

Urban Character and Viewscape Assessment

1.0 Introduction

The Cambridge Urban Character and Viewscape Assessment study was conducted over the summer of 2004 as a means to analyze the types of viewscales, urban landscapes and characteristics that are considered important to Galt City Centre within the City of Cambridge. These features, as identified by a group of volunteers who participated in the study, can be manipulated and altered during quick and unplanned change. Therefore it is important to understand what viewscales and other characteristics are considered significant to Galt City Centre so that they can be protected and preserved as future development proposals and city initiatives are discussed.

This study is a partnership project between the City of Cambridge and the University of Waterloo Community University Research Alliance (CURA). CURA is a partnership program between the Faculty of Environmental Studies and the three surrounding Municipalities in Waterloo Region, Kitchener, Cambridge and Waterloo, and the four outlying Townships of Wilmot, Wellesley, Woolwich and North Dumfries. The goal of Waterloo CURA is to work within core areas of mid-size cities and examine factors that contribute to or detract from the vitality or stability of the core area. It is anticipated that this study will set the foundation and methodology for future studies that can take place in Hespeler Village and Preston Towne Centre as well as other Canadian mid-size cities.

The research team is comprised of four members that collected, analyzed and sorted the data during the course of this project. They include:

Christy Fiddler – Research Assistant, Waterloo CURA

Laurel Davies – Core Areas Project Manager, City of Cambridge

Lise Burcher – Executive Director, Waterloo CURA

Andre Arseneault – Logistics Coordinator, Waterloo CURA

In addition to the research team, the project was also supervised by the Research Advisory Committee that consisted of member from the City of Cambridge, including:

Wendy Wright – Commission of Planning Services

Alain Pinard – Director of Policy Planning

Albert Frootman – Senior Planner

JoAnn Goebel – Administration

This study used a group of volunteers, who were provided with disposable cameras, and asked them to take photographs of viewscales, urban landscapes and other characteristics that they deemed valuable in Galt City Centre. Their photographs were sorted and analyzed based on the types of comments they used to describe why they thought each image was important. The photographs were grouped into 11 categories and posters were generated based on the types of images collected. The posters were put on display for the public and comments were received. The results of the study will provide the City of Cambridge with a clear direction of the types of characteristics and viewscales within Galt City Centre that are valued by its citizens. Overall, the project was quite successful as many people from the community volunteered their time to take part in the study and positive feedback was obtained.

2.0 Terminology

There are several terms that need to be defined for the purpose of this study. The first is *viewscape*, as this term will be used many times throughout this report.

A *viewscape* is a visual connection that occurs between a person and the spatial arrangement of urban and landscape features.

There are three components in order for a *viewscape* to exist. They include:

- 1) View subject – the view must be of something
- 2) Vantage point – the view must be from some place
- 3) Visual corridor – the area extending out from the vantage point (could be pyramid in shape or rectangular in shape)

Most viewsapes (for example, a landmark, an urban space or a district) are visible from a variety of locations. However a *significant view* is only visible from one or two vantage points. This view is often considered a *panoramic view* which is defined as a view that “requires an unobstructed but not empty foreground between the viewer and the subject” (Du Toit Allsopp, Hillier, 1993, 15). In most cases, the panoramic view is from a location that is set high above the view subject.

Another viewscape is the *street end view*. This view is of a street in which the buildings on either side of the street frame the view, leading your eye to the object at the end of the street. Altogether, these terms will be used throughout this report.

3.0 Precedent Studies

There are several cities throughout Canada and the United States that have conducted similar projects related to viewscape analysis and view protection. From these reports, a list of ideas and concepts were selected and incorporated into the Cambridge Urban Character and Viewscape Assessment Study. Of the four studies highlighted in the following paragraphs, the St. John’s study provided the most useful information for this report. This study demonstrated an approach that clearly suited the needs for the City of Cambridge. The following reports are of interest.

3.1 St. John’s Heritage Areas, Heritage Buildings and Public Views Study (2003)

The City of St. John’s conducted a study on the preservation of specific visual resources (including landmarks, districts and routes) that were considered significant to the city’s unique character. As growth and development are a potential threat to various parts of St. John’s, certain vistas and scenic viewing opportunities may be in jeopardy. “A more formal identification and protection of the visual resources will provide substantial benefits such as higher property values and increased tourism revenue” (PHB Group Inc., 2003, 44).

This approach required the knowledge of both expert judgement and public input to identify and rank significant public views and scenic corridors. The visual resources of value were classified into 1) landmarks 2) districts, and 3) routes. The viewpoints were selected based on the “quality of the available view as well as the accessibility of the location” (ibid, 47). The next step was to

overlay each view plane (defined as the area an individual can see from a specific location) on top of the city's zoning maps. These maps identified areas of potential conflict (i.e. locations where current zoning guidelines and building height regulations would interfere with the integrity of the view). This allowed the City of St. John's to identify views that potentially could be threatened, views that may not be threatened as well as street-end views. A list of these locations was provided in the report.

The report concludes by outlining various protection measures such as zoning, purchase of development rights and blanket height controls as well as a list of recommendations that could potentially help future development projects within the City of St. John's.

3.2 The Ottawa Views (1993)

The City of Ottawa in partnership with the National Capital Commission conducted a study on the protection of views of the parliament buildings and other national symbols within the city of Ottawa. Previous building height limitations had been set in 1910; however development pressures of the 1970s changed zoning regulations and challenged the visual integrity and symbolic primacy of the parliament buildings. This study was initiated due to the proposed development of an office tower that would have limited the view of Parliament Hill.

This report clearly outlines specific foreground and background height regulations that have been incorporated into the City of Ottawa's Official Plan and zoning bylaws as well as the National Capital Commission's policy planning so as to protect the visual integrity of the parliament buildings and surrounding national symbols. Foreground protection includes the visual access and openness to the buildings while background protection relates to the visible silhouette of the buildings. The report concludes with a list of recommendations ranging from the viewpoints that should be protected to the application of height controls.

3.3 Downtown Vancouver Skyline Study (1997)

The City of Vancouver initiated a study on the protection of the North Shore Mountains and other significant features as views of these images may eventually be blocked by larger buildings that arise within the downtown area. The Skyline Study proposed five different types of skylines that could be created in the downtown area. Each of these skylines was analyzed in terms of their ability to protect the view corridor of the North Shore Mountains as well as the general visual preference of the skyline itself. The public was asked to examine five models and identify which prototype they thought best suited the City of Vancouver. "The final conclusions of the study were based on the urban design analysis by staff and the consultants, input of a specially appointed Advisory Committee and comments received from the public" (City of Vancouver, 1997, 3).

