

Barrie Bayside Market Area

The Market Precinct Task Force's assignment, as set out in a motion approved by Barrie City Council on March 22, 2021, was to come up with "a plan for investments in the economy and in public spaces in the west end of Downtown Barrie" with an eye to revitalizing the area, in keeping with one of council's strategic priorities.

Task Force Members

Barry Ward, Deputy Mayor, Chair

Ward 2 Coun. Keenan Aylwin

Ward 9 Coun. Sergio Morales, also the chair of Downtown
Barrie

Tom Ambeau of Gel Marketing

Christy Bremer of C2 Design

Craig Busch of Busch Systems and The Sandbox

Eric Carter of the Barrie Farmers Market

Jon Grootveld of the Barrie Farmers Market

Linda Loftus, realtor

Mike Madden of the Barrie Farmers Market

Kelly McKenna of Downtown Barrie(later replaced by Kristen
Eatch)

Carol-Ann Ryan of the Barrie Public Art Committee(later
replaced by artist Marlene Hilton-Moore)

Richard Tremblay, financial adviser

- Sarah Jensen and Hannah Bregman joined the task force soon after its creation. Staff support included

Study Area

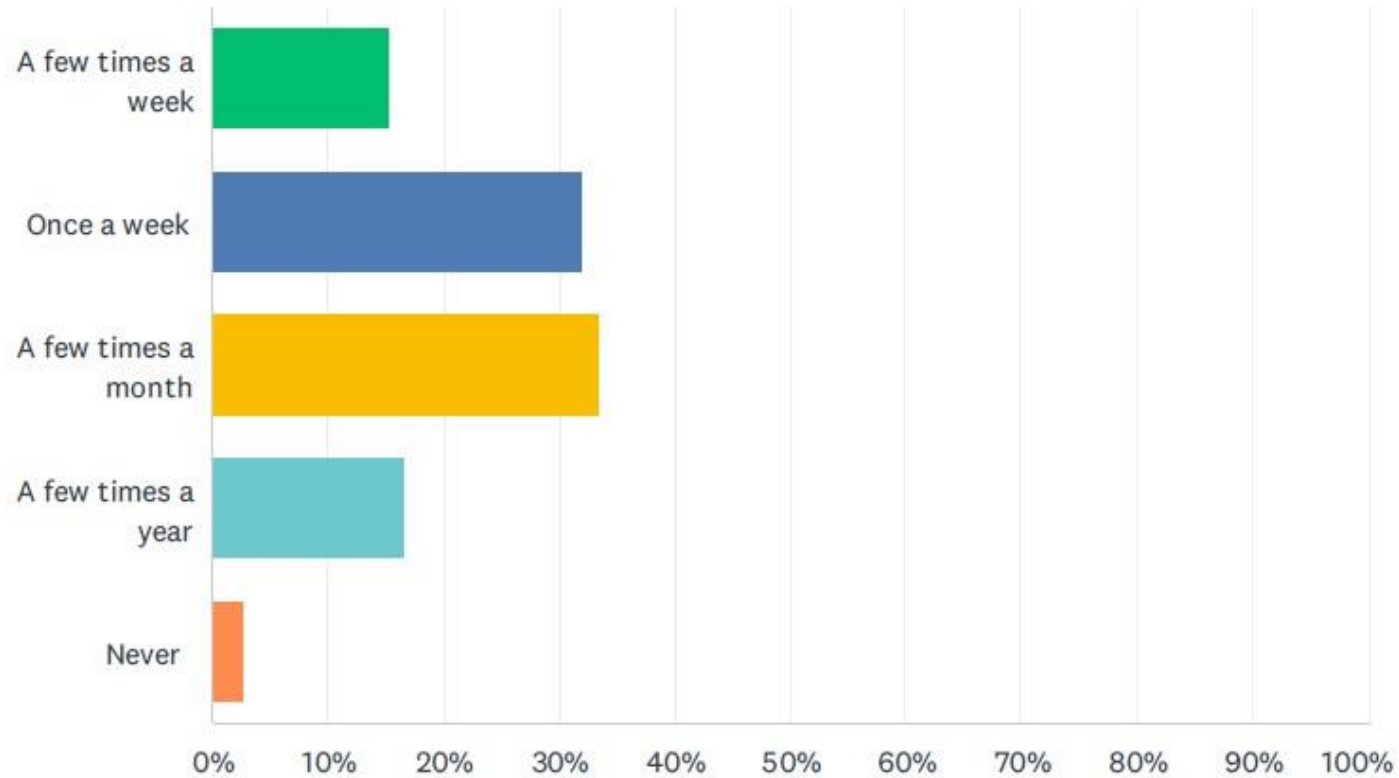




The best way to revitalize the downtown's west end is to create a permanent market, relocate the Barrie Farmers' Market and establish a market district

