outlined on the following pages of the summary, and full details are provided in the appendix.

# Intensification Strategic Roadmap

- **Community relationships** (stakeholder engagement, by-law enforcement, economic development, council-constituent relationships, issue/crisis management, etc.)
- **Urban development** (buildings, urban design, landscaping, streets/transportation, infrastructure, heritage, public art, etc.)
- **Municipal service delivery** (recreation, libraries/facilities, programming, public works, emergency response, etc.)



## Intensification Strategic Roadmap

The mantra for success is “learn then do”. The strategic roadmap identifies the knowledge/skills that staff need to gain and how they intend to apply them to Barrie. It also sets priorities to help Barrie successfully achieve its intensification paradigm shift.

Staff from different departments grouped together to determine how they could contribute to the overarching intensification mission. The aim was to create a response to road mapping each of these components of the paradigm shift:

## Strengths & Challenges

Barrie's top community strengths are:

- **Great public spaces**
- **Community safety**
- **Value for money (services)**
- **Healthy environment**
- **Community leadership**
- **High quality of life / lifestyle**

It is anticipated that as Barrie makes the intensification paradigm shift then it will leverage its strengths and be able to address its challenges.

Note: Full details from this activity are provided in the appendix.

## Strengths & Challenges

It is recognized that Barrie (as a community) already has some capacity to respond to the intensification paradigm shift. The objective of this component of the workshop was to identify Barrie's strengths and understand what needs to improve.



# Leading the Way

Which cities have done a good job at building community relationships?



Which cities have done a good job at developing a planning framework for intensification?



# Leading the Way

Which cities have done a good job at intensifying the built form?



Which cities have done a good job at provision of public facilities/services?



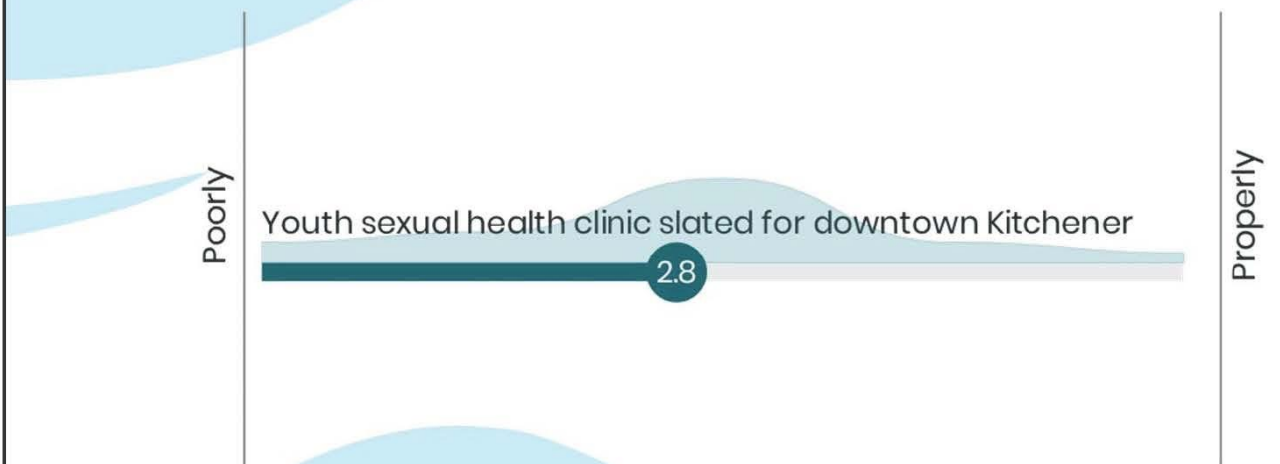
## Leading the Way

Many other communities are trying to respond to the intensification paradigm shift. The objective of this component of the workshop was to give staff a chance to identify best practices where these exist.

