

An aerial photograph of a city, likely Toronto, showing a proposed rapid transit line (green line) running through the center. The line is flanked by modern, multi-story buildings with large glass windows and green roofs. The surrounding area includes older brick buildings, parking lots, and a mix of urban infrastructure. The text "Planning for Rapid Transit in Canada's Technology Triangle" is overlaid on the left side of the image.

Planning for Rapid Transit in Canada's Technology Triangle

Craig
Lametti

**URBAN
STRATEGIES
INC**

Source: www.thebreithauptblock.com



Colder

Cold

Lake Huron

Ontario

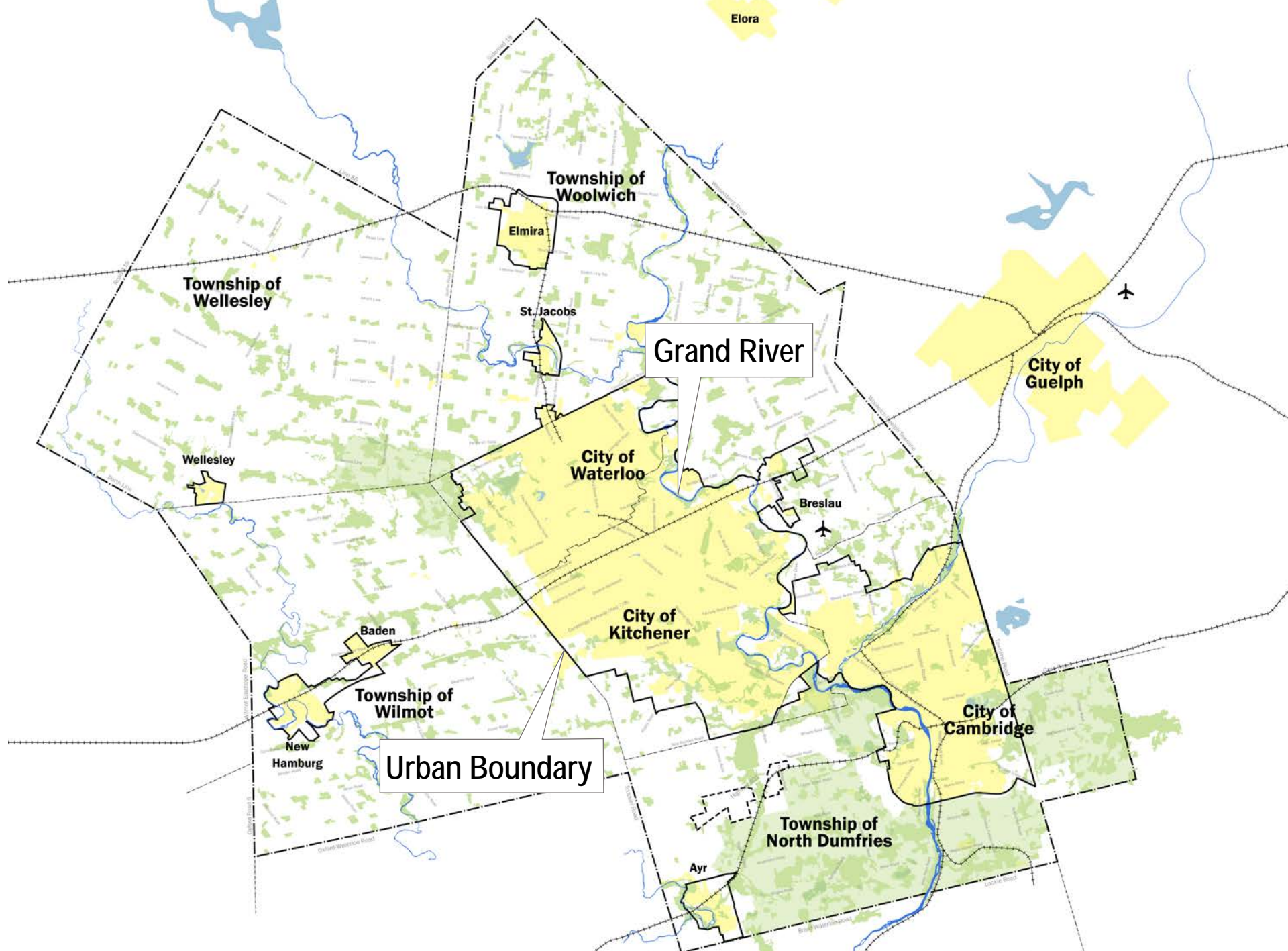
Region of Waterloo

Toronto

Lake Ontario

Buffalo

Lake Erie



An aerial photograph of the Waterloo-Kitchener-Cambridge region in Southern Ontario, Canada. The image shows a mix of urban development, green fields, and a network of roads and waterways. The city of Waterloo is in the upper left, Kitchener is in the center, and Cambridge is in the lower right. Preston and Galt are located between Kitchener and Cambridge, while Hespeler is further east. The labels are in white boxes with pointers to the respective locations.

Waterloo

Kitchener

Preston

Cambridge

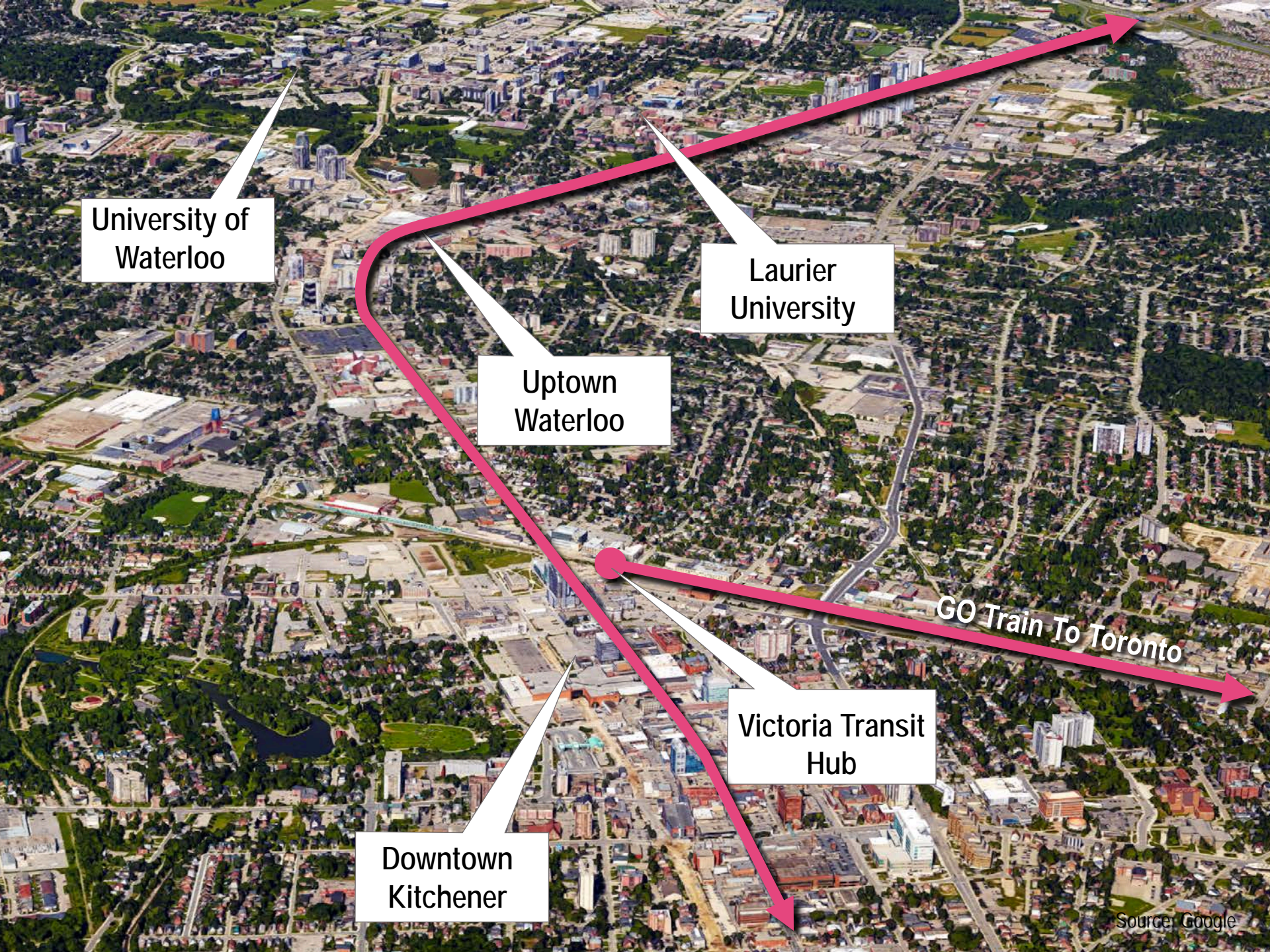
Hespeler

Galt

An aerial photograph of Waterloo, Ontario, Canada. The image shows a dense urban area with a mix of residential and commercial buildings. A river, the Credit River, flows through the center of the city. Two white callout boxes with black text are overlaid on the image. The first box, labeled 'University of Waterloo Architecture', points to a large, modern building complex on the left side of the river. The second box, labeled 'Downtown Galt', points to a cluster of buildings in the center-right of the image, near a bridge crossing the river. The surrounding area is filled with houses, trees, and parking lots.

University of
Waterloo
Architecture

Downtown Galt



University of
Waterloo

The image is an aerial photograph of Waterloo, Ontario, and its surrounding areas. A thick pink line is drawn across the map, connecting several key locations. The line starts in the upper left, passes through the University of Waterloo, then curves through Uptown Waterloo, and finally ends in the lower right, passing through the Victoria Transit Hub. A branch of the line extends from the main path towards the bottom right, labeled 'GO Train To Toronto'. The map shows a mix of urban development, green spaces, and water bodies like the Credit River.

