



Visioning Report

Summary of Workshop #1

July 10, 2018

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1 | Purpose of the Study

The Glendale Niagara District Plan is intended to create a vision for the future development of this area, a strategic growth centre for Niagara, expected to provide for thousands of new residents and jobs over the next 20+ years.

The Glendale Niagara District Plan is being completed in two phases:

1. Visioning Exercise and Conceptual Plan (May 2018-September 2018)
2. Technical Review, Component Studies and preparation of the District Plan (September 2018-May 2019)

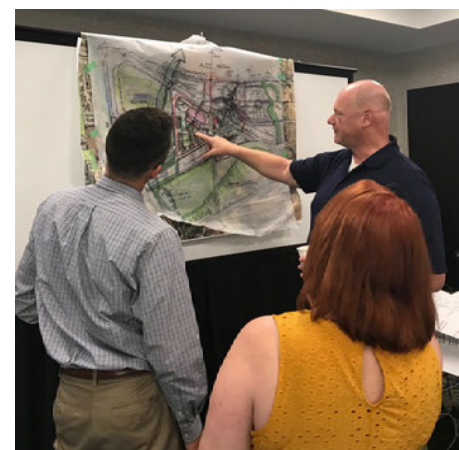
The Visioning Exercise began with:

- one-on-one interviews with landowners in advance of the workshop;
- team's analysis of the study area;
- meeting with the Region's staff team; and,
- meeting with the Technical Advisory Group.

Through this phase of the Study, a high-level conceptual demonstration plan will be prepared based on the results of the Visioning Exercise. This plan will be further refined into draft development plans in Phase 2.

Key stakeholders invited to the workshop:

Niagara Region;
Niagara College;
Niagara Peninsula Conservation Authority;
Ministry of Transportation;
Ontario Tourism Marketing Partnership;
Corporation;
Niagara Emergency Medical Services;
St Lawrence Seaway Authority;
Niagara Regional Police;
Town of Niagara-on-the-Lake Lord Mayor and Councillors;
Landowners;
Niagara-on-the-Green Residents Association;
Niagara-on-the-Lake Chamber of Commerce;
School Boards;
Niagara Home Builders;
Representatives of Indigenous Communities; and,
Fort Erie Friendship Centre.



2 | Purpose & Agenda of the Workshop

The purpose of the Visioning Workshop was to work in collaboration with landowners in the Glendale District, key stakeholders and the public to establish a framework for a vision for Glendale Niagara District.

The workshop was facilitated by The Planning Partnership and included a team of urban designers and specialists in economic development who led the conceptual design. The team included:

Ken Greenberg *Principal of Greenberg Consultants*

Ken is an urban designer, teacher, and writer, author of *Walking Home: the Life and Lessons of a City Builder*.

Sonny Tomic *Senior Urban Designer at City of Calgary*

Sonny is an internationally recognized, award-winning urban design practitioner and a policy maker.

Jamie Springer *Partner at HR&A Advisors*

Jamie develops programs, policies, and strategies to address the complex, climate-related challenges facing communities.

Michael Sraga *Principal of The Planning Partnership*

Michael is an urban designer who has been involved in a vast array of public and private urban design and landscape architecture projects.

The Visioning Workshop took place on Monday June 25th and Tuesday June 26th 2018 and, in addition to the team's working sessions, included two afternoon workshop sessions with landowners and key stakeholders and two evening workshop sessions that were open to the public.

Monday June 25th

9 am Bus Tour

Bus Tour of the Glendale Niagara District Plan study area with the consultant team (optional).

1 pm - 5pm Workshop Session

Kick-off presentation by **Ken Greenberg**, followed by a visioning and principles workshop with table group activities.

6 pm - 8 pm Public Kick-off Event

Presentation by **Ken Greenberg**, followed by a visioning and principles workshop with table group activities.

Tuesday June 26th

9 am Team Working Session



Consultant team working session - consolidate "What We Heard" and set the fundamental framework for discussion on land use, built form and the public realm.

1:30 pm - 5 pm Workshop Session

Building on the discussions on Monday, themed/focus group discussions to develop key directions for land use, built form, parks, open space, roads, trails and transit in the Glendale Niagara District.

6 pm - 8 pm Public Workshop

Review of the team's ideas developed over the course of the day followed by themed/focus group discussions to develop key directions for land use, built form, parks, open space, roads, trails and transit in the Glendale Niagara District.

 Glendale Niagara District Bruce Trail

1 Outlet Collection at Niagara

2 White Oaks Resort and Spa

3 Niagara College

4 Niagara Corporate Business Centre

5 Wine Visitor & Education Centre

6 Niagara College Teaching Winery

7 Wood End Conservation Area

8 General Motors

9 Welland Canal Lock 4

10 Glendale Bridge

11 Welland Canal Lock 3

12 St Catharines Museum &
Welland Canals Centre

13 Homer Bridge

14 Garden City Skyway

15 Ontario Travel Information Centre

16 Hilton Garden Inn

17 Holiday Inn

18 Colaneri Estate Winery

19 Château des Charmes Winery

20 Screaming Tunnel

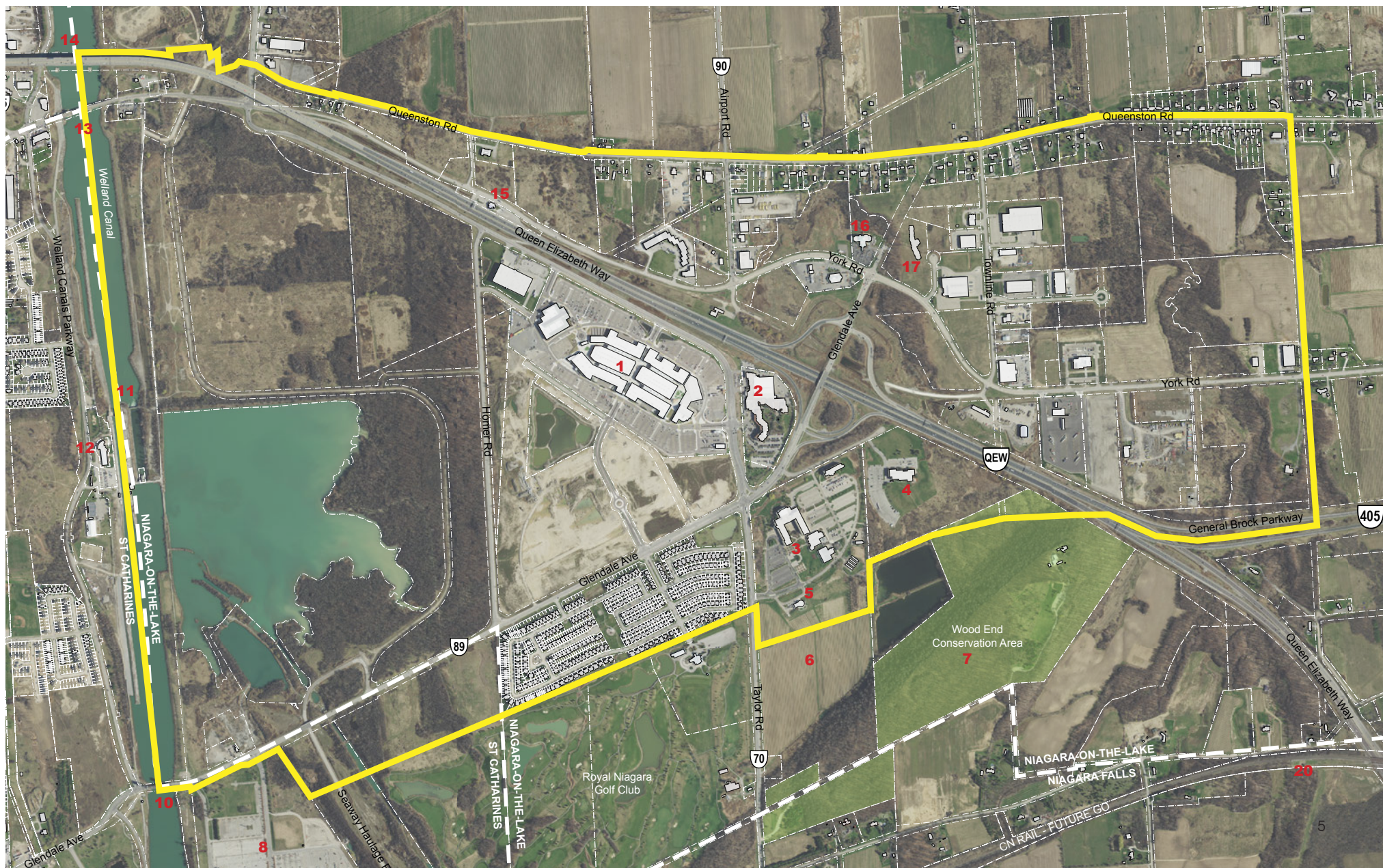


3 | Study Area

The study area comprises 700 ha (1,700 acres) of land surrounding the Glendale Avenue/QEW interchange in the Town of Niagara-on-the-Lake (a small portion of the study area also extends into the adjacent City of St. Catharines).

The study area includes:

- the Outlet Collection at Niagara retail centre;
- White Oaks Resort and Spa;
- the Niagara-on-the-Lake Campus of Niagara College; and,
- hospitality venues located on the north side of the QEW.



4 | Summary of Kick-Off Presentation

The kick-off presentation provided the context to the workshop's objectives and set the aspirations for visionary thinking about the Glendale District while participating in the workshop. The following is a summary of the presentation that highlighted the fundamental considerations for planning the District.

