



SUMMARY REPORT

SURVEY: **Stratford - Market Square Vision**

Total # of Records: 1060

Section 1: About You

1. Please indicate which of the following best represents you in the Community. (A response to this question is required)	Response Percent	Response Total
Resident of Stratford only	69.90%	741
A Business owner in Stratford and also live in Stratford	16.41%	174
A Business owner in Stratford but live outside of Stratford	1.79%	19
Work in Stratford, but live outside of Stratford	4.33%	46
Travel to Stratford often, but live outside of Stratford	7.35%	78
Total Respondents		1060
Skipped Question		0

2. In what area of Stratford do you live? (A response to this question is required)	Response Percent	Response Total
Do not live in Stratford	21.69%	230
Downtown Core	16.03%	170
Northeast	16.50%	175
Northwest	16.88%	179
Southeast	8.86%	94
Southwest	15.18%	161
Not sure	4.62%	49
Total Respondents		1060
Skipped Question		0

3. Please indicate your age group. (A response to this question is required)	Response Percent	Response Total
Under 21	22.92%	243
21-35	13.20%	140
36-50	20%	212
51-64	24.81%	263
65+	18.86%	200
Total Respondents		1060
Skipped Question		0

4. How important is the re-development of Market Square to you? (A response to this question is required)	Response Percent	Response Total
High priority	52.54%	557
Medium priority	29.43%	312
Low priority	17.83%	189
Total Respondents		1060
Skipped Question		0

5. How frequently do you come to the current Market Square area? (A response to this question is required)		Response Percent	Response Total
Approximately once per week or more frequently		73.58%	780
Approximately once per month		15%	159
Approximately 4-8 times a year		6.22%	66
Approximately 2 times a year		2.54%	27
Infrequently or not at all		2.45%	26
Total Respondents			1060
Skipped Question			0

6. When do you most frequent Market Square? (please check only one answer)		Response Percent	Response Total
Seasonally (In more than one season of the year)		19.77%	209
Summer		11.25%	119
Fall		0.85%	9
Winter		0.85%	9
Spring		0.56%	6
All year round		66.50%	703
Total Respondents			1057
Skipped Question			3

7. Why do you usually come to Market Square? (please check off your top 3 reasons only)		Response Percent	Response Total
To take the bus		17.17%	181
To visit City Hall (e.g. pay a bill, listen to Council etc)		22.67%	239
For shopping		69.92%	737
For dining out		71.82%	757
To park (for work or other reasons)		29.98%	316
For summer special events		27.89%	294
To go to the Theatre		27.51%	290
To visit the Market		36.81%	388
For recreation (e.g. physical fitness, music)		19.07%	201
Total Respondents			1054
Skipped Question			6

8. Do you have suggestions on how the re-development of Market Square should be funded? (please select all response that apply)		Response Percent	Response Total
Funded by moving money away from other City priorities to this		33.17%	342
Funded by increasing taxes		21.53%	222
Funded by staging the re-development to correspond to when there are available funds		45.58%	470
Funded by the community participating/leading fund raising events		47.81%	493
Should not be funded until all other City priorities are completed		27.15%	280
Others		16.87%	174
Total Respondents			1031
Skipped Question			29

9. Would you support a portion of your taxes going to maintaining the re-developed Market Square (e.g.. an outdoor rink requires ongoing maintenance) ?		Response Percent	Response Total
Yes		71.83%	737
No		27.97%	287
Total Respondents			1026
Skipped Question			34

Section 2: Contributing to the Vision of Market Square

10. Where do you consider the re-development of Market Square should be focused?	Response Percent	Response Total
Back of City Hall (e.g where the Bus Terminal and parking is now)	61.97%	639
Front of City Hall	8.72%	90
Both	29.09%	300
Total Respondents		1031
Skipped Question		29

11. How large do you believe the extent of the re-development should be?	Response Percent	Response Total
Very high – re-develop on a full scale approach (e.g. fully change the area, move parking, move the bus terminal, have permanent structures and facilities, close roads, include such things as water features, plant trees etc.)	45.28%	475
Medium – re-develop on a medium scale (e.g. offer mobile food pop ups, temporary festivals, leave some parking, reduce road lanes, move bus terminal, trees in planters, establishment of a multi-use space that may differ in winter months than summer months)	38.22%	401
Modest - Make improvements to the current Market Square (e.g. upgrade the sidewalks and curbs, leave the parking and bus terminal, only plant trees if possible)	11.15%	117
Do not do a lot in this area	5.14%	54
Total Respondents		1049
Skipped Question		11

12. What would you want Market Square to include? (please check all that apply)	Response Percent	Response Total
Festivals	66.50%	683
Skating Rink	37.97%	390
Parkland	46.15%	474
Water feature	44.40%	456
Outdoor coffee shops	52.19%	536
Mobile food pop ups	50.43%	518
Covered space (e.g. Enclosures)	29.30%	301
Increased pedestrian friendly space (e.g. closure of some streets)	71.08%	730
Market	67.96%	698
Vegetation (trees, gardens, grass)	76.43%	785
Others	20.83%	214
Total Respondents		1027
Skipped Question		33

13. How often do you believe you would use an expanded Market Square?	Response Percent	Response Total
Approximately once per week or more frequently	71.31%	746
Approximately once per month	13.95%	146
Approximately 4-8 times a year	5.73%	60
Approximately 2 times a year	2.00%	21
Infrequently or not at all	6.78%	71
Total Respondents		1046
Skipped Question		14

14. Where should parking be provided? (please select one answer only)	Response Percent	Response Total
Continue at the back of City Hall 	27.96%	290
Downtown core 	21.11%	219
It can be somewhere else (not in Market Square) 	50.72%	526
Total Respondents		1037
Skipped Question		23

15. Where should the Buses be located? (please select one answer only)	Response Percent	Response Total
Continue to be at the back of City Hall 	24.78%	256
Close to City Hall (e.g. a stop near City Hall) 	75.02%	775
Total Respondents		1033
Skipped Question		27

16. What do you believe the most significant benefit of redeveloping Market Square is? (please select one answer only)	Response Percent	Response Total
Offer a meeting space for the community to be engaged in 	41.00%	431
Bring business to the downtown core 	19.12%	201
City beautification 	24.73%	260
Civic pride 	4.75%	50
No significant benefit 	10.18%	107
Total Respondents		1051
Skipped Question		9

17. Who do you believe the redevelopment of Market Square benefits most? (please select one answer only)	Response Percent	Response Total
All people who live, work and visit Stratford 	79.04%	826
hose people who frequent downtown most 	5.45%	57
Business owners only 	1.72%	18
People who live in Stratford 	4.68%	49
Tourists 	8.89%	93
Total Respondents		1045
Skipped Question		15

Section 3: Additional Input

18. What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)	Response Percent	Response Total
Demonstrate how the re-design will celebrate the site's cultural heritage while creating future design solutions 	51.43%	518
Demonstrate how the response will accommodate civic events, shopping, eating and gathering space (functions included will be specific) 	67.03%	675
Enhance pedestrian safety and barrier-free accessibility 	51.24%	516
Address emergency access requirements 	25.81%	260
Ensure annual maintenance and operating costs are minimal 	42.89%	432
Others 	5.26%	53
Total Respondents		1007
Skipped Question		53

19. Do you have any additional input that might assist us in the development of the Vision of Market Square?		
	Total Respondents	499
	Skipped Question	561

20. Are there any other comments you would like to share?		
	Total Respondents	443
	Skipped Question	617

City of Stratford Market Square Vision Project
Verbatim Comments

# Comments	Major Theme
88	Move the bus station from behind city hall - eyesore
88	Rework transportation system
82	"Get on with it - do it already"
73	Move/add parking
64	Make a pedestrian only zone, no vehicular traffic, car fume free
48	Make it a year-round square - events in summer and winter - transformable for diff events
47	Keep parking/do not move
39	Make it like a European market square
37	Put in cafes, shopping, businesses
37	Make it for both locals and tourists, young and old
35	Upgrade - beautification
34	Make it a greenspace/parks/seasonal shelter
30	Don't do it other priorities
29	Use market square for events
28	Make it like a canadian city/town market square
28	Attractions
24	Clean up city hall
23	Multi-phasal approach
23	Boost vitality of downtown core
22	Harmonize with the cooper site - do both together
21	Place to sit and meet friends
20	Retain a historical connection - heritage buildings, streets
19	Make it family friendly/kid friendly/teen friendly
18	Don't need to do anything
18	Make it attractive
17	Make the project affordable
16	Keep buses where they are
14	Utilize and develop front of city hall
12	Multi-pronged approach to funding
12	Use Ritz proposal
11	Don't need more greenspace
10	Allow pop-up businesses/foodtrucks
8	Ice rink
8	Do not want more cost to taxpayers - don't raise taxes
8	Involve the community in the design
8	Make it accessible to special needs and elderly
8	Make more pedestrian crossings not currently available in downtown core
5	Do not add parking
5	Bike lanes/bike racks
5	Add patio space - outdoor restaurant seating
5	Downtown set as a destination - not just an area to pass through
4	Environmentally conscious
3	Do not allow pop-up businesses/foodtrucks
3	Use planners to do the design
3	The community needs to see a clear plan
3	Make a paved area



SURVEY: Stratford - Market Square Vision

Applied Filter: ' Please indicate your age group - Under 21'

of Records Filtered: 243 of 1060

Section 1: About You

1. Please indicate which of the following best represents you in the Community. (A response to this question is required)	Response Percent	Response Total
Resident of Stratford only	90.12%	219
A Business owner in Stratford and also live in Stratford	0.82%	2
A Business owner in Stratford but live outside of Stratford	0.00%	0
Work in Stratford, but live outside of Stratford	3.29%	8
Travel to Stratford often, but live outside of Stratford	4.93%	12
Total Respondents		243
Skipped Question		0

2. In what area of Stratford do you live? (A response to this question is required)	Response Percent	Response Total
Do not live in Stratford	45.26%	110
Downtown Core	2.46%	6
Northeast	8.64%	21
Northwest	10.69%	26
Southeast	7.81%	19
Southwest	9.87%	24
Not sure	14.40%	35
Total Respondents		243
Skipped Question		0

3. Please indicate your age group. (A response to this question is required)	Response Percent	Response Total
Under 21	100%	243
21-35	0.00%	0
36-50	0.00%	0
51-64	0.00%	0
65+	0.00%	0
Total Respondents		243
Skipped Question		0

4. How important is the re-development of Market Square to you? (A response to this question is required)	Response Percent	Response Total
High priority	47.73%	116
Medium priority	30.45%	74
Low priority	20.98%	51
Total Respondents		243
Skipped Question		0

5. How frequently do you come to the current Market Square area? (A response to this question is required)	Response Percent	Response Total
Approximately once per week or more frequently	69.13%	168
Approximately once per month	18.51%	45

Approximately 4-8 times a year	4.52%	11
Approximately 2 times a year	1.64%	4
Infrequently or not at all	5.34%	13
Total Respondents		243
Skipped Question		0

6. When do you most frequent Market Square? (please check only one answer)	Response Percent	Response Total
Seasonally (In more than one season of the year)	51.65%	125
Summer	15.28%	37
Fall	0.41%	1
Winter	3.30%	8
Spring	2.06%	5
All year round	26.44%	64
Total Respondents		242
Skipped Question		1

7. Why do you usually come to Market Square? (please check off your top 3 reasons only)	Response Percent	Response Total
To take the bus	59.67%	145
To visit City Hall (e.g. pay a bill, listen to Council etc)	39.09%	95
For shopping	66.25%	161
For dining out	74.07%	180
To park (for work or other reasons)	45.67%	111
For summer special events	48.97%	119
To go to the Theatre	47.32%	115
To visit the Market	49.79%	121
For recreation (e.g. physical fitness, music)	52.67%	128
Total Respondents		243
Skipped Question		0

8. Do you have suggestions on how the re-development of Market Square should be funded? (please select all response that apply)	Response Percent	Response Total
Funded by moving money away from other City priorities to this	53.52%	129
Funded by increasing taxes	41.90%	101
Funded by staging the re-development to correspond to when there are available funds	51.86%	125
Funded by the community participating/leading fund raising events	68.87%	166
Should not be funded until all other City priorities are completed	57.26%	138
<input type="button" value="View"/> Other (Please Specify)	40.66%	98
Total Respondents		241
Skipped Question		2

9. Would you support a portion of your taxes going to maintaining the re-developed Market Square (e.g.. an outdoor rink requires ongoing maintenance) ?	Response Percent	Response Total
Yes	69.29%	167
No	29.87%	72
Total Respondents		241
Skipped Question		2

Section 2: Contributing to the Vision of Market Square

10. Where do you consider the re-development of Market Square should be focused?	Response Percent	Response Total
Back of City Hall (e.g where the Bus Terminal and parking is now)	63.63%	154
Front of City Hall	8.67%	21
Both	26.85%	65
Total Respondents		242
Skipped Question		1

11. How large do you believe the extent of the re-development should be?	Response Percent	Response Total
Very high – re-develop on a full scale approach (e.g. fully change the area, move parking, move the bus terminal, have permanent structures and facilities, close roads, include such things as water features, plant trees etc.)	55.18%	133
Medium – re-develop on a medium scale (e.g. offer mobile food pop ups, temporary festivals, leave some parking, reduce road lanes, move bus terminal, trees in planters, establishment of a multi-use space that may differ in winter months than summer months)	29.46%	71
Modest - Make improvements to the current Market Square (e.g. upgrade the sidewalks and curbs, leave the parking and bus terminal, only plant trees if possible)	9.12%	22
Do not do a lot in this area	5.39%	13
Total Respondents		241
Skipped Question		2

12. What would you want Market Square to include? (please check all that apply)	Response Percent	Response Total
Festivals	60.99%	147
Skating Rink	61.82%	149
Parkland	56.43%	136
Water feature	62.65%	151
Outdoor coffee shops	72.61%	175
Mobile food pop ups	71.78%	173
Covered space (e.g. Enclosures)	51.03%	123
Increased pedestrian friendly space (e.g. closure of some streets)	64.31%	155
Market	60.99%	147
Vegetation (trees, gardens, grass)	74.27%	179
View Other (Please Specify)	46.88%	113
Total Respondents		241
Skipped Question		2

13. How often do you believe you would use an expanded Market Square?	Response Percent	Response Total
Approximately once per week or more frequently	72.91%	175
Approximately once per month	17.08%	41
Approximately 4-8 times a year	5.41%	13
Approximately 2 times a year	0.41%	1
Infrequently or not at all	3.33%	8
Total Respondents		240
Skipped Question		3

14. Where should parking be provided? (please select one answer only)	Response Percent	Response Total
Continue at the back of City Hall	58.33%	140
Downtown core	12.5%	30
It can be somewhere else (not in Market Square)	28.33%	68
Total Respondents		240

	Skipped Question	3
15. Where should the Buses be located? (please select one answer only)		
Continue to be at the back of City Hall		59.24% 141
Close to City Hall (e.g. a stop near City Hall)		39.91% 95
Total Respondents		238
Skipped Question		5

16. What do you believe the most significant benefit of redeveloping Market Square is? (please select one answer only)		
Offer a meeting space for the community to be engaged in		55.55% 135
Bring business to the downtown core		13.16% 32
City beautification		18.93% 46
Civic pride		2.05% 5
No significant benefit		9.46% 23
Total Respondents		243
Skipped Question		0

17. Who do you believe the redevelopment of Market Square benefits most? (please select one answer only)		
All people who live, work and visit Stratford		79.25% 191
Most people who frequent downtown most		2.48% 6
Business owners only		2.07% 5
People who live in Stratford		6.63% 16
Tourists		8.71% 21
Total Respondents		241
Skipped Question		2

Section 3: Additional Input

18. What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)		
Demonstrate how the re-design will celebrate the site's cultural heritage while creating future design solutions		62.5% 145
Demonstrate how the response will accommodate civic events, shopping, eating and gathering space (functions included will be specific)		34.05% 79
Enhance pedestrian safety and barrier-free accessibility		28.87% 67
Address emergency access requirements		16.37% 38
Ensure annual maintenance and operating costs are minimal		28.44% 66
<input type="button" value="View"/> Other (Please Specify)		1.72% 4
Total Respondents		232
Skipped Question		11

19. Do you have any additional input that might assist us in the development of the Vision of Market Square?		
Total Respondents		149
Skipped Question		94

20. Are there any other comments you would like to share?		
Total Respondents		136
Skipped Question		107



SURVEY: Stratford - Market Square Vision

Applied Filter: ' Please indicate your age group. - 21-35'

of Records Filtered: 140 of 1060

Section 1: About You

1. Please indicate which of the following best represents you in the Community. (A response to this question is required)	Response Percent	Response Total
Resident of Stratford only	61.42%	86
A Business owner in Stratford and also live in Stratford	19.28%	27
A Business owner in Stratford but live outside of Stratford	2.14%	3
Work in Stratford, but live outside of Stratford	9.28%	13
Travel to Stratford often, but live outside of Stratford	7.85%	11
Total Respondents		140
Skipped Question		0

2. In what area of Stratford do you live? (A response to this question is required)	Response Percent	Response Total
Do not live in Stratford	19.28%	27
Downtown Core	17.14%	24
Northeast	16.42%	23
Northwest	16.42%	23
Southeast	11.42%	16
Southwest	15.71%	22
Not sure	3.57%	5
Total Respondents		140
Skipped Question		0

3. Please indicate your age group. (A response to this question is required)	Response Percent	Response Total
Under 21	0.00%	0
21-35	100%	140
36-50	0.00%	0
51-64	0.00%	0
65+	0.00%	0
Total Respondents		140
Skipped Question		0

4. How important is the re-development of Market Square to you? (A response to this question is required)	Response Percent	Response Total
High priority	47.14%	66
Medium priority	39.28%	55
Low priority	13.57%	19
Total Respondents		140
Skipped Question		0

5. How frequently do you come to the current Market Square area? (A response to this question is required)	Response Percent	Response Total
Approximately once per week or more frequently	78.57%	110
Approximately once per month	13.57%	19

Approximately 4-8 times a year	5.71%	8
Approximately 2 times a year	1.42%	2
Infrequently or not at all	0.71%	1
Total Respondents		140
Skipped Question		0

6. When do you most frequent Market Square? (please check only one answer)	Response Percent	Response Total
Seasonally (In more than one season of the year)	11.51%	16
Summer	10.07%	14
Fall	0.00%	0
Winter	0.00%	0
Spring	0.00%	0
All year round	78.41%	109
Total Respondents		139
Skipped Question		1

7. Why do you usually come to Market Square? (please check off your top 3 reasons only)	Response Percent	Response Total
To take the bus	5.75%	8
To visit City Hall (e.g. pay a bill, listen to Council etc)	17.26%	24
For shopping	56.83%	79
For dining out	81.29%	113
To park (for work or other reasons)	26.61%	37
For summer special events	29.49%	41
To go to the Theatre	18.70%	26
To visit the Market	36.69%	51
For recreation (e.g. physical fitness, music)	9.35%	13
Total Respondents		139
Skipped Question		1

8. Do you have suggestions on how the re-development of Market Square should be funded? (please select all response that apply)	Response Percent	Response Total
Funded by moving money away from other City priorities to this	25%	34
Funded by increasing taxes	10.29%	14
Funded by staging the re-development to correspond to when there are available funds	63.23%	86
Funded by the community participating/leading fund raising events	50.73%	69
Should not be funded until all other City priorities are completed	17.64%	24
View Other (Please Specify)	5.88%	8
Total Respondents		136
Skipped Question		4

9. Would you support a portion of your taxes going to maintaining the re-developed Market Square (e.g.. an outdoor rink requires ongoing maintenance) ?	Response Percent	Response Total
Yes	76.81%	106
No	23.18%	32
Total Respondents		138
Skipped Question		2

Section 2: Contributing to the Vision of Market Square

10. Where do you consider the re-development of Market Square should be focused?	Response Percent	Response Total
Back of City Hall (e.g where the Bus Terminal and parking is now)	57.66%	79
Front of City Hall	7.29%	10
Both	35.03%	48
Total Respondents		137
Skipped Question		3

11. How large do you believe the extent of the re-development should be?	Response Percent	Response Total
Very high – re-develop on a full scale approach (e.g. fully change the area, move parking, move the bus terminal, have permanent structures and facilities, close roads, include such things as water features, plant trees etc.)	40.28%	56
Medium – re-develop on a medium scale (e.g. offer mobile food pop ups, temporary festivals, leave some parking, reduce road lanes, move bus terminal, trees in planters, establishment of a multi-use space that may differ in winter months than summer months)	48.20%	67
Modest - Make improvements to the current Market Square (e.g. upgrade the sidewalks and curbs, leave the parking and bus terminal, only plant trees if possible)	9.35%	13
Do not do a lot in this area	2.15%	3
Total Respondents		139
Skipped Question		1

12. What would you want Market Square to include? (please check all that apply)	Response Percent	Response Total
Festivals	72.79%	99
Skating Rink	39.70%	54
Parkland	50.73%	69
Water feature	33.08%	45
Outdoor coffee shops	43.38%	59
Mobile food pop ups	51.47%	70
Covered space (e.g. Enclosures)	21.32%	29
Increased pedestrian friendly space (e.g. closure of some streets)	69.85%	95
Market	74.26%	101
Vegetation (trees, gardens, grass)	77.20%	105
View Other (Please Specify)	11.76%	16
Total Respondents		136
Skipped Question		4

13. How often do you believe you would use an expanded Market Square?	Response Percent	Response Total
Approximately once per week or more frequently	75.36%	104
Approximately once per month	14.49%	20
Approximately 4-8 times a year	5.79%	8
Approximately 2 times a year	1.44%	2
Infrequently or not at all	2.89%	4
Total Respondents		138
Skipped Question		2

14. Where should parking be provided? (please select one answer only)	Response Percent	Response Total
Continue at the back of City Hall	17.64%	24
Downtown core	37.5%	51
It can be somewhere else (not in Market Square)	44.85%	61
Total Respondents		136

	Skipped Question	4
15. Where should the Buses be located? (please select one answer only)		
Continue to be at the back of City Hall	10.14%	14
Close to City Hall (e.g. a stop near City Hall)	89.85%	124
Total Respondents		138
Skipped Question		2

16. What do you believe the most significant benefit of redeveloping Market Square is? (please select one answer only)		
Offer a meeting space for the community to be engaged in	43.88%	61
Bring business to the downtown core	15.82%	22
City beautification	30.21%	42
Civic pride	5.03%	7
No significant benefit	5.03%	7
Total Respondents		139
Skipped Question		1

17. Who do you believe the redevelopment of Market Square benefits most? (please select one answer only)		
All people who live, work and visit Stratford	77.69%	108
Most people who frequent downtown most	7.91%	11
Business owners only	0.71%	1
People who live in Stratford	5.03%	7
Tourists	8.63%	12
Total Respondents		139
Skipped Question		1

Section 3: Additional Input

18. What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)		
Demonstrate how the re-design will celebrate the site's cultural heritage while creating future design solutions	48.50%	65
Demonstrate how the response will accommodate civic events, shopping, eating and gathering space (functions included will be specific)	79.10%	106
Enhance pedestrian safety and barrier-free accessibility	54.47%	73
Address emergency access requirements	21.64%	29
Ensure annual maintenance and operating costs are minimal	47.76%	64
View Other (Please Specify)	2.23%	3
Total Respondents		134
Skipped Question		6

19. Do you have any additional input that might assist us in the development of the Vision of Market Square?		
Total Respondents		54
Skipped Question		86

20. Are there any other comments you would like to share?		
Total Respondents		39
Skipped Question		101



SURVEY: Stratford - Market Square Vision

Applied Filter: ' Please indicate your age group. - 36-50'

of Records Filtered: 212 of 1060

Section 1: About You

1. Please indicate which of the following best represents you in the Community. (A response to this question is required)	Response Percent	Response Total
Resident of Stratford only	58.96%	125
A Business owner in Stratford and also live in Stratford	29.71%	63
A Business owner in Stratford but live outside of Stratford	1.41%	3
Work in Stratford, but live outside of Stratford	6.60%	14
Travel to Stratford often, but live outside of Stratford	3.30%	7
Total Respondents		212
Skipped Question		0

2. In what area of Stratford do you live? (A response to this question is required)	Response Percent	Response Total
Do not live in Stratford	10.37%	22
Downtown Core	17.45%	37
Northeast	17.45%	37
Northwest	21.22%	45
Southeast	10.84%	23
Southwest	21.22%	45
Not sure	1.41%	3
Total Respondents		212
Skipped Question		0

3. Please indicate your age group. (A response to this question is required)	Response Percent	Response Total
Under 21	0.00%	0
21-35	0.00%	0
36-50	100%	212
51-64	0.00%	0
65+	0.00%	0
Total Respondents		212
Skipped Question		0

4. How important is the re-development of Market Square to you? (A response to this question is required)	Response Percent	Response Total
High priority	50%	106
Medium priority	35.37%	75
Low priority	14.62%	31
Total Respondents		212
Skipped Question		0

5. How frequently do you come to the current Market Square area? (A response to this question is required)	Response Percent	Response Total
Approximately once per week or more frequently	73.58%	156
Approximately once per month	17.92%	38

Approximately 4-8 times a year	6.13%	13
Approximately 2 times a year	2.35%	5
Infrequently or not at all	0.00%	0
Total Respondents		212
Skipped Question		0

6. When do you most frequent Market Square? (please check only one answer)	Response Percent	Response Total
Seasonally (In more than one season of the year)	7.07%	15
Summer	9.90%	21
Fall	0.00%	0
Winter	0.47%	1
Spring	0.00%	0
All year round	82.54%	175
Total Respondents		212
Skipped Question		0

7. Why do you usually come to Market Square? (please check off your top 3 reasons only)	Response Percent	Response Total
To take the bus	4.26%	9
To visit City Hall (e.g. pay a bill, listen to Council etc)	18.95%	40
For shopping	70.14%	148
For dining out	70.61%	149
To park (for work or other reasons)	30.33%	64
For summer special events	20.85%	44
To go to the Theatre	14.69%	31
To visit the Market	32.22%	68
For recreation (e.g. physical fitness, music)	11.37%	24
Total Respondents		211
Skipped Question		1

