

# Welcome!

## City of Stratford Cooper Block Master Plan

Overview Presentation

Open House #1: June 10, 2017



**URBAN  
STRATEGIES  
INC.**

# Overview Presentation

- **The Opportunity**
- **The Process**
- **The Context**
- **Initial Analysis**
- **Creating a Community Hub**

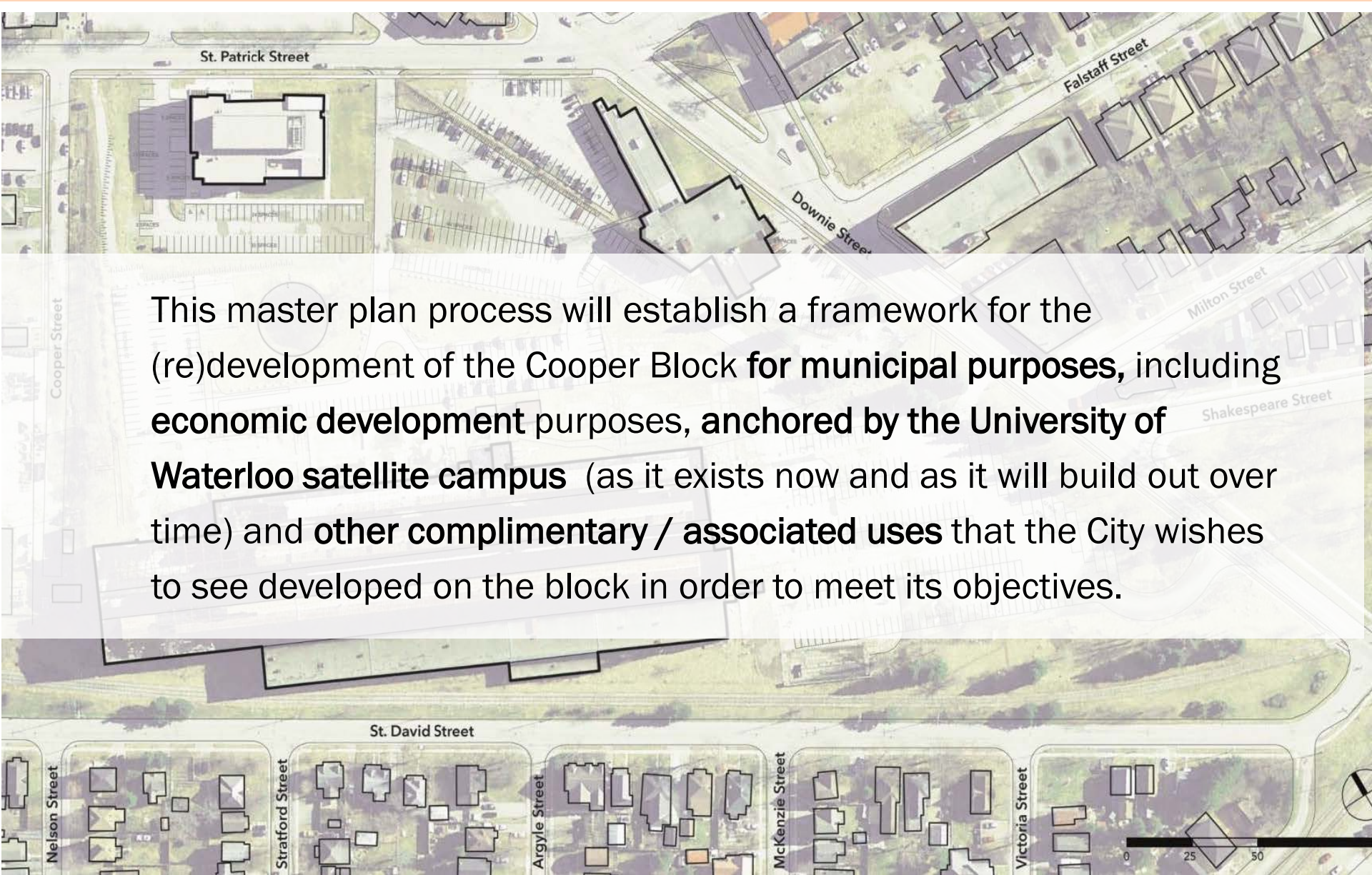


An aerial site plan of a campus, overlaid with a semi-transparent orange filter. The plan shows various buildings, parking lots, and streets. The text "THE OPPORTUNITY" is prominently displayed in the center in a bold, black, sans-serif font. The streets shown include Cooper Street, Downie Street, Milton Street, Shakespeare Street, and St. David Street. A large, long building is highlighted in a darker shade of orange, indicating a specific area of interest.

# THE OPPORTUNITY



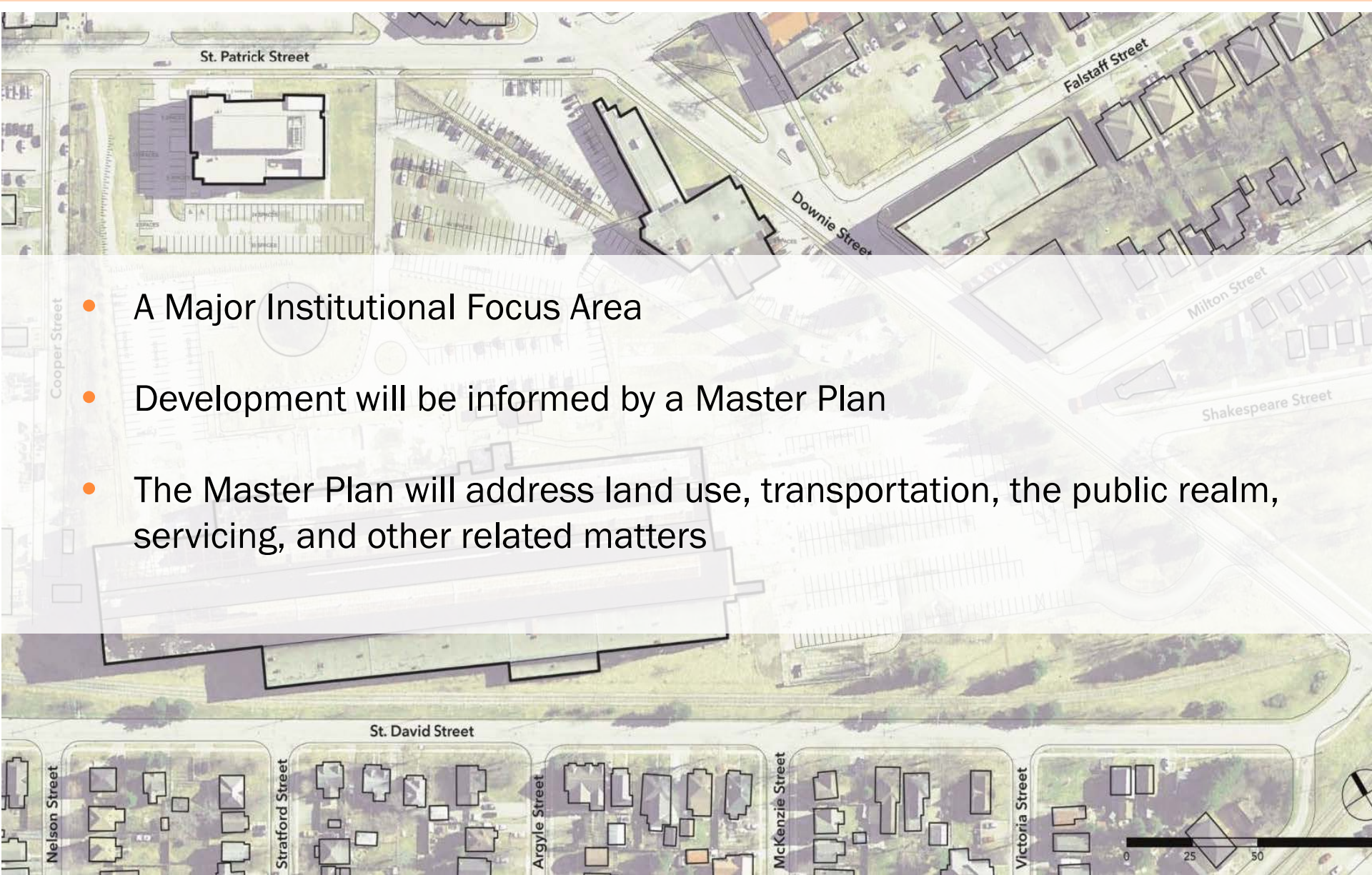
# What is the Cooper Block Master Plan?



