

Market Precinct Task Force, Appendix A

These recommendations are to be taken into consideration in creating the Barrie Bayside Market District.

MARKET BUILDING

It is important that careful consideration be given to making the main market building a showpiece and the focus of the area. It should be designed so that it is welcoming to the public from all sides. People should be encouraged to flow through the building onto the rest of the site and into the entire market district.

- 1) Find an alternative location in the downtown's west end for the Barrie Police Services so that space in the current terminal building can be used by the permanent market.
- 2) Remove the walls within first floor of transit terminal as much as possible to create a more open space
- 3) Install rollup doors to allow access to vendors from both inside and outside the building in good weather
- 4) Create a central seating area for dining.
- 5) Consider including a space for farmers market vendors to sell their goods when the farmers market is not taking place
- 6) Retain as much of the canopy as feasible
- 7) If it is determined there is suitable interest from vendors, expand the market building northward before the market opens.

FARMERS MARKET

Moving the existing Barrie Farmers Market to the Barrie Bayside Market Area is a key part of making the project a success. The market has more than 175 years of history in Barrie, brings an authentic farmers market culture to the project and has an existing base of shoppers which will help the market area's success.

- 8) Create a building of at least 10,000 square feet in the area of the permanent market building to house the farmers market for Saturday markets from 8 a.m. to 2 p.m. It would need double-door entrances for easy loading, water and power available to most booths (some booths would need additional power), a storage area for vendors, washrooms, and 100 to 125 parking spaces in the proximity for vendors.
- 9) Consider including a commercial kitchen, pallet jacks or forklift for efficient loading, a stage area for entertainment, a meeting room area and wind-blocking in loading areas.
- 10) During non-market times, use the building as a small event centre to host weddings, community or private dinners, art shows and seasonal events, such as Christmas or winter markets.
- 11) Consider holding a "condensed" farmers market on Thursdays from 4:30 p.m. to 8:30 p.m. and a Friday artisan and makers market with street food vendors on Fridays from 4:30 p.m. to 8:30 p.m.

STREETSCAPE and PUBLIC SPACES

The streetscape and public spaces in the market area will play an important role in creating an identity for the district, making it pedestrian-friendly and forging links to the surrounding area, including the waterfront, Dunlop Street, Meridian Square and a future performing arts centre. No vehicle traffic should be allowed anywhere in the market block, which is the area between Mary Street and Maple Avenue, south of the Debut Condos but excluding the Alectra property.

- 12) Narrow Simcoe Street from Bayfield Street to Toronto Street to create a better connection to the waterfront by removing one lane of traffic on both the north and south sides of the street. In the short-term, large planters can be placed to create new parkette, market, and pedestrian space in the north lane and planters could be placed in the south lane to calm traffic and provide more greenery. Create on-demand crossings at Mary Street and Simcoe Street. When Simcoe Street is reconstructed in the future, permanently narrow the street and calm traffic as much as possible.
- 13) Create a “Green Gateway” to the Market District at the northwest corner of the Maple Avenue and Simcoe Street intersection that provides a vibrant and welcoming pathway, with public seating throughout, for visitors coming from the waterfront. Extend the “Green Gateway” along the north side of Simcoe Street between Meridian Square and Mary Street to create both an attractive pedestrian link between the market and Meridian Square and a buffer from traffic on Simcoe Street.
- 14) Create raised intersections with public art murals to calm traffic and create a pedestrian friendly environment. Shorten pedestrian crossings by bumping out curbs.
- 15) 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. Consider activating the parking lot at the Spirit Catcher with a temporary ice rink in the Winter and explore pop-up opportunities in this space for short-term activation.
- 16) Create flexible or curbless streetscapes on Mary Street & Maple Avenue between Simcoe Street & Dunlop Street East that allow for pedestrianization, maximizes sidewalk space, and allows for pop-up shop opportunities. Ensure that the Barrie Transit Downtown Mini-Hub allows for easy & safe pedestrian crossings and include 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
- 17) Pedestrianize the current bus lane between the future Market building and Debut Condos and incorporate seating and tables to create a gathering and dining space for market-goers. Work collaboratively with Debut Condos to create an integrated and cohesive space. Locate loading area on the northeast corner of the future Market building, facing Maple Avenue and limit loading hours to minimize disruption and noise.
- 18) Create a pedestrianized area on “The Swoosh,” the curved area which is now a bus lane between the transit terminal and the Alectra building, with a walking surface that is level with the curb and add flexible and playful street furniture such as planters, seating, and tables. Explore options for the space between the existing awnings, including the potential for a glass Market Atrium space for year-round use.

- 19) Activate public spaces in the market area and make them a gathering place through the use of seating, small tables (possibly with chess/checkerboards), playground equipment, musical instruments, art easels, etc.
- 20) Consider closing Mary Street to traffic on Saturdays to create more room for vendors.
- 21) Ensure there is accessible parking immediately adjacent to the market square.

PUBLIC ART

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 invites market goers to spill out and explore the surrounding area. It can help activate the area when the market isn't open and increase foot traffic, providing safety and a boost to local businesses.