Glendale Niagara District is at a **Crossroads**



Status Quo

Planning for the 20th century

Continued autocentric development
May achieve increased density
Still at heart a highway stop
Struggles to achieve sense of place



Paradigm Shift

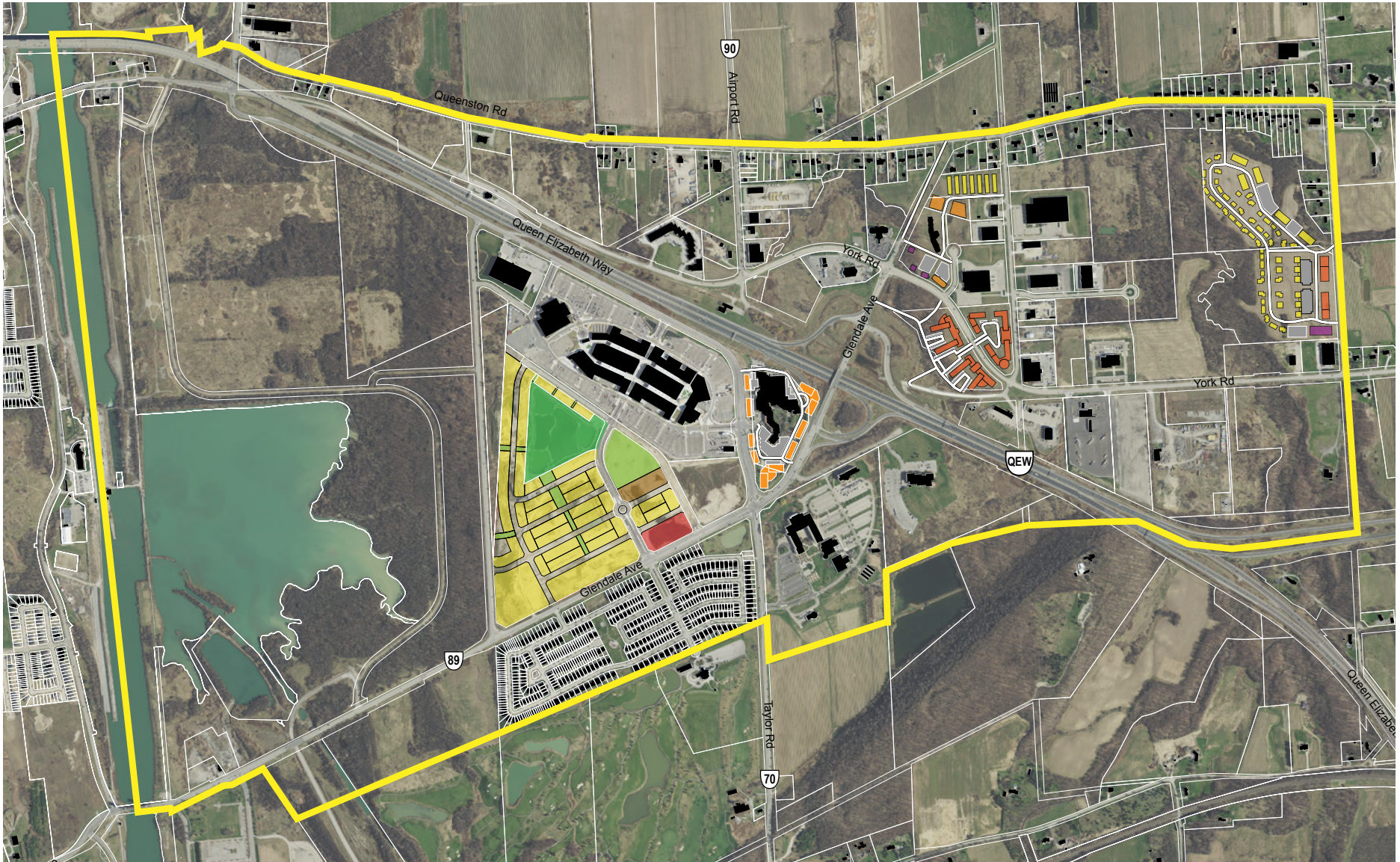
Preparing for the mid-21st century

- 1 Transformative Infrastructure
- 2 Radical Mix of Uses
- 3 Increased Density
- 4 Enhanced Mobility
- 5 Connecting with Greenspace
- 6 Parking Attrition



Status Quo

Current Development Applications Proposed in Isolation



Glendale is a **Gateway** to the Niagara Peninsula



Glendale has all the right **Ingredients**

Higher Education



Niagara College

Highway Access



QEW and 405

Destination Retail



Outlet Collection Niagara

Potential Train Access



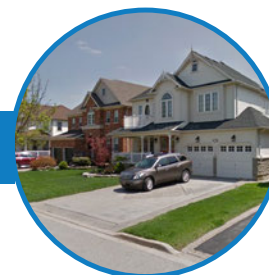
GO Train Connection

Green Spaces



Niagara Escarpment
Wine and Fruit Growing

Residential Community



Niagara-on-the-Green

Is there another **Vision** for this place?

Paradigm Shift

Preparing for the mid-21st century

What do we need to do to make the Shift?

1 Transformative Infrastructure

2 Radical Mix of Uses

3 Increased Density

4 Enhanced Mobility

5 Connecting with Greenspace

6 Parking Attrition

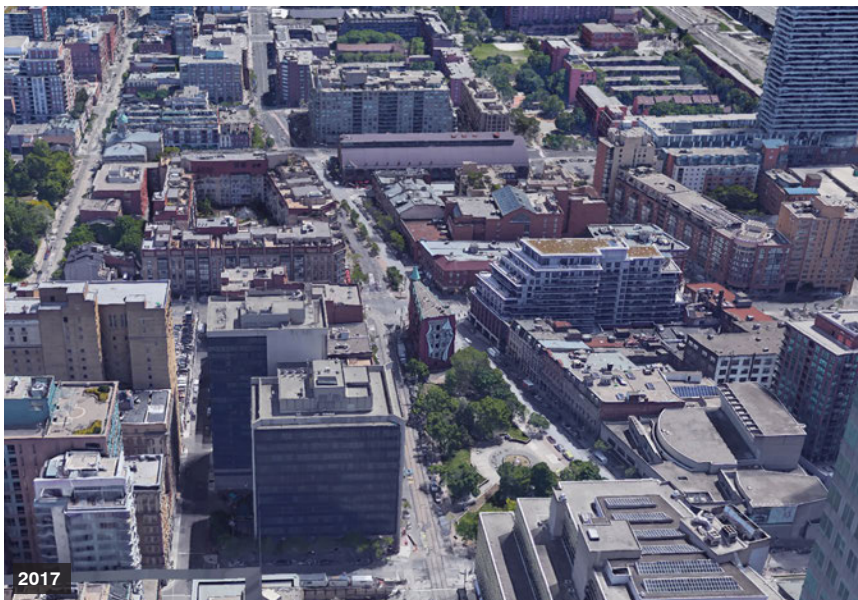
What Can a Paradigm Shift Look Like?



St Lawrence District, Toronto

In the 1970s, a sea of parking lots still made sense on Front St and Wellington St in Toronto, one block away from the Yonge St. Subway. Downtown was still considered a Central Business District for offices, business and commerce alone. There were plans to demolish an underutilized St Lawrence Market. The subway had been open for 20 years.

The City decided to promote the idea of people living, working and playing downtown. What had been known as simply Toronto East Downtown was transformed into St Lawrence district, around a revitalized St Lawrence Market. Today, the area is home to Berczy Park and a huge amount of redevelopment. And no parking lots.



What Can a Paradigm Shift Look Like?

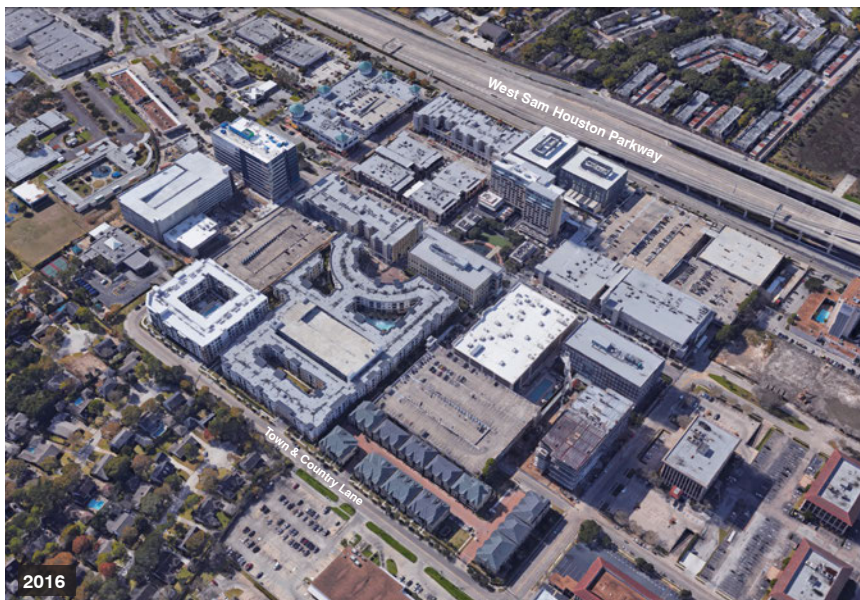


Mississauga Downtown

Downtown Mississauga has undergone a 40 year transformation from a typical suburban regional mall of the 1970s to a high density urban centre. Beginning with the construction of Highway 403 in the 1980s and led by a mayor determined to create a centre for the growing city, Mississauga built a series of important civic projects in the downtown area, including City Hall and a Civic Centre, the Living Arts Centre, a YMCA, a Central Library, Celebration Square, and more recently acquired a new campus of Sheridan College. There has been a huge response from private developers, with an enormous number of residential towns built around the edges of Square One Mall. Now, an LRT along Hurontario St and a E-W BRT Transitway is beginning to usher in a next generation of more transit-oriented development.



What Can a Paradigm Shift Look Like?



CityCentre, Houston

A typical suburban mall in Houston has been reinvented into an urban district with radical mixed uses since 2004. Existing parking garages were maintained while demolishing all of the mall buildings and creating a series of mixed used buildings, a central plaza and urban streetscapes. Uses include residential, retail, and office space.

