

FESTIVAL AREA DESIGN BRIEF, 2012

2012.12.13
Prepared for the City of Waterloo

This document provides an outline of the Festival Area Design Framework and 'Green Rooms' concept, including the proposed layout of rooms as well as the definition of the primary components which will furnish these spaces.

PUBLIC WORK

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BACKGROUND**Building Upon The 2009 Master Plan Vision For Waterloo Park****From 2009 Master Plan to the current 2012 Design Framework Aimed at Implementation**

The Waterloo Park Master Plan was created with the mandate from City Council to develop a vision for the 48.5 hectare Waterloo Park situated in the intensifying heart of Uptown Waterloo. The 'Final Report for the Waterloo Park Master Plan – 2009' outlines the vision for the long term development of Waterloo Park - a people oriented gathering place for the entire community with venues that offer a variety of unstructured recreational and cultural experiences. Council unanimously endorsed the Master Plan and the project is now moving forward with the staged implementation of the proposed design initiatives. As part of this revitalization initiative, the City of Waterloo completed a skate park in 2012 within the Festival Area (not included originally in the Master Plan).

The 2009 Master Plan has determined the programmatic requirements for Waterloo Park's revitalization. This current Festival Area initiative is focused on developing a final design framework for the Festival Area aimed at implementation, which integrates the existing skate park seamlessly into the Festival Area and provides for the additional programs and activities included in the Master Plan. It aims to confirm Waterloo Park as the city's premier park and expand the civic and community offering of this "Jewel of the City".

1



Overall Waterloo Park Master Plan Vision 2009,
City of Waterloo

2



Waterloo Park Master Plan - Festival Area Program,
City of Waterloo

Now...



3



Skate Park & Festival Area Concept - 2011,
City of Waterloo

4



Completed Skate Park - Opened in 2012,
City of Waterloo

INTRODUCTION

A New Front Door For Waterloo Park

The Festival Area design is part of a park-wide strategy to establish a clear front door to Waterloo Park and create a green space for large civic gatherings while also providing extensive community programs.

The Festival Area project initiative takes advantage of the opportunity to bring a sense of balance to the park as a whole – with the momentum to propel the transformation of Waterloo Park’s identity and performance over the next 30 years. The Festival Area will strengthen Waterloo Park as a renewed ‘Jewel’ of the City and redefine the overall park as a singular, coherent place – and confirm its identity as a focal point of civic life in Waterloo.

The design includes a ‘Festival Heart’ with gathering space for +5000 people, which introduces a new core activity area on the west side of Waterloo Park. This new civic space is intended to be the principal outdoor performance venue for the park as a whole.



DESIGN FRAMEWORK

Approaching the Festival Area Design

The project will work to activate and structure the overall park with an eye to its future evolution, while staging a set of experiences in the Festival Area which will invigorate this new front door to the park today.

Today, the park appears divided in two parts: East and West. The East Park resembles a classic 19th Century pleasure park, while the West Park's identity is still in flux, shaped largely by Laurel Creek and a vast forest and vegetative cover. Taken together, the 111 acres in the East and West park areas accommodate a variety of both passive and active uses, but the park as a whole has yet to form a coherent identity – yet to be fused into a consolidated and identifiable place. The promise of the Festival Area is the return of a sense of balance to the park as a whole. Therefore, the current design framework for the Festival Area must also serve and propel the park as a whole.

Today

Over the last 122 years Waterloo Park has evolved from its agricultural origins into a dynamic open space situated in the urban core of Uptown Waterloo.

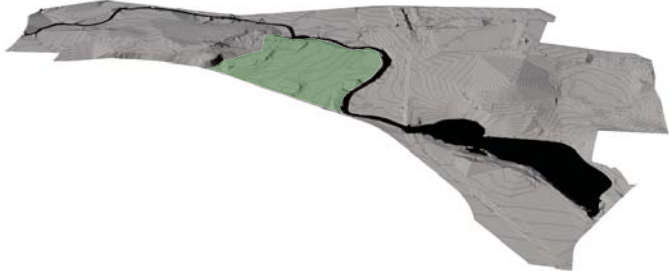


DESIGN FRAMEWORK

Approaching the Festival Area Design

TOPOGRAPHY

Contained Flatness
The origins of this landscape are rooted in the morphology of Laurel Creek and the site's agricultural past. The Festival Area sits within a band of flatness within the park, flanked by more expressive and rolling topography to the east and west. The most dominant topographic features remain the creek corridor itself and the FDBD embankment, which spatially contain the area.

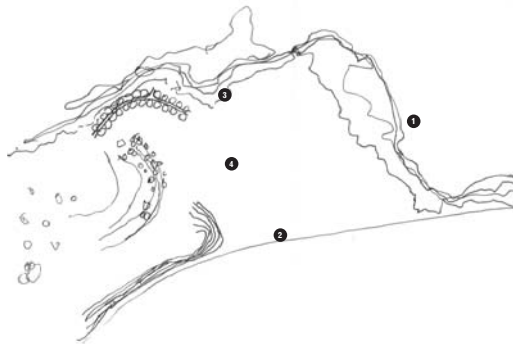
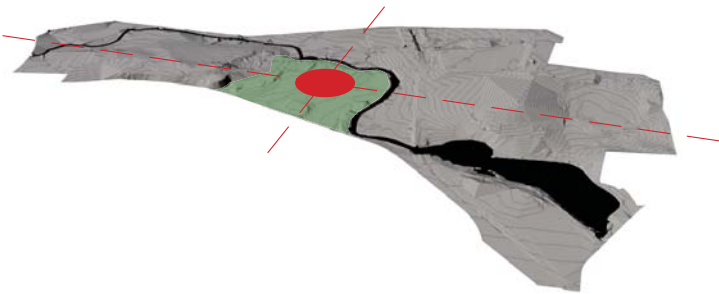


ESSENTIAL QUALITIES: BUILDING UPON EXISTING ASSETS AND SPATIAL QUALITIES



CENTRE OF WATERLOO PARK

Tracing the Geographical Centre of the Whole Park
The Festival Area also defines the park's centre and provides it with a front door to the community



The Park was originally created with the planting of 2000 Maple, Elm And Basswood Trees.

Creating Parkland out of Farmland

In 1891, 2000 Maple, Elm and Basswood trees were planted in rows and groves throughout the site to create shaded picnic areas, walkways and drives. The following year 600 additional trees were planted. (from City of Waterloo Heritage)



1894

Pleasure amidst an emerging park of 2000 newly planted trees.

1891 (plan, right)

Ten men and two teams of horses were hired to begin construction of the park. Working from July to October, the crew moved approximately 8600 loads of earth from the area that is now the Lions Lagoon splash park to create a terraced central park area now called the Oval.



122 years ago, the park began with the planting of 2000 maple, elm and basswood trees to form the Oval...

...today's approach to the Festival Area builds upon the site's existing assets and spatial qualities to configure an equally memorable public environment.

DESIGN FRAMEWORK

A 'Festival Heart' at the Core of Waterloo Park

A new point of gravity for the park as a whole: the Festival Heart, composed of an active, shady perimeter and open green core.

8,800m²



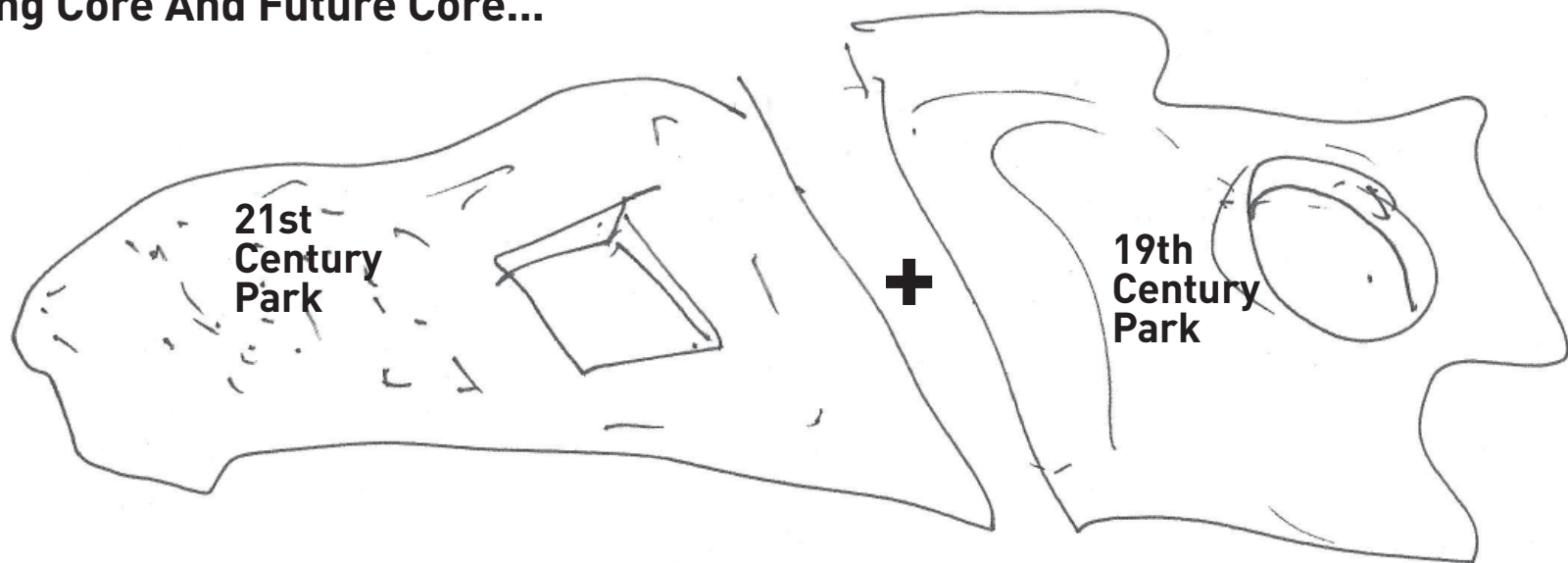
+

10,000m²



A Clearing in the Forest as the New Green Heart and Point of Gravity for the Park As A Whole.

Founding Core And Future Core...



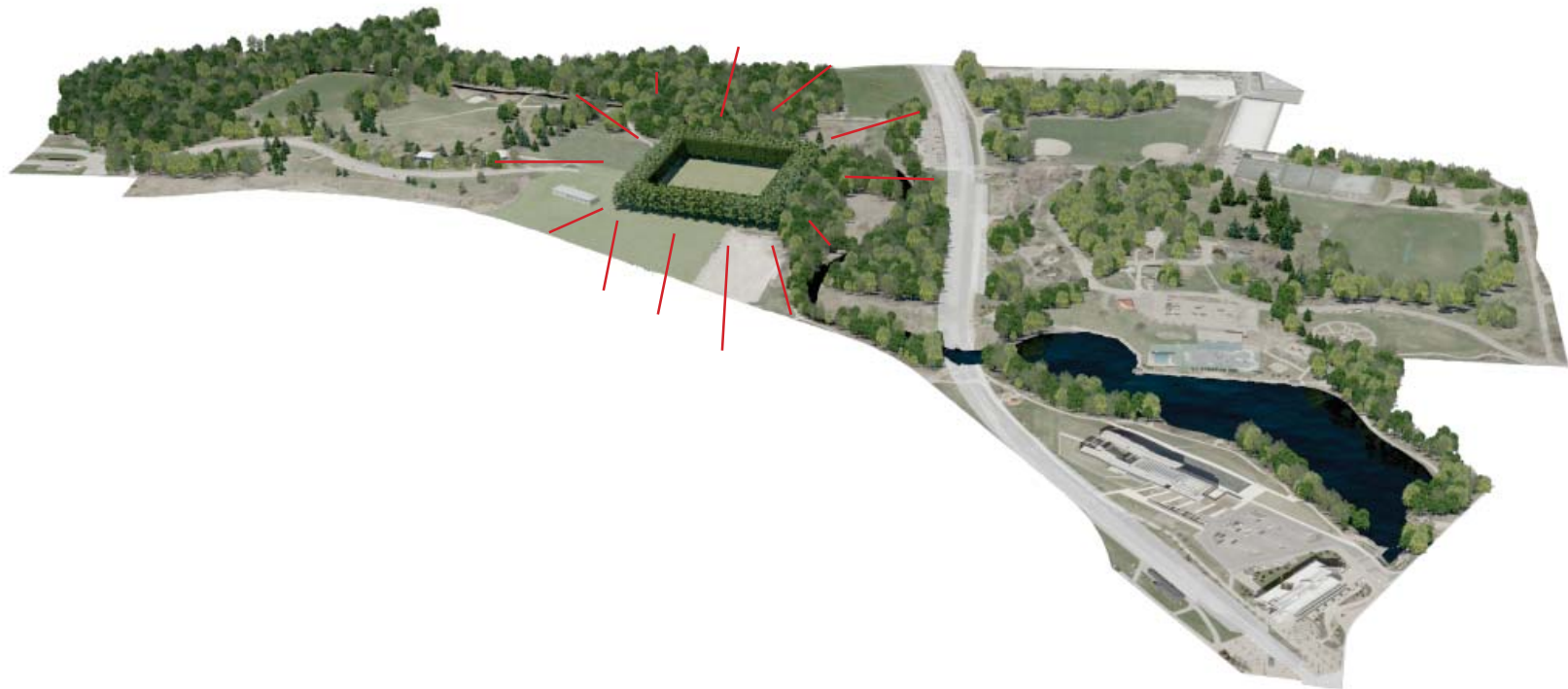
Evolving landscape and creation of future arboretum with clearly defined 'Festival Heart' as the core of the park for large-scale festivals and gatherings.

Original picturesque park design with clearly defined 'oval'

DESIGN FRAMEWORK

The Multi-functional Heart of Waterloo Park

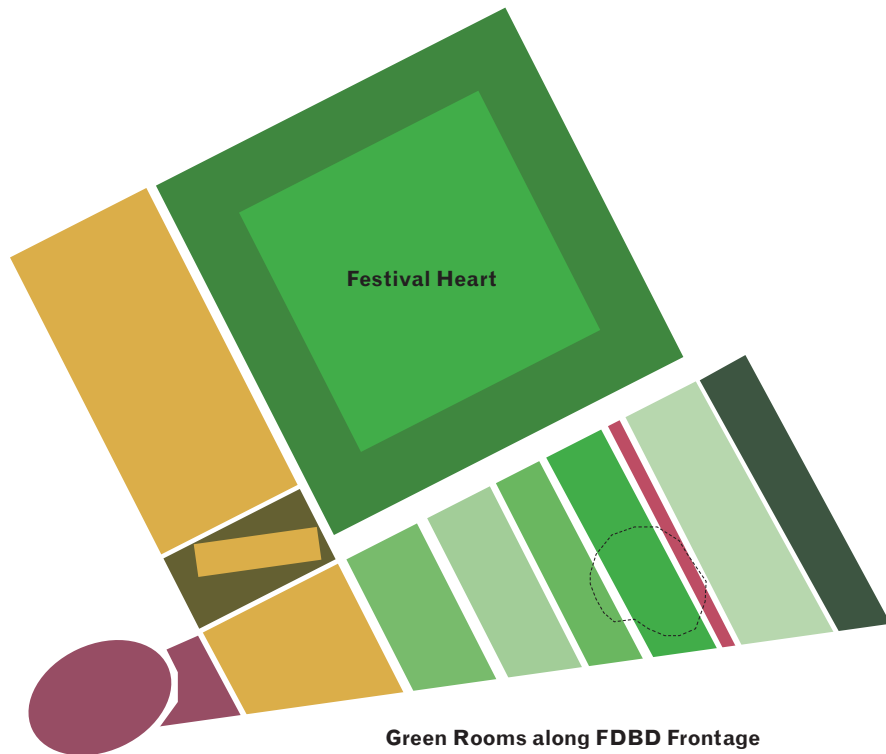
At the core of the new park, the Festival Area is defined by a clearing within the extensive forest cover. Reduced to its most flexible, functional, monumental and sublime aspects, the clearing gives a strong structure to the park and a memorable setting for diverse events and experiences. This 'Festival Heart' is a multi-functional green space that is spatially agile enough to host the many demands for passive and active recreation, culture and large-scale gatherings and performances.



DESIGN FRAMEWORK

The Heart Meets the Boulevard

Festival Area Framework:
Festival Heart + Green Rooms



Conceptual Design Framework of Festival Heart is reinforced with a sequence of programmatically-diverse 'Green Rooms' fronting FDBD.

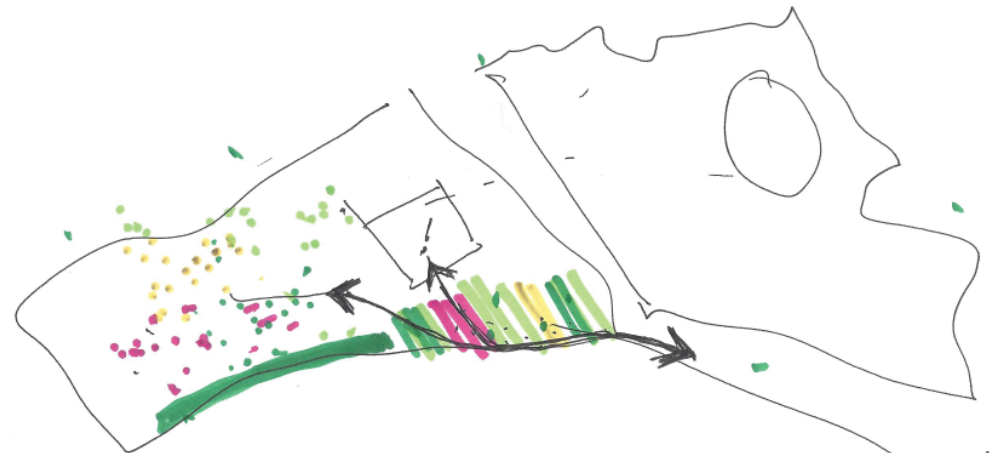


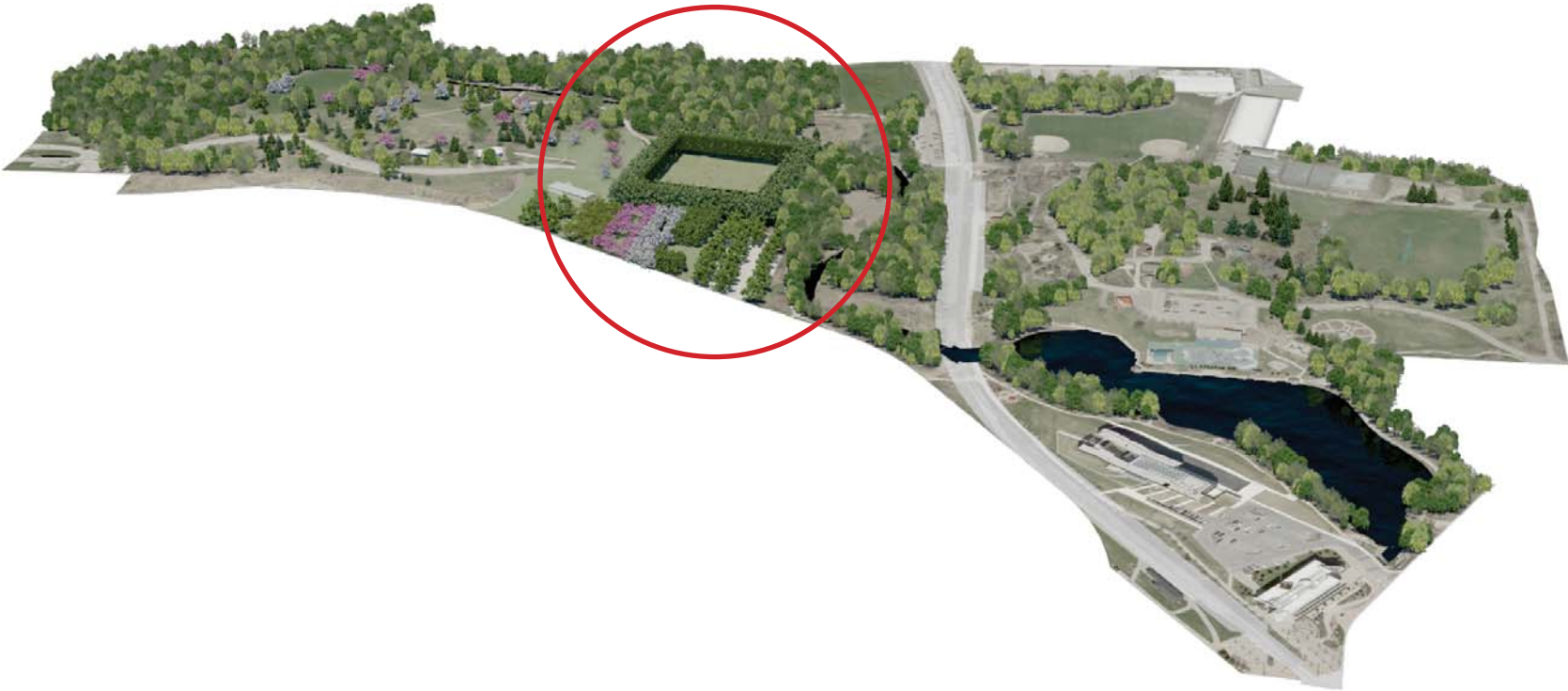
Conceptual View of Green Rooms extending from Festival Heart to FDBD.

