

# Shakespeare Property Task Force

**Organizational Meeting**

**Tuesday, June 25, 2019**

**Town Hall Chambers**

**7:00 pm**



# OVERVIEW

## Role of the Task Force

In response to the loss of the Shakespeare Theatre, **Mayor Laura Hoydick established an 11-member *Shakespeare Property Task Force*** to oversee the planning process.

### Goals of the Task Force:

- ***Lead a community outreach effort*** and host a series of community conversations to listen to residents' ideas and to identify what residents would like to see for the future public use of the Shakespeare property
- ***Provide the Town Council and the Administration with the public input*** needed to make an informed decision on how to best proceed with the property



# COMMUNITY VISIONING

Methods of public engagement

## Shakespeare Property Task Force

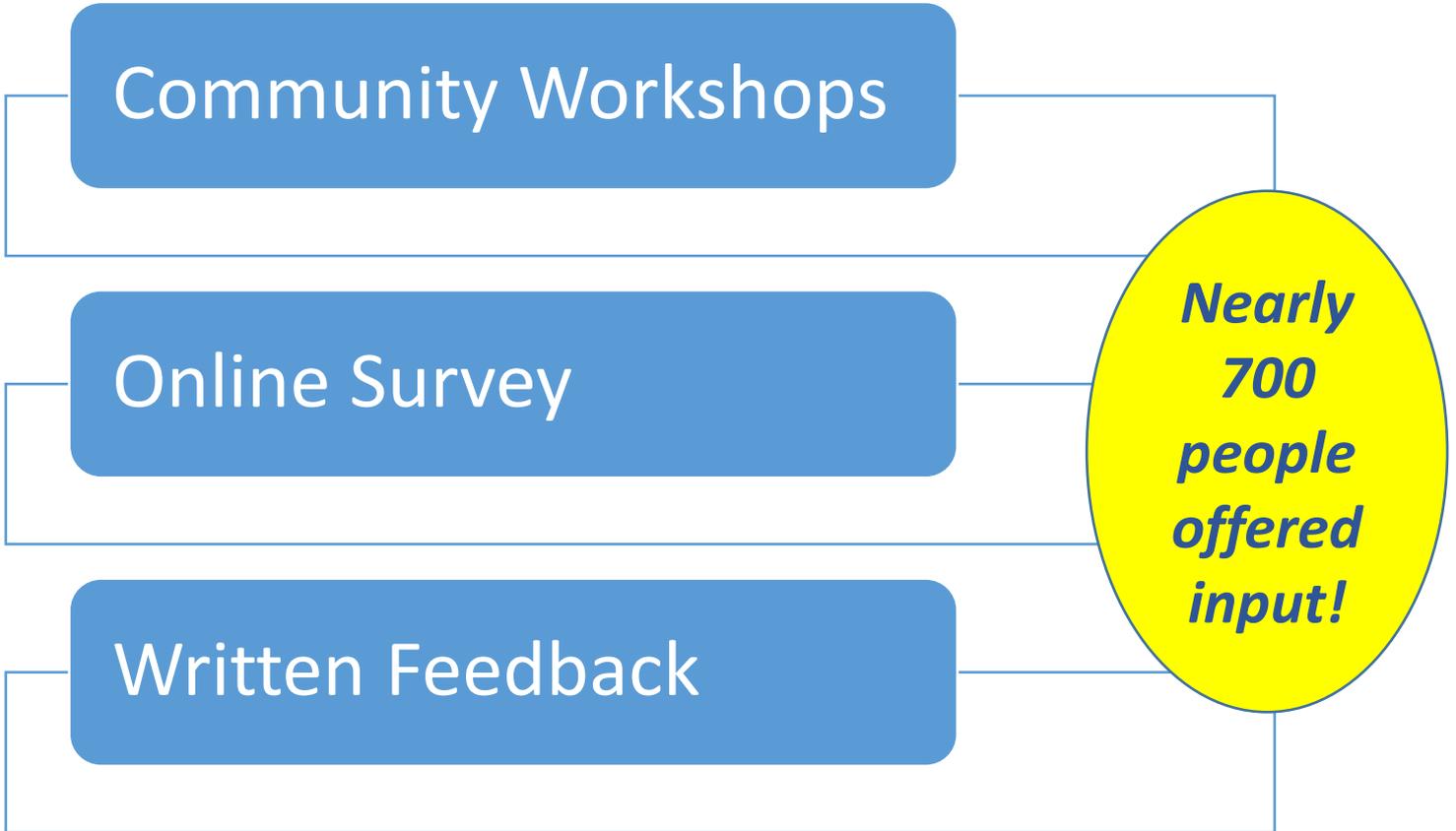


Community Workshops

Online Survey

Written Feedback

*Nearly  
700  
people  
offered  
input!*



# COMMUNITY WORKSHOPS

Task Force's process to gather community input



- The Shakespeare Property Task Force conducted **five community workshops** on the reuse of the Shakespeare Property. The Community Workshops included:

April 1, 2019	Birdseye Municipal Complex	General Public
April 10, 2019	Baldwin Center, Main Hall	Seniors
April 23, 2019	Connecticut Distributors, Inc.	Business & Arts Community
April 24, 2019	Boothe Memorial Park, Main Hall	General Public
April 26, 2019	Town Hall, Council Chambers	Students

