



CITY OF WATERLOO

UPTOWN

PUBLIC REALM STRATEGY

Background Document:
Assets, Opportunities and Vision Statement



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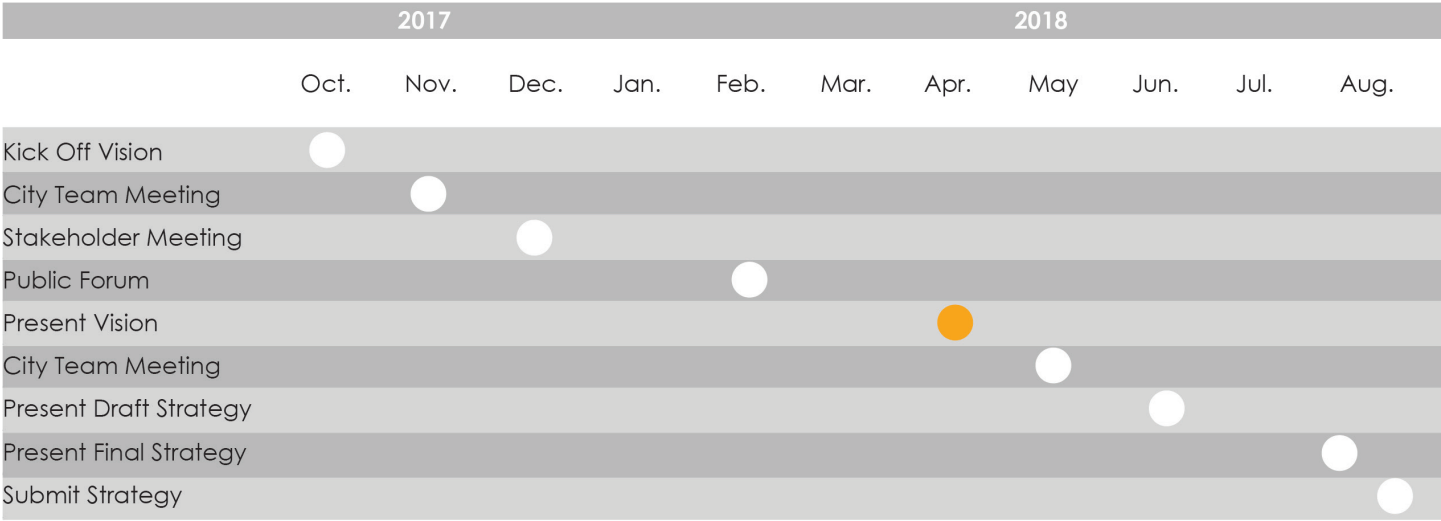
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EXECUTIVE SUMMARY

Waterloo has experienced a high level of change in recent years as a result of urban growth, changes to its planning and decision-making framework, and major investments in public and active transportation. Uptown is the keystone of these changes for both the City and the Region.

As Waterloo continues to evolve, its commitments to transportation, including the LRT, new cycling networks and streetscape enhancements, are leading to the improved walkability of Uptown. With the arrival of the LRT, the goal is to develop a diverse mix of homes, workplaces and shops closer to the new transit corridor. A special focus will be placed on the major streets, trails and natural features that connect the LRT to the community. In addition to these transportation advances, several award-winning civic buildings and open spaces such as the Perimeter Institute, the Centre for International Governance and Innovation (CIGI), Barrel Warehouse Park and the Uptown Public Square are helping to shape the City's image and contribute to a sense of ambition and optimism for all those who live, work and visit Uptown. Going forward, it will be critical to continue building on Uptown's existing assets and cultural heritage resources, and to harness Waterloo's capacity for innovation.

The Uptown Public Realm Strategy

The Uptown Public Realm Strategy (UPRS) is being developed to ensure that, as growth and development occur in and around Uptown, they are complemented by a high quality, inviting and vibrant public realm. The strategy will look at all the spaces between buildings, including publicly owned spaces and privately owned public spaces (POPS), and will identify opportunities to highlight, build upon and connect these assets. The UPRS intends to integrate the Uptown community by providing a year-round connection to their urban landscape and a range of great places to walk, ride, play, meet and rest.

Public Realm Defined: public realm is the space around, between and within buildings that are publicly accessible, including streets, squares, parks and open spaces.

The UPRS will pay special attention to the acceleration in development that is afforded by the LRT and look at the optimization of the Uptown Public Realm experience through inclusive, collaborative

and economically sound approaches. Changing trends and interests will be considered and analyzed to create the right strategy.

This Background Report is the first step towards producing the Uptown Public Realm Strategy. To support in the development of the strategy, a Design Charrette and Public Forum were hosted at CIGI on February 13, 2018. The engagement events featured visioning sessions and presentations by industry-leading experts. The presentations can be viewed on the following website:

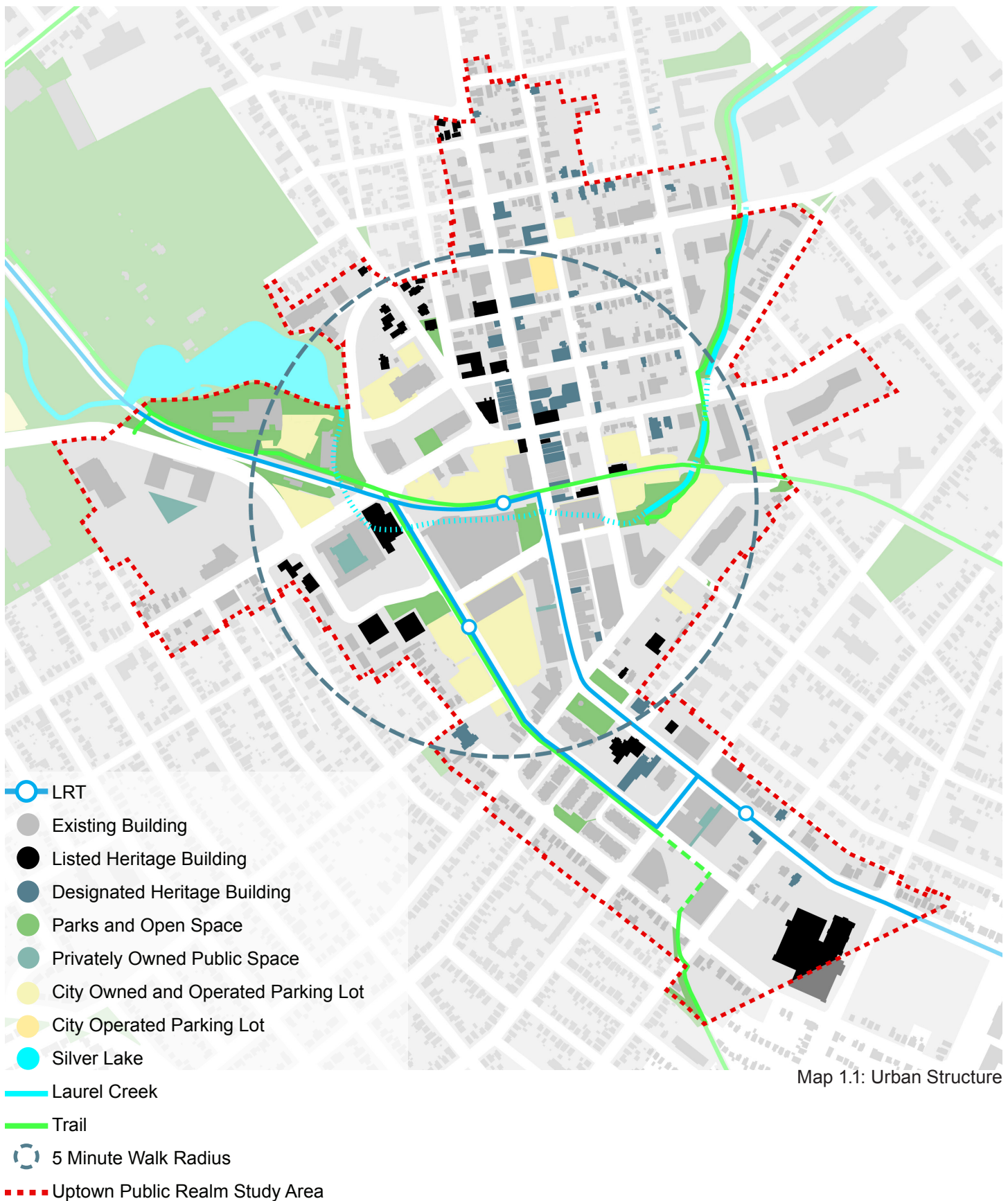
<https://ideas.stantec.com/uptown-waterloo-public-realm>

Welcome



1. INTRODUCTION





INTRODUCTION

Project Brief

The City of Waterloo is experiencing urban growth that is leading to the transformation of Uptown. As Waterloo continues to evolve, its major commitments to transportation including the LRT, cycling network, and streetscapes are leading to the improved walkability of Uptown. This emphasis on planning and design that puts people first coupled with an emphasis on design excellence in civic buildings is reaping rewards in the public realm.

Public Realm Defined: public realm is the space around, between and within buildings that are publicly accessible, including streets, squares, parks and open spaces.

There is a history of a strong emphasis on design excellence in the Uptown public realm. Award winning open spaces and civic buildings such as the Uptown Public Square, Barrel Warehouse Park, CIGI Cloister and Courtyard and the Perimeter Institute, generate a sense of optimism for all those who live and work in Uptown.

What is needed now is to connect all these extraordinary spaces with each other through public realm strategies that engage, connect and delight. The plan is to highlight and connect these assets with each other and to integrate the Uptown community by providing a year round connection to their urban landscape.

Uptown's land supply is finite, and growth continues, so as we infill and build out, it will be critical that we harness some of the defining attributes of Waterloo; its cultural heritage and its capacity to innovate.

With the arrival of the LRT, the goal is to support the development of a diverse mix of homes, workplaces and shops closer to the new transit corridor. A special focus will be placed on the major streets, trails and natural features that connect the LRT to the community.

The Uptown Public Realm Strategy will pay special attention to the acceleration in development that is afforded by the LRT and look at the optimization of the Uptown Public Realm experience through inclusive, collaborative and economically sound approaches. Changing trends and interests will be considered and analyzed to create the right strategy.

Throughout this growth period, the City intends to maintain the goal of planning for a high quality, safe and attractive public realm in Uptown. This goal is supported in much of Waterloo's policy framework, including the City of Waterloo Official Plan. The Uptown Public Realm Strategy will build upon the Region of Waterloo Community Building Strategy which outlines strategies for growth along the Central Transit Corridor. The Uptown Public Realm Strategy will also be coordinated with relevant concurrent studies such as the City-wide Parks Strategy, Cultural Heritage Landscape Study, Laurel Creek Floodplain Study, Patio Design Guidelines and the Zoning By-law Review.

Uptown Public Realm Strategy Purpose

The Uptown Public Realm Strategy (UPRS) has been commissioned to ensure that, as growth and development occur in and around Uptown, they are complemented by an inviting and vibrant public realm. We will identify publicly owned spaces and privately owned spaces that may be publicly accessible, and find opportunities to improve and leverage these assets, and identify opportunities for new public spaces.

The UPRS will provide the visions, plans, strategies and initiatives to guide public and private investment in the public realm. This will ensure a cohesive public realm plan as the priorities of Council and the greater community will be acknowledged. When completed, this strategy will be used by all parties engaged in city building initiatives that include or interface with, or affect the enjoyment of, the public realm. It is anticipated that the strategy will also provide direction for future amendments to City implementation documents such as the Zoning By-law and Urban Design Manual.

Background Report

This Background Report is the first step towards producing the Uptown Public Realm Strategy.

This report will assess:

- the existing and planned policy framework for the City and Region
- the City's existing resources, systems and assets
- the existing conditions of the public realm within Uptown, including natural features, parks, open spaces, streets, trails, loops and linear corridors
- the overall multimodal connectivity of public spaces within Uptown and its surrounding areas, identifying any gaps
- the existing surface parking lots and their



Map 1.2: Study Area

- potential for new development or public space
- the opportunities and constraints associated with the existing system and how they affect usage of the public realm
- the overall build out of public realm to parallel the growth for Uptown

Key areas of focus for this study include:

- Prioritizing pedestrians
- Accommodating all modes of travel, through complete street strategies
- Reinforcing the authenticity of Uptown's existing public realm
- Improving accessibility to parks and open spaces for all
- Increasing connectivity and greening
- Encouraging social contact and unplanned interactions

Uptown is the heart of Waterloo. The measured evolution of this vibrant city centre is at the core of what the Uptown Public Realm Strategy aims to offer. What follows is an in depth look at this important keystone of the Ontario landscape.

Study Area

The study area boundary for the UPRS is defined by the lands designated as the Uptown Waterloo Growth Centre in the City of Waterloo Official Plan. Uptown Waterloo is a major socioeconomic focus of the City of Waterloo and attracts major cultural and recreational festivals and events. It has been identified as an area to prioritize intensification by the Official Plan and is expected to accommodate a significant proportion of the City's population and employment growth. Uptown is being planned as a community destination and a great place to live, work, learn and innovate.

Uptown Growth

The City of Waterloo is home to 105,000 people in 6,400 hectares. The City of Waterloo will be planned to accommodate a total population of 140,000 people and 89,000 jobs by 2031.

Uptown is an area of 88.2 hectares (218 acres) with 10,850 people and jobs. Uptown is a designated Urban Growth Centre in the Provincial growth and development plan, Places to Grow. Urban Growth Centres plan for a density of 200 people and jobs per hectare by 2031. This is equal to 17,600 people and jobs in total. This goal would see the population and employment in Uptown increase by 60% by 2031.

Uptown Public Realm Growth

The Waterloo Official Plan calls for 1 hectare of parkland per 1,000 people. Currently the area of parkland in Uptown is 5.7 hectares (14 acres) which is 6.4% of the total area of Uptown. With the expected population growth, to 17,600 people and jobs, parks and open space would need to equal 17.6 hectares or 43.5 acres. This is equivalent to nearly 20% of the area of Uptown, and does not consider the proximity to Waterloo Park, neighbourhood parks or POPS. This value is quite high and the parkland dedication numbers can be re-evaluated for Uptown. Many cities have 10-20% of the city area as parkland. This percent is lower for downtowns as open space is limited and more strategically programmed.

Though there is not a specific value for how much parkland and public space is ideal for a city, the appropriate amount of public space is determined by the context of the city and the needs of the public. For example, London England is known for great park space yet has only 2.7 hectares of parkland per 1,000 people but they are well used and integrated into the City. For comparison, see the table below with the amount of parkland per 1,000 people in select Canadian cities. Uptown Waterloo has 1.9 hectares of Parkland per 1,000 people. This number is lower than other cities because it is just for the Uptown. More importantly than having a large amount of parkland, it is necessary to have well used and designed public spaces that are integrated with the city and accessible.

City	Parkland per 1,000 people (ha)
Winnipeg	6.1
Ottawa	8
Toronto	3.2
Montreal	1.2

Uptown Statistics

Uptown Waterloo	218 acres (88.2 hectares)
Street ROW	55 acres (22.25 hectares)
City Owned Parking Lots	16 acres (6.5 hectares)
Parks and Open Space	14 acres (5.7 hectares)
Waterloo Population	105,000 people
Planned by 2031	140,000 people 89,000 jobs 229,000 people and jobs
Uptown Population	10,850 people and jobs
Planned Growth by 2031	17,600 people and jobs



M/LC DEV

M/LC DEV

M/LC DEV

M/LC DEV

HISTORIC MARKET

A photograph of a person's arm, wearing a grey ribbed sweater, pointing at a map. The map is covered with various colored lines: a blue line at the top, a red dashed line forming a large loop, a green line forming a smaller loop, and an orange line at the bottom left. Handwritten notes in blue ink are visible on the map, including "VINCENZO'S" near the orange line and "City of Uptown" near the green line. The background is slightly blurred, showing a patterned fabric.

2. ENGAGE



ENGAGEMENT

Mapping Our Vision

From the lively discussions at the City of Waterloo, to the serious mapping at the Uptown Stakeholder Charette, to the lively public forum. Participatory mapping has empowered Uptown stakeholders. The process included a variety of business organizations, government bodies and community groups. Together we have over the last few months communicated with each other through mapping to visualize and analyze the Uptown in the context of key public realm considerations. The engagement has integrated increasing wider circles of participation as we bring the vision to life together.

Each of the five steps in the engagement/studio process involves hands on designing through mapping. Learn from the client by getting them to draw out the issues on the site. Define the focus based on the drawings. Brainstorm spacing strategies based on the definition. Using design thinking, Integrate and distill the brainstorming into a series of concepts: in this case, urban concepts as outcomes of the brainstorming. Prototype the outcomes; refine the larger concepts to the point that tactical urban pilots can be drawn out. This is the 'on street' testing of the concepts in the public realm. This iterative process cycle began in October 2017 with the City Project Manager, grew to include the City Team, the stakeholders, and expanded through another City Team meeting. It culminated in the strategy kick off with a momentous event including a 50 person urban design charrette and a 150 strong city building forum. Below is a visual of the iterative design process that each meeting completed: learn, define, brainstorm, design, prototype and back to learn.

Studio Approach

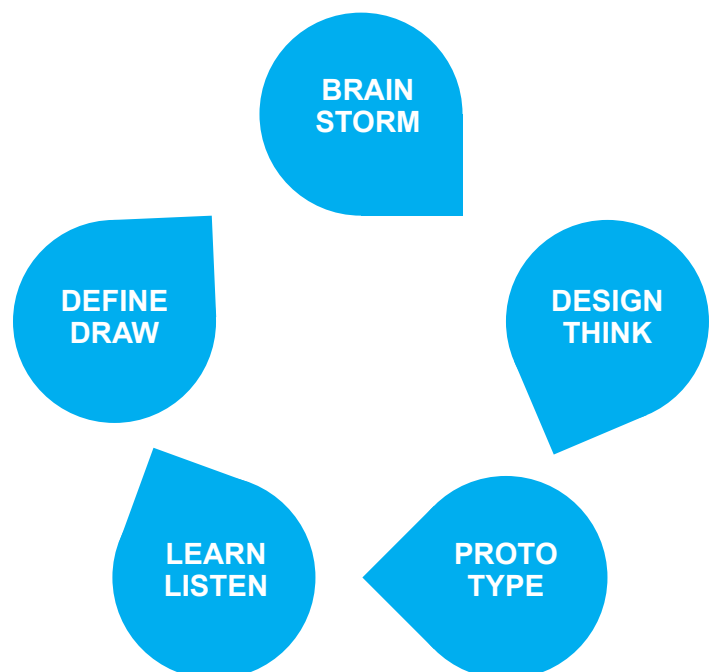
The above iterative process improves the effectiveness of every meeting by focusing on a collaborative and hands-on approach through mapping. As each new member of the studio is invited into this approach they are ready to guide the next larger group. We begin with the City Manager, grow the studio to include the city team and from there to the stakeholders and finally the public.

- Immersive: the approach posits that every city official, every stakeholder and in fact every member of the public is a member of the design team.

- Planning: Planning efforts offer a strategic integration of the elements of the plan that have already been approved, ratified, and implemented with the elements of the plan that are imagined.
- Public Space: Capital improvements that can potentially enhance urban design, transportation methods, physical function, or economic viability of the community are always front and centre in the mapping
- Marketing and Communication: The mapping strategies elevate the discussion and create a community appropriation of the design problem and a desire to be a part of the prototyping of the solution
- Events and Programming: Programs and events such as this mapping process and the charrette/forum event instill in all participants the desire to make a difference further growing the community involvement.

Next Steps

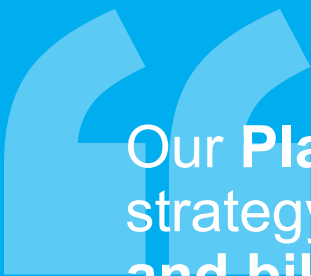
This Studio Engagement approach will continue with the City Team, Stakeholders and the Community as we develop the Public Realm Strategy.







3. VISION



Our **Play for Uptown** is to deliver a strategy for a truly **accessible, walkable and bikeable community** with a **high quality public realm**. We believe that through creating welcoming, comfortable and flexible public spaces we create a **thriving community**. Our vision is to connect inviting and engaging moments that **create authentic experiences** and celebrate **Waterloo's cultural identity**. Our vision is to seamlessly integrate a network of public and private parks that serve as nodes of **dynamic public life**.

VISION: UPTOWN PLAY

Based on our understanding of the existing policy framework, our site analysis and our extensive community engagement to-date, we believe in the following vision.

Our vision is of an Uptown that is the healthy heart of Waterloo. It is a growing centre of the successful and prosperous Waterloo Region. It is a place where locals and visitors of all ages, incomes and abilities can live, work, learn and play, and where strong community ties make residents feel connected.

Our Play for Uptown is to deliver a strategy for a truly accessible, walkable and bikeable community with a high quality public realm. We believe that through creating welcoming, comfortable and flexible public spaces we create a thriving community. Our vision is to connect inviting and engaging moments that create authentic experiences and celebrate Waterloo's cultural identity. Our vision is to seamlessly integrate a network of public and private parks and open spaces that serve as nodes of dynamic public life.

Uptown Waterloo is in the midst of ongoing growth and revitalization and we want to build on that momentum by focusing on what is authentic and by discovering public realm opportunities hidden in plain sight. Streets when designed right can offer the highest opportunity for chance meetings and they are best when seen not only as connectors but as a destination in themselves. When they are designed to offer diverse activities and animated building frontages the opportunities for social interaction increase. Our approach is to design attractive urban landscapes that accommodate all levels of mobility seamlessly.