DESIGN FRAMEWORK

An Iconic Frontage and Address for the Park and Future Arboretum

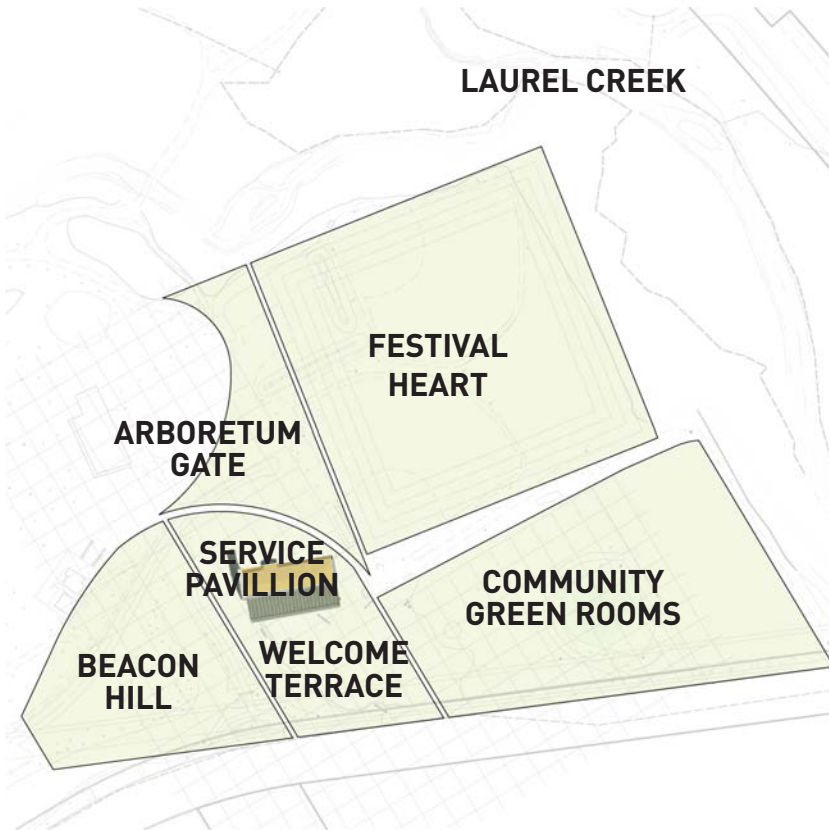
The frontage landscape provides a permeable invitation into the park's interior and creates a front door for the park which showcases the botanical, social and programmatic diversity of the Festival Area.





DESIGN FRAMEWORK

Major Zones Of The Festival Area



Civic Heart

Green, Multi-Purpose,
Large Civic Gatherings
(5000+)
Open Sun, Active and
Passive, City-Wide
Orientation & Function

Community Green Rooms

Intimate Scale, Diverse
Programs and Atmospheres,
Community-Oriented
& Function, with parking
integrated within the
structure of rooms

Service Pavillion/Entry Terrace

Front Door of the Park,
Amenities and Services,
Food, Sunny Gathering,
Close to primary play areas

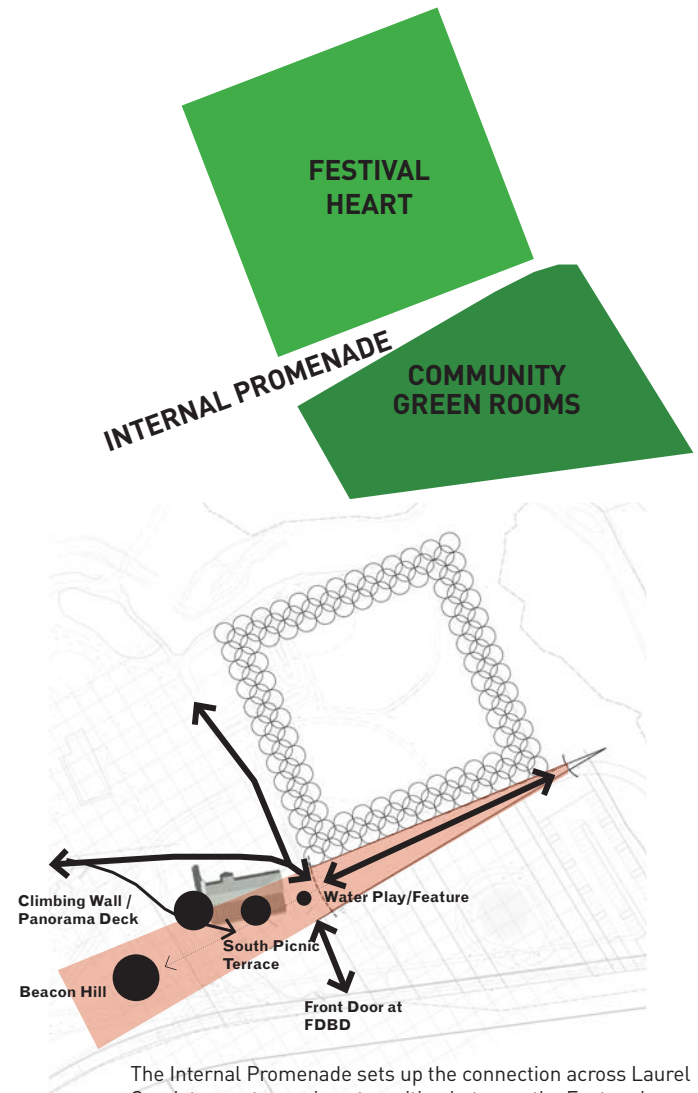
Arboretum Gate

Front Door of the West Park
Arboretum, Conifer Garden,
Passive Functions

Beacon Hill

Community Landmark,
Panoramic views, distinct
planting, adventure play,
slides, etc.

New Park Attractions and the Festival 'Hinge'



The Internal Promenade sets up the connection across Laurel Creek to create a unique transition between the East and West parts of the Park. Aligned with an axis of signature park programs and experiences.

DESIGN FRAMEWORK

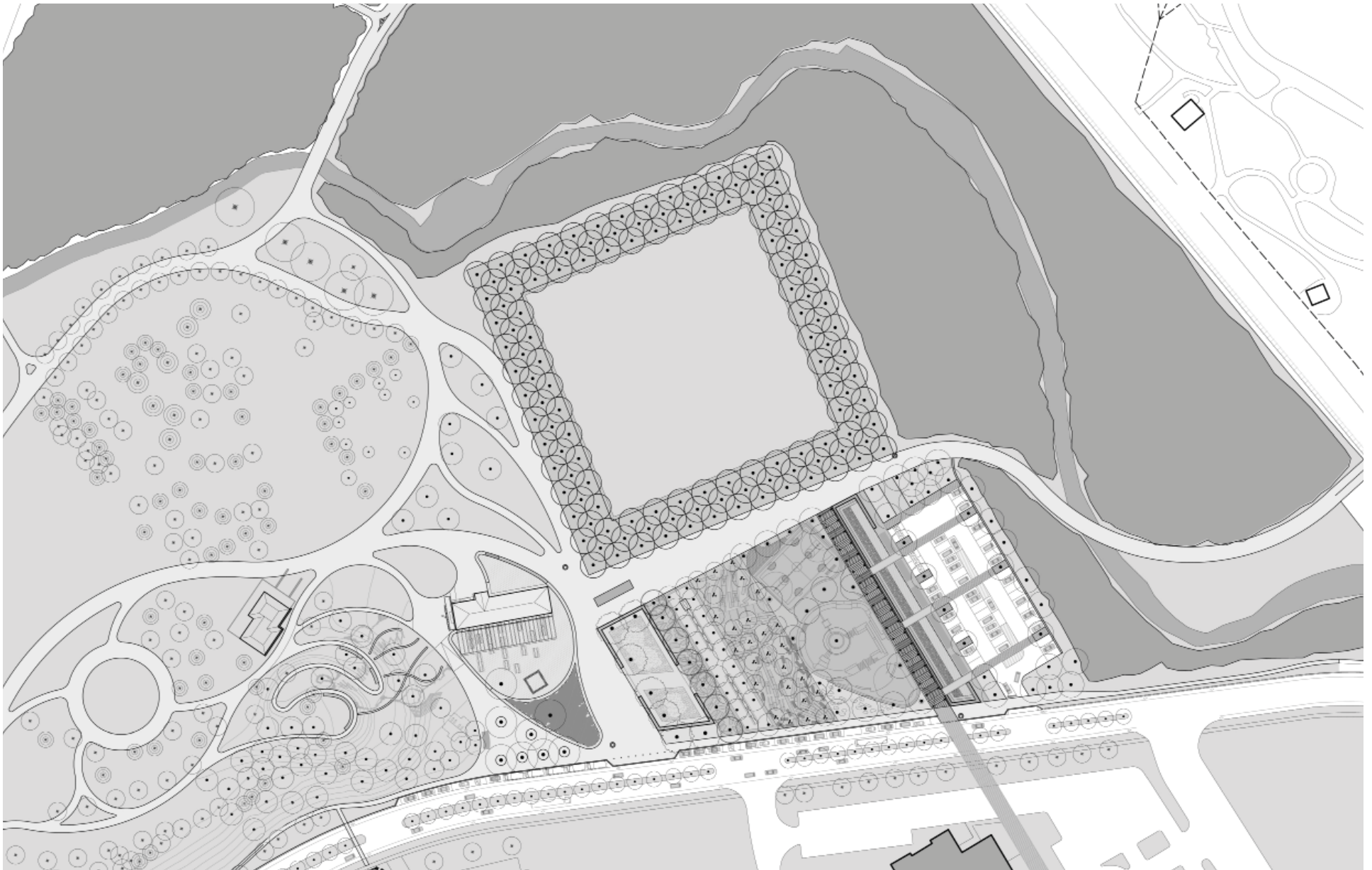
A Diverse Frontage of 'Green Rooms'

The frontage along Father David Bauer Drive gains a series of 'Green Rooms' - a collection of distinct landscape settings containing a host of new park programs and functions oriented to the community.

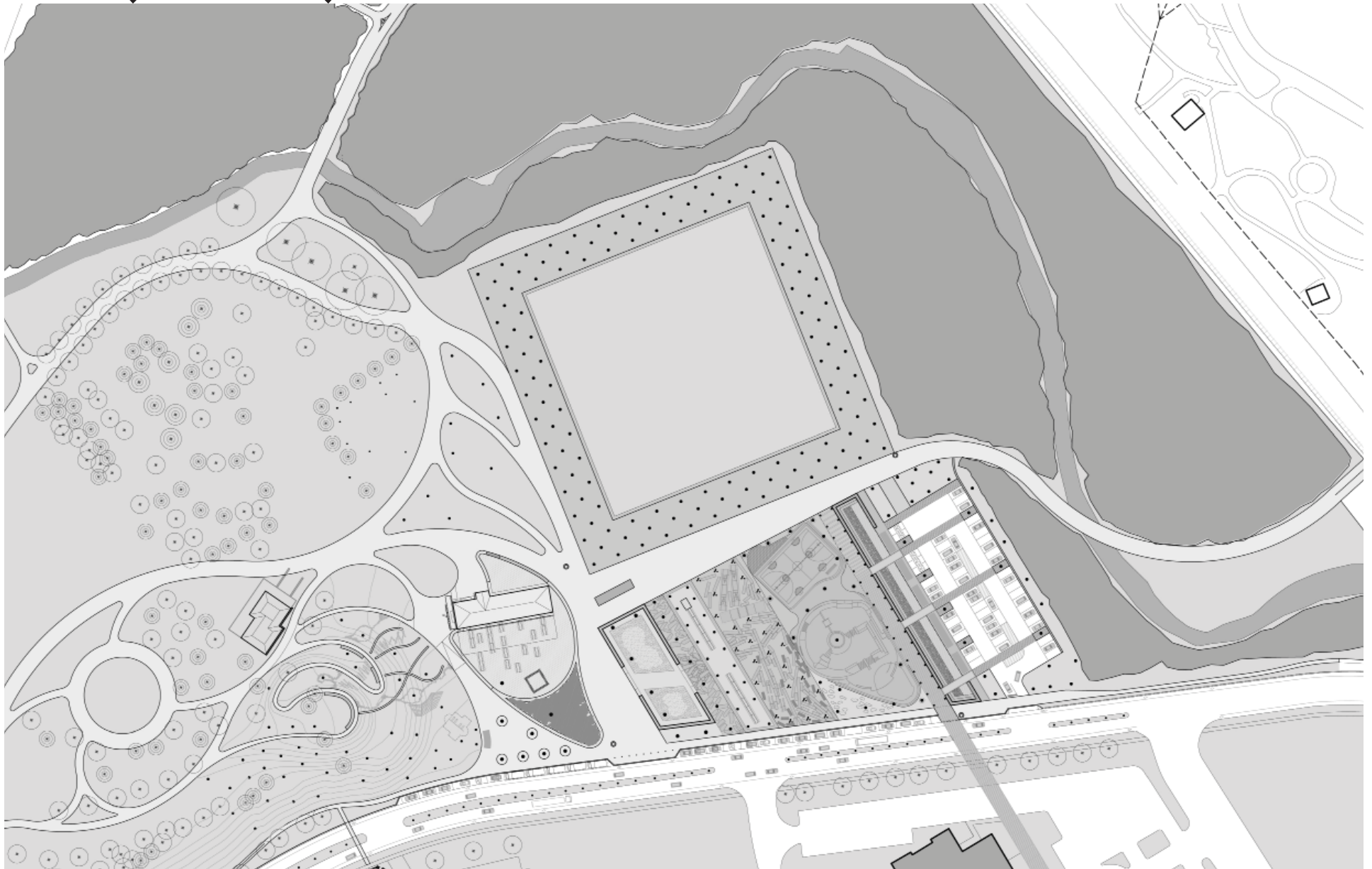
These landscaped 'rooms' contain memorable plantings based on a core selection of iconic trees that are well-adapted to the Waterloo region and which hint at the botanical diversity to be discovered within the park's inner landscape. They are emblematic of the future arboretum envisioned as part of the Master Plan for the east side of the park. The FDBD frontage showcases the new design initiative as it engages the street, culminating with a welcome plaza which celebrates the festival use and provides a legible park entrance leading visitors into the heart of Waterloo Park.

DESIGN FRAMEWORK

Plan

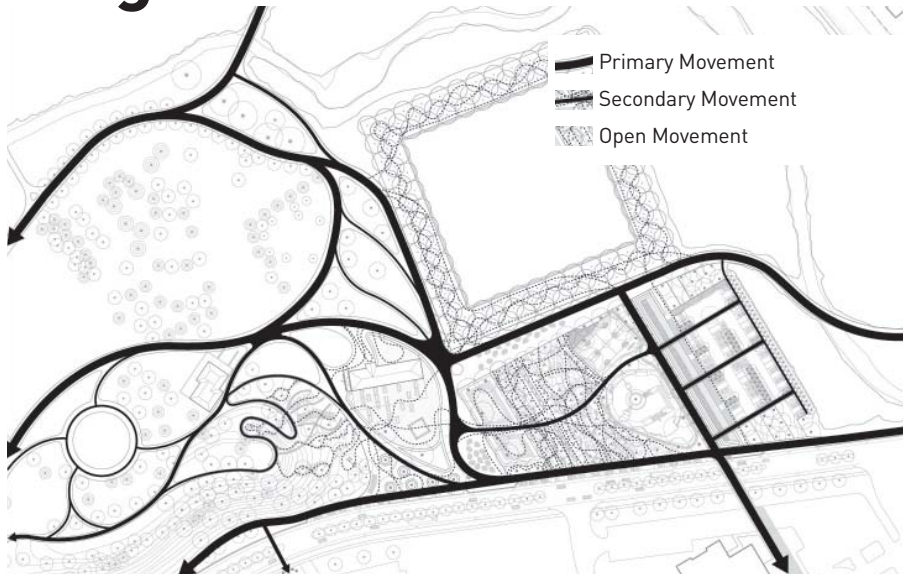


DESIGN FRAMEWORK Plan (Surface)



HOW THE PARK WORKS

Diagrams



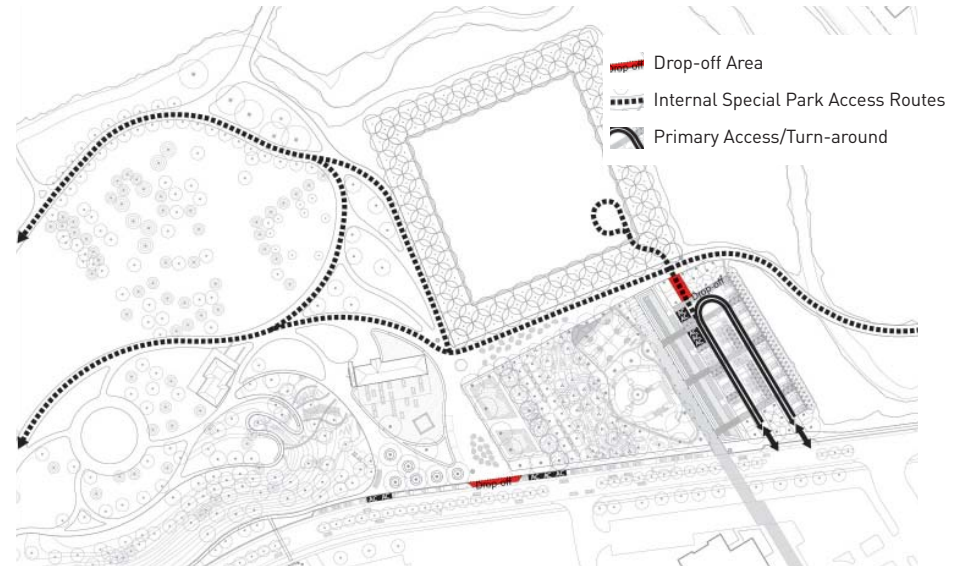
Pedestrian and Bicycle Circulation

Primary and Secondary routes, plus open, flexible routes



Soft Surfaces

Grass, Stone dust, Sand, Groundcover planting



Service , Fire & EMS Access



Planting

Diverse and iconic tree planting to define 'Green Rooms'
(refer to Atlas chapter for specific species)

HOW THE PARK WORKS

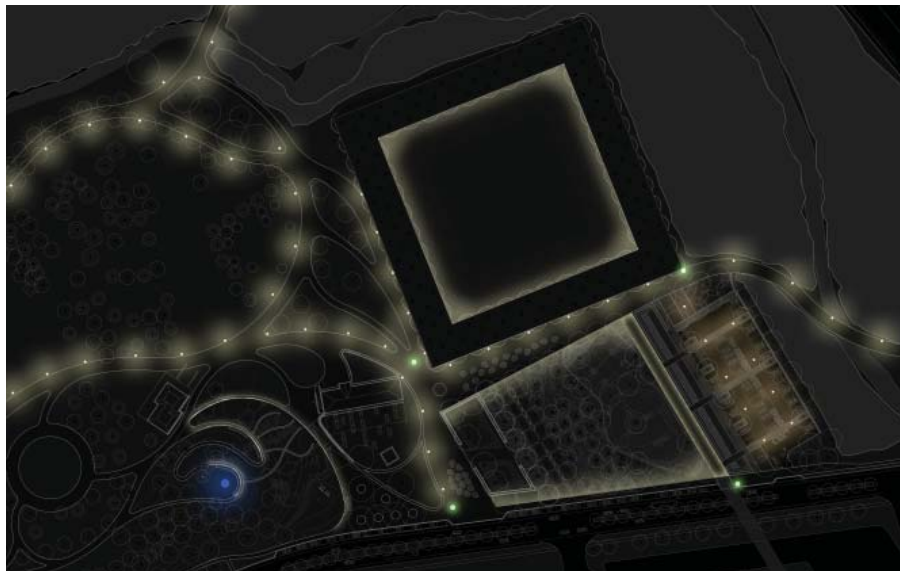
Diagrams



Food Trucks & Service Centre Concession

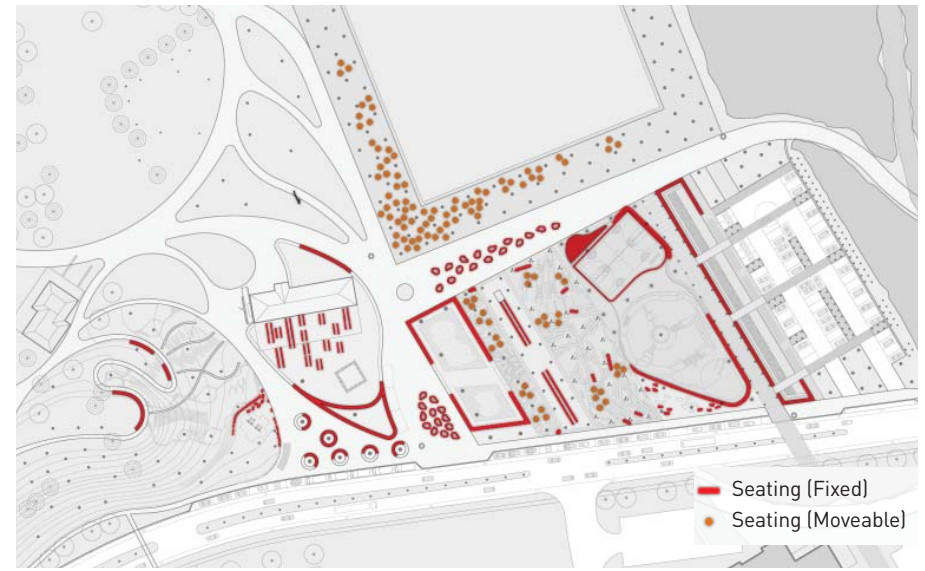


Small Performance Stages



Lighting

²⁴ Lighting defines primary movement through the park with support from secondary (architectural) lighting and a signature lighting installation on the peak of Beacon Hill



Park Seating - Fixed and Moveable

Seating is provided as an array of formal and informal furnishings. A range of seating options include fixed and moveable chairs, benches, and tables.

