



MARKET PRECINT TASK FORCE

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: CHAIR, DEPUTY MAYOR, B. WARD

NOTED: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: STATUS UPDATE: MARKET PRECINT TASK FORCE

DATE: June 21, 2021

The purpose of this Memorandum is to provide members of Council with an update concerning the Market Precinct Task Force per Council Motion 21-G-062 included as Appendix 'A' to the Memorandum.

On April 22, 2021, Council directed the creation of three task forces, including the Market Precinct Task Force. The key mandate of the task force is to develop a plan to prioritize the development of a Market Precinct area. Deputy Mayor Barry Ward was identified as Chair of this Task Force.

Task Force Membership

- Deputy Mayor Barry Ward (Chair)
- Councillor Sergio Morales (also Downtown Barrie chair)
- Councillor Keenan Aylwin
- Tom Ambeau, Gel Marketing
- Christy Bremner, C2 Design
- Craig Busch, Busch Systems, The Sandbox
- Eric Carter, Barrie Farmers' Market
- Linda Loftus, Commercial Realtor
- Marlene Hilton-Moore, Sculptor
- Mike Madden, Barrie Farmers' Market
- Kelly McKenna, Downtown Barrie
- Richard Tremblay, Financial planner, downtown resident

(Notes: Carol-Ann Ryan was on the Committee but has left. Jon Grootveld is an alternative member for the Barrie Farmers' Market.)

City of Barrie staff supporting the Committee include Michelle Banfield, Director of Development Services, and Stephannie Schlichter, Director of Economic and Creative Development, as well as members of the Mayor's Office for minute keeping.

Market Precinct Area

Figure 1, shows the general study area of the Market Precinct.



Figure 1: Market Precinct Study Area

Market Precinct outlined in dashed orange line

1. Barrie Transit Terminal, outlined in solid red line
2. Mix of buildings on Dunlop Street
3. Single detached units on Toronto Street
4. Residential buildings at intersection of Maple & Simcoe Streets

Meetings to Date

Three Market Precinct Task Force meetings have taken place to date:

Meeting 1: May 5, 2021 – The meeting focused on having the task force members introducing themselves and getting them familiarized with the project background through a city staff presentation on the Dec. 7, 2020 Market Precinct staff report (DEV040-20).

Meeting 2: June 2, 2021 – This meeting focused on inviting three developers with significant projects in or adjacent to the Market Precinct to speak about their projects: SmartCentres, HIP Developments and Barrie Waterfront Developments(Debut Condos). All three were very excited about the Market Precinct concept, which fits in well with their concepts of integrating their developments into the surrounding community and creating public spaces which invite the public onto their property.

Meeting 3: June 9, 2021 – This meeting focused on two things. The Task Force feels “Market Precinct” may not be the right name and various alternatives were considered. There was general agreement the fact it will be near the waterfront should be worked into the name. A subcommittee was established to consider names. It will report back to the Task Force on suggestions, which will then be part of the committee’s final recommendations. The rest of the meeting was devoted to establishing other subcommittees, which will tackle specific projects (see below, Next Steps). The Subcommittees will be chaired by a Task Force member but may include other members of the public with expertise in the various fields and members of city staff.

The date of the next full Market Precinct Task Force has not yet been determined. It is hoped to hold two meetings in the summer, one of which would be devoted to conducting a group walking tour through the proposed Market Precinct area in the evening when pandemic restrictions allow.

Task Force Mission/Purpose

The mandate of the Market Precinct Task force is to create a plan for investments in the economy and in public spaces in the west end of Downtown Barrie. It will provide a report with recommendations by the end of 2021.

Next Steps

Much of the work over the next few months will be done by Subcommittees, which will report back to the main Task Force. New ones may be added but these now include:

- Name for the Market Precinct and marketing strategies
- Streetscape design
- Public art opportunities and wayfinding
- Farmers’ Market needs, including possible pilot/popups
- Entrepreneurial opportunities
- Business plan, including cost estimates and possible financing sources
- Precinct boundaries review
- Permanent market building needs
- Parking

As well, there will be public consultation through an on-line portal and perhaps, if pandemic restrictions permit in the future, an open house.