

Cambridge

Strategic growth shaping city



Facelift Adds to Livability

The downtown Galt core of Cambridge has been recently transformed through a \$1 million facelift. Part infrastructure, part beautification, the project included replacement of old sanitary and water lines, tree planting and street amenities and gives this prominent and historic block a whole new look and feel.

The area chosen – Main Street running between Water and Ainslie Streets – is a popular spot for locals, connecting to the historic Main Street Bridge and leading to Queen's Square and the University of Waterloo School of Architecture, but also tends to be a draw for film crews. Susan Reise, landscape architect with the City of Cambridge, says the historic character, welcoming merchants and bustling activity of the area have attracted film crews on several occasions wanting to capture the landscape and charm inherent there.

Reise said the infrastructure work needed to be done and the City saw the wisdom in taking the time to add a cosmetic facelift at the same time. "This was a good opportunity for a beautification of a core part of the downtown. We started work in early May and had a commitment to finish by July 15th to avoid impacting summer activities of the businesses along the block."

Reise says she was impressed by the co-operation and support provided by the businesses and that the City made a continuous effort to keep everyone informed and updated. "We had a newsletter released every two weeks updating everyone on the status of the project. The work finished exactly on time and the result is a beautiful street that is cleaner, fresher and offers easier accessibility."

Amenities added to the street include widened sidewalks, greenery and eight benches. The benches are situated on the bump-out portions of the sidewalk where

Conestoga College Institute of Technology and Advanced Learning's new Cambridge campus features innovative and sustainable design.



Crowds turned out for the Main Street reopening.

"Cambridge has a comprehensive economy with a lot of strengths. Looking at the demographics, industry and growth potential available here, we see a great future."

– John Tibbits

they provide an easy resting place for shoppers or a spot for business owners to gather and chat, but are located far enough off the main sidewalk they don't interfere with pedestrian traffic. New concrete and granite curbs give the block a historic look, reflective of the heritage buildings on the street, but are new and fresh and clean at the same time.

Reise said the City also planted trees along the block to bring life and shade, using the most progressive technology available to ensure their survival. "Instead of planting in a typical tree pit filled with

compacted gravel we planted half the trees in pits filled with strata cells (like plastic cartons) and half in pits filled with structural soil (sharp stone). Both technologies leave room for soil and water to be captured in the crevices to better feed the roots. We'll evaluate the trees over the next few years to see which is the most effective method." Tree guards have also been installed to protect and further ensure their survival.

Reise was pleased to work with contractor Sousa Concrete. "They were very organized, efficient and professional and a great partner to work with."

Reise says this facelift is just part of the work being done in downtown Cambridge and is part of the City's goal to make Cambridge more livable and pedestrian friendly. "All around the area new buildings are being constructed and old buildings are being renovated. The downtown core is really humming with all the change. It's a very exciting time."

Conestoga Engineering Builds on Local Expertise

Conestoga College recently expanded its family of campuses throughout Ontario through government stimulus funding programs. One of those, a 260,000 sq. ft. facility on 130 acres in Cambridge, will become the main site for Conestoga's School of Engineering and Information Technology and the site for the Institute of Food Processing Technology, established by the Alliance of Ontario Food Processors.

Conestoga College president John Tibbits says the \$90 million LEED® Silver project has been delivered on time and on budget and now serves about 2,000 students, though that figure is expected to rise considerably with time. "The new Cambridge Campus is located along the 401 directly across from our main campus in Kitchener," he said. "We currently have a one million sq. ft. facility on the Kitchener side and have the potential for that amount

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again on the Cambridge side over time.”

Tibbits said specific plans for growth are not in place but that the accumulation of land in that area by the City over the past several years gives the college the potential for future growth as needed. “Cambridge has a comprehensive economy with a lot of strengths. Looking at the demographics, industry and growth potential available here, we see a great future. The location of this campus, as much as anything, was due to the great potential within the city for partnerships to the mutual benefit of both the college and local business.”

While Conestoga College has offered programming in Cambridge before through leased space in the city, the new campus gives the college a greater connection to the city and a much higher visibility and growth potential to meet the community’s skills needs. “As you drive along the 401 there are a lot of industrial parks and commercial centers. I think the college improves the aesthetics along the highway. There is the river, the golf course, and then the college. It is a nice blend of buildings and landscape.”

Tibbits believes the Cambridge campus will offer great benefit to area residents. “Universities tend to be made of young students from middle to upper class families. A college draws from all economic levels, and all ages with young students, mature students, people looking for career changes or going through life changes. We serve a much broader sector of the population and this campus offers residents of Cambridge greater accessibility and great potential through a broader educational spectrum from trades to degree programs.”