HOW THE PARK WORKS

Diagrams



Signage and Wayfinding



Amenities - Public Washrooms and Shade Structures



Public Art Opportunities



Drinking Fountains, Waste/Recycling Receptacles

HOW THE PARK WORKS

Diagrams



Small Market/Festival Configuration - Welcome Terrace



Medium Market/Festival Configuration - Terrace And Promenade



Medium Market/Festival Configuration - Festival Heart Perimeter



Large Market/Festival Configuration - Terrace, Promenade and Temporary Parking Surface

HOW THE PARK WORKS

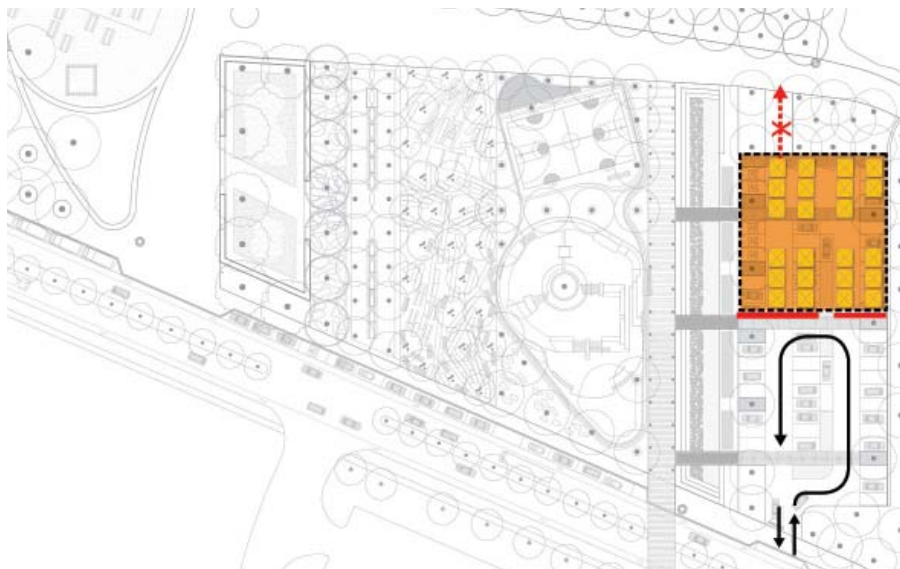
Diagrams



Donor Recognition Opportunities - Integrated within pergola structure



WiFi Hotspots

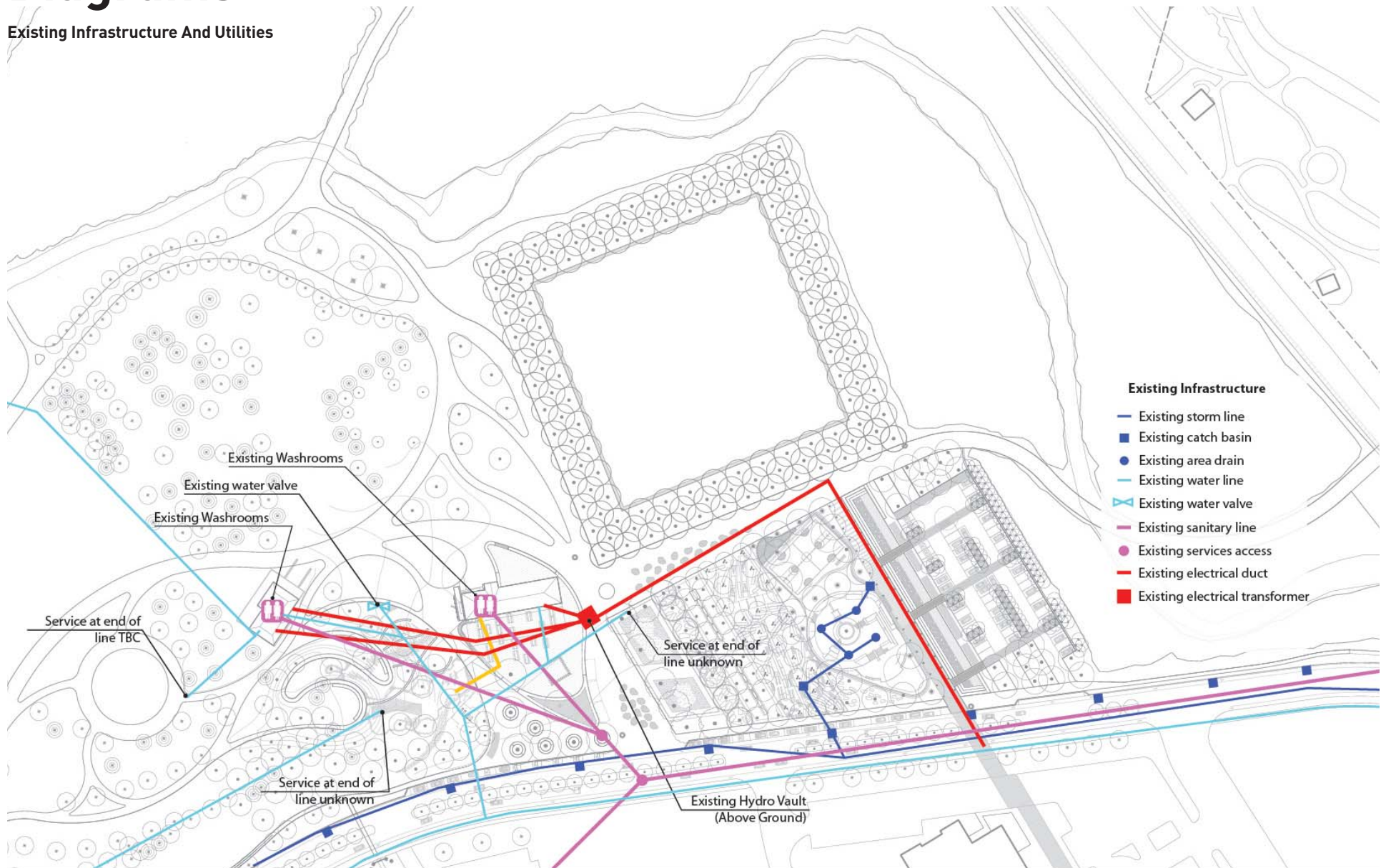


Parking - Potential Temporary Programming Space

HOW THE PARK WORKS

Diagrams

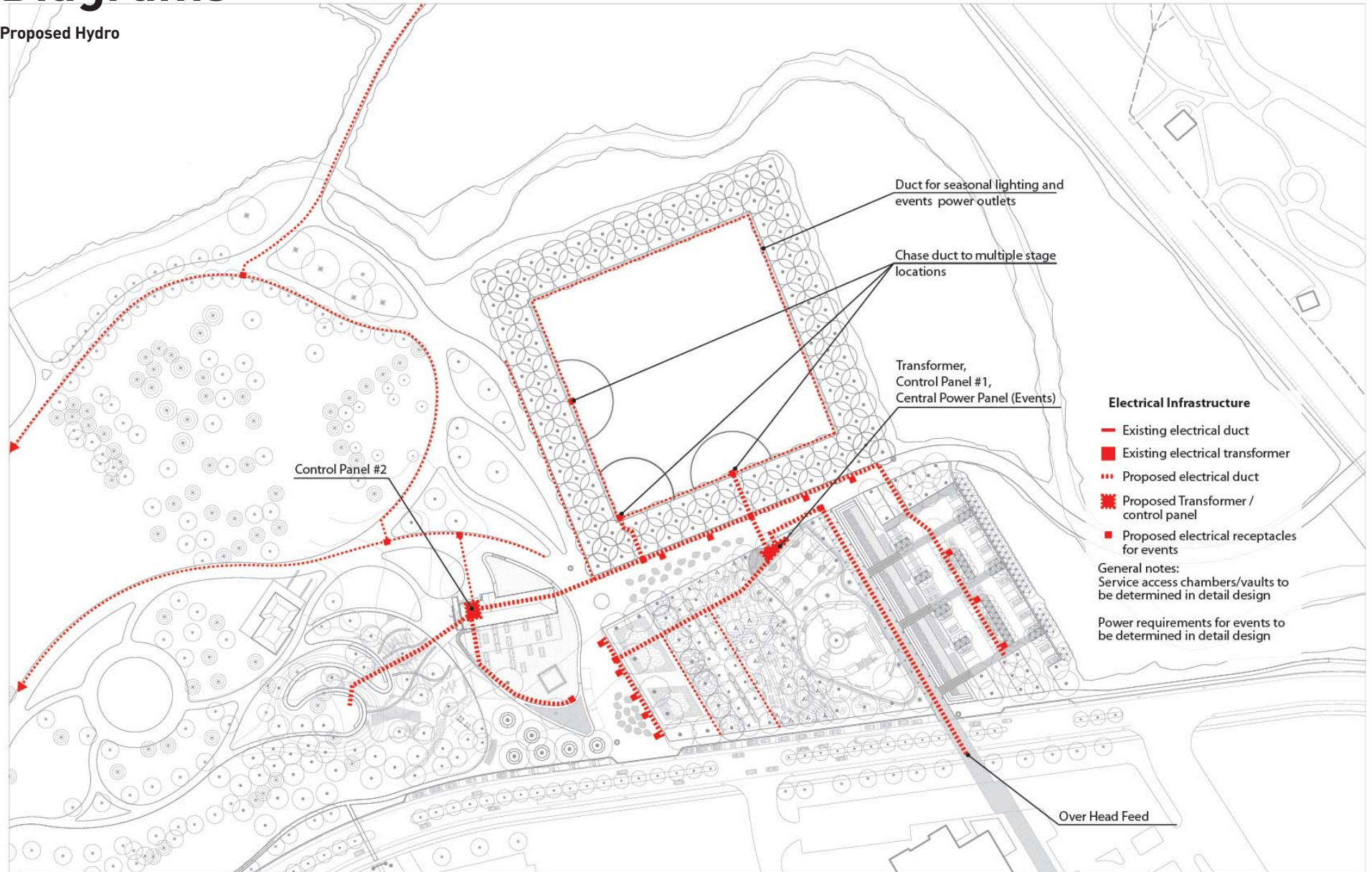
Existing Infrastructure And Utilities



HOW THE PARK WORKS

Diagrams

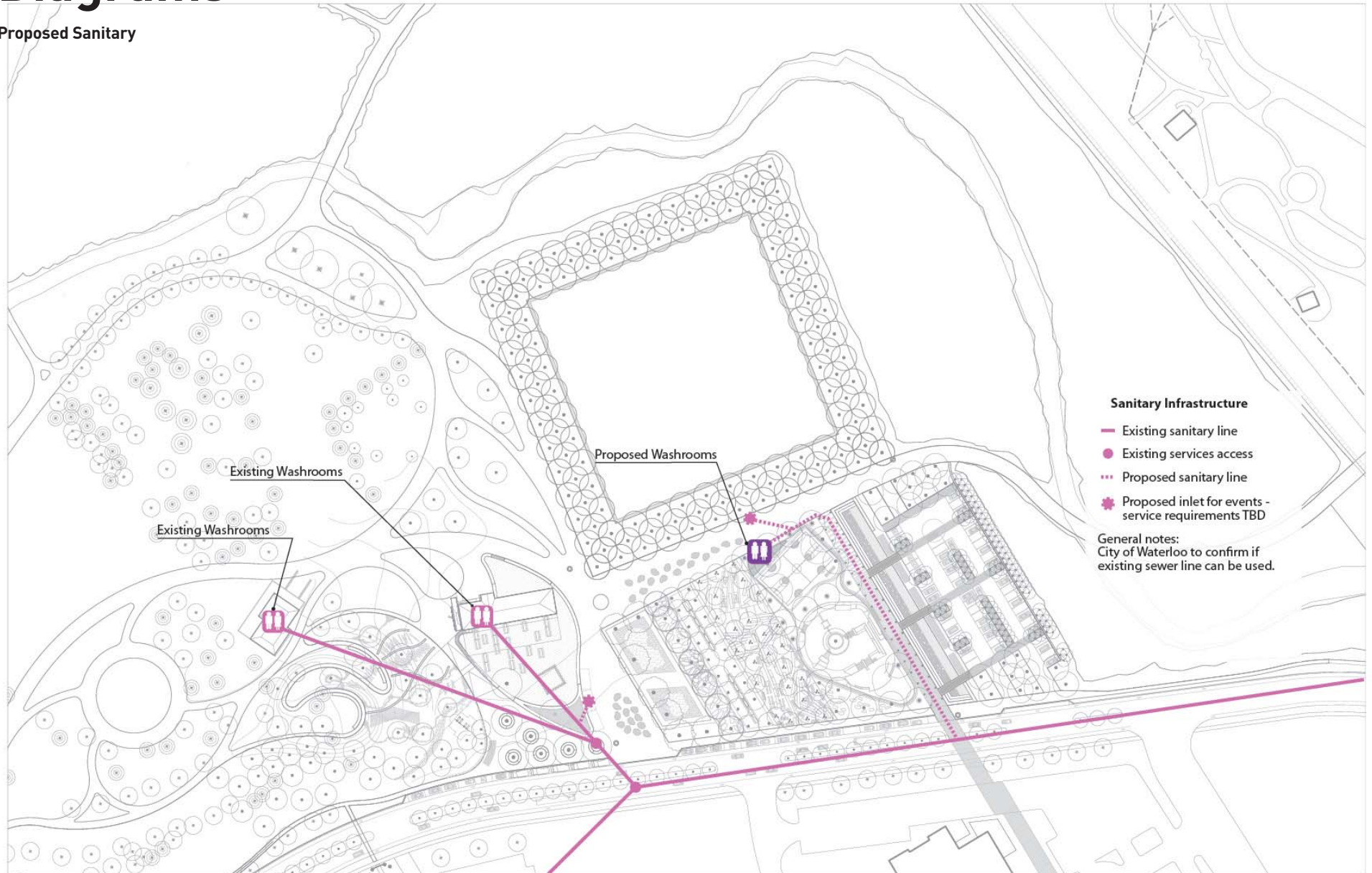
Proposed Hydro



HOW THE PARK WORKS

Diagrams

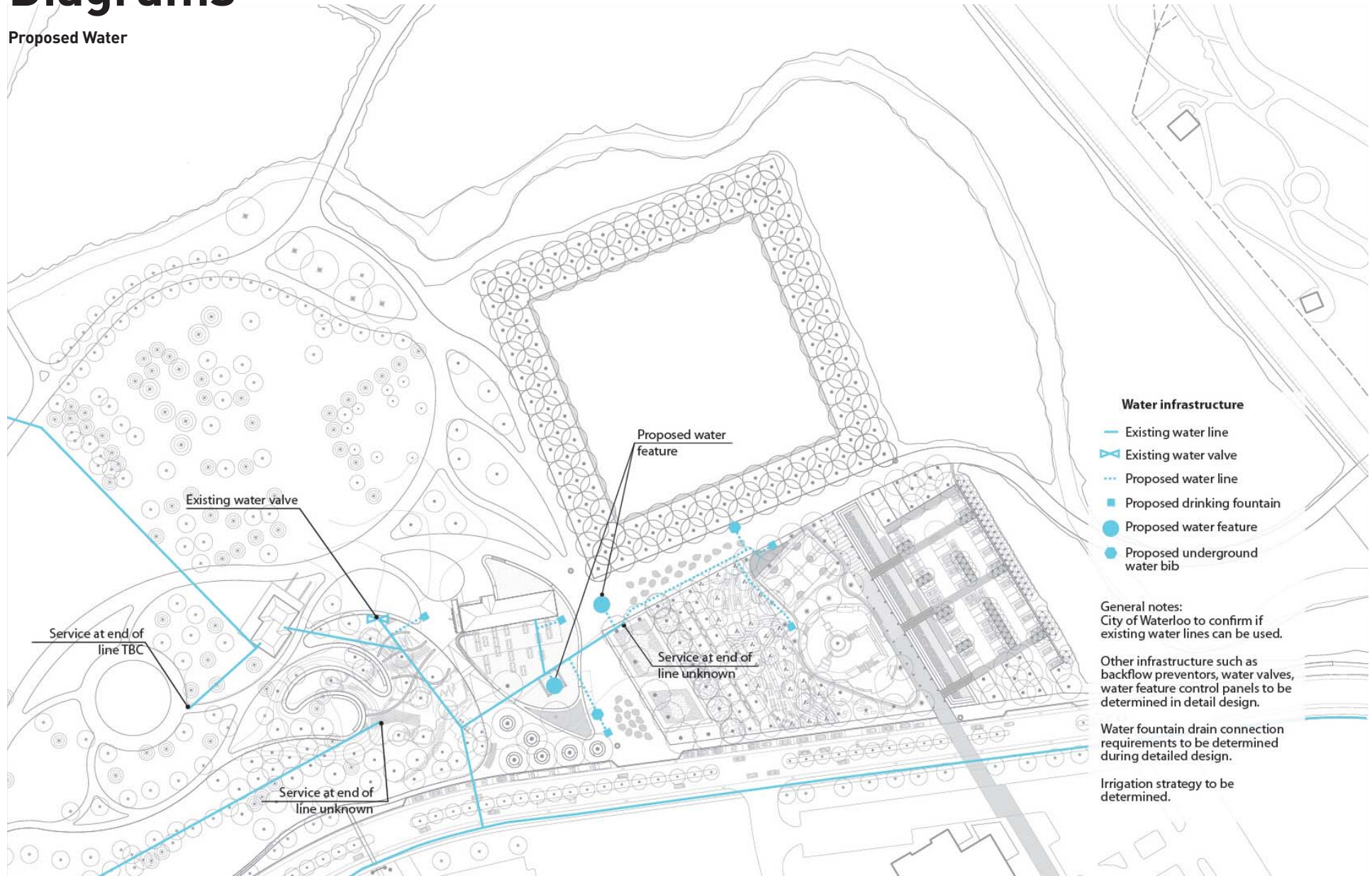
Proposed Sanitary



HOW THE PARK WORKS

Diagrams

Proposed Water



HOW THE PARK WORKS

Diagrams

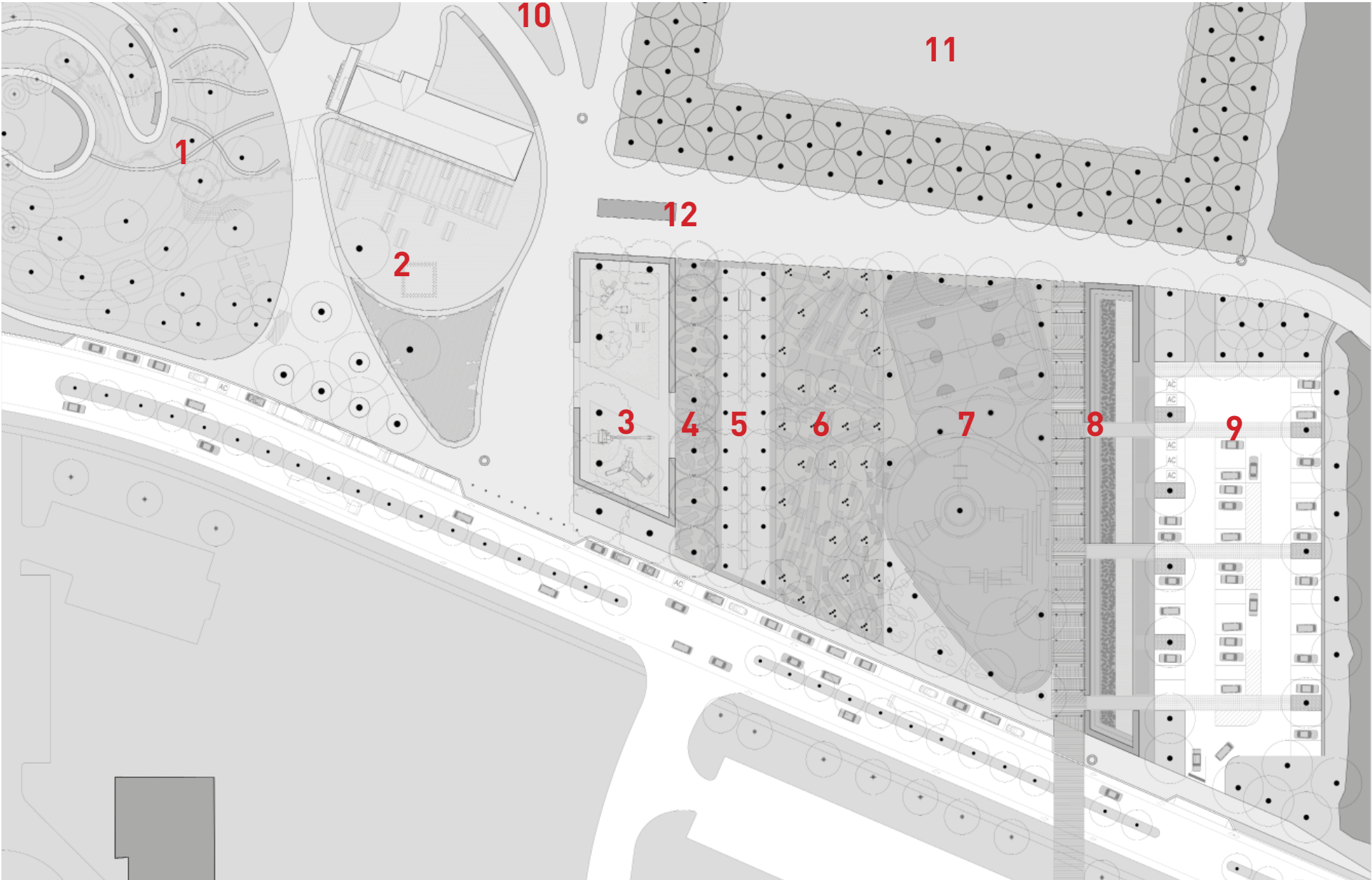
Proposed Stormwater Management



ATLAS OF GREEN ROOMS**Defining the Character and
Content of the Frontage
'Green Rooms'**

