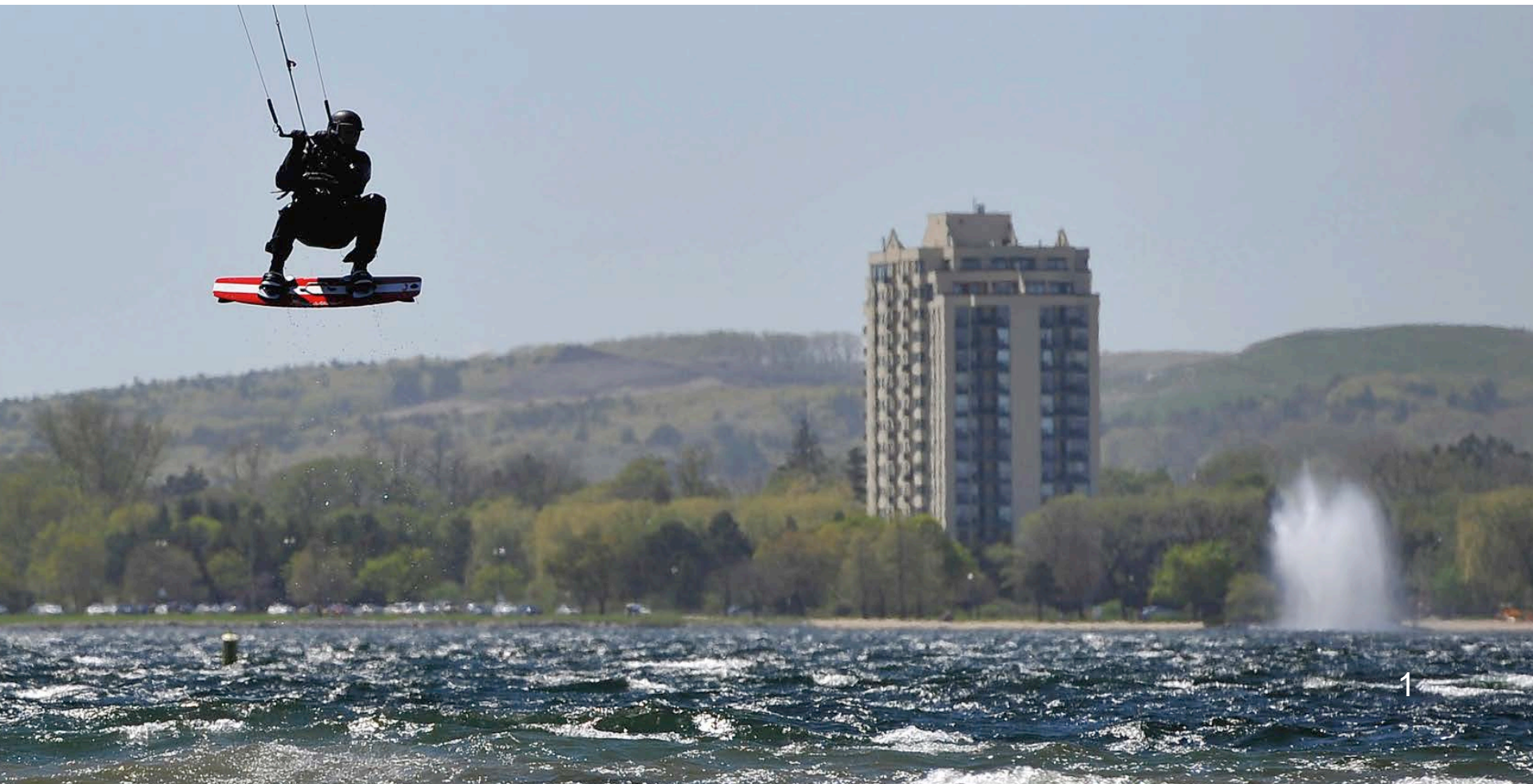


Waterfront and Marina Strategic Plan

May 26, 2015

Infrastructure, Investment & Development Committee



Purpose

- Background
- Update work completed or underway
- Vision & principles
- Balanced plan with opportunities for passive use and commercialization
- Seek endorsement of the plan

Where have we been?