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.

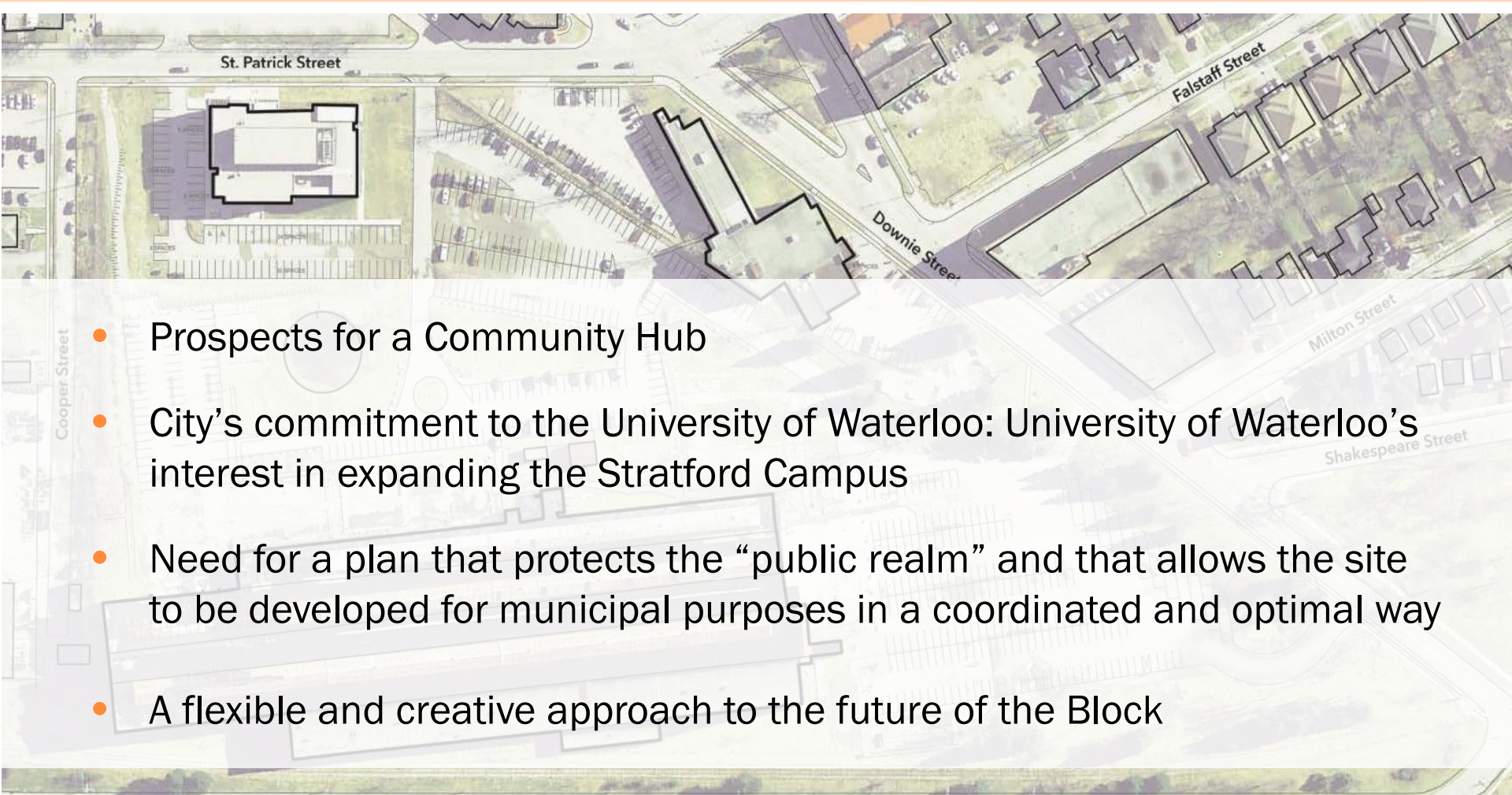


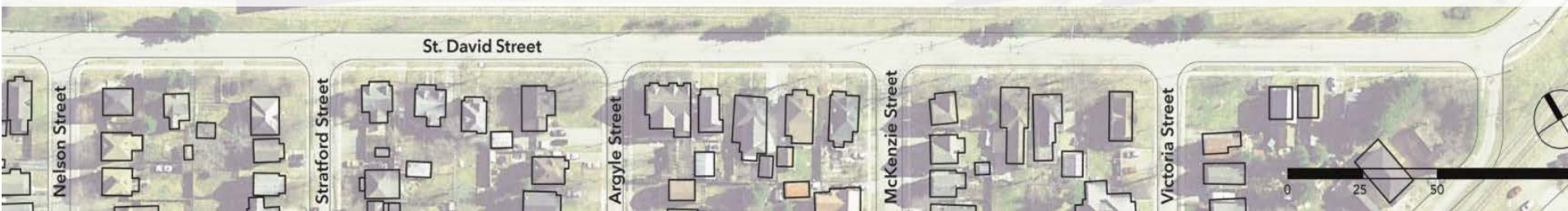
# Stratford Official Plan Amendment No. 21

- 
- A Major Institutional Focus Area
  - Development will be informed by a Master Plan
  - The Master Plan will address land use, transportation, the public realm, servicing, and other related matters

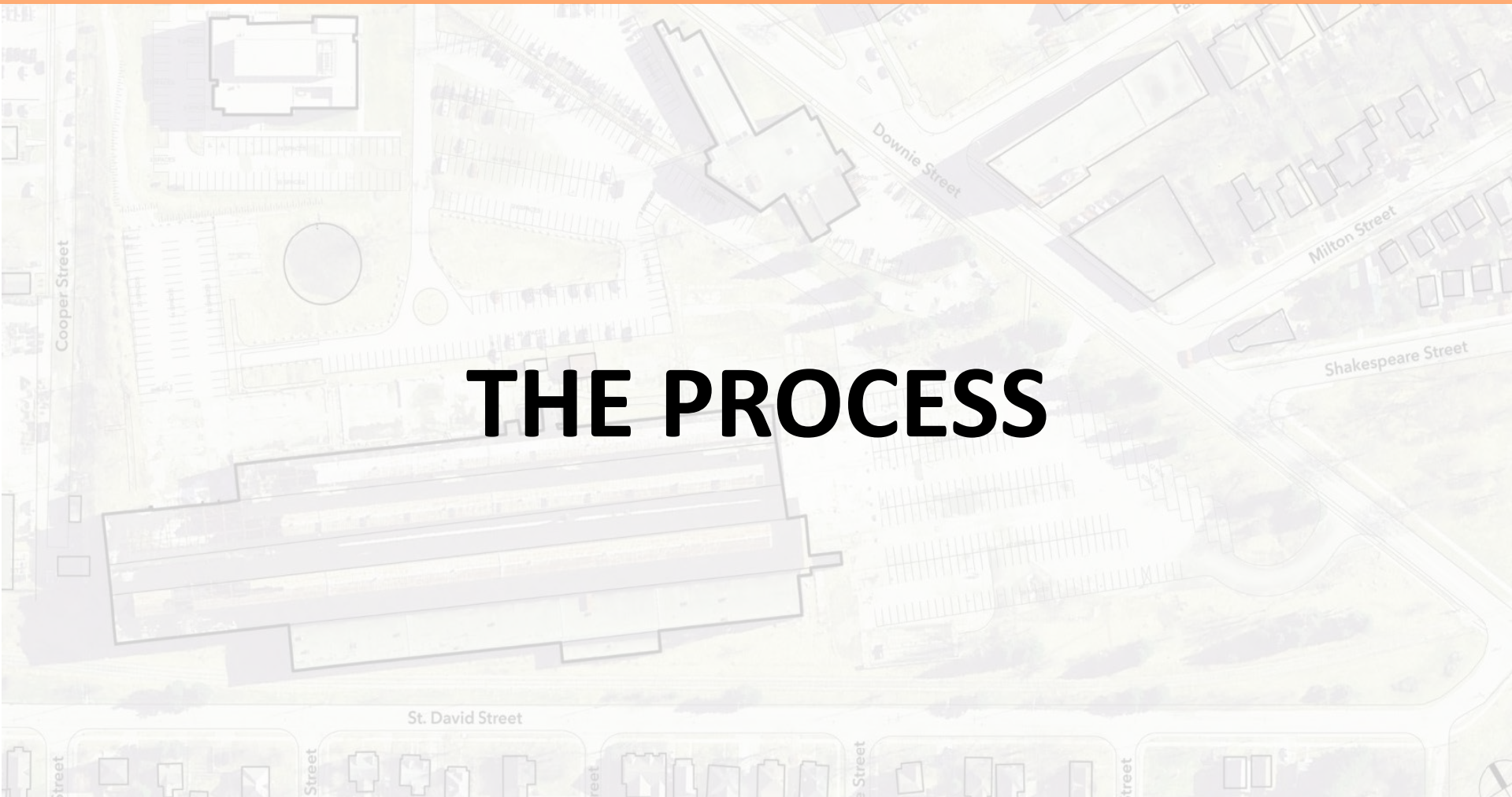


# Considerations in creating the Master Plan

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- Prospects for a Community Hub
  - City's commitment to the University of Waterloo: University of Waterloo's interest in expanding the Stratford Campus
  - 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 PROCESS



