



Queen Victoria Park Concept Master Plan

The following is a presentation released for public comment containing a draft concept master plan design for Queen Victoria Park. The presentation outlines the main strategies and provides draft concepts for key nodes within the study area, as well as visuals and maps.

You are encouraged to look through the presentation and provide your feedback using this survey:

<https://www.surveymonkey.com/r/RCM5HWR>

The survey will be available until July 16, 2018.

QUEEN VICTORIA PARK

CONCEPT MASTER PLAN

Stakeholder Consultation - June-July, 2018

PROJECT DESCRIPTION

The Niagara Parks Commission (NPC) has commissioned a 10-year Concept Master Plan to guide the continuing development of Queen Victoria Park of Niagara Parks.

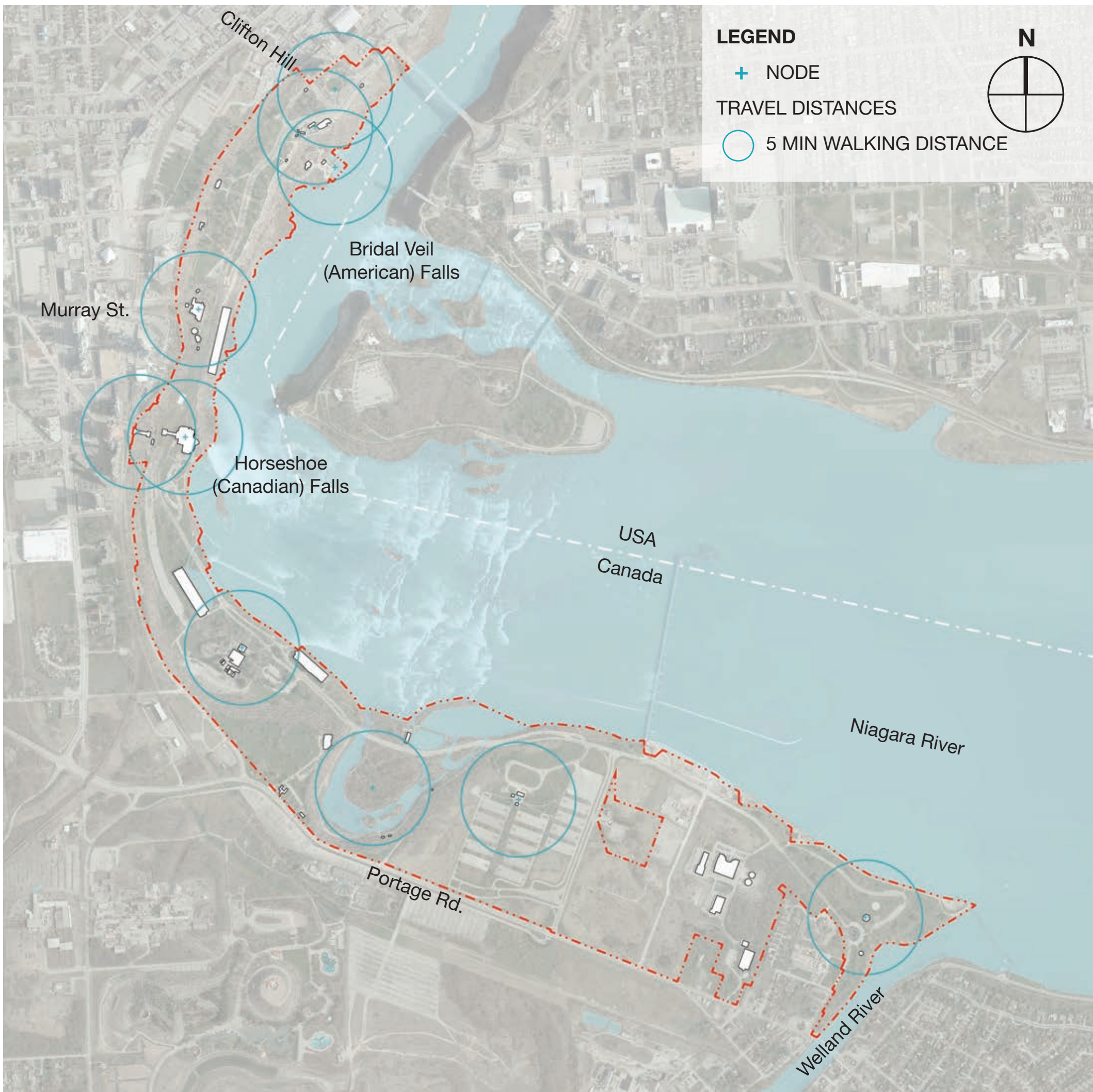
The Study Area comprises 199 hectares of parkland under the jurisdiction of NPC, an agency of the Government of Ontario. The site is framed by the Niagara River and gorge valley to the east, the Welland River to the south, Portage Road and a treed moraine slope to the west and the Rainbow Bridge International Border Crossing to the north.

The Concept Master Plan explores opportunities to integrate existing nodes and structures to activate the full Study Area and create a cohesive and continuous park experience that builds on the Signature Experiences of Queen Victoria Park.

MASTER PLAN PURPOSE

The purpose of the Concept Master Plan is to develop a **SINGLE, COHERENT TEN-YEAR VISION** for the Queen Victoria Park area based upon NPC mission and mandate and to further the goal of being one of the most spectacular parks in the world that:

- Enhance protection and sustainable use of natural features;
- Enhance protection and sustainable use of cultural heritage features;
- Establish a policy framework for land use and programming;
- Improve visitor experiences and identify programming opportunities that are compatible with preserving the natural and cultural heritage of the area;
- Improve connectivity and movement throughout QVP and to the wider area by creating a multi-modal transportation structure.



Existing Nodes

FEEDBACK

We welcome your feedback on our work to date. Please use the online survey to record your thoughts. You can fill it out online by July 16, 2018.

All material presented here will be available online.

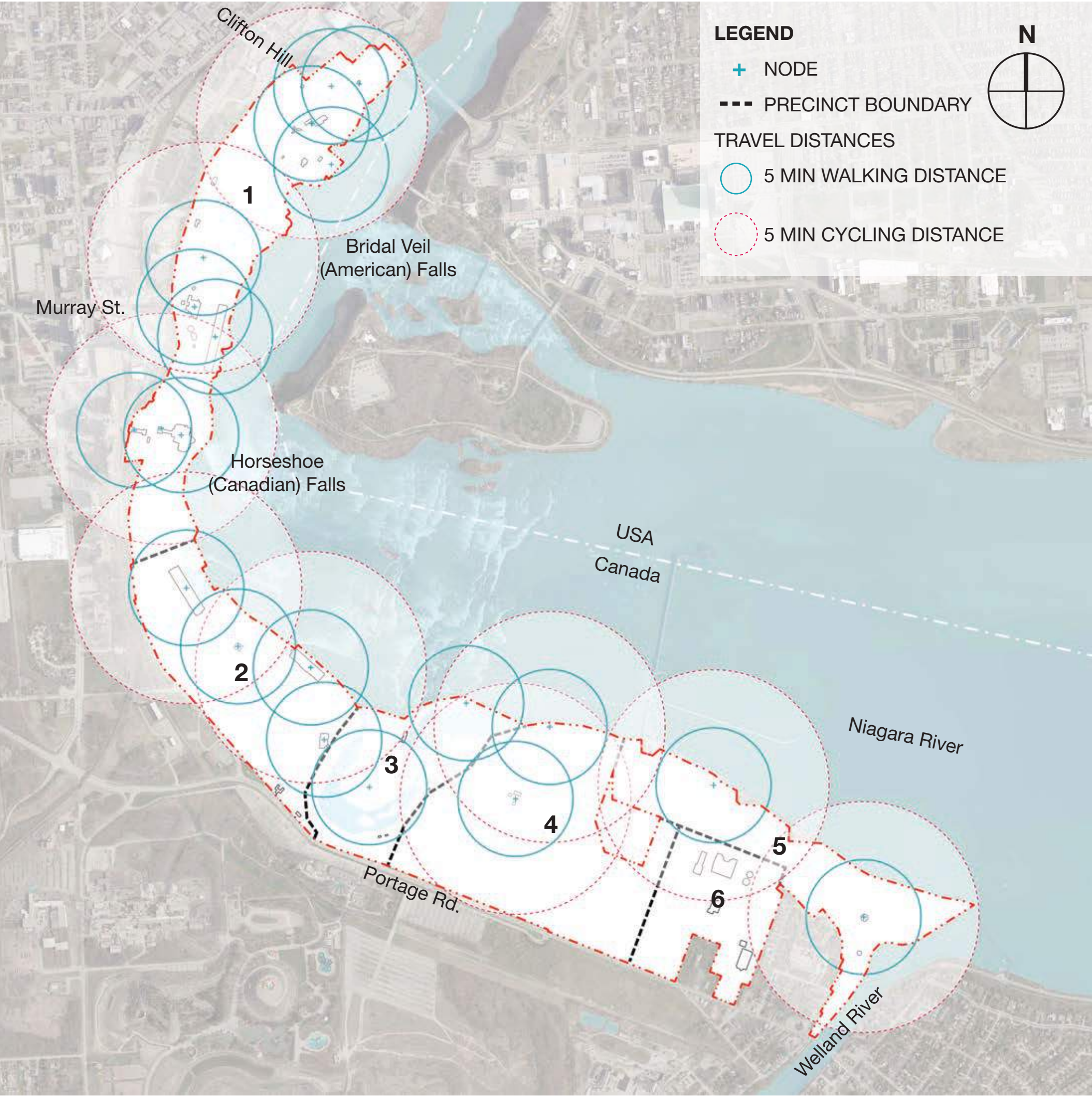
Please check our website at: www.niagaraparks.com/



