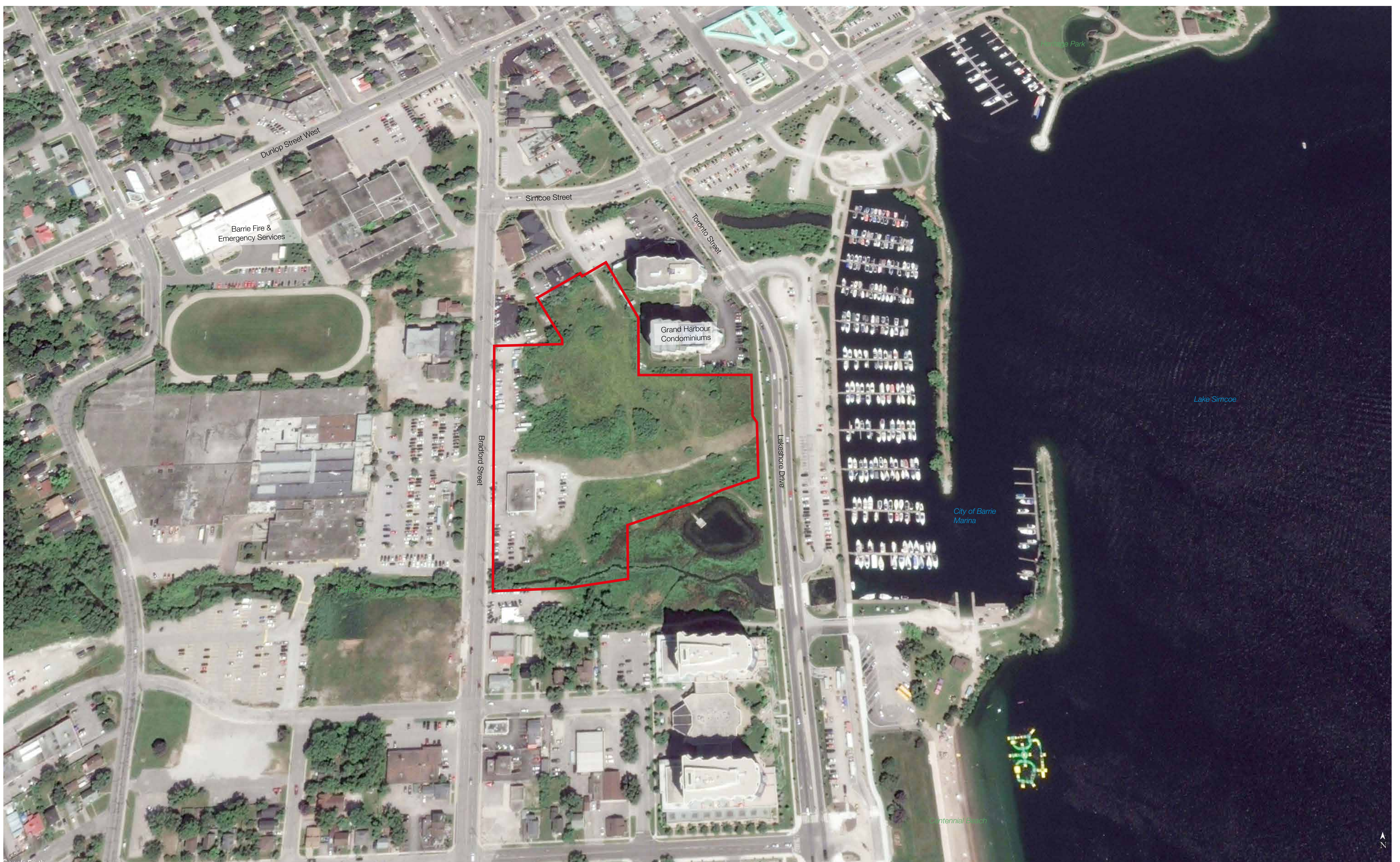


Welcome

The site is being developed through a partnership between Greenwin and Smartcentres: two well established developers with a proven track record and a strong understanding of Canadian communities. Together with the City of Barrie, they have been working collaboratively to establish a vision for the portion of land bounded by Bradford St. and the waterfront.

We have brought together a team of experienced designers to help deliver this vision. Our design team is here today and would be pleased to explain the proposal to you and answer any questions you may have.



The Site

We are delighted to be able to present to you our initial thoughts for the Site. We are proposing a mix of uses and benefits for both the Site and for the wider neighbourhood. Our boards illustrate how a mixed use development could be integrated with the existing character of Barrie's waterfront and how it could enhance the existing and future development proposed along Bradford Street.

Our thoughts are still preliminary and we welcome comments and feedback from you on the illustrative masterplan presented.

Our proposals consist of:

- A high quality mixed use development incorporating residential, potential hotel, food and beverage and retail uses
- An enhanced, accessible pond and trail with direct access from both the waterfront and Bradford Street
- New pedestrian focused public realm with accessible, walkable routes from Bradford Street to the waterfront
- A new landmark destination carefully placed within a landscaped setting offering unrivalled access to both the waterfront and to the new and existing developments in the city centre.

Barrie Waterfront

The Team

Greenwin and SmartCentres have retained a team to design the site and help guide their vision to reality.



SmartCentres is one of Canada's largest fully integrated real estate investment trusts, with a best-in-class portfolio featuring 157 strategically located properties in communities across the country.

SmartCentres was built on a committed to deliver everyday value to Canadians. This commitment started with the introduction of unenclosed, predominantly Walmart-anchored shopping centres, of which over 60 million sf has been developed, and continues to be the foundation as our company evolves.

SmartCentres is further impacting the lives of Canadians by using our prime real estate to develop complete, connected, mixed-use communities that enable Canadians to shop, live and work in one place. Our seasoned development team is working in partnership with select industry leaders as we expand our portfolio to include rental apartments, condominiums, town homes, seniors' residences, self-storage facilities, office buildings and hotels.

With \$9.7 billion in total assets, and another \$12.1 billion in planned development, SmartCentres is well positioned to continue shaping the Canadian real estate market, and the way Canadians live.

TURNER FLEISCHER



As one of Canada's most progressive architectural firms, Turner Fleischer has led the way in delivering stand-out projects and adopting technological advances that drive exemplary, creative solutions. Based in Toronto, and celebrating 45 years in business, our diverse service portfolio includes residential, urban mixed-use, food service, retail, commercial, and industrial designs, as well as experience working with highly complex, historically significant properties. This range of specialties has enabled a command of municipal and provincial approvals, and the overarching ability to get projects built.

We are a client-centric practice that respects individual needs, paying close attention to schedule and opening targets, particularly important in a complex residential setting. Our combined specializations allows the firm to streamline our process and effectively deliver projects.



BA Group facilitates the movement of people and goods in urban environments. Any large facility that attracts traffic – pedestrian, bicycle, transit, or car – requires expert care in planning and design. BA Group works with clients and colleagues to analyze and improve existing systems and to get new projects approved, designed, and developed efficiently, with the public's interest in mind.

While most other transportation consultants work from within large, generalist engineering firms, we focus purely on transportation issues and their legal, functional, social, and economic impact on client interests. Since 1974, we've earned a reputation for solving the most complex of challenges through the application of creative thinking, innovative tools, and vast amounts of custom field data from Canada and abroad.

BA Group consults on specific land use as well as broad municipal studies. Each project is the direct responsibility of a senior consultant with a demonstrated ability to generate value for the client.



