TO: MAYOR, A. NUTTALL AND MEMBERS OF COUNCIL

FROM: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT

NOTED: M. BANFIELD, RPP, DIRECTOR, DEVELOPMENT SERVICES
R. PEWS, P.ENG., DIRECTOR, CORPORATE FACILITIES

RE: UPDATE ON PERMANENT MARKET ACTION AND RESPONSE TO REQUESTS FOR PROPOSALS

DATE: JANUARY 25, 2023

The purpose of this Memorandum is to provide members of Council with an update regarding project actions related to the Permanent Market Task Force Recommendations and associated recommendations.

On February 14, 2022, Council Motion 22-G-026 provided seven points of direction to Staff related to the recommendations presented to Council by the Permanent Market Task Force that included the overall endorsement, in principle of a Barrie Bayside Market Area centered around the conversion of the existing transit terminal on Maple Avenue to a year-round market and the construction of a new building of at least 10,000 square feet nearby to house the Barrie Farmers' Market.

Council direction provided that the City hire either a contract position or a consultant with a budget of $100,000 funded from the Reinvestment Reserve to initiate work on the project that included the preparation of a plan with prioritized recommendations and timelines associated with the conversion of the transit terminal into a permanent market, the construction of a new building to house the Barrie Farmers' Market with a community commercial kitchen on site.

The project work was to take into account recommendations of the Task Force, various consultants and staff reports over the past seven years, and the needs of the Barrie Farmers' Market.

Further, staff in the Development Services and Economic and Creative Development Departments were directed to report back to General Committee by way of a memorandum with the intended timelines and resource requests associated with the recommendation of the Task Force.

The corresponding Council Motion and Market Precinct Task Force Report with recommendations for the Barrie Bayside Market provided to Council are attached as Appendices 'A' and 'B' to this Memorandum.

On April 4th, 2022, Staff provided a Memorandum, per item 6 of Motion 22-G-026, outlining the proposed timelines and resources requests associated with the recommendations of the Task Force.

Specifically, the Memorandum identified that an execution of the Market Precinct project involves three key phases:

1. Assess the Permanent Market space & business case;
2. Creation of the Permanent Market and Barrie Farmers' Market building space; and
3. A complete Market Precinct that integrates the physical spaces surrounding the market into an active precinct.

The first phase would focus on the project planning and development including:

a. the conversion of the transit terminal space;
b. the development of the permanent market business case, and;
c. the conceptual development of the Farmer's Market facility.

In the Memorandum, staff estimated the first phase of the project costing approximately $425,000 in consultant, architect and staff resourcing costs. Of that estimate, $100,000 had already been approved for 2022, per Council Motion 22-G-026, and the remaining included as part of the 2023 Capital Budget.

Staff also indicated a consultant would be hired to execute the first phase of the project. On September 16th, 2022, City staff released a Request for Proposal (RFP) to seek a consultant to deliver an Optimized Permanent Market Business Case Study and Conceptual Assessment. As part of the scope of work, the consultant was to review the recommendations of the Market Precinct Task Force, along with previous reports and studies related to the project and incorporate stakeholder engagement to providing the following deliverables:

- Optimized business case and design scope for the Permanent Market on the first floor of the Transit Terminal that is reflective of the size and needs of the community now and with projected population growth through to 2041, including an analysis and integration of the Barrie Farmer's Market; and
- Conceptual review and development of the physical space needs based upon the optimized business case and design scope for the project.

The request for proposal closed on October 12th, without any submissions.

Analysis of the RFP process revealed that there were seven plan-takers. None of the seven firms that took the RFP submitted a proposal. City staff reached out to the plan-takers directly to gain feedback as to why the firms opted to not submit a proposal. The limited feedback identified that the interested firms did not have the full scope of expertise to complete both the business case and physical concept design, and there was limited availability of consultants to undertake the physical concept design due to the overall demand for such services in the marketplace.