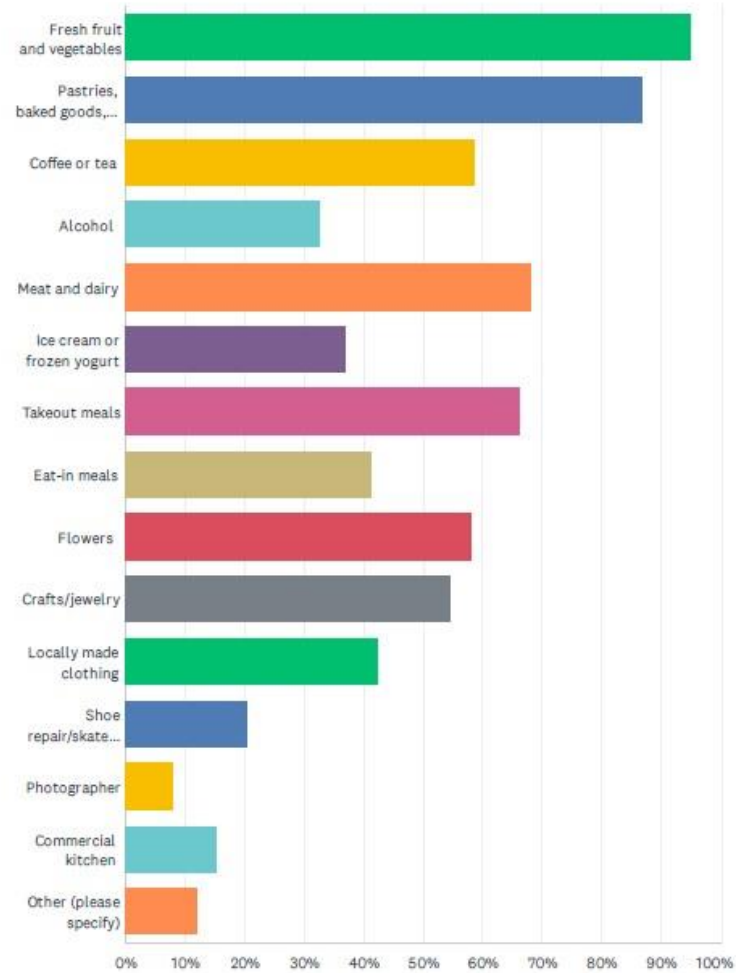
Q4 How likely would you be to visit a permanent market in the current location of the Barrie Transit Terminal on Maple Avenue?

