
MEMORANDUM

PDS-C 31-2018

Subject: Glendale Niagara District Plan Visioning Update
Date: July 18, 2018
To: Planning and Economic Development Committee
From: Tom Vilella, Manager of Special Projects

Background

Previously, staff submitted PDS-C 21-2018 to advise the Committee of the commencement of the Glendale Niagara District Plan. The Glendale Niagara District Plan is being prepared by Niagara Region in cooperation with the Town of Niagara-on-the-Lake and the City of St. Catharines, and is following a two-phase approach:

1. Visioning Exercise and Conceptual Plan (May 2018-September 2018) to be undertaken by The Planning Partnership + Jamie Springer, HR&A Advisors
2. Technical Review, Component Studies and preparation of the District Plan (October 2018-May 2019) to be undertaken by IBI Group

Location

The Glendale Niagara District Plan study area is primarily situated within the Town of Niagara-on-the-Lake, with a small portion located within the City of St. Catharines. The study area is generally bounded by Queenston Road to the north, the Welland Canal to the west, Concession 7 to the east and a line south of and parallel to Glendale Avenue (RR 89) to the south. The total study area is approximately 700 ha of land with approximately 400 ha located within the urban area boundary.

Visioning Exercise and Design Charrette

To kick off Phase 1 of the Glendale Niagara District Plan, a design charrette and visioning workshop was held on June 25 and June 26, 2018 with members of the public, land owners, business operators, agencies and other interested stakeholders, in order to articulate an exciting urban vision for the Glendale area. The visioning exercise was led by nationally and internationally recognized specialists, and included group activities, design sessions and a bus tour of the district.

Day 1 – Monday, June 25, 2018:

The Planning Partnership led the visioning workshop in collaboration with Regional and local municipal staff. The event kicked off with a morning bus tour of the study area,

which helped to familiarize participants with the study area and to understand some of its key features. Following the bus tour, the workshop leaders presented their initial thoughts for the future of Glendale Niagara.

A representative group of residents, agencies, interest groups, and business/government leaders were invited to participate in the afternoon visioning exercise. The session began with a presentation of the shifting paradigm in community building and the future of land use in general. Ken Greenberg, a leading Canadian urban designer and visionary, led the session participants through a presentation that demonstrated how communities are changing from auto-centric development with dispersed population and defined land uses to more complete communities with mixed uses, a connection to greenspace and enhanced mobility options. The presentation led into a table discussion of how to manage this paradigm shift in the urban environment, how to integrate land uses, and how to create a signature identity for Glendale Niagara. In table groups, participants were asked to share their thoughts on opportunities within the study area, the current land use, and ideas for the future. This discussion led to the creation of a draft vision statement and design concepts. Each table summarized their discussions for the larger group at the end of the session.

The evening session was open to the general public and 42 members of the community attended. Ken Greenberg provided participants with the same presentation as was provided during the day. In their table groups, evening participants were asked to discuss why they chose the Glendale Niagara area to live or work in, what opportunities exist, what could be enhanced or added to the area and what elements of the community were important. Common themes began to emerge through these discussions. These themes were similar to the ideas that were presented in the stakeholder session.

Day 2 – Tuesday, June 26, 2018:

The second day began with a morning session where the consultant team met to consolidate and synthesize all information gathered from Day 1 to create a draft vision statement and fundamental framework to start the discussion on land use, built form and the public realm. In the afternoon, members of Niagara-on-the-Lake Town Council were invited to learn about the project and were provided with a summary of information gathered to date. Immediately following this, the Day 2 stakeholder meeting began. The consulting team presented an overview of what they heard from Day 1 and how this information was translated into a draft vision statement and two distinct emerging design concepts. The stakeholder/agency group was invited to review and provide their feedback on the draft vision and emerging concepts.

The evening session was again open to the public, and the consulting team consolidated all the common themes to present a comprehensive overview of “what we

heard” with respect to both key principles for the development and the emerging design concepts. There were 51 members of the public in attendance who provided feedback during this session.

Table 1: Number Participants

Date and Time	Session	Number of Participants
Monday, June 25 9:00 am – 12:00 pm	Bus Tour of Glendale Niagara District	36
Monday, June 25 1:00 pm to 5:00 pm	Working Session with Landowners, Business Operators and Agency Stakeholders	41
Monday, June 25 6:00 pm – 8:00 pm	Public Open House and Working Session	42
Tuesday, June 26 1:30 pm to 5:00 pm	Working Session with Landowners, Business Operators and Agency Stakeholders	40
Tuesday, June 26 6:00 pm to 8:00 pm	Public Open House and Working Session	51

It is noted that much of the Workshop event was live web-streamed and a [Glendale District Plan webpage](https://www.niagararegion.ca/projects/district-plans/glendale.aspx) (<https://www.niagararegion.ca/projects/district-plans/glendale.aspx>) has been established.

Common Themes

As the visioning process unfolded, these common themes emerged as principles to guide any future vision for Glendale Niagara:

1. Better connectivity through the study area and across the QEW
2. Preservation and integration of greenspace
3. Creation of a Seaway Ecological Park
4. Hard edge between urban and agricultural lands
5. Additional community amenities (parks, recreation centre, library)
6. More commercial offerings (grocery/food store, personal services)
7. Development of a “Main Street” mixed-use area as a transition from the Outlet Mall with restaurants and retail shops
8. Provision of a diverse range of housing forms and affordability
9. Provision of facilities that support active transportation (bike lanes, better sidewalks) and connection to existing trail network

10. Importance of creating and retaining jobs
11. Provision of improved public transit options
12. Integration of Niagara College into the neighbourhood and creating a focus with food/beverage tech industries
13. Sustainability practices integrated in street design and parking areas
14. Future consideration of GO Train station/stop to service the area important

Next Steps

Now that the initial visioning sessions are complete, the consulting team will synthesize the information collected to refine the vision and concept plan for the future development of the District. The consulting team will be reconnecting with agencies, stakeholders and public to present their findings and gather input on the refined draft vision statement and emerging concept for Glendale Niagara via a future workshop, tentatively scheduled for mid-August 2018. Through this part of the Phase 1 Study, the consulting team will deliver a final vision statement for the district that is articulated via a high-level conceptual demonstration plan. Staff will report back on the results of this second workshop later in 2018, and will seek Regional and local Council endorsement of the conceptual development plan prior to commencing Phase 2.

Phase 2 of the Glendale Niagara project will involve technical work by IBI Group, including an urban design and public realm study, a transportation review and a commercial lands review. The conceptual development plan resulting from Phase 1 and endorsed by Regional and local councils will be used as a control for the refined plans developed in Phase 2. It is expected that Phase 2 will commence in October 2018 and be complete by May 2019.

The consultant has provided a draft summary of the workshop sessions, which is attached to this memo as Appendix 2. It provides a synopsis of events and a consolidation of themes that developed through the workshop sessions, as well as two emerging concepts for development of the district which will be further explored and refined as Phase 1 of this project continues to September 2018.

Respectfully submitted and signed by:

Tom Villella, MCIP, RPP
Manager, Special Projects

Appendix 1 - Location Map

Appendix 2 - Glendale Workshop #1 Summary (Draft) – The Planning Partnership