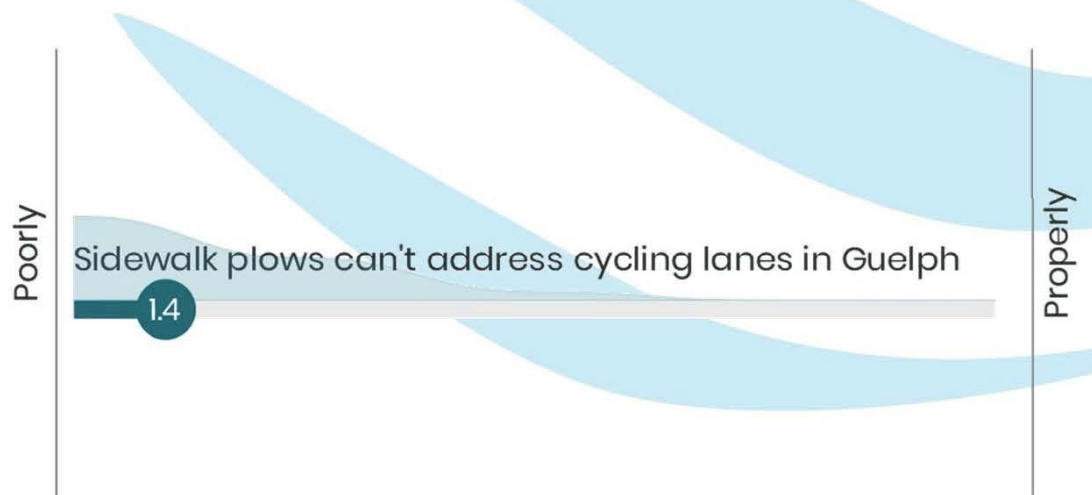
The results are provided on the following pages as “word clouds” that were generated in real-time using an interactive on-line polling tool.

# Good, Bad, Ugly

Based on the following headlines, how does it sound like intensification has been managed?

