

Welcome!

The Draft Grand Trunk Master Plan

Open House No. 2

NOVEMBER 7, 2017



**URBAN
STRATEGIES
INC.**

Presentation Agenda

- Overview presentation
 - Project recap
 - Where we are in the process
 - What we heard
 - The Draft Grand Trunk Master Plan
- Questions and Answers
- Opportunity to Review Panels / Discussion

The Project

- The City of Stratford has retained Urban Strategies Inc. to prepare a **Master Plan for the Grand Trunk site**
- This Master Plan, implementing OPA 21, will establish a flexible framework, and include:
 - Street network and block layout.
 - Public realm and open space opportunities.
 - General land use and built form principles.
 - Mobility, servicing and parking priorities for the site.
 - Sustainability considerations.
- The Draft Master Plan has been prepared and now **we want your feedback.**

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: Feedback on the Draft Master Plan

Refining the Plan

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

What We Heard



The Engagement Process – How we heard you



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 Engagement Process – How we heard you!



Residents / Community Members



Community organizations / Businesses

The Engagement Process – The Open House

Draft Guiding Principles

The engagement process will take place in the summer of the Cooper Block Master Plan. The first step is to develop the guiding principles for the future of the Cooper Block. The engagement process will take place in the summer of the Cooper Block Master Plan. The first step is to develop the guiding principles for the future of the Cooper Block.

1. **Optimize partnership opportunities** with groups and individuals like the Active Senior 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 "Stratford."**
7. **Enhance open spaces** and improve site public realm.
8. **Ensure that the evolution** of the Cooper Block complements Downtown Stratford.
9. **Create social opportunities** in meeting spaces, places welcoming to people of all ages.

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

COOPER BLOCK MASTER PLAN | PUBLIC OPEN HOUSE | JUNE 10, 2017

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What is a Community Hub?

Community hubs are centers of community activity that support health, well-being, and social connection. They are places where people can meet, learn, and share their ideas. They are places that are accessible to everyone and that are designed to be inclusive and welcoming.

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

COOPER BLOCK MASTER PLAN | PUBLIC OPEN HOUSE | JUNE 10, 2017

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The Vision

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

COOPER BLOCK MASTER PLAN | PUBLIC OPEN HOUSE | JUNE 10, 2017

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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.

COOPER BLOCK MASTER PLAN | PUBLIC OPEN HOUSE | JUNE 10, 2017

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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.

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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.

COOPER BLOCK MASTER PLAN | PUBLIC OPEN HOUSE | JUNE 10, 2017

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Celebrating 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.

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PLACE EXTRA IMAGES HERE

COOPER BLOCK MASTER PLAN | PUBLIC OPEN HOUSE | JUNE 10, 2017

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The Engagement Process - Community Roundtables

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 Grand Trunk Block + Building

Stratford Lakeside Active Adults Association
Kiwans 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 Assoc.
Architectural Conservancy
Heritage Stratford
Stratford Preservation Board
School Boards
Town and Gown Committee
Tourism Stratford
Scotiabank
Stratford Transit
Builders' Union
United Way

The Engagement Process – 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.



The Engagement Process – History

The site should be called 'The Grand Trunk'