Answered: 2,010 Skipped: 114



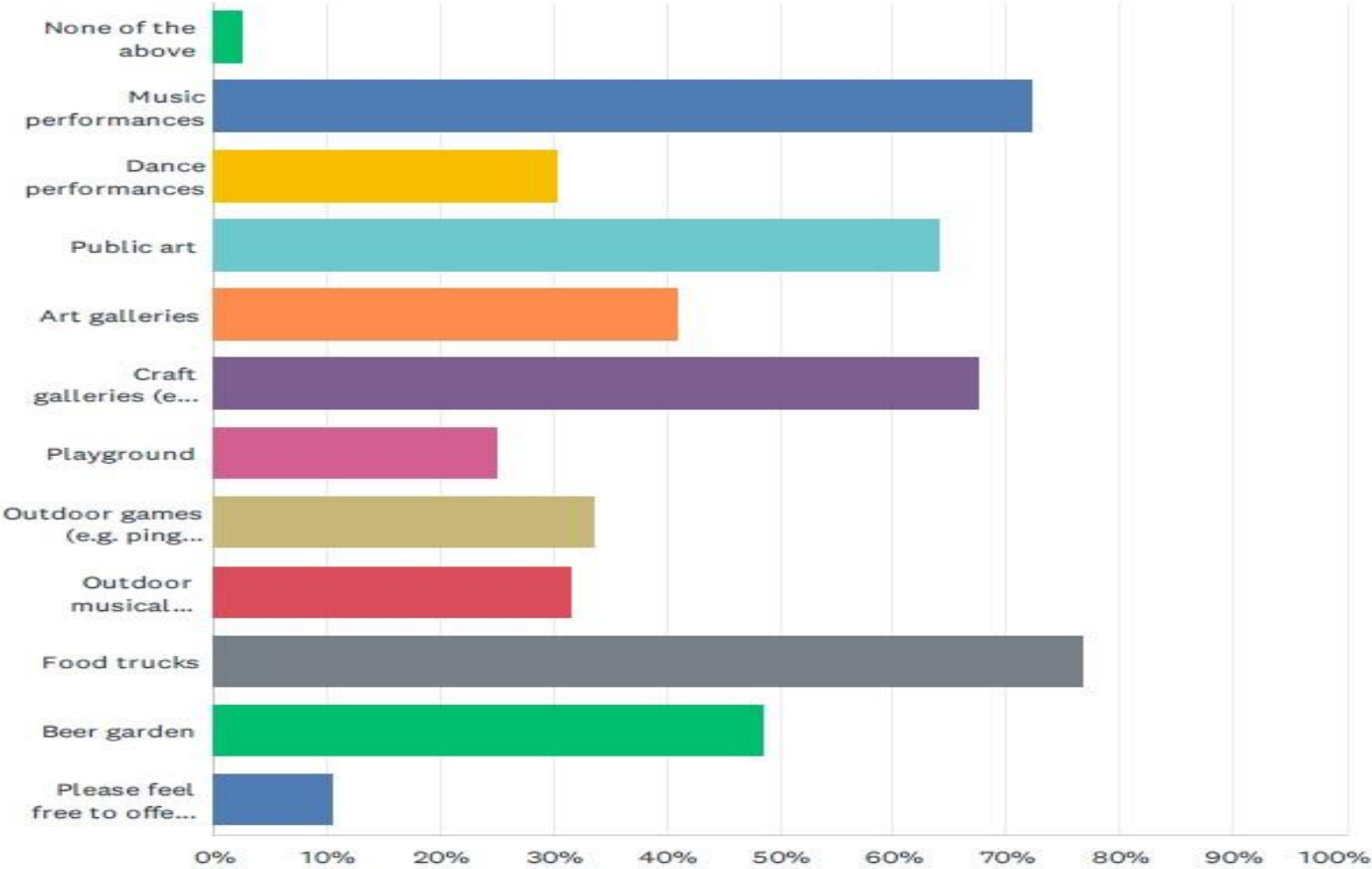
Q7 Which of the following goods or services would you likely buy/use in a permanent market? Check all that apply.

Answered: 1,998 Skipped: 126



Q8 What other attractions or facilities would you like to see in a permanent market area? Please check as many as you'd like to see.

Answered: 1,985 Skipped: 139



What they said

- “The ability to eat, shop and socialize in one spot.”
- “A place to have a coffee, or beer, and watch the people go by - a place for local unique goods / foods - a place to meet - a place to learn about upcoming events.”
- Authentic food, welcoming environment, beautiful layout and fresh good quality products make a wonderful experience.”
- “Tastes and smells . Activity , colours .. people !”
- “The freshness of the food. The interaction with vendors, neighbours and even strangers. Markets are always a happy place.”
- "When I've visited various markets around the world, they are a destination for local food and culture, and a way to experience/engage with the community.”
- “You left with a good feeling about the city you were in.”

Permanent Market





Variety of vendors



Easy access
between
indoors/outdoors



Central Seating Area



Activate the
Market Area



Barrie Farmers' Market

- VISION
- The Barrie Farmers' Market is the primary venue in Simcoe County to market and promote local farm grown produce, artisan work, food and culinary products while supporting community and culture.
- OBJECTIVES
 - Providing a venue for Simcoe County farmers to sell their products.
 - Providing a venue for Simcoe County artisans, bakers, chefs and cooks to sell their products.
 - Promoting the consumption and production of locally grown, raised, harvested, and crafted products.
 - Fostering community engagement through cultural and social activities.