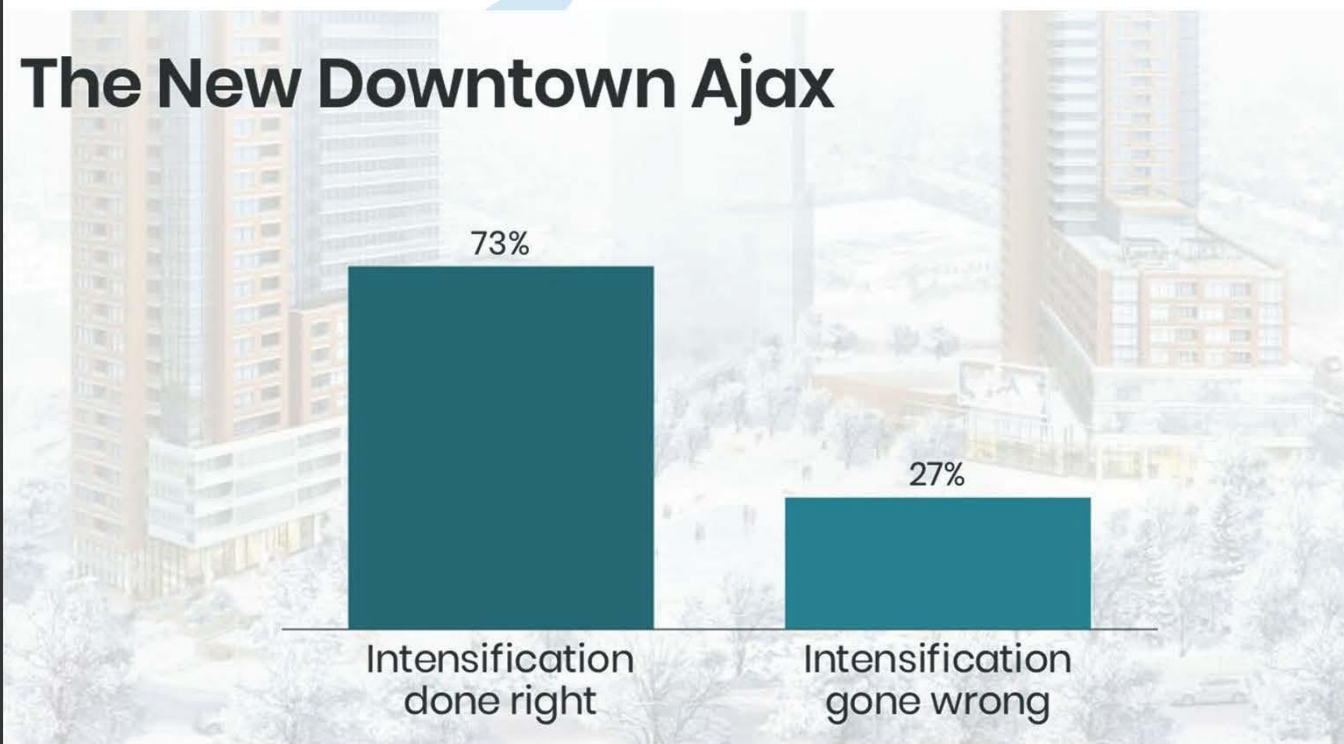


Based on the following headlines, how does it sound like intensification has been managed?