- No. 1 Beacon Hill
- No. 2 Welcome Terrace
- No. 3 Sand-Willow Play Garden
- No. 4 Redwood Reading Room
- No. 5 Cherry Community Room
- No. 6 Birch Room
- No. 7 Action Sports Room
- No. 8 Trellis Gate and Stormwater Channel
- No. 9 Parking
- No. 10 Conifer Garden - Arboretum Entry
- No. 11 Festival Heart
- No. 12 Interior Promenade

Key



EAST-WEST CROSS-SECTION OF GREEN ROOMS



No.1
BEACON
HILL



No.2
WELCOME
TERRACE



No.3
SAND-WILLOW
PLAY GARDEN



No.4
REDWOOD
READING ROOM



No.5
CHERRY COMMUNITY
ROOM



References



Impression from Father David Bauer Drive



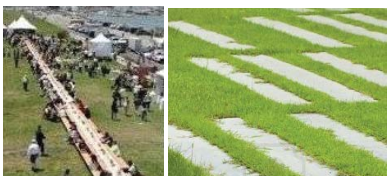
References

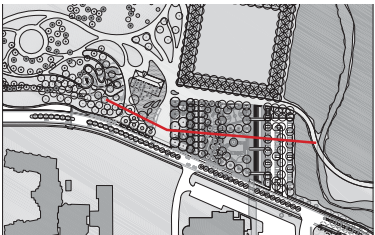


References



References





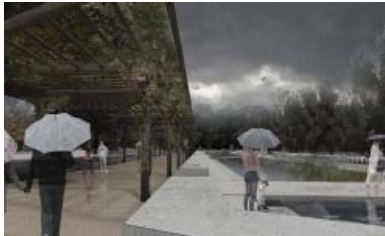
No.6
BIRCH ROOM



No.7
ACTION SPORTS ROOM



No.8
TRELLIS GATE & SWM CHANNEL



No.12
INTERIOR PROMENADE



No.11
FESTIVAL HEART



References



References



Impression at night



Impression from Promenade looking West



Impression from within Festival Heart canopy



No.1 BEACON HILL

Area: **5,800m²**

Predominant Tree Species: **Sumac, Mixed Pines**

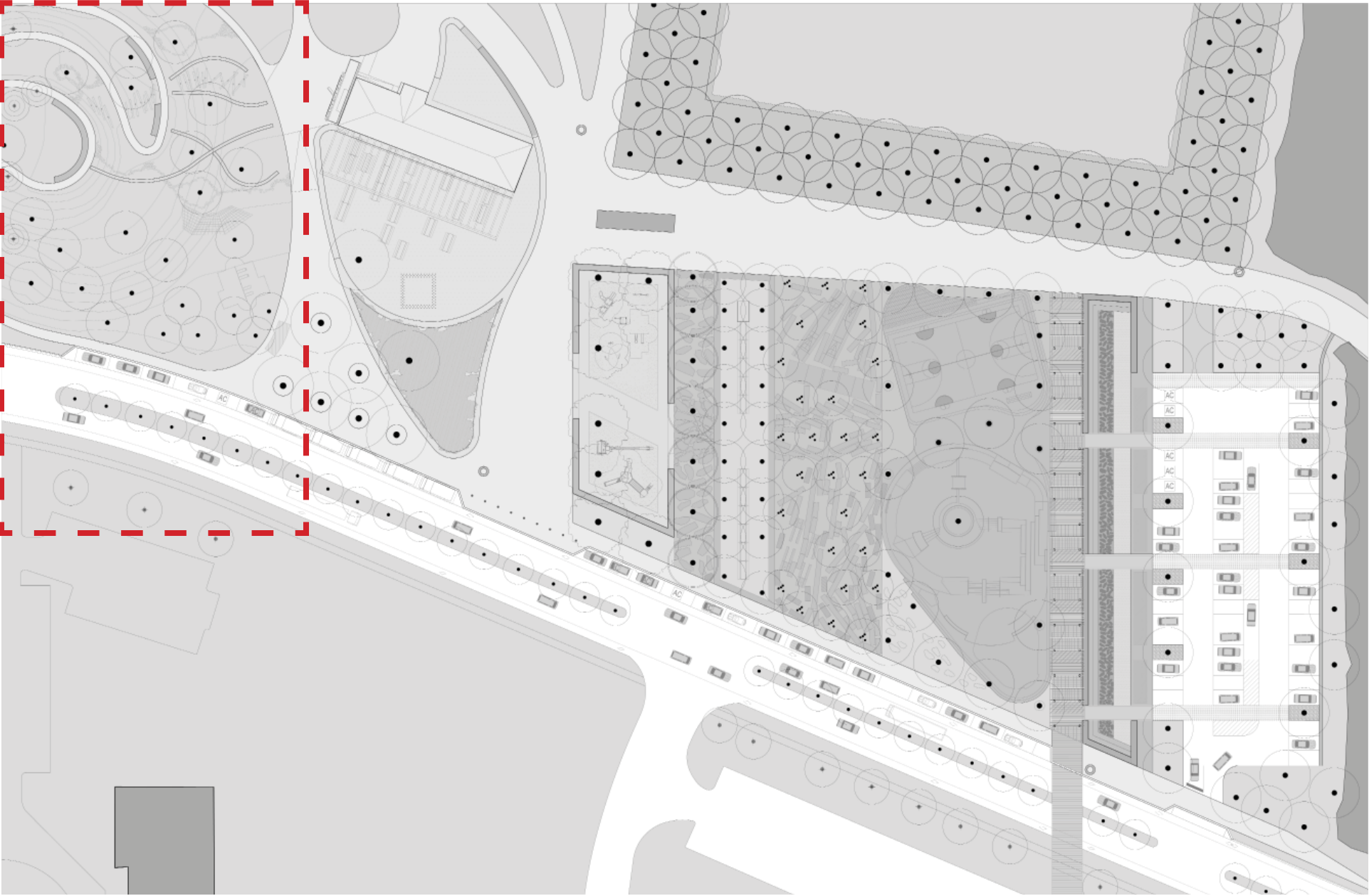
Predominant Surface: **Mixed understory planting**

Primary Programs: **Panorama Look-out, Adventure Play, Inclusive Play area**

Secondary Programs: **Passive Recreation, Seating, Bird-watching**

Elements: - **4 Slides, climbing structures, inclusive play natural elements, Swings, Birdhouses, benches along pathway to peak, armour stone retaining and informal seating**





No.1 BEACON HILL CHARACTER REFERENCES

Taking advantage of the existing landform along FDBD, Beacon Hill nearly doubles the height at its peak to create a great adventure play landscape and panorama lookout. Details on the infill & slope design, including slides and log-climbing structures including accessible play will be further developed in the following detailed design stage.

Notes:

Buffer (Wind, Sound) from FDBD to protect inner park and shelter noise from civic green performance area

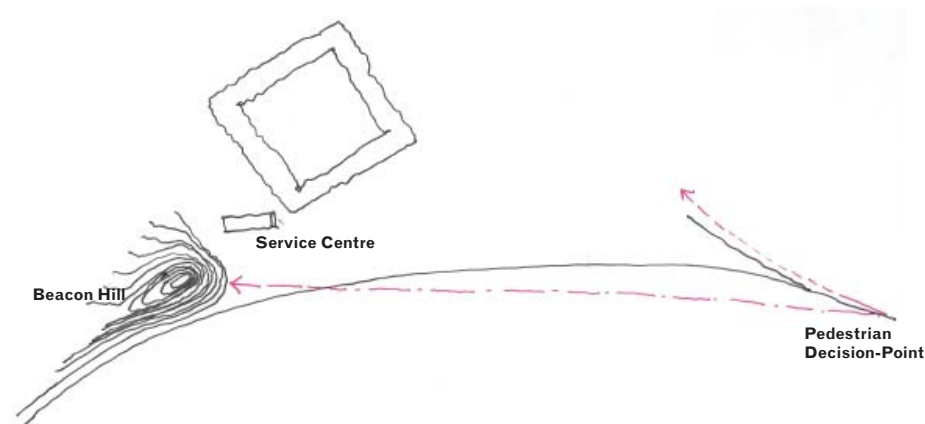
Inclusive play equipment at base of hill

Secret trails within slope area

Seating provided at lookout areas adjacent to pathway

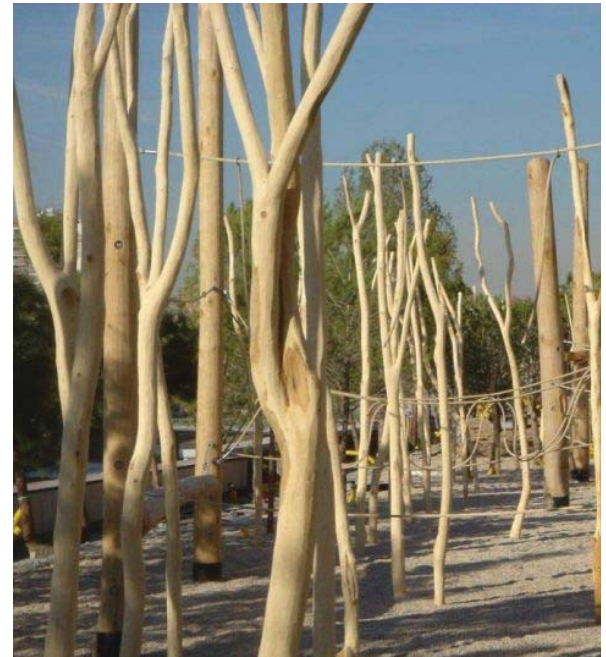
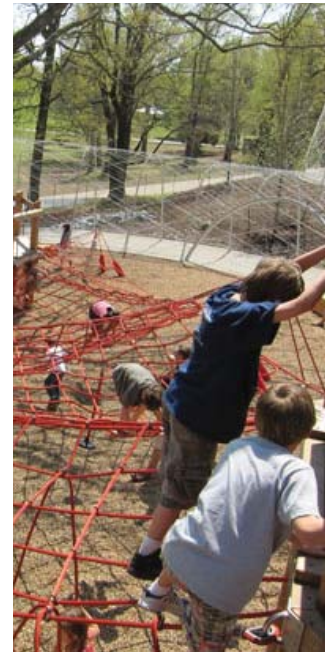
Informal seating provided at base of slope on armour stone boulders

Signature lighting at peak of hill to define the summit as a special park beacon visible at night



References

Planting, slides, climbing equipment and natural play examples



No.2 WELCOME TERRACE

Area: **5,000m²**

Predominant Tree Species: **London Planetree, Seasonal Planting Beds (emphasis on aromatic plants)**

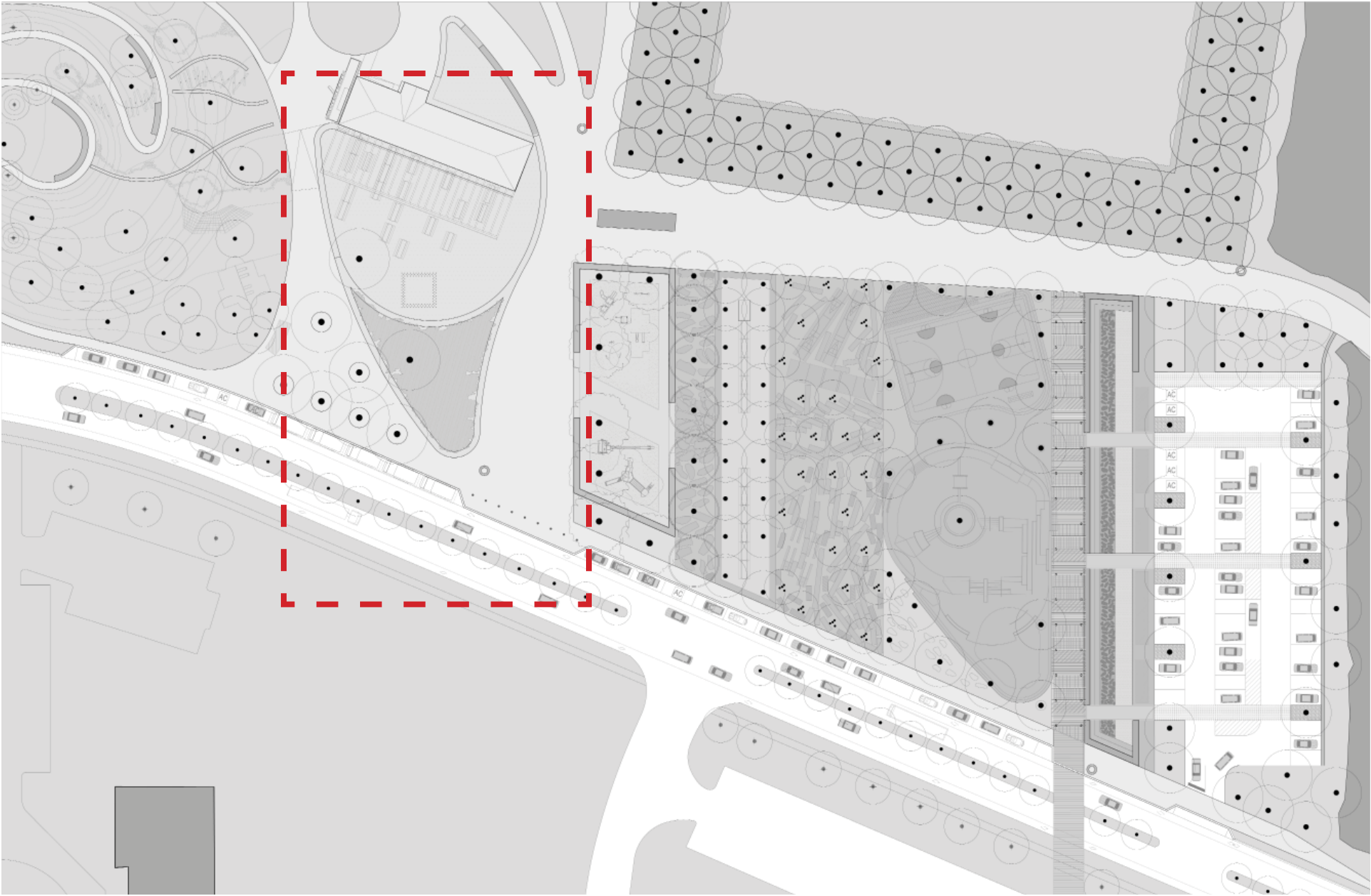
Predominant Surface: **asphalt w/painted graphics, special paving on terrace**

Primary Programs: **Park Welcome and Orientation, Food Terrace, Waterplay, Scent Garden**

Secondary Programs: **Food Trucks, Temporary Market**

Elements: **Wayfinding/Signage, Performance Stage / Raised planter, retractable bollards, Moveable seating and picnic tables, WiFi hotspot**





No.2 WELCOME TERRACE

Impression

Looking east at Service Centre

'W' Picnic Table

The signature park 'shades of green' applied to the W table supports to reinforce a picnic table that is distinctly of Waterloo Park.



Impression

Looking north from Food Truck Area



No.2 WELCOME TERRACE CHARACTER REFERENCES

The existing Service Centre building is proposed to be converted into a public amenity featuring washrooms, café/restaurant, spill-out terrace with picnic tables and other social gathering programs. A waterplay feature with fog and mist will form a centrepiece of this room, adjacent to seasonal planting beds, extensive seating and a small performance stage. A climbing wall and panorama deck could be integrated at this social node within the park. As part of the paving strategy, the Welcome Terrace will feature a special 'Waterloo Park' paver to distinguish this social node of the park.

Notes:

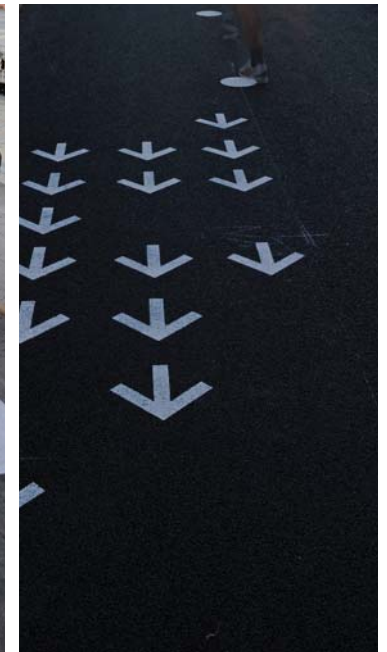
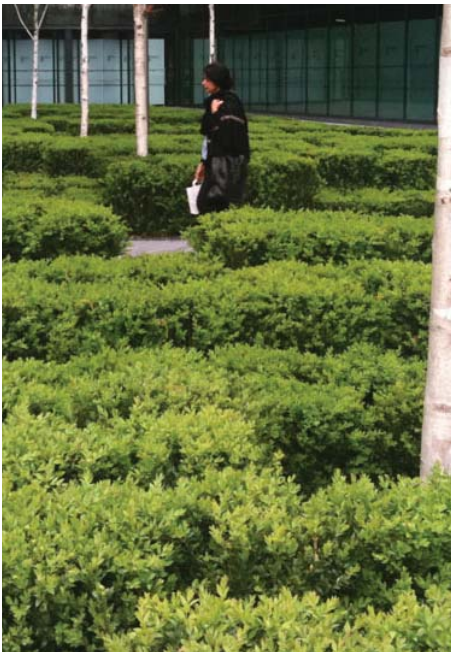
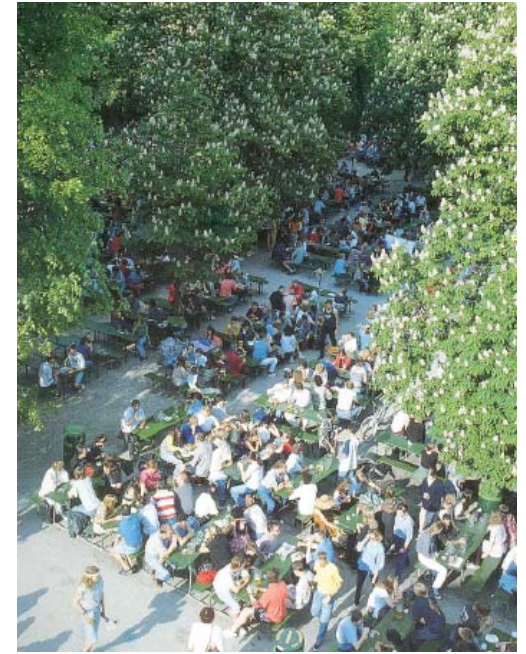
Raised planter containing aromatic garden with seat edges can be covered with decking structure and used as a stage for small performances.