Support adaptive reuse of a portion of the Grand Trunk Building



Support interpretation of history through landscape

Suggestion for a rail museum



Celebrate through more than signage and public art



The Engagement Process – Land Use, Program, Built Form

Support for flexible uses and programs

Opportunity for the University to grow

Opportunity for the YMCA to be expanded and improved



Support for a community centre, seniors' centre and performing arts space



Residential uses need to be in an appropriate built form

Parking is a need



The Engagement Process – Open Space

Support for green, active and also passive spaces

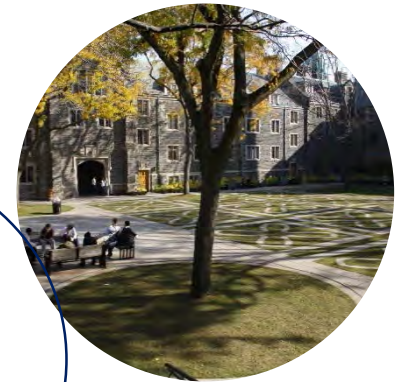


Opportunity for a University Quadrangle

Create a welcoming place for all of Stratford



Capture the key viewshed to Grand Trunk Building



Extensive hardscape less desired





The Draft Master Plan



The Site Today



Image Source: Michael Wilson, Prosperity through Architecture

Site Opportunities

- 1 A bus terminal on the Grand Trunk site can improve mobility within the City and be an early animator for the Community Hub.
- 2 The edges of the Grand Trunk site are important as they will be the “face” that presents to the city and its surroundings neighbourhoods.
- 3 There is an opportunity to create a series of public open spaces for community gathering and greening of the site.
- 4 The corner at the intersection of St. Patrick, Downie, and Douro Streets, presents an important view to the Grand Trunk Building.
- 5 New streets will create ways for people to get into, around and through the site as pedestrians, cyclists and motorists.
- 6 The creation of the Grand Trunk Community Hub, at the centre of the site with potential adaptive reuse of portions of the building.
- 7 New uses, such as residential, could animate and bring 24 hour life to the site.



Site Constraints



- 1 Portions of the Grand Trunk Building are burned out and beyond rehabilitation.
- 2 An active freight rail line currently separates the Grand Trunk site from the St. David Street Neighbourhood to the south.
- 3 Substantial grade change on the west side of the Grand Trunk site restricts connections to Cooper Street.
- 4 Significant portions of the site are utilized for surface parking that supports the parking supply of Downtown Stratford, and provision of parking needs to be sustained.
- 5 There are some areas of contamination on the site from past uses, largely focused in the western portion of the site.