QUEEN VICTORIA PARK

CONCEPT MASTER PLAN

PRECINCTS & NODES



Proposed Precincts and Nodes

PRECINCTS

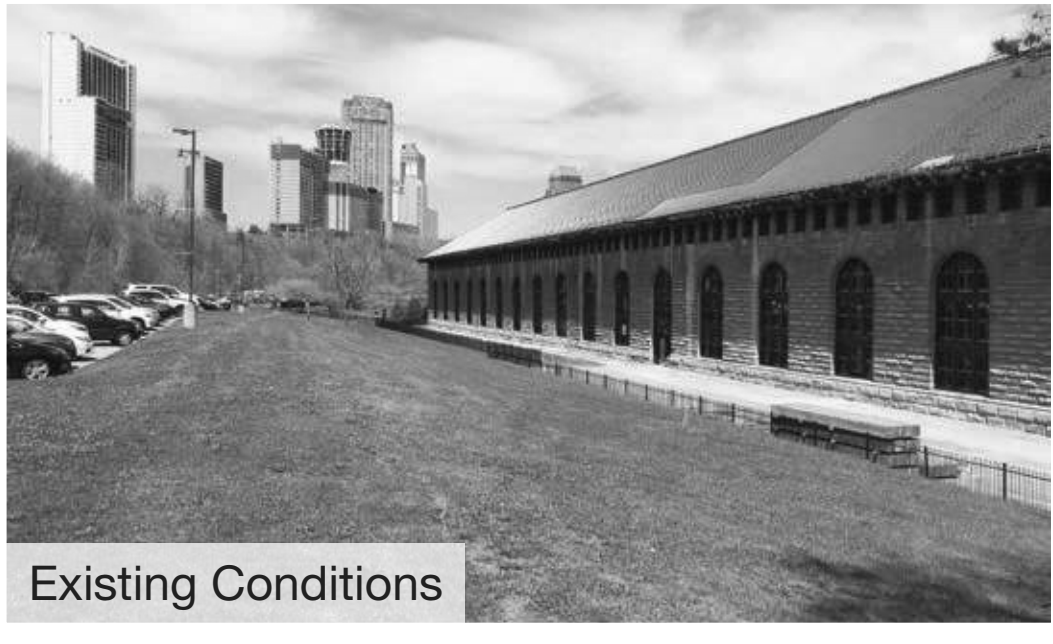
Queen Victoria Park can be experienced as six distinct precincts within the larger park space:

- 1. CORE PARK PRECINCT:**
 - Most of the destinations and attractions typically associated with Queen Victoria Park;
 - Responsible for generating revenue to maintain the remaining park areas and has the highest volume of guests of any area of the Niagara Parks system;
 - Pedestrian experience and guest safety improvements in this area are the primary concern of the Concept Master Plan.
- 2. POWER STATIONS & OAK HALL PRECINCT:**
 - Two heritage-listed power generating stations, the Floral Showhouse and Oak Hall;
 - Concept Master Plan explores opportunities to re-interpret and adapt the structures of this precinct to provide new guest experiences and enhance existing programs.
- 3. DUFFERIN ISLANDS PRECINCT:**
 - Ecological respite from the activity of the north park areas;
 - Offers wildlife habitat and passive experiences for guests looking to escape the excitement of the Falls;
 - Includes Ontario Power Gate House and Forebay Structures that provide unparalleled views of the Niagara River.
- 4. RAPIDSVIEW PRECINCT:**
 - Primarily a satellite parking lot, with rich ecological potential and unique habitats that can be enhanced to provide a complementary experience to the Dufferin Islands precinct;
 - Introduction of new program will enhance overall guest experience.
- 5. RIVER PRECINCT:**
 - Houses contemporary power generation infrastructure (the International Control Dam and Water Control Gates for the Sir Adam Beck Power Generation Station) and Kingsbridge Park;
 - Kingsbridge Park used to host events but is primarily a passive open space for picnics and enjoying views of both the Niagara and Welland Rivers.
- 6. MAINTENANCE CENTRE:**
 - Used by NPC as administrative and operational lands to facilitate the ongoing maintenance and operations of all 56km of the Niagara Parks.

KEY NODES:

- Within each precinct, nodes serve as landmarks and destinations to attract and direct guests through the park. Within the Core Park precinct, three nodes have been identified as key locations for improvements.

 - TABLE ROCK:** In coordination with the Table Rock Revitalization project; transform exterior of spaces around Table Rock Centre to enhance guest experience.
- QUEEN VICTORIA PLACE:** hosts QVP's primary event space; serves as primary gateway from Fallsview area; enhance guest access and year-round programming.
 - CLIFTON HILL:** serves as primary gateway into QVP from Highway 420, and north Niagara Falls areas;