With this feedback, Staff are preparing to issue a new Request for Proposal with a modified scope pending Council's continued endorsement of the project via the 2023 capital budget request for Project 001107 - Permanent Market (Market Precinct) Implementation.

With the recent receipt of Council correspondence C3 230111 on January 11th, 2023, from the Barrie Farmer's Market (BFM), the proposed scope of work will need to be further refined to reflect a business case that considers and addresses the content of the correspondence related to the proposed permanent market, as follows:

'BFM prefers the City Hall location over a new location at the current Transit Terminal site; but is constrained in winter months and seeking solutions at/in the area of the City Hall location for winter vendors, and would like to work with staff to make a plan for that expansion to present to Council in the near future…

… It is important to note that a permanent market would be direct competition to BFM and not complementary for future planning purposes.'

The Barrie Farmer's Market was a participant on the Market Precinct Task Force, and recommendations of the Task Force included the relocation of the BFM to the precinct site along with associated space

requirements. As such, should Council choose to continue with the project, the scope will be further modified to address the new feedback from the Barrie Farmer's Market.

The Economic and Creative Development department will continue to be supported by staff in Corporate Facilities and Development Services departments to continue with the development of the project as Council direction is provided.

Appendix 'A' – Council Motion 22-G-026

1. That Barrie City Council endorse in principle the concept of a Barrie Bayside Market Area centered around the conversion of the existing transit terminal on Maple Avenue to a year-round market and the construction of a new building of at least 10,000 square feet nearby to house the Barrie Farmers' Market with a goal of opening to the public in 2024…

2. That the design of the market district recommendations attached as Appendix "A" to the Market Precinct Task Force Report dated February 7, 2022, be taken into consideration.

3. That the City hire either a contract position or a consultant with a budget of $100,000 funded from the Reinvestment Reserve, and that consideration of additional funding be presented to Council in subsequent budgets, to:

a) Prepare a plan and recommend the prioritization and timelines associated with the items b) to j) for the conversion of the transit terminal into a permanent market and the construction of a new building to house the Barrie Farmers' Market with a community commercial kitchen on site, taking into account the Task Force recommendations attached as Appendix "A" to the Market Precinct Task Force Report dated February 7, 2022, various consultants and staff reports over the past seven years, and the needs of the Barrie Farmers' Market on the design of the building they will use; …
b) Apply for grants and sponsorship opportunities to cover the capital costs;
c) Prepare a business case for the market;
d) Prepare a precinct plan including programming strategy, identifying and implementation of market operations, detailed designs for the permanent market and farmers market, signage, wayfinding signage;
e) Prepare a streetscape master plan, including possible recommendations for amendments to the Official Plan, Zoning Bylaw and the Community Improvement Plan;
f) Undertake a marketing and recruitment strategy;
g) Prepare a pop-up shop program;
h) Collaborate with local developers;
i) Secure letters of intent for vendors for the market; and
j) Create a public art policy subcommittee or working with the existing Barrie Public Art Committee.

4. That the capital costs of building the market be included in the City's capital budgets, beginning in 2023.

5. That the City consider acquiring lands in the immediate area of the market district should it be determined that additional property be needed.

6. That staff in the Development Services and Economic and Creative Development Departments report back to General Committee by way of a memorandum with the intended timelines and resource requests associated with the recommendation of the Task Force by the end of March 2022.

7. That staff in the Recreation and Culture Services Department, in consultation with other City Departments work with the Barrie Farmers' Market on opportunities to hold pop-up market days at City recreation and community centres, libraries and park locations with funding of up to $25,000 to be allocated from the Reinvestment Reserve to fund any City related costs and to assist the Barrie Farmers' Market in marketing the pop-ups if they proceed. (Item for Discussion 8.3, February 7, 2022)

Appendix 'B' – Market Precinct Task Force Report

February 2022

Market Precinct Task Force Final Report

Market Precinct Task Force Final Report

Aerial view of the Barrie waterfront including the Barrie Transit Terminal. Credit - DS Digital Media

The Concept

The Barrie Bayside Market District will be centered around two buildings. The current transit terminal on Maple Avenue will be converted to a permanent market building with vendors offering goods six or seven days per week. A new farmers' market building on the site will be home to the weekly farmers' market currently at Barrie City Hall, featuring vendors both indoors and outside. When not used by the farmers market, the building will be open to other groups and uses. Other buildings can be added to the area over time. The area surrounding the permanent market and the farmers' market will draw complementary businesses, including restaurants and artisans.