# The Public Consultation Process & Milestones

## Crafting the Vision

- Community Roundtables
- Public Open House I – Project Introduction

## Checking-In

- Prepare Summary Report
- Check-In with Council

## Preparing a Draft

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

## Refining the Plan

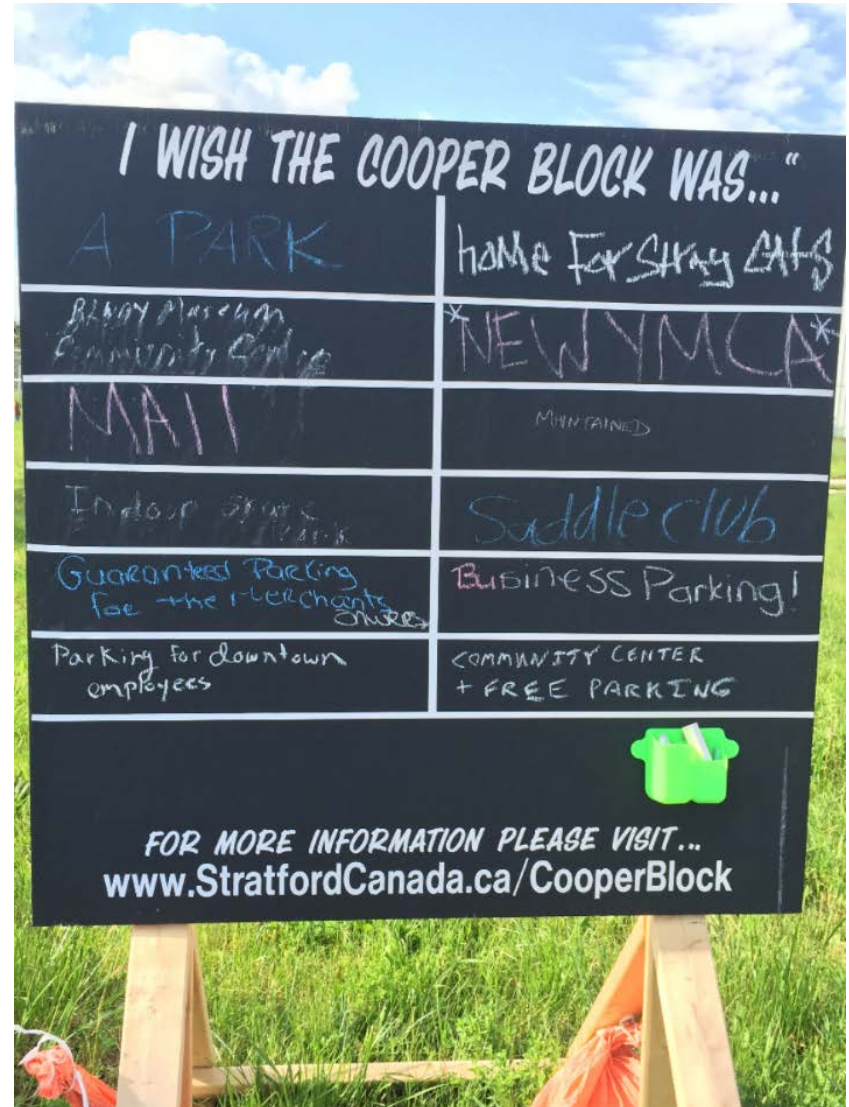
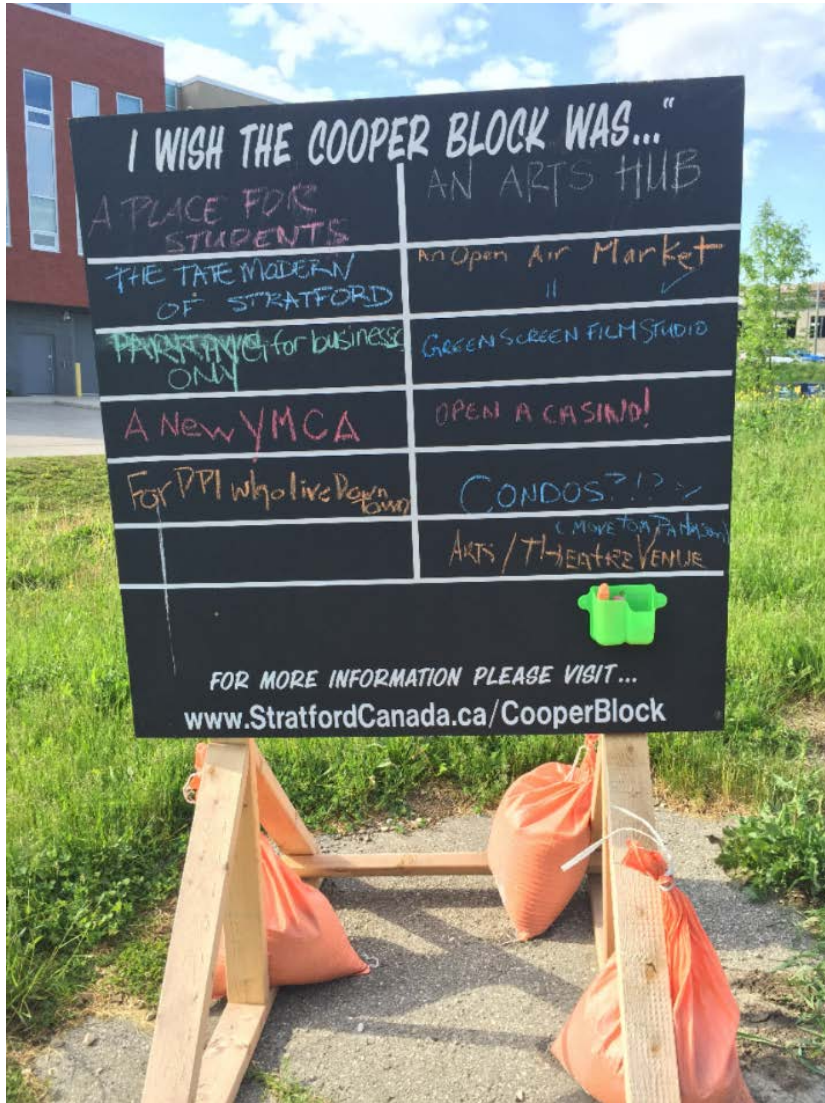
- Review and Refine Master Plan
- Report to Stratford City Council



# A Range of Public Consultation Tools and Methods



# What We've Heard





# Community Round Tables

- Stratford Lakeside Active Adults Association
- Master Gardener Club
- Kiwanis Club
- Coin Club
- Avon Club
- Lawn Bowling Club
- Arts & Culture Collective
- Accessibility Advisory Committee
- Active Transportation
- Stratford BIA
- Architectural Conservancy
- Heritage Foundation
- Heritage Stratford
- Minor Sports Council
- Developmental Disabilities Association
- United Way
- Energy & Environmental Advisory Committee
- Avon Maitland District School Board
- Huron-Perth Catholic District School Board
- Stratford Perth Community Foundation
- Community Living
- Town & Gown Advisory Committee
- Stratford Tourism Alliance/Visit Stratford
- Regional Tourism Office
- Scotia Bank
- Transit
- Stratford Library
- YMCA
- Chamber of Commerce
- Festival Hydro
- University of Waterloo
- Stratford Economic Enterprise Development Corp.
- Stratford Home Builders Association

# Community Round Tables

*“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? **It should be for us!**”*

*“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.”*



An aerial photograph of a university campus. The central focus is a long, multi-story building with a dark roof and light-colored facade. To the left and in front of the building are several large parking lots filled with cars. The campus is surrounded by green spaces and trees, with a residential neighborhood visible in the background. The image is framed by orange bars at the top and bottom.

