



Barrie Market District

Parking Recommendations

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

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Scope and Objectives

- Review current parking and future plans for area
- Research best planning practices for parking and transit in Market Districts
- Ensure parking and transit solutions will support envisioned activities, including Farmers Market
- Ensure spots allocated for short term (pick up/drop off), loading and unloading for vendors
- Be creative to ensure sustainable solutions that assist in GHG reduction targets
- Ensure abundant, safe and accessible solutions

Objective:

Create a safe, vibrant, green, accessible, experiential Market District, with lower visual profile parking, more effective utilization of existing parking and targeted function for best results.

Highest and Best Use of Waterfront

- Parking is not the best and highest use of prime waterfront real estate and is not optimized
 - Spirit Catcher lot – Peak usage 37%
 - Off street – Peak usage 50%*
- There are other ways to provide parking
- Opportunity to optimize Service Ontario parking based on complementary demand times
- Eliminate smaller parking lots to allow for larger Market area to attain critical mass and to facilitate pedestrian flows connectivity

*City of Barrie Parking Report



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.

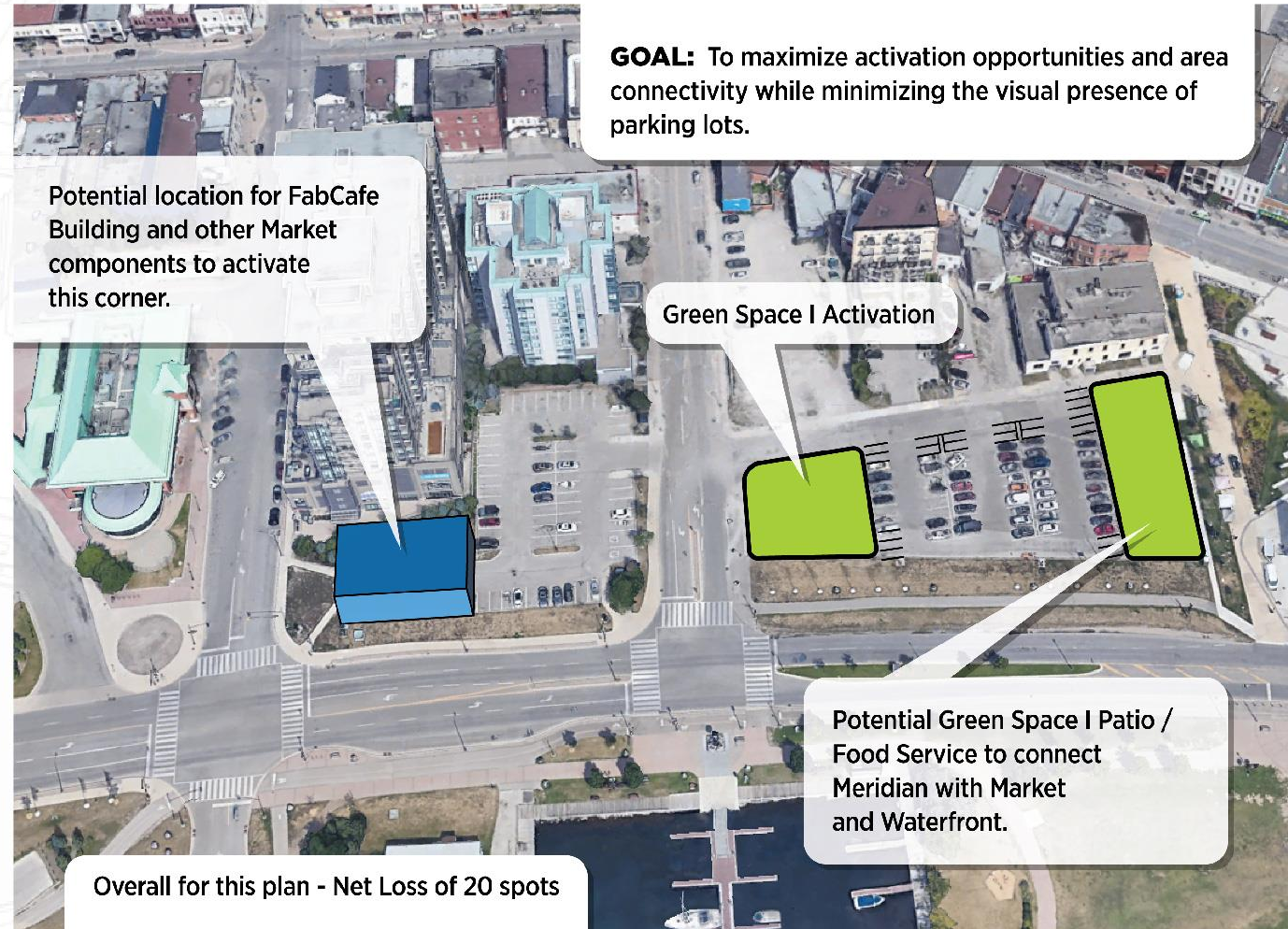
Eliminate these lots to make pedestrian Market area. Parking lots are not Best and highest use for this prime waterfront real estate. Parking needs to be moved away from the waterfront

