




Barrie

Bayside

Barrie Waterfront Strategic Plan Update
Infrastructure & Community Investment (I&CI)
Committee of Council Meeting

May 2023



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Introduction

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What We Heard

3

**Vision, Pillars &
Goals**

4

**10 Strategic
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5

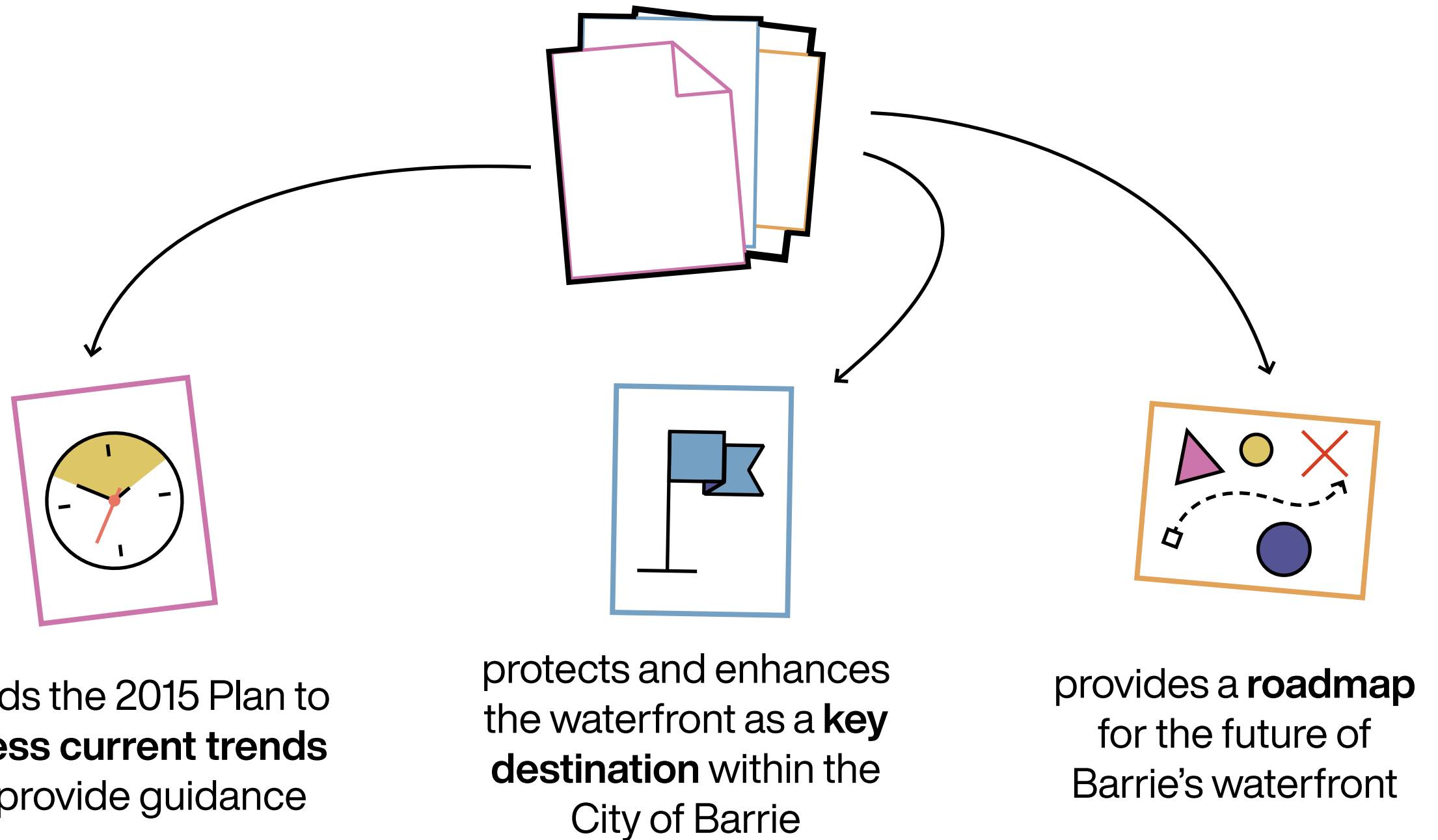
Implementation

1. The Purpose of this Project

Key factors that necessitated the WSP Update:

- A Growing Community,
- A Post-Pandemic Waterfront,
- A Shift in Societal Trends, and
- A Flexible and Actionable Plan