Laurier
University

Uptown
Waterloo

GO Train To Toronto

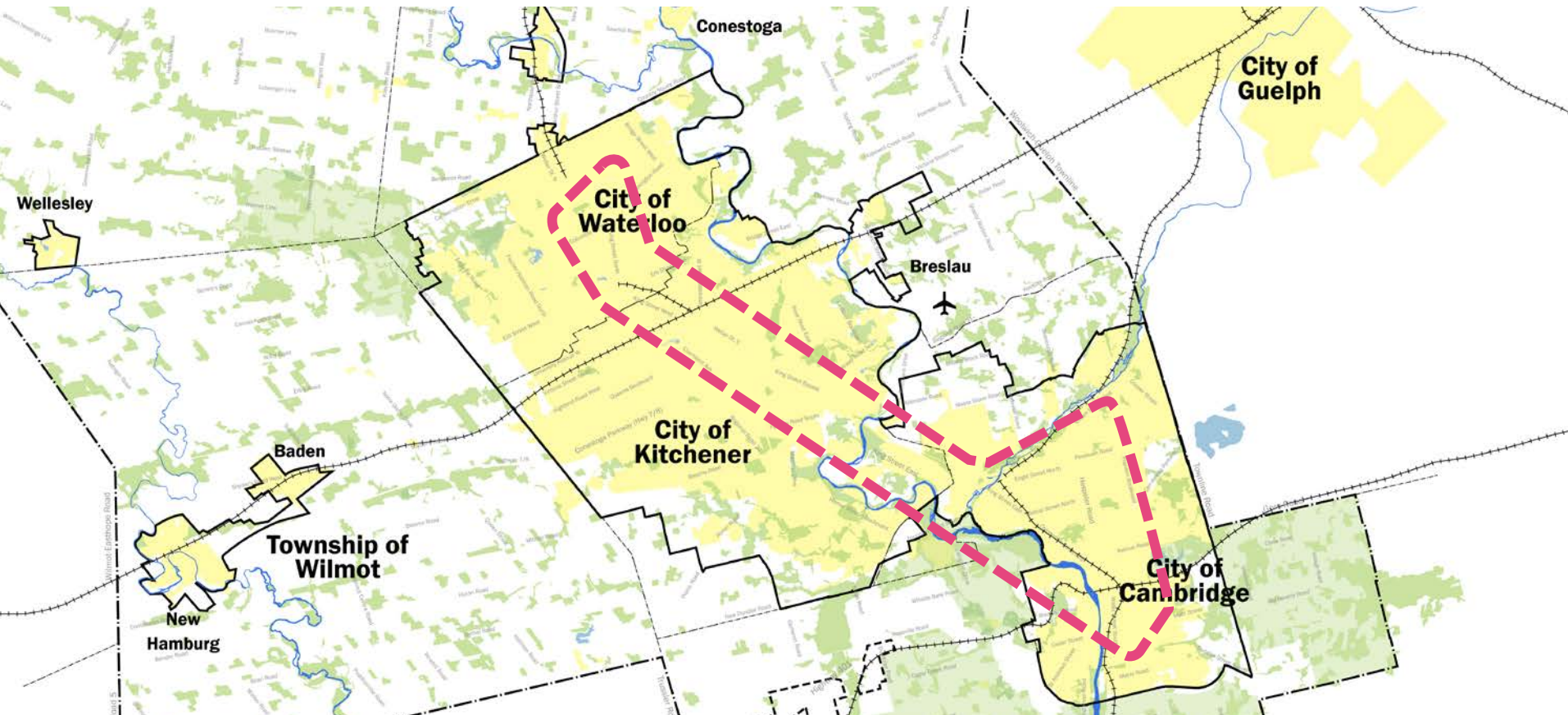
Victoria Transit
Hub

Downtown
Kitchener

A Focus on Reurbanization

► Targeted Community Improvement Plan

Enabled the Region to acquire, assemble and prepare lands for development



A Focus on Reurbanization

Community Improvement Plan

► Tax Benefits

1. Development Charge Relief
2. Tax Increment Grants
3. Property Tax Class Relief (rental)

A Focus on Reurbanisation

Community Improvement Plan
Tax Benefits

► **Brownfield Credits**

1. Environmental Study Grants
2. Tax Increment Grants
3. Development Charge Relief

A Focus on Reurbanisation

Community Improvement Plan

Tax Benefits

Brownfield Credits

► Planning

1. Policy support
2. Transportation Demand Management
3. Transportation master planning

A Growing Region

A large crowd of people is gathered on a city street at night. The street is filled with people, and the background shows city buildings and traffic lights. The scene is illuminated by streetlights, creating a vibrant night atmosphere.

1973: 268,000 people

2011: 543,700 people

2031: 729,000 people

- 4th Largest Urban Population in Ontario
- 80,000 new jobs expected by 2031
- Workforce has doubled since 1975
- \$19.5 Billion GDP







BlackBerry

belkin54g

11:38 AM

Wednesday, October 12

I Feel so
2007

You look
it too!

Calendar





UNIVERSITY OF
WATERLOO

VELOCITY
garage





Google

Desire2Learn

COMMUNITeCH

THE LANG TANNING COMPANY LIMITED

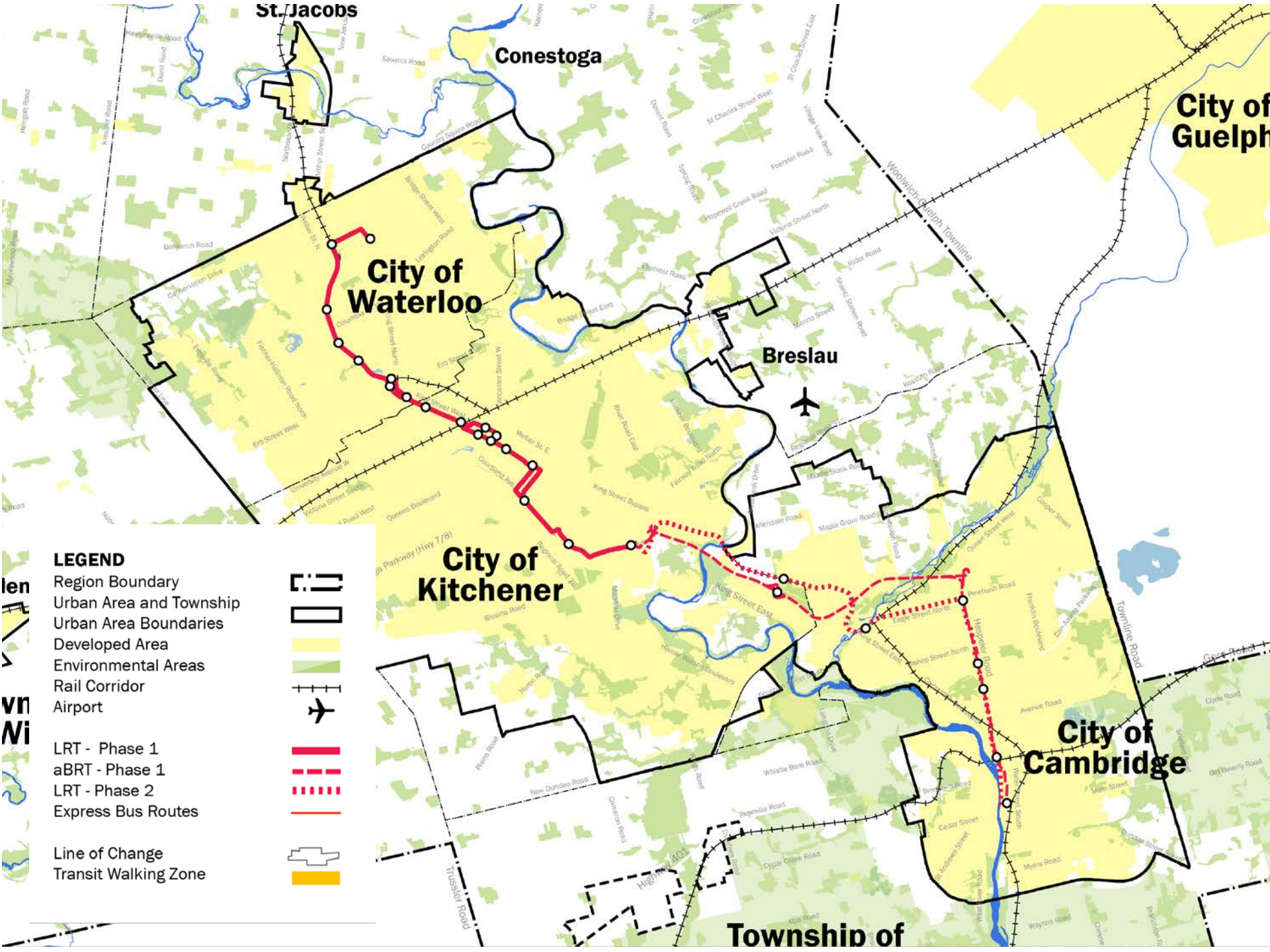
Cher's

THE TANNERY
1ST CHARLES ST W

The Region is one of the **top 25 startup ecosystems** in the world

Approximately **1,100 startups** for a population of about half a million people

The **second highest startup density in the world** after the global leader, Silicon Valley.



LEGEND

- Region Boundary
- Urban Area and Township
- Urban Area Boundaries
- Developed Area
- Environmental Areas
- Rail Corridor
- Airport

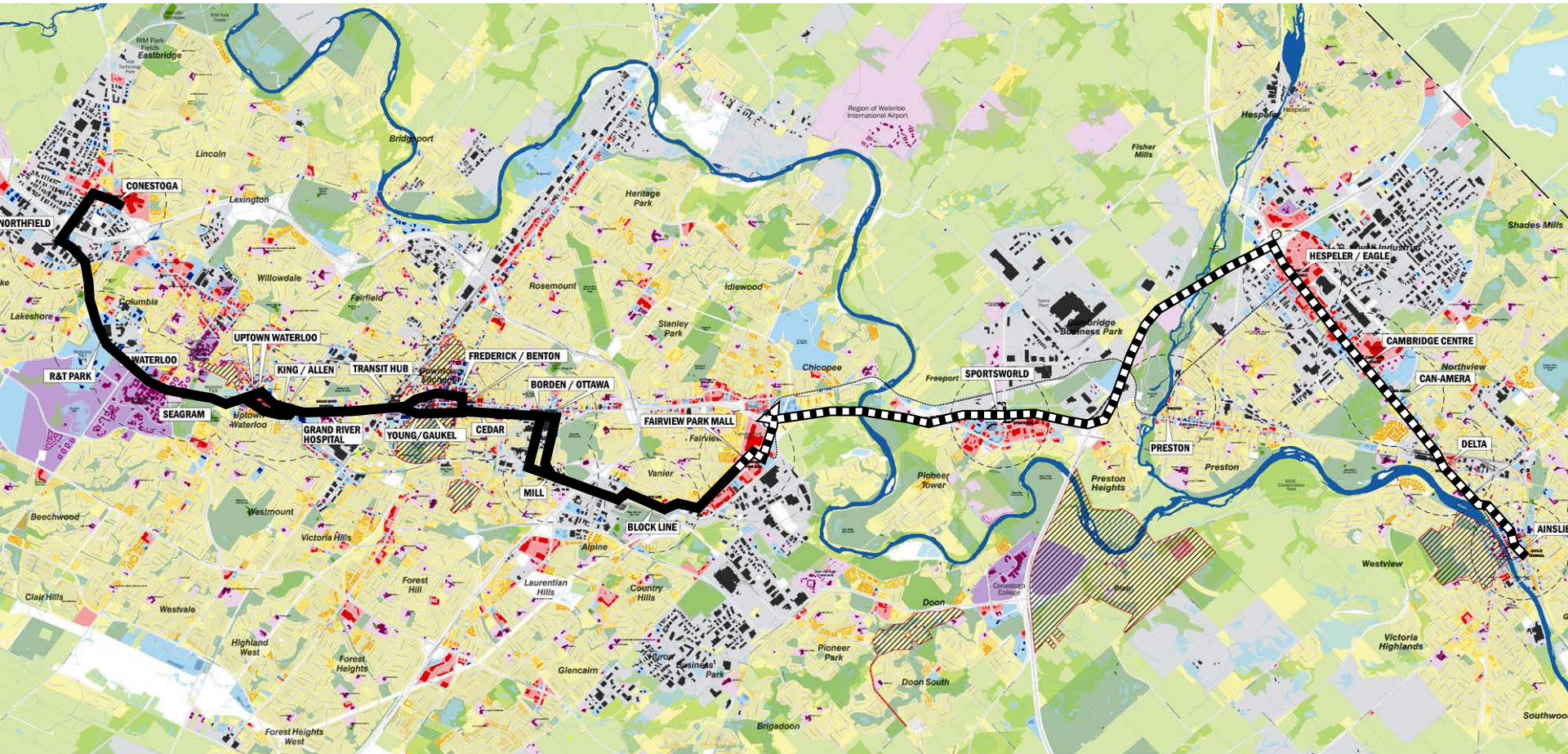
- LRT - Phase 1
- aBRT - Phase 1
- LRT - Phase 2
- Express Bus Routes

