

MAKIN HESPELER.



CAMBRIDGE CORE AREAS TRANSFORMATION FUND
PLACEMAKING & EXPERIENCES PROPOSAL

SUBMITTED BY: HESPELER VILLAGE BIA



**MAKING
HESPEL
ERE
PLACE..**

...to live.

...to work.

...to play.

...to be.

“ ———
It's 'placemaking', not
'placemade'. It's a process.
You are never finished.

~ Place Governance Working Group



JACOB'S LANDIN

A stunning, historical reminder of the perseverance of placemaking and third spaces.

An industrious entrepreneur, Jacob Hespeler appeared to have understood the concept of placemaking and third spaces, as we refer to them today.

Upon settling in the 1830s in (what is known today as) Cambridge, the German-born businessman promptly established a diverse array of storefronts and amenities in his industrial, milling and manufacturing community.

In addition to business pursuits, Hespeler was also active in civic affairs, as he served as a member of the local government and contributed to various community projects aimed at improving infrastructure and public services.

He is remembered as a pioneering figure in the region's history, whose vision and determination helped shape its identity and prosperity.



PLACEMAKING IN HESPELER

The true measure of a liveable and inclusive city is the number of things you get to do for free.

~ Ken Greenberg, Architect & Urban Designer

Today, the vibrancy of the Village of Hespeler is something its namesake would likely be proud of. But because placemaking is a continuous, iterative process that sees 'places' evolve alongside the community which it serves, it's important to acknowledge that in the past several years, Hespeler has become a more walkable and program-oriented third space.



IN A NEW LIGHT

Serendipity is not an accident.

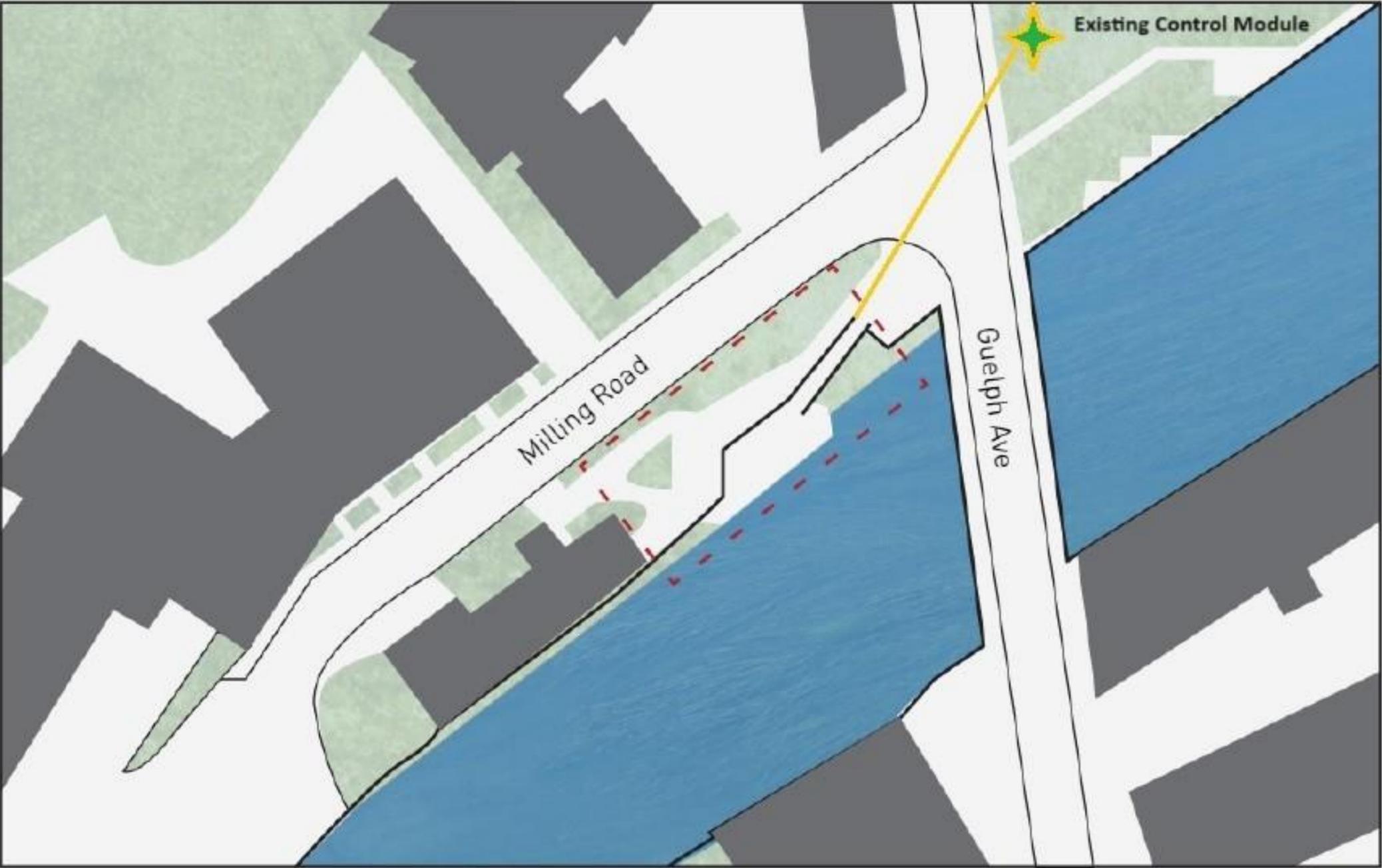
~ Neil McInroy, Center for Local Economic Strategies

The MAKING HESPELER... project envisions the installation of a permanent and vibrant lighting schematic designed and produced by Hespeler-based Little Electric - an electric company that has served this community for over 50 years.

Introducing and integrating lighting on the lookout at Milling Road and Guelph Ave would be complementary to the lights previously installed at the dam, and enhance the current space, making it more inviting (whether day or night), and create an all- new backdrop for programming of all kinds.



THE PLAN:CONTEXT



THE PLAN:GROUND



5 10 25 50



THE PLAN: DAYTIMEPERSPECTIVE



THE PLAN: NIGHTPERSPECTIVE



WHAT'S IN IT FOR CAMBRIDGE



Aligns Strategically

MAKING HESPELER... aligns with the City's stated Goals and Actions in the current Strategic Plan.



Private-Public Partnership

This proposal has established private partners, with the promise for more investment matching the City of Cambridge's.



Urban vitality & Safety

Enhancing community spaces create a draw for more residents and businesses to participate, and helps keep them safe.



Little

Electric Inc.

PARTNER

SPOTLIGHT

T:

LITTLE

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ELECTRIC

Little Electric is a Cambridge Ontario, based company with over 50 years of experience specializing in electrical contracting, generator rentals and power distribution for special events including festivals, concerts and trade shows.

Little Electric has agreed to provide the design, materials and installation at a price well-below market value.

PROJECT

BUDGET

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CATF Contribution	\$25,000.00
BIA Community Contribution	\$25,000.00
Total Project Cost	\$50,000.00

The Hespeler BIA will raise matching funds for this project through community fundraising and sponsorships.



**THANK
YOU**