- Barrie Farmers' Market has two seasons, outdoor May 1 to Nov. 1 and indoors at the other times. During the outdoor season, the Farmers' Market proposes to continue its market from 9 a.m. to 2 p.m. Saturday while adding a Thursday evening "condensed" market from 4:30 to 8:30 p.m. and a Friday "artisan's market" from 4:30 to 8:30 p.m. During the indoor season, events such as a Christmas market and mid-winter artisan's market could be added, along with possibly another day for a farmers' market.



- Building Requirements for Barrie Farmers Market
 - 10 000 sq ft building minimum. Successful markets maintain a vendor population over 50, and in order to maintain that number of vendors year round, and room for customer flow , we require this large square footage.
 - Multiple automatic, double-door entrances for easy loading.
 - Water & power available to each booth location
 - Storage area for BFM
 - Vendor & public washrooms
 - Possibly a commercial kitchen and product assembly area



- **Streetscape, Public Spaces**
- **& Public Art**

The Vision

Creating Streetscapes & Public Spaces that are...

♥ Welcoming

- ◆ Accessible
- ◆ Calming
- ◆ Safe

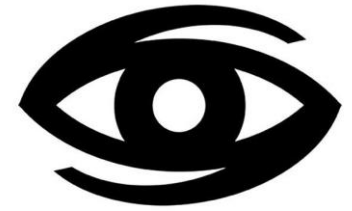
👁 Engaging

- ◆ Vibrant
- ◆ Flexible
- ◆ Playful

🌿 Green

- ◆ Walkable
- ◆ Bikeable
- ◆ Natural

Art's Role



Public art provides a sense of place and identity. It creates shared spaces and landmarks, builds community and drives an emotional connection. It helps humanize the environment and invigorates public spaces. Public art will invite market goers to spill out and explore the surrounding area.

Art encourages us to look at things in new ways, and it's through that lens that we should view the market area.

Simcoe Street - Connection & Calm



“Connectivity to the waterfront, and the ability to draw pedestrian traffic from Centennial Beach and the broader waterfront, can significantly increase the visitors to the Market [District].”



“...at five lanes wide, and with minimal mid-block connectivity, Simcoe Street provides a significant barriers between the two destinations.”