Waterfeature to promote water in dynamic vapour state (fog, mist, reflection) as a complement to other experiences of water in the park.



References

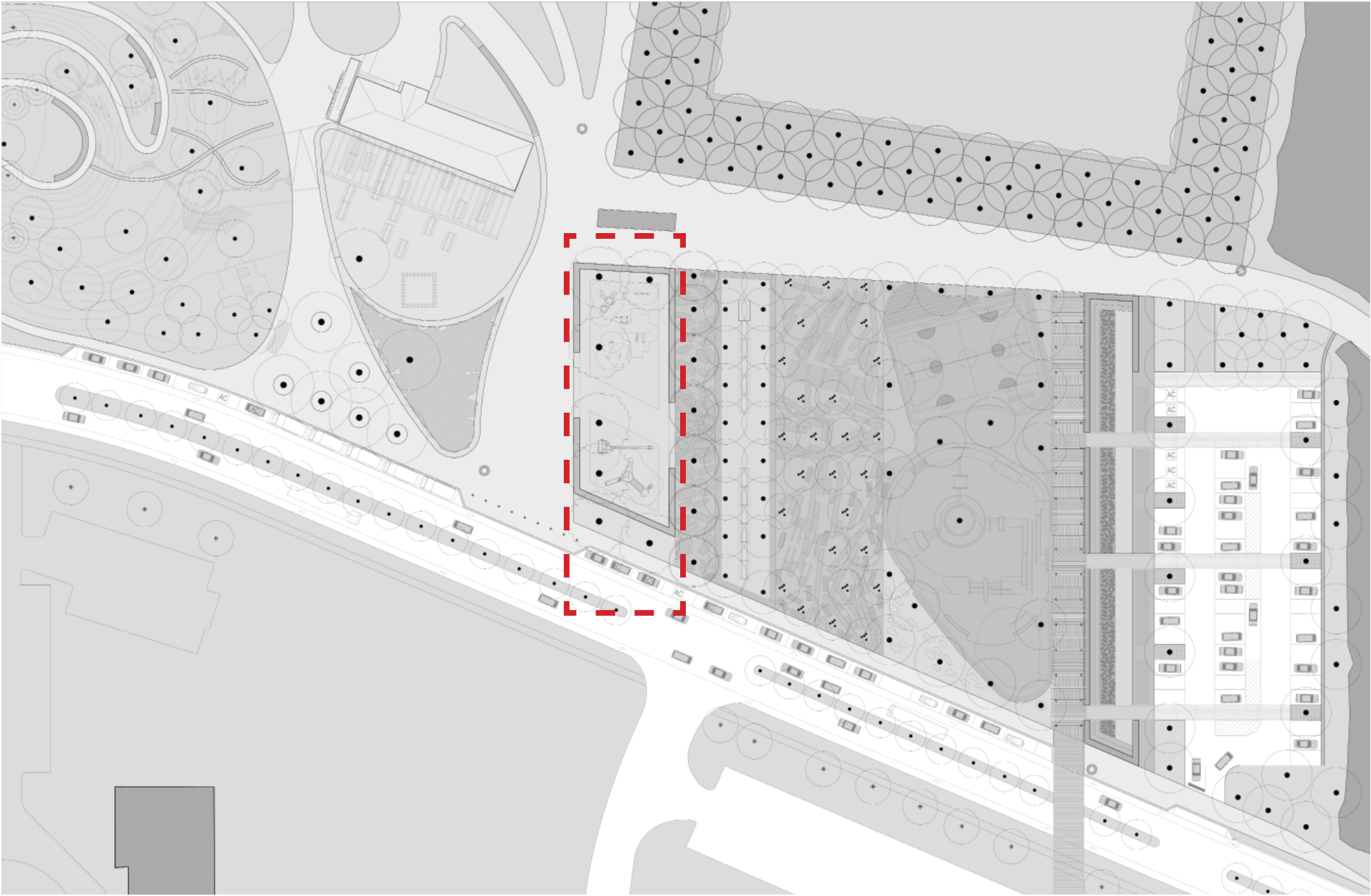
Water feature, surface paving, moveable seating and planting examples



No.3**SAND-WILLOW PLAY GARDEN****Area: 1,100m²****Predominant Tree Species: Weeping Willow, Corkscrew Willow****Predominant Surface: Sand, bound aggregate****Primary Programs: Play****Secondary Programs: Public art opportunity****Elements: Play equipment, seatwall perimeter edge, seating log and sculptural natural objects****Impression**

Looking north from FDBD sidewalk





No.3**SAND-WILLOW PLAY GARDEN
CHARACTER REFERENCES**

This room is dedicated to children's play and will integrate a series of play structures, enclosed by a seatwall edge to allow simultaneously for socializing and supervised play. A wide seatwall provides double-sided seating to face inside the room or out to the Welcome Terrace and the Internal Promenade. Sand and water play will also be provided in this room under the unique canopy of Willow trees.

Notes:

Loose sand play area defined within bonded (stable) edge surface to define movement.

Play features to include overhead and climbing components, sensory equipment, sand play, spring and balance equipment and waterplay elements characterized by natural materials and aesthetic characteristics.



References

Weeping willow tree references and examples of natural play equipment derived from the site



No.4**REDWOOD READING ROOM****Impression**

Looking north between Redwood Reading Room and Sand-Willow Play Room

Area: **482m²**

Predominant Tree Species: **Dawn Redwood**

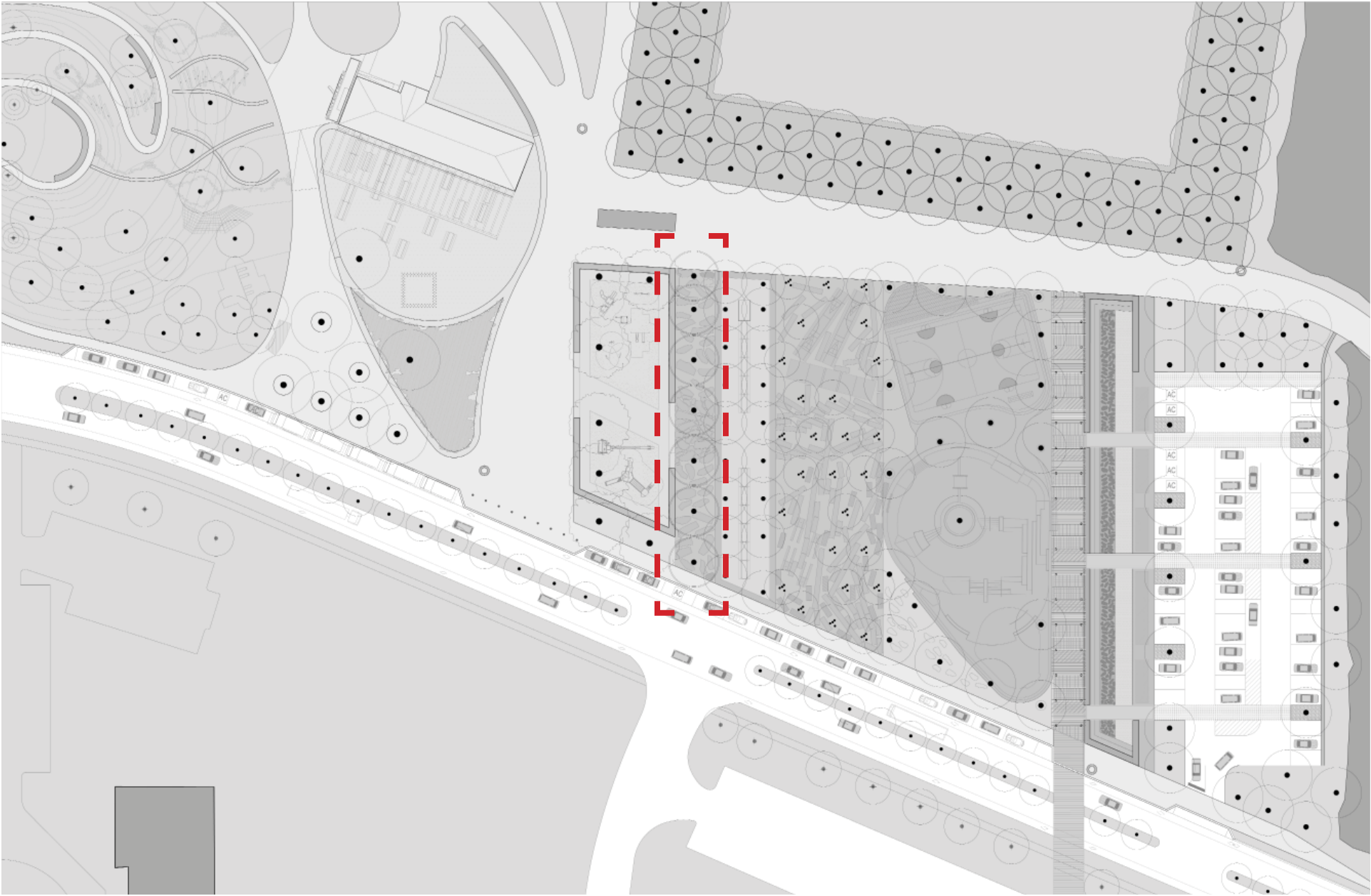
Predominant Surface: **Oversize flagstone paving, flowering groundcover**

Primary Programs: **Sitting, reading**

Secondary Programs: **Flexible for passive programs, threshold between children's play and other rooms**

Elements: **Tree mist water feature, WiFi hotspot, moveable chairs**





No.4

REDWOOD READING ROOM

CHARACTER REFERENCES

A cluster of Dawn Redwood trees, a memorable and ancient species, sets the atmosphere for a passive room which creates a transition between the Sand-Willow Play Room and the other active rooms to the east. Moveable chairs furnish this space and allow for people to find their own personal or social ways to occupy the room.

Notes:

Groundcover planting between slab/flagstone paving will emphasize fall colour or a seasonal flower, bringing delight and colour to the space.

Moveable chairs are envisioned to be located in this space.

A mist-generating water feature set within the canopy could provide a unique atmosphere and emphasize a cool micro-climate retreat.



References

Dawn redwood and flagstone paving and groundcover examples



Portable Park Chair

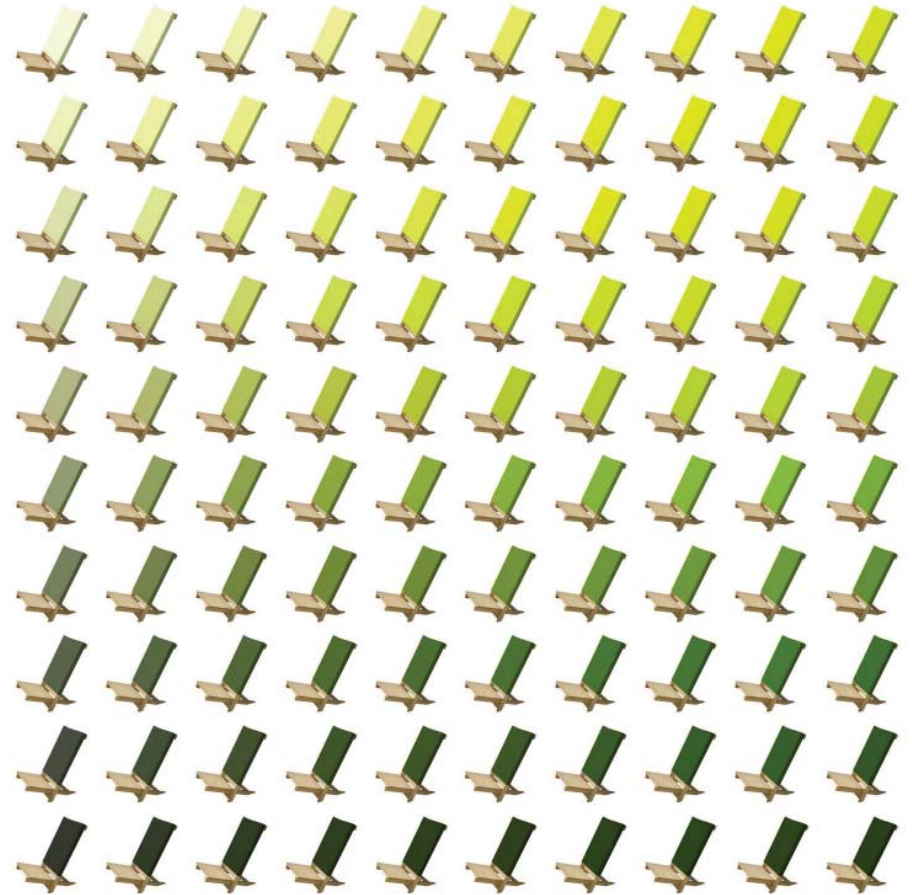
A fleet of lightweight chairs to populate the Festival Area and provide a memorable a flexible and personal seating experience in the park.



Solid



Stripes



No.5**CHERRY COMMUNITY ROOM****Impression**

Looking north into Cherry Community Room

Area: **775m²**

Predominant Tree Species: **Cherry**

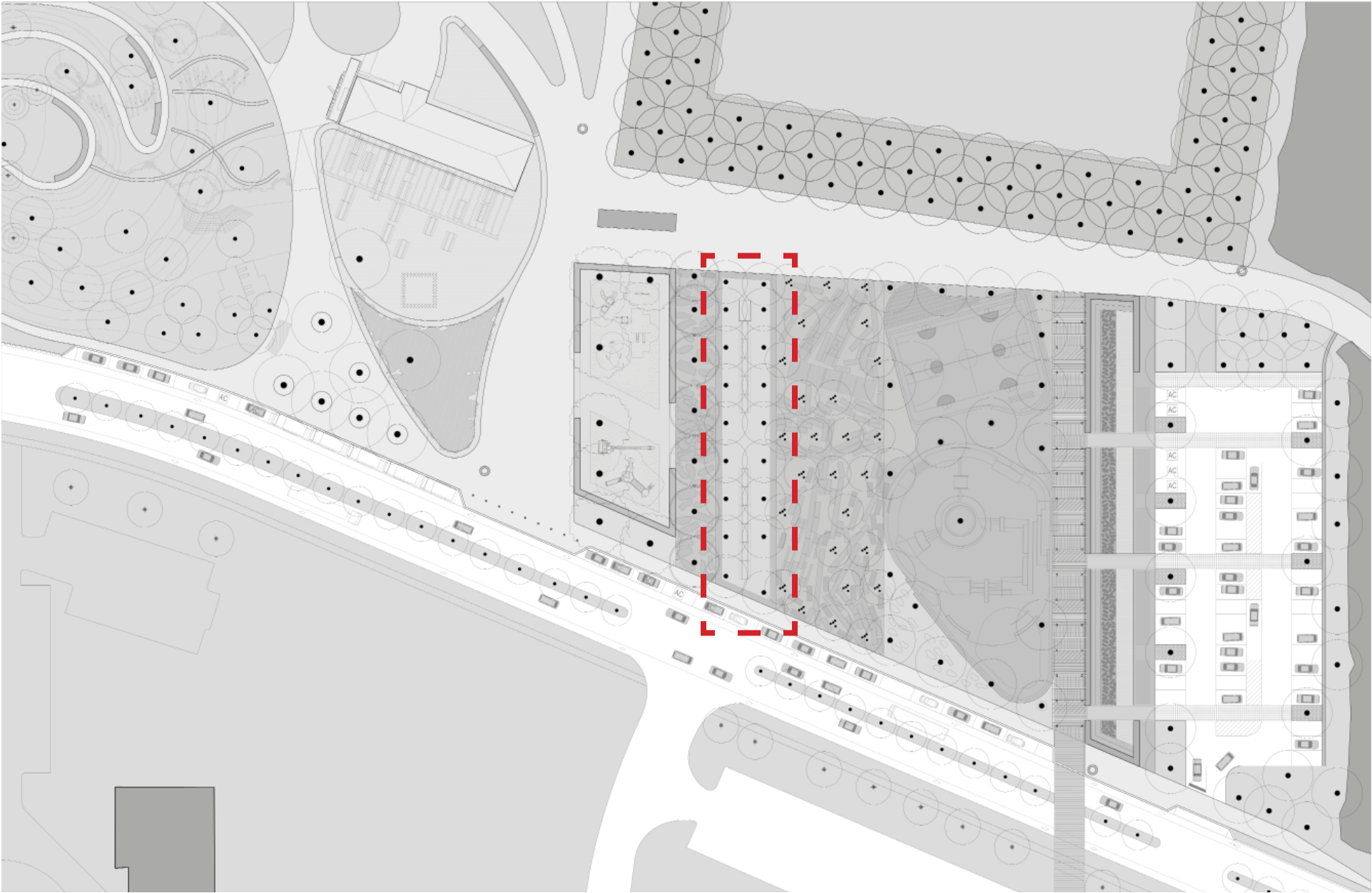
Predominant Surface: **grass with border paving**

Primary Programs: **Collective seating for Community Gatherings**

Secondary Programs: **Grilling area, Passive activities (reading, sitting, eating)**

Elements: **2 long tables with bench, BBQ Grill integrated in table, WiFi hotspot**





No.5

CHERRY COMMUNITY ROOM

CHARACTER REFERENCES

The Cherry room is an iconic green space where the community can gather at a central communal table, creating a distinct “al fresco” dining or gathering experience. Set on a lawn surface, this is a green, social, yet contemplative space. The room is able to host organized gatherings and could include a grill and food preparation area at the head of the table. Areas in the room where higher pedestrian traffic are foreseen may be partially paved to minimize damage and maintenance. Tree up-lighting and/or seasonal lighting would showcase this unique space.

Notes:

Collective picnic table with central space break to allow for east-west circulation through the room.

A communal BBQ grill and serving area can be integrated at the north end of the room near the Internal Promenade and define the terminus of the table (could be phased-in).

The ability to add a shading or weather-protective element at the north end of the room shall be explored in the following phase of design development.



References

Cherry allee examples and reinforced turf paving surfaces



No.6 **BIRCH ROOM**

Impression

Looking north into Birch Room from FDBD sidewalk

Area: **1,495m²**

Predominant Tree Species: **Riverbirch, Paperbirch (multi-stemmed)**

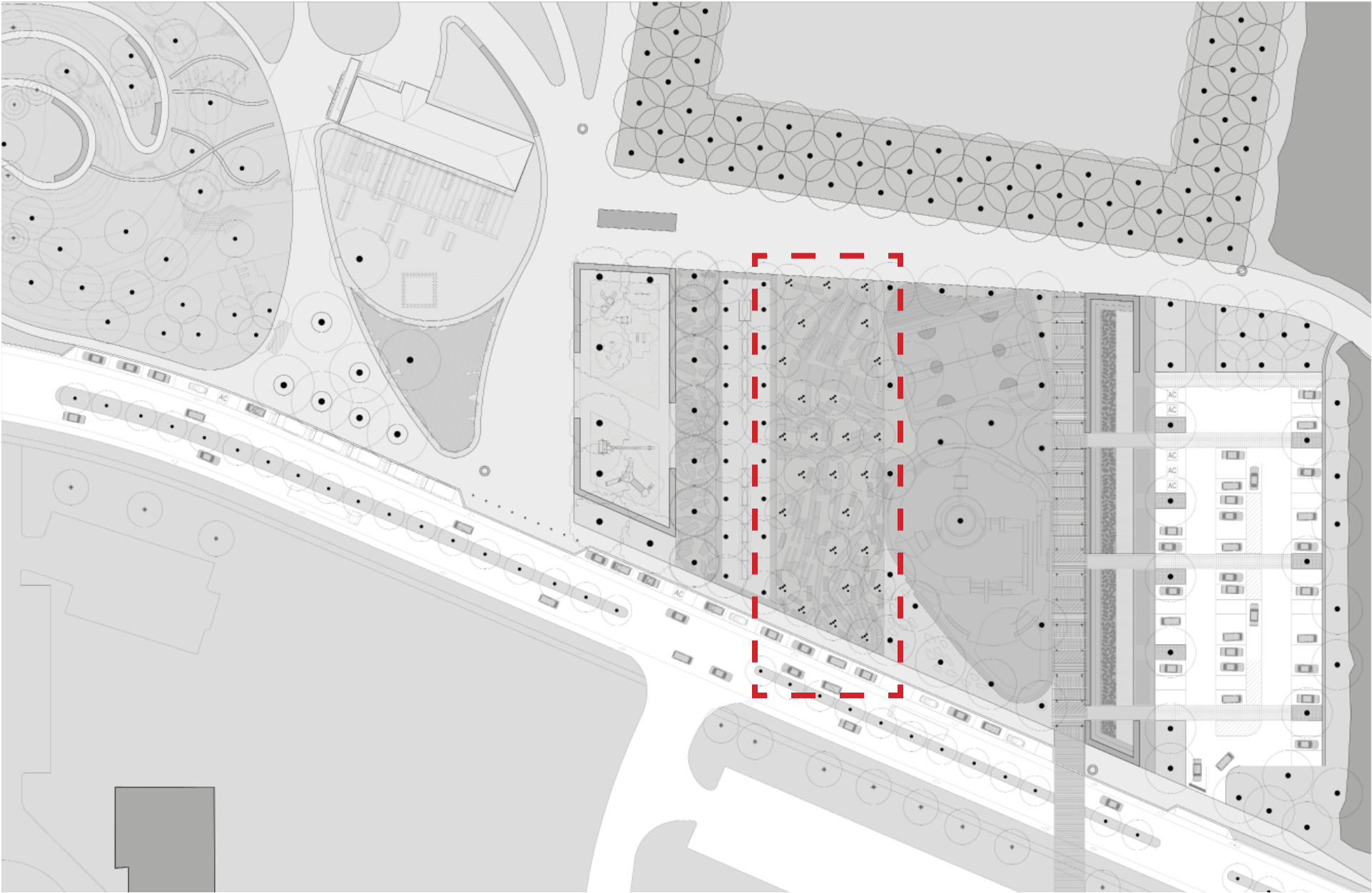
Predominant Surface: **stonedust with slab paving, clipped hedges**

Primary Programs: **Passive recreation including shuffleboard, bocce, horseshoe toss, chess**

Secondary Programs: **Passive, contemplative activities (walking, sitting, reading under dappled-light canopy)**

Elements: **WiFi hotspot, shuffleboard, bocce, horseshoe toss, chess tables and benches**





No.6

BIRCH ROOM

CHARACTER REFERENCES

A plantation of Birch trees set in a contrasting stonedust surface sets the tone of this room. Hedges create a garden-like entry from FDBD leading to a parkspace oriented to seniors and contemplative activities. A series of concrete slabs set in the surface create a graphic paving pattern and define a number of venues for shuffleboard, bocce, horseshoe toss, chess tables and benches - each within a dappled-light canopy of trees. Tree up-lighting is expected in this room.