Town & Country Mall, Houston



1 Transformative Infrastructure

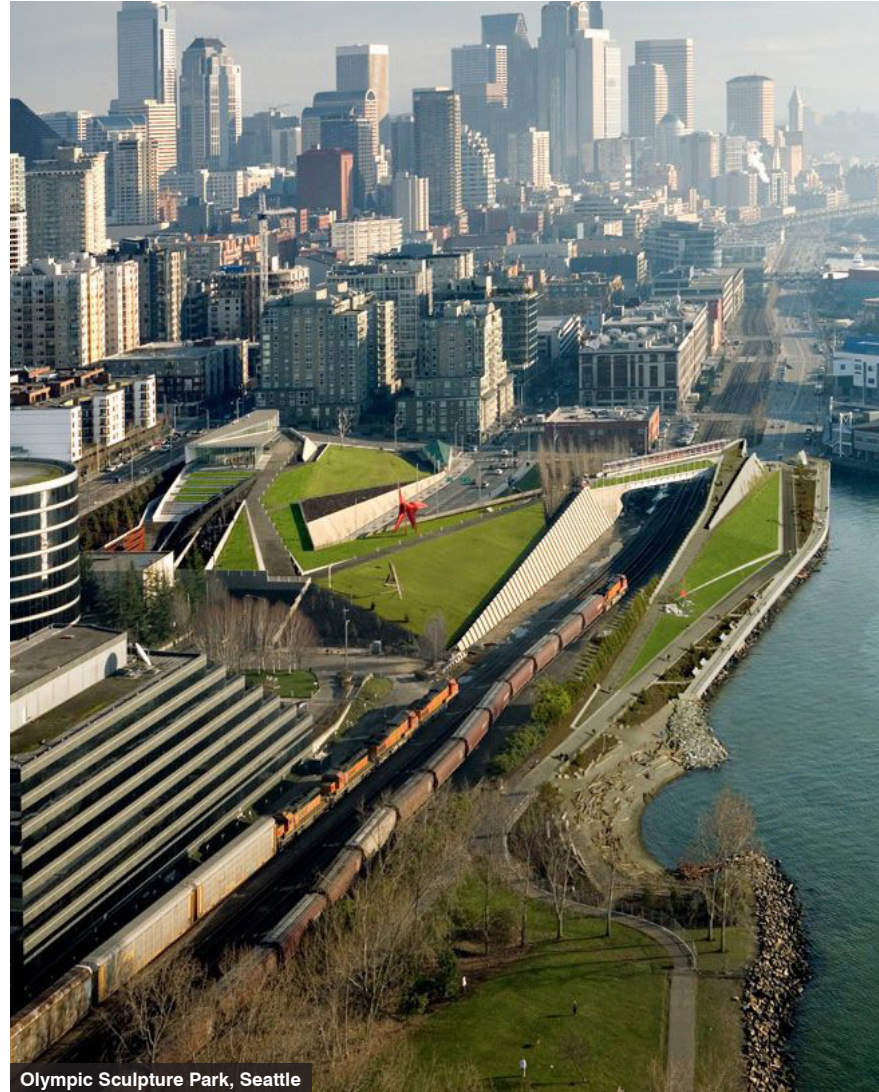
Leverage Investment in New Diverging Diamond Interchange at Glendale Ave and the QEW



Preferred Plan for the Glendale Interchange (MTO)



Land Bridge, Vancouver, WA



Olympic Sculpture Park, Seattle

1 Transformative Infrastructure



Hovenring Suspended Cycle Path Roundabout, Netherlands

2 Radical Mix of Uses

Storrs Center, Mansfield, CT



A former strip plaza was reinvented as a new town square for this university town. 11 mixed use buildings house over 600 rental apartments and 140,000 SF of retail and office.



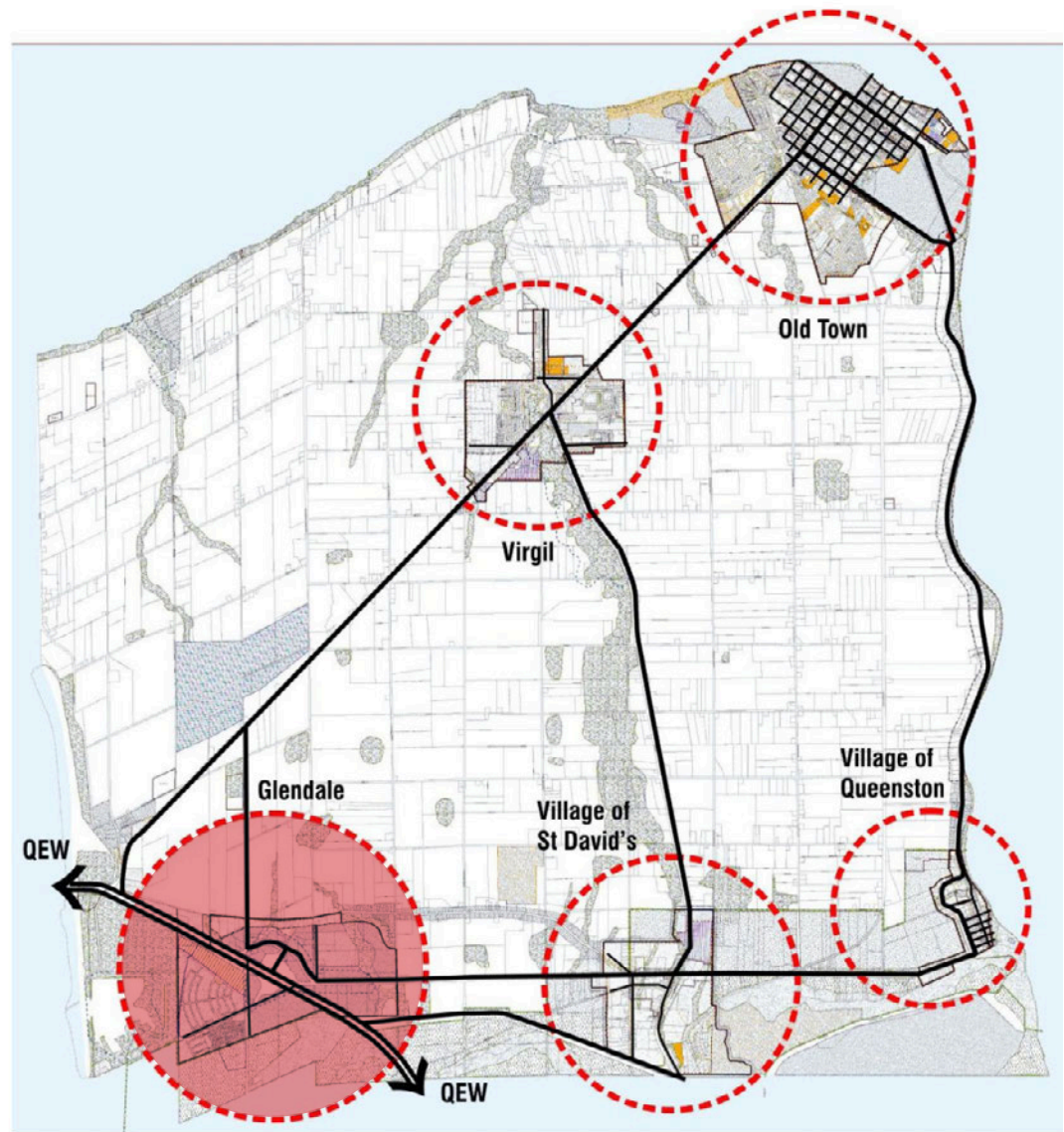
3 Increased Density

Glendale Niagara District is a Key Node for Growth in Niagara-on-the-Lake

Need for **intensification** under Province's *Places to Grow* growth plan and the planned opening of **GO train service** to Niagara by 2023 has already sparked developer interest

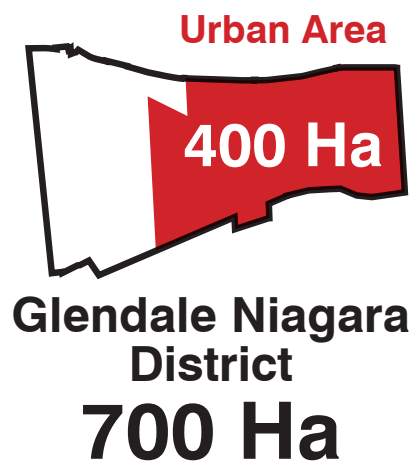
Developing in Glendale Niagara takes development pressures away from Old Town and helps to save the heritage villages.

2010 Secondary Plan envisioned heights up to 16 storeys



From Glendale Secondary Plan (2010)