Barrie Market Precinct Initial Site Analysis and Considerations, Section 4.4

Green Gateway to the Market District

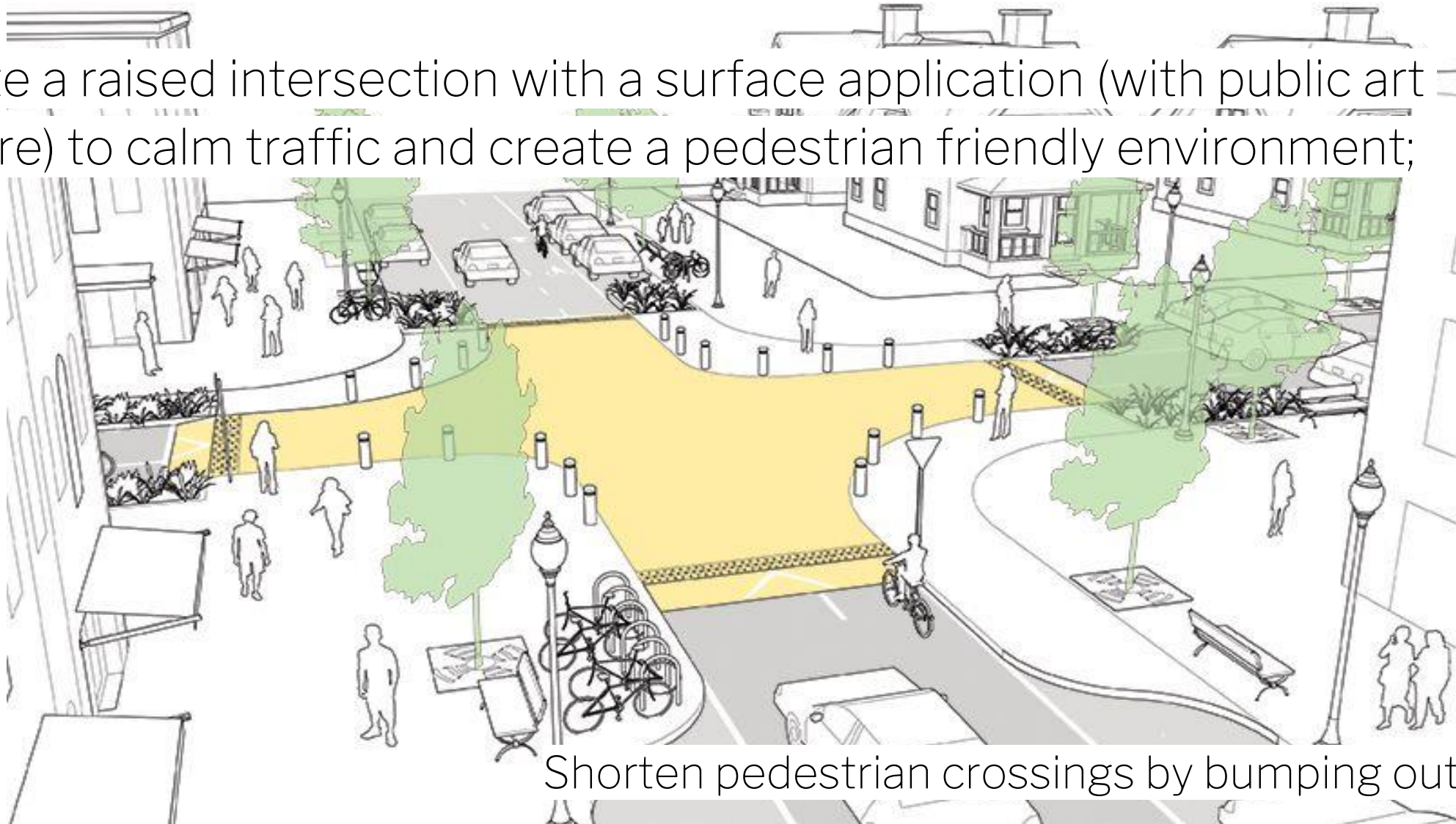
- We recommend the construction of a green gateway around the market area.
- This stretch of sidewalk along Simcoe Street, for example, could be widened to create a promenade between the Market District and Meridian Place, lined with benches and greenery.



Maple & Simcoe - Connection & Canvas



Create a raised intersection with a surface application (with public art feature) to calm traffic and create a pedestrian friendly environment;



Shorten pedestrian crossings by bumping out curbs.

Spirit Catcher - Engage, Reclaim, Activate



Consult with the Chippewa Tri-Council (Rama First Nation, Beausoleil First Nation, Georgina Island First Nation), the Barrie Native Friendship Centre (BNFC), and artist Ron Baird on **revitalizing and activating the space around the Spirit Catcher sculpture;**

Activate the parking lot at the Spirit Catcher



Maple, Mary & Dunlop - Walkable & Flexible



Create flexible or curbsless streetscapes on Mary Street & Maple Avenue between Simcoe Street & Dunlop Street East

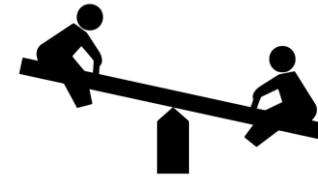


High-quality bus shelters with ample seating and bike racks on the west side of Maple Avenue;

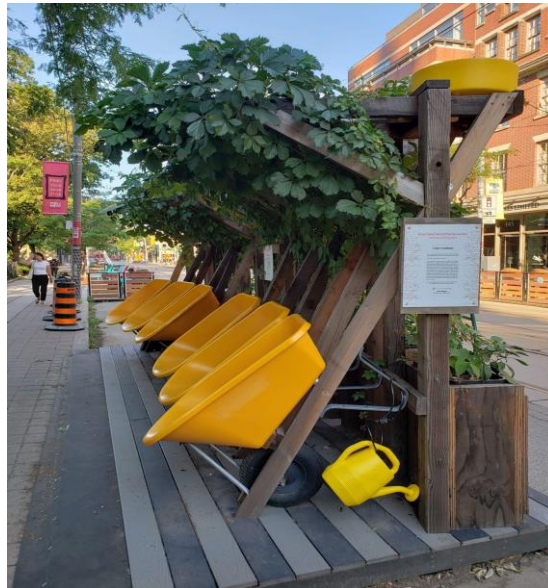


Support the implementation of an electric transit fleet to reduce vehicular noise.