# THE CONTEXT

# 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





# The Cooper Block Today





# Draft Guiding Principles

- **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**

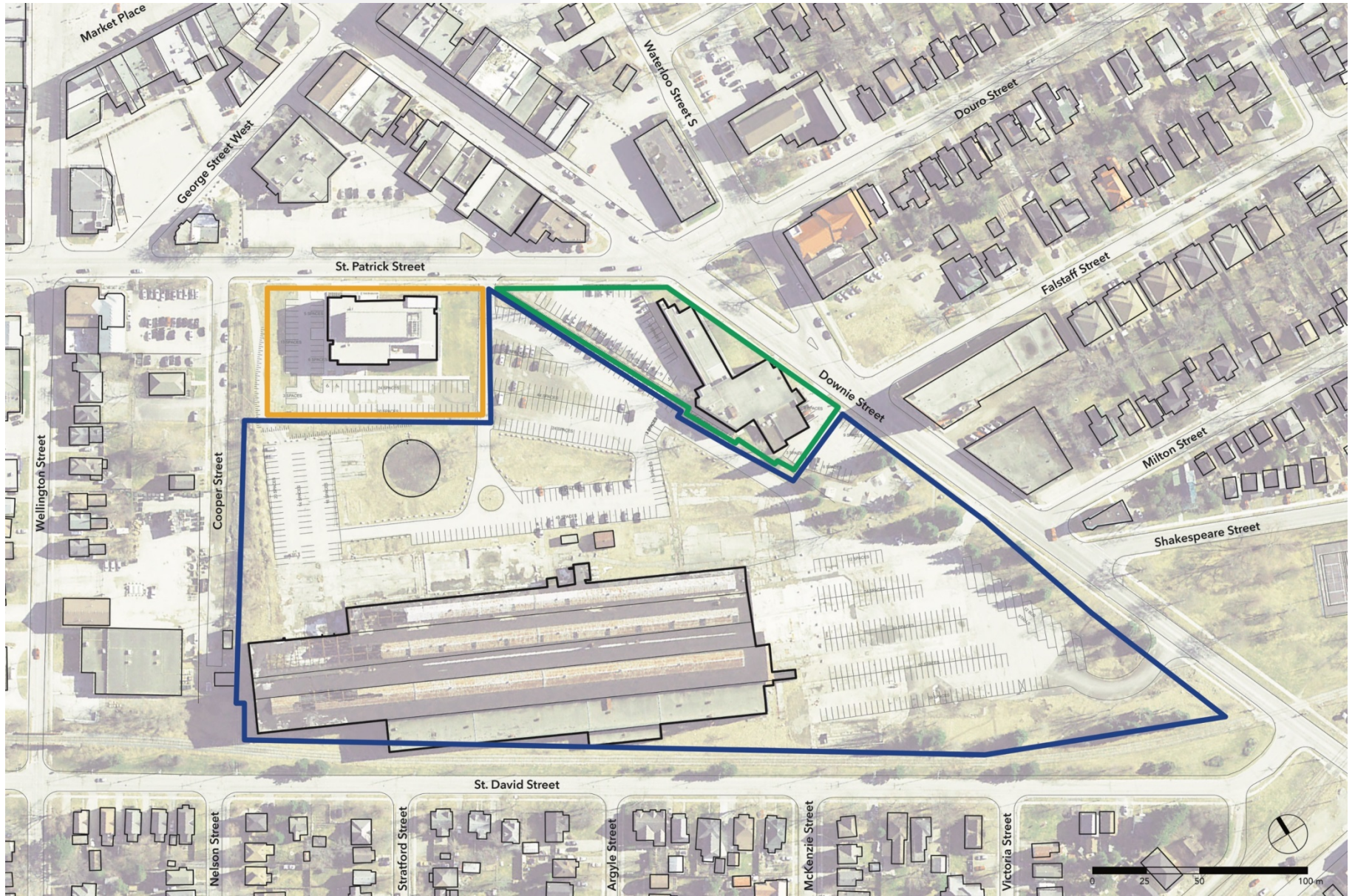


# The Site



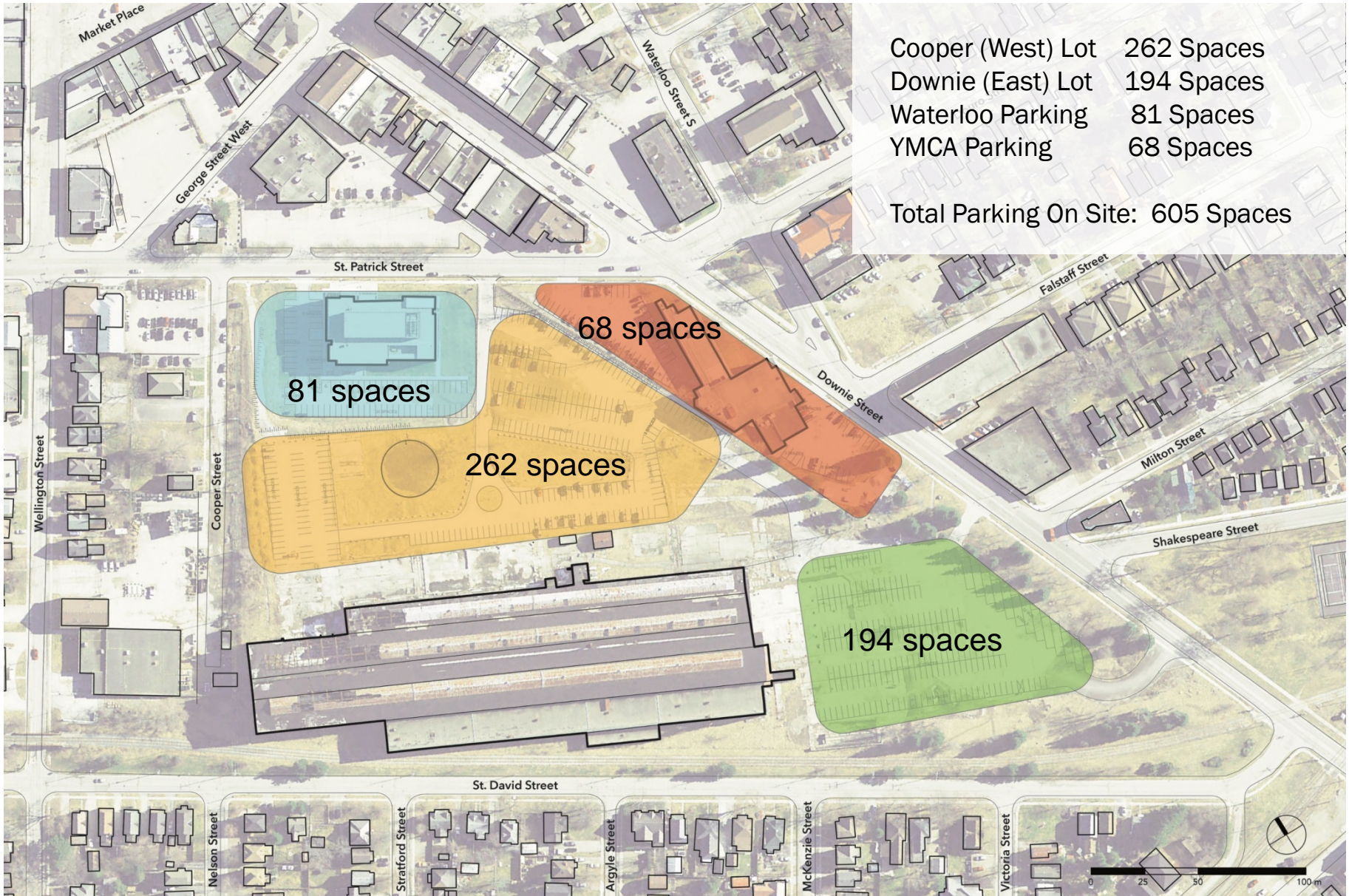


# Site Ownership



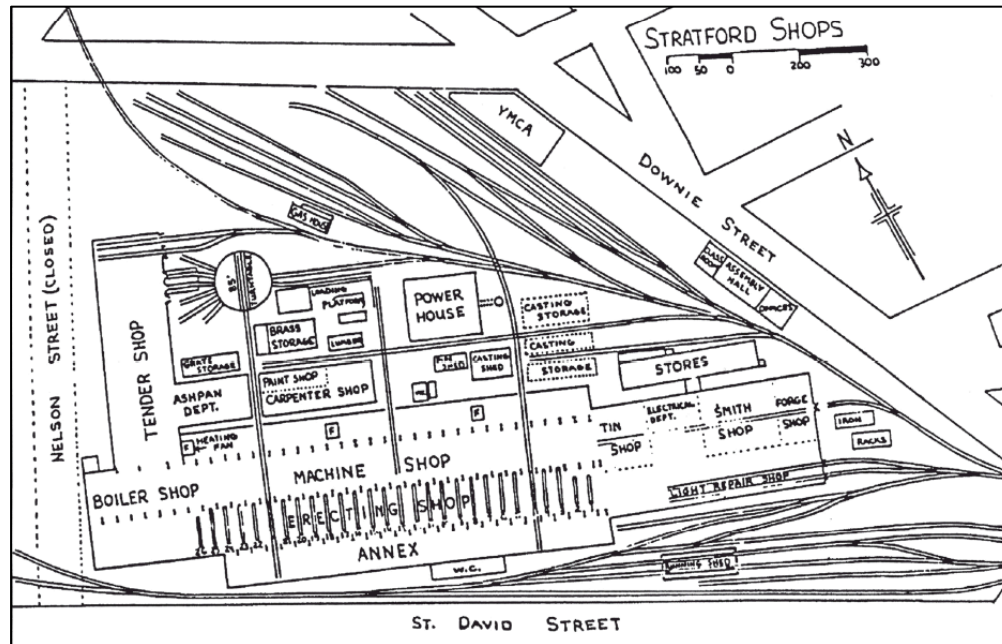


# Existing Parking Supply





# The Cooper Building/Grand Trunk Railway Shops and Lands



A significant portion of the original footprint of the Cooper Building has been removed over time from the Cooper Block



# The Cooper Building



# YMCA of Stratford-Perth

- 2800 members
- 40% of membership are children and youth
- Seeking an opportunity for a new facility of approximately 45,000 sft on 3.5 acres of land
- New facility would include new 6-lane 25 metre pool complex including secondary pool for youth and children (approx. 10,000 sft)



**YMCA of  
Stratford-Perth**





# University of Waterloo Stratford Campus

- Occupies initial 1.37 acres of 8-acre agreement
- 42,000 sft space
- Digital media labs, sound and video editing suites, project rooms, and collaboration spaces
- Engage: UX + Gamification Research Lab and Stratford Accelerator Centre
- Approx. 50% year-over-year growth in student enrollment
- Lease on Accelerator Centre expires in 2019
- Seeking to expand academic space and introduce student housing



An aerial photograph of a residential or institutional site with semi-transparent architectural overlays. The overlays show building footprints, parking lots, and street layouts. Several streets are labeled: Cooper Street on the left, Downie Street at the top, Milton Street and Shakespeare Street on the right, and St. David Street at the bottom. A large, long building footprint is prominent in the lower-left quadrant. The text 'INITIAL ANALYSIS' is centered in a large, bold, black font.