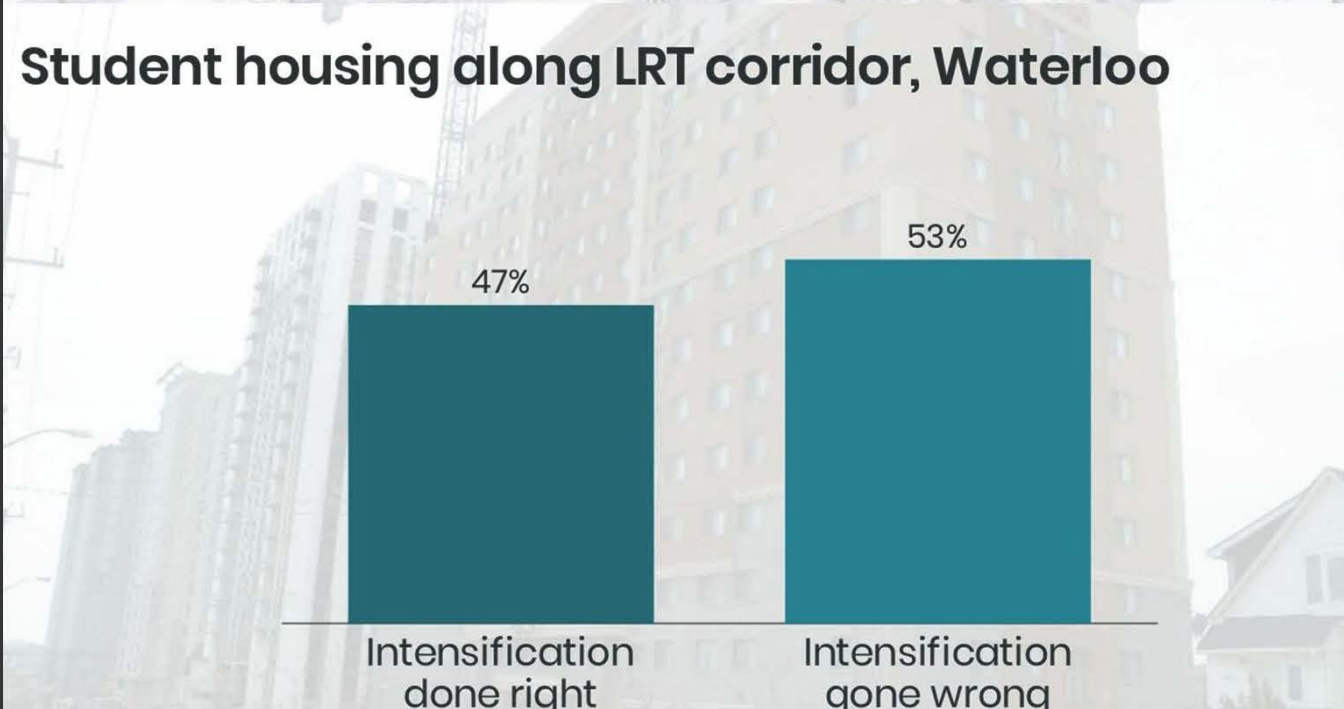


# Good, Bad, Ugly

## The New Downtown Ajax



## Student housing along LRT corridor, Waterloo



## Good, Bad, Ugly

Intensification takes many forms, not just buildings. The objective of this component of the workshop was to give staff a chance to explore intensification outcomes elsewhere and canvass opinion of success (or not).

A sample of the results from voting on images and headlines are provided on the following pages, as generated in real-time using an interactive on-line polling tool.

Note: Full details from this activity are provided in the appendix.

## Workshop Components

The two hour workshop was designed and delivered with the following agenda:

- 10:00 a.m. Welcome, Introductions & Workshop Launch
- 10:10 a.m. Intensification: Good, Bad, Ugly\*
- 10:30 a.m. Leading the Way\*
- 10:50 a.m. Strengths & Challenges\*
- 11:10 a.m. Intensification Strategic Roadmap\*
- 11:40 a.m. Wrap-Up & Closure

The workshop was convened by Barrie's Director of Planning & Building Services Andrea Bourrie, and facilitated by Ann Joyner, Rory Baksh, and Michael Seasons of Dillon Consulting. The key results from the interactive components of the workshop denoted with an asterisk (\*) above are summarized herein.

## Introduction

On December 7, 2017, the City of Barrie Planning Department convened a multi-department intensification strategic workshop titled, “Intensification Done Right.” The goals of the workshop were to:

- Help decide how staff need to influence, guide, and promote intensification in Barrie;
- Learn more about each other's talents; and,
- Create a learning pathway and foster leadership among the team for managing transformative change in the context of intensification.

This summary provides an overview of the workshop and its outcomes.

A large, light blue, stylized wave graphic that flows from the left side of the page, curving upwards and then downwards across the bottom. It is positioned behind the main title text.

# **Intensification Done Right Workshop**

Workshop Summary Report  
December 21, 2010



## PLANNING AND BUILDING SERVICES MEMORANDUM

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- Gained through: Working and training with partner agencies (e.g. CA's, MNR)
- (i) Applied to: Ecological restoration / enhancement projects
- (ii) Applied to: Financial incentive programs
- (iii) Applied to: Other: OP policy

**Priority skill/knowledge 9.** Analyzing trends and forecasting future conditions

- Gained through: Retain a consultant to advise us
- (i) Applied to: Parks and open space planning / programming

**Priority skill/knowledge 10.** Strengthening public relations

- Gained through: Focus groups
- Gained through: Stakeholder discussions
- Gained through: Budgeting
- (i) Applied to: Recreation facilities, community centers, and/or libraries planning / programming

## Urban Development Intensification Strategic Roadmap

### Priority skill/knowledge 1. Budget / business planning

- Gained through: Our own research & formal reporting on a solution adapted to suit Barrie

(i) Applied to: City of Barrie Council Strategic Plan

### Priority skill/knowledge 2. Policy/plan/strategy creation

Formulating guidelines

- Gained through: Consultants/workshops

(i) Applied to: City of Barrie Official Plan

### Priority skill/knowledge 3. Authoring regulation

- Gained through: Research, past practice, best practice and other municipalities

