

Example of A Visionary Strategic Statement & Plan Document for Enhancing the Vibrancy of Stratford's Downtown Core

Vision

By 2035 we will have transformed our city's historic downtown core such that its multifunctional components from it Civic Square, surrounding heritage lands, buildings, businesses, services, and arterial ways dance together for the betterment of our community's citizens', visitors, and businesses' vast array of needs and pleasures.

Strategic Elements/
Drivers

Descriptors-

Defining Characteristics :

Long Term
10-20 Year
Goals

(Cascading
down in to
Objectives
next page)

| We will have transformed | Our city's historic downtown core | Multifunctional components...Civic Square, heritage lands, businesses, services, and arterial ways | Dance Together | For the betterment of our...citizens', visitors', businesses' vast array of needs and pleasures |
|--|--|--|--|---|
| <ul style="list-style-type: none"> Together – Collaborative; Partnerships: Public, private and civic stakeholders; Council, Staff, Community members – Groups and individuals Progressive over time: Continuously incrementally; Management Accountability: Planned, Monitored Reported on; Revised; Successful manifestation of visionary goals/objectives Recognized as such by residents, visitors, Ontario, Canada, internationally Custom tailored solutions From congestion and "unhealthy" space to being open, welcoming, & healthy Beyond transitional while allowing ongoing transitions Establishing new ways of funding and actual developm't | <ul style="list-style-type: none"> Expanded focus to fully encompass the entire downtown core. Multi-functional reflecting Businesses; Social, Public and Civic Services; Housing; Recreation; Like a "Log Cabin Quilt" while the Civic Sq. is the heart it is also only a part of the overall tapestry – Is multi-functional Reinforces the historic nature and aspects of all buildings and the Square | <ul style="list-style-type: none"> Outdoor Theatre performances; Recreational use significantly increases Frequent artistic performances – musical, visual and performing | <ul style="list-style-type: none"> Integrates and aligns with Master Plan, city's overall strategic plan - its 3 pillars, Raised roadways/no curbs; Arterial ways provide linkage to parks and other city areas/services/routes; Each component reinforces the other to maximize use and services to fully meet inner city needs, projects and initiatives; Accessibility to and for all; Safe, and Secure (CPTED) Comfort, confidence, wherever you go Enhance profitability to downtown businesses Responsive to customer needs Allowing the client to focus on their business Partner with customers | <ul style="list-style-type: none"> Clearly communicated and understood strategic/long term Vision and Plan Clearly and proactively communicated semi-annual updates – wins and challenges Enhanced business and cultural foundation manifested thru increased revenues and profits; Increased recreational use – pleasure/peaceful; Ongoing leadership development of the city's elected and civic staff; Recognizing and rewarding personal and group contributions(fundraising); Communicate and celebrate success |
| By 2035 we will have fully developed the CN Rail Shops to become a place of national importance | We will be continually recognized as one of the top 5 tourist destinations in Canada. | Downie/Waterloo/St. Patrick Streets Traffic Circle/Roundabout completed by 2019 | Bus Terminal created at current Via Station area by 2020 | Annually decreased retail vacancies each year from 2020 to 2035 |
| By 2025 we will be <i>annually</i> recognized as one of the top 5 cities to live in Canada for 5 years in a row. | Grant and Private citizen financial contributions provide >80% funding requirements re historical elements | Phase I of Civic Square developed by 2017.07 and renamed the Frances and Donald McDonald Square | Go Train Service comes to Stratford by 2030; | 80+% of all Inner city retail businesses recognize the Plan as being a primary factor resulting in annually increased revenues and profits from 2020 onwards. |
| CN Rail Shops fully developed by 2035 | We will be acknowledged as (one of) the best inner city cores vis a vis numerous criteria in N.Am. | Phase II of Civic Square completed between 2022 and 2025 | | Civic Square special occasional use increases >10%/yr from 2022 |
| | | | | |

Example/Sample provided to Stratford City Council and Staff for Illustration and Discussion Purposes only; Use with permission; January 27, 2016

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