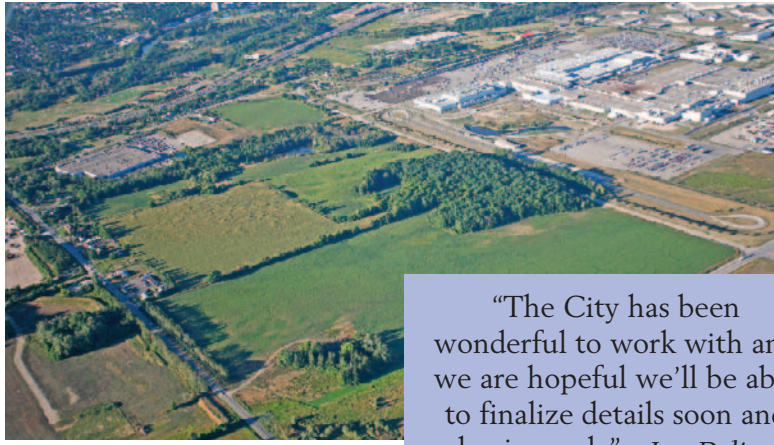
The college campus is designed with environmental sensitivity in mind. “We have a comprehensive storm water management program in place to protect the cold water creek running through the land; promote non-automobile travel through bike and walking paths and a transit offering; have extensive waste reduction programs; and minimize our footprint through energy saving methods and the use of natural light where possible,” Tibbits said.

Infill development adds residential opportunities

Carriage Lanes at 750 Lawrence Street in the Preston neighbourhood will take what was 3.3 hectares of former industrial and commercial land and convert it into a 103-unit townhouse development.

Lee Deline is marketing manager for Eastforest Homes, the parent company behind the infill project being completed by Deerfield Homes. “In any city there are two types of development opportunity: new or infill. With an infill such as this we are taking existing land that is no longer habitable through its past use and making it into something new. We’ll convert it and make it a great environment for the community and the people who will make their lives here.”

Situated in a historic part of the city De-



“The City has been wonderful to work with and we are hopeful we’ll be able to finalize details soon and begin work.” – Lee Deline

line says there are obvious advantages to the city in having an area like this reclaimed, but also inherent advantages to the residents who will someday call this neighborhood home. “There is history everywhere around here. The river is nearby; there are already great parks established; there are schools and shopping and businesses close by. We are taking what is already there and adding a new energy. That is an opportunity that doesn’t exist with a new development.”

Inspired by the history of the area, Carriage Lanes will have the feel of an old-time town or English village with stone and brick and beautiful landscaping throughout. “A development like this allows us to take something traditional like a townhouse and expand the concept to have fun.”

Eastforest Homes is a strong believer in environmental stewardship and so all of the homes will be Energy Star certified which means each one will be 30% more efficient than required by building code. Beyond that though, Eastforest encourages environmental options throughout its 17,000 square foot design facility. “Anyone and everyone can have an impact on the environment so throughout our design center there are environmentally friendly options available.”

Part of the planning for the site was an official plan and a zoning amendment and, though plans are not yet finalized, Deline anticipates construction may begin later this year. “The City has been wonderful to work with and we are hopeful we’ll be able to finalize details soon and begin work.”

The tagline for Eastforest Homes is “building a better tomorrow” and on Lawrence Street, they certainly are building a better and new future for this neighborhood in Cambridge.

Former Kanmet site transformation

Another similar infill project underway in the area is in the heart of old Preston on Margaret Street. Formerly the site of an abandoned foundry, the land has been transformed and will be the site of 199 new and energy efficient homes.

After a successful \$2 million clean-up of the 4.2 hectare property, construction began on a four-storey, 16-unit subsidized rent seniors’ apartment; a 56-unit condominium complex; and a subdivision of 82 townhomes called Preston Meadows.

What was once an eyesore is now becoming a beautiful residential community with easy access to the highway and within

Boxwood Business Park underway

walking distance of King Street, making it perfect for commuters getting to work, seniors looking for convenience, and providing everyone with a whole new appreciation for this area of the city.

Boxwood Business Park – Green Building Opportunities

The City of Cambridge solidifies its commitment to the environment and to the local economy with the future development of the Boxwood Business Park.

Situated on 220 acres of land within the Hespeler West community, the site is bounded by Maple Grove Road, Boxwood Road, Speedsville Road and Royal Oak Road and is immediately east of the Toyota plant. Committing to an eco-sensitive development plan, Bo Densmore, director of economic development for Cambridge, says the land will evolve into 100-110 net developable acres divided into two to 25 acre lots.