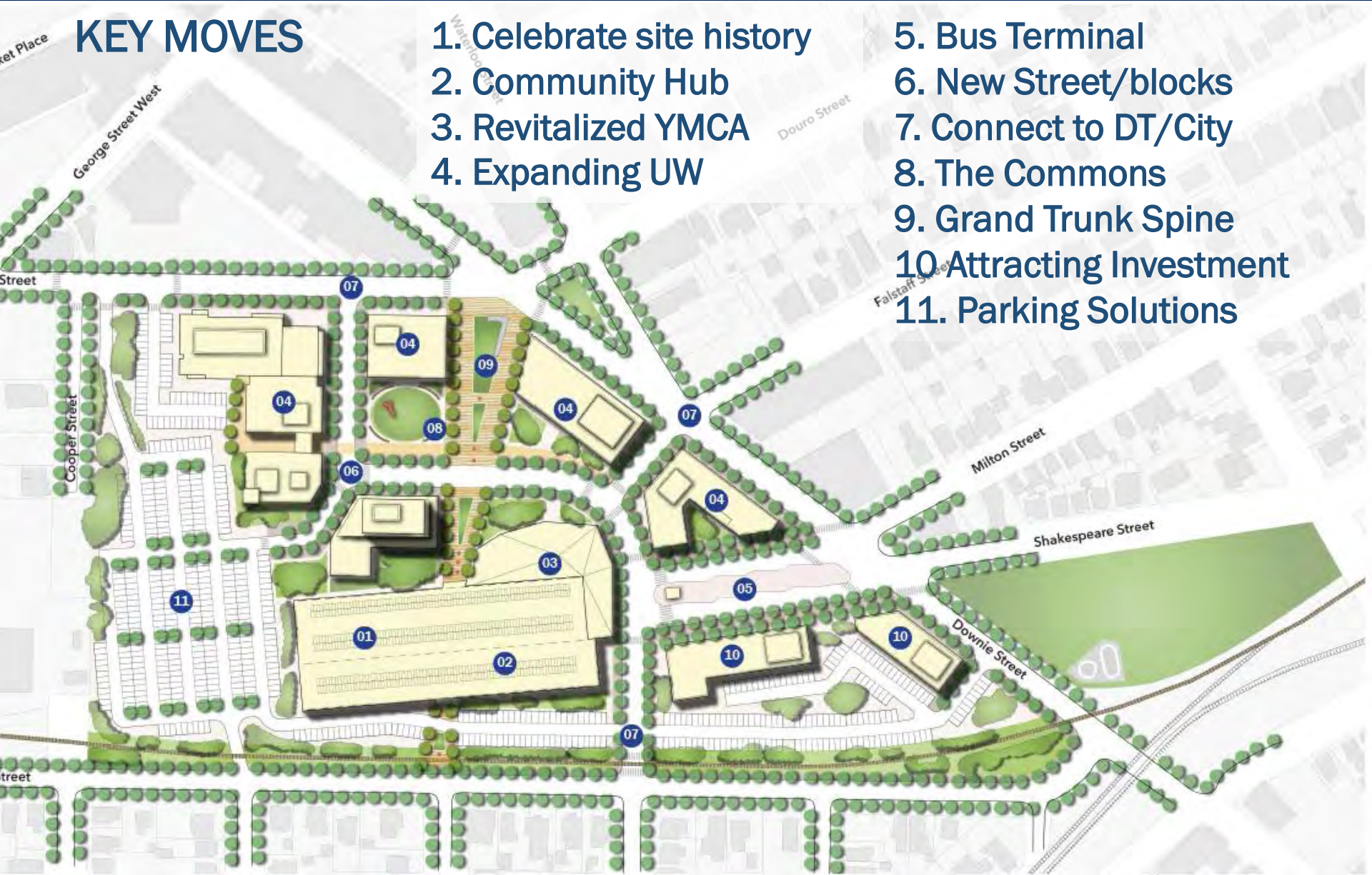
The Guiding Principles

- 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 parcels 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 Community Hub building and site.
- 6 Explore the convergence and integration of program, activity and actors to establish a successful Community Hub.
- 7 Integrate a new transit terminal into the site to enhance mobility and transportation options for Stratford.
- 8 Introduce complementary land uses, such as residential, student and senior living, incubator space, 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 creative landscapes.