- Update 2000 Waterfront Master Plan and develop a Marina Strategic Plan
- Strategic Plan developed 2011-2013
- Collaborative process with public engagement
- Presented to GC in June 2013
- Portions of the plan were endorsed
- Balance was referred to Committee

What has been endorsed?

- Lakeshore Road Realignment ✓
- Water and land based commercial pilots ✓
- North Shore plan ✓
- Centennial Park Lions Club Pavilion ✓
- Heritage Trail signage ⚠
- Military Heritage Park ⚠
- Meridian Place/Memorial Square/OPC ⚠
- Marina Strategic Plan ⚠

Additional progress

- Waterfront Working Group formed – “City Centre and Waterfront Steering Committee” ✓
- Corporate Naming and Sponsorship Policy ⚠

Marina Strategic Plan - Update

- Plan endorsed to guide planning, expansion and operation of the Marina
- Pre-design underway for Marina transient basin expansion
- Continuing water-based and land-based commercial pilots/partnerships
 - Sailing charters, sailing school, wakeboarding, etc.
 - Bicycle rentals, food vendors, etc.
- Staff Report planned for Fall 2015

North Shore Plan - Update

- North Shore Plan referred to Committee for further community consultation
- August 2014 Council endorsed amendments to North Shore Trail Master Plan from this consultation (as part of WMSP)
 - Include access points, safety measures, LID design techniques and pollinator corridor project
 - Exclude asphalt surface and low level lighting