Glendale Niagara District is Huge



Local Size Comparisons



Downtown Thorold
24 Ha

Downtown Niagara Falls
60 Ha

Downtown St Catharines
125 Ha

Size Comparisons to Other Major Centres



3 Increased Density

Markham Centre



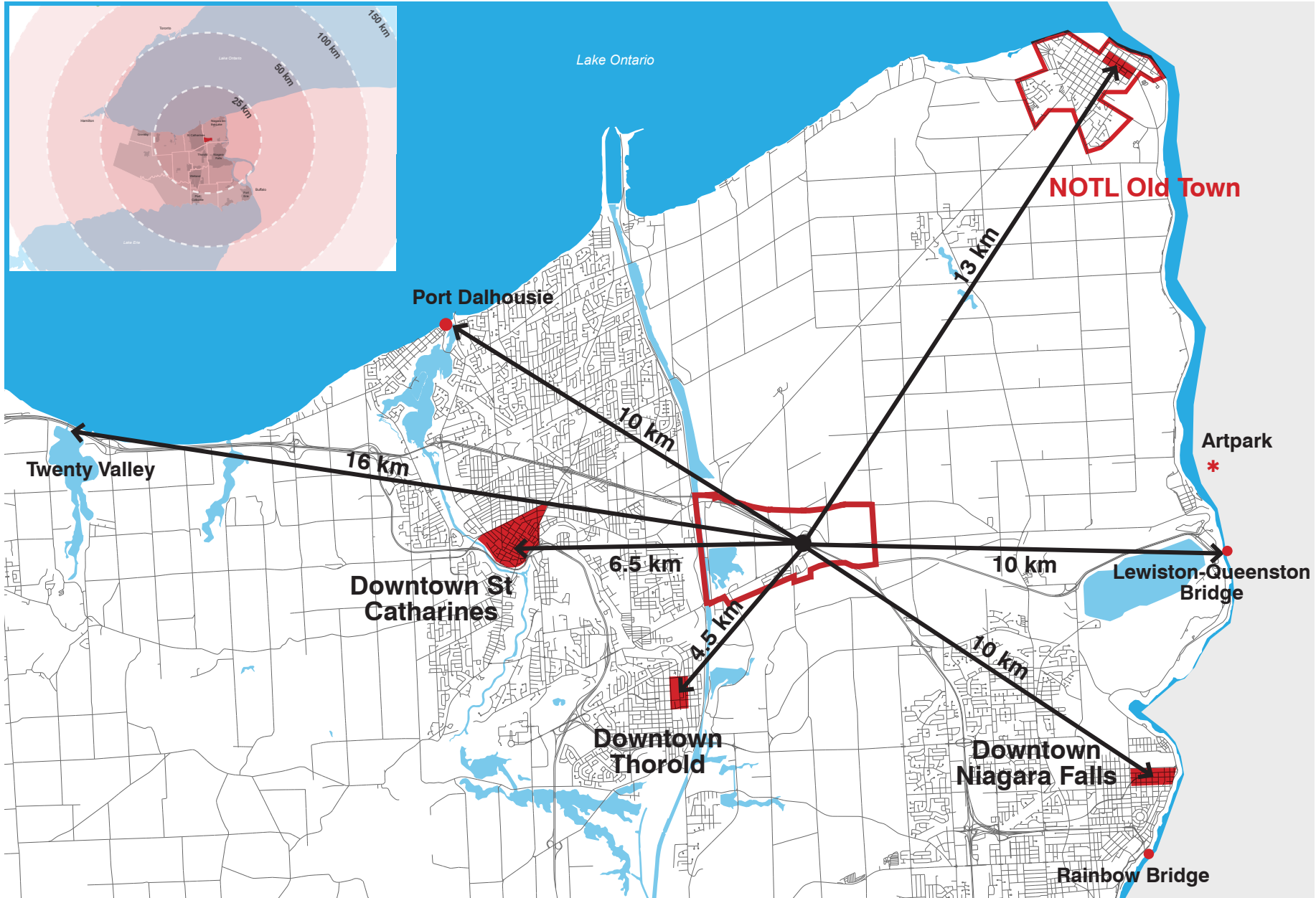
4 Enhanced Mobility

Glendale Niagara District as an accessible part of the Toronto region

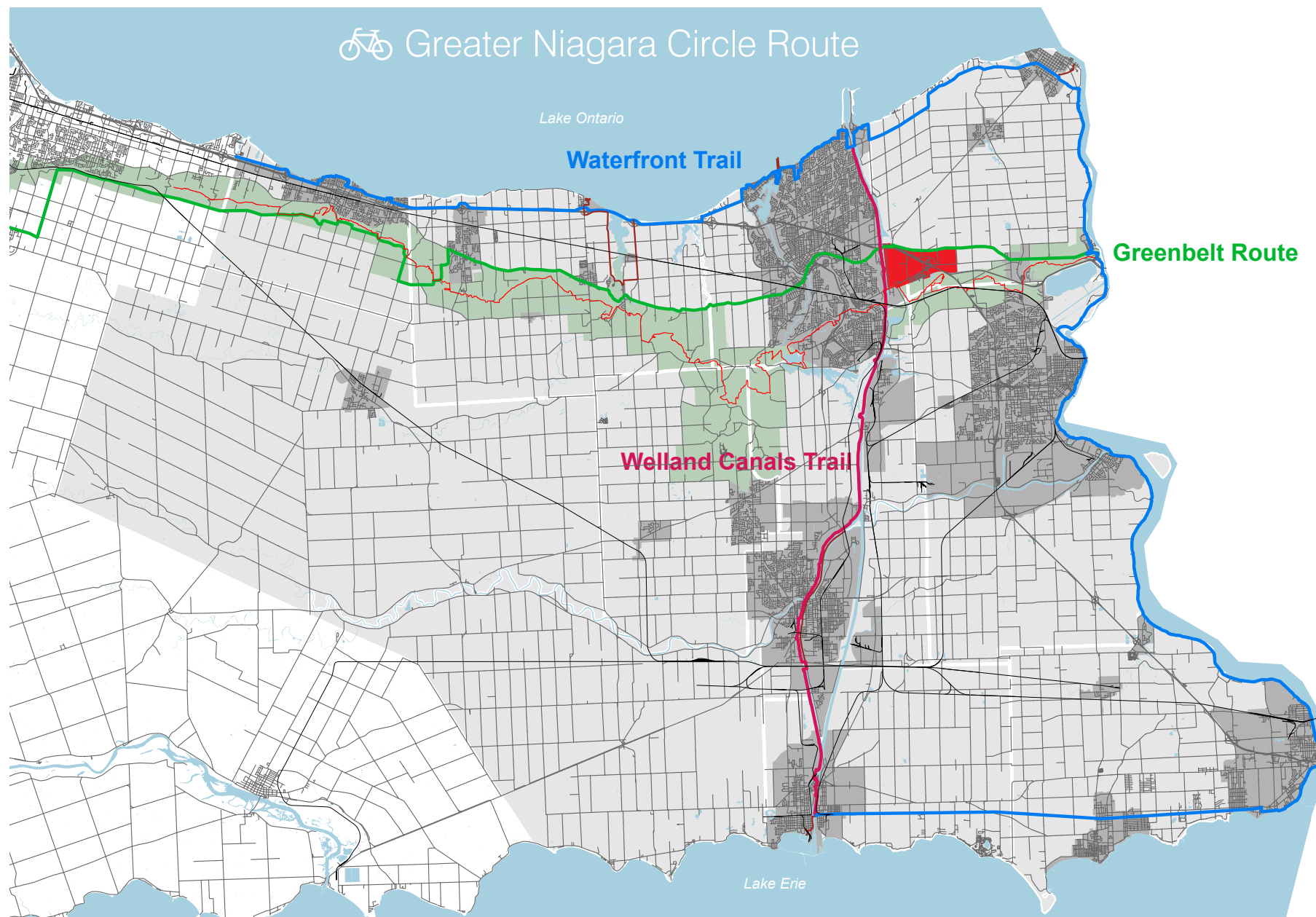


4 Enhanced Mobility