Greenwin is one of Canada's largest privately owned, full-service property management and development firms. Headquartered in Toronto, we are known as a leading manager and developer of multi-family housing, non-profit and affordable housing, social housing and commercial properties. Since 1948, we have earned a reputation as one of Canada's foremost providers of quality homes for all demographics; our brand is featured proudly and prominently throughout the residential and commercial marketplaces of Canada.

Greenwin's legacy spans from the development and property management of mixed-use landmarks like the Yonge-Eglinton Centre, to the multi-residential neighbourhood of Yonge and Davisville and North America's first-ever master-planned community in Don Mills.

With a portfolio of over \$900 million in purpose-built rental apartments in major urban centres throughout Central and Eastern Canada, Greenwin is the property manager for over \$3.3 billion in real estate assets. Our portfolio includes more than 16,000 residential units; over 5,000 of these units are affordable housing, non-profit housing and Toronto Community Housing units. We have developed and constructed 10,000+ purpose-built rental apartment suites. Greenwin is among Canada's top affordable housing providers and has built upwards of 4,000 affordable, purpose-built rental housing units. Partnerships include all three levels of government, Toronto Community Housing, and social agencies.

As community leaders, fervent philanthropists, development visionaries and longstanding patrons of the arts, the Greenwin team continues to change the face of urban Canada, operating on a time-tested foundation of innovation, integrity and hands-on involvement that's rooted in an enduring family heritage.

WestonWilliamson+Partners



Weston Williamson + Partners is an international architectural and urban design practice specialising in infrastructure, urban regeneration and placemaking. Established in 1985, we have completed a wide variety of projects, across a variety of sectors for a diverse range of clients.

We provide a broad range of services including architecture, urban design, masterplanning and visualisation allowing us to create the best possible designs. We take pride in our established reputation for delivering projects that are robust, creative and which represent value for money.

Our design ethos is underpinned by over 30 years of expertise in designing and delivering simple elegant architecture. We take pride in providing first-class, high-value, quality, innovative, sustainable design solutions with an efficient, courteous, ethical and honest practice across many sectors.



MHBC is a privately partner owned and operated land use consulting firm. Since 1973, MHBC has been delivering a full range of services that have helped communities to thrive. MHBC's broad base of expertise includes land use planning and development approvals, urban design, strategic planning, master planning and secondary planning, urban design guidelines, shadow studies, streetscape studies, cultural heritage planning, landscape architecture, and community improvement plans. We take a systems based approach that incorporates detailed research, analytical review, field studies, and consultation to develop balanced and creative solutions for both private and public sector clients. As a result, MHBC has received numerous awards including The Margaret Nicholas Hill Cultural Heritage Landscape Award, the City of Hamilton Urban Design and Architecture Award of Merit, the St. Catharines Community Design Award, "Most Creative Consulting Team" from one of our larger land development clients, and numerous awards from the Ontario Professional Planners Institute (OPPI).

Barrie Waterfront



Greater Context

We want to create a vibrant, new community which builds on the emerging character of the City-bringing nature and people together.

The City of Barrie continues to grow and is shaped by the people. Understanding the existing context will inform the future.

Downtown Barrie is undergoing strategic growth development of commercial, residential, educational and public space enhancements that will provide the community with spaces to gather and experience.

Award winning architectural landmark a regional art gallery and a cornerstone of culture for Barrie. The arts centre adds to the social, intellectual, creative and economic fabric of the community. It is an example of the City's balance between the historic and modern buildings.

Heritage Park features a gazebo, water feature, paths, duck pond, gardens and features boat docking. The park has become a community gathering place which holds various festivals and events.

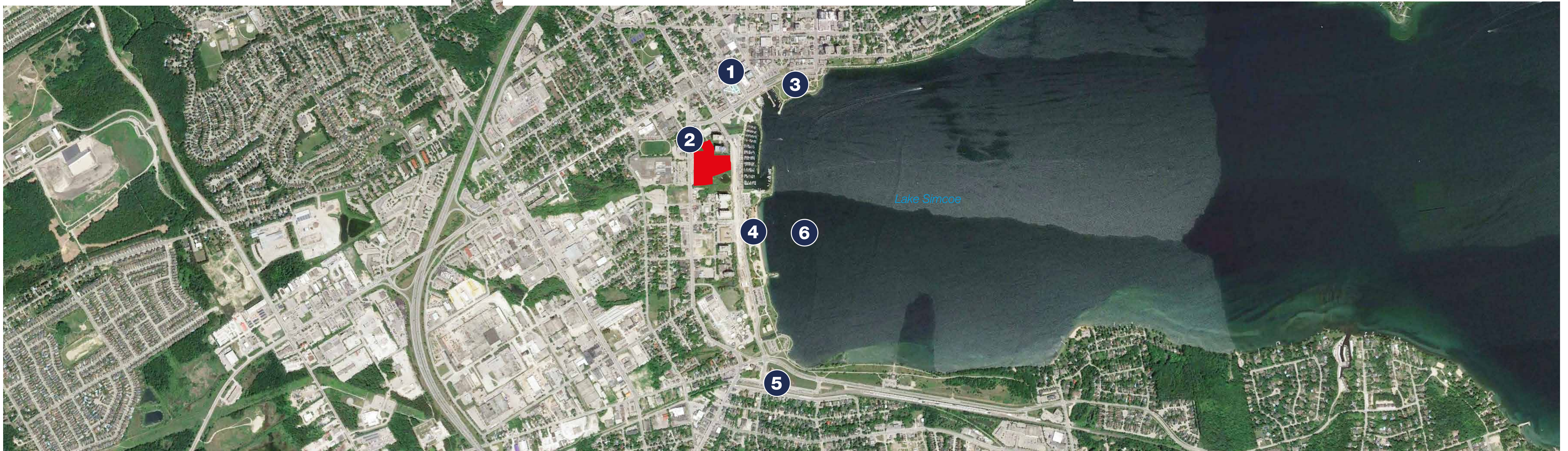
1. Downtown Barrie



2. MacLaren Art Centre



3. Heritage Park



4. Centennial Beach

Lakefront park with a sandy beach, offering seasonal swimming with lifeguards, a playground & trail.



5. Allandale GO Station

Historic train station that occupies a large property on the southern shore of Lake Simcoe in the waterfront area of Barrie, Ontario, Canada.



6. Barrie Waterfront

The Waterfront Trail is the city's most popular path running along Lake Simcoe. The trails offer views of Kempenfelt Bay and the City's skyline and forms part of the eastern boundary of our Site.