Activate the Public Spaces



Activate public spaces in the market area and make them a gathering place through the use of public art, seating, small tables (possibly with chess/checkerboards) playground equipment, art easels, etc.



A playground would help activate the area when the market's not open, creating a more vibrant and safer space.



Central Market Promenade



Create a pedestrianized area on "The Swoosh" with a walking surface that's level with the curb and add flexible and playful street furniture such as planters, seating, and tables;

- Create a pedestrianized area on the "swoosh" level with the curb.
- Consider closing Mary Street to traffic on Saturdays to create more room for vendors.

A Significant Public Artwork



- The Public Art Committee recommends the commission of a signature sculpture at Simcoe Street and Maple Avenue, perhaps incorporating a market sign.
- A significant work would bring attention to the city and the market.

Example:

Little Rock Arkansas – River Market Entertainment District

- Public parking set back away from core waterfront and activation areas
- Pedestrian and Cycling infrastructure



- Parking, Boundaries and Structure

An aerial photograph of a waterfront area. Three rectangular lots are highlighted with green outlines and black borders. A pink line traces a path along the waterfront. A road with a parking lot is visible on the left. A large white callout box is on the left, and another is at the bottom right. A faint 'PHOTO COURTESY' watermark is visible across the image.

Opportunity to activate this parking lot used for Services Ontario during the day into a Market Parking Lot as well, Based on Complementary Demand Times.

Eliminate these lots to make pedestrian Market area. Parking lots are not Best and highest use for this prime waterfront real estate. Parking needs to be moved away from the waterfront

