



Barrie Market District

Boundaries
Recommendations

Market District Task Force
Boundaries Sub-Committee
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Sub-Committee Members

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Scope and Objectives

- Review current and future plans for area – public and private developments (Including Heritage Park)
- Align with BIA area of influence
- Incorporate key elements required for Market – activation sites, parking, waterfront access
- Identify future growth potential and connections
- Consider area required to create critical mass for a market district
- Consider pedestrian traffic flows and linkages to Meridian, Dunlop

Market District

- Central core
- Initial Phase
- Focused on waterfront

Market Activation and Connection Corridors

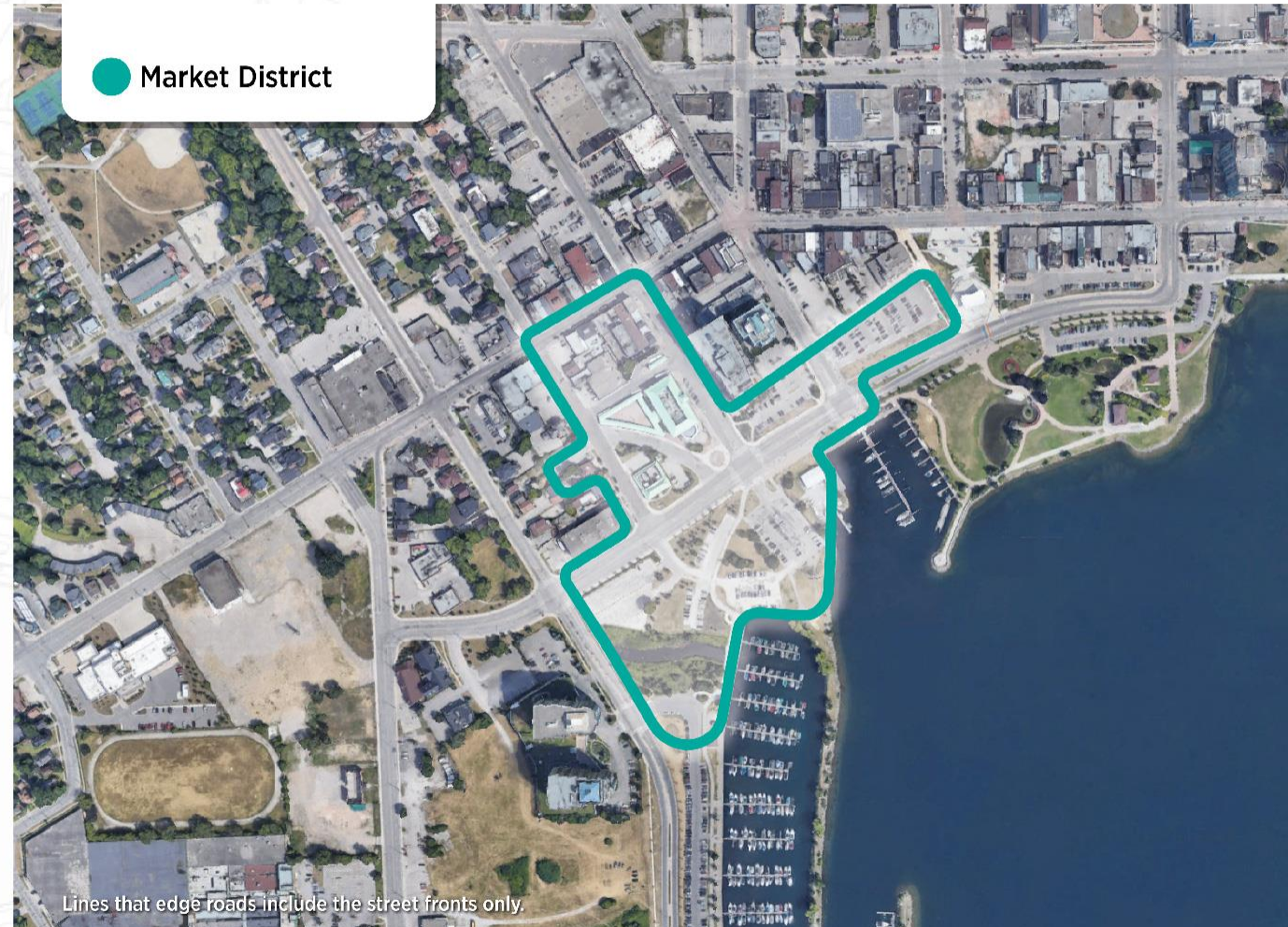
- Locations of influence for activation/draw
- Connectivity points to waterfront, downtown

