

Community Priority: Dynamic Downtown

Citizens' Vision for Downtown, 2027

“Our shared vision is for Kitchener to be a community that has built a vital and lively downtown which provides all residents with a unique mix of exciting big city amenities and diverse services.”

Downtown Kitchener is experiencing a major turn around that is transforming it into a modern and dynamic city centre.

We believe that the future of downtown Kitchener is among the brightest of any Canadian downtown - made so by a core revitalization process that is founded on a far-reaching vision for the future vitality and success that is critical to our economic health and quality of life.

The message that we're sending to developers and to new urban pioneers - people looking to experience the culture and excitement associated with urban living and playing - is that this is

the time to make your move to downtown Kitchener.

We have a vested interest in the future of our downtown. And a belief that - with this renewed focus on its rebirth as a place for pride, prosperity and people - it will succeed.

Strategic Directions:

To ensure the future vitality and success that is critical to our downtown and to the city as a whole – Compass Kitchener recommends that the following strategic directions be undertaken:

1. That the city continues to implement the Downtown Strategic Plan which

outlines the vision and strategy for the revitalization with an emphasis on attracting more people into the core.

2. That the city continues to focus resources, and create partnerships, to address the issue of safety perception in the downtown.
3. That the city continues with its economic strategies as a solid approach to redeveloping its economic health and well-being.
4. That the city supports the goals and objectives in Culture Plan II and, in so doing, fosters vitality in the core.

Key corporate strategies which support the Dynamic Downtown theme can be found under Appendix 1.5.

