

Region Of Waterloo

Charles Street Terminal Lands Engagement Summary Report

2026



Land Acknowledgement

With great respect, we acknowledge that the Waterloo Region is located within the traditional territories of the Anishinaabe, Chonnonton and Haudenosaunee Peoples.

We also acknowledge the First Nations, Métis and Inuit peoples who continue to care for these territories and those across the province.

We are grateful to the earth, waters and all our relations. To fulfill our vision of an inclusive and equitable world we must stand in allyship with Indigenous peoples. We hope that we all can honour these relationships in our work here.

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1.0 Introduction

1.1 Executive Summary

1.1 Executive Summary

For decades, the Charles Street Terminal Lands have been a central landmark in the Waterloo Region, connecting people and places. The following document outlines the collaborative effort to reimagine the Charles Street Terminal Lands at 15 Charles Street West, as a space that reflects the community's values, evolving needs and priorities for the future.

In April 2024, the Region of Waterloo, in partnership with the City of Kitchener, engaged Brook McIlroy (BMc) to lead Phase 4 - the Charles Street Terminal Visioning Project, which included a new phase of community engagement to inform and support the preliminary design opportunities and recommendations for future redevelopment of the Charles Street Terminal Lands. The preliminary design recommendations will be explored in further detail in Phase 4.4 of the project and are intended to guide and support future decision making in the transformation of the Charles Street Terminal Lands.

It is understood that the scale and scope of the project will be determined by many factors, including, market conditions, soil contamination, funding and other critical factors. This work will support in the preparation of a Request for Proposal (RFP) for the site's redevelopment.

Work on the Charles Street Terminal Lands, which started in 2021, has inspired community ideas and conversation, with the Region actively involving residents, interest holders, and industry experts to better understand their hopes for the future of the Charles Street Terminal Lands.

As part of Phase 4 of this project, Brook McIlroy produced a Phase 4.1 Summary Report, in collaboration with the Region. This report contains detailed background information, along with information on previous phases of engagement activities. The report can be found on the Region of Waterloos Engage Page platform.

In partnership with community connectors, City and Region staff, affordable housing champions, Indigenous community members, interest holders and the public, BMC facilitated a range of virtual and in-person engagement activities, building on engagement that took place in Phases 1-3 .

These interactions revealed a deep connection to the Charles Street Terminal Lands and inspired an aligned and compelling vision for its future, rooted in solutions addressing the challenges of today, and the needs of future generations. This input has resulted in eight themes, described in detail below, which are informed by the sites Guiding Priorities - Affordable Housing, Climate Action, Equity, Diversity and Inclusion (EDI) and a Thriving Economy, that are intended to provide direction for future development planning.

2.0 Engagement Process

- 2.1 Engagement Process & Methods
- 2.2 Community Conversations
- 2.3 Indigenous Engagement
- 2.4 Attendance & Participation
- 2.5 Engagement Themes
- 2.6 What We've Heard- Design Direction
- 2.7 Guiding Priorities Expanded





2.1 Engagement Process & Methods

A combination of engagement methods have been used throughout the project, ensuring flexibility in the consultation strategy. Brook McIlroy, in collaboration with the Region of Waterloo and City of Kitchener, used virtual engagement sessions, in-person consultation and an online survey to enable increased participation across the community.

Forms of Engagement:

ONLINE ENGAGEMENT/Virtual platform for online engagement to provide the public with updates and receive feedback- Engage Region of Waterloo.

WORKSHOPS/Virtual and in-person workshops with stakeholder groups to receive feedback on material and deliverables.

INDIGENOUS FOCUSED SESSIONS/ Virtual meetings to discuss design opportunities and incorporating Indigenous perspectives and narratives.

DESIGN CHARRETTE/In-person charrette to gather feedback from the community on the draft design principles, graphics and development plan options.

OPEN HOUSES/Two in-person open houses, providing an opportunity for the public to comment on material prepared to date.



Online Engagement



Workshop



Design Charrette



Open House

2.2 Community Conversations

Region Led Engagement (2021-2024)

The Region of Waterloo has been engaging with the wider community on the Charles Street Terminal Lands since late fall of 2021, gathering valuable feedback from interest groups and the Kitchener community, ensuring all voices are heard and reflected in the future development of the Charles Street Terminal Lands.

The Region has led and completed three phases of community engagement with Phase 4 engagement being supported by Brook McIlroy.

Engagement activities in Phases 1-3 included:

- Business owners and residents.
- Street teams outreach across downtown Kitchener community spaces and events.
- Equity-focused interviews conducted by community connectors.
- Outreach to share knowledge and intentions with local Indigenous organizations and leaders.
- Visioning Labs, including youth engagement and citizen advisory committees.
- Advisory meeting on Indigenous cultural context and community-led engagement with O:se Kenhionhata:tie.



Previous engagement phases (© Brook McIlroy)

Charles Street Terminal Lands Visioning Project Engagement

The graphic below outlines all Phase 4 engagement activities for the Charles Street Visioning Project.

This engagement summary report will be uploaded to the online engagement platform in Fall of 2025.

To date, the following sessions have occurred:

- In-person Meeting with O:se Kenhionhata:tie Land Back Camp/Indigenous Community Hub Advocacy Group
- Virtual Bi-Weekly Steering Committee Meetings
- Virtual Affordable Housing Workshop
- Cultural Landscape and Indigenous Placekeeping Workshop
- In-Person Design Charette
- In-Person Open House x 2
- Online Engagement



Phase 4 project timeline (© Brook McIlroy)

2.3 Indigenous Engagement

Indigenous engagement is a key component of this project. The Regions Reconciliation, Equity, Diversity and Inclusion team have been advisors for the Charles Street Terminal Visioning Project, ensuring Indigenous representation is accurately reflected and honoured throughout the process.

As outlined in the Phase 4.1 Summary Report, Brook McIlroy engaged with O:se Kenhionhata:tie Land Back Camp/Indigenous Community Hub Advocacy Group in Phase 4.1. Additionally, Brook McIlroy examined the Indigenous Space Needs Report (2022) to understand the priorities for space within the Region.

Further engagement occurred in Phase 4.2, with the larger surrounding Indigenous community.

The following list identifies some feedback received at the completed Indigenous engagement sessions pertaining to potential design and programming opportunities:

- Establish a story/narrative for the site to display the gathering of all nations.
- Reflect Indigenous history and culture within built form and open spaces.
- Include a functional kitchen to cook meals and gather.
- Provide a medicine garden and Indigenous art on the site.
- Outdoor space for ceremony and gathering.
- Include affordable and diverse housing options.
- Need for local representation on the site.
- Design concept should support First Nations opportunities.