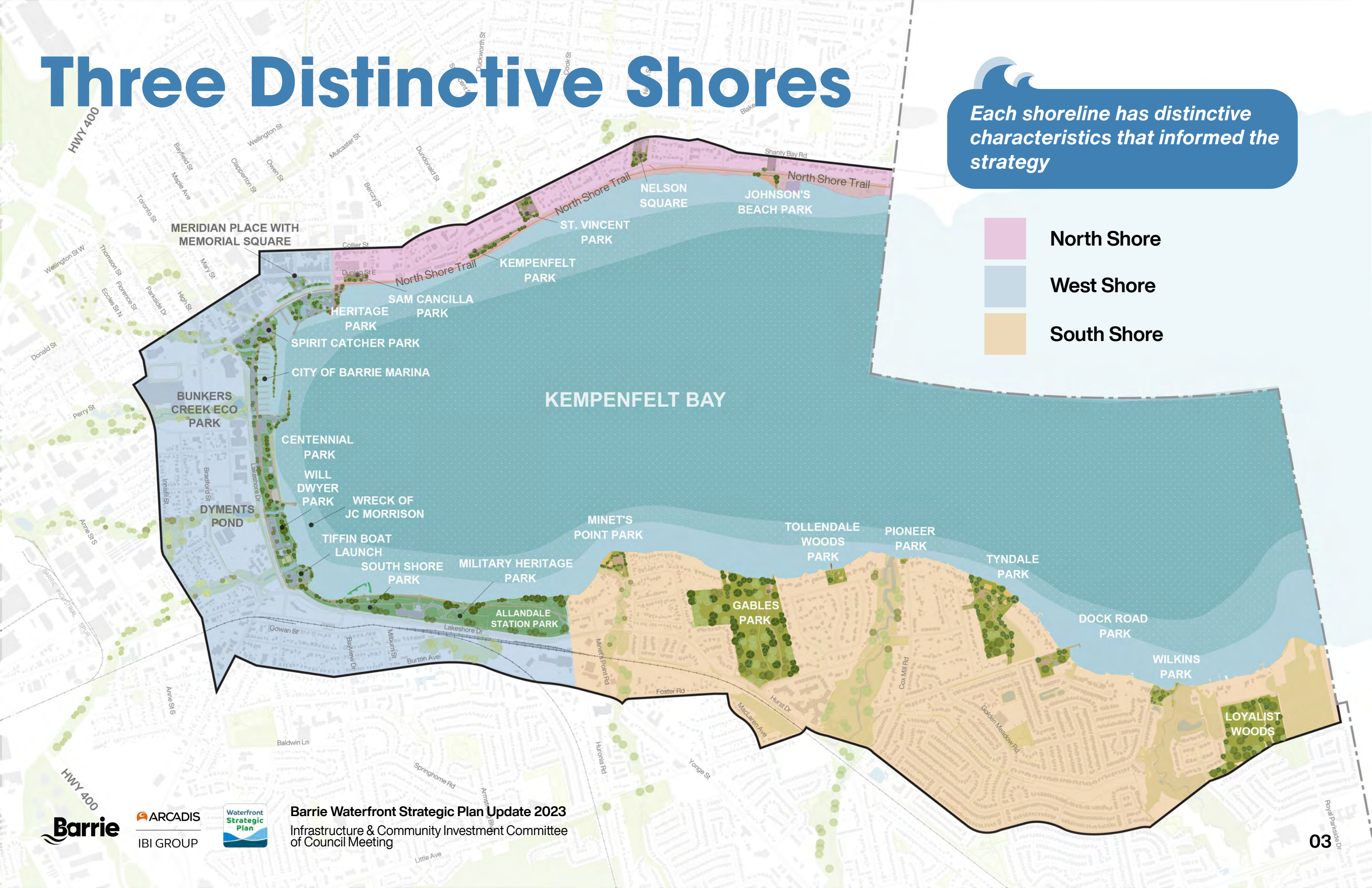
The WSP Update



Three Distinctive Shores

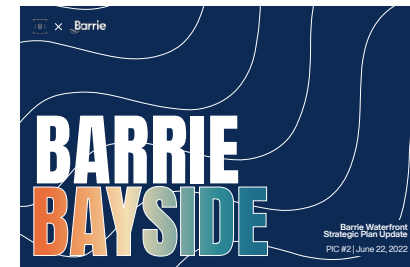
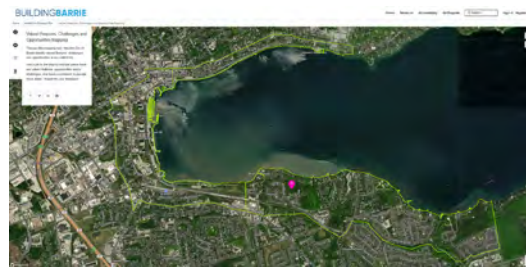
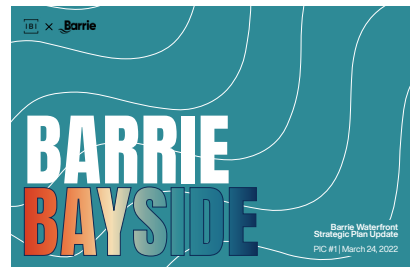
Each shoreline has distinctive characteristics that informed the strategy

