

Urban Design Brief

4898 & 4873 Kitchener Street, Niagara Falls, ON



Date: March 27, 2026
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1.0 Introduction

NPG Planning Solutions Inc. (NPG) were retained as planning consultants for 1000052392 Ontario Inc, “Owner” of approximately 1,470 m² of lands municipally known as 4898 Kitchener Street in the City of Niagara Falls (4898 Kitchener Street).

Additionally, the Owner holds a lease agreement with the City of Niagara Falls for the municipally owned and operated parking lot on the lands municipally known as 4873 Kitchener Street (4873 Kitchener Street), comprising approximately 6,450 m². Together, both properties hereby represent the “Subject Lands”.

The Owner is proposing a mixed-use development comprising a music hall and a 50-storey hotel with an integrated café/bar/lounge space at 4898 Kitchener, and a 4-storey parking structure (above grade) on 4873 Kitchener Street.

To facilitate the proposed development, an Official Plan Amendment application (OPA) and a Zoning By-law Amendment application (ZBA) are required to amend the height strategy of the City’s Official Plan and to rezone the lands to a site-specific Tourist Commercial Zone, respectively.

The purpose of this Urban Design Brief is to illustrate how the proposed development will achieve compatibility with the immediate and surrounding site context and respect and implement relevant urban design policies and guidelines in the Region’s Model Urban Design Guidelines (“MUDG”), City of Niagara Falls Official Plan (“City OP”) and City’s Tourism Policy Review Implementation Handbook (“TPRIH”).

2.0 Site Contextual Analysis

2.1 Existing Site Conditions

The Subject Lands are partly located at the southwest intersection of Falls Avenue and Victoria Avenue and partly located at the southeast corner of Hunter Street and Kitchener Street, as shown in **Figure 1** below. Based on the context of the discussion, this Brief continues to reference the individual properties that make up the Subject Lands. Detailed description of the existing site conditions for 4873 Kitchener Street and 4898 Kitchener Street is individually provided below.

4873 Kitchener Street

The lands municipally known as 4873 Kitchener Street are located to the west of Victoria Avenue and bounded by Victoria Avenue to the east, Falls Avenue to the north, Kitchener Street to the south and Second Avenue to the west. The lands form an irregularly shaped parcel, measuring approximately 6,450 square metres in area, with approximately 44.2 metres of frontage along Victoria Avenue. This property is currently used as a municipal parking lot, operated by the City of Niagara Falls. While there are currently no buildings or structures on the lands, there is a landscaped area along the

Victoria Avenue frontage. Vehicular access is provided by two (2) driveways from Kitchener Street. The property abuts several residential uses along its westerly and southerly interior lot lines.



Figure 1: Aerial Context Map

4898 Kitchener Street

The lands municipally known as 4898 Kitchener Street are triangular in shape and located at the southeast corner of Hunter Street and Kitchener Street, with approximately 50.72 metres of frontage along Kitchener Street and a total area of approximately 1,470 square metres. The property currently contains two buildings. The three-storey building on the northern portion of the Subject Lands is used as a place of worship by the Korean Presbyterian Church. The building on the southern portion of the Subject Lands is a two-storey brick dwelling that has traditionally provided by the church for its minister and oriented towards Hunter Street.

The Korean Presbyterian Church is a listed property on the City's Municipal Heritage Register. It is noted that this property is currently not designated under the *Ontario Heritage Act*.

The property is located on a prominent corner lot, with the Korean Presbyterian Church building oriented toward both Hunter Street and Kitchener Street. Pedestrian access to this building is provided from both frontages, although a municipal sidewalk is only available along the Kitchener Street frontage. There are currently two (2) asphalt driveways from Hunter Street, providing access to the church building and the dwelling. The corner area of the property, at the intersection of Kitchener Street and Hunter Street, is maintained as green space to preserve sightlines between the two streets.

Both properties are generally flat, and no areas of natural heritage significance have been identified on the Subject Lands.

2.2 Surrounding Contextual Analysis

Within a 400-metre radius of the Subject Lands, there is a mix of residential, institutional, open space and tourist commercial uses. Lands to the west are predominantly characterized by single-detached dwellings, while the lands to the east contains a range of tourist-oriented uses, including restaurants, a church, hotels, parking areas, and tourist attractions.

Hunter Street is a local road, Kitchener Street is a collector road while Victoria Avenue is an arterial road that forms part of the Region's Strategic Cycling Network, providing links to the Province-Wide Cycling Network along the Niagara River Parkway and connecting to major tourist destinations throughout the area.

2.2.1 General Street/Block Pattern, Built Form & Land Use

The following section provides information regarding the built form and land uses of the surrounding areas within a 400-m radius of the Subject Lands. The surrounding areas have been divided into three parts for clarity of discussion. The North area includes the lands north of Falls Avenue and west of Victoria Avenue. The East area consists of lands immediately to the east of the Subject Lands and lands east of Victoria Avenue and north of Falls Avenue. The West & South area comprises all remaining lands within the radius.

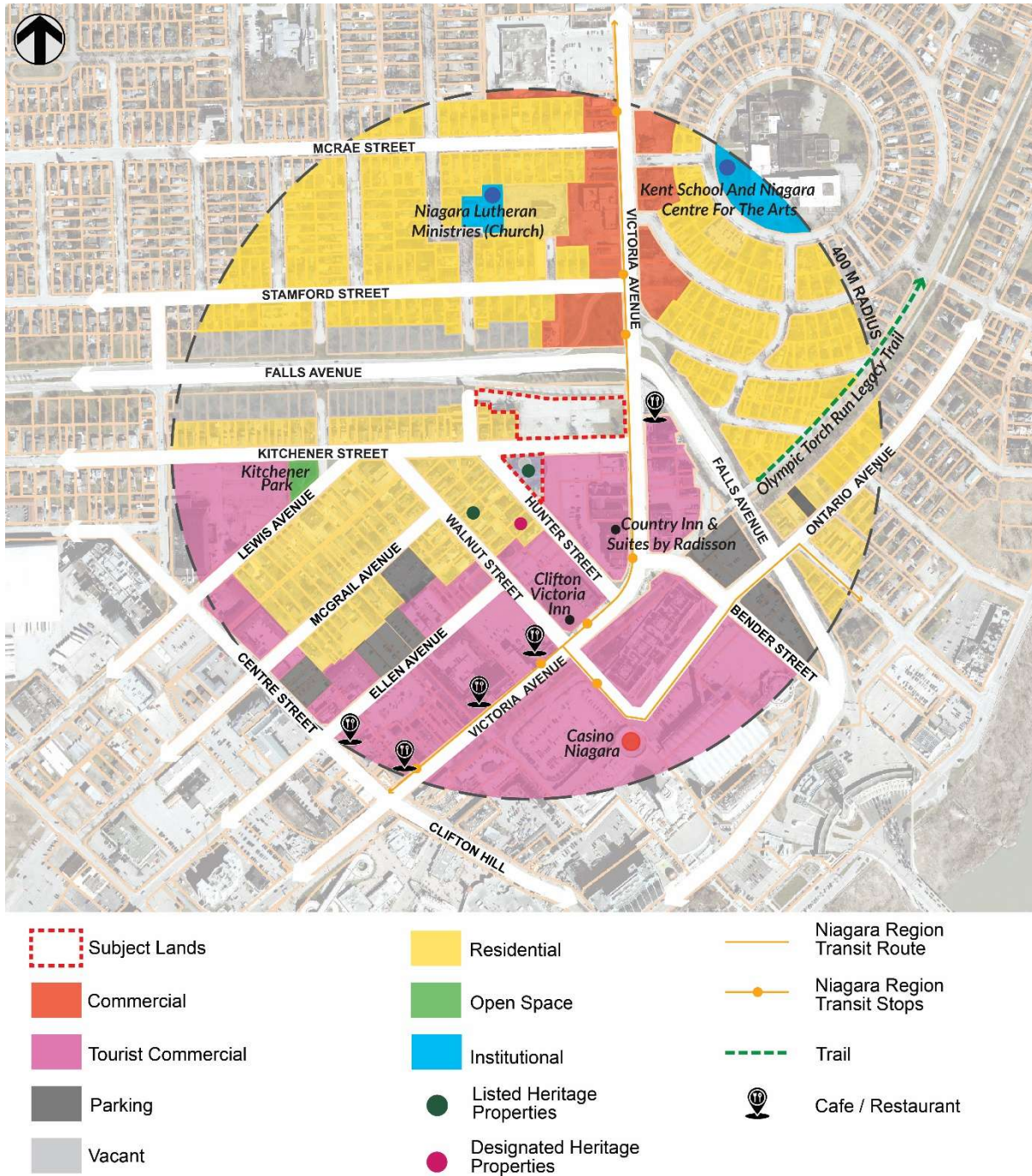


Figure 2: Surrounding Existing Land Uses Context Map

North: Lands to the north of 4873 Kitchener Street consist of the right-of-way associated with Falls Avenue. Further north of Falls Avenue is an established residential neighborhood characterized primarily by single-detached dwellings, along with the Niagara Lutheran Ministries church. This

area follows a grid pattern with block length averaging about 150 metres. Residential properties are generally rectangular in shape with lot frontages of approximately 11 metres.

On the west side of Victoria Avenue and north of Falls Avenue is lined with commercial uses, including restaurants, cafés, and other services. The parcels along Victoria Avenue tend to be more irregular in shape and much larger in size compared to the interior residential parcels.

East: Immediately to the east of 4898 Kitchener Street are a surface parking lot and the 6-storey Country Inn & Suites by Radisson.

Along the east side of Victoria Avenue is a mix of tourist commercial and institutional uses such as), 2-storey Niagara Lutheran Ministries (church), and several restaurants. These properties are irregular in shapes with large frontages along Victoria Avenue.

Further east of Victoria Avenue exists residential neighborhood characterized primarily by 1 to 3 storey single-detached dwellings. An educational institution, consisting of the Kent School and Niagara Centre for the Arts are located east of Victoria Avenue on Epworth Circle. The streets in this area follows a concentric pattern, radiating outward from the school located at the centre.

West & South: The area to the west and south of the Subject Lands consists of single-detached residential dwellings ranging from 1 to 3 storeys in height, organized in a grid pattern. These dwellings feature gable roofs and exteriors made of brick and siding. These residential properties are largely zoned Deferred Tourist Commercial (DTC), which is intended to accommodate major tourist commercial uses over the long term. However, as there is no immediate demand for redevelopment, the existing residential uses have remained and continue to contribute to the established neighbourhood character.



Figure 3: Google Streetview showing existing dwellings on the north side of Kitchener Street, west of the Subject Lands:



Figure 4: Google Streetview showing existing dwellings west of Hunter Street

The area to the west of the Subject Lands also includes Kitchener Park, 2-storey local inns, motels, small-scale retail uses as well as private and municipal parking lots. These commercial parcels are diverse in terms of lot sizes and shapes.

To the south, the area transitions into a concentration of tourist commercial uses, including the 6-storey Clifton Victoria Inn at the Falls and its associated parking areas, the 5-storey Falls Hotel and Inn, and a mix of 2 to 3 storeys tall entertainment and restaurant establishments lining Victoria Avenue, such as the haunted house, Louis Tussaud's Waxworks, Upside Down House and various dining venues.

The built form of the immediate surrounding area reflects a historic development pattern. Existing residential properties are defined by low or no fencing, which enhances visual permeability along the streetscapes. Dwellings along Kitchener Street and Hunter Street are oriented towards the street with relatively consistent front yard setbacks, creating strong and uniform street edges. Interspersed among these blocks are three (3) large parking lots, which introduce a break in the continuity of the built form and streetscape character.

Building heights range from 1 to 3 storey dwellings to a multi-storey hotel creating a layered skyline. Rooflines exhibit traditional sloped profiles on residential buildings, contrasting with modern flat roofs on buildings fronting Victoria Avenue.

2.2.2 Natural Features, Parks and Open Spaces

The nearest public open spaces are the Olympic Torch Run Legacy Trail and the Kitchener Park, located approximately 160 metres to the east and 280 metres to the west of the Subject Lands, respectively. Additional parks and open spaces associated with major tourist attractions are located further away, including the Fallsvue Trail, situated approximately 1.6 kilometres away. There are no significant natural features within the 500-metre radius of the Subject Lands.

2.2.3 Key Landmarks and View Corridors

The Subject Lands are surrounded by a mix of commercial, tourist commercial, parking, and low-density residential uses. There are no prominent landmarks that serve as view termini to the east of Kitchener Street or south of Hunter Street.

Along Victoria Avenue, the Casino Tower is visible from the public realm and serves as a distant visual reference. Beyond this, there are no defined view corridors within the immediate vicinity of the Subject Lands.

2.2.4 Heritage Buildings & Community Facilities

There are one (1) listed (non-designated) heritage property at 4951 Walnut Street, approximately 50 metres from 4898 Kitchener Street and one (1) heritage property designated under Part IV of the *Ontario Heritage Act* and located at 4888 Hunter Street, also known as the Le Page House.

There are no public community facilities within 400 metres of the Subject Lands.

2.2.5 Key Pedestrian & Active Transportation Connectivity

There are existing sidewalks on both sides of Kitchener Street, immediately fronting the 4873 Kitchener Street and 4898 Kitchener Street, providing direct pedestrian connections eastward to Victoria Avenue. Existing sidewalk is also available on the south side of Hunter Street, providing uninterrupted connection between Kitchener Street and Victoria Avenue. The sidewalk network provides pedestrian connection to the nearby park and trail as well as the surrounding commercial and tourist destinations along Victoria Avenue.

The closest transit stops are located on Victoria Avenue, approximately a 3-to-4-minute walk from the Subject Lands (Route 104/204). In addition, the WEGO Blue Line (Route 602) operates nearby, with the closest stop located at Victoria Avenue and Clifton Hill, situated approximately 600 metres (8 minutes walk) from the Subject Lands.

Although there is no dedicated cycling infrastructure in the immediate vicinity of the Subject Lands, Victoria Avenue forms part of the Region's Strategic Cycling Network, which identify priority corridors intended to improve connectivity and support high-demand cycling routes. Further along River Road is a network of on-road bike infrastructure as part of the Greater Niagara Circle Route.

2.2.6 Transportation Network & Streetscape Character

Kitchener Street functions as a collector road with a mix of pedestrian and vehicular activity. Victoria Avenue, an arterial road, has a stronger tourist-oriented character, which consists of continuous commercial uses, entertainment venues, and hotel frontages that remain active throughout the day and into the evening hours. Hunter Street, a local street, transitions toward lower-intensity residential uses to the west.