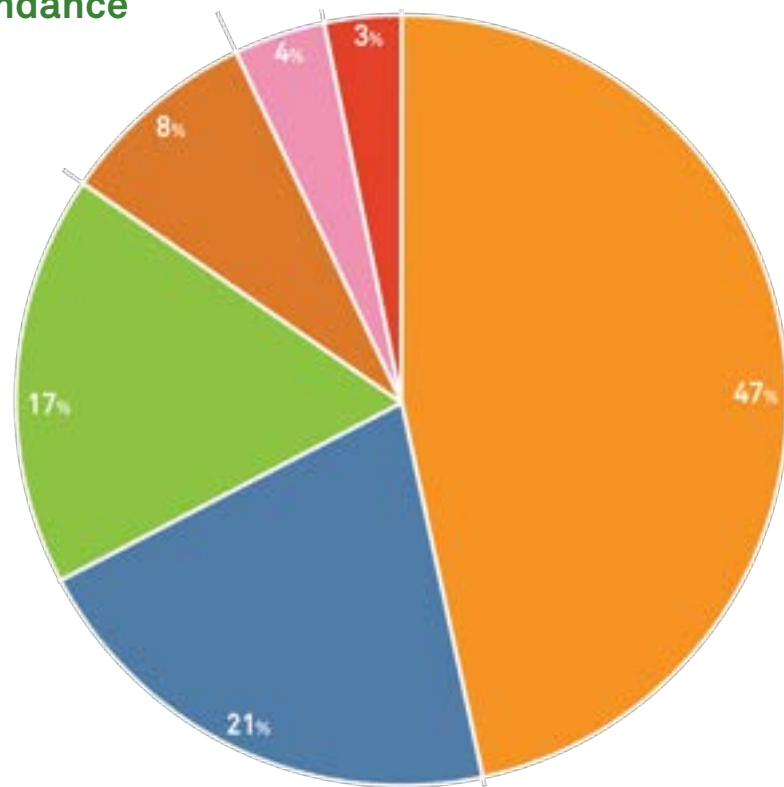
Brook McIlroy co-design process diagram (© Brook McIlroy)

2.4 Attendance & Participation

In Phase 4.1- 4.3 of the project, Brook McIlroy engaged with approximately 337 individuals, including Region and City staff, interest groups, Indigenous community, business owners, industry experts and the broader community. The pie chart identifies the participation/attendance in Phase 4.1- 4.3 of the Charles Street Terminal Lands Visioning Project. These numbers are exclusive of the Region and City's main project team members. Engagement activity within these phases helped to inform and progress the draft preliminary design opportunities for the Charles Street Terminal Lands.

Brook McIlroy will continue to engage with Region and City staff, Indigenous communities and the broader public within the remaining phase of the project to refine the conceptual design opportunities and recommendations for this phase of the work.

Attendance



Total Attendance: 337

- Affordable Housing Workshop (Virtual)
- Cultural Landscape & Indigenous Workshop (Virtual) & O:se Kenhionhata:tie Land Back Camp (In-person)
- Design Charrette (In-person)
- Open House - City Hall (In-person)
- Open House - Kitchener Market (In-person)
- Engage Page Survey (Online)

Phase 4.1 - 4.3 approximate engagement participation (© Brook McIlroy)

*In-person design charrette session
@ Victoria Park Pavilion (2024)*



2.5 Engagement Themes

Phase 4 engagement activities have been well attended and participants were actively engaged at both the virtual and in-person sessions.

Overall feedback received from the public was positive and largely supportive of the preliminary directions for the Charles Street Terminal Lands.

The graphic below provides a visualization of the eight engagement themes, with some corresponding comments. These themes continue to build from the Guiding Priorities and inform the 'what we've heard- design objectives' in Section 2.6 of this report.



What we've heard diagram (© Brook McIlroy)

Engagement Highlights

Engagement completed in Phase 4 of the Charles Street Visioning project provided valuable feedback and helped to inform key directions and design components for the preliminary design recommendations.

The bullets below provide further explanation on the eight engagement themes, which were the most cited topics that emerged following the thematic analysis of the engagement activities. The detailed analysis can be found in the Appendix of this report.

The following themes are further arranged into 'What We've Heard- Design Objectives' and will be discussed in detail in following sections.

The most cited comments are as follows:



Programming/Use

The desire for vibrant, multi-functional spaces that foster community activity and connection and that are diverse and adaptable.



Built Form

A focus on thoughtful, sustainable and accessible architecture and development that complements the downtown Kitchener's urban fabric.



Open Space

Emphasizing accessible, sustainable, welcoming and connected green spaces for all, complimenting Victoria Park and providing additional green space for a growing neighbourhood.



EDI (Equity, Diversity and Inclusion)

Prioritizing inclusivity and meaningful engagement and partnership in the site's design and use.



Urban Design

Creating a neighbourhood that is safe, beautiful, inviting and flexible



Connectivity

Creating a complete neighbourhood that is connected to surrounding amenities.



Affordable Housing

Incorporating affordable housing options that provide residents a sense of well-being and connection.



Sustainability

Centering environmental resilience and sustainable practices in all aspects of the redevelopment.

This outcome generally aligns with the identified four Guiding Priorities from Phase 1 of the project - Affordable Housing, Climate Action, EDI and a Thriving Economy, as well as assumptions made in Phase 4.1 of the project.

Further details on how the Guiding Priorities are reflected in the engagement themes and Design Objectives are provided in Section 2.7, Guiding Priorities Expanded.



In-person open house session @ Kitchener Market (2024)

2.6 What We've Heard- Design Objectives

The following pages build on the Guiding Priorities and eight engagement themes, expanding on feedback received throughout the project's engagement activities. The Design Objectives translate community input into clear design directions, highlighting key elements that are

important to the community, and connect feedback from Phase 4 with insights from earlier consultation. This ensures that the design directions are grounded in the Guiding Priorities and engagement themes.

Bullets under each Design Objective were derived from community feedback received throughout the project to date. These Design Objectives are intended to be a launching pad for the next Phase of the project, ensuring that design direction is informed by community input.

Please note that the photos shared on the following pages are images of similar features used in projects across Ontario/Canada, for illustrative purposes only.

While it is understood that not all of the identified elements can be part of a final design, this feedback can help to guide the next phase of the project.

Diverse & Affordable Housing Options

- Explore opportunities for rental, co-ops, senior housing, land trusts etc.
- Include affordable, diverse, and mixed income housing.
- Provide a positive living environment for families.
- Partner with NFP housing providers i.e., YWCA.
- Consider various building typology on the site and lower tower scales.