View Looking North - CNPGS Forecourt and Tunnel Interpretive Feature

QUEEN VICTORIA PARK

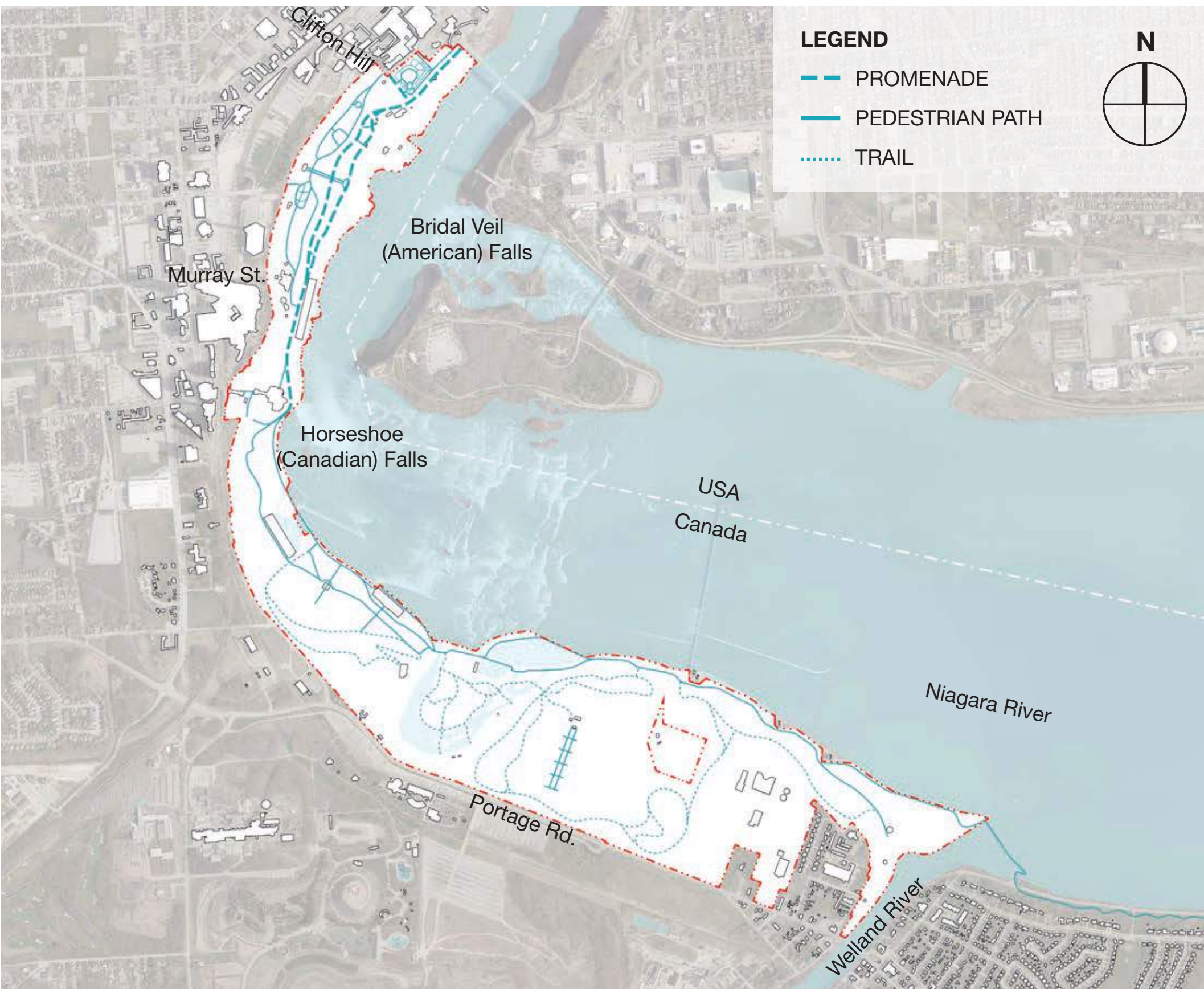
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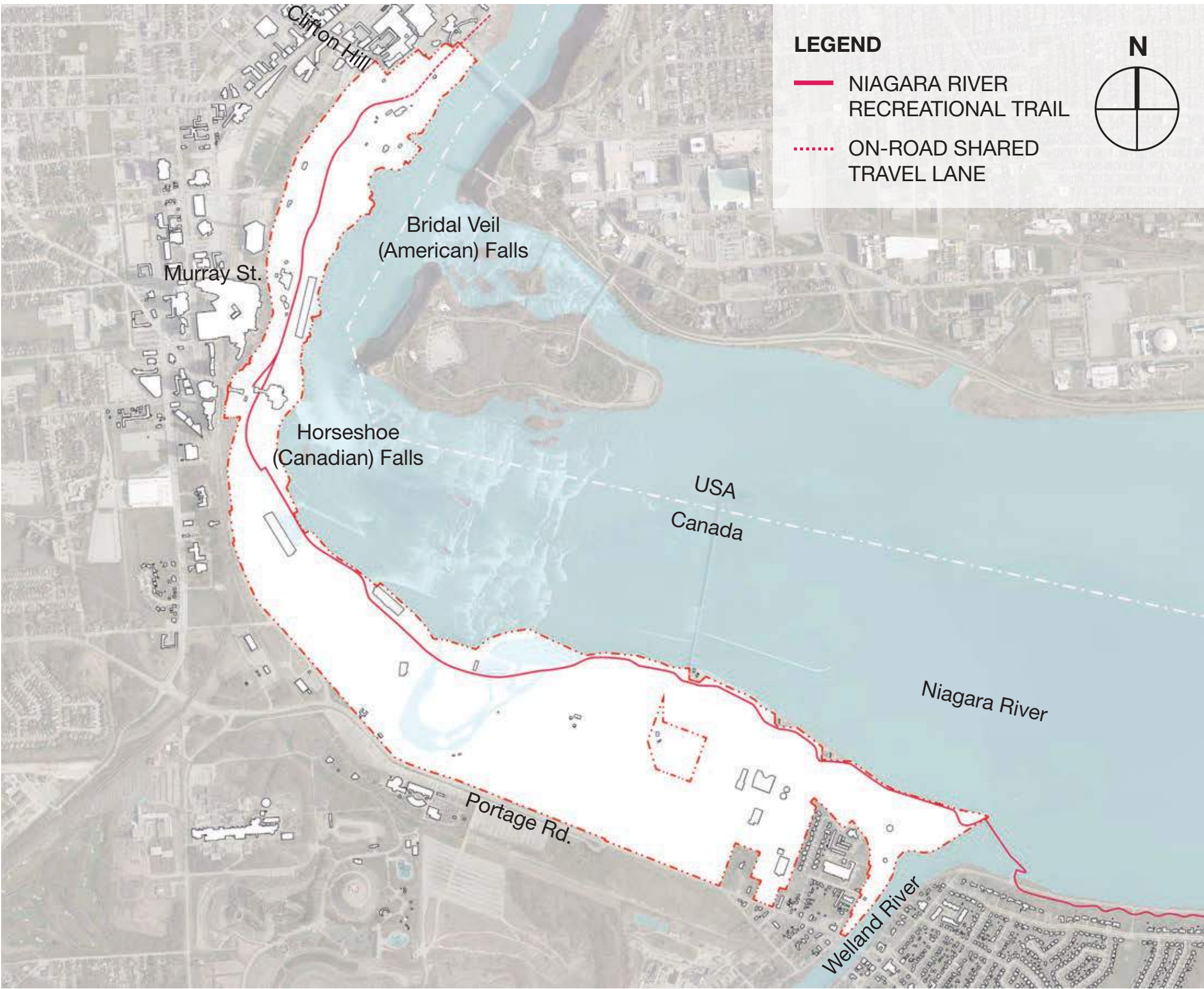
LINKAGES & CONNECTIVITY

PEDESTRIANS FIRST

- The Concept Master Plan aims to prioritize the safety and enjoyment of pedestrians throughout the entire park. It will:
- Enhance existing pedestrian pathways to meet the future needs of pedestrians using the Park;
 - Expand pedestrian crossings along the Parkway;
 - Create new trail and path connections to integrate existing and new nodes;
 - Enhance opportunities for enjoying the Park year-round with stable and maintained pathways;



