



# The Grand Trunk Master Plan

City of Stratford Cooper Block Revitalization

FEBRUARY 26, 2018

**URBAN  
STRATEGIES  
INC.**

# Presentation Agenda

- The Planning Context
- What We Heard
- The Master Plan
- Next Steps



# The Planning Context

- The Site is designated Downtown Core under the City's Official Plan (OP).
- Stratford OP Amendment No. 21 is in force and effect City-wide, save and except to the Site, due to an ongoing Ontario Municipal Board appeal by a former owner of the Site.
- The City's Official Plan, both pre-OPA 21 and including OPA 21 (should those policies be approved by the OMB), support the process to prepare and adopt the Master Plan.

# The Grand Trunk Community Hub



# The Process - Where we are

## Crafting the Vision

- Community Roundtables
- Public Open House 1 (June 10, 2017)

## Checking-In

- Prepare Summary Report
- Check-In with Council

## Preparing a Draft

- Prepare Draft Master Plan
- Public Open House 2 (November 7, 2017)

## Refining the Plan

- Finalize the Master Plan
- Report to Stratford City Council

# What We Heard



# The Engagement Process – How we heard

## The Initial Phase (June 2017)



100+ attendees at the Open House and round table discussions



30+ unique ideas on the Talking Walls



50+ Kitchen Table Kits received



15+ direct emails received

## The Second Phase (November 2017)



120 - 150 attendees at Open House No. 2



83+ Post-It Notes

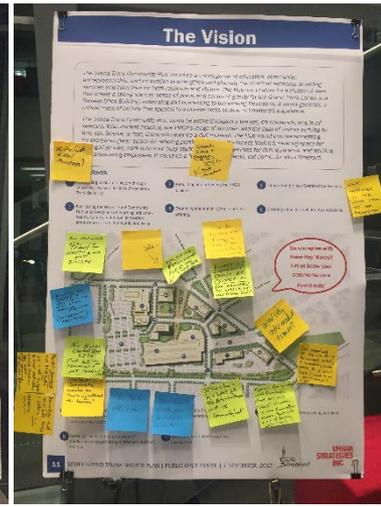
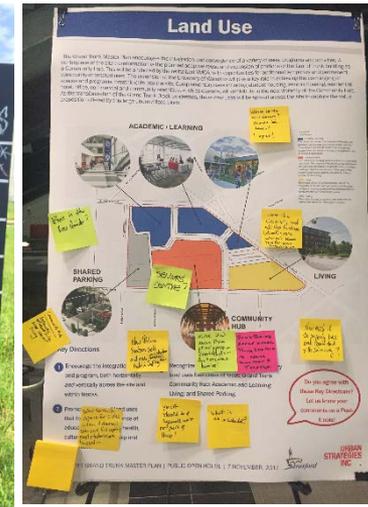


23+ Feedback Forms received



42+ online comments

# Successful Engagement



# Key Comments – Initial Phase Consultation

- Need to **capitalize on the momentum** and ensure implementation
- Preference for a **passive green space** over a more urban character
- plaza or square
- Support for **flexible and multi-purpose programmable space** for community groups and residents
- Desire for some form of **adaptive reuse of the Grand Trunk Building** to celebrate its industrial history
- **Parking** is a priority.

# Key Comments – Second Phase Consultation

- Desire to protect or reuse **the 1907 ‘ west wall’**.
- Need to understand and **manage traffic implications** to the St David neighbourhood.
- Need to **consider safety** at intersections.
- Desire for an **integrated walking and bicycle network**.
- Need to **accommodate a variety of interest and user groups**, such as seniors, cultural groups and creative industries.
- Desire for **sustainability initiatives**.



