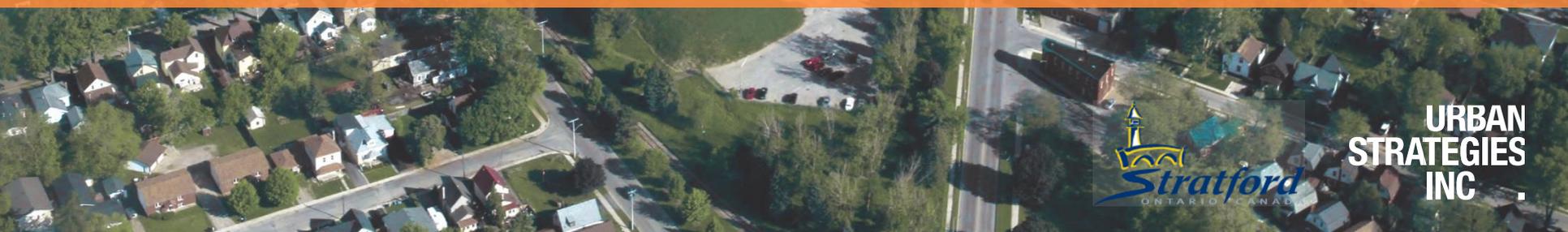




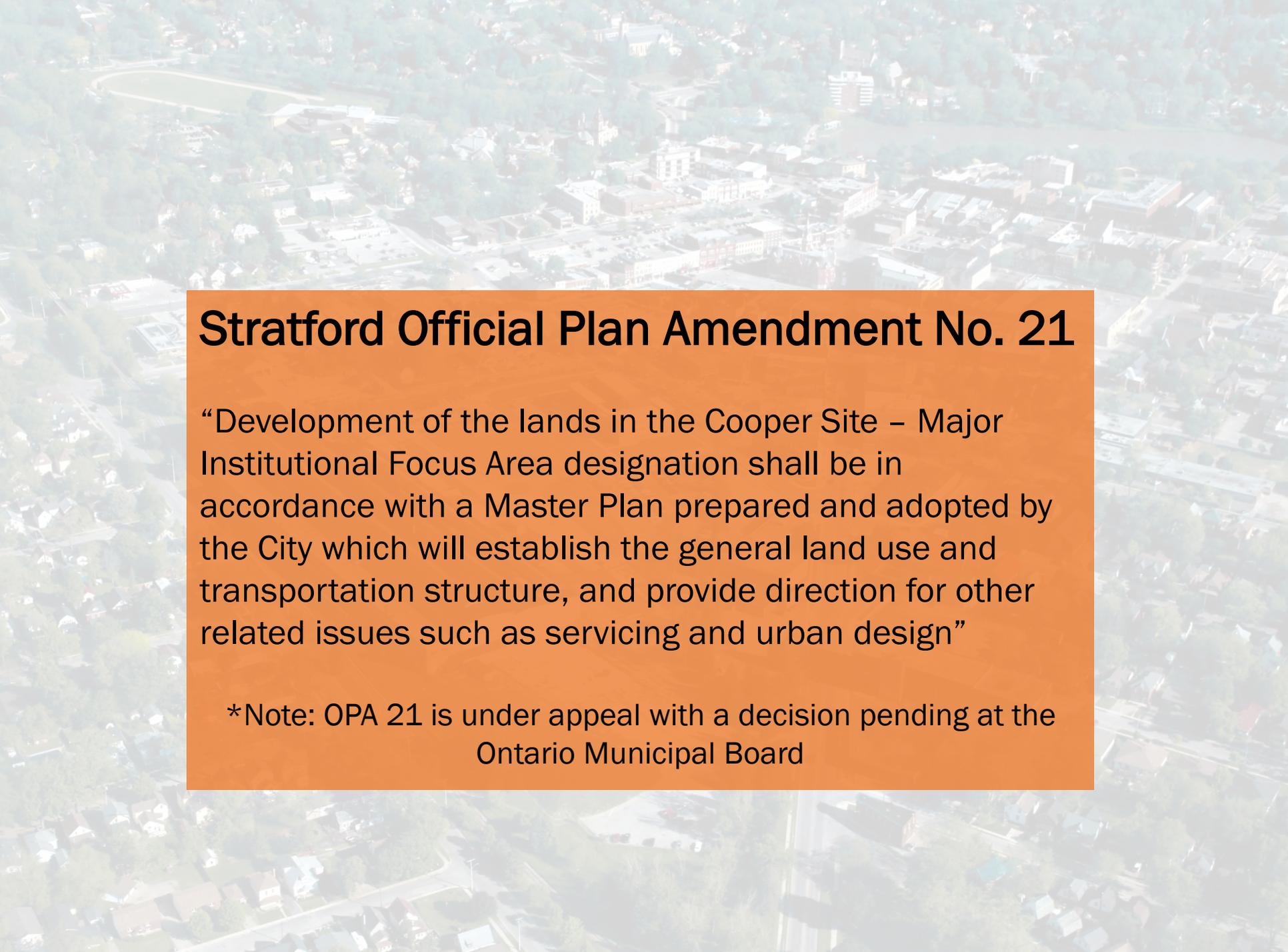
City of Stratford Cooper Block Master Plan