8. Do you have suggestions on how the re-development of Market Square should be funded? (please select all response that apply)	Response Percent	Response Total
Funded by moving money away from other City priorities to this	29.61%	61
Funded by increasing taxes	15.04%	31
Funded by staging the re-development to correspond to when there are available funds	42.23%	87
Funded by the community participating/leading fund raising events	41.74%	86
Should not be funded until all other City priorities are completed	16.99%	35
View Other (Please Specify)	9.22%	19
Total Respondents		206
Skipped Question		6

9. Would you support a portion of your taxes going to maintaining the re-developed Market Square (e.g.. an outdoor rink requires ongoing maintenance) ?	Response Percent	Response Total
Yes	74.75%	154
No	25.24%	52
Total Respondents		206
Skipped Question		6

Section 2: Contributing to the Vision of Market Square

10. Where do you consider the re-development of Market Square should be focused?	Response Percent	Response Total
Back of City Hall (e.g where the Bus Terminal and parking is now)	65.23%	137
Front of City Hall	7.61%	16
Both	27.14%	57
Total Respondents		210
Skipped Question		2

11. How large do you believe the extent of the re-development should be?	Response Percent	Response Total
Very high – re-develop on a full scale approach (e.g. fully change the area, move parking, move the bus terminal, have permanent structures and facilities, close roads, include such things as water features, plant trees etc.)	41.42%	87
Medium – re-develop on a medium scale (e.g. offer mobile food pop ups, temporary festivals, leave some parking, reduce road lanes, move bus terminal, trees in planters, establishment of a multi-use space that may differ in winter months than summer months)	43.80%	92
Modest - Make improvements to the current Market Square (e.g. upgrade the sidewalks and curbs, leave the parking and bus terminal, only plant trees if possible)	8.57%	18
Do not do a lot in this area	6.19%	13
Total Respondents		210
Skipped Question		2

12. What would you want Market Square to include? (please check all that apply)	Response Percent	Response Total
Festivals	68.59%	142
Skating Rink	36.23%	75
Parkland	43.47%	90
Water feature	38.16%	79
Outdoor coffee shops	44.44%	92
Mobile food pop ups	57.00%	118
Covered space (e.g. Enclosures)	24.63%	51
Increased pedestrian friendly space (e.g. closure of some streets)	75.84%	157
Market	73.91%	153
Vegetation (trees, gardens, grass)	78.74%	163
View Other (Please Specify)	10.62%	22
Total Respondents		207
Skipped Question		5

13. How often do you believe you would use an expanded Market Square?	Response Percent	Response Total
Approximately once per week or more frequently	78.36%	163
Approximately once per month	13.46%	28
Approximately 4-8 times a year	3.36%	7
Approximately 2 times a year	1.44%	3
Infrequently or not at all	3.36%	7
Total Respondents		208
Skipped Question		4

14. Where should parking be provided? (please select one answer only)	Response Percent	Response Total
Continue at the back of City Hall	18.09%	38
Downtown core	26.66%	56
It can be somewhere else (not in Market Square)	55.23%	116
Total Respondents		210

	Skipped Question	2
15. Where should the Buses be located? (please select one answer only)	Response Percent	Response Total
Continue to be at the back of City Hall	13.39%	28
Close to City Hall (e.g. a stop near City Hall)	86.60%	181
	Total Respondents	209
	Skipped Question	3

16. What do you believe the most significant benefit of redeveloping Market Square is? (please select one answer only)	Response Percent	Response Total
Offer a meeting space for the community to be engaged in	38.86%	82
Bring business to the downtown core	22.74%	48
City beautification	24.17%	51
Civic pride	6.16%	13
No significant benefit	8.05%	17
	Total Respondents	211
	Skipped Question	1

17. Who do you believe the redevelopment of Market Square benefits most? (please select one answer only)	Response Percent	Response Total
All people who live, work and visit Stratford	81.13%	172
Most people who frequent downtown most	7.54%	16
Business owners only	0.94%	2
People who live in Stratford	3.77%	8
Tourists	6.60%	14
	Total Respondents	212
	Skipped Question	0

Section 3: Additional Input

18. What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)	Response Percent	Response Total
Demonstrate how the re-design will celebrate the site's cultural heritage while creating future design solutions	46.53%	94
Demonstrate how the response will accommodate civic events, shopping, eating and gathering space (functions included will be specific)	78.71%	159
Enhance pedestrian safety and barrier-free accessibility	61.88%	125
Address emergency access requirements	28.21%	57
Ensure annual maintenance and operating costs are minimal	49.50%	100
View Other (Please Specify)	7.42%	15
	Total Respondents	202
	Skipped Question	10

19. Do you have any additional input that might assist us in the development of the Vision of Market Square?	
	Total Respondents 78
	Skipped Question 134

20. Are there any other comments you would like to share?	
	Total Respondents 60
	Skipped Question 152



SURVEY: Stratford - Market Square Vision

Applied Filter: ' Please indicate your age group - 51-64'

of Records Filtered: 263 of 1060

Section 1: About You

1. Please indicate which of the following best represents you in the Community. (A response to this question is required)	Response Percent	Response Total
Resident of Stratford only	60.07%	158
A Business owner in Stratford and also live in Stratford	22.05%	58
A Business owner in Stratford but live outside of Stratford	4.18%	11
Work in Stratford, but live outside of Stratford	3.42%	9
Travel to Stratford often, but live outside of Stratford	10.26%	27
Total Respondents		263
Skipped Question		0

2. In what area of Stratford do you live? (A response to this question is required)	Response Percent	Response Total
Do not live in Stratford	17.49%	46
Downtown Core	21.29%	56
Northeast	15.96%	42
Northwest	20.15%	53
Southeast	9.50%	25
Southwest	14.06%	37
Not sure	1.52%	4
Total Respondents		263
Skipped Question		0

3. Please indicate your age group. (A response to this question is required)	Response Percent	Response Total
Under 21	0.00%	0
21-35	0.00%	0
36-50	0.00%	0
51-64	100%	263
65+	0.00%	0
Total Respondents		263
Skipped Question		0

4. How important is the re-development of Market Square to you? (A response to this question is required)	Response Percent	Response Total
High priority	56.65%	149
Medium priority	24.71%	65
Low priority	18.63%	49
Total Respondents		263
Skipped Question		0

5. How frequently do you come to the current Market Square area? (A response to this question is required)	Response Percent	Response Total
Approximately once per week or more frequently	70.34%	185
Approximately once per month	15.96%	42

Approximately 4-8 times a year		8.36%	22
Approximately 2 times a year		1.90%	5
Infrequently or not at all		3.42%	9
		Total Respondents	263
		Skipped Question	0

6. When do you most frequent Market Square? (please check only one answer)	Response Percent	Response Total	
Seasonally (In more than one season of the year)		11.45%	30
Summer		9.92%	26
Fall		1.52%	4
Winter		0.00%	0
Spring		0.38%	1
All year round		76.71%	201
		Total Respondents	262
		Skipped Question	1

7. Why do you usually come to Market Square? (please check off your top 3 reasons only)	Response Percent	Response Total	
To take the bus		3.43%	9
To visit City Hall (e.g. pay a bill, listen to Council etc)		16.03%	42
For shopping		70.22%	184
For dining out		72.13%	189
To park (for work or other reasons)		25.19%	66
For summer special events		20.99%	55
To go to the Theatre		23.28%	61
To visit the Market		30.15%	79
For recreation (e.g. physical fitness, music)		9.92%	26
		Total Respondents	262
		Skipped Question	1

8. Do you have suggestions on how the re-development of Market Square should be funded? (please select all response that apply)	Response Percent	Response Total	
Funded by moving money away from other City priorities to this		23.71%	60
Funded by increasing taxes		15.41%	39
Funded by staging the re-development to correspond to when there are available funds		39.52%	100
Funded by the community participating/leading fund raising events		37.94%	96
Should not be funded until all other City priorities are completed		18.18%	46
View Other (Please Specify)		9.48%	24
		Total Respondents	253
		Skipped Question	10

9. Would you support a portion of your taxes going to maintaining the re-developed Market Square (e.g.. an outdoor rink requires ongoing maintenance) ?	Response Percent	Response Total	
Yes		67.6%	169
No		32.4%	81
		Total Respondents	250
		Skipped Question	13

Section 2: Contributing to the Vision of Market Square

10. Where do you consider the re-development of Market Square should be focused?	Response Percent	Response Total
Back of City Hall (e.g where the Bus Terminal and parking is now)	61.75%	155
Front of City Hall	7.96%	20
Both	30.27%	76
Total Respondents		251
Skipped Question		12

11. How large do you believe the extent of the re-development should be?	Response Percent	Response Total
Very high – re-develop on a full scale approach (e.g. fully change the area, move parking, move the bus terminal, have permanent structures and facilities, close roads, include such things as water features, plant trees etc.)	39.61%	103
Medium – re-develop on a medium scale (e.g. offer mobile food pop ups, temporary festivals, leave some parking, reduce road lanes, move bus terminal, trees in planters, establishment of a multi-use space that may differ in winter months than summer months)	42.69%	111
Modest - Make improvements to the current Market Square (e.g. upgrade the sidewalks and curbs, leave the parking and bus terminal, only plant trees if possible)	12.30%	32
Do not do a lot in this area	5.38%	14
Total Respondents		260
Skipped Question		3

12. What would you want Market Square to include? (please check all that apply)	Response Percent	Response Total
Festivals	71.82%	181
Skating Rink	28.96%	73
Parkland	40.07%	101
Water feature	38.09%	96
Outdoor coffee shops	49.20%	124
Mobile food pop ups	39.68%	100
Covered space (e.g. Enclosures)	23.01%	58
Increased pedestrian friendly space (e.g. closure of some streets)	76.19%	192
Market	68.25%	172
Vegetation (trees, gardens, grass)	76.19%	192
View Other (Please Specify)	12.30%	31
Total Respondents		252
Skipped Question		11

13. How often do you believe you would use an expanded Market Square?	Response Percent	Response Total
Approximately once per week or more frequently	67.30%	175
Approximately once per month	13.07%	34
Approximately 4-8 times a year	7.69%	20
Approximately 2 times a year	1.53%	4
Infrequently or not at all	10.38%	27
Total Respondents		260
Skipped Question		3

14. Where should parking be provided? (please select one answer only)	Response Percent	Response Total
Continue at the back of City Hall	16.47%	42
Downtown core	20.78%	53
It can be somewhere else (not in Market Square)	62.74%	160
Total Respondents		255

	Skipped Question	8
15. Where should the Buses be located? (please select one answer only)	Response Percent	Response Total
Continue to be at the back of City Hall	13.72%	35
Close to City Hall (e.g. a stop near City Hall)	86.27%	220
	Total Respondents	255
	Skipped Question	8

16. What do you believe the most significant benefit of redeveloping Market Square is? (please select one answer only)	Response Percent	Response Total
Offer a meeting space for the community to be engaged in	36.67%	95
Bring business to the downtown core	20.84%	54
City beautification	24.32%	63
Civic pride	6.17%	16
No significant benefit	11.96%	31
	Total Respondents	259
	Skipped Question	4

17. Who do you believe the redevelopment of Market Square benefits most? (please select one answer only)	Response Percent	Response Total
All people who live, work and visit Stratford	78.46%	204
Most people who frequent downtown most	5.38%	14
Business owners only	2.30%	6
People who live in Stratford	3.07%	8
Tourists	10.76%	28
	Total Respondents	260
	Skipped Question	3

Section 3: Additional Input

18. What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)	Response Percent	Response Total
Demonstrate how the re-design will celebrate the site's cultural heritage while creating future design solutions	47.63%	121
Demonstrate how the response will accommodate civic events, shopping, eating and gathering space (functions included will be specific)	76.77%	195
Enhance pedestrian safety and barrier-free accessibility	59.44%	151
Address emergency access requirements	29.52%	75
Ensure annual maintenance and operating costs are minimal	47.24%	120
View Other (Please Specify)	5.51%	14
	Total Respondents	254
	Skipped Question	9

19. Do you have any additional input that might assist us in the development of the Vision of Market Square?		
	Total Respondents	120
	Skipped Question	143

20. Are there any other comments you would like to share?		
	Total Respondents	117
	Skipped Question	146



SURVEY: Stratford - Market Square Vision

Applied Filter: ' Please indicate your age group - 65+ '

of Records Filtered: 200 of 1060

Section 1: About You

1. Please indicate which of the following best represents you in the Community. (A response to this question is required)	Response Percent	Response Total
Resident of Stratford only	75.5%	151
A Business owner in Stratford and also live in Stratford	12%	24
A Business owner in Stratford but live outside of Stratford	1%	2
Work in Stratford, but live outside of Stratford	1%	2
Travel to Stratford often, but live outside of Stratford	10.5%	21
Total Respondents		200
Skipped Question		0

2. In what area of Stratford do you live? (A response to this question is required)	Response Percent	Response Total
Do not live in Stratford	11.5%	23
Downtown Core	23.5%	47
Northeast	26%	52
Northwest	16%	32
Southeast	5.5%	11
Southwest	16.5%	33
Not sure	1%	2
Total Respondents		200
Skipped Question		0

3. Please indicate your age group. (A response to this question is required)	Response Percent	Response Total
Under 21	0.00%	0
21-35	0.00%	0
36-50	0.00%	0
51-64	0.00%	0
65+	100%	200
Total Respondents		200
Skipped Question		0

4. How important is the re-development of Market Square to you? (A response to this question is required)	Response Percent	Response Total
High priority	59%	118
Medium priority	21.5%	43
Low priority	19.5%	39
Total Respondents		200
Skipped Question		0

5. How frequently do you come to the current Market Square area? (A response to this question is required)	Response Percent	Response Total
Approximately once per week or more frequently	79.5%	159
Approximately once per month	7.5%	15

Approximately 4-8 times a year	6%	12
Approximately 2 times a year	5.5%	11
Infrequently or not at all	1.5%	3
Total Respondents		200
Skipped Question		0

6. When do you most frequent Market Square? (please check only one answer)	Response Percent	Response Total
Seasonally (In more than one season of the year)	10.5%	21
Summer	10.5%	21
Fall	2%	4
Winter	0.00%	0
Spring	0.00%	0
All year round	77%	154
Total Respondents		200
Skipped Question		0

7. Why do you usually come to Market Square? (please check off your top 3 reasons only)	Response Percent	Response Total
To take the bus	4.06%	8
To visit City Hall (e.g. pay a bill, listen to Council etc)	18.27%	36
For shopping	82.74%	163
For dining out	62.94%	124
To park (for work or other reasons)	18.27%	36
For summer special events	16.75%	33
To go to the Theatre	27.91%	55
To visit the Market	34.01%	67
For recreation (e.g. physical fitness, music)	4.06%	8
Total Respondents		197
Skipped Question		3

8. Do you have suggestions on how the re-development of Market Square should be funded? (please select all response that apply)	Response Percent	Response Total
Funded by moving money away from other City priorities to this	29.01%	56
Funded by increasing taxes	18.13%	35
Funded by staging the re-development to correspond to when there are available funds	36.26%	70
Funded by the community participating/leading fund raising events	38.34%	74
Should not be funded until all other City priorities are completed	18.13%	35
View Other (Please Specify)	11.91%	23
Total Respondents		193
Skipped Question		7

9. Would you support a portion of your taxes going to maintaining the re-developed Market Square (e.g.. an outdoor rink requires ongoing maintenance) ?	Response Percent	Response Total
Yes	73.54%	139
No	26.45%	50
Total Respondents		189
Skipped Question		11

Section 2: Contributing to the Vision of Market Square

10. Where do you consider the re-development of Market Square should be focused?	Response Percent	Response Total
Back of City Hall (e.g where the Bus Terminal and parking is now)	59.25%	112
Front of City Hall	12.16%	23
Both	28.57%	54
Total Respondents		189
Skipped Question		11

11. How large do you believe the extent of the re-development should be?	Response Percent	Response Total
Very high – re-develop on a full scale approach (e.g. fully change the area, move parking, move the bus terminal, have permanent structures and facilities, close roads, include such things as water features, plant trees etc.)	47.71%	94
Medium – re-develop on a medium scale (e.g. offer mobile food pop ups, temporary festivals, leave some parking, reduce road lanes, move bus terminal, trees in planters, establishment of a multi-use space that may differ in winter months than summer months)	30.45%	60
Modest - Make improvements to the current Market Square (e.g. upgrade the sidewalks and curbs, leave the parking and bus terminal, only plant trees if possible)	16.24%	32
Do not do a lot in this area	5.58%	11
Total Respondents		197
Skipped Question		3

12. What would you want Market Square to include? (please check all that apply)	Response Percent	Response Total
Festivals	59.25%	112
Skating Rink	19.57%	37
Parkland	40.21%	76
Water feature	43.91%	83
Outdoor coffee shops	44.44%	84
Mobile food pop ups	29.10%	55
Covered space (e.g. Enclosures)	20.10%	38
Increased pedestrian friendly space (e.g. closure of some streets)	68.25%	129
Market	65.07%	123
Vegetation (trees, gardens, grass)	76.19%	144
View Other (Please Specify)	15.87%	30
Total Respondents		189
Skipped Question		11

13. How often do you believe you would use an expanded Market Square?	Response Percent	Response Total
Approximately once per week or more frequently	64.14%	127
Approximately once per month	11.61%	23
Approximately 4-8 times a year	6.06%	12
Approximately 2 times a year	5.55%	11
Infrequently or not at all	12.62%	25
Total Respondents		198
Skipped Question		2

14. Where should parking be provided? (please select one answer only)	Response Percent	Response Total
Continue at the back of City Hall	22.68%	44
Downtown core	14.94%	29
It can be somewhere else (not in Market Square)	62.37%	121
Total Respondents		194

	Skipped Question	6
15. Where should the Buses be located? (please select one answer only)	Response Percent	Response Total
Continue to be at the back of City Hall	18.84%	36
Close to City Hall (e.g. a stop near City Hall)	81.15%	155
	Total Respondents	191
	Skipped Question	9

16. What do you believe the most significant benefit of redeveloping Market Square is? (please select one answer only)	Response Percent	Response Total
Offer a meeting space for the community to be engaged in	28.42%	56
Bring business to the downtown core	22.84%	45
City beautification	29.44%	58
Civic pride	4.56%	9
No significant benefit	14.72%	29
	Total Respondents	197
	Skipped Question	3

17. Who do you believe the redevelopment of Market Square benefits most? (please select one answer only)	Response Percent	Response Total
All people who live, work and visit Stratford	78.01%	149
Most people who frequent downtown most	5.23%	10
Business owners only	2.09%	4
People who live in Stratford	5.23%	10
Tourists	9.42%	18
	Total Respondents	191
	Skipped Question	9

Section 3: Additional Input

18. What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)	Response Percent	Response Total
Demonstrate how the re-design will celebrate the site's cultural heritage while creating future design solutions	49.72%	91
Demonstrate how the response will accommodate civic events, shopping, eating and gathering space (functions included will be specific)	74.31%	136
Enhance pedestrian safety and barrier-free accessibility	54.64%	100
Address emergency access requirements	33.33%	61
Ensure annual maintenance and operating costs are minimal	44.80%	82
View Other (Please Specify)	9.28%	17
	Total Respondents	183
	Skipped Question	17

19. Do you have any additional input that might assist us in the development of the Vision of Market Square?	
	Total Respondents 96
	Skipped Question 104

20. Are there any other comments you would like to share?	
	Total Respondents 89
	Skipped Question 111



SURVEY: Stratford - Market Square Vision

Applied Filter: Please indicate which of the following best represents you in the Community -
 A Business owner in Stratford and also live in Stratford
 A Business owner in Stratford but live outside of Stratford

of Records Filtered: 193 of 1060

Section 1: About You

1. Please indicate which of the following best represents you in the Community. (A response to this question is required)	Response Percent	Response Total
Resident of Stratford only	0.00%	0
A Business owner in Stratford and also live in Stratford	90.15%	174
A Business owner in Stratford but live outside of Stratford	9.84%	19
Work in Stratford, but live outside of Stratford	0.00%	0
Travel to Stratford often, but live outside of Stratford	0.00%	0
Total Respondents		193
Skipped Question		0

2. In what area of Stratford do you live? (A response to this question is required)	Response Percent	Response Total
Do not live in Stratford	9.32%	18
Downtown Core	23.31%	45
Northeast	15.54%	30
Northwest	29.53%	57
Southeast	6.21%	12
Southwest	15.54%	30
Not sure	0.51%	1
Total Respondents		193
Skipped Question		0

3. Please indicate your age group. (A response to this question is required)	Response Percent	Response Total
Under 21	1.03%	2
21-35	15.54%	30
36-50	34.19%	66
51-64	35.75%	69
65+	13.47%	26
Total Respondents		193
Skipped Question		0

4. How important is the re-development of Market Square to you? (A response to this question is required)	Response Percent	Response Total
High priority	64.76%	125
Medium priority	24.87%	48
Low priority	10.36%	20
Total Respondents		193
Skipped Question		0

5. How frequently do you come to the current Market Square area? (A response to this question is required)	Response Percent	Response Total
Approximately once per week or more frequently	86.01%	166

Approximately once per month		9.32%	18
Approximately 4-8 times a year		3.62%	7
Approximately 2 times a year		0.51%	1
Infrequently or not at all		0.51%	1
		Total Respondents	193
		Skipped Question	0

6. When do you most frequent Market Square? (please check only one answer)	Response Percent	Response Total	
Seasonally (In more than one season of the year)		7.77%	15
Summer		5.69%	11
Fall		0.51%	1
Winter		0.00%	0
Spring		0.00%	0
All year round		86.01%	166
		Total Respondents	193
		Skipped Question	0

7. Why do you usually come to Market Square? (please check off your top 3 reasons only)	Response Percent	Response Total	
To take the bus		2.08%	4
To visit City Hall (e.g. pay a bill, listen to Council etc)		22.91%	44
For shopping		70.31%	135
For dining out		75.52%	145
To park (for work or other reasons)		27.60%	53
For summer special events		21.87%	42
To go to the Theatre		15.10%	29
To visit the Market		39.06%	75
For recreation (e.g. physical fitness, music)		11.45%	22
		Total Respondents	192
		Skipped Question	1

8. Do you have suggestions on how the re-development of Market Square should be funded? (please select all response that apply)	Response Percent	Response Total	
Funded by moving money away from other City priorities to this		31.21%	59
Funded by increasing taxes		17.98%	34
Funded by staging the re-development to correspond to when there are available funds		44.44%	84
Funded by the community participating/leading fund raising events		41.26%	78
Should not be funded until all other City priorities are completed		11.11%	21
<input type="button" value="View"/> Other (Please Specify)		13.22%	25
		Total Respondents	189
		Skipped Question	4

9. Would you support a portion of your taxes going to maintaining the re-developed Market Square (e.g.. an outdoor rink requires ongoing maintenance) ?	Response Percent	Response Total	
Yes		77.60%	149
No		22.39%	43
		Total Respondents	192
		Skipped Question	1

Section 2: Contributing to the Vision of Market Square

10. Where do you consider the re-development of Market Square should be focused?	Response Percent	Response Total
Back of City Hall (e.g where the Bus Terminal and parking is now)	64.70%	121
Front of City Hall	10.69%	20
Both	24.59%	46
Total Respondents		187
Skipped Question		6

11. How large do you believe the extent of the re-development should be?	Response Percent	Response Total
Very high – re-develop on a full scale approach (e.g. fully change the area, move parking, move the bus terminal, have permanent structures and facilities, close roads, include such things as water features, plant trees etc.)	46.84%	89
Medium – re-develop on a medium scale (e.g. offer mobile food pop ups, temporary festivals, leave some parking, reduce road lanes, move bus terminal, trees in planters, establishment of a multi-use space that may differ in winter months than summer months)	41.05%	78
Modest - Make improvements to the current Market Square (e.g. upgrade the sidewalks and curbs, leave the parking and bus terminal, only plant trees if possible)	7.89%	15
Do not do a lot in this area	4.21%	8
Total Respondents		190
Skipped Question		3

12. What would you want Market Square to include? (please check all that apply)	Response Percent	Response Total
Festivals	72.04%	134
Skating Rink	31.72%	59
Parkland	48.38%	90
Water feature	39.78%	74
Outdoor coffee shops	39.24%	73
Mobile food pop ups	34.94%	65
Covered space (e.g. Enclosures)	22.04%	41
Increased pedestrian friendly space (e.g. closure of some streets)	74.73%	139
Market	74.73%	139
Vegetation (trees, gardens, grass)	77.41%	144
View Other (Please Specify)	12.36%	23
Total Respondents		186
Skipped Question		7

13. How often do you believe you would use an expanded Market Square?	Response Percent	Response Total
Approximately once per week or more frequently	76.96%	147
Approximately once per month	13.08%	25
Approximately 4-8 times a year	2.61%	5
Approximately 2 times a year	1.57%	3
Infrequently or not at all	5.75%	11
Total Respondents		191
Skipped Question		2

14. Where should parking be provided? (please select one answer only)	Response Percent	Response Total
Continue at the back of City Hall	15.78%	30
Downtown core	26.31%	50
It can be somewhere else (not in Market Square)	57.89%	110
Total Respondents		190
Skipped Question		3

15. Where should the Buses be located? (please select one answer only)	Response Percent	Response Total
Continue to be at the back of City Hall	10.81%	20
Close to City Hall (e.g. a stop near City Hall)	89.18%	165
Total Respondents		185
Skipped Question		8

16. What do you believe the most significant benefit of redeveloping Market Square is? (please select one answer only)	Response Percent	Response Total
Offer a meeting space for the community to be engaged in	44.04%	85
Bring business to the downtown core	20.72%	40
City beautification	22.27%	43
Civic pride	4.14%	8
No significant benefit	8.80%	17
Total Respondents		193
Skipped Question		0