- North Shore
- West Shore
- South Shore



2. Thorough Engagement Process

A comprehensive engagement process was undertaken to develop a context-driven and community-supported strategy



January - May 2022

Stakeholder Engagement



March 2022

Public Information Centre #1



April 2022

Public Survey #1



June 2022

Public Information Centre #2



Winter 2023

Public Survey #2



What We Heard

- **222** Community members engaged through interactive workshops
- **614** Online survey respondents
- **17** Stakeholder groups consulted over **3** rounds of engagement

Key Themes

“Green and accessible year round”

“There is an opportunity to revitalize Spirit Catcher Park.”

“Alternative options to the car should be available to access the waterfront such as public transportation, shuttle buses, walking and biking.”

“Keep doing what has been started - wheelchair accessible picnic tables, permanent shade umbrellas, etc.”

“Greater access to the water and waterfront views with trails.”

“Parking solutions are needed to direct visitors to desirable areas.”



2. Community Vision for the Barrie Waterfront

*“The Barrie Waterfront as a series of distinct **inclusive, resilient and activated** experiences, focused across the three shores.”*



Inclusive

Resilient

Activated

The Three Pillars

Goals that Support a Balanced and Strong Waterfront



1. Accessible: Universally accessible to all people



2. Safe: Safe and secure for all users



3. Diverse: Spaces for diverse cultural uses, experiences, and representation.

An INCLUSIVE Waterfront



7. Connected: Multi-modal connections to and along the waterfront that are accessible to all.



8. Attractive: Unique and memorable spaces and design elements that foster a sense of place.



9. Flexible: Spaces and programs that support the local community, tourism and economic vitality.

An ACTIVATED Waterfront

Balanced & Strong Waterfront

A RESILIENT Waterfront



4. Restorative: Protection and enhancement of waterfront ecologies.



5. Climate Adaptive: Mitigation of the causes and impacts of climate change.



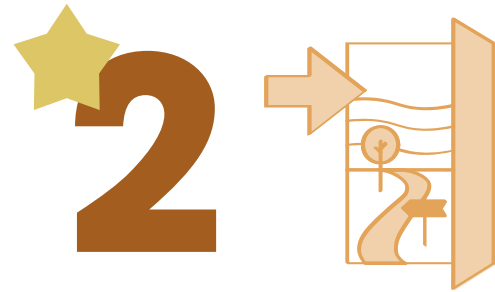
6. Stewardship: Waterfront stewardship, community education and the creation of systems that support the success of waterfront initiatives.

Goals were derived from community & stakeholder engagement

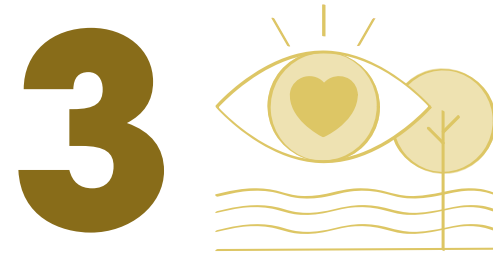
4. The 10 Strategic Priorities



1
Add and Improve
Inclusive Facilities



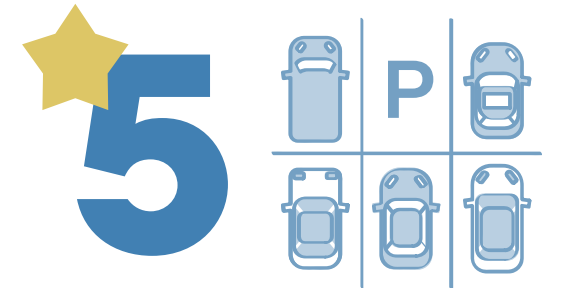
2
Enhance Access
Points to Waterfront
Parks & Trails



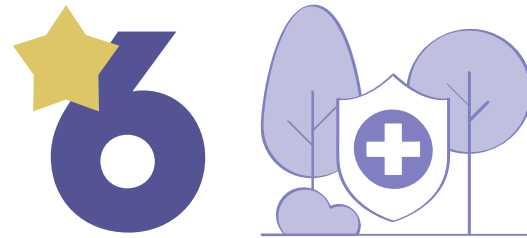
3
Introduce Waterfront-
Wide, Iconic Branding
Strategy