- Line of Change
- Transit Walking Zone

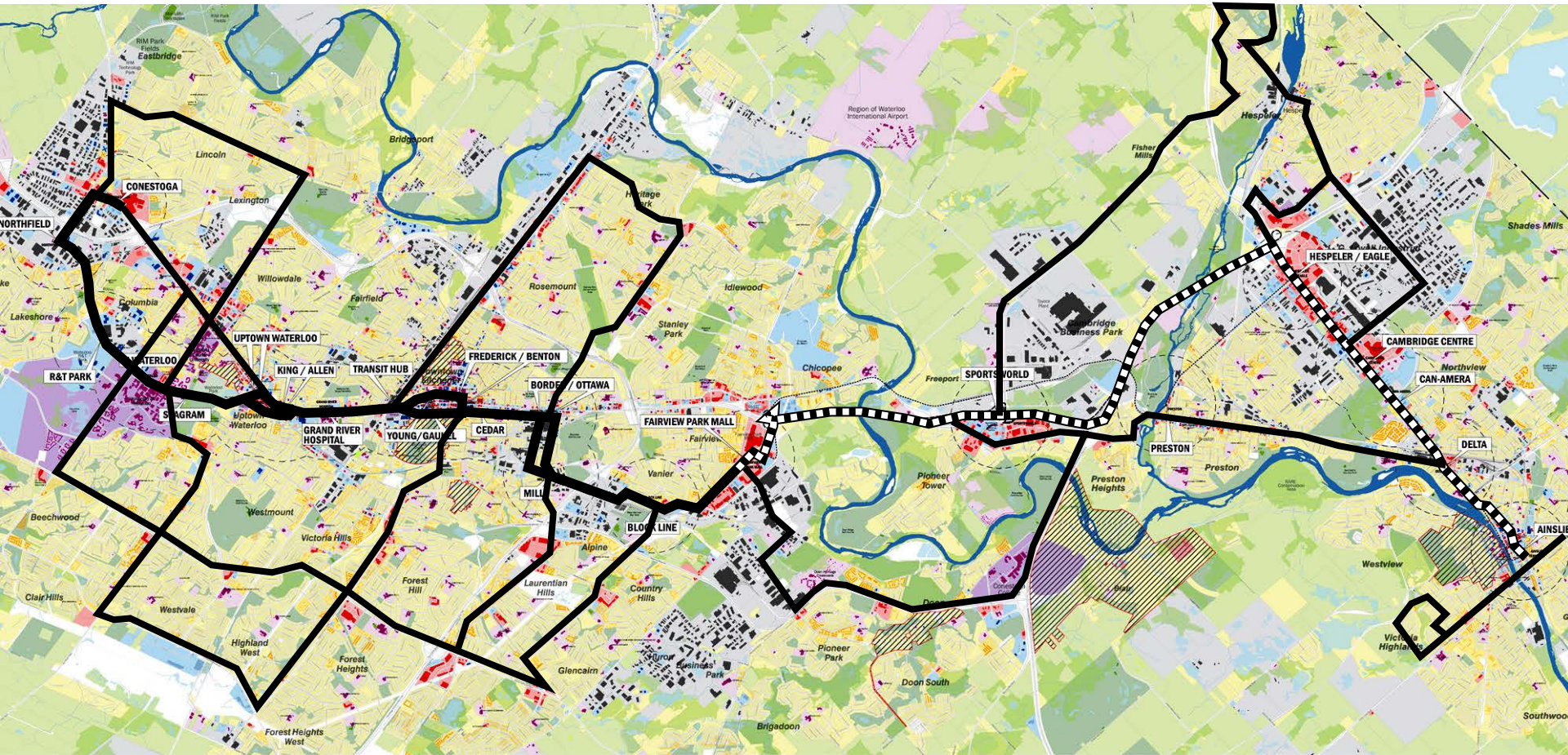


Township of

The Central Transit Corridor



iXpress Service Improvements





The Region of Waterloo
Central Transit Corridor

COMMUNITY BUILDING STRATEGY



**URBAN
STRATEGIES
INC**

Nelson \
Nygaard

Colliers
International

The Community Building Strategy (CBS)

The CBS was developed to complement the over \$800 dollar investment the Region of Waterloo is making in rapid transit.

It is a transformative strategy that provides key directions for CITY BUILDING, PLACE-MAKING, and MOVING PEOPLE, within, to, and from the Central Transit Corridor.

Objectives of the CBS

1. **Meaningfully Engage the Community:** Understand concerns, opportunities and potential solutions and strategies
2. **Define and Direct Investment:** A point of reference for ongoing planning, design and implementation of projects, programs & investment
3. **Inform Station Area Planning:** Describes important information about the short and long-term opportunities /challenges around each station
4. **Illustrate Transformation Over Time:** Illustrate how station areas could physically and functionally evolve

Public Engagement





Public Engagement

CBS Video

3D Models

Storefront

Website

Forums

Open Houses

Workbooks

Info Panels

Interviews

Project Launch

Twitter



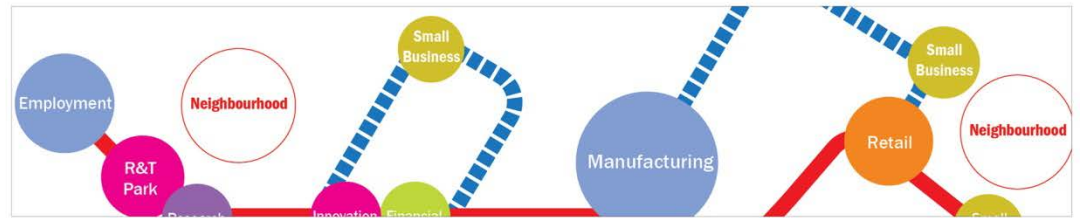


What We Heard

Around each station there should be neighbourhoods that can serve living, working, and shopping needs. This process is more important than the line itself. I want my kids to be able to take RT to hockey practice, but all the sports facilities are off the line. How will they be able to do this? Downtown Cambridge can become something incredible over the long term, and RT will help with this. I expect a 'lift' in market values for properties along the RT line. I'm concerned that the increase in market values as a result of RT will make it more difficult for the little guys to play. I support RT and healthy communities. We need to have conversations about how it may impact vulnerable peoples and communities. I don't want to see people displaced by increasing land values. How can we make sure that affordable housing will be available around RT stations? We should focus on the arts and culture, which could be used to bolstered the area, through connections, RT, and incorporating art into stations. We need to define how development will occur with RT, and where it will occur. We're too suburban. We should focus great retail and other uses in conjunction with stations to become more urban. We need a way to capitalise on all the great things happening in Downtown Cambridge. RT will help. Visitors want to know how to get to the airport by transit. We need to make sure the major attractions are accessible. Connectivity is so important to the tourism industry. Creative talent, and tech talent, wants better connectivity and less reliance on the car. They want great trails and transit. Businesses want to be better connected to transit. We need to be careful when creating crossings over sensitive watercourses, and when proposing developments in floodplains. We are looking for enhanced pedestrian facilitates adjacent to the corridor. Will the LRT Divide King Street? How can we ensure this is not the case? What can we do to make sure that the LRT doesn't divide Waterloo Park? The line will go through regionally significant historic and picturesque communities. How will these communities be protected? What will the impact on the river be? How will LRT impact cultural heritage? I'm concerned that development pressure will undermine the protection of cultural heritage resources. Will there be advertising and way finding along the route? Can stations be linked to site history? (i.e. our industrial history) We need to engage youth about the future of the corridor.

