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## **MEMORANDUM**

**PDS-C 21-2018**

**Subject: Commencement of the Glendale Niagara District Plan**

**Date: Wednesday May 16, 2018**

**To: Planning and Economic Development Committee**

**From: Tom Villella, Manager of Special Projects**

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### **Purpose**

The purpose of this memorandum is to advise Committee of the commencement of the Glendale Niagara District Plan. This project will run for approximately 12 months, from May 2018 to May 2019 concluding in a recommendation to Council for adoption of the Plan in May/June 2019. A copy of this memorandum will also be provided to the Town of Niagara-on-the-Lake and the City of St. Catharines.

### **District Plans for Niagara**

A District Plan is a pro-active development strategy for a targeted area of Niagara, intended to support the Region's focus on growth and economic prosperity. It sets out a high-level framework for the land-use planning, design and development of complete communities in areas that currently are, or have the potential to become, iconic in nature. District Plans are developed in collaboration with a variety of stakeholders, including the local municipalities in which they are situated, other governmental authorities, affected landowners, local businesses, organizations and residents. The Plan is intended to benefit the people who will work in, live in, and visit the District. As the Plan is implemented over time, it will attract new investment, new people, new jobs and new development that will build on the district's existing assets, making it more prosperous, more vibrant and more enjoyable for all. Once complete, key directions, policies and strategies of the District Plan are incorporated into the Niagara Region Official Plan through a ROPA, and into the local Official Plans through a subsequent Secondary Plan exercise undertaken by the local area municipality.

Niagara Region initiated its first District Plan in 2015 for the area surrounding Brock University and the Niagara Region Headquarters (Brock District Plan). The plan was endorsed by Regional Council in 2016 and by the partner local area municipalities of St. Catharines and Thorold in 2017. Staff is currently working with local area municipalities to incorporate the key directions, policies and strategies into the Regional Official Plan and the local Official Plans.

## **Glendale Niagara District Plan**

Council provided funding for a second district plan, Glendale Niagara, in its 2018 budget. The Glendale Niagara District Plan is intended to create a vision for the future development of the 700 ha area 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. This area is considered to be a strategic growth centre for Niagara, and is expected to provide for thousands of new residents and jobs over the course of the next 20+ years. A location map has been included as Appendix A to this memorandum.

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. The District Plan is following a two-phase approach:

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

Following a competitive bid process for the retention of consulting services to assist staff in the preparation of the District Plan, the project was awarded in May 2018 as follows:

Phase 1 – The Planning Partnership + Jamie Springer, HR&A Advisors

Phase 2 – IBI Group

### **Phase 1 of the District Plan Study**

The Phase 1 visioning exercise will be utilized to develop an exciting urban vision for Glendale Niagara. The visioning exercise will include a wide array of consultation tools, including a 2-day workshop/charrette that will include nationally and internationally recognized specialists, group activities, and bus and walking tours of the district. A representative group of residents, agencies, interest groups, business and government leaders will be invited to participate in the visioning exercise, in order to ensure that the District Plan that is developed reflects the collective hopes and desires for the future condition of Glendale Niagara as it grows and expands.

Through consultation with technical agencies, stakeholders and the public, background work will be synthesized and analyzed to develop a guideline for growth and the future development of the District. 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.

Phase 1 will commence immediately and is expected to conclude by August 2018.

## **Phase 2 of the District Plan Study**

In Phase 2, the vision set out in Phase 1 will be further assessed, and additional technical background information and component studies will be prepared, including a transportation plan, a public realm and urban design study, and a market review. Development strategies, land use regulations and policies to implement the vision for Glendale Niagara will be refined.

Phase 2 is expected to commence in September 2018 and conclude by May 2019.

## **Conclusion**

The Glendale Niagara District Plan study will be a collaborative process involving input from a Technical Advisory Committee, a Stakeholder Advisory Committee and the general public. Both phases of the study will involve community outreach such as Design Charrettes, Public Information Centres and social media/online engagement platforms. Regional Council will be updated at key milestones through the project and invited to public events.

Further information on Glendale Niagara District Plan may be obtained by contacting Tom Villella, Manager of Special Projects, at [thomas.villella@niagararegion.ca](mailto:thomas.villella@niagararegion.ca) or at extension 3374. As well, a dedicated website has been created to provide current information on the project at [www.niagararegion.ca/districtplans](http://www.niagararegion.ca/districtplans).

Respectfully signed and submitted by:

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Tom Villella, MCIP, RPP  
Manager of Special Projects

Attachments:  
Appendix A – Study Area Map