Glendale Niagara District as a Regional Hub for Tourism

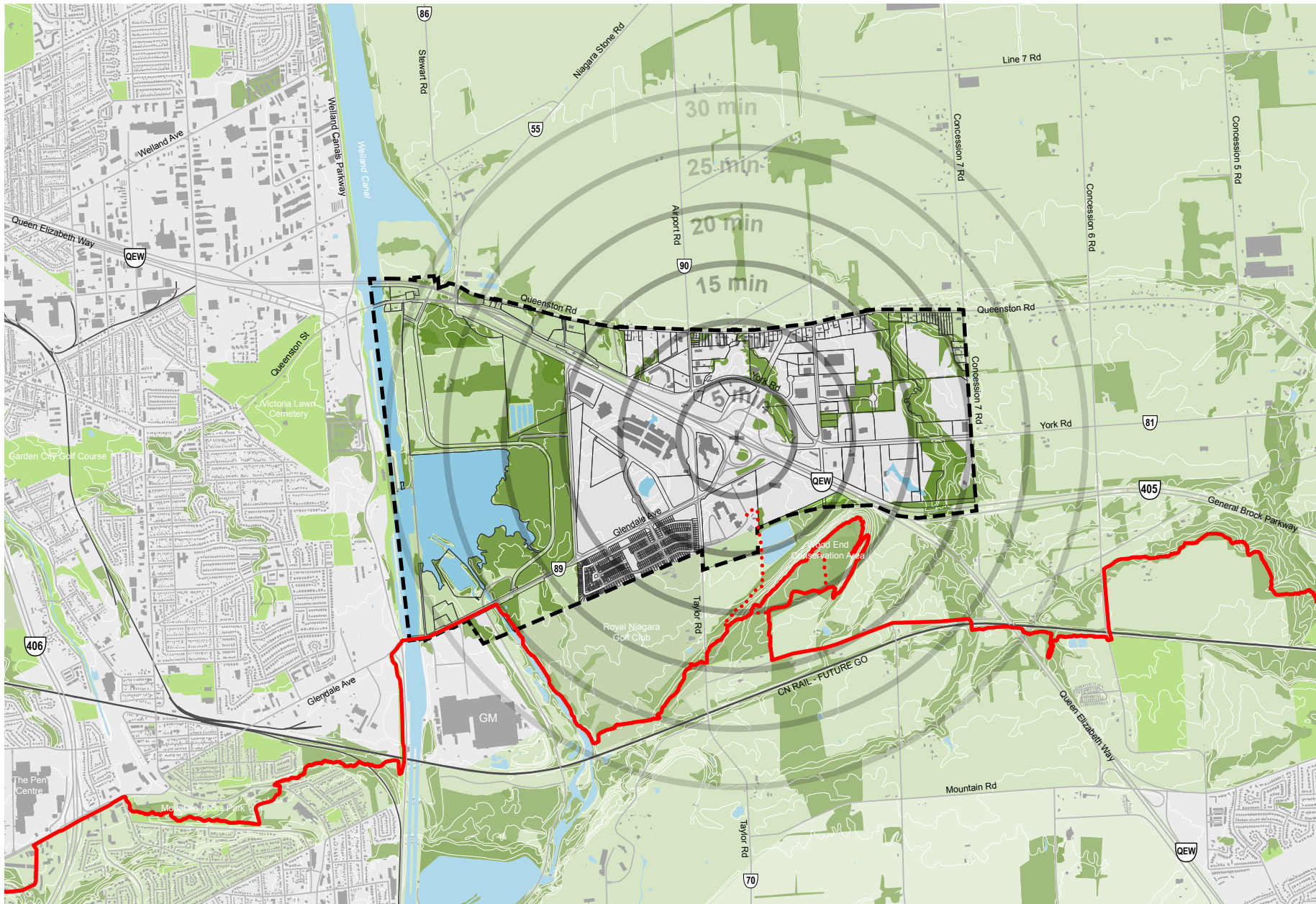


Centre of a Web of Major Cycling Routes

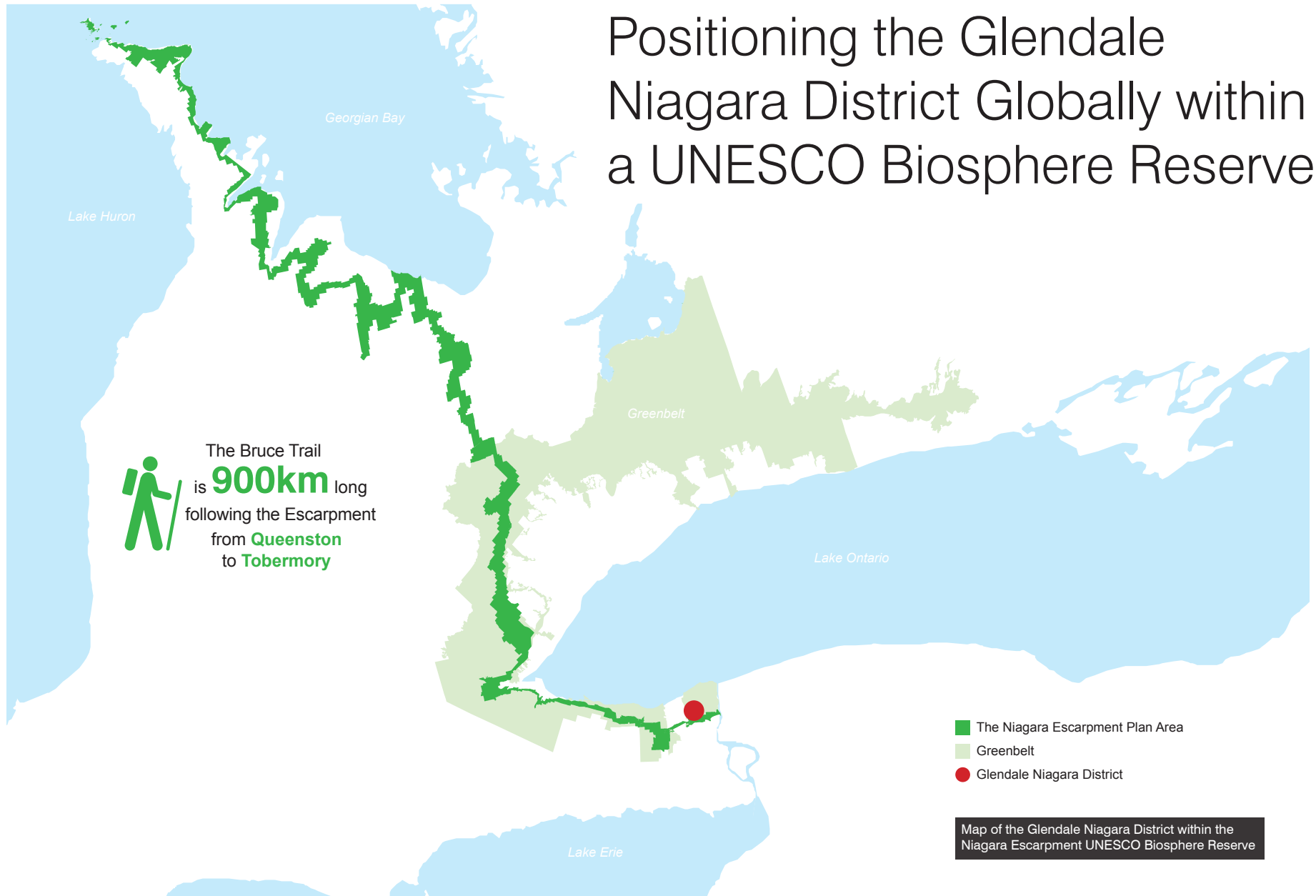


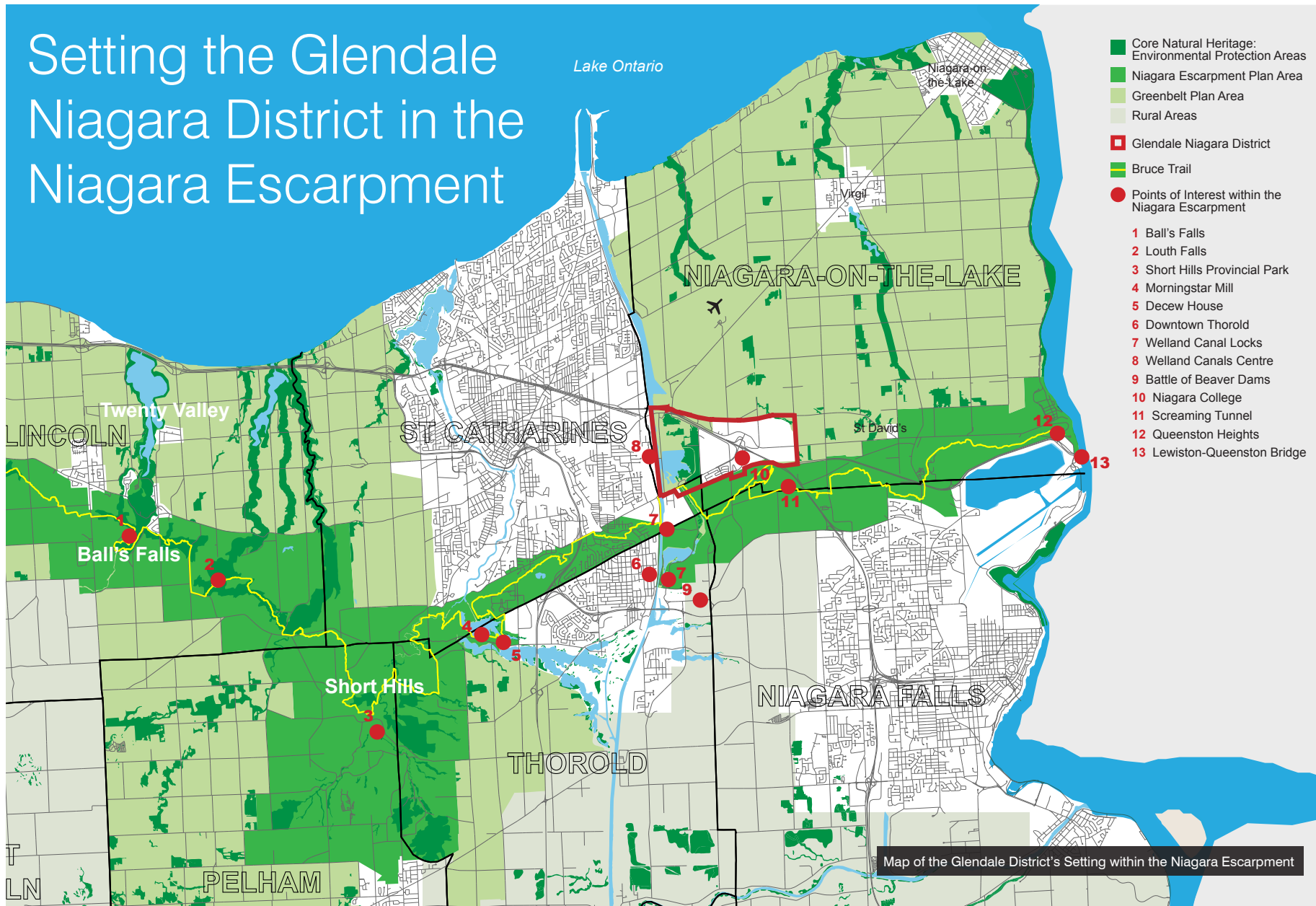
4 Enhanced Mobility

Easy Access to Trails & Walk into the Countryside

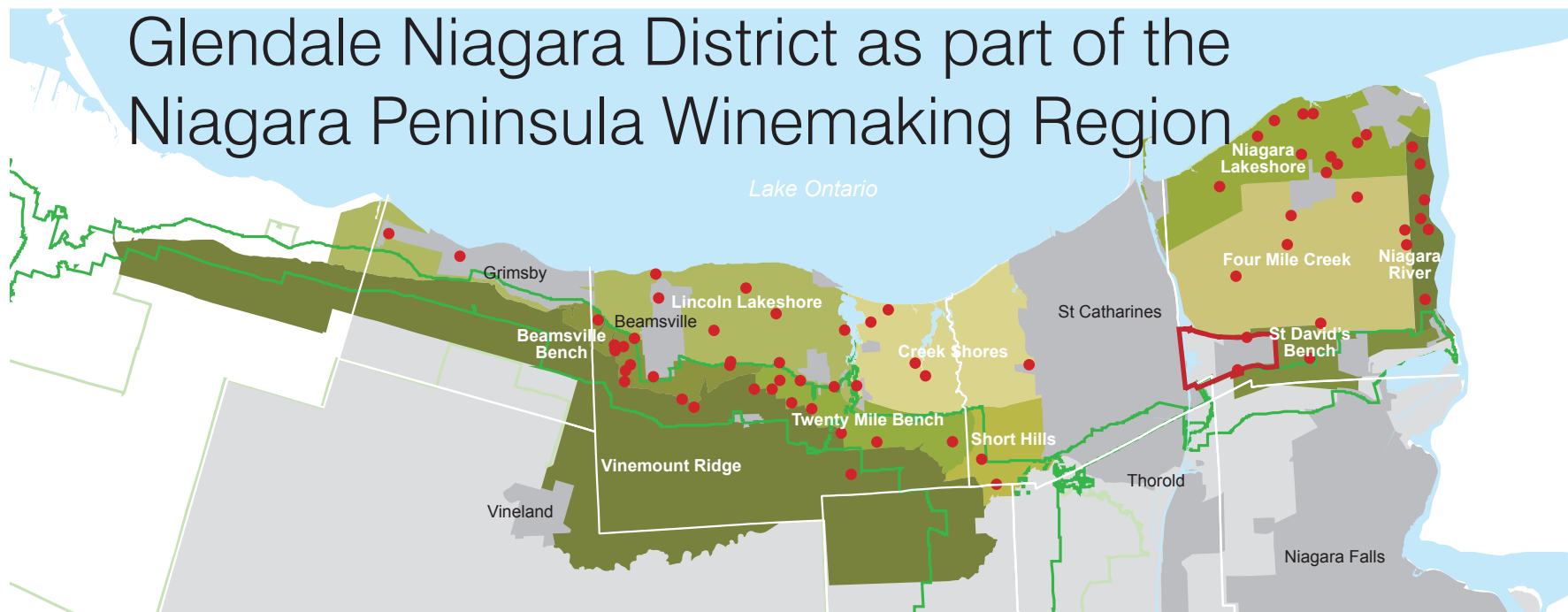


Positioning the Glendale Niagara District Globally within a UNESCO Biosphere Reserve