City of Barrie

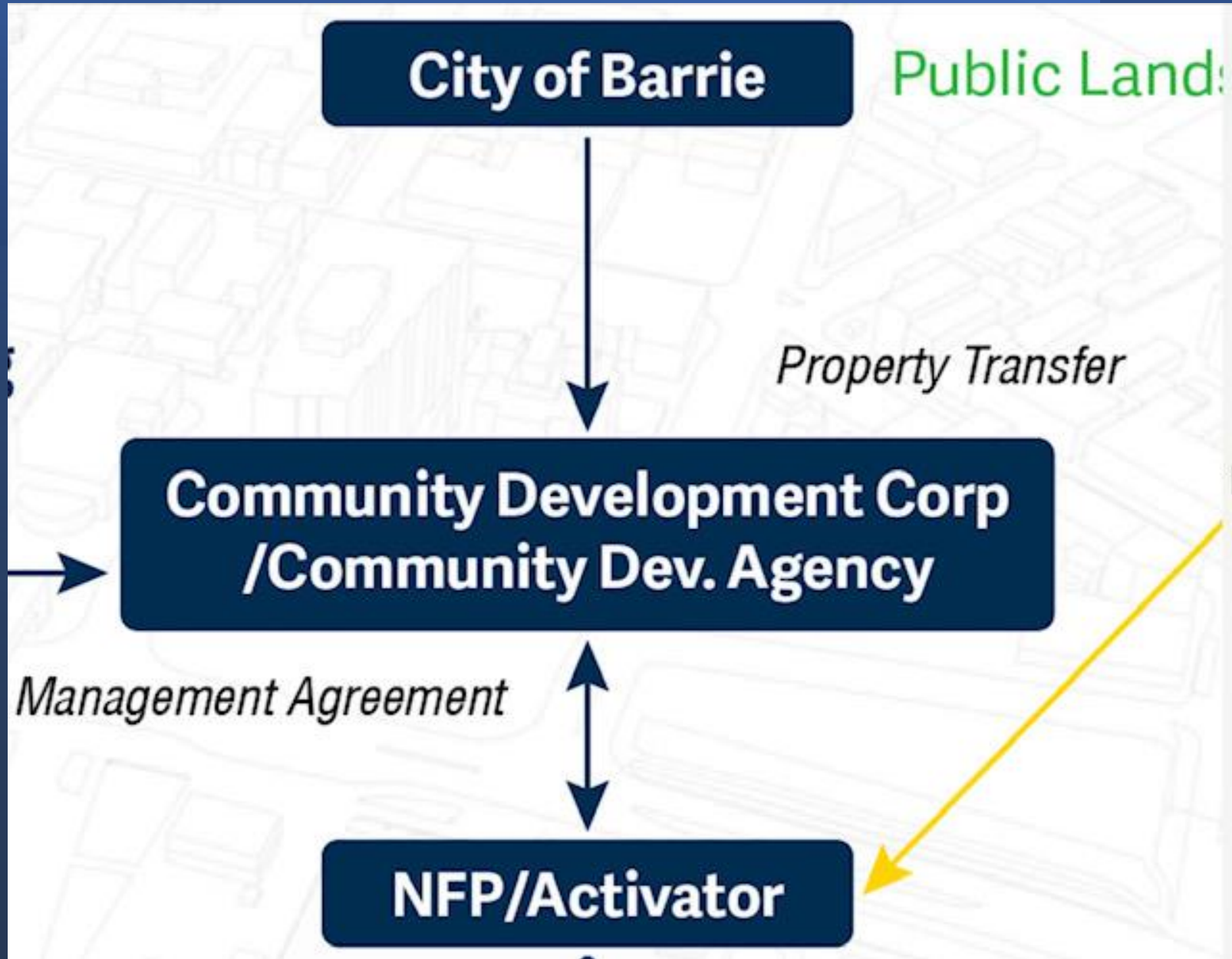
Public Lands

Property Transfer

**Community Development Corp
/Community Dev. Agency**

Management Agreement

NFP/Activator



Organization Form


Community Development Corporation or Agency (Holding Company w/ leases)


- Governance to include City
- Agility in planning, raising funds, contracting
- Built on same model as an economic development agency
- Looking to City of Brampton Business Case as a model
- City to issue long term lease of municipal properties to Agency (Dundas Square)

Operating Organization should be not-for-profit

- NFP – can access many community funding programs not available to for profit, or municipalities
- Potential to have Farmer's Market engaged with Operating Organization – provides sustainability
- Largest cause of market district failure is poor activation; additional revenues generated drive additional activations
- It is essential that operating organization has a critical mass of activation spaces and places in order to be sustainable

Foundation arm – would allow for direct investment to support participation of equity-seeking groups in the marketplace (scholarships, bursaries)

 Market District

 Market Activation
Connection Corridors

 Market Annex
(Area of Market Growth,
Influence, Strategy to Possibly
Become Part of the Market)