17. Who do you believe the redevelopment of Market Square benefits most? (please select one answer only)	Response Percent	Response Total
All people who live, work and visit Stratford	82.72%	158
those people who frequent downtown most	6.80%	13
Business owners only	0.52%	1
People who live in Stratford	2.09%	4
Tourists	7.85%	15
Total Respondents		191
Skipped Question		2

Section 3: Additional Input

18. What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)	Response Percent	Response Total
Demonstrate how the re-design will celebrate the site's cultural heritage while creating future design solutions	51.89%	96
Demonstrate how the response will accommodate civic events, shopping, eating and gathering space (functions included will be specific)	80.54%	149
Enhance pedestrian safety and barrier-free accessibility	53.51%	99
Address emergency access requirements	22.70%	42
Ensure annual maintenance and operating costs are minimal	42.70%	79
View Other (Please Specify)	6.48%	12
Total Respondents		185
Skipped Question		8

19. Do you have any additional input that might assist us in the development of the Vision of Market Square?	Response Percent	Response Total
Total Respondents		87
Skipped Question		106

20. Are there any other comments you would like to share?	Response Percent	Response Total
Total Respondents		77
Skipped Question		116



SURVEY: Stratford - Market Square Vision

Applied Filter: ' Please indicate which of the following best represents you in the Community - Resident of Stratford only'

of Records Filtered: 741 of 1060

Section 1: About You

1. Please indicate which of the following best represents you in the Community. (A response to this question is required)	Response Percent	Response Total
Resident of Stratford only 	100%	741
A Business owner in Stratford and also live in Stratford	0.00%	0
A Business owner in Stratford but live outside of Stratford	0.00%	0
Work in Stratford, but live outside of Stratford	0.00%	0
Travel to Stratford often, but live outside of Stratford	0.00%	0
Total Respondents		741
Skipped Question		0

2. In what area of Stratford do you live? (A response to this question is required)	Response Percent	Response Total
Do not live in Stratford 	12.14%	90
Downtown Core 	16.73%	124
Northeast 	19.56%	145
Northwest 	16.32%	121
Southeast 	11.06%	82
Southwest 	17.54%	130
Not sure 	6.34%	47
Total Respondents		741
Skipped Question		0

3. Please indicate your age group. (A response to this question is required)	Response Percent	Response Total
Under 21 	29.55%	219
21-35 	11.60%	86
36-50 	16.86%	125
51-64 	21.32%	158
65+ 	20.37%	151
Total Respondents		741
Skipped Question		0

4. How important is the re-development of Market Square to you? (A response to this question is required)	Response Percent	Response Total
High priority 	50.87%	377
Medium priority 	29.14%	216
Low priority 	19.70%	146
Total Respondents		741
Skipped Question		0

5. How frequently do you come to the current Market Square area? (A response to this question is required)	Response Percent	Response Total
Approximately once per week or more frequently 	75.57%	560

Approximately once per month		15.92%	118
Approximately 4-8 times a year		4.45%	33
Approximately 2 times a year		1.61%	12
Infrequently or not at all		2.15%	16
		Total Respondents	741
		Skipped Question	0

6. When do you most frequent Market Square? (please check only one answer)	Response Percent	Response Total	
Seasonally (In more than one season of the year)		23.37%	173
Summer		10.94%	81
Fall		0.40%	3
Winter		1.08%	8
Spring		0.67%	5
All year round		63.24%	468
		Total Respondents	740
		Skipped Question	1

7. Why do you usually come to Market Square? (please check off your top 3 reasons only)	Response Percent	Response Total	
To take the bus		23.00%	170
To visit City Hall (e.g. pay a bill, listen to Council etc)		24.35%	180
For shopping		70.63%	522
For dining out		69.41%	513
To park (for work or other reasons)		31.66%	234
For summer special events		31.25%	231
To go to the Theatre		28.55%	211
To visit the Market		38.15%	282
For recreation (e.g. physical fitness, music)		22.73%	168
		Total Respondents	739
		Skipped Question	2

8. Do you have suggestions on how the re-development of Market Square should be funded? (please select all response that apply)	Response Percent	Response Total	
Funded by moving money away from other City priorities to this		35.49%	257
Funded by increasing taxes		23.06%	167
Funded by staging the re-development to correspond to when there are available funds		46.13%	334
Funded by the community participating/leading fund raising events		49.58%	359
Should not be funded until all other City priorities are completed		32.59%	236
<input type="button" value="View"/> Other (Please Specify)		18.78%	136
		Total Respondents	724
		Skipped Question	17

9. Would you support a portion of your taxes going to maintaining the re-developed Market Square (e.g.. an outdoor rink requires ongoing maintenance) ?	Response Percent	Response Total	
Yes		71.09%	519
No		28.63%	209
		Total Respondents	730
		Skipped Question	11

Section 2: Contributing to the Vision of Market Square

10. Where do you consider the re-development of Market Square should be focused?	Response Percent	Response Total
Back of City Hall (e.g where the Bus Terminal and parking is now)	64.22%	465
Front of City Hall	7.59%	55
Both	27.90%	202
Total Respondents		724
Skipped Question		17

11. How large do you believe the extent of the re-development should be?	Response Percent	Response Total
Very high – re-develop on a full scale approach (e.g. fully change the area, move parking, move the bus terminal, have permanent structures and facilities, close roads, include such things as water features, plant trees etc.)	45.57%	335
Medium – re-develop on a medium scale (e.g. offer mobile food pop ups, temporary festivals, leave some parking, reduce road lanes, move bus terminal, trees in planters, establishment of a multi-use space that may differ in winter months than summer months)	37.82%	278
Modest - Make improvements to the current Market Square (e.g. upgrade the sidewalks and curbs, leave the parking and bus terminal, only plant trees if possible)	11.29%	83
Do not do a lot in this area	5.03%	37
Total Respondents		735
Skipped Question		6

12. What would you want Market Square to include? (please check all that apply)	Response Percent	Response Total
Festivals	65.83%	474
Skating Rink	40.97%	295
Parkland	47.22%	340
Water feature	46.66%	336
Outdoor coffee shops	55.55%	400
Mobile food pop ups	54.16%	390
Covered space (e.g. Enclosures)	31.52%	227
Increased pedestrian friendly space (e.g. closure of some streets)	70.97%	511
Market	67.5%	486
Vegetation (trees, gardens, grass)	76.80%	553
View Other (Please Specify)	24.02%	173
Total Respondents		720
Skipped Question		21

13. How often do you believe you would use an expanded Market Square?	Response Percent	Response Total
Approximately once per week or more frequently	74.75%	545
Approximately once per month	13.30%	97
Approximately 4-8 times a year	4.11%	30
Approximately 2 times a year	0.96%	7
Infrequently or not at all	6.58%	48
Total Respondents		729
Skipped Question		12

14. Where should parking be provided? (please select one answer only)	Response Percent	Response Total
Continue at the back of City Hall	30.57%	222
Downtown core	20.24%	147
It can be somewhere else (not in Market Square)	48.89%	355
Total Respondents		726

	Skipped Question	15
15. Where should the Buses be located? (please select one answer only)		
	Response Percent	Response Total
Continue to be at the back of City Hall	29.37%	213
Close to City Hall (e.g. a stop near City Hall)	70.34%	510
	Total Respondents	725
	Skipped Question	16

16. What do you believe the most significant benefit of redeveloping Market Square is? (please select one answer only)		
	Response Percent	Response Total
Offer a meeting space for the community to be engaged in	41.47%	304
Bring business to the downtown core	17.59%	129
City beautification	24.55%	180
Civic pride	5.04%	37
No significant benefit	11.05%	81
	Total Respondents	733
	Skipped Question	8

17. Who do you believe the redevelopment of Market Square benefits most? (please select one answer only)		
	Response Percent	Response Total
All people who live, work and visit Stratford	78.15%	569
Most people who frequent downtown most	4.80%	35
Business owners only	2.33%	17
People who live in Stratford	5.21%	38
Tourists	9.20%	67
	Total Respondents	728
	Skipped Question	13

Section 3: Additional Input

18. What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)		
	Response Percent	Response Total
Demonstrate how the re-design will celebrate the site's cultural heritage while creating future design solutions	50.85%	357
Demonstrate how the response will accommodate civic events, shopping, eating and gathering space (functions included will be specific)	62.39%	438
Enhance pedestrian safety and barrier-free accessibility	49.57%	348
Address emergency access requirements	26.92%	189
Ensure annual maintenance and operating costs are minimal	44.01%	309
View Other (Please Specify)	5.12%	36
	Total Respondents	702
	Skipped Question	39

19. Do you have any additional input that might assist us in the development of the Vision of Market Square?		
	Total Respondents	366
	Skipped Question	375

20. Are there any other comments you would like to share?		
	Total Respondents	324
	Skipped Question	417

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QUESTION 18: What other factors should be considered when re-designing Market Square, in other words, the re-design of Market Square should (please check as many answers as apply)

- [1.](#) Freshen the area up and continue using it for special events in the summer.
- [2.](#) be pedestrian friendly & make a positive contribution to the environment (i.e. trees for shade and oxygen generation)
- [3.](#) City identity
- [4.](#) A place that is continually used for events, markets, music, festivals etc
- [5.](#) Sunday market, space to sit under trees
- [6.](#) ensure design allows the continued use of market, preferable creating a modest winter market option ie; European Christmas Markets
- [7.](#) Promote more foot traffic, should include new structure to bus usage ie no bus depot
- [8.](#) PARKING
- [9.](#) lighting of green space to prevent issues from bars (urination or vomiting)
- [10.](#) It should NOT cost anymore than what is allowed - WE DON'T NEED IT
- [11.](#) I feel there are far more important needs than a change for the tourists and business owners in the marketplace.
- [12.](#) I feel there are far more important needs than a change for the tourists and business owners in the marketplace.
- [13.](#) 1-encourage biking & walking to area 2-maintain public washrooms in City Hall
- [14.](#) need a parking garage on portion of Erie St. parking lot to make up for lost parking and to keep it close
- [15.](#) be a place where people who live and visit stratford want to be. it should be a hub not just a parking area which is a waste of a potentially more beautiful place
- [16.](#) Should become a plaza or piazza as in European cities, surrounded by shops, eateries with outdoor tables, and definitely be vehicle free at least in its core.
- [17.](#) look at food truck inclusion as well as, pop-up/shipping container stores -need lower rents
- [18.](#) re-design should not have a negative impact on core businesses
- [19.](#) parking for employees, customers, tourists, City owns lots of green space just pretty it up and why do buses have to stop there, why not in a parking lot like coopers
- [20.](#) Continued bus access to the area
- [21.](#) Maintaining the Bus area is critical for those members of the community who use it.
- [22.](#) retain as many parking spaces as possible
- [23.](#) parking
- [24.](#) If buses used a transfer system would they need to all come to City Hall. At present one can't get on a bus and transfer to one going where you want, you all have to come to city hall.
- [25.](#) the cost to city tax payers
- [26.](#) Contribute to the ongoing viability of the downtown core
- [27.](#) Where will all that parking go? This is a serious issue in downtown Stratford, and a ridiculous idea to remove the limited parking we currently have.
- [28.](#) Ensure annual maintenance & operating costs are reasonable and in keeping with

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other city properties.

- [29.](#) Ensure that it benefits everyone year-round.
- [30.](#) Ensure that it benefits everyone year-round.
- [31.](#) Make sure we still have lots of parking.
- [32.](#) should include the Cooper Site with Shops Building
- [33.](#) Engage all age groups, fostering pride of place and community ownership
- [34.](#) Ensure the limited downtown parking space doesn't get even more limited.
- [35.](#) Any redesign will become a hang out for skateboarders and drunks after the bars close.
- [36.](#) Stratford is a jewel of a city..to work in, live in, to visit..the centre is a real eye sore in the middle of the crown..the beautification would benefit all who arrive there...what a lovely place to experience the coming and goings of a unique city..NYC as tables in the middle of Herald Square..it is fabulous!
- [37.](#) Stratford is a jewel of a city..to work in, live in, to visit..the centre is a real eye sore in the middle of the crown..the beautification would benefit all who arrive there...what a lovely place to experience the coming and goings of a unique city..NYC as tables in the middle of Herald Square..it is fabulous!
- [38.](#) Make room for a Starbucks Coffee Shop
- [39.](#) Places to engage teens more
- [40.](#) something that doesn't involve swans
- [41.](#) re-affirm that Stratford is the most creative, forward-thinking city in southern Ontario, and that we have not lost faith with the likes of R. Thomas Orr and Tom Patterson.
- [42.](#) need pedestrian crosswalks to facilitate safe access now and in future
- [43.](#) If my residential street requires infrastructure improvements, my local taxes aparty must pay a portion- i.e.: Matilda St residents ordeal. Therefore the Market Sq. property owners should be expected to do the same.
- [44.](#) Whether its an aesthetically pleasing space that people want to be in.
- [45.](#) The site should not be a park. It must be an active and flexible space for multiple uses through out the weeks and year to reflect seasonal uses. seasonally.
- [46.](#) demonstrate how similar squares in other communities have benefited businesses
- [47.](#) From a tourism point of view lets have this look nice i.e. not developed at the back of the building as it is poor photo opportunities and make it a walking and visting space accessible uin all seasons
- [48.](#) make sure traffic flows freely in the downtown core
- [49.](#) Add enhanced signage to guide out-of-town visitors; turn all traffic lights into smart ones to improve the flow of traffic 24/7; turn the main intersection into a turnabout with a beautiful center for better traffic flow and visual deligh!
- [50.](#) Safety and comfort - Shade areas for summer events with the increasing UV index ratings
- [51.](#) demonstrate a viable, cost effective design that serves multi purposes and stakeholders.
- [52.](#) environmental impact of materials used, how construction is completed, and in the long-term; sustainability of the finished product
- [53.](#) Ensure inclusivity

QUESTION 19: Do you have any additional input that might assist us in the development of the Vision of Market Square?

1. Market Square is a central location that could bring people together in a myriad of ways and the reconstruction should be carried out in a way that is free from vehicular traffic. The enhancement of this area would be a wonderful addition to an already beautiful downtown. It would be a draw for everyone, young and old alike. Park-like settings and cafes would be a welcome addition. It could be a place of peace and tranquillity along with a place to shop and do business. It would be a great asset to our Festival City.
2. Capitalize on Stratford's unique history; eg. like it was in the 1800's. Summer street buskers. Tie in with Shakespeare Festival; eg costumed performers. Hyde park type 'soapbox' to attract freedom of speech(es).
3. In the tradition of Petterson, Stratford must have future vision and continue to build a city that generations will come to and live in.
4. I have happily experienced many town and city squares in Great Britain and continental Europe. Some are fully paved (Tuscany region) others with greens and trees (Cotswolds) but none is over-designed - they are naturally-evolved, open, people-friendly spaces. None had any parking within several blocks of the square, but they all thrived. Local businesses (shops and cafes) were the vitality of these squares and gave each its unique character. No need to re-invent, just do what others have been doing successfully for hundreds of years!
5. Greenspace is very important
6. I believe that developing market square, you will bring a lot more people to the downtown. As market square currently is...it's ugly, dirty and quite honestly an eye sore. It could be very beautiful and would benefit the business surrounding it. People would come to market square to meet friends, eat lunch, see events, etc.
7. I would like members of Council to make firm decisions about Market Square and then get on with it, not form committee after committee to study it
8. As noted above:"keep it simple" Not full of various "elements" which will clutter what is a small space, need maintenance, invite vandalism etc. A classic plain space- a few benches/ trees in pots/ cafes in season are all moveable can be taken away for Market/ festivals/ rallies etc.
9. Behind Kingston City Hall they did a big renovation. There can still be pay and display parking when there are no events on, but other wise that space is used for various markets, as well as events, and a skating rink in winter. The absence of parking 'curbs' I imagine makes it easier to maintain in winter as well.
10. In my opinion the buses at the back of our beautiful historic City Hall have always bothered me immensely, if nothing else move them.
11. Market Square should put pedestrians first and automobiles and busses last. It has so much more value than just being a parking lot.
12. The core needs some help and beautification, would love an area that the community can gather, and relax without the exhaust and stock of buses.

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- [13.](#) Please do something daring, not to resemble a typical pedestrian mall or shopping arcade.
- [14.](#) I believe this project could be achieved with a multi phased approach that allows for a smooth transition to meet funding needs , existing business concerns , busing changes and community to accept changes .
- [15.](#) Please do something quickly and with the Wal-Mart money, do it in stages and make it a great place! We need this
- [16.](#) Downtown Kingston Ontario has a very vibrant, year-round market square which could easily be replicated on a slightly smaller scale. As a former resident of Kingston I would love nothing more than to see a similar solution brought to Stratford.
- [17.](#) We should allow the market square to be designed by competent urban planners and urbanists, not politicians and narrow minded, reactionary citizens who are looking for something to complain about. Too often people are swayed by short term solutions and grandstanding and end up with mediocrity. If the quality of a downtown is only about cheap available parking, why do people flock to Stratford and not Woodstock?
- [18.](#) Make it more geared towards the locals, the people who pay the taxes for the city. Give them something to want to go to and engage with, instead of always playing to the tourist. There are many people that live in Stratford, and a lot of them leave the city to go to bigger centres for entertainment and things to do.
- [19.](#) Just look at what is done in European towns. Market squares are the heart of any town: Open for business of all kinds.
- [20.](#) As a local, parking has never been an issue for me when I go downtown at least once/week. There are plenty of options for parking. My question is - why is parking considered a priority? The only tax payer or visitor who should be concerned with convenient parking is that person with a wheelchair permit.
- [21.](#) City should make Wellington St and Downie St. one way (in different directions). This will reduce traffic, makes crossing to market place easier for pedestrians and gained space can be made usable. All businesses can still be reached. Parking issue can be fixed with multi level parking on Erie st. lot, on other side of Allen's alley. Bus terminal should be adjacent to the train station. Waiting and washroom facilities are there already, there will be synergy between train and bus transportation. Bus stop at city hall is enough. Downtown is not the place for a terminal, this space can be used a lot better.
- [22.](#) Market Square's in many other communities have revitalized the core areas and brought new life to downtown. Review the results when planning Stratford.
- [23.](#) people will not come downtown if there is no parking. you need to somehow accommodate parking. make places like the LCBO open to all cars instead of just cutovers of LCBO.
- [24.](#) Definitely no stinking, idling buses. No parking behind city hall
- [25.](#) This survey seems to be directged towards a positive response. My biggest concern is that no one has even talked to the merchants, and the are the ones who will lose 70 parking spaces. No one got the merchants on board.
- [26.](#) Why fix what is not broken? When resources are apparently so thin already, this seems a ridiculous waste of money. Have the police discourage the loiterers who shout rude things at passers-by, ensure there are bike lanes and bike parking, and that's that. No need to raise our (outrageous) taxes any further.
- [27.](#) Visit neighbouring communities for comparison and input, ie; waterloo town square

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, Distillery Market Toronto, and many more

[28.](#) Do it in stages back of city hall first, move the buses, remove parking on the one side. Then remove parking and the cement pad in the middle. Then look at whether you need to remove parking by the businesses. The skating rink should go in first stage so it brings people down in the winter. The rink should not be man made it should be set up so that you can skate in all weather.

[29.](#) You talk about moving the bus area. but to where would you move it to? Can not support a move if you do not have a couple of locations in line.

[30.](#) I feel the re-development of the market square could seem to some residents as too costly in the short term however in the long term, if done correctly will serve as tremendous benefit and increase in the quality of life for the people of Stratford and maybe inspire other cities to consider the same.

[31.](#) move the buses to the Train Station, close all of Market Square to all transport, and have only pedestrian traffic.

[32.](#) Decisions need to be made and carried through - instead of endless committees and sub-committees. (same for the Cooper Site)

[33.](#) Ample parking and bus terminals could be located on that useless eyesore, The Cooper Site. While I have your attention, could we please have a bus route that goes to the Festival??

[34.](#) "humans" generate revenue pedestrian "ease of access" w enhance action(provided of course low life drug dealing,e-bike,skate board & other slugs of humanity can be persuaded not to drink & urinate publicly) How many municipalities do U know of that have the "unique downtown configuration" that Stratford has? one has to think pretty hard regarding above question ...only to come 2the conclusion -none. World class theatre generates (outside of town) human interest-enough interest to generate huge cash flows benefitting residents & to not spread a better flavour of icing on the cake would be remiss

[35.](#) Please move the buses transfer point to the Cooper lot.

[36.](#) Done in stages does not have to overly burden the city. Move the busses to the university is a good first step. Make a green space where the busses used to be.

[37.](#) I think the buses can be parked around city hall. There is room.

[38.](#) There are countless examples of Market Square type spaces in Canada, the U.S. and certainly Europe. These community areas are the soul of the city or town, were people can enjoy the downtown and everything it has to offer in an environment that is people centric, comfortable and relaxing. Ie no cars and buses. We have an opportunity here in Stratford that most communities do not have, a space that can be returned to the pedestrian!

[39.](#) Parking downtown is a huge issue for everyone. The city needs to keep this in mind, but I do think the space behind the city hall could be better used for events and its very central and will get people to the downtown

[40.](#) Currently, the Market Square offers little more than parking for businesses (especially for a significant portion of business owners and staff) ans a bus transfer site - neither of particular civic value. a site for community and visitors to sit, enjoy and ponder the downtown attributes and offerings would greatly increase the use and value of the downtown, out of that would come increased business visiting opportunities and downtown engage. Making the site multi-use/service - slid away cafe areas for mega events such as Canada Day, or temporary platzo parking for downtown/York St. events -

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would add use opportunities.

[41.](#) Our city is not so congested that we cannot find parking and a suitable area for the bus depot-continued use of this space for these activities is wasteful of a prime location to enhance our city's ability to support community events.

[42.](#) The buses should be moved. They are dirty, noisy and bring about youth hanging around the bus areas downtown. In my opinion the area never looks safe or desirable with that. If the square was parkland and benches, families and more people would come there to sit and enjoy the square and I believe less of the riff raff would be just gathering around city hall, which in my opinion is a HUGE problem to the aesthetics of the city. It would be a nice greenspace and people would gather there. revenue would be generated and the City and its residents could have a space they feel proud about. I work and frequently visit here and the downtown is an eyesore and a loud polluted bus stop. It is a haven to street youth that makes the beauty of this city dimmer. Spend the money- redesign the square

[43.](#) A citizen friendly market square benefits everyone, even people that think they need busses in the square, because there can still be drop-off and pick-up provided. This seems to be the major objection of those who don't want a change.

[44.](#) A great deal of time and effort has gone into a design that was chosen by the people of Stratford. That design should be the basis on which you move forward.

[45.](#) Look to how other cities have done it right and use the best, most affordable but most engaging and attractive method's gleaned from other successful sites.

[46.](#) This will be one more thing to make Stratford a beautiful and unique city and welcome residents and guests to enjoy all that it has to offer. It will boost the vitality of the core and create a place where city and country meet through the market.

[47.](#) The maintenance costs should be self funding from revenue for using the space. Focus on usable space. Water features and parks are already available in short walking distance.

[48.](#) Bring back the double decker bus tour starting at Market square in our tourist season. or do what they do for heritage days and use the horse drawn carriage tours starting at Market square

[49.](#) A market square, like in EVERY town and city in Europe and abroad, is essential to the quality of life, and pride of that place. How on EARTH has it taken us this long? Are we such primitives that we have to continue to ponder this. It is an IMPERITIVE, not an option !!!!!

[50.](#) I just wonder why we have to keep revisiting this. I went to a display at city hall years ago about a re-design for this area. Why can't the city move forward instead of study after study....same as with the Cooper site. So much money is being wasted on studies which could be better spent on moving ahead.

[51.](#) Buses could re locate behind the ymca area...that place is an eye sore

[52.](#) Bring back some designs that were originally, historically in market square ie look at old pictures

[53.](#) Our downtown deserves the revitalization that this development would offer.

[54.](#) Parking in the downtown core is essential and we have very little of it now. Loosing the parking in Market Square would make it much more difficult to attend the Avon and Studio Theatres, shopping and dinning. Without our tourists our city, downtown merchants and the whole of Stratford will suffer.

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- [55.](#) may i just say, please, not the idea of all red brick paving- not only visual overkill with the red brick City Hall but it's not a sustainable surface - frost heaves invariably disrupt such treatments and it will require constant remediation....
- [56.](#) Needs to be harmonized with the Cooper site development
- [57.](#) PLEASE get on with it!
- [58.](#) Do not move the busses. The bus terminal will be a primary source of people to use this upgraded space.
- [59.](#) Right now the bus area is an eyesore and a blight on what we are trying to promote as a downtown experience for stratfordites and visitors. Surely we can come up with something better.
- [60.](#) I'd consider creating some park space, with grass and benches, and a partial secluded area to escape rain/snow. This would provide a seating space for events like festivals etc... it would also be a space for locals to use, to sit and relax. A nice space. I want the decision to be very environmentally conscious as well as economically thoughtful.
- [61.](#) Solar street lights, murals where graffiti is, enhanced parking (erie street lot have 3 tiers, cooper lot made 2/3 tier, albert street lot tiered and all designed to fit image of city)
- [62.](#) This is a great opportunity to add some much needed patio space to the downtown core. We have many great restaurants, but so little space to enjoy the outdoors and eat outside in the summer. The tourists and residents alike would love this! Also, it would be great to see a little bit of green space, perhaps with some benches and trees where people can sit and enjoy a coffee downtown.
- [63.](#) I wish that our council show vision and leadership and get this done.
- [64.](#) Why is this becoming such a big deal. The city of Stratford cannot afford this massive project. Just because we received a monetary gift does not mean we should go into debt? It makes no sense what so ever.
- [65.](#) I don't think that the survey logged all myncooments in question 2,3. So here is more: - provide a quiet and somewhat green island at the heart of downtown. In cold winters and hot summers, the walk down Downie Street can feel rather barren. We need something (with either a visible landmark or visibility from the front of city hall) to draw people to venture around the corner from Ontario Street. Share some themes with the Freeland Parkette, and maybe with future Cooper site features (ie forming a small series of islands through town). Most tourist and shopping-friendly cities have successful pedestrian zones (although market square does not have to be 100% car free). Also strive to bring locals to that meeting place. Have a bus stop, parking nearby (erie street?), chairs and benches, etc. Crazy idea - maybe a little shuttle through town (a trolley (railroad theme)) so people don't have to park in the prime locations in the core. And bike racks. Consider that this will be a geographic centre of town, as the cooper site will eventually be resolved and developed and the tracks area will likely be gentrified over the next decade.
- [66.](#) No.
- [67.](#) No.
- [68.](#) Develop crosswalks between Marketplace & Wellington & Downie St. businesses [only current marked crossing on Downie is at Ontario St.] to aid the safe & efficient flow of vehicles & pedestrians especially during the Festival season. Develop in stages as funds become available Stage 1-Move buses closer to University-possibly using part of

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the Cooper lot, thereby encouraging students to use this service to & from their accomadation across the city-as transfer site it would encourage use to all other city sites eg. Rotary, main Festival Theatre, mall. Eliminate meters facing back of city hall & closer this section of street to vehicles. Maintain Sunday market in on other side of market Place-maintaining it for parking Mon.-Sat. & Sun. eve. Bicycle racks could flank Downie & Wellington Streets.