Expected to attract a mix of industrial and office space, construction on phase one of the project is anticipated to begin in 2012 and Densmore has high hopes for the area. “This business park has the potential to bring together a number of elements that fit well with the targeted growth sectors within Cambridge.” Densmore notes the City’s award winning Economic Development Strategic Plan ‘Designing the Future’ identified four key areas for business development: Advanced manufacturing with a focus on technology and food sectors; life sciences including health services and medical devices; small firms in the knowledge-based industries including creative class businesses; and, environmental design including green technologies and built environment.

As part of its commitment to the environment and sustainable development, Densmore says the city-owned business park will employ eco-friendly approaches to development and will offer ‘green’ development opportunities to future land holders. When it comes to park infrastructure, things like ensuring the protection of the woodlots and creek valleys and also incorporating buffers to protect these sensitive areas, as well as delivering complementary storm water management features is a priority.

“We’re committed to bringing on new lands that will provide for the growth of

local industry as well as attracting new investment by offering the amenities and business lifestyle features that make a workplace attractive. Companies care about their surroundings, their environmental footprint and the ability to retain employees – This is built with those needs in mind.” Densmore says there will be trails and bike paths, transit access to promote environmentally friendly transportation, and

a street layout design with southern exposure to facilitate alternative energy options for landowners. “We want to ensure this development supports and reflects our commitment to sustainability and we are here to help companies explore their options around green design including Leadership in Energy and Environmental Design (LEED®) elements such as green roofs, alternative heating systems and water conservation features.”

The City of Cambridge is fully committed to a more sustainable future, which is evidenced as well through its participation in the Solar Innovation Network Group (SING). SING brings together companies, organization and agencies with a view to share resources, information, and ideas to help expand the use of solar energy. “Cambridge has a wealth of networks that support business development.”

Cambridge is located at the gateway to Canada’s Technology Triangle and prides itself on educational excellence and access to talent. “There are very strategic partnerships with business and academia both in research, workforce and product development that make this the place to be,” she adds. The city has finalized their Corporate Sustainability Plan (CSP) which will tie together all of the initiatives of the city and provide for an overarching approach to managing the current and future projects of the corporation.

Cambridge Performing Arts Centre

Through a joint partnership between the City of Cambridge and Drayton Entertainment, and funding from both the federal and provincial governments, Cambridge will soon be home to the new Cambridge Performing Arts Centre, a multi-use facility expected to become a cultural hub for the city.

Alex Mustakas is CEO and creative director with Drayton Entertainment who operate six theatres within Ontario. “We’re very excited to have the Cambridge Performing Arts Centre join the Drayton Theatre family. The City has made a great investment through this partnership and is giving its residents something every city needs: a cultural center.”

The 500-seat theatre consists of all of the typical amenities including rehearsal halls and production facilities. A more intimate venue than what might be found in other urban centers nearby, the facility will be used by Drayton for its theatre series but otherwise is open for use. “This is an intimate setting perfect for local dance, music, orchestra, special events, and speakers. We expect this will become a cultural and social hub for the city on many fronts.”

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Designed by Diamond and Schmitt Architects, the building is contemporary but reflective of a community experienced and effective at blending old and new. The building is dramatic and beautiful with its blending of stone and an impressive glass facade. "We really wanted the glass façade as a way of inviting people in. There was a time theatre used to be sort of elitist but that isn't the case any longer. Barriers have been broken down and it is accessible to everyone now. We want people to see it's ok to come in jeans, to bring families, to laugh and be comfortable and have fun."

Located on Grand Avenue in the downtown core and across from the historic Grand River – a Canadian heritage river - the theatre is one more project in an area where a lot of great things are already happening. "We're big on destination marketing. We're looking forward to bringing people to the city for the theatre but also to enjoy the restaurants, shopping, hotels and other attractions the city also holds."

Mustakas notes nearby, within walking distance, is the Cambridge Sculpture Garden, a beautiful spot to relax before or after a performance, or to walk and take in the 130-year old oak tree, designated as one of ten heritage trees in Ontario, or the many sculptures scattered throughout the gardens. Also within easy distance is Southworks.



Minister of State for science and technology and local MP Gary Goodyear, Alex Mustakas, CEO of Drayton Entertainment and Cambridge mayor Doug Craig share the artists' rendering of the new community performance theatre at a recent press conference.

Built in the 1800s, this site is an integral part of the landscape, with its scattering of antique machinery and artifacts that dot the property, but also for the 28 plus outlet stores and 30,000 sq. ft. antique mall it now houses.

Mustakas says culture is important to any community and with the theatre, Cambridge is now more balanced. "In any city you need places to live, to work, and to play. You look around and Cambridge has all of that now. There is no need to drive to another city to enjoy performance arts, it's right here so you can stay in town and get everything you want."