# SURVEY & ELECTRONIC COMMUNICATION

## Online Survey, Information Repository and E-Mail Account

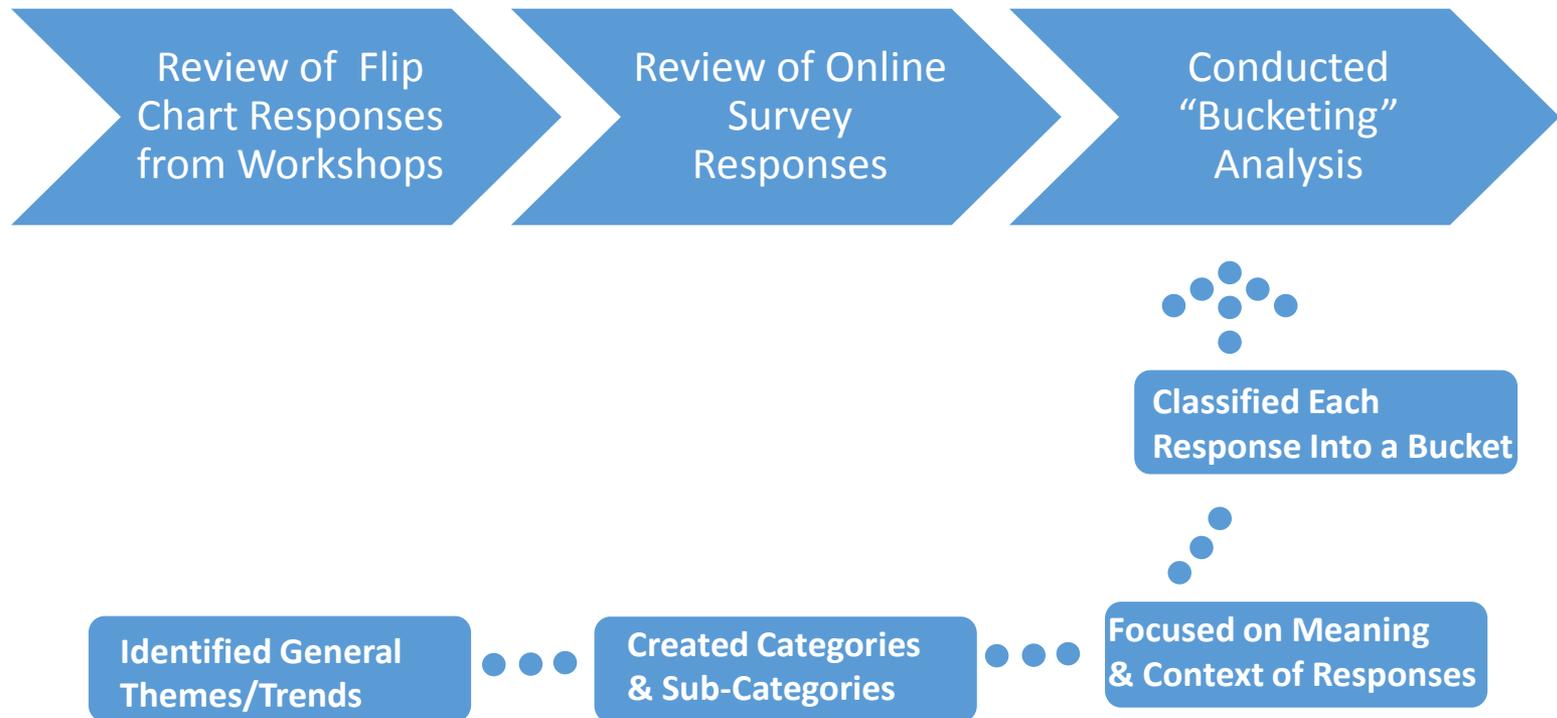
- The Task Force encouraged residents who were unable to attend the public workshops, to participate in an online survey
- The survey was open from **April 1, 2019 until Friday, May 3, 2019**
- Any resident was able to send their name, email address and phone number to [Shakespeare@TownofStratford.com](mailto:Shakespeare@TownofStratford.com) to be added to a distribution list for news and announcements regarding the Property
- The Town of Stratford created a ***Shakespeare Property Community Visioning page*** to the Town's website to provide residents information regarding the Community Visioning process



# COMMUNITY WORKSHOP & SURVEY REVIEW

MetroCOG assisted the Task Force with facilitation and analysis of open-ended questions.

## DATA ANALYSIS OVERVIEW



### Assumptions for Analysis in Following Charts:

- The themes that were rated by many people have been identified as the top themes and compared with the “Other” responses
- “Other” responses include various selections presented under each question which had very little consensus and individual responses that could not be categorized in any theme

# QUESTION 1

1. What is unique about the Town of Stratford? How can the Shakespeare Property strengthen the uniqueness of the Town?

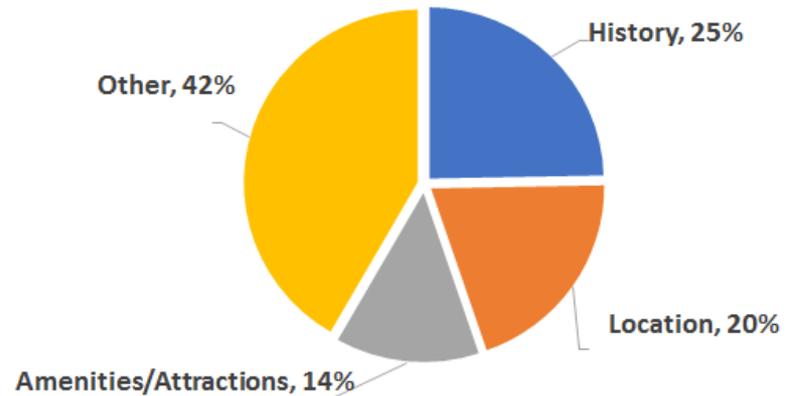
## **COMMUNITY WORKSHOP (259 Total Responses)**

1. History (Town History, Shakespeare Theater & Namesake) - 64 Responses (25%)
2. Location - 52 Responses (20%)
3. Amenities/Attractions (35 Responses or 14%)

