



# **Appendix D: Stakeholder Engagement Feedback**



# WHAT WE HEARD

**Stakeholder Engagement  
Findings & Themes**

Submitted to the **City of  
Barrie** by IBI Group

**March 1, 2022**

**WHAT DID KEY  
STAKEHOLDERS  
HAVE TO SAY  
ABOUT THE  
WATERFRONT?**

# CONTENTS



## MINUTES

Technical Group

Facilities

Economic  
Development

LSRCA

Emergency  
Services

Transportation



## APPENDIX A

Mapping  
Exercises



## APPENDIX B

Pains & Gains  
Exercises

# MINUTES

Meeting Minutes & Stakeholder Commentary



**IBI GROUP**  
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[ibigroup.com](http://ibigroup.com)

## Minutes

<b>To/Attention</b>	City of Barrie	<b>Date</b>	January 21, 2022
<b>From</b>	IBI Group	<b>Project No</b>	136433
<b>Subject</b>	Barrie Waterfront Strategic Plan Stakeholder Consultation- Technical Group Virtual Teams Meeting 1:00pm, January 21, 2022		
<b>Present</b>	Kevin Bradley, City of Barrie Wendy Loevenmark, City of Barrie Diane Moreau, City of Barrie Greg Jorden, City of Barrie Jacob Reid, City of Barrie Katie Thompson, City of Barrie Ken Lin, City of Barrie Rachel Graham, City of Barrie Robb MacDonald, City of Barrie Tawnya Gurchin, City of Barrie Tom Reeve, City of Barrie Ashish Ghate, IBI Group Astrid Greaves, IBI Group Trevor McIntrye, IBI Group Rachel Vesz, IBI Group		
<b>Distribution</b>	Internal		

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**Item Discussed**

**Action By**

**1. Project Introduction**

IBI

- A brief introduction to the project was provided, include the project schedule.
- The Barrie Waterfront Strategic Plan Update project consists of an update to the 2013 Barrie Waterfront Strategic Plan through gaining insight from key stakeholders, and the community through two Public Information Centres (PICs).
- The Stakeholder Consultation occurs at the outset of the project in order to gain a firm understanding of the waterfront condition.
- There will be additional opportunities for stakeholder input, including through surveys emailed to participants and in the Public Information Centres (PICs).
- The Stakeholder role was outlined as follows:
  - Provide input to re-establishing the Waterfront Vision, Principles and Big Ideas
  - Identify potential concerns along the waterfront, based on current and future conditions
  - Flag ongoing or future initiatives that may impact future changes along the waterfront
  - Identifying potential opportunities along the waterfront for programming, re-purposing of facilities, etc.
- The 2013 Strategic Plan identified Primary, Secondary, & Tertiary Activity Centres as a means to organize the waterfront.
- The Strategic Plan breaks the waterfront into 3 sections: North Shore, Central Shore, and South Shore.
- The specific recommendations related to technical and environmental considerations along the waterfront from the previous Strategic Plan were provided for context.

**2. Technical Group Visioning**

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Barrie

**2.1 General**

- When asked about the applicable plans from a technical perspective for the Strategic Plan Update, the following documents/studies were flagged as relevant:
  - Data/infrastructural details related to Corporate Assets can be provided for review
  - Climate Adaptation Strategy- spreadsheet for assessment can be parsed out and focus on assessing the waterfront in the SP
  - Source Protection Plan- identifies wells around the waterfront
  - Salt Management Plan- considers winter maintenance and impact on wells

**Item Discussed**

**Action By**

- Specific Infrastructure Projects impacting the waterfront can be provided/discussed by Tom

● **Waste Management**

- Waste management along the waterfront is a huge issues— separated recycling/waste, as well as other types of waste (ie. pet waste) are under discussion
- Additional servicing is driven by user demand and then a feasibility study for this additional service follows
- Upcoming waste collections contract will determine the way forward for waste collection—it is anticipated that at the very least the LOS for waste collection on the waterfront will be maintained
- Waste Rationalization Study can be provided to gather information about the waterfront LOS from waste audits
- Molok contracts may not be extended

● **Washrooms & Potable Water**

- What is an appropriate LOS/supply of washrooms and potable water locations along the waterfront?
- If it is not possible to plan for sufficient servicing of facilities, park programming should be geared to mitigate that lack of servicing
- Consider the homeless population and their safe use of waterfront spaces—oftentimes washrooms are accessed by these populations
- Consider CPTED to enhance crime prevention and facility degradation along the waterfront
- Overall, maintenance of washroom facilities is a huge issue— wastewater/infrastructure can contribute to consideration for washrooms facilities
- Note that the City was pushed to install a series of public drinking fountains along the waterfront in 2019—did not agree with the potable water, due to risky infrastructure (autoflushers) that constantly require inspection
- Want to move away from this and to bottle filling stations which are connected to city assets/buildings for true potable water
- To phase old fountains out, they will not be replaced or upgraded as maintenance/repair is required

**Water Quality**

- Work towards the enhancement of water quality across the waterfront
- Note there is a contingency plan for groundwater in its early stages



**Item Discussed**

**Action By**

- **Operations & Maintenance**

- The waterfront should ensure a balance of operations, maintenance, and stormwater management with programmable spaces
- Operational processes require maintained access, suitable for the required maintenance equipment at that location
- It is advised that through the implementation process, consultation with technical teams should be maintained to ensure O&M requirements are met
- Consider connections between 'Intensification Zone' to link increased growth Downtown to the waterfront

- **Road Reconstruction**

- Tom can provide a link to the ongoing and planned road reconstruction projects within the City- there will be a whole chapter within the report focusing on pedestrian connections, parking and traffic to the waterfront, so these projects will be critical to consider

**2.2 North Shore**

**2.2.1 General**

- **Stormwater Outlets & Water Treatment**

- There are 17 uncontrolled stormwater outfalls along the North Shore, with zero treatment before they enter the Bay—this directly correlates with beach water quality and from a discharge perspective, there is not adequate treatment before it enters the Bay
- Along the North Shore, where there are older culvert requiring repair, there is an opportunity to tie in treatment equipment during upgrades to ensure stormwater entering the Bay is not negatively impacting the water quality
- Bayview Park site is used for water monitoring programs—the old reservoir at this location no longer functions and was taken offline. Is this an opportunity for development? (GIS data can be provided to validate this location)
- Johnson's Beach Park- with so many stormwater outlets, there are potential user conflicts
- Concerns exist about the exact location of outlets—SWM data is not 100% accurate due to aging infrastructure

- **Access to the Waterfront-** Along the North Shore, there is a need to maintain access for maintenance, including consideration for:

- Upgrades to aging infrastructure
- Damaged culverts (sinkholes) due to aging infrastructure and topographic drop-off—many discharge underwater making it difficult to understand where the outlet is