Notes:

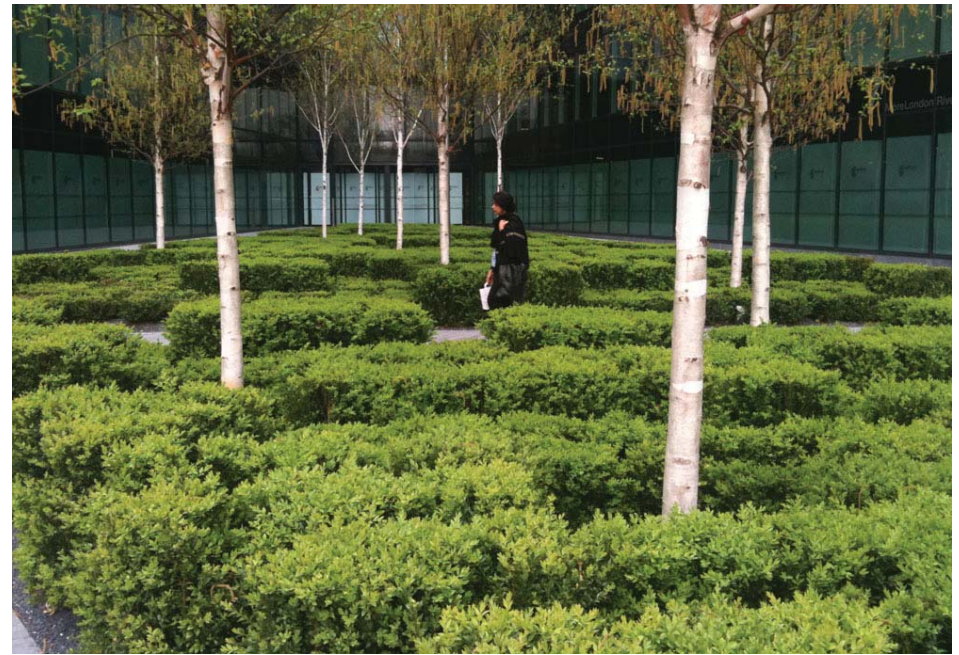
Program elements forming activity areas are clustered towards the north end of the room with a visual relationship to the Interior Promenade.

Seating is provided with extruded slabs, focused around shuffleboard and bocce areas near the Interior Promenade.

Moveable seating (chairs and possibly tables) are envisaged in this room.

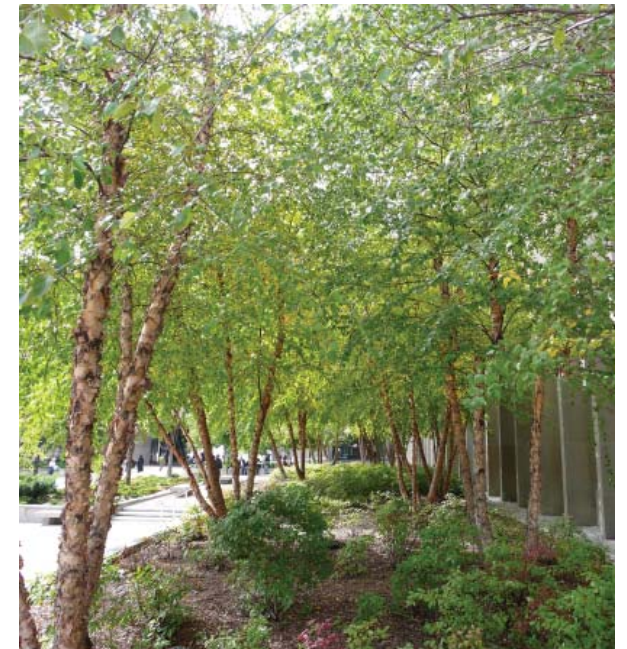
Circulation is organized freely, however the density of paving slabs set within stonedust surface will provide cues for movement and define primary accessible routes.

Low shrubs (boxwood) will be planted towards the south end of the room to define the entry adjacent to FDBD and green transition from the sidewalk into the Birch Room. The clipped hedges will take on the form of green 'slabs', consistent with the pavers.



References

Birch plantation examples with varying densities



No.7**ACTION SPORTS ROOM****Impression**

Looking west from Trellis Gate into Action Sports Room

Area: **2,700m² (including existing skate park)**

Predominant Tree Species: **Beech trees (with sculptural form)**

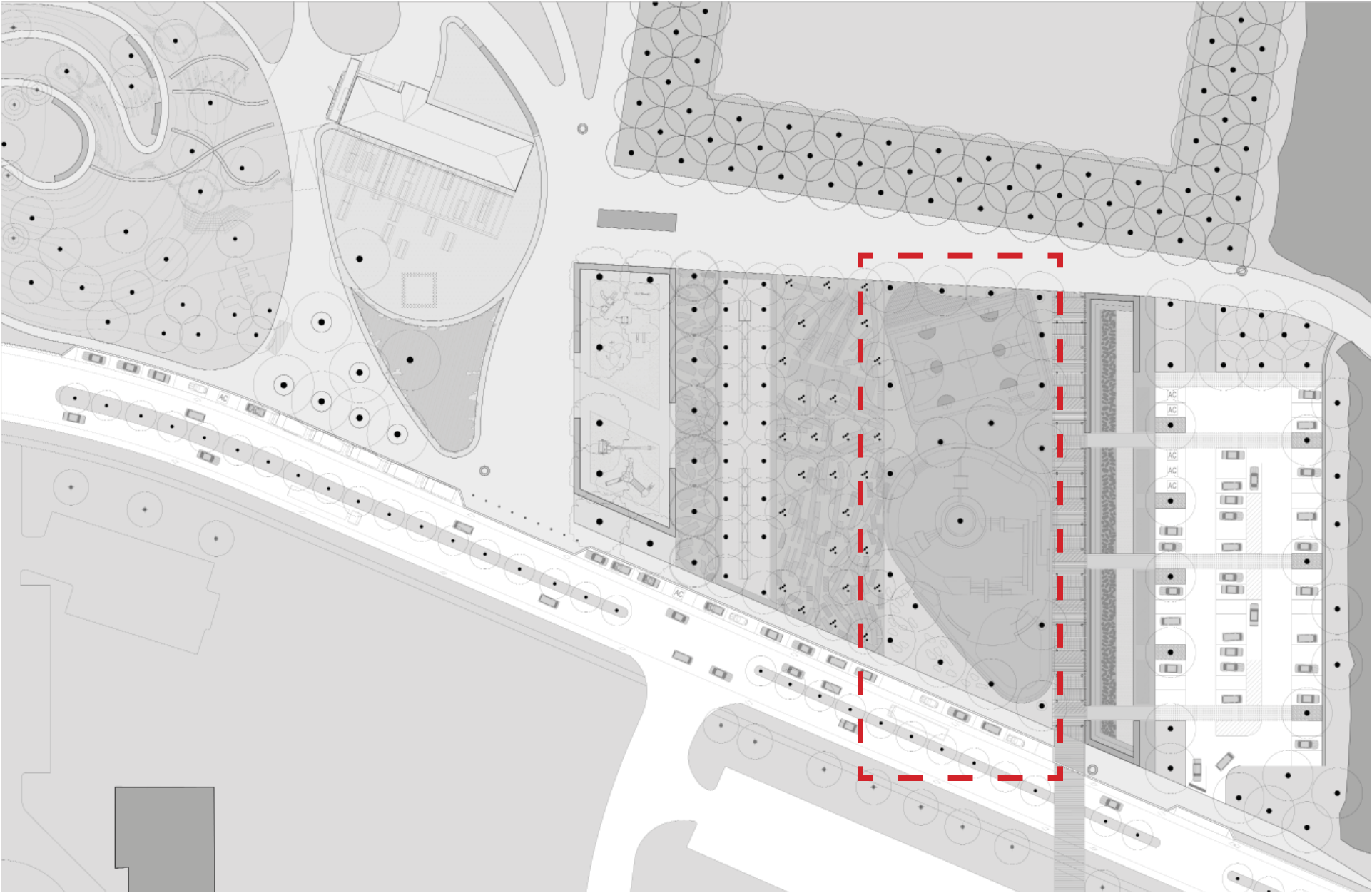
Predominant Surface: **rubber sports surface, concrete**

Primary Programs: **Active sports and recreation, Public Washrooms**

Secondary Programs: **Seating, Equipment Storage, Informal performance**

Elements: **Expanded skatepark, new inline skating/BMX area, Basketball/Ball Hockey/Mini-soccer Court, Public Washrooms**





No.7**ACTION SPORTS ROOM
CHARACTER REFERENCES**

This highly active room builds upon the Skatepark that was opened to the public in 2012. A proposed sunken multi-purpose court (Basketball/Ball Hockey/Mini-Soccer/in-line skating/BMX) will complement the skate park to create a more complete Action Sports Room. Spectators bleachers to the north of the sports court house washrooms and storage room integrated within the under-side of the bleachers for general use within the Festival Area. Skate park features will be expanded to the south to engage FDBD and surrounding the edges of the multi-purpose court.

Notes:

Frontage is composed of grass with an array of boulders for informal seating as well as a continuous band of curved steps for social seating.

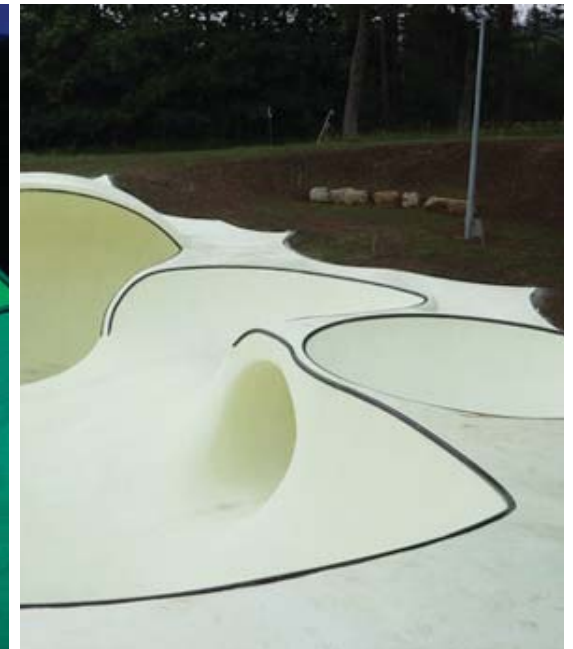
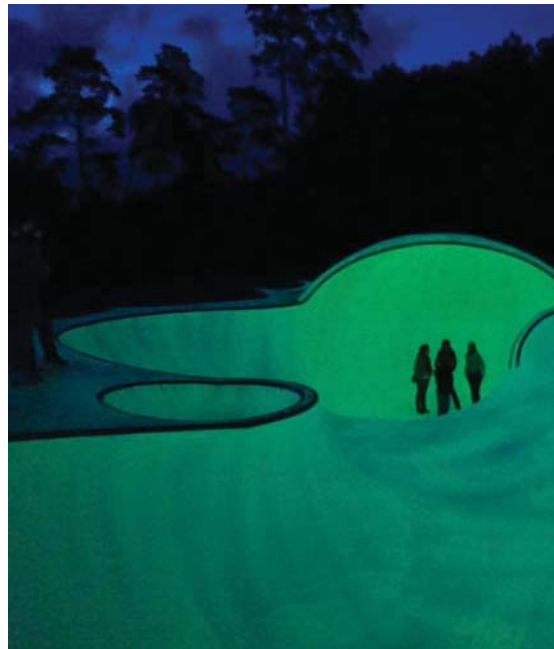
Formal access to the skatepark is from the Trellis Gate.

Public washroom, equipment storage facility and central power panel to be integrated as a building within the stepped grandstand seating structure.



References

Surface materials and multi-functional courts



No.8**TRELLIS GATE AND STORMWATER CHANNEL****Impression**

Looking north towards Trellis Gate and Stormwater Channel from FDBD

Area: **1,950m²**

Predominant Tree Species: **Climbing vines (flowering) over structure and channel-side grasses and aquatic planting**

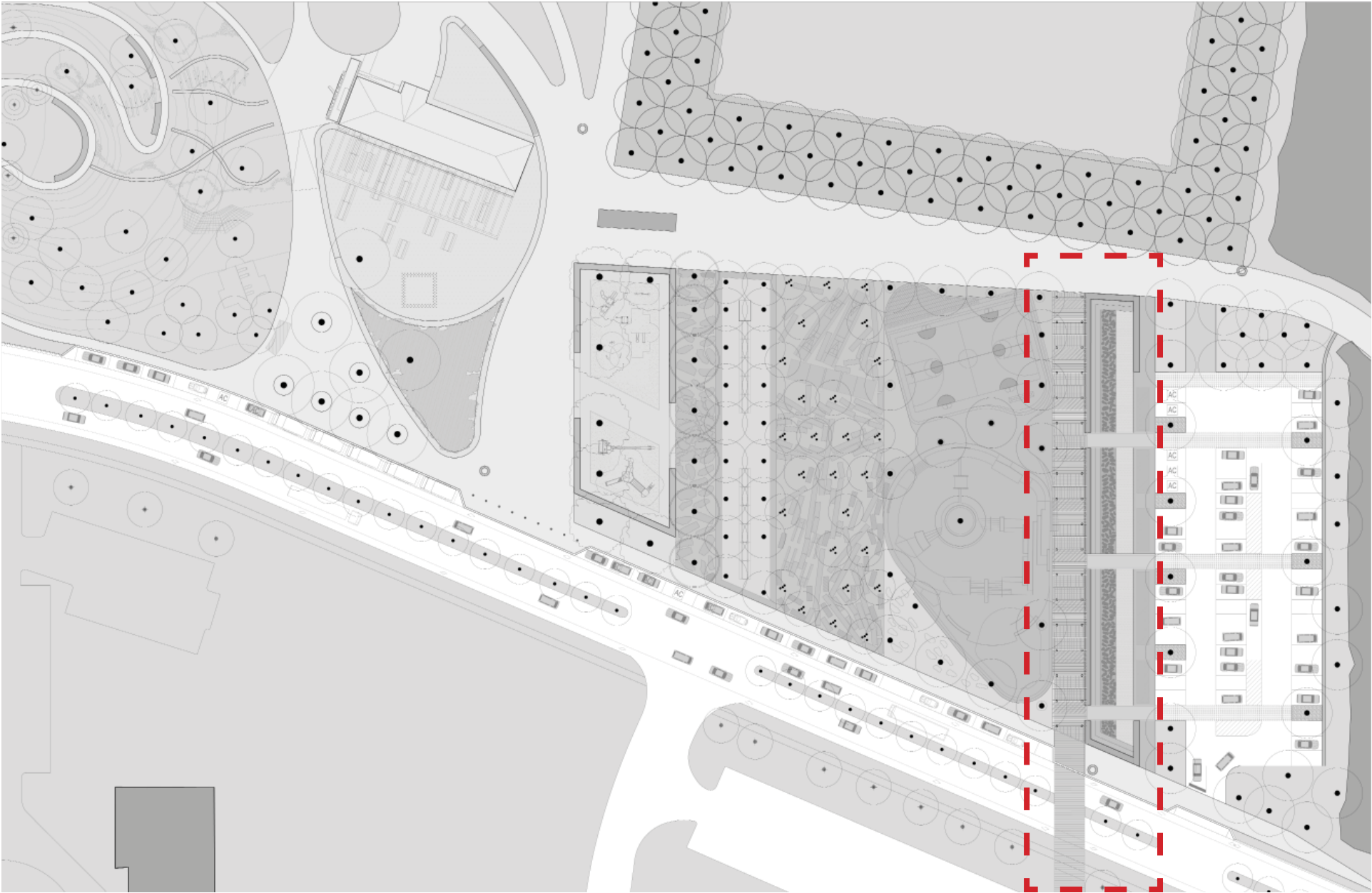
Predominant Surface: **Concrete and timber**

Primary Programs: **Access Route to Green Square and entrance from parking area**

Secondary Programs: **Shady seating area, historical interpretation**

Elements: **Timber trellis, linear bench, stormwater channel with rocks and pedestrian crossings**





No.8**TRELLIS GATE AND STORMWATER
CHANNEL CHARACTER REFERENCES**

The proposed trellis gate makes allusions to the historic rustic gate and trellis structures that were originally built in Waterloo Park in the late 19th/early 20th Century. Grown with climbing vines, this shady walkway and direct passage to the Festival Heart is integrated with a linear seating wall offering broad views of the Action Sports Room and shady seat near the linear water channel. The water channel will serve as a part of the park's stormwater management strategy while also becoming an attractive park amenity.

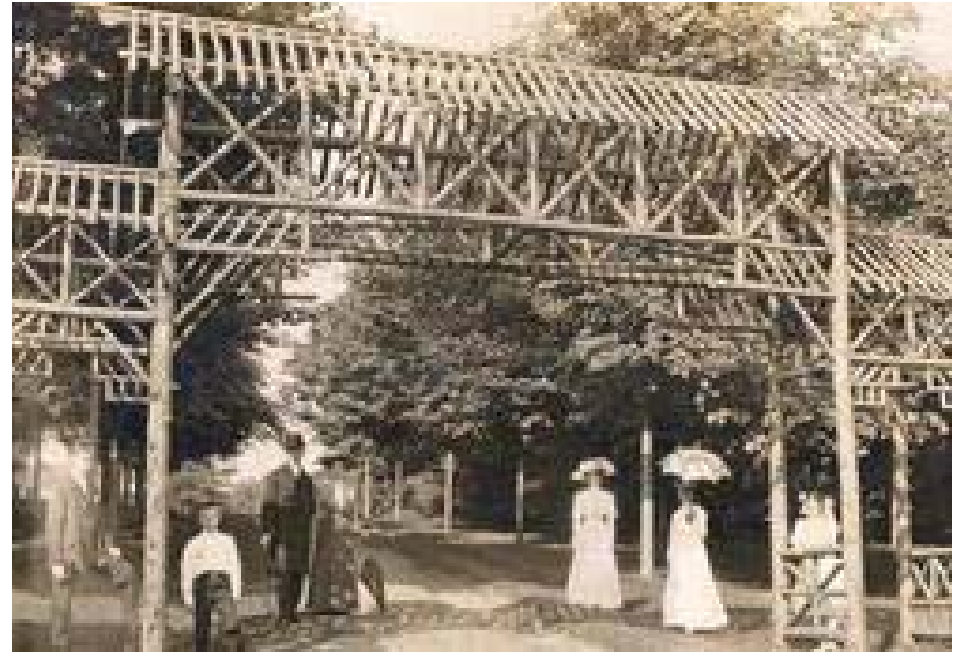
Notes:

Seating is provided along east side of trellis with double-sided orientation to Action Sports Room and the Water Channel.

Special 'Corduroy Road' paving extends south accross FDBD to define a pedestrian crossing and connection to the Recreation Centre.