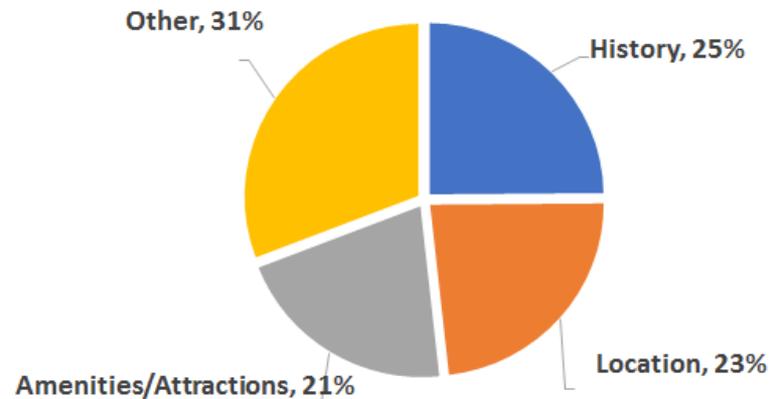
## **SURVEY (201 Total Responses)**

1. History – 50 Responses (25%)
2. Location - 47 Responses (23%)
3. Amenities/Attractions – 42 Responses (21%)

Q 1. Community Workshop Responses



Q 1. Online Survey Responses



# QUESTION 2

## 2. What arts, entertainment and recreational related amenities is the Town missing?

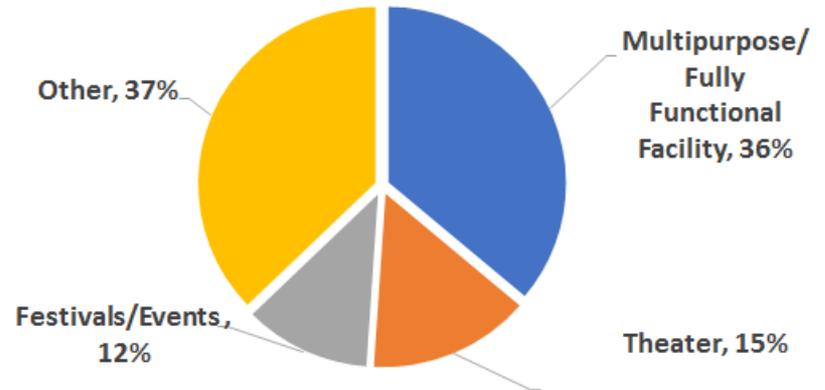
### COMMUNITY WORKSHOP (188 Total Responses)

1. Multi-Purpose/Functional Facility – 68 Responses (36%)
2. Theatre (Plays, Productions, Shakespeare) – 28 Responses (15%)
3. Festivals/Events – 22 Responses (12%)

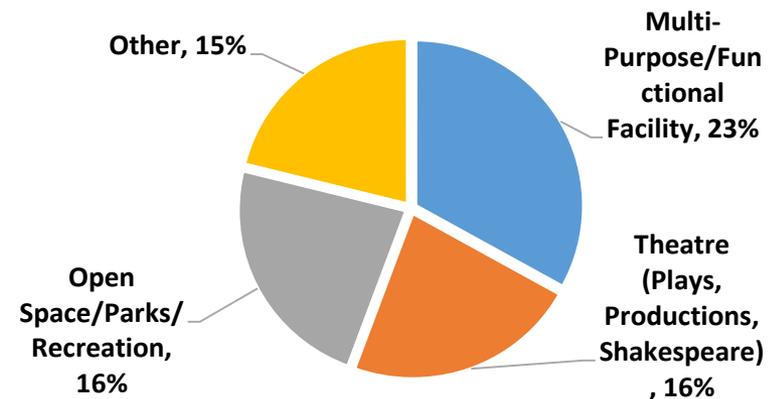
### SURVEY (205 Total Responses)

1. Multi-Purpose/Functional Facility -47 Responses (23%)
2. Theatre (Plays, Productions, Shakespeare) – 32 Responses (16%)
3. Other/Unrelated – 33 Responses (16%)
4. Open Space/Parks/Recreation – 30 Responses (15%)

Q 2. Community Workshop Responses



Q 2. Online Survey Responses



# QUESTION 3

3. As described in the Quitclaim Deed, "the Town shall make reasonable efforts to utilize the Premises for public entertainment purposes, including, but not limited to, continuing its historic use for theater purposes." In your opinion, what uses, that are applicable under the Quitclaim Deed, should the Town focus on pursuing?

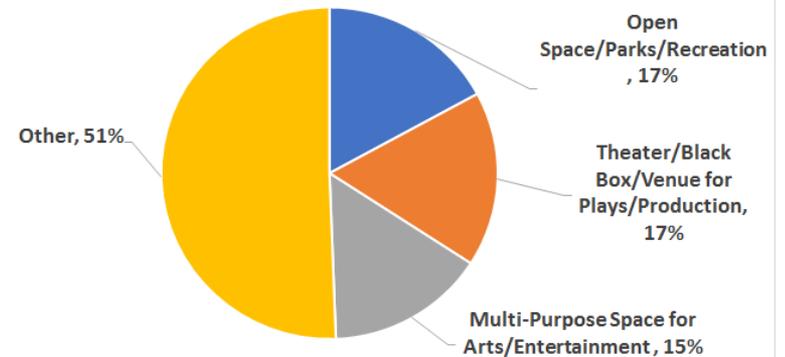
## COMMUNITY WORKSHOP(164 Responses)

1. Open Space/Parks/Recreation– 28 Responses (17%)
2. Theatre/Black Box/Venue for Plays/Production - 28 Responses (17%)
3. Multi-Purpose Space for Arts/Entertainment – 25 Responses (15%)

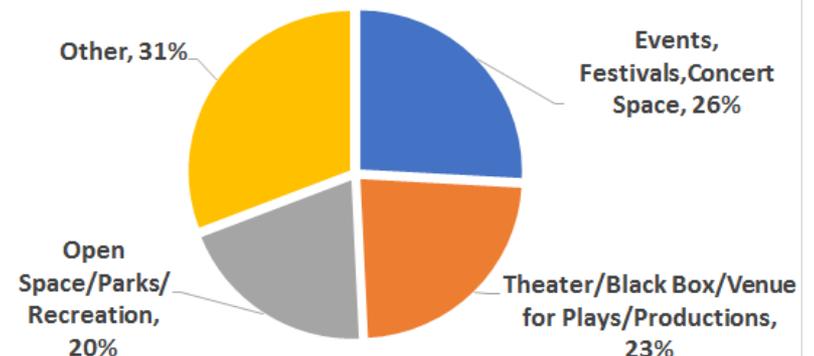
## SURVEY (201 Responses)