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Barrie

**Item Discussed**

**Action By**

- Improvement projects to outlets likely to occur in the near future
- Water quality improvements
- LIDs along the trail—an opportunity for enhanced sustainability?
- Collaboration to enhance the trail system
- Note that the Official Plan has strong language that no LIDs will be integrated in park spaces if they could potentially impact future programming—motion regarding trail connections to be provided

**2.2.2 Site Specific**

- Refer to Appendix A: Mapping Exercises

**2.3 Central Shore**

**2.3.1 General**

- One of the main focus areas is beach capacity and resultant water quality—these two factors are core catalysts for the Strategic Plan Update
- **Climate Adaptation**
  - Climate Adaptation Strategy is not as focused on using the Bay as a SWM feature
  - Prioritizes maintaining the water quality (upgradient) to ensure it is safe
  - Consider natural shade/manmade cooling features
  - Working towards blue flag certification for beaches—this could be a potential focus area for the SP
  - Consider both engineering solutions and natural systems that could be used to mitigate environmental issues (ie. Corktown Commons as a best practice)
  - Keep in mind that bioswales need to be 1m above the groundwater elevations (and there is high groundwater as we approach the waterfront)—this must be accounted for when considering SWM/bioengineering features
- **Washrooms**
  - Locating washrooms in a location where you would not need a pumping facility and would flow by gravity would be ideal
  - Public washrooms are currently tied to wastewater facilities (pumping station), requiring additional servicing—consideration to separate these two functions would be ideal
- **Wells**
  - Wells still exist at Heritage Park and Centennial Park
  - Everywhere there is a well consider ingress/egress and access for maintenance vehicles

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**Item Discussed**

**Action By**

- **Culverts**

- Culvert underway near Bunker's Creek- construction will extend for the next few years
- Sophia Creek will eventually connect to the culvert
- Consider impact to beach/park with new culvert under Bradford Street (ie. sediment released into culverts)
- Dymment's Creek- daylighting is underway, the culvert is going to be shorter
- Daylighting at Dunlop Street is under construction
- Kidd's Creek culvert will be cleaned out (complete with Marina Dredging in 2023)

- **Operations & Maintenance Access**

- Access to key sites/parks to be provide for large maintenance equipment

- **Storm Infrastructure**

- Redline alignment is the proposed storm infrastructure works to be constructed in 2024 (at Heritage Park)



- **Wastewater Plant**

- Note there are project underway at the wastewater plan- will remain within existing footprint (ie. fence line), extending on the north side of Dymment's Creek
- New Low Lift Pumping Station for Surface Water Treatment Plant to be added (near Allandale Station Park)



- **LIDs**

- Opportunities for LIDs with runoff from parking lots at Military Heritage Park- divert to the bay instead of storm sewers

**2.3.2 Site Specific**

**Item Discussed**

**Action By**

- Refer to Appendix A: Mapping Exercises

**2.4 South Shore**

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**2.4.1 General**

- **Operations & Maintenance**
  - Dead end at Cox Mill Road (Pioneer Park)- may need to reconsider a turnaround at this dead end for City vehicles
- **Culverts**
  - Culvert project underway at Cox Mill Road- under construction, with completion next year
- **Wilkins Park**
  - The outlet structure towards Wilkins Park needs to be addressed for maintenance in the future- to clear up discharge area (nothing in the immediate future is planned)
  - This issue causes flooding in the beach area- forces water to move through forest in a different way, causing wash outs on the beach
  - There is community pressure regarding traffic and parking here- updates can be provided on the community engagement undertaken as a result

**2.4.2 Site Specific**

- Refer to Appendix A: Mapping Exercises

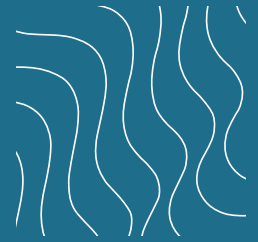
**3. Next Steps**

- Technical stakeholders to provide relevant documents/plans to Wendy/IBI Group for review, including but not limited to:
  - GIS data related to City facilities and well locations
  - Road reconstructions projects planned or underway
  - Climate Adaptation Strategy (spreadsheet for assessment)
  - Source Protection Plan
  - Salt Management Plan
  - Waste Rationalization Study
- IBI Group to integrate stakeholder feedback into the Waterfront Strategic Plan Update
- Stakeholders are encouraged to attend PIC#1 on March 24<sup>th</sup>, 2022

All

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## Minutes

<b>To/Attention</b>	City of Barrie	<b>Date</b>	February 8, 2022
<b>From</b>	IBI Group	<b>Project No</b>	136433
<b>Subject</b>	Barrie Waterfront Strategic Plan Stakeholder Consultation- Facilities Virtual Teams Meeting 11:00am, January 25, 2022		
<b>Present</b>	Kevin Bradley, City of Barrie Wendy Loevenmark, City of Barrie Gus Diamontopoulos, City of Barrie Kevin Rankin, City of Barrie Robert Walters, City of Barrie Ashish Ghate, IBI Group Astrid Greaves, IBI Group Trevor McIntrye, IBI Group Rachel Vesz, IBI Group		
<b>Distribution</b>	Internal		

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**Item Discussed**

**Action By**

**1. Project Introduction**

Info

- A brief introduction to the project was provided, include the project schedule.
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- The Stakeholder Consultation occurs at the outset of the project in order to gain a firm understanding of the waterfront condition.
- There will be additional opportunities for stakeholder input, including through surveys emailed to participants and in the Public Information Centres (PICs).
- The Stakeholder role was outlined as follows:
  - Provide input to re-establishing the Waterfront Vision, Principles and Big Ideas
  - Identify potential concerns along the waterfront, based on current and future conditions
  - Flag ongoing or future initiatives that may impact future changes along the waterfront
  - Identifying potential opportunities along the waterfront for programming, re-purposing of facilities, etc.
- The 2013 Strategic Plan identified Primary, Secondary, & Tertiary Activity Centres as a means to organize the waterfront.
- The Strategic Plan breaks the waterfront into 3 sections: North Shore, Central Shore, and South Shore.

**2. Facilities Visioning**

Info

- An interactive mapping exercise was undertaken with Stakeholders to understand the current conditions, on-going and forthcoming projects, opportunities, and constraints within the waterfront study area.
- The attached mapping showcases the discussion held.

**2.1 General**

- Explore revenue building opportunities such as rental of tents for events or photoshoot locations.
- Facilities is responsible for the shell of all buildings, looking to build a common theme.
  - Look to precedents for facilities inspiration.
- Work towards more diverse food offerings along the waterfront, may involve analysis of parks use by-laws.
  - Alcohol sales not currently permitted on the waterfront.
  - Current concession contact ends in the fall.

**Item Discussed**

**Action By**

- Potential for food trucks, but must consider nearby restaurants.