Community Responsive Programming & Amenities

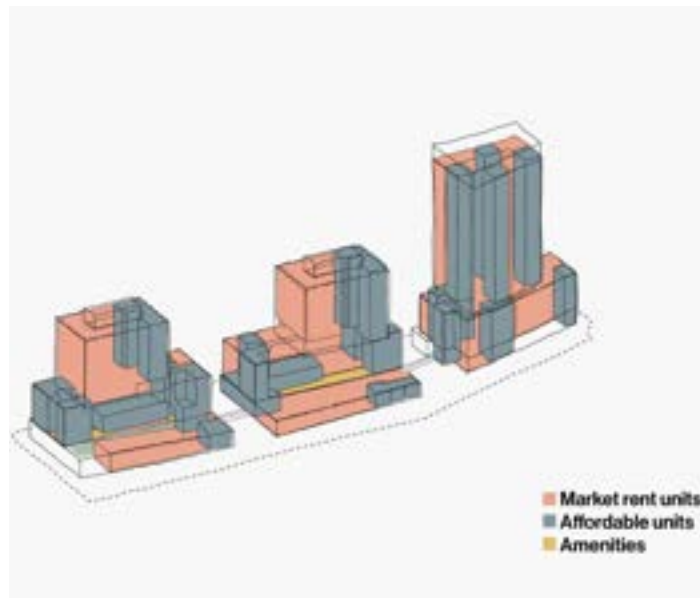
- Provide amenities to support the existing and evolving population .
- Provide family/children oriented spaces i.e., bus themed playground.
- Include spaces for smudging and ceremony.
- Further consideration for types of retail spaces.
- Provide community accessible art spaces.

Sustainable & Climate Responsive Design Strategies

- Include carbon neutral strategies/ low carbon construction for site and building design.
- Provide efficient building design i.e., terracing.
- Incorporate natural building material - mass timber and exposed wood.
- Incorporate sustainable building mandates into the overall site plan i.e., green roofs.
- Accommodate active modes of transportation i.e., bike parking/ bike repair station.

Distinct and Inviting Architecture and Design

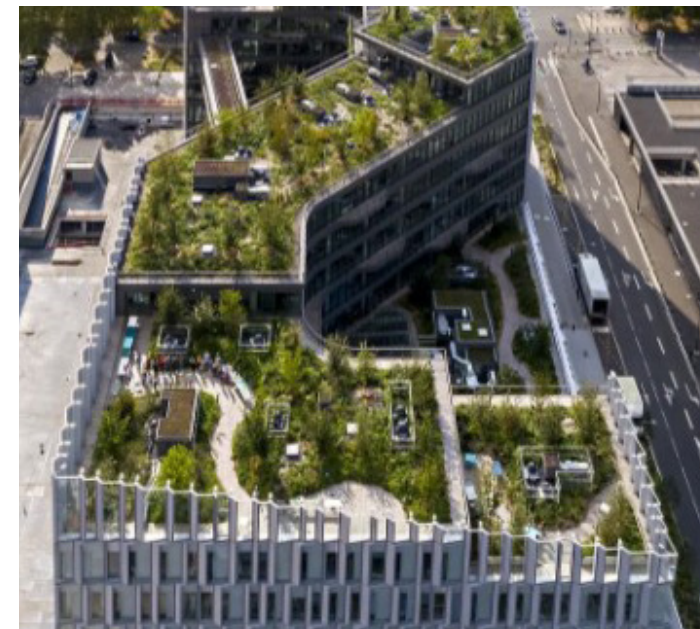
- Provide visual complexity - colours, diverse materials , exposed wood etc.
- Incorporate biomorphic architecture within the landscape.
- Explore placemaking through the design of built form and open spaces i.e., Indigenous influenced landscapes.
- Create an iconic piece of architecture to act as the 'focal' piece i.e., 6-storey southern building.
- Establish a strong connection and relationship to the Gaukel block.



Toronto, Maple House (Cobe)
24 Kitchener- Charles Street Terminal Lands



Toronto, Indigenous Hub
(BDP Quadrangle, Two Row Architects)



Lille, ILe Biotope (Henning Larsen)



Toronto, Stockyards Redevelopment (© Brook McIlroy)
Kitchener- Charles Street Terminal Lands 25

An Equitable and Inclusive Site, with Historical & Cultural Considerations

- Ensure accessibility is considered in all areas of the plan- barrier free and universal design.
- Establish a story/narrative for the site to display the gathering of different nations.
- Provide true Indigenous design within indoor and outdoor spaces.
- Incorporate historical styles of DT Kitchenerbrick around doors and arched windows into the design.
- Prioritize inclusion. More thought and consideration to at risk communities.



Toronto, Indigenous Cultural Markers (© Brook McIlroy)

Welcoming & Connected Open Spaces

- Gaukel promenade with expansive trees - extend the park and add more space on Gaukel.
- Provide shade structures and trees to create an improved micro-climate condition.
- Contribute meaningful public green space to serve additional residential density.
- Establish open areas as “destination spaces” to create a sense of place and arrival on site.
- Expand and connect Victoria Park to the site.



Toronto, Taddle Creek (© Brook McIlroy)

A Pedestrian -Oriented Circulation and Mobility Network

- Provide more pedestrian connection points into the site (i.e., Gaukel and Charles).
- Consider road capacity and traffic congestion with the addition of new residences.
- Support active transportation i.e., covered bike racks.
- Provide strong connection to Gaukel block. Connection between events within the public realm and internal areas of the site.
- Prioritize safety and visibility on key circulation routes.



Toronto, George Street Public Realm (© Brook McIlroy)

Contextually Appropriate Built Form & Massing

- Wind, shadow and sunlight considerations
- Provide an arcade that overhangs - weather protection/microclimate considerations.
- Incorporate appropriate tower height transitions.
- Avoidance of bulky massing.
- Use podiums and setbacks to control massing and provide green space. Regional housing project.



Toronto, Maple House (Cobe)

2.7 Guiding Priorities Expanded

Affordable Housing

Affordable Housing is a Guiding Priority that establishes the foundation for a socially inclusive and resilient neighbourhoods. This priority is reflected in the engagement themes and Design Objectives, which emphasize the provision of diverse and accessible housing options for a broad range of residents.

The engagement themes and resulting Design Objectives highlight opportunities to introduce a range of housing options such as rental, co-operative, senior, and mixed-income housing, including family-friendly units, to serve households across a range of life stages and income levels. Advancing partnerships with non-profit and mission-driven housing providers, would further demonstrate a commitment to equitable access and help ensure that new housing typologies are delivered in a sustainable and community-oriented manner.

