

atfocus

*commitment · quality  
flexibility · discipline  
rigour · integrity*

**City of Stratford  
Market Square Vision - Revised  
Presentation to Council**

**July 21, 2015**

# Introduction

## Today's Objectives

- To provide update since May 19 Council Meeting
- To present and discuss the Market Square revised Guiding Principles and the revised Market Square Vision Scenario

## Public Input On May 19 Presentation

- Previous presentation posted on City web site for public feedback from May 29 to June 12
- 2 submissions received – both presented/submitted to Council
  - Market Square Committee
    - Focused their feedback on detailing and adding to the Guiding Principles-bleeding into the Vision with specifics e.g. where parking should be “*Retain on-street perimeter parking for Wellington, Downie and Market Square retailers*”
    - Add 2 new Guiding Principles
      - *Address micro-climate of the Square ...*
      - *Market Square is "OUR" space ...*
  - One respondent focused feedback on design details
- No major change to Guiding Principles or Vision Scenario from this input

## As A Reminder...Draft Guiding Principles

Suggest adding 2 new Guiding Principles submitted by Market Square Committee

- **Protect heritage of site**
- **Demonstrate how all mandatory safety requirements are met (e.g. fire, police and highlights added security features)**
- **Ensure minimum accessibility requirements are met (demonstrate if enhanced accessibility is included)**
- **Ensure all target audiences addressed (young, elderly, tourists, residents)**
- **Incorporate/preserve what works well now**
- **Incorporate options for business deliveries in “off times”**
- **Incorporate a phased-in approach, where each phase can be a stand alone (e.g. does not require next phase to be completed to be effective)**
- **Demonstrate the level of flexibility to allow for future ideas and growth to be incorporated**
- **If selected, demonstrate how input from the public, Council and City Staff will be incorporated into the final design**
- **Demonstrate how the Plan encourages and creates an environment that “draws” visitors, residents and employees to Market Square**
- **Highlight factors that encourage multiple/repeat visits by residents and visitors**
- **Demonstrate economic impact**
- **Include estimated ongoing operational cost and suggested required management structure options**
- **Indicate the degree of modifications required to “convert space” if not permanent space**

As A Reminder...  
Previously  
Presented Vision  
Scenarios

Element	Option A: Full	Option B: Moderate	Option C: Modest
Where	Front and back	Back only. Optional front	Back only
Buses	No buses behind City Hall	No buses behind City Hall	Allowed in peak periods
Parking	Move away from back of City Hall	Move close to downtown. Not behind City Hall	A percentages stays, some moved
Permanent Features	Yes	Mix of permanent and temporary	No
Temporary/Scalable Features	Yes, but lean towards permanent	Yes full scalable temporarily	In minor way, pop-up/temporary food/goods/art stalls and stages
Pedestrian Friendly	Close adjacent streets	One way streets, widen streets. In summer and peak times close streets	No change to streets
Focus on “Culture of Stratford”	Reflect culture	Yes, temporarily (e.g. temporary stages, galleries, “schools”, music performances)	Minimally
Celebrate “Gathering Space”	Yes	Yes	No
Celebrate “Stratford Nights”	Yes	Yes	No
Likely Level of Support based on Consultation	Med	High – maybe phased in with overall Vision established	Low
<u>Likely Estimated</u> Financial Impact	Highest (estimate only)	Mid (estimate only)	Lowest (estimate only)
Likely Ongoing Operational Costs	Yes	May be significant depending on “move of temporary” structures	Not significant

## Revised Vision Scenario (Hybrid between A & B)

- Move parking away once fully developed. Transition slowly - in interim retain some parking
- Move buses away, however, retain bus stops close to City Hall e.g. Allow buses to stop on side streets
- Close streets to cars occasionally for “events” - Make pedestrian only zone temporarily (e.g. only in summer) including re-work transportation system (e.g. bus directly to festivals). Make streets permanently one way and widen pedestrian access
- Ensure availability of public facilities (e.g. washrooms)
- Showcase the “culture of Stratford” (e.g. theatre, statues, university, innovation, lightshow, art/theatre)
- Incorporate unique use of lighting to welcome and in particular, celebrate evenings
- Focus on vibrancy, “people gathering” and “participating”
  - Allow for a mix of permanent and non-permanent outdoor eating and shops
  - Allow for the “arts” in a non-permanent way (e.g. temporary stages, galleries, “schools”, music performances)
  - Incorporate creative permanent and temporary use for various seasons (e.g. Ice Rink and Winter Sculpture Festival, water/splash pool)
  - Incorporate a water structure to be used “year round”
  - No other permanent structures
- Mirror European and Canadian experiences
- Propose optional future refurbishing of the front of City Hall

## Next Steps

- We ask that Council accept this report and approve the recommended vision and guiding principles for Market Square as presented by AtFocus.
- If so, the we recommend the following steps:
  - Pass a motion to commit to undertake the development of Market Square which will release the first stage of funding from Wal-Mart to plan the square (\$100,000).
  - Consider alternate bus locations in the Transit study currently underway.
  - Develop and issue a Request for Proposals to implement the vision and guiding principles to qualified consultants through a pre-qualification process.
  - Utilize current excess parking at the Cooper Site during the transition period and undertake a parking study as the current one is almost 15 years old (estimated at \$40,000).