- 10 Create a reinvestment framework that can accommodate phased development while providing certainty and accountability to the Stratford community and other partners.

The Draft Master Plan!

KEY MOVES

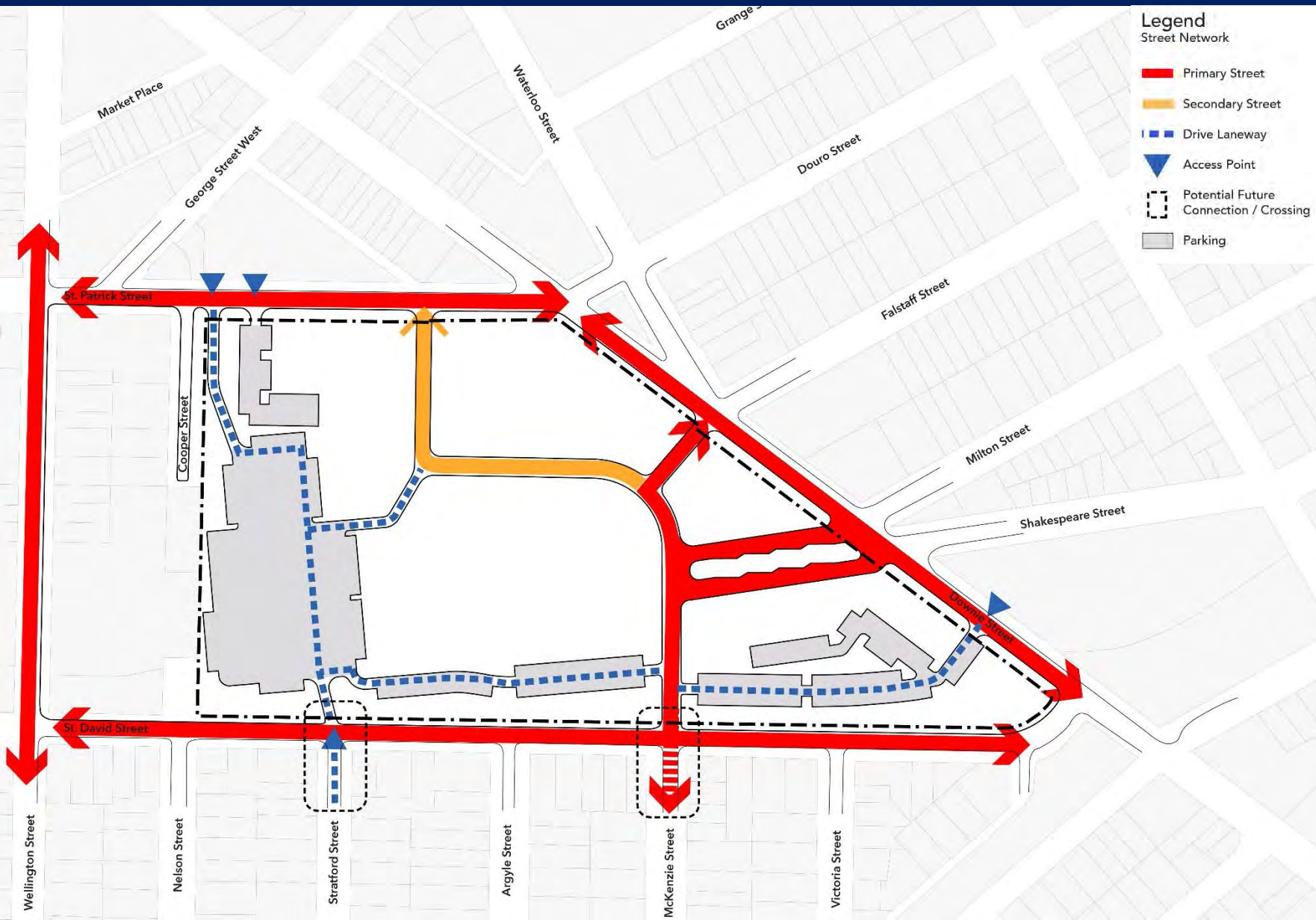
1. Celebrate site history
2. Community Hub
3. Revitalized YMCA
4. Expanding UW
5. Bus Terminal
6. New Street/blocks
7. Connect to DT/City
8. The Commons
9. Grand Trunk Spine
10. Attracting Investment
11. Parking Solutions