3.4 Seattle View Protection Policies (2001)

The City of Seattle decided to undertake a view protection plan for significant features within the city. As the Space Needle is considered to be one of the most prominent landmarks, the study examined views of this feature first. Therefore, a list of public spaces that offer views of the Space Needle in addition to spaces that offer some form of viewing amenities (e.g. park

benches) was developed (Krochalis, Cline & Schell, 2001). A point system was used to rate the quality of the view and viewing experience. This system analyzed several variables and a value was given to each viewing area. Maps and digital diagrams were used to relay the results which will then be used to guide future development efforts by the City of Seattle.

3.5 Lessons Learned from Precedent Studies

The studies outlined above provided the Cambridge Urban Character and Viewscape Assessment Study with a variety of ideas in which to work from. In particular, the St. John's study outlined a different approach in which views of many different features within their city was analyzed. In the other studies, a view of one specific feature (e.g. the Space Needle in the Seattle Study) was assessed. The public process was also an important component to each study as it incorporated ideas from an important group of citizens. Finally, the digital images and pictures from the studies were of value as they help to visualize the results more clearly. Overall, the four studies have provided the City of Cambridge with useful information that will help to guide future development directions towards viewscape and urban character preservation.

4.0 Inventory of Past Studies at the City of Cambridge

Over the years, the City of Cambridge has carried out several studies that are of use to the Cambridge Urban Character and Viewscape Assessment Study. The following information is relative to this project as it has helped guide the research team towards understanding the types of viewscales and urban characteristics that should be protected in the future.

The Galt City Centre River Integration Project (Phase One and Two) are most influential in regards to the types of features and views that are of value to this project. "The purpose of this project was to develop an action plan that would integrate the Grand River with Galt City Centre to encourage increased business and investment" (City of Cambridge, 2000a, Executive Summary).

4.1 Galt City Centre River Integration Project (Phase One)

The Phase One (2000a) report states that the Grand River is the most "significant feature and contributes to the identity of the City Centre" (2). In 1974, after a major flood in downtown Galt, a berm was built to protect the downtown area from future flooding. The berm has since limited public access and views of the river.

Within this report, view corridors to the Grand River were identified. View corridors were defined as "vistas for pedestrians or people in cars" (City of Cambridge, 2000a, 20). A total of seven strong view corridors and four weak view corridors were established. The majority of the view corridors are street end views while a couple of them are views from a particular vantage point within the core area.

The report states that "view corridors should provide opportunities to see the river, heritage architecture and other interesting features. The identification and protection of these corridors are central to the creation of a sense of place and community pride. Equally important, view corridors are usually the first opportunity new visitors have to experience the community and

can often influence decisions on spending time and money within the area” (City of Cambridge, 2000a, 20).

In addition to the discussion on view corridors, the Phase One Report discusses other areas of significance including:

“One of the most visually appealing aspects of the river is the **Parkhill Dam** and the **waterfall** that flows over it” (11).

“One of the first things you see when traveling into Galt City Centre are the **Church Spires**. The churches, from the perspective of their architecture dominate the City and Queen’s Square, the site of the cenotaph” (13).

“The historic centre for the business and commerce, the core area grid is comprised of local retail, banks and services and significant heritage buildings including the **Market Building**, **Historic City Hall** and the **Heritage Block** (designated as a Heritage Conservation District).” (14)

“The city is well known for its **churches** which perform a **critical role in defining Galt’s skyline**” (23).

Overall, the Phase One Report provides a rather detailed analysis of the types of view corridors considered important within Galt City Centre as well as the significant features (i.e. Historic City Hall) that are of value in the downtown. This information proved to be beneficial when defining the types of viewscales and urban spaces that were important to this study. There are many similarities that will be discussed further in section 7.3.

4.2 Galt City Centre River Integration Project (Phase Two)

The focus of the second report identifies the types of projects and programs that would link the Grand River with Galt City Centre. Therefore, this report provides more insight into the types of properties that could potentially be used as redevelopment sites. This information is useful to the Cambridge Urban Character and Viewscape Assessment Study as it can provide future direction opportunities in regards to growth and development. The report states that “new buildings should be designed in a manner that they provide views; through to the river either through the use of materials or building forms” (City of Cambridge, 2000b, 4).

4.3 Soskolne Report

“Future Directions: Core Areas in Focus. Final Report and Recommendations”

The Soskolne Report (1997), as it is commonly referred to, develops a long term vision for the future of the Core Areas within the City of Cambridge; identifies niche markets and other development opportunities; and develops an action plan for the three core areas.

One of the more compelling quotes from this report is:

“Strategic views of the river from the street level should be improved where possible. Visitors should receive a lasting first impression of Galt, and they should be reminded throughout their visit of the proximity of the river to the retail area. This objective could be achieved by enhancing

river views between the GCI and Mill Race Amphitheatre. The City should consider selective acquisition and demolition of existing river-fronting building to open up strategic views. The large site north of Parkhill Bridge on the riverfront should be studied with a view to improving its present derelict appearance” (Soskolne Associates, 1997, 17).

This statement clearly indicates that views of the river should be maintained or improved in future revitalization initiatives within Galt City Centre.

4.4 A Remarkable Heritage: Programmes and Policies for Heritage Conservation in Cambridge, Ontario.

This report discusses the plan for the Heritage Conservation District as represented by the area bounded by Main Street, Ainslie Street, Imperial Lane and Water Street.

The Aesthetic Objectives of the District are:

- To achieve a cohesive, well-designed district emphasizing the integrity of its historic streetscape
- To encourage the construction of new buildings to be of good design compatible with the historic district (Dilse, 1981, 5)

In addition, the plan states that the “building height should compliment the average building height of the district. The building should be of a suitable scale that compliments the scale of the historic district” (ibid, 14). This information is useful to this study as it recognizes the fact that building heights within specific heritage areas should be controlled. Otherwise, the character of the heritage district could become lost by the presence of larger scale developments.

4.5 City of Cambridge Official Plan

The Official Plan (O.P.) for the City of Cambridge makes several references to the preservation and protection of the cities focal points such as its cultural heritage resources. Some of the highlighted quotes are as follows:

In relation to the creation of transportation master plans, the O.P. states that these master plans should “preserve scenic corridors and vistas”, (City of Cambridge, 2004, 11) which strongly correlates to this study on urban character and viewsapes.

