



City of Stratford Cooper Block Master Plan

Kick Off Meeting

May 8, 2017

**URBAN
STRATEGIES
INC.**



Master Plan Framework

This master plan process will establish a framework for the (re)development of the Cooper Block for municipal purposes, including **economic development** purposes, anchored by the **University of Waterloo satellite campus** (as it exists now and as it will build out over time) and **other complimentary / associated uses** that the City wishes to see developed on the block in order to meet its objectives.



Stratford Official Plan Amendment No. 21

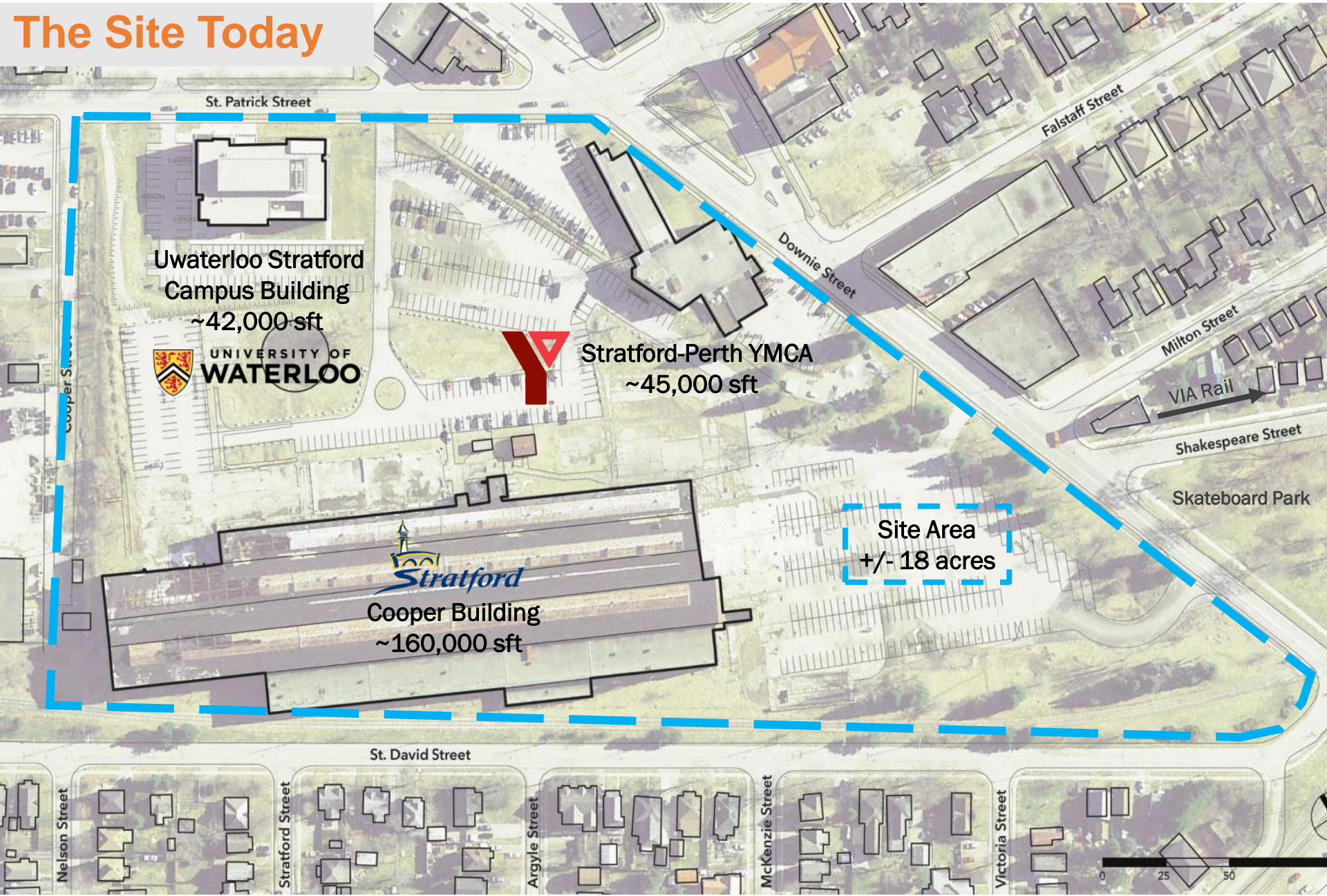
“Development of the lands in the Cooper Site – Major Institutional Focus Area designation shall be in accordance with a Master Plan prepared and adopted by the City which will establish the general land use and transportation structure, and provide direction for other related issues such as servicing and urban design”