Proposed Pedestrian Circulation Network



Proposed Recreation Cycling Network

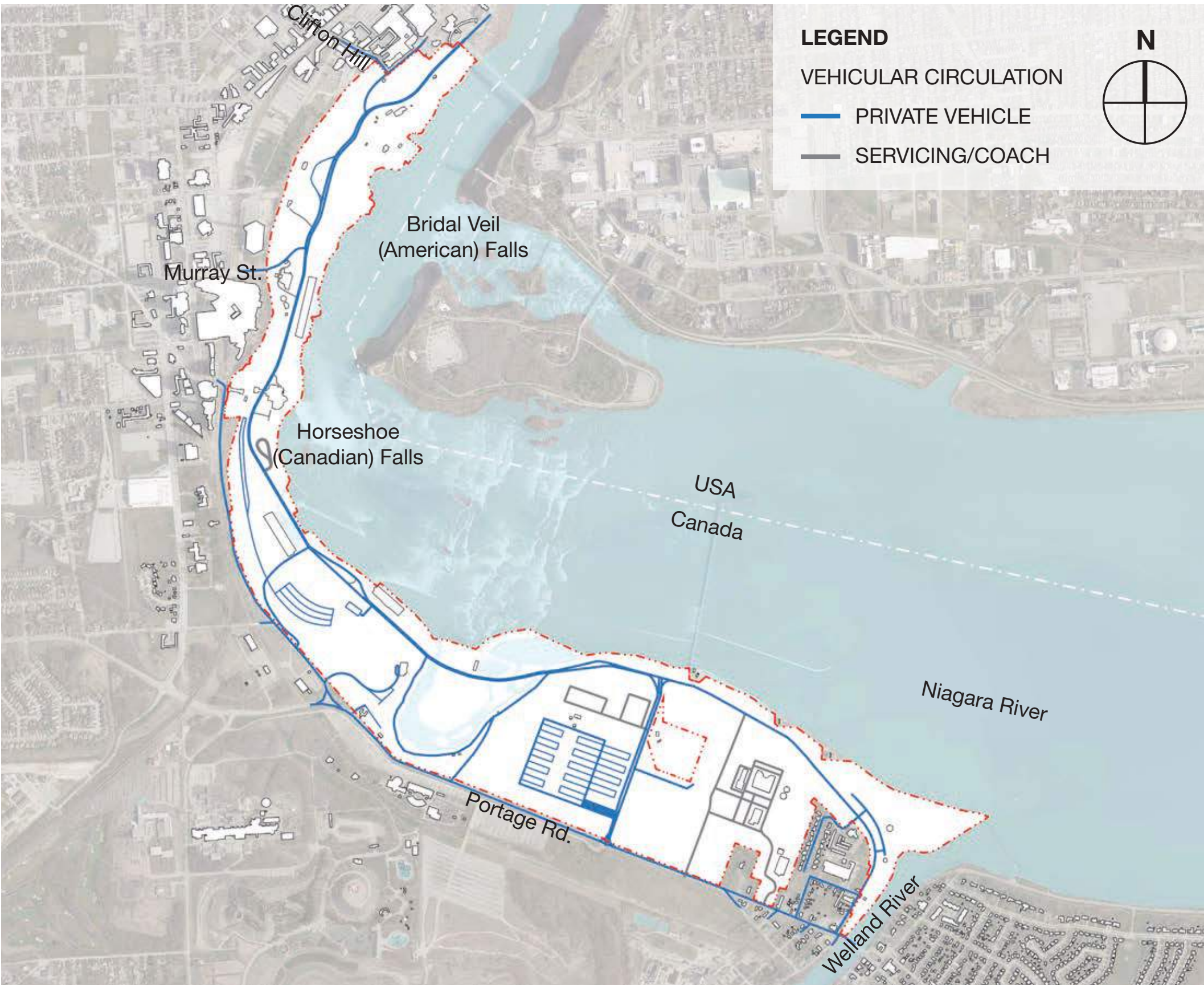
INTEGRATE RECREATIONAL CYCLING

- The Concept Master Plan will support a continuous park experience through the following initiatives:
- Expansion of the Niagara River Recreation Trail;
 - Creation of Guest Bike Stations at nodes to provide convenient locations to service, or store bicycles while enjoying the Park;
 - Exploration of Bike Share or Short-term Bicycle Rental throughout all of the Niagara Parks to provide opportunities for anyone to bicycle through the Park.



BALANCE ROADS & PARKING

- Balancing road access and parking within QVP is critical to supporting a strong pedestrian realm. The Concept Master Plan will:
- Optimize the Parkway to support Park facilities but allow for a more pedestrian-friendly experience;
 - Evaluate opportunities for reorganizing existing parking areas to provide parking in convenient locations for existing and future nodes;
 - Develop standards for green and flexible parking lots that pose less of an environmental impact and can be used for events and Parks programs when not needed for parking;
 - De-emphasize parking in high-visibility locations to enhance the Park experience.



Proposed Vehicular Circulation Network

QUEEN VICTORIA PARK

CONCEPT MASTER PLAN

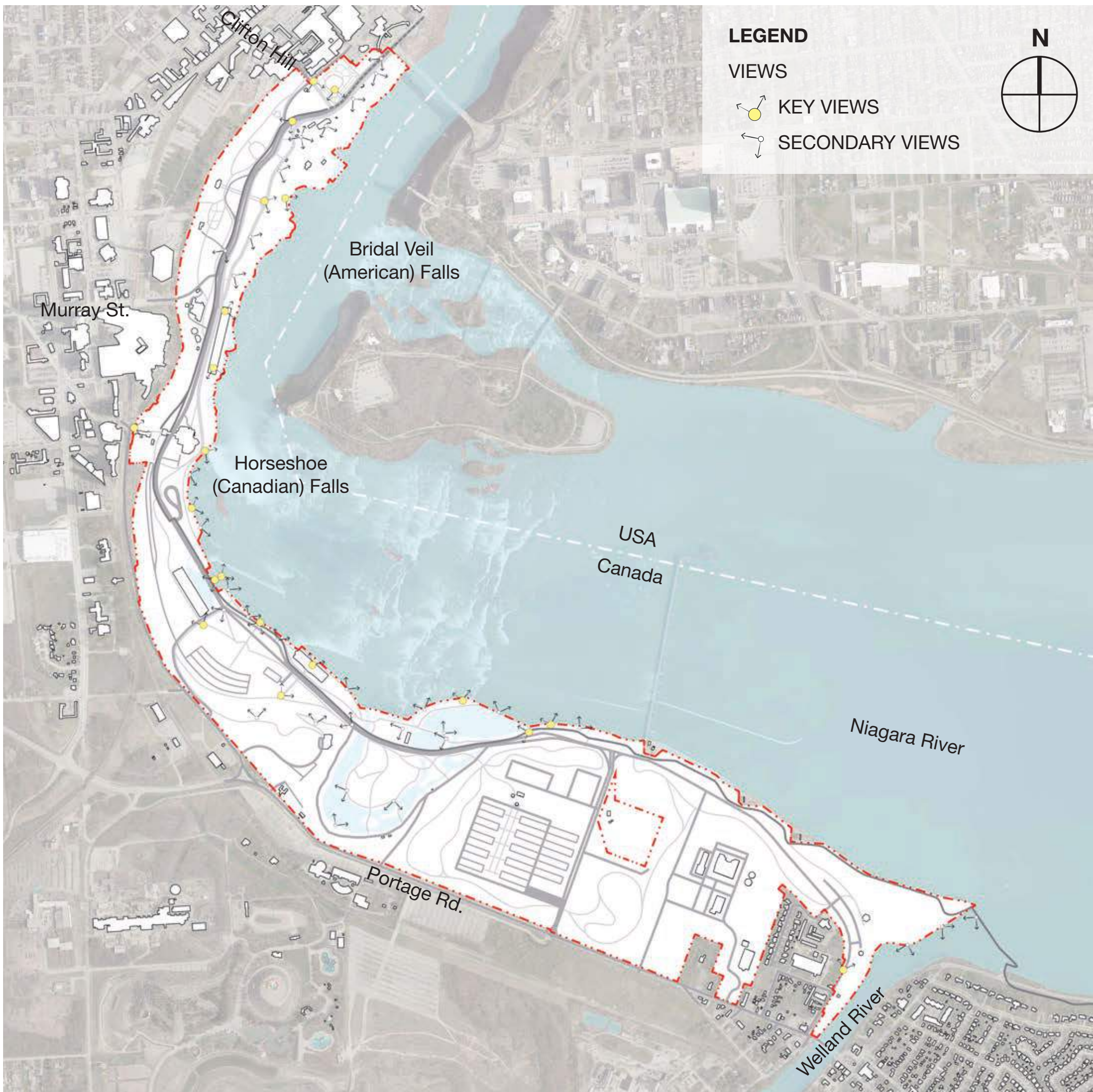
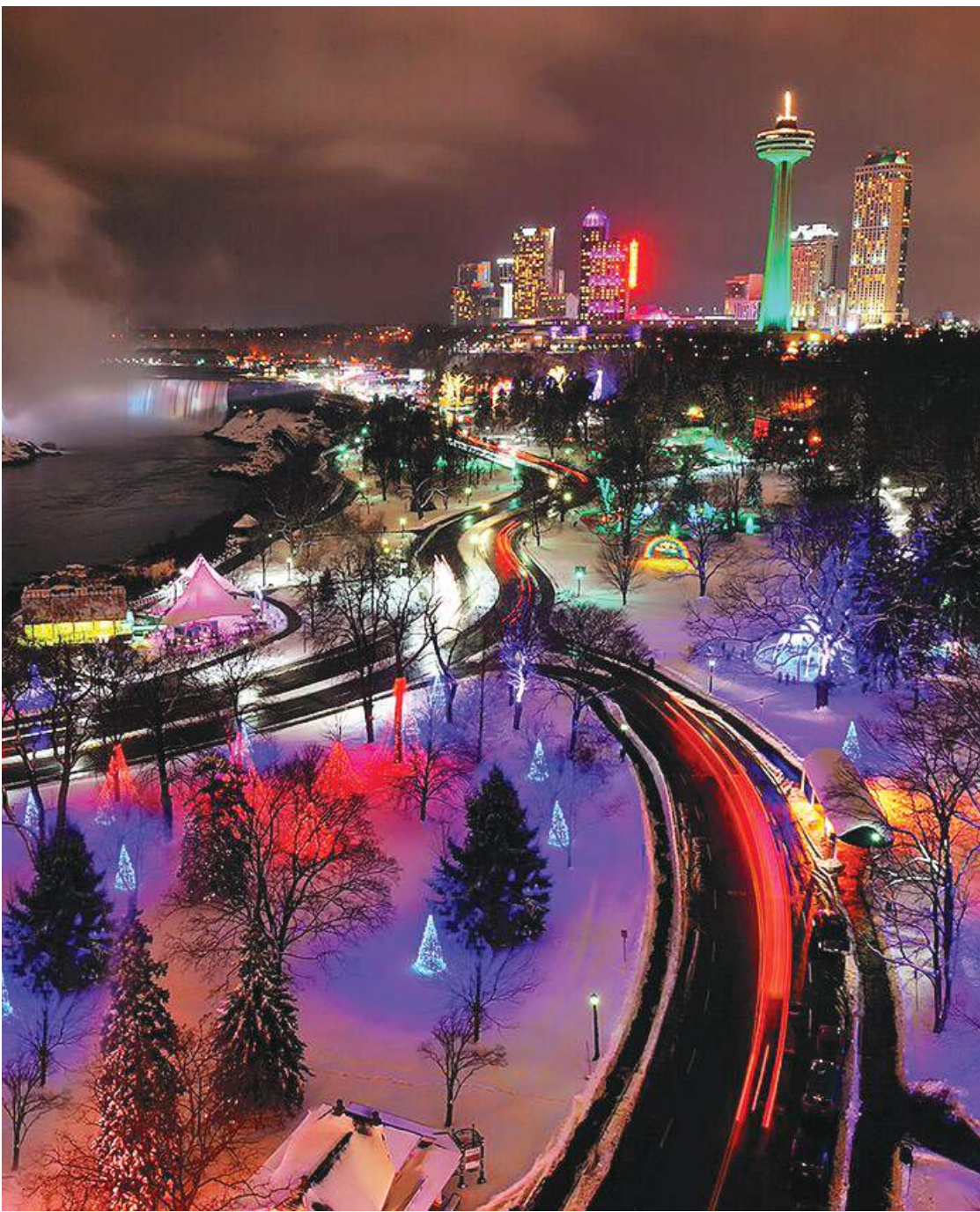
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GUEST EXPERIENCE