In a section discussing community core areas, the O.P. believes that “Community Core Areas are focal points for the City of Cambridge, and are promoted in this plan as areas of re-investment for both the public and private sectors” (ibid, 14).

Further, the O.P. identifies Galt City Centre as an area which “benefits from the preservation of historic buildings, including their adaptive re-use” as well as “a tourist destination, which includes scenic features and cultural events” (ibid, 16).

In addition, the plan identifies priorities for heritage resources stating “the city recognizes and benefits from a variety of built heritage resources which are focal to community identity and economic prosperity” (ibid, 31).

In terms of height allowances in residential environments, the O.P. states “The city will develop and adopt appropriate building height allowances in order to preserve vistas and views, and to particularly assist in making development compatible with the built heritage resources of Community Core Areas” (ibid, 74).

In the above remarks it is clear that the City of Cambridge places emphasis on preserving and protecting the heritage and character of Galt City Centre.

4.6 Civic Square Design Concept

This report establishes a set of design concepts that will be used to guide future development proposals in Civic Square. The study was conducted in three phases and a set of recommendations was presented to the City of Cambridge. The overall goal of the project was to “create a special precinct with a distinct community identity and a sense of vitality and excitement” (EDA Collaborative Inc., 2000, 3).

One of the more relative components of this study in terms of the Cambridge Urban Character and Viewscape Assessment Study can be found in Section 2.2.6 - Map 5 Visual Character Assessment. This section clearly states that there is “opportunities to enhance the view from the centre (of the square) by unifying the various buildings through landscape development” (ibid, 9). In addition, a map is included depicting the many types of views one would see from various vantage points throughout Civic Square. Pictures of these images are inputted onto the map, providing a clear image of the views from inside the square.

5.0 Visitor Employed Photography – The Method of Investigation

The methodology for this study was based on research conducted by Gabriel Cherem in 1972 that used Visitor Employed Photography (VEP) as a tool to collect public images of the landscape. “Cherem distributed cameras to hikers in a wildlife sanctuary, asked them to photograph anything they pleased, and then requested they write a brief description of their reasons for taking each photograph” (Chenoweth, 1984, 136). Cherem wanted to involve the public in the management process of these wildlife spaces. Specifically he wanted to understand if there was a difference between the manager’s and the public’s perception of resource quality in these areas.

Since its inception, VEP has been used by others as a method for collecting data. Chenoweth (1984) used VEP and modified the technique to suite the needs of his study. For example, Chenoweth asked people to photograph features that “added to or detracted from their experience” (Chenoweth, 1984, 139). In another study, Chenoweth separated the participants into two groups. He asked one group to photograph the things they found appealing, while the other group was asked to photograph the things they found unappealing. Both of these studies differed from Cherem’s study as Cherem only asked participants to photograph anything they liked.

Overall, the results of the studies were similar. As Cherem and Driver (1983) notes, many of the images photographed were the same. They call this ‘consensus photographs’ (i.e. scenes that were photographed by 10 percent or more of the sampled visitors who passed the scene). This consensus photograph represents a scene that offers a certain degree of interest from the public. These images represent the specific place and time with which the public was able to

capture and maintain the visual environment. However, one drawback from the process is that the photographer can get tired and not finish the project as instructed. In any case, the VEP method is a great technique used to help understand the important and significant components of any landscape.

6.0 Methodology

The methodology is divided into three sections: Field Work Investigation, Core Area Assessment Framework and Community View Assessment. Each section outlines the process and approach used to conduct this study. The Field Work Investigation lists five steps that were conducted as primary research before the public process (i.e. Community View Assessment) was undertaken. The Core Area Assessment Framework is a detailed description of the framework model used to sort the photographs into various categories that can be used for further analysis. Finally, the Community View Assessment section outlines the public process that was initiated as the primary data gathering source for this project. Overall, each section is an important component to the final results of this study and is explained in greater detail in the following paragraphs.

6.1 Field Work Investigation

The Field Work Investigation was conducted by the research team prior to the public process in order to understand Galt City Centre's environment and the types of viewscales and urban features one may encounter while in the core area. There are a total of five steps that outline this part of the study.

Step 1 – The initial step was to discuss the parameters of the study with the research team. Specific questions such as: what is the focus of the study, how do we encourage growth and development but at the same time protect specific viewscales within the core area and what areas are important to protect and why, were asked. This report explores these issues and identifies a set of viewscales and urban features that are considered valuable to the public. This first step outlined the main objectives of the study and attempted to answer some of the types of questions that may arise as the study progresses.

Step 2 – The next step was to meet with the Research Advisory Committee (i.e. key members from the City of Cambridge) and discuss the objective of the study. This provided the Research Advisory Committee the opportunity to voice any concerns as well as provide any ideas that they believed would contribute to and further enhance the investigation.

Step 3 – A field study of Galt City Centre, in particular a site reconnaissance, was the third step in this research process. At this stage of the investigation, the research team analyzed the types of viewscales, urban spaces and other urban features that they thought were important to the overall structure and function of the downtown core area. Specific types of views (i.e. street end views, panoramic views) were photographed and initial observations were recorded.

Step 4 – A post-study meeting was held to review the information gathered during the initial site reconnaissance. The photographs were compiled, initial observations were discussed and further observations were made. The research team then developed a framework model for

which the photographs could be categorized and grouped. This framework model will be discussed further in Section 6.2 Core Area Assessment Framework.

Step 5 – A second and more in depth field study was conducted in Galt City Centre to assess the types of images and viewsapes that were deemed important by the research team. Additional photographs were taken so that these images could be compared against the public's own assessment and perception of important viewsapes and spaces in Galt City Centre.

Altogether, the Field Work Investigation was a valuable component to this research project as it set the groundwork in terms of understanding what viewsapes, urban spaces and other urban features are important to preserve and protect from future development proposals.

6.2 Core Area Assessment Framework

The Core Area Assessment Framework was created at the beginning of the research process and was based on the site analysis discussed in Section 6.1. This framework has been used as a way to analyze and categorize the information into a model that has served as a guide for the public component of this research study. It is anticipated that this framework will be used by other municipalities to help categorize their results into a workable format for analysis. As each city is unique and as each city has different types of viewsapes, characteristics and urban features, this Core Area Assessment Framework tries to categorize these viewsapes and spaces into general groups that any municipality can use. The categories selected for this framework model were partially based on the information derived from the St. John's Heritage Areas, Heritage Buildings and Public Views Study (2003) as well as the research team's own assessment.

