



PLACES TO GROW

BETTER CHOICES. BRIGHTER FUTURE.

Workshop Summary

Growing Up on Main Street

with the Downtown Barrie Business Improvement Area

“A growing downtown core means many things, including an increased ability to provide our community with places, spaces and events to explore, meet and even experience personal growth.”



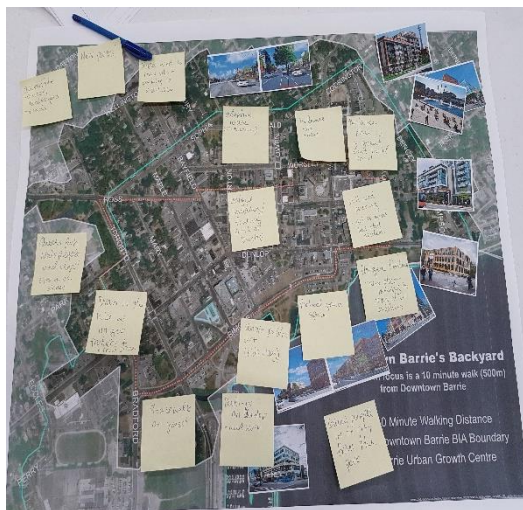
Barrie’s business owners and community leaders came together on April 10, 2018 to map out priorities, opportunities, challenges and solutions to bringing more people to the downtown area.

Participants were overwhelmingly positive describing how they currently view Barrie’s BIA, using words such as progressive, accessible, prosperous, engaged, community-focused, forward thinking, full of opportunity, coming to life and moving in a positive direction.

By 2041, business leaders envisioned a downtown Barrie:

“Complete communities” are places that are designed to meet people’s needs for daily living through an entire lifetime by providing convenient access to a mix of jobs, local services, public service facilities, and a full range of housing for all household incomes and sizes. The Growth Plan is about accommodating future population and employment growth in complete communities.

- That is progressive, dynamic, exciting, booming
- Where its businesses are flourishing
- That has lots of people on the street
- Well-connected to the waterfront
- Has beautiful streetscapes with lots of sidewalk patios
- Where people can shop easily by foot or transit
- With a five star transit rating
- With a public market that offers healthy food choices
- That is age friendly and has affordable housing



Growing Up on Main Street: The Growth Plan for the Greater Golden Horseshoe and the Downtown Barrie BIA Association

Yes in My Backyard: Growing Downtown Barrie

Participants selected desirable intensification projects and mapped appropriate locations:

- Build on the City's existing advantages such as Kempenfelt Bay, the parks and the Spirit Catcher art piece.
- Have development heights follow the topography of the area with lower heights towards the water and higher heights toward the upper area of the downtown.
- Identify opportunities for adaptive reuse of existing buildings.
- Create a hum of activity with businesses that stay open throughout the evening.
- Create opportunities for commercial development.
- Focus on projects that improve traffic flow efficiency, and do not require more car travel.
- Developments that create "new" unique places for downtown.
- Developments that draw people from the Bay to downtown businesses.

Connecting the Dots: Growing the Urban Growth Centre

Participants considered strategic opportunities to promote growth:

- Explore the use of docks as business opportunities, e.g., floating restaurants, day slips.
- Apply a gradual intensification slope to ease the transition of a 20 storey to a single storey.
- Approach sensitive areas (heritage neighbourhood) with small "i" intensification, e.g., secondary suites.
- Reframe statistics to reflect UGC population growth, e.g., 300% population increase means increase in customers.
- Use visual education to demonstrate the variety of ways to achieve density.
- Focus on ground level commercial/retail as a potential solution to resistance of mixed use requirements.
- Make "destination" and "place" a key factor in planning projects.
- Apply a "destinations" or hamlets lens to the Essa corridor development.
- Redevelop historic properties to attract pedestrian-oriented businesses as gathering places, e.g., coffee shops.

Comments and questions

"Very pleased to learn about the plans to focus on the Essa corridor."

"Happy to learn about the synergy and collaborative planning among the province, the city and the BIA."

"Are there plans to support aging in place?"

"Will already low rental housing levels be impacted by intensification?"

Taking the pledge

"I plan to grow the conversation through community branding."

"I plan to serve as a downtown ambassador."

Ministry of Municipal Affairs
Summary of the April, 2018 Downtown
Barrie Business Improvement Area
Association Workshop

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