# The Grand Trunk Master Plan



# The Site Today



Image Source: Michael Wilson, Prosperity through Architecture

# The Guiding Principles

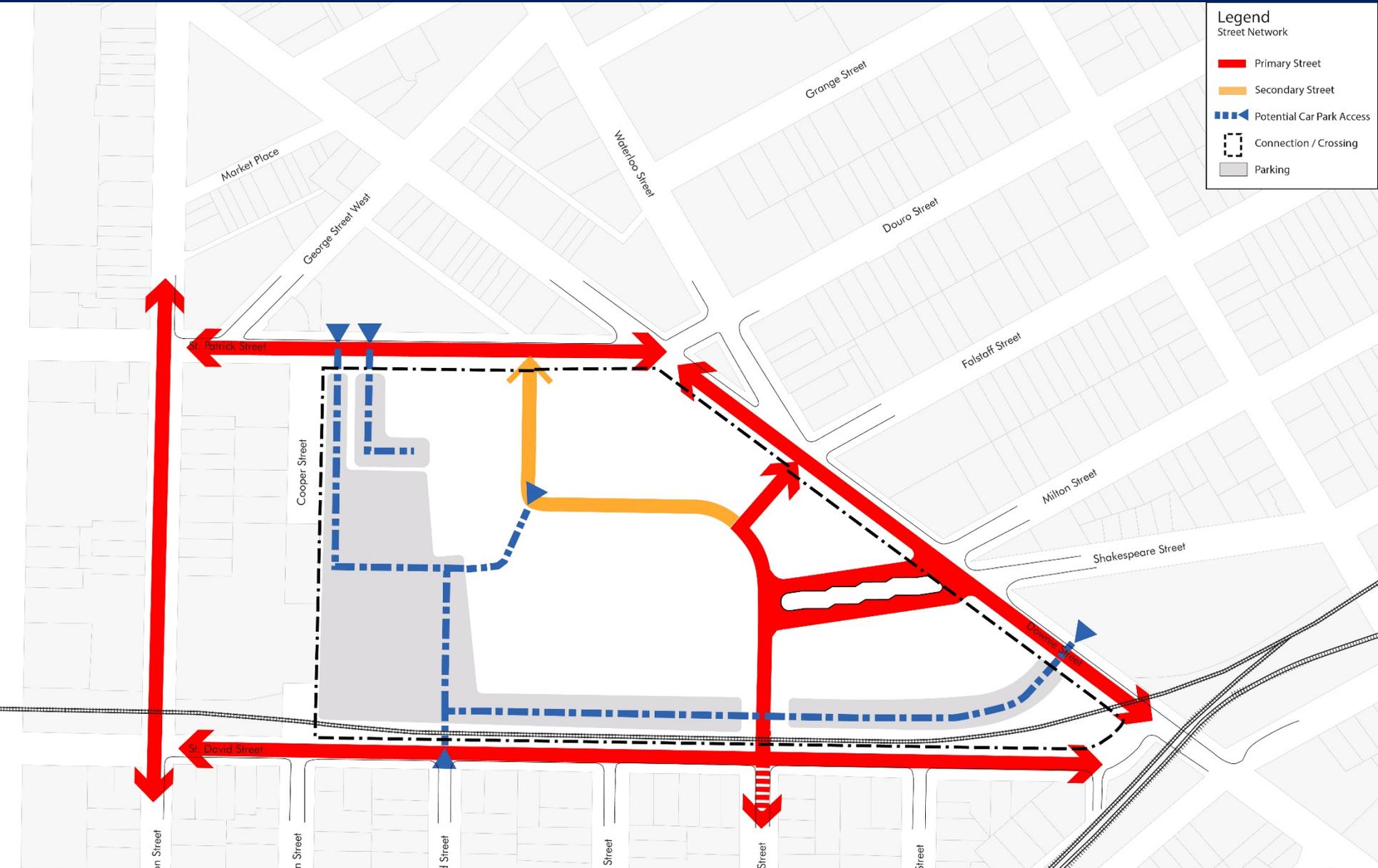
- 1** Celebrate the **history** of the site by adaptively reusing portions of the original building and site as the Grand Trunk Community Hub.
- 2** Create a place that reflects **Stratford's community, values, and aspirations**.
- 3** Introduce a **fine-grained street and block network** that weaves the site into the City of Stratford, is **pedestrian friendly** and creates development blocks to accommodate future uses.
- 4** Establish a range of **passive and green public spaces**, anchored by a central, all season gathering commons.
- 5** Retain and enhance the **significant view corridor** at Downie and St. Patrick Streets as the entry portal to the Grand Trunk building and site.
- 6** Integrate a **new transit terminal** into the site to enhance mobility and transportation options for Stratford.
- 7** Explore the **convergence and integration of program, activity and actors** to establish a successful Community Hub.
- 8** Encourage complementary land uses, such as student and senior living, incubator space, residential, community-based recreation and cultural and hotel **uses that can contribute to the long term prosperity of Stratford**.
- 9** Demonstrate **design excellence and sustainability** in built form, public spaces, program and cultural landscapes.
- 10** Create a reinvestment framework that can accommodate phased development over time while providing **certainty and accountability to the Stratford community** and other partners.