A consideration of a range of building typologies, incorporated into the podium of large buildings is carried forward through the Design Objectives, shaped by insights from the engagement themes. This approach ensures that diverse housing is sensitively integrated into the urban fabric while maintaining a high level of livability. Complementary multi-functional programming and community spaces further advance these priorities by fostering social interaction, supporting community cohesion, and enhancing the overall quality of life for residents.

Through these strategies, the site balances density and affordability with accessibility, demonstrating a holistic approach to housing that is directly aligned with the Guiding Priority.

Equity, Diversity & Inclusion

Equity, Diversity & Inclusion is a Guiding Priority that underpins the site's dedication to fair access, welcoming environments, and culturally sensitive design. This priority is reinforced through the key engagement themes and Design Objectives, informing the creation of spaces that respond to diverse needs and foster a strong sense of belonging across the community.

The Design Objectives translate the Guiding Priority into actionable outcomes by emphasizing inclusive, barrier-free environments, culturally-informed spaces, and programming that responds to diverse community needs. Engagement themes such as EDI, Programming/Use, Urban Design, and Connectivity help to inform the Design Objectives and further build on the Guiding Priority. Features such as pedestrian pathways, safe circulation routes, and strong connections to surrounding amenities reinforce equitable access, supporting the creation of spaces that are welcoming, inclusive, and responsive to the needs of all community members.

These strategies place EDI at the core of the site's design, ensuring it drives social, cultural, and physical outcomes for the Charles Street Terminal Lands.

Climate Action

Climate Action is a Guiding Priority that directs sustainable, low-carbon, and resilient development across the site. This priority continues to be highlighted through the engagement themes and is translated into the Design Objectives, which shape environmentally responsible decisions and establish strategies to enhance ecological performance, reduce carbon impact, and strengthen climate resilience.

Strategies outlined in the Design Objectives promote carbon-neutral construction through techniques such as, terraced building layouts for optimized energy performance, the use of low-carbon materials such as mass timber, and the integration of green roofs. Consideration of expanded and connected green and open spaces supports urban ecology, enhances biodiversity, and improves microclimates across the site, directly advancing the Climate Action Guiding Priority. These objectives are informed by engagement themes such as Sustainability, Open Space, Built Form, and Connectivity, which support the integration of active transportation networks, pedestrian-focused circulation, and spaces that promote sustainable mobility across the broader site.

Climate Action is embedded at the core of the Design Objectives, ensuring that environmental resilience drives decision-making and is reflected throughout the engagement themes, supporting a sustainable, climate-adaptive, and resilient community on the Charles Street Terminal Lands.

A Thriving Economy

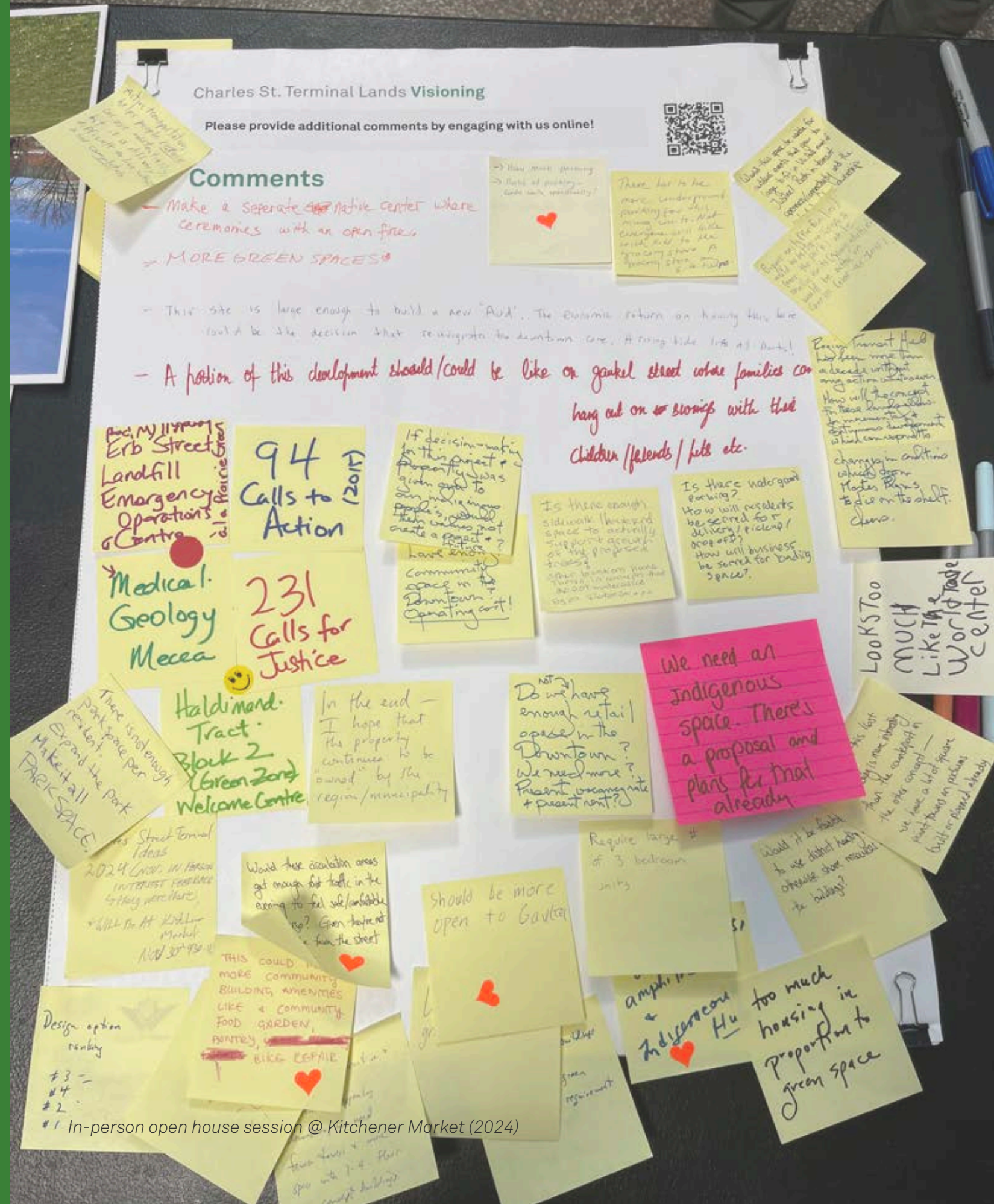
Thriving Economy is a Guiding Priority that emphasizes the creation of vibrant, resilient, and sustainable neighbourhoods. Engagement themes highlight the ongoing importance of this priority, which is operationalized through the Design Objectives to guide strategies that strengthen local commerce, attract and retain jobs, and activate the site with a complementary mix of uses and services.