Parks, plazas and open spaces should be well used throughout the year. New development in Uptown Waterloo will provide appropriate public spaces specific to the context, whether it is a setback and animated frontage, plaza, or mid-block connections. Cultural heritage, arts, and events animate public spaces driving the success of Uptown Waterloo as

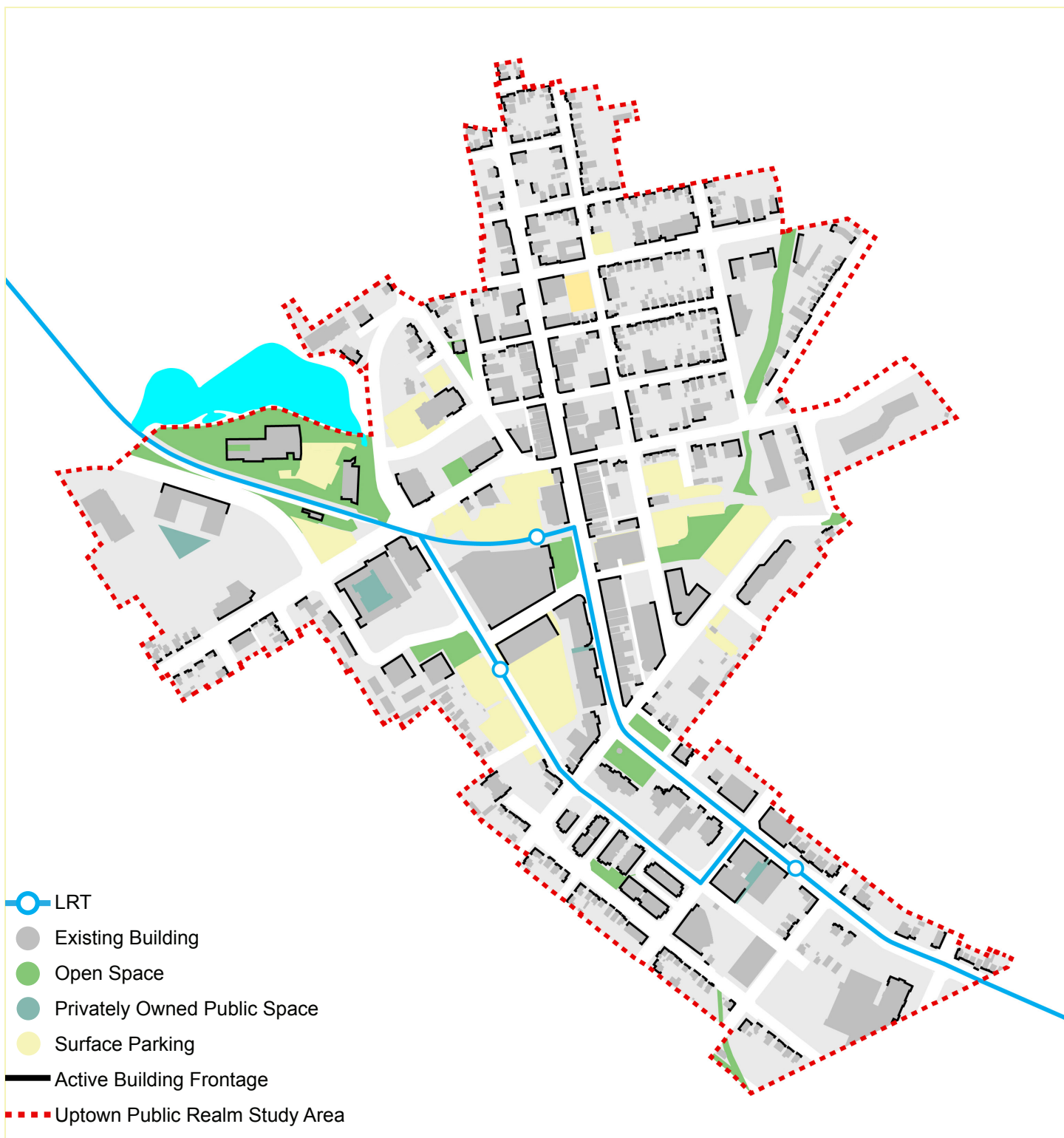
the place to be. The natural landscape will blend into the urban form with shade trees, greenways, open greenspace and access to water. Overall, the public realm in Uptown Waterloo will enhance the area as a destination, create a welcoming space for visitors and improve the quality of life for residents.

A strong public realm strategy builds a cohesive community. It is crucial to ensure that, as growth and development occurs, it is complemented by an inviting and vibrant public realm that puts people, civic life, placemaking and active mobility at the core of Uptown's long-term future. There is a need to balance the function of Uptown as a vibrant, intensified urban core with the desire to enrich the Uptown experience with a stronger sense of place and community, particularly in the context of streets, parks, trails and open spaces.



An aerial photograph of a city, likely Chicago, showing a mix of urban development and green spaces. The foreground features several tall, modern skyscrapers, including a prominent one with a blue and white facade. The middle ground is filled with a dense grid of smaller buildings, mostly multi-story residential or commercial structures, interspersed with trees and greenery. The background shows a more sprawling urban area with lower-density housing and industrial zones. The overall scene depicts a complex urban form with varying building heights and land uses.

4. URBAN FORM



Map 4.1: Urban Form

URBAN FORM: FRAME

EXISTING CONDITIONS AND SITE ANALYSIS

Uptown's form is defined by the size, scale, and character of its urban landscape. The form of the city choreographs how we engage with it, thereby, defining the character of the place. An in depth study of the public realm is key for determining how new development will influence the character of Uptown.

Built Form

Uptown Waterloo has a defined structure which can readily support great urban spaces. The Uptown is walkable, bikeable, and has a mix of building types and sizes, a fine grained urban grid, and a diversity of urban experiences.

While the built form in Uptown is varied, there are several identifiable patterns. There is a mix of building types ranging from newer more substantial commercial and residential towers, to multi-storey, multi-use complexes and finally owner occupied storefronts and detached homes. What follows is a description of these key character areas shown on Map 4.3.

King Street North of Erb Street is characterized by a historic building pattern. Buildings on King North have a smaller building footprint, small building frontages and are generally one to four storey locally owned and operated businesses. The fine-grained development pattern creates an authentic differentiated streetscape with a variety of building types, uses and façade styles. This organic development pattern has adapted itself over time to support a diversity of uses that embody the strong town character of Waterloo. It is critical to support the urban roots of Uptown as they define the origins of the city and nourish future generations' sense of place. Strong mature historical housing stock brackets King North as well as West, East and South. Some communities are well established and thriving, while others are in transition as young families begin to move back into the city centre, finding delight in restoring many of Uptown's heritage homes.

City Centre character is defined by the spine of King Street south of Erb. It has several newer buildings and a state of the art LRT system that connects Uptown to the wider Region of Waterloo. This is the bold centre of Uptown and it provides a considered integration.



Map 4.2: Figure Ground



Map 4.3: Character Areas



Map 4.4: Block Structure

Building heights in Uptown are primarily low-rise and tall buildings are carefully set apart, dotting the periphery of the City Centre (Map 4.5). Tall buildings include the Barrel Yards development, Marsland Centre, Waterpark Place, Bauer Lofts, 144 Park Street, and Sun Life Financial. To accommodate growth and development the City's Official Plan allows for medium and high density development in large areas of Uptown (Map 4.6).

Character Futures

Many of the planned and proposed buildings in Uptown are high-rise buildings. The development of these projects must be carefully choreographed to ensure that they and their attendant landscapes build on the rich authenticity that defines Uptown. The City of Waterloo will focus on the re-development opportunities to introduce walkable neighbourhood features, such as new shops and more residential density that offers mixed-use urban landscapes while maintaining the existing character of low-rise adjacent neighbourhoods.

Block Structure

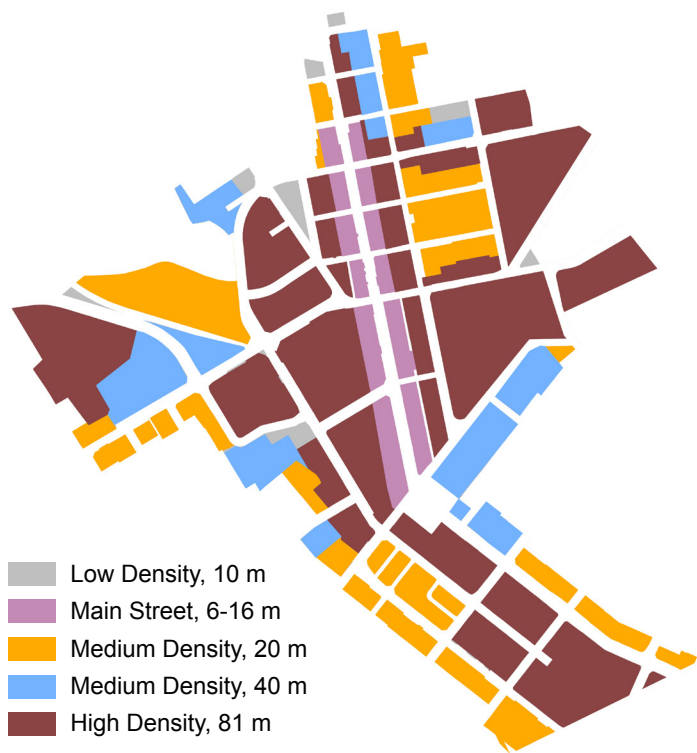
There is a diversity of street and block patterns throughout Uptown as seen in Map 4.4. There is an irregular grid with a mix of block sizes, shapes and grid orientation. King North is defined by small square blocks of 85 m x 85 m comparable to the small walkable blocks of pre-car, walkable urban fabrics the world over. Other areas north of Erb Street are rectilinear and some irregular shaped blocks respond to the natural features of Laurel Creek, Silver Lake and the diagonal orientation of Albert Street. City Centre is shaped by much larger blocks formed at the convergence of grids and natural features and is the location of significant re-development opportunities. King South is characterized by more rectangular blocks and a grid that is shifted off-axis at William Street. This block pattern creates a good urban structure with a mix of building types and sizes, diversity of forms and a walkable connected series of urban spaces.

Parking

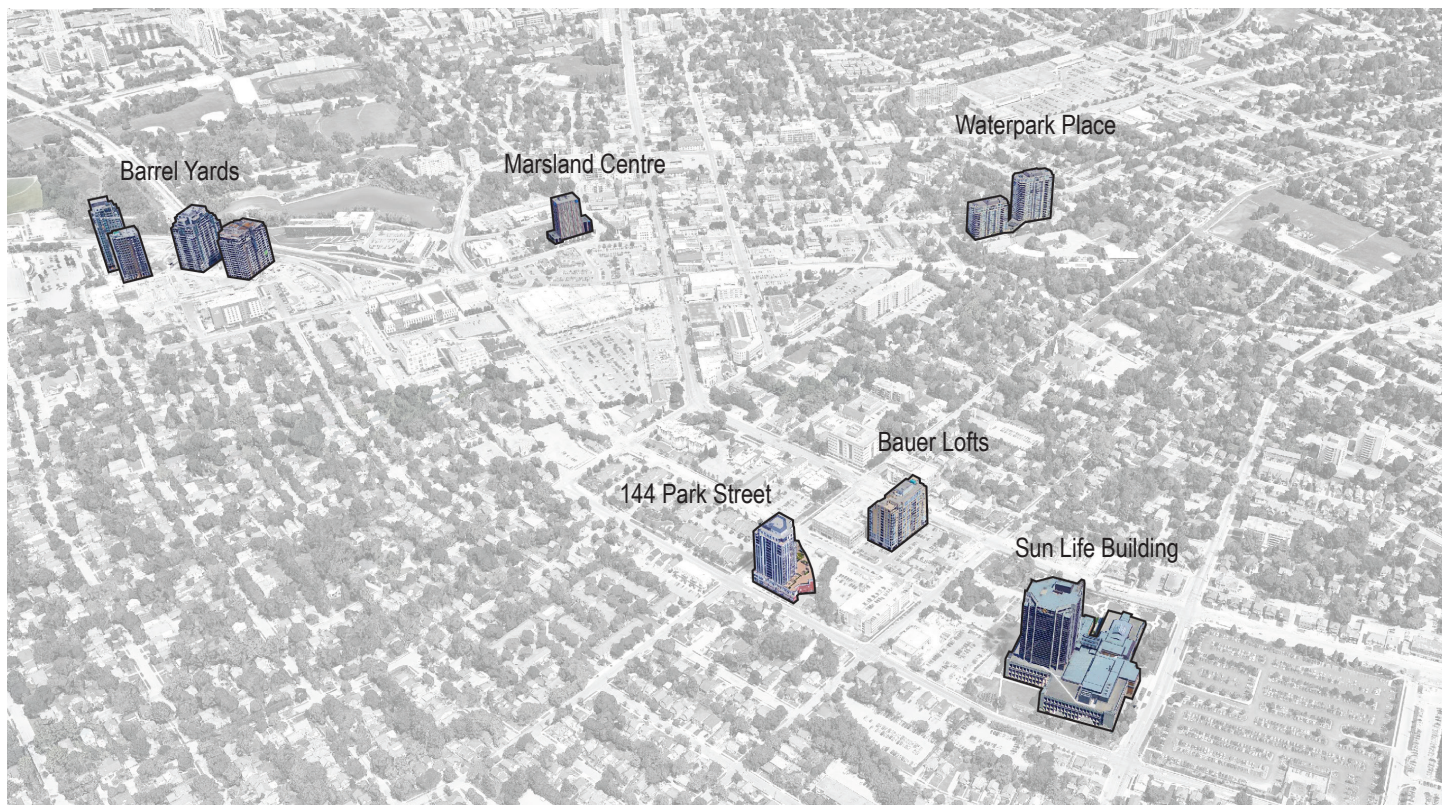
The City owns and manages several large parking lots in Uptown. Other parking facilities include on street parking and privately-owned parking areas. The only public parking structure in Uptown is the Uptown Parkade, built in 1994 and recognized for its design excellence. Several large city-owned and operated parking lots are located in City Centre. A



Map 4.5: Building Heights



Map 4.6: Maximum Heights and Density



Spacing of Existing Tall Buildings

large number of smaller privately-owned parking lots are congregated in the King North district. This parking supply in Uptown is important for providing access for people who arrive in Uptown by car. It must be taken into consideration that most neighbourhoods outside of Uptown are automobile dependent.

With the opening of the LRT and the proliferation of cycling linkages there is potential for reduced parking. The Region of Waterloo Community Building Strategy supports this principle by recommending reduced parking standards for new development. Some businesses however, still consider available parking a necessity. The city will undertake utilization studies to determine where the potential to reduce parking exists. New options for getting to Uptown and the increased development associated with the LRT brings a new palette of mobility options to Uptown. Pressure to build on undeveloped and underutilized lots will increase. We want to ensure the highest and best use and that the land serves the community.

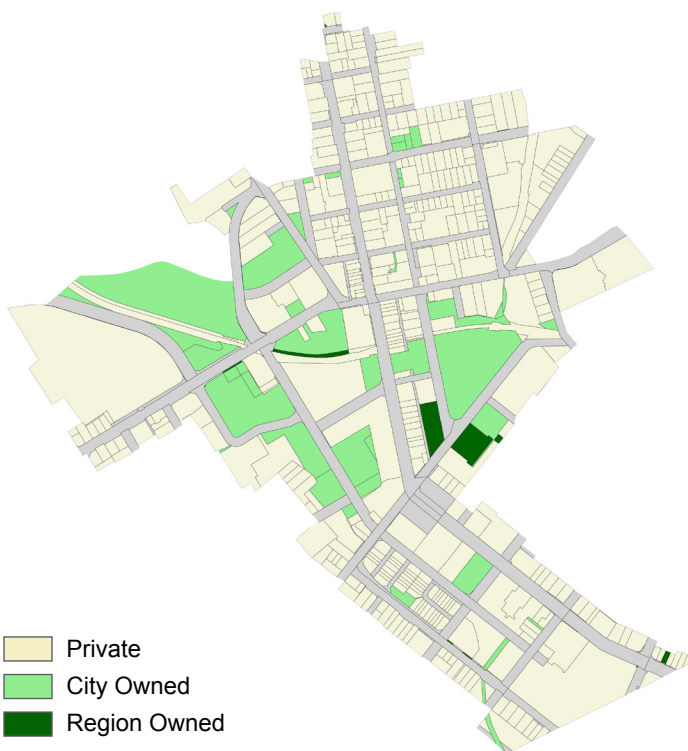
The City is focused on creating more transportation options and reducing reliance on the automobile in Uptown. A key strategy will be to restructure, and reconfigure surface parking as utilization warrants. Reviewing the adjacency of the parking areas shows that they are ideally positioned to offer opportunities for infill development close to a system of connected public spaces. The Region of Waterloo Community Building Strategy highlights City-owned surface parking lots as opportunities for development with active street level uses and shared structured parking. It is recognized that some City-owned parking lots are encumbered by lease agreements. However, parking facilities with a shorter (or no) lease period offer more flexibility and opportunity for new development or public space.

The parking lots in Uptown hold immense potential to be rethought, reprogrammed and redesigned to breathe life into the public realm. The continuity and rhythm of street facades, such as on King Street, helps to frame the public realm and define the space. In other spaces, framing the public realm is critical for urban animation and yet along Caroline Street South and Regina Street North, the placement of the surface parking interrupts the continuity of that desired ground floor animation. Development offers an opportunity to fill in the street gaps, increase street animation and frame parks and plazas.

Development has already reaped benefits for the



Map 4.7: City Owned and/or Operated Parking



Map 4.8: Property Ownership

public realm, most notably Waterloo Public Square. As development opportunities grow and land values increase, these surface parking areas are ideally located to support the desire of the City of Waterloo to build on its strengths and expand the public life of Uptown through concentrated, mixed use development strategies.

Recent and Planned Development

Waterloo's growth management strategy supports intensification in Uptown and other nodes and corridors. Future development patterns will shape the urban form and in turn the public realm. Setting clear strategies now for the public realm provides opportunities for authentic and connected placemaking. Map 4.9 shows development that has occurred in the last 20 years.

Recent Development

1. 85 Willis Way, 2017

85 Willis Way was completed in late 2017. This building is part of the larger master planned redevelopment of the former Waterloo Town Square Shopping Centre which occupied a large area in the centre of Uptown. This redevelopment resulted in the opening of the heart of Uptown, offering a true public square for large events as well as chance meetings. The Shops at Waterloo Town Square, the creation of Willis Way, and the development of two buildings on King Street South have transformed and anchored the site. 85 Willis Way offers three storeys, totaling 8,006 sq m of retail and office space.

2. Bauer Lofts, 2009

The construction of Bauer Lofts was completed in 2009 and includes the adaptive reuse of the Bauer Industries warehouse and a mixed-use tower of 15 storeys. The development contains 160 residential units and 1,357 sq m of retail, restaurants and offices. The site design provides a midblock connection between the converted warehouse buildings and the new tower development with an internal publicly accessible courtyard. This development provides a good example of how new development can contribute to the public realm with mid-block connections and strategically designed privately owned public spaces.

3. 188 King Street South, The Red, 2013

The Red is a mid-rise 6 storey mixed-use development with 4,200 sq. ft. of ground floor commercial and 63 residential units. The building



Map 4.9: Recent Significant Development (past 20 years)



Map 4.10: Planned and Approved Development



85 Willis Way Rendering



Bauer Lofts



The Red Rendering



The Cortes Rendering

provides a transition between King Street and the Mary Allen neighbourhood to the east. All parking is located underground ensuring continuous ground floor animation for the public realm.

4. 222 King Street South, The Cortes

222 King Street South is a 6 storey mid-rise mixed residential/retail development along King Street which further demonstrates that thoughtful development is being driven by the construction and finalization of the LRT.

5. 14 Princess Street

14 Princess Street (Marsland) is a former one-storey bowling alley converted into a 7 storey mixed residential/retail development located directly adjacent to the Macgregor Albert Heritage Conservation District. The development features public art and multiple rooftop terraces.

6. CIGI

The Centre for International Governance Innovation (CIGI) was built in 2009 as a master planned redevelopment. The development has won several awards for architecture and urban design. The three-level building provides 11,077 sq m of non-residential floor space which houses CIGI and the Balsillie School of International Affairs. This project is a model for design excellence in Waterloo and while there are some extraordinary beautiful spaces open to the public including the front canopy and steps and the internal cloister cafe and courtyard, it is virtually unknown to the public.

Approved

7. Barrel Yards

The Barrel Yards master plan was approved in 2007 and is a \$250 million project, with construction set out in 7 phases. The Barrel Yards are located on the former Canbar (Canadian Barrels and Kegs) factory site which made wooden barrels and kegs. The site is 12.5 acres (5.1 hectares) located at the intersection of Erb Street and Father David Bauer Drive. The site will provide significant landscaped open space for residents and the larger community of Uptown. Public access to the site has been secured through easements. The hotel and the four largest towers are now complete. Townhomes and an 18 storey residential apartment building are currently at the site plan stage.

8. 144 Park Street

144 Park Street/155 Caroline Street is a two phase major condominium development located at the corner of Park and Allen. It will include condo apartments and townhouses. Phase 1 (144 Park Street) was completed with a 19-storey, 148 condo unit building with townhouses. Phase 1 includes a green roof and large amenity space on a 2 storey podium, integrated townhouses along the public streets and a series community improvements to the public realm. Phase 2 (155 Caroline Street) is planned to be a 19 storey residential building with 192 units, which will be linked structurally and functionally to the existing 19 storey building at 144 Park Street. This particular development includes relocating the portion of the Iron Horse Trail between Park and Caroline Streets southwest from its current location.