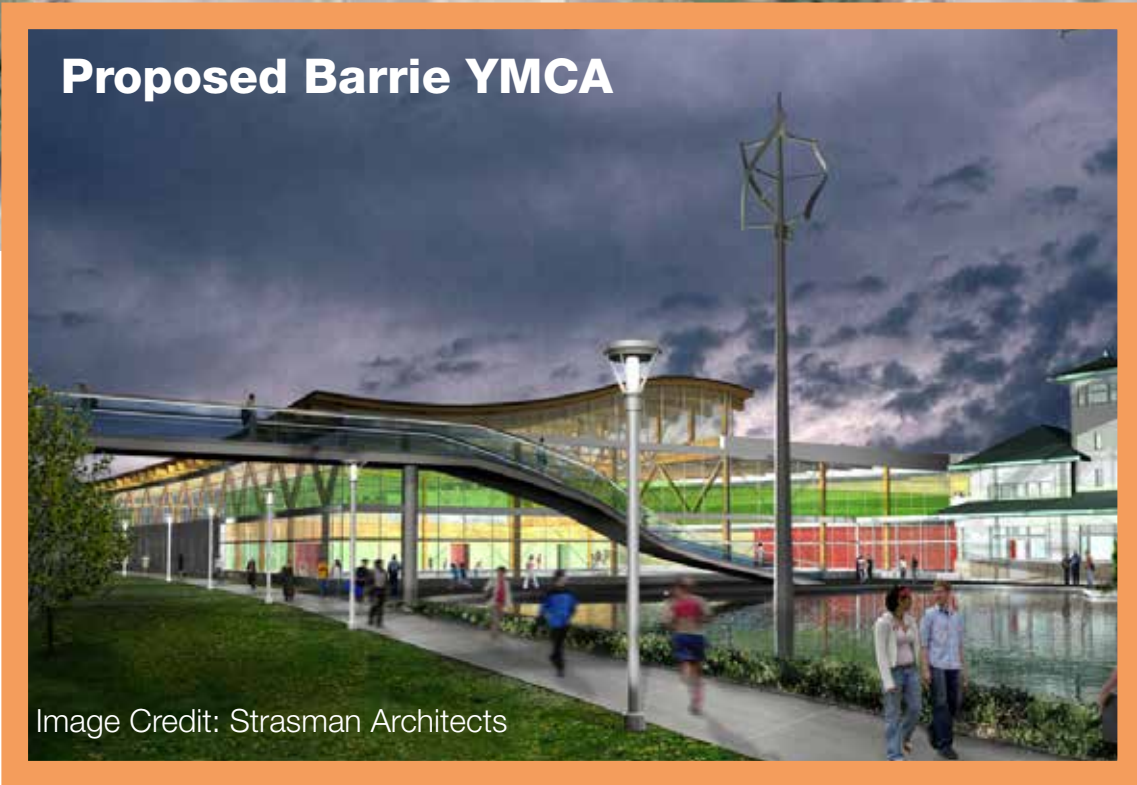
Barrie Waterfront

The Site

The Site is a unique place. Set within a nature led environ with unparalleled views and access to Lake Simcoe. It offers an inspiring setting for our vision.

Our proposal seeks to deliver a development that enhances the existing setting and provides greater access and opportunity for people moving between the City Centre and the waterfront.

Existing Context

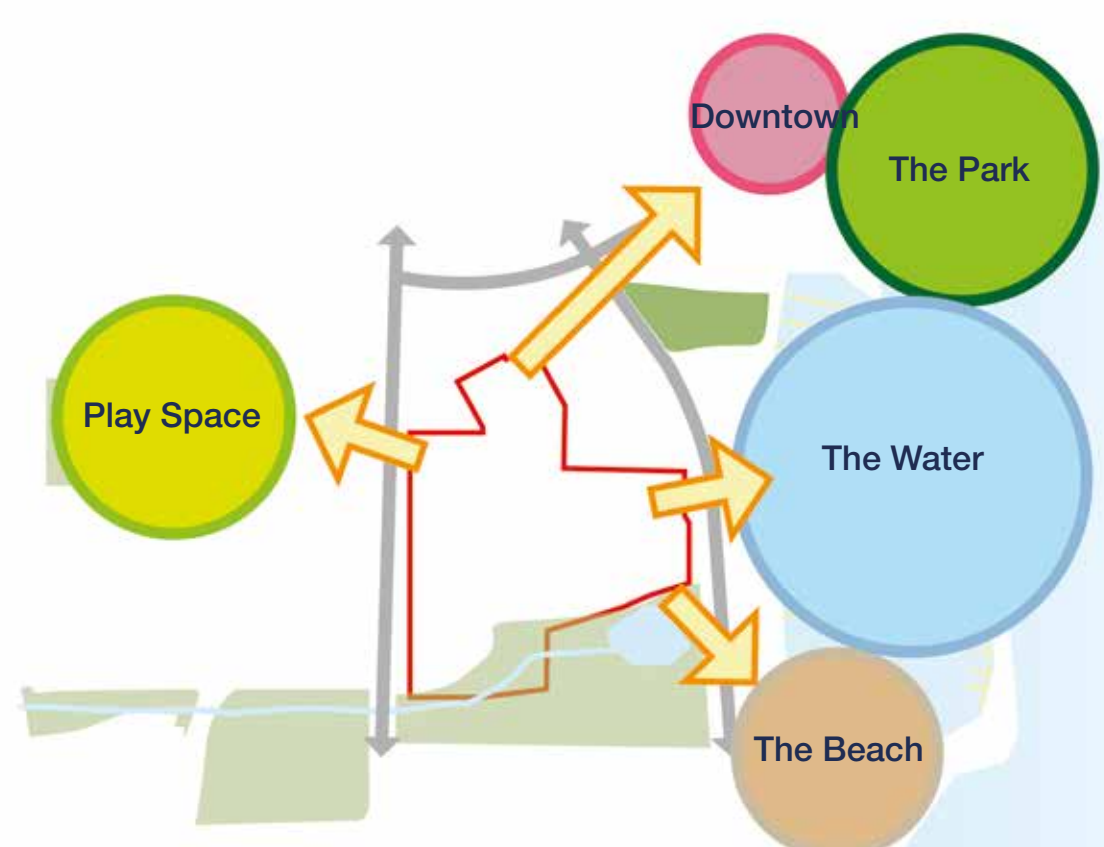


Future Context

Site Opportunities

What are we proposing?

Our vision is inspired by the beautiful landscape and setting of the Site. We aim to integrate with the surrounding features to enhance the 'Place' and realize the Site's potential.



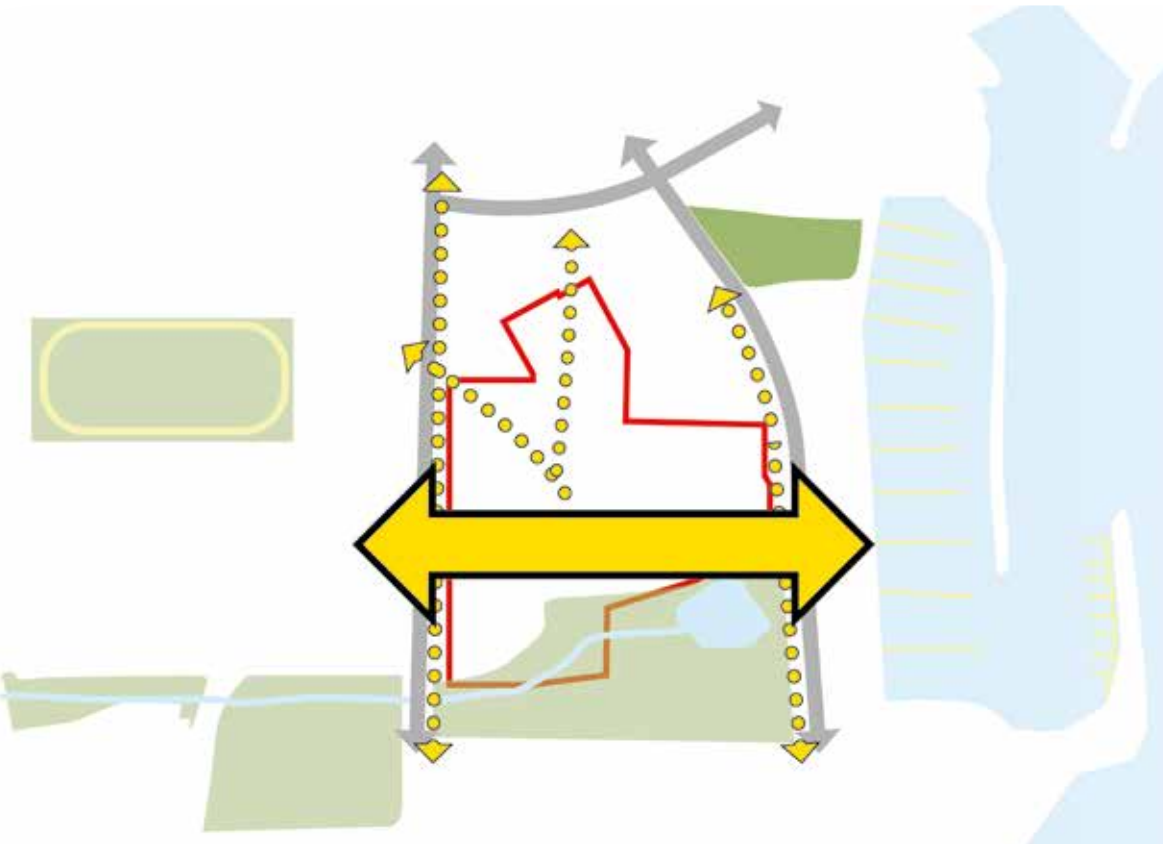
Build upon the existing context and assets