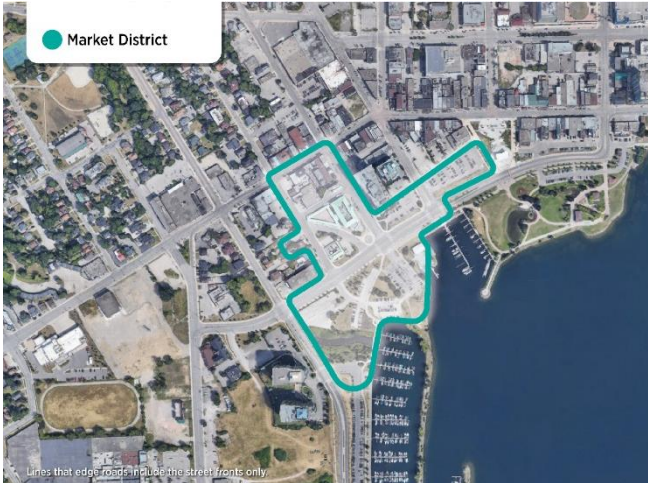
Art encourages us to look at things in new ways, and it is through that lens that we should view the market area. Art can elevate everyday objects and we should look for opportunities to include it in the infrastructure such as public seating. More than just a place to sit, seating can be an invitation to linger; to participate in public life; to belong. It can create an opportunity for connection and conversation.

- 22) Commission a signature sculpture in the entrance area at Simcoe Street and Maple Avenue, perhaps incorporating a market sign
- 23) Include a significant public artwork in the Market District to bring local, national and international attention to the city and market. The foundation that would accommodate the weight and height of a significant artwork should be built within the infrastructure of the site when construction for the site begins. Water and electrical should also be brought to the vicinity of the foundation. A geotechnical survey would be required to determine the type of foundation. Prebuilt foundations throughout the market site would save considerable cost and allow the budget for future artwork to be directed solely to the creation of the art.
- 24) Where possible, incorporate public art into the design of lights, bike racks, benches and other features of the market district.

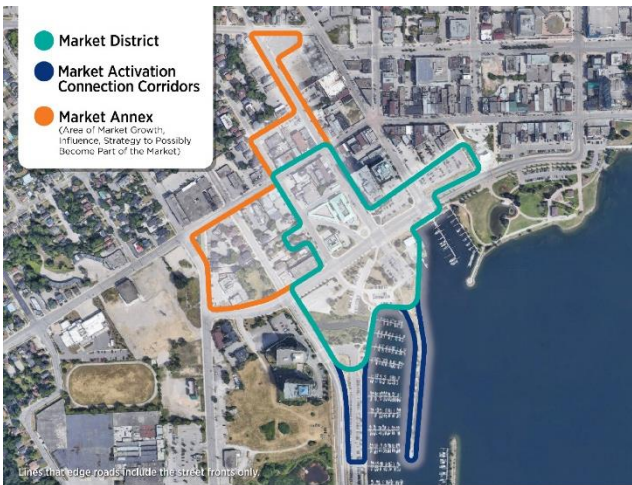
BOUNDARIES

As the name Barrie Bayside Market Area implies, the market includes the neighbourhood surrounding the current transit terminal site. We envision several blocks of small restaurants, speciality shops, artisans and other attractions. Future developments in the area should maintain the market theme, at least on their ground floors.

- 25) Establish the market boundaries as recommended for the first phase of development



- 26) Incorporate market activation and key connection corridors into development plans, allocating the designated areas for development that is in keeping with the market theme.
- 27) Designate the market annex areas as potential growth areas, to be allocated for future market growth, unless there is a more compelling use case. Private development will be encouraged but it should be in keeping with the market theme.



PARKING

The survey conducted for the Barrie Bayside Market Area task force indicated vehicle parking was important to the majority of people who would use the market. It will be important to preserve public parking in the area during the market's early years as the market becomes established.

- 28) In the long term, remove parking lots at the Spirit Catcher and on the waterfront, using the land to increase space for activations and facilitate connectivity between the waterfront and the market area.

- 29) Pursue partnerships with private property owners in the area to incorporate parking on their property at low-demand times for them, especially to provide parking for market staff and vendors.
- 30) In the immediate market district, create 10-minute parking for market pickups. Elsewhere, create strategic dropoff/pickup zones to facilitate service delivery.
- 31) Invest in future-focused infrastructure, such as shuttles along the waterfront between the downtown and the GO station, and self-service bicycle and scooter rentals.



OTHER BUILDINGS AND FACILITIES

Although not part of the initial build, there are many opportunities to add buildings and facilities which will contribute to making the Barrie Bayside Market Area a community gathering point, economic driver and tourist attraction.

- 32) That consideration be given to adding a “maker space” to encourage young people, especially women, in the STEM fields, including a café.
- 33) That consideration be given to adding a small pub
- 34) That consideration be given to adding complementary buildings and facilities on the south side of Simcoe Street, including a marina building/pavilion and skating trail.
- 35) That consideration be given to adding an artisan district on both sides of Kidds Creek to link the market area to the marina and Centennial Beach.
- 36) The immediate market area now consists of structures which form a square, triangle, semi-circle and triangle, and there is a circular area in front of the terminal building. When creating new structures or additions to existing buildings, consideration be given to maintaining the geometric appeal when viewed from above.

STRUCTURE AND FUNDING

The Barrie Bayside Market Area should be self-sustaining financially in terms of operating costs.

- 37) The market should operate as an independent, not-for-profit businesses, perhaps as a community development corporation.
- 38) Market tenants should pay market rental rates.
- 39) Consideration should be given to setting up a market foundation.
- 40) Consideration should be given to implementing a Destination Marketing Fee for the immediate market district.

OTHER

Because it will be located in the city centre, the Barrie Bayside Market Area is in a good position to become a hub for groups working to enhance food security in Barrie, such as the Simcoe County Food Council, the Good Food Box, the Barrie Food Bank, FruitShare Barrie and many others. A commercial kitchen would help these efforts.

41) The Barrie Bayside Market Area work with groups involved in food sustainability.