



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

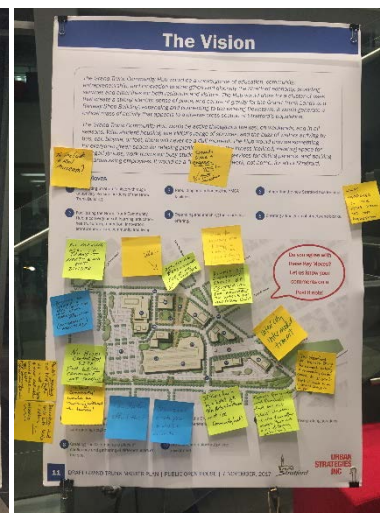
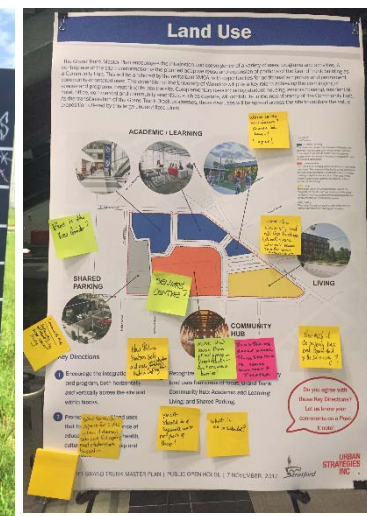
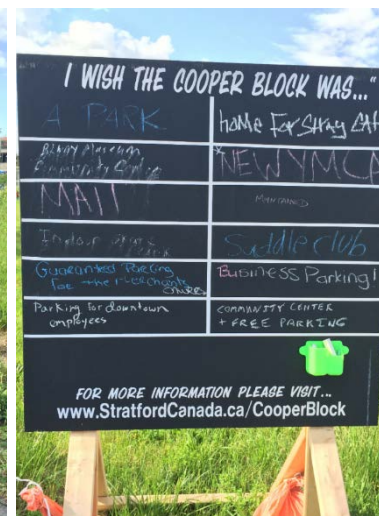