“What We Heard” Consultation Summary and Key Considerations for the Master Plan

September 11, 2017



**URBAN
STRATEGIES
INC.**



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”

*Note: OPA 21 is under appeal with a decision pending at the Ontario Municipal Board

Presentation Overview

- **Engagement Activities**
 - Talking Walls
 - Community Round Tables
 - Public Open House
 - Kitchen Table Kits
- **Summary of Key Findings**

A Range of Public Consultation Tools & Methods



Open Houses
and Roundtables



Talking Wall



Kitchen Table Kits



Online Feedback
cooperplan@stratford.ca

By the Numbers...

20+ groups engaged in community roundtables

100+ attendees at first open house

50+ kitchen table kits received

30+ ideas submitted using the talking walls

15+ direct emails received

Talking Walls



Talking Walls – Common Ideas

Four Ideas, by far, were suggested by the walls:



1) Community Centre / YMCA / Seniors + Youth Recreation Centre



2) Parking



3) Entertainment uses (i.e. laser tag, arcade, mini golf, go karts, rock climbing)



4) Art space / creative hub / performance venue

Other common ideas included:

- 1) Outdoor recreation (park, ice rink, skate park)
- 2) Mall
- 3) Bus station / terminal / depot
- 4) Railway museum

Community Roundtables



Community Roundtables – Participants

In June of 2017, Urban Strategies met with over two dozen local organizations, clubs, advocacy groups, and foundations to invite their input into their vision for the future of the Cooper Block + Building:

Stratford Lakeside Active Adults Association
Kiwanis Club
Rotary Club
Coin Club
Lawn Bowling Club
University of Waterloo – Stratford Campus
YMCA of Stratford-Perth
Stratford Library
SEED Co
Chamber of Commerce
Stratford Perth Community Foundation
Avon Club
Master Gardener Club
Stratford & Area Builders' Association

Arts and Culture Collective
Accessibility Committee
Active Transportation
Downtown Business Improvement Association
Architectural Conservancy
Heritage Stratford
Stratford Preservation Board
School Boards
Town and Gown Committee
Tourism Stratford
Scotiabank
Stratford Transit
Builders' Union
United Way

Community Roundtables – Key Messages



“Stratford is one of the five **Canadian Bee Cities**. It would be great to have a **pollinator Garden!**”

“If this is going to be a **hub**, what are the **spokes** that connect to it...St. David street, Market Square, Downtown, the train station...”

“It’s hard to find space to **start, grow and build businesses** in this area.”

“What is the attraction to **younger folks** and **young families?**”

“Be pragmatic, but we need to **accelerate the investment** to get it done.”

“Let’s create a positive **parking** story.”

“**Green space** as a focal point!”

“This needs to be a **net contributor** to the city and community”

“Make sure that the future site is **inclusive** and **collaborative!**”

“Who is the Cooper Block for? The residents? The theatre folks? The tourists?”

“We’ll never build a building like this again, we need to find a way to **celebrate** it.”

“This block transformation needs to be **authentically Stratford**”

“What are the **objectives** for the site?”

“This should be called **The Grand Trunk Railway Shop & Lands**, instead of Cooper Block.”

“This needs to be a **community** not a silo building process.”



Public Open House



Public Open House



Public Open House – Guiding Principle Feedback

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".
- 8** Enhance open spaces and improve the public realm.
- 9** Create **social opportunities** (ie meeting spaces, places welcoming to people of all ages).

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

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

Handwritten notes include: "No DEBT!", "Build community with groups in partnership strategy - (P.S.) We need a decent community performance space", and "Use of old Cooper building as a meeting space for the Stratford community." A larger note on the left discusses the importance of the site's history and the need for a mix of uses.

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Stratford URBAN STRATEGIES INC

- Broad support for the draft guiding principles
- Some resistance to the principle “Protect for short and longer-term economic development opportunities”
- Notecards and discussion suggest that resistance to this principle relates to the cost of the project and wariness that “longer-term” suggests that nothing will happen on the site

Public Open House – Public Realm Feedback

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 Sculptural Seating



Tiered Sidewalk Gardens



Fresh and Well-used Activity Space



Naturalized Planting Areas



Hard Landscaped Area with Water Features



Open Green Space



Shared Street with Strong Building Presence



Boulevard Sidewalks with Street Trees



Walkable "Main Street" with Strong Building Presence

- Green and active-oriented precedents received the most support
- Some resistance to the hardscaped plaza and water feature precedent
- Similar resistance to the “urban condition” precedent
- Broadly speaking, results indicate a desire for passive recreational spaces and the integration of greenery

Public Open House – Heritage Feedback

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.

Integral Rail Elements Integrated into the Landscape

300 KING STREET EAST 1865

Adaptive Reuse

Historic Narrative Integrated into Built Form

Historic Narrative Integrated into Paving & Public Art

Commemorative Sculpture

Historic Signage

Historic Visual

Historic Visual

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Stratford

Low the readability!