Other Projects Underway or Planned for Cambridge

Former hotel nearly complete

Development at the former Royal Hotel at 138 Main St. in downtown Galt is in high gear as the historic building will feature commercial/residential use. The main level has already been converted to a coffee shop/eatery, which opened in the spring of 2011. Construction of approximately eight apartment units is underway for the development's upper level.

Cambridge Mill Restaurant

The owners of the Ancaster Old Mill and Spencers in Burlington on the waterfront have redeveloped the former mill at the corner of Park Hill Rd. and Water St. in Galt into an exceptional restaurant and event venue with dual kitchens, ample meeting space and impressive views. The \$4 million upgrade was showcased in June 2011 at the official opening.

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Cambridge, it's *all* right here

- Canada's first 'Smarter City'
- Computerworld's 2011 Laureate
- Top 10 'Small Cities FDI (foreign direct investment) Strategy'

Eco-friendly • Sustainable Development
Rich culture • Nature Conscious
Fertile for Business

Corporate Communications
and Marketing Division
City of Cambridge
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Downtown Galt

A number of buildings in the downtown Galt community have been purchased by Perimeter Developments, a well known and experienced developer in downtown core projects. This company is upgrading and renovating a number of the buildings including the former Right House building at the corner of Main and Ainslie Streets for exciting mixed use commercial/residential opportunities.

Waterscape project

The first of two luxury condominium buildings on Water St. astride the Heritage Grand River has been completed and is almost fully occupied. Plans for a second building are in progress.

Heartwood Place

Construction of approximately 66 affordable housing units at the former Cambridge Reporter building at 26 Ainslie St. is complete. The new seven storey building has been designed to complement the surrounding downtown core neighbourhood offering a blend of new and old elements.

Grand Lofts

More residential development is underway at 25 Concession St. as 49 condominium apartments. This unique redevelopment project, formerly the home of a manufacturing plant has been designed

to restore and enhance the building's heritage elements. Model units are now being showcased.

Four Points by Sheraton

This \$24 million hotel development in Preston Heights near the Hwy. 401 and King St. interchange includes the Four Points by Sheraton. The development group is now looking at expansion plans.

Wellness and community support

Langs Farm Village Association is constructing a two storey community health centre on Concession Rd. The 40,000 sq. ft. wellness facility has been constructed through partnerships with \$4.9 million from the Government of Canada and \$3 million from the City of Cambridge. The project will create 117 construction jobs and approximately 20 full time jobs at the wellness centre, providing a wealth of community-based programs.

River Bank Lofts (Former American Standard building)

Development is underway for a \$30 million upscale project to convert the former American Standard factory at 19 Guelph Ave. into 140 loft apartments, townhomes, mixed use residential and retail units, including a garden terrace. Nestled on the Speed River, the transformation of this industrial heritage building will be a significant addition to Hespeler's downtown core.

Mattamy Homes – North Hespeler

Mattamy Homes has almost completed its 923 residential unit subdivision, with the



last 24 residential units under construction now. This subdivision includes winding trails along the Speed River with connections to the Hespeler core area. The integration of the natural environment and the new residential units has created one of the best-designed developments in Cambridge.

Lenity Group - 208 Hespeler Rd.

The Lenity Group is an architectural design company working with a large developer to provide residential, and facilitated living suites catering to seniors. Construction of the new development on Hespeler Rd., beside the YMCA, is well underway to complete 108 private studio, one-bedroom and two-bedroom suites, with communal dining and kitchen facilities and the services of a co-ordinator available for all residents. This development will complement the existing independent living residential community on Isherwood Dr. to offer a range of housing choices to the seniors market.

Infrastructure Ontario

Infrastructure Ontario (formerly the

Ontario Realty Corporation) has recently completed development approvals for its property at 25 Isherwood Dr., the former detention centre, and is now in a position to put the property on the market for future residential development.

The Dunfield Cambridge

An exciting luxury residential development at Saginaw Parkway just broke ground. The facility will offer independent and assistive living along with cognitive care opportunities for seniors and takes off from Dunfield's flagship development at Yonge and Eglinton in Toronto, which offers a unique experience for its residence. The \$30 million development will be completed in 2013.

Delta Project

Construction started on the CP Rail overpass in May 2011, which will improve traffic flow along Cambridge's Hespeler Rd. (Hw# 24). The project is expected to take approximately 18 months.



Cambridge, it's *all* right here

- Canada's Greenest City Hall
- \$21 Million in Sustainable Development Infrastructure Improvements in 2009-11
- First in the province to install greenwall technology poolside
- Geothermal technology in play at our community centre
- Solar power generation project reaps reduction of 4.3 metric tonnes of greenhouse gases

Environmental stewardship is built into our fabric!



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