[69.](#) Important to create a centralized area of focus for activities for locals and visitors alike to enhance civic pride. Already have arenas, rec centre for sports events etc which taxes already support.

[70.](#) Right now the area behind and to the side of city hall seems to be utilized mostly by young people (smoking, swearing, hanging, spitting etc.) NOT the way we want this beautiful city perceived by residents and/or by tourists. City Hall is a beautiful structure and this should be celebrated. All the buses there are noisy, ugly and smelly. There are many other places a bus terminal could be.

[71.](#) Regarding question number 7 - the first four of the suggested answers apply. There will be more than one benefit from the beautification of the Market Square.

[72.](#) Any currently vacant commercial space on or near the square could be utilized to present drawings of the redesign to build knowledge of the proposal and encourage people to think about its use.

[73.](#) Must tie in with other projects, such as parking garage, relocation of buses (perhaps a transportation hub near where the Y is presently) plus frequent "shuttles" to the market square, and a bus stop on Downie St. Development should also be considered in conjunction with redevelopment of Cooper site.

[74.](#) Look at other downtown spaces like Prague.

[75.](#) Look at other downtown spaces like Prague.

[76.](#) there needs to be a change from city revolving around the vehicle and more towards the people who live in the city. give people a reason to want to be downtown. not just for the shopping or the festival but to just hang out and spend time with one another, a good reason for locals to be there. not just tourists.

[77.](#) less restauranta.... not everyone eats out... also not all of us are coffee drinkers

[78.](#) look at European and other cities' traffic free squares to get ideas, look at their centres but also at what non-tacky amenities surround them, covered Cafe areas where people can sit outside even in inclement weather, and capitalize on two things the Square already has in abundance - sunshine and heritage buildings -get shop owners sprucing up their facades, some are fine now, others not so attractive

[79.](#) Planning should include phases of development to allow funding to be properly allocated. The first phase might be moving the bus terminal and creating a pedestrian only area that would allow market, festivals, etc. Planning would allow the easy introduction of buildings, a skating rink, etc as funding permits over a period of time. There would need to be a complete plan that included all the phases, timing of implementation, and budgeting.

[80.](#) Eliminating vehicular traffic (inc. all buses) inside the square would be the greatest contributor to revitalizing the space and the local community. People need to be the priority, not cars. Introduce rickshaws between theatres, bike sharing programs, etc and promote healthier lifestyles for everyone. Buses idling nearby spew pollution should no longer be allowed. More trees and green space would make it a welcoming place.

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- [81.](#) It's been over ten years in discussion. Let's get started. Move the buses. They can connect anywhere -- Patrick Street, Cooper Site. Smaller buses for underused routes would help. Start work on the infrastructure needed using the Walmart payback money. Start a public fundraising campaign.
- [82.](#) Pull the trigger! I've lived in Stratford for 20 years and I think we've been talking about this for all of twenty of them. Just get it done! Have the buses idle somewhere else and pass City Hall on their way in or out of town (or both); double-deck at least the lower half of the Erie St. lot; find ways to incentivize business owners and staff parking away from the core, e.g., in a lot on the Cooper site; and find ways to discourage owners and staff from tying up parking spots in the downtown for hours.
- [83.](#) Make sure there is shade and seating. Go for beauty in your design. Incorporate trees and plants. Water fountain would be nice, but in scale with the space. Don't let it dominate. Close Market Square to traffic.
- [84.](#) Move the buses to the VIA station - it should be a transit hub anyway. Encourage residential development (students?) on the upper floors of downtown buildings. Consider closing St. Patrick St. from the front of the UofW to the YMCA.
- [85.](#) Pre-plan the types of events taking place in market square. Look to developing shipping container stores (paying rent) at lower rate to develop new business who could graduate to vacant store fronts in the core. Offer free wifi services. Make sure there are a lot of spaces to sit & enjoy. Doing the project in phases over years.
- [86.](#) In the eighties, there was a significant movement to make downtowns across North America more pedestrian friendly. This largely consisted of blocking downtown streets to vehicular traffic and creating pedestrian malls. In most communities, this failed miserably. People did not patronize businesses without close parking. Pretty is nice, but people seeking convenience will shop where parking is easy. Don't be foolish and sacrifice pragmatic for pretty.
- [87.](#) parking is crucial and customers do not wish to come downtown due to cost of parking, cost of parking tickets
- [88.](#) Assess the myriad examples found in European cities. (Some of these have been written about in the Stratford Gazette by Marianne Brender a Brandis). Continue - as you are doing with this survey - to solicit input from the public on an on-going basis.
- [89.](#) Great opportunity to attract more tourist, which will bring in money.
- [90.](#) Instead of being an asset and the gem of downtown the area behind city hall is an eyesore. Any plan must be accompanied by a commitment to rid the area of street urchins, spitting and swearing shirtless punks and a hang out for truants. There is no sense in building a multi million dollar hangout for the same people who make that area uninhabitable now. Who wants to walk by city hall now to see the audience from a Jerry Springer show. If we fix it up we have to commit to making it a people place, not a place for punks to pee.
- [91.](#) I think that the whole area surrounding the downtown core should be addressed. If the surrounding streets are taken into account and some significant changes made it could be a great benefit. I believe if George St were closed and used for pedestrians (with parking area if possible) it would open up a lot of possibilities to link Market square and the Cooper site, (this would be a better idea in my mind than doing anything with the front of City Hall) George St is only used it seems as a quick pass through by vehicles the space could be far better used in a grand plan to change the whole dynamic at the rear of

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City Hall.

[92.](#) all cities in latin countries have squares in the centre wich their pedestrians enjoy

[93.](#) Get the buses out!

[94.](#) I'm sick and tired to council's constant hesitation regarding this. We want action!

[95.](#) Stratford needs a place like this that would not only attract tourists but for locals to meet and have a sense of community. The river area has become polluted and overrun with fowl so having a spot with trees in the core would be amazing, It would likely attract more business to the area as well therefore adding to the tax base.

[96.](#) As a 20 year resident to Stratford, I'm willing to assist with higher taxes/fundraisers to leave behind something brighter for our future generations. It's always cheaper now to do something today, than it will be later.

[97.](#) this core area is called the Market and yet it does not reflect this at all. it is too busy for pedestrians and with the dirty bus depot it is not pleasant to linger. AODA accessible public washrooms are necessary along with pleasant and clean park like setting is the ultimate dream.

[98.](#) I think whatever is done in market square should be part of a larger plan to revitalize Stratford and not just that one square - ie, add in the cooper site, a parking garage on Erie and we are talking big change and you can't do any one of those on its own without looking at the big picture.

[99.](#) Dudes and Dames is not in favour of changing the downtown core at all. Parking is already at a minimum.

[100.](#) Dudes and Dames is not in favour of changing the downtown core at all. Parking is already at a minimum.

[101.](#) Converting Wellington Street (St. Patrick to Downie) to a One-Way (North Bound), and George Street (Downie to St. Patrick) to a One-Way (South Bound), will eliminate intersection congestion at the Wellington / St. Patrick / George Street intersections with traffic trying to get into the LCBO. This will also allow for perpendicular parking conditions to occur on Wellington Street as opposed to angular. You can actually gain parking stalls here to help offset the loss of the square behind city hall. Less vehicles moving around downtown the better. It could also allow for a larger distance between the building line, to the parking stalls on Wellington. Could allow for more out door patios and "side walk" sales to occur for business owners.

[102.](#) I live directly behind City Hall on Market Place and at one time owned a business in this block. I DO look forward to the re-development of the square... but... 'functionally' I envision the section immediately behind City Hall (where buses currently stop), up to the parking median as the to-be-re-developed land. Not all businesses/buildings along Market Place have alley/backdoor access for deliveries and loosing ALL of the road access in the front of these units would be absolutely troublesome to the tenants. An example is - when I am leaving for work in the mornings (before 9am) I ALWAYS see Revel Coffee lovers parking in front of the cafe to run in and grab their to-go beverages. As it is - this is convenient and easily accessible for customers. Would these coffee lovers park up to a block away for this service? As a consumer to any business, I would find this a bother and search for another reliable source. As well - I live 1-1/2 flights over a business and sometimes have to lug my groceries home from a block away due to the lack of parking availability on busy days. This is not always easy and loosing all of these parking spots will be very inconvenient for every reason possible!!

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[103.](#) I have known Stratford and been a part of it for nearly 50 years. I believe that Stratford is creating a brand and expertise around creating and deploying great user experiences. The Stratford Festival has been doing it for years. The park system as well. The University of Waterloo Stratford is attracting and training user experience and user design talent that can inject creativity into businesses, society and everything else that a human being interacts with. I think that the redevelopment of market square as well as the redevelopment of the Cooper site if done in cooperation, will help the City to continue to build its brand as a destination where individuals from all walks of life can engage in a wonderful user experience - be it with the festival, businesses, outdoor meeting places, etc.

[104.](#) Buses should be moved as it's environmentally unsafe to have them idling in the square. If we want to encourage the beauty and heritage of our city it's important to redevelop Market Square so that it is more than a parking lot.

[105.](#) Again, for those members who use the busses, it is important to have a central point for this. I used the busses in the late 40's and early 50's to get around, and this location was there then. The market as at the old fire hall at the soyh west corner of Waterloo and Albert Streets.

[106.](#) Only support tax dollars being used for maintenance within current budget, not through a tax increase.

[107.](#) If the 're-development is to happen, the bus terminal will have to move somewhere else, as a lot of sketchy teenagers smoke and harass people while waiting for the bus.

[108.](#) How will city address the square with vandalism and the late night bars?

[109.](#) Please just do something, even if it is to implement a five year plan, other than conducting another study! There will never be full agreement on any plan.

[110.](#) As a non resident I suggest beautification and practicality. Current area is dirty, storefronts are empty, and cluttered with no service other than bus/parking. Should be used for downtown core to gather. Businesses will go for lunch to the new stores/food trucks, families will walk through the area due to beautification, therefore increasing dollars spent in the core.

[111.](#) I feel that in order to utilize the space the best it needs to include all ages of people in the community. Don't cater the renovation to the typical seniors in the community. Find a way to make this spot acceptable for the youth in the community. With obesity rates and sedentary lifestyles becoming a norm in society this market square should incorporate some form of recreational activity. An ice rink in the winter and for the summer make it a road hockey or basketball court.

[112.](#) No

[113.](#) Allotting space for active transportation (walking, biking) is very important, in my opinion. It can help encourage people to more easily make healthy choices when the infrastructure includes a safe place for active transportation.

[114.](#) Any redevelopment of the Market Square should be planned in conjunction with the redevelopment of the Cooper Site, as some aspects (ie. parking and buses) could be part of either project.

[115.](#) We do not have enough parking as is in the core. this needs to be addressed prior to taking away more spots for a redesign of market Square

[116.](#) highest priority-MOVE the UGLY, SMELLY, TERRIBLE BUS TERMINAL
REMOVE ALL PARKING

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[117.](#) -Needs to be a place where the community wants to go to for events, but at no cost of loss parking as those spaces are needed

[118.](#) I would like to see some road closures around City Hall to allow for greater foot traffic (while still allowing emergency vehicles to use routes if needed). Having a place to allow for tourists and residents to gather would be nice.

[119.](#) The process MUST include engaging a visionary, notable urban design firm to ensure that the Square is re-engineered and designed to embrace Stratford's other world-class cultural attractions.

[120.](#) NO

[121.](#) Many people who complain about the parking issue, I believe will simply change their habits after a period of adjustment. Over the long term I don't think moving parking/buses will be an issue. Currently is it convenient and we are used to it...time to readjust thinking.

[122.](#) move the buses

[123.](#) Create a space that is attractive for locals and visitors alike to enjoy a beverage, dine, sit and relax or just hang out.

[124.](#) There is a lot of potential for this space, I often think of the Byward Market in Ottawa as a comparator, or the Blue Mountain Village. If the area is developed properly, the business will follow.

[125.](#) flexibility between summer / winter return some parking in the winter months

[126.](#) Look at any town centre in Italy.

[127.](#) for the few months that park like features would be enjoyed it is not worth all the trouble. Essential to keep downtown parking. Thus plant a few trees in the divider between parking at rear of city hall and leave the place alone

[128.](#) proof read your survey before putting it online....section 2...#8.... should be "those"... not "hose"people

[129.](#) Fix our roads and infrastructure first!

[130.](#) I think the Market Square needs beautification (trees, benches, tables and chairs in summer, water features and a small green place). It would be also appropriate for summer festival events.

[131.](#) concern with increased vandalism in the redeveloped space - how will this be addressed without costing a lot?

[132.](#) No bars.

[133.](#) Parking spaces must be kept. There is not enough parking downtown as it is.

[134.](#) do not increase my taxes to do this as they are high enough for people living on CPP only!

[135.](#) If a full redevelopment is not in the cards then I would recommend reducing the parking with a park down the Centre and make it an area that can be easily closed down to traffic so weekend events could be easily held there.

[136.](#) leave it alone

[137.](#) Encouraging pedestrian traffic in the downtown core would have enormous benefits for all those living ,working and visiting in Stratford. It is time to make market square a viable part of this city as it is in so many European cities.

[138.](#) There are more important needs in the city, This is only supported by a small group

[139.](#) It cannot be all things to all people. Stop spending money and time on this issue.

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Just do something.

[140.](#) I think having the buses parked at City Hall is an eyesore. Buses could drop people off at City Hall and be garaged elsewhere. Using a transfer system would help.

[141.](#) - all seating should have backs that recline slightly to accommodate those with back issues - paths should be wide enough to accommodate wheelchairs or families with small children - shelter from summer sun; warm place to lace skates in winter

[142.](#) Don't do it! Does Stratford always have to try to be bigger and better all the time? Are there other areas of need in this city? Affordable housing perhaps? Put a million dollars into that and see if this city changes? If this city can't sustain the businesses here then they should move.

[143.](#) I think there are bigger issues that Stratford needs to deal with.

[144.](#) Get the buses out from behind City Hall. As first a tourist and a resident of Stratford since 1989 I can't believe they are still there. What a waste of what could be a wonderful space. I hope to see it before I die!

[145.](#) What is to happen in the winter-time? Most ideas have considered summer events only. Approx. 7 months, our weather is unsuitable for outdoor events.

[146.](#) There is no reason this redevelopment couldn't be similar to what other cities like Kitchener/waterloo have done with their downtown cores, ultimately reviving business and life in this space.

[147.](#) Our high current city's debt as well as the ongoing and much needed repairs to antiquated water/sewage systems and street repairs should be the priority here. Spend the Walmart blood money on these improvements in the Market Square area.

[148.](#) Must be people friendly. No vehicles behind city hall. lots of seating and restaurants. Shelter for people from weather.

[149.](#) Busses behind police station Parking on copper site

[150.](#) - take look at the Kingston Ontario downtown market - take a look at the Brampton City Centre skating rink - Open up the river in the winter like Ottawa for skating

[151.](#) To date, I have heard lots of comments related to the economic activity that redevelopment will bring. There is also. A well researched counterpoint that ground level nearby parking is essential to retail viability. A multi-level parking garage is not a substitute. Empty space is unattractive!

[152.](#) The bus question proposes two solutions. An alternate would be that there is no need for a central bus stop where all the buses land. They all could pass through on a staggered schedule, perhaps near the Y or the street the police station is on. I do think that the needs vary with the seasons - closing the area around the CH in the summer and making it pedestrian only makes a lot of sense, less so in the winter when people are less likely to want to hang out outside. Building a parking garage on the Erie Street lot would appear to be the most sensible way to deal with the loss of on-street parking. A multi-pronged approach to funding this makes sense as well - Stratford has a huge capacity for fund raising, and I think this project would attract (as it already has) large corporate donors. The problem with the front of City Hall (the north) is that it potentially involves blocking off three streets, instead of just the square.

[153.](#) We live in a beautiful well kept city. The area around city hall needs to be developed to also be beautiful and well kept. Right now it is an area that I just keep my head down and walk through when necessary. The time to act is now. No more consultation.

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[154.](#) move the bus terminal to the old cooper sight and that way it would be close to down town and the university for further expansion and better access for more students to come in

[155.](#) Complete waist of money

[156.](#) We need action ,30 years of indecision and deferring is long enough

[157.](#) Could City Buses not become small mini-vans in the slow time?

[158.](#) Not certain what the big deal is. How about a European style piazza or square. Ample examples to draw from there but here, we make a much bigger deal out it.

[159.](#) I feel that a focus on perhaps some more Multicultural Events and the continuing of the newer focus of Food Tourism in Stratford would be beneficial for both locals and tourists.

[160.](#) The market activities should stay and be enlarged so that the Saturday Market can be re-located back to its roots.

[161.](#) Keep the parking as is, move the buses! We need the parking as is for the businesses and for the Avon theatre. Putting in gardens is only going to encourage kids hanging around and eventually causing a lot of vandalizing. This is already a big problem downtown.

[162.](#) Move the buses to behind the YMCA close to the railway station to promote easy transfers.

[163.](#) redevelopment should only include relocation of bus terminal and provision for occasional events

[164.](#) If you're going to do it; do it right.

[165.](#) Re-design should align with re-design/development of the CNR site. These two areas should be dealt with simultaneously, creating a sense of cohesion & continuity between and among the two areas.

[166.](#) Wellington and Downie traffic and parking remain as it is. Brick paving using some original brick (which is under market square and also found and retained from the train station area) taking it right up to store fronts on market square allowing restaurants to move out onto the square in summer months. High quality planters, benches, potted trees and plants that can be moved as events dictate and removed in winter. Temporary skating rink and shelter for some winter months as the season dictates. Some permit and pay and display parking as the season and events dictate. Their can be a bus stop at Downie before St. David or a bus ticket kiosk/shelter off of St. David behind the police station or on the east side of the new UW structure station until a much needed bus station for city and regional buses is built at the Cooper site.

[167.](#) It works fine the way it is !! Spend money in other areas in need of repair around the city !

[168.](#) There needs to be some updates done immediately, Market Square is becoming an eyesore and also a real hazard. Parking and driving directions (one way streets with concrete islands in them?) are not clear, pedestrian crossings are not clear (or non existent). This could be a really vibrant centre of the city but instead its become the parking lot for people visiting the shops and restaurants on Ontario St (Hwy 7/8).

[169.](#) development should be done in a two stage process starting from the back of city hall to the parking island to see if it is used and how it is used and thus limiting the reduction of parking lost initially until it is determined that people are going to use the space and the parking loss is justified and remedied

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[170.](#) From A local landscaper perspective. We have reclaimed heritage street brick in piles at the dump. Two reasons we should use these. 1.The concrete pavers that are being used right now can't handle the salt. 2. They are terribly cheap and ugly. We have beautiful free ones at the dump. By using these we would not only beautify the city, but also show that we care about the environment , and our tax payers dollars. Believe me when I say, get rid of those destroyed concrete pavers and re-use the free clay ones we have at our fingertips. They have lasted 100+ years, maybe that is a good indication of quality. I know the city spend money every year on patching this garbage. There are many little portions of interlock sidewalks that could be replaced with the these clay pavers. Lets keep the city charming. On a side note we need to get rid of those flashing sign lights on the corner of Downie St. and Ontario. Lets keep things classy people. Sorry for the rant. I think our city has a lot to offer, these are things that my trained eye sees, as I walk around the downtown.

[171.](#) Please re-evaluate the city's bus transportation routes for greater efficiency Please include bike parking nearby

[172.](#) Parking is a major problem downtown and should be addressed before beauty. Also the buses are an eyesore in this area. The lingering of teens does not promote beauty and safety, either.

[173.](#) do not implement anything that will be easily damaged or defaced by vandals and drunks leaving the uptown bars, ie damage to amphitheatre if erected. Seating area for pop-up food vendors or food trucks. you don't need an area that will turn into "hang outs" for young people

[174.](#) For me the number 1 priority is to turn an unsightly car and bus parking lot into green space that enhances the environment not hasten its deterioration

[175.](#) Guelph is an excellent example of Market Square revitalization. They created a skating rink in winter, splash pad in summer which is beautiful and a very attractive feature in the city's core. It is worth Council's time to visit this site.

[176.](#) It is important to make sure this space will be usable throughout the year - i.e. winter/early spring it would be nice to have a welcoming space of some kind for people to gather/use.

[177.](#) Stratford has been a tourist town for as long as I can remember. During theatre season the restaurants are booming with people. Why not cater to this with Market Square? Food vendors, food trucks and markets. Continue to do what Stratford does best. Local chefs and farmers coming together to celebrate what not only our city, but county have to offer. Summer events could be held in this space (concerts etc.). It is a great space if used to its fullest potential.

[178.](#) Not really sure why this is even an issue. There are other places around the downtown core that are a true eyesore. Resolve the tired old Cooper issue for God's sake!

[179.](#) Move the bus terminal so that all the fighting swearing teenagers stop ruining the downtown experience!!!

[180.](#) For the community it must offer distraction and diversion. I believe rather than committing to any one thing it should be transformable. Our theatre knows how to do this. We can transform this site for so many events and local get togethers. The list is huge and is not rocket science. Think of the movie transformers. This space can transform. The money it could raise along with free events will pay for any transformations. The diversions could be a theatrical local event like no other city.

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[181.](#) Get rid of the Cooper site and make a place there to hold all these things like Market in the summer, festivals and sheltered areas for people to sit and rest. The Cooper site has been studied to long and to much money wasted on it, we could have spent that money and had it gone. Maybe at one time it was worth saving but not now.

[182.](#) I would love to see a outdoor skating rink! park for kids as well

[183.](#) Hire respected professionals and let them do their job. They have much more vision and experience as to what is right for a community space such as Market Square. Too many opinions make a solution almost impossible.

[184.](#) Better bike racks and better car parking please.

[185.](#) Keep people with disabilities in mind.

[186.](#) Programming of the square will be the key to ensuring that the square does not sit barren.

[187.](#) Don't waste taxpayer money on this when our pipes and roads need repairs.

[188.](#) Downtown has to be established as a "destination" for people, rather than an area that simply is passed through to get somewhere else.

[189.](#) I find the survey remarkably grudging in its questions and tone. Where is the sense that this is not just an opportunity for municipal beautification but a chance to generate more economic activity in the downtown area? Every year the Stratford Festival must reinvent itself to keep the money flowing into this community. Council is foolish if it doesn't recognize that it should be just as focused on doing its part in investing in the city's assets, attractions and charms. Preserving asphalt and idling buses in the city centre shouldn't be the top-of-mind consideration in the municipal vision!

[190.](#) I suggest concrete paving of the entire trapezoidal area behind city hall (longer lasting, more attractive and would set apart and tie together the "square" from a visual point of view). I also suggest widening the central boulevard by a couple of feet, replacing the meters with pay-and-display machines, and including tree and shrub plantings.

[191.](#) Market square should be designed with European squares in mind. Functionality is essential. The re-development of the square would enhance Stratford's beauty. As it stands, it's a real eye-sore and wasted space.

[192.](#) as a visitor to markets in St. Catherines, Toronto and Ottawa and the street based versions now just about every where, I can say after 18 years of visits to Stratford that the current area is at best awkward. Make it the liveable breathing heart.

[193.](#) Stop spending money on all these consultants and just do something! This issue keeps on being revisited and nothing gets done.

[194.](#) Move the buses to the train station to make it a Transportation Center for the city.

[195.](#) It's like you want to do something with it but really don't have a clue what! You're providing solutions and looking for the problem. There's no pressing need for any of the things mentioned. A water feature? Lol. We have the Avon river! Low it and you've got a skating rink.

[196.](#) It's like you want to do something with it but really don't have a clue what! You're providing solutions and looking for the problem. There's no pressing need for any of the things mentioned. A water feature? Lol. We have the Avon river! Low it and you've got a skating rink.

[197.](#) Keep parking and one lane at south side of market square. Create one way system for pedestrian safety and enable angle (more) parking on nearby streets.

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[198.](#) Keep parking and one lane at south side of market square. Create one way system for pedestrian safety and enable angle (more) parking on nearby streets.

[199.](#) Don't waste money on something that will be used initially and then forgotten about, like a skating rink or a splash pad.

[200.](#) There's a vacant building on Erie/St P, not used, opposite Needles. Buy it, turn it into the bus depot. It's close enough to the town centre, would bring more traffic to that area, and would remove an eyesore.

[201.](#) Please make car-free areas (pedestrian/bike only with bike racks) a high priority; out-door seating for cafés with outdoor performance space; please move the Stratford Market (Saturdays) to the downtown.

[202.](#) I believe Market Square should be spruced up so it is attractive with small trees, flowers, etc. Repave perhaps with some brick, keep most of the parking spots, maybe change meters to be more attractive and match lights.

[203.](#) A detailed master plan is essential that includes whole area from Ontario St to Railway tracks.

[204.](#) Busses and parking inhibit development of area in its current configuration

[205.](#) Part 2 question 7 requires more than one answer, civic beautification results in civic pride which is lacking now and should be a huge consideration. Part 1 question 7, redevelopment of market square should be a priority, not something that other priorities need to move for.