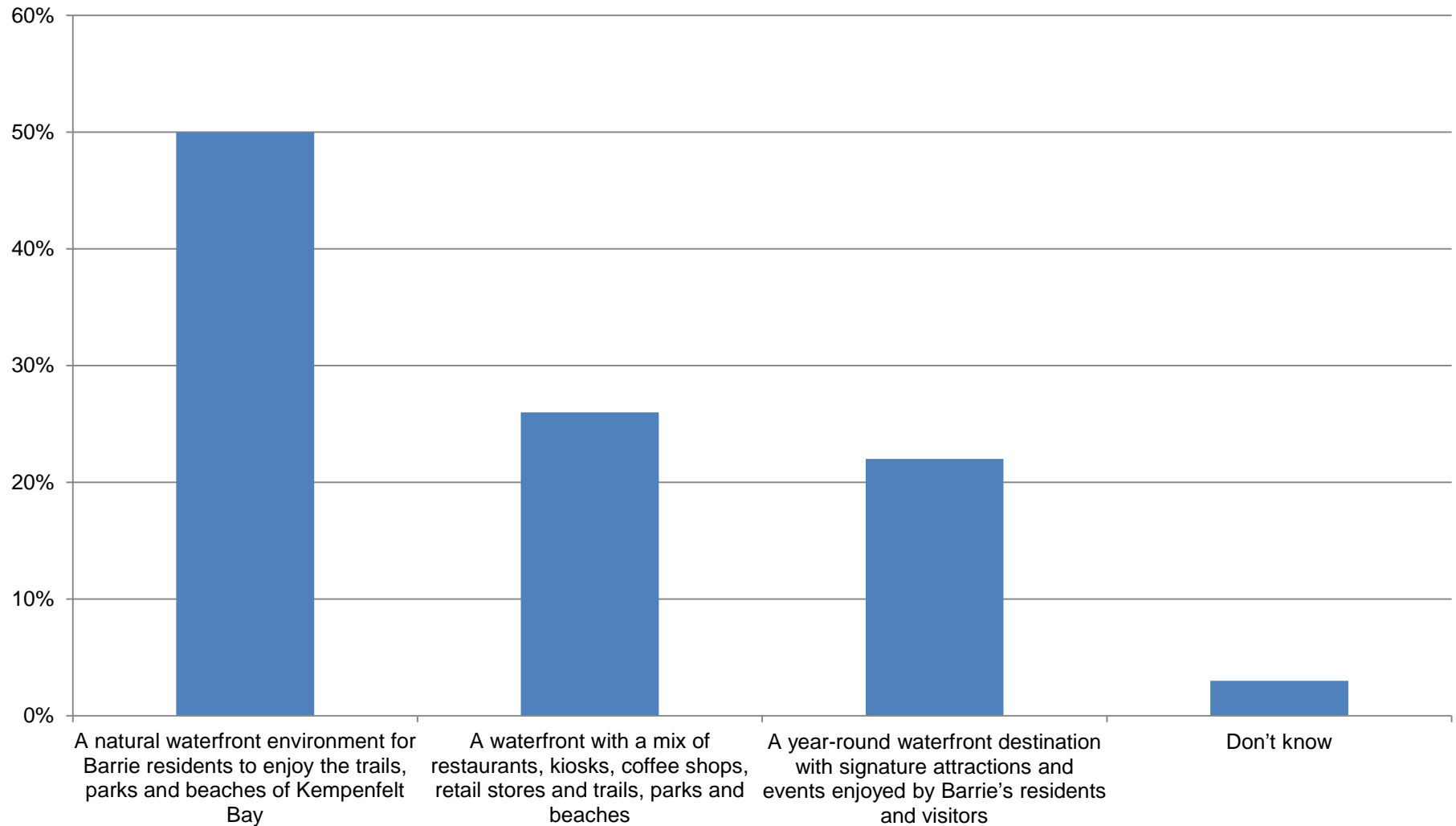
Outstanding plan components

- The balance of the plan was referred to further consider development of the waterfront as a four season destination for both residents and visitors
- Public survey was completed in 2014 to gauge public opinion on levels of waterfront commercialization



Resident Vision Statements - Phone Survey

May 2014



Waterfront Vision



Natural Environment

Connected



Economic Development



Public Spaces

Vision Statement

“The Barrie waterfront is the City’s greatest asset and attraction, characterized by outstanding natural features, vibrant and diverse public spaces and high-quality water-based facilities.

It is a prized and shared resource for recreation, economic development, events and programming on the shores of Kempenfelt Bay. The Barrie waterfront is intimately connected to the City downtown and neighbourhoods through an interconnected system of trails and parks.

The Barrie Waterfront & Marina Strategic Plan reinforces the value of this unique asset and establishes a framework for balancing the many competing interests, uses and facilities that bring life to the waterfront, and ensures its continued success as the City grows and evolves over time.”

Principles

- Public
- Green
- Connected
- Diverse
- Attractive
- Accessible
- Clean
- Well-Managed