23+ Feedback Forms received



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

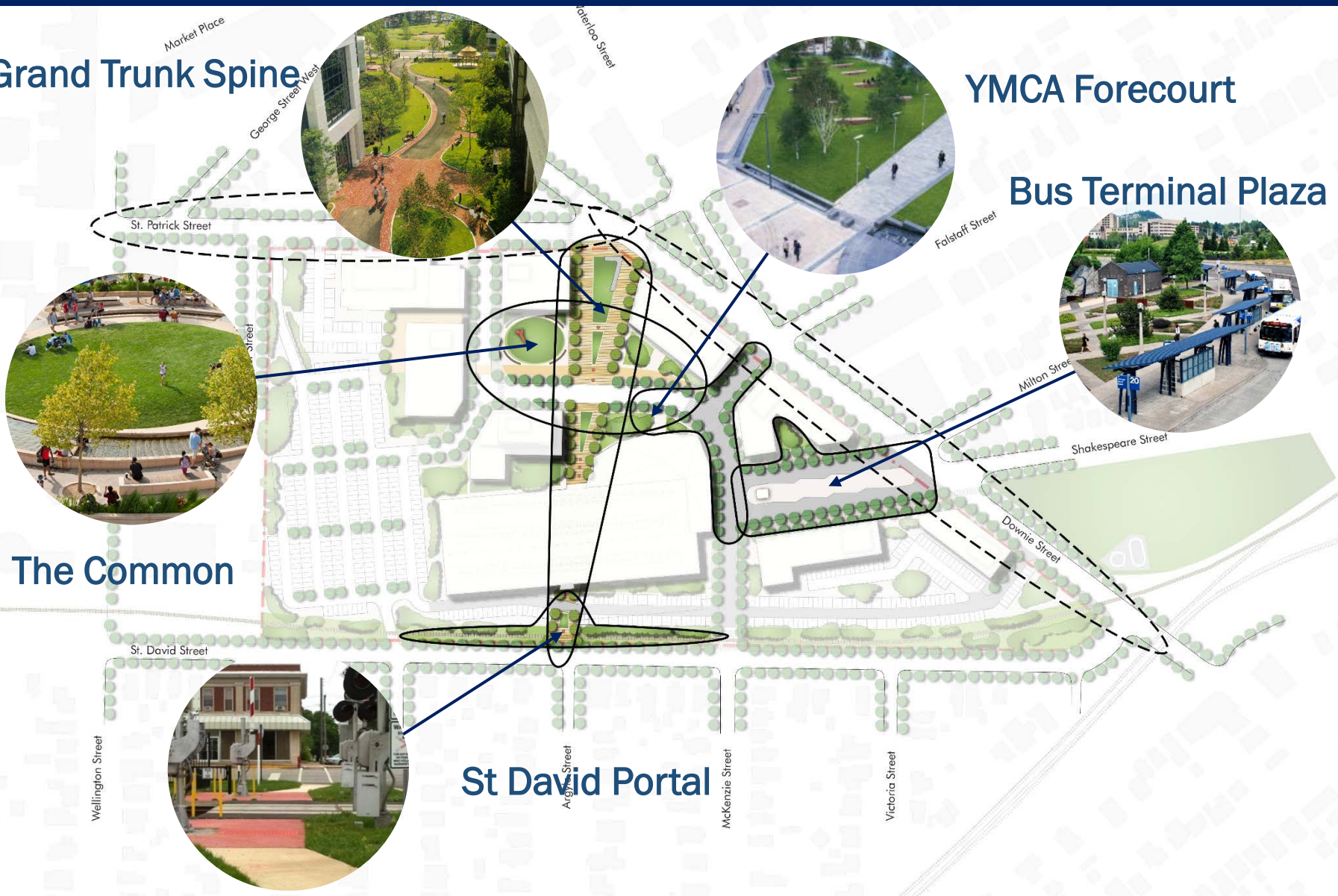
Grand Trunk Spine

