

HISTORIC NEIGHBOURHOODS STRATEGY

Neighbourhood Profile
June, 2010

People led planning for Barrie's older neighbourhoods

Brock Park

Residents' vision of the future Brock Park...

Brock Park is home to a large cross section of residents, reflecting various income levels and demographics and appeals to people at both ends of the age spectrum—young families and seniors. It is an area people care about and want to live in, where residents have a strong sense of community and want to sit on their verandas and talk with neighbours and passersby.

Brock Park embraces its direct connection to the waterfront at Centennial Beach. The area is differentiated by distinctive lighting and street signage and has active, tree-lined streets that are biking/walking/rollerblading friendly, connecting it to downtown, the waterfront and grocery store/shops. A shopping market is readily accessible where produce, meat and bread can be purchased without getting into a car.

While it contains a diverse mix of residential, commercial and institutional uses, there is a clear delineation between residential and industrial areas.



What residents most enjoy about Brock Park...

- Walking distance to the downtown and the waterfront
- Low crime rate and the stable, friendly neighbourhood
- Owners and tenants take pride in the outside of their homes and ensure the properties are well kept and attractive
- The heavy pedestrian traffic that keeps the sidewalks busy
- Large lots and readily available off-street parking
- Close proximity to neighbourhood schools



Brock Park

What residents would like to see changed in Brock Park...

- Develop mid-to-high-density housing along Bradford Street with everyday convenience services such as pharmacies or a grocer on the street level
- Tall, thick landscaping along Bradford Street to obscure the water treatment plant and to create a park like feel to encourage additional residents to locate here
- Redevelopment of Tiffin Street from Highway 90 to the Lakeshore
- Provide friendly, welcoming access to the waterfront boat launch as the route is currently defined by vacant lots
- A return of the long gone Brock Park summer program for kids
- Large shade trees planted in Brock Park and a wading pool for the youngsters
- Routes that redirect trucks away from residential streets to ensure the quality of life for residents is the priority



Brock Street



Bradford Street businesses



Brock Street

How residents would like to see Brock Park grow...

- Require property owners to maintain properties, vacant or otherwise, by enforcing the property standards by-law
- Increase the density on main roads such as Bradford Street and Anne Street by supporting medium density, mixed-use development
- Ensure redevelopment adheres to good urban design standards and is complementary to the surrounding neighbourhood in terms of density and height

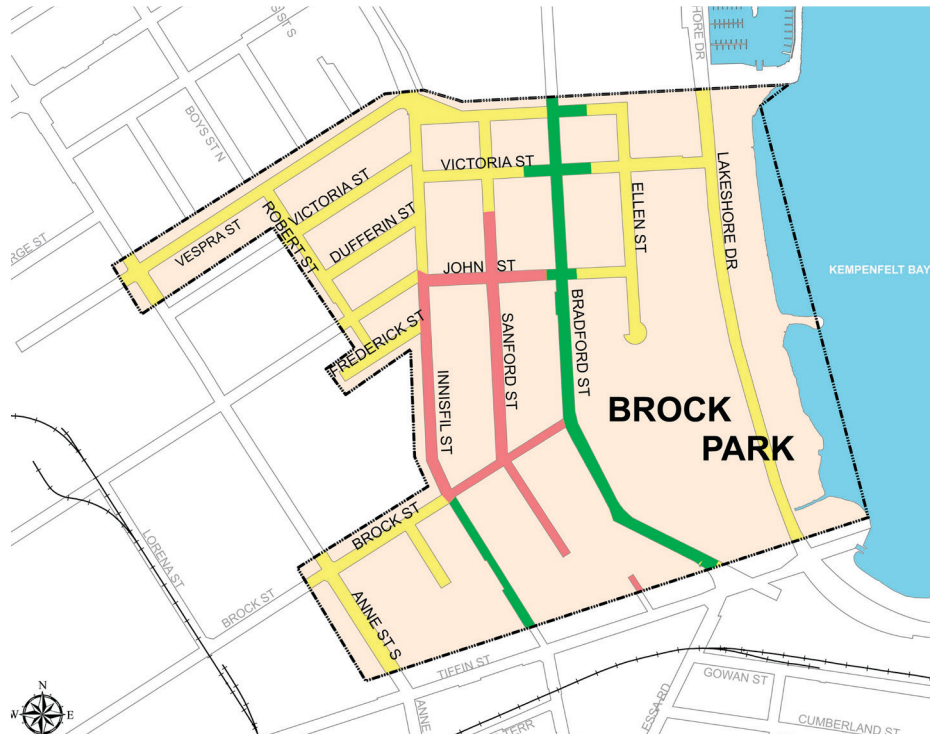


Bradford Street and Vespra Street

Where residents envision future development...