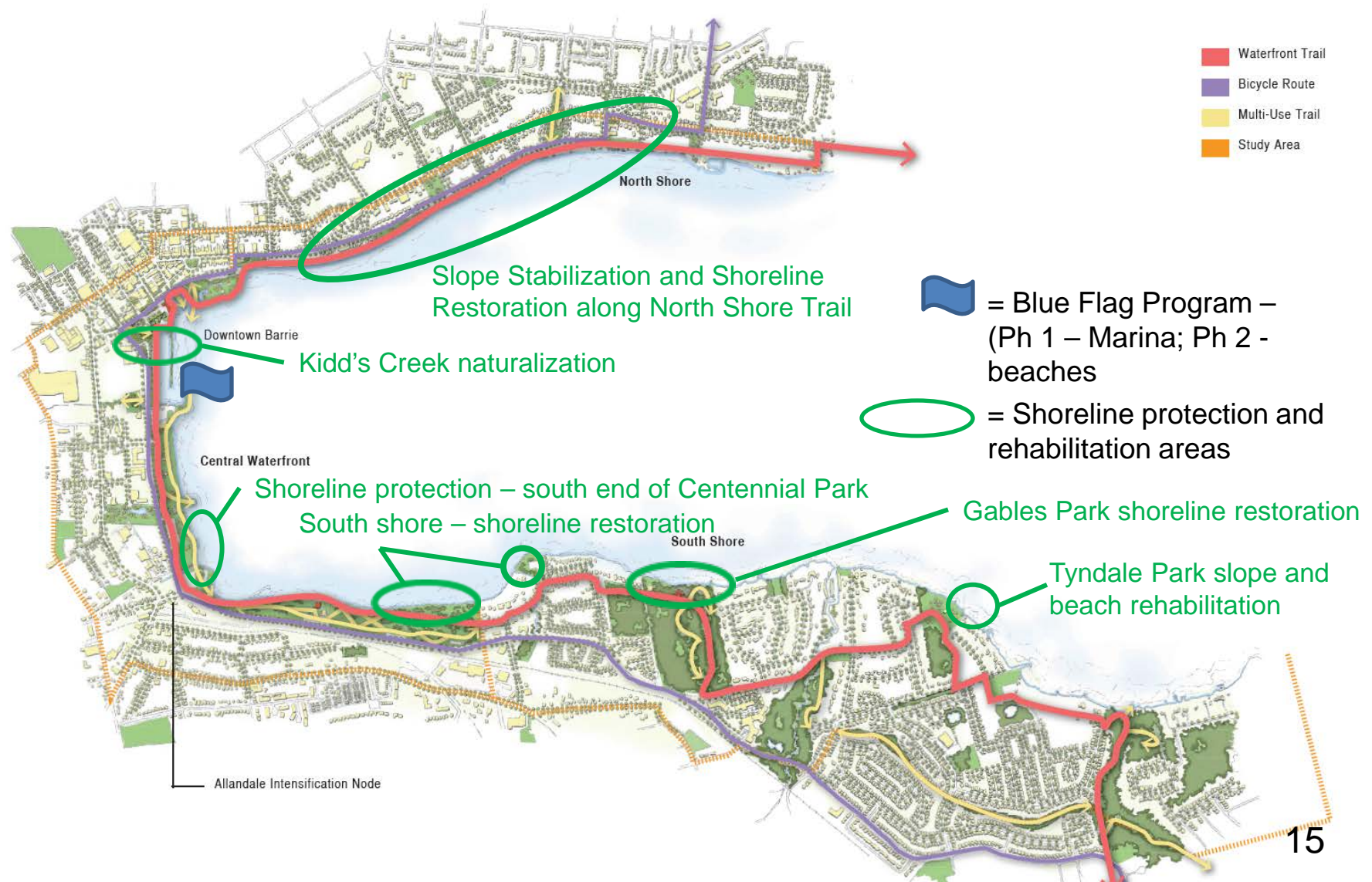
Balanced Vision

- 100% of waterfront City-owned and natural shoreline protected
- North shore – natural, parks and recreational trail
- Specific locations for managed commercialization set back from the shoreline:
 - Downtown, Heritage Park, Meridian Place, Marina and future Spirit Catcher Park
 - Centennial Park
 - Allandale Station area
- South shore – natural, recreational trails connecting parks and neighbourhoods

Balanced Vision

- A natural waterfront environment for Barrie residents to enjoy the trails, parks and beaches of Kempenfelt Bay
- A waterfront with a mix of restaurants, kiosks, coffee shops, retail stores and trails, parks and beaches
- A year-round waterfront destination with signature attractions and events enjoyed by Barrie residents and visitors