The Subject Lands are located within a highly urbanized portion of Niagara Falls' Tourist District, where the public realm is defined by a mix of commercial, entertainment, residential, and accommodation uses. The public realm experiences high seasonality, with peak pedestrian volumes during spring, summer, and holiday periods, particularly along Victoria Avenue. Majority of vehicular traffic and pedestrian movement occurs along Victoria Avenue, which serves as the primary corridor for visitor activity. In contrast, Kitchener Street and Hunter Street, especially west of the Subject Lands, experience less pedestrian traffic, functioning predominantly as residential streets. Pedestrian and commercial activity levels incr on these streets the closer they are to Victoria Avenue.

3.0 Proposed Development

The proposed applications for an Official Plan Amendment and a Zoning By-law Amendment are to facilitate a 50-storey mixed-use development comprising a music hall and a high-rise hotel tower with an integrated café/bar/lounge space, and associated parking facilities in a 4-storey parking structure and a surface parking area. The parking facilities are proposed at 4873 Kitchener Street, while the music hall and the hotel tower are located at 4898 Kitchener Street.

4873 Kitchener Street

The proposed development consists of a multi-level parking structure (Figure 5) located on lands municipally known as 4873 Kitchener Street. The structure is designed as a 4-storey (above ground) building, including a basement, four levels above grade and a rooftop. At the ground level, the proposed parking structure will be lined with commercial uses along the Victoria Avenue and Kitchener Street frontages. At the rear of the property, adjacent to the existing dwellings, a surface parking area is proposed.

Three (3) vehicular accesses are contemplated for 4873 Kitchener Street: two (2) from the Kitchener Street frontage, one directly accessing the proposed parking structure and the other one providing access to the surface parking spaces at the rear of the property, and a third access from Second Avenue cul-de-sac to the surface parking area. Vertical circulation within the parking structure will be facilitated by ramps for vehicles and elevators and stairwells for users on foot. The elevator and stairwells are located at the southwest and northeast corners of the structure, connected via pedestrian walkways to the Kitchener Street and Victoria Avenue sidewalks.

4873 Kitchener Street will accommodate a total of 485 parking spaces, including 12 barrier-free parking spaces. Of these, the surface parking area will accommodate 38 spaces, including 4 barrier-free spaces, while the parking structure will provide 453 spaces, including 8 barrier-free spaces.

The layout of 4873 Kitchener Street provides streetscape integration and landscape enhancements, particularly along the Victoria Avenue and Kitchener Street frontages. The proposed parking structure is sufficiently setback from the Victoria Avenue frontage to incorporate a potential public plaza, tentatively labelled as Music City Park (Figure 6). Proposed enhancements within the public plaza include tree planting, seating areas, and pockets of hard and soft landscaping, which will be detailed at the Site Plan Approval stage. The Conceptual Site Plan also demonstrates pedestrian accesses provided from Victoria Avenue and Kitchener Street municipal sidewalks.



Figure 5. Rendering of the parking structure viewed from Kitchener Street (Matthew Schmid Architecture).



Figure 6. Rendering of the public plaza and the parking structure's east elevation (Matthew Schmid Architecture).

4898 Kitchener Street

As previously described, this property is a listed property under the Municipal Heritage Register. A Cultural Heritage Evaluation Report (or “CHER”) has been prepared to assess the heritage attributes of the Korean Presbyterian Church, through this application. The CHER, prepared by NPG, informs that the 1918 brick church building has cultural heritage value for its design/physical value, historical/associative value and contextual value, while the 1954 church hall to the east does not contain such values. Accordingly, the 1918 brick church building is proposed to be conserved and adaptively reused to accommodate a Music Hall. This conserved building’s human-scale proportions and contextually appropriate building materials enhance the pedestrian experience and maintain the existing character of the area. The distinct architectural character of the retained building will strengthen the city’s tourism offerings and serve as a valuable cultural asset.

The 1954 church hall addition and the existing dwelling on this portion of the Subject Lands are proposed to be demolished for the construction of the 50-storey mixed-use tower.

The tentative breakdown of use in the building by floors is as follows:

Table 1. Breakdown of Use by Floor

Floor	Music Hall	Hotel Tower
Basement	Washrooms; Green Room; Storage; Service areas	Kitchen; Service areas
Level 1	Stage; Music Hall; Bar; Coat Room	Lobby; Administration; Café/Bar/Lounge; Service areas
Level 2	Stage and Music Hall seating	Administration
Level 3-4	-	Treatment Rooms; Sauna/Steam Rooms; Fitness Centre; Change Rooms; Roof Terrace Event Space; Catering/Pantry Area; Washrooms and Storage

Floor	Music Hall	Hotel Tower
Level 5	-	Meeting Rooms; Work Area; Washrooms Storage Recording Studios (Artist's Green Room; Storage; Tech Workshop/ Repair; Washrooms)
Levels 7-49	-	Hotel Suites
Level 50	-	Dining Room; Bar/Lounge; Service areas; Washrooms;
Roof	-	Mechanical Penthouse

Sheet A003 of the Hotel Site Plan, prepared by Matthew Schmid Architecture, illustrates six (6) at-grade entrances to the proposed mixed-use building. The two (2) entrances along Kitchener Street are for direct pedestrian access, one providing access to the Music Hall and the other providing access to the hotel lobby and reception area. A third visitor access is located on the south side of the existing building, providing access to the Music Hall from Hunter Street. The remaining three (3) access points are for staff entrance, emergency exit and loading service.

There is no parking space located on this portion of the Subject Lands. All parking spaces for the proposed development are located on 4873 Kitchener Street. Further, all servicing function for the mixed-use building is consolidated on the south side of 4898 Kitchener Street within the building envelope, such that they do not detract from the primary frontage along Kitchener Street. Two (2) vehicular access for loading trucks are provided from the Hunter Street frontage.

The proposed 50-storey tower incorporates a defined podium and a slender tower component rising above the 4th storey, as shown in Figure 8. Sheet A300 of the Music City Hotel Architectural Package, illustrates the proposed building elevations. The podium measures 4-storeys high (19.2 metres) with the 3rd floor stepped back by approximately 4.5 metres on the Kitchener's elevation. The tower component of the building is stepped back an additional 1.1 metres on the Kitchener's elevation at Level 5. As informed by the architect, the proposed tower has a maximum floor plate of 525 square metres, generating a width-to-depth ratio of 1:1.48 for most of the tower.

The proposed built form introduces a contrast between historic and contemporary architectural expressions, as illustrated in Figure 7 below. This juxtaposition of architectural styles reinforces the proposed development as a landmark within the surrounding area. The design respects the heritage characteristics of the existing building, while incorporating modern themes, such as transparent facades and contemporary architectural detailing, enhancing street-level engagement and visual connectivity.

The Kitchener Street frontage is envisioned as the primary frontage for visitor and guest entrance for the hotel use. The Kitchener Street right-of-way is also proposed to accommodate three (3) lay-by areas for on-street and valet parking, curb extensions that creates a chicane, i.e. a traffic-calming feature that creates a horizontal shift in the travel lane, requiring drivers to steer slightly left and right rather than travel in a straight line. The proposal also includes raised pedestrian crossings and the introduction of woonerf-style shared-street condition through textured paving materials, where pedestrians, cyclists and vehicles share the same space at low speeds. Originating in the Netherlands, a 'woonerf' is a traffic-calmed street designed to prioritize people over cars and create a more social, pedestrian-oriented public realm. In this proposal, only a portion of Kitchener Street, between the north entrance to the music hall and the crosswalk abutting Victoria Avenue, is proposed to woonerf. Traffic calming is achieved through curb extension design (chicane) that requires vehicles to navigate a slight S-curve while the use of special paving materials signals to motorists that this portion of the street is shared with other road users.

Along the Hunter Street interface, it is conceptually proposed to extend the existing sidewalk on the north side of this street to cover the entire southerly lot line of 4898 Kitchener Street. Landscaping improvements such as street trees and a raised patio/deck at the intersection of Kitchener Street and Hunter Street are also contemplated.



Figure 7. Rendering of the mixed-use building's podium viewed from Kitchener Street (Matthew Schmid Architecture).



Figure 8. Rendering of the mixed-use building's western elevation viewed from Kitchener Street (Matthew Schmid Architecture).

The following studies were prepared in support of the proposed applications, and their key findings are summarized below to inform the analysis of the relevant guidelines and policies in this Urban Design Brief.

3.1 Sun/Shadow Study

A Shadow Study has been prepared by the project architect, Matthew Schmid Architecture and dated March 26, 2026, following the the Sun/Shadow Study Terms of Reference produced by the City of Niagara Falls.

Based on the analysis conducted in the study, the majority of shadowing is anticipated to occur toward the northern and eastern portions of 4898 Kitchener Street. The following observations have been noted for the proposed development.

- April 21 (Between 10 AM – 6 PM):** Existing residences and the public sidewalk on the south side of Hunter Street are generally not impacted by shadowing during the study periods. Existing residences north of Kitchener Street are anticipated to experience some shadowing, however, due to the slender design of the tower, shadows are not expected to last more than 2 hours. The surface parking lot, east of 4898 Kitchener Street, is anticipated to receive majority of the shadow coverage, with available sunlight ranging between approximately 3 and 7 hours. Some residences north of Falls Avenue are expected to receive shadowing in the late afternoon after 5pm. The public sidewalks on both sides of the Kitchener Street are expected to receive shadow throughout the day with an average of about 3 hours. The south side of Kitchener Street immediately adjacent to the proposed mixed-use development will experience the most shadowing.
- June 21 (Between 10 AM – 6 PM):** Most of the existing residences and the public sidewalk on the south side of Hunter Street will only receive some shadowing before 11am. Existing residences north of Kitchener Street are anticipated only be shadowed after 10am and before 1pm. Three residences north of Falls Avenue are expected to be shadowed at 6pm. Similar to April 21st observations, the adjacent surface parking lot, is anticipated to receive majority of the shadow coverage, with available sunlight ranging between approximately 3 and 7 hours. No part of the public sidewalks on both sides of the Kitchener Street is expected to receive shadow for more than 2 hours on this day. The south side of Kitchener Street immediately adjacent to the proposed mixed-use development will experience shadowing between 11am and 3pm.
- September 21 (Between 10 AM – 6 PM):** Existing residences and the public sidewalk on the south side of Hunter Street are not impacted by shadowing during the study periods. Existing residences north of Kitchener Street are anticipated to experience some shadowing, however, due to the slender design of the tower, shadows are not expected to last more than 2 hours. The surface parking lot, east of 4898 Kitchener Street, is anticipated to receive majority of the shadow coverage, with available sunlight ranging between approximately 3 and 7 hours. Some residences north and east of Falls Avenue are expected to receive fast-moving shadowing in the late afternoon after 4pm. The public sidewalks on both sides of the Kitchener Street are expected to receive shadow throughout the day with an average of about 3 hours. The south side of Kitchener Street immediately adjacent to the proposed mixed-use development will experience the most shadowing. Additionally, Falls Avenue, being an Entry Corridor as identified in the City OP, is anticipated to receive at least 5 hours of sunlight on this day.

The City's Terms of Reference for Sun/Shadow Study require that adjacent residential amenity areas receive a minimum of six hours of sunlight between 10:00 a.m. and 6:00 p.m., particularly between April 21 and September 21. Based on the findings of the

Shadow Study, the proposed building massing and orientation have been designed to minimize shadow impacts, and adjacent residential properties are anticipated to meet this six-hour sunlight requirement. All adjacent sidewalks are also expected to receive a minimum of 4 hours of sun between 10am-6pm on April 21. As an east-west oriented street, most of the sidewalk on the south side of Kitchener Street will still receive at least 4 hours of sunlight on April 21. The Sun/Shadow Study also concludes that the proposed development also meets the sunlight criteria related to public outdoor amenity spaces and parks, open spaces and natural heritage areas.

3.2 Pedestrian Wind Study

A Pedestrian Wind Study completed by RWDI on March 3, 2026, assessed two massing variants of the proposed development.

The initial analysis of the original design (configuration 1) found elevated wind activity around the tower's eastern corners and the adjacent surface parking area to the east, with conditions generally suitable for pedestrian use in summer but uncomfortable in winter. While most areas met wind safety criteria, localized exceedances occurred near the tower's eastern corners at grade.

The second design variant (configuration 2) incorporates mitigation measures, including chamfered or rounded corners, stepped massing, an overhead trellis at Level 1, and wind resistant landscaping and screening, resulting in improved overall performance. For clarity, the current proposal reflects the design in configuration 2. Summer conditions are suitable for general pedestrian use. During the winter months, uncomfortable conditions are reduced in both extent and frequency compared to the initial analysis. These conditions are expected at the entrance to the church building in the north, at some locations on the Kitchener Street and the Hunter Street sidewalks and within the adjacent parking area to the east. Overall, wind safety criteria are satisfied at most locations, with one remaining exception in the southeast portion of the surface parking area, which is expected to improve through future design process. Any area of remaining marginal discomfort can be further improved through targeted local interventions such as tall wind screens, planters, evergreen landscaping, and higher terrace railings, to be considered in later design stages.

3.3 Architectural Design Review Form

An Architectural Design Review Form has been prepared by NPG Planning Solutions and Matthew Schmid Architecture that provides an analysis of the proposed mixed-use development on 4898 Kitchener Street against the design objectives contained in the City's Tourist Area Development Application Guide and the Tourist Policy Review Implementation Handbook. In general, the proposed development meets most of the

design criteria. Where criteria do not apply or cannot be met, explanation of the deviation from the criteria and what mitigation measures will be applied have been provided.

3.4 Landscape Plan

A conceptual landscape plan was included to illustrate the overall context and design intent. Enhanced landscape treatment is proposed along Victoria Avenue and on both sides of Kitchener Street to support a vibrant, attractive and pedestrian-friendly public realm. Wind screens are also conceptually proposed in accordance with the Pedestrian Wind Study's recommendations to improve wind conditions at select locations. More detailed landscape plans will be prepared during future Site Plan Approval stages.

3.5 Cultural Heritage Evaluation Report and Heritage Impact Assessment

NPG Planning Solutions Inc. prepared a Cultural Heritage Evaluation Report (CHER) and a Heritage Impact Assessment (HIA) for this proposal.

The CHER used the processes and requirements of the *Ontario Heritage Act* (OHA) to evaluate the existing property for cultural heritage value or interest. This report concludes that the 1918 church building located on 4898 Kitchener Street contains design and physical value, historical and associative value, and contextual value, satisfying five (5) of the nine (9) criteria established in O. Reg. 9/06 of the OHA. The heritage attributes of this property are related to its location on a gore, its exterior design and the auditorium interior design. Other existing buildings on 4898 Kitchener Street, including the 1954 church hall addition and the former manse do not contain such values.