What is a permanent market? The 2020 Fotenn Planning + Design report commissioned by the city described it this way: "A permanent market is a space where buyers and sellers can convene for the sale of goods at all times of the day, week and year. Most often, permanent markets are located indoors, with ancillary outdoor space, to be able to function during all types of weather. A permanent market can host a range of different vendor types, such as food and drink, arts, or clothing. St. Lawrence Market in Toronto and the ByWard Market in Ottawa are successful examples of market precincts that are built around a centrally located, permanent market building."

Developing a permanent market in the site of the current transit terminal on Maple Avenue, along with building a new farmers' market building in the same location, is a unique opportunity for the City of Barrie. It will accomplish several things at once. It will help revitalize the west end of the downtown, not only because it will draw people to the market buildings themselves but because merchants and restaurants will be attracted to the surrounding area. It will provide farmers and craft people in Barrie and Simcoe County with a place to sell directly to our customers. It will provide those living in the city's core with another place to buy fresh groceries. It will encourage people to live in the city's core – look at the type of developments you see around Toronto's St. Lawrence Market where the market is a selling point for surrounding condos. It will be a place for local people to gather and connect. It will be a place for tourists to visit, take photos and talk about to their friends back home. As that Fotenn Planning + Design report says, the aim is to create "a Market Precinct in Downtown Barrie that celebrates local cultural, creative and community enterprises, while enhancing opportunities for economic development and downtown renewal."

The location of the Barrie market district is perfect. It is located next to the waterfront, which is a natural draw for both residents and tourists, and makes it fairly unique in the province. It is centred in an area which will see thousands of new people within a 15-minute walk within the next 10 to 20 years, people who will form the backbone of the daily visitors to the market. There are more than 4,000 units approved or in the approval process in the city centre and there will undoubtedly be more in the coming years. The market site is half a block away from Dunlop Street, Barrie's main downtown commercial street, to which it will be connected not only by Maple and Mary streets but by a new store-lined arcade in the middle of the adjoining Debut condos, which also features commercial uses on all sides. As Open Air Dunlop continues to evolve, there is a natural link to the market district. There is a great fit with The Sandbox and the Small Business Centre on the second floor of the current transit terminal since the market area will serve as an incubator for food-and-craft-based businesses. The market will be just a couple of blocks from the proposed new performing arts centre and the market district itself will spill into the neighbourhood immediately adjacent to the centre over time. Meridian Square, with its ability to host entertainment and gatherings, is just two blocks away and there are opportunities to link the market and Meridian not only by Dunlop but by a new waterfront corridor along Simcoe Street. We envision people not just visiting the market and going home; those people will be encouraged to visit our waterfront or stroll through the rest of our downtown to see what it has to offer.

The Committee

On March 22, 2021, Barrie City Council approved a motion to create the Market Precinct Task Force. It noted a council priority is the revitalization of the west end of Downtown Barrie and charged the task force with the task of coming up with a plan for investments in the economy and in public spaces in the west end of Downtown Barrie.

