



# **project2007**

*and beyond*

# project2007 *and beyond*

## A Report of the Uptown Vision Committee

Original Report 1992 • Revised 1996, 1999, 2004

**The Uptown Vision Committee commends the City of Waterloo and Uptown Partners for their commitment and achievements in Uptown Waterloo, including:**

Continuing funding for, and completion of, initiatives described in the *Project 2007 Report*

Increasing numbers of residential units

Increasing numbers of parks, stores, art galleries, restaurants and activities seen every year

*Support for Uptown Waterloo is truly a "good news story."*

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# thevision

## Vision Statement

**The City of Waterloo is committed to work in partnership with the community to:**

*Create a distinctive Uptown that provides a safe, lively, accessible and attractive place to live, learn, work, shop and play in all seasons*

*Achieve a sense of place in which future growth develops in harmony with the City's historic character and attributes*

*Guide our actions by considering what is beneficial for people and their environment*

*Achieve this vision which will require the collective efforts of all its citizens to build consensus and create momentum toward a vibrant, people oriented, city core*



# thebackground

## WHERE WE'VE BEEN...WHERE WE ARE GOING

**The current Project 2007 and beyond report is a revised and updated document for the City of Waterloo and all stakeholders.**

- 1992 — City of Waterloo Council formed a committee representing the community to create a vision for Uptown Waterloo.
- 1993 — Council approved the Vision and Goals, following consultation with community groups, to serve as a guide for all future decisions and actions related to Uptown Waterloo.
- The committee became known as the Uptown Vision Committee. Their task was to set up a series of specific actions to achieve the Goals and realize the Vision by the year 2007 — the 150th Anniversary of the City of Waterloo.
- Confirmation of the Vision is demonstrated through recent initiatives: the Uptown Waterloo Transportation Study (2001), Imagine! Waterloo (2001), the Uptown Parking Study (2002), the Uptown Strategy Study (2003), and redevelopment of Waterloo Public Square — among others.



# celebratingoursuccess

## CELEBRATING A REALIZATION OF THE VISION

The Project 2007 completed initiatives (please see legend on page 11):

Project	Partners
Erb-Caroline intersection reconstruction	RofW/CofW Traffic Study
William/Willow/Laurel realignment	RofW/CofW Traffic Study
Tree Planting On Private Lands Program	PWS/partnerships with private groups
Pedestrian entrance to Waterloo Park	Waterloo Park Committee
Core bus transfer point study	Grand River Transit/UWBIA/COMPARE
Schools	CofW/School Boards/Neighbourhood Associations
Commercial Structure Study	CofW/Commercial Business Sector/WEDC
High speed communications in core	EDM/DS/private developers/telecommunications companies
High speed infrastructure	DS/WEDC/ private developers
Old CN land development	CofW
Entertainment Centre, Programs for Youth	R&L/School Boards/WCAC
Cultural Centre (Arts Centre/Button Factory)	Cultural Development Committee/WCAC
Performing Arts Centre	R&L/Cultural Development Committee
Boardwalk—Silver Lake	Waterloo Park Committee
Barrel Warehouse Park	DS
Old Train Station	EDM
Carnegie Library landmark at Dupont & Albert (incorporated into other plans)	Public Art Committee/PWS/R&L/Waterloo Park Committee

Additional examples of other completed Uptown Initiatives:

Seagrams Redevelopment	First Gulf Redevelopment of 15 King Street
Labatt's Redevelopment	Alexandra School Condominiums
Bridgeport Lofts	Brighton School Redevelopment
Grist Mill Restoration	Expanded Buskers and Jazz Festivals
Luther Village Redevelopment – Sunar Hauserman	Waterloo Stage Theatre
Perimeter Institute	Wonders of Winter in Waterloo Park
Centre for International Governance Innovation	Princess Cinema Renovation
Waterloo Memorial Recreation Complex	Terrace on the Square Development
William Place Apartments Development	Trail Improvements
Communities in Bloom	Clarica/Sunlife Expansion
Historic Train Station Reuse	Canadian Clay and Glass Gallery

# progress through partners

## IT TAKES A COMMUNITY...TO BUILD A COMMUNITY

The City of Waterloo enjoys a great tradition of partnership and volunteer services from individuals and groups who work together for the betterment of the community, including Uptown Waterloo.

The list of Initiatives in the report is not all-inclusive because the Uptown Vision Committee may not be aware of all present or future initiatives. It should also be noted that implementation may not necessarily involve new money.

The original Pathfinder Partnership Program recognized that people, businesses and organizations using and enjoying Uptown Waterloo could provide many resources to continue the success of the Uptown. The purpose of the program was to promote proposed initiatives in the Uptown — a strategy that led to partnerships with Manulife, Clarica/Sunlife, the Perimeter Institute, First Gulf, UpTown Waterloo BIA, the Centre for International Governance Innovation, etc.

Community involvement forms the basis of the Uptown Vision.

Community involvement is necessary to achieve the Vision.