The HIA concluded that any potential negative impacts to the identified heritage attributes of 4898 Kitchener Street from the proposed development can be appropriately mitigated. Recommendations have been provided for alternative designs measures related to the raised patio, the terracotta panel colour and the amount of glazing on the podium's façade. Mitigation measures to conserve heritage value and heritage attributes of 4898 Kitchener Street and 4888 Hunter Street have also been proposed. This assessment has been undertaken with the understanding that the design plans may still be preliminary with the applications for Official Plan Amendment and Zoning By-law Amendments and may be subject to change through Planning Act processes. Changes to development plans and more detailed design matters may be considered through a future addendum to the HIA.

4.0 Vision and Principles

Based on the description of the proposed development, the following vision statement has been developed for the proposal.

The proposed development aspires to become a landmark mixed-use hospitality destination within the tourist area of Niagara Falls, integrating existing built

heritage with public realm beautification and contemporary hospitality and cultural offerings. The development will attract both local residents and international visitors with a music hall and complementary hospitality uses. Through its iconic architectural elevation and distinctive roof feature, the project will be a striking addition to the city's skyline, reinforcing Niagara Falls' identity as a world-class destination.

The City of Niagara Falls' Tourism Policy Review Implementation Handbook establishes seven urban design principles with specific guidelines to inform the design of future developments in the Tourist District, namely:

- Positive Base Building Principle,
- Public Realm At Grade Principle,
- Sky View Principle,
- Skyline Height Principle,
- Niagara Falls Views & Vistas Principle,
- Parking & Circulation Principle and
- Positive Microclimate Principle.

These have been adopted as the design principles guiding the design process and urban design decisions for this proposal.

5.0 Policy Context & Design Goals

This section provides a summary of the applicable policy documents that guide the design of the proposed development. An analysis of how the proposed development responds to these policies and guidelines is also provided. The following policy documents were reviewed and assessed:

- Model Urban Design Guidelines for the Niagara Region, 2025 (or "MUDG");
- City of Niagara Falls Official Plan (or "City OP");
- Tourism Policy Review Implementation Handbook (or "TPRIH"); and
- Streetscape Master Plan.

For clarity, this Brief does not address policies and design guidelines related to heritage resources. An assessment of the proposed development's impact on the on-site listed heritage building and the nearby designated heritage building (i.e. the Le Page House) is provided in the Heritage Impact Assessment, prepared by NPG Planning Solutions.

5.1 Model Urban Design Guidelines for the Niagara Region (2025)

The Model Urban Design Guidelines (2025) ("MUDG") was developed to provide design approaches and best practices for the Niagara Region. It builds upon the 2005 Model

Urban Design Guidelines, and intended to promote high-quality places for people, architecture, and reflect Niagara's unique local contexts and diverse landscapes.

Only guidelines relevant to this proposed development will be analyzed. Guidelines that are more appropriate for the Site Plan Approval stage have been reviewed and recommended for consideration at that stage. The relevant Sections to the proposed application are as follows:

- Section 3: Community Design
- Section 5: Site Design
- Section 6: Building Design
- Section 7: Building Types

5.1.1 Community Design

Section 3.1 provides guidance on sustainability and well-being, while Section 3.2 provides guidance on streets and streetscapes:

Policy

3.1 Sustainability and Wellbeing

Environmental Sustainability Guidelines:

i. Through the preservation of natural vegetated environments, extensive landscaping, and the appropriate use of porous surfaces, urban design strategies can improve water quality, and reduce water runoff and urban heat island effect. Reducing water runoff helps control erosion, river and stream pollution, and can recharge depleted groundwater resources.

j. Preserve and expand existing tree cover to connect and buffer protected woodlands and other natural areas to help mitigate heat island impacts.

l. Adaptive re-use of existing buildings and structures is encouraged to minimize the embodied carbon footprint of new communities.

Analysis

In accordance with Guidelines 3.1i and 3.1j, a Tree Inventory and Preservation Plan has been prepared and submitted as part of the application package. The findings of the report indicate that the proposed development will retain most of the existing trees on both parcels, except for 6 trees on 4873 Kitchener Street.

Additionally, the proposed landscape strategy, as illustrated on the Landscape Plan, has been informed by the Tree Inventory and Preservation Plan and is designed to enhance the overall greening of the Subject Lands.

Guideline 3.11. encourages the adaptive re-use of existing buildings. The proposal retains and adaptively re-uses the western portion of the existing building, thereby reducing the carbon footprint associated with demolishing and new construction. The retained portion of the building will be conserved and incorporated into the proposed development program, and re-purposed to accommodate the proposed music hall use.

Policy

Section 3.4 provides guidance on streets and streetscapes:

3.4 Views and Vistas

Design Guidelines:

a. Policies and guidelines should guide the maintenance, enhancement or creation of views and vistas from public places to these significant community features:

- Built landmarks, such as heritage resources, signature buildings, public art installations, etc.*

b. The creation of views through the design and siting of buildings, streets, pedestrian connections, and open spaces is encouraged to promote public exposure to natural and cultural heritage resources. The design of buildings, sites, and open spaces should maintain existing vistas or provide new vistas to natural and cultural heritage resources from various significant vantage points.

Analysis

Guidelines 3.4a and 3.4b encourage the maintenance, enhancement and creation of views and vistas through the proposed design. 4898 Kitchener Street occupies a prominent corner lot, with the Korean Presbyterian Church building oriented toward both Hunter Street and Kitchener Street. This building is listed on the City's Municipal Heritage Register.

The proposal conserves the western portion of the building, which retains much of its original heritage character, and adaptively re-uses it as part of the new development for the proposed Music Hall. This approach preserves a landmark structure. The siting of the podium portion of the mixed-use building has been carefully designed to maintain clear views to the conserved building from adjacent streets and public spaces. Landscaped areas and streetscape improvements along Kitchener Street and Hunter Street enhance the setting of the conserved building, activates public realm, and create a visually cohesive interface between old and new building elements. These measures ensure that the conserved building remains a focal point within the development while contributing to an engaging and context-sensitive streetscape.

5.1.2 Site Design

Policy

Section 5.1 provides guidance on site design from a sustainability and wellbeing perspective:

5.1 Sustainability and Wellbeing

Design Guidelines:

- a. Buildings should be oriented to optimize the potential for solar energy generation on rooftops and facades to minimize shading from adjacent buildings.*
- b. Utilize articulations, stepbacks, canopies, arcades, and landscaping to reduce undesirable microclimate effects in the public realm including along streets, and within parks and open spaces. Strategic access to sunlight should be maximized in both public and private spaces.*
- c. Locate buildings to address the street near the street line, with entrances facing a wide public sidewalk.*

Safety and Security Guidelines:

- e. Clear sight lines should be maintained to allow people to see and be seen. Blind corners, bends, grade changes, partially lit areas, and other elements which may obscure views are discouraged. Site and building design should strive to maximize safety and security, employing best practices in CPTED.*
- g. Active uses such as residential lobbies, retail uses, and open spaces should be located along the primary street frontage to provide opportunities for informal surveillance. Glazing along the ground floor of these spaces is encouraged to provide increased visibility.*

Analysis

The proposed mixed-use building is sited close to the street lines, with primary entrances oriented toward the proposed public sidewalk, details of which will be finalized at the detailed design stage. Entrance to the Music Hall is incorporated within the retained entryway tower of the conserved building, while the proposed entrance to the hotel is slightly recessed from the main façade to provide weather protection for guests. Similarly, the proposed parking structure is also located close to the Kitchener Street lot line with entrances into the commercial uses located directly facing public sidewalks or the future public plaza.

As mentioned in Sections 3.1 and 3.2 of this Brief and further elaborated in subsequent sections, the proposed mixed-use building massing and articulation will minimize adverse microclimatic impacts on the public realms.

In accordance with Guideline 5.1g, the hotel lobby and café/bar/lounge area are located along the Kitchener Street frontage, creating opportunities for passive surveillance. As seen in the renderings below, both buildings would incorporate extensive glazing along the ground floor, reinforcing visual connectivity between the interior and the public realm. Active uses are also proposed at grade for both buildings to provide more “eyes on the street”.

Policy

Section 5.2 provides guidance on infill development:

Design Guidelines:

- a. Infill sites may contain a variety of building scales. Height transitions should be accomplished within the site to the surrounding context.*
- b. Generally, infill development should match the pre-established ‘street wall’ setback of adjacent buildings in order to maintain a street wall and maintain appropriate spatial definition.*
- d. Building additions should reference the building to which they are being added both volumetrically and materially.*
- e. Mixed-use development should be promoted for infill sites at ‘main street’ and street commercial areas. [...] Mixed-use development contributes to increased street animation, safety, supports transit, and economic vitality.*

Analysis

The proposed 50-storey mixed-use building will be evaluated against the intent of the City OP and applicable design criteria, as detailed in Sections 5.2 and 5.3 of this Brief. Section 5.3.1 of this Brief provides a discussion of how the proposed development maintains appropriate street walls on all street frontages.

To address Guideline 5.2d, the proposed built form introduces a contrast between historic and contemporary architectural expressions, as illustrated in the architectural renderings. Above this, the tower steps back and tapers progressively to the upper floors, reducing perceived bulk and reinforcing a slender profile. The suggested building material of the hotel building complements the conserved building, positioning the development as a distinct landmark within the Tourist District.

Lastly, both buildings contribute to street animation, safety, and economic vitality, in accordance with Guideline 5.2e, by:

- Introducing active ground-floor uses along Kitchener Street, Hunter Street and Victoria Avenue enhancing pedestrian engagement and informal surveillance;
- Providing an opportunity for a public plaza at the Victoria Avenue frontage; and
- Supporting tourism and hospitality uses, providing employment opportunities and reinforcing the economic role of the Tourist District.

Policy

Section 5.3 provides guidance on building location and orientation:

Location and Orientation Guidelines:

a. Buildings should frame street edges, parks, open spaces, natural heritage features and amenity areas to animate the public realm. Primary building entrances should front onto these features and rear lotting should be avoided.

b. Buildings should be placed and oriented to:

- *Maintain, protect and create view corridors and vistas.*
- *Provide a comfortable microclimate condition at-grade i.e., wind and shadows.*
- *Improve natural daylighting, livability, and energy efficiency/ solar energy gains.*
- *Maintain 5 hours of consecutive sunlight on at least one side of the street.*

c. On corner sites, buildings should be oriented towards both streets.

d. Building elements greater than 6 storeys in height should be located and oriented towards the south and southeast of the site, minimizing shadow impact on the public realm and surrounding uses.

e. Where a tower is located adjacent to areas of lower-density, appropriate transitions and separation distances should be provided to minimize shadows, view and privacy impacts to the lower-density areas.

f. Buildings should be sited and oriented to reduce the visual impact of parking and loading by enclosing them within the building envelope, away from public view. Where surface parking is provided, it should be located to the rear and side of the buildings.

Analysis

In accordance with Guideline 5.3a, 5.3b and 5.3c, the proposed mixed-use building, is designed to address both streets that it fronts on. The hotel use is oriented towards

Kitchener Street. The conserved heritage property orientates towards both Kitchener Street and Hunter Street. By conserving the western portion of the existing building, the development maintains human-scale proportions and leverages high-quality materials, which deepens the pedestrian experience and preserve the unique character of the area. Entrances are connected to the proposed public sidewalk for both the Music Hall and Hotel building entrances. A recessed entrance is provided for the hotel to accommodate weather protection features. As well, the conserved building is adequately setback to maintain sight lines at the intersection of Kitchener Street and Hunter Street, ensuring safety and visibility at the intersection.

The proposed development demonstrates alignment with Guidelines 5.3b, 5.3d and 5.3e, which requires buildings to be placed and oriented to maintain views, enhance daylighting, and ensure a comfortable microclimate at grade. The proposed mixed-use building's placement and stepback design provide appropriate transition towards the low-rise residential uses. The Sun/Shadow Study confirms the shadow impact is not expected to be adverse and meets the established criteria under the City's Terms of Reference. The proposed building's glazing maximizes natural daylight penetration into interior spaces, reducing reliance on artificial lighting and supporting energy efficiency. South-facing exposures enhance solar energy gains, contributing to passive heating opportunities.

With regards to Guideline 5.3f, the parking structure on 4873 Kitchener Street is fully enclosed within the building envelope that is conceptually designed with architectural articulations and high-quality materials. Surface parking is minimized and located at the rear of 4873 Kitchener Street, away from Victoria Avenue and Kitchener Street streetscapes, while loading spaces and service areas are located on 4898 Kitchener Street, integrated within the southern portion of the building along Hunter Street to prevent disruption to the public realm along Kitchener Street.

Policy

Section 5.4 provides guidance on landscape design:

General Guidelines:

- a. Use landscape design and planting to create inviting open spaces and frontages that provide shade, wind protection, and comfortable environments.*
- h. Landscaping should be used as buffers for wind, visual screening, privacy, and shade, where appropriate. Planting and hedges should not inhibit the safety or visibility of pedestrians, cyclists, or motorists.*

Analysis

A landscaped amenity area, named Music City Park, is conceptually shown along the Victoria Avenue frontage of 4873 Kitchener Street. This would be an open space that provide shade and comfortable amenities for pedestrians.

Within the 50-storey mixed use building, a rooftop terrace is conceptually proposed at the 3rd floor along the northerly elevation. This will be an inviting and comfortable open space for future hotel guests and will animate the adjacent Kitchener Street public realm.

Additional tree plantings within or adjacent to the boulevards within all abutting right-of-ways are proposed to further mitigate visual impacts of the proposed buildings. The use of landscaping for mitigating wind impacts will also be explored at the detailed design stage.

Policy

Section 5.7 provides guidance on micro-climate, sunlight, views and privacy:

Design Guidelines:

- a. Orient buildings and outdoor spaces, to maximize sun exposure and penetration in winter and shade in the summer. Avoid adverse microclimatic effects related to wind.*
- b. Incorporate tree planting and outdoor shade structures for weather protection during the warmer months.*
- c. Integrate weather protection such as awnings, canopies, cantilevers and overhangs along buildings, particularly at key entrances. Doors flush to the wall without weather protection are discouraged. Consider providing weather protection along key exterior paths.*

Wind Mitigation Guidelines:

- h. New development applications should be supported by Pedestrian Level Wind Studies at the discretion of the local area municipality.*
- j. Consider potential impacts of proposed development on local microclimates early in the planning and design process to allow for sufficient wind control and mitigation strategies which may significantly impact site and building designs.*
- k. Taller buildings should provide horizontal structural breaks, such as podiums, to intercept and disperse down drafts above the pedestrian realm.*

Canopies above building entrances and walkways are recommended to further reduce down drafts.

m. Ground floor building design should consider the potential for pedestrian-level wind and incorporate design features and plantings as appropriate.

o. Buildings should be well articulated, incorporate stepbacks and recesses, include canopies and awnings and be well landscaped to reduce wind effects at the pedestrian level.