Glendale Niagara District as part of the Niagara Peninsula Winemaking Region

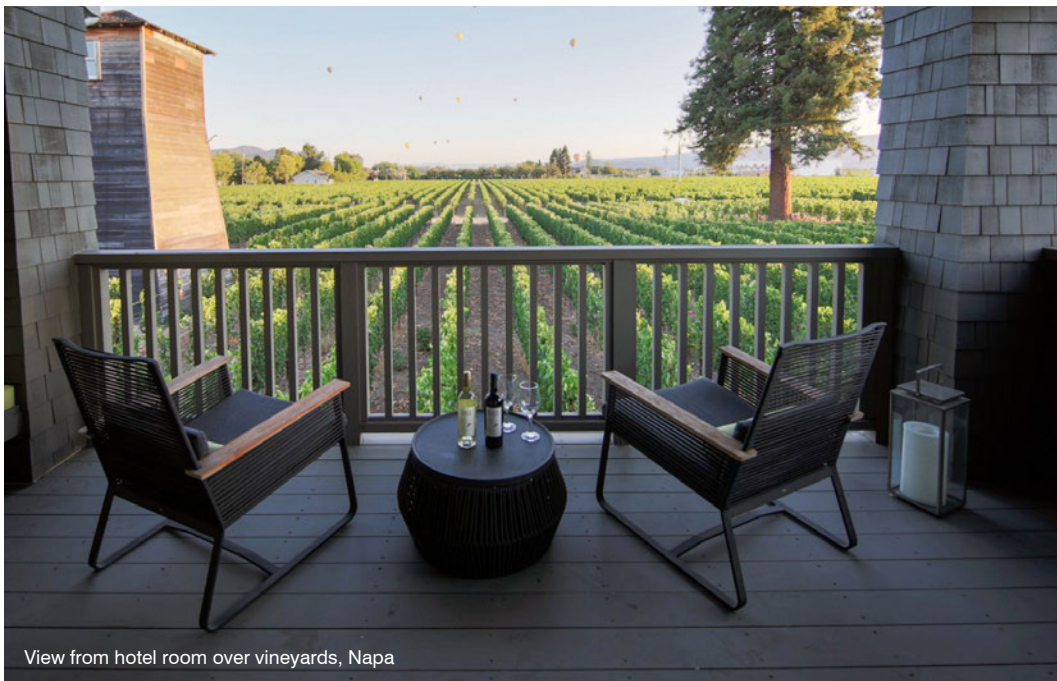


Glendale Niagara District as part of a local greenspace network



5 Connecting with Greenspace

Yountville, Napa County, California - a very compact small town set within vineyards, home to 2 Michelin starred restaurants.



Glendale Niagara District as part of a working landscape

A hard edge with the countryside enables a close and direct relationship between urban and rural areas.

As a self-contained district set within both a natural landscape and a working landscape, Glendale has an opportunity to forge a close relationship with the countryside unlike anywhere else.



Wine Visitor & Education Centre at Niagara College



6 Parking Attrition

Planning for Diverse Needs and Modes for Access & Movement Can Reduce the Long-term Need for Parking



Car



Car Share



GO Train



Bus



Shuttles



Cycling



Bike Share



Hiking



Walking



Tourbus

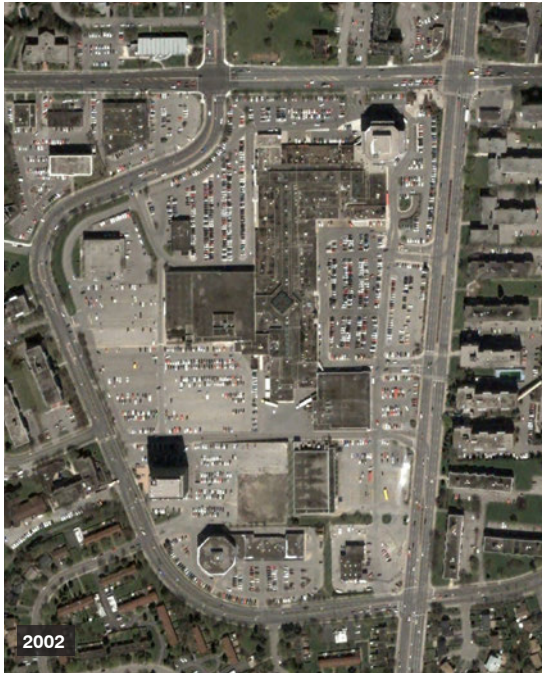
Automated Vehicles are
a Potential Disrupter

From personal Automated Vehicles to Automated Taxi, Rideshare and Groupshare services, there is huge potential change on the horizon that threatens to leave behind places that were built solely with a 20th century perception of mobility.



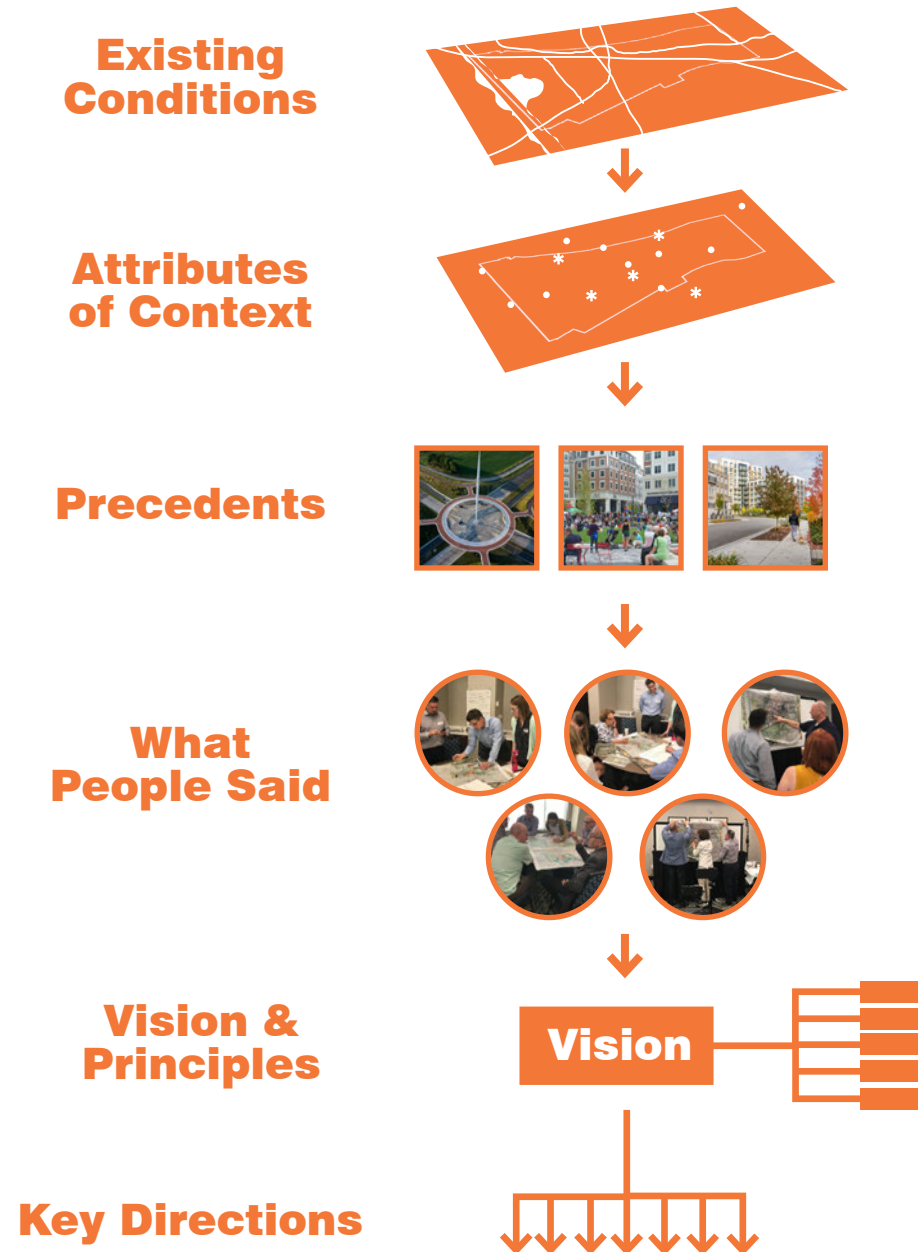
6 Parking Attrition

Shops at Don Mills, Toronto



Creating a Vision for the Future

Creating a vision is a collaborative process consisting of the existing opportunities and assets of the district, precedents and experiences elsewhere, as well as people's aspirations for the area as expressed at the workshop.