YMCA Forecourt

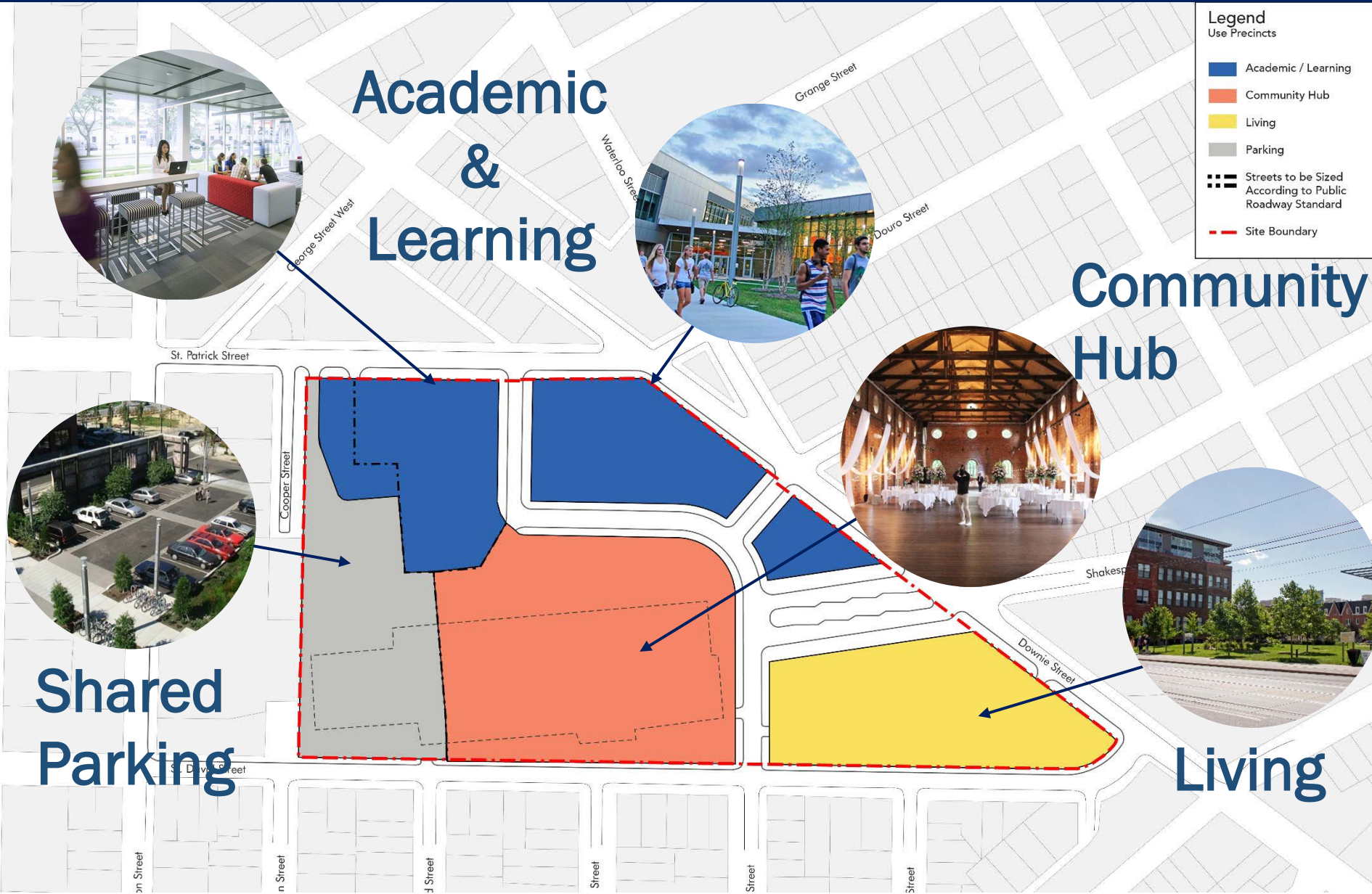
Bus Terminal Plaza

The Common

St David Portal



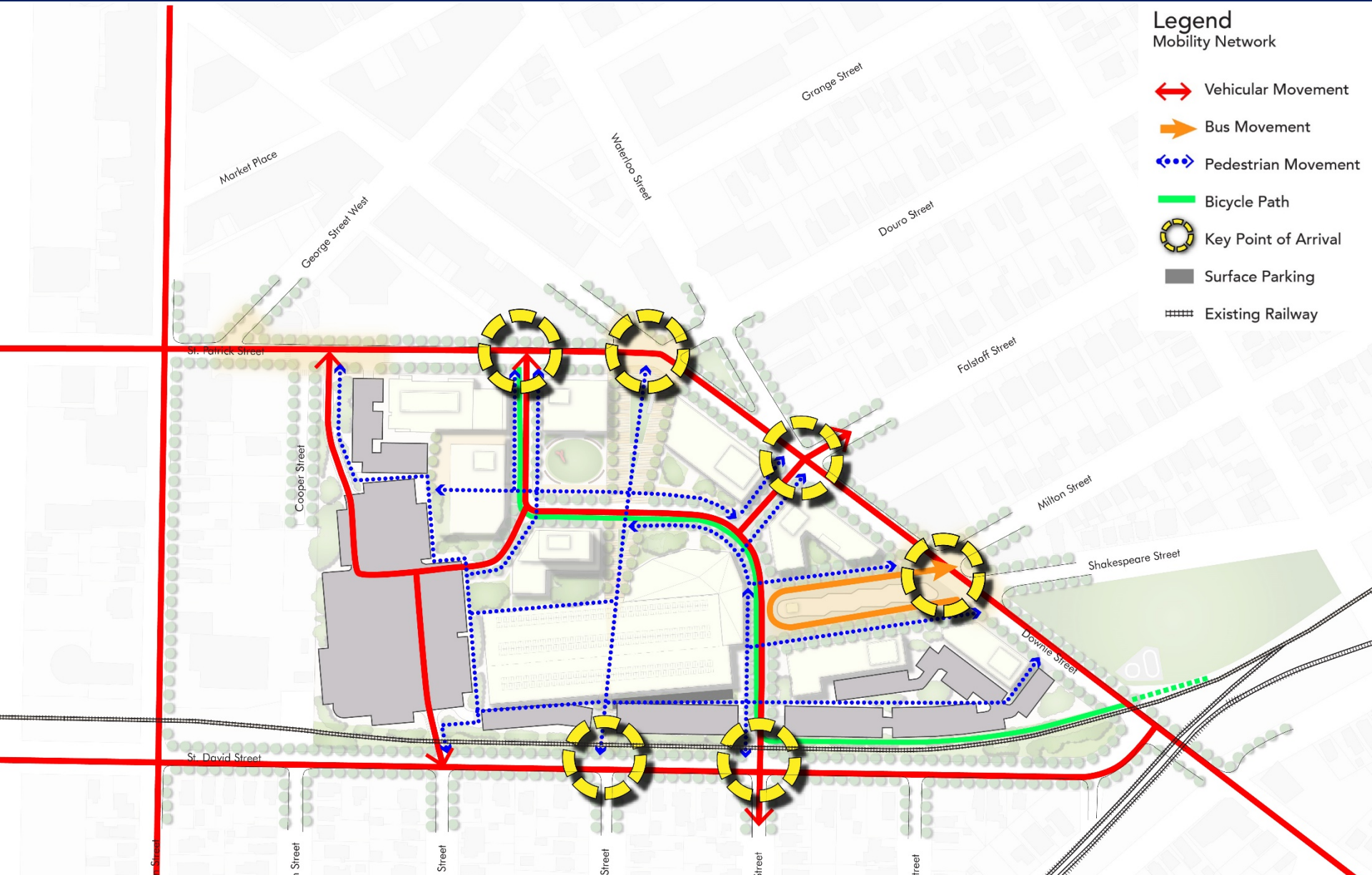