The Design Objectives suggest adaptable commercial and retail spaces, programming that encourages social interaction, and architecture that reinforces place identity and attracts investment. Engagement themes such as Programming/Use, Built Form, Urban Design, and Connectivity continue to reinforce this priority, guiding its integration throughout the Charles Street Terminal Lands. Proposed streetscapes, accessible public spaces, a variety of commercial space sizes and types, opportunities for office spaces, and interconnected green areas further emphasize the Guiding Priority by encouraging diverse activity and positioning the Charles Street Terminal Lands as a vibrant destination within the broader neighbourhood.

Together, these strategies position the Charles Street Terminal Lands as a driver of long-term economic vitality while aligning with the Guiding Priority.

3.0 Market Insights

3.1 Market Analysis & Project Phasing



Charles St. Terminal Lands Visioning

Please provide additional comments by engaging with us online!



Comments

- Make a separate ~~for~~ native center where ceremonies with an open fires.
=> MORE GREEN SPACES

- This site is large enough to build a new "Aldi". The economic return on having this here could be the decision that re-integrates the downtown core. A long time lot of work!

- A portion of this development should/could be like on gankel street where families can hang out on or swings with their children / friends / pets etc.

Landfill Emergency Operations Centre

94 Calls to Action (2017)

Medical Geology Mecca

231 Calls for Justice

Haldimand Tract Block 2 Green Zone Welcome Centre

There is not enough park space per resident. Expand the park. Make all PARKSPACE.

Street Terminal Ideas 2024 (Nov. 14) Focus on street level features to help people. With the AT Kitchener Market Nov 30th 2024

Would these circulation areas get enough foot traffic in the evening to feel safe/comfortable? Green here not from the street

Design option ranking #3 - #4 - #2 - #1

THIS COULD BE MORE COMMUNITY BUILDING AMENITIES LIKE A COMMUNITY FOOD GARDEN, BENTLEY, BIKE REPAIR

How much parking? Type of parking - cars, walk, wheelchair?

There has to be more underground parking for this. More cars. Not everyone will have a car. Will be the primary space. A primary space.

What do you see for the site? What are the goals? What are the challenges?

If decision-making in this project + property was given over to an individual people's needs their values not create a project?

Have enough community space in the Downtown Operating cost!

Is there enough sidewalk / shared space to actively support growth of the proposed project?

Is there underground parking? How will residents be served for delivery / pickup / dropoff? How will business be served for loading space?

Recent Transit Hub has been more than a decade without any action whatsoever. How will the concept for these lands be implemented?

LOOKS TOO MUCH LIKE THE World Trade Center

Do we have enough retail space in the Downtown? We need more? Present occupancy + present rent?

We need an Indigenous space. There's a proposal and plans for that already

Require large # of 3 bedroom units

Should be more open to Gaither

Would it be feasible to use district heating outside shoe market the building?

Indigenous Hu too much housing in proportion to green space

In-person open house session @ Kitchener Market (2024)

3.1 Market Analysis & Project Phasing

The Region engaged NBLC to support Brook McIlroy by providing up-to-date market insights and feasibility analysis. Their work offers the economic foundation for the Phase 4.4 design and conceptual planning process, ensuring that redevelopment scenarios are informed by prevailing market conditions while remaining aligned with the community's vision for the site.

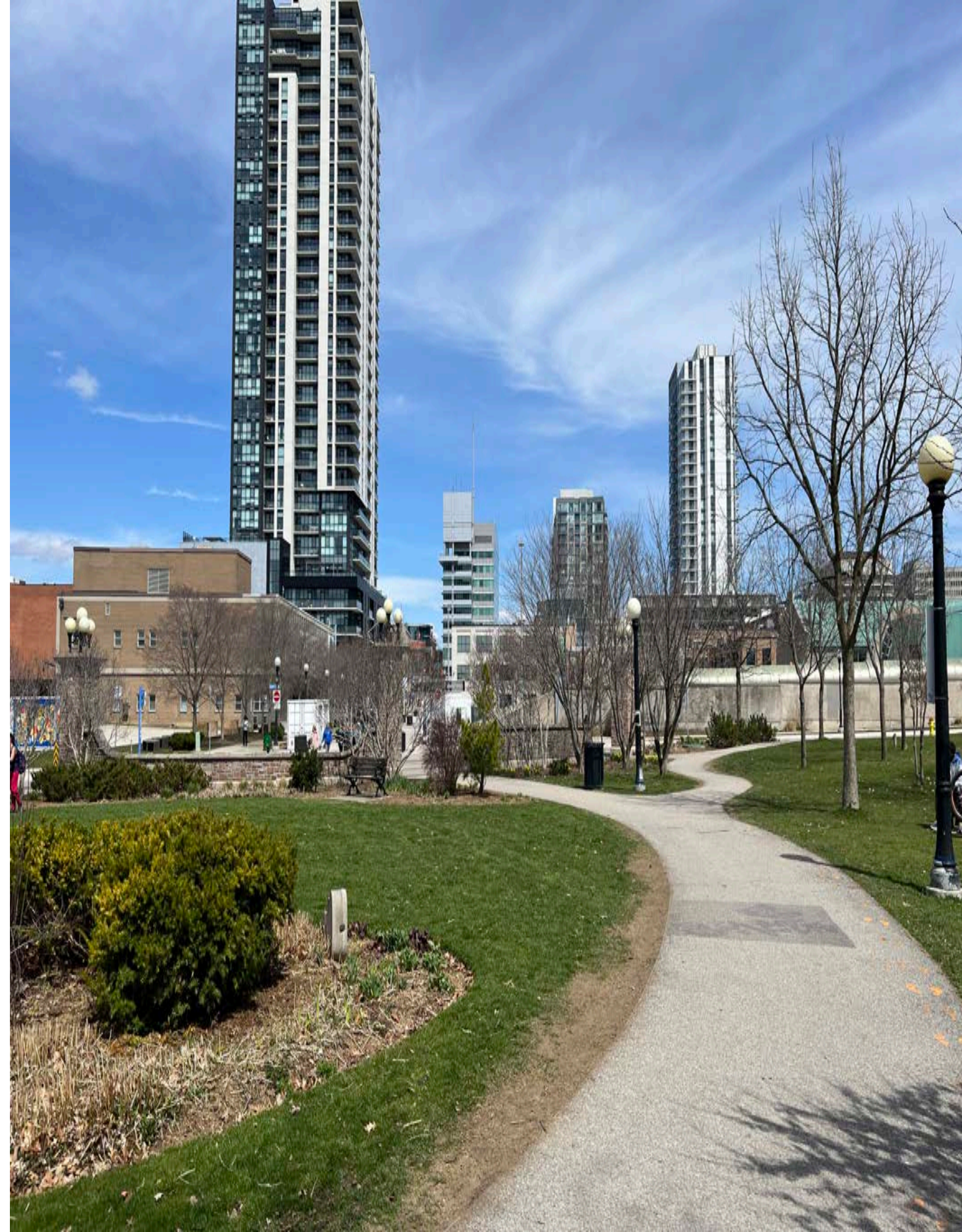
NBLC's market analysis provides an in-depth assessment of current economic conditions affecting redevelopment feasibility in the Region of Waterloo, with specific implications for a large mixed-use site in downtown Kitchener. The multi-residential sector has softened considerably since its peak in 2021, when land transaction activity and development interest were at historic highs. Since then, rising interest rates, reduced investor demand, and tighter lending criteria have contributed to a significant decline in new construction starts. These pressures have reduced the capacity and willingness of the development industry to advance large, complex projects in the short term. Pricing adjustments across the Kitchener housing market have also been substantial and are reflected in a noticeable decrease in land transactions. At the same time, the market is navigating ongoing uncertainties related to interest rate stability, immigration levels, international student caps, and broader economic and geopolitical factors, all of which influence real estate development activity.