**2.2 Boating**

- Fishing is a big draw on the Bay, look into the business of launching and the potential opportunities.
- There is a market for passive boat launches for smaller and informal boat launching.
  - E.g. Innisfil seasonally put in a transient marina, which provides more standing area for boaters, short stay docking
- Tiffin self serve 5-minute docking would alleviate some of the issues at the marina.
- Tour boats have never come to fruition along the waterfront.
- Some users operate jet skis without City permission.
- No data exists on the economic value of boaters.

**2.3 Washrooms**

- Consider the viewpoint of public washrooms as a basic human right.
- Washrooms are aging and a commitment is required for improvements.
- Currently there is a budget of approximate \$200,000 yearly for washroom facility maintenance.
- Washroom facilities misuse has led to safety and maintenance concerns.
- With closures due to the pandemic, washroom use has become an issue.
- Various types of modular and self-cleaning washrooms have been explored as options.
- Strategic Plan could look at recommendations for service levels, hours of operation and may include recommendations for the construction of new washrooms in park facilities.
- Explore possibility of integrating washroom facilities into revenue generating buildings.
- No washrooms dedicated to paying Marina users, they must use Heritage Park facilities.

**2.4 North Shore**

**2.4.1 General**

- North shore and Centennial Beach are the main parking competition for the marina parking lots

**2.5 Central Shore**

**2.5.1 General**

- There is no intention to privatize the marina.
- The marina can currently accommodate 60ft boats max.

**Item Discussed**

- There are no gates to the transient basin and no washrooms, this is noted as an issue for users.
- The Sea Cadets lease has 27 more years. The City owns the buildings and controls the land.
  - There are some safety concerns surrounding the proximity of the Sea Cadets to the marina.
  - Conceptually, this area was envisioned for the majority of development on the waterfront in the previous plan. The City would like to revisit the plan for this area.
- Look more into the convention centre/hotel across the street from the Sea Cadet's property.

**2.5.2 Site Specific**

- Refer to Appendix A: Mapping Exercises

**3. Next Steps**

- IBI Group to integrate feedback from Facilities into the Waterfront Strategic Plan Update
- Facilities stakeholders were informed of the PIC occurring on March 24<sup>th</sup>, 2022 and encouraged to attend

**Action By**

IBI

City of Barrie



# ECONOMIC DEV.

Recreation, Economic Development & Creative Development,  
Parks Operations, Tourism, Planning and the Marina



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## Minutes

**To/Attention** City of Barrie **Date** February 8, 2022  
**From** IBI Group **Project No** 136433

**Subject** Barrie Waterfront Strategic Plan Stakeholder Consultation- Recreation,  
Economic and Creative Development, Parks Operations, Planning and  
the Marina  
Virtual Teams Meeting  
2:00pm, January 26, 2022

**Present** Kevin Bradley, City of Barrie  
Wendy Loevenmark, City of Barrie  
Rob Bell, City of Barrie  
Cheryl Dillon, City of Barrie  
Arin Donnelly, City of Barrie  
Amanda Dyke, City of Barrie  
Steve Lee Young, City of Barrie  
Robb Macdonald, City of Barrie  
Carol Anne Ryan, City of Barrie  
Stephanie Schlichter, City of Barrie  
Rob Walters, City of Barrie  
Stephanie Wideman, City of Barrie  
Robyn Brown, IBI Group  
Leah Dow, IBI Group  
Ashish Ghate, IBI Group  
Astrid Greaves, IBI Group  
Trevor McIntyre, IBI Group  
Rachel Vesz, IBI Group

**Distribution** Internal

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**Item Discussed**

**Action By**

**1. Project Introduction**

Info / IBI

- A brief introduction to the project was provided, include the project schedule.
- The Barrie Waterfront Strategic Plan Update project consists of an update to the 2013 Barrie Waterfront Strategic Plan through gaining insight from key stakeholders, and the community through two Public Information Centres (PICs).
- The Stakeholder Consultation occurs at the outset of the project in order to gain a firm understanding of the waterfront condition.
- There will be additional opportunities for stakeholder input, including through surveys emailed to participants and in the Public Information Centres (PICs).
- The Stakeholder role was outlined as follows:
  - Provide input to re-establishing the Waterfront Vision, Principles and Big Ideas
  - Identify potential concerns along the waterfront, based on current and future conditions
  - Flag ongoing or future initiatives that may impact future changes along the waterfront
  - Provide input to update the Activity Centres and their hierarchy
  - Identifying potential opportunities along the waterfront
  - Define the aspirations / nature of economic benefits for the Waterfront
- The 2013 Strategic Plan identified Primary, Secondary, & Tertiary Activity Centres as a means to organize the waterfront.
- The Strategic Plan breaks the waterfront into 3 sections: North Shore, Central Shore, and South Shore.

**2. Programming Visioning**

**2.1 North, Central & South Shore Mapping**

Info / IBI

- An interactive mapping exercise was undertaken with Stakeholders to understand the current conditions, on-going and forthcoming projects, opportunities, and constraints within the waterfront study area.
- The attached mapping showcases the discussion held, refer to Appendix A

**2.2 Overall Visioning, Pains & Gains**

Info / IBI

- An interactive Pains & Gains exercise was undertaken with Stakeholders to understand the general opportunities, and constraints within the waterfront study area.
- Refer to Appendix B

**Item Discussed**

**Action By**

**3. Aspirations for the Waterfront**

Info / IBI

- Conversations were had regarding the aspirations and challenges with the waterfront, as noted below.

**3.1 Animation / Revenue Building Along the Waterfront**

Info / IBI

- There should be emphasis on connecting the waterfront with the Downtown.
- During the summertime the waterfront is very busy, but downtown patios may not be. Effort should be undertaken to encourage visitors to both areas.
- With the Open Air program, in town street closure with the BIAs provide pedestrian-only spaces (every Sat in the summer from May/June until September).
- Community spaces should be animated seasonally (eg. shelters, facilities, firepits, winter-based activities along the waterfront for year-round activity)
- Pavilion rentals could provide opportunities for revenue building, look into best practices.
- Leveraging more of the waterfront for tourism activation, not just Centennial.
- Opportunities for Busking along the waterfront, identify locations for this form of animation.
- Look into Public Art Installations as an activator and cultural experience along the entire waterfront.
- Creation of flexible event spaces that don't spillover into use spaces (ie. beaches).
- Connection to water is concentrated to certain parks, are there opportunity to create new places for the public to interact with the water (ie. watersports)?
- Explore the potential for a pilot program that initiates parking closures to explore spatial activation and extending the waterfront into the Downtown core.
- Waterfront activation during the winter is a key strategy of the Tourism Master Plan and should be promoted.
- Consider how to more effectively deliver our events/programming, ie. creating different opportunities that are focused on certain areas?

**3.2 Accessibility**

Info / IBI

- Utilize mobi-mat for access to beaches. This also provides an opportunity for economic activation (via advertising).
- Lighting, signage, wayfinding should be considered as aspects of accessibility, build from existing work.