1. Events, Festivals, Concert Space – 52 Responses (26%)
2. Theatre/Black Box/Venue for Plays/Productions – 47 Responses (23%)
3. Open Space/Parks/Recreation – 40 Responses (20%)

Q 3. Community Workshop Responses



Q 4. Online Survey Responses



# QUESTION 4

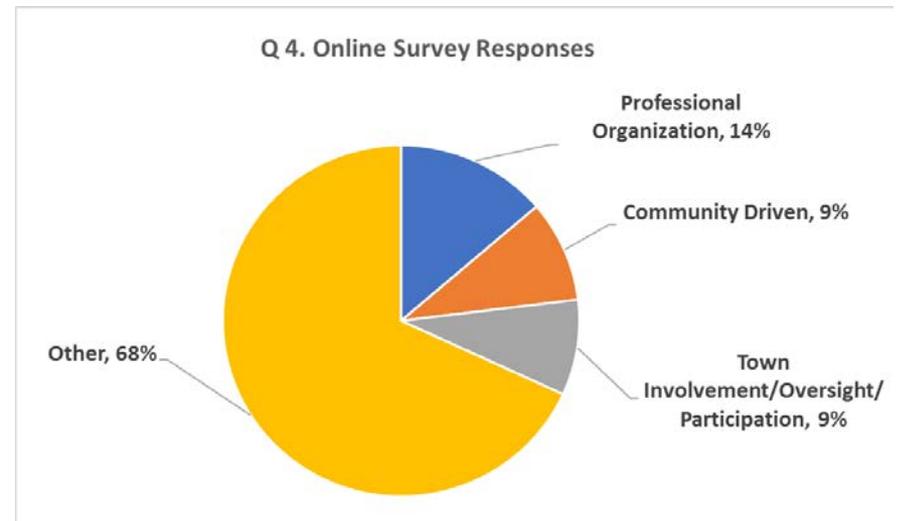
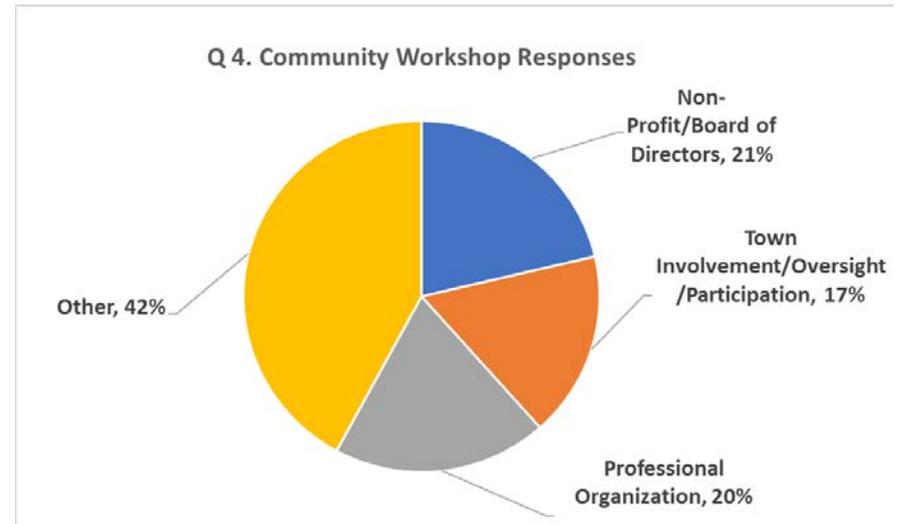
4. Would you like to see a new organization or entity, with an institutional structure, be formed?  
How can the Town ensure that any new organization or entity is successful in reviving the

## **COMMUNITY WORKSHOP (164 Responses)**

1. Non-Profit/Board of Directors – 35 Responses (29%)
2. Town Involvement/Oversight/Participation – 28 Responses (24%)
3. Professional Organization – 32 Responses (20%)

## **SURVEY (182 Responses)**

1. Professional Organization – 25 Responses (14%)
2. Community Driven – 17 Responses (10%)
3. Town of Stratford Involvement/Oversight/Participation – 16 Responses (10%)