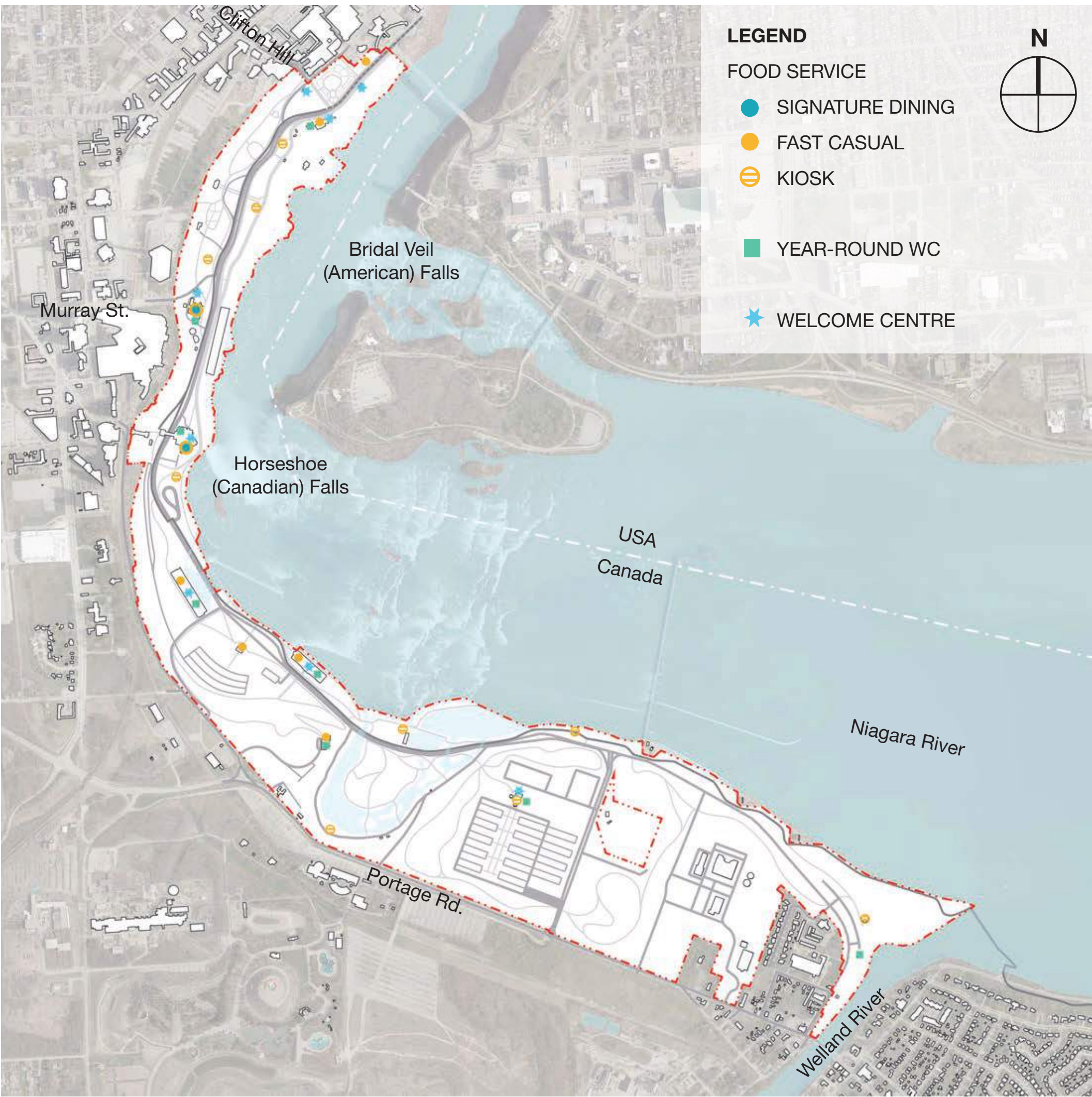
VIEWS

Within Queen Victoria Park, views form a significant part of the guest experience and heritage of the site. The Park was created in 1887 to maintain views of the iconic Niagara Falls as free and for the public. Views towards the Niagara River are part of the story of Niagara Falls, however, views within the Park also contribute to the experience of the guest. The Concept Master Plan will:

- Identify Significant Views within and around the Park to ensure viewsheds are preserved;
- Enhance existing views through modifications to Park layout and facilities;
- Encourage new opportunities for different views to contribute to a diverse Park experience.



Views



Proposed Guest Amenities

GUEST AMENITIES

Within Queen Victoria Park, Niagara Parks provides a wide variety of guest amenities. Through the Concept Master Plan, these existing amenities will be enhanced in the following ways:

- New opportunities for fast casual food and kiosks distributed throughout the Park;
- Continued commitment to providing fresh, local and diverse food options;
- Expansion of the food cart program to include food trucks and cooked meal options outside the Core Park;
- Expansion of Year-Round Accessible washrooms throughout the Park to support programs and guest activities outside peak season;
- Expansion of Welcome Centre facilities to include new facilities and provide guest services in all precincts and within a reasonable distance to new nodes.