Market Annex

- Future growth potential for Market

Boundary Recommendation: Market District

- Primarily City-owned property
- Forms central core of Market activities
 - Farmer's Market
 - Food & Beverage
 - Waterfront – Marina, park
 - Sandbox/FabLab – “Innovations District”
 - Future mixed residential/commercial development
- Collaborate with Alectra for development
- Re-purpose current parking
- Include the parking lot by old BMO building as activation space to bridge Meridian
Consider naming it “Bayside Market District” to give it a unique differentiator



Alignment with BIA

- Alignment of Market District with BIA territory
- Intention to grow Market-based businesses to benefit BIA
- Recognition of BIA leadership
- Market District funding/financing will not compete with or negatively impact BIA
- Joint events/activations, marketing, programs



Key Connections and Growth Areas

For Market Activation Areas:

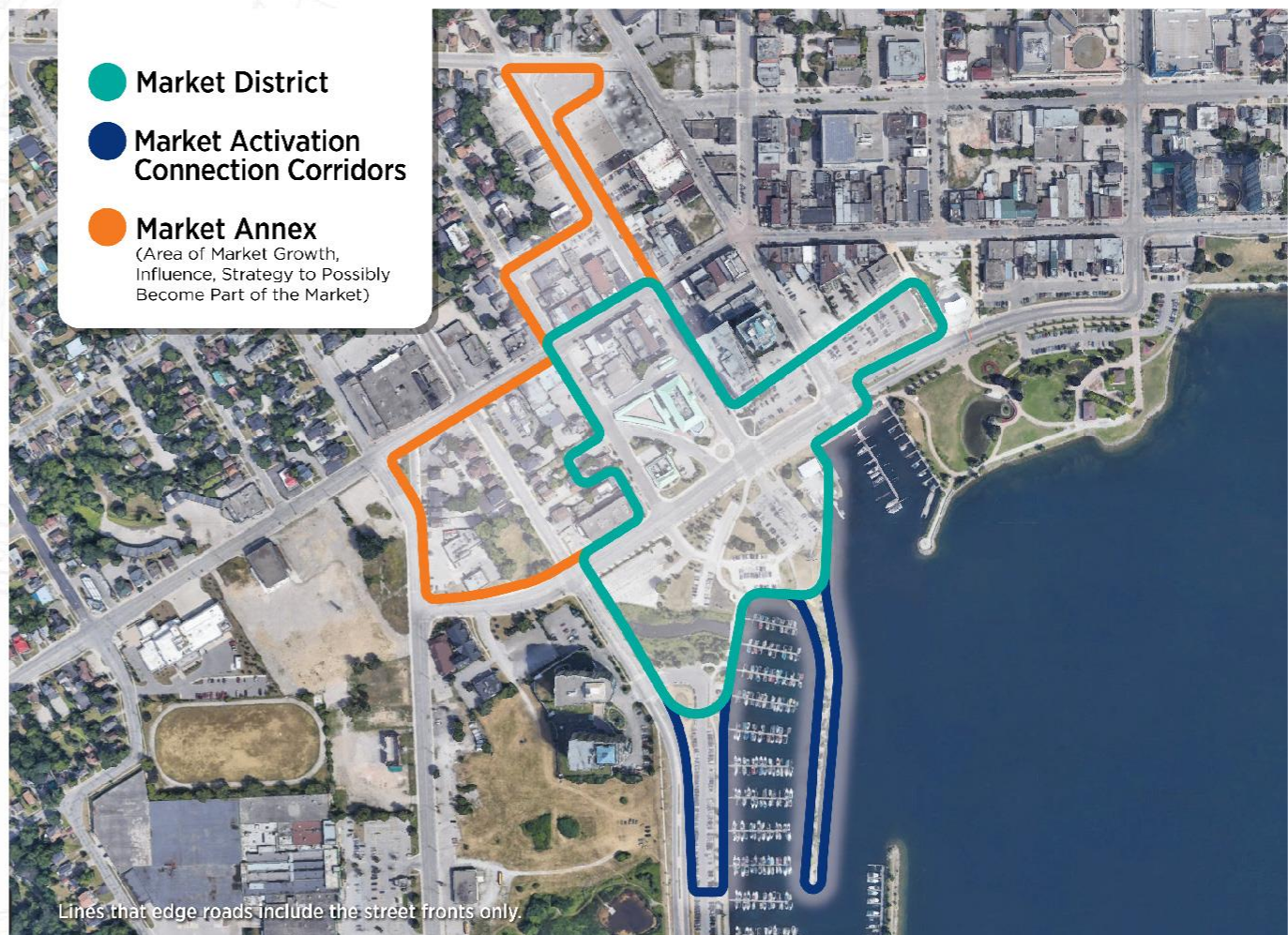
- Re-allocate current parking
- Activations to draw residents and visitors to the Market District
- Recommend allocating to Market development either in initial phase or in second phase