(i) Applied to: City of Barrie Zoning By-law

### Priority skill/knowledge 4. Alternative approaches to water, wastewater, and/or stormwater servicing

Sustainable design and sustainable development of building / districts

- Gained through: Consultants for studies

Gained through: Staff led initiatives

Gained through: Guided and self-learning

(i) Applied to: Water, wastewater and/or stormwater master planning

(ii) Applied to: Urban design (As implemented through OP, zoning, guidelines, and special projects)

### Priority skill/knowledge 5. Alternative approaches to water, wastewater, and/or stormwater servicing

Managing assets

- Gained through: Self-directed learning and sharing with my peers

(i) Applied to: Water, wastewater and/or stormwater master planning

(ii) Applied to: Greenhouse gas reduction & municipal sustainability (e.g. "zero carbon")

(iii) Applied to: Other: Intensification servicing plan

### Priority skill/knowledge 6. Promoting higher levels of transit usage, cycling, and walking

- Gained through: Other municipality staff coming in to mentor us

(i) Applied to: Transportation and/or integrated mobility master planning

(ii) Applied to: Transit service planning

### Priority skill/knowledge 7. Improving social equity / reducing socio-economic disparity

- Gained through: Learning through attendance at an industry conference

(i) Applied to: Provision of housing, incl. housing for persons with special needs, and affordable housing

(ii) Applied to: Delivery of social services, including reducing poverty and reducing homelessness



## PLANNING AND BUILDING SERVICES MEMORANDUM

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Gained through: Get out and talk with people

Gained through: Harness / hear new graduates

Gained through: Dedicate \$ to innovation

- (i) Applied to: Transportation and/or integrated mobility master planning
- (ii) Applied to: Other: Applies to all categories
- (iii) Applied to: Transit service planning (TDM)

## Municipal Service Delivery Intensification Strategic Roadmap

### Priority skill/knowledge 1. Policy / plan / strategy creation

- Gained through: Strategic Policy (direction needs to be developed)  
Gained through: Retain a consultant to advise us through a special study

(i) Applied to: City of Barrie Official Plan

(ii) Applied to: Development review process (Planning Act)

### Priority skill/knowledge 2. Analyzing trends and forecasting future conditions

Financial sustainability / cost recovery approaches

Budgeting / business planning - Financial Management

- Gained through: Other municipality staff coming in to mentor us (Applies to all on list)  
Gained through: Training through formal courses at an institution  
Gained through: Other: Benchmarking, Best practices

(i) Applied to: Recreation facilities, community centers, and/or libraries planning / programming

(ii) Applied to: City of Barrie Council Strategic Plan

### Priority skill/knowledge 3. Enhancing customer/citizen self-service

Managing customer service requests / service work

- Gained through: Technology systems (new & integrated)
- Gained through: Learning from other municipalities

(i) Applied to: Citizen self-service (e.g. "ServiceBarrie")

### Priority skill/knowledge 4. Alternative approaches to water, wastewater, and/or stormwater servicing

New products, materials, and/or equipment we need

Service delivery innovations

- Gained through: Learning through attendance at an industry conference  
Gained through: Take people out of day jobs to allow focus on new/innovative programs  
Gained through: Hackathons  
Gained through: Harnessing entrepreneurial opportunities  
Gained through: Developing an innovation mind-set

(i) Applied to: Greenhouse gas reduction & municipal sustainability (e.g. "zero carbon")

(ii) Applied to: Financial incentive programs

(iii) Applied to: Every service, with an innovation lens

### Priority skill/knowledge 5. "Disruptions" to the markets (e.g. Uber, AirBnB, autonomous vehicles, drones, AI / neural networks, etc.)