Planning Applications

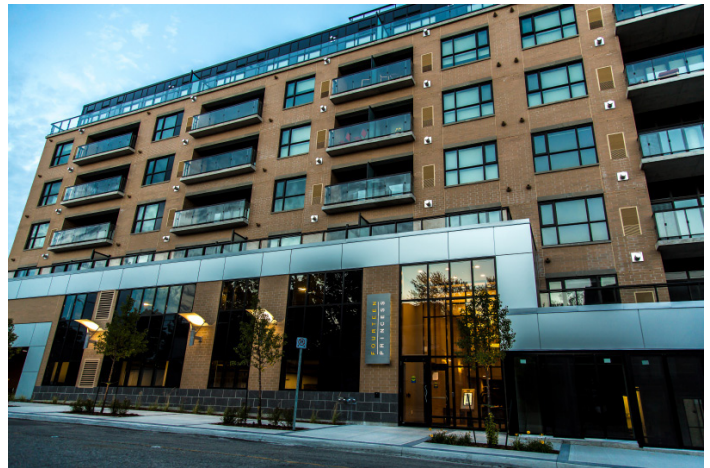
9. 80 King Street South/87 Regina Street South
80 King Street South/87 Regina Street South is an active development application for a major redevelopment of a surface parking lot. It proposes a 2-storey office addition to the existing King Street building. A 25-storey building with ground floor commercial use, a 5 storey parking podium and 20 storeys of residential above is also proposed on the vacant lands at 87 Regina Street South.

10. King Street South/John Street West/Caroline Street South

King Street South/John Street West/Caroline Street South is a major tower redevelopment project currently in the zone change process. It proposes 22 storeys with 307 residential units and a density of 1,043 people plus jobs per hectare. It is planned to include large public and private plazas, bike pathways and different pedestrian routing in the site plan, and retain and restore an existing historic home.

Next

The Uptown Public Realm Strategy will tailor an approach to urban form development and associated public spaces by following best practices and ensuring that they are authentic to the cultural landscape heritage of Waterloo.



14 Princess Street



CIGI



144 Park Street /155 Caroline Street Rendering



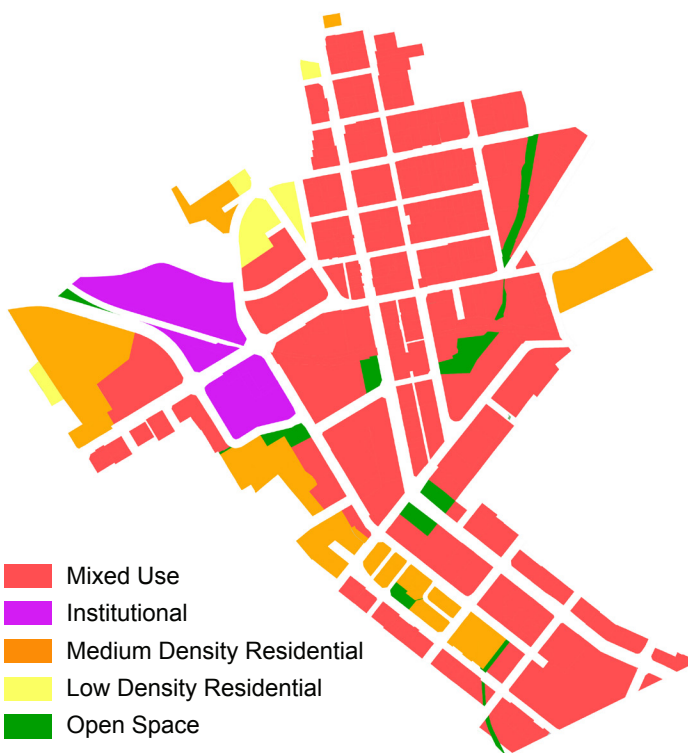
Barrel Yards

Land Use

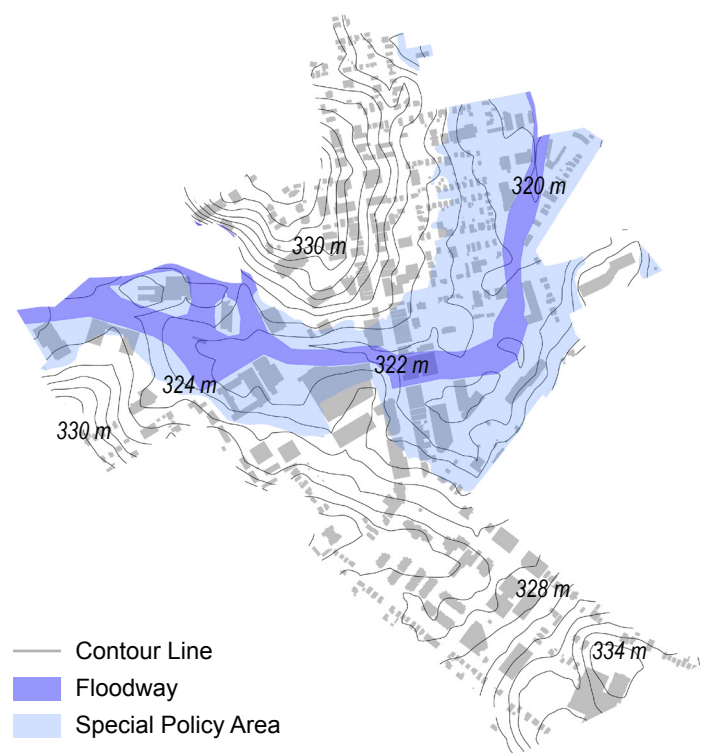
Land use (Map 4.11) in Uptown is predominantly commercial and residential. King Street is mostly commercial with restaurants, entertainment and retail uses. Residential areas occur on the edge of the Uptown. A cluster of institutional uses at Erb Street and Caroline Street includes the CIGI Campus, the Perimeter Institute and the Canadian Clay and Glass Gallery. Land use considerations shape the public realm as we consider what activities take place in which spaces and how spaces are designed and developed to accommodate the people who use those spaces. The new city-wide zoning bylaw which is currently being written will implement the Official Plan. Key Uptown considerations include appropriate land uses, parking requirements, and building form.

Topography

Uptown Waterloo is relatively flat with small variations in elevation with the highest area along the southern edge and lowest area along the creek. There is a general slope from west to east. Slight changes in topography make Uptown a place that can be easily traversed by walking and cycling. A walkable street network, relatively short distances within Uptown and a well-connected transportation system allow



Map 4.11: Land Use



Map 4.12: Contours and Floodway

for convenient active and multimodal transportation. Topography naturally matches the pattern of waterways leaving a floodplain along Laurel Creek directly through the middle of Uptown as seen in Map 4.12. The Uptown Public Realm Strategy is not tasked with mitigating the risk of flooding but will take stormwater and the floodplain into consideration and will turn to best practices for public realm planning in and along the fringes of floodways. It is important to note that the ongoing Laurel Creek Floodplain Study may result in changes to the floodway mapping. We will be mindful that growth coupled with climate change requires extra due diligence on public realm strategies for Uptown to ensure that we work with nature and the likely increase in unpredictable weather patterns.

ASSETS AND OPPORTUNITIES

The assets and opportunities discussed throughout this report represent preliminary ideas which reflect the findings from site visits, background research, stakeholder and public engagement. These ideas will be further explored in the next phases of the Uptown Public Realm Strategy.

Urban Fabric

The existing urban form provides a strong base for a great public realm and inviting urban spaces. The King North district in particular contributes to a walkable place. Diversity in building types creates a visually compelling cityscape. Mixes of land uses invites a range of activities for all residents of the city throughout the day and into the evening. The development potential (Map 4.15) of parking lots could intensify activity to Uptown and provide opportunity to enhance the public realm.

Space ‘Hidden in Plain Sight’

Parking lots that are not encumbered by leases have more flexibility and opportunity for redevelopment. Lots not being considered for redevelopment could frame the street in the short term with landscaping in order to minimize the impact on the public realm. Temporary activation of ‘spaces hidden in plain sight,’ such as underused lots, could for instance offer space to an evolving public art strategy.

Residential Proximity

The diversity of the existing housing stock and adjacent mature neighbourhood areas offer a variety of places to live for different household types. This community thrives because of a strong desire to live and work in Uptown. Residential units sell quickly and office vacancy rates are low. Attracting more office space and jobs to the heart of Waterloo creates more opportunity for Uptown to further develop as a place to live, work and play. With increased residential development, there is the opportunity and need to provide more public spaces for chance meetings of old friends, play dates and larger gatherings of family and friends.

Publicly Owned Private Spaces

The City is currently writing a new zoning bylaw which provides opportunities to consider the relationship between the public and private realms of all new development. This can be addressed through form based considerations, building on the existing Zoning

By-law that already makes reference to strategies such as building setbacks, building heights and tower separation.

Tall Buildings and Microclimates

King Street North is not planned to accommodate tall buildings because of the valued historic streetscape with a rich urban texture and fine grained walkable rhythm. The Official Plan and existing zoning sets a height limit of 2 to 4 storeys for most of King Street, as shown on map 4.6. Where taller buildings are permitted, it is important to pay close attention to considerations of a transitional heights back down to adjacent established low density neighbourhoods. Tower separation is to be considered to determine appropriate separations to prevent the formation of either large shadows or wind tunnels on the existing and proposed parks and public spaces. Zoning can also consider how to bring more activity to side streets and enhance the centre from a main street to an urban core. Walking is a choice that varies widely and relates to personal attributes and the circumstances of households, and yet, compact urban forms can have a profound influence on modal choice.

Placemaking and Urban Wayfinding

Placemaking opportunities include the framing of streets and public spaces (Map 4.14) and strengthening of gateways that signal the arrival to Uptown (Map 4.15). Certain keystone streets such as Willis Way already define Uptown and they can be further defined and celebrated. Some parts of Erb Street, Caroline Street and Regina Street lack a strongly defined street edge. An active defined edge will help bring these streets to life as places to be. Currently, building delivery access doors and surface parking define parts of these streets. These are important streets as Caroline is the face of Uptown from the LRT and Erb Street is one of the main arterials for people going to and from or passing through Uptown. It is important to note that the street activation opportunities shown on Map 4.14 have not considered items such as the floodplain.

Enhancing space as gateways provides opportunities to create a sense of arrival to Uptown. Important locations such as the intersection of Erb Street West and Caroline Street, and Brewmeister’s Green and Heritage Green offer opportunities to define an entrance to Uptown and distinguish this space from other neighbourhoods in the city.

Opportunities for Public Realm Improvement strategies through:

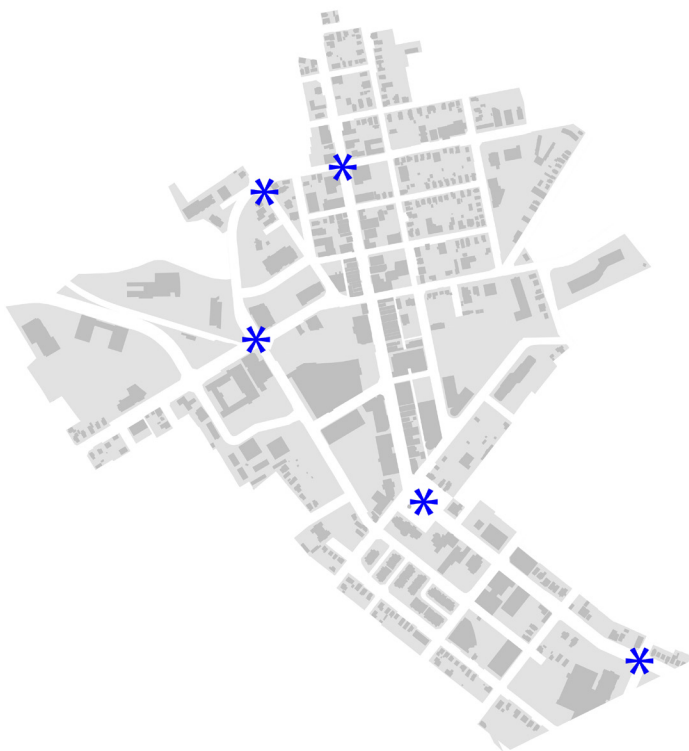
- Explore zoning mechanisms that help to establish an urban built form that provides for access to comfortable, safe, publicly accessible spaces, for example:
 - Setbacks
 - Tower heights and separations
 - Restrictions on front yard/surface parking
 - Landscape open space requirements
 - Access to daylight
 - Microclimate design (including wind studies)
- Identification of placemaking principles
 - Tree canopy improvements
 - Ground floor animation
 - Identification of public realm enhancements for new development
 - Framing of the street edges and public spaces
 - Enhancement of gateways signal arrival in Uptown
- Enhance the civic character around the City Hall



Map 4.13: Existing Active Frontages



Map 4.14: Street Activation Opportunity



Map 4.15: Gateway Opportunities





CASE STUDY CIGI SQUARE

PROJECT DESCRIPTION

Located on the former Seagram Distillery lands, the project transforms an historically industrial site into an institutional use, and connects to and extends Uptown Waterloo.

Designed as a sanctuary for academic life, CIGI square promotes a sense of seamlessness and transparency between building, courtyard and street.

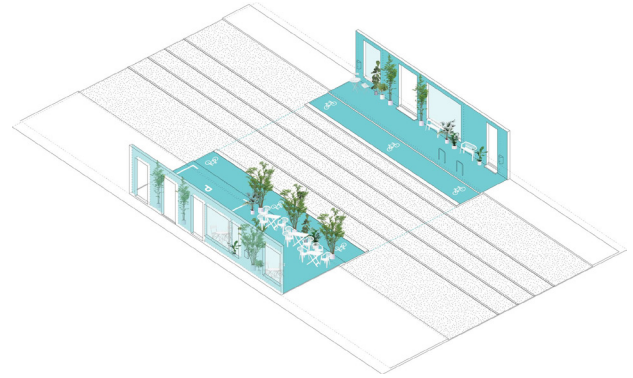
Beautiful publicly accessible privately owned space. May need better wayfinding and connectivity to direct the public to the courtyard.

Well designed streetscape with generous and welcoming threshold.

PROJECT STATS

Project:	CIGI Square
Location:	67 Erb Street West
Firm:	KPMB Architects
Client:	City of Waterloo
Date Completed:	2011
Project Size:	5 acres
Budget:	69 000 000 CAD





CASE STUDY

MIERIGI

PROJECT DESCRIPTION

Miera Street in Riga is designed with tram and car traffic in mind, but its crafty shops and cozy cafes attract an increasing number of cyclists and pedestrians, which often leads to a conflict on the rather narrow pavement. The group Fine Young Urbanists have been actively advocating a more humane approach to street and public space design in Riga.

No one can wander into a bright blue space without asking about its purpose. Mierigi is a 14m-long street section on a scale 1:1 with wider sidewalks and a bicycle lane in each direction. The mock-up was built in 3 days and remained in place for a week. Street design was discussed with visitors, to involve the public in the design process.

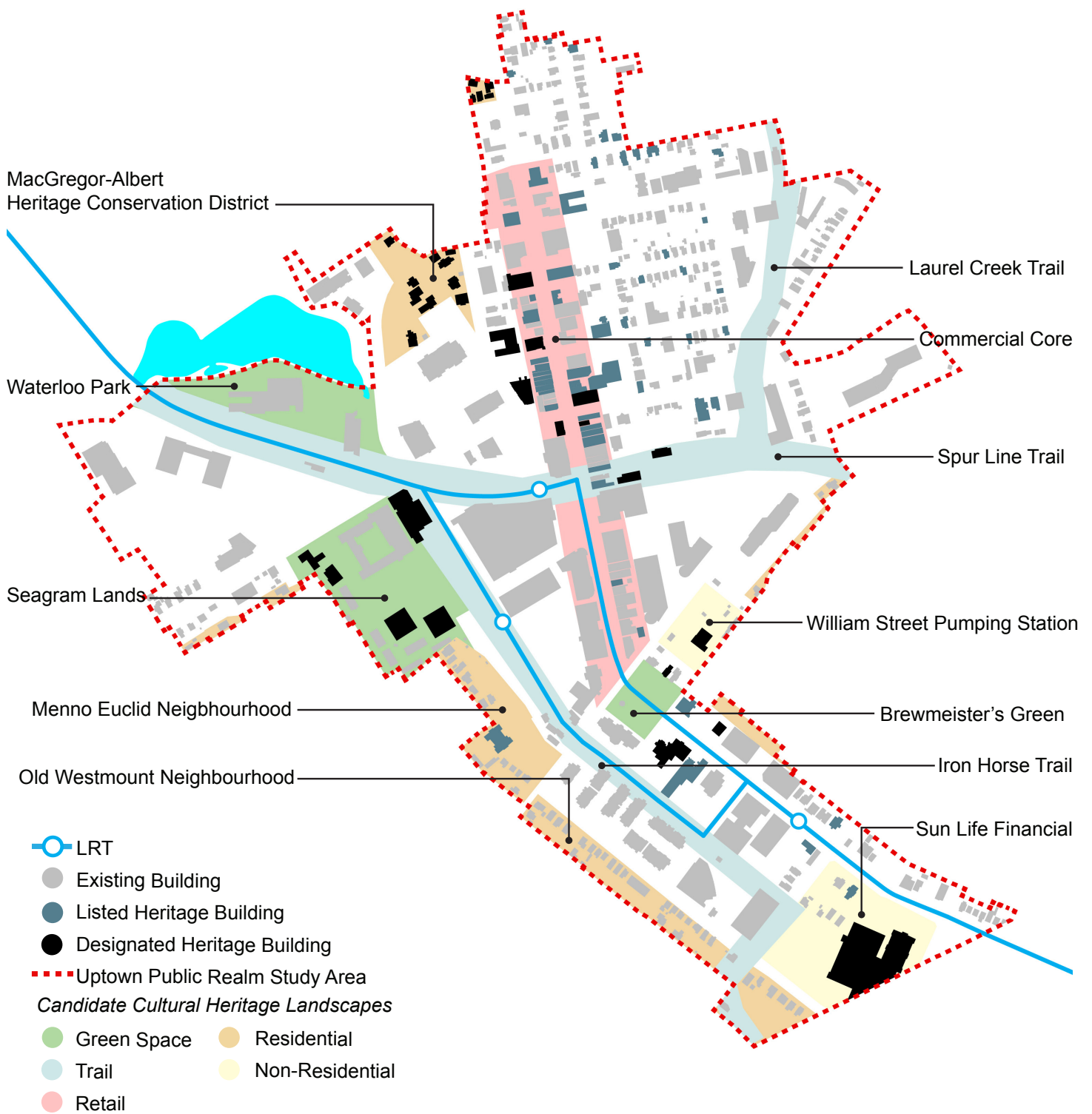
PROJECT STATS

Project:	Mierigi
Location:	67 Erb Street West
Firm:	Fine Young Urbanists
Client:	Self-Initiated/Mierigi Street Republic
Date Completed:	2014





5. HERITAGE



* Possible Cultural Heritage Landscapes, as identified to date through the Cultural Heritage Landscape Study (on-going)

Map 5.1: Heritage

HERITAGE: CELEBRATE

EXISTING CONDITIONS AND SITE ANALYSIS

Waterloo is a historic city settled in 1806 by Abraham Erb. Uptown was the historic town centre chosen as a strategic location with rich agricultural land in the area and use of Laurel Creek to operate mills. There are many heritage buildings that give a sense of character to Uptown. The City is currently undertaking a study to assess Cultural Heritage Landscapes, their heritage value and potential for conservation. The MacGregor-Albert Heritage Conservation District is the oldest neighbourhood in Waterloo and partly falls within Uptown along Albert Street in the northern portion of the study area. Together, the heritage value of these resources provides a sense of place and character that is unique to Uptown and reveals part of the story of how Waterloo has changed and evolved.

Heritage Buildings

Uptown Waterloo has an abundance of outstanding heritage buildings with 34 registered heritage buildings and 59 buildings that are listed on the City's Municipal Heritage Register (Map 5.2). Several notable buildings include the Carnegie Library, Huether Hotel, Button Factory, Molson's Bank and the Seagrams Distillery buildings.

The Carnegie Library was built in 1905 in the Classical Revival architectural style. The building was a philanthropic gift from the American Industrialist Andrew Carnegie. It was the first library building in Waterloo, whereas prior to 1905, the Mechanics Library occupied rooms in the old town hall. The original village hall and fire station previously were located on the site. Important architectural design details include the arched doorway and windows, the cornerstone marked "1903" and "Carnegie", the above ground foundation, and the overhanging roofline with a triangular pediment. The building now serves as the headquarters for Habitat for Humanity.

The Huether Hotel was built in 1870 and opened in 1872. An earlier brewery structure behind the hotel was built in 1842 with the founding of Lion Brewery in 1859, the first brewery in Waterloo. The building no longer serves as a hotel but houses the Lion Brewery



Map 5.2: Heritage Buildings



Map 5.3: Candidate Cultural Heritage Landscapes



1855 Map of Waterloo



1880 Map of Waterloo

Restaurant, Barley Works, Café 1842 and The Jazz Room. The architectural design details of the Victorian style façade of the hotel gives importance to this building. Excavations of a portion of the brewery site have revealed a barrel-vaulted crypt and several tunnels believe to be from the prohibition era.

The Button Factory was built in 1886 and is an example of Victorian-industrial style architecture. The utilitarian design is complemented by arched windows and doorways, stepped dentils underneath the overhanging roofline, the transom over the doorways, and large windows to maximize natural light. Most of the original design has been retained. The building originally served to manufacture buttons from imported shells and ivory nuts which were then sold across Canada. The business at one point employed more than 100 people. The factory closed in 1945 and is now home to Button Factory Arts.

