



MARKET
SQUARE
STRATFORD

September 10, 2015

Stratford City Hall
1 Wellington Street
Stratford, Ontario
N5A 2L3

Dear Mayor Mathieson,

The Stratford Market Square Committee would like to commend Council for the motion passed on July 27, 2015, that allows city staff to move forward with the development of a Request for Proposal (RFP) related to the future of Market Square.

That motion reflects Council's commitment to pursuing the redevelopment of Market Square in a way that responds to the interests of Stratford's citizens as expressed in public consultations conducted recently by AtFocus and over the past decade. Importantly, the Council motion included adoption of a set of guiding principles that flow directly from these public consultations.

We would encourage you to remind citizens that the awarding of this development contract will deliver the quality design and traffic options that people are so anxious to see.

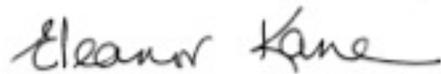
Our committee is hopeful that an expert design firm, with support and input from City planners, will demonstrate that Market Square can become more accessible and pedestrian-friendly, while maintaining some downtown parking and access to public transit. Strong design visuals will help the public visualize how Market Square will function in the future. Parking, bus transit locations and traffic flow are all issues that can be effectively addressed by competent, expert planners/builders. We understand that a parking study will also be commissioned in the 2016 budget.

The Stratford Market Square Committee can only support a plan that focuses on the historic Market Square bounded by our striking City Hall and anchored by various downtown businesses behind City Hall. We've been talking about this space for a decade now and both federal and WalMart funding is attached to this specific location. This is where development needs to happen and where local businesses need help. Our ancestors determined that this is the heart of the city and our Committee believes we must honour that history.

We also support the recommendation of the Sesquicentennial Committee that would designate Market Square as Stratford's legacy project for the 2017 sesquicentennial celebrations.

The Market Square Committee continues to reach out to local businesses, building owners and community organizations to sustain support for a timely and appropriate redevelopment of Market Square. We stand ready to support and facilitate public input and awareness of Market Square issues. We look forward to a continued dialogue with you and Council as this important community project moves forward.

Yours sincerely,



Eleanor Kane

On behalf of The Stratford Market Square Committee

Honorary Chair Gord Steed,

Marcia Matsui, Gordon Sherwin, Laura E. Dent, Marianne Brandis, Eleanor Kane, Susan Wright, Kevin Silver, David Blandford

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