# The Master Plan – Key Elements

1. Celebrate site history
2. Community Hub
3. Expanding UW (TBD)
4. Revitalized YMCA (TBD)
5. Bus Terminal
6. New Street/blocks
7. Connect to DT/City
8. The Commons
9. Grand Trunk Spine
10. Attracting Investment
11. Parking Solutions



# A Finer Grain Street Network



# Carving Out Flexible Blocks



# Create High Quality Public Spaces

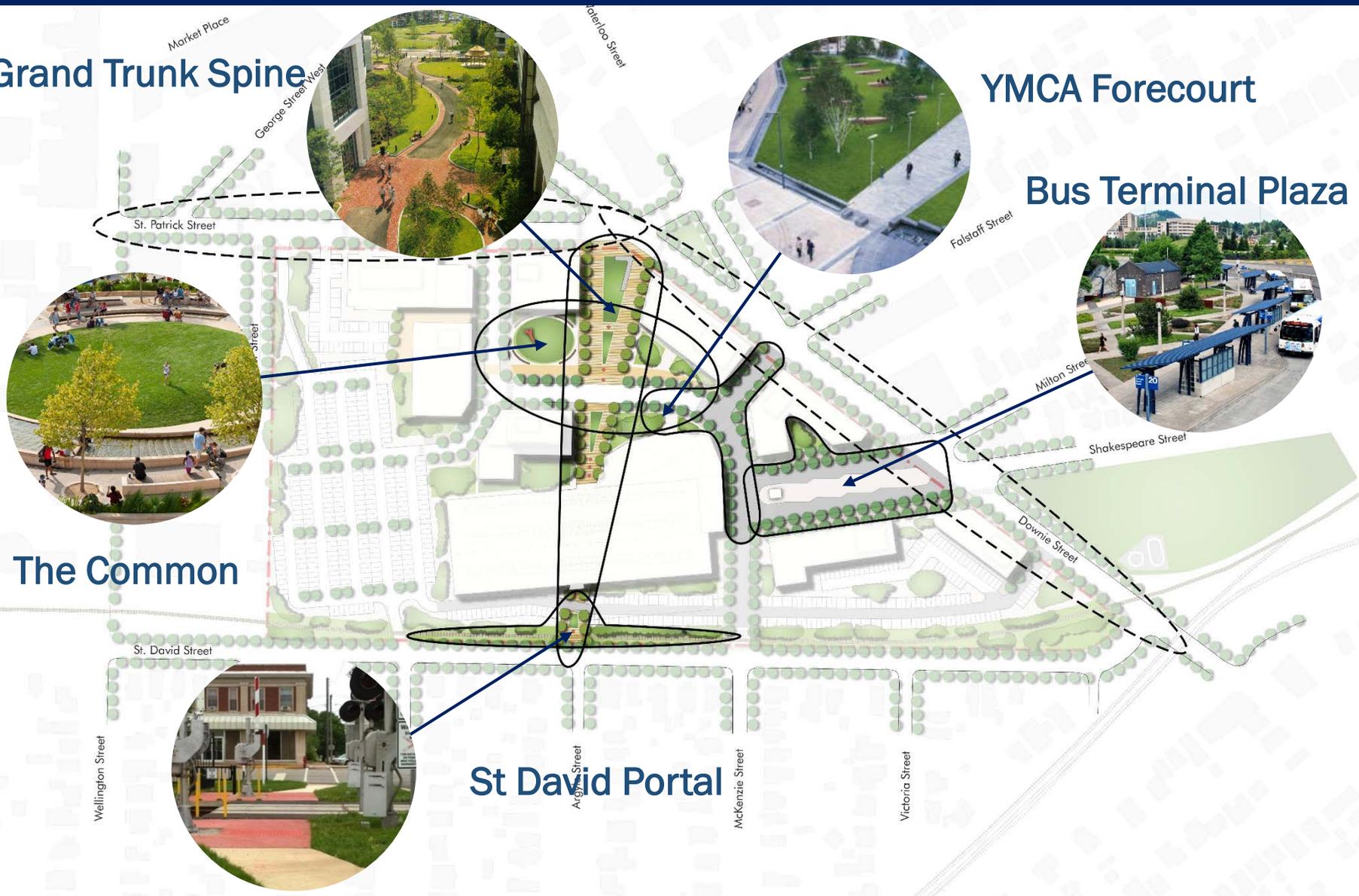