# QUESTION 5

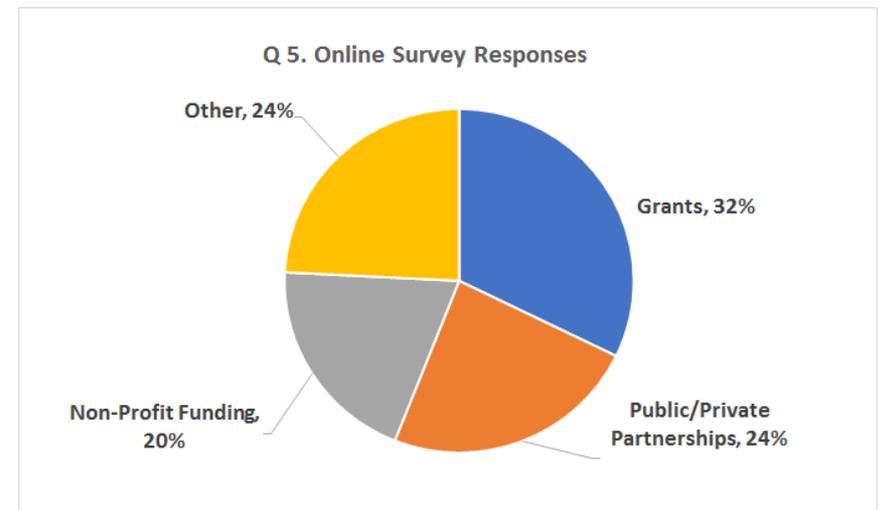
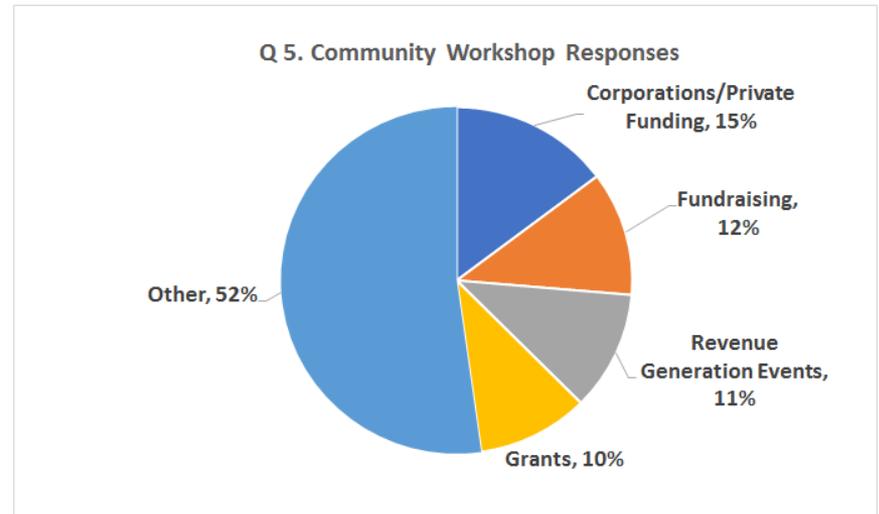
## 5. How do you envision the Town (or other entity) financing any proposed development?

### **COMMUNITY WORKSHOP (224 Responses)**

1. Corporations/Private Funding – 33 Responses (15%)
2. Other – 27 Responses (12%)
3. Fundraising – 26 Responses (12%)
4. Revenue Generation Events – 25 Responses (11%)
5. Grants – 23 Responses (10%)

### **SURVEY (475 Responses)**

1. Grants – 153 Responses (32%)
2. Public/Private Partnerships – 113 Responses (24%)
3. Non-Profit Funding – 94 Responses (20%)



# QUESTION 6

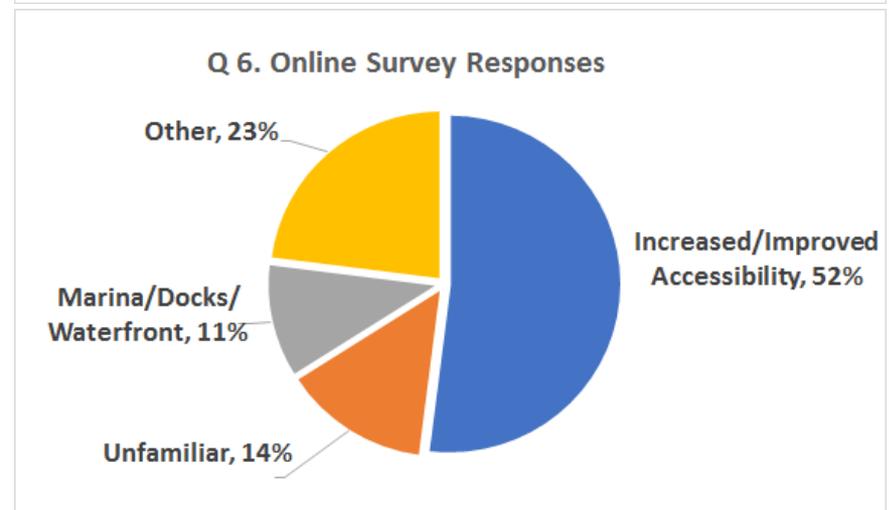
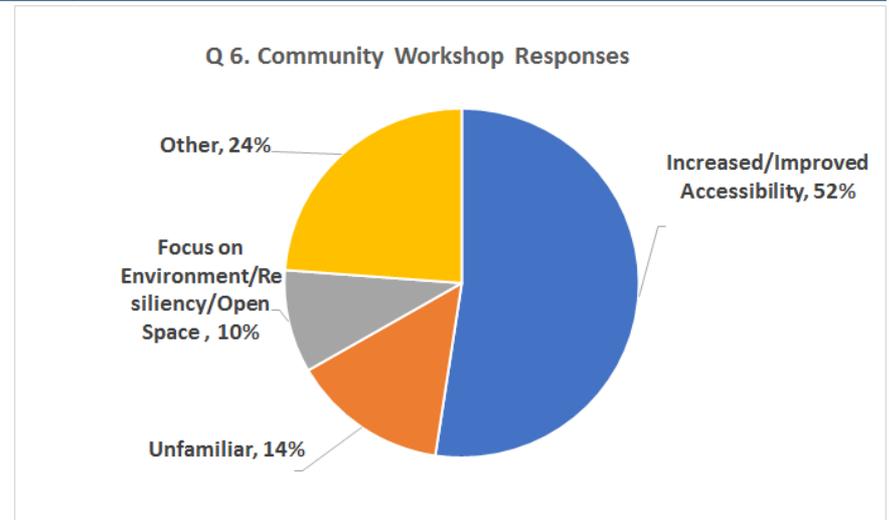
6. The site has access to the Stratford Greenway and is within close proximity of Stratford Center and the waterfront. How can these and other ongoing initiatives, such as Stratford Complete Streets, be integrated into any new development?