Buildings and Districts

Artisan District



Pop-Up Market and X-Building



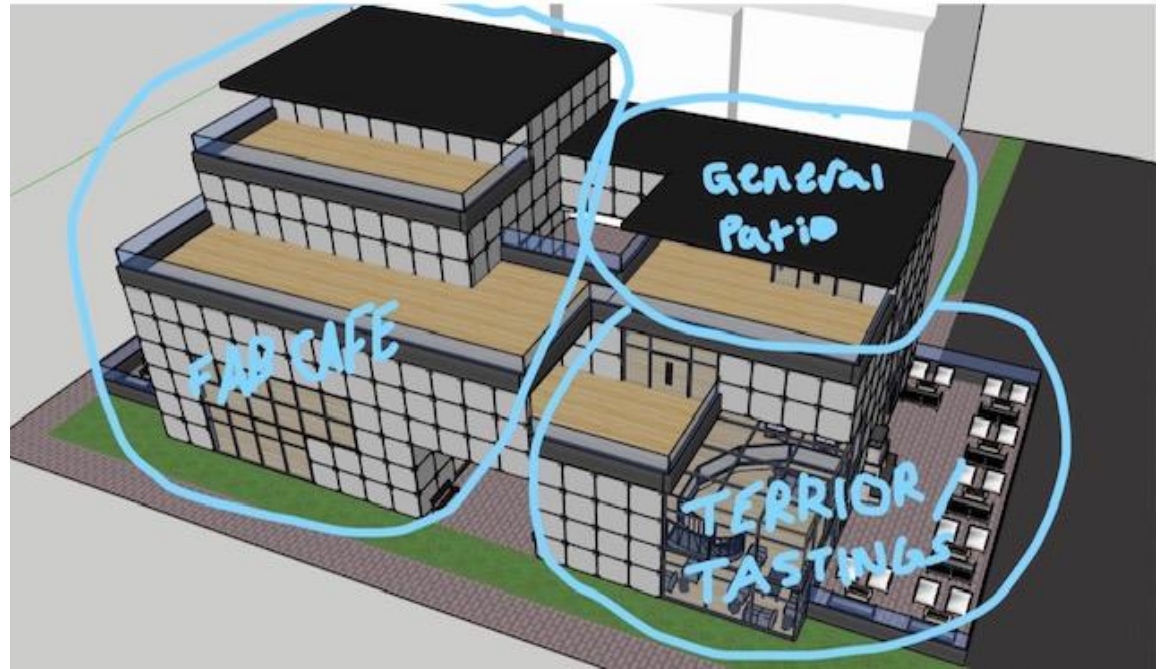


Marina Building



Butterfly Pavillion

Fab Cafe

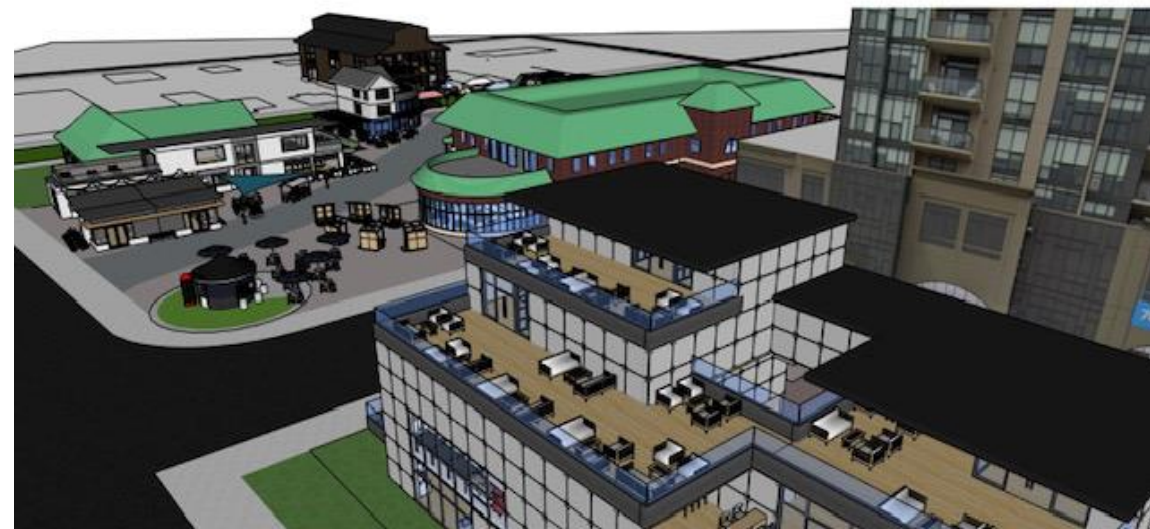




Canada's Smallest Pub



Market Extension/Triangle Building



Market Alley



A Market For All Seasons

Architectural Style





Plant Begonias

Cost Estimate

- CAPITAL

- Three Sixty Collective in 2016: \$5.6 to \$6.5 million
- Lett Architects in 2017: \$8.98 million
- City of Barrie 2018 capital budget: \$6.8 million

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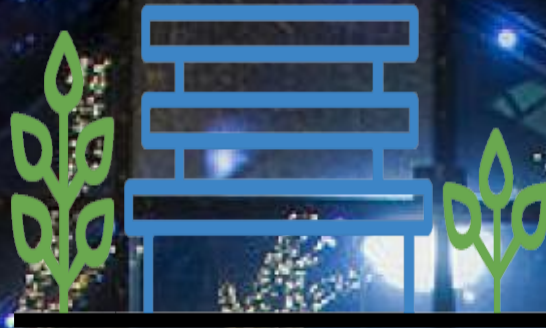
OPERATING

- Three Sixty Collective in 2016: \$324,500 to \$405,000 in revenue, \$324,500 to \$709,500 in expenses
- Market Precinct Task Force: \$550,000 in operating costs on a breakeven basis

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Timeline

- 2022 will be for planning market, seeking funding from other levels of government
- April/May 2023: construction begins
- Mid-2024: market opens



Questions?