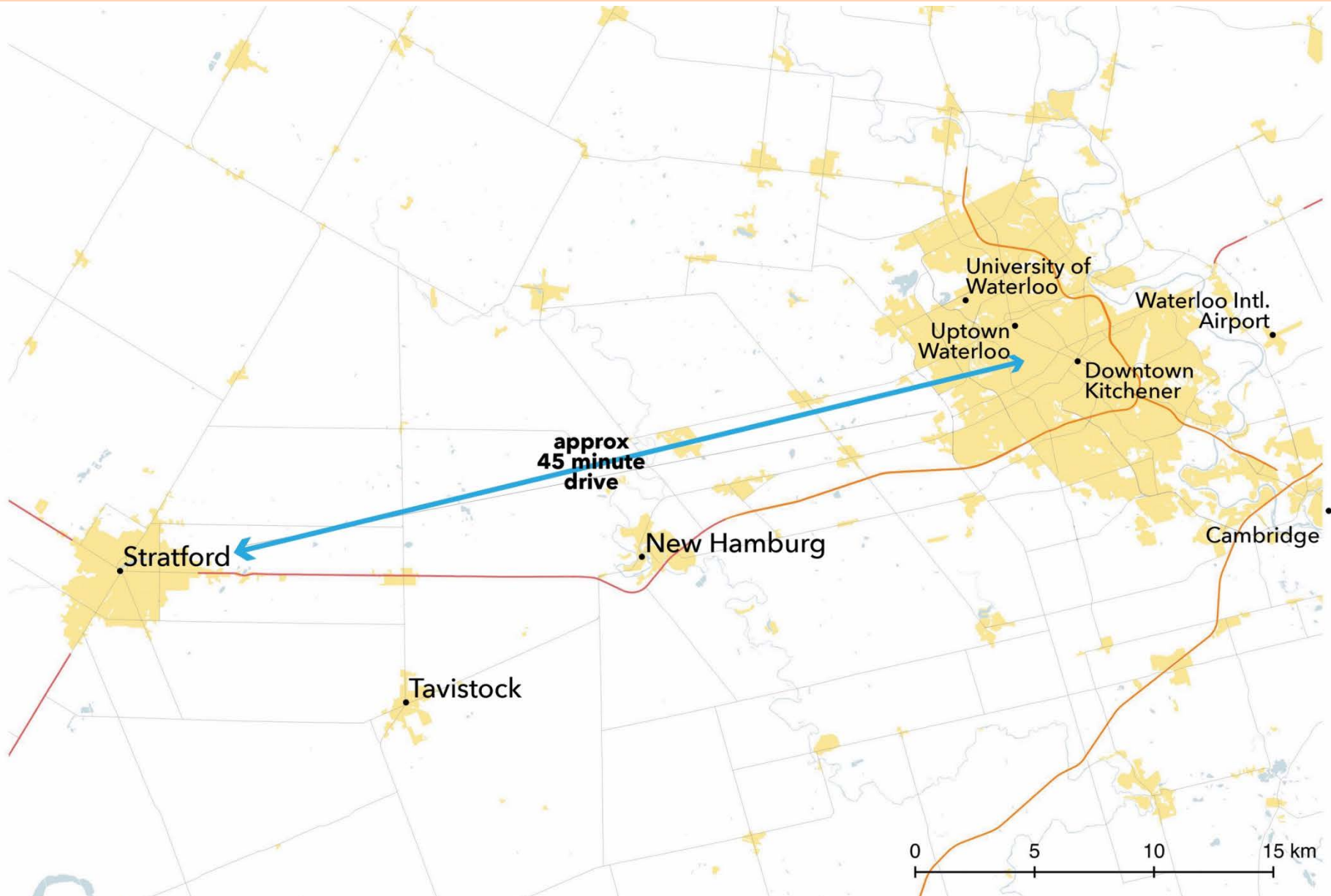
# INITIAL ANALYSIS



# Stratford's Regional Context



# Stratford's Local Context





# The Cooper Block's Local Context



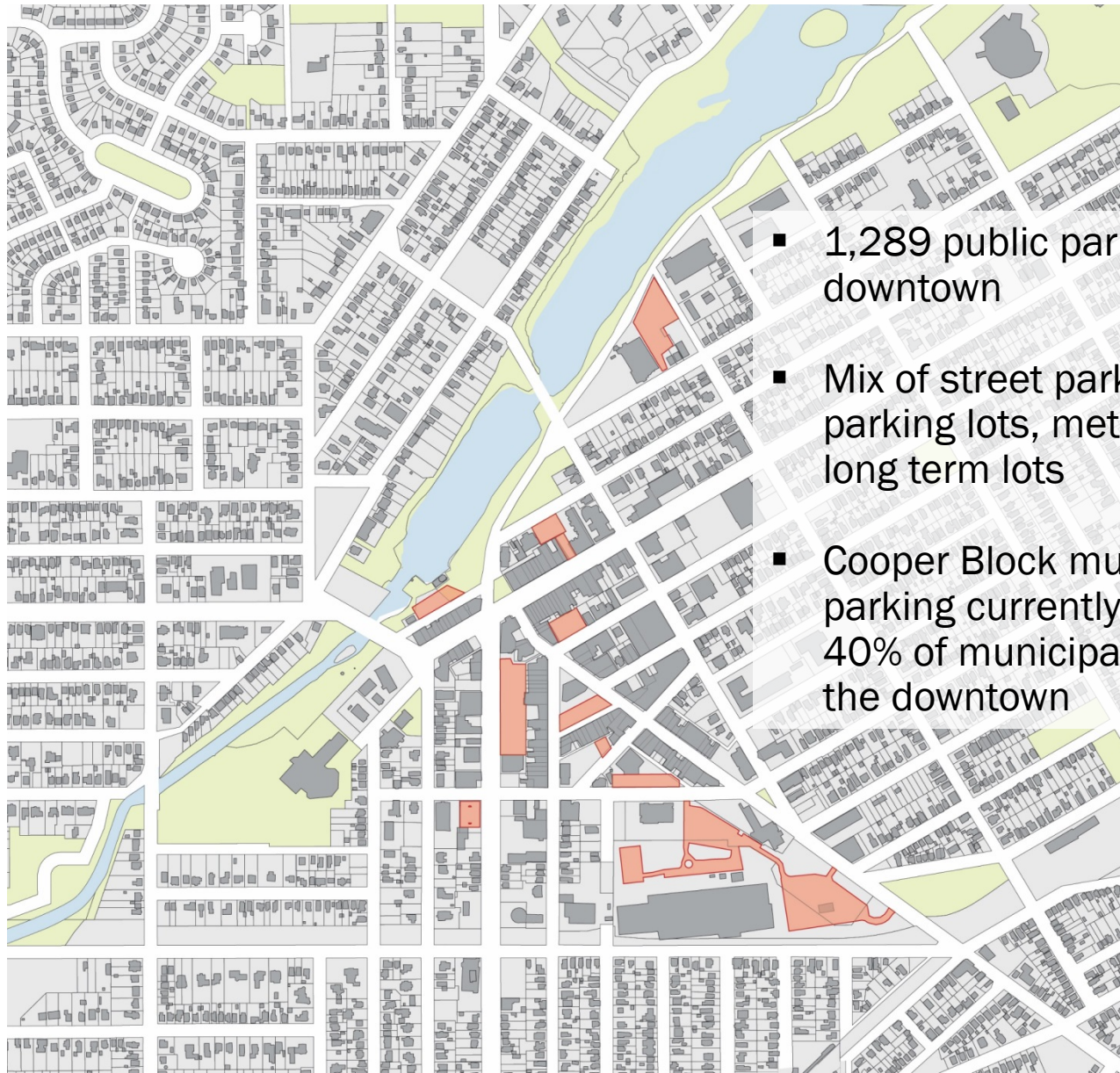
- Largest undeveloped site in the city
- Two-minute walk from City Hall and Market Square
- Adjacent to Shakespeare Park
- Interface between the downtown core and surrounding neighborhoods
- Key opportunity to strengthen the downtown offering

# Downtown Stratford's Public Realm





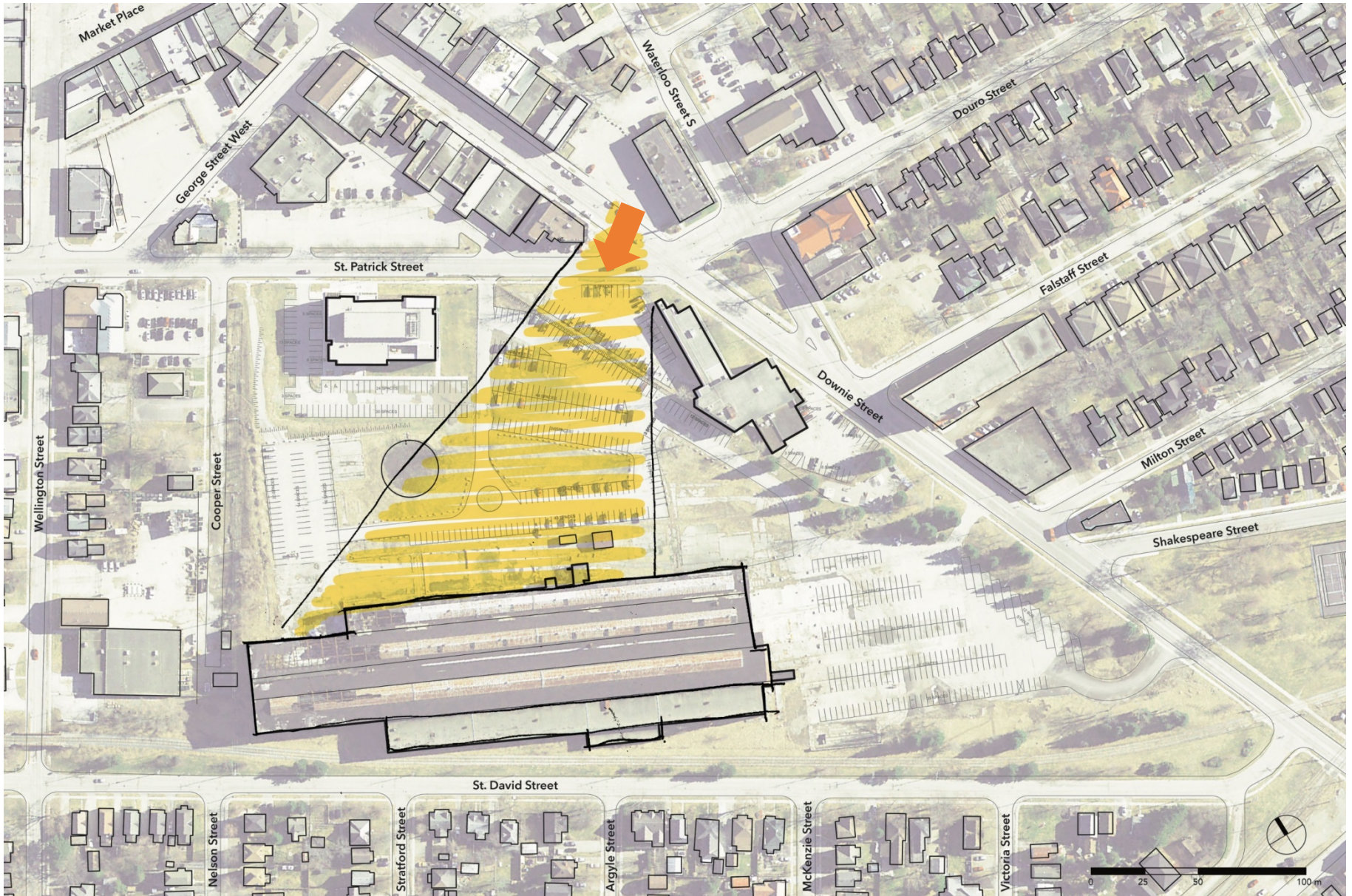
# Downtown Stratford's Parking Supply



- 1,289 public parking spaces downtown
- Mix of street parking, free parking lots, metered lots, and long term lots
- Cooper Block municipal parking currently comprises 40% of municipal parking in the downtown



