



**Proposed Comprehensive Public Consultation Process:  
Cooper Site Community Hub  
Council Presentation – April 2017**



City of Stratford Official Plan Amendment No. 21  
(Section 4.11.4 extract)

- “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.”

An aerial photograph of a university campus, showing various buildings, green spaces, and a large open area. A blue rounded rectangle is overlaid on the top center of the image, containing the title text.

## Why do the Master Plan Now?

- Prospects for a Community Hub (senior government funding?);
- University of Waterloo's interest in expanding the Stratford Campus (Letter from President and Vice Chancellor of the University);
- Development/ redevelopment opportunities;
- Need for a plan that protects the “public realm” and that allows the site to be developed in a coordinated and optimal way.

## The Product:

- A flexible Master Plan that is responsive to the municipality's needs and economic development opportunities, while adhering to a series of guiding elements.

## Proposed Materials to Present to the Public:

- The results of a recent technical review, which offer important insight and show one approach to how the Cooper Site could be developed;
- Note: There are many ways that the site could be developed!



## Proposed Public Consultation Process:



Many different formats



Flexible to accommodate varied daily schedules



Feedback can be received 24/7



One Element of Proposed Consultation:  
The “Talking Wall”



## Kitchen Table Kits:

Download or Pick-Up;  
Upload or Drop-Off



Open Public Meetings that  
are Interactive



An aerial photograph of a city, likely Waterloo, Ontario, Canada. The image shows a mix of residential neighborhoods with houses and trees, commercial areas with parking lots and smaller buildings, and a large, long, dark industrial or warehouse building in the center. In the upper left, there is a large green field, possibly a stadium or sports field. The overall scene is a dense urban environment with significant green space.

## Some Key Considerations:

- Need to define and protect the “public realm;”
- There are many ways to develop the property and address the municipality’s needs and economic development opportunities, including the University of Waterloo Stratford campus future expansion;
- Full development is expected to take several years;
- Opportunities may arise at any time – we need to be prepared with a flexible master plan.

## Proposed Master Plan Schedule

Start in May

Complete in July-September (estimate only)

Note: Opportunities for development may arise at any time (e.g. Community Hub)

## Proposed Next Steps:

Retain Urban Strategies



Begin process with kick-off presentation to  
Council (18 May)



Ensure public consultation process is well  
known and available in many formats

# Thank You