Cooper Block Master Plan: Key Considerations

- Prospects for a Community Hub;
- City's commitment to the University of Waterloo: University of Waterloo's interest in expanding the Stratford Campus (Letter from President and Vice Chancellor of the University)
- Need for a plan that protects the "public realm" and that allows the site to be developed for municipal purposes in a coordinated and optimal way
- A flexible and creative approach to the future of the Block

The Site Today



Uwaterloo Stratford
Campus Building
~42,000 sft



Stratford-Perth YMCA
~45,000 sft

Stratford
Cooper Building
~160,000 sft

Site Area
+/- 18 acres



Work to Date

Document Review (Sample)

- *Potential Remedial Costs Related to the Redevelopment of the Cooper Site Property* (RJ Burnside & Associates Ltd., 2009)
- *Heritage Consultation and Report* (Goldsmith Borgal & Company Ltd., 2012)
- *Building Condition Assessment Report* (Read Jones Cristoffersen, 2012)
- *Community Workshop and Recommendations* (Malone Given Parsons Ltd., 2013)
- *Potential Salvage/Remediation Feasibility Study* (Read Jones Cristoffersen, 2013)
- *Roofing Components Visual Review* (Read Jones Cristoffersen, 2014)
- *Roofing Components Visual Review Including Hazardous Materials Abatement Costs* (Read Jones Cristoffersen, 2015)
- *Costing for Partial Demolitions Options* (Read Jones Cristoffersen, 2015)

Technical Review / Conceptualization

- Access and parking
- Interaction with surrounding uses
- Integration with uses on the Block (UWaterloo + YMCA)
- Environmental remediation
- Potential opportunities for the Cooper Building
- Public realm
- Potential mix of uses and programs
- Active rail line
- Design excellence