Simcoe Street – Reducing Parking

- Re-allocation of key corners from parking to Market District Activation
- Net loss of 20 parking spots

Benefits:

- Increases connectivity for pedestrians flowing from waterfront to downtown – a long-time priority
- Brings more greenspace to waterfront area and potentially adds to tree canopy
- Reduces visual impact of parking lots



Optimizing Existing Parking

Georgian College:

- Potential to optimize based on complementary demand

Collier Street Parkade:

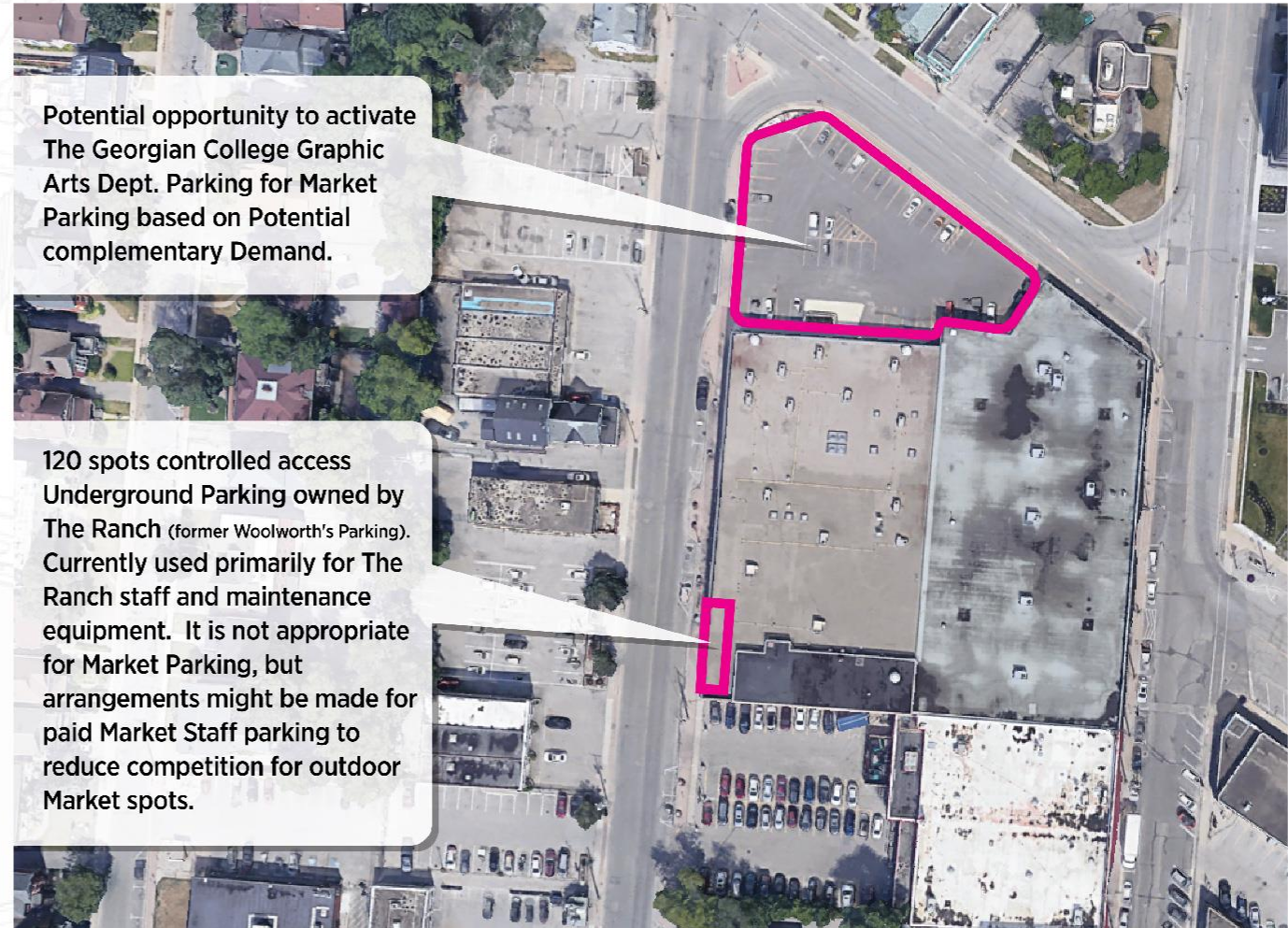
- Proactive marketing to promote use of the Parkade
- Incentives (discounts) for users in the Market District