A Convergence of Uses and Programs



Compatible and Responsive Built Form



Enhanced Mobility and Walkability

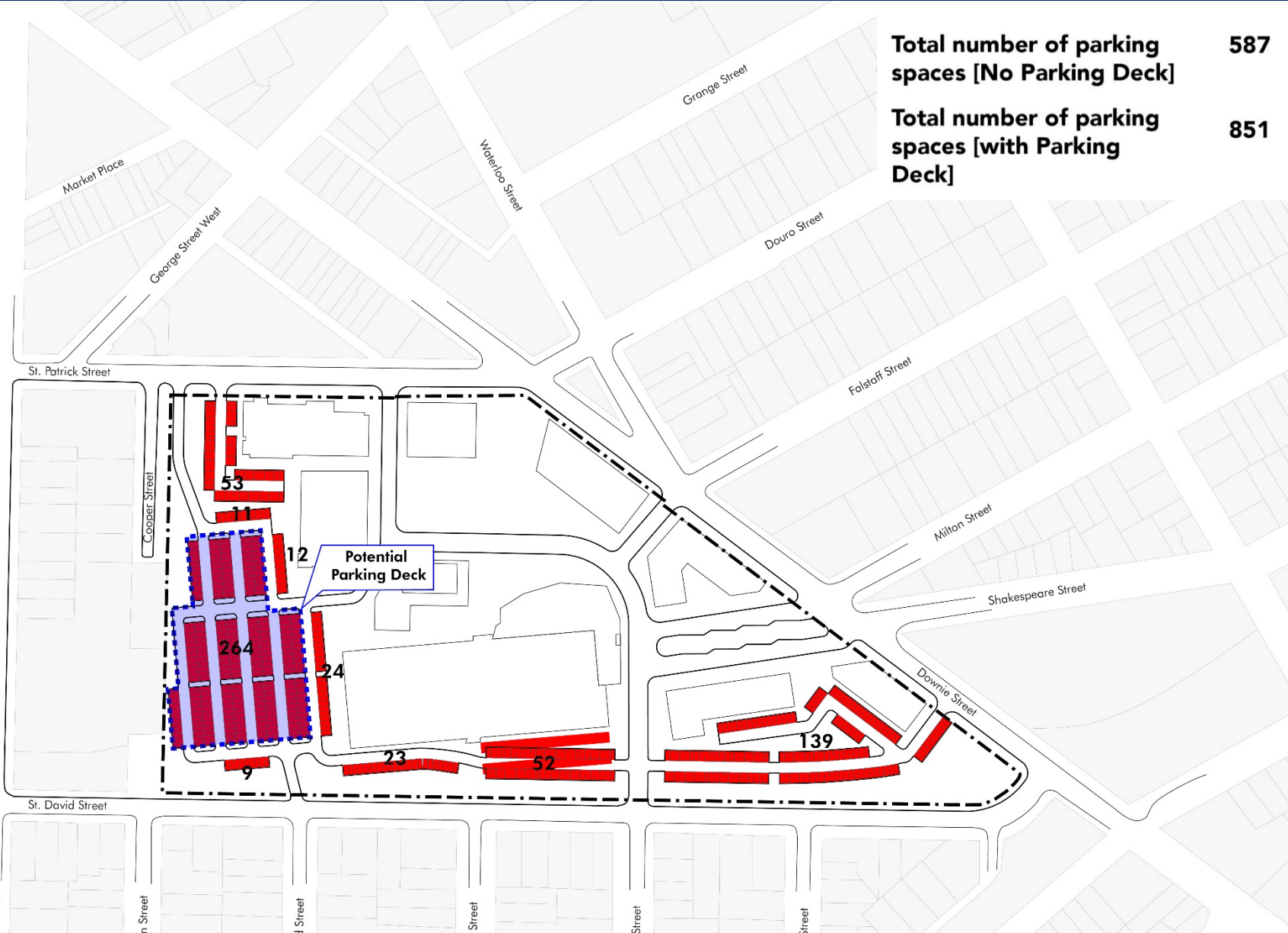