Grand Trunk Spine

YMCA Forecourt

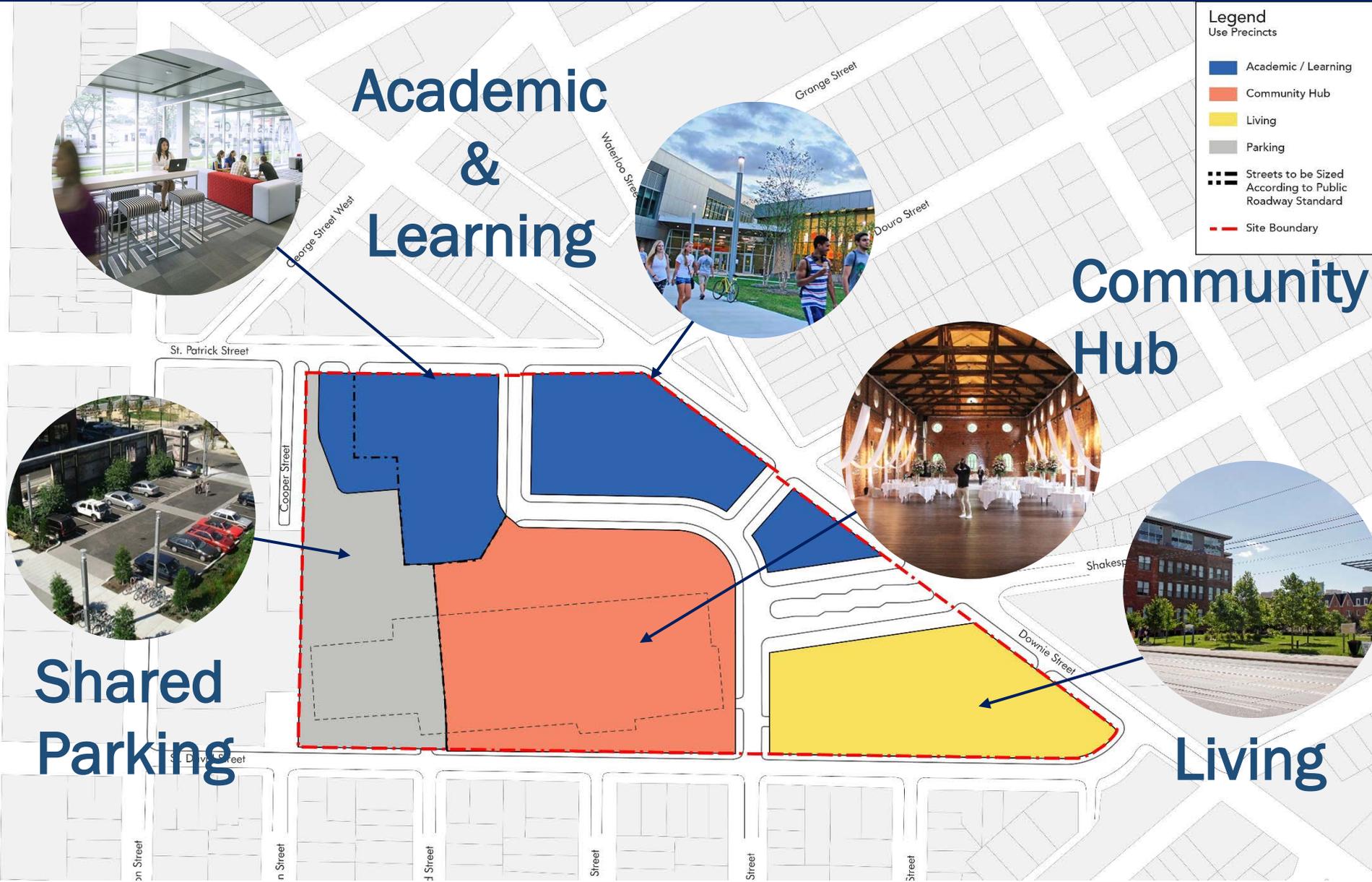
Bus Terminal Plaza

The Common

St David Portal



# A Convergence of Uses and Programs



# Compatible and Responsive Built Form



# Enhanced Mobility and Walkability

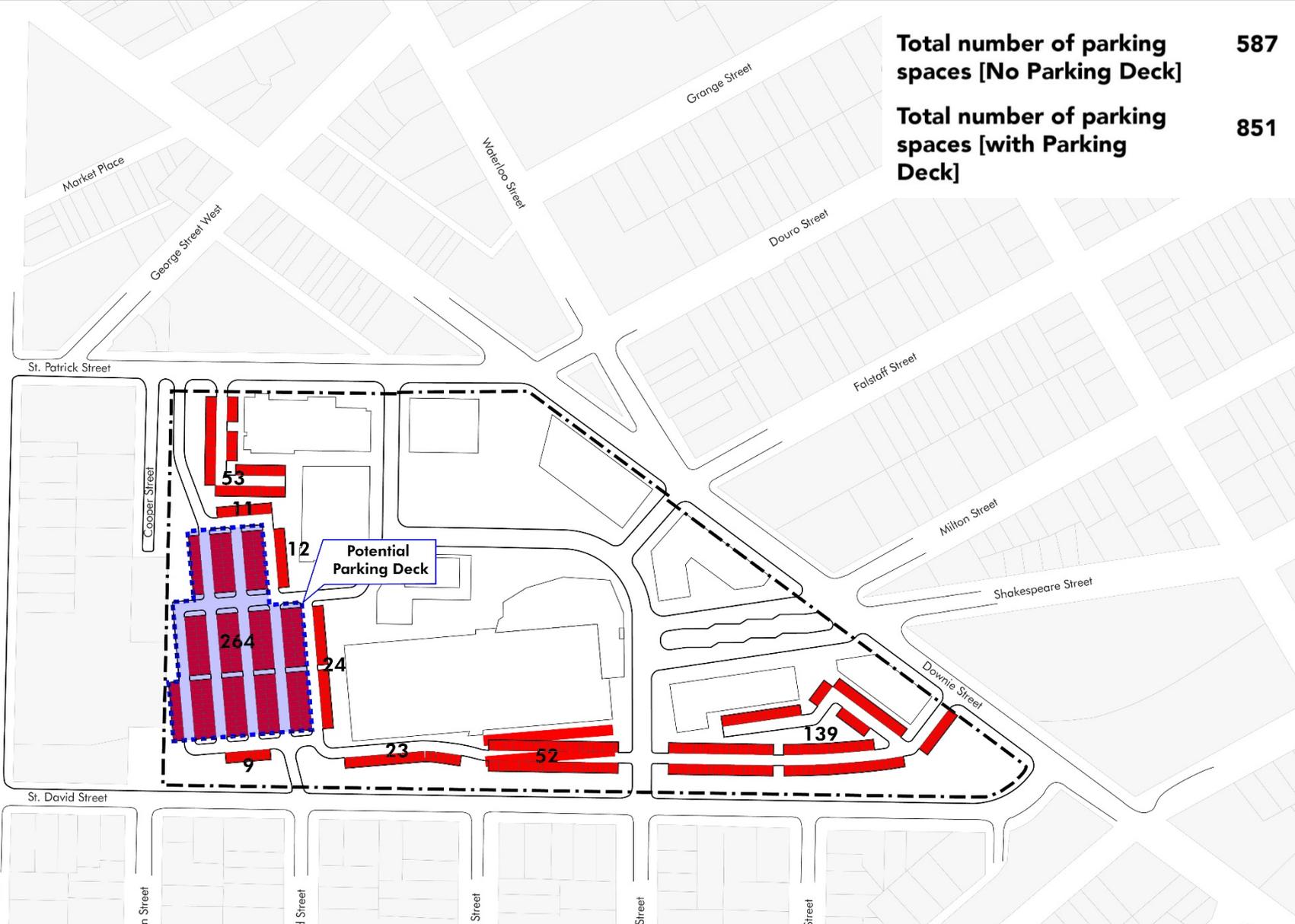


## Legend

Mobility Network

- Vehicular Movement
- Bus Movement
- Pedestrian Movement
- Bicycle Path
- Key Point of Arrival
- Surface Parking
- Existing Railway

# Contributing to the Broader Parking Strategy



# Integrating Sustainability



# A Flexible Phasing Strategy

Phasing will ensure reinvestment is able to occur consistent with the City's objectives, users' needs and market conditions.