The Molson's Bank building was built in 1914 and is the last bank building in Kitchener-Waterloo designed in the Beaux Arts style. The heritage significance of the building includes details of the façade such as the columns, recessed doorway and the transom over the doorway, detailed dentils on the cornice, keystones over the windows and doorway, and curved pediments over two windows.

The Seagram Lofts are located on a portion of the Seagram Lands which were developed in 1857 for the distillation of whiskey. The warehouses were originally used for storage of barrels and the aging of whiskey. The Seagram Warehouses were converted to condominium lofts and live work space in 2001, the first adaptive reuse project in Waterloo. Important architectural features include the yellow brick facade, shallow sloped gabled roof, and shuttered windows. The historic façade was retained while the interior was renovated with a modern style and sense of the historic warehouse feel with the wood from whiskey barrels used for doors, stairs, window casings and base boards. The protected viewshed from Willis Way ensures high visibility of these iconic buildings.



Carnegie Library



Huether Hotel



Molson's Bank



Seagram Lofts



Button Factory



Brewmeister's Green



Old Train Station / Current Location of Laurel Trail

Cultural Heritage Landscapes

The City of Waterloo is undertaking a study to create an inventory of significant cultural heritage landscapes (Map 5.3). A heritage landscape is an area of heritage significance which includes groupings of heritage resources such as buildings, structures, and natural features. Together, these heritage features shape the historic landscape and help tell a story of the place. The study will identify and document significant cultural heritage landscapes. Twelve candidate heritage landscapes in or adjacent to Uptown are being considered by the City of Waterloo including 1) MacGregor-Albert Heritage Conservation District 2) Waterloo Park 3) Seagram Lands 4) Menno Euclid Neighbourhood 5) Iron Horse Trail 6) Old Westmount Neighbourhood 7) Sun Life Financial 8) Brewmeister's Green 9) William Street Pumping Station 10) Spur Line Trail 11) Commercial Core and 12) Laurel Trail.

Heritage Conservation Districts

The MacGregor-Albert Heritage Conservation District is the only heritage conservation district in Waterloo and is one of the city's oldest neighbourhoods. The area is characterized by its residential nature of single family homes and a diversity of architectural styles. The historic street pattern is still in place with narrow tree-lined streets. A Heritage Conservation District Plan was put in place to conserve and enhance the district's character.

ASSETS AND OPPORTUNITIES

Historical buildings are physical links to our past and contribute to our cultural and economic well-being and the vibrancy of street life. Of particular interest to Waterloo is that they are sought after as office space by young tech industry entrepreneurs. For this reason we see particularly sophisticated and innovative approaches to heritage conservation and integration with new developments. Lasting heritage buildings and the architectural design excellence of their renewal enhances the aesthetic of the city. Conservation and integration of historic districts and landscapes ensures that the elements that have made this place a success continue to hold true. Further conservation, renovation and adaptive reuse of heritage buildings ensures that we retain the historic character of the place while growing the economy of future generations.

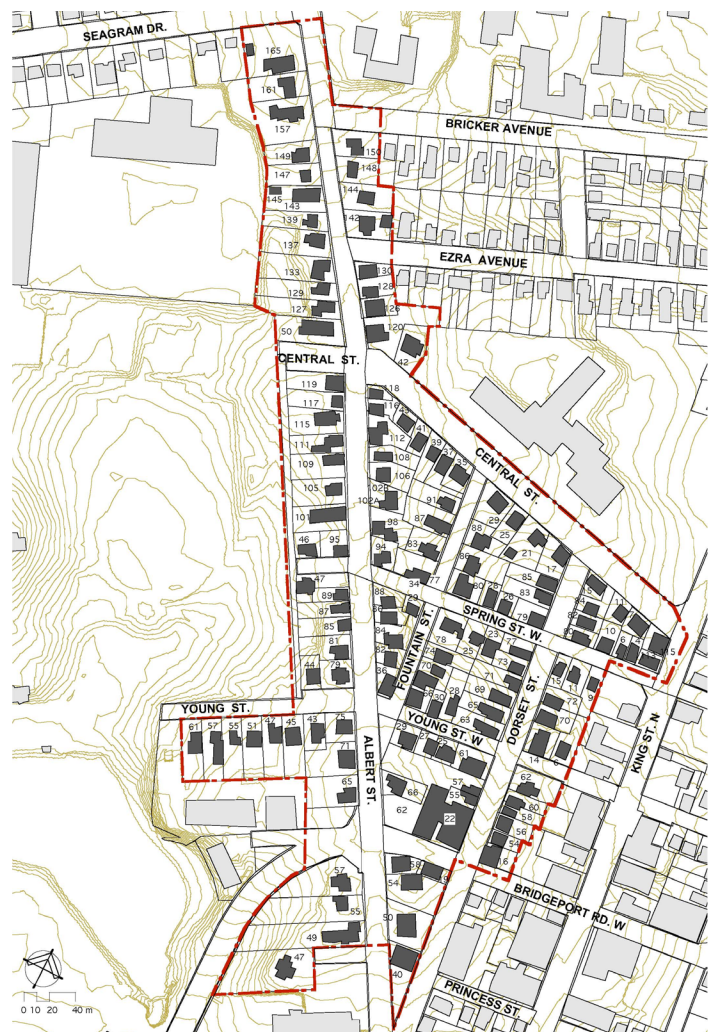
New development can showcase existing heritage urban landscapes when there is a focus on excellence in design. Supporting historic districts creates even greater heritage value than preserving individual buildings. The City's ongoing Cultural Heritage Landscapes Study will be integrated into the Uptown Public Realm Strategy.

Opportunities for Heritage Improvements:

- Conservation, renovation and adaptive reuse of heritage buildings
- New development to complement heritage buildings
- Underscore the significance of original town square 'at the kink in King' as a public space to be animated and to act as a gateway to Uptown Centre
- Continue to monitor and implement as appropriate the Cultural Heritage Landscape study



Historic Core



MacGregor-Albert HCD



SEAGRAM
DISTILLERS
SINCE 1857



CASE STUDY

SEAGRAM LOFTS

PROJECT DESCRIPTION

Seagram Lofts is adaptive reuse of a brownfield site, which brought residential life to the heart of Waterloo's downtown core from two whiskey-barrel warehouses. As part of downtown Waterloo's revitalization the project was the subject of much public interest. The project created 103 loft-style condominium units with high ceilings and large windows.

Complementing these features are original brick walls and barrel-wood evoking the old warehouse feel.

The public park further reflects the original use of the buildings as a distillery through the design of the tall grasses, industrial references in the public art.

PROJECT STATS

Project:	CIGI Square
Location:	3 and 5 Father David Bauer Dr.
Firm:	Barrel Works Group Ltd. (TerraView Homes, with Kiwi Newton Construction)
Client:	City of Waterloo
Date Completed:	2001
Project Size:	2.7 acres
Budget:	25 000 000 CAD





CASE STUDY GASTOWN

PROJECT DESCRIPTION

In the 1960s, freeway construction threatened to demolish the historic heart of Vancouver. Thanks to the efforts of dedicated citizens, Gastown has grown into a vibrant enclave for shopping, tourism, and dining while still possessing great socio-economic diversity; today, trendy restaurants and design studios coexist with social service providers and low-income housing.

The retention of heritage assets has contributed heavily to the success of the neighbourhood. In 2015, Water Street won the Vancouver Heritage Award, a prestigious accolade for excellence in historic preservation. Revitalization and adaptive reuse of historical buildings in the district are an ongoing effort in Gastown.

PROJECT STATS

Project:	Gastown Revitalization
Location:	Downtown Vancouver, BC
Firm:	Various
Client:	City of Vancouver
Date Completed:	Ongoing

Town
PUE



Waterloo
Public Square

GRT



To Conestoga, Waterloo



oga



Waterloo Public Square





6. CONNECTIVITY



Map 6.1: Connectivity

CONNECTIVITY: MOVE

EXISTING CONDITIONS AND SITE ANALYSIS

Uptown Waterloo is well-connected and easily accessible to the rest of the City and the Region through LRT, commuter and recreational cycling routes, and a strong pedestrian network. The vitality of Uptown requires a commitment to a safe, comfortable, inexpensive and efficient mobility network. Public spaces around transportation infrastructure can have a transformative effect on the experience of moving through Uptown.

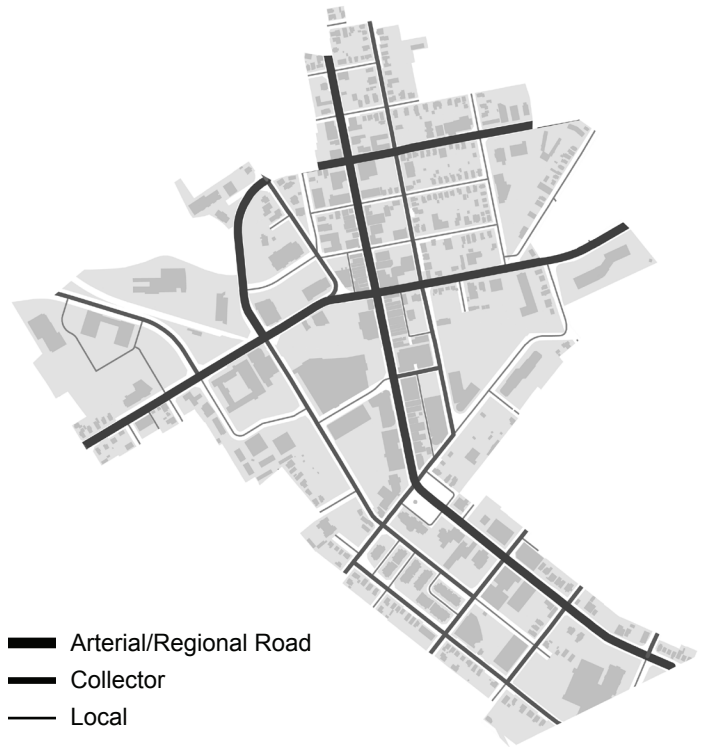
Street Network

Uptown's street network (Map 6.2) follows an irregular grid pattern with Erb Street, Bridgeport Road and King Street as the primary arterial routes. King Street is the mobility spine of Uptown with a complex and clear mix of retail, commercial, entertainment, restaurant and hotel offerings. Erb Street and Bridgeport Road are coupled one-way streets (Map 6.3) that connect to the Conestoga Parkway and therefore carry high traffic volumes.

A key public realm challenge in Uptown today can be found at the intersection of Caroline and Erb Streets. Some of the elements that combine to create issues include high traffic volumes, freight rail, the introduction of LRT infrastructure and the intersection of Laurel Trail. King Street North has been redesigned and construction from the Laurel Trail north to Bridgeport Road is nearly complete. Portions of the street north of Bridgeport road scheduled to continue in upcoming years.

LRT

The new LRT system will open in 2018 and connects through Waterloo to Uptown and then onto Kitchener. Three new LRT stops bring regional travelers into Uptown at Waterloo Square, at Allen Street and at Caroline Street South as shown on Map 6.4. The LRT provides mass transportation connecting the Region to Uptown with trains planned to arrive at 8 minute intervals. Public spaces around this new transportation infrastructure, including streetscapes and station area platforms, will create attractive and functional spaces.



Map 6.2: Street Network



Map 6.3: One-Way Streets



Map 6.4: LRT

Bus

Grand River Transit (Map 6.6) operates several bus routes (route 4, 5, 7 and 200) that pass through Uptown connecting throughout Waterloo, Kitchener and Cambridge. Public realm considerations for bus routes include streetscape design, bus stops, and connectivity with destinations and other transportation modes.

Cycling Opportunities

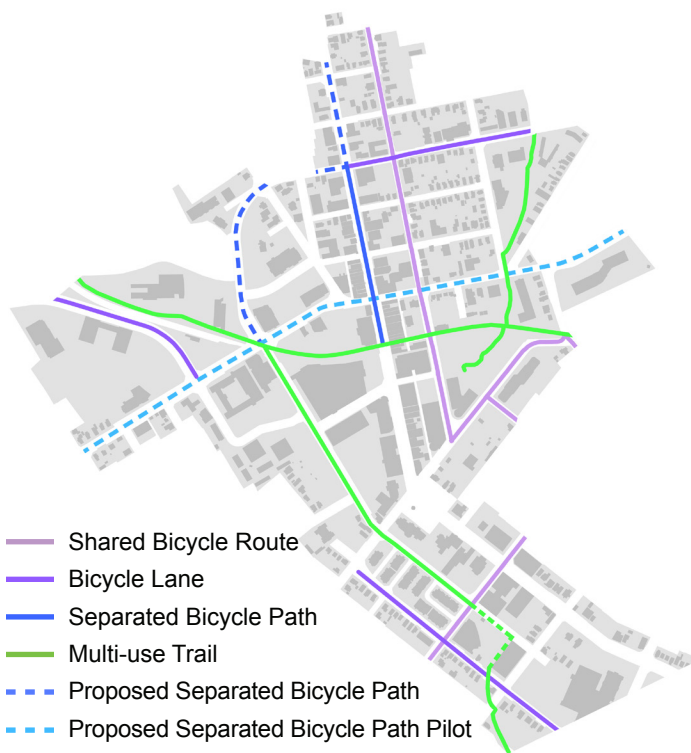
Cycling facilities are provided on shared cycling routes, bicycle lanes, separated bicycle lanes, and multi-use trails as shown on Map 6.5. A shared cycling route condition exists on Regina Street North, Allen Street, William Street East, Herbert Street and Willow Street. Bicycle lanes are located on Bridgeport Road East, Caroline Street South, Park Street and Father David Bauer Drive. A new separated bicycle path is being constructed on King Street North. A multi-use path along Caroline Street North is planned and will connect to existing cycle routes on Bridgeport Street East and Caroline Street South. Part of the separated bike lane pilot project in the Waterloo Region includes a new separated 2-way bicycle lane on Erb Street as a one-year pilot.

Trail Network

Trails are well connected to the region and include the Laurel Trail, Spur Line Trail and Iron Horse / Trans Canada Trail. These trails connect to the surrounding area and converge in Uptown. The Spur Line Trail connects from Kitchener to Uptown where it meets the Laurel Trail. These are multi-use trails that are well used by cyclists and pedestrians for recreation and commuting. The Laurel Trail connects from the Moses Springer Community Centre in Waterloo to Uptown on to Waterloo Park, University of Waterloo and R&T Park. The Iron Horse Trail connects Waterloo Park and points further north through Uptown Waterloo to Victoria Park in Kitchener and points further south.

Cycling Improvement Opportunities

While there is a good network of bicycling facilities in Uptown, there are improvements that can be made to improve the streetscape design, safety, and connectivity of cycling facilities. The intersection of Laurel Trail with Bridgeport Road East currently



Map 6.5: Bicycling Routes

lacks street crossing markings, and the intersection of Laurel Trail with Peppler Street (approaching the crosswalk at Erb Street) is not well-demarcated. The Laurel Trail currently does not have a strongly defined connection through Uptown to Waterloo Park. High bicycle and pedestrian use on these trails warrants improved amenities and infrastructure such as seating and landscaping. Marked trail crossings that could benefit from further treatment and safety enhancements include the intersections of the Spur Line Trail with Allen Street East and William Street East. The existing bicycle lane on Bridgeport Road East is narrow and close to fast moving traffic which is not very comfortable for bicycling. The bicycle lane appears as a wide shoulder but lacks sufficient markings and signage for bicycling.

A major gap that has been identified and can be seen on Map 6.5 is the lack of cycling facilities on King Street South. The recently completed separated bicycle paths on King Street should be extended to enhance connectivity into Uptown from the south.

Pedestrian Network

The pedestrian network consists of sidewalks, walkways, trails and pedestrian street crossings as shown on Map 6.7. Sidewalks are provided on both sides of every street in Uptown Waterloo except for the east side of Caroline Street North, where they are planned. Four-way crosswalks are provided on most major intersections though there are several intersections that could benefit from enhanced pedestrian facilities. King Street is the most active commercial street in Uptown with high pedestrian volumes and should have 4-way crosswalks at all intersections. Mid-block crossing and laneways are provided in some circumstances creating a more fine-grained pedestrian network and should be increased where appropriate.

Streetscapes

Uptown Waterloo has a number of dynamic, lively and walkable streets which perform a variety of functions: retail and commercial streets, shared streets, and streets supporting higher order transit. The City of Waterloo is currently overseeing upgrades to the infrastructure and public realm provision on several of these streets.



Map 6.6: Bus Routes



Map 6.7: Pedestrian Routes

City of Waterloo Complete Streets Approach

Policy Outline

The City of Waterloo's Transportation Master Plan (2011) envisions a coordinated and integrated transportation system that provides realistic alternative travel options to driving in order to create a city that is accessible to everyone. The Plan supports a complete street approach. It envisions a healthy and sustainable city that includes a more balanced transportation network for walking, cycling, public transit and car travel. It does this with an overarching Complete Streets Policy where all streets in the City of Waterloo are to be planned, designed, operated and maintained to enable safe access for all users.

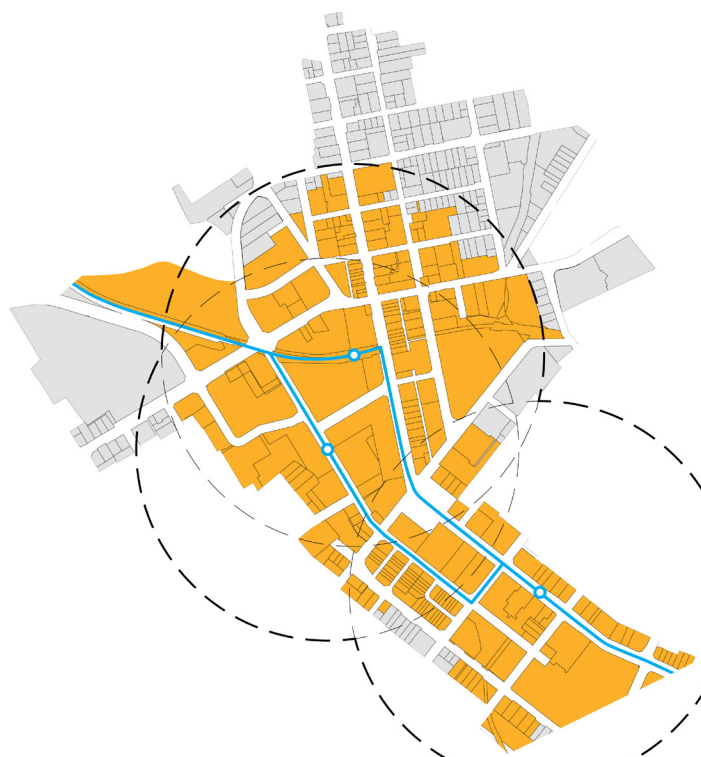
Policy Intentions

The Complete Streets Policy is intended to shift Waterloo from the decades-long focus of providing streets to move cars, to providing streets to move people. The Complete Streets Policy envisions a city where people can interact and move about whether they are on foot, on a bicycle, in a bus or in a car.

King Street

King Street is a Regional Road that accommodates two-way traffic and runs north-south through Uptown Waterloo. It functions as the historic main street in Uptown, linking Uptown to University Avenue to the north and Kitchener to the south. The stretch of King Street in Uptown contains a significant portion of the area's active uses and key destinations, including the Public Square, restaurants and dining, bars and pubs, and a diverse range of retail and commercial, from mom and pop shops to bigger franchises such as Starbucks and the LCBO. King Street is characterized by a fine-grained network of heritage buildings which follow a relatively consistent height and setback.

King Street will accommodate the LRT between Erb Street and Uptown's southern boundary at Union Street, connecting beyond this to Kitchener. The LRT is intended to be operational in 2018. To support Uptown, the Region and City of Waterloo approved designs for roadway improvements on King Street from south of Erb Street to University Avenue in 2015. The improvements are intended to:



Map 6.8: 400m Walk-Shed Around LRT Stops



King Street

- Make King Street more accessible for all modes of transportation, including pedestrians
- Create a streetscape environment that offers a safe, lively, accessible and attractive place to work, live, shop, learn and play
- Coordinate streetscape design elements and improve the quality of business and economic life in Uptown Waterloo

These public realm improvements are currently underway between the LRT and Bridgeport Road, and include replacement of underground infrastructure, improvements to sidewalks and amenity space along the street, and the introduction of separated cycle lanes. Following this, improvements to the sections of King Street north of Bridgeport Road will proceed.

The provision of cycling facilities on King Street is currently inconsistent, as the separated cycle lanes between the LRT line and Bridgeport are expected to be completed in 2018-19, and north of Bridgeport in 2019-2020. There is a lack of cycling facilities south of Erb Street alongside the LRT. The inconsistency in connectivity currently makes King Street a challenging option for cyclists.

Erb Street

Erb Street is a Regional Road running east-west through Uptown that accommodates one-way traffic between Caroline Street and Uptown's eastern boundary. Erb Street supports a variety of uses along its length, including a mix of low-rise and low-density residential, commercial and office use, as well as the Marsland Centre.

Erb Street is currently a high traffic route and is designed primarily to meet the needs of auto users rather than pedestrians and cyclists. The speed of traffic, and limited pedestrian crossings, make Erb Street a barrier for walking and cycling in and around Uptown. In particular, the intersection of Erb Street with Caroline Street is one of the most challenging intersections for pedestrians and cyclists to use as it does not offer legible or comfortable routes through.