# Site Opportunities: Maintaining the “Viewshed”





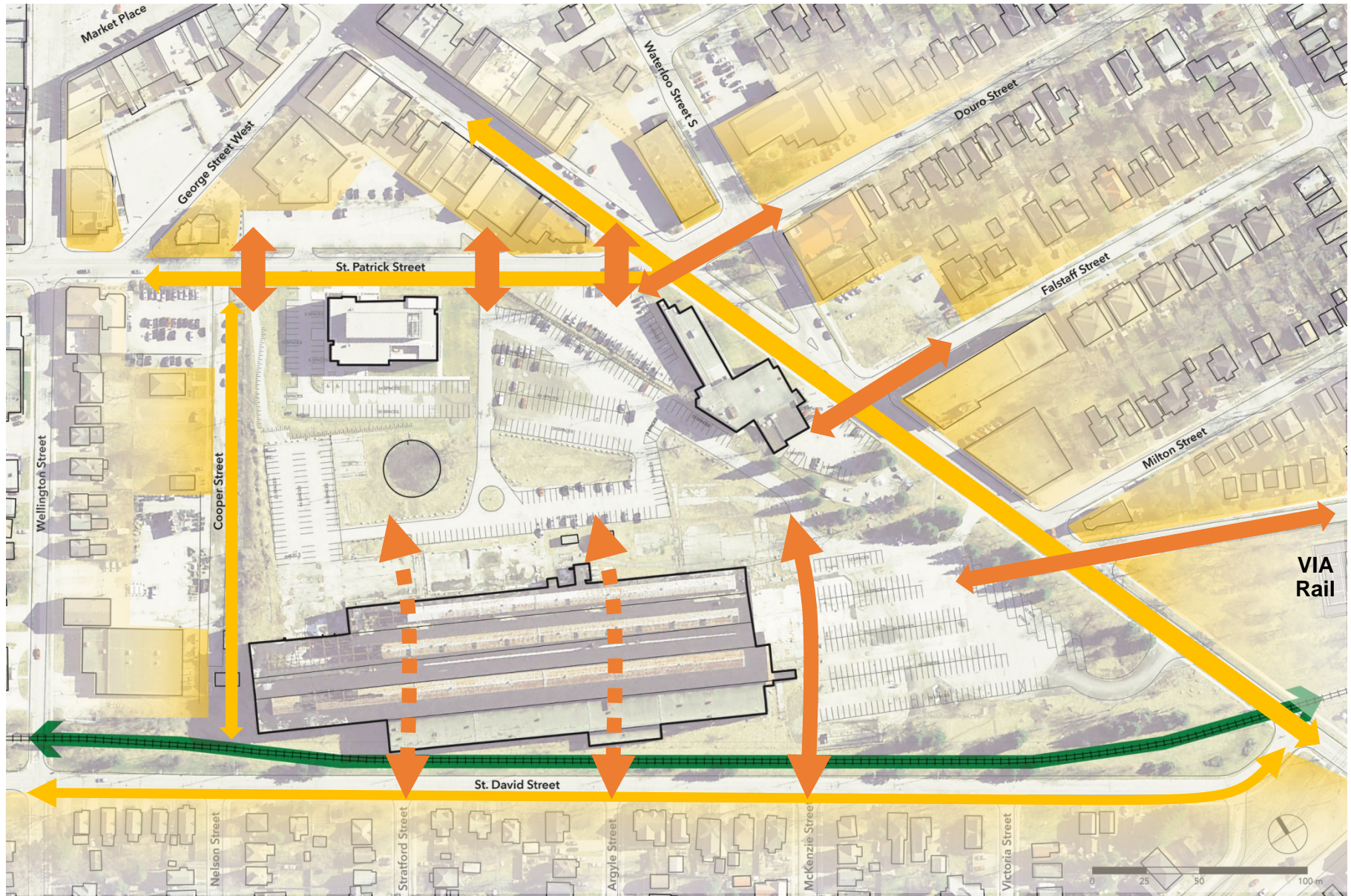
# Site Opportunities



Current view of the Cooper Site, looking southwest from Downie Street & St. Patrick Street