The Plan

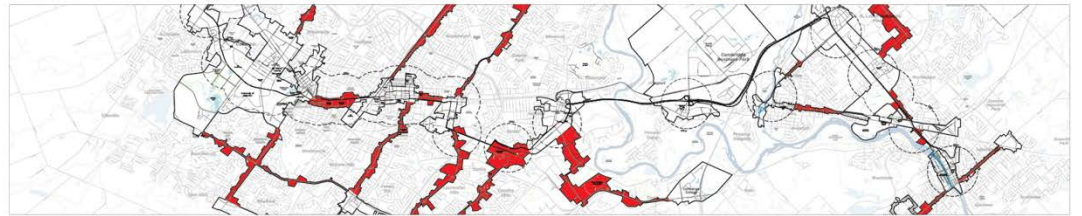
Opportunities



Land Use and Mobility Framework



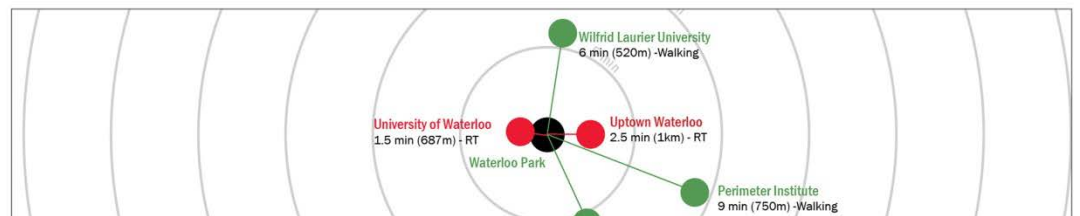
Development Types



Place-Specific Initiatives



Station Area Snapshots



8 Opportunities



Fostering Investment



Enhancing Mobility
Throughout the
Region



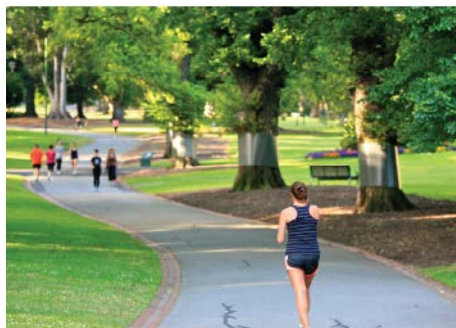
Creating High
Quality Urban Places



Strengthening the
Employment
Opportunity



Enhancing the
Learning Experience



Encouraging a
Healthy Inclusive
Community



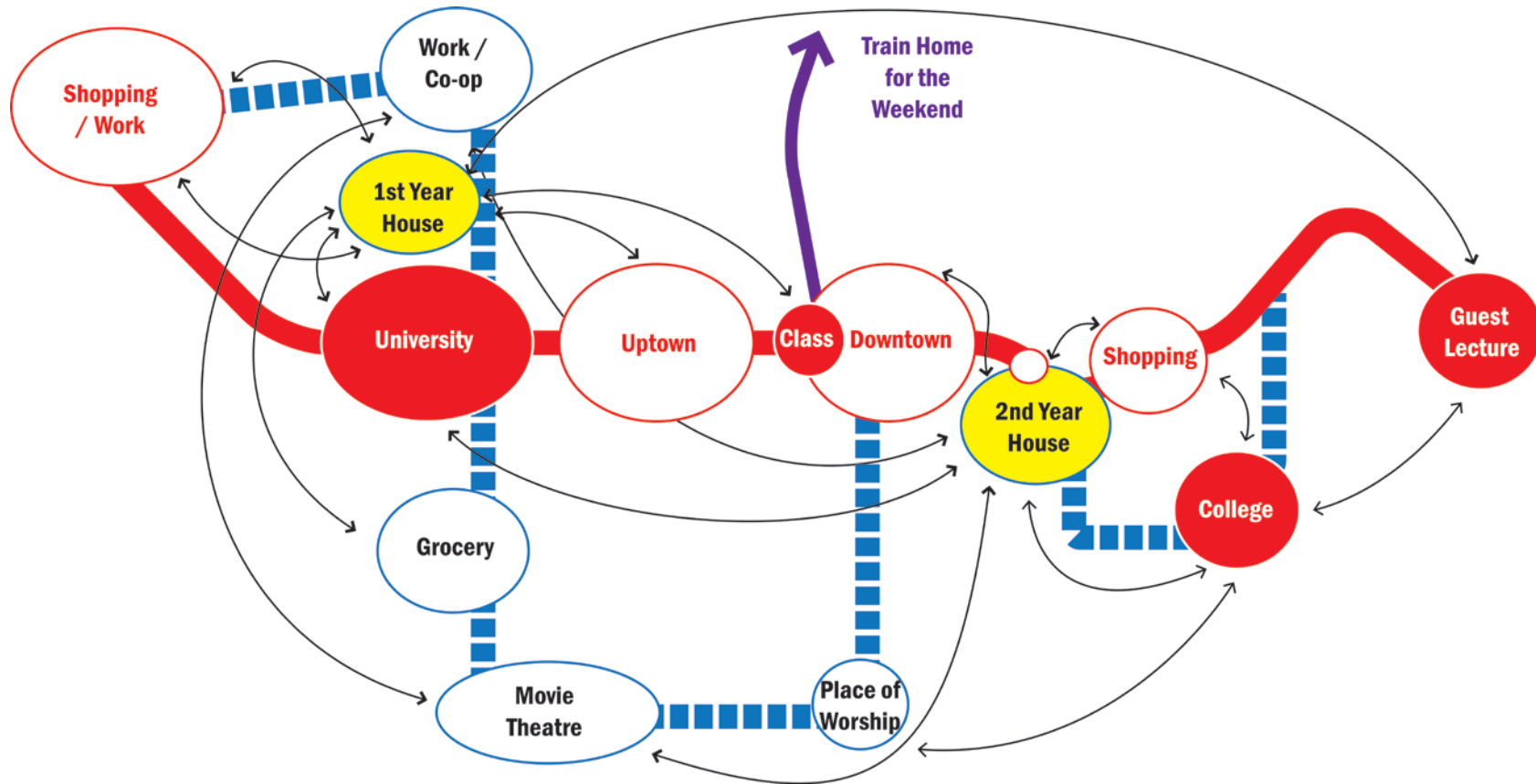
Greening the
Corridor



Creating a Great
Place to Visit

8 Opportunities

Enhancing the Learning Experience

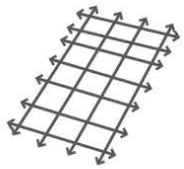


Student life is complicated. The enhanced transit network will help students extend their experience further from campus by making it easier for them to access a range of housing, shopping, learning, employment and recreational choices.

8 Opportunities

Creating High Quality Urban Places

Key ingredients for transit supportive places



Interconnected Street Network



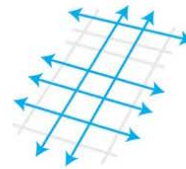
Diverse Range of Building Types



Generous Open Spaces



Diverse Mix of Uses



Transit Connectivity

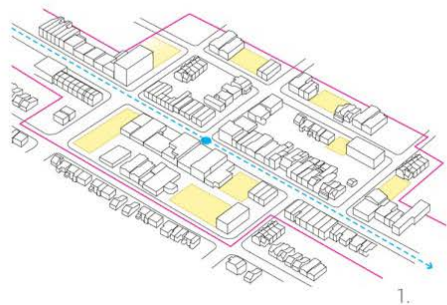


Active Transportation Corridors

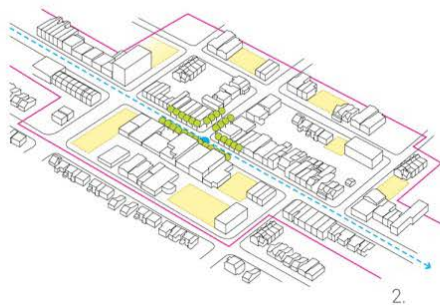


Greening the Corridor

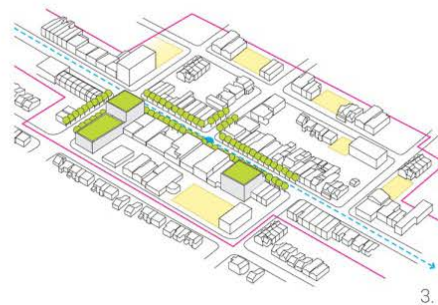
Opportunities to Green the Corridor can take place in a phased manner, through private development and public capital improvements



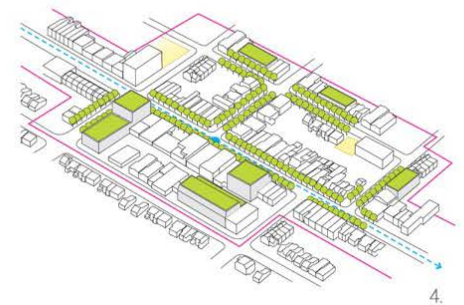
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2.

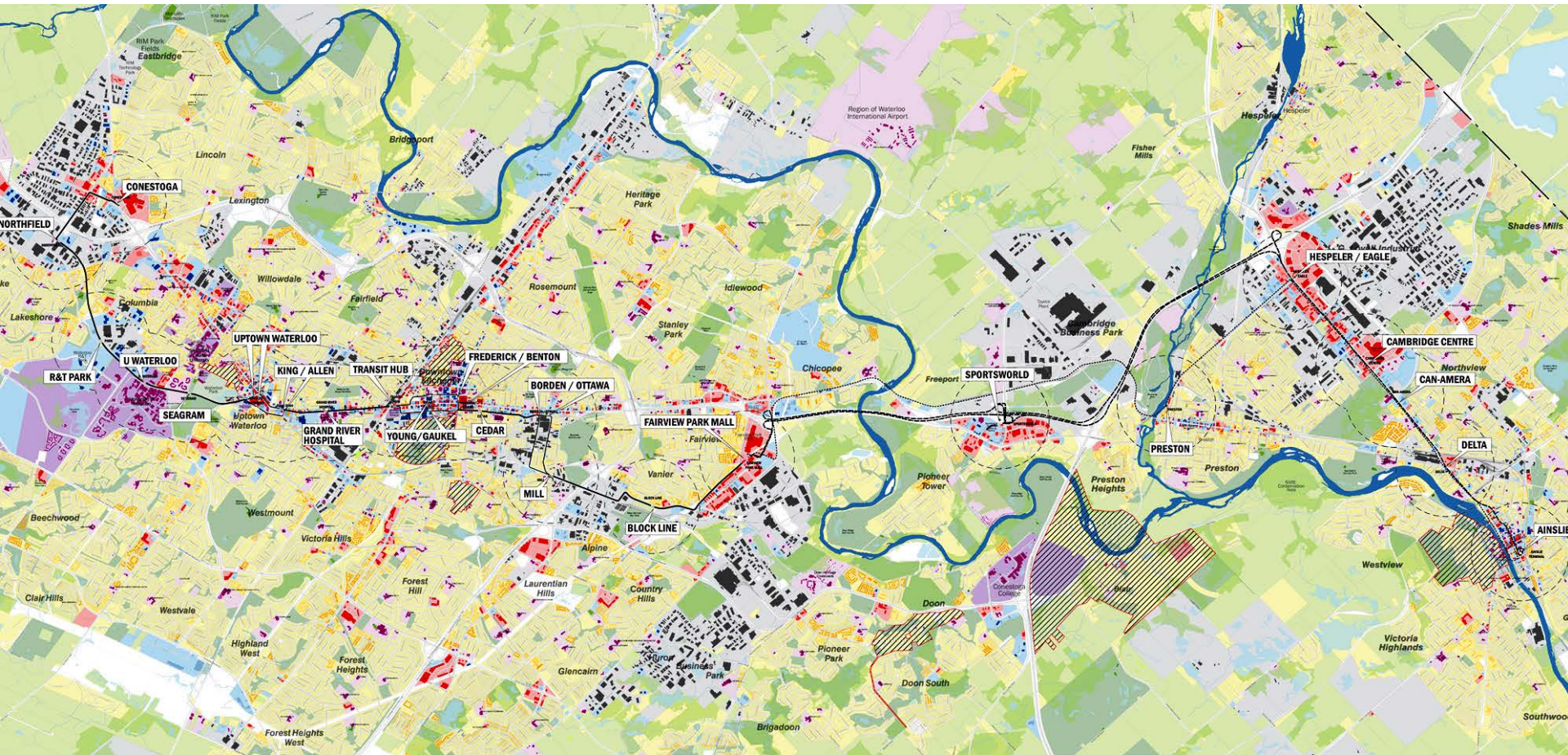


3.



4.

Land Use and Mobility Framework



Rapid Transit Alignment



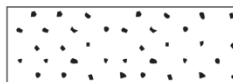
iXpress Bus Routes
(Redesign)



Regional Trail Network



Focus Area



Opportunities for
Investment

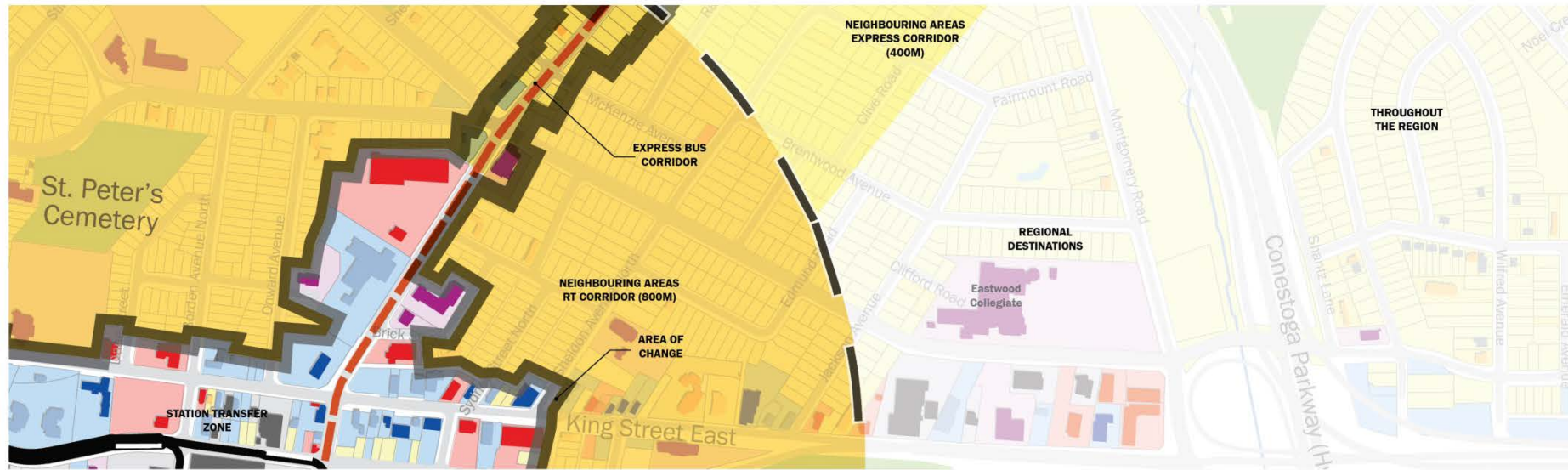


Neighbouring Areas RT
Corridor (800m)



Neighbouring Areas
iXpress Corridor (400m)

Land Use and Mobility Framework



The Stations

Includes the RT alignment and station platforms.

