



DEVELOPMENT SERVICES MEMORANDUM

Page: 1
File: R04-WA
Pending #:

TO: DEPUTY MAYOR, B. WARD 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: JUNE 6, 2022

The purpose of this Memorandum is to provide members of Council with an update concerning the progress of the 2022 Waterfront Strategic Plan update. 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 with improved integration with the City's downtown.

The first Public Information Centre was held on March 24, 2022, completing the first stage of internal stakeholder and community consultation to support the visioning process. The resulting feedback has provided the basis for the next project stage of community engagement, which will explore the updated principles, strategies, and recommendations, in accordance with COVID-19 protocols, a virtual Public Information Centre will be held on:

Wednesday, June 22, 2022
2:00 p.m. to 3:30 p.m. OR 6:00 p.m. to 7:30 p.m.
Zoom Meeting, Register Online.

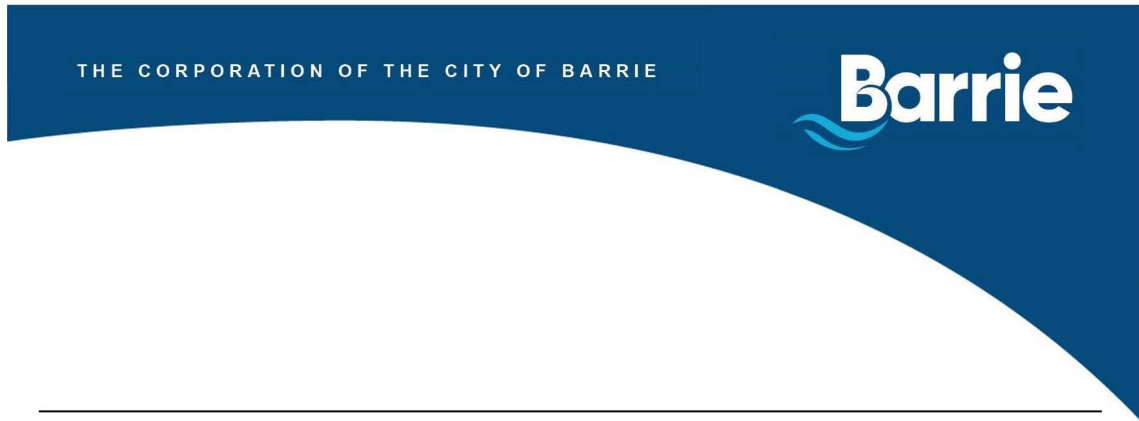
Attendees may register online through buildingbarrie.ca. The Public Information Centre will be advertised on social media, the City's website, through radio advertisements, and in *This Week in Barrie*. To advise residents and business adjacent to waterfront parks of the Public Information Centre, a 'Notice of Public Information Centre' will be mailed to property owners within a 150-metre radius of all waterfront park boundaries by June 13, 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, an email invite to key stakeholders will also be circulated the week of June 13, 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 receive comments. Residents, property owners, businesses and interest groups are also invited to access the online survey or submit comments by **Friday, July 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



June 8, 2022
File: R04-WA-2021

**Notice of Public Information Centre Meeting
Waterfront Strategic Plan Update**

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 first of two Public Information Centres was held on March 24, 2022, to explore an updated vision for the Plan. Visit the project online at buildingbarrie.ca/WaterfrontPlan.

The purpose of this Notice is to announce the second 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 review the proposed strategic directions and discuss updated approaches related to each section of the former Plan.

The virtual Public Information Centre will take place on:
Wednesday, June 22, 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, which will be posted on June 22, 2022, and provide comments on the web page through the Ideas and Mapping Tool tabs at the bottom of the web page (ongoing). Please submit comments and/or survey feedback by **Friday, July 8, 2022**.

Should you have any questions or comments, please contact:

Wendy Loevenmark
Landscape Architectural Planner
Development Services – Parks Planning
Tel: 705-739-4220 Ext. 4743
E-mail: wendy.loevenmark@barrie.ca

Kevin Bradley
Manager of Parks Planning
Development Services – Parks Planning
Tel: 705-739-4220 Ext. 4825
Email: kevin.bradley@barrie.ca