

# Welcome!



## PROJECT INTRODUCTION

The City of Stratford has retained Urban Strategies to help the City carry out a community engagement process that will inform the creation of a flexible Master Plan to help guide the evolution and future growth of the Cooper Block.

The Cooper Block Master Plan will be responsive to the municipality's needs and economic development opportunities, while adhering to a series of guiding elements. The Master Plan, subject to applicable planning controls, will establish the general land use and transportation structure for the Block; how streets, sidewalks, and parking will be organized on the Block; and provide direction for related topics including servicing, urban design and open space considerations.

## TODAY'S OPEN HOUSE

**Today's open house has two objectives:**

First, we want to share what is known and understood about the Cooper Block; its history, information about the site, and an analysis of some of its opportunities and challenges informing how the site could evolve.

Second, we want to invite your input into the creation of the Master Plan, and hear your thoughts about what you think the future Cooper Block could look like!

## GET INVOLVED!

There are lots of other ways to get involved in the development of a Cooper Block Master Plan.

Download a Kitchen Table Kit from the Cooper Block website.

Check out the "talking walls" set up around the Cooper Block.

Send us an e-mail with your thoughts at [cooperplan@stratford.ca](mailto:cooperplan@stratford.ca)

Visit the Cooper Block Master Plan website:  
[www.stratfordcanada.ca/en/insidecityhall/cooper-block.asp](http://www.stratfordcanada.ca/en/insidecityhall/cooper-block.asp)

## SCHEDULE

**12:00 - 1:00 PM** - Open House Exploration

**1:00 - 1:45 PM** - Welcome + Presentation

**1:45 - 4:00 PM** - Open House Exploration

Members of the Urban Strategies Inc. team and city staff in attendance will be happy to answer any questions you may have about the site.

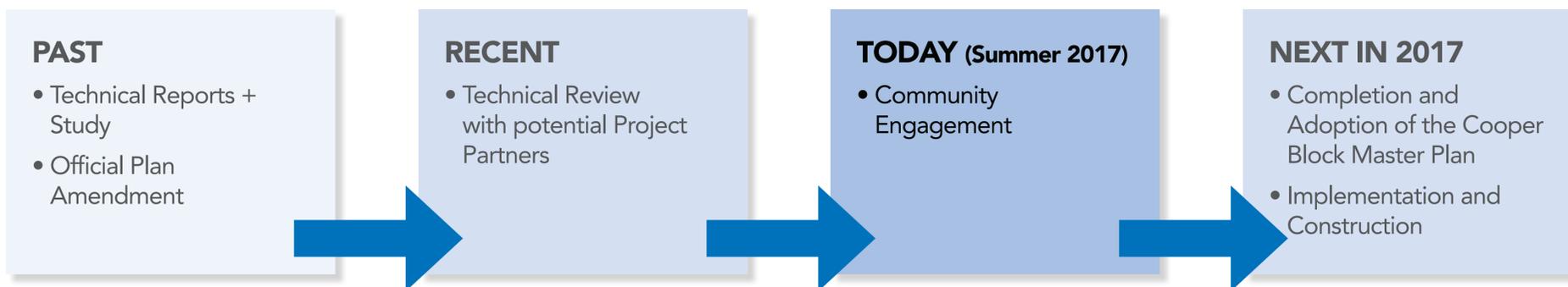
Look out for **Open House #2** later this summer!

For further information, contact  
Stephanie Potter,  
Policy and Research Associate  
519-271-0250 x 253  
[cooperplan@stratford.ca](mailto:cooperplan@stratford.ca)

Thank you for joining us today!

# Work to Date & Process

## WORK TO DATE



### PAST

- Technical Reports + Study
- Official Plan Amendment

### RECENT

- Technical Review with potential Project Partners

### TODAY (Summer 2017)

- Community Engagement

### NEXT IN 2017

- Completion and Adoption of the Cooper Block Master Plan
- Implementation and Construction