As part of the public realm enhancements being made on King Street and around the LRT,



Willis Way



Laneway leading to King Street



Dominion Lane



Bicycling on Erb Street

improvements such as sidewalk upgrades, paving and landscaping are transforming Erb Street between Caroline Street and King Street. In addition, Erb Street will be realigned between Caroline Street and King Street to ensure adequate room for all modes of transport.

The Region of Waterloo is working towards providing two-way separated cycle lanes on Erb as a one year pilot project, which will be part of a wider study for the Region. This will be the first example in the Region where two-way designated cycle lanes are provided on a one-way street.

Bridgeport Road

Bridgeport Road is a Regional Road running east-west through Uptown that accommodates one-way traffic between Albert Street and Uptown's eastern boundary. A range of uses line Bridgeport Road, primarily low-rise and low-density residential and commercial use, as well as the mixed-use development at 42 Bridgeport Road.

There is currently a bicycle lane on the north side of Bridgeport Road extending east from King Street. A new separated bicycle lane will be also be developed on the north side of Bridgeport West and Caroline Street North, linking the existing Bridgeport bicycle lane, the new separated bicycle paths on King Street and the Laurel Trail.



LRT Advocates

Caroline Street

Caroline Street is a Collector Road running north-south through Uptown that accommodates one-way traffic between Erb Street and Albert Street. Caroline Street supports a mix of uses along its length, including several large-scale developments such as the Seagram Lofts and CIGI Campus.

Caroline Street, particularly between King Street and Erb Street, is a high traffic route and is designed primarily to meet the needs of auto users rather than active transportation. As mentioned above, its intersection with Erb Street is a significant barrier for walking and cycling. To address some of these issues, Caroline Street will be narrowed to two lanes north of Erb Street and will include a new sidewalk on the east side.



Testing the New LRT

Caroline Street accommodates the LRT between Allen Street and Erb Street and is also intended to function as a cycling route along the LRT. A multi-use trail will be incorporated on the north side of Bridgeport and Caroline linking the new King Street cycle lanes to the Laurel Trail at Erb Street thereby providing additional connectivity to Waterloo Park. As well, a new multi-use path was recently constructed on Caroline Street Between Erb Street and William Street.

Regina Street

Regina Street is a Collector Road that accommodates two-way traffic and runs north-south through Uptown. Regina Street is located just east of King Street and is a quieter road than King Street, supporting a mix of small-scale commercial, low-rise residential, the historic Waterloo Train Station, as well as City Hall at its terminus with William Street.

Regina Street is identified as a bicycle route but lacks on-road facilities and many of the sidewalks are narrow and curb faced. The City of Waterloo's Transportation Master Plan has identified Regina Street as a recommended on-road cycling route, and the Region of Waterloo has approved Regina Street as part of the region-wide cycle network as shown on Map 6.5.

Park Street

Park Street is a Collector Road in the south end of Uptown that runs parallel to King Street and accommodates two-way traffic. While Park Street features mainly low-rise residential and commercial use, it also supports recent and planned high-rise residential developments and the Sun Life Financial head office. There is currently a bicycle lane on the east side of Park Street and a connection to the Iron Horse trail, which links Uptown Waterloo with Kitchener.

Willis Way

Willis Way is a secondary shopping street connecting Regina Street and Caroline Street. It was built as part of the Shops at Waterloo Public Square redevelopment, which involved the partial demolition of the former Waterloo Square shopping mall and parking lot, and its replacement with the Public

Square, a smaller-scale shopping complex and street-facing retail units. Willis Way became a new public road integrated into this development, creating an internal main street with a terminating view of Barrel Warehouse Park and the Seagram Lofts. Willis Way forms the southern edge of the Public Square and is lined with retail on both sides. Currently Willis Way offers wide sidewalks and on-street parking.

ASSETS AND OPPORTUNITIES

The current connected transportation system is a great asset for Uptown Waterloo. There are many options for getting around with a connected multi-modal transportation system. Active transportation improvements are creating new options for getting around without having to rely on an automobile. Everything is available in Uptown within short distances including employment opportunities, education, shopping, and entertainment. Uptown is relatively walkable and there is easy access to transportation options that connect to the region.

Transit

Further transportation improvements will make Uptown an even more attractive place to be. The new LRT system will improve mobility and access in Waterloo and bring more people into Uptown and stimulate development. While station area planning has been completed for other LRT stations in Waterloo, the UPRS will develop placemaking principles around the LRT stations. The locations of these stations have great opportunity to be focal points and great public spaces in Uptown.

Active Transportation

The active transportation facilities are another great asset for Uptown. The trail network is unparalleled to most communities. A network of trails connecting through Uptown is an exceptional asset that is unique to Waterloo. These trails connect the city and the region providing space for commuting and leisure activity. They also serve as greenways with relatively dense vegetation and waterways. Opportunities to further enhance the trail system can be made by improving connections. The Laurel Trail seems to end abruptly at City Hall and there is a lack of a obvious connection to Waterloo Park. While the trail does continue across King Street, and past Waterloo Square along the LRT route to Waterloo Park, this connection is not strongly defined. Improved delineation of this trail, the crossing at King Street and trail amenities could serve to better define this connection (Map 6.14). Other crossings of Laurel Creek Trail at Bridgeport Street East and Peppler Street could be improved to make crossing these streets easier and safer.

The community desires improved bicycle infrastructure south of William Street. The reconstruction of Caroline Street will provide a comfortable bicycle connection through Uptown to the Iron Horse Trail. Improved facilities could be provided on Park Street where a narrow bicycle lane is provided on either side of the street. Improved markings, signage or planters can help define the space for use by bicyclist and separate bicycle travel from traffic making a more comfortable space for bicycling. In addition, the recently completed separated bicycle paths on King Street should be extended further down King Street South to enhance connectivity into Uptown from the south.

Intersections

The intersection of Caroline Street and Erb Street West is a problematic intersection because it carries a large traffic volume and it is also a crossing for LRT, freight and Laurel Trail. This location serves as an important gateway into Uptown but it acts as a barrier for pedestrians and cyclists. This intersection deserves special focus for how to create a unique place and improve mobility and safety.

Development

As development in Uptown intensifies, multi-modal transportation enhancements will become more important. There is a great opportunity for Uptown to be an exemplar of active transportation. Important considerations include traffic calming, bikeway design and pedestrian facilities.

Traffic calming devices such as a raised intersection or scramble crosswalk may be appropriate for certain intersections. Bikeway design must consider the type of facility that is appropriate for the type of street. For example, the narrow bicycle lane on a high traffic street on Bridgeport Road East provides an uncomfortable cycling experience for most people. Narrow sidewalks with little to no buffer between traffic and limited crossings on Erb Street challenges pedestrians.

Pedestrian wayfinding can enhance the public realm by providing information about the location and distances to key places within Uptown. A strategy for wayfinding should follow a distinct theme



Map 6.9: Existing Street Network



Map 6.10: Complete Street Network



Map 6.11: Existing Pedestrian Network



Map 6.12: Potential Shared Streets

to identify key landmarks and guide people to key destinations within the public realm. Gateways should define entry points into Uptown.

Complete Streets Potential

Streets have potential to be public spaces for all users, and to act as destinations in themselves. While King Street and Willis Way are good examples of treating streets as public spaces, there are other opportunities to apply a complete streets approach. Continuing to ensure that streets support all modes of transportation is the backbone of a successful public realm. By placing a strong emphasis on cycling and the pedestrian realm, while also creating enhanced environments, people will want to spend time in Uptown. Map 6.10 shows a potential network of complete streets.

Creating an urban core involves bringing activity onto secondary streets such as Caroline Street and Regina Street and recognizing their importance. For example, there is potential to create an enjoyable, pedestrian-friendly streetscape on Regina and to create an active edge on Caroline along the LRT.

On the longer term, recognizing the impacts of street closings, there may be an opportunity to create and/or test through pilot projects a pedestrian street that is fully closed to traffic. This approach has been successful on King Street in the past, and could be revisited and considered, for car-free days on weekends, or considered for other streets such as Willis Way. Map 6.12 shows potential shared streets.

Streets can be made to feel safer and more inviting by offering pedestrian crossings, supported by proper signage. This is particularly important for destinations such as King Street, and intersections such as Regina Street at the Laurel Trail and Caroline Street at Willis Way. Uptown could also benefit from piloting a scramble. The intersection of Erb and Caroline in particular would be a suitable candidate for a scramble pilot. A pilot for a scramble crosswalk during times of heavy pedestrian traffic, such as events, will help to give insights to intersection improvements and a possible permanent scramble.

The design of a streetscape influences the look and feel of a street as a public space. An important

measure to create a beautiful street is to bury overhead hydro lines which often make a street look cluttered. A strategy to bury hydro lines will help to make decisions of where and when to bury hydro lines. This strategy should consider priority streets for burying hydro lines. The burying of the hydro lines should be coordinated with planned street improvements and redevelopment projects. This strategy will need to be developed and coordinated with Waterloo North Hydro. Streetscape design will also consider the elements of the street such as the amenity space, walkways, travel ways, street furniture and landscaping.

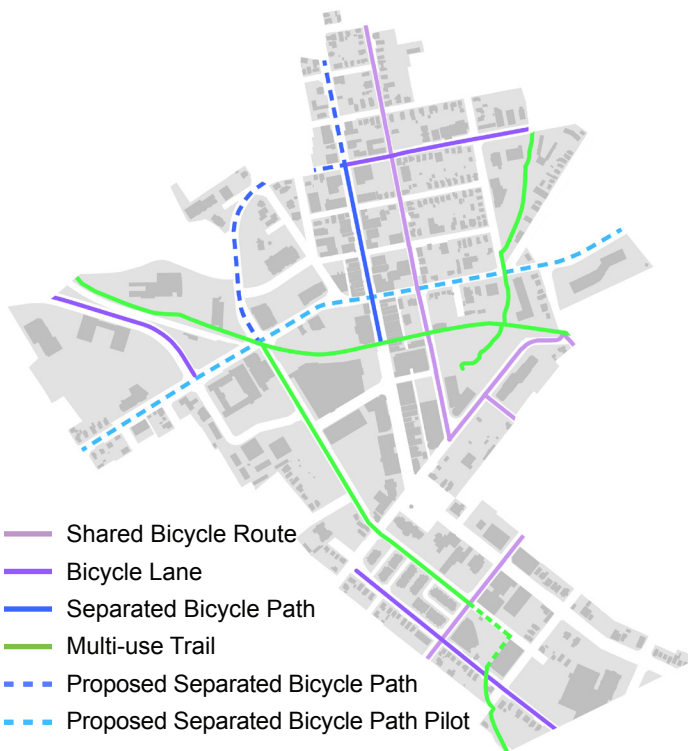
Street Trees

Uptown has a real opportunity to transform its streets through the provision of a greater tree canopy. Established residential communities around Uptown have great tree canopies but there is a current lack of street trees in Uptown most notably along King Street. Trees have benefits that extend far beyond their ability to shade and absorb stormwater. They also become season markers and build street characters and identities. Trees increase property values, help moderate temperatures, provide shade and can increase pedestrian comfort. Tree lined streets slow traffic and have been proven to increase business by providing a more pleasant streetscape for people to walk around (reference: New York City Department of Transportation - The Economic Benefits of Sustainable Streets). Finally trees can benefit from being accompanied by additional planting and landscaping, initiatives for integrating green infrastructure, wayfinding signage, and seating to allow for chance meetings during strolls under the street tree canopy.

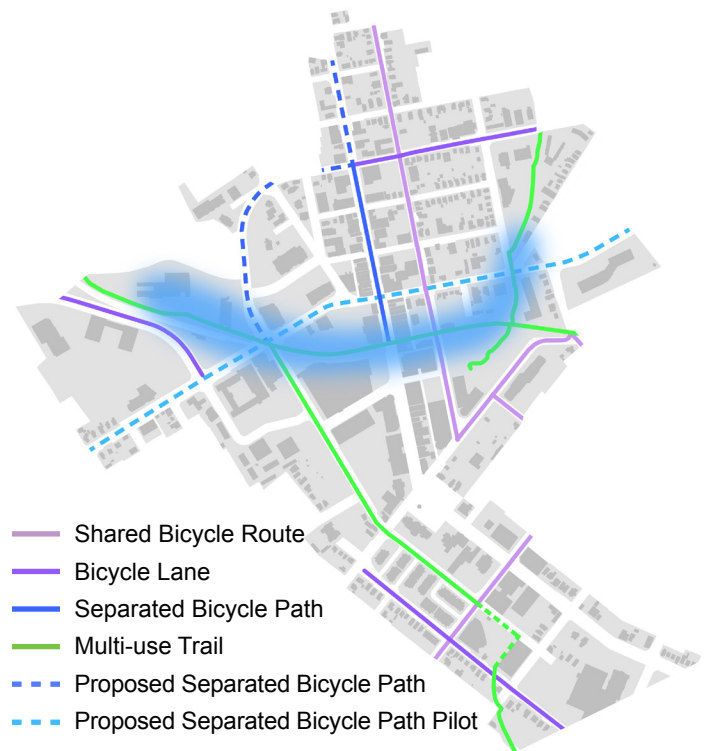
Opportunities for Connectivity Improvements:

- Tree Canopy Provision throughout Uptown and particularly along King Street
- Design strategies for traffic calming and bike/ped enhancements
- Wayfinding that is consistent, branded, and sustainable
- Street furniture that works with / supports wayfinding
- Placemaking strategies for station areas
- Intersection of Erb and Caroline Streets: an ideal location for a scramble pilot
- Willis Way as an ideal woonerf (shared street) pilot
- Improve Laurel Creek Trail from City Hall through Uptown to Waterloo Park
- Consider a sharrow on Regina Street
- Enhance the button factory alleyway (i.e. with public art) to make an interesting public space that connects between Regina Street and King Street

- Improve bicycle connectivity south of William Street
- Look for opportunities to align desire to bury hydro cables in priority areas with planned developments and street improvements
- Improving the comfort and continuity of cycling along Bridgeport and Iron Horse Trail

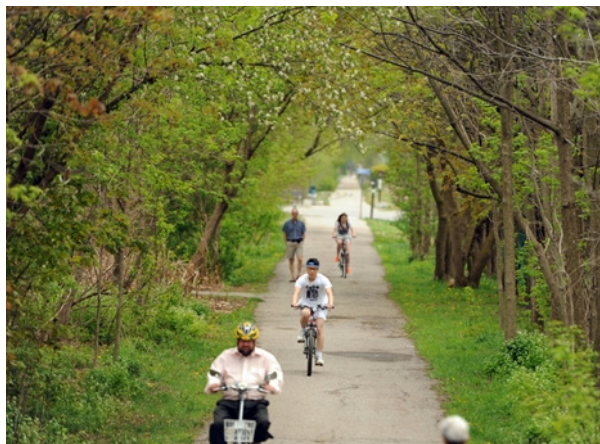


Map 6.13: Existing Bicycle Network



6.14: Connecting Through Uptown





CASE STUDY

LAUREL TRAIL

PROJECT DESCRIPTION

Part of Waterloo's High Priority Active Transportation Network, Laurel Trail is a multi-modal trail beginning at Waterloo City Centre and runs both east to Hillside Park and west to Laurel Creek Conservation Area. Spanning more than 8 kilometres along Laurel Creek, the trail provides an exciting and varied experience as it runs through urban Uptown Waterloo into the University and north to Columbia Lake.

PROJECT STATS

Project:	Laurel Trail
Location:	625 Westmount Road N
Client:	City of Waterloo





CASE STUDY

PORTLAND TRANSIT MALL

PROJECT DESCRIPTION

The Portland Transit Mall is a pair of one-way streets along SW 5th and SW 6th Avenues in downtown Portland that are the center of the regional transit system.

The mall first opened in December 1977, with bus stops serving riders traveling to and from destinations throughout the three-county region. A \$220 million renovation in 2009 revitalized the transit mall, reconstructing the roadway pavement, installing new shelters, and adding MAX light rail trains. In addition, further streetscaping and public realm upgrades have transformed the transit mall into a pleasant and active urban environment.

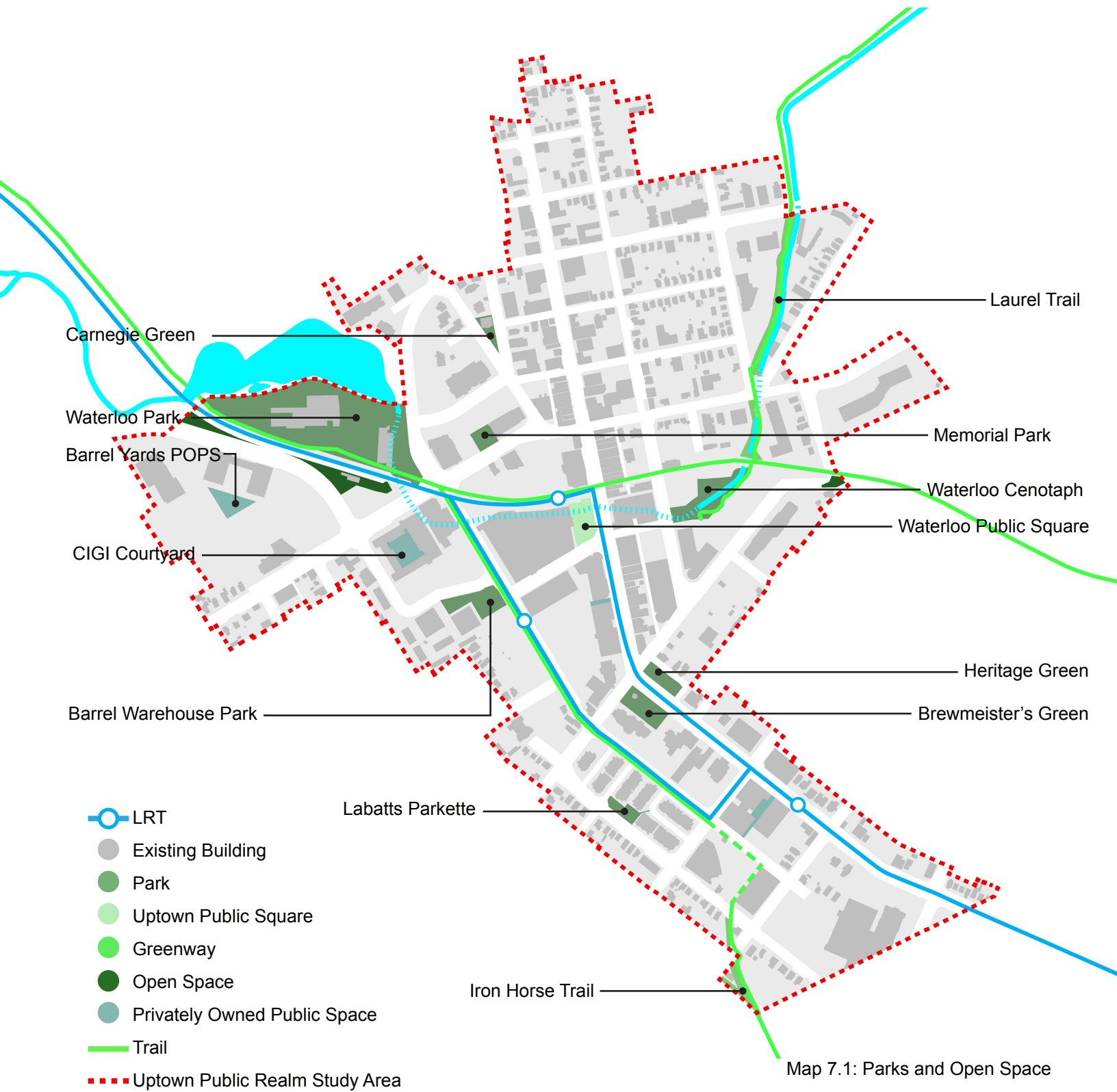
PROJECT STATS

Project:	Portland Transit Mall
Location:	SW 5th and SW 6th Avenues, Portland
Firm:	Lawrence Halprin & Associates, Skidmore Owings & Merrill
Client:	The City of Portland, Oregon
Date Completed:	2009
Budget:	220 000 000 CAD



7. PARKS AND OPEN SPACE





PARKS AND OPEN SPACE: BREATHE

EXISTING CONDITIONS & SITE ANALYSIS

A rich mix of trails, parks and open spaces in Uptown form a walkable and bikeable green network. Several parks and open spaces are linked through city-wide trail networks which contribute to the amount of useable accessible and connected open space in the Uptown area. Together these Uptown parks and open spaces offer a variety of opportunities for active and passive recreation complete with associated seasonal infrastructure and amenities (Map 7.2).

The City of Waterloo is developing a Parks Strategy which will work in tandem with the Uptown Public Realm Strategy to define a stronger vision for the City's parks and establish the goals and actions needed to guide priorities for this significant park system over the long-term. Both plans will look at connecting green infrastructure and creating connections between different parks, spaces, landmarks, and trails. They will also be addressing opportunities for transforming underutilized and forgotten spaces, and the programming of all public spaces. As Uptown continues to grow and intensify, higher demands will be placed on existing parkland and the desire for more open space will need to be addressed. The Uptown Public Realm Strategy will focus on improvements to existing spaces and the development of new spaces to fill these gaps in a way that meets community needs and serves people of all ages and supports a healthy, safe and active Uptown. The strategy will address how much new public space is needed, where it is located and the criteria used to make these determinations.

The following sections provide an overview and analysis of Uptown's existing parks and open spaces.