Station Transfer Zone (0-80m)

Areas with the highest levels of activity and the greatest number of transfers between different modes of movement.

- Opportunity for higher levels of wayfinding to support transfers between different modes of transportation and access to area destinations
- Opportunity for Pedestrian and Cycling facilities / amenities that enhance the experience for transit users and improve accessibility
- Opportunity to improve safety, comfort and legibility through streetscape and crossing enhancements
- Opportunity for public art and neighbourhood identification
- Opportunity for integration of new development adjacent to or with station facilities

Focus Area (Distance Varies)

Areas along the RT and iXpress corridors with the greatest potential to support the 8 Community Building Opportunities through targeted initiatives, the retrofit of existing buildings and places or the introduction of new buildings or uses.

- Opportunity to evolve and strengthen existing buildings and uses so that they relate well to the corridor and complement other community building initiatives
- Opportunity for infill interventions with the ability to reinforce existing patterns, integrate new and existing development, extend connections and fill in gaps
- Opportunity to redefine areas through the establishment of a new urban form and pattern with new streets, blocks, building types and open spaces
- Opportunity for civic, social and environmental investments that make services and amenities more accessible and attractive to people within the region

Neighbouring Areas RT Corridor (800m)

Predominantly stable areas with the greatest level of regional connectivity. They are located within a 10 minute walk of the RT corridor and can include areas with express bus service. It is here where discrete developments and public realm improvements such as improved streetscapes or extended trail connections have the ability to improve direct access to rapid transit and community building initiatives within the Focus Area.

- Opportunity to enhance existing areas to support pedestrians, cyclists and transit riders and improve connections between destinations

Neighbouring Areas iXpress Corridor (400m)

Predominantly stable areas within a 5 minute walk of the express bus corridors where discrete developments and public realm improvements have the ability to improve access between higher order transit and area destinations.

- Opportunity to enhance existing areas to support pedestrians, cyclists and transit riders and improve connections between destinations

Regional Destinations

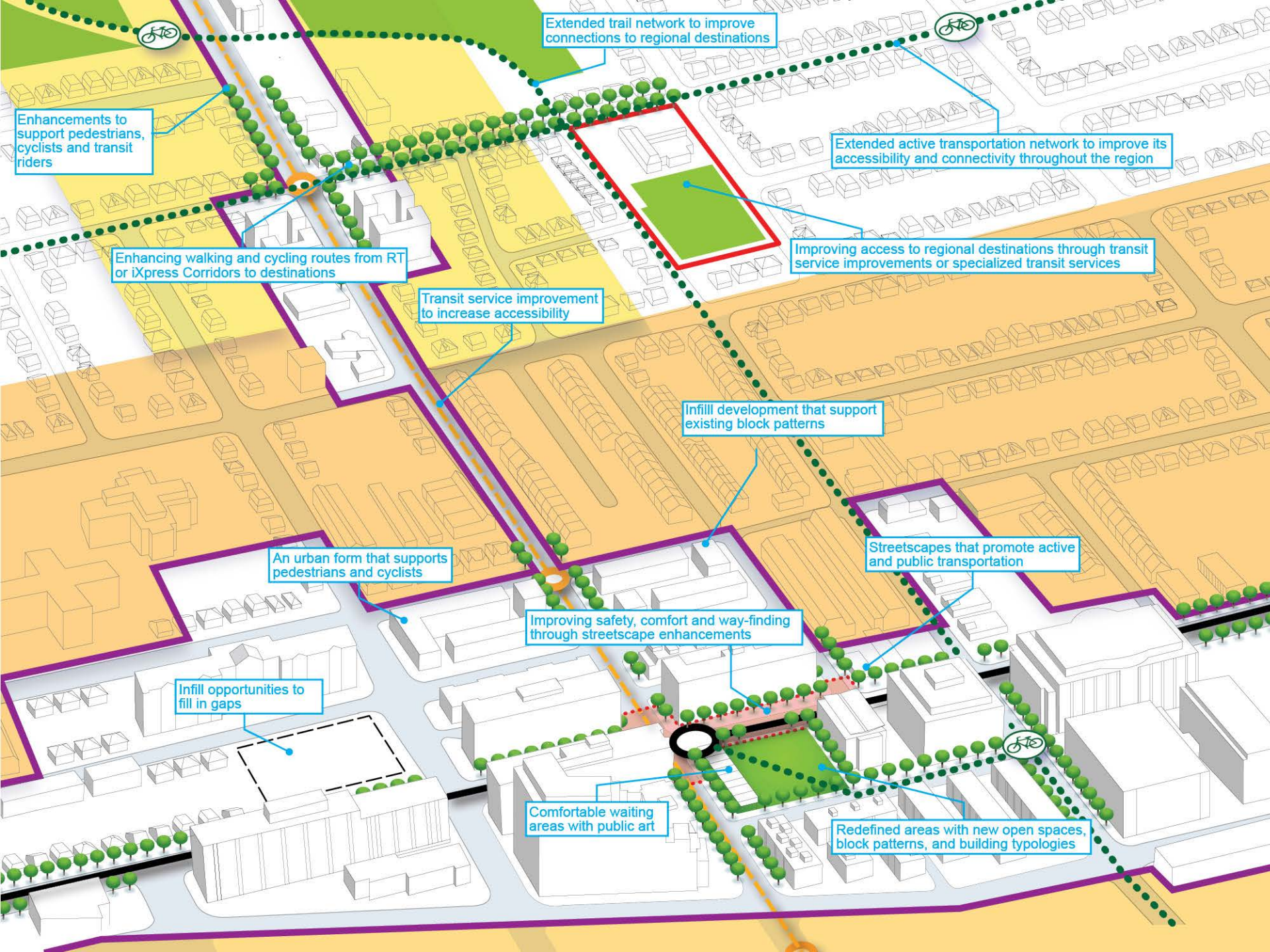
Important regional destinations including employment areas, cultural destinations and institutions, located away from the RT and iXpress bus corridors which could benefit from improved connections to higher order transit service.

- Opportunities to improve access through transit service improvements or specialized transit services

Throughout the Region

All areas of the community to improve greater access for people throughout the region

- Opportunities to improve access through transit service improvements that make transit a viable option throughout the region
- Opportunity to improve and extend the active transportation network to make it easier for pedestrians and cyclists to access regional destinations and frequent express/rapid transit services
- Opportunity to identify key destinations away from the corridor and develop strategies to improve connections to them



Extended trail network to improve connections to regional destinations

Enhancements to support pedestrians, cyclists and transit riders

Extended active transportation network to improve its accessibility and connectivity throughout the region

Enhancing walking and cycling routes from RT or iXpress Corridors to destinations

Improving access to regional destinations through transit service improvements or specialized transit services

Transit service improvement to increase accessibility

Infill development that support existing block patterns

An urban form that supports pedestrians and cyclists

Streetscapes that promote active and public transportation

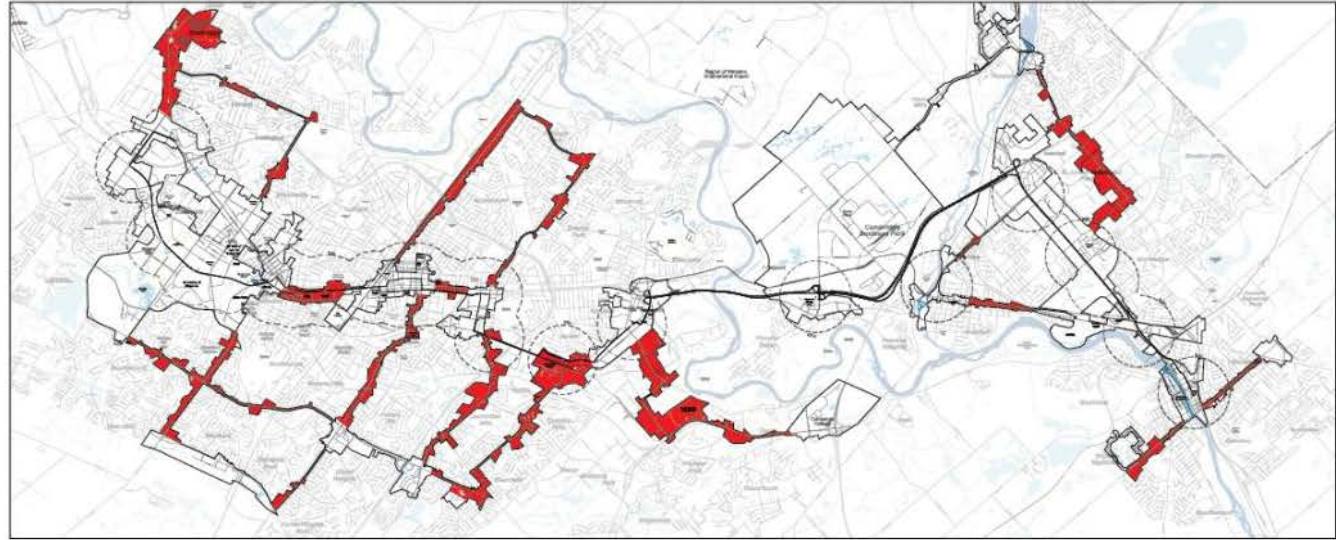
Improving safety, comfort and way-finding through streetscape enhancements