For Market Connection Corridors:

- Facilitate wayfinding
- Seamless movement of people
- Key linkages to Heritage Park, Meridian Place

For Market Annex:

- Potential area of growth & influence
- Recommend considering allocation to Market until a higher, better use is identified



Summary of Recommendations



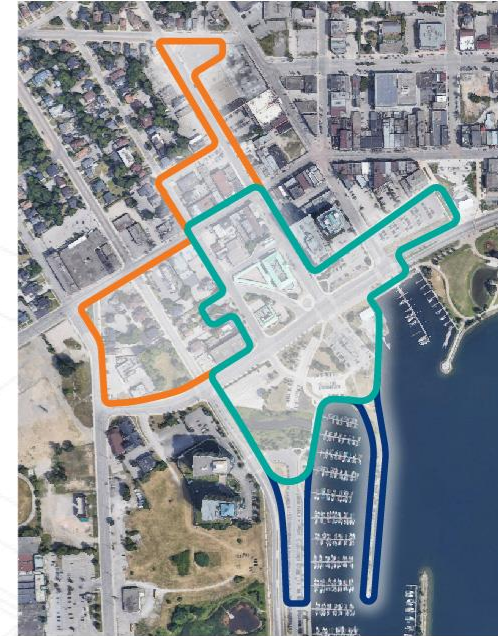
- 1 Establish the Market District boundaries as recommended for first phase of development



- 2 Incorporate Market Activations and Key Connection Corridors into current development plans, allocating the designated areas for future Market development – **this is essential to establish critical mass in support of the proposed operating model**



- 3 Designate the Market Annex areas as potential Market growth areas, to first be allocated to Market growth unless there is a more compelling use case; this will give the overall Market District the critical mass needed for long term sustainability