Brock Park residents envision their neighbourhood streets remaining primarily low-rise residential that is complementary to the existing inventory of homes. Future growth can and should be accommodated along busy thoroughfares where opportunity abounds including Anne Street and Bradford Street as these areas are best suited to accommodate development opportunities in the future.

As part of the discussion around future growth opportunities, residents identified where differing scales of future development seemed to be most appropriate. Using neighbourhood maps with red, yellow and green streets, the following map was created to depict the type and location of future development residents expect in Brock Park.



Red Streets

Character: A primarily residential area that is expected to stay primarily residential in nature.

Growth Expectations: Significant change in the residential character of the area is not anticipated. Growth is expected to occur primarily through small-scale residential infill (e.g., new single-detached homes) and renovations/additions to the existing housing stock.

Yellow Streets

Character: An area that is in transition with a growing mix of housing forms and a range of services.

Growth Expectations: Some growth in the area is anticipated, primarily along minor collector roads and at smaller intersections, on vacant lots and underutilized sites. Medium-scale infill is considered acceptable provided it adheres to good urban design standards and is complementary to the neighbourhood, particularly development that is directly adjacent to stable residential areas.

Green Streets

Character: An area experiencing significant transition and in many parts is in need of significant investment to offset decline.

Growth Expectations: Growth in the areas is anticipated, primarily along major arterial roads and intersections, on vacant lots and underutilized sites. Medium-to-higher-scale development is considered acceptable provided it adheres to good urban design standards and is complementary to the neighbourhood, particularly development that is directly adjacent to stable residential areas.

Neighbourhood Characteristics

Located directly west of Kempenfelt Bay, Brock Park named for the local park that is a central feature of the neighbourhood. This was once a thriving hub of heavy industrial employment and manufacturing. The Barrie Tannery Co. operated on the south side of Bradford Street at Vespra Street from the early 1900s to the late 1970s and the Barrie Carriage Company operated at Ellen Street and John Street from the early 1900s to the early 1920s. The General Electric Plant on Bradford and Vespra streets opened in the 1940s and remained operational until its closure in the late 1980s.

Now, that legacy is slowly changing with residential condominium development renewing previous brownfield areas along Lakeshore Drive, adding to a housing stock that includes older homes converted to multi-residential units, newer semi-detached and smaller single-detached homes and duplexes.



Prince of Wales School, c 1892

The western portion of the neighbourhood abuts a variety of small-scale manufacturing and other employment uses, many of which are car-related. A number of the once prevalent car dealerships have left the Bradford Street business area over the last few years creating opportunities for redevelopment and infill along this busy thoroughfare.

Join your neighbours on the HNS Facebook site or go to www.hns.barrie.ca.

The neighbourhood has been home to the City's wastewater treatment plant at Bradford and Tiffin streets since the 1940s and to Barrie Fire Hall 1 at the intersection of Vespra and Innisfil since the 1960s. Plans to relocate the fire hall in 2011 to a new facility at Dunlop Street West and Eccles Street South will leave this site available for redevelopment.

A number of local businesses operate in Brock Park including long established entertainment venues and eateries, dry cleaning and coffee shops, all interspersed throughout the neighbourhood.

Brock Park is traversed by two waterways, Dyment's Creek and Bunkers Creek, that both flow through Brock Park and into Kempenfelt Bay. Brock Park runs adjacent to Dyment's Creek waterway offering children's play equipment as well as an open field for dog owners and smaller-scale team activities.

Historic employment uses have left their mark and many sites are challenging to redevelop today; however, proximity to the waterfront and the downtown continue to support the viability of this neighbourhood as is being witnessed by large-scale condominium investment along the Lakeshore.



Diving at Centennial Beach

Questions or Comments?

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The City of
BARRIE