Sun and Shadow Guidelines:

r. Development applications should include a Sun/Shadow Study as part of a Zoning Bylaw Amendment, Official Plan Amendment and Site Plan Control application for developments over 5-storeys or in sensitive areas that considers streets and open spaces at the ground level.

Sky Views and Privacy Guidelines:

v. Rooftop amenity areas should be designed to be compatible with adjacent properties and maintain privacy for adjacent buildings.

x. Buildings should include high quality glazing at the ground level, particularly along public facing frontages to encourage ‘eyes on the street’.

[...]

Analysis

Guidelines 5.7a – e speak to maximizing sun exposure and microclimate enhancement. The proposed built form incorporates transparent surfaces, maximizing natural daylight penetration into interior spaces and supporting passive solar energy gains. This design approach enhances livability and energy efficiency while reducing reliance on artificial lighting. At grade, new tree planting as shown in Adesso’s Landscape Plan, is proposed to improve the microclimate for pedestrians, providing shade and seasonal comfort. Additionally, the hotel’s main entrance features a recessed entry and canopy, offering weather protection and accommodating pedestrian convenience.

A Pedestrian Wind Study was prepared and concludes the generated wind conditions in the vicinity are comfortable in the summer and generally comfortable in the winter with some exceptions. All locations are expected to meet satisfactory wind safety criteria with one exception in the adjacent parking area to the east. However, further implementation of localized wind control elements at the detailed design stage are expected to address all outstanding conditions. Wind screens are also conceptually proposed at strategic locations to mitigate potential wind impacts, including adjacent to the north entrance to the music hall, on the north and south sides of Kitchener Street’s sidewalks and on the north side of Hunter Street.

A Shadow Study, prepared by the project architect, analyzes the shadow impacts of the proposed 50-storey mixed-use building. Key findings, documented in Section 3.1 of this Brief, confirm that the shadow impact on surrounding uses and public spaces are not significant.

A rooftop terrace is proposed on Level 3 of the hotel building. The terrace is located on the north side of the tower, fronting Kitchener Street and 4873 Kitchener Street. The nearest existing residences are located northwest of Kitchener Street relative to the rooftop terrace. In addition, the western portion of the terrace will be screened by the existing entryway tower. Given the terrace's location, orientation, and screening, no privacy impacts to nearby residences are anticipated, in accordance with Policy 5.7v. In support of Policy 5.7x, the ground level of the hotel building accommodates the main lobby as well as a café/bar/lounge area with ample glazing along the Kitchener Street frontage. This design enhances visual permeability and contributes to a safer streetscape.

Policy

Section 5.9 provides guidance on pedestrian and cycling connections:

Circulation Design Guidelines:

- d. Logical pedestrian connections should be designed between main entrances buildings and transit facilities, and public sidewalks.*
- g. Provide curb cuts at crossings to ensure accessibility for mobility device and stroller usage.*

Section 5.10 provides guidance on driveways and parking:

Driveway Guidelines:

- a. The number and size of curb cuts should be minimized along a block or site to reduce potential conflict points between vehicles, pedestrians, and cyclists.*
- b. Provide a continuous sidewalk across driveway entrances wherever possible.*
- e. Corner lots located at the intersection of major and minor roadways should generally have driveway access from the minor road.*

Structured Parking Guidelines:

- z. Parking access should be provided from a lane or side street wherever possible.*

aa. Where structured parking fronts onto a public street or space, commercial retail units or other community uses should be provided to line parking garage with activated uses at-grade.

ab. Parking within an above-grade structure should be screened from view at sidewalk level and second storey levels, and the street-level wall should be enhanced by architectural detailing, artwork, landscaping, or similar treatment that will add visual interest and integrate well with the surrounding built form.

Analysis

Primary pedestrian connections to the proposed development are provided from the Kitchener Street sidewalk. Curb extensions, pedestrian crossings and a woonerf-like shared-street condition are proposed within Kitchener Street to accommodate on-street (valet) parking and to support safer pedestrian movement between the two (2) properties.

In accordance with the guidelines of Section 5.10, a continuous sidewalk is provided across all driveways crossing Kitchener Street and Hunter Street, prioritizing pedestrians and maintaining a consistent public realm experience. The 4-storey above-grade parking structure is located on a corner lot, with vehicular access taken from the minor road (Kitchener Street) to minimize potential conflicts with higher-speed traffic that typically exist on major roads (such as Victoria Avenue).

In support of Guideline 5.10aa, the proposed parking structure will be lined with commercial uses along the Victoria Avenue and Kitchener Street frontages. Additionally, enhancements in the form of seating, pathways, soft and hard landscaping are envisioned to provide activated uses at-grade. At the detailed design stage, architectural detailing will be incorporated along building elevations fronting public streets to enhance visual interest and ensure integration with the surrounding built form.

Policy

Section 5.13 provides guidance on servicing, loading and utilities.

Design Guidelines:

b. Site circulation should provide efficient routes for vehicles to access servicing, loading and utilities, including space for sufficient turning radii and vertical clearance. Design measures that minimize conflict with pedestrians, cyclists, and motorists should be employed.

c. Site circulation for trucks should avoid reversing or manoeuvring on public streets.

- d. Servicing and loading should be located away from main building entrances, parks and outdoor areas and pedestrian pathways.*
- e. Servicing and loading areas should not encroach into the exterior side yard and/or front yard setback and should not be located between buildings and the street.*

Screening, Fencing & Enclosures:

- k. Servicing, loading and utilities should be enclosed within the building envelope when possible. Where this is not feasible, screening should minimize impact to the public realm.*

Analysis

In support of the design guidelines of Section 5.13, all servicing functions for the proposed development are consolidated on the south side of 4898 Kitchener Street. As illustrated on Sheet A101 of the Music City Hotel Drawing Set, storage, loading, waste management, and service corridors are fully enclosed within the building and located toward the southern portion of the proposed building. Driveway access for servicing is provided from Hunter Street and is designed to accommodate appropriate turning movements for loading and service vehicles. Such a placement allows the Kitchener Street frontage to function as the primary frontage for visitor entrance as envisioned.

5.1.3 Building Design

Guidelines of Section 6 discusses building design. Relevant to the application, the following sections are reviewed and analyzed in this sub-section.

Guidelines

Section 6.1 speaks to Sustainability and Wellbeing:

Design Guidelines:

- a. Design buildings to reduce wind speeds through shape, height, step-backs, façade dimensions, façade separations, and features including canopies, colonnades, and parapets.*
- b. The siting, orientation, and design of buildings should promote passive design measures such as natural ventilation, daylighting, and passive heating to maximize energy performance and occupant comfort.*
- c. Buildings should be oriented to optimize the potential for solar energy generation from rooftops and facades (particularly South and West) by minimizing self-shading and shading from adjacent buildings. For example, building penthouses should be located at the northern portion of the building roof to maximize potential for solar-related productive roofscapes.*

f. Ensure pedestrian weather protection is provided at building entrances and pathways adjacent to the building.

Bird-Friendly Design Guidelines:

ad. New buildings should consider the health and well-being of bird populations through the design of glazing, landscapes, and lighting to reduce the incidence of bird strikes and create an urban environment in which birds can thrive.

ae. Apply bird-friendly glazing treatments and other techniques including awnings, overhangs, and screens, to minimize the chance of bird impacts with buildings.

af. Avoid monolithic, undistinguished expanses of glazing.

Analysis

As mentioned, the Pedestrian Wind Study concludes the proposed building massing design mitigates wind impacts generated by the proposed development and outstanding conditions could be addressed through further detailed design considerations.

In accordance with Guideline 6.1b, the siting, orientation, and building design maximize exposure to southern and western sunlight to enhance opportunities for passive solar heating. Building façades oriented toward the north and east are designed to receive filtered daylight. Given the height of the proposed 50-storey hotel building, all internal spaces will be fully air-conditioned, with mechanically controlled ventilation and temperature regulation. The outdoor patio has been positioned on the west side of the site adjacent to the music hall to take advantage of southern exposure and late afternoon sunlight during the peak spring and summer seasons.

In support of Guideline 6.1f, the main entrance of the proposed hotel building incorporates a recessed entry and canopy, providing effective weather protection at the building entrance.

The tower façades will consist of a combination of glazing and terracotta panels, as confirmed by the project architect. Mirrored glass is not proposed, thereby minimizing the potential for bird collisions and supporting bird-friendly building design principles. Additional recommendations to align with the bird-friendly design guidelines are included in the recommendations section of this Brief.

Guidelines

Section 6.5 provides guidelines for tall buildings.

Design Guidelines:

- a. *The design of tall buildings should minimize adverse view and privacy impacts to neighbouring properties.*
- b. *The design and massing of tall building components should mitigate adverse shadowing and wind impacts on the site, public realm, and neighbouring properties.*
- c. *The ground floor uses, façade design, and adjacent pedestrian realm features of tall building components should contribute to animation of the public realm with active uses, transparent glazing, frequent entrances, and high quality hard and soft landscaping.*
- d. *Buildings facing the street, or building areas at grade that are publicly visible, including service and loading areas, should be well co-ordinated with the public boulevard and other outdoor site areas including outdoor amenity areas. These outdoor areas should include high-quality hard and soft landscaping.*
- e. *At grade, tall building components should be designed with a minimum ground floor-to-ceiling height of 4.5 metres to allow for flexibility of use for lobby, amenity, commercial, and other uses. Taller ground floor heights are permitted and can accommodate mezzanine levels where applicable.*

Massing Guidelines:

- h. *Tall buildings are generally composed of a building base, middle, and top however a wide range of architectural expression to express these components is encouraged, particularly in response to existing context, including heritage, natural and cultural contexts.*
- i. *Where a tall building is proposed within an existing streetscape with an established primary street wall height, a base building should be incorporated into the design which reinforces the existing primary street wall with a similar setback and height. Above the primary street wall, a minimum 2.5-metre deep step-back should occur.*
- j. *Tower floor plates above a base building should be limited to a maximum of 750 square metres to mitigate the perceived mass of the upper building, reduce shadow impacts on adjacent lands and to maximize sunlight access and sky views between adjacent tall buildings.*
- m. *Tall building tower elements should be located and oriented to maximize sky views and to allow appropriate privacy and dynamic skylines by providing:*
 - *Minimum separation distances of 25 metres between all tower elements.*

- *Minimum side and rear setbacks of 12.5 metres from the associated property line or from the centre line of a rear laneway.*
- *Building heights that respond to the existing and planned context, including consideration of shadow effects.*

p. Ground floor awnings are recommended to provide protection from inclement weather.

Projections and Step-Backs:

x. Tall Buildings that incorporate a base building and tower form should include a step-back of at least 3.0 metres between the base building and tower that occurs between 3 and 7 storeys above grade.

Mechanical Penthouses:

aa. Mechanical penthouses on the roof of Tall Building components should be screened from view using high quality enclosures that are designed as part of the overall building composition.

Analysis

The proposed 50-storey hotel building is located on the east side of 4898 Kitchener Street, fronting Kitchener Street and 4873 Kitchener Street. The nearest existing residences are located northwest of Kitchener Street relative to the hotel building. In addition, the western portion of the hotel building is buffered by the existing conserved portion of the building up to the 4th storey. Given the hotel building's location, no privacy impacts to nearby residences are anticipated, in accordance with Guideline 6.5a.

In response to Guideline 6.5b, the shadow and wind impacts associated with the proposed tower have been evaluated through the supporting Sun/Shadow Study and Pedestrian Wind Study. The proposed built form maximizes the use of transparent surfaces to enhance access to natural sunlight at grade. The tower floor plate has been designed as a narrow form oriented along the north-south axis to minimize shadow impacts generated by the predominant southern sun path. The podium and tower setbacks and stepbacks have also been designed to reduce shadow impacts on adjacent properties. Changes to the building massing and floor plates have also been incorporated into the latest design to address wind impacts. Both the Sun/Shadow Study and Pedestrian Wind Study conclude that the shadow and wind impacts on the surrounding areas are acceptable as outstanding wind conditions could be effectively mitigated at the detailed design stage.

In support of Guidelines 6.5c and 6.5d, the ground level of the hotel building incorporates the main lobby as well as a café/bar/lounge area with glazing along the Kitchener Street frontage. This active and transparent ground-floor condition enhances

visual permeability, provides “eyes on the street,” and contributes to a vibrant, safe, and pedestrian-oriented streetscape.

Guideline 6.5e encourages a minimum ground floor-to-ceiling height of 4.5 metres for tall building components to support flexibility of use. While the proposed development provides a lower ground floor-to-ceiling height of 4.1 metres, this reduced height is sufficient to accommodate the intended uses, including the hotel lobby and café/lounge/bar spaces. These functions do not require the additional ceiling height necessary for more intensive commercial or retail programming. The reduced ground floor height supports a context-sensitive transition at grade, particularly in relation to the surrounding lower-scale residential built form. In this instance, the proposed 4.1-metre ground floor height represents a minor and appropriate deviation that does not compromise the flexibility of use, while providing quality urban design.

The proposed mixed-use building could be organized into two components: a podium and a slender tower top. The base and the middle portions respond to the scale of the conserved building. The podium measures 19.2 metres in height, aligning with the height of the retained entryway tower of the conserved building. Together, the podium of the hotel building reinforces a consistent streetwall in relation to the conserved building. The primary street wall in the northerly elevation is stepped back by approximately 4.5 metres at Level 4, reducing perceived mass at the pedestrian level. The tower portion of the building comprises the remaining height, resulting in a total tower height of approximately 167 metres (50 storeys), including the mechanical penthouse. This upper component is designed as a slender tower element and is set back an additional 1.1 metres at Level 5 (or after 4th storey). Between the base and the level at which the upper tower portion begins, an overall stepback of approximately 5.7 metres is provided, exceeding the minimum 3.0-metre stepback requirement of Guideline 6.5x.

The tower’s floor plates range approximately between 427 - 525 m² in floor area. These values fall within the prescribed extent outlined in Guideline 6.5j and contribute to the slender tower form at upper levels. The design of the upper tower portion has been evaluated in accordance with Guideline 6.5m, as follows:

- As there are no other tall building elements on the Subject Lands, minimum tower separation distances of 25 metres are not applicable in this instance.
- The proposed side yard setback is 0 metres, while the rear yard setback from the upper tower portion exceeds the required 12.5 metres. Regular stepbacks from this lot are proposed from the 7th storey to the 50th storey of the tower. At the 50th storey, the tower is set back 3.8 metres from this interior lot line. This is appropriate as there is no existing tower on the adjacent lands. This adjacent property is also zoned TC-1142 which permits a building at the southeast corner fronting on Victoria Avenue to have a maximum height of 27 metres or 7 storeys. This building is more than 25 metres from the proposed tower on the Subject Lands.