## **COMMUNITY WORKSHOP (147 Responses)**

1. Increased/Improved Accessibility – 77 Responses (52%)
2. Unfamiliar/Other – 21 Responses (14%)
3. Focus on Environment/Resiliency/Open Space – 14 Responses (10%)

## **SURVEY (160 Responses)**

1. Increased/Improved Accessibility – 57 Responses (52%)
2. Unfamiliar– 15 Responses (14%)
3. Marina/Docks/Waterfront- (11%)



# QUESTION 7

## 7. What should be the short-term (1-3 years) and long-term (3-5 years+) uses for the site?

### **COMMUNITY WORKSHOP (151 Total Responses)**

#### **Short Term**

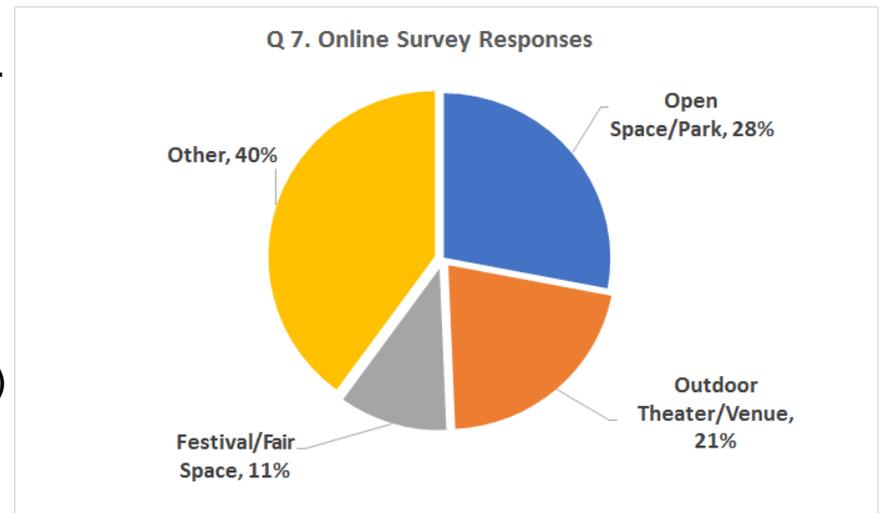
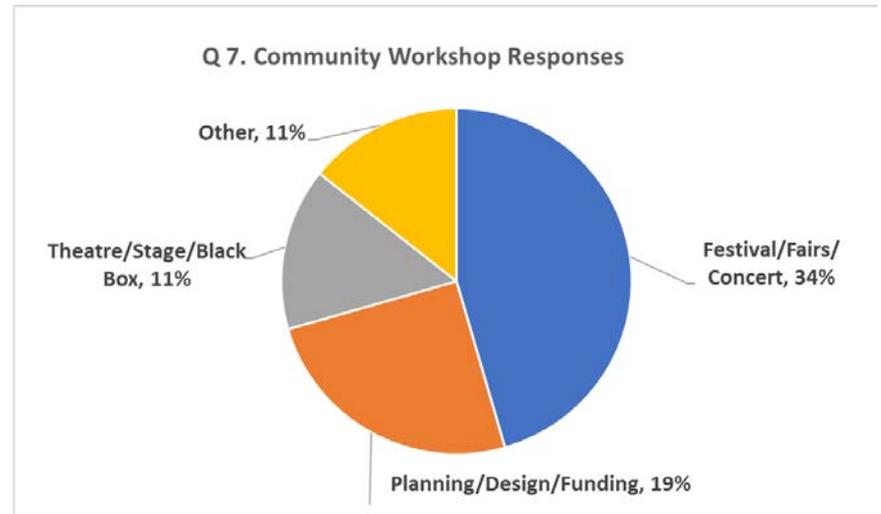
1. Festival/Fairs/Concert – 51 Responses (34%)
2. Planning/Design/Funding – 28 Responses (19%)
3. Theatre/Stage/Black Box – 17 Responses (11%)

\*39 Responses – Not Tied to Short or Long Term.

### **SURVEY (150 Responses)**

#### **Short-Term**

1. Open Space/Park – 42 Responses (28%)
2. Outdoor Theatre/Venue – 32 Responses (21%)
3. Festival/Fair Space – 16 Responses (11%)



# QUESTION 7

What should be the short-term (1-3 years) and long-term (3-5 years+) uses for the site?

## COMMUNITY WORKSHOP (61 Total Responses)

### Long Term

1. Multi-Use Arts & Entertainment Space – 13 Responses (21%)
2. Theatre/Stage/Black Box- 11 (18%)
3. Permanent Structure/Building – 5 (8%)

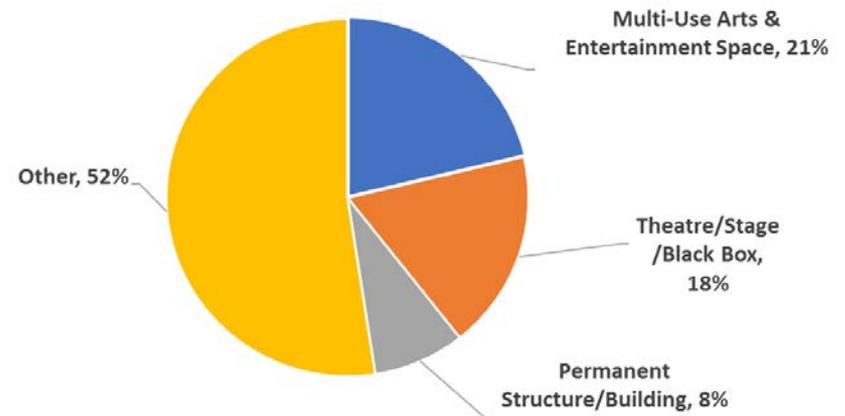
\*39 Responses – Could not associate with Short or Long Term.