The Market Precinct Task Force was chaired by Deputy Mayor Barry Ward. The original task force consisted of:

Ward 2 Coun. Keenan Aylwin
Ward 9 Coun. Sergio Morales, who is also the chair of Downtown Barrie
Tom Ambeau of Gel Marketing
Christy Bremer of C2 Design
Craig Busch of Busch Systems and The Sandbox
Eric Carter of the Barrie Farmers Market
Jon Grootveld of the Barrie Farmers Market
Linda Loftus, realtor
Mike Madden of the Barrie Farmers Market
Kelly McKenna of Downtown Barrie
Carol-Ann Ryan of the Barrie Public Art Committee
Richard Tremblay, financial adviser

Sarah Jensen and Hannah Bregman joined the task force soon after its creation. Artist Marlene Hilton-Moore replaced Carol-Ann Ryan and Kristen Eatch of Downtown Barrie replaced Kelly McKenna.

Staff support included Stephannie Schlichter, the city's director of economic and creative development, Michelle Banfield, the city's director of development services, Anna Sajecki, the city's supervisor of growth management, and Emma Sharpe, a communications advisor with the city, along with Nina Brancaccio and Lauren Wilde from the mayor's office. There were also many subcommittee member recruited by the subcommittee chairs.

The entire task force met 10 times between May, 2021 and January, 2022. There was also a walking tour of the market area and numerous subcommittee meetings. The subcommittees were:

Buildings
Boundaries
Farmers' Market
Funding
Parking
Public Art
Streetscape and Public Spaces

The subcommittees were asked to prepare recommendations for certain area which were then discussed by the task force. All subcommittee reports are attached as appendices.

The Survey

The task force did a survey to determine what people thought about the idea of a permanent market in the current transit terminal and a market district generally. The survey was open for about a month, ending Nov. 21, 2021. Most were completed online although board members also surveyed market patrons and downtown visitors in person.

In those few short weeks, we received 2,124 responses, which are summarized in the appendices. Not all the comments were positive but the overwhelming majority of them were. More than 1,000 people went beyond just answering a, b, c or d. They took the time to write in their comments about what they wanted to see and what they remembered best from public markets they had visited around the world. There were comments on markets not only across Canada but in the United States, Europe, Africa and the Far East. There was a space at the end of the questionnaire for additional comments and more than 500 people took the further chance to respond.

We constantly saw people use terms like "the vibe," "unique," "fun," "diversity" and "international" when describing what they liked in other markets or what they wanted to see in a Barrie market. Atmosphere was very important. People talked about the sights and sounds of a market and a surprising number referred to the smells they associated with their favour markets. Someone wrote that, after visiting a market in another place, "You left with a good feeling about the city you were in." That could be Barrie in a few years. The importance of local vendors was stressed time and time again. There were also frequent references to a market being a place to meet and chat with friends. As one person wrote, the market should give people in the area "the ability of eat, shop and socialize."

Here are few specifics:

When asked what they wanted to see at the market, food was the most common response: fruit and vegetables (95%), pastries and baked goods (87%), meat and dairy (68%) and take-out meals (66%). Flowers (58%) and crafts (55%) also scored highly.

Asked what they also wanted to see, food trucks (77%) were the most commonly mentioned item, followed by musical performances (72%), craft-making (68%) and public art (64%).

Many people suggested there be a meeting space and such things as cooking classes.

Special seasonal markets were frequently mentioned, especially a Christmas market.

Local vendors and local products were considered very important. Many survey respondents talked about establishing a personal connection with the vendors. Many people also mentioned how the market should reflect Barrie.

People did not want to see a "flea market."

Vehicle parking was important. Almost 72 per cent of survey respondents said they drove to the current Barrie Farmers Market. On a sliding scale of 1-5, with 1 being "not very" and 5 being "very," 50% said nearby vehicle parking was a 5, almost 20 per cent said a 4 and about 18 per cent said a 3. About 8% said parking was "not very" important.

Hours of operation were important. Many respondents said they would like to go to the current farmers' market but were tied up Saturday mornings. More than half of respondents said they would visit a permanent market in the morning or afternoon while less than 30 per cent said they would visit it in the evening. Almost 74 per cent said they would be most likely to visit on a Saturday followed by 56 per cent saying they would do so on a Sunday and 53 per cent on Thursday or Friday.