## PUBLIC ENGAGEMENT PROGRAM

### Crafting the Vision

- Community Roundtables
- Public Open House 1: Project Introduction

### Checking In

- Prepare Summary Report
- Check-in with Council

### Preparing a Draft

- Prepare Draft Master Plan
- Public Open House 2: Feedback on Draft Master Plan

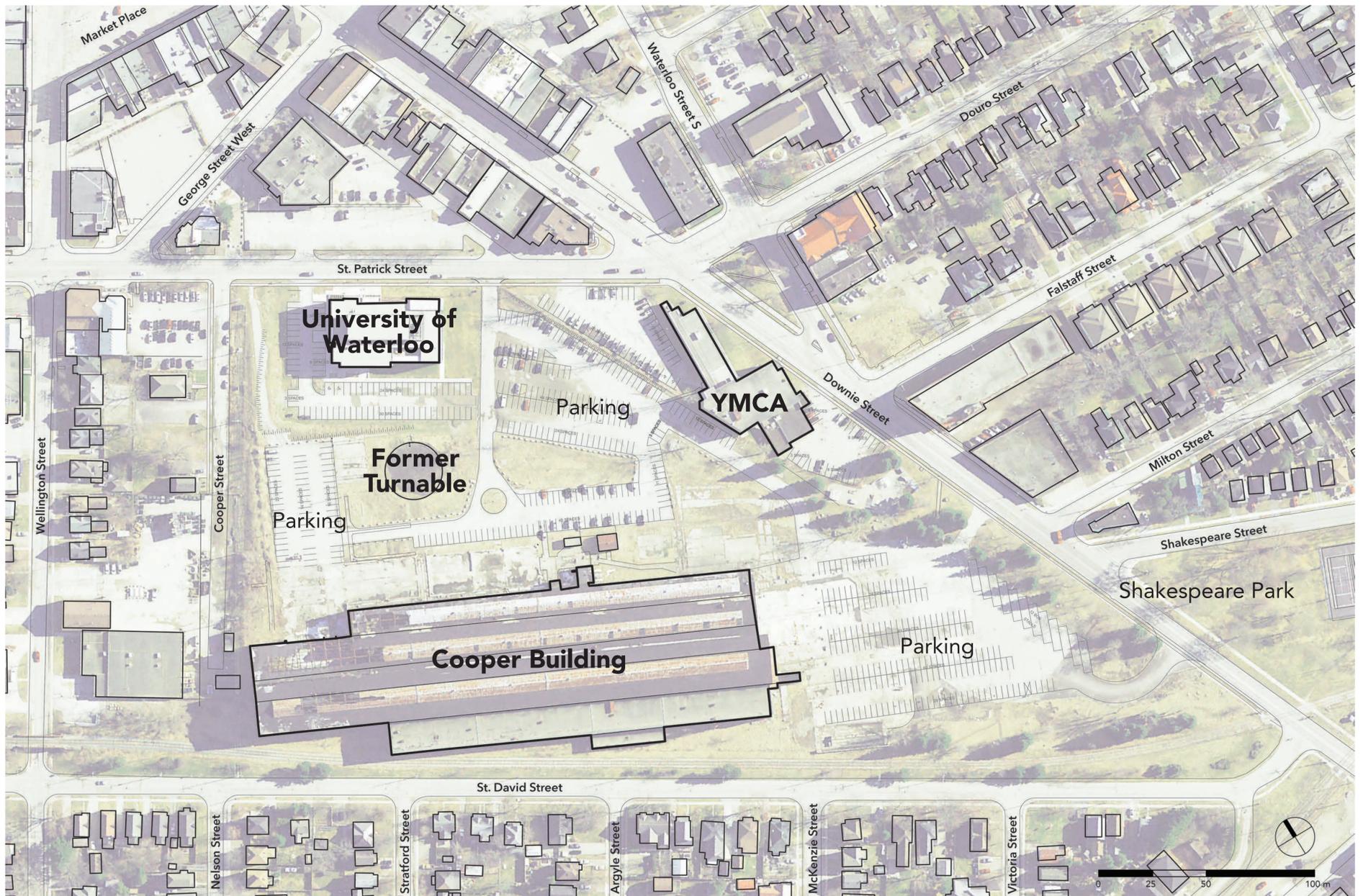
### Refining the Plan

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

## OTHER WAYS TO GET INVOLVED



# The Site Today



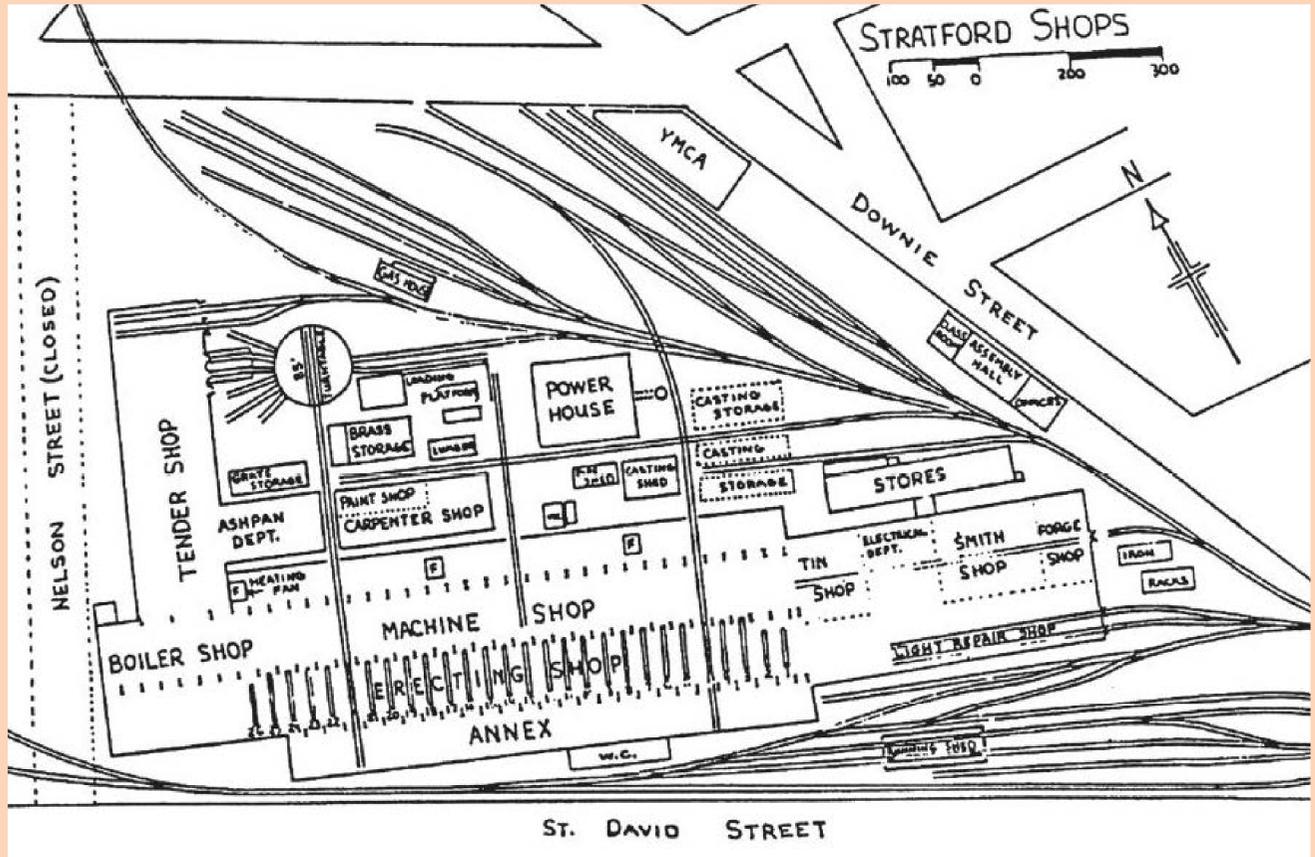
- Total Site Size - 18 acres
- Currently occupied by three buildings: the University of Waterloo Stratford Campus, the YMCA of Stratford-Perth, and the vacant Cooper Building
- The University of Waterloo Stratford Campus currently occupies approximately 42,000 square feet on 1.37 acres of land. Pursuant to the City's agreements with the University of Waterloo, the City has committed to providing the University with at least 8 acres of land and the 1.37 acres is the first phase.
- The Stratford-Perth YMCA is approximately 45,000 square feet on 1.23 acres of the 18-acre Cooper Block
- The Cooper Building is currently approximately 160,000 square feet situated on 11.42 acres of the 18-acre Cooper Block
- Footprint of former turntable still visible on site and remnants of original rail tracks, sides, and spurs
