

Proposed Amendments to the Town of Stratford Official Plan
Regarding the Waterfront Gateway Area
2025.06.23

- 1. Replace Chapter 2 of the Core Area Subsidiary Official Plan with the text in Appendix A.**
- 2. Amend the General Land Use Plan of the Core Area Subsidiary Official Plan as illustrated in Appendix B.**
- 3. Amend the Town of Stratford Land Use Map as illustrated in Appendix C.**

Chapter 2: Waterfront Gateway Area

The Core Area Subsidiary Plan as adopted in 2008 included extensive guidance for development at the main gateway to Stratford: the intersection of the Trans-Canada Highway and Stratford Road. Since that time, many aspects of the initial vision have been carried out, including the removal of the sewage lagoons and the development and implementation of a plan for public spaces along the waterfront. However, development of the privately-owned lands has lagged.

In 2024, the Town was successful in its application under the Housing Accelerator Fund administered by the Canadian Mortgage and Housing Corporation. One of the key initiatives of the Town's application was the implementation of mixed-use zoning in areas that were previously dedicated to commercial purposes. This included much of the Waterfront Gateway lands. In 2025, Council updated this Chapter to reflect the work completed along the waterfront to date, the new land use framework under the Housing Accelerator Fund work, and an evolving understanding of the role of Stratford's Waterfront Gateway in the overall vision and functioning of the Town.

2.1 Vision

Over the life of this Plan, the vibrant waterfront of Stratford has become a destination for island residents, tourists and small business. Either arriving across the Hillsborough Bridge from Charlottetown or east along Trans-Canada Highway (TCH), a clearly demarcated landscape gateway welcomes visitors to Stratford. Visitors and residents will know they have entered Stratford as unique architectural markers will be located at the boundaries and special signage, lighting, and streetscape elements will reinforce the Waterfront Gateway of Stratford as a special place to visit.

Secondary entry points along Stratford Road and the TCH will have specially designed, but subtle gateways. The Waterfront Gateway will be connected to outlying communities by a linked system of greenway trails. A waterfront trail will link the downtown to the Hillsborough Bridge, through the major TCH gateway and on to Robert Cotton Park. The existing municipal parks will be linked by a series of trails and two new parks, the urban waterfront park and another at the site of the old sewage lagoon site, creating ample open space for recreational activities and relaxation in the waterfront area.

Stratford will be perceived positively as a truly Canadian small town with its award-winning architecture and streetscapes, accessible and attractive downtown venues, parks and other open spaces containing playgrounds and works of public art, pedestrian-friendly streets, and theme signage and lighting. The signage will reflect Stratford's rich heritage, specifically its history as a centre of agriculture and pay tribute to the previous villages that combined to form Stratford. Sidewalks covered by a tree lined canopy complete the dynamic, vibrant streetscape that is complimented by theme lighting, colourful banners, and seating and street furniture that reflect the Maritime heritage of Stratford.

Most importantly, there will be vitality and activity on the waterfront and a sense of place for the people of Stratford. People of all ages and types will be able to shop, dine, and even work in the same town where they live. At its completion, the Waterfront Gateway will be transformed into a source of community pride and will be readily identifiable as 'Stratford'.

Appendix 'A'

2.2 Land Use Plan

Stratford's Waterfront Gateway is envisioned as a mixed-use neighbourhood that provides a comprehensive range of residential, retail, restaurant, and commercial employment uses anchored by the amenity of the waterfront public spaces. In particular, development of the Waterfront Gateway should achieve the following land use outcomes:

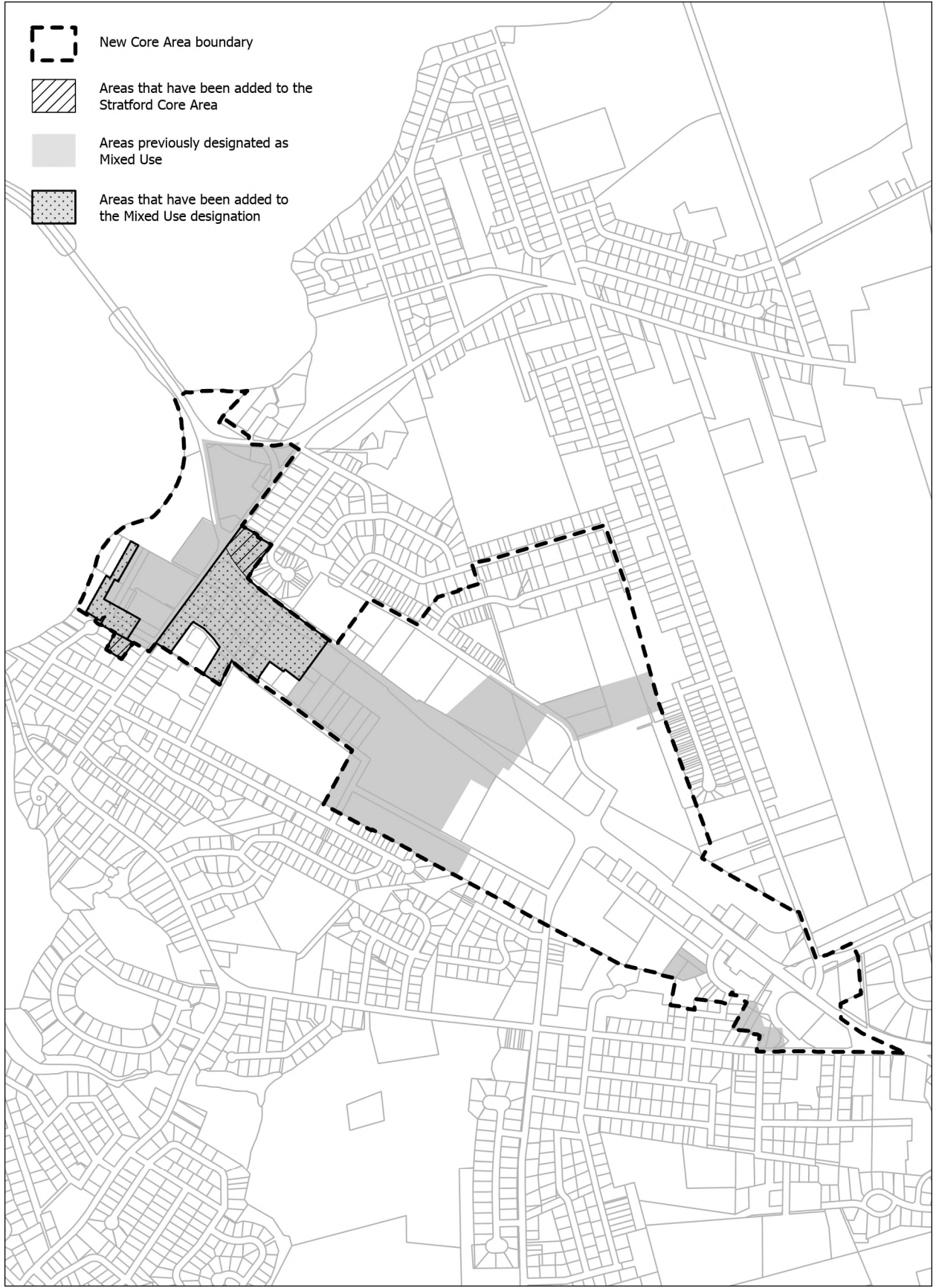
- Development along Stratford Road, the Trans-Canada Highway, and Bunbury Road should include ground floor retail and restaurant spaces to encourage vibrant, pedestrian-focused streetscapes.
- While a mix of residential and commercial development is permitted within all areas of the Waterfront Gateway, any standalone commercial development should be encouraged to locate along the Trans-Canada Highway.
- Development of community-focused institutional space should be encouraged in the triangular area south of Bunbury Road.
- Drive-thrus should be prohibited.

2.3 Design Guidelines

The following general design guidelines have been assembled to direct the appropriate form of development in the Waterfront Gateway.

- Building heights should range from four to six stories, with buildings stepping down to a range of two to three stories as a transition to existing lower-density residential areas.
- Buildings taller than four storeys should be stepped back above the fourth storey to maintain a comfortable pedestrian experience in front of the building.
- Buildings should be located close to street lot lines to establish a strong "streetwall", with some space between the street lot line and the building façade to provide room for activities such as café seating.
- Buildings should be set back from lot lines shared with areas outside of the Waterfront Gateway but should otherwise be encouraged to have minimal to no setback from internal (side and rear) lot lines.
- The ground floor of buildings along key commercial streets should have frequent entrances and a high proportion of glazing.
- Roofs along key commercial streets should be flat unless the roof forms part of a distinct architectural style.
- Buildings adjacent to existing lower-density residential neighbourhoods should—regardless of the use—have the outward appearance of town houses, including frequent entrances and visual distinction between narrow "units".
- Underground parking is encouraged. Surface parking should be located in side or rear yards except where the existing configuration of streets makes this infeasible.
- Solid waste areas, parking garage entrances, and mechanical equipment should be located, designed, and/or screened so as to limit the visual impact of these facilities.
- Landscaping designs should be professionally prepared and should provide a transition between different land use areas, enhance the pedestrian focus of the area, and provide visual amenity to the Waterfront Gateway.
- New roads and the reconstruction of existing roads should provide a "complete streets" approach with ample room for pedestrians, amenity space for plantings and urban design elements, and active transportation infrastructure.

Appendix 'B'



Appendix 'C'