Legend

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

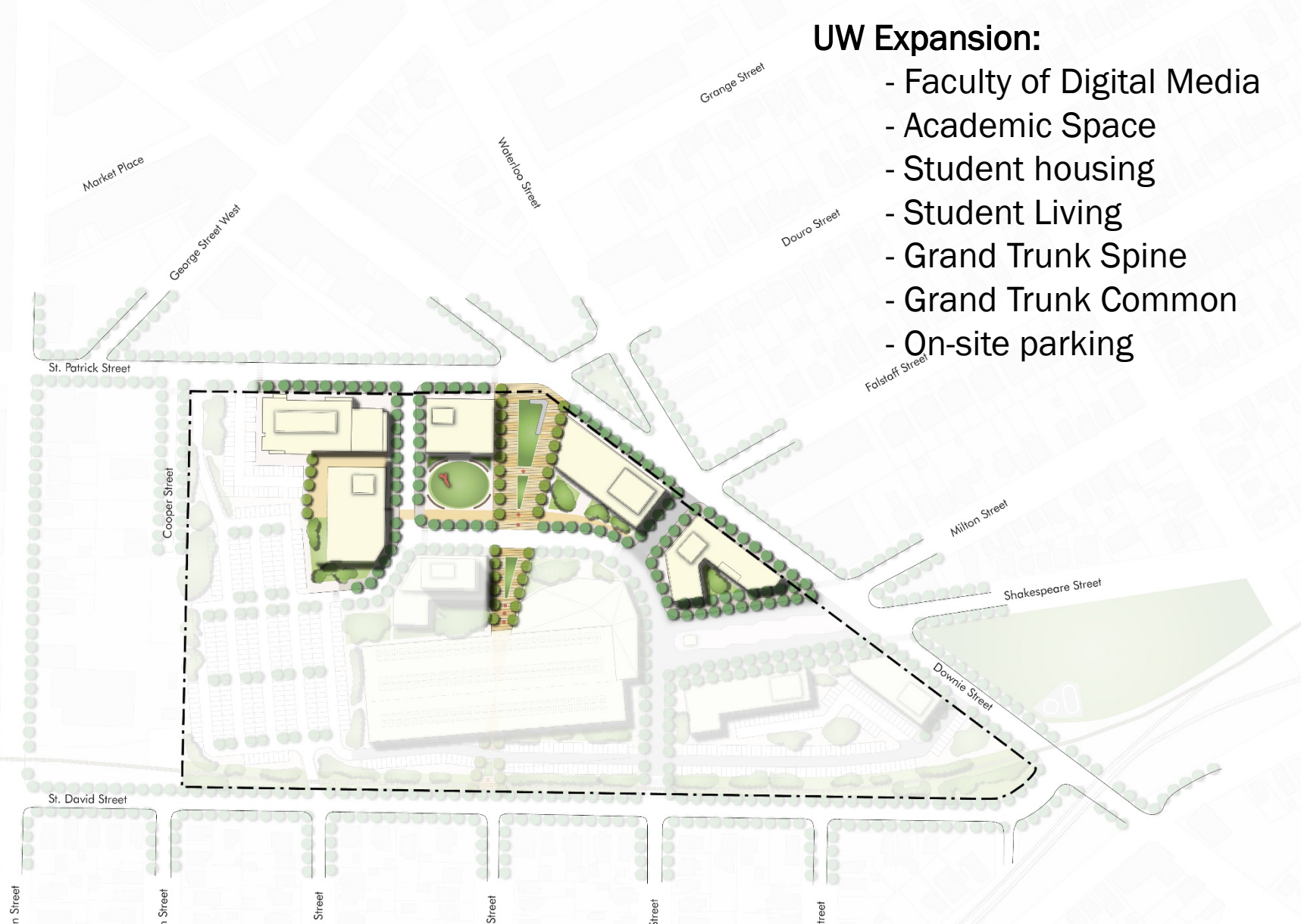
Grand Trunk Community Hub:

- 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



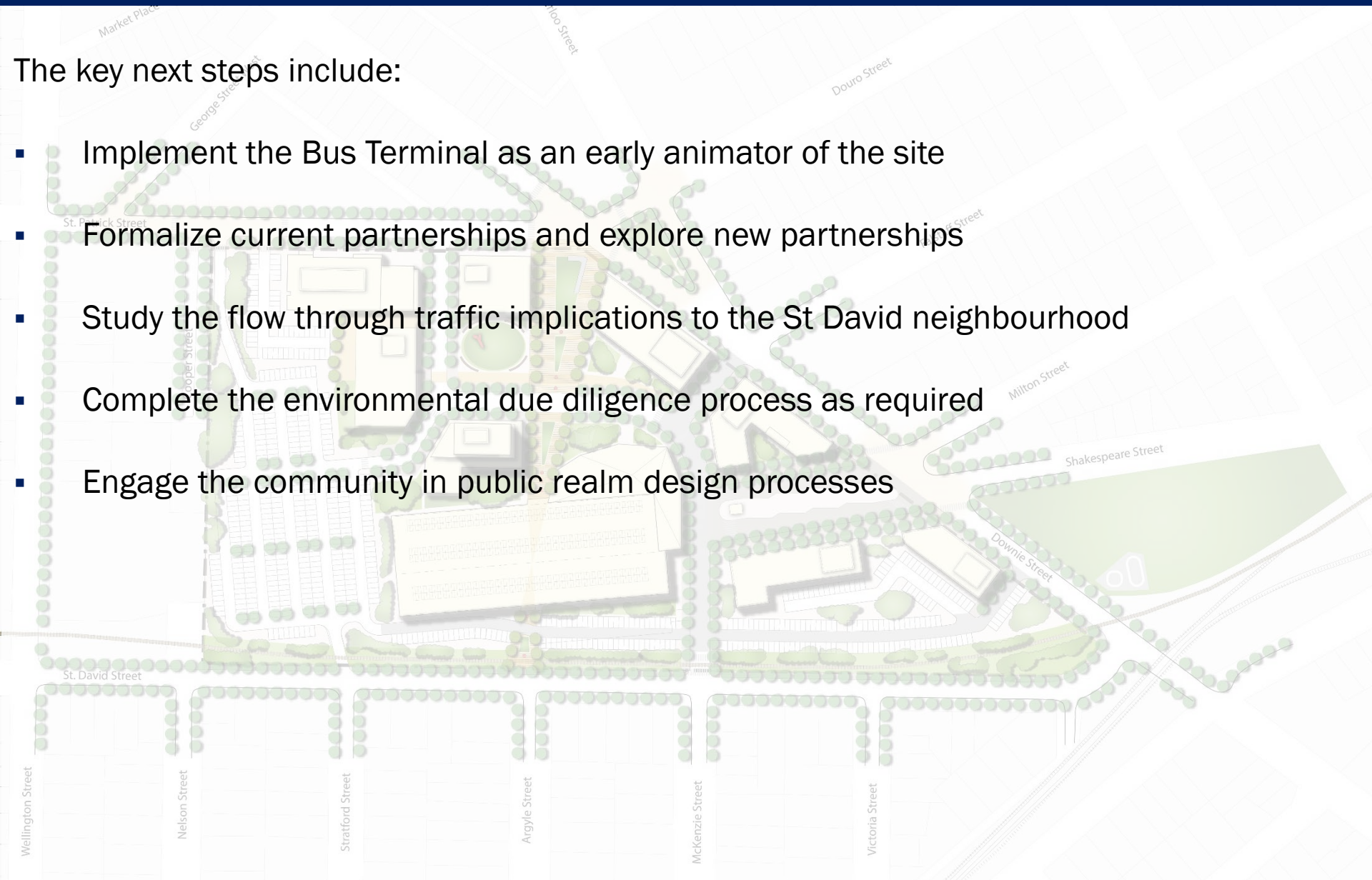
The Master Plan



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?**