- Shadow impacts associated with the proposed massing have been assessed in the supporting Shadow Study. Key findings are summarized in Section 3.1 of this Brief.

The mechanical penthouse are conceptually shown to be fully integrated and screened as part of the overall building elevation. The upper most levels are designed as an architectural component of the tower and are not visually exposed, consistent with Guideline 6.5aa.

5.1.4 Building Types

Guidelines of Section 7 discusses building types. Relevant to the application, the following sections are reviewed and analyzed in this sub-section.

Guidelines

Section 7.1 speaks to Commercial Buildings:

Design Guidelines:

- a. The design of commercial building should be compatible in design with the surrounding character of the community, including considerations for materials, building massing, and architectural features.*
- b. A minimum building height of 2 storeys is encouraged for commercial buildings to promote compact development and a high quality public realm.*
- c. Commercial buildings should use high quality building materials and incorporate significant glazing at grade to contribute to an aesthetically pleasing environment and ensure visibility into buildings from the public realm.*

Urban Commercial:

- d. Urban commercial buildings should frame adjacent streets and provide direct access to adjacent public rights-of-way to encourage visibility and accessibility.*
- f. Building lighting and the use of canopies and weather protected areas should be incorporated in the design of the building along building frontages abutting the public realm.*
- g. Commercial buildings should provide enhanced landscape treatments including trees, planting beds, and street furnishings.*

Section 7.4 speaks to Mixed-Use Buildings:

Design Guidelines:

a. Mixed-use buildings should have a minimum building height of two storeys to promote compact development.

b. The ground floors of mixed-use buildings should primarily include non-residential uses that are open to the public and contribute to an active public realm, such as restaurants, retail, and personal services uses. [...]

d. Ground floor to ceiling heights should be a minimum of 4.5 metres and building systems should be designed to allow for flexibility of use over time. [...]

e. Where an existing street wall has already been established, lower floors should follow the existing datum. Where this results in ground floor heights lower than recommended in (d), the use of double height or mezzanine spaces are strongly encouraged to support flexibility in use over time, while maintaining the visual datum from the building exterior.

f. Mixed-use buildings with active ground floor uses should express a consistent street wall edge that encourages interaction with the public realm.

g. Non-residential ground floor units should utilize a high proportion of transparent material to allow for views between the interior and exterior. Window displays should be engaging and create visual interest. Signage and displays in ground floor windows should be sized and placed so they do not obscure views between the building interior and exterior.

Lobby Guidelines:

n. Lobbies should be visually differentiated from other building entrances through architectural design, articulation, and/or distinctive materials. Lobbies should provide good visual connections between indoor and outdoor spaces through the use of transparent materials.

Parking Guidelines:

r. The majority of on-site visitor, employee, and resident parking should be provided underground. Surface parking should be limited to short-term convenience parking and should be located at the rear of the building away from the primary façade.

Analysis

Section 7.1 of the MUDG contemplates commercial buildings accommodating a range of business-related uses, including restaurants, and recognizes commercial uses within mixed-use developments, including those in tall building form. As such, this section is applicable to the proposed development. For clarity, the proposed mixed-use development comprises a Music Hall and a 50-storey hotel building, including an

integrated restaurant, with associated required parking accommodated at an off-site location.

In accordance with Guideline 7.1a, a combination of glazing and terracotta panels is proposed, referencing and complementing the materials of the conserved building. Consistent with Guidelines 7.1b, 7.4a, and 7.4f, the podium of the proposed development is at 4 storeys while the proposed parking structure is also 4 storeys in height.

At grade, the hotel building accommodates the main lobby and a café/bar/lounge area with glazing along the Kitchener Street frontage, as supported by Guidelines 7.4b and 7.4g. This transparent, active ground-floor use enhances visual permeability, provides “eyes on the street,” and contributes to a safer pedestrian environment. The ground floor of the parking structure on both frontages is also anticipated to incorporate glazing to support the at-grade commercial uses.

In assessing Guidelines 7.1d and 7.1f, as well as 7.4c, the proposed building frames Kitchener Street and Hunter Street frontages while the parking structure frames Kitchener Street. The hotel building entrance is accessed directly from Kitchener Street and is located at the same grade as the adjacent sidewalk, ensuring clear, legible, and universally accessible entry, consistent with Guideline 7.4j.

A weather-protected entrance is provided for the hotel building entrance, and lighting strategies will be discussed through the Site Plan Approval process. In support of Guideline 7.1g, enhanced landscape treatments are incorporated throughout the Subject Lands, as illustrated on the supporting Landscape Plan.

Guideline 7.4d supports a minimum ground-floor-to-ceiling height of 4.5 metres to allow for flexible use over time. As previously discussed, the proposed development provides a ground-floor-to-ceiling height of approximately 4.1 metres. This reduced height is sufficient to accommodate the intended ground-floor uses, including the hotel lobby and café/bar/lounge spaces.

As discussed in Section 5.3.1 of this Brief, the proposed mixed-use building maintains and establishes appropriate street walls on both frontages.

As encouraged by Guideline 7.4n, the entrances for the Music Hall and Hotel are clearly differentiated. The Music Hall entrance is accessed through the retained doors within the existing entryway tower of the conserved building, while the hotel entrance is accommodated within a recessed entrance at the base of the hotel building. The hotel lobby entrance will be emphasized through the use of a weather canopy, lighting, and a complementary palette of building materials, which will be detailed at the Site Plan Approval stage.

Parking for the proposed development will be accommodated on lands municipally known as 4873 Kitchener Street, through a combination of surface parking and a 4-storey parking structure. The surface parking area is located at the rear and is screened by landscaping treatment from Kitchener Street.

Conclusion

Based on the above analysis, the proposed development respects and implements the design objectives of the Region's updated MUDG.

5.2 City of Niagara Falls Official Plan (City OP)

The City's current OP establishes policies for the Tourist Commercial Area which are derived from the Niagara Falls Tourist Area Development Strategy and public consultation. The primary goal of that strategy is to improve the physical setting of the Tourist Area, create a world-class tourist destination that encourages visitor stay in the city.

The following objectives are applicable to the proposed development:

- *to preserve and protect the primary tourism resource - the Falls, and the quality of its viewing experience;*
- *to ensure that future development builds upon and complements existing good tourism development and respects the built and natural heritage of the Tourist Area; C to establish Tourist Districts which complement and support each other;*
- *to ensure that future development occurs in a manner which enhances the attractiveness of the tourism environment and promotes pedestrian-friendly streetscapes;*
- *to ensure that tourism development does not adversely affect the quality of life enjoyed in residential neighbourhoods.*

5.2.1 Building Quality and the Emerging Skyline

Part 2 Policies 4.1.23 and 4.1.24 provide policy guidance on building quality and the emerging skyline, as discussed below:

Policy

4.1.23 The skyline of Niagara Falls shall continue to be characterized by the three existing viewing towers. New high-rise buildings shall be of variable heights and mass and shall not form a continuous wall when viewed from Queen Victoria Park, the U.S. side or the City of Niagara Falls. To achieve

these objectives, any proposal to exceed 4 storeys in height shall be considered by zoning bylaw amendment on a site specific basis.

4.1.24 A system of built-form regulations in the Tourist Area shall be established, based on the following principles:

- a) The highest buildings shall be constructed in the Central Tourist District in order to create an internationally recognizable skyline for Niagara Falls and to support the extent of municipal infrastructure required to service high density developments;*
- c) Residential and institutional uses will be protected from the overshadowing effects of tall buildings;*
- d) The regulation of building mass will occur through a system of built form controls and urban design criteria consistent with Section 4.4.2 through 4.4.8 of this Plan;*
- e) Council will consider the merits of development applications having regard to the policies of this Plan;*
- f) All applications for additional building heights will be treated on a quid pro-quo basis wherein the developer agrees to provide public realm improvements; and,*
- g) Architectural Peer Review will be required for high-rise buildings over 10 storeys in height.*

Analysis

The proposed 50-storey mixed use building is not anticipated to form a continuous wall when viewed from Queen Victoria Park, the U.S. side or the City of Niagara Falls, as demonstrated in sections 5.5.4 and 5.5.5. This is primarily due to the significant distance from these locations and the tower's massing strategy, incorporating regular stepbacks and varying floor plates. Together, these elements break up the tower's profile and prevent a monolithic visual presence on the skyline.

In accordance with Policy 4.1.24a, the Subject Lands are within the Clifton Hill Central Tourist District as per Schedule E of the City OP. Highest buildings are supported in this tourist district to create an internationally recognized skyline for Niagara Falls and to support servicing needs of higher density developments. In support of Policy 4.1.24c, a Shadow Study has been prepared by the project architect and the shadow impacts to neighbouring residences are documented in Section 3.1 of this Brief. The neighbouring residences, specifically to the north of Kitchener Street, are anticipated to experience some shadowing, however, due to the slender design of the tower, shadows are expected to be fast-moving. Lastly, in addressing Policy 4.1.24d, policies of Section 4.4.2 through 4.4.8 are addressed in the subsequent sections of this Brief.

An Architectural Design Review has also been prepared and submitted as part of this application.

5.2.2 Tourist Districts

Part 2 Section 4.2 provides policy guidance on tourist districts, and the relevant policies are discussed below:

Policy

4.2.1 Land Uses in the Tourist Commercial designation shall be organized in a complementary fashion. To this end, a hierarchy of tourist districts will be established, consisting of a Central Tourist District and four Satellite Districts as delineated on Schedule E.

4.2.2 The Central Tourist District shall be comprised of the Queen Victoria Park, Clifton Hill and Fallsview Subdistricts. The Central Tourist District shall continue to be the focal point for tourism activities in the City, including the Falls, the primary attraction, interpretive natural and cultural facilities in Queen Victoria Park, and a wide mix of tourist attractions, accommodations, and services in Clifton Hill and Fallsview. Large-scale "thrill" style attractions/amusements will generally be directed to Theme Park and Resort Commercial designations.

CLIFTON HILL SUBDISTRICT

4.2.16 The Clifton Hill Subdistrict shall function as the commercial-entertainment centre of the Tourist Area, preserving its festival atmosphere. A wide range of commercial/entertainment uses shall be permitted including, but not limited to, tourist retail, hotels, restaurants, cafes, nightclubs, museums, art galleries, theatres and other tourist-related uses, all of which provide a pedestrian focus at the street level. The most intensive uses shall be located to the east of Victoria Avenue where a concentration of tourism activities already exists. Tourist-related uses to the west of Victoria Avenue shall provide an appropriate transition and relationship with the adjacent residential and institutional uses located within this Subdistrict.

4.2.18 New developments within the Clifton Hill Subdistrict shall be consistent with Sections 4.3.6 through 4.3.10 of this Plan with respect to the relationship of new developments to public streets and open spaces and Sections 4.4.2 through 4.4.8 of this Plan with respect to the development's built form.

4.2.20 A comprehensive Streetscape Master Plan for the Clifton Hill Subdistrict shall be undertaken, in cooperation with area BIA's, to provide

detailed urban design guidelines and identify detailed streetscape improvements, road and sidewalk widths, sidewalk paving, street lighting, the location and type of street trees, street furniture details, the treatment of public utilities in the street allowance and signage, in order to implement the policies of this Plan.

Analysis

As previously mentioned, the Subject Lands are within Clifton Hill Central Tourist District as per Schedule E of the City OP. According to Policy 4.2.2, the Central Tourist District supports a wide mix of tourist attractions and accommodations in Clifton Hill. Further, Policy 4.2.16, permits hotels, restaurants and theatres, providing pedestrian focus at the street level, within the Clifton Hill Subdistrict. The proposed mixed-use development comprising of a Music Hall and a Hotel, including an integrated restaurant are permitted within this tourist district.

Policy 4.2.16 provides that a wide range of commercial/entertainment uses shall be permitted in this Subdistrict to provide a pedestrian focus at the street level. The proposed development will accommodate a hotel, complementary commercial uses such as restaurants as well as an entertainment use in the form of the music hall which is expected to be a pedestrian traffic generator. Additionally, this policy requires tourist-related uses west of Victoria Avenue demonstrate appropriate transition and a compatible relationship with adjacent residential uses. As previously noted, the residential properties surrounding the Subject Lands are zoned Deferred Tourist Commercial (DTC), an area intended to accommodate tourist commercial uses over the long term. The existing residential uses are recognized as interim in nature and are anticipated to transition to tourist commercial redevelopment in accordance with the City OP over time. Further, Figure 4 – Height Strategy of the City OP identifies portions of the Subject Lands for medium-rise built form, permitting building heights of up to 12 storeys. Through the proposed Official Plan Amendment and Zoning By-law Amendment, a site-specific amendment is requested to permit a building height of up to 50 storeys. While the proposed development exceeds the height contemplated by the City OP, the supporting Sun/Shadow Study demonstrates that shadow impacts on adjacent residential areas and public spaces remain within the acceptable limits established by the City's Terms of Reference. Additional analysis of the proposed building location and massing have been carefully designed to provide an appropriate transition to the nearby sensitive uses.

To address Policy 4.2.18, policies of Section 4.3.6 through 4.3.10 regarding relationship of new developments to public streets and open spaces and Section 4.4.2 through 4.4.8 related to the development's built form are addressed in sections 5.2.3 and 5.2.4. A discussion of the Streetscape Master Plan, provided in Section 5.3.2 of this Brief also demonstrates that the proposal can support the directions established in this document and conforms with Policy 4.2.20 of the City OP.

5.2.3 Public Realm

Part 2 Section 4.3 provides policy guidance on the public realm within the tourist districts, and the relevant policies are discussed below:

Policy

4.3.7 Entry Corridors, as identified on Fig. 2, shall be designated as the main points of access through which visitors arrive at the Niagara Falls Tourist Area. Entry Corridors shall be automobile-oriented streets whose main purpose is to accommodate vehicular traffic within an attractive, sign-posted and landscaped streetscape. Council shall ensure that public improvements and new developments are consistent with the Design Criteria for Entry Corridors.

4.3.10 Council shall ensure that public improvements and new developments abutting all streets in the Tourist Area not otherwise designated on Fig. 2, help improve the physical setting of the Tourist Area through streetscape improvements such as reconstructed sidewalks, the planting of street trees, and landscaping treatment. The details of these improvements shall be outlined in Streetscape Master Plans.

OPEN SPACE SYSTEM

4.3.11 The City's vision of becoming an international tourist destination shall be achieved through the upgrading and improvement of the physical plant. Improvements to the public realm include the provision of public plazas, landscaped open spaces and streetscape greening programmes as illustrated on Fig. 3.

Analysis

Victoria Avenue is identified on Figure 3 – Open Space Plan as a tree-lined boulevard while Falls Avenue is identified on Figure 2 – Street System as an Entry Corridor.