- Approximately 500 parking spaces are currently provided on the Cooper Block, representing about 40% of the municipal parking supply of Downtown Stratford

# History

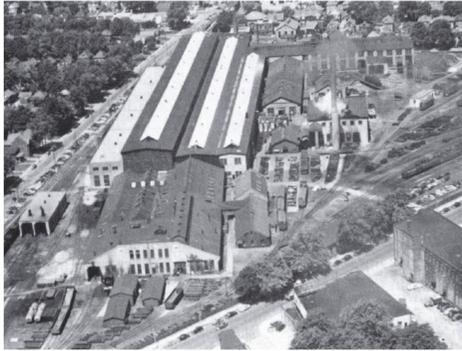
## A BRIEF SITE HISTORY

The Cooper Building was opened in 1871 as a locomotive repair facility and later, through the early twentieth century, expanded and grew to its maximum extent by the 1940s. At its height, the Cooper Building employed approximately 40% of Stratford's workforce. By the 1960s, the need for steam locomotives had declined significantly in favour of diesel-powered trains, resulting in the site being transferred to Cooper-Bessemer, a boiler manufacturer.

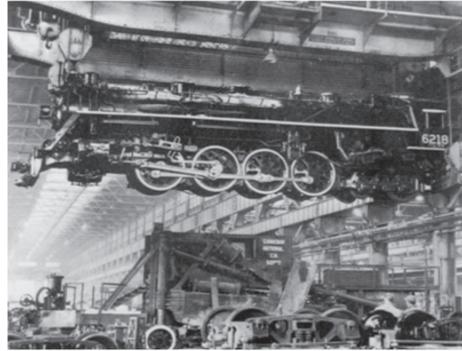
The site was abandoned in the mid-1980s and in the 1990s the City of Stratford purchased and resold the site. Following discussions between the City and the University of Waterloo, the City expropriated the site in 2009 for municipal purposes, including economic development purposes. In 2010, the City transferred 1.37 acres to the University of Waterloo pursuant to an agreement with the University to provide at least 8 acres in total. The Stratford Campus hosted its inaugural class of its Global Business and Digital Arts program in 2012.