[206.](#) put the buses at train station and have a true transportation hub then there will be less aimless loitering and more focused and inspired gatherings I people. Have a stage for world class performances building on Stratford identity as premiere arts town

[207.](#) Move the busses to the empty cooper lot

[208.](#) Include bike parking facilities. The suggestion to have the buses intersect en route seems viable and would solve the question of where to have a terminal. It would also diminish pollution downtown.

[209.](#) I like the idea of dedicating the space at the front of City Hall to be a gathering space that can be used as a pedestrian piazza, much as you see in Europe in front of major public buildings. I think it is important to retain as much public parking as possible behind City Hall.

[210.](#) I was informed by the planner that you have the documents that I presented to Council. this concept of the square at the front was generated since costs to relocate the buses and the parking seemed to be an issue. this concept is driven by where the pedestrian paths converge and cross. This concept permits a trial development this summer before major funds are invested to make it permanent.

[211.](#) look at Museum Platz in Amsterdam, Singapore's waterfront, Vancouver, any piazza in Italy or Spain for inspiration. Some protected areas - from wind and rain.

[212.](#) I support the PLANT design that won the competition. Enough consultation, let's get on with it.

[213.](#) Besides benefiting the local community, it will draw additional tourism and set Stratford apart from other communities. The investment will pay off for generations to come.

[214.](#) I am ready for the city to take action on this development as soon as possible. I think it can create a beautiful, unique community centre for Stratford and encourage business and residential development in the core.

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- [215.](#) Look to old-world Europe for design inspiration to preserve Stratford's antiquity. Employ more modern technology to ensure longevity. Take into consideration eco-conscious methods. Look for opportunities to create self-sustaining jobs.
- [216.](#) Any cities that I have visited (most recently, Freiburg, Germany) that do not allow cars in the city centre, are full of people: walking, meeting, playing, sitting. The shops are bustling and people talk to one another. It's a good way to live.
- [217.](#) St. Augustine Florida has a beautiful multi level parking garage located about a 3 minute walk from their historic downtown. It looks beautiful, fits the local architecture and parks hundreds of cars. We need more than 3 hour parking at meters, because dinner and a play take more than 3 hours. A structure like this on the existing Cooper lot is a short walk to the downtown and would eliminate parking and open up more space for retail, food trucks, etc. The bus terminal could be connected to such a structure. We need to make downtown a 12 month city, not just a summer time location.
- [218.](#) I hope you have looked at and collaborated with other Canadian communities with "pedestrian only" streets not only for ideas, but for a better understanding about the process these cities have already gone through - challenges, successes, etc. I'm thinking of Kensington Market in Toronto, Sparks Street in Ottawa, Montreal, Vancouver, Halifax, etc. There are many examples in the US, too. There's no need to reinvent the wheel when successful working models already exist. We can draw upon this and adapt to our own needs/vision.
- [219.](#) It may be a good idea to break down community fundraising into small, focused goals. Eg a fundraiser to purchase five young trees, or a new bike rack, or a paved path - something community groups can take ownership of.
- [220.](#) I cannot help but think that the buildings on Wellington St., Market St. and Downie will be a greater source of tax revenue if they no longer face what is now a large and essentially ugly parking area! This could be city development at its best.
- [221.](#) I believe repaving and a general sprucing up is fine. with parking as tight as it is we cannot afford to lose parking spots.
- [222.](#) make market square pedestrian friendly by not allowing cars in that area.
- [223.](#) As for those darn buses, people can be dropped and picked up near the square, the 'standing or parking' buses should be away from the core....the Cooper site would be perfect!! You can't always account for every dime to bring u an accounting ROI...but when u see people gravitate to walk around the lake and then set that beside the current market...I See a huge disconnect.
- [224.](#) As for those darn buses, people can be dropped and picked up near the square, the 'standing or parking' buses should be away from the core....the Cooper site would be perfect!! You can't always account for every dime to bring u an accounting ROI...but when u see people gravitate to walk around the lake and then set that beside the current market...I See a huge disconnect.
- [225.](#) Please don't take down anymore trees. Please try to consider the natural wildlife (if any) Please plant more trees -A nice water fountain or Wish fountain isn't a bad idea either!
- [226.](#) no
- [227.](#) Please include a Starbucks coffee shop.
- [228.](#) No.
- [229.](#) I think you should keep the kind of rustic look that down town offers but still

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revamp the area.

[230.](#) A startbucks is greatly needed!

[231.](#) I think Stratford really needs a pedestrian-friendly space downtown to walk, talk, eat, shop, and enjoy nature (trees, etc.). There could even be a permanent structure or two built right in the square.

[232.](#) Put a Starbucks in the market square, it will bring loads of kids from central to it at lunch and in the summer and winter months.

[233.](#) It would be nice to give the market square a face lift, while keeping the classic and elegant style of the original buildings.

[234.](#) A Starbucks and Taco Bell would be fantastic I would probably go downtown at least once a week.

[235.](#) We should put in a Starbucks, because it's fairly popular and we have enough Tim Hortons. We should add in more stores for teens to shop at such as Forever 21, H&M. ect because it is not as expensive as the tourists stores around and we do not have enough. Like at all.

[236.](#) have teens in mind. There's nothing for us to do around here and it would be nice to have somewhere. :)

[237.](#) Put a Starbucks in!

[238.](#) I think they should build a starbucks and maybe some more teenage clothing stores so that way most teenagers don't have to shop out of town.

[239.](#) I think that there should be more stores for the age group of people under 21 because I think personally that down town Stratford is more directed to older people

[240.](#) Don't spend money on something that does not require fixing.

[241.](#) Add a shopping outlet mall

[242.](#) Add a shopping outlet mall

[243.](#) No I'm good

[244.](#) Lots of cafes/ coffee houses

[245.](#) Connect to the River where there is already a park system. Do not duplicate what is already available in the City. Move the bus terminal and add a pleasant bus stop near the City Hall.

[246.](#) Why do it?

[247.](#) Be cost efficient.

[248.](#) no

[249.](#) N/A

[250.](#) make a big parking lot themed ammusment park called "park land"

[251.](#) Stratford needs a comedy club and what better opportunity than to use the re-development of market square

[252.](#) naw man that aint me

[253.](#) As many trees as possible to help to shade the area and to provide for the environment.

[254.](#) market place is a place for people to park, wait for busses and/or sell \$10 worth of shit on sundays. nothing you could do would make it better. but nothing you could do would make me go there for "fun"

[255.](#) beaver tails

[256.](#) a beaver tails place would be good because people love beaver tails its a tourist spot and everyone loves beaver tails. it could also be a truck

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[257.](#) make sure the side walks aren't too high so people can get up on them easier than before. you should fix the roads not put that black tar paste stuff on cracks.

[258.](#) no

[259.](#) we should have beaver tails

[260.](#) Don't get rid of Revel!!!!!! It's the best coffee shop in town.

[261.](#) Move the buses away from city hall. They take up too much space, and would benefit everyone if they were moved! The buses, and people who take the buses, cause a lot of drama and are very scary. Also, with the large amount of smokers, they scare away tourists and citizens of Stratford away from downtown.

[262.](#) I think that the addition of grass, trees, and other greenery would be a safe environment, and would draw more citizens and visitors to the downtown core. Also, I think that family friendly activities should be added, such as a water feature, to make the area feel safer and more accessible.

[263.](#) rtb

[264.](#) beaver tails and stripers

[265.](#) Make downtown enjoyable by having food, cafes, and lots of trees and grass (like some neighbourhoods in Paris)

[266.](#) It should be a family friendly open space for people to come together. It would bring more people into Stratford if the infrastructure would pay tribute or stay true to its charm but unique at the same time. I'm thinking of the great open spaces of cities like Venice or Central Park in New York. I know those are on a much greater scale projects but it's the overall atmosphere that should be considered. Inviting, social, have seating areas. It doesn't have to be anything fancy, just some benches here and there.

[267.](#) Sure. Move the buses to the VIA station, close Wellington and Downie to one-way, and tell council it's time to step up and make decisions.

[268.](#) Make this space multiple uses, keep the parking and buses, but reconfigure the space to be used for weekend markets and annual festivals/celebrations

[269.](#) Fresh air, walking, relaxing in the outdoors are all so important to us. The city has lots of parking on other streets--people will get used to having to walk a bit--it is good for them. Also, the buses don't have to wait there--they can follow routes and people get on and off at bus stops--transfers can be issued by drivers. A city the size of Stratford does not need a formal "terminal."

[270.](#) Leave the buses at the back of City Hall. It is a convenient location for people, especially seniors and those with disabilities to shop downtown. Festivals, need for rinks, etc. do not happen every day nor every week so why inconvenience the citizens of Stratford for something that happens only occasionally or seasonally. Fixing the road, putting up a couple of pergolas to provide shade, some planter boxes which require minimum maintenance would all improve the appearance of Market Square without disrupting normal day to day use.

[271.](#) No more money spent on studies and consultants. Whatever is done, the congregation of rowdies in the downtown must be discouraged. Too often older people, women particularly, do not feel comfortable around City Hall and these loud, rude individuals.

[272.](#) I think that when developing the market square you guys should be implementing a green way of living. Focus on being Eco-friendly and getting people excited about the newest ecological technologies that can be put to use in the community.

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[273.](#) Shopping stores for teenagers too, outdoor meeting areas and coffee shops would be a huge hit with the teenagers as well as food trucks (we all love food). Having festivals would be cool too, especially having a tone in the summer, or concerts.

[274.](#) The question of parking has arisen again and again. I see an elevated 2-storey parking facility on George Street through to St. Patrick St., removing the present Police Station (Justice Administration Bldg.) and relocating it and its complement of vehicles more suitably away from the business and entertainment centre. At a latter date, as Phase 2 of the development, plan to erect a second elevated parking garage across St. Patrick next to the University of Waterloo campus, including a pedway joining the upper levels of the two garages. (The advantage of these facilities year-round will be obvious, I'm sure, and could provide excellent alternatives to merchants for long-term permit parking through the year.) These garages would also be ideal for patrons coming to the theatre through the season, being so much closer than present parking allows. On Market Square itself, while keeping the buses there (which have a washroom accessible for those waiting), provide a canopy along the back of City Hall to provide cover against weather year round (sun, rain, snow). Remove the parking in the square and shift the line of median towards the City Hall by the length of those parking spaces, defining it with decorative bollards. Create then an open plaza with appropriate finish (stone, brick, cobble stone, etc., and planters and water feature, designing that space to become multi-purpose/ portable for festivals, market, sidewalk cafe-style extensions of restaurants along the south side of the plaza. Lighting, decorative and utilitarian and security alike year-round will be important, as will hook-ups for sound.

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[320.](#) parking downtown is difficult now and the idea of losing all those parking places is very bad idea. the shops downtown will not benefit by a pretty garden area when there is no parking and no bus transportation either. The year-round residents and the stores will suffer for the benefit of the tourists

[321.](#) think big love the European squares

[322.](#) Build a car park downtown away from the Square but accessible to the businesses downtown.

[323.](#) Build a multilevel parking facility slightly outside the core, Less parked cars, and less bus exhaust will encourage everyone to enjoy the space, better for tourists, business owners and residents

[324.](#) I definitely want to have a market there. Let's get on it!

[325.](#) Stop giving undue emphasis to the buses and cars. Start thinking about people. Their needs supersede everything. Have the courage to do something; at this point, almost anything will be an improvement.

[326.](#) Move the bus terminal to away from City Hall and put a good stop with shelter at City Hall. Connect the city hall to the river where there is already a good park system and set up.

[327.](#) Do only what we have funds for

[328.](#) We don't need to keep up with the Jones.

[329.](#) at the very least, the buses should be moved while providing downtown bus stops. i have gone into city hall and have had to hold my breath due to the exhaust fumes from the buses (inside the building)!! not healthy for visitors nor the workers inside the building!

[330.](#) Look at the Ryerson university outdoor skating rink as concept for rink (it looks like a nice water feature not a boring rink). Look at traditional Mexican town squares such

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as those in San Miguel d'allende or Dolores as inspiration for market square. These places attract so much foot traffic that they build community and dramatically improve commerce in the nearby shops.

[331.](#) Develop the parking on Erie into 2 tier lots so create more space for the central core behind city hall where tourists and locals can gather.

[332.](#) Development must not hurt local businesses. Should include any required maintenance or restoration on city hall.

[333.](#) From a business perspective, the redevelopment of Market Square is a no-brainer - wherever in the world that squares have been developed as attractive, well-designed, people-friendly sites, the quality and quantity of business increases. If you look at the current Market Square, we have many marginal, low appeal businesses just hanging on (or turning over) - mainly, just because it is not an attractive place for people, but a parking lot/bus station that repels people who want a quiet, appealing shopping or dining experience. It is a mystery why this has not been done long before now, when the business case is so strong.

[334.](#) There is a will and desire to see Market Square significantly re-designed. Lets stop all the surveys and foot dragging and lets have City Council show some long term vision and leadership to make real progress. You cannot please everyone all the time.

[335.](#) There should be bus stops on the streets surrounding city hall but busses and cars should not be parked in the market square. The city owns the cooper site where multi-level parking buildings can be built. A parking shuttle could be provided at high tourist season.

[336.](#) Why try to make a "silk purse from a sow's ear?" Too many bldgs. are in sorry shape around Market Sq. now - and are potential fire traps. Get some of those owners to spend some of their \$\$\$s. Don't use mine till they do.

[337.](#) do not believe that a park in place of Market Square would be of any use to the local people who would end up paying for it. There are benches along the existing sidewalks, if we feel the need to sit. Would just be a place for the rowdies to take over and wreck when the bars close uptown.

[338.](#) The buses need to move. They make our down town look trashy. Cooper site may make a good alternative, with stops at the new Market Square

[339.](#) Parking for theatre patrons during peak season is difficult at best for downtown theatres and restaurants. Additional convenient and inexpensive parking is already a requirement and if present parking spaces are lost this will become an even more critical issue from a customer satisfaction perspective.

[340.](#) Phase the changes in over time - its more important this gets done rather than quickly - the space should be people friendly and encourage all season use.

[341.](#) I see George St - Downie to St. Patrick become one way from Downie to St. Patrick for City Buses ONLY (closed for all other traffic) and use it for the Bus area - build a small terminal in the George St. parking Lot. The south side of Market sq. should remain as it is with one way and parking as it is. Traffic lane slightly narrowed and widen the south sidewalk along the store fronts.

[342.](#) Take the design from the Waterloo college that is here and do not hire someone when we have students here with fresh new ideas that could be set into motion and save some money . Why do we need to hire more people to look into what is best for Stratford. We have been doing this for years putting it off know that we have some funding from

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Walmart lets get with it and use the money before it's too late because we have sat on our hands and done nothing which our city council is good at. It seems no one wants to commit to anything, it seems no one wants to be held responsible for doing something.

[343.](#) Remember what winter does to surfaces. Every time I go to the Festival, it irks me to see ugly warning stripes on all the stone insets in the sidewalks because they heaved in the winter. Erie Street with its tacky heaved red bricks and rotting benches and oddly caged gardens.

[344.](#) Keep long term operating costs low, it is not the capital cost of these projects that impact the annual budget, it is the running costs

[345.](#) It would continue to make us a place where people matter and that we are different than so many dead downtowns

[346.](#) I drove city bus in Stratford and have always thought the Market square was being wasted. The bus terminal can be at the Cooper site or somewhere else close to city hall but does not need to be directly behind the building.

[347.](#) Plenty of sitting areas Signs/maps for tourists to find their way around Have local businesses sponsor benches/flower arrangements/kids' garden etc Have a demonstration area for local businesses to ply their wares

[348.](#) Extending the charming ambiance that already flourishes in the heart of Stratford will have continuing, long range benefits.

[349.](#) Although the development of this area is a lovely idea, I have two significant concerns. First, is the cost. Our taxes are already very high and we have other priority projects that must get done. We cannot afford this. Second is parking. There already are issues with finding parking downtown. I do not own a business in market square but I frequent businesses there regularly. If I had to park somewhere else and walk, I would not do that. Most of the time I am having a quick lunch or running errands downtown so I need to be in and out quickly. What about seniors and those with disabilities trying to access these businesses but there is no parking close by? I feel that this development is more for tourists and not considering practical concerns such as financing and parking that will have a great impact on Stratford residents who will also have to foot the bill for this project.

[350.](#) The space around the market should be a vibrant place for people to gather, to shop, eat, listen to music ... I think it is important that the buses either continue to come to the market, or if not, very close by. We do not want to discourage people from coming to the core.

[351.](#) Implementing one way streets in this area could free up spaces for parking.

[352.](#) Focus on the front of city hall would be more prudent at this time. Developing the rear can come at a later date when funding permits.

[353.](#) I have been very interested in downtown for decades and think the 'Robert Ritz proposal' that develops the front [first] is absolutely brilliant!!! It is cost effective. A tree-lined meridian will start improving the back and the square can be expanded at the back as the city sorts out broader issues of parking and buses which would probably mean an Erie Street development. Most of the plans [Plant Architects] are far too elaborate and not flexible enough.

[354.](#) I prefer development in front of the City Hall area with a reduction of traffic on Downie to IMPROVE pedestrian access to businesses in the Albert Street/Downie Street busy intersection where, year-round, people cross continually and in a variety of ways.

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The busing can be taken care of later, when funds become available.

[355.](#) Police Station move to exist Legion Site with new build & parking garage on first level. Bus Depot to exist Police Station Site with new build for transit hub/washrooms etc. All of Market Square blocked off with weekend outdoor food vendors and entertainment.

[356.](#) phased approach, pedestrian access to multiple locations around the city

[357.](#) -1'

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[406.](#) I believe that there is a lot of merit in Robert Ritz's proposal

[407.](#) Aim high with a vision that can be effectively promoted to funding sources. This is a world class opportunity to be unique. Related studies (infrastructure, buses, parking) should be completed as input to the decision making process. For greatest success, build on Stratford's strengths (theatre, railway heritage, university, digital, tourist), providing a site with 4-season flexibility to accommodate complementary uses. Use this as catalyst to revitalize downtown core.

[408.](#) Better downtown=more people=more businesses=more taxes. Its not just an expense- it has a lot of benefit, and is consistent with the parks decision made a century ago.

[409.](#) retain one row of parking and one way traffic along the store fronts on the square but remove busses and the other two rows of parking. Utilize the pace as open piazza with built in seating for informal gathering. Allow the shops around the square to spill out into the square if they wish and perhaps license their space and pay rent to the City to use it. Greenery is needed it is windy/hot or cold in winter. It needs to be flexible to allow for events like food trucks, Canada Day, Market etc to liven up the space. It doesn't need to be another park - we have a great park system but more of an urban european piazza style. NO skating rink but perhaps water feature in summer (more of a recessed reflecting pool than large water fountain that woud compete with City Hall). Good design is critical - we've all seen how bad urban design drives people away. It has to be built and designed as a people space without compromise or it will be a huge waste of money if its unfriendly, the wrong scale and people don't use it. It doesn't have to be complex structures and expensive skating rinks. Some of the best squares in the world are stone and trees and the caffes provide umbrellas, tables etc to animate the space.

[410.](#) I do believe that moving the buses alone will be a great contribution to the overall quality of the downtown core as they are very noisy while idling.

[411.](#) I have studied and designed public spaces. Successful public spaces provide flexibility for use by groups of different sizes and events. They draw people in with food, buskers, music, gathering places for small and large groups. They can accommodate seasonal events (a summer water feature becomes a winter skating rink) They provide flexibility in the seating options, staging options for entertainment and gathering options for various sizes of groups. Cost is not the biggest obstacle. Less is more in the design of good public spaces.

[412.](#) I have reviewed a proposal and plan by Robert Ritz Architect that is sound, cost effective, and stunning for our Heritage District.

[413.](#) Look at the old pictures -- it has always been for parking and shopping etc. Keep it that way. Add some trees if you like but leave the rest alone, PARKING, PARKING,

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PARKING IS WHAT IS NEEDED.

[414.](#) Use Frankenmuth as a vision for this project when redesigning the core

[415.](#) Use Frankenmuth as a vision for this project when redesigning the core

[416.](#) The Ritz proposal is the best I've seen

[417.](#) Tourists are aging. Parking is already an issue downtown. Especially for those who require handicapped parking. So a part of the redesign must include additional parking. For the residents and folks who shop and dine in Stratford during the off season, our winters are brutal. It is unrealistic to think folks are willing to walk very far when running errands downtown.

[418.](#) 5th avenue in Playa del Carmen is a good example

[419.](#) Make sure you have good, affordable, even healthy businesses that can cater to the University/College students that are starting to live in Stratford (especially students in the GBDA program at the University of Waterloo). The more innovative, charming, and unique the Stratford Market Square is, the more GBDA students will want to go to the Market Square instead of simply sticking around campus.

[420.](#) I think market square located at the front of city hall makes the most practical, financial, and beautiful sense. The steps of City Hall would make a perfect back drop for a square. I believe there was a local architect Robert Ritz? who put forward a similar idea?

[421.](#) Growing up with pedestrian zone market squares I know that its best to keep it simple, elegant, and functional. A water feature at the front of city hall to replace the long gone tree. Open space at the back. Plant some vegetation, but mostly just let the market happen organically. Make sure its easy to to adjust for multi-purpose events.

[422.](#) If it's not feesable to keep buses behind city hall, a portion of the Cooper lot could be a bus hub

[423.](#) Take a look at Schweinfurt, Germany's downtown core operates. They allow transit access only with all other traffic being pedestrian. The buses travel very slowly through the downtown and do not show up all at once but in intervals, so as not to congest the area.

[424.](#) Most towns,villages and cities in Europe have at least one square in the core where people can relax, eat, have a drink and socialize. Cars and buses are elsewhere without any detrimental affect on business. Stratford's market square is an eye sore and a waste of what could be a beautiful space.

[425.](#) Typed notes provided

[426.](#) See handwritten notes

[427.](#) I feel we have plenty of parkland for city festivals to be held at. I worry that there isn't sufficient parking downtown right now. A square would reduce needed parking spaces. I also worry that a treed park-like area would become a hangout in the evenings and throughout the night.

[428.](#) The square should be a unique, welcoming space that reflects the heritage, meeting and commerce space it started out to be. Parking should somehow be moved away from this area so that it is free of car/bus/truck fumes.

[429.](#) Keep all streets open, however, Wellington St. could be one way going south for a block to Market Square and Downie Street beside City Hall either closed or one way going north

[430.](#) Go do something meaningful to benefit the over taxed citizens of this town.

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[431.](#) I think of Spark Street in Ottawa and a European Model which has family values and Human Scale. This could strength our downtown commerce and create many additional advantages to add to our Tourist Experience! Heritage meets modern with add greenery and pedestrian safety.

[432.](#) See above -- Also require uniform, classy fronts and signs on all businesses in the Downtown Core.

[433.](#) The R Ritz proposal offers a lot at minimal cost. It converts an area from traffic to pedestrian in a way that regulars will soon learn to navigate around without much detour

[434.](#) The proposal put forth by Rob Ritz achieves the balance that many residents are hoping for. It maintains much needed parking spots behind city hall, as well as adding some along downie street, while also creating a lovely European-style pedestrian friendly green space that will be enjoyed by both residents and tourists alike! I am extremely excited about his plan!

[435.](#) Permanent plantings etc. are not necessary. It should be an adaptable, open space for people to use throughout the year.

[436.](#) The concept of beginning with the development of the front of City Hall as a mass gathering place with the focus of the steps of City Hall as a presentation site appears financially feasible. The back may be developed when the bus and parking problems are solved and money is more readily available.

[437.](#) I think the development of Market Square should be done in conjunction with the Cooper site so that parking solutions and resources can be shared and coordinated - so that they work together and not be redundant or in competition with each other. - Have a complete vision for the downtown area.

[438.](#) The development of Market Square is vital to Stratford's future.

[439.](#) Close off traffic travelling EAST <-> WEST behind City Hall and fraction of the parking can be retained by using both sides of Downie and Wellington.

[440.](#) should be open to pedestrian traffic... the corners are busy, and not safe for pedestrian crossings the way it is set up now... there are blind spots for drivers turning heading west from albert st. by the royal and a real blind spot to the left in front of Canada Trust.. the road has a dip in it and I have seen many close calls at that intersection... cars should only turn right.

[441.](#) Make Wellington & Downie one way streets. Add parking on both Wellington & Downie Remove Market Pl. Streets.

[442.](#) nope

[443.](#) no

[444.](#) leave it the way it is

[445.](#) Keep the buses at cite hall plz

[446.](#) Keep the buses at cite hall plz

[447.](#) no.

[448.](#) I would like a place for teenagers to go that is friendly and safe. There are no community places that teenagers gather in like they used to in the older times. Instead, we're sitting inside on mobile devices. Making a teenager-friendly Market Square would benefit our teens in becoming involved in the community and each other. Also it will be a nice place to welcome tourists into Stratford.

[449.](#) Keep the buses at cite hall plz.

[450.](#) leave it the way it is, expecially leave the buses in the same spot, it is covient

and easy for people to locate and get to.

[451.](#) The buses shouldn't be moved too far from the City Hall. Its a very convenient place for the students at Central.

[452.](#) build upon historic and cultural attributes (market was supposed to be included in City Hall space) and geographical realities (water flowing underneath the area) include informational signage to engage and inform Places that have very successful and vibrant spaces are Auckland, Matakana and Whangarei, New Zealand, a small square near the National Gallery in Ottawa. Build upon the buildings and architecture that are existing, build upon the agricultural richness that surrounds Stratford.

[453.](#) The downtown LCBO store property is owned by the Ontario government and the building is no longer suited to that business. An arrangement could be made to take over that property at minimal cost and move the buses to its ample parking area. The existing building could also become a depot for inter-city bus services.