Infill opportunities to fill in gaps

Comfortable waiting areas with public art

Redefined areas with new open spaces, block patterns, and building typologies

8 Development Types



Employment Districts: Single Use and Stable Employment Areas

Neighbourhoods: Stable Residential Areas

Traditional Centres: Downtown and Main Street Areas

Retail Centres: The Mall

Commercial Reurbanization Areas: Large Strip Plaza, Big Box and Employment Areas

Campuses: Post Secondary Institutions

Future Urban Villages: Larger Areas for Transformation

8 Development Types

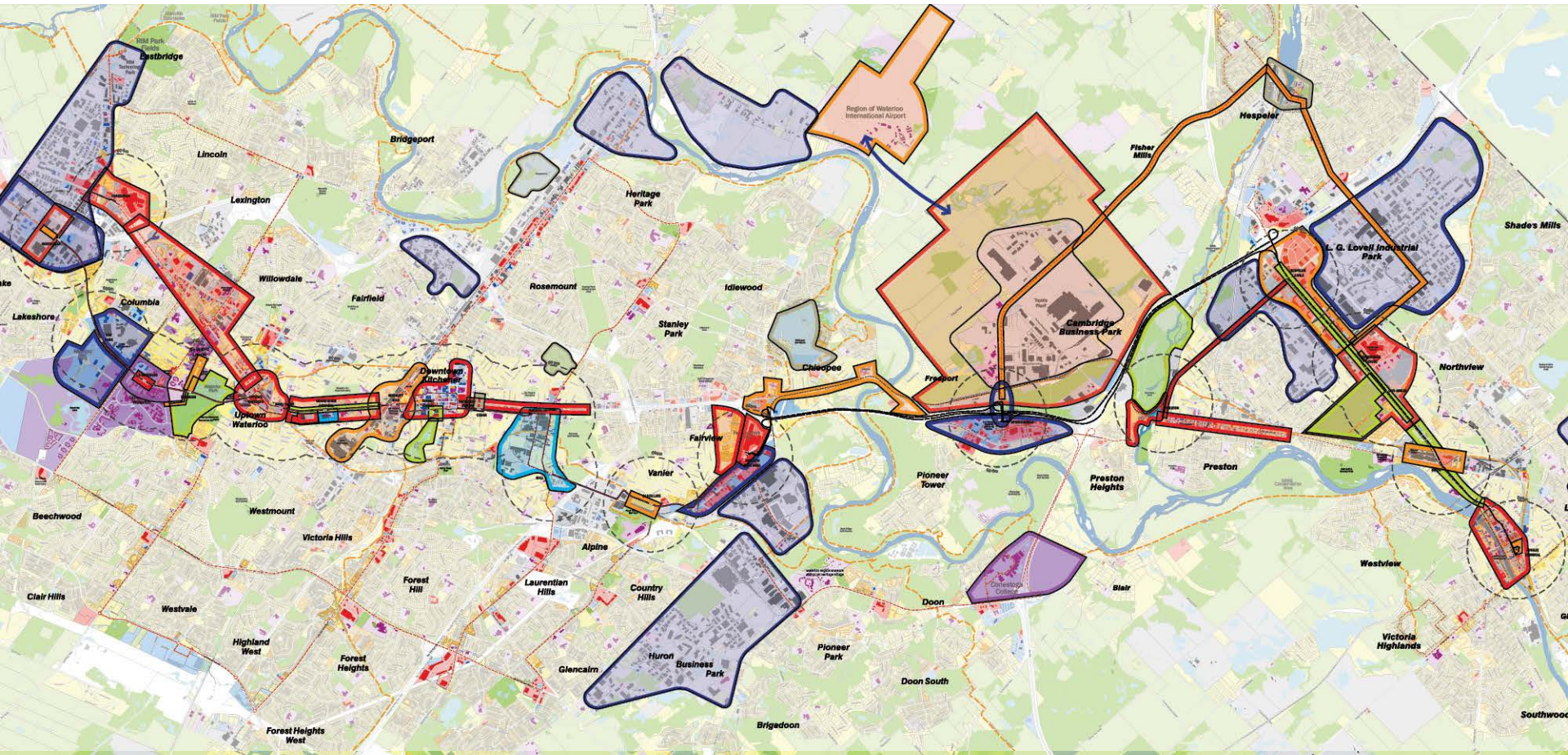
Avenues: Transit Streets with Stable Neighbourhoods or Employment Areas on either side



Key Directions

- Built Form
- Land Use
- Public Realm

69 Place-Specific Initiatives



Enhancing Mobility Throughout the Region

Greening the Corridor and Enhancing Access to the Valley System

Creating a Great Place to Visit

Strengthening the Employment Experience

Encouraging a Healthy, Inclusive Community

Creating High Quality Urban Places

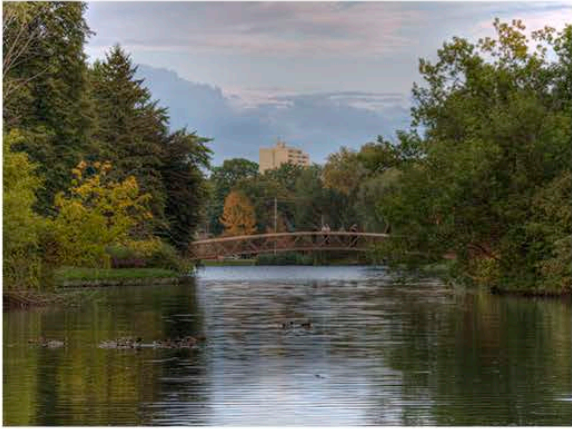
Enhancing the Learning Experience

69 Place-Specific Initiatives



48 Using the Redevelopment of the Charles Street Terminal to Connect Victoria Park to Rapid Transit

The relocation of some of the operations at the Charles Street Terminal to the King/Victoria Transit Hub as part of the GRT network redesign creates an opportunity for a series of mixed use developments around the site of the Charles Street Station. Large public land holdings in the area create an opportunity to plan comprehensively for the redevelopment of this area so that it can contribute to the vibrancy of the downtown and improve the relationship of Victoria Park, a significant community asset within the downtown, to the wider City Centre District and the Rapid Transit.



37 Transform the Ottawa/Borden corridor into a walkable mixed use centre

The Ottawa Borden Corridor has the potential to undergo significant change. There is a shift away from manufacturing towards other softer forms of employment uses and some abutting residential areas are in transition. The existing and previous employment uses have resulted in large parcels of land with very little street connectivity and where streets exist they have not been designed to adequately support pedestrians and cyclists. While the area is capable of significant redevelopment, the existing channelized creek through the area creates a significant flooding hazard on adjacent lands which will act as a major challenge to new development. In order to facilitate change a comprehensive plan that addresses the needs over both the short and long term should be developed.

The area is also an important place in the regional cycling network and the southern entrance to the Iron Horse Trail. Opportunities to extend the Iron Horse Trail and further integrate it with the regional cycling network should be explored. Strategies could include extending the Iron Horse Trail south to connect it with bike lanes along Sydney and Bedford Rd to Mill Station or the creation of a complete street along Borden or Ottawa with complimentary path connections which can connect the trail to the Ottawa/Borden and Mill Stations.



The Ottawa/Borden district has the potential to transform over time into a walkable mixed use centre with a mix of building types and new open spaces.

44 Improve the walk between Rapid Transit and the Kitchener Market

Cedar station is located a block away from the Kitchener Market in the Downtown's Market District. An opportunity exists to develop a streetscape and wayfinding strategy that helps to strengthen the walk between the station and market. This could include narrower street widths in order to create additional space for pedestrians, more generous sidewalks and market supportive uses at grade such as vendor stalls and live/work units.



Station Snapshots

Future Travel Times to Key Destinations

What's Needed to Support The Station Area by 2017

Key Market Considerations

Public Realm Considerations

Where the Station Area Sits Within the Mobility Framework

5.4 Cambridge Centre

The Cambridge Centre Station Area will evolve over time into a more mixed use centre with higher density residential development atop retail and office uses structured around a finer grained network of streets and blocks.



The Station Area Today

The Cambridge Centre Station Area is primarily a retail shopping district comprised of a large mall with pad and strip retail along Hespeler Road.

The defining characteristics of the area include:

- A large shopping mall (The Cambridge Centre) located to the east of the station platform.
- A cluster of community-related uses along the south side of Dunbar Road.
- A GRT bus shelter on the south side of the mall.
- Large areas of underutilized surface parking with buildings set back from the street, retail signage.
- Large blocks with limited pedestrian and cycling amenity, narrow sidewalks and poor connections between Hespeler Road and adjacent uses create long walking distances and uncomfortable walking environment.



The Existing Policy Framework

The Station Area is part of a Regeneration Area in the 2012 Council adopted City of Cambridge Official Plan. It is designated as Commercial Class 1 and Commercial Class 4.

The Future Transportation Network

With Phase 1, the station will consist of a northbound and southbound shelter and platform along Hespeler Road at the front driveway to the Cambridge Centre adjacent to the relocated GRT terminal. In the future the aBRT will be converted to LRT service.

How the Transit Station Will Be Used

- As an important point of transfer between the RT system, local buses and express network connecting to the Lovell Industrial Park, Downtown Hespeler and the Cambridge Business Park.
 - As a gateway to shopping.
 - Over time, as the gateway to a significant new mixed use community.
- What Would Support the Station Area by 2015**
- Landscaped station platform areas and shelters that act as beacons along Hespeler Road (Lead: RT).
 - A completed Station Area Plan for the Cambridge Centre and Cambridge Stations (Lead: City of Cambridge).
 - Improved pedestrian crossings and connections between the station and Cambridge Centre alongside the relocated GRT terminal (Lead: GRT, RT and Cambridge Centre).
 - A new, well designed GRT bus terminal or transfer area that can integrate with future development and the planned street and block pattern.
- The Role and Evolution of the Place Along the Corridor**
- The area will become a new mixed use centre along Hespeler Road, maintaining a strong retail presence but interspersed with new residential, office and urban format retail uses facing onto Hespeler Road.
 - Improved streetcar/pedestrian and off-street cycling facilities will help to transform the image of Hespeler Road.
 - The introduction of a finer grain street and block network will help to improve access for pedestrians and cyclists, alleviate pressure along Hespeler Road and create an address for new development.
 - A direct bus connection between Cambridge Memorial Hospital and Cambridge Centre Station will help improve transit between these destinations.
 - Large areas of surface parking adjacent to Hespeler Road will create an opportunity to introduce a broader mix of uses including high-rise residential development.

Key Considerations

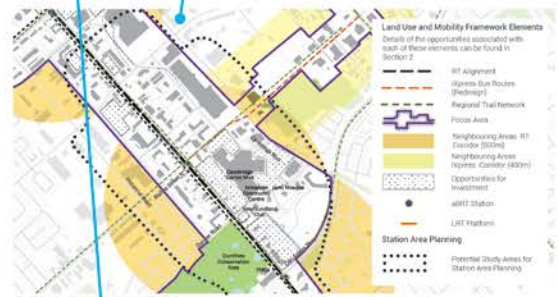


Built Form and Land Use

- The Station Area is located within the Hespeler Road Market Area (Section 2.3).
- By 2015, surface parking lots will provide opportunities for new development in the form of high-density development.
- By 2031, a number of new high density residential developments are expected to be created in the area. Industrial facilities are likely to be demolished and the lands re-zoned.
- The area has been identified as a Future Urban Village and Commercial Reurbanization Area (Section 3.2).
- The potential transformation of the area over time is identified in Section 6.
- Reurbanization of this area should encourage the introduction of new residential, office and urban format retail uses, in particular along Hespeler Road.
- The area is appropriate for a mix of building types ranging from low-rise retail/office development to high-rise residential development on mid-rise podiums in proximity to the stations.
- The tallest buildings should be located adjacent to the station and access Hespeler Road from the Conservation Area. High-rise development on Hespeler Road should transition in scale to low to mid-rise development that will integrate with the low-rise residential neighbourhoods.
- New development adjacent to the station should help to preserve for and/or establish a clear pedestrian connection to the Cambridge Centre.