Parks

Waterloo Park

Waterloo Park has a long and rich history. In 1890, the Village of Waterloo and the local Board of Trade transformed the Jacob Eby farmstead into Waterloo Park; this became the first and remains the most significant community park space. Waterloo Park is 111 acres, located in the heart of the City of Waterloo and adjacent to Uptown. The park has significant natural heritage features including Silver Lake, Laurel



Map 7.2: Parks and Open Space



Waterloo Park



Brewmeister's Park and heritage Green



Barrel Warehouse Park



Carnegie Green

Creek and wetland and woodland communities. Cultural heritage features include the first school house, a reconstruction of Abraham Erb's Grist Mill, a farmstead, and a range of other facilities supporting active and passive recreation. Waterloo Park has the opportunity to be well-connected to Uptown, and is in close proximity to surrounding residential communities and the University of Waterloo campus through the Laurel Trail.

Waterloo Park draws in a large number of residents and visitors, especially in the summer months when outdoor concerts, picnics, movie screenings and other well-attended open-air events are hosted. Viewing of the fall colours and the Wonders of Winter festival in December round out the seasonal enjoyment of the park. A master plan for Waterloo Park was approved by Council in 2009 and provides a long-term vision for the park, including the creation of Festival Heart, a designated festival area, redesign of the Central Promenade, development of a pedestrian/cyclist perimeter trail through the park and a green area for the community. The master plan promotes pedestrian friendly linkages and public access to all areas within the park. The master plan was initiated to keep the park's programs and infrastructure current with the needs of the community. Implementation of the plan has already begun.

Brewmeister Green & Heritage Green

Brewmeister Green and Heritage Green are two equal sized small parks that flank King Street south of William Street and could act as a gateway to Uptown. These twin parks are an underutilized asset that could easily be re-imagined as a beacon for the life of young families in and around uptown as well as for the 'young at heart' residents in the neighbouring retirement home. Currently lacking identity in the context of Uptown, these parks have been unable to reestablish a relationship with each other or Uptown. Uptown Vision 2025 also highlights the opportunity to transform these two spaces as one combined gateway to the Uptown.

Barrel Warehouse Park

Barrel Warehouse Park is located adjacent the Seagram Lofts and was designed by Janet Rosenberg & Associates as a contemporary natural

area incorporating historic artifacts and plantings which reference the site's heritage. Although the park is visually an asset to Uptown it is often underutilized. It is believed that the underuse of the space is largely due to the perception of the park as a private space associated with the Seagram Lofts and the lack of activity on Caroline Street, despite being available for public use. In addition, it is not clear how the park connects back to the Seagram Lofts which it hosts. As adjacent lands redevelop over time, the value of this park space will only increase.



Memorial Park

Carnegie Green

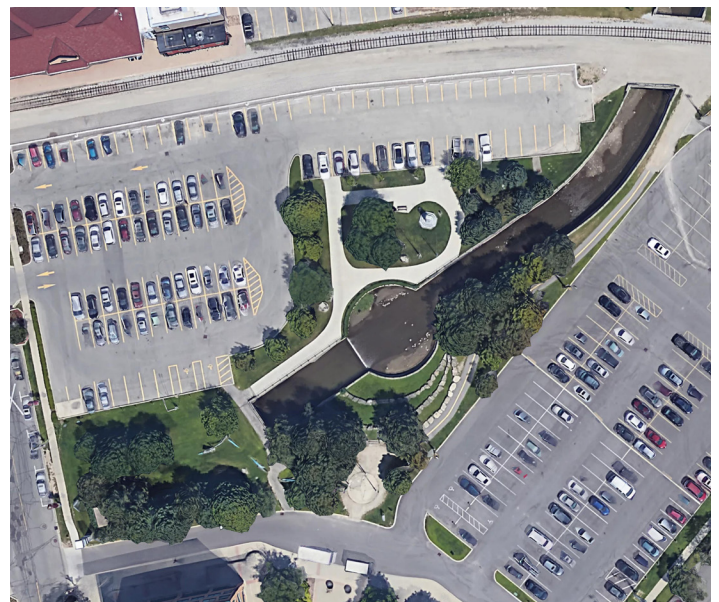
Carnegie Green is a small, triangular-shaped open space that supports the former Carnegie Library. Carnegie Green was developed by the Waterloo Horticultural Society, in collaboration with SPARKS, volunteers and students, who provided the soil, fertilizer, gravel paths and perennial plants and shrubs to make the space enjoyable. It is primarily used as a garden and provides a peaceful atmosphere for people to eat lunch, relax and spend time outside. However, the park lacks visibility and street presence.

Memorial Park

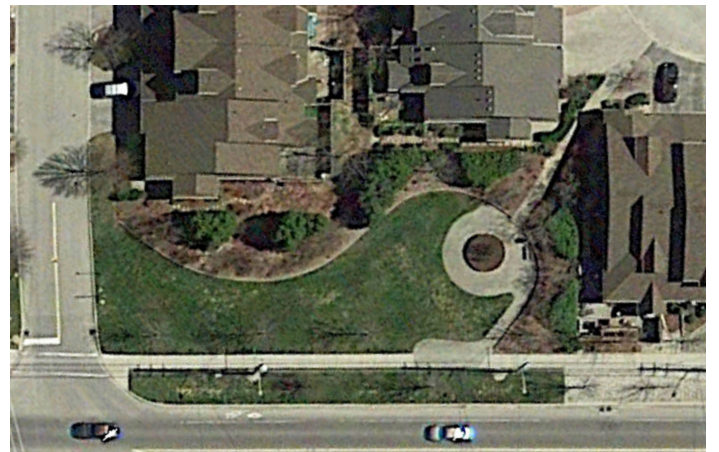
Memorial Park is a small open space on Erb Street next to the Knox Presbyterian Church and the Marsland Centre, which hosts a mix of retail and office use. It was created in 1924 to honour Waterloo's fallen soldiers and, from 1957 to 1993, was home to the Waterloo Cenotaph war monument, serving as a place for remembrance. In 1993, the Cenotaph was re-commissioned at the Waterloo Peace Grove site by Laurel Creek and City Hall. The site is now a pocket park enhanced with seating and decorative landscaping.

Waterloo Peace Grove & Waterloo Cenotaph

The Waterloo Cenotaph is a war monument located in Waterloo Peace Grove on Regina Street near City Hall and adjacent the Laurel Creek. It was constructed in honour of 14 men of Waterloo who died in World War I. It was re-commissioned on May 26, 1993 to this site near City Hall, after it was moved from Memorial Park. Remembrance ceremonies are hosted here on November 11. This site is currently underutilized as has been mentioned by various



Waterloo Cenotaph



Labbatts Parkette



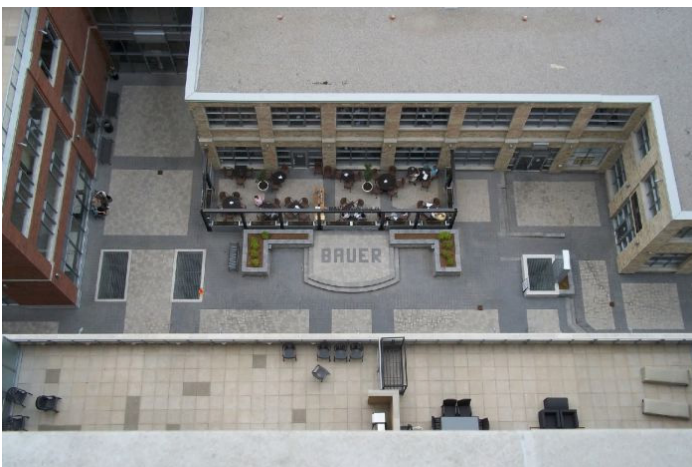
Parking Lot on Current Waterloo Public Square Site



Waterloo Public Square



CIGI Courtyard



Bauer Lofts POPS

people in stakeholder and public meetings. The park lacks a strong presence because of its small size, it is bound by parking lots and its main frontage on Regina Street is small and partially blocked by a large electrical box.

Labatts Parkette

Labatts Parkette is a pocket park located on Park Street that supports the surrounding residential neighbourhoods. It hosts the John Labatt Barley Field sculpture which commemorates the use of the site as a brewery for almost 140 years.

Plazas

Public Square

The Public Square is a 0.2-hectare City-owned site at the corner of King Street and Willis Way, built on a former parking lot. It opened in May 2009 and includes the Waterloo Bell public art piece, a skating rink in the winter, interactive pavement features for kids and families, picnic tables and umbrellas, as well as informal seating for concerts and events. The Public Square received a 2010 National Urban Design Award (Civic Project Category) and an OPPI Excellence in Planning Award. It is the centre of programming and public events in Waterloo and has hosted over 468 events with more than 120,000 people in attendance. It is a significant asset to Uptown, drawing in residents and visitors throughout the year.

Privately Owned Public Spaces (POPS)

CIGI Courtyard

The CIGI Courtyard is a publicly accessible space contained within CIGI and the Balsillie School for International Affairs, acting as a centre for the campus.

It offers a contemporary take on the Oxford-style campus. The courtyard is designed with a public art installation by Richard Fleischner, wood, glass and stone elements. The courtyard is internal and serves the needs of both users and the public.

Barrel Yards Parkette

The Barrel Yards development will include privately accessible open space on top of a parking structure

with frontage on the internal street. The space is planned to contain lighting, public art, seating, and green landscaping with trees and walkways. It will have two accesses into the underground parking level below, which are partially complete.

Bauer Lofts

The Bauer Lofts Plaza is a privately owned public space that was created with the development of Bauer Lofts. This public space is a mid-block connection between King Street and Caroline Street and offers a plaza framed by active retail uses. The space is enhanced with a patio, decorative paving, landscaping and seating.

The Shops at Uptown Waterloo Town Square Walkway

This public walkway is located between Starbucks and Scotia Bank connecting King Street and the parking lot on Caroline Street. The space features decorative paving, landscaping and lighting, but lacks seating and other amenities encouraging people to spend time there.

Play Spaces

Uptown Waterloo currently has a deficiency in play spaces, with no playgrounds located within the Uptown boundary. There is a potential opportunity for playgrounds in Uptown which cater to a variety of ages and abilities. An increase in the number of kid-friendly spaces and family-friendly options would create an even greater pull into Uptown. The closest play spaces include the skatepark and playground off of Father David Bauer Drive in Waterloo Park.

Greenways

Waterloo's greenway network features a series of trails that connect various parks and open spaces throughout Uptown and the surrounding neighbourhoods.

Laurel Trail

The Laurel Trail is multi-use recreational trail over 8 kilometres long that runs along Laurel Creek through Uptown. It begins at the Moses Springer Community Centre in the north of Uptown and ends at Columbia Lake north of the University of Waterloo. The trail is briefly interrupted in Uptown, but connects through



Paley Park, POPS in New York



Laurel Creek



Map 7.3: Laurel Creek

Waterloo Park and the University of Waterloo. It links several parks and open spaces along its length and has a fairly continuous green tree canopy. Laurel Trail is relatively flat and easily accessible.

Spur Line Trail

The Spur Line Trail is a multi-use paved trail which runs 2.5 kilometres along an active freight rail line operated by the Canadian National Railway and Goderich-Exeter Railway. The rail is owned by the Region of Waterloo and connects the downtown Kitchener GO Station with Uptown Waterloo, where it meets the Laurel Creek Trail near the City Hall.

Iron Horse Trail

The Iron Horse Trail is a 5.5 kilometre multi-use recreational trail running through Waterloo and Kitchener. The trail is a former railway corridor and connects Waterloo Park with Victoria Park. The multi-use trail is part of the Trans Canada Trail and includes an interpretive history of the railway along the route.

Bicycle and Pedestrian Counts

Bicycle and pedestrian counts along these trails show that traffic is highest on the Laurel Trail at the Laurel Creek/Silver Lake pedestrian bridge followed by the Iron Horse Trail, Spur Line Trail and the Laurel Trail at Weber Street and Erb Street. The high volume of pedestrians and cyclists along these routes demonstrates the success and value of the greenways.

Laurel Creek

Laurel Creek is shown on Map 7.4 and flows through the middle of Uptown from Silver Lake eastward towards City Hall and turning North, eventually connecting to the Grand River. After exiting Silver Lake, the creek flows underground where it emerges near City Hall at the Waterloo Cenotaph. The creek goes underground again at the Spur Line Trail, Erb Street and Bridgeport Road. The edge of the creek is designed with a constructed edge and at points past Erb Street has a natural edge.

ASSETS AND OPPORTUNITIES

Uptown Waterloo benefits from a diverse range of easily accessible parks and public spaces. Although Uptown currently has a low provision of parkland to serve the population, there are several opportunities to enhance the parks and open space network within Uptown, including the creation of new parks and open spaces and the repositioning, revitalization and expansion of existing and underused parks.

As Uptown develops, it is important to ensure that the scale, location and connectivity of parks and open spaces are planned for and designed, and that there is a level of coordination in programming between the various spaces.

Uptown Waterloo has the potential to further define a park system that is accessible, welcoming, meaningful, programmable, provides an understanding and recognition of cultural heritage, and offers destinations that meet a range of needs. Park spaces should be designed to integrate with other components of the public realm thereby extending and expanding the overall experience of the Uptown Green.

Parks are an integral part of the Uptown Public Realm and must be given equal consideration compared to other investments. Parks are not to be left over spaces that then need to be tied together after the development of Uptown. A comprehensive strategy of where to locate new parks, enhance existing spaces and program spaces is required.

Parks

Waterloo Park

Waterloo Park, although just outside the boundary, is one of Uptown's greatest assets, providing a large portion of the City's programming and ample opportunity for recreation. It is extremely well-connected and accessible from Uptown through a means of pedestrian and cyclist routes and other modes of transportation, and provides a convenient and beautiful link between the University of Waterloo and Uptown through its Central Promenade.

As mentioned above, opportunities for Waterloo Park are already being realized through the

implementation of the master plan which will focus both on improvements and new features, the biggest of which will be Festival Heart: a new festival area which will accommodate 5,000 people and several cultural activities and programs. The City is in the planning stage of designing this area, which is intended to enhance Waterloo Park and confirm its identity as a focal point of civic life in Waterloo.

Brewmeister Green & Heritage Green

Brewmeister Green & Heritage Green are important central spaces and key sites of interest for enhancement in Uptown. They have been identified in the Uptown Vision 2025 as a potential gateway into Uptown. There is an opportunity to better integrate these parks into Uptown and to commemorate and build on their history.

These parks would benefit from further greening, enhancing and programming specifically to appeal to the local community. Signage and wayfinding can also be used to inform people of the Greens' use as Waterloo's original public squares, and to make the square an inviting and identifiable public space.

Creating harmony between these two parks will be important, both visually and physically across King Street. These community building ambitions for the Greens must be balanced with the opportunity to create a gateway on the site.

Barrel Warehouse Park

Barrel Warehouse Park is an important space and visual asset in Uptown that is being considered for potential recommendation as a Cultural Heritage Landscape. Although currently underutilized, there is an opportunity for this park to be a landmark in Uptown and to generate a significant amount of activity. In order to attract greater use, it will be important to maintain and more clearly identify Barrel Warehouse Park for use as a public park. There is potential to use wayfinding, signage and programming to better integrate the park into Uptown and to designate it as a public space to draw people in. While Barrel Warehouse Park is the terminus view down Willis Way, there is not a direct pedestrian connection from Willis Way to the Park. A unified aesthetic and a connection between the street

and the park will help to enhance both spaces. In addition, an opportunity exists for future adjacent development to help animate the park.

There is also potential for Barrel Warehouse Park to form a more obvious connection with the five original Seagram buildings which it hosts, and to communicate and promote their use and brewing history.

Potential Parks

As space is limited in Uptown, a key strategic move in creating a vibrant public realm will be to look at smaller and underutilized spaces, including how they currently function and how to creatively enhance and breathe new life into them. It will be important to establish new spaces in areas of Uptown that are currently not as well served, where there are gaps in distribution and use.

City Hall

The two small open spaces, one at the entrance of City Hall and the other at the apex of Regina Street and William Street, have potential to be well-used by City and Waterloo Region employees and residents and visitors to Uptown. The apex open space sits at a prominent corner location and a gateway into Uptown from the south and, although bound by roads on all sides, is accessible by pedestrians. The open space at the City Hall entrance is also prominently located, as it is passed by all visitors to City Hall, but currently fronts onto a parking lot. Both sites are well-landscaped and directly linked to City Hall, and have potential to be activated and transformed into pocket parks where people want to spend time, especially City Hall users. With a few strategic enhancements, including the provision of amenities such as seating, these potential parks can be integrated into the surrounding open space network and offer an opportunity to enhance the civic presence around City Hall.

Pumping Station

The Pumping Station on William Street is a heritage building and the property is owned by the Region of Waterloo. This space offers an opportunity to create a new public space. A public space in this location would be highly visible as it is located at the end

of Regina Street and could help to enhance the civic character of the City Hall. A unified aesthetic for Regina Street, the City Hall Apex and this new potential park can create a unique and cohesive public realm.

Plazas

Public Square

The Public Square is one of Uptown's biggest assets and is already functioning very successfully as an event and gathering space, as well as a space for active and passive recreation. There is an opportunity to provide further upgrades to the Public Square to create a more enjoyable experience for users in order to generate increased activity in times when the space is not programmed. In particular, the Public Square could benefit from softening and greening, including planters and mature trees, which would also provide shade and help to create more comfortable microclimates, although floodplain limitations may constrain options.

Privately Owned Public Spaces (POPS)

There is potential for Uptown's public realm to be further activated by creating more POPS and opportunities for the public to move into private spaces. Incentives are needed for developers to provide POPS and a variety of open spaces in new large private developments, including the amenities to encourage people to use these spaces such as seating, street furniture and landscaping. Fundamental to the success of POPS is their perception as public spaces, as they are not always obvious as places for public use. It is important that the spaces are designed and managed in a way that feels welcoming to the public and that mechanisms are in place to support access to and use of POPS. Design measures should be taken to ensure that POPS will feel and function like attractive publicly-accessible spaces with a seamless transition between public and private lands. Wayfinding and signage should be used to clearly identify POPS for public use in order to draw people in. There is an opportunity to develop a coordinated implementation strategy for POPS, which could be an incentive program. Design guidelines for POPS will help to create desirable public spaces.

Play Spaces

There is an opportunity to further animate the public realm by providing a wider offering of playgrounds and kid-/family-friendly spaces in and around Uptown for a range of age groups. This may involve making greater use of existing play spaces, such as the playground at First United Church, and creating new facilities in Uptown which combine formal play structures and informal play elements. Unconventional play elements will add playfulness and excitement to the area. Play areas can sometimes be large natural and open ended while at other times they can merge seamlessly with street furniture and public art.

Greenways

Walking and cycling are very well supported in Uptown, and most destinations can be easily reached by active transportation. Uptown's trails are a significant asset in creating an interconnected green network, as they link many well used parks and open spaces in and around the Uptown boundary. A proposed greenway is shown on Map 7.6.

Laurel Trail

There is an opportunity to improve the connectivity of the Laurel Trail through Uptown by addressing the section between Regina Street and Caroline Street. The Laurel Trail should be enhanced through Uptown along the LRT line to provide a continuous, legible and accessible cycling connection.

Linkages

To enhance the comfort level and enjoyment of the public realm, it is important that pedestrian and cyclist crossings are implemented between green spaces that are safe and easy to use. There is an opportunity to provide a designated crossing for the Spur Line and Laurel Trails at the intersection with Regina Street and the rail line upon entry to Uptown, as this is one of the key connections into the area.

There is further potential for improved connectivity by creating public links through large private developments, both providing pedestrians and cyclists with more and continuous options for travel, and linking residents of these developments with surrounding areas.

Laurel Creek

Laurel Creek is a natural asset and a placemaking opportunity for Uptown. The creek can be used as a public space and natural space crossing through the middle of Uptown. Daylighting the creek is a difficult and expensive strategy but provides a great opportunity to expand the waterfront public realm. Daylighting the creek and potentially realigning it along the rail, LRT and Laurel Trail would define this linkage through Uptown and provide a unique moment in Uptown. There is an opportunity to rethink the edge treatment of Laurel Creek, in Cenotaph Park in particular, and could include softening the edge and creating new public spaces. The space could become a green natural oasis in the middle of Uptown, and could be further enhanced by relocating the transformer which obstructs the view from Willis Way into the greenspace.