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TABLE ROCK INNOVATION PLAZA NODE

EXISTING CONDITIONS

Several structures have stood at Table Rock since the inception of Queen Victoria Park. The building that is seen today is an expansion and renovation of the second Table Rock House, built in 1927.

Today the Table Rock Centre houses two NPC operated attractions, Journey Behind the Falls and Niagara's Fury, as well as Elements, a NPC Signature Dining Experience. Table Rock also contains a variety of food and beverage and retail locations, and three NPC Welcome Centres.

Concurrently with this study, Table Rock Centre is undergoing a revitalization project to re-imagine the interior amenities and attractions and enhance the guest experience for over 3 million visitors annually. With this interior revitalization new guest circulation, access to attractions and amenities will be considered for the immediate surroundings of Table Rock Centre.

MASTER PLAN IMPROVEMENTS

Improvements will focus on enhancing the guest experience, screening servicing areas and creating improved access and spaces to support the interior functions of Table Rock. The existing food service patio and canopy will be expanded to provide increased outdoor seating for the new food service spaces. The WEGO bus loop will be reclaimed to create expanded guest spaces, enhanced landscape areas and dedicated screened servicing for Table Rock.

Across the Parkway, the drop-off loop within the Falls parking lot would be rehabilitated and enhanced to create a unique arrival experience integrating the exposed OPGS tunnels to create a unique landscape feature to activate the plaza.

PRIORITIES

- Immediate:**

 - Optimize Table Rock servicing
 - Relocate WEGO terminal into lay-by condition along Parkway to create prime open space guest amenities and **ENHANCE THE UP CLOSE PEDESTRIAN EXPERIENCE OF THE FALLS** in the current bus management area
 - Enhance access, open space and guest experience in conjunction with Table Rock interior renovations.
- Mid-Term:**

 - Celebrate **ENVIRONMENTAL, CULTURAL AND HERITAGE STORYTELLING AND STEWARDSHIP** through exposure + integration of hydro tunnels into unique NPC experience
 - Showcase iconic views at signature destination by **REFRESHING CORE EXPERIENCES TO OFFER NEW EXPERIENCES**
 - Enhance arrival experience to **MINIMIZE POTENTIAL PEDESTRIAN / VEHICULAR CONFLICTS**

LEGEND

BUILDING

NEW ENHANCED PUBLIC REALM

MORaine RESTORATION

LID FEATURE

SCREENING

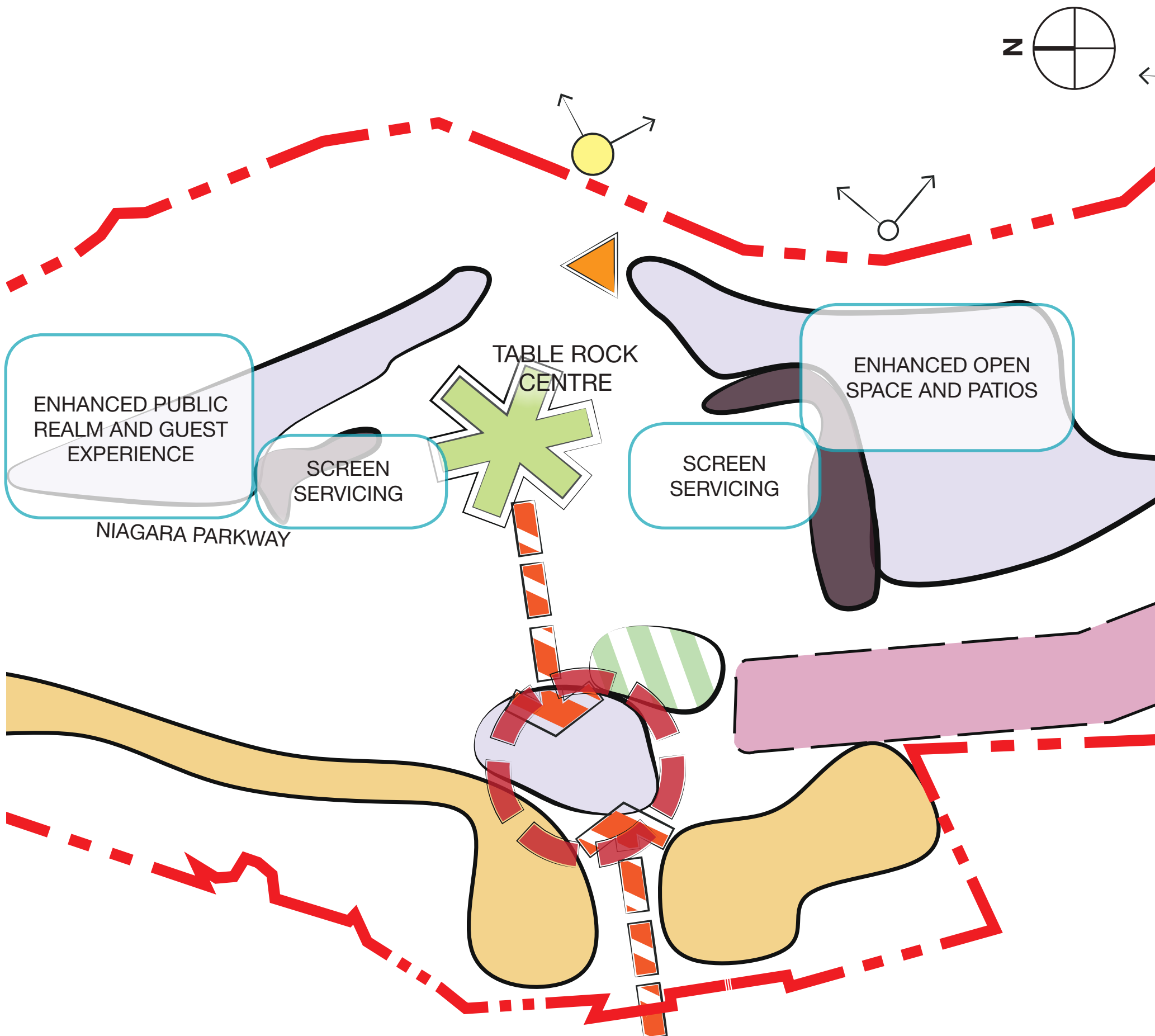
PARKING AND BUS MANAGEMENT

NEW GATEWAY

DESTINATION

VIEWS

CONCESSIONS



View Looking North - Table Rock Innovation Plaza and Lawns

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QUEEN VICTORIA WELCOME SQUARE NODE

EXISTING CONDITIONS

Queen Victoria Place, constructed in 1905 and known as the Refectory, has housed a fine dining restaurant for the majority of its existence and undergone many renovations and additions over the years. Today it still serves as one of NPC's locally focused signature dining venues, while also housing fast casual food options and souvenir retail.

Surrounding the building is a busy parking lot and underutilized landscape. Adjacent to Queen Victoria Place is the Murray Street Welcome Centre that serves guests arriving from the Fallsview area by foot on Murray Street. North of Murray Street is an open lawn area that currently serves as the main event stage location.

The intersection of Murray St and the Parkway currently contributes significantly to guest safety concerns and is not supportive of a pedestrian priority experience.