There are a total of six categories used to describe the Core Area Assessment Framework. The categories listed below range from those that are more broadly-based (i.e. typology, districts and significant urban spaces) to categories that are much more specific in nature (i.e. significant views, primary and secondary axes and landmarks). The categories are as follows:

Typology – This category describes the iconic views of the environment in terms of urban character, form and function. The objective of this category is to provide an understanding of the area on a broad scale. An example of this category with regards to Galt City Centre would be the facades photographed along Main Street.

Districts – This category can be defined as an area of space that is organized into a visually cohesive unit and is set apart from other areas by imaginary boundaries. An example of this category in Galt City Centre would be the Queen's Square District.

Significant Urban Spaces – These spaces are representative of areas that are considered important to the overall character and development of the city. The views and visual resources from and within these spaces are deemed a valuable component to this project, as they help to distinguish the area from other areas that are not as significant. An example of this category in Galt City Centre would be the natural and built spaces of Dickson Park.

Significant Views – This category is representative of the viewsapes and panoramic views that are visible from specific locations within the study area boundaries. In many cases, these views are located in areas where a large portion of the area can be seen from this one location.

In Galt City Centre, an example of a significant view would be looking west down Main Street from Central Park.

Primary and Secondary Axes – Primary axes are the major routes and viewsapes along streets within the study boundaries while secondary axes are the routes that are less important but still contribute to the visual character and identity of the area. An example of this category in Galt City Centre is Dickson Street.

Landmarks – These are elements that contribute significantly to the character and image of the study area. In many cases, these features can be quite distinguishable and may be seen from several parts of the city centre. An example of a landmark found in Galt City Centre is Historic City Hall.

Overall, the six categories outlined above represent the Core Area Assessment Framework developed for this project. It is anticipated that these categories can be used by any municipality who undertakes a similar study analyzing viewsapes and urban character. The categories will be discussed further in Section 7.2 which focuses on the results of the study. The next section will discuss the public component to the research project.

6.3 Community View Assessment

This section will discuss the public's role and involvement in the project. The project asked participants to take photographs of viewsapes, characteristics and other urban features that they considered to be of value in Galt City Centre.

Initially, the research team asked key members from various local community groups and organizations throughout the City of Cambridge to take part in the study (for example, Heritage Cambridge, the Core Areas Revitalization Advisory Committee, the Business Improvement Association and others). The invitation was then extended to include the public and/or anyone who was interested and wanted to participate in the study. Two local newspapers, The Record and The Cambridge Times, covered the story and asked for interested volunteers to sign up for the project.

6.3.1 Information Meeting

An Information Meeting was held on July 22nd, 2004 for those volunteers who had already signed up for the study in addition to other individuals who wanted to participate in the study. The goal of the meeting was to provide participants with background information concerning the study as well as their role as volunteers. Each participant was provided with a package containing a disposable camera, Response Sheets (Appendix A), and a Response Table (Appendix B) in which they were asked to record their observations as well as a set of maps (Appendix C) in which they were asked to mark down the location of each photograph. This meeting was attended by approximately 50 individuals. In addition to this group, there were several others who had already signed up but were unable to attend the meeting. These packages were left at the City of Cambridge Planning and Development Office so that they could pick them up.

6.3.2 The Role of the Participants

The participants were given a one week time period (from July 23rd to July 30th) to travel throughout Galt City Centre and take the pictures. Each participant could take up to 27 pictures, but were not required to take all 27 photographs. The participants were asked to fill out the Response Sheet (Appendix A) each time they went out to take pictures. They were also asked to record their observations in the Response Table (Appendix B) for each photograph they took. Specifically, they were asked where the photograph was taken, what was important about the view/image and what the most significant component of the picture was. In addition, they were also asked to plot the location and direction of each photograph on the Galt City Centre maps that were provided in their packages (Appendix C). Two maps were provided for them in case they needed more room.

Every package was labelled with the same number¹. As the participants signed up for the study, they were assigned a specific package number so that we could track where the packages were going. This method worked quite effectively as we were able to understand which participants had yet to return their packages.

Once the participants were finished taking pictures, they were given two drop-off locations, either the City of Cambridge or the Business Improvement Association, to drop off their packages. For those individuals who could not make one of the drop-off locations, they were asked to contact the research team to make alternative arrangements. As each participant dropped off their package, a return sheet was filled out, identifying which packages were returned.

The first set of packages were picked up on Friday July 30th and dropped off for processing that day. However, as not everyone was able to complete the study by the due date, the late packages were sent in for processing the next week. Black's Photography was able to provide a discounted price for the processing and development. In addition to print copies of the photographs, Black's Photography was also able to include a Compact Disc with digital copies of the photographs. This was very useful when creating the posters (discussed in Section 7.1.1) as well as the final report.

6.3.3 Categorizing the Photographs

The next step was to begin labelling and categorizing each photograph. In order to make sure that the photographs corresponded to the written responses, it was necessary to match up the photographs to the answers on the response table. In many cases, the photographs were in order of the answers on the response table, however in a few instances, the pictures were out of order. Each photograph was given a number based on the package number and the response table number (e.g. package 1 photograph 5 would be labelled 1-5).

After the photographs were numbered, the research team recorded the written observations from the response table onto the backs of every photograph. During this process, it became apparent that certain categories were starting to develop (i.e. Urban Heritage Architecture, The Grand River, Queen's Square etc.). This made it easier for the research team to begin sorting the photographs into piles. Altogether 11 categories were created based on the types of

¹ The Response Sheet, Response Table and maps that were found inside each package were also labelled with the same number.

pictures that were taken as well as the comments and quotes from the participants. These results will be discussed more thoroughly in Section 7.0.

6.3.4 Follow-Up Meeting

The Follow-Up Meeting was held on August 10th, 2004 in Galt City Centre. Approximately 35-40 people attended this meeting, another fabulous response from the public. This meeting was scheduled to display the initial results of the study.² The meeting was an open-house format whereby 10 poster boards displaying the photographs and related quotes were scattered throughout the room. A power point presentation with additional background information and other photographs not included on the posters was running on a continuous loop. Members from the research team mingled with those in attendance at the meeting. Every attendee was provided with a comment card in which they could write suggestions, recommendations or questions regarding the study, the posters or any other information relevant to the study. Many great comments were received. This will be discussed further in Section 7.1.2.