4
Optimize Access into/
onto the Water



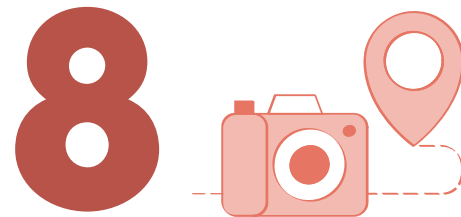
5
Manage Waterfront Use
and Vehicular Demand



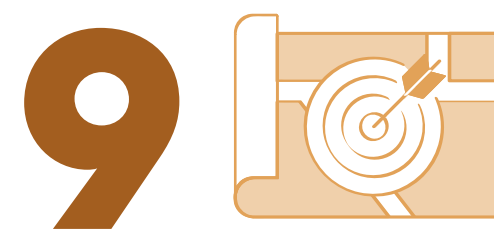
6
Promote Climate
Adaptability and
Environmental
Protection



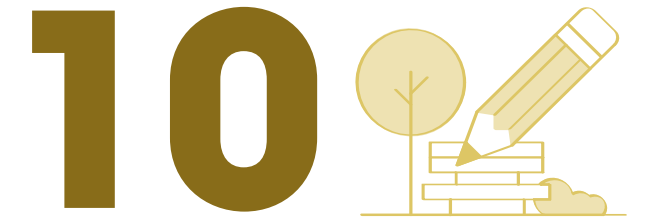
7
Implement and
Support Seasonal
Programming