# goalsandobjectives

## CREATING A VIBRANT UPTOWN

### A SENSE OF PLACE

- Incorporate design elements into Uptown that foster a clear and unique sense of identity and place, e.g., unique signage and maps.
- Establish a central public square to provide a focus for Uptown activities.
- Project a welcoming, enjoyable ambiance in Uptown.
- Ensure retention, recognition and protection of heritage buildings and streetscapes.

### A PEOPLE PLACE — FULL OF ACTIVITY

- Encourage a wide range of activities to allow participatory involvement regardless of income levels, age or diversity of interests.
- Promote physical activities like walking, jogging, and cycling — connecting Waterloo Park to Uptown.
- Ensure a mix of retail and entertainment-based commercial enterprises to encourage a variety of activities.
- Promote daytime and evening activities to bring residents and visitors of all ages to Uptown.
- Support enjoyable social/cultural community festivals for people of all ages such as the Uptown Waterloo Jazz Festival, Uptown Country, the Buskers, the Summer Concert Series, Okoberfest and the K-W Arts Awards.

### A SAFE UPTOWN

- Ensure safety, comfort and security for residents, employees and visitors in the Uptown area.
- Design “crime-proof” streets and buildings.
- Provide safety for all uses of streets and public spaces.



# goalsandobjectives

## **HUMAN SCALE IN DESIGN**

- Accommodate pedestrian and cyclist circulation, and other alternative forms of transportation, and consider these factors in the decision-making and planning process.
- Guide the design of human scale streetscape features at both lower and upper levels of buildings; buildings should not be overwhelming in proportion.
- Consider microclimatic conditions and sun/shade in building development/redevelopment.
- Improve the design and function of streets and sidewalks to a comfortable human scale.
- Wayfinding signage and maps standardized and integrated into core.

## **ENVIRONMENTALLY FRIENDLY/GREEN**

- Enhance the natural environment to increase the attractiveness and comfort of the Uptown core.
- Connect Waterloo Park to Uptown, physically and visually.
- Continue to “green” Uptown with more trees, open green spaces, green roof top developments and a vista to Waterloo Park.
- Enhance outdoor recreational opportunities and incorporate our aquatic resources — Laurel Creek and Silver Lake.

## **ACCESSIBLE**

- Provide a barrier-free Uptown where businesses, facilities and activities are accessible to all.
- Manage the co-existence of pedestrian and vehicular traffic.
- Promote available and accessible parking, integrated with pedestrian circulation systems.
- Ensure pedestrian access in Uptown through well-marked promenades and walkways linked to trails and Universities.
- Enhance and promote cycling trails and facilities.



# goalsandobjectives

## **AFFORDABILITY & AVAILABILITY**

- Encourage a wide range of activities to allow participatory involvement regardless of income levels, age or diversity of interests.
- Accommodate a mix of housing types to allow for a variety of ages and income levels to live in Uptown.
- Encourage a wide variety of retail outlets to attract a diversity of consumers to Uptown.

## **ECONOMICALLY VITAL**

- Provide a healthy tax base through a mix of residential, business, retail, cultural, tourist, recreation and entertainment components.
- Ensure a mix in the commercial/retail and light manufacturing sectors and other services to support a good standard of living for local residents and serve local industry.
- Encourage tourism and tourism-associated businesses.



# initiatives

## Legend

UWBIA	UpTown Waterloo Business Improvement Area
CofW	City of Waterloo
RofW	Region of Waterloo
DS	Development Services
EDM	Economic Development & Marketing
PWS	Parks & Works Services
R&L	Recreation & Leisure Services
MHC	Municipal Heritage Committee
WEDC	Waterloo Economic Development Committee

## PROGRAM/PROJECT, STATUS & PARTNERS

The Initiatives that follow are **HIGH PRIORITY** and are still to be completed:

Project	Status	Partners
Redevelopment of Waterloo Town Square	New	CofW/First Gulf
Waterloo Public Square	New	CofW/First Gulf
Willis Way extension	New	CofW/First Gulf
King Street Streetscape at Waterloo Town Square	New	CofW/First Gulf
Unifying Uptown signage	New	CoW/UWBIA
Connect Waterloo	2004-2013	CofW/UWBIA
Uptown Promenade	2004 - 2013	CofW
Uptown Marketing strategy	2005	EDM/UWBIA
Carnegie Library grounds landscaping	2005	R&L/UWBIA/PWS/Waterloo Horticultural Society
Gateways to Uptown at key intersections	2005, 2013	UWBIA/PWS
Caroline streetscape improvement	2005, 2009, 2013	DS/PWS/Seagrams
Uptown Public Realm Design Guidelines	2006	PWS
150th Anniversary Celebrations	2007	CofW

continued...