Despite these near-term challenges, NBLC notes that the long-term outlook for Kitchener remains positive, supported by sustained population growth and the potential for lower interest rates over the coming years. However, the immediate environment is expected to remain cautious, with heightened scrutiny to project scale, revenue certainty, and absorption risk.

In response to these conditions, NBLC recommends a phased and risk-managed approach to redevelopment. Rather than advancing the entire site at once, moderating the scale of early phases and adopting a staged build-out strategy is expected to improve market responsiveness, broaden the pool of interested proponents, and reduce exposure to near-term volatility. Key considerations identified by NBLC include:

- Phasing development to align with absorption capacity and financing conditions;
- Calibrating unit mix and sizes to reflect emerging demand patterns and demographic shifts;
- Re-evaluating commercial/retail space, to align with current leasing conditions and market rents, incorporating adaptable formats that appeal to a broader range of tenants.
- Reassessing parking ratios and design parameters to support both market feasibility and long-term mobility objectives.

As Phase 4.4 advances, Brook McIlroy's conceptual design guidelines will integrate these market considerations into a phased redevelopment strategy that supports a logical and coordinated build-out of the Charles Street Terminal Lands. The phasing plan developed through this stage will ensure that infrastructure and public spaces are delivered in step with growth, helping to manage construction impacts and maintain functionality and character on and around the site as redevelopment progresses. By aligning design direction with market realities and community priorities, the phased approach will position the Charles Street Terminal Lands to attract stronger market interest and deliver long-term public and financial value as conditions improve.