# Site Opportunities: Repairing Edges & Connections





# Site Opportunities: Improving Connectivity





# Site Opportunities: Improved Public Realm



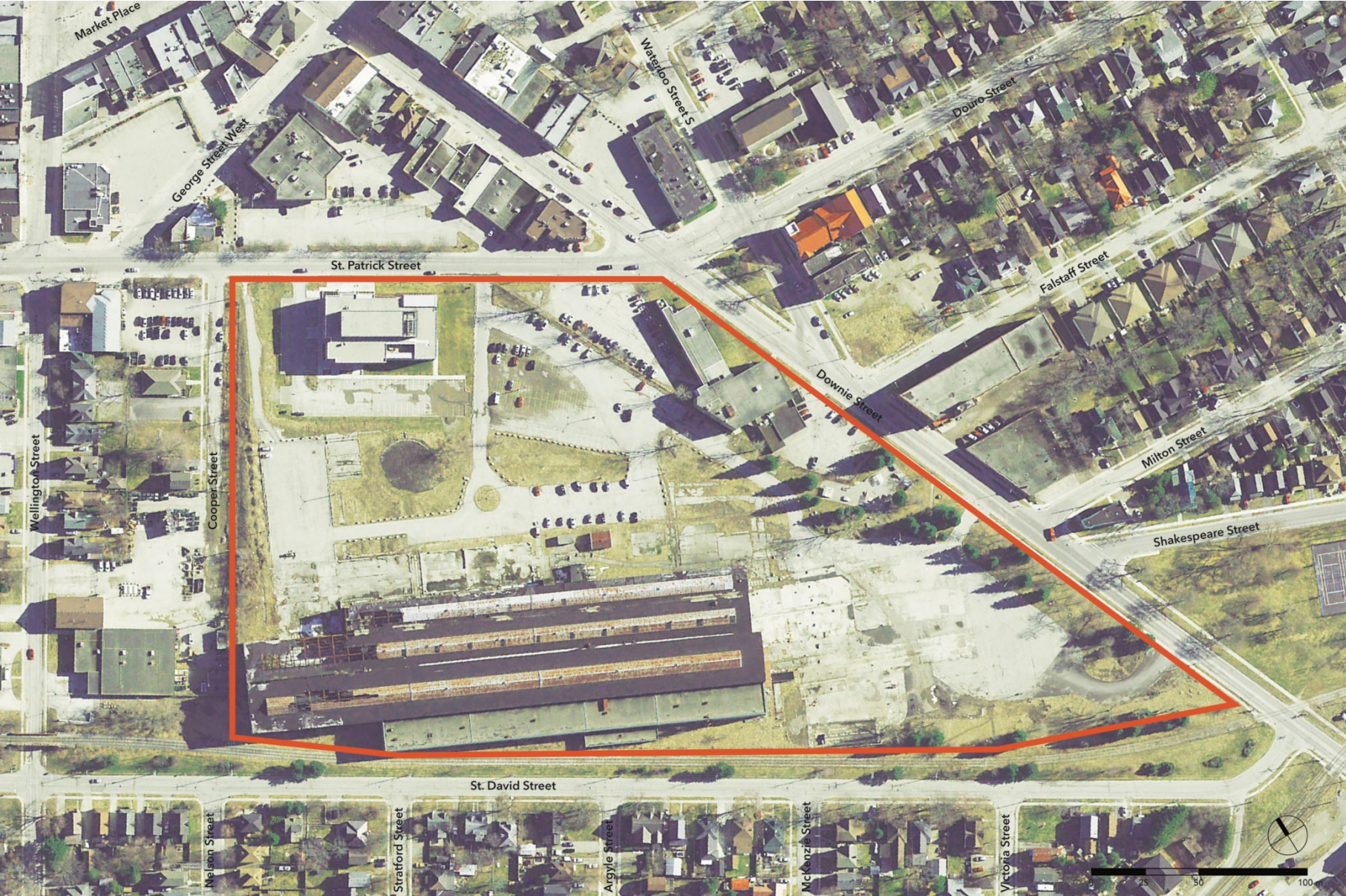


# Site Opportunities: Improved Public Realm



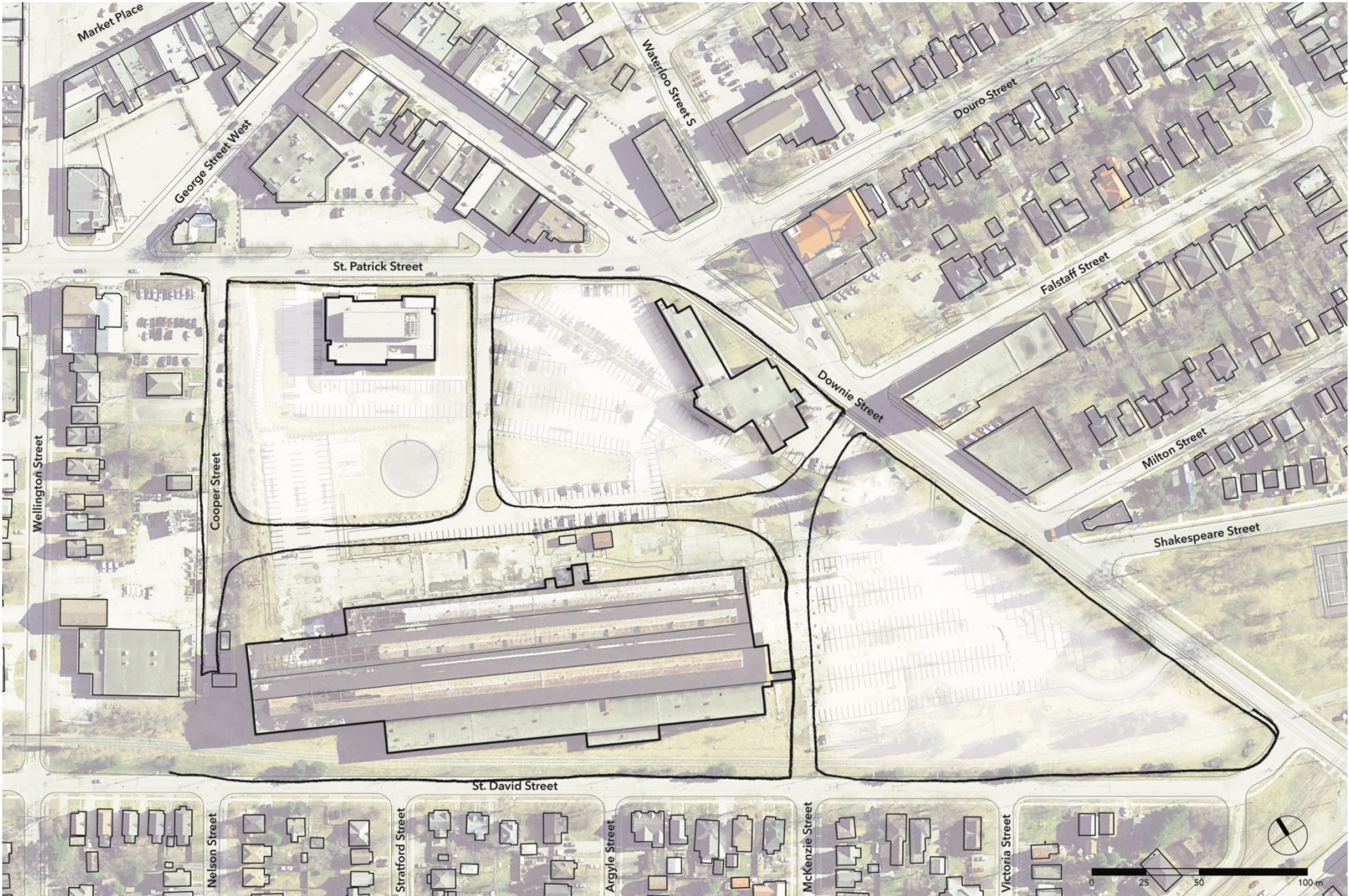


# Site Opportunities: Create an Internal Street & Block Structure



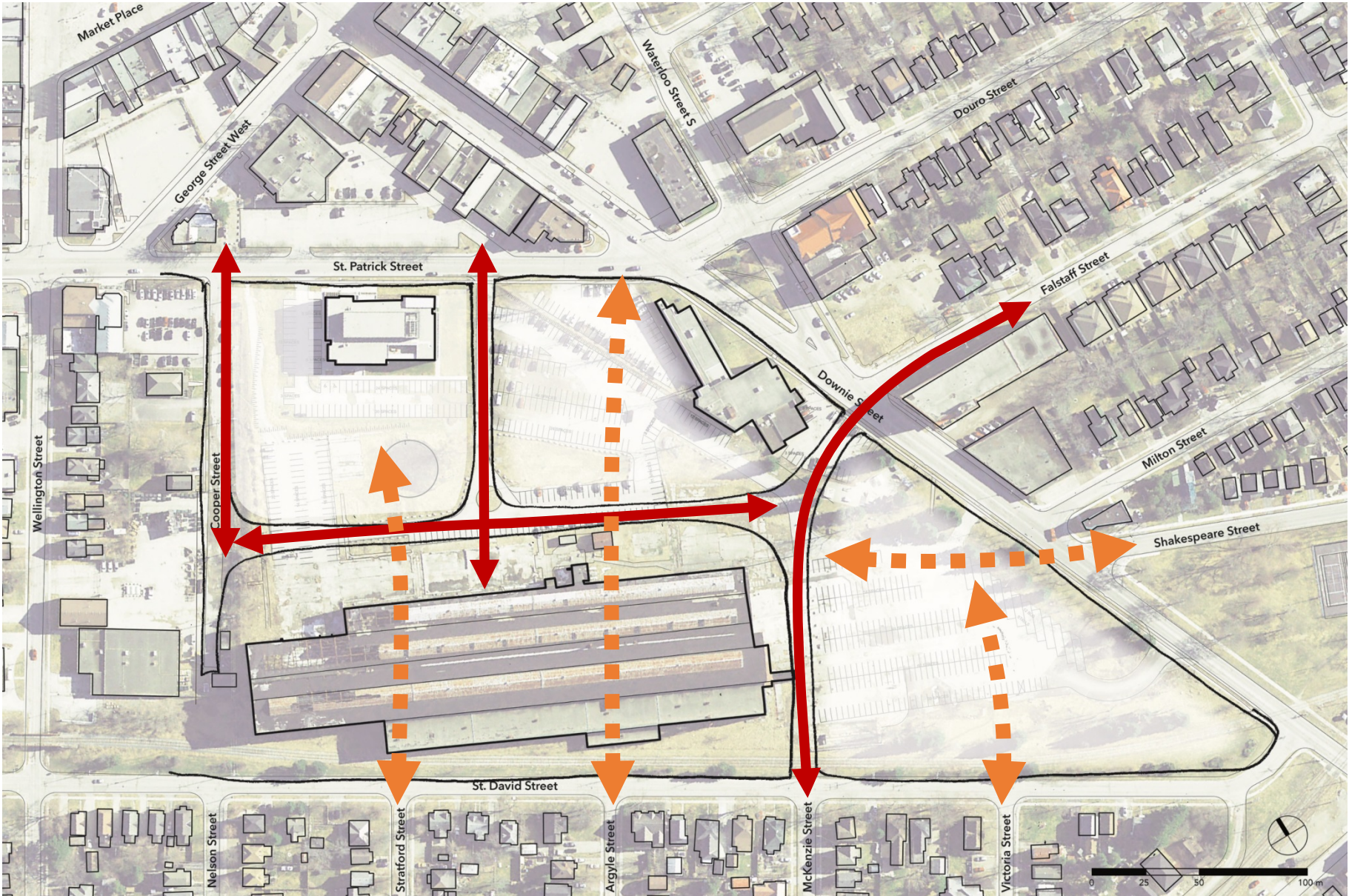


# Site Opportunities: Create an Internal Street & Block Structure





# Site Opportunities: Create an Internal Street & Block Structure





# Site Opportunities: Create an Internal Street & Block Structure





An aerial photograph of a neighborhood with a semi-transparent architectural site plan overlaid. The site plan shows a large, long, rectangular building with a central courtyard area, highlighted in a light grey color. The building is situated between St. David Street to the south and Downie Street to the north. Other streets visible include Cooper Street to the west, Milton Street to the east, and Shakespeare Street to the southeast. The map also shows parking lots, smaller buildings, and green spaces.

# CREATING A COMMUNITY HUB



# Community Hub Strategic Framework and Action Plan

## **COMMUNITY HUBS IN ONTARIO:** A Strategic Framework & Action Plan

An accessible version of this report is available at:  
[ontario.ca/communityhubs](http://ontario.ca/communityhubs)



- Provincial initiative launched in March, 2015, to improve and enhance community services across the Province
- Central point in a community with a range of health, social service, recreational, environmental, and educational uses
- Can be located in a school, community centre, a place of worship, library, or other public building
- Support to enable existing hubs to expand and create new hubs in Ontario communities
- Promotes synergy and integration of community based uses and facilities



# A Potential Community Hub “Molecule”





# Precedent – Evergreen Brickworks, Toronto





# Precedent – Wychwood Barns, Toronto





# Precedent – The Tannery, Kitchener - Waterloo





# Precedent – Guelph Market Square, Guelph





# One way the Cooper Block Might Evolve...





**One way the Cooper Block Might evolve...**





# One way the Cooper Block Might Evolve...






# We Want to Hear From You!

Explore the Potential:

- Community Hub
- Public & Open Spaces
- Block Connections
- Buildings
- Activities
- History



An aerial photograph of a campus area, overlaid with a semi-transparent map showing building footprints and street names. The map includes labels for Cooper Street, Downie Street, Milton Street, Shakespeare Street, and St. David Street. A large, long building is prominent in the lower-left quadrant. The text "Thank You! Questions?" is centered over the map in a large, bold, black font.

**Thank You!**  
Questions?