Less impact on the trees

Landscape should be in an ice rink in winter

HERITAGE COMMEMORATIVE PLAN IS NEEDED

Use Art 2D concrete as a sculpture

INTERACTIVE OVER HANGING DISPLAY EXHIBIT NEW GTR WAS AT PUB (1 ROOM)

- Significant support for heritage landscape interpretation
- Significant support for adaptive reuse including a railway museum
- Resistance to commemorative sculptures and interpretive signage

Kitchen Table Kits – Key Messages

Top 5 Comments / Responses



1) Rebuild / integrate / include the YMCA



2) Parking is a must



3) Find room for a community theatre / performing arts space



4) A large green space with seating and trees



5) Adaptively re-use a portion of the Cooper Building

Kitchen Table Kits – Key Messages Continued

Other common themes and feedback:



Celebrate the site's rail heritage



Include flexible meeting space inside the Community Hub



Make the site pedestrian friendly and accessible



UWaterloo buildings should work with the rest of the site



Find opportunities for affordable/student/rental/senior housing



Encourage sustainable design and development

Kitchen Table Kits – Key Quotes



The future of the block should be **open, porous, integrated, urban and future-focused!**

The site is **a piece of history** that needs to be honoured and maintained.

Let's make the Cooper Building **a centre that showcases all of the wonderful things** happening here!

Please don't call it the Cooper Block/Building. It is the **Grand Trunk Railway Shop/Building/ Block!**

The University of Waterloo buildings need to be designed to **complement the public usage** of the site – not take over the site.

We promote ourselves as a forward-thinking community where the **arts are part of our DNA...** Now is the time to prove this to our community and our visitors and become **leaders in making the arts central to our community** and economic development.

The building is **a part of our past** and we need to make it **live again as part of our future**. Don't fail the memories of those who made Stratford what it is today.



Toward a Framework for the Master Plan

Based on community consultation to date, the Master Plan Framework will serve as a guide for the evolution and development of the Cooper Block (Grand Trunk Lands) over the long-term. It will guide investment and address matters including:

- land use structure
- transportation structure
- urban design
- access and servicing

Feedback and ideas suggested by the Stratford community will inform the development of the Master Plan

Through the community consultation process, the following 15 elements have emerged as important considerations for the overall Master Plan:

- **Preservation of a portion of the Grand Trunk Building** to celebrate the important industrial heritage of this critical site and as an opportunity for adaptive reuse of the structure as a community hub
- **Explore the development a Community Hub potentially to include the following uses:**
 - The YMCA
 - Cultural / community space (including flexible meeting rooms)
 - Student life / recreational space
 - Small-scale retail and commercial uses supportive of above uses
- **Develop a central passive and green recreational space as a focus** for the Community Hub and university/community-related uses
- **Develop a fine-grained street and block network** that promotes ease of movement for pedestrians, cyclists, and motor vehicles
- **Introduce residential uses** including UWaterloo student housing, range of mid-to-low density market-rate housing, and affordable and/or seniors housing
- **Seek opportunities for temporary / interim uses** which do not preclude longer-term economic development opportunities for the City.
- **Integrate the proposed bus terminal** logically as a key mobility hub and early site animator
- **Call the community hub the “Grand Trunk Community Hub”**

Through the community consultation process, the following 15 elements have emerged as important considerations for the Master Plan:

- **Maintain the site's important parking function for the Downtown.** This function should be consolidated on the western portion of the site where cap-and-cover is the most realistic solution for environmental conditions
- **Continue to strengthen existing partnerships** between UW, the Stratford-Perth YMCA, the City of Stratford, and the constellation of community groups and organizations through ongoing communication and participation in the process of refining the Master Plan
- **Create a place that reflects Stratford's community, values, and aspirations**
- **Plan for both the short and the long-term, with flexibility to respond to change** securing early "wins" such as the location of the transit terminal and short-term leasing opportunities while protecting opportunities for longer term investments
- **Pursue design excellence in open space and architectural execution** to create a unique and cherished destination in Downtown Stratford
- **Signal the importance of the site/community hub by retaining a significant view corridor** from the intersection of Downie Street and St. Patrick Street to the entrance of the Grand Trunk Community Hub and the repurposed Grand Trunk Building
- **Development will occur and be planned through a phased process**

Proposed Next Steps

- Summarize and report back on initial consultation activities and feedback (today's meeting)
- Based on Council direction, prepare Draft Grand Trunk Block Master Plan
- Bring Draft Master Plan to Public Open House in October/early November
- Refine Draft Master Plan
- Bring Updated and Flexible Master Plan to City Council for consideration and adoption in December/January

An aerial photograph of a city, likely a university town, with a large, long, dark-roofed industrial or warehouse building in the foreground. The city is densely packed with various buildings, streets, and green spaces. The image is overlaid with a semi-transparent orange filter, and the text "Thank You!" is centered in the middle.

Thank You!