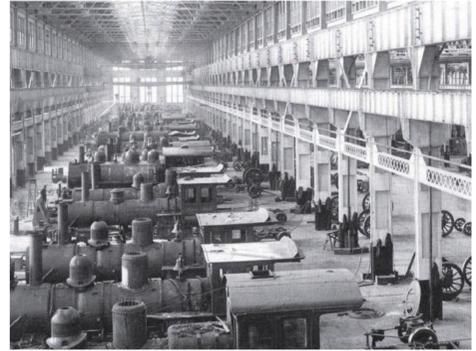
The Original Cooper Building



The Cooper Building in Operation



Hoisted Train for Repair



Train Storage



# The Site & Context



## THE COOPER BLOCK IN THE CITY

The Cooper Block, which is undeveloped except for the Stratford-Perth YMCA and University of Waterloo Campus, is located in Downtown Stratford. It is located an approximately two minute walk from the heart of Stratford, Market Square and City Hall, and is adjacent to Shakespeare Park. Because of its location on the southern edge of downtown Stratford,

the site acts as an interface between the city's core and the surrounding neighbourhoods, in particular the St. David Street neighbourhood to the south. Moreover, the Stratford Via Rail Station is located an approximately five-minute walk from the Cooper Block.

The Cooper Block is also located at the confluence of key routes into - and out - of the city. Traveling east along Route

8 brings you to Kitchener within 45 minutes and further on to the Greater Toronto Area in approximately one hour. Taking Erie Street south out of Stratford, London is an approximately forty-five minute drive away. And to the west, past Goderich, Sarnia and the United States border are approximately 1.5 hours away by car.