Item Discussed	Action By
<ul style="list-style-type: none"> <li>• Shade structures and additional furnishing to address accessibility concerns.</li> <li>• Creating spaces that can be used by various diverse groups.</li> </ul>	
<p><b>3.3 Events</b></p> <ul style="list-style-type: none"> <li>• Events take up real estate from Heritage Park to the south shore, anything from sports to family gatherings, Ribfest, Canada Day, Marathons, etc.</li> <li>• Flexible spaces should be considered for events of varying scales and for differing groups including residents and tourists. For instance, spaces along the waterfront to encourage gathering and permitted uses such as rented pavilions.</li> </ul>	Info / IBI
<p><b>3.4 Capacity</b></p> <ul style="list-style-type: none"> <li>• Create new spaces and connection points between Downtown/waterfront where people can park and access the waterfront to 'spread the wealth'.</li> <li>• How can we more effectively manage/deliver existing menu of events/programming (ie. creating different opportunities that are focused on certain areas).</li> <li>• Areas should be identified for Barrie's Busking program.</li> <li>• Bradford St. is much less utilized and it only one block from the waterfront.</li> </ul>	Info / IBI
<p><b>3.5 Opportunities &amp; Ideas</b></p> <ul style="list-style-type: none"> <li>• Equity and diversity of offerings is important.</li> <li>• Explore the potential for a card linking services, transit, tourist offerings, links Downtown to the waterfront activities marketed as spending the day on the waterfront. This would require significant coordination/buy-in.</li> <li>• Is there a means to provide revenue generating services that would reduce the urge to drive to the waterfront? For instance, beach chairs or equipment rentals, more food vendors, etc.</li> <li>• Who do we want to visit Barrie? Overlay the elements of the Tourism Master Plan to look at the ideal markets and provide amenities that would lend themselves well to Barrie's assets and attracting these markets.</li> <li>• Precedent to explore: the waterfront in Halifax has vendors/artisans, provide more ways to connect to the community and make connections with local businesses.</li> <li>• Opportunity to pilot parking closures, using them as activated spaces and offering a shuttle service. Additionally, not being able to park at the waterfront forces walking through Downtown and expands programming opportunities and downtown pedestrian traffic.</li> </ul>	Info / IBI
<p><b>3.6 Access &amp; Connectivity</b></p>	Info / IBI

**Item Discussed**

- Potential shuttle service to address parking concerns.
- People prefer to park illegally and risk getting a parking fine than walk from far away.
- Is there opportunity to consider active transportation/transit improvements along the waterfront to address parking constraints?
- Limited parking presents an opportunity for Barrie to encourage active transportation including improvement in transit/active transportation modes along the waterfront.
- Leveraging waterfront trails to diversify programming, smaller group usage is essential.
- Look into the potential to extending the Open Air program to Lakeshore.

**Action By**

**3.7 Balancing Needs**

Info / IBI

- The strategy must find a balance between community waterfront activities and commercialization/BIA focused.
- We must consider how we balance residential uses and tourism potential, how can the waterfront benefit both groups?
- There are concerns with the environmental impacts of over tourism, consideration should be given to sustainable tourism model.
- How do we balance passive vs. active uses and programming? Support businesses without over burdening the waterfront spaces for residents.
- Look into opportunities for commercial activity that supports passive enjoyment, not just events.
- Explore opportunities for new businesses, programming opportunities, educational experiences, sightseeing, tours, etc.
- Does commercialization need to be right on the waterfront or can we create opportunities to expand?
- There should be an emphasis on interconnectivity with Downtown, taking waterfront experiences and extending them into Downtown experiences.
- Some residents complain that the waterfront is too busy.
- From May long weekend to Labour Day, the waterfront is busy from Thursday through Sunday.
- The Waterfront is visited by 100,000s of people by the end of the season in the summer.

**3.8 Increasing Programming / Activation Spaces**

Info / IBI

- Servicing limits opportunities for event space, Centennial Park is currently the most feasible for events. We must leverage other areas of the waterfront for activation to ease the burden etc.
- Power, water, access, and parking limit potential for event spaces along the waterfront.

**Item Discussed**

- Parking is a constraint at key activity centres along the waterfront.
- Lighting, signage, and furnishing can be employed to create pockets of space for small use programming.

**3.9 Improving Accessibility**

- On the North Shore there are accessibility concerns regarding the trail. Entry/exit points are a challenge without having to travel significant distances or backtracking.
- At Johnson's Beach, implementation of Mobi-mats has been requested but may be a challenge to implement (ie. upgrades, accessible parking, etc.)
- For accessibility, a continuous trail network is essential and access to the waterfront.

**3.10 Public Art**

- Public art installations could provide benefit to both tourists and residents though use the entirety of the waterfront along the Rail Trail. This could reinforce a unique identity for Barrie.
- Arts could work in collaboration with commercial activation.
- The City is open to temporally activated exhibitions for public art, performative, installations, dance, music, etc. Variety is key.

**4. Next Steps**

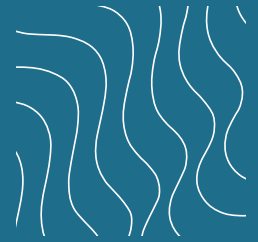
- IBI Group to incorporate stakeholder direction into draft Barrie Waterfront Strategic Plan
- Stakeholders are invited to attend the PIC on March 24<sup>th</sup> 2022

**Action By**

Info / IBI

Info / IBI

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 City of Barrie



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## Minutes

<b>To/Attention</b>	City of Barrie	<b>Date</b>	January 27, 2022
<b>From</b>	IBI Group	<b>Project No</b>	136433
<b>Subject</b>	Barrie Waterfront Strategic Plan Stakeholder Consultation- Lower Simcoe Region Conservation Authority (LSRCA) Virtual Teams Meeting 10:30am, January 27, 2022		
<b>Present</b>	Kevin Bradley, City of Barrie Wendy Loevenmark, City of Barrie Ashlea Brown, Director of Regulations, LSRCA Taylor Stevenson, Senior Environmental Regulations Analyst, LSRCA Astrid Greaves, IBI Group Trevor McIntrye, IBI Group Rachel Vesz, IBI Group		
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- The 2013 Strategic Plan identified Primary, Secondary, & Tertiary Activity Centres as a means to organize the waterfront.
- The Strategic Plan breaks the waterfront into 3 sections: North Shore, Central Shore, and South Shore.
- The recommendations related to environmental preservation and conservation were provided for each section as reference for the scope of work relevant to the LSRCA.