Special atmospheric lighting to be integrated in trellis structure and provide a memorable nighttime effect.

Trellis structure makes allusions to historic park gate and trellis structures.



Impression

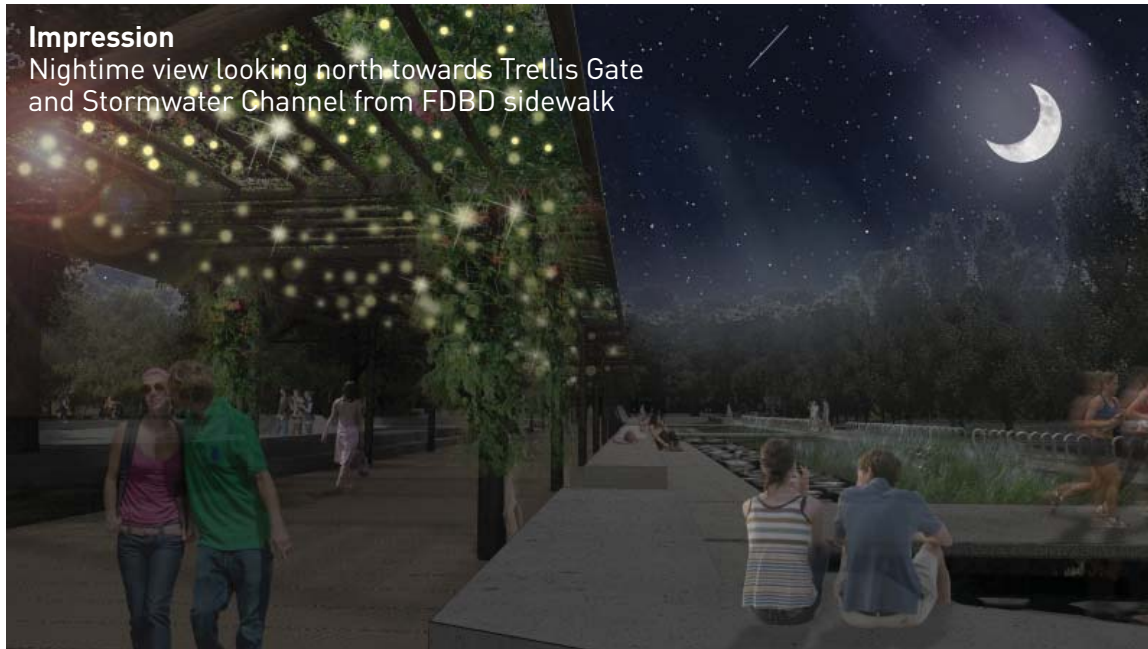
Looking north towards Trellis Gate and Stormwater Channel from FDBD sidewalk during rain event

**References**

Surface materials and climbing plants for trellis

**Impression**

Nighttime view looking north towards Trellis Gate and Stormwater Channel from FDBD sidewalk



No.9 PARKING

Area: **3,050m²**

Predominant Tree Species: **Poplar**

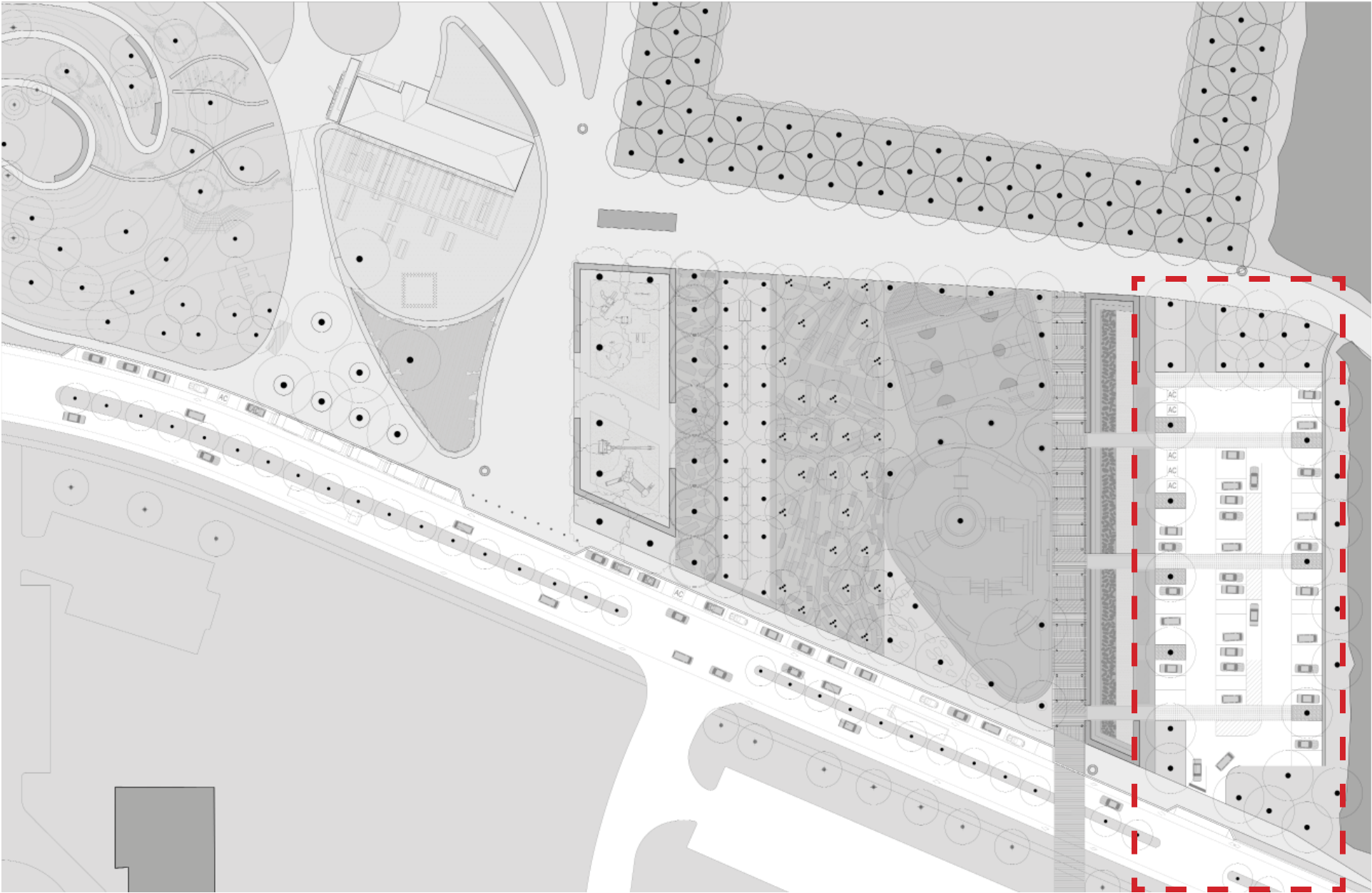
Predominant Surface: **asphalt with graphic markings on surface, crushed stone**

Primary Programs: **Parking (+/- 80 spaces)**

Secondary Programs: **Temporary Market, Flexible Event Surface**

Elements: **Catenary LED lighting**





No.9**PARKING****CHARACTER REFERENCES**

The Master Plan Vision for Waterloo Park calls for minimizing the presence of cars within the park environment. With this spirit in mind, the parking is designed as a 'room' within the frontage in its own right. Its flexible layout allows for the space to function primarily as parking, but also as a temporary event space.

Notes:

Left/right access and egress provided to parking lot from FDBD. Access driveways to the parking area provide for 2-way movement to allow for half of the lot to be closed for temporary events.

Pedestrian movement is focused towards east-west crossings with graphic markings on groundplane, leading towards the Trellis Gate/Water Channel.

Primary north-south pedestrian movement is accommodated along the west edge of the parking area. Secondary access is provided along the east edge.

Drop-off area is integrated at the north end of the parking area, in close proximity to the public washroom and the Internal Promenade and Green Square.

Snow clearing and storage is to be accommodated within the water channel.

Bicycle parking is provided along the western edge.

Stormwater is sheet-drained to the west into the lower water channel, through grasses and into a channel where sediments are dropped and water is filtered as it is conveyed to Laurel Creek.

No.10**CONIFER GARDENS - ARBORETUM ENTRY**

Area: **8,000m²**

Predominant Tree Species: **Mixed conifer species (emphasis on diverse colour and texture)**

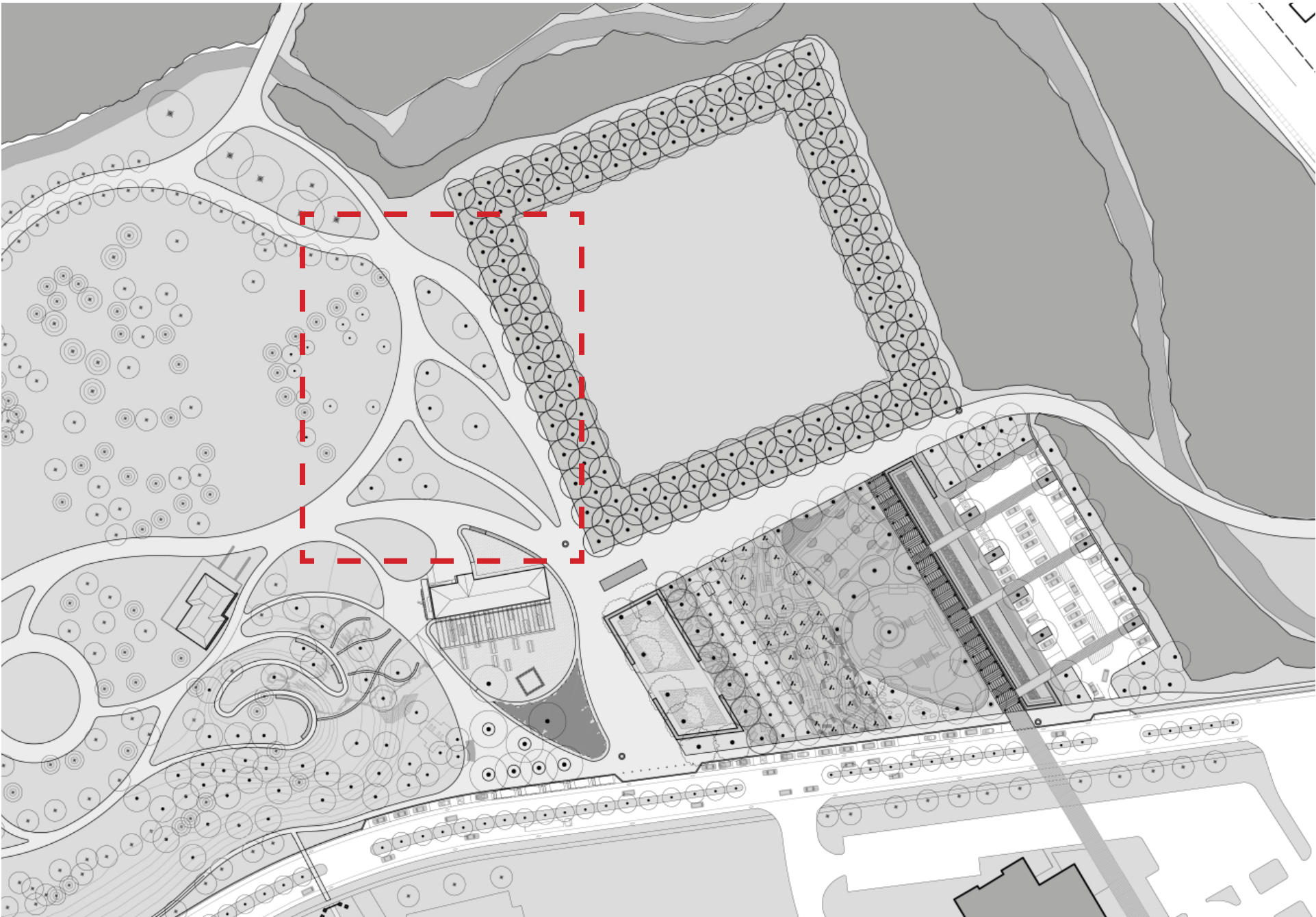
Predominant Surface: **Planted beds, woodchip base, lawn, asphalt paths**

Primary Programs: **Entry Garden for Arboretum**

Secondary Programs: **Passive Recreation, seating, wedding photo spot**

Elements: **Benches,**





No.10**CONIFER GARDENS - ARBORETUM ENTRY
CHARACTER REFERENCES**

The conifer gardens provide the first installation and gateway into the planned future Arboretum in the west part of Waterloo Park. These series of coordinated gardens will set the tone for the manner in which distinct botanical groupings are designed as both an arboretum and park space. Emphasis on the colour and texture of conifers will produce a memorable first installation at the future gate of the arboretum which takes advantage of a number of existing mature conifer trees located in this area of the park and weaves them as focal points in a new composition.

Notes:

This area will provide the transition into the broader landscape of the west park





No.11 FESTIVAL HEART

Area: **15,000m²**

Predominant Tree Species: **Basswood, Maple, Elm**

Predominant Surface: **grass**

Primary Programs: **Civic Green gathering space for +/-5000**

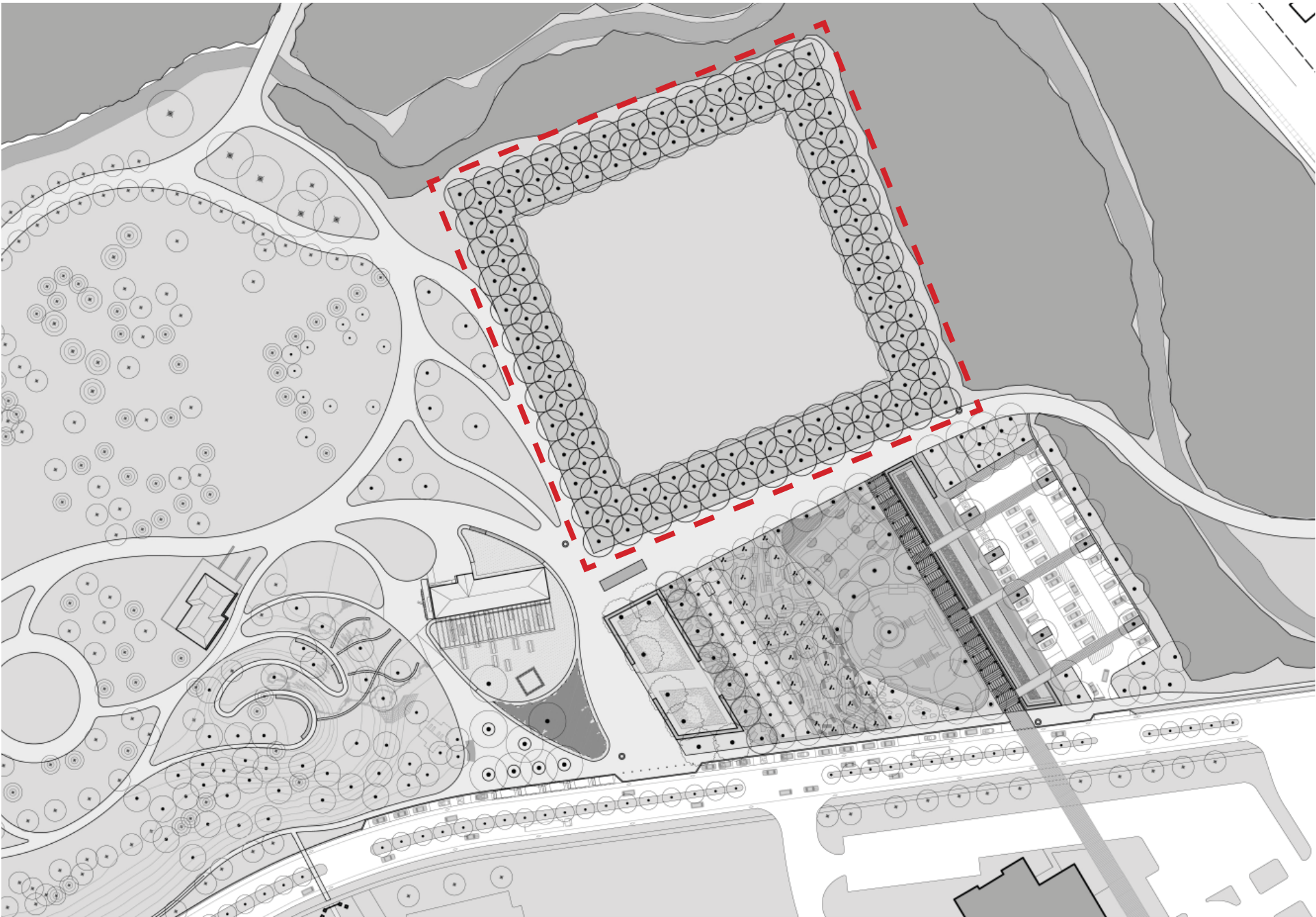
Secondary Programs: **Flexible, Multi-functional space able to accommodate a range of activities (passive to active recreation)**

Elements: **WiFi hotspot**

Impression

Looking west within the Festival Heart during open air cinema event





No.11**FESTIVAL HEART
CHARACTER REFERENCES /
IMPRESSIONS**

The 1 hectare Festival Heart is the multi-functional core of the park for recreation and cultural events. This green space has been conceived as a flexible and adaptable space for diverse gatherings of various scales and configurations. It is able to accommodate both large events of 5000 visitors as well as the day-to-day active and passive park activities expected during off-peak and off-season times. Service/Infrastructure for events will be integrated into the design of public realm elements so that the Festival Heart is an attractive civic space at all times - when empty and full.

Notes:

Collapsible performance stage can be located within the green square.

Multi-functional infrastructure and services to be provided (integrated within public realm design, including power, water, lighting) which allow for events of 5000 visitors.



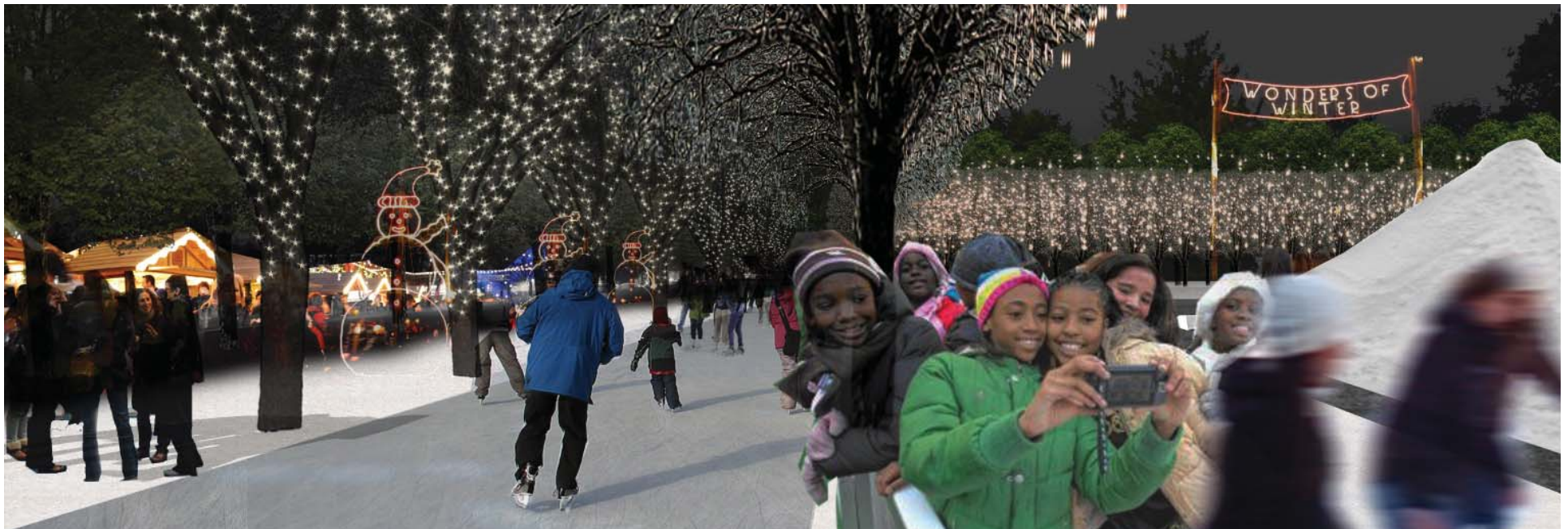


No.11 **FESTIVAL HEART - PERIMETER ALLÉE** **CHARACTER REFERENCES /** **IMPRESSIONS**

Notes:

Shaded perimeter area to be wired as a hotspot for public use (wifi) with electrical outlets available to re-charge laptops, etc.

Hook-up infrastructure for market stalls to be provided, integrated within surface.