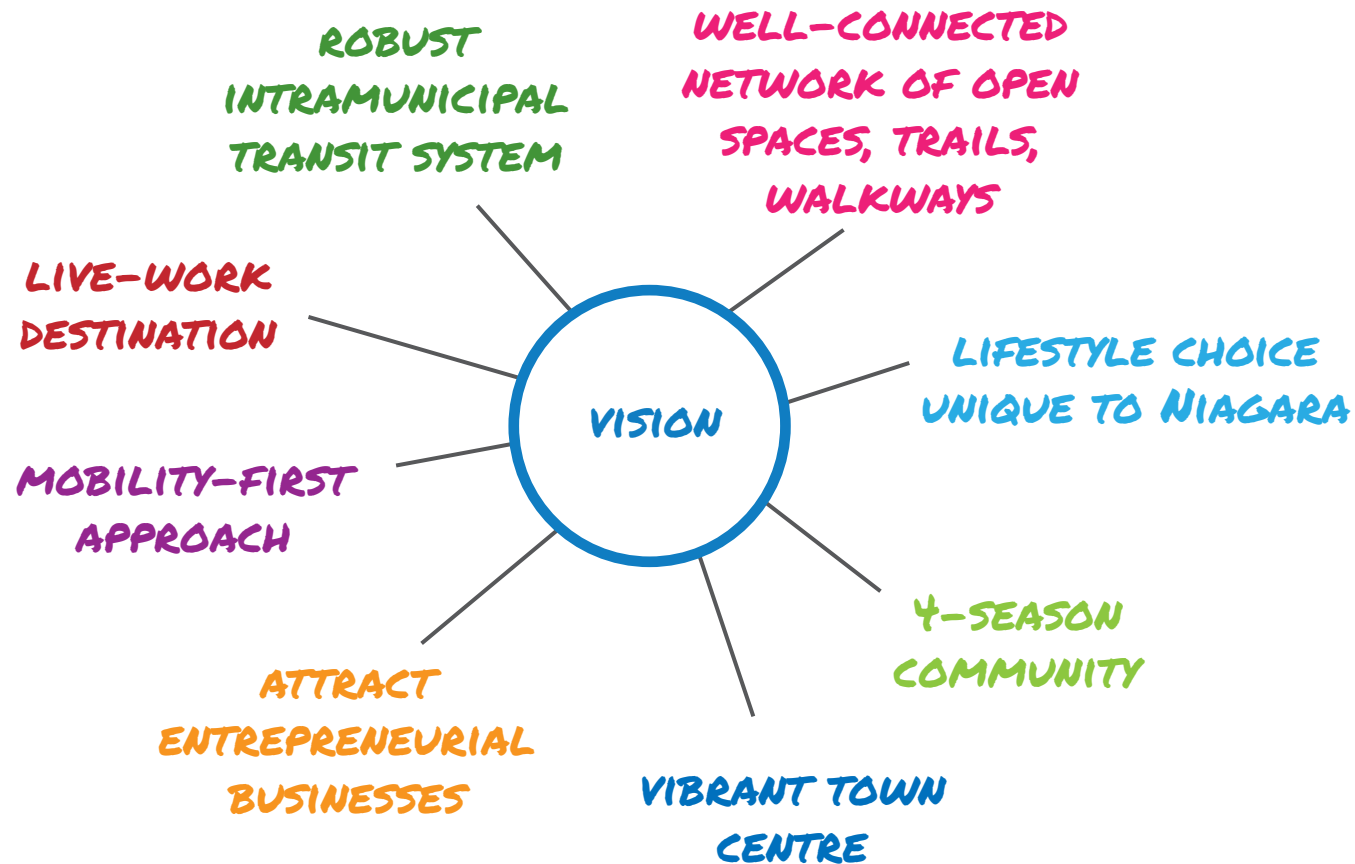
5 | Workshop Day 1 Table Sessions

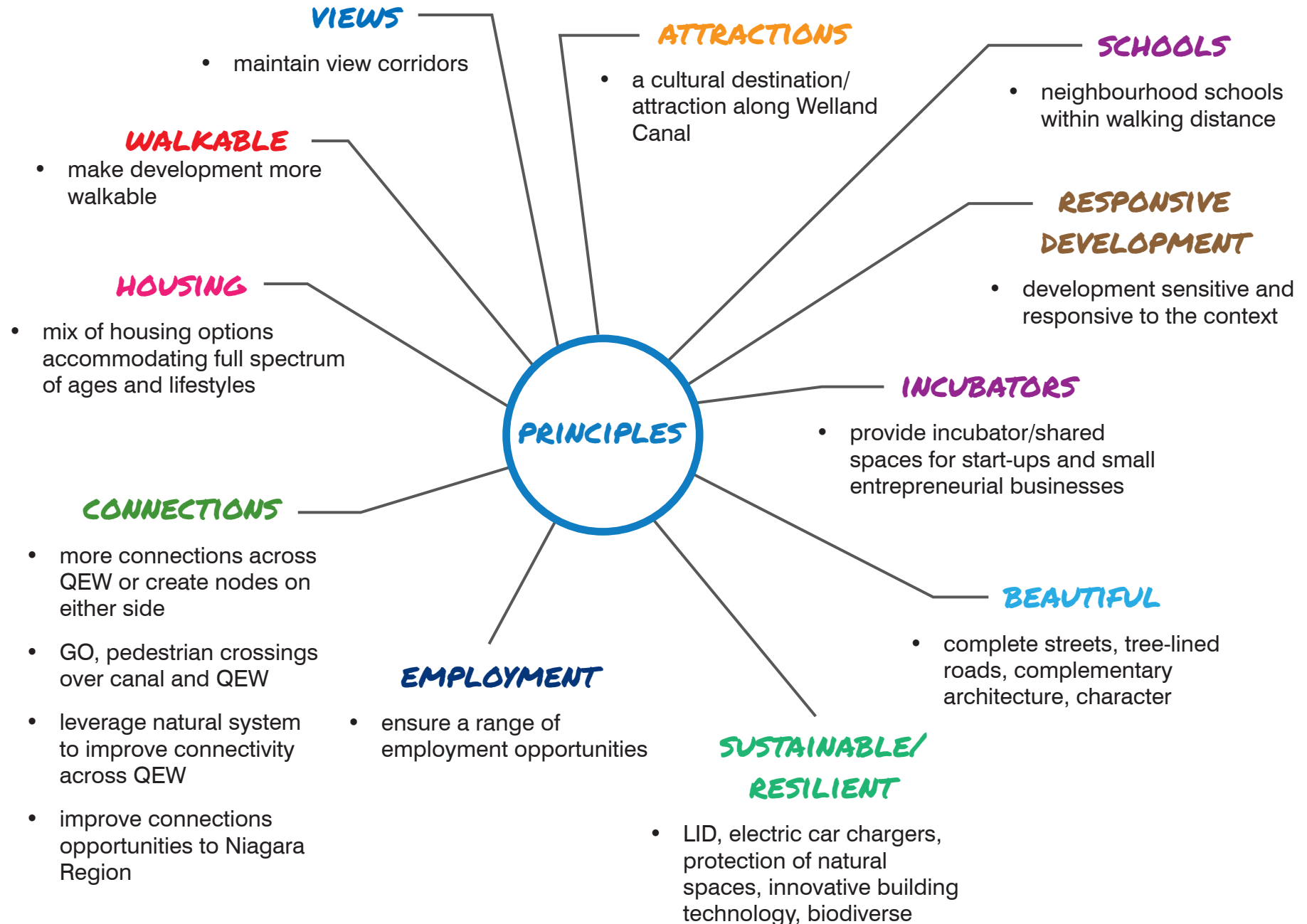
The purpose of the first day of the workshop was to receive input on crafting an overarching vision statement and design principles. To do so, we met with landowners and key stakeholders, followed by an evening session with the public.



5.1 Table Group Sessions with Landowners & Key Stakeholders

Landowners and key stakeholders were asked to create a Vision Statement for **Glendale @ Niagara** and to list principles to support the vision. The following is a summary of input received.





5.2 Table Group Sessions with the Public

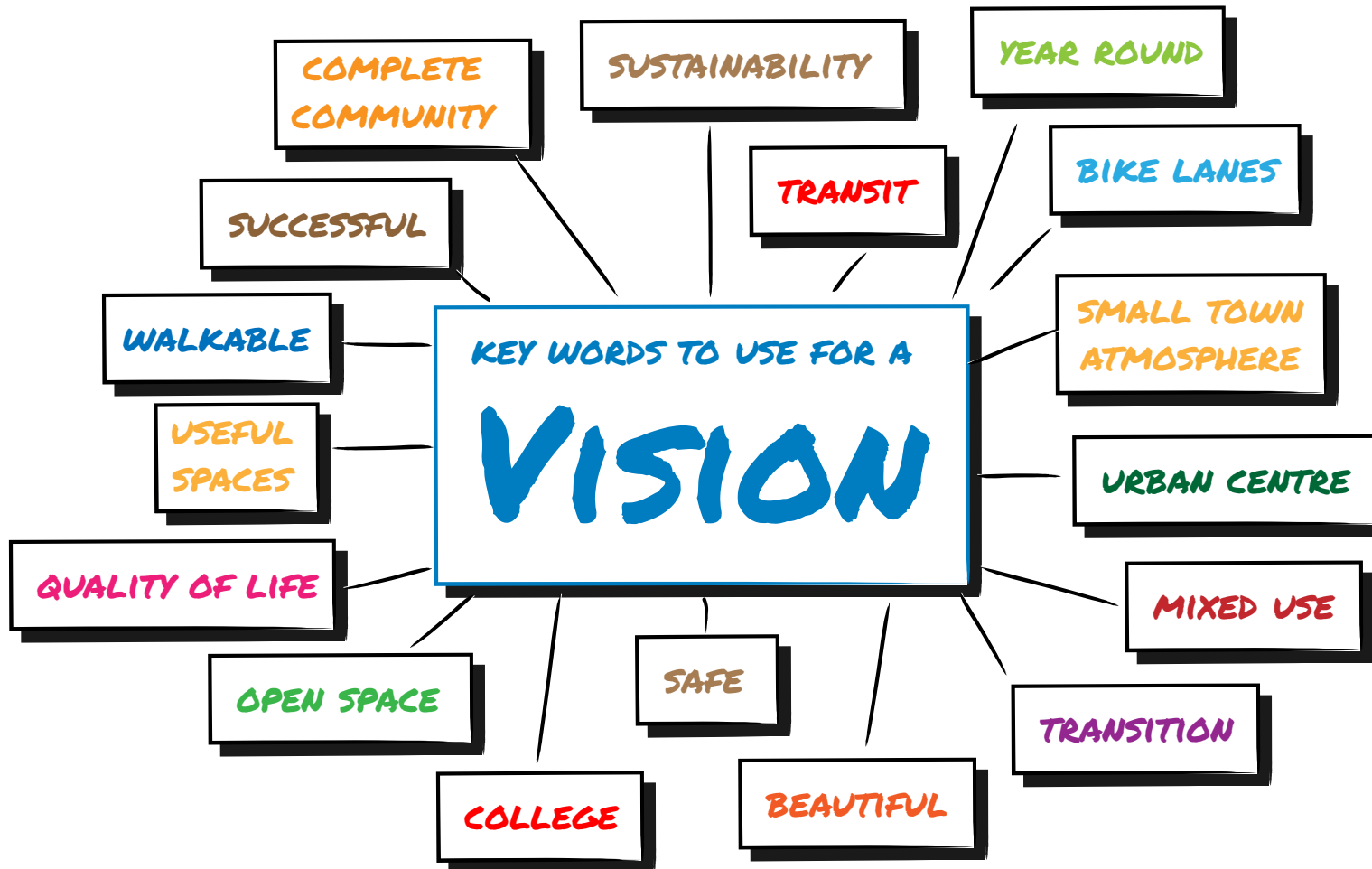
To provide more context for a discussion on vision and principles, residents were asked why they chose to live in **Glendale @ Niagara**. The following summarizes their input:

LOCATION FOOD GROWS HERE COUNTRY
 ENVIRONMENT CULTURAL HERITAGE
 WEATHER LIVE IN A SMALLER COMMUNITY
 FAMILY COMMUNITY THAT IS CLOSE-KNIT
 EASE OF GETTING AROUND LOVE HEARING
 THE BIRDS BUYING LOCAL FARM PRODUCE
 CONSERVATION AREA GOLF COURSE
 AVOID TORONTO TRAFFIC SMALL TOWN
 ATMOSPHERE PROXIMITY TO BUFFALO
 GOOD DEALS ON SHOPPING CENTRAL
 LOCATION

Residents were also asked to identify the biggest opportunities for change in **Glendale @ Niagara**:



Residents were then asked to list words that should be captured in a Vision Statement for **Glendale @ Niagara**:



5.3 Vision Statement

Glendale @ Niagara will be a vibrant community for people of all ages, lifestyles, and abilities - a place to live, work, play, learn and grow.