Some Community Hubs

- Wychwood Barns

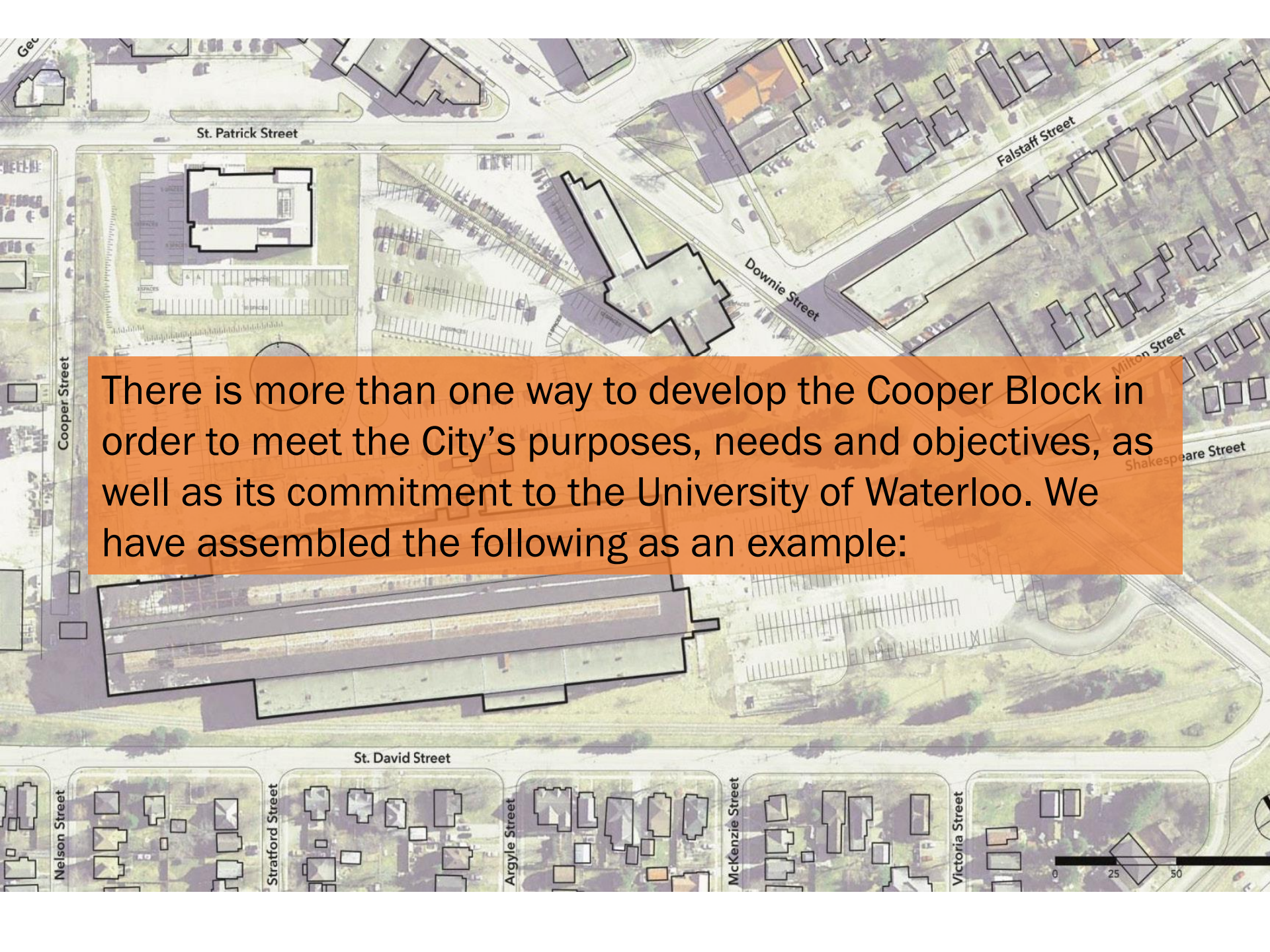


- Evergreen Brickworks



- Cooper Koo Family YMCA





There is more than one way to develop the Cooper Block in order to meet the City's purposes, needs and objectives, as well as its commitment to the University of Waterloo. We have assembled the following as an example:

Cooper Block Example Concept Plan – Phase 1



- Demolition and stabilization of the Cooper Building including the Annex and the fire-damaged portion of the building (E)
- Augment existing municipal parking supply by creating additional parking areas (4 and 2)
- Extend Shakespeare Street into the site
- Rebuild the YMCA as part of the Hub and integrate a UWaterloo student life centre
- Develop UWaterloo student housing buildings (B, C, D)

Units	Total Parking Spaces
Approx. 300	Approx. 750

Cooper Block Example Concept Plan – Phase 2



- Accommodation of a programmable and flexible central open space (X)
- Completion of the road system through the site including a pedestrian north-south connection to the St. David Street Neighbourhood to the south
- Construction of the next phase of UWaterloo academic buildings and replace the now-demolished Stratford-Perth YMCA (G, H, I, J)

Units	Total Parking Spaces
Approx. 300 (no new units this phase)	Approx. 570

Cooper Block Example Concept Plan – Phase 3



- Development of the “eastern triangle” with residential development, including affordable housing (low/midrise shown) (L, M, N, O, P)
- Construction of multi-purpose building, including meeting / conference spaces(K)
- Refinement and formalization of central open space (X)

Units	Total Parking Spaces
Approx. 760	Approx. 360

Cooper Block Master Plan – Key Considerations

- **Identify partnership opportunities** with municipal and civic institutions such as the Stratford Library;
- **Build on the vibrancy and success** of the growing UWaterloo Campus and the redevelopment of the YMCA as key anchors;
- Investigate the **potential role** of the Cooper Building as a reimagined structure;
- **Celebrate the history** of the site;
- Protect for **short and longer-term economic development opportunities**;
- Create a place that **speaks to and serves the Stratford community**;
- Ensure that the evolution of the Cooper Block **complements Downtown Stratford**; and
- Generate ideas for **protecting open spaces** and discovering **untapped social opportunities**

An aerial photograph of a city block, likely the Cooper Block in Waterloo, Ontario. The image shows a mix of residential and commercial buildings, streets, and green spaces. A semi-transparent white box is overlaid on the top left, containing the title. Another semi-transparent white box is overlaid on the center, containing the main text and a bulleted list. The background image is slightly faded to make the text legible.

Cooper Block Master Plan Community Engagement Program Objectives

Recognizing that there are many ways that the Cooper Block could be developed, likely over time, we will:

- **Work with residents and other participants to gather their input on the development of a well-considered and flexible Master Plan for the Cooper Block**
- **Invite residents' and other participants' feedback on a framework for the (re)development of the Cooper Block for municipal purposes, including economic development, anchored by the current and future University of Waterloo Stratford Campus, and other complementary / associated uses**
- **Generate excitement for and awareness for this significant city-building opportunity!**

Public Engagement Program: Milestones

May/June

- Prepare Public Engagement Materials
- Community Roundtables

June/July

- Public Open House I – Project Introduction
- Working Session
- Prepare Summary Report