Key Principles include:

- 1 Define an **intended starting point**
- 2 **Zero displacement** of the YMCA
- 3 **Optimize the convergence** of uses, programs and activities
- 4 Maximize opportunities for **efficient temporary use of land** (i.e. temporary parking)
- 5 Build in **flexibility for programs and uses**
- 6 Identify key **infrastructure, parking and public realm spaces**



# The Community Hub Phase

## Bus Terminal Grand Trunk Community Hub:

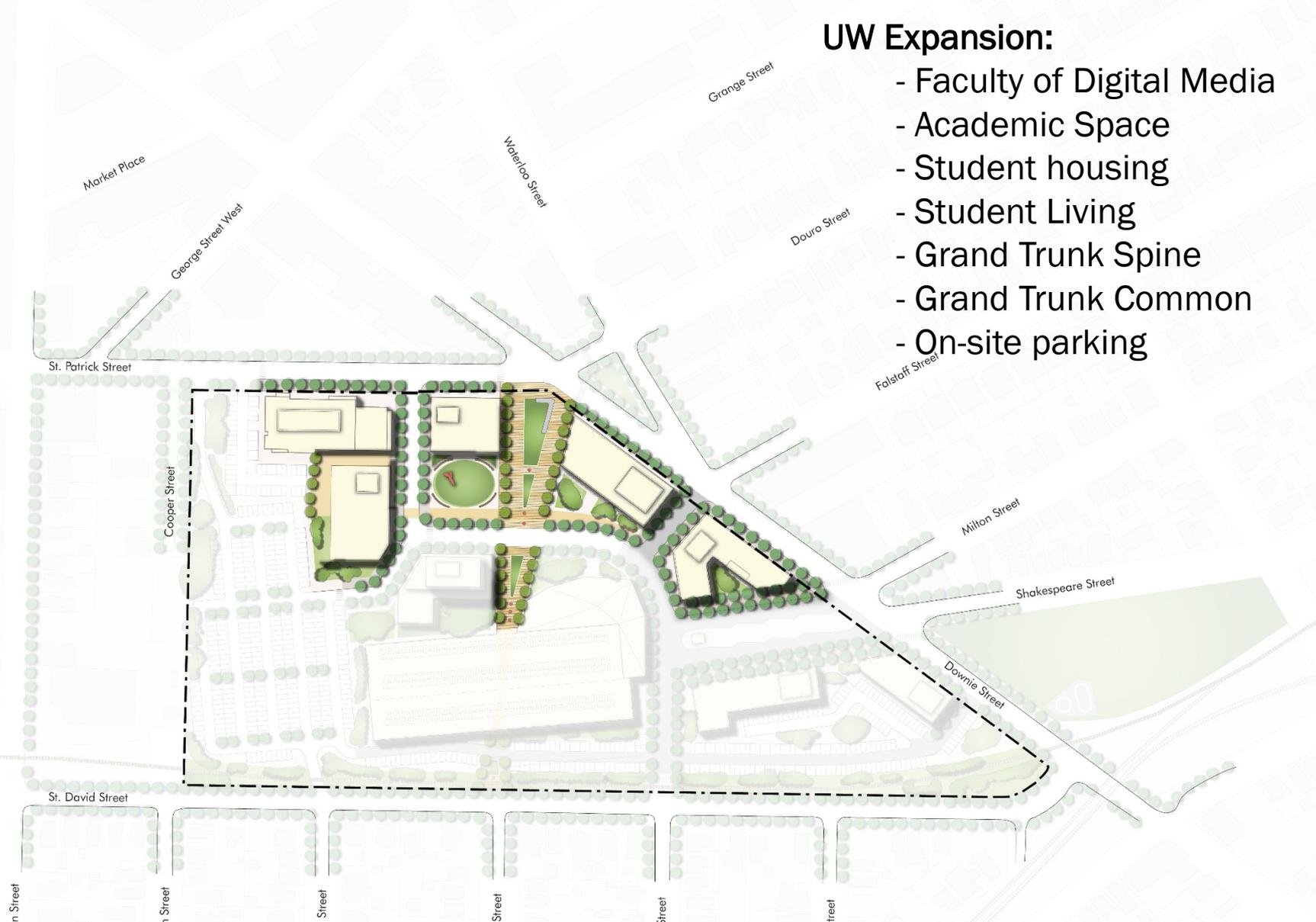
- Revitalized YMCA
- Shared student living/
- Arts/enterprise space
- On-site parking



# The Academic Expansion Phase

## UW Expansion:

- Faculty of Digital Media
- Academic Space
- Student housing
- Student Living
- Grand Trunk Spine
- Grand Trunk Common
- On-site parking