Its urban districts, with a mix of uses, will protect, integrate and celebrate the natural and rural surroundings reflecting the distinct character of the area.

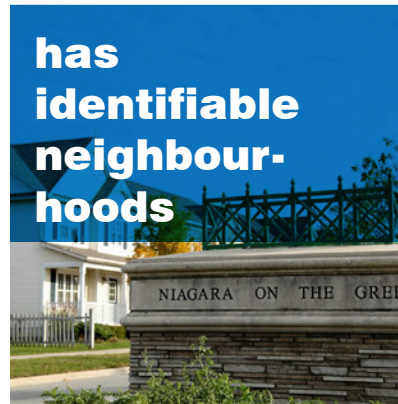
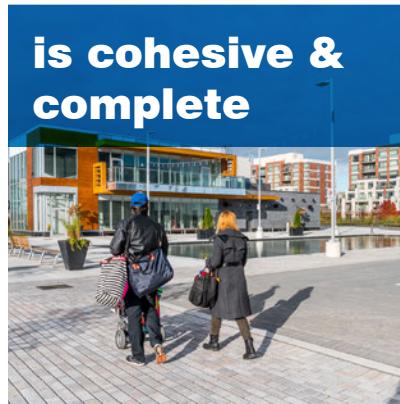
Glendale @ Niagara will be framed by a new park on the Welland Canal, the creek valleys, the Niagara Escarpment and agricultural lands.

Glendale @ Niagara will put mobility first' with a robust transit system, cycling trails and pedestrian routes seamlessly connecting areas north and south of the QEW.

6

6 | Design Principles

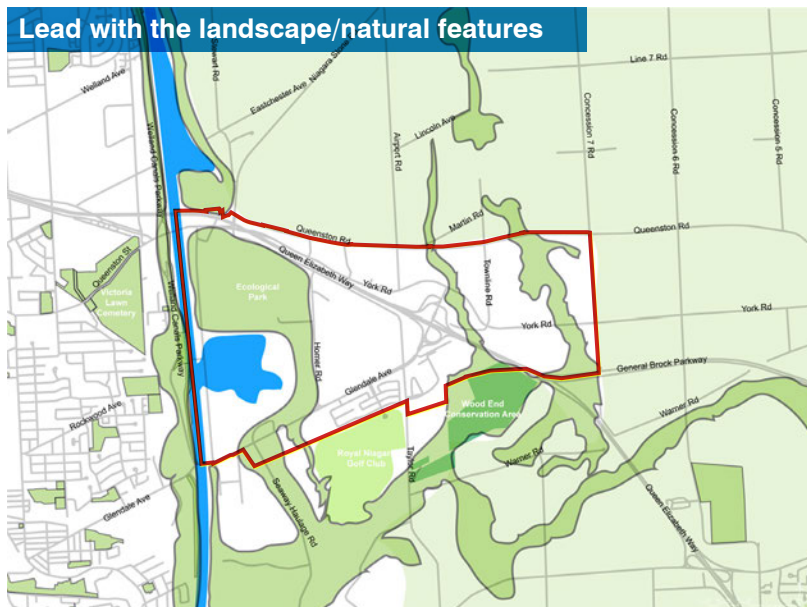
The Glendale Niagara District today is disjointed and auto-dependent. It has many great parts, but they do not work together and are poorly connected. The Design Principles for this Vision leverage its attributes that include natural heritage, accessibility and proximity to destinations.



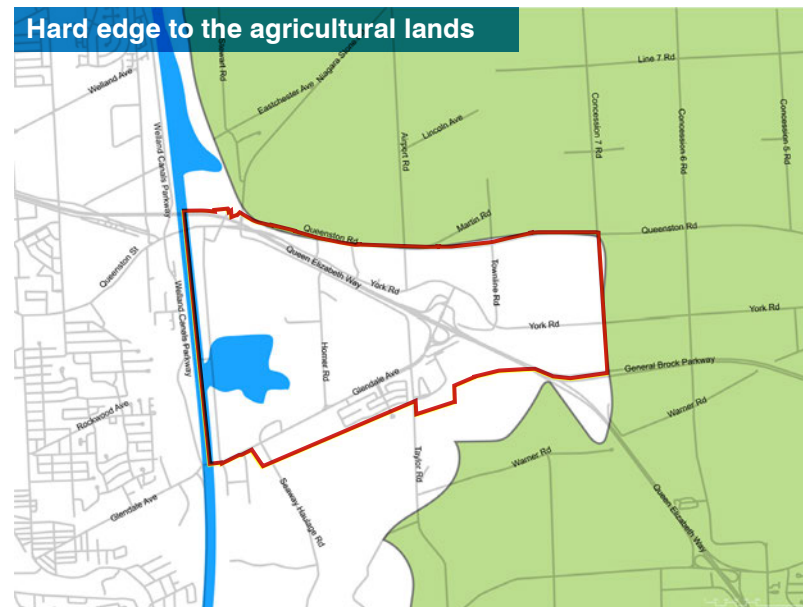
7 | 10 Big Moves

Two 'idea sketches' were prepared for Glendale @ Niagara that each share 10 Big Moves.

1 Lead with the landscape/natural features



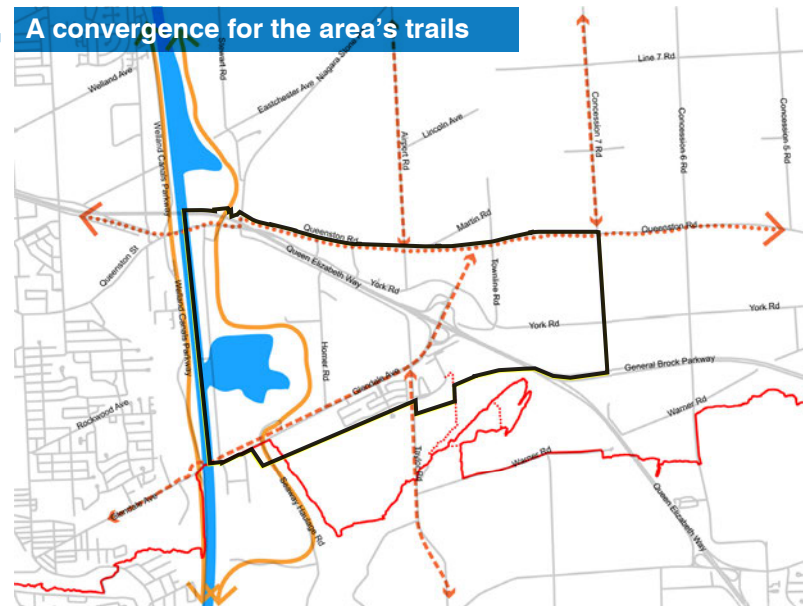
3 Hard edge to the agricultural lands



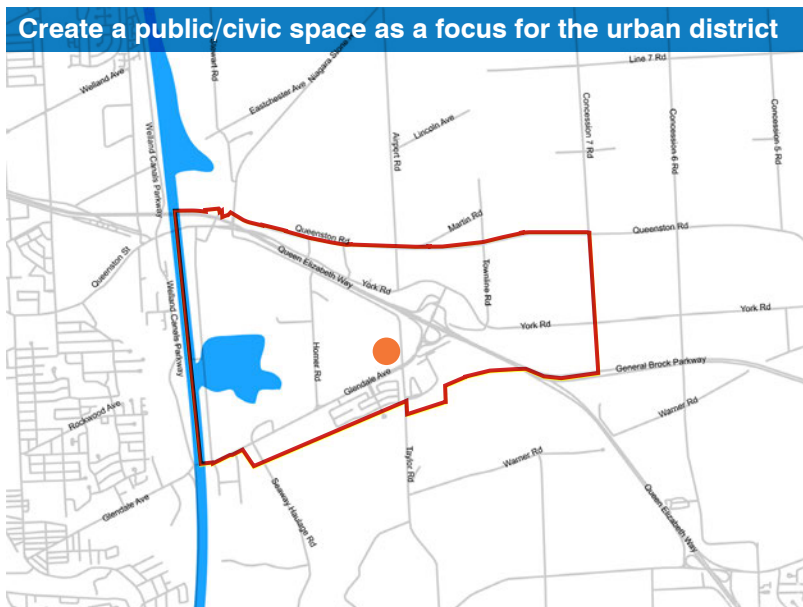
2 Create a Seaway Ecological Park



4 A convergence for the area's trails



9 Create a public/civic space as a focus for the urban district



10 Green streets and parking



8 | Concepts

Two “idea sketches” were created and presented on day 2 of the workshop. They are intended to identify options for how land uses may be distributed, road pattern, pedestrian and cycling connections and an open space network. These sketches will be used as the basis for generating a refined vision that includes the best attributes of each sketch.

Concept A

- Radical mix of uses
- Bold pedestrian/cycling connection over the QEW
- More road connections over the QEW



Concept B

- Discrete areas for employment and residential neighbourhoods
- Create a new entertainment tourism focus linked to the Outlet Collection at Niagara



9 | Next Steps

- 1 The team will prepare a draft vision based on the best attributes of each “idea sketch”. The draft vision will illustrate mix of uses, height and density, the open space network, the road pattern, pedestrian and cycling connections, key community facilities, landmarks, etc.
- 2 The draft vision will be presented and discussed at Workshop #2.
- 3 The draft vision will be refined and direction will be provided for the subsequent exercise to prepare the District Plan.

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