7.0 Results of the Study

There are several interesting findings that can be made based on the results of this study. The first section will discuss the 11 categories that were created based on the types of photographs and observations made by the volunteers who participated in this study. Second, the framework model will be analyzed and used to separate the 11 categories into six groups. A map depicting these results will be used to help further explain the findings. Finally, general observations will be discussed including a link to previous studies by the City of Cambridge.

7.1 Results of the Photograph Study

The photograph study was conducted over a one week period in July 2004 which asked participants to take pictures of images and viewsapes they thought were important to Galt City Centre. Overall a total of 90 packages were given out. However, eight packages were never picked up and two packages were never used due to the participant's inability to partake in the study. Therefore, a total of 80 packages were distributed to interested volunteers. Of the 80 packages that were handed out, 59 packages have been returned and the cameras have been developed. The remaining 21 packages have not been returned and thus the pictures have not been developed. Therefore a 74% response rate was obtained. This is considered quite successful to the overall outcome of the project, as it demonstrates that many citizens are interested and concerned about their community. In addition, this project provides them with the ability to speak out on issues that they consider of value.

² As there was only a one week time period from when the photographs were dropped off and developed, to when this meeting was held, the results were still considered preliminary.

7.1.1 The Posters

Overall, there were 11 categories in which the photographs were separated into. These categories were based on the types of pictures taken as well as the types of comments associated to the pictures. The categories are represented in this section by a set of posters that were initially used in the Follow-Up Meeting. These posters have been slightly modified after some recommendations were made following the meeting.³ The updated posters will be used in this report to represent the findings of each category.

The photographs that were displayed on each poster represented a selection of images that best characterized the responses received from the participants. In many cases, there were several photographs of the same image, in which case the research team chose the best image (i.e. clearest image, centered properly). Due to the number of pictures taken for this study, it is difficult to clearly represent every type of image that was taken. Therefore, the research team did their best at trying to depict a sample of photographs that demonstrated the results of the study. In some cases, the images were of viewscales and features that were most commonly photographed while in other cases, the images were chosen because they were uniquely distinctive to each of the 11 categories.

The quotes on the posters were also representative of the type of information received from the Response Table. The quotes were selected based on how well it defined the image as well as the level of detail used in their responses. Quotes were also selected to communicate the range of responses from participants. In most cases the quotes were taken from the actual picture in which the quote came from. The categories of posters are as follows:

Architectural / Landscape Features

Architectural and Landscape Features (Continue)

This category was created based on the fact that many participants photographed architectural and landscape features that were representative of Galt City Centre. For example, the facades of Main Street, Ainslie Street and the Carnegie Building are symbolic examples of the types of architecture that can be found in Galt City Centre. In addition, several people photographed and made reference to the stone buildings and structures in the downtown. Examples include Mill Race Park (the arches), the stone fences as well as the stone buildings. Other neat examples that help to distinguish this category are the alleyways (i.e. people made reference to the fact that these passages are very unique to downtown environments), the old style lampposts in the downtown and the surrounding neighbourhoods, street signage (in many cases people referred to the fact that the signage fit in well with the older architectural style of the building), and the canopies/awnings of Ainslie Street. It should be noted, however, that although there are specific features and structures represented in the posters, the participants' comments indicate that people are more interested in the flavour of these features rather than the actual features themselves. Understandably, these types of characteristics that define Galt City Centre should be further incorporated into future development ideas in the coming years.

³ Some of the changes include matching the quotes more specifically to the pictures and adding a couple more pictures to the posters.

Unique Heritage Architecture

Many of the images in this category are of distinctive urban heritage architecture that is typical of Galt during its prime building era of the early 1900s. The images in this category can be found throughout the entire Galt City Centre study area. However, the majority of photographs are located within the Main, Ainslie and Dickson Street District or the Queen's Square District (these districts will be discussed further in Section 7.2). Galt City Centre is composed of numerous heritage buildings and districts already designated by the City of Cambridge and the Cambridge Municipal Heritage Advisory Committee. Many of the photographs represent areas within Galt City Centre that have already been designated as heritage areas (e.g. Main Street Heritage Conservation District). Overall, this category defines spaces and buildings within the downtown that are historically significant.

Unique Heritage Architecture (Continue) Artistic Works

This category had the least number of pictures in all 11 categories and therefore the research team decided that it did not warrant its own poster. However the images were still considered quite significant to this project. Therefore, the photographs were displayed during the power point presentation at the Follow-Up Meeting. The pictures outlined above are some examples of the types of images within this category. The various sculptures, paintings and statues are on display at several locations within the downtown. These features were described as images that are "part of the landscape," are considered "public art," and features that "add interest to the city." Overall, this category, although small in number, is one which warrants recognition as it signifies a part of Galt City Centre that is unique to the downtown environment.

The Grand River The Grand River (Continue)

The Grand River was the most highly photographed image throughout this study. Almost every person who participated in this project took at least one, and in some cases several photographs of this heritage river. The photographs were taken from many different angles and views. Some participants took their photographs from one of the three bridges that cross over the Grand River while other images were taken from walkways along the Grand River. There are many reasons why people value this heritage river. Some of them include: its role in the evolution of Galt City Centre, the European flare of the buildings adjacent to the river's edge, the industrial history of the buildings surrounding the river, the recreational value of the river (i.e. canoeing, fishing, hiking), the aesthetic appearance of the Grand River, the vegetation next to the river that offers home to wildlife in the area and the linking of the two sides of Galt via bridges that pass over the river. In this respect, it was decided that the Grand River is worthy of its own category to be able to fully interpret and represent the findings of this significant feature.

Queen's Square

Queen's Square is another highly photographed area that is best represented by its own category. The images and quotes uncovered on this poster signify the variety of uses that are located within Queen's Square. For example the area is primarily used as a public space where people can sit and relax within the beautiful gardens. It is also home to the cenotaph and war

memorial, historic and important elements of our time. The most prominent icons of the square are the two historic churches that are recognizable for their beauty and spires which can be seen from many locations within the downtown. The Galt Library and Gallery is also located within the square as well as Queen's Square Terrace and local cafes. One element that was discussed by several participants was the good mix between old and new buildings in the area and how well the two styles have blended together. For example, the Galt Library and Gallery in addition to the Queen's Square Terrace were described as modern buildings that have been built to look old and blend in with the surrounding architecture of the space. Queen's Square is a great example of an area that integrates each of the 11 categories into one district as defined by this report.