[454.](#) Guiding Principles: The design plan must be flexible in nature allowing for a variety of regular (daily) and special occasion usages. The design must reinforce the city's vitality. While being transformative, it must allow for continual transitions to meet changing/evolving needs -- allowing its present and future usage to continue to create and enhance our heritage: building on our past and present visions for Stratford as one of the best cities to live and work in Canada, indeed, all of North America. It must align (integrate) with the city's current strategic plans as well as a longer term (20+ year) strategic vision for the city's core, to ensure the ongoing vitality of the city, its core, and all its people (citizens, visitors, and businesses). The design should ensure the transformation of this entire area from one of congestion, clogged, restricted, unhealthy, and unbeautiful to one manifesting the following elements: Alive, Accessible; Connected; and Energized while simultaneously be a relaxed, fun, and enjoyable place to gather, shop, dine, and celebrate.

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[456.](#) Does it make any sense to move the buses to Cooper? Will car access still exist on Downie to Albert Intersection or will that be closed off? What about keeping Downie open and closing access only from the front of City Hall on Wellington Street to the back of City Hall?

[457.](#) Don't get pulled away by ridiculous, ill thought ideas (front of city hall as the site) or the nostrum that parking cannot be found off site. Keep the square simple, accessible and open to changing needs through the season. Do it all, not partially.

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- [458.](#) Retain the unique structure of city hall
- [459.](#) There needs to be a comprehensive strategic plan that would allow for the redevelopment in stages with a minimal disruption to the merchants and the ability to fund this project I would like to see parking retained along the south side of Market Square for convenience and off-loading purposes. I think this is KEY to the survival of those businesses.
- [460.](#) Pop up craft tent or some sort of activity geared toward small children, especially in winter.
- [461.](#) My main concern is that the area is not taken over by youths with nothing better to do than hang out there and cause no good. So restrictions and rules should be made that this does not happen.
- [462.](#) This is a unique focal space that has the potential to create the urban counterpoint to the parks along the river and, in so doing, enhance the vitality of the entire city.
- [463.](#) Planning should include development of an arm's-length commission (representative of the community) charged with year-round activity and event planning to maximize use of the Square
- [464.](#) Key criteria words - balance and appropriateness. Appealing to a diverse demographic without diluting a strong history and heritage, and a vibrant arts and technology vision.
- [465.](#) Buses do not need to stop at the same stop at the same time every half hour. Look at other cities.
- [466.](#) Focus more development on the front of City Hall. Make Wellington and Downie into one-way streets and provide more parking spaces with angle parking on Downie Street..
- [467.](#) MOVE THE BUSES TO THE TRAIN STATION
- [468.](#) From what I have read, I believe there is middle approach where some parking is left. As a newcomer to Stratford, I was shocked that the buses stop and idle in the market square. Relocating them is essential. Secondly the area seems very run down and thus does not appeal for shopping and waling about.
- [469.](#) The Downie/Wellington/Albert St. intersection is a nightmare for car/pedestrian traffic.
- [470.](#) Removing the bus terminal and car parking to allow for pedestrian space and beautification of square with lots of vegetation/shade trees, shops & restaurants would be my preference.
- [471.](#) I think it is important to look at what other communities have done with their Market Squares. STA could program this space effectively.
- [472.](#) move the bus transfer point to Via Rail station. no parking garage. more incentives to refurbish housing above stores. more encouragement of downtown housing.
- [473.](#) time for a change
- [474.](#) Buses can pick up passengers at either end of a pedestrian Market Place at the side of the Downie and Wellington Streets widened with bus only bays, much like the City of Guelph does in it's downtown core.
- [475.](#) I really like the R Ritz approach.
- [476.](#) Stratford is a lovely town and it is a shame that we have not addressed this yet. I can't wait until the Market Square project is completed. I love visiting these types of areas in other towns/cities and feel like we are completely lagging.

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[477.](#) I believe that "pop-up" catering in the square would be detrimental to the historical value of the space. Ken's Chuckwagon only (tradition!), please! Assist some, and urge storeowners, to clean up and restore the fronts of buildings around Market Square. Develop a signage code, as do other attractive city centres. Some small cities on the coast of Maine, for example, restrict size, and even dictate style in keeping with the mature feel and sophistication of the place as well as harkening to its history.

[478.](#) I would like to see: (1) functional bike racks; (2) all garbage bins paired with recycling and compost bins; (3) accessible; (4) inclusive for all demographics; (5) native plants; (6) solar powered street lamps and fountain; (7) incorporating patios for each of the neighbouring restaurants and coffee shops.

[479.](#) Flexible design, eg winter should maintain some parking, winter activities important such as skating, important to maintain Stratford's position as a world class designation

[480.](#) As I said I don't live in Stratford but my family and I visit regularly from Toronto, mostly for the theatre but also for fine dining, shopping, outdoor recreation, and visiting friends and relatives. The current market square is wasted space in the very centre of town. It is a shame that the city doesn't use it to promote the benefits of living in and visiting such a pretty city.

[481.](#) The bricks and mortar are important, budget etc....but if there are not regular events, permanent venue/draws, it will be a hard sell and limit success. This nuts be addressed equal in importance.

[482.](#) Give serious consideration to the ideas put forth from Robert Ritz of Ritz Architect. Mr. Ritz is a life long resident of Stratford and is a successful businessman. Mr. Ritz has an uncanny ability to capture the spirit and energy of the community; and translate these feelings and ideas into an edifice that reflects the needs and desires of the community.

[483.](#) The Market square redevelopment should include consideration of the cooper site. A vibrant, historically referenced, innovative and well designed city center, will increase tourism and improve the image of Stratford. It will entice new business, and young entrepreneurs to our community.

[484.](#) I think we need more but smaller busses - very little need for the size of bus that rides around empty most of the time. smaller busses = less space (and cost) required. Cover the parking areas with an inspired glass canopy - events and market under a roof year round. parking most of the time. People will come, transit can stay, merchants happy!

[485.](#) Do it in such way that it will be a long term attraction for decades to come. There are wonderful models all over Europe.

[486.](#) Converting Market Square to a more pedestrian-friendly space is probably best done in stages, starting with a series of temporary, event-specific closures and gradually increasing to a permanent semi- or fully pedestrian site. See Buffalo's failed attempt at an overnight conversion as an example of how not to do it.

[487.](#) If the parking is moved, make sure all the spaces are reallocated elsewhere in the downtown core area. Parking is at SUCH a premium during the summer when the theatre season is on, and losing that much parking space right near the Avon Theatre would not be smart.

[488.](#) Potentially look at a one-way road that loops past all the businesses behind city

hall that currently have parking in front of them. This would serve people with limited mobility and emergency vehicles to use as a drop off and pickup lane. It would also allow for access of deliveries for businesses if they don't already have access from the back (which I think they do). Should be limited in use though to only those that require it and the speed limit should be 10km/h.

[489](#). Closing too many roads would be detrimental to the businesses in the area that are an enormous part of Stratford's cultural rendering. Minimizing parking opportunities would also deter many from visiting the square due to inconvenience. I believe Guelph's re-development in front of their City Hall is something that should be drawn from. Carden Street was not closed, but rather made pedestrian friendly by changing the type of pavement (cobblestone style) - naturally causing drivers to slow down in the area. Parking was also provided. Ease of temporary closure of Carden Street has also proven successful as countless festivals spring up there every year. Furthermore, the convertible splash pad to skating rink draws people in from all over and creates a meeting place for people of all ages.

[490](#). MarkeSquare could become the hub of downtown Stratford and would enhance all that is great about Stratford

[491](#). It is time to move forward on this project. It really is a very ugly area now that no one wants to be in. Move the buses and the car parking - it can be such an improvement.

[492](#). Must face the river, man that's why it faces The River now, you could do 'it' behind the River but as an outsider you'll fall into the lets do something big with less, mode, play politics and end up with a half ass-ed, I can say that because you are artsy there in Stratford. Arts people want scale and sense of place and connections.... but take the lead, wake up do something that will last 250 years!

[493](#). Loss of parking spaces in the square should be kept to a minimum.

[494](#). Keep as much parking spaces as possible in the square.

[495](#). Market Square is historic to Stratford and should remain as it with improvements to sidewalks, roads, etc.

[496](#). Visit any great city in the world & you'll be drawn to squares, water features, sculpture, al fresco dining, trees & soothing greenery. The area around City Hall, especially the rear area, is Stratford's greatest untapped diamond. A world-class City, a 'third-world' mess of pavement & tail pipes at its core. Time for change!

[497](#). Be fiscally responsible BUT not be paralyzed by doubts, which lead to nothing happening. Citizens of Stratford will benefit from this initiative and will participate in supporting this much needed improvement project.

[498](#). While the design of the back-of-City-Hall part of Market Square should be designed as a whole, development should be staged; first focusing on the half adjacent to City Hall. The southern half should be developed when funding, merchant and citizen interest all support it.

[499](#). Please keep all the existing parking but make it flexible, i.e. take out the medians and meters so it can easily convert to event and market space. Move bus terminal but keep a bus stop for all routes at the front, and green the existing bus area. No rink.

QUESTION 20: Are there any other comments you would like to share?

1. We have experienced these beautiful areas in Europe and just love the way you can walk around, uninhibited by traffic. It is very inviting and I'm sure our shops and restaurants would benefit greatly. We look forward to hearing about and seeing the upcoming designs for this area.
2. Whatever you decide, do NOT leave the square like it is now. It is unattractive and looks ignored.
3. I am happy to consult and advise. Chantelle Oliver @stratfoodonavon
4. I like the way the Square is now. Yes you could move the buses, but are they really such a burden, once or twice per hour. It's compact, convenient...not sure why there is a view that this so important. Grant money seems a poor reason to upset the community for years, with a benefit that is not obvious.
5. If parking is an issue, raise parking fees. Use additional revenue generated to add a second level, to the Erie St lot. Rethink the whole bus strategy to increase use. A single transfer point is not needed. And certainly not behind city hall.
6. It would be a huge burden for the City to do alone. I think with the City chipping in a portion, the walmart donation and also fundraising by the citizens, it could be something that is feasible and in turn will bring many benefits (as above).
7. I work downtown and walk through Market Square four times a day. While it may not be the prettiest square around, to suggest that we need more green space in a municipality that has more green space per capita than almost anywhere else in Canada just minutes from downtown is insanity. Market Square already functions great for events such as the Sunday market and various one-day celebrations. I am not sure how adding structures, trees, benches and the like will accommodate the hundreds of people that go to those events. If Market Square at the back is developed, some major windbreaks are needed. I walk through there every day and it is an extreme wind tunnel, particularly in the winter. As a tax payer here, I do not want any significant amount of my tax money being spent on such an unnecessary project. While it is certainly preferable to pretty up the city, there are so many projects - infrastructure, activities for youth, affordable housing, the godforsaken Cooper Site - that require funding first and foremost. I happen to work in the department that takes parking tickets and I can advise that everyone tells us that there is not anywhere near enough parking downtown. To eliminate any spots, let alone the entire back of City Hall, would exacerbate an already serious lack of parking. While I commend the group that wishes to redevelop the square for their civic participation and beautiful vision, there just isn't money in the budget for pie in the sky ideals. And quite frankly, to suggest that moving the bus depot is going to get rid of the kids that hang around city hall is very short-sighted. If you put benches and the like in the square, there will be just as many kids smoking cigarettes hanging out there as there will be hipsters with their espresso. As is their right.
8. This committee has gone on way too long; over 10 years (closer to 12 I think) A clear simple vision needed to present to the public In those 10+ years there has been little or no interest on the part of the public beyond approx 350 people- 1% of the population . The

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plan initially put forward did not excite the community at large and did not address practical bread and butter issues (parking/ Buses) There has never been any momentum as a result. After all these years, still only 350 people approx in touch on this subject The Community as a whole needs to see a clear plan/ understand how it benefits them and have the practical issues answered And the costs to create & maintain explained.

9. This should only be considered if a solution to the lost parking (and current parking shortage downtown) is part of the development plan. Not a promise to be done in the future, but to be done before, or at the same time. Loosing more parking spaces when we so badly need more already would be catastrophic to downtown businesses, and public servants as well.

10. Behind City Hall is currently very uninviting as a parent with children. If I do take the bus with them I now try and go for it at the last minute or catch it further on it's route as there were dealers waiting for clients who owed them money last time we waited there. The space needs to be reclaimed for everyone.

11. This is not a priority for the city right now. Our debt load must be and continue to be lowered.

12. The buses will make sense to have at the University (or near there), it is still close to downtown and serves the students as well as the community.

13. I agree that the existing design is now dated.

14. Can there be clarification of who the people on the non city run Market Square committee are and what they are doing? I am really confused about this exclusive group of rich people that meet about MS but have never done anything.

15. Stratford Transit must remain as close to the core as possible. I have always thought that George Street could be transformed into the bus terminal three coming in from the West three from the East. Loading and unloading in a center island.

16. N/A

17. Please consider improving public transportation and routes, rather than disposing of it. I would happily take the bus to/from work, rather than driving, if the bus route suited my needs. Perhaps we need to shift our thinking here in the losing parking spaces as a bad thing, and increase move-ability by public transit!

18. Section 2 question 7 is lacking an important option: "Bringing the tourist sector to the next level". Tourism is bringing in a lot of revenue for the city. The longer tourist can be entertained downtown the more money it will bring to the city. Now tourist escape downtown and leave to the park to feed the swans, this is a huge wasted income potential.

19. We need to have a re-designed market square that will bring people into the core year around. There has to be a reason for people to come downtown!

20. this is so important. i feel that stratford is slightly segregated. the poor and rich don't mix. that needs to change. having a park would brighten up the whole community and bring people together. in this modern world with all this technology, this needs to happen. although we are more connected virtually, we are ever more separated in real life. i can just think of what beautiful and peaceful place stratford would be if i could come out of revel or come form a yoga class or go to the market and see greenery, people and life all around me. a skating rink in the winter would be amazing as well! what a great date that would be!

21. Possible winter skating area. Green trees, plants, Xmas market, country market

22. Do not want to see kids destroying the area it will need to be policed.

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- [23.](#) I feel Stratford's future development is in a time warp and refuses to make any significant cultural changes....which is what put Stratford on the map and made it what it is over fifty years ago.
- [24.](#) Make one way street Brunswick and Albert and put angle parking (this would create more parking close by) Bus terminal can be anywhere in the city as long as there is a bus stop at city hall.
- [25.](#) talking about trees alot to add in, but this is mostly a paved area. Kinda hard to do this and not worry about future costs as the trees grow, I am all about being green, but trees can be planted elsewhere.
- [26.](#) Question 8 states ' hose people'
- [27.](#) You need to address the current parking shortage before taking away spaces. The River is a 5 min walk from there, you should utilize that space for festivals and such. The locals use the busses, and the seniors appreciate the location.
- [28.](#) Having the bus stop there is a real travesty. It detracts from city hall, and the area, and encourages folks to loiter. On my first trip to Stratford, I thought it was struck by how majestic city hall looked from the front, and how seedy it was in the back. Now that I live here, I have gotten used to it, but it really isn't consistent with the rest of the downtown core....
- [29.](#) More parking at a reasonable cost is a must to keep downtown vital.
- [30.](#) Market Square is tired looking, sad, rundown and empty. We need to inject life back into this potentially beautiful and historic area. Let's make the Square a place we can be proud of.
- [31.](#) Let's stop discussing it to death and start the process. It would be great for all of us to have a welcoming, beautiful, people friendly market square.
- [32.](#) the "bang" 4 the buc is not there-similar to all municipalities -txpyrs R not getting monies worth thru no fault of municipal employees whom do the best they can(given by the guide lines of work performance policed by the all encompassing union mentality of "more for less")
- [33.](#) you can over think - just begin.....
- [34.](#) We elected a council we trust and we trust them to move forward and get the job done now.
- [35.](#) We have had enough consultation and debate over this issue. Let's ensure that we finally develop a vision from this process, commit to it and make it a reality!
- [36.](#) don't spend all your money on consultants
- [37.](#) an opportunity to really upgrade our downtown experience !! albeit, most probably in a phased approach.
- [38.](#) It is hard to pick a single, significant development in Market Square. Obviously, city beautification is a definite benefit as well as offering a meeting space for not only the community but also for our visitors . I would suggest that parking by in the downtown area - but not in the market square. On suggestions that how this should be funded - I did click on moving money away from other city priorities - but it would certainly depend on what priorities they were going to take the money away from.
- [39.](#) This issue has been discussed for more than 10 years, there have been excellent suggestions and designs as a result. Why this procrastination? In the meantime, a lot of time and money has been wasted by way of price increase and costly, wasteful, duplicated studies like this one for which you, again, want our input. Get on with it!!!!

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[40.](#) The buses should be moved from May to October and returned for the winter months to best accommodate the passengers in inclement weather. The same could apply re: parking. Remove the meters so it could be a pedestrian mall from May to Oct and then offer free parking in that area during the winter. There should be plenty of trees in movable planters, new, attractive, perhaps victorian style light posts and, as I said before cafe permits for both coffee shops and licensed eaterys. Make it a festive, welcoming, sophisticated spot as befits a festive, welcoming sophisticated city.

[41.](#) I appreciate the City of Stratford's continuing effort to make it the best city in Canada. Renewing and creating public space that emphasizes the unique beauty and community makes me

[42.](#) I believe this will not only make Stratford a even more beautiful place to live, but it will bring those who don't visit the downtown core to the downtown. Offering a relaxed place to enjoy local food and drink and local entertainment. It's a win for local and tourist alike. Thank you for allowing us to take part in this survey

[43.](#) The Keith Culliton's and others who have NEVER travelled anywhere and don't see the benefits of a central market square positioned for PEOPLE and NOT for cars and buses, should be HUNG publicly in that same square. I would gladly officiate.

[44.](#) I visit Stratford in the spring summer and fall every year for the festival and always feel at home in this lovely city. I have noticed lately that kids with skateboards are hanging out near city hall...I think a renewed use of this area will discourage their presence

[45.](#) Need more parking downtown i avoid it in the summer because its too busy

[46.](#) Please! Get on with it already... Travelling frequently in Europe and North America, I've seen how civic pride, tourism, and business opportunities are all enhanced by beautiful, pedestrian downtown cores. We have one of the most interesting possibilities in all of Canada that is completely hijacked by idling buses and asphalt... many thanks

[47.](#) Creating a better space in front of city hall is my preference. Leave the back as is with parking and periodic closure for special events. Rework the streets around the banking corners for accessibility parking only.

[48.](#) We have beautiful parkland around the Avon and Lake Victoria and do not need more in Market Square. What we need is parking so that people can come downtown and enjoy the beautiful parkland and shops and dining we already have!

[49.](#) flowers trees grass English garden in the centre of town...make it truly a Garden City!

[50.](#) Let's actually get something done! Too much talk...too long.

[51.](#) It is pleasing that this is an issue being discussed, because it as an issue that really affects locals. Too often is city council too focussed on tourism and the festival, it is encouraging to see you support those who inhabit out city 365 days a year.

[52.](#) This have been talked about for many years, just as the CN Shops, with nothing being done. Just do something!

[53.](#) More kid friendly options (parents can come to theatre's and kids enjoy kid time), more low income housing as stratford is notoriously very expensive

[54.](#) I am very disappointed that previous work done by well placed, highly intelligent and passionate people has been disregarded.

[55.](#) There are many areas in the City, including infrastructure and social services, that

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reserve funding far before this project. This is a waste of tax payers dollars. We need to make decisions on the Cooper Site first as it will have a domino effect on other decisions such as Market Square, Erie Street Parking, location of possible bus terminal, etc.

Council needs to focus on more important issues than "another pretty park. "

[56.](#) I think this is a waste of resources. Time, money etc. Let's focus on real issues and promote what we have already. One of the most beautiful well maintained park systems around and we are talking of putting a park in a parking area. Let's get back to reality Stratford!!!

[57.](#) For years our council ignored the need for upgrades to the sewer system. We pay for their ignorance. For years they have wasted precious resources on the Cooper Site, which has apparently gone nowhere. In the 42 years I have lived in this city, and the 16 I have owned a home and payed taxes, not one bit of roadwork has been started or completed on the south end of of Railway Ave. I am sure we are not alone. In fact I drive the city streets. I know they are in poor condition in a lot of ares. I would hope that the survey somehow shows that the everyday blue collar workers, who pay high taxes to live in this city, don't find the marketplace a priority. For once those of us living off the beaten path, out of the eyes of tourists, would like a smooth street to drive on. It has narrowed greatly over the years. I assume the lack of sidewalks and curbs are not helping. I can only assume that this will fall on deaf ears, since I, like many other residents are merely a number on a tax receipt. But I thought I'd share my two cents.

[58.](#) For years our council ignored the need for upgrades to the sewer system. We pay for their ignorance. For years they have wasted precious resources on the Cooper Site, which has apparently gone nowhere. In the 42 years I have lived in this city, and the 16 I have owned a home and payed taxes, not one bit of roadwork has been started or completed on the south end of of Railway Ave. I am sure we are not alone. In fact I drive the city streets. I know they are in poor condition in a lot of ares. I would hope that the survey somehow shows that the everyday blue collar workers, who pay high taxes to live in this city, don't find the marketplace a priority. For once those of us living off the beaten path, out of the eyes of tourists, would like a smooth street to drive on. It has narrowed greatly over the years. I assume the lack of sidewalks and curbs are not helping. I can only assume that this will fall on deaf ears, since I, like many other residents are merely a number on a tax receipt. But I thought I'd share my two cents.

[59.](#) Stage 2-.Expand pedestrian mall to both sides of Market Place. Provide parking nearby-not a fan of parking garages but may be needed. Must be safe, fully accessible,aesthetically pleasing to the eye, blend in with the current landscape & be self sustaining. Section 1-#8 cont.-reason 4 -attending theatre

[60.](#) I think time is of the essence in sourcing both government and private funds to make this important project happen.

[61.](#) Please choose wisely....and consider all reasonable options. We want something that will be beautiful now and in the future. Consider looking at parkettes in European cities where they are plentiful...what do they contain, what makes them beautiful and attractive??

[62.](#) Close Market Square to traffic, possibly leaving Wellington and Downie open. Smaller buses to be more efficient and easier to manoevre.

[63.](#) Do not ruin the businesses down town during construction.

[64.](#) Do not ruin the businesses down town during construction.

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- [65.](#) As someone who owns his own media production company in stratford(Eyecon Media Inc), i would like to do anything i can to help spread the word and beauty of stratford. i feel an open area only for people and not for vehicles would be absolutely amazing for our city and for those who live here and visit.
- [66.](#) As long as the city continues to gouge downtown users for being 5 minutes late to their parking meters and as long as the city continues to gouge in property taxes, their market square is not likely to mean anything to anyone but tourists and downtown merchants. It's not a friendly place to be when you actually live here.
- [67.](#) it is appalling that it is almost impossible to eat outside in summer on Ontario Street due to deafening traffic noise, thanks to Council allowing heavy trucks and endless motorcycles to roar along it. Can they not be diverted ? Bad for businesses lining both sides of the street. Anyway, cafes and restaurants in a traffic free new Square would offer a welcome alternative to both visitors and locals. The outdoor/Festival season is short. Let's make the most of it !
- [68.](#) Market square should be closed to all vehicles and redesigned as a pedestrian park within the city centre. It should be a gathering place for the community with the present vendors, market and surrounding shops incorporated. It should also have a stage or outdoor bandshell for events, and it should be a green space that promotes a healthy lifestyle.
- [69.](#) As a citizen I took part in the market square consultation 10 years ago. We voted on a vision that was in keeping with the heritage nature of our downtown core. When I travelled east this summer I was impressed with the beautiful parklands created in city centres from here to Newfoundland -- comparing them to Stratford's showpiece -- a parking lot and bus terminal. I still had hope that, some day, the vision voted on ten years ago, would be realized. Imagine my dismay when I returned to Stratford to learn that council had decided to revisit the classic, timeless, heritage design that was legitimately chosen by the citizens. Councillors, whom I rarely see on Canada Day and never see at the Sunday market, had made this decision. Worse yet, they dismissed the company that had legitimately won the design competition -- even though that company had offered to make whatever adjustments the city and its citizens wanted. Perhaps this survey process will eventually lead us back to a design that is fitting for our city and will attract people and businesses to the downtown core.
- [70.](#) It's not directly related to the Market Sq. development, but the current practice of closing off Wellington from Douro to St. Patrick when the Square is in use for a festival is over-kill and makes the square less accessible not more. The summer Slow Food Market shows that there's no need to close off the adjacent streets when the Square is in use.
- [71.](#) Walmart has committed a very large sum of money to the revitalization of the core...use the money! Move the buses to the Cooper site. Thank you for moving forward with this! So important!
- [72.](#) A century after the fact, people still marvel at how R. Thomas Orr led the crusade that kept the railroad out of the river valley and gave us a park system that is the envy of towns for miles around. When future citizens look at the space behind City Hall will they thank us for our vision or wonder why we could think of nothing more creative than an acre of asphalt and three rows of parking metres?
- [73.](#) I think it is a fabulous idea. Most cities of varied sizes have some sort of gathering

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area for celebrations, festivals, to go read, food trucks, etc... in the downtown or core of them. Stratford has a lot of parkland but it isn't located centrally in the heart of downtown. London / Kitchener / Guelph / Chatham all host events in their core successfully. Assists in expanding the tourism component and growth for businesses in the core.

[74.](#) A parking garage is too expensive to build and maintain. Any parking lost from a redevelopment of Market Square needs to be gained elsewhere in the core or the Avon Theatre and restaurants and businesses around Market Square will suffer. Access is important, particularly with an aging population.

[75.](#) most customers that come into our office, do not like paying for parking and that is why they don't come downtown unless absolutely necessary and if they are one minute late it costs them a \$15 parking ticket=doing business downtown is very expensive and a BAD experience and time consuming because they then have to go pay for the ticket also

[76.](#) Public transportation and parking will be the most contentious issues but Stratford is fortunate to have a nearby space (by Waterloo University - Stratford Campus) as well as the train station that can be incorporated into a linked comprehensive transportation system and parking facility. Shuttle buses might be an option.

[77.](#) Please give us a beautiful city square that will encourage people to linger longer in our downtown, to slow down and sit awhile, to meet friends and make new ones. Let Stratford really live up to being 'dramatically different.'