Security and safety were mentioned by many survey respondents with people saying they wouldn't visit a market if they didn't feel safe.

About half of respondents said they would visit a permanent market at least once a week while 80 per cent said they would visit a few times per month. By contrast, about 12 per cent of respondents said they visited the Barrie Farmers Market weekly and just under 40 per cent visited at least once per month.

Asked if they would be more likely to live in the area if there were a permanent market, 60 per cent said "yes."

The survey respondents were fairly equally spread throughout Barrie with the largest number (just under 23%) living in north or northwest Barrie followed by 21 per cent who lived in southeast Barrie. About 8.5 per cent of respondents lived outside Barrie, almost all of them in the surrounding four municipalities.

History of the Permanent Market Concept

The idea of turning the Barrie Transit Terminal into a permanent market has been around for at least a decade. On June 24, 2013, Councillors Lynn Strachan and Barry Ward introduced this motion at General Committee: "That staff in the facilities and transit department by directed to provide a report to General Committee on the steps necessary to having a feasibility study prepared on converting the bus terminal to a market building, including possible funding sources for the study."

Market Precinct Task Force Final Report

That was approved by both General Committee and Barrie City Council. On Dec. 16, 2013, Council passed Motion 13—G-323, Downtown Market Feasibility Study. The motion authorized staff to conduct a feasibility study for a self-sustainable year-round market in the downtown.

The Market Feasibility Study for a Public Market in Downtown Barrie was prepared by the Resource Management Consulting Group and released in February 2015. It identified four recommendations for determining its feasibility: 1. The market be a collaborative partnership 2. The market be authentic 3. The market be based on a concept that brings together food, community and culture, and 4. The market be in a permanent location with both indoor and outdoor spaces.

On June 8, 2015, Council passed Motion 15-G-131 accepting the feasibility study report on a year round public market. Two months later, in August, the Downtown Market Steering/Working Group was formed and the consulting team of Three Sixty Collective was subsequently retained, in March 2016, to undertake the Downtown Barrie Permanent Market Business Plan. That plan, released in October 2016, recommended a Market Precinct Layout for the transit terminal site that included the renovation of the transit terminal to house the year round market vendors and a second building to be built that would house the farmers' market on Saturdays with the option of additional days/hours, plus a commercial kitchen and daily/weekly programed events. It also presented a vision statement: "The Downtown Barrie Market partnership will create an authentic all-season experience within an acceptable and flexible gathering space that attracts, fosters and complements all of our local and regional communities."

On January 30th, 2017, Council passed Motion 17-G-020, receiving the Three Sixty Collection plan as a guiding document in the development of a year-round market and authorizing staff to conduct a Conceptualization Study to complete a financial and technical validation of the Downtown Barrie Permanent Public Market Business Plan conducted by Three Sixty Collective. LETT Architects was contracted to do the study after an RFP was issued in April, 2017. On December 11, 2017, Staff Report FCT006-17 was presented to General Committee which provided LETT Architects' Conceptualization Study of the financial and technical aspects of the Downtown Barrie Permanent Public Market Business Plan. Of the four options provided, Option C – transit relocation -- was presented as Staff's recommended option and accepted by city council. This option involved a phasing approach. In Phase One, a new Barrie Transit terminal facility was to be constructed at a location determined by the Transit Study(since determined to be Allandale). Following the relocation of Transit, Phase Two would begin which includes the renovation of the existing Barrie Transit terminal building to the Permanent Market Building and the new construction of the Farmer's Market Pavilion Building.

On December 18, 2017, Motion 17-G-325 was approved which outlined additional information and options to be provided to General Committee to reduce the overall project budget for both the market and new transit hub by $2M and $4M

Staff Report FCT004-18 on June 11, 2018 followed this up by recommending ways to save $2M to $4M total on both projects.