MASTER PLAN IMPROVEMENTS

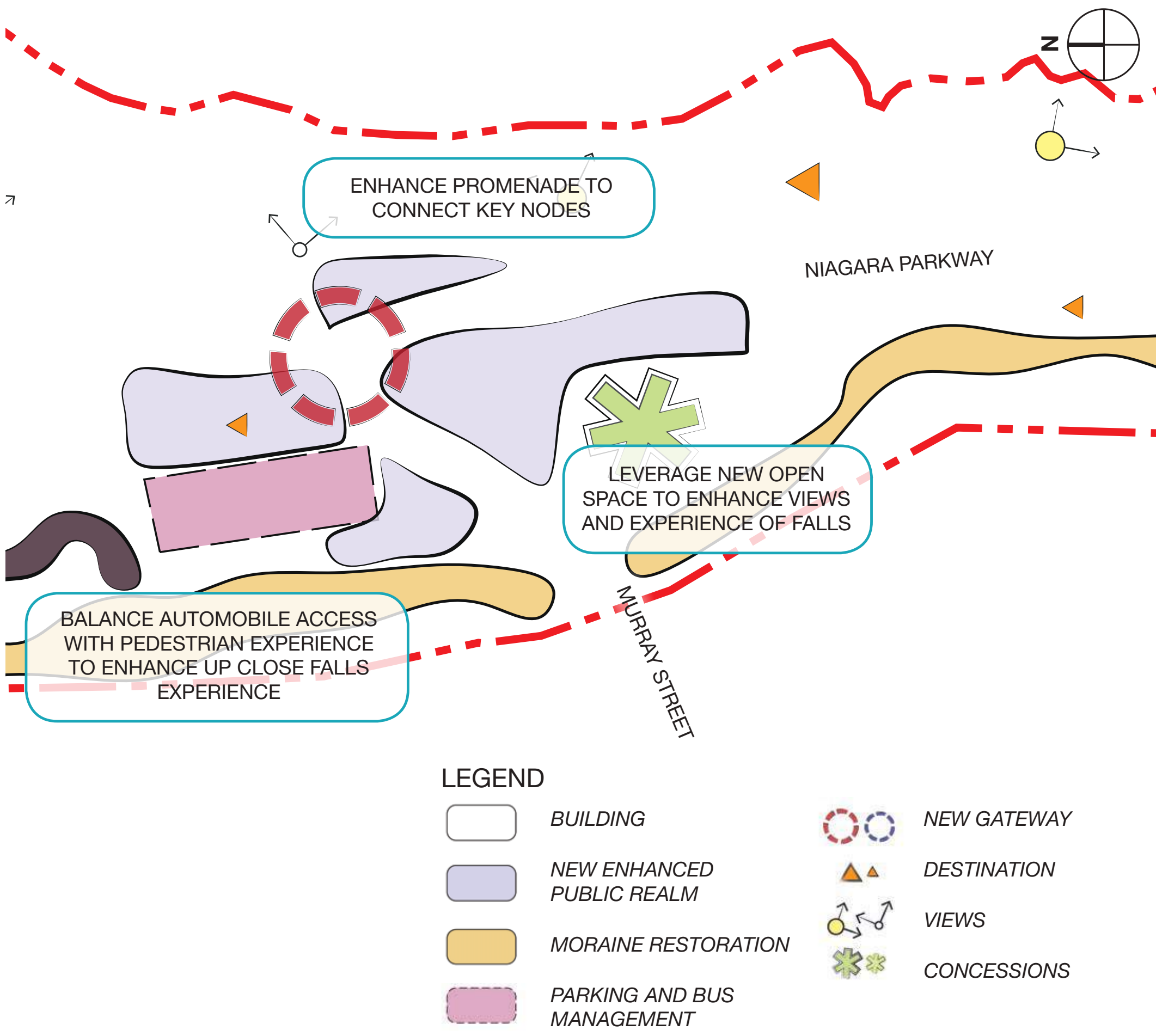
As part of the reconfiguration of the Murray St and Parkway intersection and a potential pilot project to relocate the guest parking, the Master Plan would re-imagine the space immediately surrounding Queen Victoria Place as a flexible open space with increased patio spaces for the adjacent restaurants and fast casual dining experiences.

Resulting from the reconfiguration of the Parkway south of Murray, the constrained pedestrian promenade would be expanded from 2.1m to 5.0m and include stable barriers to improve guest safety along the Promenade. Additionally, the WEGO stops in both directions would be converted to dedicated lay-by conditions to improve the overall level of service of WEGO throughout the park.

North of Murray, a new flexible parking lot and enhanced plaza space would be seamlessly integrated to create an expandable event space with primarily hard surfacing to facilitate events year-round. The new event space and parking lot would enhance the connection to the Administrative Building.

PRIORITIES

- Immediate:**
 - Expand WEGO platforms
 - Proposed pilot project to increase patio space, **CELEBRATE ICONIC VIEWS + CREATE A BRAND ACTIVATION OPPORTUNITY** through re-purposing of existing parking
- Mid-Term:**
 - Enhance primary gateway node, **UPDATE WELCOME CENTRE** and **MINIMIZE POTENTIAL PEDESTRIAN / VEHICULAR CONFLICTS** by reducing Murray Hill vehicular pavement
 - Queen Victoria Place is currently an **UNDER-UTILIZED FACILITY**. There is an **OPPORTUNITY TO BETTER ALIGN WITH VISITOR INTERESTS** with a new open space that can provide year round accessible attraction
- Long-Term:**
 - IMPROVE ACCESSIBILITY** of site and attractions
 - Potential connection to existing tunnels and **NEW OPGS ATTRACTION**



View Looking North - Queen Victoria Welcome Square Activated Plaza

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CLIFTON PROMENADE NODE

EXISTING CONDITIONS

Clifton Hill is one of the primary access points for entering Queen Victoria Park from Niagara Falls. At the boundary with the city, Falls Ave currently houses the private tour bus management area for servicing Hornblower Niagara Cruises and is the main access for guests arriving by the Rainbow Bridge Border Crossing.

There are several significant heritage features at Clifton Hill including the Mowat Gates, Oakes Garden Theatre, and the Cenotaph. The base of Clifton Hill terminates in a service access route for Hornblower, Mist Rider, Grand View and the OPGS building at the base of the Niagara Gorge below Murray St. In 2018 the Hornblower Incline will open and provide dedicated group and accessible access to the Hornblower Niagara Cruises docks.

North of Clifton Hill, the Parkway includes raised planters and parking stalls within the central median. On the east side of the Parkway, the Clifton Gate House Store currently houses the ticket sales and administrative offices of WildPlay. On the west side of the Parkway, Oakes Garden Theatre, Rainbow Gardens and the Secret Garden restaurant form a continuous street block between to the Rainbow Bridge.