Vision: Natural Environment



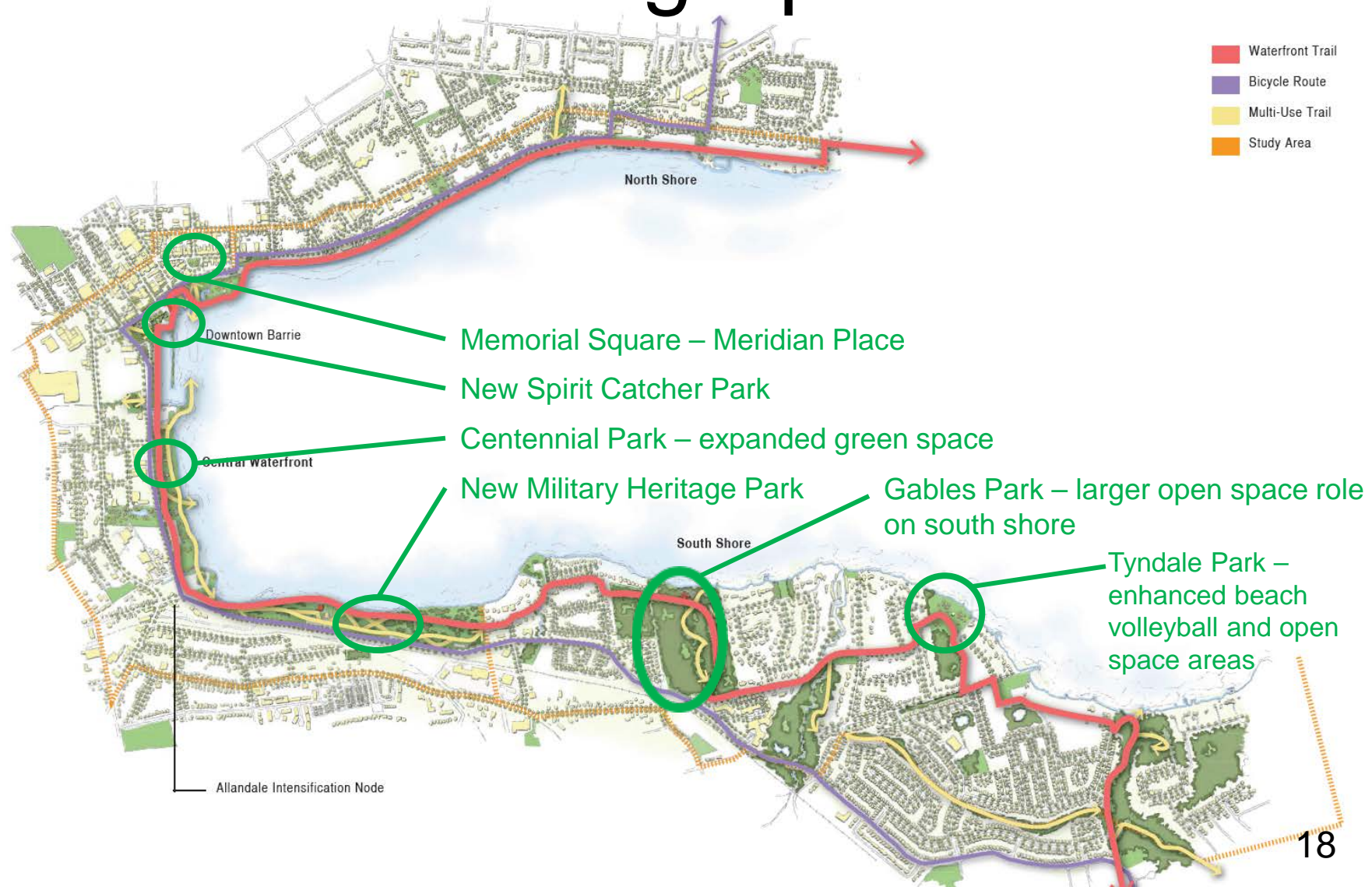
Kidd's Creek Naturalization





Blue Flag Beach (Image Credit: [visitbritainnordicwordpress.com](http://visitbritainnordic.wordpress.com))

Vision: Enhanced Public Gathering Spaces





DUNLOP STREET EAST

EXPECT GREAT THINGS **JUNE 2015**

MEMORIAL SQUARE EXPANSION

a more prominent home
for our war heroes

[project details](#)