July/August

- Check in with Council
- Prepare Draft Master Plan
- Public Open House II – Feedback on Draft Master Plan

August/September

- Review and Refine Master Plan
- Report to Stratford City Council

A Robust Public Engagement Program



Talking Wall



Open Houses and Roundtables

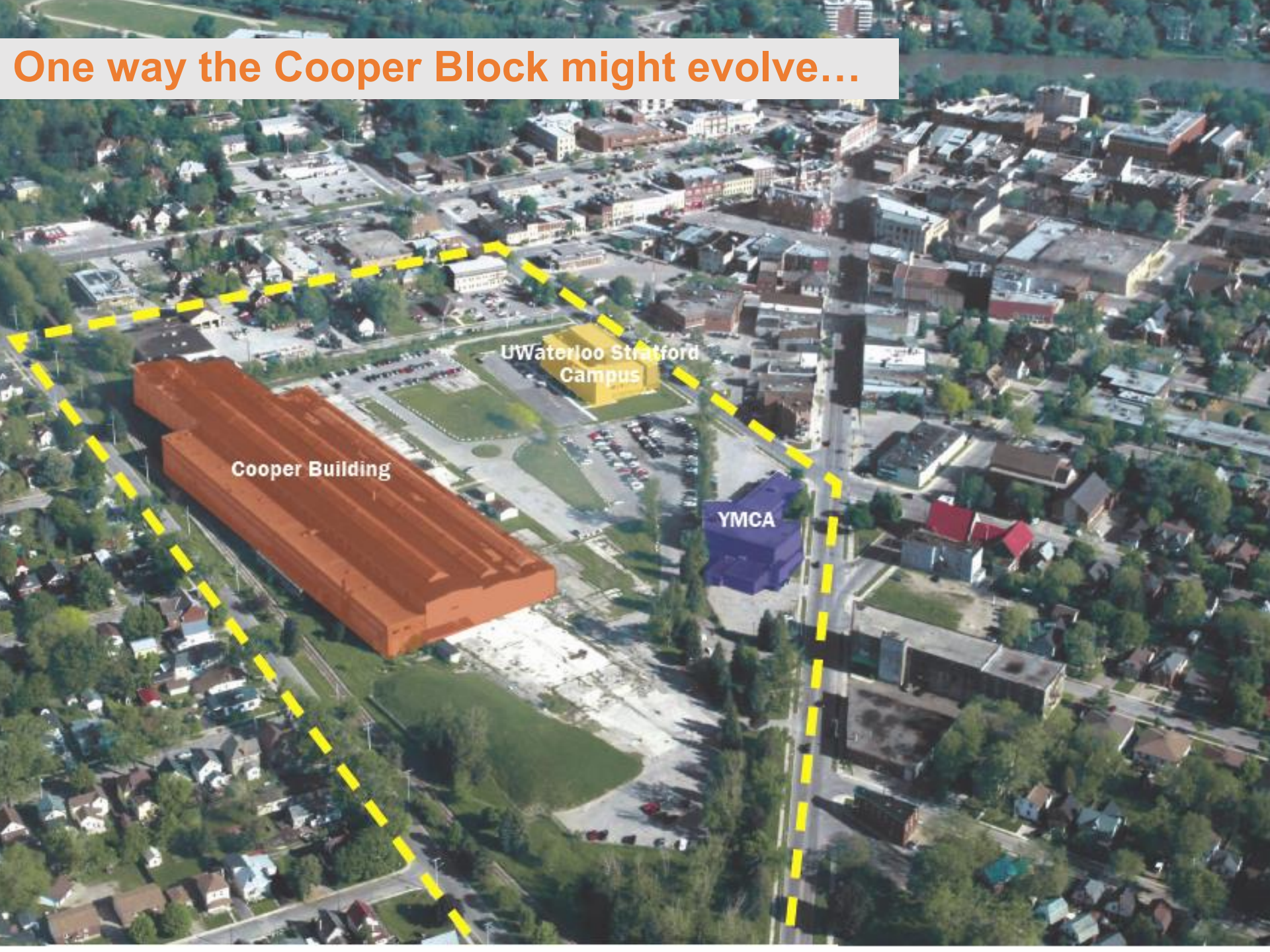


Kitchen Table Kits



Online Feedback

One way the Cooper Block might evolve...



One way the Cooper Block might evolve...



UWaterloo Stratford
Campus Buildings

Hotel

Grand Trunk Community Hub

UWaterloo Stratford
Campus Student
Housing

Residential

The “Grand Trunk” Community Hub



Thank you!

Questions?