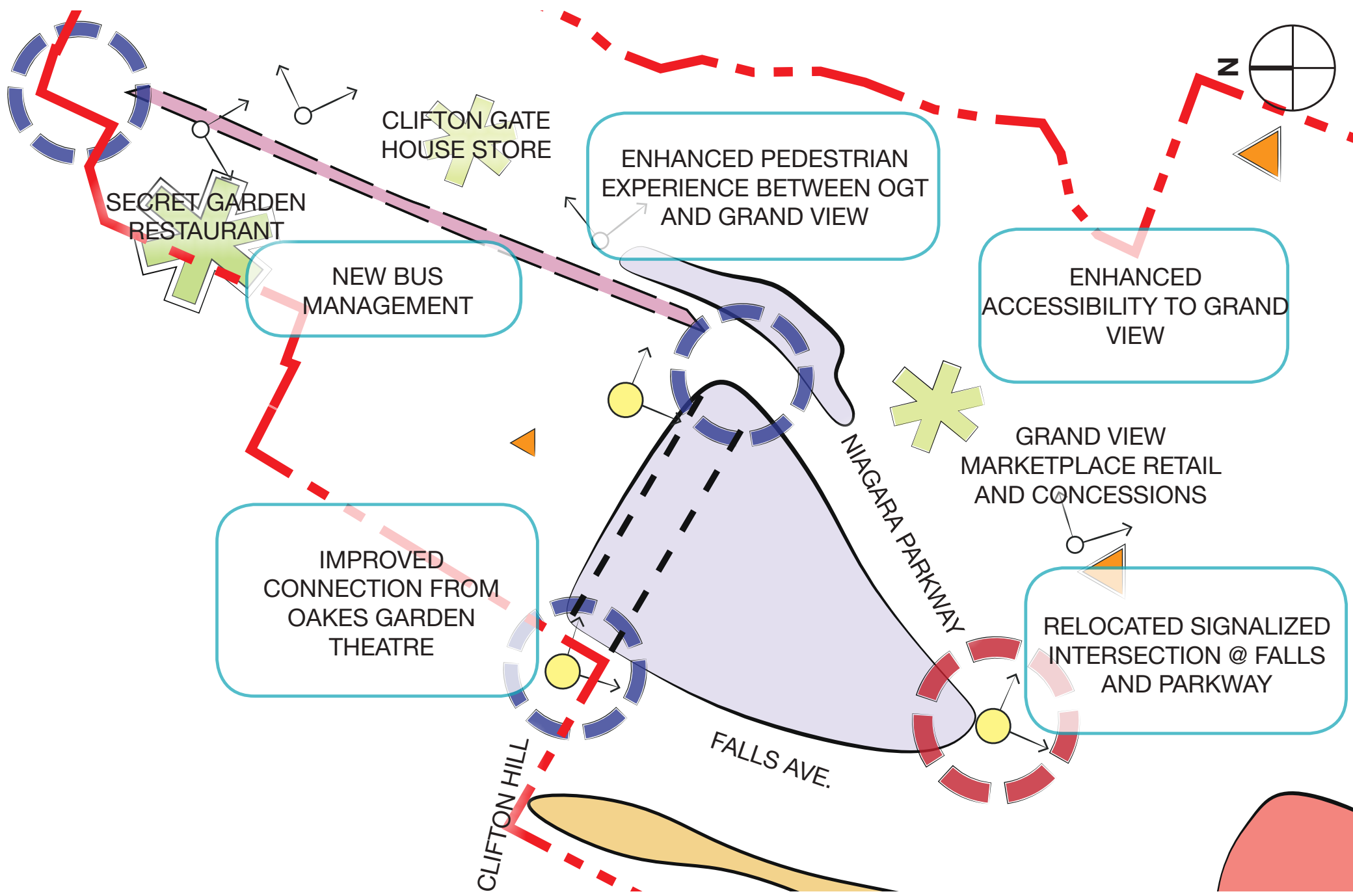
Functioning as both the exit retail for the Hornblower Niagara Cruises attraction and a stand-alone open air market, Grand View Marketplace provides guests with food and souvenir purchase options. Grand View has the capacity to function year-round, but mostly closes from the end of November to mid-March to coincide with winter closures of the adjacent attractions.

MASTER PLAN IMPROVEMENTS

As part of the Master Plan, the private tour bus management would be relocated to a dedicated lay-by area on the Parkway north of Clifton Hill. The Clifton Gate House Store would be re-purposed as a NPC Welcome Centre and bus management facility. The inefficient median parking would be removed to accommodate the bus drop-off and an enhanced pedestrian area. By relocating the drop-off, guest will have more direct and safer access to attractions.

Grand View Marketplace and the service access at the base of Clifton Hill would be enhanced to create a more pedestrian supportive environment. Servicing would be encouraged outside peak hours to minimize pedestrian/vehicle conflicts and avoid busy guest arrival times.

The Master Plan would implement a pilot project to explore the closure of Clifton Hill between Falls Ave and the Parkway. The pedestrian only space would include temporary installations and barriers to allow for incremental adjustments and testing of design options for closing this segment of Clifton Hill permanently.



PRIORITIES

Immediate:

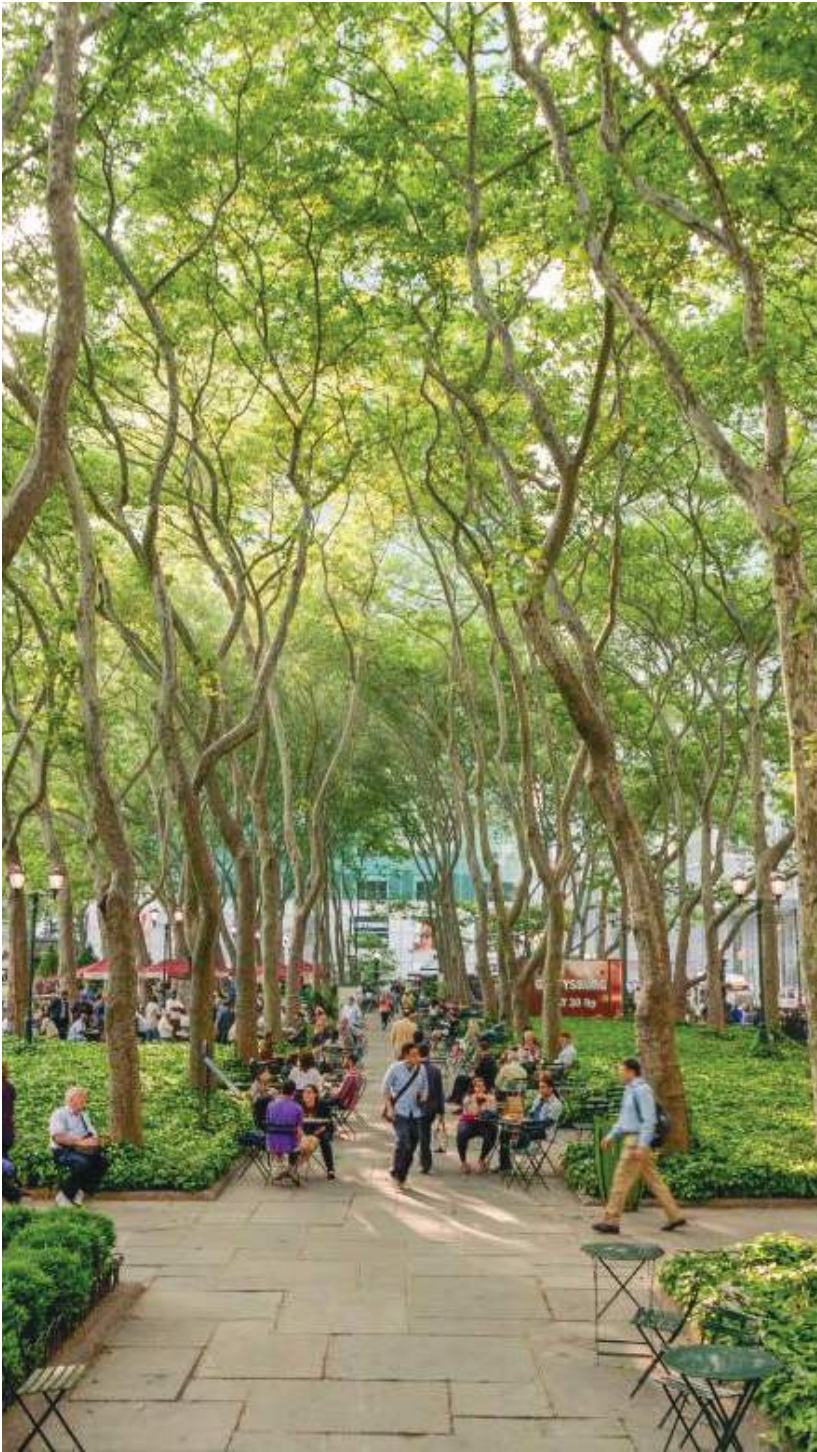
- Remove Parkway median parking and planting
- Relocate bus management to Parkway to provide **SEAMLESS LINKAGE** to Grand View and **MINIMIZE POTENTIAL PEDESTRIAN / VEHICULAR CONFLICTS**
- Expand WEGO platforms
- Proposed pilot project to revitalize Clifton Hill to support **PEDESTRIAN CONNECTION**, create a **BRAND ACTIVATION OPPORTUNITY** and **SUPPORT MULTICULTURAL THEMED EVENTS**.

Mid-Term:

- Enhance and **SHOWCASE ICONIC VIEWS**
- Enhance public realm and primary gateway node

LEGEND

- | | | | |
|--|----------------------------|--|-------------|
| | BUILDING | | NEW GATEWAY |
| | NEW ENHANCED PUBLIC REALM | | DESTINATION |
| | MORAINES RESTORATION | | VIEWS |
| | PARKING AND BUS MANAGEMENT | | CONCESSIONS |



Existing Conditions



View Looking East - Clifton Promenade Shared Pedestrian Street