

# Waterloo Public Square

City of Waterloo  
Ontario

117,000 city population

## Project significance

The Waterloo Public Square is a place for friends and neighbours to gather in the heart of Waterloo. The City has partnered with area groups to attract people to the Square with concerts, festivals, food and more.

## Site area

0.2 hectares (.49 acres)

## Previous use

parking lot

## Project period

2005-2009

## Project costs

\$2.8 million

## Funding sources

\$2,300,000-City of Waterloo  
\$500,000-community  
fundraising

## Current operator

City of Waterloo



MARKET  
SQUARE  
STRATFORD

publication of the:  
Market Square  
Project Team  
Stratford, Ontario



## Project Drivers

- recent planning studies reiterated the need for public space in the Uptown
- the ability to retain planning and design professionals from Project for Public Spaces – a non-profit organization specializing in guiding the revitalization of public spaces
- improved use of prime downtown real estate

## Benefits and Economic Impact

- improved aesthetic quality of area; enhanced visual attractiveness of streetscape
- over 42,000 people have visited the square since it's opening
- over \$120,000 was raised for local, national, and international causes at events in the square
- contributes to community vitality

## Current Programming and Activities

- recreational skating rink
- community festivals (e.g. *Buskerfest*, *Waterloo Jazz Festival*)
- Community activities (e.g. dancing classes, exercise programs, concerts)

## Reasons for Success

- dedicated team of municipal champions driving the project forward
- baby steps – seeking approval at every stage of development
- strong community involvement; fundraising group raised over \$350,000 to ensure the construction of skating rink in the square
- project timing and coordination with City plans for downtown – square part of privately owned commercial lot whose owner initiated redevelopment of property while City identified public space needs