[78.](#) taxes, taxes, taxes. All great plans aside, this is going to come down to taxes. And until the city takes the firefighter situation seriously, we will never have the money. NEVER. So the city hall rebirth should also serve as the anniversary of the day the city stood tall and brought in a volunteer/some full-time fire department. The new market square should have a statue there of the person that ends the stupidity and brings an end to retention pay, 5 hour work weeks and receptionists who are on the sunshine list. Until that happens, none of this survey, or any other bright ideas, matter.

[79.](#) I feel very strongly the Buses need to go from the rear of city Hall. I am from Europe and I have never seen, or could imagine, a set up in any other town or city I have lived in, or visited that has Buses idling right in the middle of the City. To me it has always seemed ridiculous. What is wrong with having a bus stop and a bus depot in another area? Makes much more sense!

[80.](#) firstly, this square was designed for pedestrians long before cars came about.

[81.](#) Build a deck garage on Erie Street

[82.](#) please note on your survey I was unable to indicate that although I do not live in Stratford I do have a residence that I pay taxes on and frequent on a weekly basis although it is not my primary residence my input should be of equal value

[83.](#) the bus terminal should be moved to another area outside of the market area. buses should be crossing throughout the city to allow passengers to reduce travel to the core and then switch direction.

[84.](#) The buses need to be moved. You do not need to have a wheel and spoke style transit system with the central hub being downtown. Simply rearrange the transit routes to make them more efficient and add a stop at city hall.

[85.](#) The situation as it exists needs to change. Council needs to get this moving, whatever the community decides is best.

[86.](#) I look at old photographs of Stratford and marvel at how people used to congregate

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for events - be it parades, funerals, celebrations, etc. As we increasingly become immersed in our digital worlds, ironically, we are becoming more disconnected. As such, face to face meeting places are more important than ever for a vibrant and healthy society. The market square has this potential.

[87.](#) Enough with the studies. There have been enough studies. Le'ts get on with it.

[88.](#) No need for skating rink.

[89.](#) Keep the Heritage people OUT of this conversation!!!

[90.](#) Keep the Heritage people OUT of this conversation!!!

[91.](#) We are so lucky to have a built in asset like the space around City Hall, and a vibrant city centre that will only benefit from its development. There is ample parking within a 10 minute walk of this space .. something that larger communities would be thankful for. We need to get past the nay-sayers and just get on with it!

[92.](#) Please don't make this a glorified garden space. We already allocate a lot of money for landscaping in this town, we don't need to add more to that.

[93.](#) While food pop-ups and coffee shops are mentioned as possibilities for being in the design, these can be provided by merchants in existing surrounding blocks. The proposed development should enhance and expand those private enterprises, and encourage more, rather than replace them.

[94.](#) No

[95.](#) Studies from around the world show that eliminating parking near businesses and increasing pedestrian traffic instead almost ALWAYS increases business. Walkers are shoppers.

[96.](#) Cooper Site redevelopment should take priority over any redevelopment of the Market Square.

[97.](#) Money could be spent in other areas such as additional parking lots

[98.](#) once the busses and cars are removed, it will become a wonderful place to gather for everyone, citizens and tourists alike and it will increase business traffic for all who are located there

[99.](#) I would much prefer the roads to be fixed, than working on Market Square. Romeo and O'Loane to name just two, as well as the bridges at the north end need to be fixed.

[100.](#) -Stop wasting time on this, it has taken far too long to get to this point! -Think long term

[101.](#) If the idea is to eventually allow for some type of market or pop-up food trucks there, I think there needs to be a serious look at the city obtaining adequate compensation for them being allowed to set up in a prime location. They should be more than offsetting any annual ongoing costs for the operation of the location as they are for profit organizations. As a downtown business owner, we pay a cost to have our business located in the core and I don't want to see others getting a free pass. This whole idea is a 'nice-to-have' idea and it would enhance the downtown core for sure, however, I would want to see the city allocate resources to other important infrastructure projects ahead of this.

[102.](#) Stratford does not have enough parking now so why drive people to the malls. Walmart has outsmarted you again. Without parking I will not be giving my dollars to the down town merchants.

[103.](#) Look to areas with pedestrian, community areas like Montreal, Venice, Linq street in Vegas for how vibrant these "car free" areas are.

[104.](#) Plan to incorporate City Hall itself as a friendly place that augments the vision for

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the Square.

[105.](#) This project has taken way too long, and someone needs to stand up and take the appropriate action to get this in motion. Move the buses away from the back of city hall, rip up the road and median and expose the original cobble stone. Allow for the restaurants and coffee shops to have a front patio.

[106.](#) I would love to see a new sculpture in Stratford to mark the 100th anniversary of WW1

[107.](#) I don't live in Stratford but go there weekly for the market on Sundays and other shopping. I also go the theatres during the summer. I have seen streets turned into no traffic malls (Ottawa and Minneapolis come to mind). They aren't impressive. I don't have an idea to offer but I suspect if you remove the parking it will have an overall negative impact. If you want to do something with the space that is dynamic, you are going to have to be very very creative.

[108.](#) For Section 1 question #8 I checked "shopping" but understand that to also include sitting with a coffee at Revel and taking classes at The Space Within and the Yoga Collective or enjoying an exhibit at the Agora Gallery -- not exactly shopping but definitely patronizing those establishments.

[109.](#) Stratford needs to make up its mind and do it. No more delays.

[110.](#) if people want european like downtown then they should travel to europe. We have 4 months when all we do is pile up the snow. who wants to sit/walk around an area in these conditions

[111.](#) I do not believe that the city is in a position to undertake any major projects until our debt is significantly reduced. there are other major projects that will have to be debentured, i.e. roads etc.

[112.](#) i find that this survey is biased to start there are no options other than this one to address the fact that maybe we dont want this area redeveloped...this city is far too indebt compared to woodstock which is of the same size..plus we have the toxic disaster of the CNR site which is going to cost upward of \$15 million to clean up ...thats without developing anything on it...then add on that expense...

[113.](#) Don't spend our tax money foolishly. You have already earmarked Walmarts gift for this project when in effect you have already spent that money foolishly fighting their arrival in the city.

[114.](#) We need to also look at encouraging more businesses to open in the Market Place, e.g. salad bars, pastry shops. NO FOOD TRUCKS PLEASE. Let's make it more European! and let's continue to make it look different than all other Canadian cities.Thank you for considering my opinion.

[115.](#) Make it people friendly.

[116.](#) i think the plans the city has for market square would be better suited for the cooper site. Leave the buses and parking where it is. If I had to transfer buses or try to find other parking I would be less likely to shop downtown.

[117.](#) Spend your money wisely, We do not need another cooper site/we are already in debt. Don't do anything that would hurt the tourism industry a big time revenue producer.

[118.](#) Section 2 question 8 has a spelling error. The question Of marketplace never goes away. Someone needs to be brave and make a decision. It shouldn't cost the world and it should be changeable... As times change needs and priorities will change. Look at other European cities for inspiration.

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[119.](#) Stratford has beautiful heritage buildings such as city hall and the court house and needs a city centre that reflects beautiful heritage

[120.](#) I cannot wait until this is FINALLY done! I think it will be of great benefit to Stratford's citizens and to all visitors. It will also secure Stratford's reputation as being one of the most beautiful and welcoming cities in Canada.

[121.](#) It's a waste of money. Pay off what you have owing, it's such a needless project. The tourists will continue to come, people will continue to shop, Stratford citizens will continue to come to the heart of the city....stop looking for projects to make this 'city' look pretty. Lets see some this city put their money into its citizens who need their help! PRIORITIES!!!

[122.](#) The city should pay down the debt. Look after the Cooper site before spending any tax dollars on market square. There is wants and there is needs if the funds are there.

[123.](#) Time to finish studying and start implementing changes. Discussion has been going on too long. It is good to get public input like this, but I sure want to see something developed soon Glen

[124.](#) How is the market square operated now. Example, the vendors that run the slow food on Sunday, do they pay a fee for operating their booths?

[125.](#) Please get the momentum together to change this space. Do it!

[126.](#) I am weary of the frequent consultants, and studies.

[127.](#) Council needs to get on with it. We (general public) are sick of the indecision and lack of leadership surrounding this project. Stratford needs strong leaders to create a vision for the future and make it happen. To date we have a group of people who are trying to make everyone happy. You will not make everyone happy it's impossible. You were voted into power to take care of business, make it happen.

[128.](#) Whole area could be covered like an atrium. store fronts accessible from covered area. Could be a giant indoor experience in the middle of the city. Roof line could mirror shape of festival theatre. A haven all year round.

[129.](#) I think the city roads and sidewalks should be looked after before you Beautify the core clean up the city for the real people that live in Stratford and not do everything for the Tourist they don't pay taxes we do

[130.](#) Ted Blowes grade 10 classes did this project for money years

[131.](#) - move buses to current YMCA area - build parking garage off Erie Street

[132.](#) i have seen beautiful town squares in European communities. The obvious difference is that these areas are bicycle and pedestrian friendly. Stratford is not and building a town square won't change this fact. The potential impact is poorer parking resulting in empty Retail space and deterioration of core area in general. Fundamentally changing the focus in this way supports infrequent festivals at the expense of everyday commerce.

[133.](#) Stratford taxpayers will still owe money when my grandkids die. too much debt Now. this will drive people out of town because it is too expensive already to live here . City needs people from wealthy communities to retire here as youth are leaving and tax base is not growing as it is in cheaper centers

[134.](#) I think that Stratford has such a unique downtown and i would love to see it become even more vibrant - not unlike European cities

[135.](#) Market Square is the core of Stratford with a rich history and it needs to be re-designed to keep some of its historical charm and modernize it to be an attraction to our

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local residents and to the many tourists and students we welcome each year.

[136.](#) In all the years of being a resident of Stratford, it is a shame that we do not have a welcoming space in the downtown core. This redesign is very important to Stratford. If we want outsiders to visit we need to make it more friendly - a destination!

[137.](#) All the above!

[138.](#) removal of 76 parking spaces so near shopping and the theatre would be a disaster!

[139.](#) Flatten the Cooper site to enhance the view.

[140.](#) A re-developed Market Square should mean that property owners here can charge more for rental of their space as it should draw more visitors and local traffic alike. When the winter wind blows (or for any other good reason) allow pay and display and permit parking but no meters that limits its use as a gathering space. Market Square should and can be an economic and civic hub.

[141.](#) Find a way to keep the youths from loitering around city hall.

[142.](#) Find a way to keep the youths from loitering around city hall.

[143.](#) I believe there is already a problem with the young people hanging around the city hall at all hours. They are in most cases, appearing to be causing problems as I see the police there quite often. Fixing up Market Square will just give those a nicer place to hang out and more things to destroy. Tell us how you are going to prevent these tough looking kids away.

[144.](#) Include partial, just partial, CNR shops usage, museum, garden areas, parking

[145.](#) I support the development of Market Square, if we will be smart about how we do it. I will even help hands on if need be. In ending I think there are a few streets that need some attention, before we go ahead, especially Avondale, I know it may not be a tourist destination, or a place that is to host local events, but as family and friends come down road on there final approach to the cemetery, it should be a smooth ride in my opinion. Thank you for the giving us a voice

[146.](#) convert buses to LPG, run times for buses should be changed, half hour runs 6-10am, one hour runs 10-3, half hour runs 3-7, one hour runs 7-11pm. if you remove too much parking, it will effect the businesses and revenue from parking meters

[147.](#) Buses can park in front of the University of Waterloo building

[148.](#) Stratford could benefit by attracting new entrepreneurs and businesses to our community. Having a vibrant core is what anchors a city and it will draw more visitors and retain more talent in the long run. People want to live and raise their families in an innovative, community-focused, and rich city environment.

[149.](#) I am simply overjoyed this is on the table. Thank you for coming to the public for input.

[150.](#) Please don't raise taxes for it. The city's taxes are already too high to the point where I almost can't afford to live here anymore. This is a great idea but stratfodd has to deliver value for the money in other city initiatives. For example recycling program. Poor roads. Etc

[151.](#) For the community it must offer distraction and diversion. I believe rather than committing to any one thing it should be transformable. Our theatre knows how to do this. We can transform this site for so many events and local get togethers. The list is huge and is not rocket science. Think of the movie transformers. This space can transform. The money it could raise along with free events will pay for any transformations. The diversions could be a theatrical local event like no other city.

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[152.](#) Lets get on with business and do the right thing, get rid of it. We should have had a engine and some cars and made a nice park in there, or the hockey pads should have been there. They could have had a motel and 2 or 3 ice pads and the pool attached.

[153.](#) Any person who has watched "Rick Steves Europe" on TV will realize that car-free pedestrian spaces such as those now in most major European cities is the way to go. Car-free spaces attract more shoppers benefiting all downtown businesses. Parking should be on the periphery but reasonably close. Buses could be located in the 'new' parking lot next to the Legion. Perhaps contacting a European city that has already developed car-free pedestrian walkways would expedite a decision acceptable to businessmen.

[154.](#) STOP PLANNING and START DOING! This project, as well as the "Cooper Site" have been in the planning stage FAR TOO LONG. DO SOMETHING, it may not (will not) please everyone, but to simply do NOTHING and keep planning is a joke.

[155.](#) The survey sadly reveals a less than objective attempt to gauge citizen views on the Square; it seems designed to disperse positive responses and highlight negative inputs. As noted above, there was no sense that Market Square redevelopment is an investment with long term benefits and that we're implicitly talking about the Stratford of tomorrow, not yesterday. There's no better illustration of that than Q6 with its two options regarding buses: keep them in the "same location or very close". No axe-grinding here, is there? Why should huge diesel vehicles be granted priority use of the city's premier civic public space when their purpose is simply moving people. The city is remarkably unwilling to subject the bus system and its costs and efficiencies to public scrutiny; yet it is the great "sacred cow" which cannot be disturbed by any changes to the Square. There are plenty of other points in the city which could act as a public transport hub, including the Via train station which offers space, a central location, and connections to other means of public transportation (train, taxi, and local and regional buses). If the debate around Market Square does anything useful, it should force Council to look at its public transportation needs and options for the 21st Century and not focus on how to protect the choices it made when the horse and buggy (replaced by diesel buses) defined transportation usage and options.

[156.](#) I agree with former councillor Famme that the downtown 'works' as it is. While I agree the appearance of the "square" is shabby, I think repaving and cosmetic changes would do more to improve the look of it than would a more ambitious redevelopment. The existing architecture surrounding the "square" area (including the back of City Hall itself) is a jumble of colours, styles and periods. Ugly jostles with kind-of-handsome, garish jostles with kind-of-tasteful. Nothing the city can realistically do will or should try to alter that. Let's preserve the energetic, bustling hub we have, tie it together and give it a bit more focus with a paving face-lift, and make it safer for pedestrians.

[157.](#) This project should have top priority. Stratford is a lucky town, as it has this space it can "play" with. Many other towns only wish they could have a down town space which could be re-purposed. Think of the many North American cities that have added gathering and pedestrian spaces to their down town core and all the benefits this has brought them.

[158.](#) Since i live near NOTL and visit often it has no heart. It is too pretty and the museum one block off the main drag complains about lack of traffic. You have an opportunity to make a heart for Stratford. Additionally Iwe have tried to go up to the

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kinsmen centre to by market stuff with little success and often vista the Sunday Market when visiting. Even did the garlic festival. But concentration (for visitors) in a central market who can drive home with produce and products would be good for all. Warm and fuzzy small town vibe.

[159.](#) see above

[160.](#) It would have been prudent to proofread your survey first.

[161.](#) It would have been prudent to proofread your survey first.

[162.](#) Stop doing reports after report, shelving them, then doing them all again. All the time and effort and money spent so far, we could have had a revitalized square a long time ago. Get going!

[163.](#) The car-based strip-mall/big-box model is in decline and no longer a viable choice for the future. A vibrant downtown core would be a boon to people who live and work here, and truly life-changing for the small businesses that we strive to support. It's the small businesses that provide real jobs, and earn profits that are in turn invested locally. Big boxes give us precarious, poverty-wage jobs and direct their profits elsewhere. Commissioning artists, students, amateurs via competitions to design elements of downtown is a great way to involve the community and nurture civic pride... bike racks, benches and other seating, lighting, trash and recycling receptacles etc.

[164.](#) I think the last thing Stratford needs is an ugly parking garage. How many people want to go through the hassle of a garage just to run into the drug store or go to the bank?

[165.](#) Take broad perspective of whole area as in #2! * Section #2 question 6 needs a write-in third possibility = "other".

[166.](#) We moved to Stratford in 1981 and thought at that time that the City needed to do something about the area behind city hall. We moved away in 1991 and moved back again in 2005. We could not believe that nothing had changed in the downtown core in all that time. I think the City needs to make the downtown beautification a priority. As a business owner catering to tourists I am sometimes embarrassed by our downtown. Busses, empty storefronts, ugly storefronts all contribute to an atmosphere that isn't pleasant. We need to do more to create an atmosphere that is enjoyable to be in, not just for tourists but for all of us.

[167.](#) stop spending taxpayers money on surveys and get the mess cleaned up.

[168.](#) As a resident of Stratford I'm afraid this seems like a waste of money and would not be in support of such a project. How would parking be addressed without adding great expense to such a project?

[169.](#) this will make us a gem of southern Ontario and increase the quality of life for those that live here and more people will want to live here and increase our tax base so we can afford greater opportunities and infrastructure in the city. Let's give more reason to win City in Bloom and become legendary

[170.](#) Our experience is that an attractive public square attracts people to the downtown. The downtown businesses would benefit; but another benefit is the quality of life in our city.

[171.](#) I'd like to see the buses remain behind City Hall because it seems like the logical spot. to relocate them seems like an added expense that is not necessary.

[172.](#) Who is responsible to verify that comments and suggestions made in my documents are correct or will work? Robert Ritz ritz.robert@bellnet.ca

[173.](#) Large corporations may underwrite some permanent structures ..make this a model

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for healthy communities in Canada.

[174.](#) Making Market Square a pedestrian-only area would be a positive visionary move, a place for the community free of traffic, bus exhaust and parking - and certainly a draw for tourists.

[175.](#) Consider a multi tiered parking structure along Erie street that accomodates bus traffic as well as auto parking and which allows easy access to the businesses adjacent to the space

[176.](#) The re-development of Market Square is unnecessary. we need parking for customers of downtown businesses and for the Avon Theatre. Tourists are visiting the city with destinations in mind and are not going to sit in a parkette when the beauty of the Avon River is steps away. As one of the councillors has pointed out downtown Stratford will be ruined as when parking becomes difficult people go to places where parking is easy and many of the same services exist.

[177.](#) Parking is secondary to this issue. The Erie Street parking lot would be a fine location for buses.

[178.](#) It seems we've been beating this idea to death for years, lots of discussion but little action.... groups have worked on this in the past (10 years ago). Is this a public relations exercise for the Mayor or is he actually serious about this?

[179.](#) Tear down the Cooper building and stop wasting money on endless studies. Any new Market Place design could incorporate a railway theme to pay homage to Stratford's rail heritage. I believe a plebiscite on the Cooper site would find that to be a majority opinion.

[180.](#) Build it and they will come!

[181.](#) The city is beautiful, but one of the initial thoughts I had upon moving to Stratford, before knowing about the Market Square plans, was what a missed opportunity the space behind City Hall was. I'm so glad it's being considered - I imagine no one regrets the decision to make the High Line in NY what it is today, despite initial protesting.

[182.](#) When it was decided to save the city hall, a number of years ago,I assumed that the downtown core was going to be made liveable in the not too distant future. Now I am just hoping to live long enough to witness a meaningful transformation

[183.](#) Spend the money else where.

[184.](#) Market Square could be such a vibrant, interesting, people friendly area that would give great enjoyment and community feeling to the residents and all those visitors who love to come to our unique city.

[185.](#) Maximum improvement with reasonable cost. Can this be done without affecting other important initiatives? Should allow those who travel by bus good access to city core.

[186.](#) I think it would be important to ensure that there is still ample parking available for people visiting the downtown core. As that area does provide this, I think it should be a priority to create more parking elsewhere so that people who live farther away will still be able to enjoy the lively downtown community. I would like to see this development as right now it is a place I do not like to go because of a lot of smoking and rowdy people.

[187.](#) Yes, for heaven sake get on with it..this has been going on for at least 20 years!

[188.](#) Yes, for heaven sake get on with it..this has been going on for at least 20 years!

[189.](#) Please plant more trees and lots of flowers to attract butterflies; ex, Allium, Aster, Bee balm, Corn flower, Daylily etc.

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- [190.](#) no
- [191.](#) Please include a Starbucks coffee
- [192.](#) Make sure there is a spot for a Ken's Fries truck
- [193.](#) No.
- [194.](#) A Starbucks straight in the middle of down town would be greatly appreciated
- [195.](#) More shopping.
- [196.](#) Move bus terminal
- [197.](#) I truly think this would bring Stratford together as a community.
- [198.](#) Nope in good
- [199.](#) I think there should be a Starbucks because since target closed we no longer have one, I also think there should be upgrades to clothing stores.
- [200.](#) Put in a donut shop or an ice cream place.
- [201.](#) ban smoking at the bus part if city hall (The back of city hall)
- [202.](#) ban smoking at the bus part if city hall (The back of city hall)
- [203.](#) Upgrade the skate park and make new ramps and have it look better and more welcome for others and more pleasant to walk/drive by.
- [204.](#) This is not for the market square but the goose and birds at the river daily by the Stratford volunteers or other ppl.
- [205.](#) No
- [206.](#) Make the space multipurpose.
- [207.](#) Parking should be maintained and do we really need another park? and another hangout for kids?
- [208.](#) Thank you for doing this.
- [209.](#) no
- [210.](#) N/A
- [211.](#) download my mixtape at <http://www.soundcloud.com/lilsavagekid>
- [212.](#) No thank you very much
- [213.](#) According to all known laws of aviation, there is no way a bee should be able to fly. Its wings are too small to get its fat little body off the ground. The bee, of course, flies anyway because bees don't care what humans think is impossible. Yellow, black. Yellow, black. Yellow, black. Yellow, black. Ooh, black and yellow! Let's shake it up a little. Barry! Breakfast is ready! Ooming! Hang on a second. Hello? - Barry? - Adam? - Oan you believe this is happening? - I can't. I'll pick you up. Looking sharp. Use the stairs. Your father paid good money for those. Sorry. I'm excited. Here's the graduate. We're very proud of you, son. A perfect report card, all B's. Very proud.
- [214.](#) I WANT A SKATPARK
- [215.](#) Beaver tails
- [216.](#) you could make a crap ton of dough
- [217.](#) PUT IN A BEAVER TAIL SHOP OR CART.
- [218.](#) no
- [219.](#) we should have beaver tails
- [220.](#) Please re due the market place because I think it would be great for everyone! I think it would also attract tourists to Stratford, and teenagers would be more encouraged to go down town and visit the shops and restaurants. Overall, a new, improved Market Place would improve and benefit everyone in Stratford greatly!
- [221.](#) I believe that the buses at the back of city hall take away from the charm and

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beauty of Stratford. Also, the bus stops are frankly scary, and citizens as well as visitors are uncomfortable and don't feel very safe when at the back of city hall. I think that they should be moved to a location that is still accessible by students, yet nowhere near the down town core.

[222.](#) no swans

[223.](#) remove slash pad

[224.](#) Downtown parking is always at a premium, especially in the summer months. Parking not only for tourists but for local shoppers is a must and should be a high priority.

[225.](#) Please start soon! This is way overdue and has already been studied to death. Take a model from a European capital city to see what can be done.

[226.](#) I am shocked and appalled by the biased questions that a "so-called" consultation group has put before people.. Really Questions 5 & 6 ask where buses and parking should be re-located , but offer restricted (rather than open) options. So you can report "most people want either market square or near". BOGUS

[227.](#) The capital costs should be funded through parking and the space should be made so that it has a minimal impact on operating costs - ie. snow removal, etc.

[228.](#) Market Square's heritage value must be protected--no big modern structures. The front of City Hall could stay as is with parking only on the north side and Wellington a one-way street. All of the parking and median area behind City Hall could be turned into a pedestrian plaza with flowers, trees Sitting areas, maybe a small fountain. There would be room for small events, slow food or other market events. Someone told me that original paving bricks from Shakespeare St. are in storage--that would be a beautiful use for them. It was also suggested a fund raiser, interested persons paying a certain amount (maybe \$75 or \$100) for a paving stone with an inscription.

[229.](#) Stratford citizens cannot afford to increase the debt that is already in place. There are higher priority items that require attention. The Market Square parking spaces are required. The buses are not there on Sundays nor stat holidays so events can be planned for those days. People who use the buses and live in Stratford should not be inconvenienced and have to pay higher taxes because a small group of people want to plant a woodlot and have a water garden for people to gather. Most people will not gather in this area 24/7 because they have to work so why incur a large debt for something that might be used for a few hours in the year (note "year" not day, week, month). No one is going to gather at City Hall in the winter and we must remember that cold weather is around a lot longer than warm summer weather.

[230.](#) MOVE THE BUS TERMINAL TO THE TRAIN STATION! would help save the via train and additionally, bring more visitors into stratford.

[231.](#) I feel the City would do well to negotiate with the LCBO to be able to construct an elevated parking facility on the present lot by its St. Patrick/George Street outlet. Having such alternate but readily accessible parking to the downtown core - even beyond Market Square - has much to recommend it as an investment for the future. THIS project needs everyone at all levels, government and business and citizenry together investing towards tomorrow for the most tasteful, respectful, and functional space that will enhance this City and take it forward . As to retaining the buses, when one examines WHO uses the buses from this centralized location, one realizes just how efficient this service is and how well it is coordinated. One day, perhaps there will be electric rather than diesel

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driven vehicles. Worth planning for, not negating in the short term. With regards the front of City Hall, while it is an attractive space, it speaks volumes about the city itself in terms of its steadfastness. THis can be developed to be even more welcoming, as in leading European cities, large and small alike, The Christmas tree lighting is a special event that compliments that frontage. A small amphitheatre could add soething to it area. But resist taking it too far and distracting from the historic impact of that fascade itself. Thank you for this opportunity to make this submission.