**2. Conservation Visioning**

IBI/LSRCA

- In reviewing the existing environment-focused recommendations in the Strategic Plan, the attendees generally agreed that the current recommendations are aligned with LSRCA priorities.
- An interactive mapping exercise was undertaken with Stakeholders to understand the current conditions, on-going and forthcoming projects, opportunities, and constraints within the waterfront study area.
- In addition, a Pains and Gains exercise was used to gain more general feedback related to visioning and challenges to overcome.
- The following general comments and themes, related to the entire waterfront, arose from these exercises:



**Item Discussed**

**Action By**

**2.1 General**

- The 30m buffer recommended is a priority for the LSRCA.
- Main document to reference is the Lake Simcoe Protection Plan
- **LID-** It is generally recommended that LID is implemented in higher areas of the waterfront.
- **Biodiversity-** Using Heritage Park as an example (work currently underway)—what habitats/species are already there and are there opportunities to increase diversity?
  - This mentality should be applied in the Strategic Plan to increase biodiversity across the entire waterfront
  - Ecological Land Classifications are based on the species here today and the changing climates within individual zones
- **Climate Change-** To work towards climate change adaptation and mitigation, planting enhancements along the waterfront will be a priority.
- **Bioengineering-** The coastal engineer sub-contracted on the project should be advised for bioengineering tools and advancements. Considerations may include, but not limited to:
  - Lake outlet enhancement
  - Riprap Upgradation to today's standards
  - Areas more susceptible to ice piling and waves
  - Cross-sections of bioengineering solutions, where applicable
- **Controlled Access-** The introduction of more controlled access points for launching and entry into the water will be important to include within recommendations. Currently, the Parks Use bylaw is overly permissive and shoreline erosion and planting area degradation have resulted.
- To combine recreation with best practices in conservation, improving vegetation and naturalization and restricting access will help to curb erosion generated by uncontrolled access points.
- **Dog Swimming-** consider the creation of dog designated swimming areas—these may be seasonal, timed, etc. to manage the presence of dogs in parks. It was recommended that the City refer to Provincial Park dog beaches as a best practice for this consideration.
- **Water Quality-** Subwatershed plans are the best document to refer to for this information and to derive info on how to improve water quality and control water levels in Kempenfelt Bay.
- **Docks & Decks-** Should be identified in this plan and should be done in a manner that is aligned with hazard policies and EPAs.
- **Naturalization-** A consistent approach for naturalization, divided by waterfront section (North Shore, Central Waterfront and South Shore) should be derived in the Plan. Cross sections for naturalization options could include differing waterfront character areas, such as:
  - North Shore- MUT



**Item Discussed**

**Action By**

**3. Next Steps**

LSRCA

- LSRCA to provide the following information to Wendy for distribution to IBI Group:
  - Watershed/Subwatershed Plans
  - Offsetting Opportunities- Restoration
  - Existing Species and Habitat and Areas that could be enhanced (from biologists)
  - Water Quality- to check for historical data of Kempenfelt Bay
- IBI to incorporate feedback from the LSRCA into the Waterfront Strategic Plan Update
- The LSRCA are encouraged to attend the PIC on March 24<sup>th</sup>, 2022 to provide any further feedback

IBI

LSRCA

# EMERGENCY SERVICES

Barrie Police and Barrie Fire & Emergency Services



**IBI GROUP**

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## Minutes

**To/Attention** City of Barrie **Date** January 28, 2022  
**From** IBI Group **Project No** 136433

**Subject** Barrie Waterfront Strategic Plan Stakeholder Consultation- Emergency Services  
Virtual Teams Meeting  
11:00am, January 28, 2022

**Present** Kevin Bradley, City of Barrie  
Wendy Loevenmark, City of Barrie  
Fire Chief Cory Mainprize, Barrie Fire  
Chief Kimberley Greenwood, Barrie Police Service  
Deputy Chief (Operations) Rich Johnston, Barrie Police Service  
Deputy Chief Robert W. Allan, Barrie Police Service  
Ashish Ghate, IBI Group  
Astrid Greaves, IBI Group  
Trevor McIntrye, IBI Group  
Rachel Vesz, IBI Group

**Distribution** Internal

---

**Item Discussed**

**Action By**

**1. Project Introduction**

- A brief introduction to the project was provided, include the project schedule.
- The Barrie Waterfront Strategic Plan Update project consists of an update to the 2013 Barrie Waterfront Strategic Plan through gaining insight from key stakeholders, and the community through two Public Information Centres (PICs).
- The Stakeholder Consultation occurs at the outset of the project in order to gain a firm understanding of the waterfront condition.
- There will be additional opportunities for stakeholder input, including through surveys emailed to participants and in the Public Information Centres (PICs).

IBI

**2. Emergency Services Visioning**

- Given the time constraints of the meeting, the discussion was left open-ended to allow the attendees to provide their general comments and concerns about the waterfront (mapped where applicable).
- The following comments summarize the feedback provided by the Emergency Services stakeholders:

IBI/Emergency Services

**2.1 General Comments**

- Overall, there are no serious concerns along the waterfront from a policing perspective—the space is a true highlight of the community.
- The majority of comments were geared towards high-traffic areas along the central waterfront.
- As a note, the Barrie Police are responsible for the water when it's open and Barrie Fire & Emergency Services take over responsibility in the winter when the Bay is frozen.

**2.1.1 Barrie Police**

- The main, ongoing complaints received around the waterfront include: vandalism, profanity, disturbances and problems with youth.
- Drug paraphernalia has been an issue, with washroom facilities in particular posing issues with the presence of illegal activity.
- In the past there has been challenges to generating the location of calls along the waterfront for those unfamiliar with the parks. However, the use of technologies like 'What 3 Words' are being used to generate precise locations to assist with call locating.
- It was also recommended that there is strong consideration for transient populations—with improved wayfinding so they can be more readily located on the waterfront.
- With regards to access, there is little concern from a policing perspective. For access to trail systems, smaller vehicles and bikes are utilized. During events, specifically along Dunlop, street closures are designed to still maintain throughways for emergency vehicles.

Barrie Police

**Item Discussed**

- The concept of CPTED is also actively being studied for the waterfront and these findings will be shared with Wendy for considerations in the WSP Update.
- Specifically, improved lighting is seen as a community deterrent and will enhance the perception of safety along the waterfront.
- With regards to questions about if consistent police service along the waterfront during peak seasons is feasible, the response was that the Police have partnered with various community groups to deter illegal activities and monitor the waterfront. They cannot commit to consistent service at this time.
- Barrie Police work closely with the BIA and engage Citizens on Patrol through the Community Wellbeing Team—further information can be provided on these relationships.