The proposed parking structure on 4873 Kitchener Street features a conceptually dynamic and visually appealing façade treatment that enhances the overall character of the corridor while effectively screening the internal parking areas from view. This high-quality architectural articulation creates a positive visual impression for motorists traveling along Falls Avenue.

In addition, 4873 Kitchener Street incorporates enhanced landscaped areas, in the form of shade structures, public art installation, seating, pathways, soft and hard landscaping, along the Victoria Avenue frontage, as illustrated on the Landscape Plan. This area also advances Policy 4.3.11 of the City OP by creating a public plaza integrated with landscaping and capacity for programming. Further, the proposed parking structure will

be lined with commercial uses along the Victoria Avenue and Kitchener Street frontages. The proposed commercial uses and landscaped treatments soften the visual presence of proposed parking structure, enhance the attractiveness of the corridor, and contribute to a more welcoming experience.

To address Policy 4.3.10, as part of the proposed development, streetscape improvements are planned within the Kitchener Street right-of-way. These include the introduction of curb extensions, shared-street condition through specialized paving, pedestrian crossings, boulevard trees, planter boxes, specialized paving materials, benches and continuous sidewalks on both sides of Kitchener Street. Along the north side of Hunter Street, an interrupted sidewalk, specialized paving materials and boulevard trees are also proposed.

5.2.4 High-Quality Private Development

Part 2 Section 4.4 provides policy guidance on building high-quality private development within the tourist districts, and the relevant policies are discussed below:

Policy

4.4.2 Building heights throughout the tourist area shall be restricted to four storeys in accordance with the provisions of the Zoning By-law. Council shall consider the allocation of additional building heights through site specific Zoning By-law amendments up to the maximum height set out in Fig. 4 and section 4.4.3. The maximum height shall be allocated if a proposed development meets the following criteria:

- a) the applicant has submitted all required rezoning information;*
- b) the applicant agrees to provide sidewalk and streetscape improvements in accordance with Section 4.4.4;*
- c) in cases where buildings exceed 10 storeys, the applicant has submitted requisite wind and shadow studies and has completed an architectural peer review;*
- d) and the proposed development, in the opinion of Council, adheres to the intent of this plan and applicable design criteria."*

4.4.3 In order to provide reasonable flexibility in the regulation of building heights, general parameters for building heights will be established rather than strict height limits. In this regard, the following parameters will apply:

<i>High-rise</i>	<i>13 To 30 storeys</i>
<i>Medium-rise</i>	<i>9 to 12 storeys</i>

4.4.4 In approving zoning by-law amendments permitting increases in building heights, Council shall authorize the use of Section 37 of the Planning Act and enter into legal agreements under that Section to ensure that all street frontages are improved including sidewalks, the planting of street trees, the provision of street furniture and the provision of landscaped open space.

4.4.5 By virtue of allowing high-rise buildings, design controls need to be established to ensure that they do not create adverse impacts, such as extensive shadowing on residential areas, public streets and open spaces, encroachment on the views of other landowners and the creation of severe wind impacts at the street level. Council will be guided by studies submitted in support of new development applications to ensure that high quality building designs are achieved with minimal environmental impacts.

MASSING OF NEW DEVELOPMENT

4.4.6 High-rise developments shall not overwhelm the public realm, nor shall they collectively create a solid wall at the top of the escarpment. The intention is to permit tall buildings to be built but to reduce their massing and visual impact as they become taller and to provide appropriate gaps between them. At lower levels, buildings will be permitted to develop to the property line in order to enhance street level activities.

4.4.7 Additional skyline elements compete with the Falls for visual attention and should be added with great care. To this end, Design Criteria for High Rise Buildings shall be implemented for all development projects over four storeys in height based on the following principles.

- a) to ensure that buildings are designed to add distinct and interesting features to the Niagara Falls skyline;*
- b) to ensure that new developments enhance the pedestrian environment at the street level by reflecting a pedestrian-scale design;*
- c) to ensure that high-rise buildings are appropriately set back and stepped back from the street level in order to mitigate adverse wind impacts and excessive shadowing on City streets;*
- d) to ensure that building mass is reduced above the four-storey podium level and again at the 15-storey level so that no single building dominates the skyline, and that appropriate gaps are maintained between buildings;*
- e) to minimize adverse impacts on residential areas.*

4.4.8 Regulating the scale and massing of buildings, as described in policy 4.4.7, will be implemented through the adoption of site specific zoning provisions for individual development projects.

Analysis

As previously discussed, Figure 4 – Height Strategy of the City OP identifies a portion of 4898 Kitchener Street for medium-rise built form, permitting building heights of up to 12 storeys. Through the proposed Official Plan Amendment and Zoning By-law Amendment application, site-specific amendments are requested to permit a building height of up to 50 storeys. While the proposed development exceeds the height contemplated by the broader policy framework, the proposed 50-storey development will be able to address the criteria outlined in Policies 4.4.2 to 4.4.5 of the City OP:

- The Subject Lands are located within the Central Tourist District, which supports high-rise built forms.
- The Sun/Shadow Study demonstrates that shadow impacts on adjacent residential areas and public spaces remain within the acceptable limits established by the City's Terms of Reference.
- The Pedestrian Wind Study concludes the generated wind conditions in the vicinity are comfortable in the summer and generally comfortable in the winter with some exceptions. All locations are expected to meet satisfactory wind safety criteria with one exception in the adjacent parking area to the east. However, further implementation of localized wind control elements at the detailed design stage are expected to address all outstanding conditions.
- As part of the proposed development, streetscape improvements are envisioned within the Kitchener Street right-of-way, including curb extensions, improved pedestrian crossings, boulevard trees, planter boxes, benches and a woonerf-style shared-street condition created through specialized paving materials. Continuous sidewalks will also be provided throughout all adjacent public realms. The conceptual landscaped amenity area along Victoria Avenue would also provide a great opportunity for a public plaza that integrates attractive and functional landscaping treatment with public art and programming for a lively public realm.

Policy 4.4.6 encourages tall buildings to be designed in a manner that minimizes perceived massing and reduces visual impacts on the surrounding area. While the proposed tower reaches a height of 50 storeys, its massing has been carefully articulated to achieve this policy intent. The hotel building incorporates a defined and human-scaled podium, and a slender tower top above the 4th storey. The tower floor plate is compact with a maximum floor area of 525 m². The maximum length of the tower portion is proposed to be 30 metres, contributing to the effect of a point tower

when viewed from all surrounding streets. The articulation and tapering of the tower through regular building setbacks further reduce the building massing.

Policy 4.4.7 sets out specific design considerations for high-rise buildings, and the proposed mixed-use building conforms with the policy intent as follows:

- a) The proposed built form is designed to add a distinct and visually compelling feature to the Niagara Falls skyline. The tower's stepped, tapering massing that creates a unique silhouette and reinforces the building's flowing vertical expression. This form reflects the design's intent to evoke the cascading movement of the Niagara Falls, culminating in a roof feature that completes the concept. As a result, the roof component is expected to become a recognizable landmark that both enhances the skyline and symbolically connects the tower to the natural feature that defines the city.
- b) At the street level, the podium portion is designed to reflect a pedestrian-scale built form. Most of the podium is under 15 metres while the portion above 15 metres is set back more than 4 metres from the Kitchener's main wall. Proposed boulevard trees within the adjacent public realms also help further relate the scale of the podium to pedestrian level. The ground levels are lined with active uses including a café, the hotel lobby, entrances into the music hall and a raised patio. Articulated façades and generous glazing contribute to a comfortable and engaging pedestrian environment along Kitchener Street. Additionally, weather protection elements and proposed streetscape improvements, such as continuous sidewalk, improve walkability along the street.
- c) The 3rd storey is stepped back by approximately 4.5 metres from the 2nd storey's main wall on the northerly elevation, reducing perceived mass at the pedestrian level. From the Hunter Street's elevation, building setbacks also occur at the 4th storey. The floor plate of the tower component is shrunk further at Level 5 from both the northerly and westerly elevations. The tower's placement has been shifted to the furthest east possible to provide as much buffer for the residential uses to the west. Regular setbacks are also introduced along the easterly façade of the proposed building from the 7th storey up to the 50th storey. The overall building placement, massing, setback and stepback have minimized shadow impacts on surrounding residential uses and public sidewalks, as discussed in Section 3.1 and 5.3.6 of this Brief. Building massing and floor plate configurations have also been revised following wind testing and the current proposal is expected to generate comfortable and safe conditions in the surrounding areas, with some exceptions that could be further addressed at the detailed design stage through the introduction of localized wind control elements.
- d) Policy 4.4.7d) encourages a reduction in building mass above the podium and again at approximately the 15-storey level to avoid skyline dominance. As discussed, the proposed building incorporates stepback above the podium at the 5th storey (top of 4th storey) and while the proposed tower structure does not

introduce a distinct stepback at the 15-storey level, the intent of the policy is achieved through alternative design measures. Above the 5th storey, the tower incorporates regular stepbacks at the 7th, 9th, 11th, 40th, 43rd, 46th, 48th and 50th storey. This cascading architectural expression reduces the perception of bulk and ensures that the building will not dominate the skyline.

- e) The proposed development minimizes adverse impacts on the surrounding residential uses through the building tower's placement, massing, setback and stepback design. The proposed height has been demonstrated to the Sun/Shadow Study to not generate adverse impacts on the surrounding residential uses.



Figure 9. Rendering of the proposed 50-storey mixed-use building with a distinctive roof feature (Matthew Schmid Architecture).

5.2.5 Parking

Part 2 Section 4.5 provides policy guidance on parking within the tourist districts, and the relevant policies are discussed below:

Policy

4.5 PARKING

With the emphasis of this Plan on improving the public realm, it is important that parking facilities be designed in an aesthetically pleasing manner. The following design strategies will be adopted:

- a) As parking areas are highly visible and tend to detract from the pedestrian environment, this Plan encourages active uses other than parking at the street level;*
- b) Where surface parking is provided, it shall be screened from the public street by appropriate setbacks and landscaping;*
- c) Where structured parking is provided, publicly-accessible uses should be incorporated at grade level to enhance the street environment. Alternatively, setbacks and landscaping shall be provided to visually screen the parking structure; and*
- d) Parking lots and structures shall be designed in accordance with the City's Design Criteria for Parking Areas.*

Analysis

There is no parking space proposed within 4898 Kitchener Street. A 4-storey above-grade parking structure is proposed on 4873 Kitchener Street to provide offsite parking for the mixed-use building, representing an efficient and appropriate use of lands that are currently utilized for municipal surface parking. Limited surface parking is provided to the rear of the parking structure, screened from Victoria Avenue by the building and from Kitchener Street by landscaping treatment within the public realm. This ensures that parking areas do not detract from the visual quality of the streetscape.

The parking structure will be designed with architectural articulation and material treatment, which will be detailed at the Site Plan Approval stage, to mitigate its scale and visually screen parked vehicles. These design measures ensure that the parking structure contributes positively to the overall streetscape experience.

Commercial uses are proposed at grade of the parking structure along both street frontages to enhance pedestrian activity. The public realm on the north side of Kitchener Street is also proposed to be improved with the provision of boulevard trees, planter boxes, benches and specialized paving materials. The portion of the lands fronting Victoria Avenue, identified as a tree-lined boulevard, has been conceptually designed as a potential public plaza, tentatively named Music City Park. As shown on the Landscape Plan, this area could be integrated with a mix of soft and hard landscaping, including tree planting, integrated seating, paving treatments, shade structures, art installation, and street programming. This landscaped frontage softens the visual presence of the parking structure, enhances the corridor's aesthetic quality, and creates an inviting public space.

5.2.6 Architectural Peer Review

Part 2 Section 4.6 provides policy guidance on planning implementation, and the relevant policies are discussed below:

Policy

4.6 PLANNING IMPLEMENTATION

ARCHITECTURAL PEER REVIEW

4.6.8 All Zoning By-law Amendment applications for buildings or structures greater than 10 storeys shall be required to undergo a process of Architectural Peer Review for the purpose of ensuring that the design objectives of this Plan have been met.

4.6.10 Proponents of development or redevelopment plans within Tourist Districts adjoining Niagara Parks Commission property shall, pursuant to section 34 (10.2) of the Planning Act, complete the Architectural Peer Review process prior to making formal application for a zoning by-law amendment. The report of the Peer Review panel shall form part of the application.

Analysis

It is acknowledged that the proposed development will be subject to an Architectural Peer Review process. As part of the application submission, an Architectural Design Review Form has been completed and included with the submission. The form outlines how the proposal complies with the applicable design principles, which are discussed in greater detail in Section 5.3 of this Brief.

5.2.7 Urban Design Strategy

Part 3 Section 5 provides policy guidance on urban design strategy, and the relevant policies are discussed below:

The proposed development conforms with Policy 5.1 by integrating sensitively with existing buildings and cultural heritage attributes and delivering high-quality public realm improvements, based on the following:

City OP Policies	Discussion
5.1.1 The design of new development and redevelopment shall specifically address height, setbacks, massing, siting and architecture of existing buildings in order to provide a	Policy 5.1.1 requires the building design to address height, setbacks, massing, siting, and architectural relationship to provide a compatible interface with existing development.