Foster the local identity and channel the vibrancy of Barrie with a variety of uses and strengthen the connectivity between. The proposed development will embrace its waterfront context with appropriate orientation and uses.



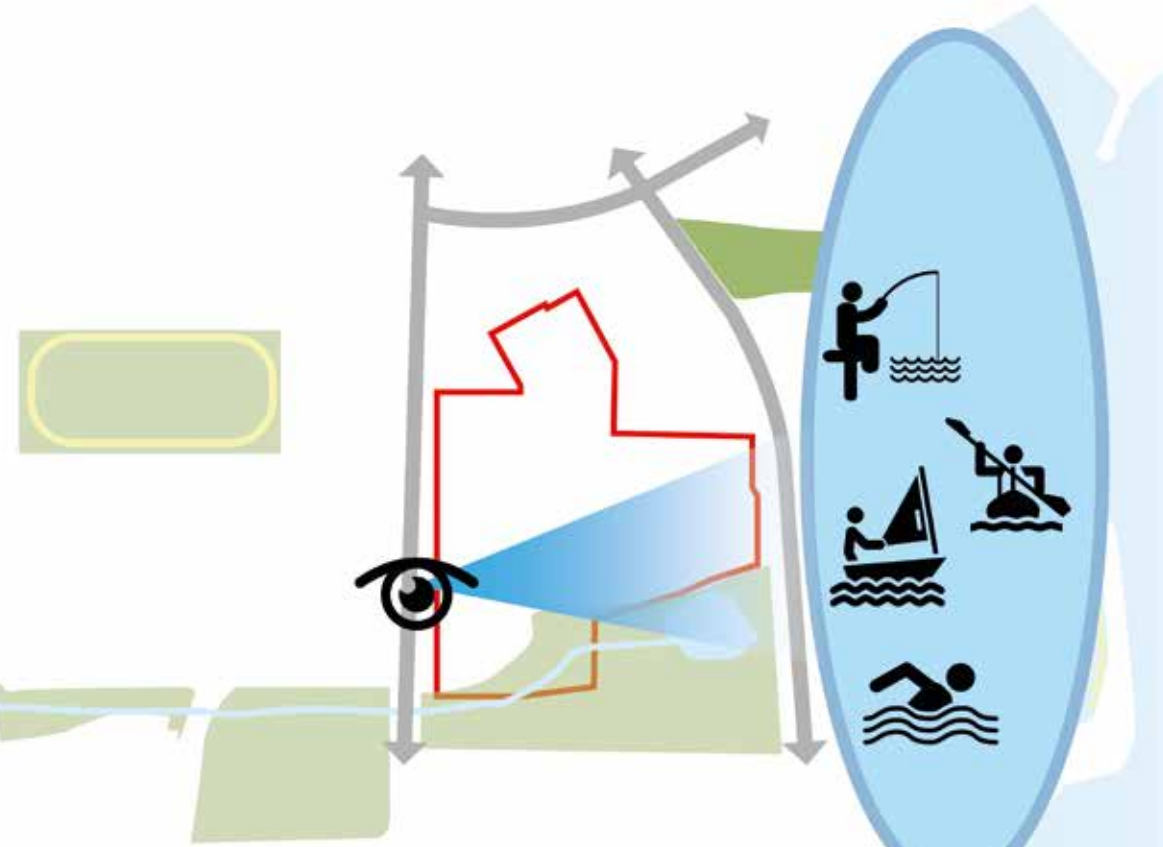
Creating a destination

The City of Barrie will have a series of destinations along the waterfront. Our Site will be a 'Place' connected to the other existing and future destinations with the intent that it will be incorporated into a vision for Barrie's waterfront as a whole. The connection is established through mixing uses, such as housing, retail, entertainment and commercial with walking and cycle routes. Activities which create a gathering place for the community.



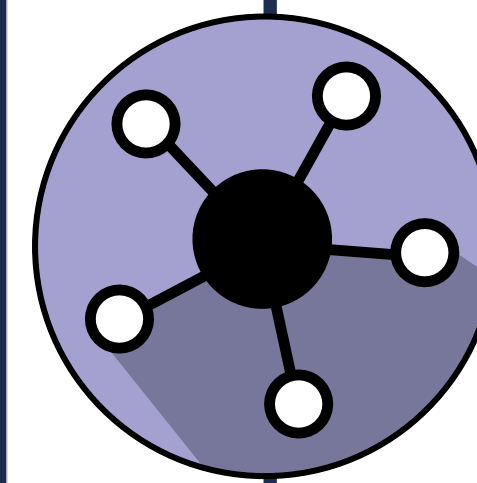
Maximize public access

Accessibility for everyone to the greatest extent possible. Waterfronts with continuous public access are much more popular places than those where the public space is interrupted – as a disconnect greatly diminishes the experience. Where access to the water is not available, views to the water will be established where possible.



Activating the water's edge

Interaction with the water and its edge should be available to the people. From picnicking along the dockside, feeding the ducks, skating or dipping one's hands in the water, such activities create a gathering place for the community and brings people together.



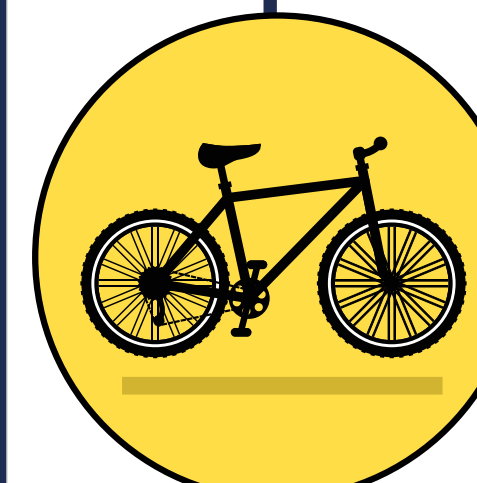
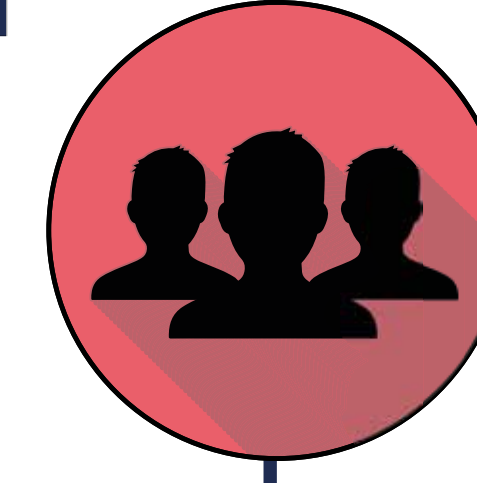
Residential and mixed-use development

Development of the site will include new homes for people of all age groups, incomes and aspirations to create a balanced community. A range of well designed units, combined with a mix of other uses and set in high quality landscape linked to Lake Simcoe will create a different character area across the entire site and the waterfront.