# The Development Partner Phase

## Potential Development Partners:

- Housing  
*(private, affordable, seniors, students)*
- Hotel
- Learning
- Makers space/creative/arts
- On-site parking deck



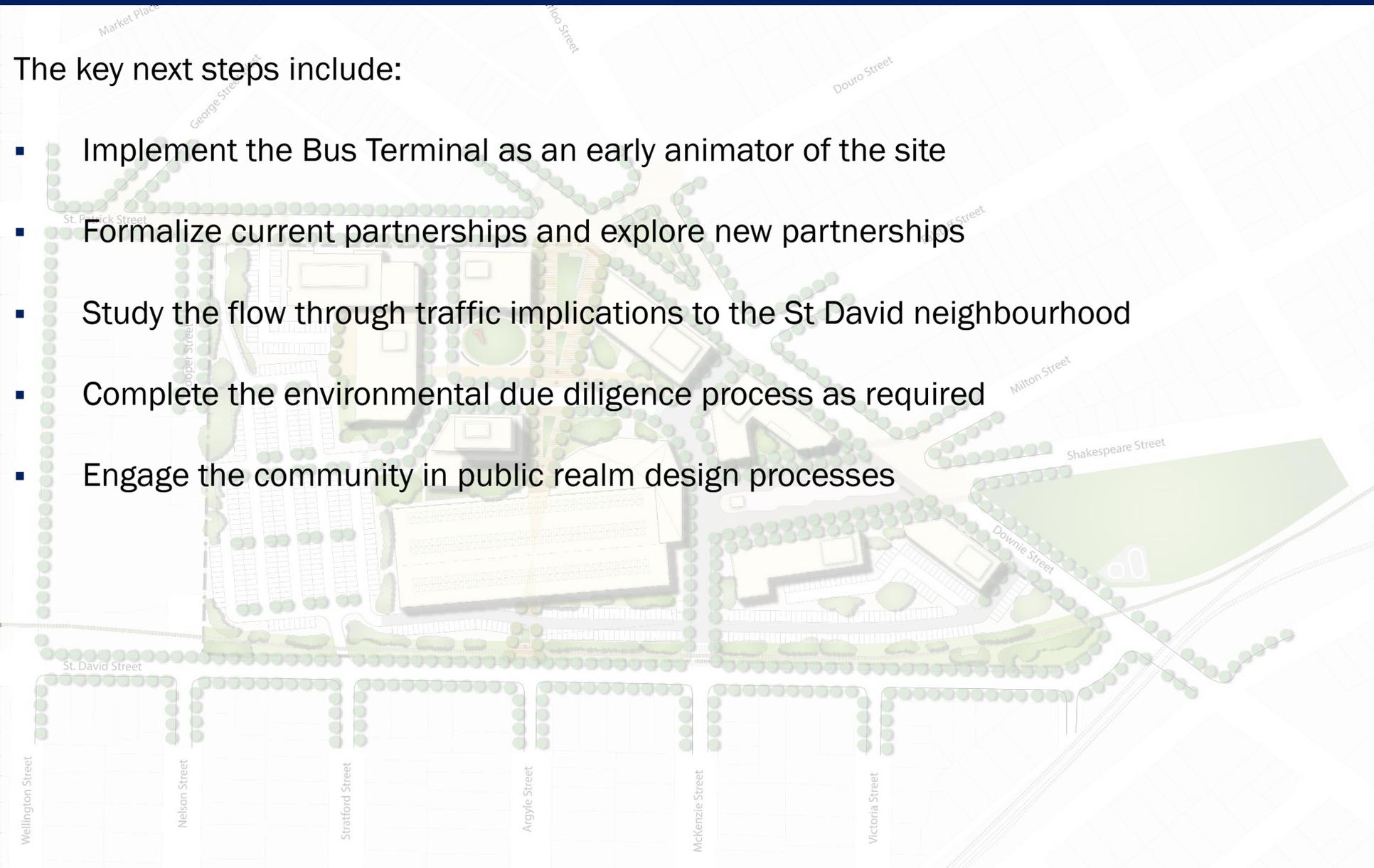
# The Master Plan



# Implementation and Next Steps

The key next steps include:

- Implement the Bus Terminal as an early animator of the site
- Formalize current partnerships and explore new partnerships
- Study the flow through traffic implications to the St David neighbourhood
- Complete the environmental due diligence process as required
- Engage the community in public realm design processes



# One way the Grand Trunk site could look



**Thank  
You!  
Questions?**