City OP Policies	Discussion
<p>compatible relationship with development in an area.</p>	<p><u>4898 Kitchener Street</u></p> <p>The podium portion of the hotel building aligns with the conserved building to reinforce streetwall and human-scale proportions, while the tower portion is stepped back to reduce visual bulk, mitigate adverse wind conditions and reduce shadow impacts at grade. The discussion of Policy 4.4.7 in Section 5.2.4 of this Brief elaborates how the proposed height of the mixed-use building has been mitigated by the building and tower’s placement, massing, setback and setbacks to achieve a compatible relationship with development in the area.</p> <p><u>4873 Kitchener Street</u></p> <p>The parking structure is proposed to be 4 storey (above grade) and approximately 16 metres. This height is considered human-scale and the building placement being near the southerly street line is appropriate as it will support an active pedestrian environment through the at-grade active uses. The proposed height is also effectively mitigated by a setback of 17.9 metres from the nearest dwelling at 4899 Kitchener Street.</p>
<p>5.1.2 Development shall be designed and oriented to the pedestrian. As such buildings shall be set as close to the street as possible. Moreover, where development includes multiple buildings, the buildings should be deployed in such a manner that allows pedestrians to move between buildings with a minimum of interference from vehicular traffic. To this end, designated walkways</p>	<p>Policy 5.1.2 requires development to be oriented to pedestrians, maintain building presence close to the street, and minimize interference from vehicular traffic.</p> <p><u>4898 Kitchener Street</u></p> <p>The ground floor of the mixed-use building accommodates active uses, such as the hotel lobby, the café/bar/lounge space. There is ample glazing along Kitchener Street, delivering eyes on the street</p>

City OP Policies	Discussion
<p>through parking areas and to other buildings are to be provided.</p>	<p>benefits along this streetscape. The podium of this building is set close to the streets. Continuous sidewalk treatments across driveways on Kitchener Street and Hunter Street.</p> <p><u>4873 Kitchener Street</u></p> <p>As mentioned, the parking structure is proposed to be close to the southerly lot line abutting Kitchener Street. The at-grade active uses and landscape amenity areas along the Victoria Avenue frontage both contribute to an improved pedestrian environment. Curb bulb-outs, on-street parking and pedestrian crossings within the Kitchener Street’s right-of-way are proposed as part of the proposal to support safer pedestrian movement between the two parcels.</p>
<p>5.1.3 Development and redevelopment shall be designed to minimize microclimatic impacts on adjacent lands. Mitigation measures may be secured through provisions of a site specific zoning by-law, conditions of a minor variance, or within the terms of an agreement pursuant to sections 37 or 41 of the <i>Planning Act</i>.</p>	<p>Policy 5.1.3 requires the design of development to minimize microclimate impacts on adjacent lands.</p> <p><u>4898 Kitchener Street</u></p> <p>The proposed development minimizes adverse impacts on the surrounding residential uses through thoughtful massing design. As discussed, the Sun/Shadow Study confirms the proposed development will not generate adverse shadow impacts on surrounding uses and public areas. The Pedestrian Wind Study also anticipates most of the surrounding areas to experience satisfactory wind conditions and areas with outstanding issues can be addressed at detailed design stage through the introduction of localized wind control elements.</p>

City OP Policies	Discussion
	<p><u>4873 Kitchener Street</u></p> <p>The proposed height of the parking structure is not expected to generate adverse shadow or wind impacts on the surrounding uses.</p>
<p>5.1.4 In prominent landmark locations such as gateway entrances to the City or along important roadway corridors, special attention to high quality design and landscaping shall be encouraged. Furthermore, new development and redevelopment should be designed and sited to minimize the obstruction of scenic views and vistas.</p>	<p>Policy 5.1.4 encourages high quality landscaping along prominent landmark locations.</p> <p><u>4898 Kitchener Street</u></p> <p>This parcel is not at a landmark location nor along important corridor.</p> <p><u>4873 Kitchener Street</u></p> <p>Falls Avenue is identified as an Entry Corridor while Victoria Avenue is identified as a tree lined boulevard in the City OP. The conceptual elevation design of the parking structure incorporates dynamic, textured surface that visually softens the massing, conceals the parking levels behind it and will be a positive contribution to the Entry Corridor.</p> <p>The public plaza along Victoria Avenue will not only support the tree-lined boulevard vision but will also animate the public realm through enhanced landscaping treatment and opportunities for art installation and public programming.</p>
<p>5.1.5 Parking areas are to be minimized within the front yard of development sites. Parking shall primarily be located in the rear or sideyards of development sites with sufficient landscaping utilized to</p>	<p>Policy 5.1.5 and 5.1.6 encourages minimized parking along the front yard and encourages parking structures.</p> <p><u>4898 Kitchener Street</u></p>

City OP Policies	Discussion
<p>create an effective buffer to abutting lands.</p> <p>5.1.6 Appropriately designed and scaled parking structures or underground parking shall be encouraged for large tourist commercial and high density residential developments.</p>	<p>No parking areas are proposed on this parcel.</p> <p><u>4873 Kitchener Street</u></p> <p>The 4-storey parking structure consolidates parking supply, reducing space required for surface parking lots, and improves site efficiency in the tourist-commercial area. There is no surface parking area in the front yard along Victoria Avenue and limited surface parking located at the rear of the parking structure. Landscaping is proposed within the exterior side yard to screen the surface parking area from Kitchener Street.</p> <p>As discussed above, the scale of the proposed parking structure is appropriate and compatible with the surrounding uses.</p>
<p>5.1.7 The number of access points onto arterial roads shall be minimized. Linked parking and driveway areas shall be encouraged. Access points shall be oriented toward major roadways.</p>	<p>Overall, no access points are proposed onto arterial roads.</p> <p><u>4898 Kitchener Street</u></p> <p>The existing two (2) vehicular access from Hunter Street (local road) are retained for loading trucks. The off-site parking arrangement minimizes the need for new access points on this property.</p> <p><u>4873 Kitchener Street</u></p> <p>The parking structure will be accessed via a two-way driveway from Kitchener Street (collector road). One (1) additional driveway from Kitchener Street and another from Second Avenue (local road) are also proposed to provide convenient access to the surface parking area at the rear of the lands.</p>

City OP Policies	Discussion
<p>5.3 Landscaping and open space amenity areas can provide an opportunity to enhance the visual image of properties along the streetscape and should be incorporated in development projects to complement boulevard plantings. Landscaping can soften dominant building mass, screen noise and visual intrusion, shield against excessive wind and sun and provide various environmental benefits.</p> <p>5.3.1 The orientation of landscaping within development sites should be toward public use areas, realizing the importance of the effective placement and maintenance of such landscaping in creating attractive amenity areas and entranceways. In addition, the City shall promote the substantial greening of the area intended for landscaping within development sites.</p> <p>5.3.4 Landscaping, together with other design measures, can assist in mitigating the impacts of development on surrounding lands. Landscaping, where adjacent to buffer areas of natural heritage features, shall be designed to incorporate native species. The City shall encourage the utilization of adequate buffering, screening and other landscaping measures to ensure separation between potentially incompatible uses.</p> <p>5.3.5 The City shall encourage the preservation and the incorporation of existing trees, vegetation, green areas and topography into the design and landscaping plans of proposed developments. Tree Preservation</p>	<p>The proposed development incorporates enhanced landscaping, particularly along prominent frontages including Victoria Avenue and Kitchener Street. In accordance with Policy 5.3.4, landscaped areas are intentionally integrated with building massing to soften the visual presence of larger built forms. Landscaped areas adjacent to Kitchener Street and Victoria Avenue sidewalks also contribute to microclimatic mitigation by reducing wind effects and providing seasonal shading.</p> <p>The proposed landscaped amenity area along Victoria Avenue, combined with streetscape improvements and new tree planting, supports the vision of a green and tree-lined boulevard. Primary pedestrian entrances, particularly along Kitchener Street, are framed by proposed plantings.</p> <p>The proposed landscape strategy prioritizes the integration of existing vegetation where feasible, as encouraged by Policy 5.3.5 and enhances overall site greening through additional planting, including tree canopy coverage and planting beds, as per Policy 5.3.1. Only 5 existing trees on 4873 Kitchener Street are proposed to be removed while all remaining trees are proposed to be retained.</p>

City OP Policies	Discussion
<p>Plans may be required prior to any site alteration in compliance with PART 2, Section 11.</p>	
<p>5.4 Parking areas should be designed efficiently to minimize the extent of pavement and provide the opportunity for additional landscaping.</p> <p>5.4.1 Green space and landscaping shall be interspersed throughout the parking area but not affect it's functioning and safety.</p>	<p>In accordance with Policy 5.4, the proposal consolidates parking primarily within the proposed 4-storey parking structure, significantly reducing the extent of surface parking and paved areas across the Subject Lands. Limited surface parking is located toward the rear of 4873 Kitchener Street, away from the Victoria Avenue and is adequately screened by landscaping treatment along the Kitchener Street yard.</p> <p>Some tree planting is incorporated within the surface parking areas to visually soften the area.</p>

Conclusion

In conclusion, the proposed development conforms to the urban design policies in the City OP.

5.3 Tourism Policy Review Implementation Handbook & Streetscape Master Plan

This section analyzes the proposed development within the context of urban design guidelines under the City of Niagara Falls Tourism Policy Review Implementation Handbook (“TPRIH”) (2004) to ensure they contribute positively to the overall image of Niagara Falls as an international world-class destination.

In detail, the TPRIH sets out seven urban design principles with specific guidelines to inform the design of future developments in the Tourist District, namely Positive Base Building Principle, Public Realm At Grade Principle, Sky View Principle, Skyline Height Principle, Niagara Falls Views & Vistas Principle, Parking & Circulation Principle And Positive Microclimate Principle. The following sections of this brief will organize and discuss relevant TPRIH guidelines in the respective principles they address.

The Streetscape Master Plan will be discussed under Section 5.3.2 Principle 2: Public Realm at Grade Principle of the TPRIH as the former's design intent and guidelines directly relate to how the proposed development interfaces with the public realm.

5.3.1 Principle 1: Positive Base Building Principle

The Positive Base Building principle supports an effective and pedestrian-friendly interface between the vertical developments with the street elements through mindful design of the public realm, pedestrian and vehicular movement as well as other building parameters such as setback, height and massing. This principle asks for the base buildings of future development to animate the public streets with active uses that are located along built-to lines and effectively address neighbouring developments. The proposed development's design is evaluated against the relevant design guidelines below:

Guidelines

- *Recognizing that taller buildings will continue to be developed within the Tourist District, all development proposals should have a clearly defined base building designed to animate and define public streets with active uses, such as retail store fronts, galleries, hotel lobbies, high quality landscaped courtyards, mid block connections, and generally provide activities that contribute positively to the success of the adjacent street.*
- *Retail and entertainment uses should be located along built-to lines wherever possible, and create activity along public streets and open spaces.*
- *Base buildings should be defined through a combination of built to lines, which encourage well defined street edge, and in some cases which will allow for more generous sidewalks or streetscape treatments.*
- *It is important that development proposals clearly define the street wall or podium level, and illustrate how the proposed development addresses adjacent developments on neighbouring blocks.*
- *Weather protected canopies and colonnades should be continuous along street frontages, providing pedestrian comfort during inclement weather. [...]*
- *Areas such as drop-off areas, where pedestrians and vehicles mix, should be integrated within the architectural solutions, and should be kept to a minimum dimension, thereby holding the edge of the street.*

- *In the case of above grade parking, all above grade parking structures should be lined with active retail and/or street related uses at grade.*

Analysis

The proposed development incorporates a clearly defined podium, including the base and middle portions of the hotel building, that animates the public realm along Kitchener Street. The base of the mixed-use building accommodates active uses, including the hotel lobby, a café/bar/lounge space, clearly marked entrances with glazing to reinforce transparency and visual engagement with the public realm. The music hall, in particular, is expected to draw a significant number of visitors and further enhance the City's cultural and tourism offerings. The ground floor of the parking structure is also proposed to be lined with commercial uses along both the Kitchener Street and Victoria Avenue facades to animate the adjacent public realms.

The podium of the mixed-used building occupies most of its Kitchener Street frontage, defining an uninterrupted street walls along this interface. While the podium does not extend along the entire Hunter Street frontage, the overall podium follows the alignment of the street line and maintain a human-scaled height that relates effectively to the adjacent public realm. The podium (base and middle portions) of the mixed-use building corresponds to the height of the conserved portion of the building, maintaining a strong built edge and reinforcing continuity along both frontages. Stepback features are also incorporated at the 3rd storey to reduce perceived mass of the podium and to further establish a comfortable human-scaled environment along the public realm.

The parking structure will take up about 65% of its Kitchener frontage and 90% of its Victoria Avenue frontage, creating strong street walls that will effectively define the adjacent streetscapes. The parking structure's setback from Kitchener Street is also consistent with the front yard setbacks of the dwellings on the same block.

Weather protection is provided through a canopy and recessed entrance along the Kitchener Street frontage for the main entrance of the mixed-use building.

Lastly, the proposed 4-storey parking structure is designed to minimize its visual impact on the public realm. Where the proposed parking structure interfaces with public streets, it is screened through architectural detailing and landscaping, and adjacent frontages, particularly along Victoria Avenue, are activated through the proposed landscaped amenity area, which includes soft and hard landscaping, and seating.

The mixed-use provides a drop off area and valet services within the Kitchener Street's right-of-way and directly in front of the hotel's lobby and the music hall's entrance. This ensures operational efficiency, creating seamless interface between arriving vehicles and the building's primary entrances. Although there is no dedicated drop-off area for the parking structure, the Kitchener Street's right-of-way is conceptually shown to

incorporate a shared-street design (woonerf) and dedicated pedestrian crossings to facilitate safe movement for pedestrians between the two properties.

5.3.2 Principle 2: Public Realm At Grade Principle

The Public Realm At Grade principle guides future development to create great pedestrian environments with high-quality streetscape, planting and furniture and signage. The proposed development's design is evaluated against the relevant design guidelines below:

Guidelines

- *Wherever possible, streetscapes should be completed in full phases rather than on an odd ad hoc basis:*
 - *Streetscape improvements provided by the developer under Section 37 of the Planning Act should be installed to the specification and requirements of the City at the time of building permit and secured through appropriate Letters of Credit.*
- *Any development proposals that will be responsible for their adjacent streetscapes should include identification of their portion of the streetscape, the location of any colonnades, canopies and other weather protected routes, and the relationship of these private development improvements to the public pedestrian system and transit services.*
- *Adjacent streetscape plans that are required as part of a development approval should consider the placement of street furniture and sidewalk design, including a curb design that will provide continuous barrier free access, with pedestrian priorities.*
- *Wider sidewalks and active public uses as defined in both the Master Streetscape Plan and Master Transportation Plan should be achieved.*
- *Reconstructed sidewalks, street trees, public plazas and the creation of escarpment trails should be encouraged and achieved through public and private development investment decisions.*

Analysis

Streetscape improvements along Kitchener Street and Hunter Street are planned within the Kitchener Street right-of-way, including curb extensions, pedestrian crossings, specialized paved materials, and continuous public sidewalk. The existing sidewalks on both sides of Kitchener Street will be maintained while a new sidewalk on the north side

of Hunter Street is proposed. The proposed sidewalks and streetscape improvements will prioritize pedestrian comfort, safety, and activity within the public realm. In addition, proposed improvement to the public realm on Kitchener Street and Victoria Avenue will further activate the public realm by offering opportunities for gathering and informal interaction. These include the provision of seating areas, benches, planter boxes and boulevard trees along Kitchener Street and the creation of the enhanced landscaped amenity area, labelled “Music City Park” along Victoria Avenue on Sheet A000 of the Music City Garage Site Plan.