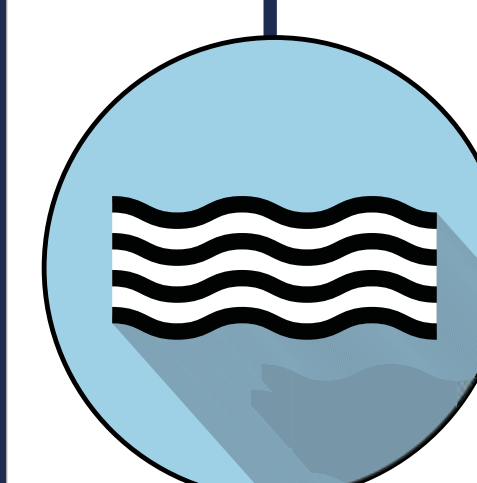
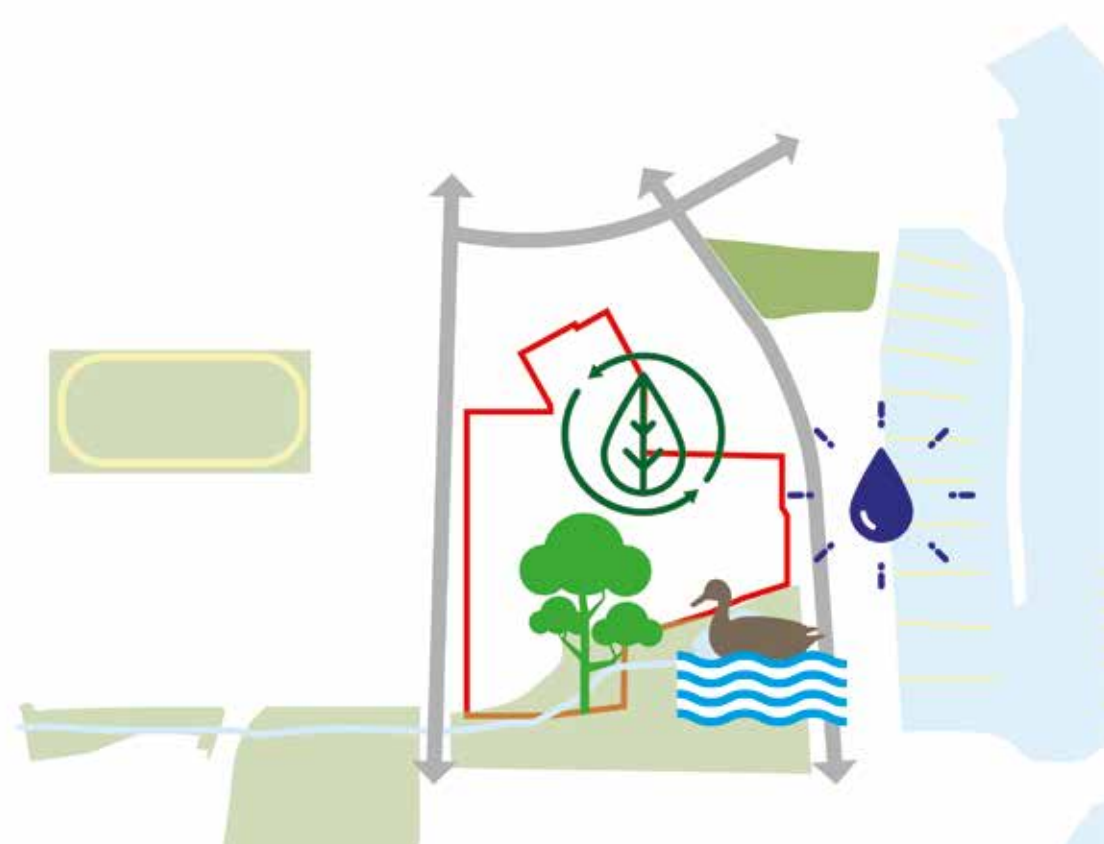
Leisure and community gathering places

Activities for all residents, in particular young and senior people will promote healthy lifestyles and generate a distinct community character. There will be a variety of spaces for the community to come together with affordable activities. Opening up to the waterfront, Centennial Beach, and connections to the proposed YMCA and conference centre will all encourage active lifestyles.



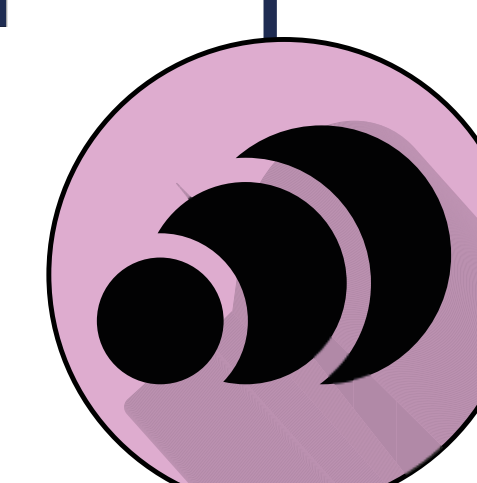
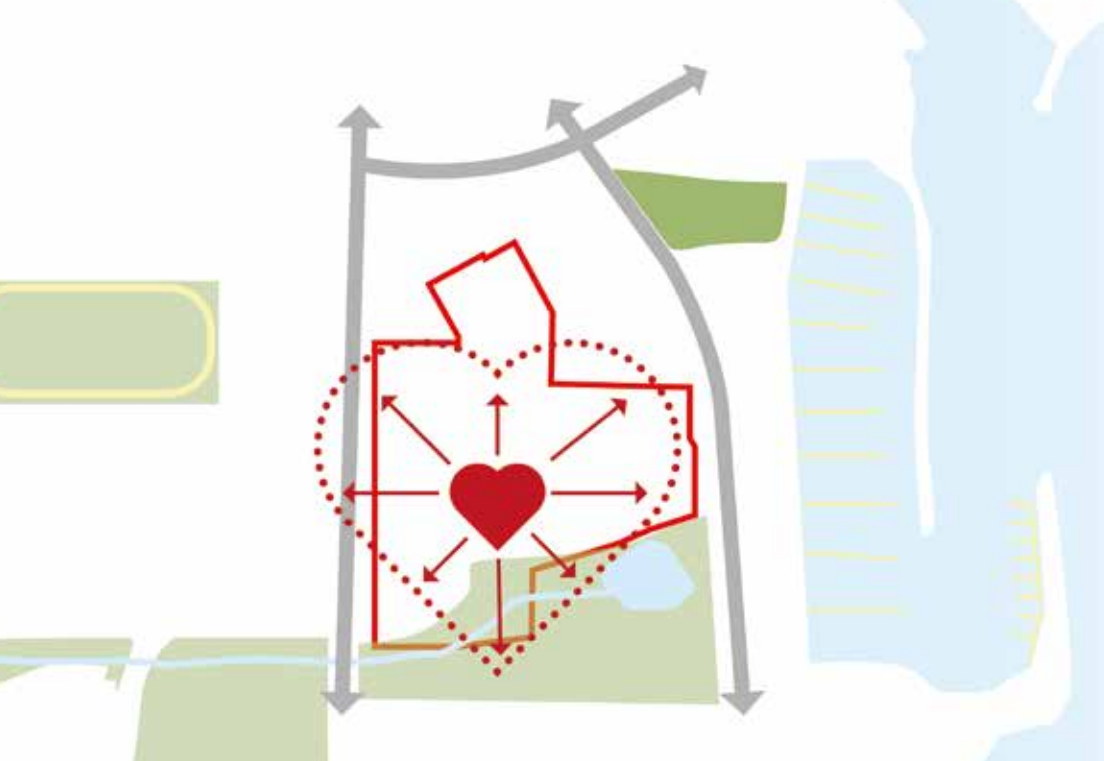
Balance environmental benefits with human needs