Mobility

- The width of Hespeler Road creates an opportunity for off road cycle paths on either side of the street.
- New development within the Focus Area should help to create a finer grained network of streets and blocks.
- The provision of additional bicycle facilities at the station could help to support workers wishing to ride their bikes to work.
- Potential to repurpose underutilized on-site parking spaces closest to the transit station for transit serving parking.



- Over the longer term, move to shared and structured parking integrated with redevelopment or as standalone with retail at-grade.
 - control flooding and create an improved setting for new development.
- Public Realm**
- An opportunity exists to create a new station-related open space adjacent to or integrated with the transit terminal.
 - An alternative arrangement to the creation of a dedicated transit terminal could be the creation of a new station plaza with bus facilities located around its edges.
 - Hespeler Road should be the focus of significant streetscape improvements that include new street trees along Hespeler Road, sidewalk enhancements and the introduction of off-street cycling paths on either side of the road.
 - The Dumfries Conservation Area should be preserved as a natural heritage amenity.
 - Consider the naturalization of Goff Mill Creek in an effort to both control flooding and create an improved setting for new development.
- Community Building Initiatives**
- Through the course of the Community Building Strategy process several initiatives were identified for this station area. These are outlined in detail in Section 4 and include:
- #9 Design new stations as a series of transit beacons along Hespeler Road.
 - #10 Establish a new centre along Hespeler Road.
 - #11 Preserve the Dumfries Conservation Area as a natural open space component of a new urban neighbourhood.
 - #12 Integrate the Cambridge Centre with a new RT and bus station.
 - #13 Create a complete, green street along Hespeler Road.
 - #15 Make it easier to walk to work or take transit from Hespeler Road.

Description of The Station Area Today

The Existing Policy Framework and Planned Transit Improvements

Key Built Form, Land Use and Mobility Considerations

Relevant Community Building Initiatives in the Report

How The Station Area May Evolve Over Time

Illustrating Change Over Time



Cedar Street Today

Illustrating Change Over Time



Short-Term

Illustrating Change Over Time



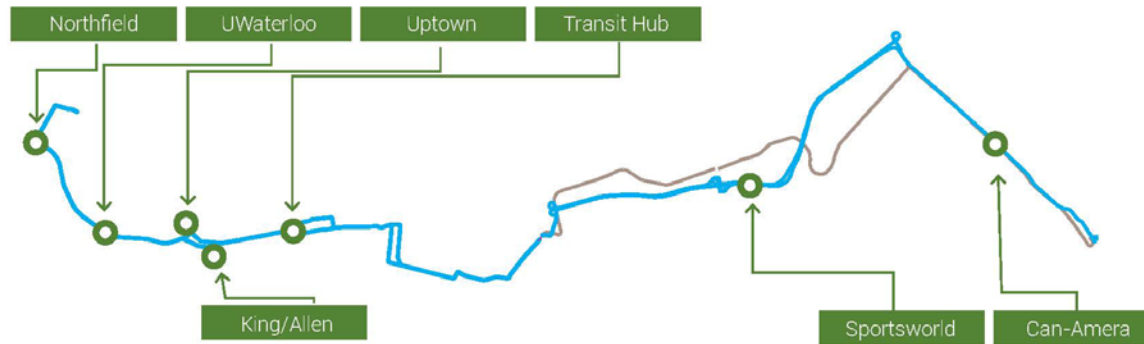
Medium-Term

Illustrating Change Over Time



Long-Term

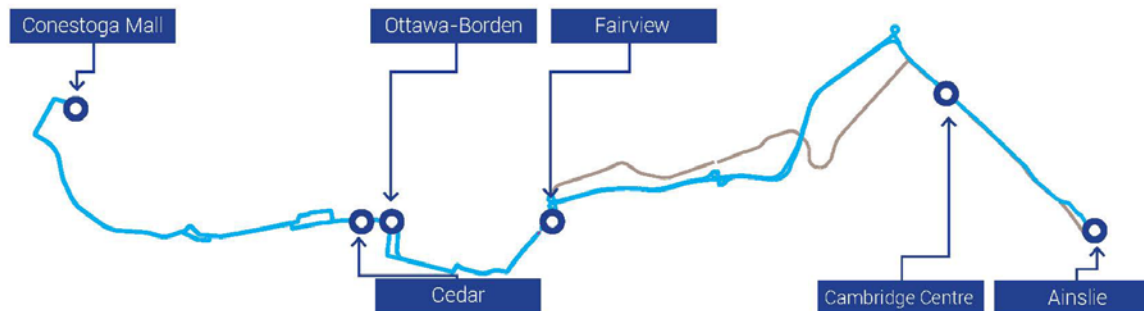
Supporting Implementation



Stations where investment is already occurring but incentives might be considered to achieve strategic community building objectives

Along the corridor there are places the market has already determined to be a good investment. Seven station areas have been identified (left) where the market is strong, but discrete incentives could be considered in order to achieve specific community building objectives. These station areas have been identified because they demonstrate more than one of the following criteria:

- Areas that the market is actively redeveloping or investing in ahead of enhanced transit
- There is more than one active development site/application in the station area
- New development is anticipated before 2017



Stations where incentives should be continued or additional support may be required in order to encourage investment and placemaking

Investment and placemaking should be encouraged at stations that have the potential to significantly and positively transform their current character. Six station areas have been identified (left) where incentives should be continued or new incentives considered in order to attract investment that can contribute to community building. These station areas have been identified because they demonstrate more than one of the following criteria.

- High placemaking potential
- Important places from a city and regional perspective
- Significantly scaled reurbanization potential
- Market is not currently as active as other places along the corridor

From Regional to Local Planning





Addressing the gap in Infrastructure




Addressing the gap in Infrastructure



Addressing the gap in Infrastructure

Creating more competitive
employment centres

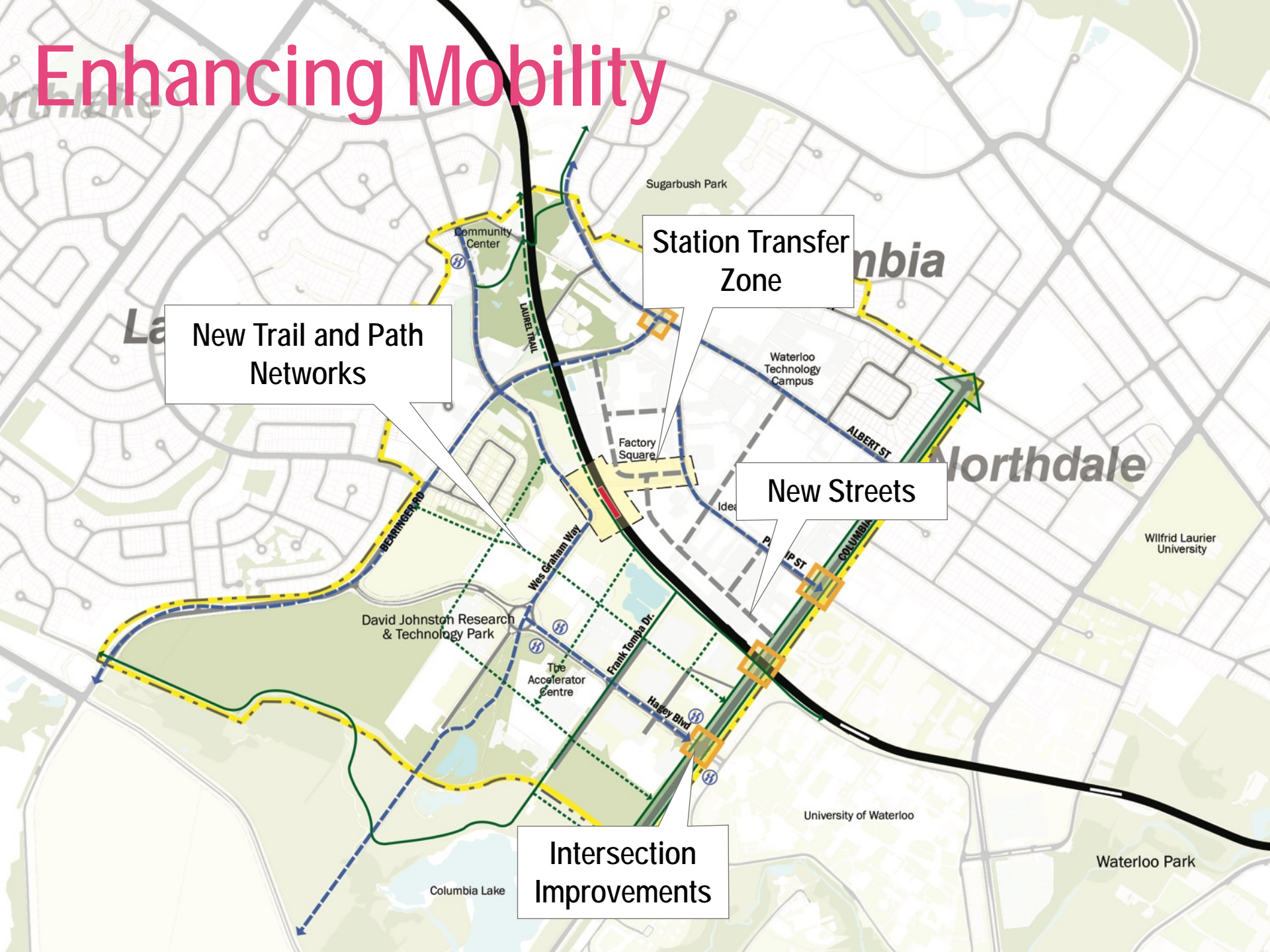




First they wanted me to
work in some suburban
office park and then
they **ACTUALLY** wanted
me to work from 9-5!