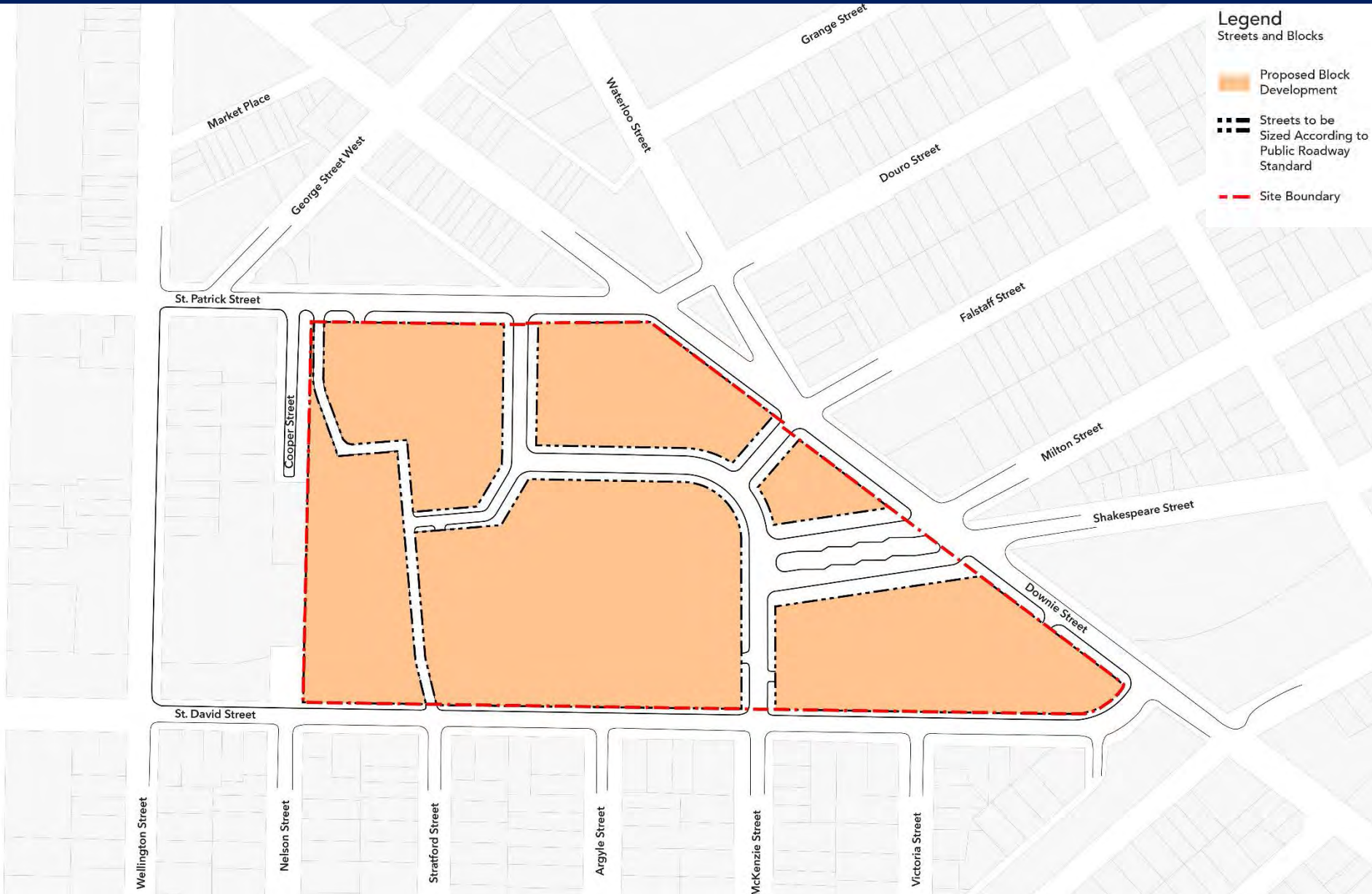
A Finer Grain Street Network

Legend Street Network

- Primary Street
- Secondary Street
- Drive Laneway
- Access Point
- Potential Future Connection / Crossing
- Parking