## SURVEY (144 Total Responses)

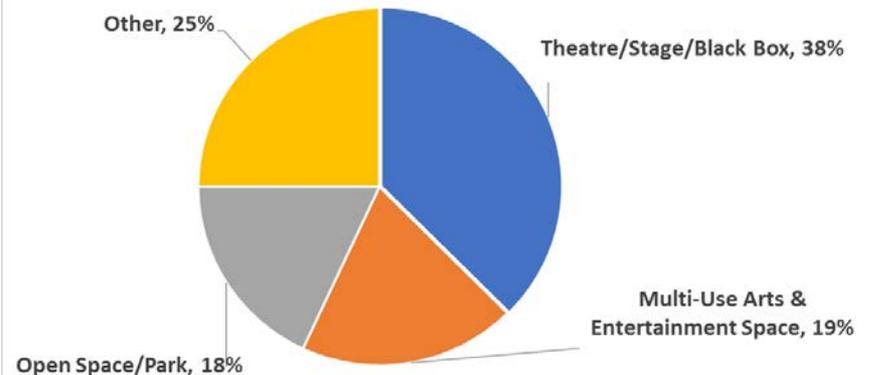
### Long Term

1. Theatre/Black Box – 54 Responses (38%)
2. Multi-Use Facility – 28 Responses (19%)
3. Open Space/Park – 26 Responses (18%)

Q 7. Community Workshop Responses



Q 7. Online Survey Responses



# QUESTION 8

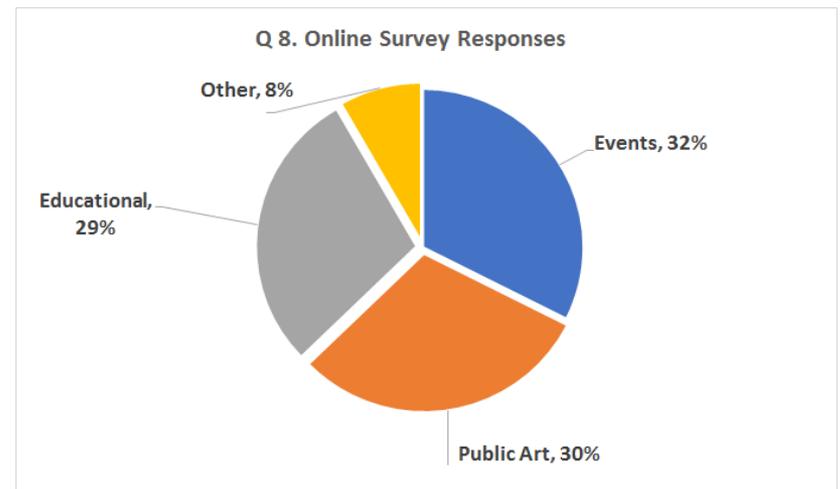
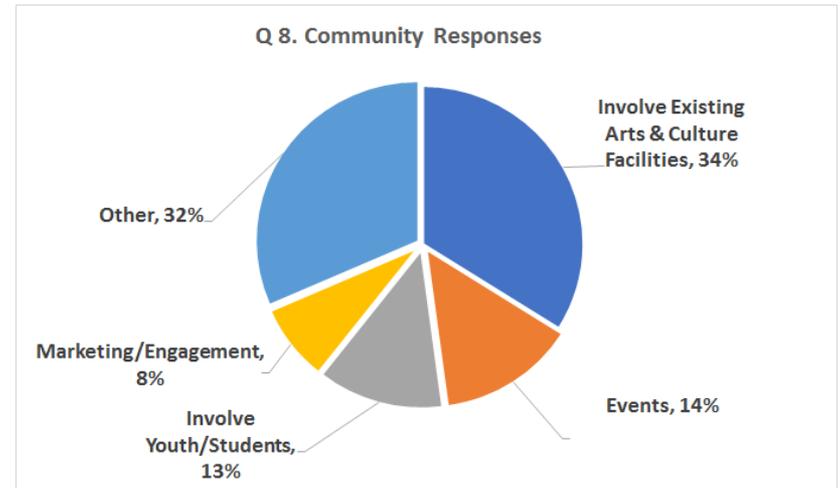
8. How do you envision the Town incorporating the local arts community and other cultural or entertainment organizations in developing the site?

## **COMMUNITY WORKSHOP (165 Responses)**

1. Involve Existing Arts & Cultural Entities – 56 Responses (34%)
2. Events - 23 Responses (14%)
3. Involve Youth/Students – 21 Responses (13%)
4. Marketing/Engagement – 13 Responses (8%)

## **SURVEY (518 Selections)**

1. Events - 168 Responses (32%)
2. Public Art - 157 Responses (30%)
3. Educational Opportunities - 150 Responses (29%)
4. Other - 43 Responses (8%)

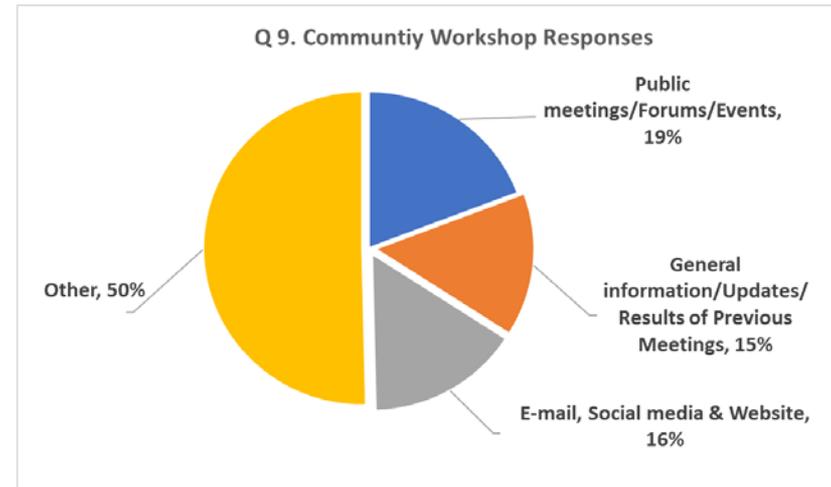


# QUESTION 9

9. Do you have any feedback for us as we continue to embark on this planning process? How would you like to stay involved as this planning process continues?