Embracing the natural surroundings by creating a close connection between human and natural needs. Providing a link along the pond and creating paths between Bradford Street and Lakeshore Road will balance the natural environment with human use.



Start small to make big changes

Establishing high-quality public spaces through placemaking. Short-term actions such as streetscaping, art installations, and landscape improvements will give people confidence that change is occurring.

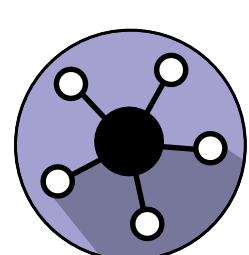


Barrie Waterfront

Illustrative Masterplan

The vision for the site is to...

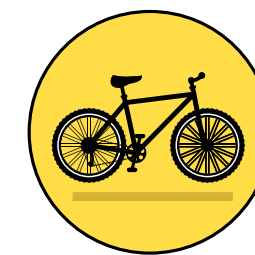
Our vision is to reshape the currently underutilized site into an integrated, sustainable, thriving and truly mixed use exemplar for development in Barrie.



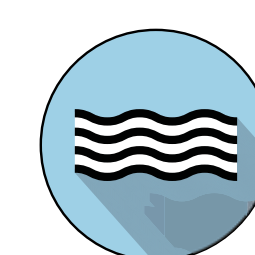
Build upon the existing context and assets