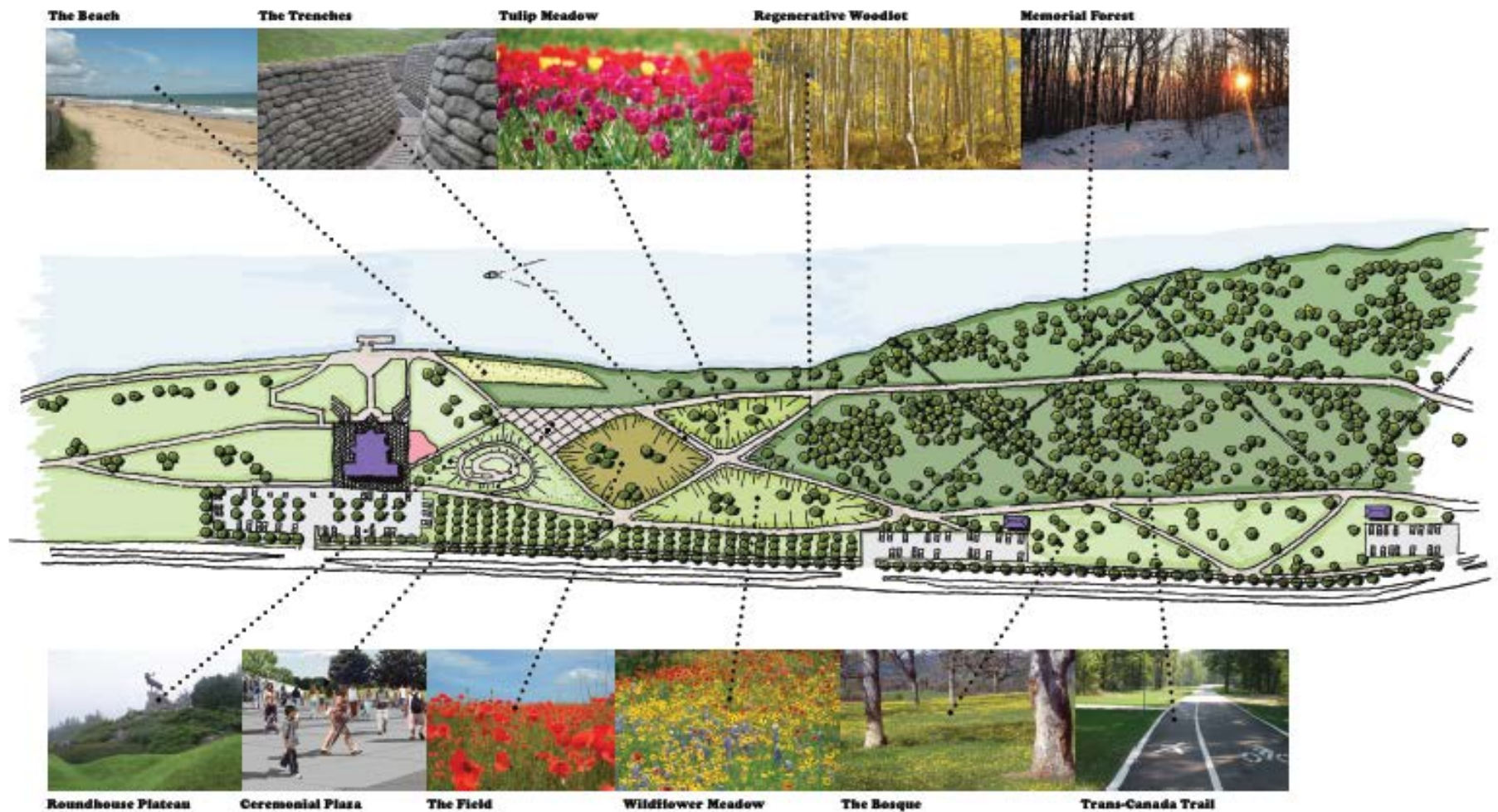
NEW MERIDIAN PLACE

a new gathering space
at the centre of the city

[project details](#)