Carving Out Flexible Blocks



Public Realm and Open Space

Grand Trunk Spine



YMCA Forecourt



Bus Terminal Plaza



University Green



St David Portal

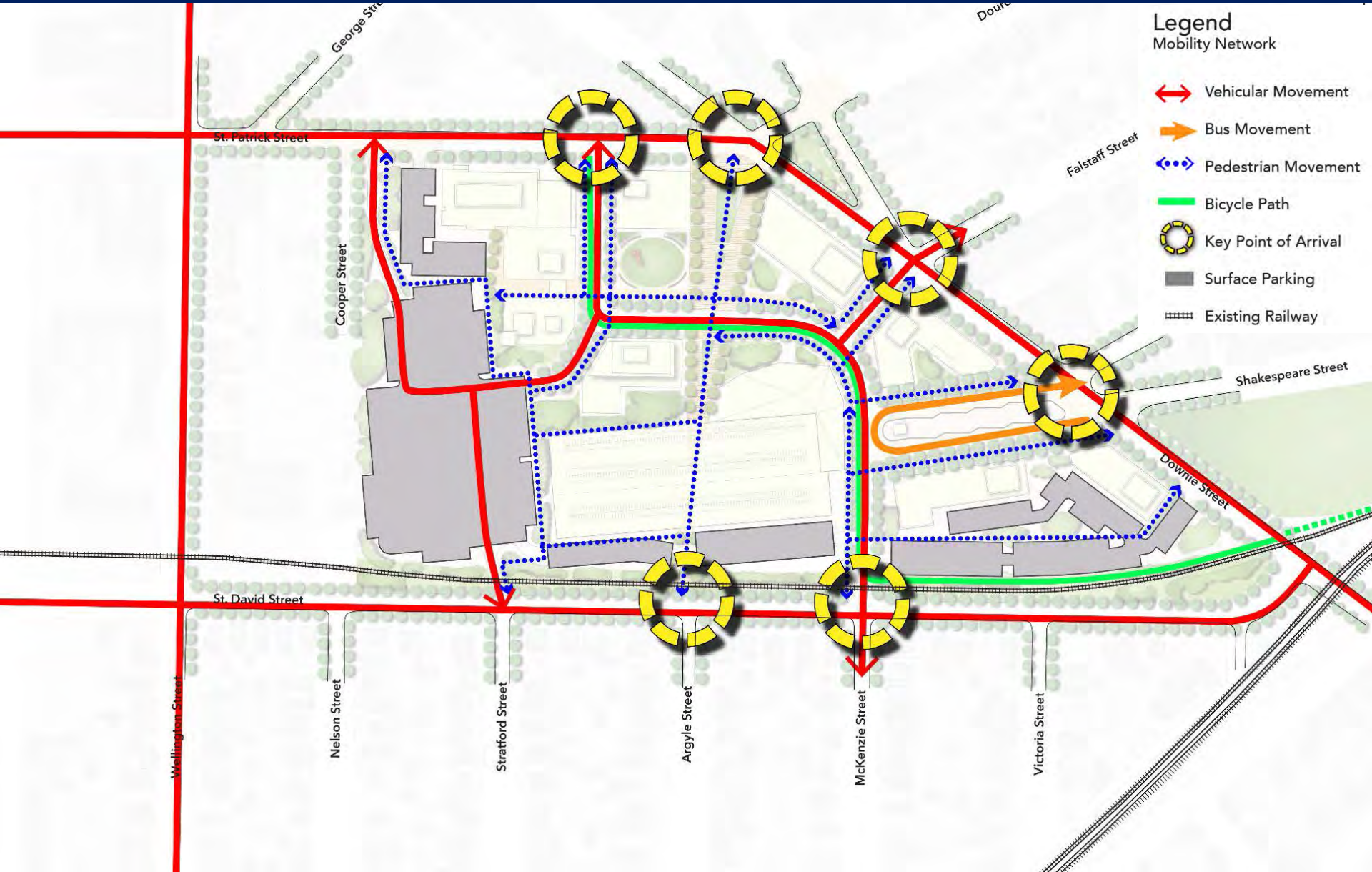
Land Use and Program



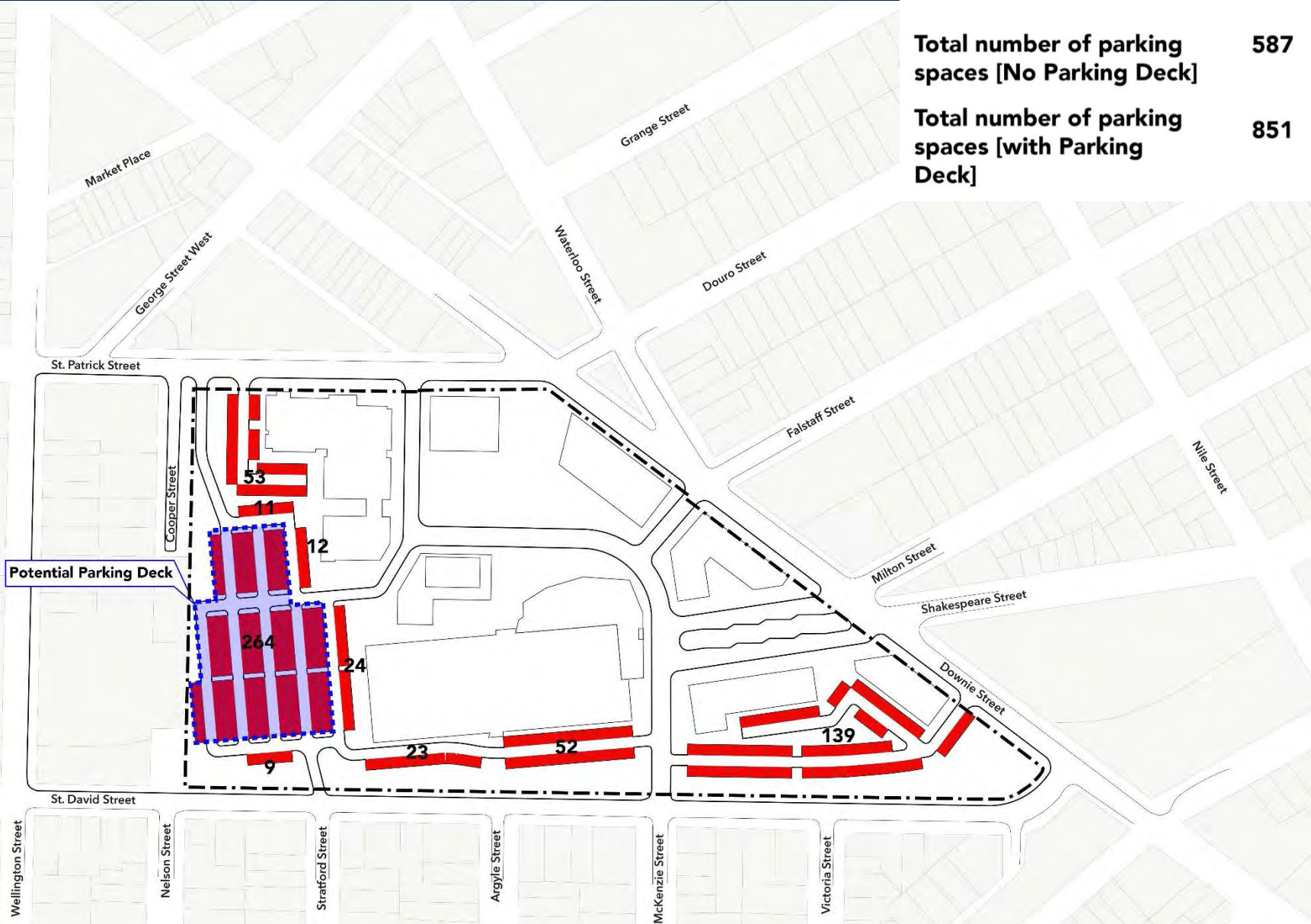
Built Form



Mobility



The Parking Strategy



Sustainability



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



One way the Grand Trunk site could look



**Thank
You!
Questions?**

One way the Grand Trunk site could look



**Thank
You!
Questions?**

Give us Feedback!

Through the City Website at: www.stratfordcanada.ca/CooperBlock

Via e-mail to CooperPlan@stratford.ca

Via telephone to 519-271-0250 x253

By Mail to:

Stratford City Hall

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