Private Parking Lot @ Toronto & Simcoe:

- Collaborate to make it universally available as paid parking

For Market District Staff & Vendors:

- Potential to use some of the 120 underground spots owned by The Ranch
- Assigning this for staff and vendors reduces competition for outdoor spots



Surrounding Streets

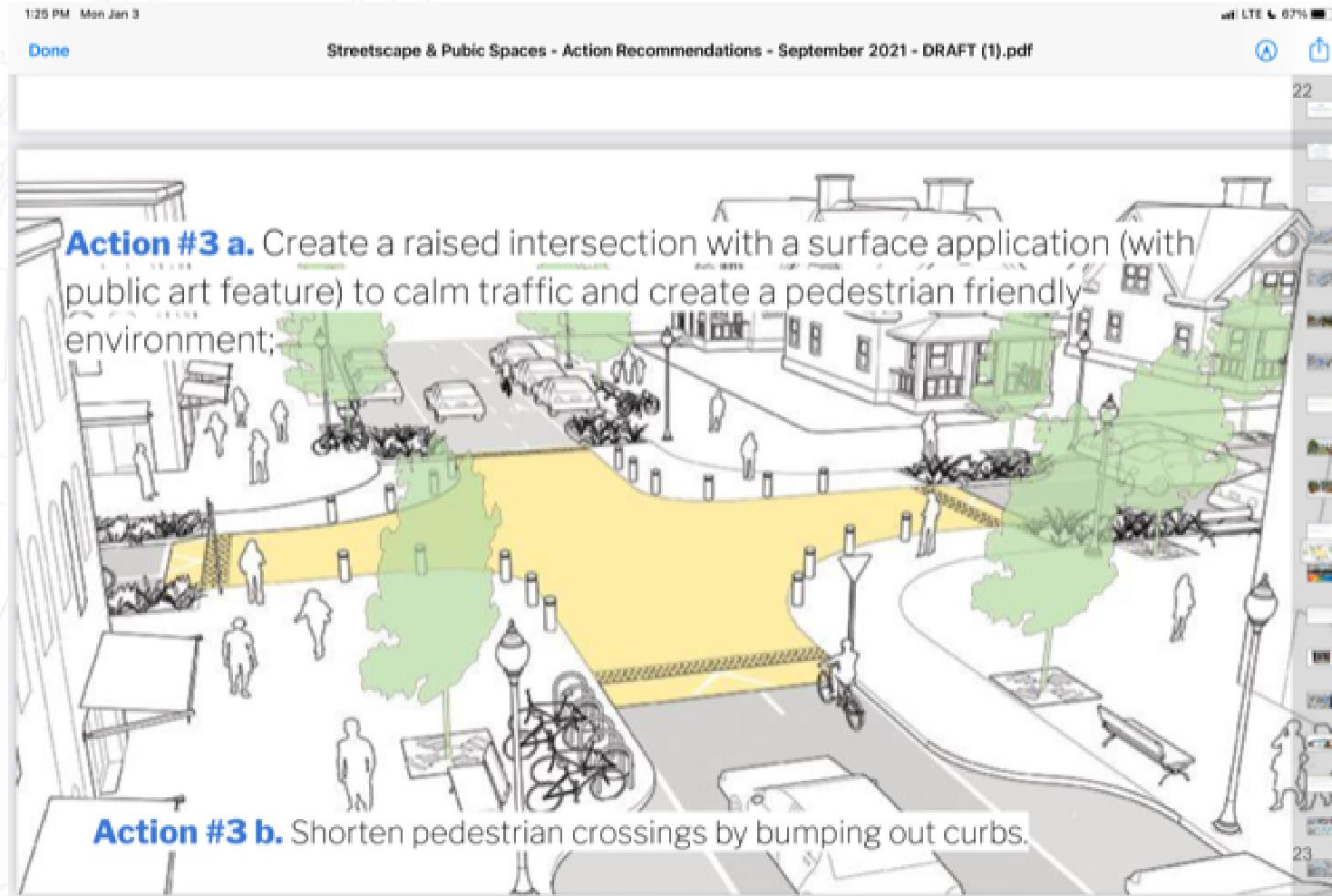
Surrounding Streets:

- 5 minute drop off/pick up areas should be established to facilitate delivery services at key locations
- 10-15 minute metered zone for Market District to allow for food services
- Parallel and slant parking where feasibility for traffic calming



Green Buffered Parking – Parallel and Slant

- Aligns with Streetscape sub-committee recommendations



Future-Focused by Design

Parking:

- Long term, multi-story parking garages – not on the waterfront; main floors and top floors should be activated
- Smart Parking – entrance and exit payments; use of cell phone based payments
- Integrated systems – to communicate where available spots are and direct user
- Common payment/registration systems for ease of use



● Long Term Potential Multi-Story Parking Garages

Garages are intended to be best use for the space (not waterfront) and are intended not to interrupt sight lines. They would come into play with higher demand and potential revenues.

The main floors and top floors should be activated - Retail / Restaurants / Patios

Example:

Little Rock Arkansas – River Market Entertainment District

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



Future-Focused – Beyond Cars

Transit:

- Provide shuttle from GO Station to Market District to reduce cars
- Autonomous Tram service from parking areas outside of district (Ottawa, Toronto, Whitby, Waterloo); potential for private “micro-transit” partnership
- 1.5 km (3 km round trip), directly connects with GO Station; passes by 425 parking spaces



Future-Focused – Cycling and Scooters

Bicycles & Scooters:

- Self-serve rentals within Market District and around waterfront
- Bike racks, pick up/drop off stations for scooters and bikes
- Facilitates movement between waterfront, transit and downtown
- Potential for revenue generation



Ottawa – scooter rentals in Byward Market



Toronto – Bike rentals at GO Stations

Thinking Outside the Box

- Make provisions for drones and electric aircraft to land (rooftops)
- Reserve premium parking spaces for “smart commuters” (cars with more than 2 people in it to encourage ride sharing)
- Consider raising activation (retail, dining, park) platforms above existing parking (such as lot behind Flying Monkeys) or at Bayfield and Simcoe



Summary of Recommendations

- 1** Remove parking lots at Spirit Catcher and on the waterfront, and use land to increase space for activations and facilitate connectivity between waterfront and downtown
- 2** Create partnerships with private sector organizations, owners of Simcoe and Toronto Street parking, and Georgian College to incorporate their parking based on complementary demand times and to support Market District staff and vendor parking
- 3** In Market District: Create 10 minute parking for Market Pick-ups. Elsewhere - create strategic drop off / pick up zones to facilitate service delivery (i.e. UberEats, ride sharing)



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 Invest in future-focused infrastructure to allow for autonomous trams (linking GO station to downtown, bypassing parking in between), shuttles, smart parking systems and self-service bike and scooter rental
- 6 Re-examine if location is best for Farmer's Market if concerns re: available parking, as the Market District will be the focal point for driving needed cultural changes to meet GHG emissions reduction targets