**2.1.2 Barrie Fire & Emergency Services**

- The main concerns are related to access. During busy summer events or weekends, it is difficult to access/get around the waterfront with road closures, increased pedestrian traffic and overcrowded parking lots.
- Along Lakeshore specifically, it can be hard to get out once you are amongst the traffic. It is the main artery to get around the Bay, especially given the construction on Bradford—there are no secondary routes to use to move in and out of the waterfront in case of emergency.
- There are concerns in situations of emergency response about getting the vehicles close enough, given capacity concerns, slow moving traffic and the median within the road.
- Access along the South Shore, east of Minet’s Point is tougher—largely due to smaller trails, overgrown and isolated areas, tight fits, steep elevation, etc.
- Access west of Minet’s Point is much less constrained

**2.2 Key Themes**

- Consider ways to enhance access, particularly during summer months
- Introduce a clear and consistent wayfinding system to aid with locating patrons during emergency scenarios
- Consider community partnerships / programs to curb illegal activities in and around waterfront facilities
- Introduce CPTED features consistent with the ongoing study undertaken by Barrie Police
- Refer to Appendix B: Pains & Gains Exercises for additional details

**Action By**

Barrie Fire

**Item Discussed**

**Action By**

**3. Next Steps**

- Barrie Police to provide CPTED report and information on the Community Wellbeing Team partnerships
- IBI Group to integrate feedback from Barrie Police and Barrie Fire & Emergency Services into the Waterfront Strategic Plan Update
- Stakeholders were informed of the PIC occurring on March 24<sup>th</sup>, 2022 and were invited to attend

Barrie Police

IBI

All

# TRANSPORTATION

Transportation & Transit Planning, Parking, By-Law Enforcement  
and Traffic Planning



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## Minutes

**To/Attention** City of Barrie **Date** February 4, 2022  
**From** IBI Group **Project No** 136433

**Subject** Barrie Waterfront Strategic Plan Stakeholder Consultation-  
Transportation  
Virtual Teams Meeting  
10:00am, February 4, 2022

**Present** Kevin Bradley, City of Barrie  
Wendy Loevenmark, City of Barrie  
Tammy Banting, City of Barrie  
Robb MacDonald, City of Barrie  
Brett Gratrix, City of Barrie  
Steve Rose, City of Barrie  
Mike McConnell, City of Barrie  
Tyrell Turner, City of Barrie  
Astrid Greaves, IBI Group  
Trevor McIntrye, IBI Group  
Rachel Vesz, IBI Group

**Distribution** Internal

---



**Item Discussed**

**Action By**

**1. Project Introduction**

IBI

- A brief introduction to the project was provided, include the project schedule.
- The Barrie Waterfront Strategic Plan Update project consists of an update to the 2013 Barrie Waterfront Strategic Plan through gaining insight from key stakeholders, and the community through two Public Information Centres (PICs).
- The Stakeholder Consultation occurs at the outset of the project in order to gain a firm understanding of the waterfront condition.
- There will be additional opportunities for stakeholder input, including through surveys emailed to participants and in the Public Information Centres (PICs).
- The Stakeholder role was outlined as follows:
  - Provide input to re-establishing the Waterfront Vision, Principles and Big Ideas
  - Identify potential concerns along the waterfront, based on current and future conditions
  - Flag ongoing or future initiatives that may impact future changes along the waterfront
  - Identifying potential opportunities along the waterfront for programming, re-purposing of facilities, etc.
- The 2013 Strategic Plan identified Primary, Secondary, & Tertiary Activity Centres as a means to organize the waterfront.
- The Strategic Plan breaks the waterfront into 3 sections: North Shore, Central Shore, and South Shore.
- The mobility network in the current Strategic Plan was also presented to give context to the discussions to follow

**2. Transportation Visioning**

IBI / City of  
Barrie

- An interactive mapping exercise was undertaken with Stakeholders to understand the current conditions, on-going and forthcoming projects, opportunities, and constraints within the waterfront study area.
- The following general comments and themes, related to the entire waterfront, arose from this exercise:

**2.1 General**

- The new Transportation Master Plan to be finalized next year and extend until 2051—the recommendations outlined in this Plan may be applicable to the Waterfront Strategy
- **Active Transportation vs. Recreational Use-** Trails and pathways along the waterfront and through parks are good for movement, but the primary use is recreational. Stakeholder do not see the need to segment these uses

## Item Discussed

## Action By

- **Waterfront Shuttle-** This idea has been explored in the past and there is a need for such a service in the summer months—utilization in the winter months is a concern for ridership, so summer weekends should be used as a pilot project
  - Used Peterborough’s shuttle program as an example—would an option exist to create a unique fleet of vehicles for this purpose (ie. open air trolleys in the summer)?
  - It may be more feasible to implement a special wrap on a vehicle from the existing transit fleet in Barrie
  - Locations for potential shuttling include: Essa Park & Ride, Bayfield Mall, Downtown Parkade— providing opportunities to use existing, under-utilized parking as a location for shuttle pick-ups
  - Drop-off locations at Lakeshore Drive parking lots may be feasible and would seamlessly connect users with waterfront amenities—would consider designated bus/shuttle laybys to increase safety and avoid impeding traffic
  - Watershed/Subwatershed Plans
  - Offsetting Opportunities- Restoration
- **Safety-** Pedestrian safety is a concern, with no refuge island or crossing points for pedestrians crossing Lakeshore from the west
- **North-South Connectivity-** Connections from new condo developments are not currently planned- this may become a problematic disconnection between planned development and the waterfront
- **East-West Connectivity-** Promenade along the west side of Lakeshore will act as a transition between the waterfront and new condo developments
- **Parking-** Generally, parking should be left for parking, as it is an important revenue generator for the City.
  - Tiered parking rates would be ideal, however the current equipment is not dynamic enough to accommodate this
  - There is too much variability in the parking devices across different lots, causing inconsistency for resident and visitors
  - The general approach to parking is dependent on the facilities allocation. If a park has washrooms it is considered a destination point with paid parking. If an area does not have washrooms/amenities, the approach to parking prioritizes residents
- Consider adding more outdoor workout equipment near Allandale Hub—it would be ideal to consolidate them in one location versus along the entire waterfront for a more comprehensive experience

**Item Discussed**

**Action By**

**2.2 North Shore**

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Barrie

**2.2.1 General**

• **North Shore Trail**

- *Challenge*- Trail system etiquette can be an issue, due to a lack of awareness
- *Challenge*- Issues with dogs (ie. Stoop & Scoop) and conflicts with offleash dogs can be an issue
- *Challenge*- Competing interests between users can be problematic—for example, cross-country skiing and bikes are in conflict during the winter
- *Challenge*- The maintenance of the North Shore trail is often a problem (ie. may need more brush-cutting)
- *Challenge*- General slope issues, lack of lighting and edge treatment are challenges. The trail is currently very 'wild' due to Council direction to keep the area natural
- *Challenge*- Hidden areas along the North Shore Trail has led to camping, despite parks being closed at 11pm
- *Opportunity*- Introduce etiquette signage to help cyclists, pedestrians, dog owners, etc. to know how to properly use the trail system and to improve awareness
- *Opportunity*- Divert winter cyclists to the road network during the winter to accommodate cross-country skiers
- *Opportunity*- Enhance tourism by creating better connections with bordering municipalities (ie. Simcoe County Loop Trail + Pilgrimage Trail) and consult with Oro to clean up the existing connection
- *Opportunity*- Create a loop back trail (Shanty Bay Road MP trail- tie back to Blake and down Vancouver) and formalize the connection with Oro Medonte
- *Opportunity*- The North Shore is a high-traffic Active Transportation Corridor—should consider opportunities to separate cyclists and pedestrians, while still keeping both near the water (ie. widening trails/paths)