Opportunities for Parks and Open Spaces:

- Assess quantity, quality and distribution of parks and public spaces
- Enhancements to existing valuable spaces, such as Brewmeister and Heritage Green and Barrel Warehouse Park
- Treat underutilized spaces as opportunities for potential parks
- Encourage programming of POPS to articulate public accessibility
- Provide a wider offering of play spaces in and around Uptown for a range of age groups.
- Utilize Laurel Trail as an opportunity to provide a continuous, legible and accessible cycling network.
- Develop a strategy for implementation of POPS

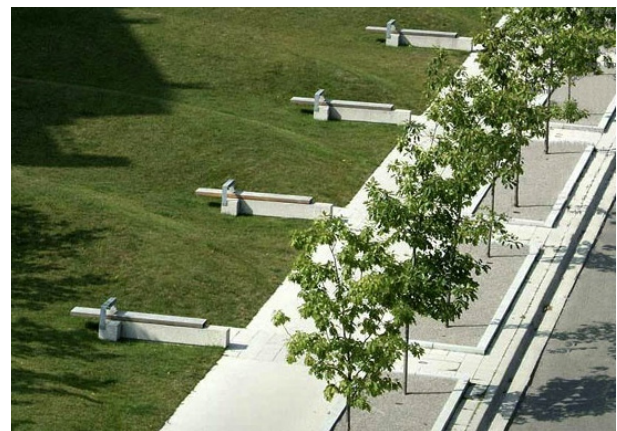


Map 7.4 Existing Parks and Open Space



Map 7.5 Proposed Greenway Concept





CASE STUDY

BARREL WAREHOUSE PARK

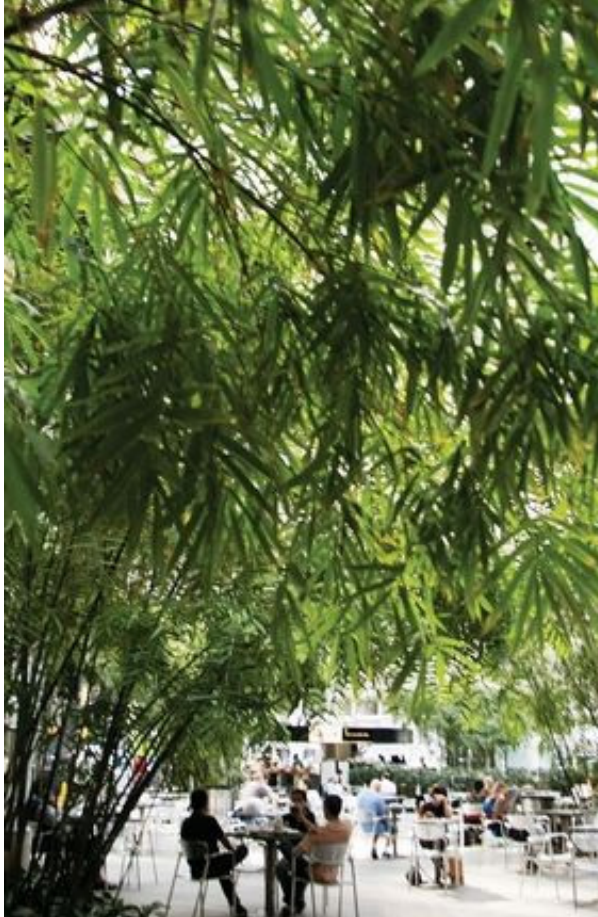
PROJECT DESCRIPTION

A sophisticated landmark in Uptown Waterloo, the park is located adjacent to two distillery warehouses converted into condominiums. Barrel Warehouse Park features a swathe of ornamental grasses divided by boardwalks, alluding to fields of grain used in the distilling process. Large-scale industrial artifacts have been re-purposed as sculptural pieces. Designed as a catalyst for downtown revitalization, the park has encouraged a higher level of design in the area, and attracted new residents and development to the neighbourhood.

PROJECT STATS

Project:	Barrel Warehouse Park
Location:	3 & 5 Father David Bauer Drive
Firm:	Janet Rosenberg & Studio
Client:	City of Waterloo
Date Completed:	2001
Project Size:	0.1 acres





CASE STUDY PALEY PARK

PROJECT DESCRIPTION

Paley Park's popularity stems from design that provides a quiet escape from the city in Midtown Manhattan. Every detail of the park mitigates city noise pollution and creates a peaceful escape in the midst of urban life. The dense ivy on the walls and the low tree canopy work as a sound barrier and the waterfall feature on the back wall produces white noise that drowns out the sounds of the city. Even though Paley Park feels like a private oasis, it is heavily used due to its central location and design that makes it easily accessible to passing pedestrians.

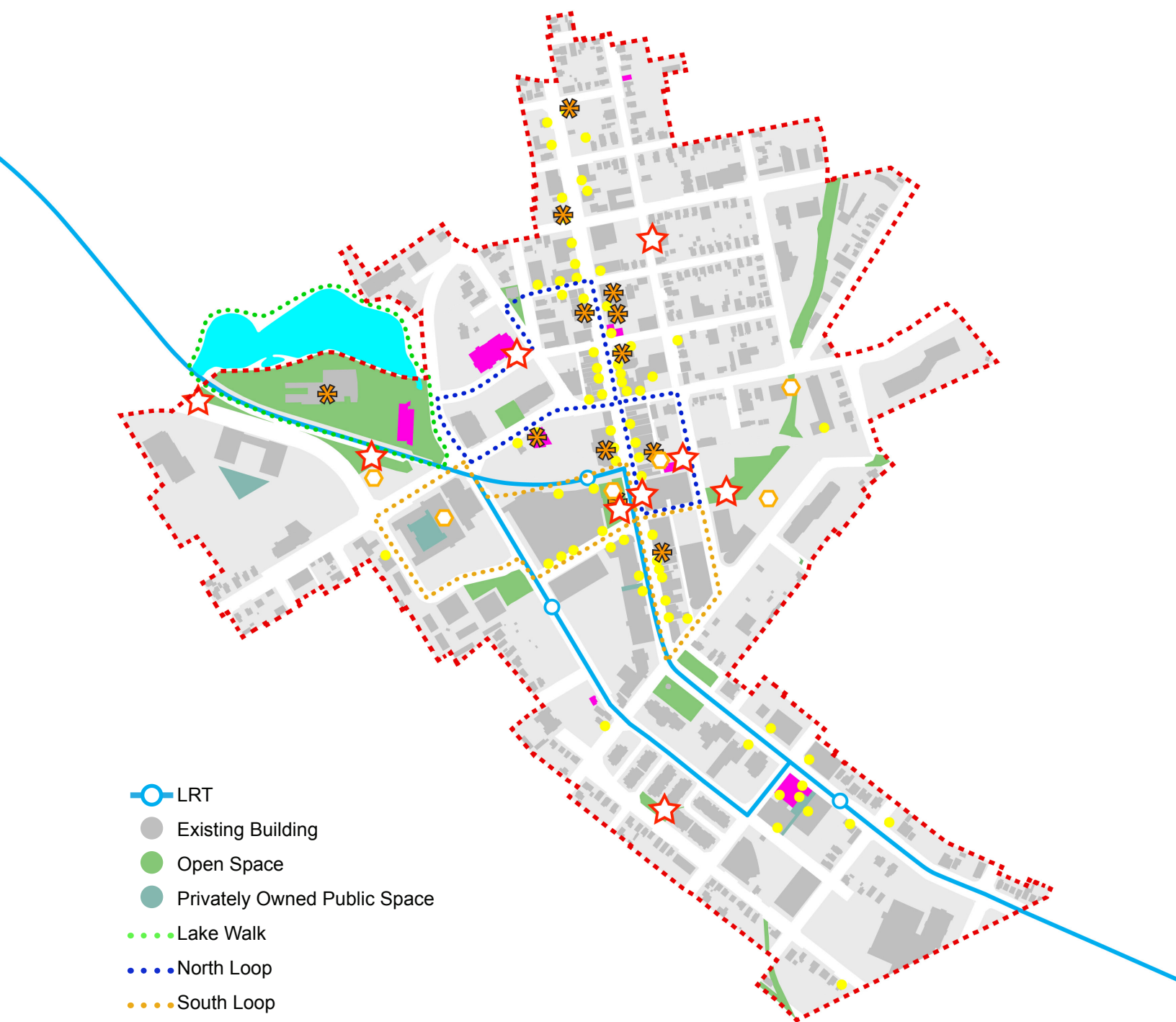
PROJECT STATS












Project:	Paley Park
Location:	3 East 53rd Street, NYC
Firm:	Zion Breen Richardson
Client:	City of New York Department of Parks and Recreation
Date Completed:	1967
Project Size:	390m2





8. ARTS AND CULTURE



-  LRT
-  Existing Building
-  Open Space
-  Privately Owned Public Space
-  Lake Walk
-  North Loop
-  South Loop
-  Public Art
-  Event Locations
-  Cultural Institution/Business
-  Uptown Public Realm Study Area

Map 8.1: Arts and Culture

ARTS AND CULTURE: INSPIRE

EXISTING CONDITIONS AND SITE ANALYSIS

Uptown Waterloo is a diverse and integrated community with a wide offering of arts and cultural facilities, as well as restaurant and entertainment venues. These amenities contribute to an active and vibrant public realm, and are easily accessible via walking, cycling and public transportation.

The City of Waterloo's Culture Plan (2013) makes cultural development a priority by defining the community's vision for culture over the long-term, strengthening and leveraging existing cultural assets, facilitating local talent attraction and retention, and promoting an environment where creativity can be unleashed. A strong cultural heritage offering enlivens streets, neighbourhoods, public and green spaces in Uptown, and enhances community involvement and engagement through a shared sense of belonging.

The following sections present an overview and analysis of Uptown's existing arts and cultural provision.

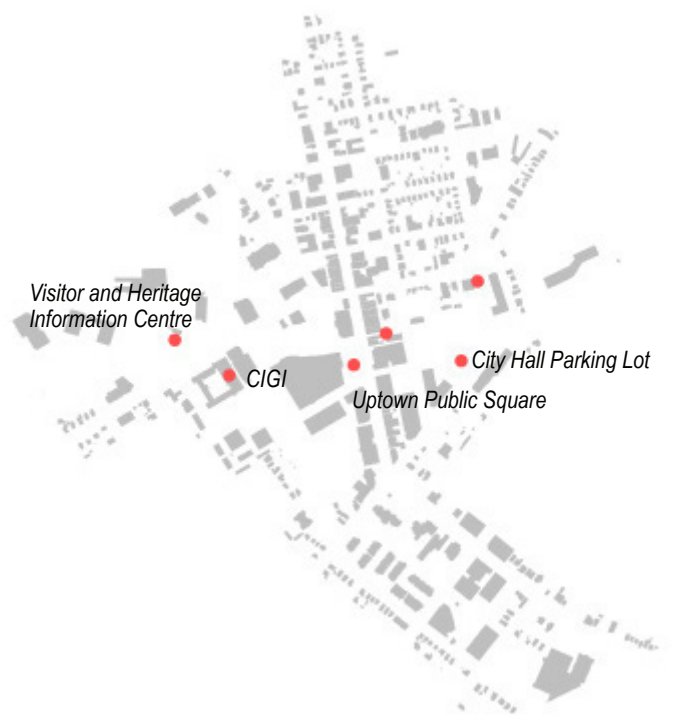
Events and Programming

Events

Uptown is home to several of the Waterloo Region's biggest events and festivals, including the Uptown Waterloo Jazz Festival and Sun Life Financial Waterloo Busker Carnival. Uptown also accommodates a number of smaller events and activities which cater to local neighbourhoods and residents, such as movies in the park, outdoor concerts, camp fires, art markets and Open Streets. There is a strong selection of exciting winter events for residents and visitors to participate in, including Winterloo, the Wonders of Winter in Waterloo Park, and skating in the Public Square. Existing locations for events in Uptown are shown in Map 8.2.

Programming

Many of these events and festivals are hosted in well-used event spaces such as the Public Square, Waterloo Park, City Hall's parking lot and along City trails. Despite the success of these spaces as venues, operational issues exist. For example, the City Hall parking lot poses issues for parking permit holders due to event set up and tear down times, and King Street, which has previously been a popular choice for street festivals, will



Map 8.2: Event Locations



Open Street Festival, King Street



Map 8.3: Cultural Facilities

no longer be available to host events due to introduction of the LRT. To address this deficiency, the City is developing a plan for Festival Heart, a designated event venue, in Waterloo Park to accommodate up to 5,000 people and a number of cultural activities and programs.

Cultural Facilities

Businesses and Entertainment

Uptown Waterloo is the second oldest Business Improvement Area (BIA) in Ontario with 441 businesses and over 75 eateries within the Uptown BIA boundary. Uptown has the highest number of restaurants per capita in Waterloo Region, of which a large percentage are located on King Street. Uptown hosts over 20 music venues and a bustling nightlife, which is supported by the sizable student population from the University of Waterloo and Wilfrid Laurier University.

Uptown offers an appealing mix of local businesses and shops, 81% of which are independently owned. A range of boutique and mom and pop shops help meet the daily needs of residents, including a hardware store, bookshop, and corner grocery shops. Many of these shops are located on King Street, creating a “live upstairs, work downstairs” culture. Independent shops are highly valued by residents, and it will be important to support continuity of this highly prized authenticity into the public realm.

Award Winning Art and Architecture

The diverse cultural and civic provision in Uptown serve both the local community and wider region. Some of the key civic spaces include City Hall, the Waterloo Public Library and the Waterloo Memorial Recreation Complex. Governor General award winning works of architecture in Uptown include the Canadian Clay & Glass Gallery, the Perimeter Institute, the Centre for International Governance Innovation and the former Seagram’s Museum, now Shopify. These examples of design excellence are accompanied by several other art galleries and exhibit spaces including the Button Factory Art Centre which is housed in a heritage building. Uptown is also fortunate to have unique cultural spaces such as the Princess Theatre and the Visitor and Heritage Information Centre. The Visitor and Heritage Information Centre is a successful cultural



Map 8.4: Public Art

hub and programming operates year-round. There are plans for this building to incorporate a larger Art Gallery into the space.

Science and Technology

Uptown is becoming a centre for knowledge and know-how, with rapidly expanding science and technology industries. These disciplines are supported in state-of-the-art facilities such as the Perimeter Institute for Theoretical Physics and CIGI, as well as business incubator spaces. Despite the attraction of tech industry to Uptown there is limited space available for startups, makerspace and incubator space.

Public Art

The City of Waterloo is currently focusing its efforts on a Public Art Master Plan based on the recommendations of the 2015 Public Art Policy. The Public Art Master Plan will identify appropriate locations for and guide the implementation of public art. As a greater number of large scale projects are being built in and around Uptown, the collection of both public and private art continues to grow. Locations of existing public art are shown on Map 8.4.

Permanent Art

Uptown has a diverse public art collection, with several large-scale and iconic permanent pieces on display throughout the community. Public art pieces reflect Waterloo's past and envision its future, and can be found in parks and open spaces, plazas and streetscapes. Examples include the Waterloo Bell (Bell for Kepler) in the Public Square, the Triad bronze sculpture in front of the King Street Parkade, and the Looking Outward & Inward steel and ceramic sculpture adjacent the Waterloo Public Library.

Temporary Art

The 2015 Public Art Policy resulted in a temporary public art strategy which emphasizes work that explores the convergence of art and technology. A new festival, Lumen, brings together art, light and technology in fun and interactive displays throughout Uptown. The festival will focus on creative explorations of new media, music and media arts.



Example of public art on a building entrance in Uptown



Public art used to identify and enhance a shared street



ASSETS AND OPPORTUNITIES

Uptown Waterloo has a strong arts and cultural provision, and its identity is well-defined through a range of cultural and entertainment venues, festivals and events, local business offerings, technology centres and public art displays. There are several opportunities to build on this provision in order to enhance the public realm and further activate and animate street frontages and public spaces throughout Uptown.

Arts and culture have the potential to bring residents together and to create a sense of pride in the Uptown community. It is important that arts and culture be encouraged and allowed for, and that different local groups, including artists, young people and the high-tech community, be involved in the development of the City's arts and cultural provision. Opportunities should be available to the community for creative and spontaneous expression.



Events and Programming

Animation

There is an opportunity to integrate creative and coordinated programming in Uptown to create consistent animation throughout the public realm. Events and programming can celebrate local heritage, showcase art and innovation, support Uptown businesses and tourism, and express community identity. Programming is one of the best ways to involve the local community in Uptown and to empower community members to provide leadership and stewardship in this area.

Destination

The Public Square and Waterloo Park are huge assets in Uptown in terms of the extensive range of programming they offer and their ability to host large scale events. Once completed, Festival Heart will also have a strong pull in Waterloo Region and across Ontario. To complement these destinations, there is an opportunity to consider other Uptown spaces for hosting festivals and events to enhance their profiles. In particular, programming can be used to give life to currently underutilized but valued spaces, such as Barrel Warehouse Park and Brewmeister Green. These spaces could accommodate both larger scale and more local



events, such as outdoor concerts, buskers and street musicians, art in the park, movie screenings, food festivals, farmer's markets and pop-up vendors to draw in activity from the neighbourhoods they serve and from wider areas.

Winter Celebration

Another key opportunity is to define Uptown Waterloo as a winter destination by offering events and pleasant spaces to attract people and encourage use in the winter. Both new and existing spaces and streets should be designed and planned to be comfortable and enjoyable in the winter. Other municipalities have considered options such as the provision of heated sidewalks, sheltered areas, fire pits and themed/decorative lighting. Outdoor activities bring life to Uptown in the winter, and additional activities such as skating, tobogganing, holiday festivals and markets, and campfires could lift the spirit of Uptown during the colder months.

Cultural Facilities

Businesses and Entertainment

The City of Waterloo has introduced policy initiatives which will create new opportunities for enhanced animation through the range of businesses and services offered in Uptown. Such initiatives include Patio Design Guidelines to support the increased use of streets in commercial areas, and alterations to the Zoning By-law to allow temporary businesses such as food trucks and pop-ups to be established more easily.

Culture Hubs

There is potential to build new cultural hubs from existing spaces. A key opportunity within Uptown is to activate currently underutilized laneways and alleyways with alternative commercial space, public art and street furniture as shown in Map 8.10.

There are several unique and intriguing back lanes in Uptown. In particular, a heritage lane could be considered alongside the Button Factory. Once better connected with users and its surroundings, the Button Factory has potential to strengthen its role as a cultural hub, as it can take advantage of its location along the old rail line, the Laurel Trail and the adjacent laneway woonerf decorated with public art. There are plans for the Visitor and Heritage Information Centre to incorporate a larger art gallery,



Centre for International Governance Innovation



Perimeter Institute



Canadian Clay and Glass Gallery

which would enhance the cultural opportunities in the area. Potential culture hubs are shown on Map 8.6.

Science and Technology

As Uptown continues to grow and intensify, its science and technology sectors are becoming more prevalent. It is possible to harness this knowledge through the development of tech hubs and institutional campuses. Direct links can be provided between renowned institutions such as CIGI and the Perimeter Institute, where start-ups and incubator spaces now concentrate.

Public Art

Permanent and Temporary

Public art can help create a distinct theme and sense of identity for Uptown. There is an opportunity to introduce public art to enliven some of Uptown's existing parks and open spaces. There is also an opportunity to encourage, through the City's planned Public Art Master Plan, creative, innovative and spontaneous opportunities for public art, including murals, graffiti, street art, art through technology and

interactive art. Opportunities for public art are shown on Map 8.8.

Lighting: Art + Technology

A key opportunity that the City of Waterloo is currently exploring is a themed lighting strategy for Uptown, which will incorporate both permanent and temporary fixtures, including interactive features. Part of this strategy will be a plan for the thematic lighting of trees. To support the initiative, there is potential to host a light festival to showcase impressive temporary lighting installations and explore the relationship between art and technology.

Opportunities for Art and Cultural Spaces:

- Facilitate animation and a sense of destination through coordinated programming, festivals and events and exciting use of public spaces.
- Celebrate Waterloo as a winter destination.
- Take advantage of Uptown's existing spaces to create cultural hubs.
- Utilize public festivals to foster relationships between the arts and technology communities.



Map 8.5: Existing Cultural Facilities



Map 8.6: Creating Cultural Landscapes



Map 8.7: Existing Public Art



Map 8.8: Public Art Opportunities



Map 8.9: Animated Space Opportunities





CASE STUDY

THE BUTTON FACTORY

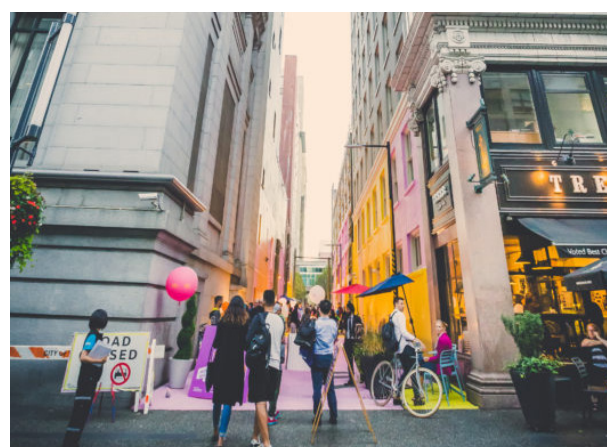
PROJECT DESCRIPTION

The historic factory has been designated a heritage landmark and is being used by the Button Factory Arts. It is generally described as Victorian Industrial and is considered to be an excellent example of a late nineteenth-century industrial building.

PROJECT STATS

Project:	The Old Button Factory
Location:	25 Regina Street S
Built by:	Richard and Rudolph Roschman
Date Completed:	1886, Designated 1982





CASE STUDY

ALLEY OOP

PROJECT DESCRIPTION

This alleyway on Hastings Avenue in West Vancouver has been painted in bright pink and yellow and boasts basketball hoops and furniture. As the evenings get darker decorative lights and a geolocation orb will also be installed. All property owners, tenants, partners and visitors will share the responsibility for enjoying, cleaning and monitoring this new public space.

The initiative is to continue to reimagine these spaces in-between to increase Vancouver's downtown pedestrian areas by as much as 30%. The DV BIA and The City of Vancouver are providing \$200,000 to collectively fund this greater campaign.

PROJECT STATS

Project:	Alley Oop
Location:	688 W Hastings St, Vancouver BC
Firm:	HCMA Architecture + Design
Client:	Downtown Vancouver BIA (DV BIA), City of Vancouver
Date Completed:	2016



BAUER DR

BARREL WAREHOUSE PARK

GRAMMERS
EST. 1857

9. CONCLUSION





CONCLUSION

Uptown Waterloo is steeped in history and has a strong urban stage upon which to deploy a public realm strategy. Engagement with the City of Waterloo writ large has shown us that there are many opportunities for creating partnerships that can activate the public realm. The momentum for growth brings the public space imperative to the forefront. Privately owned public space development can be tailored to the desires of the Uptown community. From the students and thriving tech communities to the established neighbourhoods and strong arts and culture, Uptown has a diverse set of desire lines to weave together to create a tight urban fabric.