8
Utilize the Waterfront
to Achieve Larger
Economic and
Tourism Development
Goals



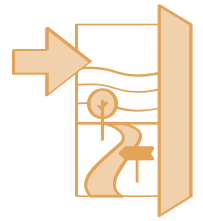
9
Revitalize Focus
Destinations



10
Create Park Plans
that Recognize Each
Park's Contribution to
the Waterfront

 Top ranked Strategic Priorities by the community

*The strategic priorities all
achieve multiple Waterfront
Goals*



Enhance Waterfront Connectivity & Access Points to Waterfront Parks

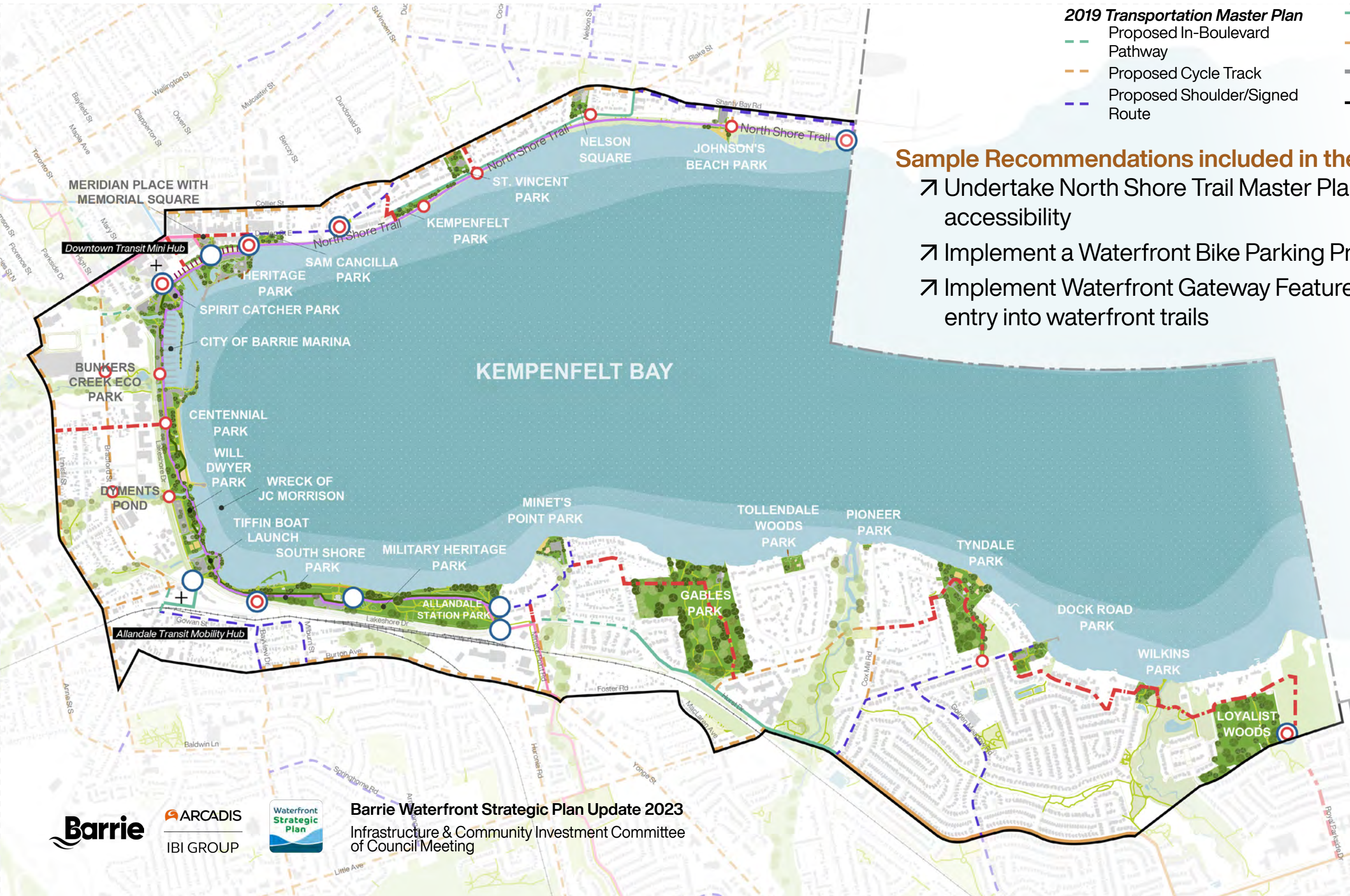
2023 Waterfront Strategic Plan

- Gateway
- Potential Trail Access Point
- Potential Active Transportation Route
- Proposed In-Boulevard Pathway
- Proposed Cycle Track
- Proposed Shoulder/Signed Route

2019 Transportation Master Plan

- Waterfront Heritage Trail
- Trans Canada Trail
- Nine Mile Portage Heritage Trail
- Existing In-Boulevard Pathway
- Existing Cycle Track
- City of Barrie Boundary
- WSP Boundary

- Proposed Market Precinct Waterfront Corridor
- Waterfront Heritage Trail
- Trans Canada Trail
- Nine Mile Portage Heritage Trail
- Existing In-Boulevard Pathway
- Existing Cycle Track
- City of Barrie Boundary
- WSP Boundary



Sample Recommendations included in the WSP:

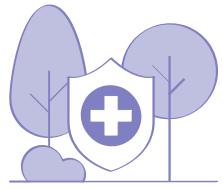
- Undertake North Shore Trail Master Plan to increase accessibility
- Implement a Waterfront Bike Parking Program
- Implement Waterfront Gateway Features to celebrate entry into waterfront trails



Cyclists using Bike Lane
Markham, ON



North Bank Bridge Park
Boston, MA



Promote Climate Adaptability and Environmental Protection

-  Environmental Corridor
-  Shoreline Remediation
-  Environmental Protection Zone

-  Stormwater Management/Flood Mitigation Area
-  Shoreline Stabilization

-  Protected Wetland Area
-  30m Environmental Buffer



Sample Recommendations included in the WSP:

- Undertake and implement the Gables Shoreline Restoration Plan
- Undertake and implement the Wilkin's Walk Restoration Plan
- Prioritize climate adaptability and environmental protection throughout Park Planning processes