**2.2.2 Site Specific**

- Refer to Appendix A: Mapping Exercises

**2.3 Central Shore**

IBI / City of  
Barrie

**2.3.1 General**

• **Trail System**

- *Challenge*- Inconsistent winter maintenance along the central shore—for example, the cycle track is cleared but not the pedestrian path in the winter vs. on the north shore where the cycle track is not cleared but the pedestrian path is

**Item Discussed**

**Action By**

- **Parking**

- *Challenge*- It is difficult to create boundaries with the Waterfront Resident Pass- there is a lot of overlap between free Downtown parking and the waterfront parking
- *Challenge*- 24/7 parking along the waterfront creates additional bylaw conflicts, as the parks close to the public at 11pm but cars can remain
- *Challenge*- It is hard to plan for parking with seasonal discrepancies, as waterfront parking demand does not exist year round
- *Challenge*- Marina lot has only 100 spaces, so Marina parking pass users sometimes have to move to other lots with higher capacity
- *Opportunity*- There is a parking lot assessment being undertaken this summer, which will results in a prioritization plan to renew parking lots. The Spirit Catcher parking lot is a specific priority for renewal

- **Sidewalk Network**

- *Challenge*- Questions about decisions for a lack of sidewalk on the east side of Lakeshore Drive. While this encourages use of the trail system, there is still a gap for movement along Lakeshore (from Dymont's Creek to Marina/Centennial Beach)

- **Transit**

- *Opportunity*- Introduce 'parking shuttles' to transport from various parking lots along the waterfront to the different parks
- *Opportunity*- Shuttles have been successful during events and festivals—may use this as a case for initiating a dedicated waterfront bus
- *Opportunity*- Consider introducing a bike route on Lakeshore to address access to Centennial Park via active transportation
- *Challenge*- Have identified a gap in transit to reach Centennial Park

- **Trail Access**

- *Opportunity*- Dymont's Creek trail is to be expanded to Sanford for improved access

- **Allandale Transit Hub**

- By 2025, Metrolinx has slated two-way all day GO to Barrie—this will be a big determinant from a tourism perspective
- *Opportunity*- Consistent wayfinding and messaging from the Hub to the waterfront will aid in visitor access

**Item Discussed**

**Action By**

- *Opportunity*- Introduce a bike share at Allandale Hub—there is consideration for future-proofing a space for a bike share dock with electrical hook ups
- *Challenge*- MUP within Allandale Hub makes cycling access easy once you reach Allandale, however connections to Allandale Hub are not adequate
- *Challenge*- Even with shuttles running, during events people will park on the grass on the road across from the GO tracks

**2.3.2 Site Specific**

- Refer to Appendix A: Mapping Exercises

**2.4 South Shore**

**2.4.1 General**

- **South Shore Trail**
  - *Opportunity- Widen*
- **Dog-Pedestrian Conflict**
  - *Challenge- Parking at White Oaks often used and causes cut through bush trails for dogs to access water*
  - *Challenge*- Dog owners often try to access water with offleash dogs at Minet’s Point and Gables Park, which causes harm to naturalized areas and leads to pedestrian conflicts
- **Tyndale Park**
  - *Challenge*- Very limited parking leads to users parking along entrance driveway and into the adjacent residential neighbourhood
  - *Opportunity*- Tyndale is a well-utilized park and future uses and parking provision should consider accommodating rising demand
- **Wilkins Park**
  - *Challenge*- There are enforcement problems at Wilkins (ie. cutback parking on secondary roadways)- residential-only parking mandates have helped
  - *Opportunity*- Enhance wayfinding to continue the trail connections post-Wilkins (Big Bay)
  - *Opportunity*- Enhance wayfinding to continue the trail connections post-Wilkins (Big Bay)
- **Lakeshore Road**
  - *Challenge*- Aiming to widen Lakeshore to Minet’s Point, however, there still needs to be on-street parking because the demand exists here

IBI / City of  
Barrie

**Item Discussed**

- *Opportunity*- Parking along Lakeshore Drive is often under-utilized, providing an opportunity for overflow visitor/resident parking during the summer months or events

**2.4.2 Site Specific**

- Refer to Appendix A: Mapping Exercises

**3. Next Steps**

- Transportation stakeholders to provide relevant documents/plans to Wendy/IBI Group for review (ie. Allandale Hub plans)
- IBI Group to integrate transportation feedback into the Waterfront Strategic Plan Update
- Attendees were encouraged to join the PIC on March 24<sup>th</sup>, 2022 to provide more feedback

**Action By**

City of Barrie

IBI

City of Barrie

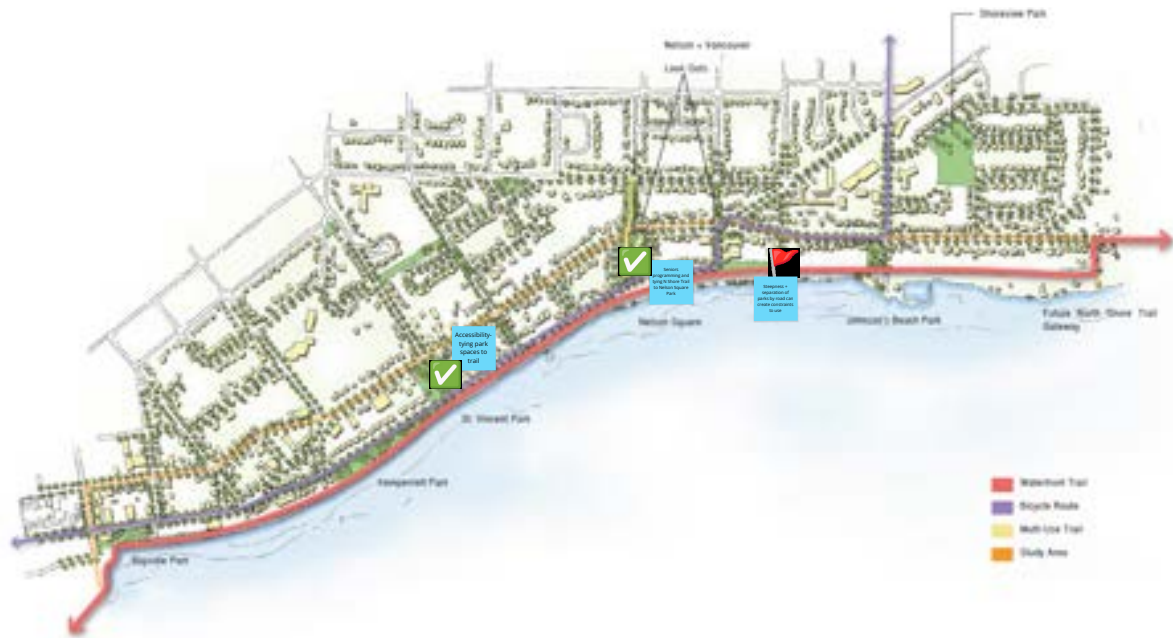
# APPENDIX A

Mapping Exercises









and passive watercraft entry proposed at Heritage Park





# APPENDIX B

Pains & Gains Exercises

# REC./TOURISM/ECON DEV.

## Gains & Pains

What is working for Barrie's waterfront currently?  
 What are your future aspirations for Barrie's waterfront?  
 What are your concerns or painpoints on the waterfront currently?