Public realm is truly a democratic development to be valued and in turn to bring value. Time and again cities have shown that their commitment to public spaces is always returned with even greater commitment from the community and its economic drivers. Waterloo has mobilized to begin a transformation with the transformation of the Waterloo Public Square and arrival of the LRT.

As shown in our Waterloo best practices palette we believe that existing Waterloo features both natural and built are authentic touchstones for those work, live and learn in Uptown. The opportunities highlighted and their global best practices encourage a strategy set to heighten and extend the authentic experience of the Uptown urban landscape.

NEXT STEPS

The City of Waterloo Charette and Forum held at CIGI proved a powerful launch for the Uptown Public Realm Strategy. The results of all public and stakeholder engagement thus far have shown that residents and visitors to Uptown value many of its existing qualities, including its walkability, the well-connected trail system, the parks, the heritage resources, the diversity of festivals and events, and the many community and civic facilities that make Uptown unique. There is a strong desire to preserve and build upon these assets, as well as to give new life and meaning to underutilized spaces. A high level of interest was expressed in enhancing the walkability and connectivity of Uptown, creating comfortable and attractive routes for pedestrians and cyclists which draw people into Uptown and facilitate easy movement around Uptown. Uptown should act as the heart of Waterloo, in which the public realm contributes to an enjoyable and memorable experience.

We will work to develop a strategy that both creates new spaces and identifies enhancements to existing spaces and connections. The strategy will ensure that all spaces:

- Are animated, active and vibrant, and establish themselves as destinations;
- Are places for meeting up with friends or feeling equally comfortable for engaging with strangers;
- Are readable, cohesive and seasonally comfortable;
- Shape and are framed by new development; and
- Celebrate the City's heritage.

The greater the clarity and specificity of placemaking the greater its ability to engage everyone, whether they want to jump into the sandbox with both feet or simply sit back and enjoy the scene.

We are now poised to integrate our understanding of the existing context, our knowledge of best practices and the dreams of the Uptown community into one set of clear and implementable public realm strategies. The next phase of the UPRS will involve the preparation of this draft strategy which will build

on what we've heard through the development of a vision and guiding principles, the identification of specific public realm interventions, and visualizations to show what is possible.

APPENDIX A

BACKGROUND DOCUMENT REVIEW

APPENDIX A: BACKGROUND DOCUMENT REVIEW

The background review for the Uptown Public Realm Strategy provides the context for understanding the existing conditions and the planning framework for proceeding with the Uptown Public Realm Strategy. Brief summaries of relevant documents and policies are provided as they relate to Uptown Waterloo.

City of Waterloo Official Plan (2016)

The Official Plan for the City of Waterloo sets forth a vision for the City which is inclusive, healthy, and vibrant, with a strong and diverse economy, a place to learn with abundant cultural and recreational opportunities. With a population of nearly 100,000, the City is planning for growth to 1370,000 people and 88,000 jobs by 2029. Uptown Waterloo is an important focus in the Official Plan as it is the primary node and an urban growth centre in a city structured by nodes and corridors. The City is planning to increasingly accommodate growth through intensification of the existing built areas, primarily is the Waterloo Uptown Urban Growth Centre, designated nodes and corridors and major transit station areas.

Objectives guiding changes in the Uptown Waterloo Urban Growth Centre include:

- confirming Uptown as the centre of Waterloo for economic, social, cultural, residential and administrative activities
- confirming Uptown as a destination and a great place to live, work and play
- planning for a range of residential densities and costs within and around Uptown
- achieving a built form and public realm that is human scaled and fosters interaction
- protecting and preserving cultural heritage of Uptown
- planning for a land use mix that supports transit while maintaining a human scale
- ensuring transportation accommodates all forms of movement and levels of mobility
- planning for convenient travel by all modes, reduced reliance on the automobile and well-designed parking.

The Uptown Waterloo Growth Centre is organized into the Uptown Commercial Core and the Uptown Complementary Transition Area. The Uptown Commercial Core is the key commercial area in Uptown and the main destination area for the City. The Uptown Complementary Transition Area includes the areas in Uptown surrounding the Uptown Commercial Core. This area is planned for medium to high density mixed-use that is primarily office and residential uses. The main distinction between the two areas is that retail uses in the Uptown Complementary Transition Area are permitted only in mixed-use buildings.

The Uptown Waterloo Urban Growth Centre is the primary node in within a hierarchy of nodes and corridors. As the primary node, Uptown Waterloo is planned to:

- serve as a regional centre and destination with a mix of residential, commercial, employment, social, cultural, entertainment, recreational, accommodation and open space uses
- support transit, pedestrian and cyclist infrastructure
- serve as a high density employment centre with a focus on office employment
- accommodate a significant share of future population and employment growth in a compact urban form
- achieve a density of 200 persons and jobs per hectare
- conserve cultural heritage resources

A high quality pedestrian environment and public realm is important for a vibrant and successful Uptown. The public realm will include a mix of squares, plazas, parks, greenspaces, a bicycle and pedestrian friendly environment with interaction through public art, events and festivals. Greening the Uptown will enhance the public realm and create high quality urban spaces. New development will provide safe and attractive amenity space.

Uptown is the centre for arts, culture, cultural businesses and facilities, programming and events. Public art, both temporary and permanent, will be placed on public and private lands. Connectivity of parks and open space will be enhanced through trails and greenways and strategic placement of new public spaces.

Transportation will be multi-modal with convenient alternatives to the private automobile. Planning and design for active transportation will make these modes more safe and convenient. A compact mixed-use urban form will allow more trips by transit and an efficient transit system. Providing appropriate bicycle and vehicular parking must balance the desire for convenience and the desire for reduced automobile reliance.

A strong and diverse economy for Waterloo and Uptown is based on a successful urban centre with diverse employment opportunities, a range of cultural and recreational opportunities, an environmentally sustainable city, with a high standard for urban design with Uptown as a centre that serves as a destination supporting social interaction and inclusion.

Uptown Vision (2011)

The vision for Uptown Waterloo is to create a world class, vibrant and exciting urban centre that is a safe and accessible place for people to live, work, shop play and learn. Uptown is a centre for innovation and academic excellence. Public realm improvements will enhance Uptown as a great centre with pedestrian friendly, green and attractive public spaces.

The vision for 2025 is viewed from five perspectives; build, live, move, work and play. These perspectives set forth a vision for a quality built form, safe and livable residential areas, accessible and convenient travel, a cosmopolitan centre of economic activity and prosperity, and an entertainment and cultural destination.

The built form must build upon the elements that have made it successful, while new development enhances the City with quality design and functional, accessible, sustainable, flexible buildings displaying a diversity of architecture and a mix of uses. Heritage elements will be preserved to showcase the cultural heritage of the City providing an important aspect of the character of the place. City-owned lands will support this vision and provide a high quality public realm. Development must occur within the context and be sensitive to adjacent neighborhoods providing transitions between Uptown and its surroundings.

Living in Uptown will be safe and accommodate a variety of housing types and a diverse range of socio-economic groups. Amenities such as grocery stores, parks, services and schools creates a complete community offering convenience for residents.

An accessible Uptown accommodates all modes of travel, has attractive streetscapes and clear wayfinding. The Pedestrian Charter gives pedestrian movement the priority.

Street festivals, street furniture and convenient crossing enhance the public realm for pedestrians. A bicycle friendly Uptown has well connected bicycle routes, bicycle sharing and renting, and convenient bicycle parking. An Uptown transit hub, comfortable shelters and eco-friendly buses support multi-modal transportation and sustainable transportation. Car-share systems and parking structures will reduce the need for surface parking and provide space for ground level activation with new development and public spaces. All transportation infrastructure will be designed for easy mobility and accessibility.

Uptown is a centre of economic activity and a destination which attracts jobs. A diverse range of businesses, community organizations and educational organizations results in a diversity of job opportunities for a diverse population. Waterloo is the home of renowned universities and institutions and is a centre of high-tech companies. Building on this reputation will enhance the economy of Uptown. Development of additional office space will support this strong and diverse economy.

Uptown is a premier place for tourism, shopping, dining, recreation, arts and culture while supporting the daily needs of residents. The City will enhance and maintain existing parks while creating connected green spaces and corridors when considering new greenspace. The public square can be enhanced with landscaping, seating, shading and programming for arts, culture and community events. Uptown is a hub for arts and culture with public art, cultural institutions, walking tours, events and vibrant streets with shopping, restaurants and outdoor patios. Uptown will be a healthy place with recreational programs, places for sports, and a transportation network that allows for convenient active transportation.

Region of Waterloo Central Transit Corridor Community Building Strategy

The Region of Waterloo Community Building Strategy is a framework to guide growth around the 20 new transit stations along the new LRT, connecting Waterloo, Kitchener and Cambridge. Growth in the Waterloo Region is being focused along the Central Transit Corridor. Waterloo is planning to grow around this new transit as there is limited vacant land and much of the new growth will happen through intensification. Uptown Waterloo will accommodate much of that growth and as Uptown grows, it will become a more compact, walkable, connected place that will support transit.

To successfully grow around transit stations, new development should follow these transit supportive strategies:

- support transit services with a mix of uses and higher densities
- design streets for all users
- develop a finer-scaled street and block pattern
- design buildings to create a pedestrian friendly environment
- support higher densities with new and improved public spaces
- balance parking with great place making

Some of the broader region-wide goals for the Central Transit Corridor that relate to Uptown include:

- Strengthen access to arts and cultural resources in the region
- Complete a network of trails that extend throughout the region
- Continue the transformation of Uptown Waterloo is a vital urban centre
- Leverage municipal lands to implement shared parking strategies

Specific placemaking strategies are provided for the stations in Uptown. At the King/Allen Station, the plan recommends:

- improved pedestrian crossings
- enhanced streetscape and street trees along King Street with bike lanes
- development of parking lots on Caroline Street to frame the streetscape
- at William Street, the two park spaces adjacent to King Street create a district gateway that allows for placemaking opportunities along the RT

Strategies for the Uptown Station include:

- improved crossing at Caroline and Willis Way, and Caroline at Erb St
- enhanced pedestrian and cycling crossing at the intersection of the Laurel Trail and King Street
- new trail connection along the RT corridor between King Street and Caroline
- large areas of surface parking along Caroline and Erb Street create opportunities for new mid-rise and high-rise buildings with active uses at

street level

- explore alternative parking standards, including reduced parking requirements
- municipal surface parking lots provide an opportunity to create shared, structured parking in partnership with businesses and new development

Station Area Plan (2017)

The new ION Light Rail transit connects Waterloo and Kitchener with 8 new stops in Waterloo. The Station Area Plan considers five of these stations 1) Waterloo Park 2) University of Waterloo 3) R&T Park 4) Northfield and 5) Conestoga Mall. Planning for the other three stations in Uptown is part of the other planning efforts in the Uptown. The three stations in the Uptown include 6) Waterloo Public Square 7) Willis Way and 8) Allen Street. The Station Area Plan creates a vision for improvements associated with the new light rail infrastructure to guide development, public realm improvements and transportation investments. Intensification will be encouraged around LRT stations to increase ridership and encourage walking and cycling. The plan provides a vision for the five station areas and the LRT corridor as a whole.

The station areas have developed on their own independent of the LRT and development was not oriented towards the new station locations. The new context of the LRT station should focus on orienting the station areas toward the station which is the central location for the station areas.

The vision for the corridor offers a full range of employment, academic, recreational and retail opportunities. It is an attractive place for business with a range of amenities. There is a variety of housing and a diverse demographic which supports commercial activity and all together brings vitality to the station areas. An enhanced network of pedestrian, cycling and transit routes connects to and from the stations along an integrated corridor where residents can live work and play.

The light rail system will be leveraged to stimulate new investment, business attraction and jobs. New development in the station areas will be compact and transit supportive. Emphasis is placed on the

first-mile and last-mile connections to stations by all modes. Placemaking enhances the public realm and creates a vibrant attractive space in each station area. Public art, cultural assets and amenities create a unique identity for the station areas.

Station areas will become more active and animated spaces with higher densities and a greater mix of uses. Higher densities will be supported by new public spaces.

New buildings will be designed to support pedestrian comfort and create an animated street level. Other transportation modes will be integrated with the LRT. A fine grain street and block network will be established to create a more walkable place. Transportation demand management principles will reduce the need for parking so it can be placed as to not detract from the public realm.

Urban Design Manual (2012)

The Urban Design Manual is focused on creative city building, creating great places, and places for people. Design should contribute to pedestrian friendly streets, human scaled dimensions and development that fits within its context. Innovative solutions to city building will create a sense of place and community identity. The design vision includes the following objectives:

- promote a high standard of urban design
- respect context and promote sense of place
- enhance connectivity and interaction
- promote creativity and innovation
- encourage sustainable design

The manual provides a strategy for intensification while preserving existing stable neighbourhoods.

Human scaled development with streetscapes designed for pedestrians will create a pedestrian friendly development and city. New development must be compatible with the city context and enhance the quality and character of surrounding areas. Site design should enhance safety and security for all users. Transit oriented design principles relate to and are integrated with transit. Building design is proportioned and facades are articulated to relate to and enhance the surrounding context. The public realm and semi-public areas of new development will

enhance the quality of the public realm or all users. Landscape elements are to be integrated into sites to create urban greening, add visual interest to the site and act as a buffer in some cases.

Design guidelines ensure that development fits with the urban context and creates a unique sense of place. Design will respect the existing features and conditions and incorporate prominent features. Views and vistas will be enhanced and preserved through site design in order to create a visual identity. Site design will enhance the neighbourhood character and contribute to the sense of place. The cultural heritage of the City will be enhanced through site design, preserving heritage features and views. Gateways will be distinguished at important entrances in the City through coordinated site design and building design.

Design guidelines for connectivity create and interconnected network of open spaces. Site design will ensure safe and efficient circulation within the site and connections to surrounding areas with a priority of pedestrian mobility. Universal design principles will allow for barrier free accessibility for all users. Sites are to be designed with engaging spaces whether it is a public plaza or an animated streetscape. Visual interest in the City can be achieved by designing landmark sites and buildings, and preserving or creating views to existing landmarks to create visual interest and memorable places within the City. Public art and culture add to the visual interest of the City displaying the creative expression through artistic design which relates to the site and the existing context while contributing to the sense of place.

Sustainable design elements will be encouraged in the public realm and in private spaces incorporating features such as green infrastructure, renewable energy and preservation of natural features.

Transportation Master Plan (2011)

The Transportation Master Plan provides direction for local transportation planning and decision making following four guiding principles:

- accessible
- choice
- sustainable
- fiscally responsible

Complete streets are an overarching policy guiding this plan and a more multi-modal system will provide a balance to the transportation system.

The vision is, to develop a coordinated and integrated transportation system that provides realistic travel options to the auto, thereby creating a City that is truly accessible to all.

The City's transportation system will:

- be multi-modal, meaning that users have choice in the type of transportation within the City
- move away from a dependency on non-renewable energy
- encourage healthy lifestyles and environmental sustainability
- support a reduced demand for car use in favour of alternative modes of travel
- increase the capacity of the transportation system by increasing the opportunities for, and removing the disincentive to walking, cycling and transit
- integrate the trail network as an integral part of the transportation system for utilitarian transportation, as well as recreational and leisure opportunity

Uptown Parking Strategy (2008)

The Uptown Parking Strategy creates a plan of action for the municipal parking system. With increase rate of redevelopment in Uptown there are challenges and opportunities for the Municipal Parking System to provide parking, support mobility, economic development and quality urban design. Parking facilities are a valuable asset and includes 17 off street parking lots, a parking garage and on street parking which totals 2,403 parking spaces.

The vision for parking in Uptown is to:

- Support quality urban design by minimizing

surface parking and encouraging higher densities through the use of parking structures

- Promote development by assisting the private sector through the provision of municipal parking structures
- Implement transportation demand management to efficiently providing multi-modal transportation options and parking management

The City of Waterloo is nearly fully built out and the remaining potential development sites in Uptown Waterloo are existing surface parking lots. City owned lots in City Centre and the Southwest quadrant are large sites with potential development. In the area north of Erb Street, there are many smaller private parking lots with a fragmented ownership. Redevelopment of these sites would require assistance of a new municipal parking garage to provide parking. The City is challenged to balance new development and the municipal parking system is encourage new development, support good urban design and provide an appropriate amount of parking. To achieve the vision of a compact and urban Uptown, the City can improve the parking system by rethinking the uses of surface lots and developing parking structures in strategic locations.

Council's Core Priorities for Uptown (2013)

The Waterloo City Council has recognized the following 10 core priorities for Uptown Waterloo:

- promote a strong commercial centre
- grow Uptown as a hub for arts, culture and entertainment
- make Uptown more pedestrian friendly
- enhance Uptown as an employment and innovation centre
- develop a strategy for surplus publicly owned lands
- develop a naturalization plan for Laurel Creek
- advance streetscape improvements
- plan for improved Uptown Waterloo side street activities
- leverage existing and planned transit investments
- maintain the low density stable neighbourhoods that shoulder Uptown

Complete Streets Policy (2011)

Complete streets is a transportation policy that ensures streets are designed for safety and accessibility for all users. Complete streets is part of an integrated transportation system that provides alternative options to the private automobile. Every street will accommodate pedestrians with sidewalks and walkways, safe crossings, physical, audible and visual aid guides. Integration of the trail network will provide more safe and convenient travel for pedestrians and cyclists. Creating separate spaces for cyclists allows for safer and more comfortable bicycle travel. Compact sustainable development will promote walkable places.

Complete streets are to be achieved through street design, retrofits, traffic calming and intersection improvements. Street audits and performance standards will track how streets are serving all users.

King Street Streetscape (2017)

The City and Region of Waterloo are implementing streetscape improvement on King Street in Uptown Waterloo from Central Street to Erb Street. The improvements will make the street more accessible for all modes of transportation and improve the look, feel and function to create a safe, lively and attractive place. The design will enhance King Street as a destination to create an environment that improves the businesses on King Street.

The project rebuilds the roadway, sidewalks and curbs with a design that creates wide sidewalks, the addition of separated bike lanes, a reduction of the roadway to two lanes and protected intersections. Additionally, underground infrastructure will be replaced. Streetscape elements improve the public realm with streets lights, street trees, landscaping and street furniture.

Phase 1 of construction has begun from the ION LRT as the Waterloo Public square, just south of Erb Street, to Elgin Street. Phase 2 from Elgin Street to University Avenue is scheduled to begin in 2019.

Parks Strategy (concurrent)

The Parks strategy will guide priorities for facilities, parks management, policy and financing. As the population continues to grow and the city intensifies

in existing developed areas there is a greater demand for parkland.

As Waterloo grows the park system should be updated to serve those changing demographics. Parks should serve people of all ages and act as community hubs and support unstructured and planned activities. New ideas for parks and new types of facilities are needed to support new demands for park space.

This project is currently underway and will be a 10 year plan with a vision to support a healthy, safe and active Waterloo. The plan will consider relationships to other concurrent projects including the Uptown Public Realm Strategy.

Cultural Heritage Landscapes (concurrent)
A cultural heritage landscape is an area of heritage significance with a group of heritage resources that tell a story about the history of a place. Cultural heritage landscapes can include buildings, gardens, parks, main streets, neighbourhoods, cemeteries, farmsteads, railways and industrial complexes. Planning for cultural heritage landscapes is important to tell a story about how the area has evolved while contributing the community character and sense of place. The City is currently undertaking a process to designate and conserve cultural heritage landscapes. During the first phase, the City is identifying candidate cultural heritage landscapes and undertaking a public consultation process to ensure the designated cultural heritage landscapes are representative of the local history and community values.

Accessibility Standards (2016)

The Accessibility Design Standards were prepared to assist in implementing the Design for Public Spaces Standards of the Accessibility for Ontarians with Disabilities Act. These standards are to be followed to identify, remove and prevent barriers so people with disabilities have equal access

and ability to participate in the community. The standards apply to public and private development involving new construction and redevelopment. The document outlines important standards to be followed regarding parking, sidewalks and walkways, building entrances, trails, outdoor eating and play spaces, and rest areas.

Public Art Policy (2015)

The Public Art Policy is the foundation for a public art program that will enliven the streets, neighbourhoods, and public spaces. The policy ensures the appropriate development, integration, management, maintenance and stewardship of public art for the City of Waterloo. The policy supports the goals of other plans such as the Official Plan and Culture Plan emphasizing the important role of culture in community and economic development.

Uptown Sidewalk Patio Guidelines (2017)

Uptown has a flourishing restaurant and food industry with 60 restaurants and eateries many of which wish to add outdoor patios to the public realm. The City promotes patio spaces in the Uptown and has developed guidelines to ensure the successful integration with the City.

Patio space helps to create vibrant streets and attract patrons, promote a memorable experience in Uptown. The guidelines support patio culture and establish performance standards that relate to designated patio districts.

Culture Plan (2013)

The people of Waterloo desire an urban environment that fosters creativity. The City has made cultural development a priority. The goal is to make Waterloo a more vibrant place to live, work, learn, and play through arts and culture. Planning efforts focus on supporting cultural development by strengthening existing resources with a basis on understanding local assets and supporting the community's desire for cultural development.

The vision for cultural development is as follows:

Remaining true to our past, building on present strengths, and making the most of opportunities, Waterloo is a culturally transforming city – vibrant and resilient.

A lively urban experience will be achieved through animated public spaces and public art in the public realm. Waterloo will become a more attractive place for people working in the culture industry to live. A lively urban experience through culture plays an important role in quality of life for residents, social interaction and community development.

APPENDIX B

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