Promoting higher levels of transit usage, cycling, and walking (Integrated mobility)

Creating and applying key performance indicators / monitoring success

- Gained through: Our own research & formal reporting on a solution adapted to suit Barrie



## PLANNING AND BUILDING SERVICES MEMORANDUM

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**Priority skill/knowledge 7.** Enhancing customer/citizen self-service

- Gained through: Technology
- (i) Applied to: Building permit process (OBICA)
- (ii) Applied to: Citizen self-service (e.g. "ServiceBarrie")

**Priority skill/knowledge 8.** Strengthening public relations

- Gained through: Internal capacity Building / Training
- (i) Applied to: Everything ("thinking about how public will view it")

**Priority skill/knowledge 9.** Managing customer service requests / service work orders

- Gained through: Technology
- (i) Applied to: Everything

**Priority skill/knowledge 10.** Creating and applying key performance indicators / monitoring success

- Gained through: Retain a consultant to advise us through a special study
- (i) Applied to: Everything (value for dollar)

# Intensification Strategic Roadmaps

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## Community Relationships Intensification Strategic Roadmap

### **Priority skill/knowledge 1.** New operational planning/procedures

- Gained through: Self-directed learning and sharing with my peers & greater public consultation

(i) Applied to: Development review process (Planning Act)

### **Priority skill/knowledge 2.** Analyzing trends and forecasting future conditions

- Gained through: Our own research & format reporting on a solution adapted to suit Barrie

(i) Applied to: City of Barrie Council Strategic Plan

(ii) Applied to: Economic development strategies / plans / initiatives

(iii) Applied to: City of Barrie Official Plan

### **Priority skill/knowledge 3.** Service delivery innovations

- Gained through: Learning through attendance at an industry conference

(i) Applied to: Road and sidewalk maintenance

(ii) Applied to: Everything

### **Priority skill/knowledge 4.** Promoting higher levels of transit usage, cycling, and walking

- Gained through: Other municipality staff coming in to mentor us

(i) Applied to: Transportation and/or integrated mobility master planning

(ii) Applied to: Transit service planning

(iii) Applied to: Urban design

(iv) Applied to: City of Barrie Zoning By-laws

### **Priority skill/knowledge 5.** Ecological enhancement, restoration, or conservation

- Gained through: Training through a formal course at an institution

(i) Applied to: Greenhouse gas reduction & municipal sustainability (e.g. "zero carbon")

(ii) Applied to: Parks and open space planning / programming

(iii) Applied to: Ecological restoration / enhancement projects

(iv) Applied to: Water, wastewater and/or stormwater master planning

(v) Applied to: Cycling strategy

### **Priority skill/knowledge 6.** Improving social equity / reducing socio-economic disparity

- Gained through: Consultation

(i) Applied to: Recreation facilities, community centers, and/or libraries planning / programming

(ii) Applied to: Community health / public health

(iii) Applied to: Seniors / aging in place

(iv) Applied to: Provision of housing, incl. housing for persons with special needs, and affordable



## PLANNING AND BUILDING SERVICES MEMORANDUM

| <i>Is this one of Barrie's community strengths... or a challenge?</i> |    |
|---|----|
| <b>Community leadership</b>   |    |
| Yes, this is a strength   | 11 |
| I'm not sure if it is a strength or a challenge                       | 4  |
| No, this is a challenge   |    |
| <b>Good urban / community design</b>                                  |    |
| Yes, this is a strength   | 1  |
| I'm not sure if it is a strength or a challenge                       | 6  |
| No, this is a challenge   | 9  |
| <b>Sustainability (GHG, zero carbon, etc)</b>                         |    |
| Yes, this is a strength   | 5  |
| I'm not sure if it is a strength or a challenge                       | 6  |
| No, this is a challenge   | 5  |
| <b>High quality of life / lifestyle</b>                               |    |
| Yes, this is a strength   | 13 |
| I'm not sure if it is a strength or a challenge                       | 3  |
| No, this is a challenge   | 0  |
| <b>Clear strategic direction</b>                                      |    |
| Yes, this is a strength   | 1  |
| I'm not sure if it is a strength or a challenge                       | 9  |
| No, this is a challenge   | 4  |
| <b>Efficient municipal processes</b>                                  |    |
| Yes, this is a strength   | 1  |
| I'm not sure if it is a strength or a challenge                       | 6  |
| No, this is a challenge   | 8  |
| <b>Stakeholder relationships</b>                                      |    |
| Yes, this is a strength   | 6  |
| I'm not sure if it is a strength or a challenge                       | 9  |
| No, this is a challenge   | 0  |