Let's discuss!

Recreation, Economic & Creative Development, Parks Operations, Planning & Tourism

### GAINS

My aspirations for the future of Barrie's waterfront are:

Animate community spaces seasonally- shelters, facilities, firepits, winter-based activities along the waterfront for year-round activity

Mobi-mat access to beaches- opportunity for economic activation (ie. advertising on them)

Emphasis on connecting the waterfront with the Downtown

Pavilion rentals- opportunities/best practices to book these spaces as revenue generators?

Lighting, signage, wayfinding to also be considered as aspects of accessibility- build upon existing work

Leveraging more of the waterfront for tourism activation- not just Centennial

Opportunities for Busking along the waterfront- identify locations for this form of animation

Shade structures and additional furnishing to address accessibility concerns

Public Art Installations as an activator and cultural experience along the entire waterfront

Shuttle service to address parking concerns?

Creation of flexible event spaces that don't spillover into use spaces (ie. beaches)

Leveraging waterfront trails to diversify programming- smaller group usage is essential

Opportunity to consider active transportation/transit improvements along the waterfront to address parking constraints?

Connection to water is concentrated to certain parks- opportunity to create new places for the public to interact with the water (ie. watersports)

Creating spaces that can be used by various diverse groups

Pilot program-? incremental parking closures to explore spatial activation and extending the waterfront into the Downtown core

Extending Open Air program to Lakeshore?

### PAINS

My concerns for the future of Barrie's waterfront are:

Commercialization- BIA focus vs. waterfront activities- finding balance?

How do we balance resident uses and tourism potential?

Services are focused at Centennial- limits opportunities for event space

Over-tourism concern- environmental impacts and consideration for sustainable tourism model

Power, water, access, parking- limits to event spaces along the waterfront

North Shore- accessibility concerns on the North Shore trail- entry/exit points are a challenge without having to travel significant distances or backtracking

Parking is a constraint at key activity centres along the waterfront

Johnson's Beach- implementation of Mobi-mats has been requested but may be a challenge to implement (ie. upgrades, accessible parking, etc.)

How do we balance passive vs. active uses and programming? Support businesses without overburdening the waterfront spaces for residents

## Gains & Pains

What is working for Barrie's waterfront currently?  
 What are your future aspirations for Barrie's waterfront?  
 What are your concerns or painpoints on the waterfront currently?

Let's discuss!

### LSRCA

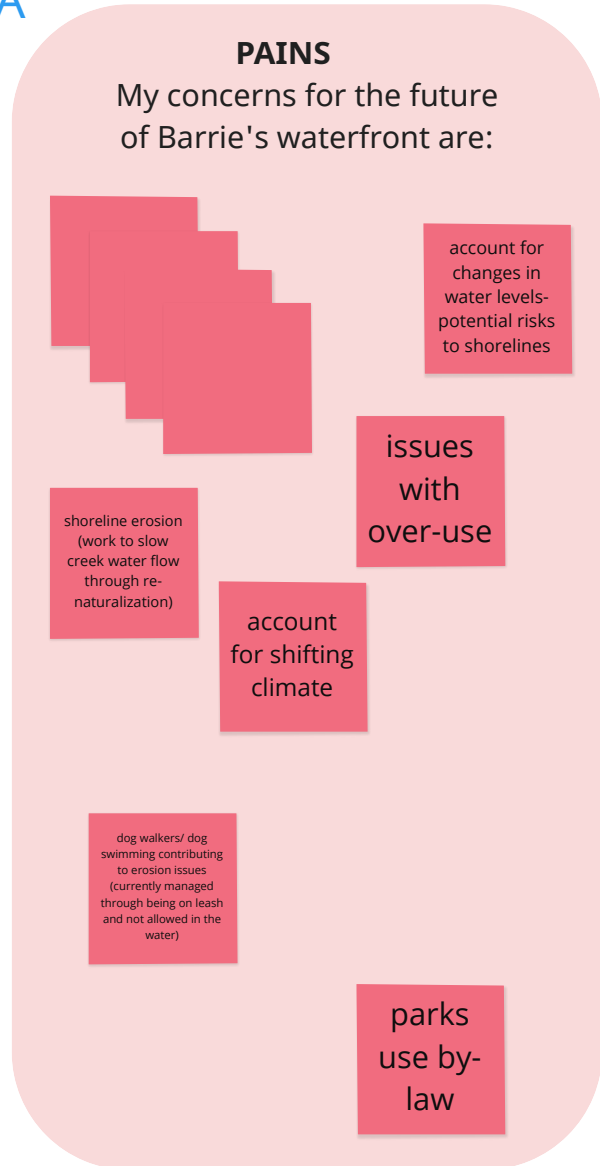
#### GAINS 🏆

My aspirations for the future of Barrie's waterfront are:



#### PAINS

My concerns for the future of Barrie's waterfront are:



# EMERGENCY SERVICES

## Gains & Pains

What is working for Barrie's waterfront currently?  
What are your future aspirations for Barrie's waterfront?  
What are your concerns or painpoints on the waterfront currently?

Let's discuss!

### Emergency Services

#### GAINS

My aspirations for the future of Barrie's waterfront are:

Waterfront is the highlight of our community- no real concerns

Lighting- community deterrent and perception of safety

CPTED- have looked at a number of services around the waterfront and can share their findings

Specific to Dunlop- closed to vehicle traffic but throughways are maintained for events

What 3 Words- for precise locating- an app used as an external resource to assist with call locating

Strong consideration for transient population- improved wayfinding so then can be more readily located on the waterfront

Smaller vehicles and bicycles for access to trail systems

#### PAINS

My concerns for the future of Barrie's waterfront are:

Fire- main concern is access during the summer to get into/around with regards to road closures and parking

Lakeshore- can be hard to get out once you are in it- main artery to get around the lake, especially given construction on Bradford (no secondary routes)  
  
Be cognizant of if secondary routes are an option when roads are closed

Given the population increase during the summer- access can be difficult due to closures, parking, pedestrian traffic, etc.

Emergency response- concern about getting the vehicles close enough during an emergency scenario given capacity concerns, slow moving traffic and median within the road

Ongoing Complaints- Vandalism, Profanity, Disturbances, Problems with Youth

Drug Paraphernalia

Working to improve mapping to generate location of calls along waterfront; generally familiar with the locations