Impressions

Looking west under the canopy of the Festival Heart perimeter during fall (below) and summer (bottom)



No.12 INTERIOR PROMENADE

Impression

Looking west along the Interior Promenade towards the Service Centre

Area: **2,100m²**

Predominant Tree Species: **N/A (Mixed species define edges)**

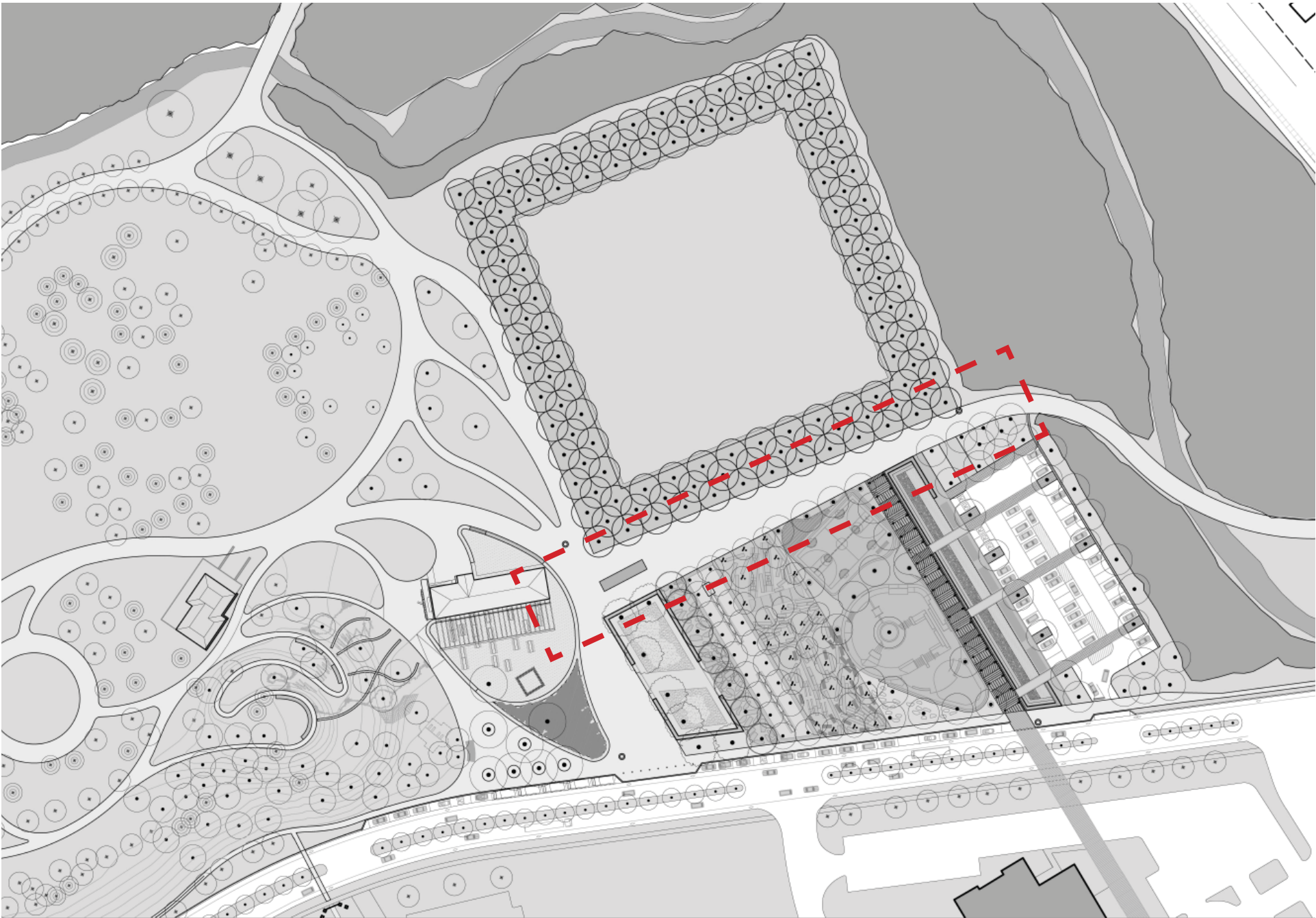
Predominant Surface: **asphalt**

Primary Programs: **Flexible, balances pedestrian and cyclist movement**

Secondary Programs: **Temporary festival/market space**

Elements: **water feature, seat/planters, WiFi hotspot**





No.12

INTERIOR PROMENADE

CHARACTER IMPRESSIONS

This central axis within the Festival Area connects the east and west parts of Waterloo Park. A crossing of Laurel Creek leads visitors into the festival area via the Interior Promenade. This generous promenade functions as a public space in its own right, able to host temporary markets, kiosks and events. The alignment of the promenade sets up interesting views towards the Service Centre and Beacon Hill, leading visitors to the nexus of social activity in the park.

Notes:

Moveable seat-planters

Asphalt surface markings to provide wayfinding and info.

Temporary events, market stalls, etc. to be arranged along the promenade with potential for integrated hook-ups in the surface.

A fleet of moveable planters (2 types) can be arranged informally as social seating along the Interior Promenade and park entry area.



(top) Impression looking east towards Promenade
(above) Impression of Seat Planter system

Impression

Looking west along the Interior Promenade towards the Service Centre during winter



PHASING

The Festival Area will be implemented in two phases:

Phase I will involve implementation of components based on available funding in 2013. High priority components have been identified and will be implemented based on available funding. Other Phase I Rooms shall be implemented based on available funding.

Phase I Priority Rooms:

- Sand Willow Play Garden (1)
- FDBD Streetscape Frontage (9)
- Parking (8)

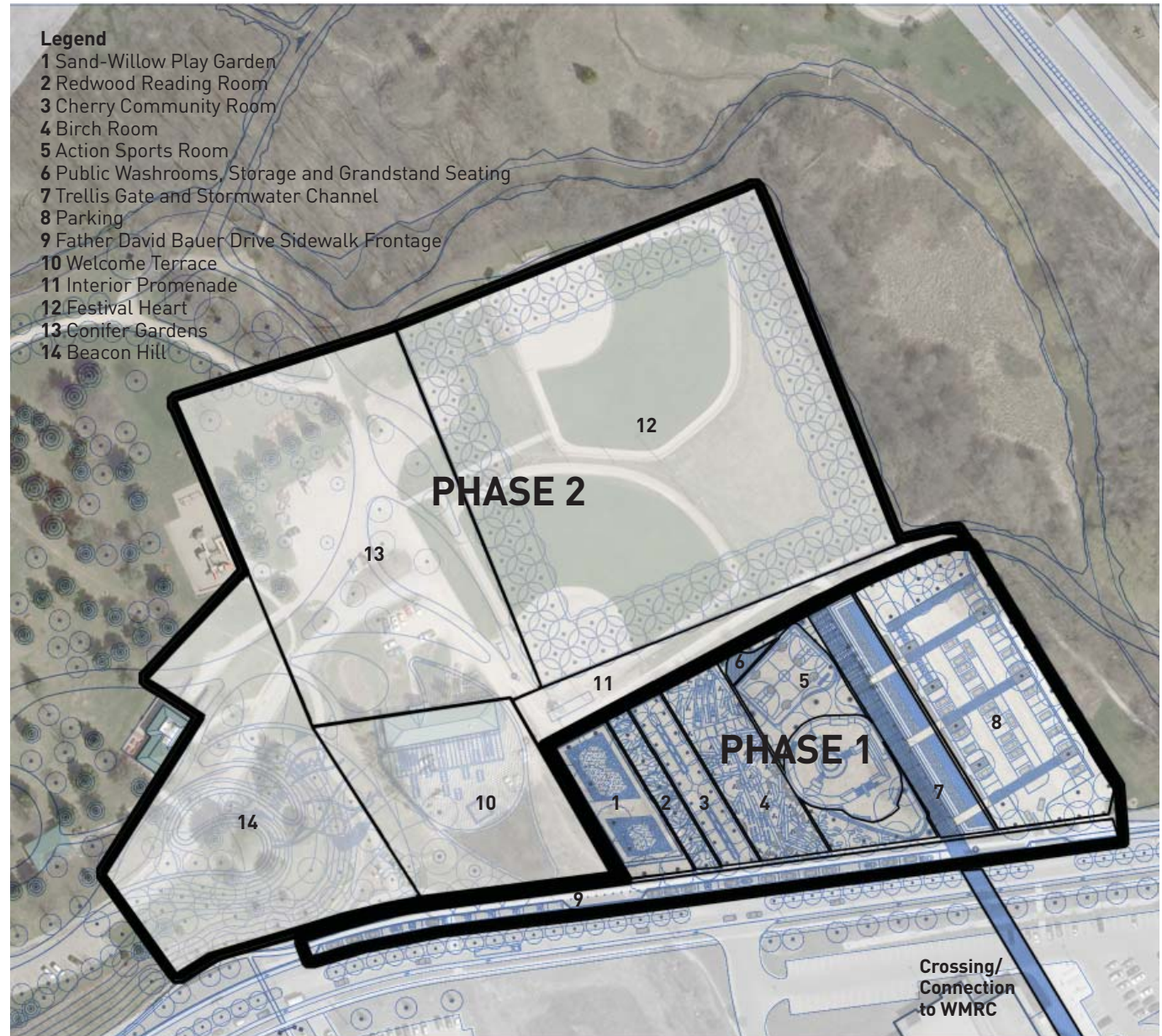
Other Priorities (based on available funding):

- Redwood Reading Room (2)
- Cherry Community Room (3)
- Birch Room (4)
- Action Sports Room (5+6)
- Trellis Gate and Stormwater Channel (7)

Phase II will involve implementation of Rooms based on future funding. Phase II Rooms are not prioritized and need to be addressed based on status of defined constraints (baseball diamond and Service Centre).

Phase II (not prioritized) Rooms:

- Festival Heart (12)
- Beacon Hill (14)
- Welcome Terrace (10)
- Interior Promenade (11)
- Conifer Gardens (13)



PHASING - CONSTRAINTS

The following constraints shall inform the process of determining Phase II sequencing and prioritization:

Baseball Diamonds – Retain and Integrate

- City has committed to retaining the programmed use until an alternate replacement site has been identified elsewhere in the City of Waterloo

Service Centre Operations – Retain and integrate

- Operation and Maintenance use of the building and yard must be retained.
- Explore options for shared use of washroom with staff and the general public.
- Explore options for relocation of operations yard (south of Service Centre building).

Storage Yard - Relocate to another location in close proximity to Service Centre Building.

WATERLOO PARK FESTIVAL AREA DESIGN - PUBLIC INFORMATION CENTRE SUMMARY AND SURVEY RESULTS

**SUMMARY OF THE PUBLIC INFORMATION CENTRE HELD ON 2012.11.21
AND SURVEY RESULTS FOR WATERLOO PARK FESTIVAL AREA DESIGN**

Prepared for the City of Waterloo
2013.02.06

PUBLIC WORK

OVERVIEW OF PUBLIC INFORMATION CENTRE



Overview

On November 21, 2012 the City of Waterloo, in collaboration with PUBLIC WORK office for urban design & landscape architecture, held a Public Information Session at Knox Presbyterian Church (50 Erb Street West) from 6:30 to 8:30pm. This public event provided an opportunity for residents to review the design framework ideas for a new park frontage and festival area on the west side of Waterloo Park, opposite the Recreation Complex on Father David Bauer Drive. Information about the Festival Area design and future multiphase construction process was provided.

As residents arrived, they were asked to sign in and were given a Summary Approach & Public Feedback sheet (questionnaire). Residents were given the option to fill out their comment sheet on-site or to send their comments via mail, email or fax to: Eckhard Pastrik (City of Waterloo Project Manager) by December 5th, 2012.

From 6:30pm to 7:30pm residents reviewed the display panels and the City's project manager and members of the design team were available on the floor to explain the design elements and answer any questions. From 7:30pm to 8:30pm there was a formal presentation: first Eckhard Pastrik (City's Project Manager) provided background information about Waterloo Park, including a brief summary of the Park's Master Plan developed in 2009 and the rationale behind the selection of the Festival Area to be the first phase of the Master Plan to be designed. Next Ryan Mounsey (Development Planner/Urban Designer) talked about the park and the importance of the role it plays in its economic development. Lastly, Marc Ryan (Principal from the consulting firm Public Work) presented Waterloo Park Festival Area design that explained the conceptual framework upon which the festival area had been designed and each one of 'Green Rooms'.



Public Information Centre Notification Details

The Public Information Centre was advertised through the City of Waterloo's 'News and Public Notices' website, Facebook website and individual twitter accounts:

City of Waterloo - News and Public Notices' website:

<http://www.waterloo.ca/en/news/index.aspx?feedId=b9333345-eafe-471a-a6a4-198f4d582535&newsId=fab09dbb-ea67-4420-a847-c00525c1fe71>

Facebook website:
<http://www.facebook.com/WaterlooPark>

Twitter accounts: N/A

Attendance

Signed attendance at the Public Information Centre was 8 community members

City of Waterloo staff included:

Eckhard Pastrik
Landscape Architect - Public Works Services, Capital Projects & Services
City of Waterloo

Ryan Mounsey
Development Planner/Urban Designer
Site Plan Review Committee Chair
City of Waterloo

PUBLIC WORK (consulting team) staff included:
Marc Ryan, Principal
Adam Nicklin, Principal
Gerardo Paez, Landscape Architect

Public Feedback – Questionnaire

Each Summary Approach & Public Feedback (questionnaire) sheet given at the beginning of the Public Information Session had four questions. A total of 7 questionnaires were completed and returned to the City (5 from the Public Information Centre and 2 via email).

The following is a summary of the information received on the questionnaires; please note that the questions are shown in bold fonts.

1. Programming Ideas

The Festival Heart is intended to support a range of activities and events, both large and small. What specific activities would you like to see happen here?

- In the past, the City had some wonderful festivals in the West Side of the park, notably Sounds of Summer
- Due to complaints about noise from past events, events which had low level noise should be favoured
- Art in the Park, every type of artisan/artist
- Movie nights
- Various vendors similar to Riverdale Zoo in Toronto
- There should be as little impact as possible on adjacent residential areas as a result of “active” uses, especially as residential population will increase (intensification)
- A smaller event “room” like the existing bandshell for small concerts, community music groups, movies, performances shall be explored
- Jazz Festival, Blues Festival
- Any of the thought uses need protection from the rain, wind, hot sun and other noises like traffic and skateboarders, so a covered 3 sided stage or bandshell with good

acoustics is essential, to cover the audience is also essential

- We would frequent Waterloo Park on a more consistent basis if we could be assured that we could safely cycle to the park. Are plans in place for trails to connect the downtown to our area?

2. Four-Season Uses

The Park aspires to be used throughout extended seasons of the year, not only in Summer. What would draw you to the park in Fall or Winter?

- Wonders of Winter is a great draw for our visitors and us. I loved it when the big toboggan run was still operating – that used to get our whole extended family visiting the park. Skating rink: but that takes staff/ volunteer time. Over and over again, I hear how our City is poor and can't afford new services
- Cross country ski in the park
- Christmas Market
- In winter there needs also to be peace and quiet in the park
- The activities that our family would enjoy are concerts featuring local performers
- Folk festival
- Tai Chi in the park would be popular
- Authors reading from their latest books could be a feature. One Book One Community might consider this space for its fall programming

3. Priorities for Implementation

The park will be constructed in phases over a number of years as funding becomes available. What do you think should be the priorities for implementation?

The preferred order extracted and tabulated from all the questionnaires is as follows:

1. Birch Room
2. Cherry Community Room
3. Sand Willow Play Room
4. Action Sports Room
5. Redwood Reading Room
6. Trellis and Water Channel

4. Positive Impact for the Park as a Whole

Within the proposed Festival Area Design Framework, what do you consider to be the single feature or characteristic that would cause the greatest positive impact for Waterloo Park as a whole?

- The Allees however, this will take some time to happen, because the trees have to grow
- The Trellis and Water Channel will have a cooling effect and make a good visual impact
- Keeping the Victorian Gardens and not putting in a parking lot
- Protect the heritage aspects of the park since it is linked with the city's origins
- Protect the park from over-development through active use that may diminish the value of the park's passive use
- It works as a whole; the green rooms ahead the festival space; great to have a market space and the exterior perimeter walkway
- A decent covered stage with both shaded and sunny open space for the audience. The performance space needs to be accommodating to both small(100) and large (2,000) audiences. Make it comfortable for audiences and performers
- The Welcome Terrace could have the greatest impact as it is the invitation that you want everyone to take to enter the park. It is that first impression that can be the key to a positive impact

Summary of Public Feedback

Positive Overall Feedback

Although the number of community members who attended the event was low, the feedback received was supportive of the Festival Area Frontage conceptual framework. All public comments expressed similar thoughts and concerns that will provide some insight for the City and the design team as they move forward with the Festival Area Frontage design and implementation sequence.

Programmatic Flexibility, Diversity, and 4-Season Emphasis

The feedback received (via questionnaires) highlighted the importance of having programmatic flexibility and diversity within the various 'Green Rooms' in order to attract multiple demographics and a range of audiences. Ensuring the all-season use and activity of the park was also regarded as a high priority.

Priorities for Implementation

The comments received related to the implementation sequence indicate a high interest in prioritizing the Birch Room, Cherry Community Room, and Sand Willow Play Room as the first three components to be implemented; conversely, the room with the lowest priority for implementation in the first phase was the Trellis and Water Channel.

The Park as a Whole

Finally, many of the community members shared their ideas and impressions about the positive impacts the Festival Area would have on the overall park as a whole. These comments ranged from the value of protecting the heritage aspects of the park to the importance of a flexible performance area, and the great effect of a positive welcome terrace area as critical to a good first impression of the park.



APPENDIX A:

SUMMARY APPROACH AND PUBLIC FEEDBACK - QUESTIONNAIRE SAMPLE

DESIGN FRAMEWORK

The proposed Festival Area design is part of a park-wide strategy to establish a clear front door to the park and create a green heart for civic gatherings while also providing extensive community programs.

The design includes a 'Festival Heart' with gathering space for +5000 people, which introduces a new core activity area on the west side of Waterloo Park that is intended to be the principal

The design includes a 'Festival Heart' with gathering space for +5000 people, which introduces a new core activity area on the west side of Waterloo Park that is intended to be the principal outdoor performance venue in the park as a whole.

The Festival Area project initiative takes advantage of the opportunity to bring a sense of balance to the park as a whole – with the momentum to propel the transformation of Waterloo Park’s identity and performance over the next 30 years. The Festival Area will strengthen Waterloo Park as a renewed ‘Jewel’ of the City and redefine the overall park as a singular, coherent place – and confirm its identity as a focal point of civic life in Waterloo.



Diagram of Diverse Program Opportunities within the various spaces of the Festival Area Frontage

Public Feedback QUESTIONNAIRE



The City of Waterloo is seeking public input to make the vision for Waterloo Park Festival Area a reality. This survey is completely confidential and no further communication regarding the survey will come to you unsolicited. If you require additional space to provide comments, please attach a separate page with comments and reference question number.

Survey responses will be received until December 5, 2012.
Thank you for your contribution.

We ask that you please fill out this questionnaire and leave it in the box provided at the registration table. Alternatively, the comment sheet can be filled out online at www.waterloo.ca/waterloopark (click on Waterloo Park Master Plan and Festival Area Design Project) where you will also find project info and PIC panels. Questionnaires can also be mailed, faxed, e-mailed or dropped off using the following contact information:

Eckhard Pastrik, O.A.L.A., C.S.L.A., Project Manager
City of Waterloo Service Centre, 265 Lexington Court, Waterloo, Ontario, N2J 4A8
Tel: 519-747-8622 • Fax: 519-886-5788 • Eckhard.Pastrik@waterloo.ca
For further information on the project please visit the City of Waterloo website at:
www.waterloo.ca/waterloopark

1. Programming Ideas

The 'Festival Heart' is intended to support a range of activities and events, both large and small. What specific activities would you like to see happen here?

Please list any events, festivals, organizations or uses that you imagine might be accommodated within this space. They may be formal or informal, of short or long duration, of international status or intimate and local. This will assist the design team in providing facilities to accommodate these diverse activities (eg. utilities, lighting, etc.).

2. Four-Season Uses

The Park aspires to be used throughout extended seasons of the year, not only in Summer. What would draw you to the park in Fall or Winter?

The design team is interested to hear about the potential features, activities, or programmed events which might draw you into the park, specifically during the Fall and Winter seasons.

3. Priorities for Implementation

The park will be constructed in phases over a number of years as funding becomes available. What do you think should be the priorities for implementation?

Rank the frontage 'Green Rooms' in your preferred order of construction, from 1-6. Consider the relationship between the park features that already exist and the sequence in which the proposed frontage 'rooms' would arrive.

_____ Sand Willow Play Room	_____ Birch Room	_____ Trellis and Water Channel
_____ Redwood Reading Room	_____ Action Sports Room (Extension to existing Skate Park)	
_____ Cherry Community Room		

4. Positive Impact for the Park as a Whole

Within the proposed Festival Area Design Framework, what do you consider to be the single feature or characteristic that would cause the greatest positive impact for Waterloo Park as a whole?