Built Spaces and Features

This category describes a variety of built spaces and features that allow for and promote public activity. Such spaces include Mill Race Park (an old mill that has been converted into a park area), walkways along the Grand River (located on both sides of the river), Dalton Court, cafes and outdoor patios, the Farmer's Market and the Civic Square area which is home to the Cambridge Centre for the Arts and the David Durward Centre (a seniors centre). These spaces have been built specifically to allow for public activity to occur within them. These areas create spaces where people can sit and reflect, where they can be physically active (i.e. walking, jogging), where they can participate in public events and where they can partake in human transactions. Altogether, these built spaces are considered an important part of the community atmosphere in Galt City Centre as they create both public and private areas that can be enjoyed by a variety of groups.

Natural Features in an Urban Environment

Many of the images outlined in this category are of natural spaces that are scattered throughout the downtown (refer to Figure 1 in Section 7.2 for a visual reference of their locations). In some cases, the areas are open spaces (e.g. Dickson Park) while in other cases, the areas are landscaped gardens (e.g. Horticultural Gardens). These spaces represent pristine and natural environments that the participants perceived as important places within an urban setting. The number of photographs taken of natural spaces was somewhat surprising to the research team as they were not expecting this type of reaction towards vegetated areas. However, such a positive response from those involved in the study indicates that people enjoy green spaces and consider them quite valuable to the overall quality and atmosphere of city life.

Blending of Old and New

This category was also a surprise to the research team as it became clear that many participants valued both the new and old buildings and structures within Galt City Centre, as long as they fit within the particular architectural style and use of the area. For example, the Wellington Street Townhouses that have recently been erected have been designed to "fit into the older surrounding neighbourhood." Similarly, Queen's Square Terrace, a retirement home for seniors, has also been labelled as a great match to reflect the character of Queen's Square. On the opposite end of the spectrum, people were also impressed with older structures that have been converted and recycled into new uses. For example, the Riverbank Steakhouse,

once an old mill along the Grand River, is now being used as a high-end restaurant. Other great transitions include the Riverside Silk Mills building which is now home to the new University of Waterloo School of Architecture, the Southworks district – an old mill factory area that has been converted into an outlet shopping area and LA Franks – an old stone building that now serves hamburgers and ice cream. Another great example of a building that fits into both the old and new category is the Cambridge Centre for the Arts and the David Durward Centre. One half of the building has been converted from an old hydro electric company to a senior's centre, while the other half has been newly built to house the arts centre. Although this is one structure with two different uses, the building in its entirety, fits together quite well. This category is very important for the City of Cambridge because it provides examples of uses and architectural styles that work well together and can fit into future development plans.

Key Landmarks

Many participants took photographs of key buildings and features that can be considered key landmarks within Galt City Centre. By far, the most photographed image was of Historic City Hall followed by the Carnegie building, Trinity Church and the Post Office building. Other examples are Fiddler's Green Irish Pub, the Armoury, the Fire Hall Museum, the Farmer's Market, Gore Mutual Tower and Galt Arena Gardens (although this building is actually located outside of the study area boundaries). In any case, many of these structures were considered important for a variety of reasons including their dominant presence in the downtown, their ability to be seen from many locations within the downtown, their architectural beauty, their history and their public role that they provide to the community. Many of these landmarks are recognizable structures found within the central corridor of Galt City Centre (i.e. the Queen's Square / Main, Ainslie and Dickson Street Districts).

Street End Views

This category represents the many types of street end views that are considered important in downtown Galt. As defined in Section 2.0, a street end view is a view of a street in which the buildings on either side of the street frame the view, leading your eye to the other end of the street. Some examples include Melville Street, where the view is terminated at Trinity Church. Another great example is Dickson Street where the north side of the street is defined by five powerful buildings (i.e. Post Office, Farmer's Market, Historic City Hall, Fire Hall Museum, David Durward Centre/Centre for the Arts). There were also some examples of street end views located in neighbourhoods (e.g. Bruce Street and Lansdowne Road – see Figure 1 in Section 7.2). It should be noted that Lansdowne Road has been used to represent a particular style of streetscape that people liked. Many participants made comments regarding the surrounding neighbourhood streets, stating that they had "great streets" with "great sidewalks," "beautiful homes," and "old trees." This category can also be used as an example for the City of Cambridge to describe the types of street views that are important to the public.

Significant Views

The final category is significant views within Galt City Centre. A significant view is defined as a view that is visible from one or two locations within the city. In some cases, a significant view can be considered as a panoramic view (i.e. a view that is unobstructed and is usually taken at a higher vantage point). In this study, there were several significant views that were defined.

The most prominent views (as noted by participants) are the view from Central Park looking west towards Queen's Square and the view looking south down the Grand River from Mill Race Walkway. In many cases, a view of the church spires can be seen in almost every photograph included in this category. This is a significant finding regarding this study as it further denotes the fact that the church spires are prominent icons within the downtown core area.

Significant Views (Continue)

7.1.2 The Comment Cards

The other major component to this part of the study is the comments and suggestions received from the participants who filled out the Comment Cards at the Follow-Up Meeting. The posters were well-received by those who attended the meeting and many great comments were provided. Some of the more compelling remarks include:

"The importance of this architecture is one that will illustrate what the town was in history and the usage of these buildings will dictate where the city will go in the future" –regarding the Unique Heritage Architecture category

"The church spires are seen as prominent landmarks that dominate the landscape and lead the eye to the centre focal point of the town" – regarding the Significant Views category

"Church spires clearly dominate – lets keep the existing skyscape" – regarding the Significant Views category

"The number of photos of Queen's Square suggests that its character should not be destroyed by further development" – regarding the Queen's Square category

"Built spaces are places that can create a sense of community and allow interaction between people on a daily basis. The attraction of these built spaces is that it is an open invitation for people to commune in, an open and friendly environment" – regarding the Built Space and Features category

"I enjoyed taking the pictures very much. It brought back tonnes of memories. It was also nice to see pictures of views I didn't take. Hopefully our city administrators will protect our objects and spaces." – general comment

"This project was informative and inspiring. It gives one a fresh perspective upon this city. This was a wonderful idea and I believe that keeping the historical components of this city would be a good idea. This should be done either annually, or after a major change has taken place." – general comment

"Cambridge is a town that calms your senses. If we can retain the small town feel, but still attract more businesses into the core that would be great." – general comment

Other comments that were not quite as positive, but still informative to this study include:

"I'd like to see the number of images expanded" – general comment regarding the posters

“Even though we were assured that this was not quantitative research, it feels that way when images we concentrated on are most visible publicly” – regarding the research process

“I was initially misled when looking at the picture boards. The quotes and images are not connected as I first thought. I’d like to see them separated, or a note clearly stating they are not, would be helpful.” – regarding the posters

“When I look at the display boards, I find it hard to distinguish where these views and features are found in the city core. I would make a suggestion of including a reference map for each board in order for those not familiar with Galt City Centre to figure out where the important features are located in a city centre” – regarding the posters

Overall, the posters, the power point presentation and the research process received a lot of positive feedback from those who attended the meeting. Many of the more suggestive comments (as stated above) have been analyzed and included in the recommendations section (Section 8.1).

