



DOWNTOWN BARRIE BUSINESS ASSOCIATION (BIA) INTENSIFICATION WORKSHOP

TUESDAY APRIL 10 2018

Part 1: 8AM – 9:20AM

Part 2: 9:20AM – 11:30AM

Drors + CENTRO – 98 Dunlop Street West (corner of Dunlop St & Toronto St)

The Downtown Barrie Business Association (BIA) would like to personally invite you to this great opportunity to contribute and provide feedback on Downtown Barrie as it relates to the City of Barrie's intensification efforts. We are excited to have as part of this workshop staff from the Ontario Growth Secretariat responsible for the implementation of the Province's Growth Plan for the Greater Golden Horseshoe and the City of Barrie's Planning Department led by the Director of Planning Andrea Bourris.

We encourage you to schedule in the entire morning for this workshop but we have split the session into 2 parts that may work within your schedule.

Part 1: 8am - 9:20am: Update, Learn and Quick Input

- Welcome Remarks
- **'Opening up Shop' Input** – your opportunity to provide direct input on your perspective of the opportunities and challenges with Downtown Barrie, relating to intensification
- **Presentations:**
 - **Downtown Barrie:** 2018 onward: Vision for Business in Downtown Barrie
 - **Ontario Growth Secretariat:** Growing up on Main Street – How the Growth Plan Supports Barrie
 - **City of Barrie:** Changing the Conversation on Intensification

Part 2: 9:20am – 11:30am: Dig deeper, contribute and gain insights on Barrie's opportunities & challenges for intensification efforts.

- **Independent Activities:**
 - *Activity 1:* Provide input on the reference sheet, identifying improvements to make it an easy to understand and useful educational resource on intensification and complete communities.
 - *Activity 2:* Envision how downtown Barrie will be perceived by media outlets in the year 2041, describing the lifestyle for people and businesses.
- **Concurrent Activity Stations:**
 - *Table 1:* Identify opportunities to grow the downtown. Select infill and intensification opportunities within the downtown core as well as the surrounding area, e.g., 10 minute walk perimeter. Envision the types of development best suited to accommodate this growth.
 - *Table 2:* Identify where and how to increase the Urban Growth Centre's density, focusing on the opportunities, the challenges and the solutions.
- **Conclusions & Wrap Up**