[232.](#) 1

[233.](#) 1

[234.](#) 1

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[236.](#) 1

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[262.](#) 1

[263.](#) 1

[264.](#) 1

[265.](#) 1

[266.](#) 1

[267.](#) 1

[268.](#) 1

[269.](#) 1

[270.](#) 1

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[271.](#) 1

[272.](#) 1

[273.](#) 1

[274.](#) 1

[275.](#) 1

[276.](#) 1

[277.](#) I do not use the bus but it is very important to many people and I would think that those people that use the bus will be negatively influenced by the proposed "upgrade". It looks like the tourists are more important than the local residents.

[278.](#) We need a large vision (this kind of redevelopment doesn't come along too often) but develop it in stages.

[279.](#) At present it is being used in a sensible way on weekends and occasional events eg - Canada Day. Keep it the way it is but repave the street for parking and keep the washroom facilities available during daylight hours.

[280.](#) Give some incentive to building owners to IMPROVE and maintain their properties, rather than penalising them with heavier taxes

[281.](#) I am amazed at the number of grammar errors and typos in a survey designed by a professional firm. See Section 1 instructions, question 3.1 (2 errors), 2.7, etc. Some questions do not give sufficient alternatives (e.g. 2.6). Question 1.8: why limit the user to just three answers, when the truth is far broader? Not a well-designed nor well-written survey!!

[282.](#) you need to focus on balancing the budget & not spend funds that are not available
le

[283.](#) spend only the funds available for Walmart.

[284.](#) Stratford has a unique opportunity to create a real vibrant central square which would attract residents and tourists alike. A place where people go just to be and to see what is going on. Very few cities in Canada have all the conditions needed: a central space; a functioning downtown core; a resident population within easy walking distance; and a strong tourist element to bolster usage. This would attract more people and make Stratford even more special.

[285.](#) Please think long-term with regards to plans that are developed.

[286.](#) Keep expectations realistic and don't overestimate impact and benefits. If you "build a field", they don't always come.

[287.](#) Stratford City Council has lacked the vision needed for this project, and the guts to do tackle a major initiative when there might be some opposition. Add in their general ability to make ANY decision (they need a survey on parking charges - really?!) and they are stuck in the mud. R. Thomas Orr must be rolling over in his grave - where are the bold leaders when you need them?

[288.](#) Please do not spend any more money on surveys and meetings on the re-design of Market Square if the leadership at City Hall does not have the vision to start moving forward and stop trying to please everyone. Money will need to be spent. Parking will need to be eliminated in the Square. But it will be worth it in the long term. Do you want Stratford to just have a yucky parking lot or to be a place of vision and beauty and community gathering?!

[289.](#) O

[290.](#) If you want a park uptown, use the area in front of City Hall, and leave us our

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parking. If you take away our Market Square parking, the locals will have to park - either at the Cooper Site, or Kalbfleisch corner, as all closer parking will be taken by the tourists in the summer. I usually just come uptown on Monday's in the summer, as parking is at a premium then. I do NOT like parking garages, as there are too many dark corners to deal with.

[291.](#) I think the UoW design students should be involved in this vision.

[292.](#) Cont'd. I work at Avon and Sutdio and we already get numerous parking complaints now. Also if decide to do something like an outside rink then create in such a way that could be converted to a parking option during the summer months. or built on top of a parking garage.

[293.](#) The parking argument is absurd. Nearly half of the storefronts on marketplace proper are empty, and have been for years. Parking clearly is not serving the needs of business. I suspect that those who complain about losing parking spaces are people who work downtown and don't want to lose their personal spot. A shameful position. Busses can move a few hundred meters and no one will be upset. Let's get this done already.

[294.](#) 1. In no way ever build a parking garage to solve the perceived parking problem 2. What ever is decided upon remember - it will need to be maintained - had the present Market Sq. received maintenance on a regular bases over the last 40 years it would certainly be in a much more appealing state. The Erie St. Parking lot and the state of deterioration it is in is further proof for the need of basic up keep for any area. 3. Move the buses if nothing else

[295.](#) Moving the buses will be a big change for the residents of Stratford and with change comes an adjustment period. It will take time but when you look at the big picture moving them is the right thing to do. Yes Stratford will have to keep the sidewalks cleaner for pedestrian to get the few extra blocks to the down town core, but maybe we should be doing that anyway. Look around the back of city hall what do you see and here when there are no buses not as much noise. We also need to do something about the people that just hang around there and that has nothing to do with the buses. That problem is there and we seem to be closing our eyes to it, I would suggest police walking and being present in our down town core , that would be a start for safety and control of the loitering problem. As well we need to improve cross walks in the core area as well. Did you know that to cross Downie there is a crossing signal at Ontario and Downie and again at Norfolk and Downie but no painted cross walks any where else. We should hire the student painters to do this job paint cross walks in Stratford, that is a joke but what will it take to be able to walk safely and to cross our streets safely. I would suggest all of you working that can take the buses, walk in our city and maybe you would have a better ideal of what is necessary for day to day living here . Parking for the Avon theater is suggested at the Cooper Site the people are walking from there and need to cross safely at a corner what corner where as there does not seem to be any lines at the corner where the Avon is I would suggest putting a cross walk there maybe some lines painted on the road and a sign that says pedestrian crossing just to make them feel a little safer. I know this survey has nothing to do with the safety of pedestrians in Stratford but I wanted you to be aware that if you move the buses we need to make sure the the people using them can cross our streets safely.

[296.](#) Why not put a BEAUTIFULLY designed multilevel parking garage and bus terminal in the now ugly Erie St parking lot. Have longer term parking. Look at how

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NYC's Highline incorporated seating, shelter and low maintenance plantings.

[297.](#) a bus terminal could be located else where, many of the buses would pass through downtown and users can access that way

[298.](#) It has been much too long in happening Time for Council to show vision and decisiveness

[299.](#) I believe a redevelopment of Market square if done properly would downtown Stratford on par with the likes of Sparks St. in Ottawa, a go to destination that attract people all on its own.

[300.](#) Please stop with the studies, and just do it!

[301.](#) I assume that the second option in Section 2, question 8 refers to "those people" and not "hose people" (unless you are referring to firefighters, garden waterers, and those who wear socks! (Thanks for the laugh.)

[302.](#) Yes, I think it is an unfortunate oversight that the survey does not ask whether the person filing out the questionnaire uses the bus to come downtown, or uses the market terminal as a transfer point, or both.

[303.](#) The front first market square leaves so many options open without wasting money or going backwards to go forwards. It is the best plan for the funds available and the time available and it will get people very excited about the what next... Businesses also can ease into the concept and if it is truly successful they will be happy about expanding the square. We might always want 2 rows of parking on the south edge that can be blocked off for special events but that remain handy for the rest of the time. In the middle of winter, trees and park benches are not as useful as a parking spot to get coffee and go to the bank!

[304.](#) I would prefer NOT to see a parklike development that sits empty for much of our cold year. I'd like to see a place that enhances the use of the entire area for a variety of reasons for gathering and using local business services.

[305.](#) City Hall washrooms could be utilized and a acoustic bandshell shelter built to host events etc and protect pedestrians from falling ice off of City Hall.

[306.](#) I am an architect, raised in Stratford, still visiting frequently. The opportunity to make the Square a magnificent place excited me 40 years ago, escites me even more now. It's essential to Stratford's future. Please go for it in a big way!

[307.](#) 1

[308.](#) -1'

[309.](#) 1

[310.](#) 1

[311.](#) 1

[312.](#) 1

[313.](#) 1

[314.](#) 1

[315.](#) 1

[316.](#) 1

[317.](#) 1

[318.](#) 1

[319.](#) 1

[320.](#) 1

[321.](#) 1

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- [323.](#) 1
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[356.](#) Its absolutely time to move the buses from the City Hall. That is too valuable of a space to be used as a transit depot. A bus stop is critical, of course, but the bus transfer can happen anywhere.

[357.](#) Its not just about the Market Square, its about the whole downtown. If we think about this in an integrated way, including the parking issue (which has yet to proven other than anecdotally), and everyone will benefit.

[358.](#) The project will improve the connection with the University, and opportunities to regentrify market square and wellington street. Investment in the downtown by private owners will improve. Think outside the box and just because shop owners may need to cross a road to access their patios if one way traffic and row of parking is maintained - don't rule it out. This happens all over the world. We don't have to look far for a million good examples of working public space. Good design, good microclimate (in europe the

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shop keepers put out the patio heaters and temporary covers to extend the season and bring blankets) We would regulate that from not happening here. Flexibility and adaptability of use is critical and allowing people to use it making sure planning won't over regulate the space to the point its barren of people and prevents shops etc from using it. Food trucks should be permitted again paying rent and licensing. Please review the feedback that happened from the previous engagement and don't ignore the great work that has already been done. This survey isn't very comprehensive and doesn't give the same sense of what people like as the photo image voting did for the previous engagement.

[359.](#) A redeveloped market square would only be used a few months of the year and would be a high maintenance area. I feel that parking is a major priority especially for our visitors attending theater. They are supporting our downtown merchants. A redevelopment in front of city hall would suffice.

[360.](#) Stratford is a great small city with huge value to residents and visitors. Keeping it vibrant and alive means keeping spaces inviting and dynamic. This can be done on a short term basis and can be done without investing in huge infrastructure.

[361.](#) This enhancement should meet the needs of all involved, tourists, local businesses, and local citizens. I believe the above proposal meets all of those needs and would make us very proud of our City and the improvements made.

[362.](#) Many European cities offer excellent examples of how community "Squares" enhance life for residents and tourists alike.

[363.](#) Everyone who comes downtown, except the bus people and bikers, uses a car. What is needed is PARKING. It is already pretty with flowers and benches, etc. lots of outdoor eateries, add some trees - -use the bus spots for parking.

[364.](#) I am in the core almost every day of the work week. It's a mess. Parking, pedestrian traffic, busses...it needs to be rearranged to benefit pedestrian traffic and form a European piazza feel. The Albert/Downie/Wellington intersection is an embarrassment and an accident waiting to happen.

[365.](#) I will be crushed if further waffling leads to the loss of the Wal-Mart funds. Make a decision and run with it. We won't all be thrilled - that's an impossible task... But I would prefer a plan that I like some aspects of than to find an inability to make a decision led to the loss of funds for this project.

[366.](#) 1. Parking is not an issue...it is only an issue for those who believe they must have parking within 100 feet of where they are going. 2. Municipalities of all sizes, all over the world, can demonstrate the value of their (car-free) squares in enhancing the spirit of the community to the benefit of citizens and visitors alike. This is a one-time opportunity for our town. Don't throw it away!

[367.](#) San Miguel in Cozumel is another good example

[368.](#) Other than I personally love Stratford and have for several years... nope! :)

[369.](#) Take your time and make the right decision. Thank you for your time.

[370.](#) As a business owner in the core I would like to see better parking availability and losing parking is not an option. I also believe the parking should remain affordable so people are more inclined to come downtown.

[371.](#) Removing parking and streets from Market Square will only make emergency response difficult for local businesses and create parking problems on streets near the downtown core

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- [372.](#) Please make a decision for or against the change. Stop the constant search for the perfect solution, it does not exist.
- [373.](#) To my knowledge there has been an ongoing discussion about developing market square for at least twelve years. This mayor and council should quit procrastinating and dreaming up excuses to do nothing. If this was a hockey rink it would probably have been built ten years ago. Their vision for market square should extend beyond the myopic one they have so far exhibited.
- [374.](#) While i feel the redevelopment of market square would be beautiful it will decrease local citizens down town due to a decrease in parking and people would not walk more than a block to do regular shopping. All the businesses along wellington and several on downie are all businesses which locals frequent regularly and already complain of poor parking. It would cripple the businesses to loose any further parking and if anything aa increase of parking in market square perhaps with a green space above could be most bennificial to all.
- [375.](#) Typed notes provided
- [376.](#) See handwritten notes
- [377.](#) I attend many of the events that are held downtown each year. Closing off the traffic behind city hall on occasion is a great idea....but to permanently close off the area would detract....not enough parking, bus stop would not be central enough, and people might "hang out" and cause more downtown problems after hours.
- [378.](#) I have always been opposed to paid parking in the downtown. I find some downtown stores look rather "sad" and neglected. I think locals would venture there more if they didn't have to pay to park there. Maybe shops would stay longer if they got more traffic year round. The problem I guess is to find a parking lot big enough and close enough to free up the market area.
- [379.](#) Keep your budget low; only spend Walmart money. There are a lot of other priorities that are much more important for the City.
- [380.](#) Get your hands out of my pockets
- [381.](#) Since removal of parking in Market Square is important there does need to be more parking provided in the core. A parking garage is the best way to do this and it is time to look at what the majority wants rather than a few merchants with back doors onto Erie street as that would be a perfect location for such a garage.
- [382.](#) I like the way Ritz has staged the development. We as a city should not increase our debt load for this project. Phasing in is the way to proceed.
- [383.](#) See above --
- [384.](#) I would favour development from the river through Ontario Street with open lights (any direction like in TO) through to St Patrick St. And repurpose some of the buildings (e.g. police station)
- [385.](#) Make it happen for 2017!
- [386.](#) I was at an environmental symposium with Counselor McManus and loved her idea of solar panel shade and rain shelters with glass etchings on them - Beautiful and practical + the money from the solar energy can be put towards maintenance of the space and we would not have to increase taxes/reallocate money as much. Thank you for asking for our input!
- [387.](#) Do not take the parking away.
- [388.](#) I believe that Stratford has greatly benefitted from the ideas / commitment of past

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visionariesand hopefully Market Square will as well fall into that category.

[389.](#) Pedestrian Right-of-Ways

[390.](#) I have seen the proposal by Robert Ritz and it makes alot of sense....

[391.](#) Removing the bus terminal from behind city hall would provide an opportunity to create a transport hub at or near the train station. This would help bolster our commitment to intercity transit.

[392.](#) nope

[393.](#) City Hall is no longer a beautiful place to see, as many other cities make their city hall look beautiful, but Stratford's looks so unattractive due to the people loitering outside it, the parking lot, drug deals, people waiting for buses, the people smoking in the area.

[394.](#) no

[395.](#) People who go down town to take the bus everyday may not like this idea. I think the buses should stay in the same spot but it would be nice to have more nature around the town

[396.](#) KEEP THE BUS AT CITE HALL IT MAKE ALL THE TEENS AND YOUNG ADULTS HAPPY. BUT I DO THINK YOU SHOULD ADD SOME MORE FOOD TRUCKS

[397.](#) I think that people would nto be happy if we chaged it. the only people that would acctually like it would be the tourists and that isnt really fair to us.

[398.](#) Market Square in Pittsburgh is a good example of this kind of development. Restaurants and businesses have opened around the square and the area is busy, even on a Sunday morning when I was there. Besides the square's benefits for locals, Stratford needs to improve it's downtown core to enhance the experience for visitors.

[399.](#) Overall "Concept Design" can be done by city staff and council with any RFP going out to potential developers" only for actual "plan design". Here is my "conceptual plan design": Raise all roadways and deliniate walking, bicycle and vehicular traffic with different "pavers" and use metal posts between walkway arterial ways and bicycle/car lanes. Start the historical downtown core's iconic hub from the Cenotaph (north side of Ontario Street), crossing (with changed traffic signals) across Ontario to continue south on an expanded pedestrain walkway to St. Patrick, sweeping to transition down a renewed Wellington Street (historical shopping district) allowing one way south bound cars and parking on Wellington to Market Place (laneway) where northbound Wellington traffic can go east on Market Place which also allows for south bound Downie traffic to continue either south on Downie or west on Market Place to Wellington. Some parking remains during the week on Market Place lane. The entire area -- the land behind City Hall and all of Wellington Street can be closed during special events. Arterial pathway linkiages go down Wellington, Downie and land between Market Place and St. Patrick to the Stratford Perth Y and parking, as well as the University and the Grand Trunk Railway developments. Name the "Market Square lands" -- our civic square: The "Frances and Donald McDonald Market Square" in honour and recognition of these early citizens who deeded these lands to the city for their perpetual "ongoing use (as/of) a Market" -- a feature to help in public funding the current development which can be done by erecting a permanent feature naming each person "significantly contributing to the financial needs necessary to create this memorable civic square". By its virtual design, traffic will be slow travelling in this area, the public will be safely protected from it, and have safe "pedestrian rights of ways" to ensure accessibility by all persons. Assumptions: 1. The

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infrastructure needs must be incrementally phased (storm sewers) between June 2015 and July 2, 2016 to enable commencing any "surface work" related to the actual "development" of civic square/piazza which must be completed by July 1, 2017 - Canada's sesquicentennial. 2. Buses and parking solutions are resolved by June 30, 2015. Feel free to contact me: Ray Harsant. 519-273-1152; E-mail: info@rayharsant.com Thank you.

[400.](#) Overall "Concept Design" can be done by city staff and council with any RFP going out to potential developers" only for actual "plan design". Here is my "conceptual plan design": Raise all roadways and delineate walking, bicycle and vehicular traffic with different "pavers" and use metal posts between walkway arterial ways and bicycle/car lanes. Start the historical downtown core's iconic hub from the Cenotaph (north side of Ontario Street), crossing (with changed traffic signals) across Ontario to continue south on an expanded pedestrian walkway to St. Patrick, sweeping to transition down a renewed Wellington Street (historical shopping district) allowing one way south bound cars and parking on Wellington to Market Place (laneway) where northbound Wellington traffic can go east on Market Place which also allows for south bound Downie traffic to continue either south on Downie or west on Market Place to Wellington. Some parking remains during the week on Market Place lane. The entire area -- the land behind City Hall and all of Wellington Street can be closed during special events. Arterial pathway linkages go down Wellington, Downie and land between Market Place and St. Patrick to the Stratford Perth Y and parking, as well as the University and the Grand Trunk Railway developments. Name the "Market Square lands" -- our civic square: The "Frances and Donald McDonald Market Square" in honour and recognition of these early citizens who deeded these lands to the city for their perpetual "ongoing use (as/of) a Market" -- a feature to help in public funding the current development which can be done by erecting a permanent feature naming each person "significantly contributing to the financial needs necessary to create this memorable civic square". By its virtual design, traffic will be slow travelling in this area, the public will be safely protected from it, and have safe "pedestrian rights of ways" to ensure accessibility by all persons. Assumptions: 1. The infrastructure needs must be incrementally phased (storm sewers) between June 2015 and July 2, 2016 to enable commencing any "surface work" related to the actual "development" of civic square/piazza which must be completed by July 1, 2017 - Canada's sesquicentennial. 2. Buses and parking solutions are resolved by June 30, 2015. Feel free to contact me: Ray Harsant. 519-273-1152; E-mail: info@rayharsant.com Thank you.

[401.](#) You may be looking at European towns. Yes, that is pleasant if you are a tourist. Our season is too short to spend big money only for tourism. They now don't have any trouble getting around our downtown and love it that way.

[402.](#) I think Rob Ritz has a great design concept and will bring a lot of people to the downtown core which is a great thing for business owners and restaurant owners. Re-development of the front of City Hall is a great start to beautifying the downtown core. Having an area to sit and read a book instead of the river area is an awesome concept.

[403.](#) put the money to the eye sore of Stratford...Cooper Site maybe?

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[405.](#) Stratford is the city it is because its former leaders (civic and political) were bold enough to understand that big ideas (park land, the river, the Festival, saving City Hall)

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would define Stratford for the great little town it is. Market Square is today's challenge: go big or go home.

[406.](#) Using wisdom on dollars spent and maintaining a protection of the space. Help our youth develop a sense of pride by engaging the inthe project .

[407.](#) I/We believe that a crucial first step would be to remove the buses from Market Square. They are noisy, dirty and obscure views. I/we have long felt that Market Square should be a pedestrian square such as I have experienced in European cities both large and small.

[408.](#) Eight to ten year plan, in stages with funding designated for this project. More can be achieved in smaller bites. BUT, let's DO something!!!!

[409.](#) It is wonderful that there are a group of concerned citizens driven and working hard for a change in the downtown core. Thank you for your time, hard work and ideas.

[410.](#) That there are sufficient receptacles for rubbish so that it isn't scattered all over a beautiful area and fines should be established.

[411.](#) The moves should be made with great care. Don't clutter up the space. Simple, clear moves. The past is embodied in the buildings that surround the space. Make the space itself modern, environmentally responsible, pedestrian friendly and useful in all four seasons.

[412.](#) I see the redevelopment of Marklet Square as an integral part of maintaining a vibrant downtown core and bringing the community together.

[413.](#) No half-measures, please. Even if the development of the Square has to be phased, make the plan a grand one that will make a statement about the spirit, values and vision of the Stratford community.

[414.](#) Borrowed from the running shoe people - Just Do It! Set a realistic completion date to transform and inspire. We should be enjoying a new Market Square by 2020.

[415.](#) The buses need to be out of there. I am almost asphyxiated by the fumes if I visit City Hall.

[416.](#) One aspect of redevelopment must focus on pulling shoppers and tourists to the area so that the business are more viable. I think I might expand pedestrian area to the west of city hall (behind it) including greenspace, area for events, etc and leave enough space for the street and two rows of parking. just a thought.

[417.](#) Is this the last survey? Too much money and time is being spent on surveys with little or no action as a result of the surveys. Please check grammar and spelling prior to posting. LOL Are you really going to "hose people" in question 8?

[418.](#) Leave enough room for a performance area for things like Summer Music, Food festival, etc.

[419.](#) Relating to section 1 question 8, I just want to emphasize that 9 out of 10 times when I go to Market Square I walk there. It can be very hard to get through and around the area on foot because of the car and bus traffic; it is very unfriendly space for pedestrians yet it should be easy and safe for us to cross to all the shops without having to walk the circumference of that parking lot. I go there at least two or three times a week and I make a point of supporting those businesses, shops, and restaurants. I could easily buy everything in K/W or elsewhere, but I believe that a thriving downtown core with small local businesses is vital for a healthy Stratford. Anchored by that wonderful City Hall, Market Square could be so much more than a place to dodge cars and buses, especially in the hot summer when there is no shade, no greenery! Section 1 question 8:

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why force me to chose 3 reasons when I go to Mkt Sq to shop, to the market, to dine, and to city hall?? All are important and frequent reasons why I go there. Section 2 question 7 should not require selection of a single significant benefit. I feel very strongly that all four of those benefits listed are interrelated and build on one another; all four are important.

[420.](#) I really hope that at least part of the Square can be redeveloped in time for 2017. Even if it takes years, I think we need one master plan and then maybe implementation in phases. I find it amazing that there is nothing to do in the Square in the evening, before and after performances at the Avon and Studio theatres. The Festival should be involved, along with local businesses, in making it a more people friendly space.

[421.](#) the biggest thing Stratford could ever do to become an urban oasis is to slow down the addiction to the automobile.. pedestrians number #1, cyclists #2, transit #3. Our auto centric present has led to terrible urban sprawl. Every great city in the world is reigning in the auto.

[422.](#) biggest concern would be traffic and replacement parking spaces

[423.](#) Parking development in the Erie Street lot in two or three phases, to an increased height of at least two levels would not be unattractive. Small store front shops or museum along Erie would enhance curb appeal. Think Toronto's Enbridge walkway with a local history display.

[424.](#) There was a question regarding food and vendors in the development.... why? They are so many wonderful vendors (esp. food/coffee) already right there that are solid Stratford merchants. Why clutter the actual site with this?

[425.](#) Don't change the happy, at times somewhat chaotic, feel of Stratford's downtown area.....or we will lose its charm and personality which I dearly love, having lived here for 51 years.

[426.](#) Needs to happen, currently its a very shabby space!

[427.](#) I hope the city sees the tremendous opportunity before it - to convert wasted space generating little if any revenue into a place which could generate so much more business activity, civic pride and reason to come to your lovely city.

[428.](#) Stop delaying , make decision and move forward!

[429.](#) I am a fresh produce vendor at the Sunday Slow Food Market. A redevelopment of this area would be instrumental and vital towards attracting more people to this Market as well as any other community events that would be held here. The Market is already a success but a redevelopment would bring the atmosphere and ambiance that is more conducive to an open air community event. Please get this project done and make it happen. There has been too much talk and far too much procrastination.

[430.](#) I have traveled to many locations around the world. The best have pedestrian friendly, aesthetically well designed, and technologically innovative commercial community spaces.

[431.](#) Stratford will still be looking for a decision on this in 5 years and probably 10 !

[432.](#) Put the emphasis on pedestrians and culture. Let's push the automobiles and buses away from the city core.

[433.](#) Thanks for taking the initiative.

[434.](#) Get rid of the busses! I think this is a wonderful initiative and I hope to see it done right with a true vision for the future and not getting caught up in politics. It should be a place that functions as the heart of this community, that brings people together and allows

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for benefits to all stakeholders. Please allow this to proceed to improve our city for my children and their children!

[435](#). There are been many options put forth by students and consultants. Walmart has provided money. Make a decision and move forward. make it a people friendly place - like a piazza (square) in Europe. Most Cities have them. We are fortunate to have this space. Use local products, engage the businesses in the area.

[436](#). I love your City, it is part of me, I have lived outside Canada for many years and was born in Stratford, I have my soul there and would give you \$500 just to be part of something..... "You all could do very well there"..... and no I have no other reason to share this way but have concerns that.... everything by a vote means we will all live in the same places, looking the same, talking the same, being the same.... Stratford is NOT THE SAME

[437](#). I think Stratford should worry less about areas of the city that are functioning and more on areas that are true eyesores such as the Cooper site. That area has been sitting vacant long enough and if cleaned up would provide excellent parkland for the residents.

[438](#). So much talk of the buses. The fact is they are embarrassingly over-sized & travel the city streets empty the majority of the day.

[439](#). The current Market Square is unfortunately a depressing sight, void of greenery and life. If not for the essential businesses located there, I would stay away because it depresses me to look at this dreary spot, with so much potential being ignored by City Hall. There is a definite lack of vision and leadership - so sad.

[440](#). STOP wasting more tax dollars on studies,reports etc. Move on with the projects to take advantage of the Wal-Mart fund before it's too late!

[441](#). There is a typo in question 8

[442](#). Let's finally make a decision and move forward with this project soon.

[443](#). Let's finally make a decision and move forward with this project soon.