# Opportunities & Challenges

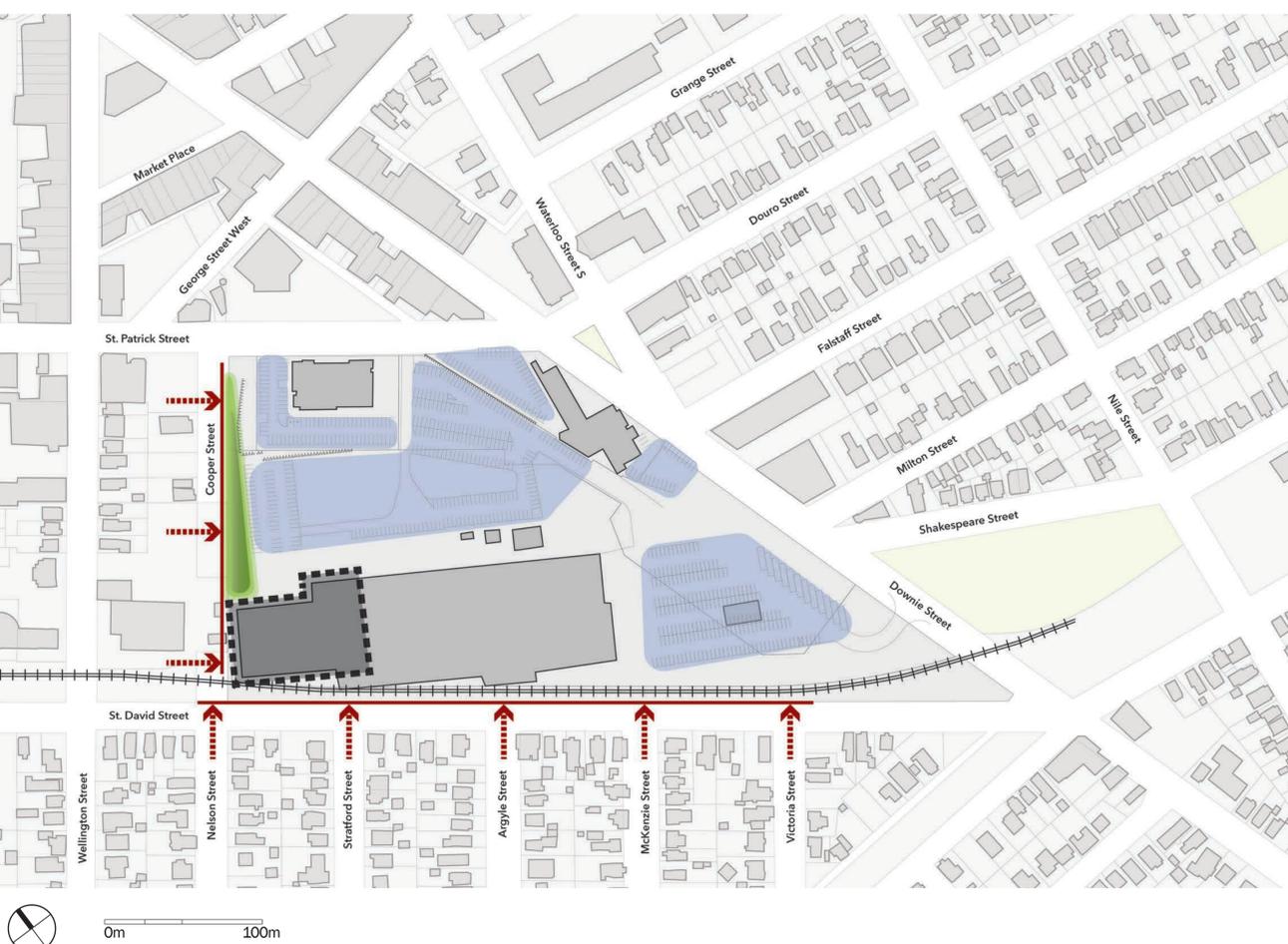
## OPPORTUNITIES

- ➔ The edges of the Cooper Block are an important design element to consider as they will be the “face” that the site presents to the city and its surroundings neighbourhoods
- ➔ There is an opportunity to create a new public space on the Cooper Block
- ➔ The corner created by the intersection of St. Patrick, Downie, and Douro Streets, presents an important view to consider in the evolution of the Cooper Block
- ➔ New streets through the Cooper Block will unlock new ways for people to get into, and around, the site
- ➔ Cooper Building represents a potential opportunity for adaptive re-use
- ➔ Did we miss something? Add your thoughts to the map!



## CHALLENGES

- ➔ Portions of the Cooper Building are burned out and/or in a state of disrepair
- ➔ Active freight rail line currently separates the Cooper Block from the St. David Street Neighbourhood to the south
- ➔ Substantial grade change on the west side of the Block restricts connections to Cooper Street
- ➔ Significant portions of the site are utilized for surface parking that supports the parking supply of Downtown Stratford
- ➔ Did we miss something? Add your thoughts to the map!



# Planning Context

## Stratford Official Plan - Downtown Core

Stratford's 1993 Official Plan which is currently in effect as it relates to the Cooper Block, describes the Downtown Core as a place that is "vibrant, compact, multi-functional, attractive and people friendly". In support of the continued success of the Downtown, Official Plan policies encourage the rehabilitation of older buildings and recognizes the significance of downtown heritage landmarks and their role in enhancing their surroundings. In addition, the Official Plan states that it is a policy of the City to maintain, make better use of, and increase, where feasible, the supply of parking downtown.

## Official Plan Amendment 21 - Cooper Site - Major Institutional Focus Area

OPA 21 (which amends the 1993 Official Plan and is in effect for the entire city except as it relates to the Cooper Block because it is under site-specific appeal) proposes to amend the Stratford Official Plan and designate the Cooper Block as a Major Institutional Use Focus Area. It would permit a broad range of uses and states the following goals and objectives for the site:

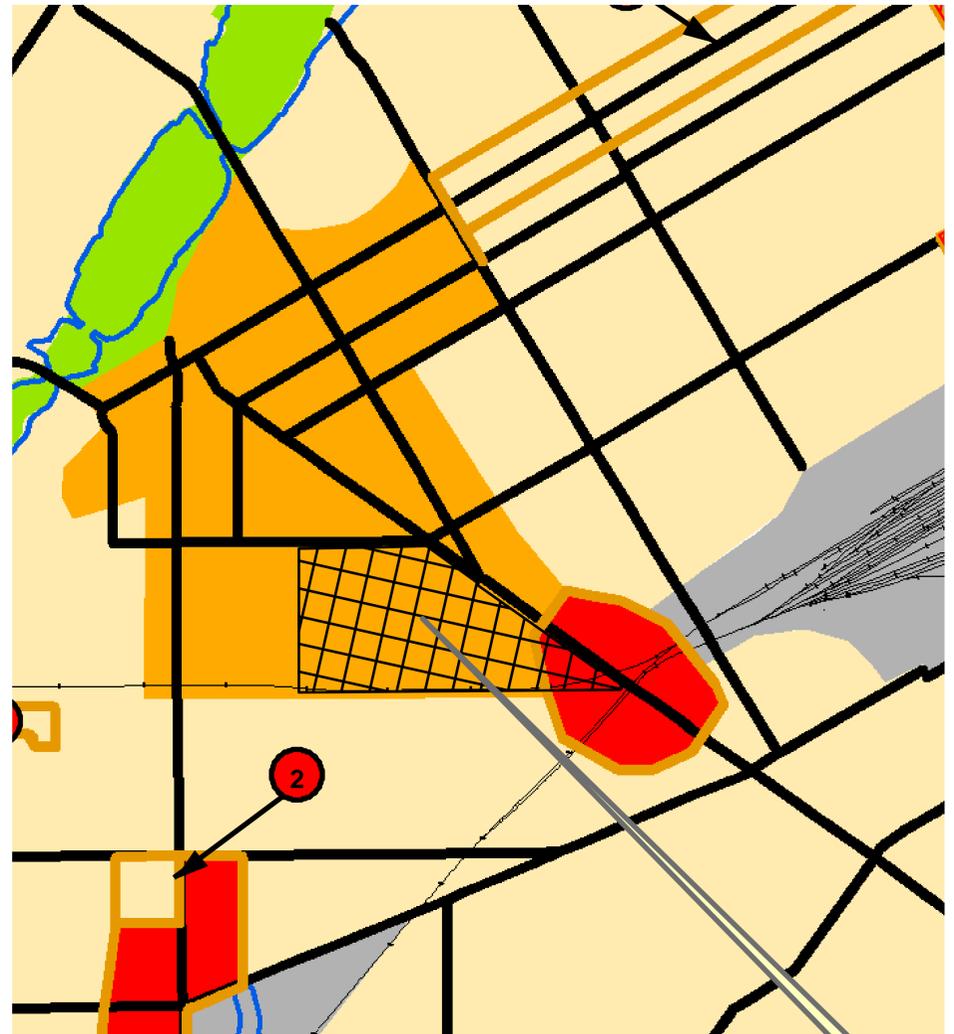
- To encourage public and institutional uses which will restore a sense of purpose and vibrancy to the Cooper Site making it a focus of activity in the southern part of the Downtown Core
- To ensure that development in the Cooper Site complements and supports the role of the Downtown Core as the primary focus of the City with its own distinct character and identity
- To ensure that the historic use of the Cooper Site is appropriately commemorated with an emphasis on the importance of rail to the development of the City