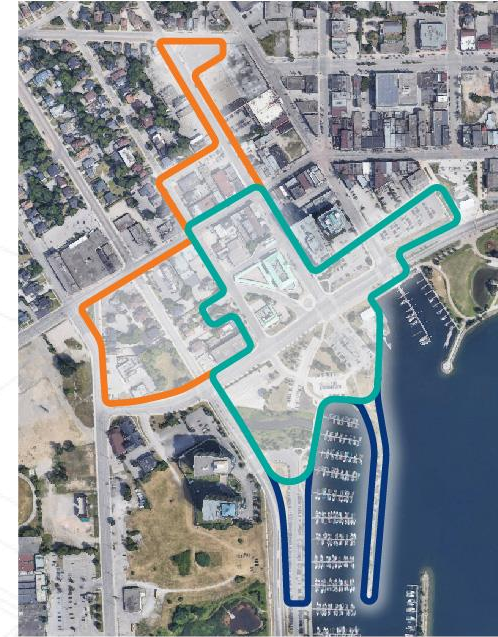


Summary of Recommendations



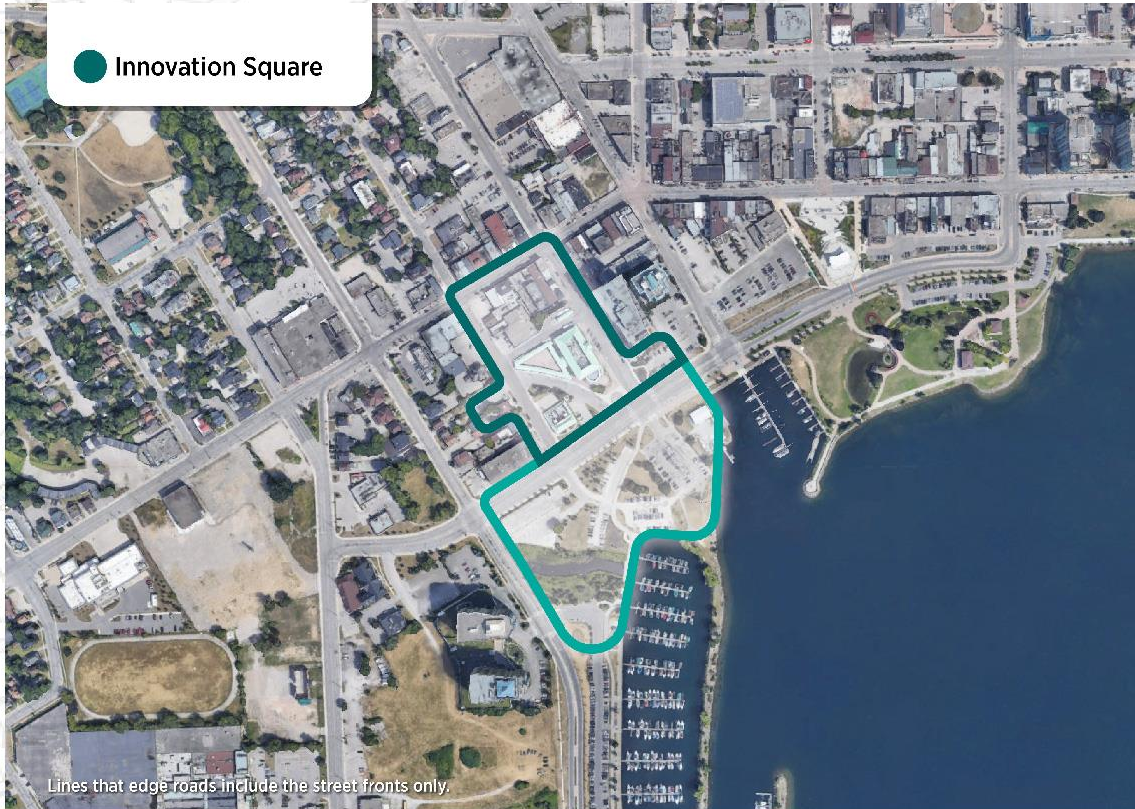
4 Designate the parking lots beside the old BMO building to be activation spaces for the Market District, allowing for connectivity with Meridian Place

5 With Boundaries designed to create critical mass of activations, maximizing event/gathering spaces and reducing/moving back parking – potentially re-examine if Market is the right location for Farmer's Market



APPENDIX

Proposed Innovation Square



Includes:

- The Sandbox Centre for Entrepreneurship and Innovation
- Fab Cafe Maker Space
- The Bayside Market for Food Entrepreneurship and Innovation

Future Entertainment / Theatre District

- Sub-Committee observed high potential for an Entertainment District connected to Market District
- Existing Venues and Operations
- Would act to elevate and enhance Market activations
- Potential westward development – HIP/Fisher