Enhancing Mobility



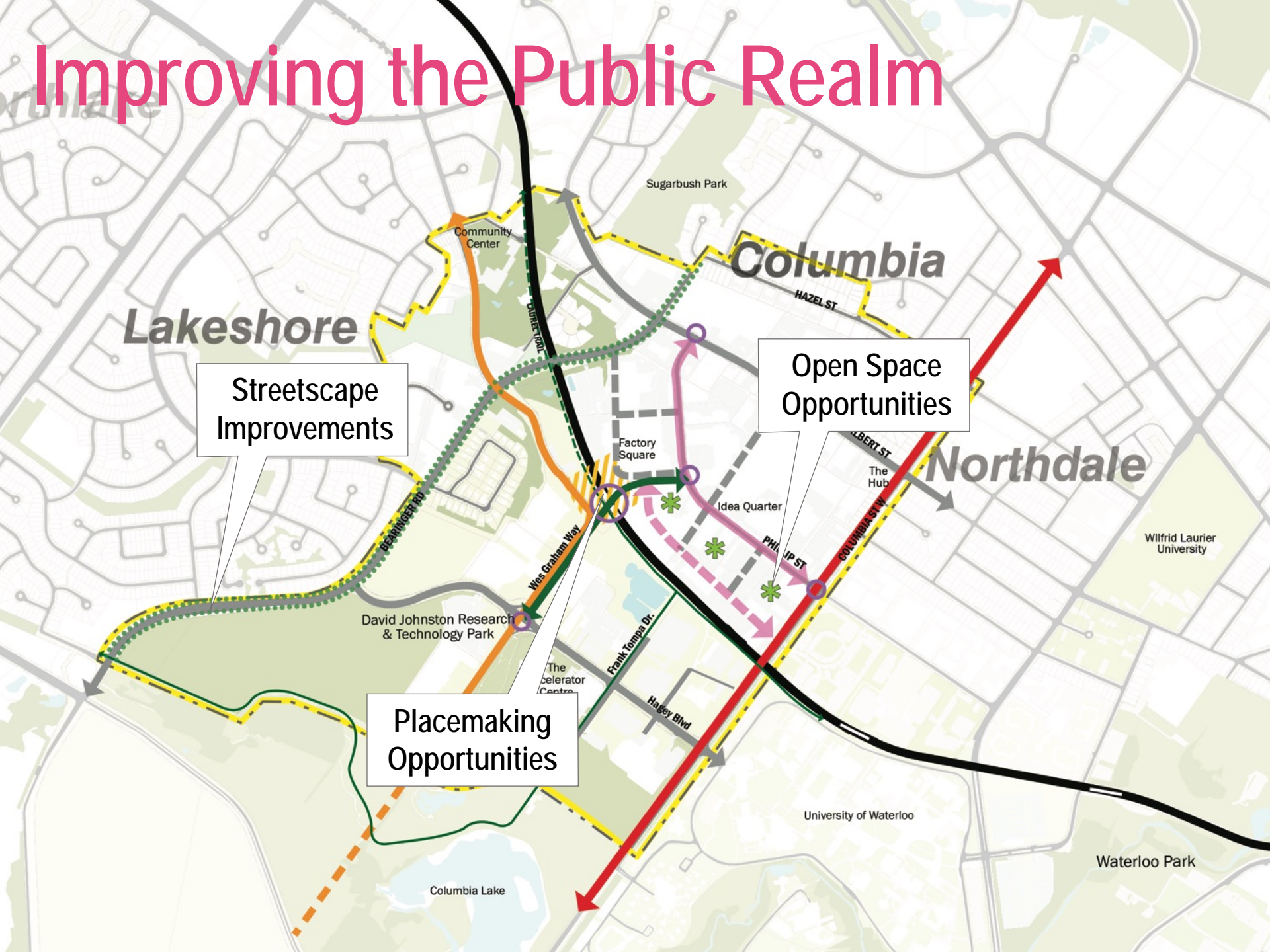
New Trail and Path Networks

Station Transfer Zone

New Streets

Intersection Improvements

Improving the Public Realm



Lakeshore

Streetscape
Improvements

Columbia

Open Space
Opportunities

Northdale

Placemaking
Opportunities

Columbia Lake

University of Waterloo

Waterloo Park

Wilfrid Laurier
University

Sugarbush Park

Community
Center

Factory
Square

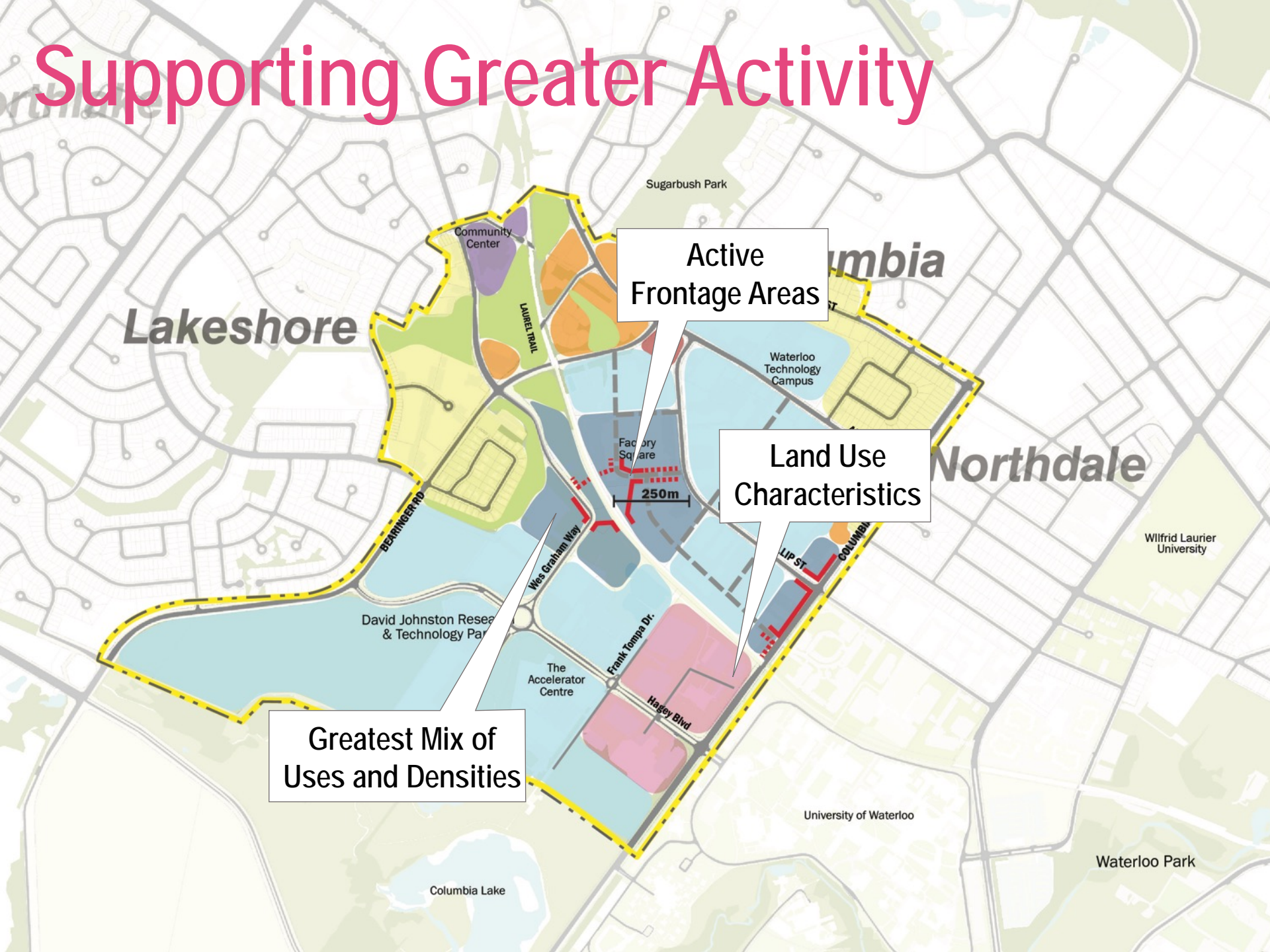
Idea Quarter

The Hub

David Johnston Research
& Technology Park

The
Accelerator
Centre

Supporting Greater Activity

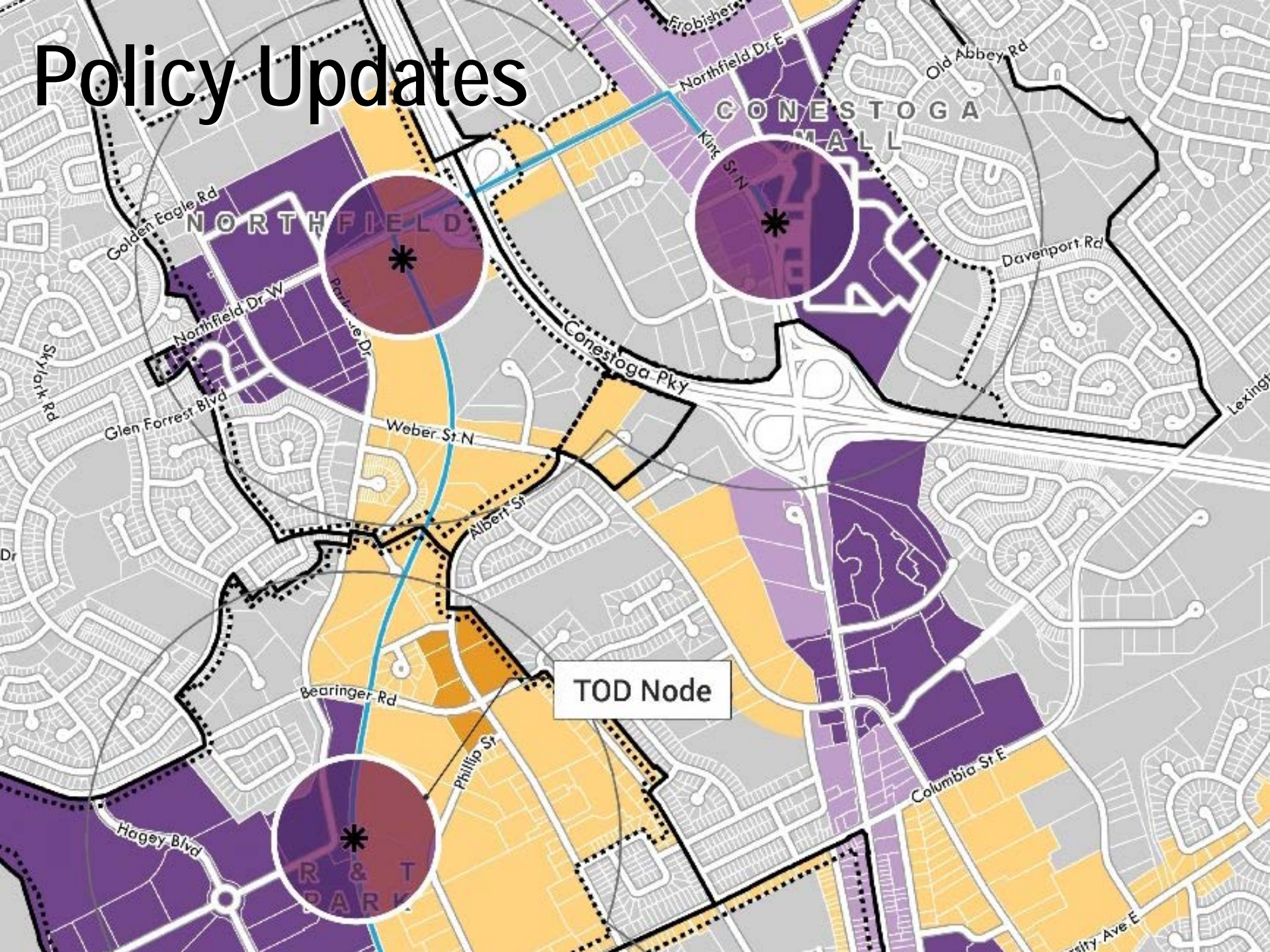


Active
Frontage Areas

Land Use
Characteristics

Greatest Mix of
Uses and Densities

Policy Updates



Parking and TDM Strategies



The Next Step

THECORRIDOR.CA

amazon.com

D2L™

viduard

Google

SIEMENS

kik•

UNIVERSITY OF
WATERLOO

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influitive

salesforce

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ROBOTICS™

500PX

Axonify™

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112km/70miles

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(ECONOMIST 2015)



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Craig
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