OPA 21 contemplates development of the Cooper Block 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.

## Zoning By-Law No. 201-2000

The Cooper Block is zoned C3-2 (Central Commercial) permitting a wide range of uses including apartment dwellings, commercial uses, senior's housing, institutional uses, and industrial uses.

A maximum height of 15 metres is permitted on the Cooper Block and any new development must include a minimum of 10% landscaped open space in the proposal.



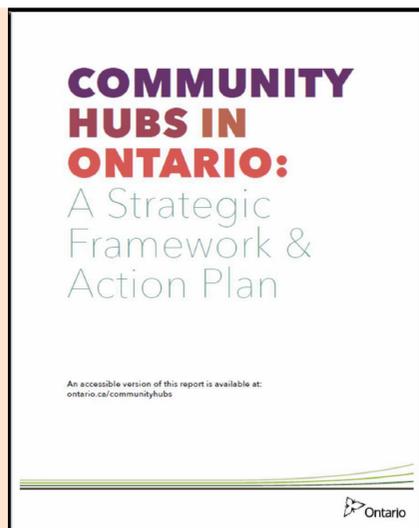
### Legend

#### General Land Use

##### Class

- Agricultural Area
- Commercial Area
- Downtown Core
- Industrial Area
- Medium Density Residential
- Medium Density Residential Special
- Parks and Open Space
- Residential Area
- High Density Residential

- Special Study Area Section 11.2.16
- Factory District Area (Section 4.9)
- Cooper Site - Major Institutional Use Focus Area
- Built Boundary
- Municipal Boundary
- Gateway Areas
- Special Policy Areas
- Regulatory Flood Hazard



## Community Hub Strategic Framework & Action Plan

In March, 2015 the Government of Ontario launched an initiative to improve and enhance community services across the Province by facilitating and supporting the creation of community hubs. Community hubs are described as central points within a community that provide a range of health, social service, recreational, environmental, and educational uses

within an integrated facility. They can be located in existing schools, community centres, places of worship, libraries, or other public buildings.

The Cooper Building is an ideal candidate for transformation to turn it into a Community Hub with the Stratford-Perth YMCA, the Stratford Library, and the University of Waterloo Stratford Campus as key anchors.



## Climate Change Action Plan

Ontario's Five Year Climate Change Action Plan (2016- 2020) aligns with the Community Hub Action Plan insofar as its aim is to, in part, support sustainable and resilient community services and facilities. Specifically, it

identifies that the reuse of heritage properties is inherently sustainable and are excellent platforms to showcase low carbon technology and reduce greenhouse gas emissions.

# Draft Guiding Principles

The principles below will help guide the development of the Cooper Block Master Plan. They help structure the approach and inform the objectives for the future of the Cooper Block.

Do you agree with these Principles? Are there any that you would change?

Put a **green dot** beside the principles you agree with, a **red dot** beside those you do not agree with, and add your own ideas at the bottom.