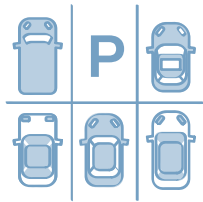
Blackstone River Greenway
Uxbridge, MA



High Ground Park
Knoxville, TN



St. Patrick's Island Park
Calgary, AB



Manage Waterfront Use and Vehicular Demand



New Regional Destination

Improved Local Destination



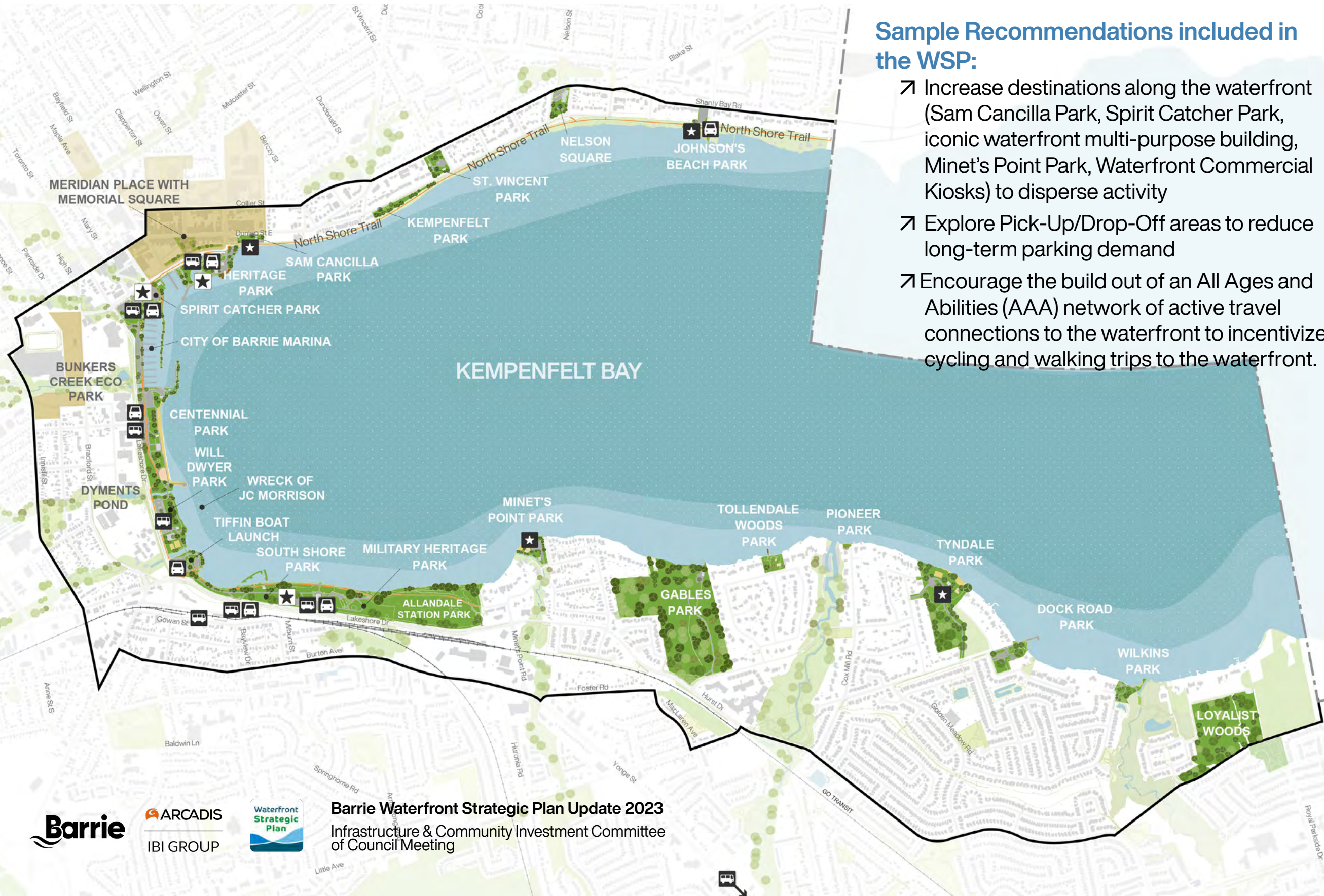
Waterfront Transit Service Stop



Proposed Pick-Up and Drop-Off Zone



Potential Area to Explore Off-Peak Parking Lot Utilization



Sample Recommendations included in the WSP:

- Increase destinations along the waterfront (Sam Cancilla Park, Spirit Catcher Park, iconic waterfront multi-purpose building, Minet's Point Park, Waterfront Commercial Kiosks) to disperse activity
- Explore Pick-Up/Drop-Off areas to reduce long-term parking demand
- Encourage the build out of an All Ages and Abilities (AAA) network of active travel connections to the waterfront to incentivize cycling and walking trips to the waterfront.