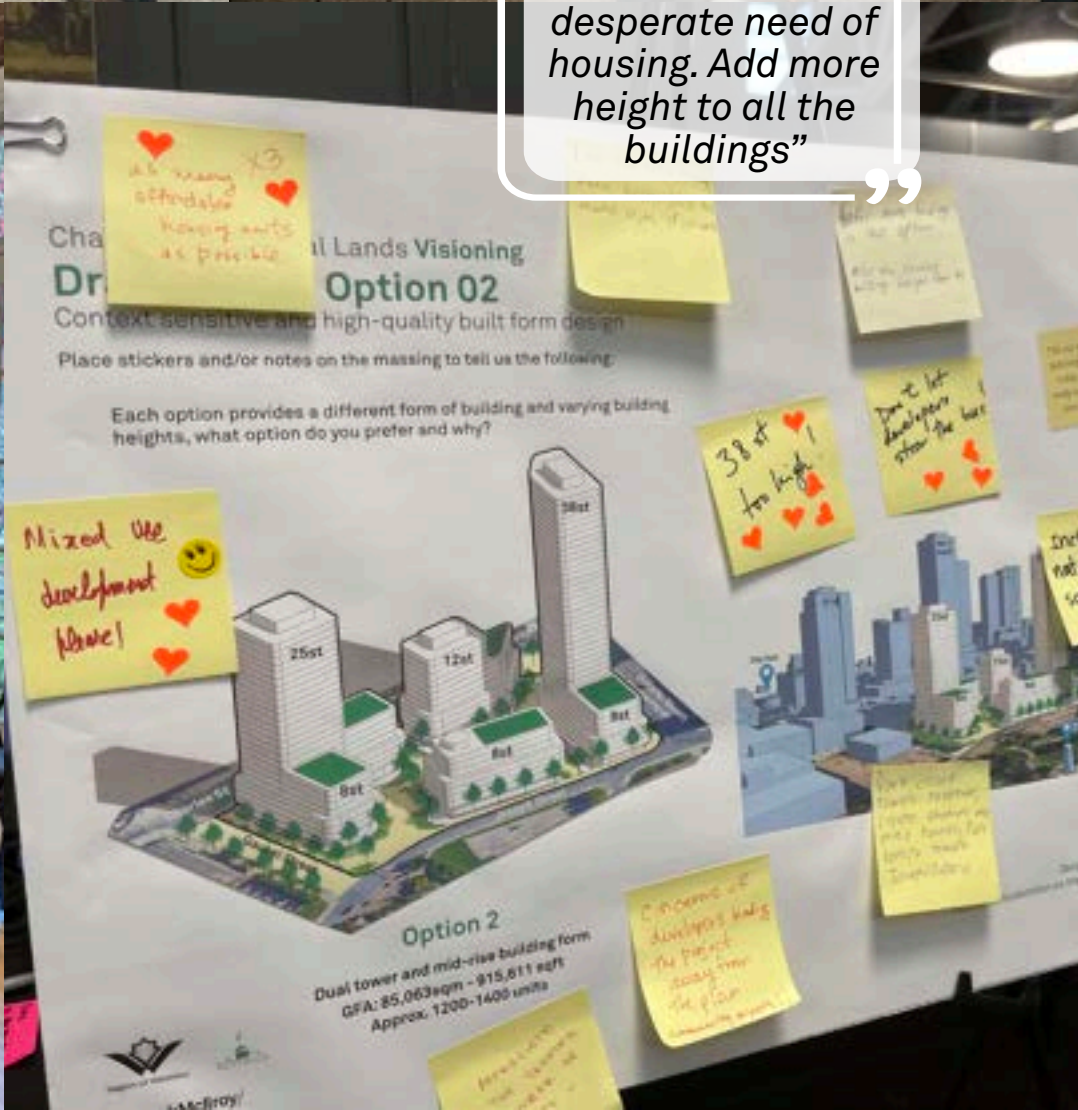
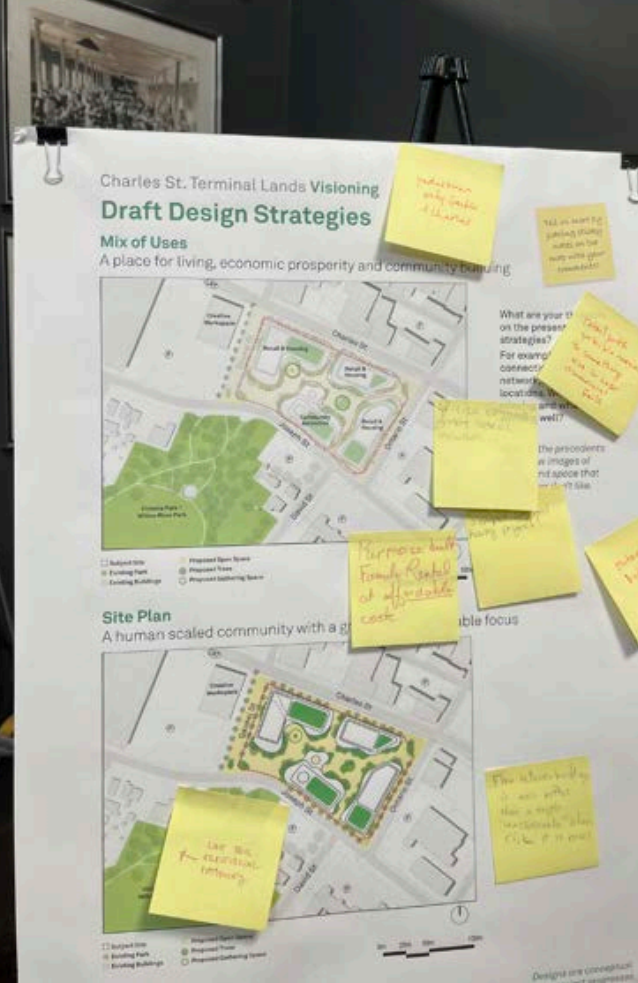
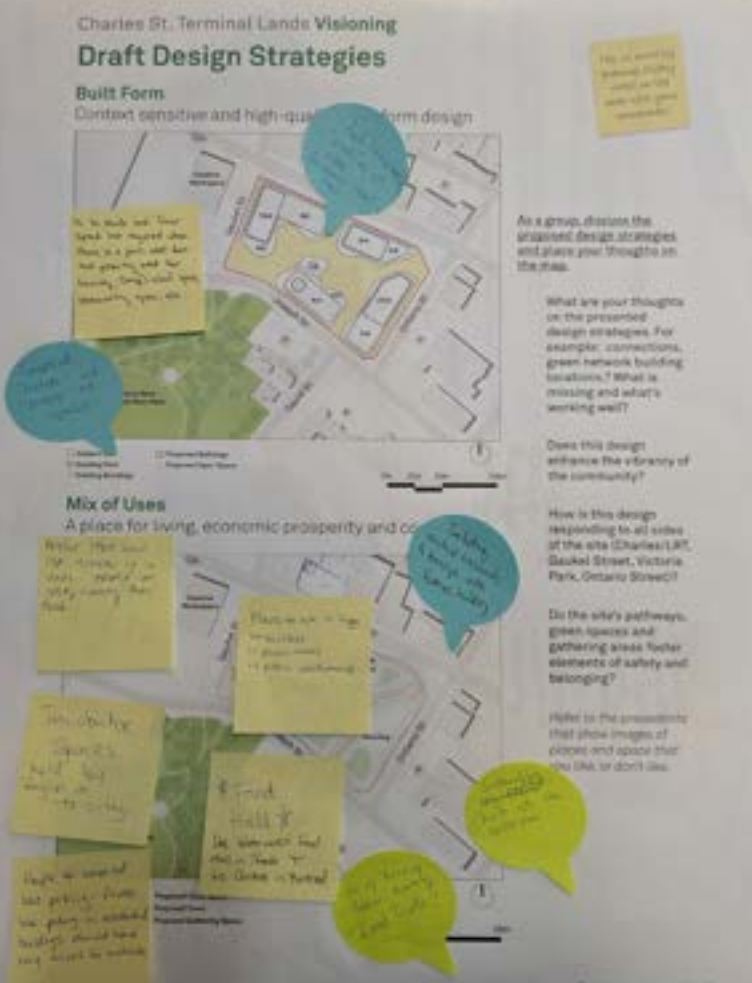
4.0 Conclusion & Next Steps

4.1 Conclusion

The engagement plan for the Charles Street Terminal Lands provided valuable feedback, helping to inform site opportunities. As a result of the engagement activities, priority goals and preliminary design opportunities for the site were identified.

In Phase 4.4 of the project, Brook McIlroy will continue to work closely with the Region, City and the public to progress design considerations for the site that consider affordable housing, open space programming and a series of community amenity suggestions.

Phase 4.4 will include the delivery of a report that contains design directions to support future site design and development opportunities.



5.0 Appendix

5.1 Response Feedback Analysis

As part of the engagement process, Brook McIlroy conducted a detailed exercise to ensure feedback was accurately collected, recorded, analyzed, and incorporated into the project.

The below items provide a high level description of our engagement analysis process for the Charles Street Terminal Visioning Project.