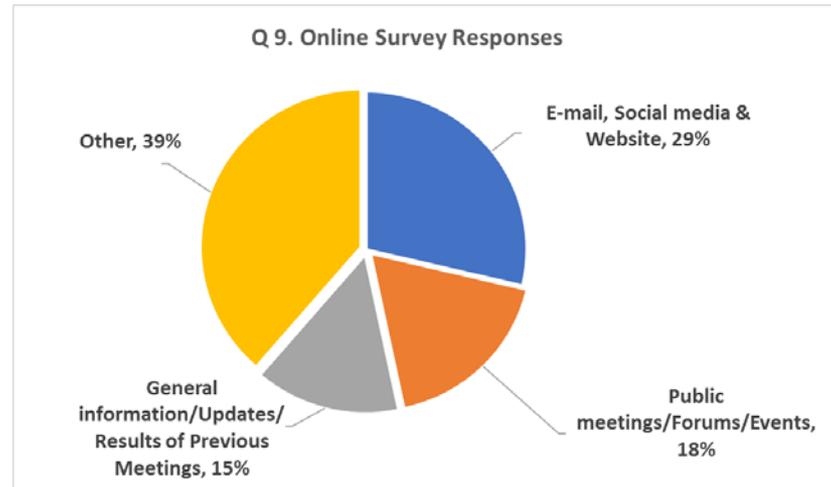
## COMMUNITY WORKSHOPS (135 Responses)

1. Public Meetings/Forums/Events – 26 Responses (20%)
2. General Information/Updates/Results of Previous Meetings – 20 (15%)
3. E-Mail, Social Media & Website - 21 Responses (16%)



## SURVEY (150 Responses)

1. E-Mail, Social Media & Website – 43 Responses (29%)
2. Public Meetings/Forums/Events – 27 Responses (18%)
3. General Information/Update/Results – 22 Responses (15%)



# OTHER THEMES

## Examples of other themes which had smaller consensus and/or responses

### **Uniqueness - Diversity & Arts/Culture**

- *“Stratford is very diverse which is a wonderful thing. That’s one thing that made me love Stratford.”*
- *“Stratford has a long and devoted history in theatre and the arts. Bunnell and Stratford High students have excelled in the arts. I know at least 30 graduates working in theatre, TV, movies, lighting, etc.”*

### **What’s Missing? - Movie Theatres, Opportunities for Youth, Performing Arts Space**

- *“Movie theatres, good restaurants, cultural activities, biking opportunities off busy streets are minimal.”*
- *“Our town needs activities for 12-16 old population. Free sports or just opening a recreational facility free of charge to our town youth could be life changing for some kids. Parents are working more than ever leaving teenagers unattended and bored so many times they end up getting themselves in trouble.”*
- *“A main central location for the arts. Concert Hall, outdoor bandshell, meeting, classroom or rehearsal rooms.”*

### **What Uses Should Be Pursued? – Museums, Senior Centers**

- *“New Senior Center.”*
- *“Plaques that show more of the history of Stratford and a memorial to Shakespeare Theatre that be viewed as people take advantage of the park area.”*
- *“I see no reason why the history of this property cannot be featured in whatever is decided upon. In my suggested banquet facility idea, I would imagine that a building that boasted architecture and décor that is reminiscent of that time period (when the theatre was in its heyday) would be a feature that would set it apart.”*

# OTHER THEMES

## Examples of other themes which had smaller consensus and/or responses

### **Organization Structure – Research Other Venues; Remove Politics, Engage Arts Community & Inclusiveness**

- *“Reach out, visit other successful examples.”*
- *“Disconnect the politics”*
- *“Lots of talent (artistic) in Town.”*
- *“Inclusiveness – involve everyone who wants to be involved – Stratford designed. Embrace community participation”.*

### **Financing – Donations, Celebrities/Benefactors, Insurance**

- *“Fundraisers have been ongoing and could continue. When I worked there, fundraisers and publicity were always in the works.”*
- *“Well known names (actors) to help finance.”*
- *“Use insurance payment received and earmarked for that purpose. If further funds are needed, make residents aware of beforehand and turning elsewhere.”*

### **Future Planning – Hire Planning/Design Firm, Promote Places/Projects**

- *“We need a nationally recognized Urban Planning Group with experience to help us create a unique setting.”*
- *“There must be some form of advertising. No one is going to know any of these places/initiatives exist if they are not advertised. We need to have a good reason to bring people into Stratford from other towns.”*

# OTHER THEMES

## Other common themes which had smaller consensus and/or responses

### **Short Term/Long Term Uses – Needs Assessment, Festival/Fairs/Events (Long-Term)**

- *“We need to take a holistic approach to define both the short and long term use.”*
- *“I am not thinking of this project in terms of short-term and/or long-term. Let’s think in terms of “permanent” for this site and put it to good use once and for all. I guess the first thing that needs to be done is a total clean-up of the site. Perhaps a park-like setting could be established for the time being for picnic use, etc.”*
- *“Temporary spaces should be used for “quitclaim” purposes. When we find out what works then more permanent structures should be considered.*
- *“Temporary activities to spark interest with the public to pursue the great need for the property to be developed for future generations.”*

### **Local Arts Involvement – Incorporate Other Interests, Universities/Colleges**

- *“Incorporate other interests: aviation, boating, festivals, etc.*
- *“Aviation History”; “Historical society input”, “Barnum Festival Road Show”.*
- *“Take advantage of local universities, FFLD U, SHU, UB & HCC”.*

### **Feedback & Involvement: Volunteers, Transparency, Accountability**

- *“Reach out to Stratford Diaspora.”*
- *“Town Transparency, listening to constituents.”*
- *“Accountability with process.”*

# CONCLUSIONS

## Common themes from the Community Workshops & Survey Responses

- Destination for local talent and arts
- Improved/increased accessibility to the site
- Host events, festivals, concerts for the short-term

## Potential Opportunities Presented by the Site

- Opportunity for the Town to develop a local and/or regional attraction
- Ability to address various community needs outlined in the workshops and online survey
- Town can link Property to other areas of Town through the Greenway and Complete Streets, allowing better pedestrian access

Thank You!