Dundas Street Flexible Parking London, ON



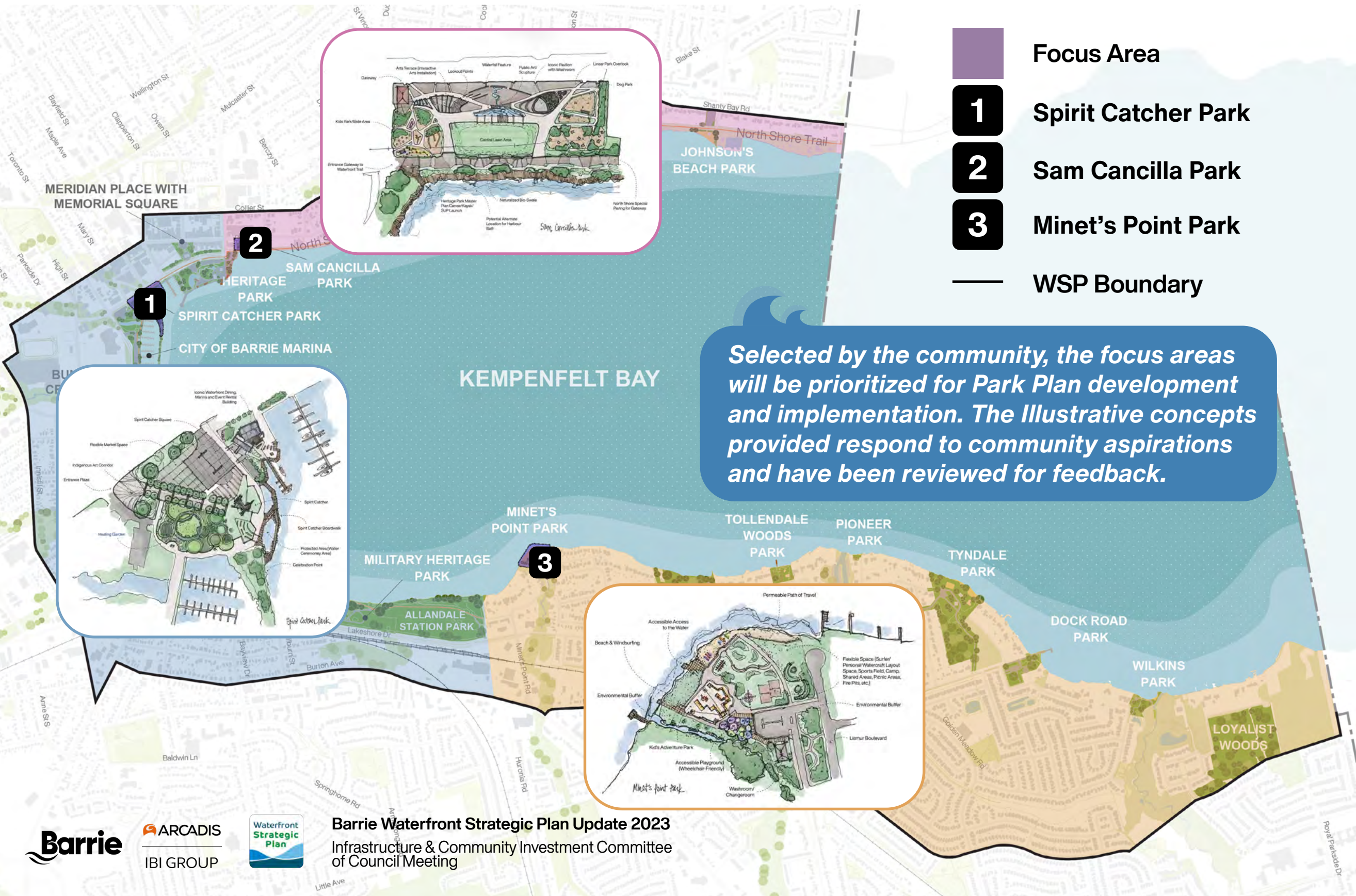
King Street Flexible Parking Kitchener, ON



Public Art Installation Toronto, ON



Revitalize Focus Destinations (People's Choice)



Selected by the community, the focus areas will be prioritized for Park Plan development and implementation. The illustrative concepts provided respond to community aspirations and have been reviewed for feedback.