1

Optimize **partnership** opportunities with groups and civic institutions like the Active Seniors Club and the Stratford Library



2

Build on the vibrancy and success of the growing **University of Waterloo** Stratford Campus and the redevelopment of the **YMCA** as key anchors



3

Investigate the potential for the Cooper Building to be adaptively re-used



4

Celebrate the **history** of the site



5

Protect for short and longer-term **economic development** opportunities



6

Create a place that is uniquely "made-in-Stratford"



7

Ensure that the evolution of the Cooper Block complements **Downtown Stratford**



8

Enhance open spaces and improve the public realm



9

Create **social opportunities** (ie meeting spaces, places welcoming to people of all ages)

**What are we missing?** Add a Post-it note below with your idea!

# What is a Community Hub?

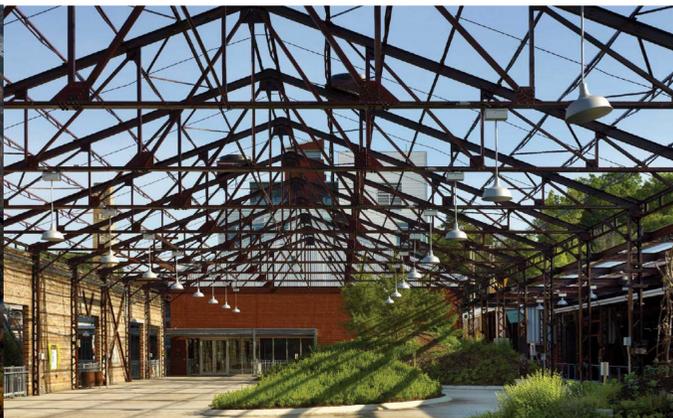


**Community hubs** are clusters of community-oriented uses such as recreation, health services, education, child care, meeting space, arts, and culture that anchor a community. By their proximity to each other, these combination of uses which are unique to each location create opportunities for collaboration, social interaction, and economic development.

What could a community hub on the Cooper Block look like?



Evergreen Brickworks - Toronto



Whychwood Barns - Toronto



The Tannery - Kitchener-Waterloo



# The Vision

What is your vision for the future of the Cooper Block?  
Use a Post-It note to share your thoughts!

When you picture the Cooper Block ten years from now, what images or ideas come to mind? Choose from the image deck provided and add it to this panel!



# Enhance the Public Realm

Place a **green dot** on the images you think most closely reflect the vision for the public and open spaces that are part of the future of the Cooper Block. Place a **red dot** beside those you do not agree with. Let us know what you like about them with a Post-It note.