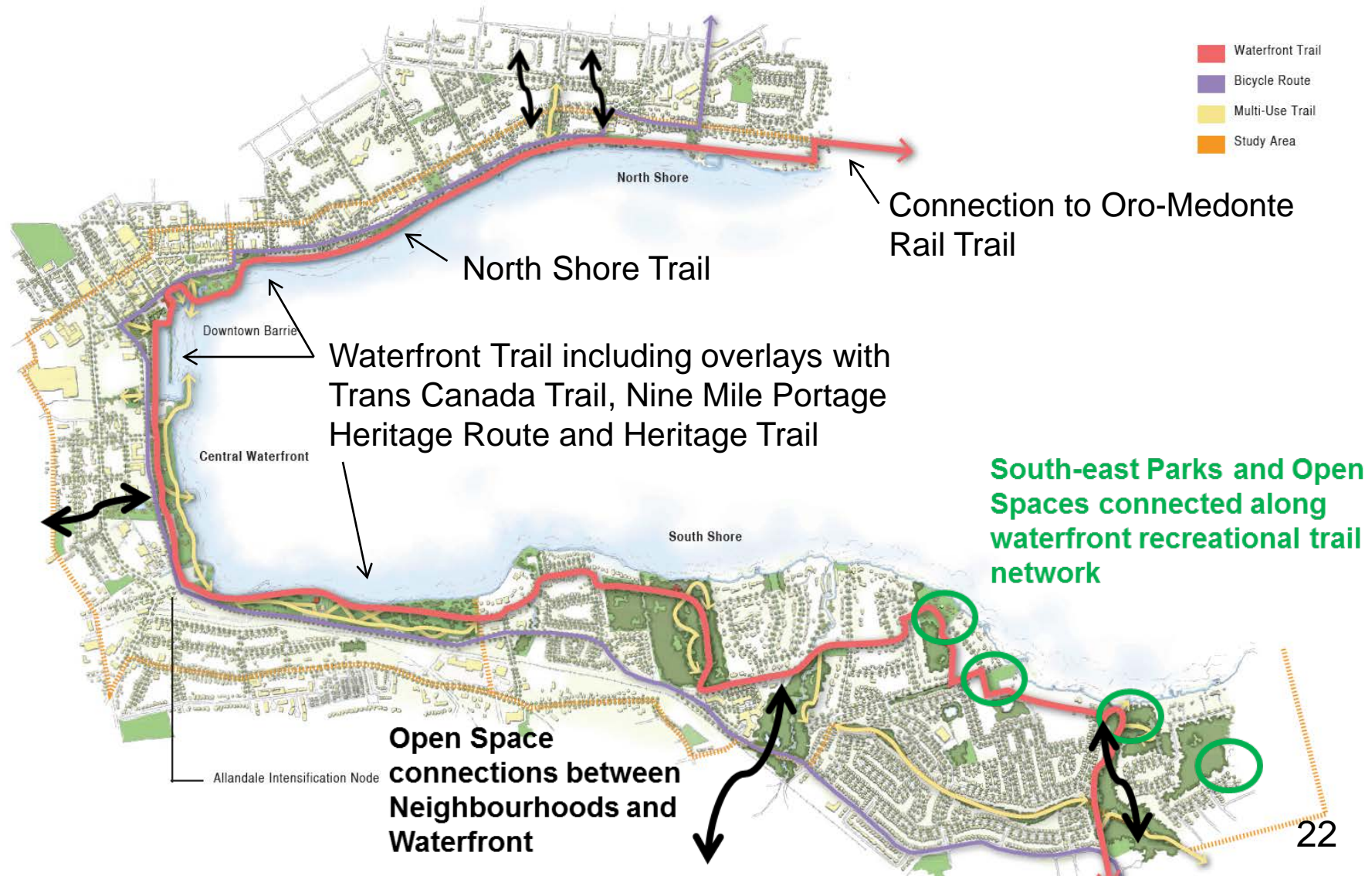


Centennial Playground Partial Replacement 2014 20



Military Heritage Park Concept

Vision: Connected





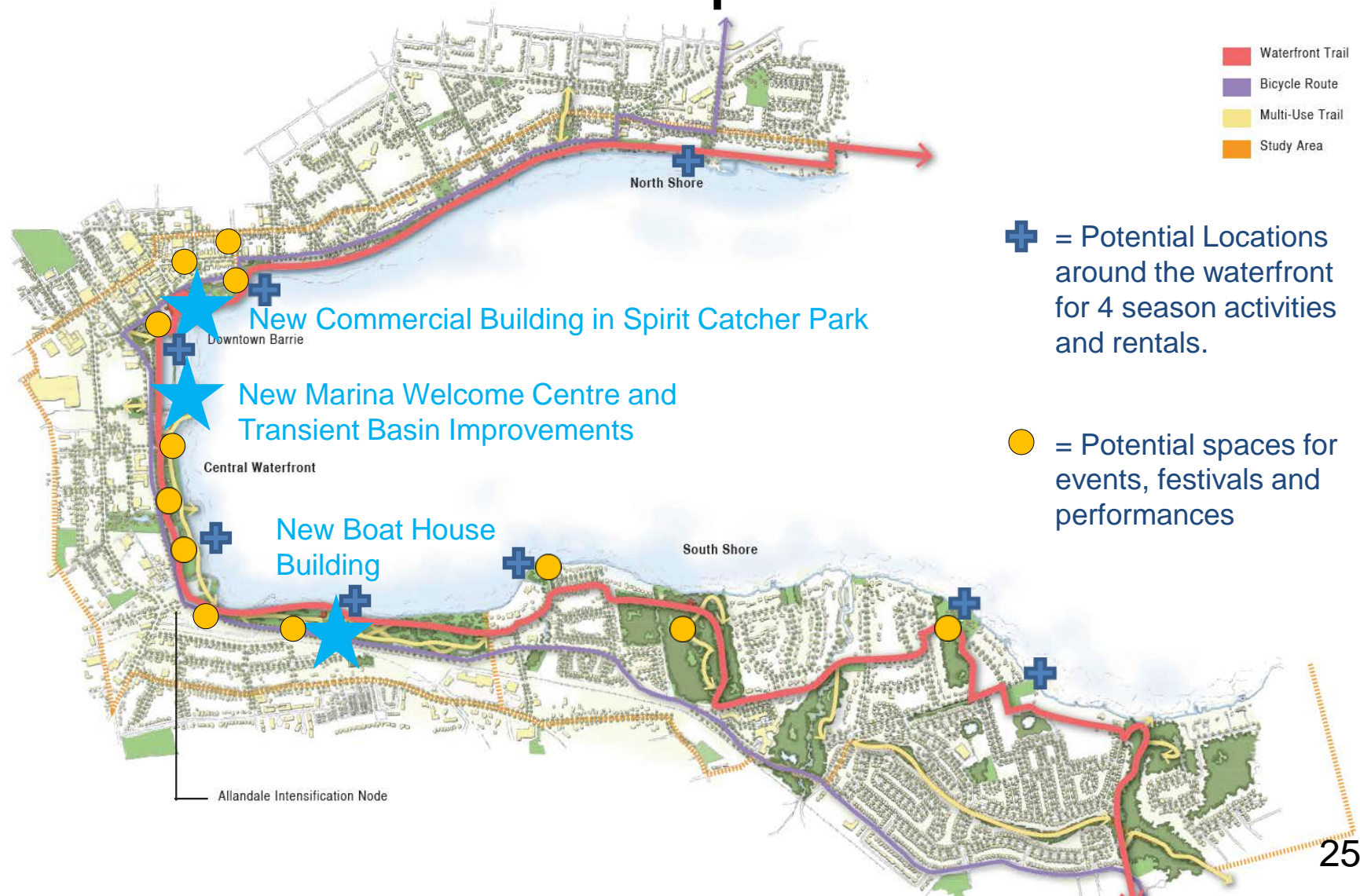
AskMe! Pilot Program
Summer 2014





Heritage Trail – Tiffin Boat Launch Lay-by Station 24

Vision: Opportunities for Economic Development



Spirit Catcher Park & Marina



Spirit Catcher Park Building (Commercial and Restaurant Opportunity)

New Spirit Catcher Park – Multi-purpose open space and Event Venue linked with the Downtown Core

Transient Boat Slip and Docking improvements

Existing Boardwalk Rehabilitation and Expansion around new Spirit Catcher Park



Marina Welcome Centre Building – Boat Launch Area







Paddle Board Rentals
Summer 2014



Recreation, Economic Development and Events
Outdoor rink at Centennial Park: Winter 2015



Barrie Winterfest



The City of
BARRIE

Barrie Canada Day Celebration





Value for Our Investment

- Short Term
 - 5 year capital plan
 - Previously endorsed projects complete or underway
- Medium Term
 - 10 year capital outlook
- Long Term
 - 20 year strategic plan



Next Steps

- Continue to implement the plan subject to Council approval through the annual Business Plan
- Complete design of Lakeshore Contract 3
- Manage through the City Centre & Waterfront Steering Committee
- Regularly review & update the plan

Staff Recommendations

1. That the Waterfront and Marina Strategic Plan be endorsed
2. That the strategic plan be used to guide future planning and development of Barrie's waterfront including the implementation of future projects for consideration within the annual business plan process



Thank you!