7.2 Linking the Framework to the Photographs

The Core Area Assessment Framework was created as a model that can be used by any municipality that plans on conducting a similar urban character and viewscape assessment study. As every city is unique and exhibits their own geographic features and urban forms, the categories created for Galt City Centre (as described in Section 7.1.1) may not be relevant to other core areas. Therefore this framework is designed to be used as a model that other cities, which in many cases will have differing results than the ones described in this study, will be able to use. This model will be able to help cities create their own set of categories by guiding them with the set of six groups outlined in the Core Area Assessment Framework.

Each of the 11 categories has been separated into one of six groups associated with the framework model. Table 1 shows the break down.

Table 1: Association Between the Framework Model and the 11 Categories

FRAMEWORK	CATEGORIES
Typology	<ul style="list-style-type: none"> ❖ Architectural and Landscape Features ❖ Urban Heritage Architecture ❖ Artistic Works
District	<ul style="list-style-type: none"> ❖ The Grand River ❖ Queen’s Square
Significant Urban Spaces	<ul style="list-style-type: none"> ❖ Built Spaces and Features that Promote Public Activity ❖ Natural Features in an Urban Environment ❖ Blending of Old and New
Significant Views	<ul style="list-style-type: none"> ❖ Significant Views
Primary and Secondary Axes	<ul style="list-style-type: none"> ❖ Street End Views
Landmarks	<ul style="list-style-type: none"> ❖ Key Landmarks

The first point that must be discussed is the extended study area boundaries, as represented by the striped yellow spaces on the map. Upon the initial investigation, the research team decided to extend the Core Area boundaries developed by the City of Cambridge, so that additional viewscape into Galt City Centre could be observed. However, it is clear from this map that these areas were not considered important locations to those who participated in the study.

On the other hand, there are several areas where many participants indicated (both through their photographs as well as through their comments), that they enjoyed and would like to see more of these spaces and viewscape in the future. These areas include the Queen's Square District, the Main, Ainslie and Dickson Streets District as well as the The Grand River District. It must be noted that although there was not a category labelled "Main, Ainslie and Dickson Street," it was evident through the number and types of photographs that many people valued and considered this area a significant space in Galt City Centre. Therefore, the research team decided to label it as its own District.

Some of the categories such as the Natural Features within and Urban Environment and the Blending of Old and New category, are located throughout the whole core area and could even be said to be located at the periphery of the Core Area boundaries. Other categories, for example, Key Landmarks and to a certain degree, Built Spaces and Features are more centrally located within the three Districts. Many of the Significant Views (with the exception of one) are directed towards the interior section of the downtown. This is an important finding because it reiterates the fact that this section of the downtown and its skyline is a significant space.

The map is also useful as it defines areas where future development can occur. There are several "pockets" where this is possible.⁴ These include the area to the south of Main Street (i.e. the area bounded by Warnock, Water, Concession and Wellington Streets) as well as the area to the north of Thorne Street (Thorne, Water, Simcoe and Cambridge Streets). On the West side of the Grand River, possible development areas could be Parkhill Road to the Queen's Square District or Salisbury Avenue to St. Andrews Street. However, the majority of potential development space, according to the results of this study, is located on the East side of the river in the areas mentioned.

Another important observation can be made regarding the areas that have been viewed by the participants as valuable and attractive. These spaces, which include the three districts and the other outlying areas identified on the map by symbols and colours, are examples of viewscape and urban features that should be analyzed by city officials as well as developers when new development opportunities arise. Participants liked what they saw in these spaces, whether it be the types of historic or modern buildings to the natural green spaces, these factors should be incorporated into new plans and proposals. Secondly, if new development were to occur in one of the three districts or other liked spaces, it should occur in a manner that is sensitive to the surrounding environment. A great example of this is in Queen's Square, where the new retirement home, Queen's Square Terrace, was built to fit in with the existing urban fabric of the block.

Altogether, the map is a great visual resource that enables people to distinguish between priority areas of development and areas of sensitivity when it comes to development. This is a useful tool that can help both the City of Cambridge as well as developers understand the needs of the community while still initiating changes within Galt City Centre.

⁴ This was an obvious fact, as not many people photographed or discussed these areas during the course of the project.

7.3 General Observations

Overall there are some very significant findings that have come out of this study. First, the participants believe that there are three main districts that they value (i.e. The Grand River, Queen's Square and Main, Ainslie and Dickson Streets). These areas contain many of the features, viewsapes and urban characteristics that are important to the history and development of Galt City Centre. In addition, it is clear that there are other examples of features and spaces that although may not be located in one of these three districts, are also highly regarded by the participants. These areas include many of the Natural Features in an Urban Environment as well as the Blending of Old and New category. The other major finding that is important to recognize is that there is a balance of images from both the west and east sides of the Grand River. This again reiterates the fact that the downtown has many great features that should be maintained and used as examples for future development proposals. As mentioned in Section 7.2, there are several areas that can be considered as "pockets" for redevelopment. These locations were not highly photographed by participants and therefore may not be well understood or used by these people. This fact must be analyzed by city officials before future development plans are set into action.

The second set of observations that can be made regarding the results of this study relate to the previous reports from the City of Cambridge. Specifically, these findings correlate with many of the visions and ideas discussed in Section 4.0. The Galt City Centre River Integration Project (Phase One and Two) states that the Grand River "is the most significant feature and contributes to the identity of the City Centre" (2000a, 2). This was also an outcome from this study, as the Grand River was by far the most highly photographed feature in the downtown. Other relationships between the reports and the findings include the reference to the church spires and how they dominate the downtown skyline as well as the historic buildings including the Farmer's Market, Historic City Hall and the Heritage Block (i.e. Main Street). The Soskolne Report further reaffirms the link between Galt City Centre and the Grand River, stating that "visitors should be reminded throughout their visit of the proximity of the river to the retail area" (1997, 17). The Remarkable Heritage Plan discusses how "new buildings should be of good design and compatible with the historic district" (Dilse, 1981, 5). This was also discussed amongst participants as they liked how new and older buildings blended together within the core area. Finally the Civic Square Design Concept has established viewsapes from within the centre of Civic Square that could be enhanced by landscape development. This area was discussed by many participants as playing a significant role in the heart of downtown. Altogether, there are many similarities between previous studies from the City of Cambridge and the results of this study. This relationship signifies that the public is further replicating and supporting many of the plans and proposals that the City of Cambridge has been working with and implementing over the years.

