

## **Downtown Revitalization Notes – July 13, 2026 & August 10, 2026**

### **Strathroy, Ontario**

#### **Summary**

Consultation feedback includes a strong desire to create a more pedestrian-friendly, accessible, attractive, and connected downtown while maintaining Strathroy's welcoming community identity. Exploring one-way or flex-street concepts, wider sidewalks, patio and sidewalk seating, designated short-term and e-bike parking, improved pedestrian connections, and better wayfinding may be opportunities to update the area. Participants emphasized the importance of a simple, uncluttered streetscape with a cozy, softened feel that balances traditional materials and forms with contemporary design, allowing historic and modern buildings to work together. The Wright Place and its accessibility needs, including a potential drop-off area, should be carefully considered in the streetscape design. Green infrastructure, including retaining existing trees where possible, planting substantial replacement trees, improving the creek corridor, and connecting trails, was identified as important for both aesthetics and environmental benefits. There was strong interest in placemaking through walking trails, signage, maps, arts and cultural programming, events, and connections between the downtown, hospital, high school, Rotary Trail, and other destinations. Improving perceptions and understanding of downtown parking will be important, with better identification of existing parking, short-term parking options, and initiatives that encourage walking. Overall, the revitalization presents an opportunity to strengthen Strathroy's identity, support local businesses, attract visitors, improve safety and accessibility, and create a welcoming downtown that reflects both its heritage and its future growth.

#### **Streets and Sidewalks**

Are the benches currently used – AODA. Feedback from audience is that they are regularly used.

Would one way traffic be considered, flex street for summer months to allow for patios

Sidewalk seating for patios

North Frank from Front Street – go to one way to draw traffic to the Park – with signage and wider sidewalks – natural entrance to the Downtown – Alan Johnson

Used to be one way about 10 years ago –

Ensure pedestrian friendly material –

Parking of e-bikes – dedicated spots for e-bikes, and restricted ones where e-bikes can be parked

## **Public Spaces**

### **Community Identity**

Clear indication you have entered downtown area

Limited space to work with – we need creative ideas to help incorporate ideas into curblines, tree beds, planters and benches

Different neighbourhoods within the Downtown – can we distinguish between – sight lines for pedestrians – ie close off at Frank and Front

Downtown Master Plan should be considered

Historical theme to tie into architecture could be a challenge given the number of façade improvements that have “modernized” some storefronts

Façade of Wright Place should be considered when designing streetscape

Uncluttered look and feel

Cozy feeling – softened look and feel.

Here are my thoughts on the style of finishes (lights, planters, benches etc) for the revitalization project; As the facades of the many businesses in town vary greatly, I feel that the “look” on the street should be one that is transitional in nature. Perhaps modern shapes and lines, but traditional materials, or vice versa, traditional shape and more modern materials. I agree with Brian Houston, when he stated that less is more. Keeping the streetscape simple and uncluttered is the best. I hope this is helpful

Lots of towns are looking to get more pedestrian

- Wright Place: Looking at the Growth and future of Strathroy – long standing residents look at Strathroy as a farming, rural community however we are already not that. In future, we will develop even further. This is the opportunity to advance the community nature of Strathroy.
- I think there’s a real opportunity with this type of project to grow the prominence of Strathroy in Southwest Ontario. Making the community more inviting to tourists, people moving into the area.
- How do we balance the more historic buildings with more contemporary buildings and make it work together.
- Wright place façade: is very important to us – and knowing where the town is going would be helpful. Accessibility is a major point of consideration. They

would like a drop off spot on the street, they are also looking to extend over the sidewalk / separate from outside to inside.

- How can we design street – to sidewalk – to business
- What do we think we are / what's our identity?
- What do outsiders see us as?
- What do the founding families of the community think?

## **Economic Vitality**

What businesses will support the Wright Place

## **Parking and Mobility**

Banks want parking

Concept of parking. We live in a community where people feel that they should be able to park right next to where they go. (problem: how do we solve the 'walkability' of the downtown)

He would like to see less parking downtown front and frank – he sees this more as a pedestrian part.

The idea of placemaking the downtown – Downtown Walking Trail / Social Media Campaign, PATH system, 'Sydenham Trail'.

How do we change the attitude in Strathroy regarding downtown Parking in Strathroy. How do we normalize walking downtown, interactive walk, signage and online component.

Parking currently is dated

Consistency of travel

Wright Family – needs to have access to front of building to be viable – drop off stop – could it be event focused or time allotments

5-10-minute parking zones

Need to do a better job of identifying parking opportunities

County involvement is not very impacted.

Parking currently is dated

Lots of towns are looking to get more pedestrian

Currently 500 parking spaces available in the downtown area

## **Safety and Comfort**

Intersections and blind lines need to be addressed – 4 way stop sign.

Lighting is important for safety and visibility – street level and overhead – St. Thomas – light posts have lower-level planters and flag hangers

## **Green Infrastructure**

Question about removing existing trees. What would replace them if they could not be saved?

Green Space softens the look of the downtown

What about the creek – how do we clean up the creek banks – trees help with erosion

If trees must be replaced, they should be replaced with substantial sized trees

Highschool – Rotary Trail – Hospital – Downtown (Connective trail)

## **Wayfinding & Signage**

Tie municipal theme into design.

Trail signage

- Maps at different recreation facilities to help direct visitors to downtown (how many minutes to walk or drive)
- Expanding on arts and cultural events in partnership with the Municipality.
- What businesses will support the Wright Place

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Trail signage directing to Downtown

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## **Other**

Downtown Office (Project Office) / Volunteers to help business owners

Connection of trails

Downtown Master Plan – To be revisited

How we ensure the streetscape keeps our heritage feel – because buildings as they are renovated will only get more modern.

Downtowns to Aspire to:

Haliburton, Stratford, Woodstock (patios) Paris, St. Mary's

Themed stone throughout (St Marys) – [Heritage permit in place](#)

Events have increased attracting more visitors, hospital visitors often find the downtown area while in Strathroy

Larger organizations are reaching out (since Hockeyville) to put on larger community event

Transit- getting larger groups from events to downtown areas

Expanding on arts and cultural events in partnership with the Municipality.