



DEVELOPMENT SERVICES MEMORANDUM

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File: R04-WA
Pending #:

TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL

FROM: W. LOEVENMARK, LANDSCAPE ARCHITECTURAL PLANNER x4743

NOTED: M. BANFIELD, RPP, DIRECTOR OF DEVELOPMENT SERVICES

**B. ARANIYASUNDARAN, P.ENG., PMP, GENERAL MANAGER OF
INFRASTRUCTURE AND GROWTH MANAGEMENT**

M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: WATERFRONT STRATEGIC PLAN UPDATE (ALL WARDS)

DATE: MARCH 7, 2022

The purpose of this Memorandum is to provide members of Council with an update concerning the progress of the 2022 Waterfront Strategic Plan. The previous [Waterfront + Marina Strategic Plan](#) was approved by Council in 2015, through motion 15-G-129.

The 2015 Waterfront + Marina Strategic Plan focused on creating a new vision and guiding principles for the waterfront, as well as mapping a path forward to increase the attraction of the waterfront as a destination and improved integration with the City's downtown.

To date, the preliminary background review and internal stakeholder consultation has been completed, which we will use as the basis for the next project stage of community engagement. The community engagement process will begin with a visioning-oriented Public Information Centre in the first quarter of 2022. The Public Information Centre will be followed with a presentation to City Building Committee to obtain feedback regarding the initial concepts in preparation for the second Public Information Centre in June. In accordance with COVID-19 protocols, a virtual Public Information Centre will be held on:

Thursday, March 24, 2022
2:00 p.m. to 3:30 p.m. OR 6:00 p.m. to 7:30 p.m.
Zoom Meeting, Register Online.

Attendees may register online through buildingbarrie.ca. The Public Information Centre will be advertised on social media. To advise residents and business adjacent to waterfront parks of the Public Information Centre, a 'Notice of Public Information Centre' will be mailed to property owners within a 150-metre radius of all waterfront park boundaries by March 4, 2022. To ensure Council has the information at the same time as the public, this Memorandum has been provided with a copy of the 'Notice of Public Information Centre' (Appendix "A").

In addition, email invites to key stakeholders will also be circulated the week of March 7, 2022. This will include, but not be limited to, Tourism Barrie, the Downtown Business Improvement Association, internal Stakeholder groups, the Barrie Native Friendship Centre, and participants in the Heritage Park Master Plan Public Information Centres.

Parks Planning staff and the consulting firm IBI Group will engage with attendees through a guided virtual interactive discussion session to explore key topics and identify preferences. Residents, property owners, businesses and interest groups are also invited to access the online survey or submit comments by **Friday, April 8, 2022.**

City Council members are invited to attend, and if there are any questions associated with this project, please contact Wendy Loevenmark at Ext.4743.

APPENDIX "A"
Notice of Public Information Centre

THE CORPORATION OF THE CITY OF BARRIE



March 4, 2022
File: R04-WA-2021

Notice of Public Information Centre Meeting
Waterfront Strategic Plan Update

Barrie's waterfront includes approximately 10km of shoreline along Kempenfelt Bay on Lake Simcoe, drawing residents and visitors year-round to treasured shoreline experiences hosted in twenty-one parkland locations around the bay.

The City's Development Services Department is seeking public feedback for an update to the **2015 Waterfront + Marina Strategic Plan** (barrie.ca). Please note, this process will exclude an update to the Marina portion of the 2015 Plan. The purpose of this Notice is to announce a Public Information Centre meeting. The City of Barrie invites all those interested in the Waterfront Strategic Plan Update to attend a virtually guided meeting to explore and discuss key areas of interest related to the project. The information gathered will support the strategic directions and updated approaches in a second Public Information Centre later this year.

The virtual Public Information Centre will take place on:

Thursday March 24, 2022
2:00 p.m. to 3:30 p.m. OR 6 p.m. to 7:30 p.m.
Zoom Meeting ([register online](#))

Attendees can register online through buildingbarrie.ca/WaterfrontPlan. To participate by phone or provide comments if you are not able to attend the Public Information Centre, please contact one of the staff listed below.

The community is also invited to complete a virtual interactive survey through a link on the web page noted above. Please submit comments and/or survey feedback by **Friday, April 8, 2022**.

Should you have any questions or comments, please contact:

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