8.0 Recommendations

There are several recommendations that can be made from this study. The recommendations are separated into two categories, recommendations for the research process and recommendations for the City of Cambridge. Some of the recommendations are based on the comments outlined on the comment cards as well as suggestions received in the follow-up meeting, while other recommendations are based on the opinions of the research team as they conducted the study. Altogether, these recommendations should be considered for future studies that will take place in the City of Cambridge of other municipalities.

8.1 Recommendations for the Research Process

- 1) The two drop-off locations allocated for this study both closed by 5pm. It was suggested that another drop-off location that is open later in the evening be available for those individuals who are unable to make the earlier times. One possible location could be the Cambridge Libraries that are open until 8:30pm. This would provide a more accessible time for people who work during the day and for those who may have conducted the study at night.
- 2) With regards to the questions asked on the Response Table in Appendix B (i.e. what is important about this view/image and what is the most significant component of this picture?), it was believed that these two questions were quite similar in nature. It was also evident from the participants' responses that many of the answers were the same for both questions. In some cases only one word answers were used to describe their observations. Therefore it is recommended that the two questions be combined into "what is important about the picture taken and why?" to solve some of the discrepancies with regards to the types of responses received in this study.
- 3) Some people had difficulty reading the maps provided to them in their packages (i.e. the study area boundaries were unclear and the map was too small to read). Therefore, it is recommended to increase the size of the maps (8.5 x 14) as well as the thickness of the study area boundaries so that they can be easily read and used by participants.
- 4) A fourth recommendation for future studies is to obtain permission to publish the participants' names in order to give them credit for their photographs. This process could be conducted at the onset of the study by simply handing out permission forms asking participants for their written consent.
- 5) After the Follow-Up Meeting, several attendees' were so excited with the poster display boards that they believed they should be displayed at other areas throughout the community. Some suggestions were the Cambridge Library and Gallery, the Cambridge Centre Mall, the new School of Architecture and other public venues. This would be an excellent way to publicly display the results of the study for the rest of the community.
- 6) Another recommendation concerns what to do with the photographs once the study is complete. Many participants had several creative ideas. A couple participants suggested that the pictures be made into a calendar. Another person suggested they be put into a book. And one interested individual thought that the images could be sketched or captured somehow in the Cambridge Centre for the Arts.
- 7) Finally, it would be beneficial for the City of Cambridge to develop or create an inventory of the digital pictures so that they could be easily accessible for future users. This would involve placing the pictures onto a computer and labelling each image to match the photograph number already assigned to the picture.

8.2 Recommendations for the City of Cambridge

- 1) The first recommendation is to integrate the results from this study into the digital model that is being constructed for the City of Cambridge by the School of Architecture at the University of Waterloo. This three dimensional model of Galt City Centre, will allow city staff a more

sound way of analyzing future development proposals and designs by inlaying them onto the model. This model will also provide the public with a visual representation of proposed plans that the city and developers will be marketing. Therefore, the Cambridge Urban Character and Viewscape Assessment Study has identified potential areas for redevelopment as well as areas where the view and urban character of the space should be maintained. This model will allow people to understand these spaces more clearly and help to visualize possible changes that could occur there in the future.

- 2) As growth and development continues to be a part of core area plans within Galt City Centre, it is imperative that the City of Cambridge identifies and plots priority areas as well as areas of sensitivity. These spaces should be defined and recognized by city officials and potential developers, in order to maintain a strategic vision in terms of future development.
- 3) The City of Cambridge should also evaluate the types of features and characteristics that people would like to see in the downtown. The Core Area Assessment Framework identifies these features through the Typology sub-section. It is important to distil these key ideas so that they can also be incorporated into future development plans.
- 4) There are many projects that the City of Cambridge is working on or has already completed that the community is unaware of. Several of these reports were discussed in Section 4.0. Many of these studies complement the findings discussed in this report and further reinstate the fact that the City of Cambridge is moving in the right direction. However, these reports should be more highly promoted throughout the community, so that the public is aware of the types of projects in place.
- 5) Finally, the City of Cambridge should discuss the zoning implications with regards to the study. It would be beneficial to overlay Figure 1 with a current land use zoning map of Galt City Centre to understand how the zoning would affect these significant areas. Future zoning guidelines could either allow for higher densities or for stricter height guidelines depending on the area in focus.

9.0 Future Directions and Conclusion

The future of this study lies with the City of Cambridge. It is anticipated that they will use the findings to help provide them with a more clear direction towards the types of urban characteristics and viewsapes that the public desires within Galt City Centre. The results will also be used in conjunction with the three dimensional model that is being developed by the School of Architecture at the University of Waterloo.

Overall, the Cambridge Urban Character and Viewscape Assessment Study has been created as a prototype for other core areas in mid-sized cities that may want to conduct a similar study on urban character and veiwscap preservation. This study has set a methodological framework for which other cities can work with and use to their advantage. It is also anticipated that a similar study can be conducted in both Hespeler Village and Preston Towne Centre as they are experiencing similar growth and development issues as in Galt City Centre.

This study has revealed that there are many similarities to the types of features enjoyed by citizens within Cambridge and the directional path that the City of Cambridge has taken with regards to previous projects and reports. The Grand River is considered one of the most

significant elements in Galt City Centre and many people refer to it as “the heart of Galt.” In addition, the Queen’s Square and Main, Ainslie and Dickson Streets Districts are also highly valued by citizens. There are other “pockets” where many participants did not comment on or photograph, and these areas can be considered potential development spaces. As growth and development continues to be a part of Galt City Centre, some areas (specifically those outlined above – The Grand River, Queen’s Square and Main, Ainslie and Dickson Streets) will need to be treated sensitively as these districts contain specific elements that are highly regarded by Cambridge citizens. In the potential redevelopment zones, city officials and developers should look to the desired districts for advice on the types of features and characteristics that should be implemented in these spaces. Overall, the study reveals important information that can be used as a way to guide future development proposals for the City of Cambridge.

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