Iconic Pavilions, Tongva Park Santa Monica, CA



Gateway Feature, Chinatown Park Boston, MA

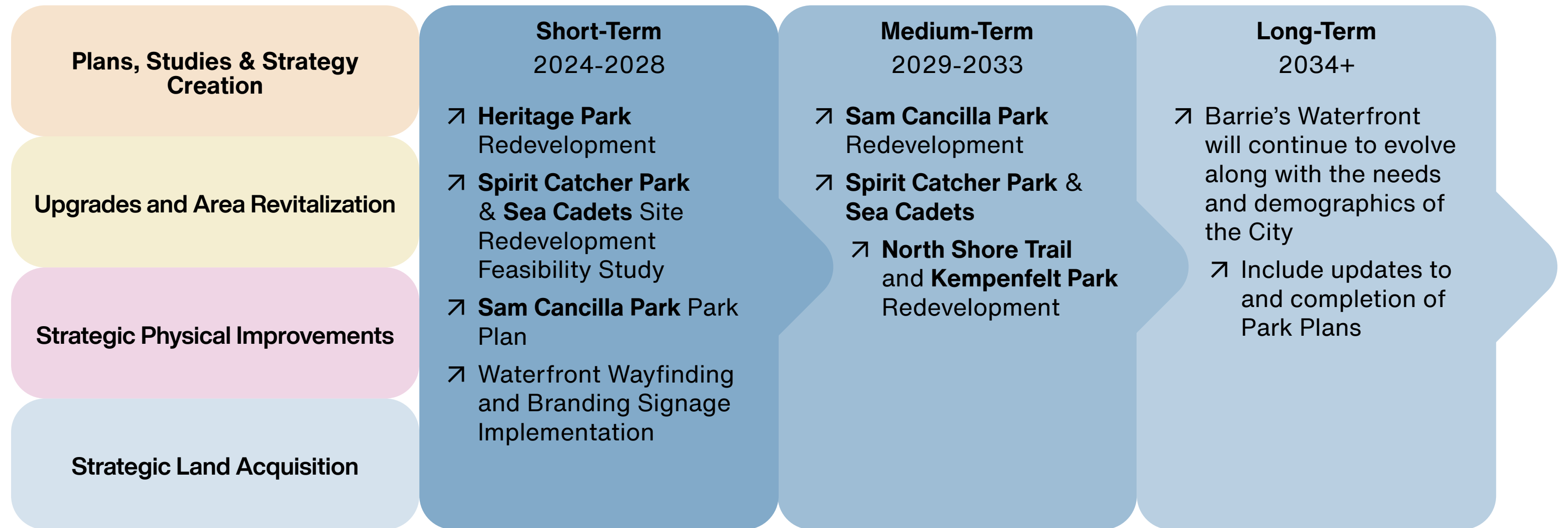


Topographic Play Space, Tongva Park Santa Monica, CA

5. Implementation Timeline

Projects and initiatives that satisfy the following objectives are planned with higher priority:

- Have received previous Council direction or approval
- Address the priorities identified by the community through the public consultation process
- Achieve the greatest community-wide benefits
- Systematically prepare the City for the implementation of future priorities and phases



* This is a selection of highlighted projects

Short-Term Implementation

Plans, Studies & Strategy Creation	<ul style="list-style-type: none"> Sam Cancilla Park Master Plan Minet's Point Park Master Plan 	<ul style="list-style-type: none"> North Shore Trail + Kempenfelt Park Master Plan Wilkin's Walk Restoration Plan 	<ul style="list-style-type: none"> Spirit Catcher Park + Sea Cadets Site Master Plan The Gables Shoreline Restoration Plan 	<ul style="list-style-type: none"> Waterfront and Parks Washroom Provision Strategy
Upgrades and Area Revitalization	<ul style="list-style-type: none"> Centennial Park Adventure Playground Development 	<ul style="list-style-type: none"> Heritage Park MP Implementation North Shore Trail New Water Access Points 	<ul style="list-style-type: none"> Spirit Catcher Park + Sea Cadets Site Master Plan Implementation 	<ul style="list-style-type: none"> Wilkin's Walk Restoration Implementation The Gables Shoreline Restoration Plan
Strategic Physical Improvements	<ul style="list-style-type: none"> Military Heritage Park Peace Sculpture Implementation Trans Canada Trail Pavilion Repurposing 	<ul style="list-style-type: none"> Waterfront Commercial Kiosks Waterfront Signage & Branding Implementation 	<ul style="list-style-type: none"> Waterfront Park Furnishings Program Beach Accessibility Improvements - Mobi Mat Installation 	<ul style="list-style-type: none"> Military Heritage Park Outdoor Interpretative Panels
Strategic Land Acquisition Focus on Strategic Land Acquisitions as properties become available.				

Capital Cost Forecasts

Capital Improvements	Short Term (2024-2028)	Medium Term (2029-2033)	Long Term (2034+)
Plans, Studies and Strategy Creation	\$975K	\$790K	\$450K
Upgrades and Area Revitalization	\$16.1M	\$17.9M	\$26.8M
Strategic Physical Improvements	\$1.5M	\$3.8M	\$2.5M
Strategic Land Acquisition	\$2.6M	\$1.9M	-
Total	\$21M	\$24.3M	\$29.8M

*Approximate order of magnitude costing to be further reviewed in Capital Budget Plan annually





1

This Strategy is Collaborative

The planning approach will allow for multiple Council touchpoints throughout via Park and Business Planning processes.

2

This Strategy is Community-Led

The Barrie Community, key stakeholders and local organizations were engaged at crucial stages of the process. The Strategy provides a framework for additional opportunities for community input throughout the implementation process.

3

This Strategy Strengthens Ongoing Plans & Initiatives

The recommendations put forth build upon projects currently forecast in the Capital Plan.



Thank You!

Q&A

May 2023