On December 14, 2022, Barrie City Council approved Staff Report DEV040-20 which included a Barrie Market Precinct Initial Site Analysis and Considerations report prepared by Fotenn Planning and Design. It recommended approval in principle of the transformation of the transit terminal to a permanent market and outlined the next steps to bring this about, including the preparation of a business case for a permanent market and a precinct plan.

Finally, on March 22, 2021, Barrie City Council approved a motion to create the Market Precinct Task Force.

Finances

The 2016 report from the Three Sixty Collective estimated the capital cost to be between $5.6M to $6.5M, including a 7,500-square-foot farmers market building but not including any site preparation costs because the condition of the soils were unknown. The 2017 Lett Architects report estimated the cost of the permanent market renovations and the 7,500-square-foot farmers' market construction, using 2018 figures, to be $8,985,640 while also offering $700,000 in possible cost reductions. This estimate included site preparation costs, along with "soft costs" such as marketing and tenant inducements. It should be noted the task force is recommending a 10,000-square-foot farmers market building. The city's 2018 capital plan included $6.8 million in design and construction costs for the market. The Market Precinct Task Force is not providing any further estimate of the capital costs for the initial phase but its funding subcommittee does estimate a total cost of $29M to $32M over 13 to 15 years for the permanent market, farmers' market and three or four additional buildings in the area, plus additional facilities such as a skating trail and artisans village. There would also be a cost associated with providing Barrie Police Services with a new downtown home.

Operating costs were estimated in the Three Sixty Collective report to range from $324,500 to $709,500, depending on the number of employees, the extent of activities, whether the market paid property taxes, whether costs, such as security, were paid by the market or the city, and other factors. The Three Sixty Collective estimated revenues at between $324,000 and $405,000, indicating the market could operate on a break-even basis or possibly a loss which would have to be covered by the city. The Lett Architects report did not include an estimate of operating costs. The Market Precinct Task Force's funding subcommittee estimates operating costs to be about $550,000 annually and that the market could operate on a break-even basis.

Timeline

Construction cannot begin until the transit terminal is relocated to Allandale, likely no sooner than April/May 2023. Planning for the Barrie Bayside Market Area could begin by mid-2022, once a contract position was filled or a consultant was hired. Lett Architect's Conceptualization Study estimated the design and construction time, through a design build, would take about 16 months, meaning the market would not open until sometime in 2024.

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.

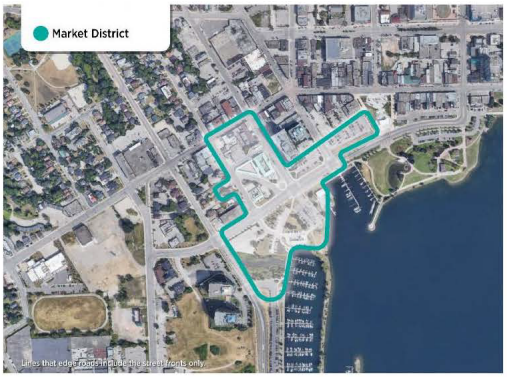
Art encourages us to look at things in new ways, and it is through that lens that we should view the market area. Art can elevate everyday objects and we should look for opportunities to include it the infrastructure such as public seating. More than just a place to sit, seating can be an invitation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

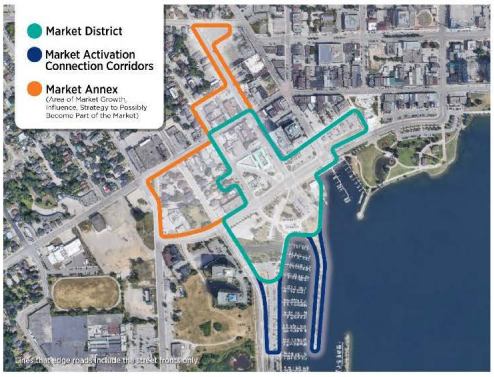
BOUNDARIES

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.