Creating a destination



Maximize public access



Activating the water's edge



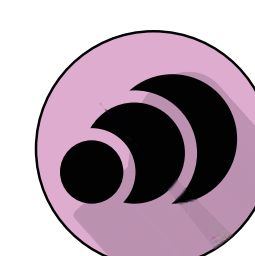
Residential and mixed-use development



Leisure and community gathering places



Balance environmental benefits with human needs



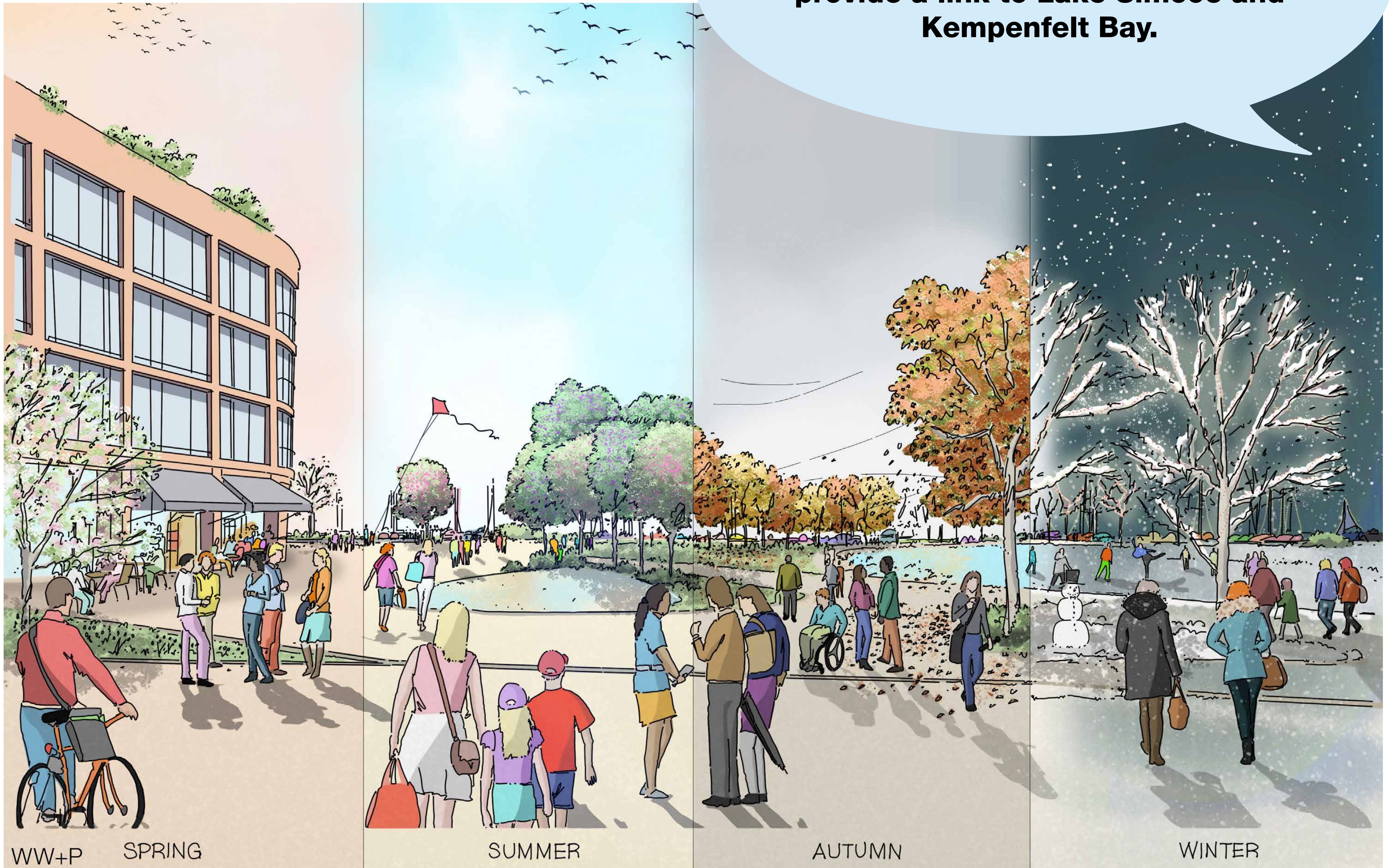
Start small to make big changes

Barrie Waterfront



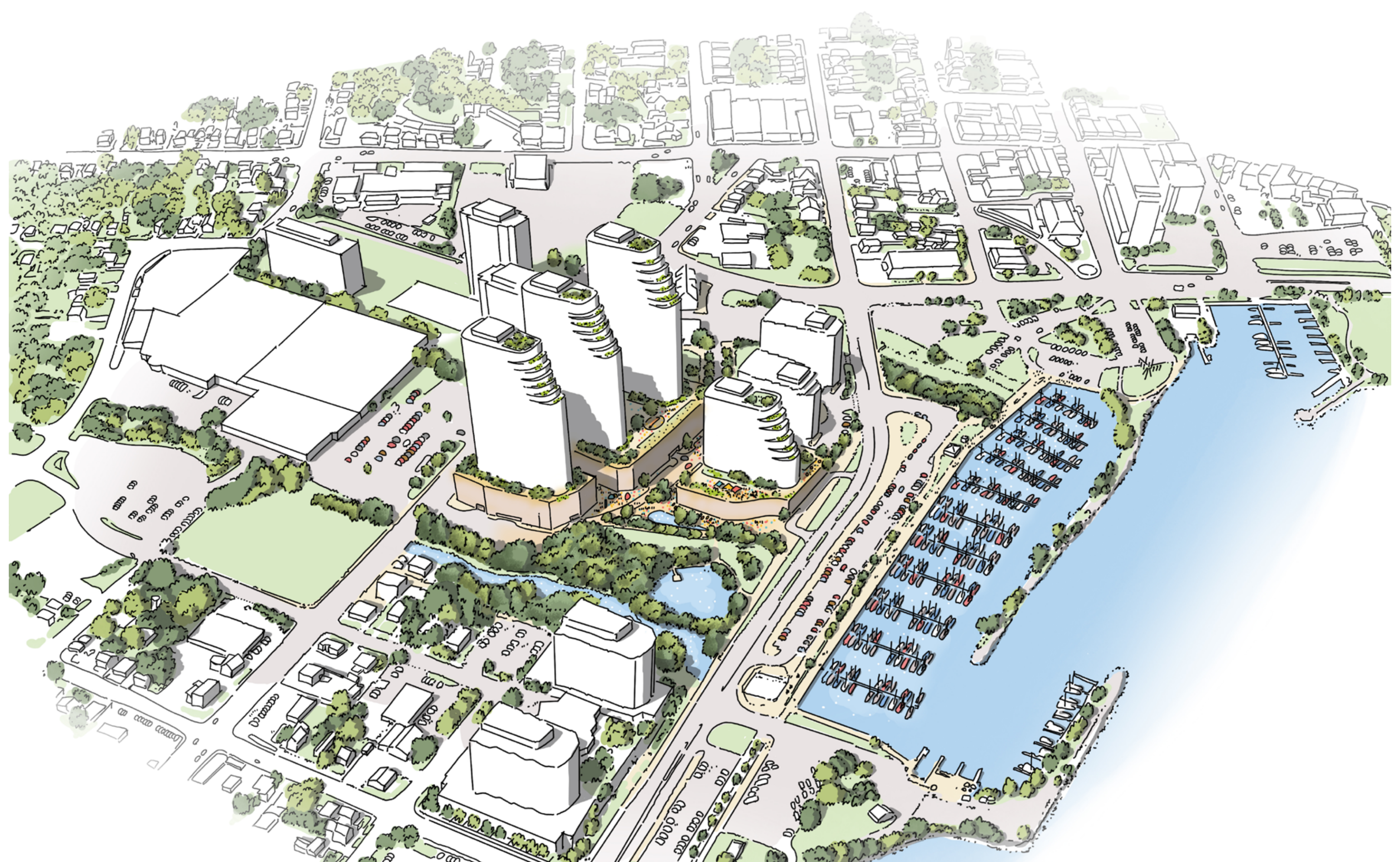
Character Areas

The new development should reinforce Bradford Street and provide a link to Lake Simcoe and Kempenfelt Bay.