Collection:

- Meeting Minutes Comments
- Sticky Notes
- Online Survey

Recording:

- Excel Spreadsheet
- Raw Survey Data

Analysis:

- Theme Categorization Development
- Excel Coding Analysis

Incorporation:

- Design Refinements



Engagement analysis process (© Brook McIlroy)

EST - Consultation		
4 Design Charette 28 participants		
Participant Name	Role/Title	
Theme	Comments	WMA Comment/Response
Connectivity	A lot of entry points Gaukel was the main focus as the connection for Victoria Park and city hall	Accommodated
Connectivity	Thought the building is too close to Gaukel and is blocking the pathway to city hall	Addressed- setback added
Connectivity	Gaukel is the priority and there should be more room	Addressed- setback added
Green/Open Space	If residential then it's an interior courtyard and not open to the public	Noted
Connectivity	There's only one option to cut through the space (corner of Ontario and Charles to corner of Gaukel and Joseph)	Addressed- access on all corners
Green/Open Space	Gaukel promenade with lots of trees - EXTEND the park. More space on the Gaukel	Noted
Green/Open Space	Two rows of trees..... maybe 30 feet in so there's park heading to city hall and opens up the space to the wider community	Addressed- add rows of trees along street frontages
Green/Open Space	Perception of Greenness will be increased if you expand it on Gaukel (social psychology)	Addressed
Built Form	Move the tower in the centre of the build to help avoid wind tunnelling	Noted
Built Form	Wind consideration is important	Acknowledged- massing and landscaping to help mitigate
Connectivity	Parking in Joseph and David	Further consideration
Connectivity	Joseph Street is one way so may need to consider for future	Further consideration
Built Form	Arched that is an overhang on the ground floor	Acknowledged and addressed in design
Programming/Use	Spaces for families (small children) to be in the winter. A winter garden South facing lots of sun	Acknowledged and addressed in design
Programming/Use	Indoor park, Edmonton has an example to keep people engaged in the winter. Heaters to keep spaces seasonal. Open fire pits	Noted- winter programming to be considered
Programming/Use	Washrooms and drinking fountains	Noted
Urban Design	More colour	Noted
Built Form	Option 3 is lower and approachable in the space	Acknowledged and addressed in design
Built Form	Curves (less sharp edges)	Acknowledged and addressed in design
Built Form	"Oppressiveness" about tall buildings.	Noted- 1 concept option will be more human scaled
Urban Design	Visual Complexity - materials	Noted
Built Form	Consider sunlight and wind	Acknowledged- massing and landscaping to help mitigate
Built Form	Transition of heights - it's too jarring to be on the ground and then see a tall building	Noted- 1 concept option will be more human scaled
Equitable & Inclusive	Truly Indigenous Design	Acknowledged- will be incorporated into the design
Urban Design	Biomorphic architecture with the landscape	Noted
Urban Design	Option 2- Shift and open up	Addressed in design concept updates
Urban Design	Option 2- 30 floors is okay but needs a smaller floor plate	Noted
Built Form	Option 2- Ontario is best for the taller building	Achieved in both design concept options
Built Form	Option 2- Lower mass on Gaukel	Achieved in one of the design concept options
Urban Design	Exposed wood vibe	Noted
Green/Open Space	Greening along pedestrian areas	Addressed in design concept updates
Green/Open Space	There is a park next door - should so much green space attributed to the pedestrian area	Noted- a balanced block is the goal
Programming/Use	Playground in the pedestrian area - there is nothing for families/kids nearby - the park is a 15 min walk from Charles/Gaukel - a bus themed playground with little	Addressed in design concept updates
Equitable & Inclusive	celebrates its history	Noted- further consideration
Connectivity	Pedestrian flow balanced with "spill out space" for the retail such as patios	Addressed in design concept updates
Built Form	Having the Charles/Gaukel corner opened up to invite people who are walking from King St to the Park - pedestrian flow	Addressed in design concept updates
Programming/Use	Anchor stores may or may not be a good idea as community needs evolve greatly over the decades	Modify language of anchor
Programming/Use	Considering who the type of tenants - need infrastructure and plan for the retail buildings - who is filling them	Noted- further consideration
Programming/Use	Not putting in venting right away as food vs retail require different approaches	Noted- further consideration
Affordable Housing	Concern of the size of the residences and not being so small and having a variety of sizes/bedrooms to accommodate different household sizes	Noted- further consideration
Built Form	Having the buildings connected - increases accessibility - connected built form	Noted- further consideration
Programming/Use	Food Halls as an idea for the commercial area	Noted- further consideration
Connectivity	Road capacity/traffic congestion with all the new residences especially during tourist events like Ribfest, blues festival	Noted- further consideration & discussion with the Region
Built Form	Making the edges less sharp by setting the building back or using some design approaches to give diversity/breaking it up	Noted- addressed in design concept designs + further consideration
Connectivity	IDEA: Using part of the space to relocate the downtown community centre as it lacks space and is not easily accessible + add a pool - more transit connected - green space adjacent to it on the site (not currently)	Noted- further consideration & discussion with the Region/ City
Programming/Use	Build amenities to support the population - there is no gym available downtown	Noted- further consideration & discussion with the Region/ City
Green/Open Space	Shade structures + trees for pedestrians	Will be further incorporated into the design- beginning to incorporate into updated design concepts
Built Form	Step backs seem excessive to achieve density	Addressed in design concept updates
Built Form	Having the height on Ontario makes more sense (30 storeys)- transition down as you move towards Gaukel - that is where more pedestrians are - don't destroy Gaukel Block	Noted- addressed in design concept designs + further consideration

Excel raw data (© Brook McIlroy)

Excel Feedback Analysis

The excel analysis involved the following components:

- Comment Analysis
- Theme Identification

Comments were analyzed and assigned to identified themes. This allowed for the identification of key issues, concerns and/or topics that were emerging from the engagement sessions.

Through the feedback analysis process, we were able to tally how many comments emerged within each identified key theme.

In no particular order, the following themes emerged:

Sustainability: Includes comments pertaining to carbon neutral, efficient building design, natural materials, active transportation, and Eco-friendly measures.

EDI (Equity, Diversity and Inclusion): Includes comments pertaining to site accessibility, Indigenous representation and spaces, and historical and cultural inclusion.

Affordable Housing: Includes comments pertaining to diverse and affordable housing options, partnerships with housing providers, building typologies, and family/children -friendly environments.

Built Form: Includes comments pertaining to building height, massing and location, as well as comments on building transition and impact i.e., shadow and wind.

Urban Design: Includes comments pertaining to materiality, inviting architecture, podium design, weather protection, open space connections and placemaking opportunities.

Green/Open Space: Includes comments pertaining to open space connections, gardens, tree planting and landscaping and community gathering.

Connectivity: Includes comments pertaining to pedestrian connections, vehicle access, active transportation and site safety and visibility.

Programming/Use: Includes comments pertaining to site amenities and services to support the community and community accessible spaces.

Themes	Comments In-Person Consultation Sessions	Comments Engage Page	Total Count	%
Programming / Use	79	92	171	16%
Built Form	77	82	159	15%
Green / Open Space	40	115	155	15%
EDI	62	92	154	14%
Urban Design	51	89	140	13%
Connectivity	47	77	124	12%
Affordable Housing	38	71	109	10%
Sustainability	25	27	52	5%
Total Comments			1063	100%

Eight themes and their corresponding statistics from the engagement sessions in Phases 4.1-4.3 (© Brook McIlroy)



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