Community Allotment Gardens



Mixed Hard and Soft Landscape with Sculptured Seating



Planted Sidewalk Gardens



Health and Wellness Activity Space



Naturalized Planting Areas



Hard Landscaped Area with Water Features



Open Green Space



Shared Street with Strong Building Presence



Boulevard Sidewalk with Street Trees



Traditional "Main Street" with Strong Building Presence

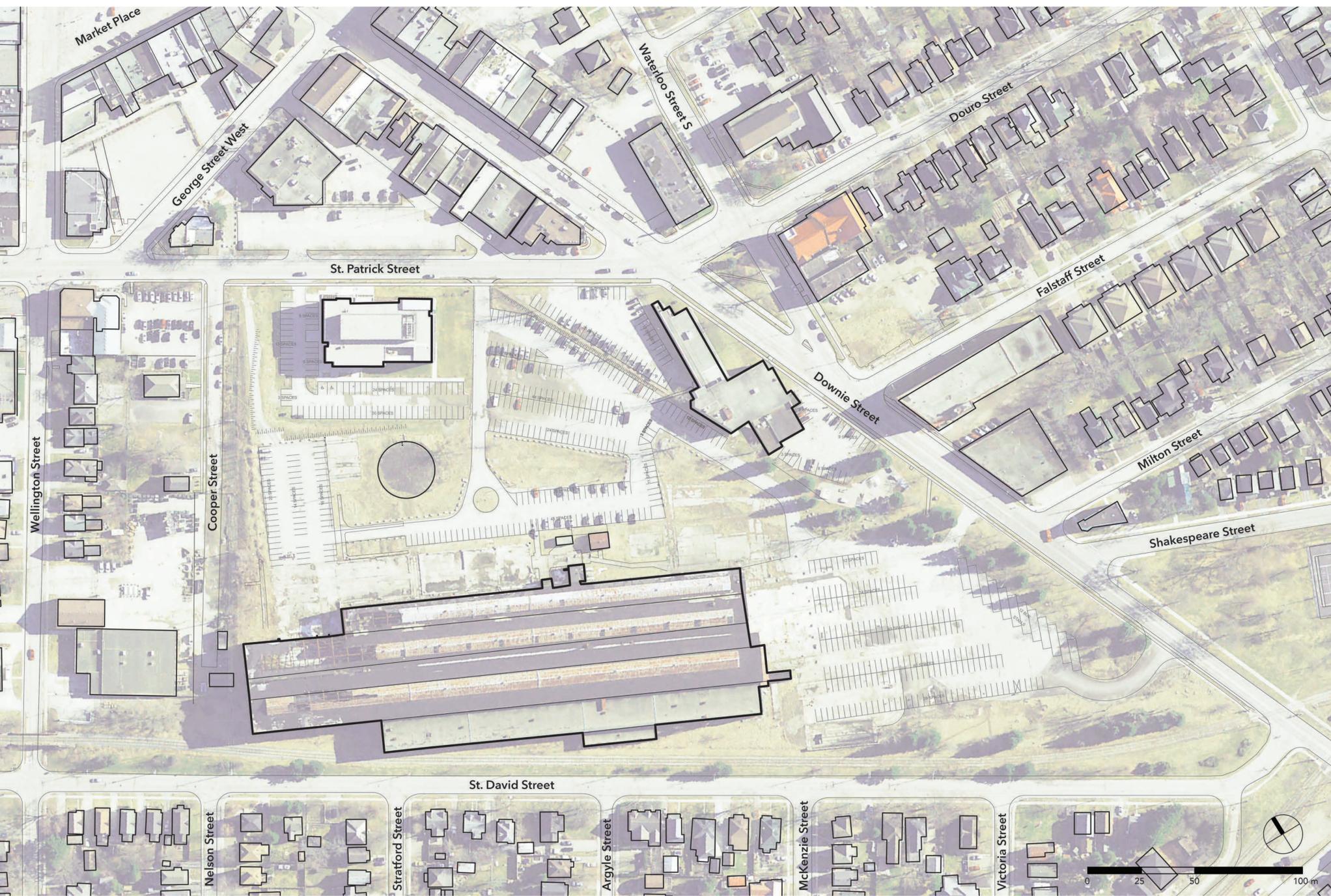
# Connectivity, Streets & Blocks

How do you get to and from the Cooper Block?

What are the most important connections into and through the Cooper Block?

Draw on the map below to show us how you think streets should be organized on the Block.

Leave a comment below on a Post-It note with your thoughts.



# Buildings and Programming

Place a **green dot** on the images you think most closely reflect the vision for the buildings and activities that are part of the future of the Cooper Block. Place a **red dot** beside those you do not agree with. Let us know what you like about them with a Post-It note.



Children's Playground



Restaurant, Event/Exhibition Space



Co-working Space / Creative Office Space



Outdoor Market / Programmable Outdoor Space



Adaptive Re-Use / Integration of Old and New



Student Life Centre



Townhouses



Low Midrise Buildings



Performance Space



Community Centre and Seniors Club

# Celebrating History

How can the future of the Cooper Block respect and celebrate its history?

Place a **green dot** on the images you think most closely reflect how the history of the site should be celebrated. Place a **red dot** beside those you do not agree with. Let us know what you like about them with a Post-It note.



Historical Rail Elements Integrated within the Landscape



Commemorative Plaque



Adaptive Re-use



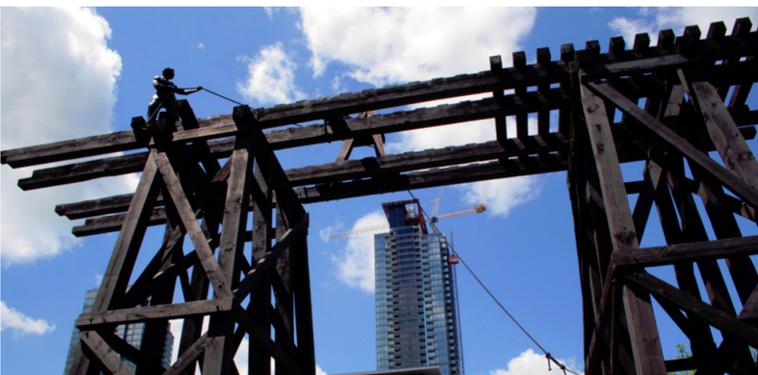
Integration of the Turntable into the Landscape



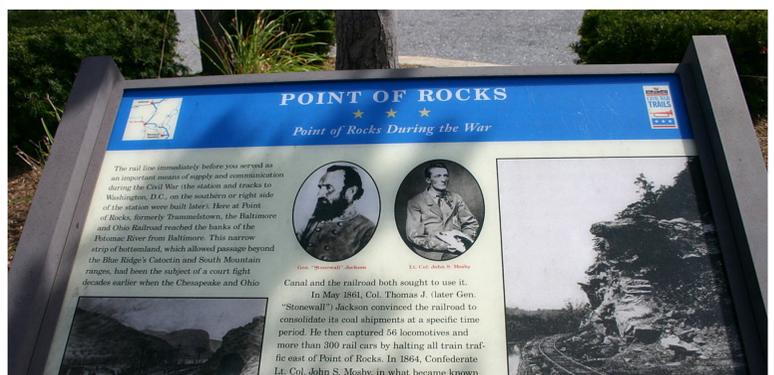
Historical Narrative Integrated into Built Form



Historical Narrative Integrated into Paving & Public Art



Commemorative Sculpture



Interpretive Signage



Historical Mural



Museum / Educational Centre