## PLANNING AND BUILDING SERVICES MEMORANDUM

*Is this one of Barrie's community strengths... or a challenge?*

| <i>Is this one of Barrie's community strengths... or a challenge?</i> |    |
|---|----|
| <b>Strong heritage</b>  |    |
| Yes, this is a strength   | 5  |
| I'm not sure if it is a strength or a challenge                       | 7  |
| No, this is a challenge   | 4  |
|   |    |
| <b>Vibrant arts/culture/entertainment</b>                             |    |
| Yes, this is a strength   | 2  |
| I'm not sure if it is a strength or a challenge                       | 11 |
| No, this is a challenge   | 0  |
|   |    |
| <b>Healthy environment</b>  |    |
| Yes, this is a strength   | 11 |
| I'm not sure if it is a strength or a challenge                       | 3  |
| No, this is a challenge   | 0  |
|   |    |
| <b>Modern community facilities</b>                                    |    |
| Yes, this is a strength   | 11 |
| I'm not sure if it is a strength or a challenge                       | 4  |
| No, this is a challenge   | 0  |
|   |    |
| <b>Reasonable cost of living</b>                                      |    |
| Yes, this is a strength   | 7  |
| I'm not sure if it is a strength or a challenge                       | 8  |
| No, this is a challenge   | 1  |
|   |    |
| <b>Up-to-date infrastructure</b>                                      |    |
| Yes, this is a strength   | 4  |
| I'm not sure if it is a strength or a challenge                       | 5  |
| No, this is a challenge   | 7  |
|   |    |
| <b>Responsive government</b>  |    |
| Yes, this is a strength   | 9  |
| I'm not sure if it is a strength or a challenge                       | 2  |
| No, this is a challenge   | 0  |
|   |    |

| <i>Is this one of Barrie's community strengths... or a challenge?</i> |    |
|---|----|
| <b>Diverse community</b>  |    |
| Yes, this is a strength   | 0  |
| I'm not sure if it is a strength or a challenge                       | 5  |
| No, this is a challenge   | 10 |
| <b>Great public spaces</b>  |    |
| Yes, this is a strength   | 15 |
| I'm not sure if it is a strength or a challenge                       | 0  |
| No, this is a challenge   | 0  |
| <b>Affordable housing</b>   |    |
| Yes, this is a strength   | 2  |
| I'm not sure if it is a strength or a challenge                       | 3  |
| No, this is a challenge   | 11 |
| <b>Diverse and safe neighbourhoods</b>                                |    |
| Yes, this is a strength   | 8  |
| I'm not sure if it is a strength or a challenge                       | 6  |
| No, this is a challenge   | 0  |
| <b>Many options to get around</b>                                     |    |
| Yes, this is a strength   | 2  |
| I'm not sure if it is a strength or a challenge                       | 2  |
| No, this is a challenge   | 9  |
| <b>Well connected road network</b>                                    |    |
| Yes, this is a strength   | 2  |
| I'm not sure if it is a strength or a challenge                       | 5  |
| No, this is a challenge   | 7  |
| <b>Community safety</b>   |    |
| Yes, this is a strength   | 11 |
| I'm not sure if it is a strength or a challenge                       | 3  |
| No, this is a challenge   | 1  |



**PLANNING AND BUILDING SERVICES  
MEMORANDUM**

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**PLANNING AND BUILDING SERVICES  
MEMORANDUM**

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**PLANNING AND BUILDING SERVICES  
MEMORANDUM**

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