The Initiatives that follow are **HIGH PRIORITY** and are still to be completed:

Uptown Private Realm Design Guidelines	Ongoing	DS
Retail outlets: target & attract specific outlets	Ongoing First Gulf	EDM/UWBIA
Patrolling/By-Law Enforcement	Ongoing	Waterloo Regional Police/Protective Services
Regina street & streetscape improvement	Ongoing	PWS/BIA/DS
Accessibility Audit Program	Ongoing	CofW/ K-W Access Ability/ School Boards/ Seniors
Housing on old industrial sites & include low density options	Ongoing	DS/PWS/EDM
Hotel development	Ongoing	EDM/WEDC
Events/activities: market & communicate to public	Ongoing	EDM/UWBIA/ Cultural Services/ K-W Tourism
Festivals/Programs in Uptown supported	Ongoing	Cultural Services/UWBIA/Community & Service Groups
Tourist Information Centre	Ongoing	EDM
Uptown trees rewired	Ongoing	CofW/BIA
Bicycle parking	Ongoing	Trails Advisory Committee/ PWS/Guidelines Review Committee
Waterloo Public Library	Ongoing	WPL Board/CofW
Safety Audits now encompassing Graffiti Programs/Street Issues (integrated into projects)	Ongoing	UWBIA/K-W Sexual Assault Support Centre/ University Student Councils/ Public Works/ Police
Road & sidewalk standards: review/update	Ongoing on project basis	PWS



The Initiatives that follow are **MEDIUM PRIORITY** and are still to be completed:

<b>Project</b>	<b>Status</b>	<b>Partners</b>
Streetscape improvements	2004-2011	DS/PWS/UWBIA
Heritage Green improvement	2006, 2010	DS/PWS
Erb-Caroline 2 Way conversion	2007-2008	RofW
Waterworks Park development	2010, 2111	PWS/DS
Parking facility in north end of Uptown	Pending	DS/PWS
Timing of pedestrian traffic signals: review	Ongoing	RofW/CofW
Community trail improvement	Ongoing	R&L/Trails Advisory Committee
2nd floor commercial & residential	Ongoing	DS/Council
Public art acquisition	Ongoing	Public Art Committee/R&L
Bus routes to include Recreation Complex: review	Ongoing LRT study	Uptown Traffic Study
Convention facilities: develop & promote	Ongoing	EDM/WEDC
Crosswalks	Ongoing with redevelopments	CofW/RofW
Hydro wires buried	To be considered	DS/Service Providers
Tree planting	Ongoing	PWS

The Initiatives that follow are **LOW PRIORITY** and are still to be completed:

<b>Project</b>	<b>Status</b>	<b>Partners</b>
Public sculpture court	To be considered with redevelopment	Public Art Committee
Open-air market	Pending	UWBIA/CofW
Parking garage at William & Herbert: review	Ongoing	CofW
Murals	Ongoing	Public Art Committee
Kidsafe Waterloo: Graffiti, skateboarding now addressed	N/A Issues have changed	UWBIA/Social Planning Council
Union/Willow rail trail	Pending	PWS

# appendix 1

## UPTOWN VISION COMMITTEE MEMBERS 2004—2006

<b>Committee Member</b>	<b>Representation</b>
Elsie Taylor, <i>Chair</i>	Local community
Chris Betker, <i>Vice Chair</i>	Local community
John Shortreed	Local community
Mike Flynn	Local community
Brad Marsland	Municipal Heritage Committee
Greg Romanick	Development Services
Patricia Rutter	Economic Development & Marketing
Lynne Paquette	Uptown Waterloo BIA Board of Directors
Cathy Matyas	Waterloo Public Library
Jim Bolger	Councillor, Ward 2
Ian McLean	Councillor, Ward 5

## FORMER UPTOWN VISION COMMITTEE MEMBERS

Sandra Stone	Robert Armstrong	Sarah McPherson
Neil Richardson	Wayne Deyarmond	Marg Johnson (Chair)
Caroline White	Councillor Dave Roeder	Ian Robertson (Chair)
Rosemary Rowe	Ted Cross	Karen Anderson
Councillor Bruce McKenty	Tracey Johnston-Aldworth	Brian Dietrich
Robert Strachan	Craig Hoddle	Isabelle Kuxdorf
Mayor Brian Turnbull	Councillor Brent Needham	Ken Nix
Mayor Joan McKinnon	Tony Giovinazzo	Brian Detzler
Dick Tyssen (Chair)	Brenton Toderian	Thom Mahler
Councillor Tricia Siemens	Lois Carley	Councillor Bruce Alexander
Jim Walsh	Ken Freeman	Bruce Hawkins
Eleanor Scully (Chair)	Gail Hossack	Art Dayman
Bob McFarland	Rose Bilicik	Charles Champagne
Greg Roberts		Glenn Scheels

## ACKNOWLEDGEMENT OF OTHER COLLABORATING PARTNERS

Uptown Waterloo Jazz Festival Inc.	Lions Clubs	and many others...
Communities in Bloom	Waterloo Horticultural Society	
Wonders of Winter	Buskers	
Oktoberfest	K-W Jaycees	
Ice Dogs Festival	Royal Medieval Faire	
University of Waterloo	Wilfrid Laurier University	