An all season Place

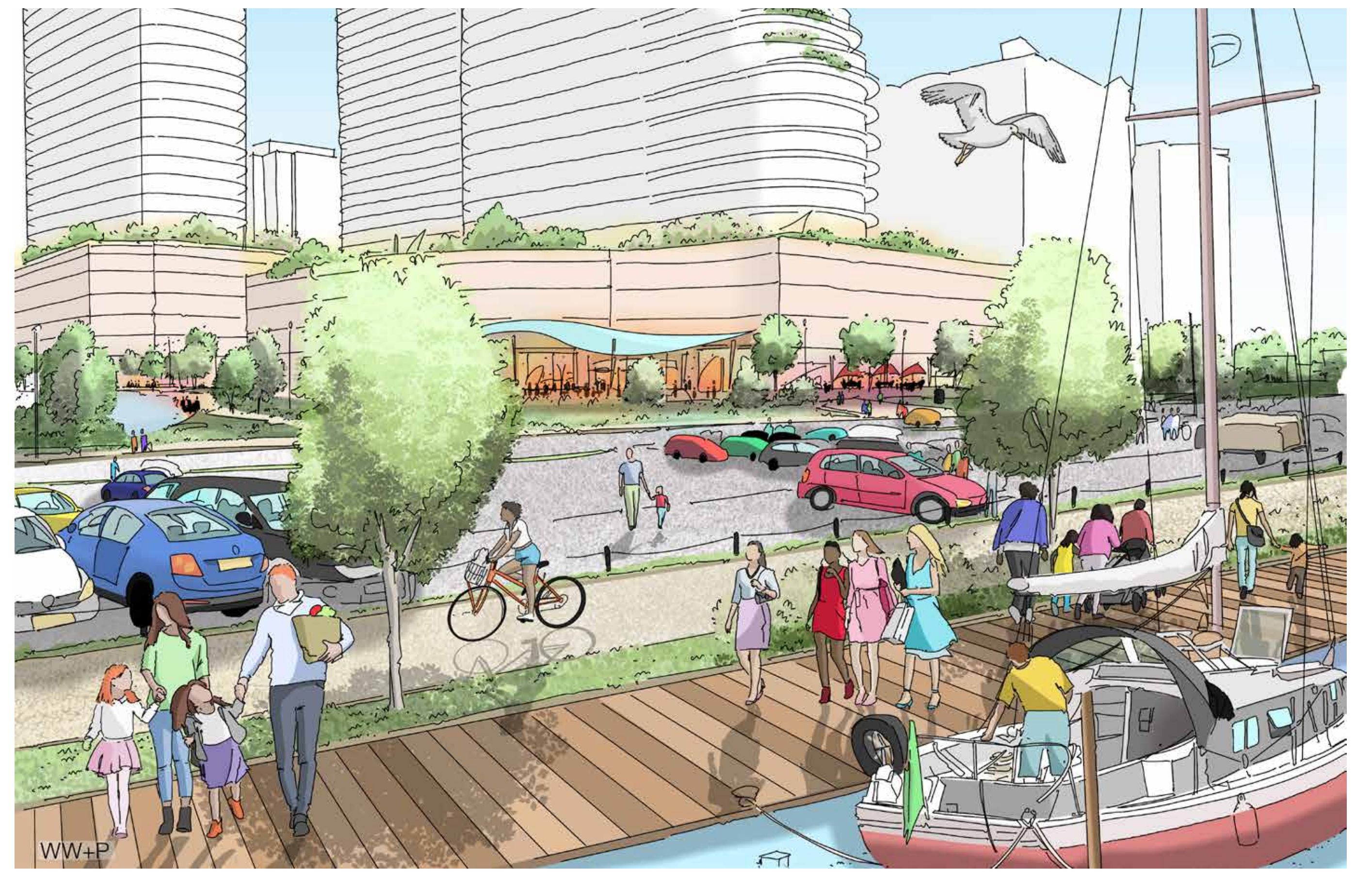
Fitting within its context



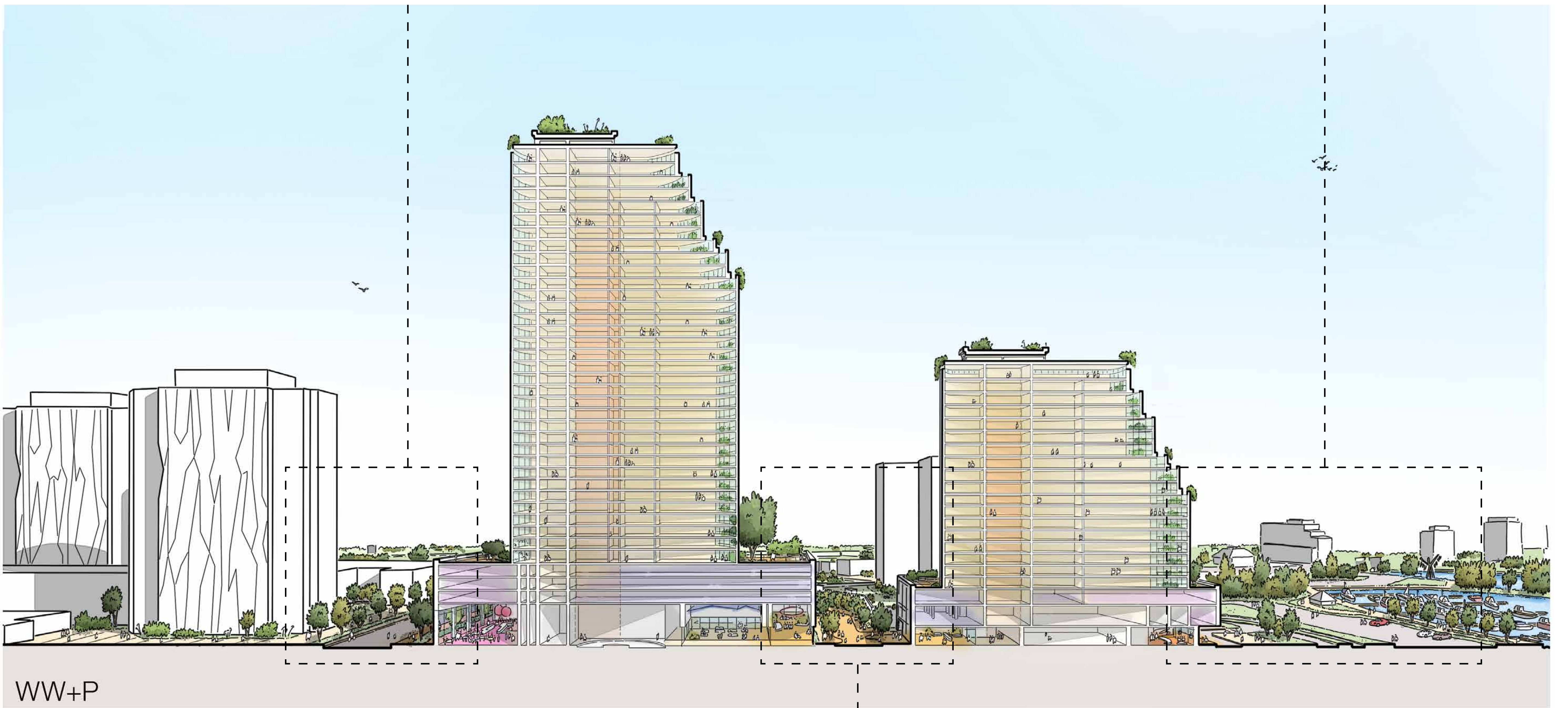
Barrie Waterfront



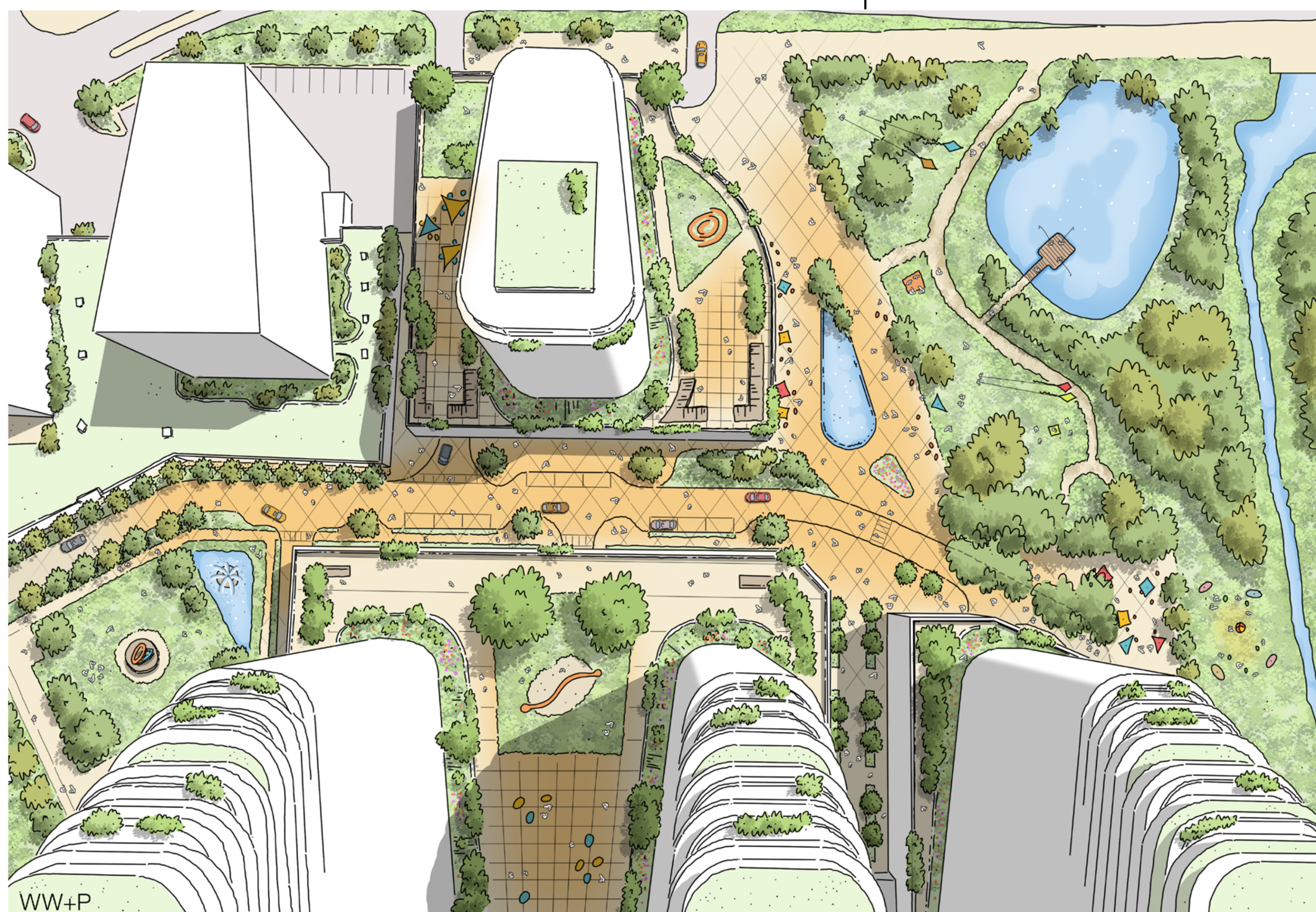
Enlivening Bradford Street



Enchancing the water's edge



WW+P



WW+P

Providing a new public realm