Streetscape Master Plan

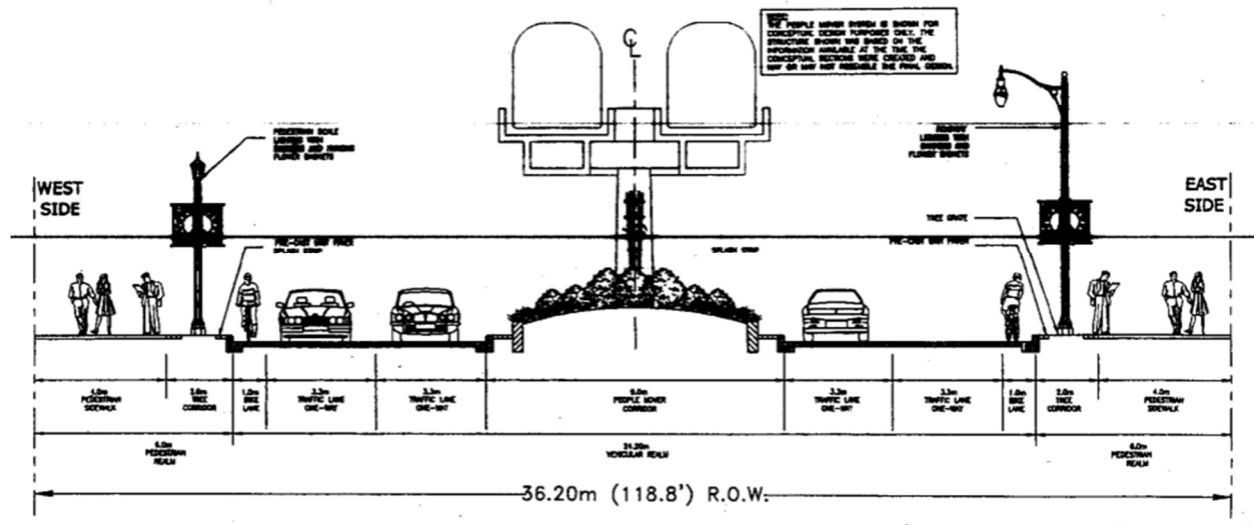


Figure 10. Section: Victoria Avenue - Grand Boulevard (Tourist District Streetscape Master Plan - Clifton Hill District)

Analysis

The Streetscape Master Plan only includes one cross section that is applicable to the proposed development, being the Victoria Avenue cross section. 4873 Kitchener Street is located on the west side of this public right-of-way. The proposed building setback provides ample space to support the vision for this Grand Boulevard. The conceptual Music City Park will connect seamlessly with the public sidewalk on Victoria Avenue and provide an opportunity for the city to incorporate desirable interpretive elements to provide both a sense of place and destination for the residents and visitors to the city.

The Streetscape Master Plan also direct parking areas to be set back a minimum of 3 metres provided that visual screen is created with deciduous and coniferous trees, including a continuous shrub planting throughout. The surface parking area on 4873 Kitchener Street is located approximately 3 metres from the street line. A deciduous tree combined with a raised planting bed with seat wall, conceptually proposed on the

Landscape Plan, will provide effective screening for the parking area. As there are no parking areas on 4898 Kitchener Street, this property is consistent with the Streetscape Master Plan.

The Streetscape Master Plan also encourages the development of outdoor cafes and patios. A raised and covered patio is proposed at the corner of Kitchener Street and Hunter Street as part of the mixed-use building. Planter boxes are also proposed at the perimeter of the patio. This inclusion will enrich the pedestrian experience on both frontages of 4898 Kitchener Street.



Figure 11. Rendering of the conceptual raised and covered patio, looking from the north side of Kitchener Street (Matthew Schmid Architecture).

5.3.3 Principle 3: The Sky View Principle

The Sky View principle sets out guidelines for future development’s spacing and massing to ensure optimal transparency of sky, light and air, minimize shadow effect and avoid the feeling of a wall of development. As this principle applies to high-rise buildings with a tower component, the below analysis will only discuss the 50-storey mixed use building.

The proposed development’s design is evaluated against the relevant design guidelines below:

Guidelines

- *The way to ensure light and transparency between buildings is through developing Regulations for minimum separation distances between towers and control of building floor plates. The City should establish General Regulations within the Zoning By-law that prohibit slab form buildings that contribute to a wall of development. Any site specific Zoning Amendment should be required to demonstrate how any divergence from the general regulations can meet the general Urban Design Objective to create slender towers above a base podium. Recommended General Regulations include consideration of the following measures:*
 - *Building floor plates should be controlled through a maximum floor plate size above the base podium that are generally no more than 929m²- 1115m², [10,000 –12,000 sq.ft.] and by a floor area ratio where the length/width ratio of any tower will generally not exceed a 1:1.5 ratio. This prohibits slab form buildings that contribute to the ‘Wall of Development’.*
 - *No person shall erect a building or structure having a height greater than 15 metres unless above such height a minimum three metre setback is provided from the main wall of such building or structure that faces a lot line that abuts a street other than a public lane.*
 - *Buildings or structures shall provide a minimum front yard setback of 0 metres and a maximum front yard setback of 3 metres. In the case of flanking lots the same setbacks shall apply.*
 - *Build-to area for any Lot shall be a minimum of 60% of any lot frontage abutting a public street to a minimum height of 6 metres and a maximum height of 15 metres. For the purposes of this Regulation, Build-to area means the area of the lands within which a street wall of building or a structure shall be located. Street wall means any exterior wall abutting a public street.*
- *All development proposals shall have respect for adjacent development, and specifically tower locations, such that tower locations are offset from one another ensuring the maximum amount of sunlight and sky view between the towers.*

The proposed 50-storey hotel building incorporates a defined base, middle portion, and a slender tower top, with the tower component intentionally designed as a slender vertical element rising above the 4th storey. The proposed tower has a maximum floor plate of approximately 525 m² at the 5th floor. The width-to-depth ratio for the majority of the tower component, between the 13th and 49th floor, is 1:1.48, meeting the objective of this Principle. This ratio is higher at certain levels as a result of the dynamic setbacks but does not exceed 1:1.78 which is the ratio at the 50th floor. However, the higher ratios at these floors do not contribute to a slab-form building nor a “wall of development” because of their compact footprint. The tower’s incorporation of regular and incremental setbacks up to the 50th floor, where the floor plate is approximately 427 m², creates a cascading profile that significantly reduces the perceived massing and contributes to the effect of a point tower. The resulting tower profile contributes visual interest to the skyline along the Niagara Falls skyline.

The existing heritage building encroaches into both the Hunter Street’s right-of-way and Kitchener Street’s right-of-way. The proposed canopy at grade along the hotel main entrance would also partially lie within the Kitchener Street’s right-of-way as a result of the required road widening. These are anticipated to be addressed through an agreement with the City of Niagara Falls and would essentially establish the minimum front and exterior side yard setback of the mixed-use building as 0 metre, which is within the recommended 0 to 3 metres setback.

Additionally, the guideline recommends a minimum setback of 3 metres from a main wall to any part of the building that is above 15 metres. Along the Kitchener Street’s elevation, the 3rd floor is stepped back more than 4.5 metres from the main wall and the 5th floor is further stepped back another 1.1 metres from the 4th floor’s façade, exceeding this requirement. Along the Hunter Street’s elevation, although the minimum building setback remains constant from the 3rd floor, 4th floor and in the upper levels, the building floor plates is incrementally reduced from the 3rd floor, reducing the tower’s massing perceived along this street.

Furthermore, between 0 and 3 metres from the front lot line, i.e. the build to area, the proposed mixed use building’s street wall accounts for more than 60% of the lot frontage, satisfying this requirement of the TRPIH. Along the Hunter Street elevation, the street-wall proportion is lower at 51%. However, this frontage still provides a meaningful built presence that frames the public realm while intentionally allowing for additional relief in massing. This reduction supports a softer interface with Hunter Street and contributes to a more sensitive transition in scale.

Lastly, the guideline requires towers to be offset relative to adjacent towers to maximize sunlight access and sky-view between buildings. As there are no existing towers in the immediate vicinity of the Subject Lands and only a single tower is proposed on the Subject Lands, this guideline is not applicable. As such, the tower is not constrained by

adjacent tall buildings and has exposure on all sides, allowing for maximum sunlight and sky-view.

5.3.4 Principle 4: Skyline Height Principle

The Skyline Height principle aims to create diversity of height in the Tourist District while advocating for slenderness of tall buildings. As this principle applies to high-rise buildings with a tower component, the below analysis will only discuss the 50-storey mixed use building.

The proposed development's design is evaluated against the relevant design guidelines below:

Guidelines

- *Towers should be organized with visible skyview between.*
- *Tower buildings should generally be located along and define the streets that run perpendicular to the escarpment edge.*
- *The City should generally define public view corridors in the direction of the Falls.*
- *The tallest buildings within the Tourist District should be located generally within the core of the Tourist District rather than at the escarpment edge or adjacent the residential community to the west.*
- *There should be a gradation of height stepping down towards the escarpment and Queen Victoria Park, so as to minimize the shadow impact on the park and there should be a stepping down towards the stable residential area to the west so as to minimize the shadow impact on the residential neighbourhood.*

Analysis

The proposed development consists of only one tower structure, and there are no existing towers in the immediate vicinity. As a result, the intent of maintaining visible sky-view between towers is satisfied. The proposed tower is significantly setback from the escarpment edge, coupled with the absence of adjacent tall buildings ensures that the proposal does not contribute to a continuous wall of development.

The Subject Lands are located within Clifton Hill Central Tourist District, where highest buildings are supported to create an internationally recognized skyline for Niagara Falls as per Part 2 Policy 4.1.24a of the City OP. Notably, the Subject Lands are not located at the escarpment edge and it was confirmed through the analysis of Part 2 Policy 4.2.16 (see Section 5.2.2 of this Brief) that the proposed development can be sensitively

integrated into the surrounding urban context, predominantly consisting of low-rise residential uses.

The guideline supports a gradation of height stepping down towards the stable residential area to the west so as to minimize the shadow impact on the residential neighbourhood. The proposed development incorporates building stepbacks along its northerly and westerly elevations to create the effect of a gradation of height to the existing low-rise residential to the north and west of the Subject Lands. Through the proposed OPA and ZBA, a site-specific amendment is requested to permit a building height of up to 50 storeys. While the proposed development exceeds the height contemplated by the City OP, the Sun/Shadow Study demonstrates that shadow impacts on adjacent residential areas remain within the acceptable limits established by the City's Terms of Reference. The building's placement is already at the easterly limit of the lot line, ensuring the maximum buffer from the residential properties to the west. In addition, the proposed development is not expected to cast shadows on Queen Victoria Park, as it is located north of the park.

5.3.5 Principle 5: Niagara Falls Views and Vistas Principle

The Niagara Falls Views and Vistas principle discourages the obstruction of visual connection to the Falls and other natural features. As this principle applies to high-rise buildings with a tower component, the below analysis will only discuss the 50-storey mixed use building.

The proposed development's design is evaluated against the relevant design guidelines below:

Guidelines

- *Massing and Building scale should be designed to maintain views and exposure of the natural and man made features such as views to and from the Falls, Queen Victoria Park and the American Skyline.*
- *Maintain a positive exposure to the Skylon Tower.*
- *Minimize negative visual impact to low-rise residential neighbourhood to the west of the Tourist District.*

Analysis

The proposed development has been designed with a slender tower form and a compact tower floor plate, which minimizes perceived massing and ensures that the building is not viewed as a slab form. The hotel building incorporates a defined podium and a tower component that is intentionally designed as a slender vertical element rising above the 4th storey. The articulation and tapering of the tower form further soften its appearance.

The Subject Lands are sufficiently separated from any natural and man-made features, and the massing of the tower ensures that the proposal maintains views to the Falls, the Skylon Tower and distant views of the American skyline, consistent with the intent of the guideline. The compact floor plate, slender tower form and the distinctive roof feature help the tower become a complementary element within the skyline rather than a dominant or competing landmark. Accordingly, the Skylon Tower, being more than 1.5 kilometres from the Subject Lands, remains as a focal point within the Tourist District is preserved, satisfying the intent of maintaining positive exposure to this iconic structure.

As previously analysed, the proposed development can be sensitively integrated into the surrounding urban context, predominantly consisting of low-rise residential uses. The compact floor plate results in less expansive and faster-moving shadows, which limit the overall impacts on low-rise residential properties. In addition, the building's placement is already at the easterly limit of the lot line, ensuring the maximum buffer from the residential properties to the west.

5.3.6 Principle 6: Positive Microclimate Principle

The Positive Microclimate principle ensures the height and mass of future developments do not interfere with the pedestrian comfort nor create adverse shadow, wind and snow impacts on neighbouring properties. As the proposed parking structure is only at 4 storeys, it is not expected to negatively impact the microclimate of the surrounding areas. As such, this principle is only evaluated for the proposed mixed-use building at 4898 Kitchener Street.

The proposed development's design is evaluated against the relevant design guidelines below:

Guidelines

- *The intent of the official plan is to protect the microclimate of the public realm streets and open space within the City that are immediately impacted by the scale and mass of buildings within the Central Tourist District.*
- *To the extent that new built form is able to modify and alter the environment of its natural setting it is a matter of urban design integration of the building within its natural setting at the macro and at the micro level.*

Analysis

As part of the proposal, a Sun/Shadow Study and a Pedestrian Wind Study has been completed that assesses impacts on the microclimate of the public realm.

As detailed in Section 3.1 of this Brief, the proposed development is not expected to generate adverse shadow impact on surrounding public sidewalks, public open space areas and residential neighbourhoods. All standards of sun and shade evaluation established by the City in the Sun/Shadow Study's Terms of Reference and the Architectural Design Review Form can be met. These include public sidewalks receiving a minimum of 4 hours of sun between 10am and 6pm on April 21st while the south sides of east-west oriented streets may receive less sunlight and entry corridors receiving at least 5 hours on sunlight on September 21.

As discussed in Section 3.2 of this Brief, the current design of the proposal has been modified following the initial wind analysis to address unfavorable conditions. The current design has then been analyzed and found to produce suitable conditions for pedestrian uses at all places in the summer while some locations are still expected to have uncomfortable conditions in the winter. The impact of uncomfortable conditions in the winter is expected to be lessened as pedestrian activity is much lower in the colder months. In addition, wind safety criteria are satisfied at all locations, except for a location in the southeast portion of the surface parking area. This condition and all areas of remaining marginal discomfort can be further improved through targeted local interventions such as tall wind screens, planters, evergreen landscaping, and higher terrace railings, to be considered in later design stages. Conceptually, wind screens have been introduced at select location on the Landscape Plan as a recommendation of the Pedestrian Wind Study.

The current design does generate adverse shadow impacts on the surrounding public spaces and sensitive uses. Wind conditions are generally comfortable, and most locations meet satisfactory wind safety criteria. Further implementation of localized wind control elements at the detailed design stage are expected to address all outstanding conditions.

5.3.7 Principle 7: Parking and Circulation Principle

The Parking and Circulation principle supports less intrusive parking arrangement and reduction of vehicular circulation. The proposed development's design is evaluated against the relevant design guidelines below:

Guidelines

- *As a general rule, all required parking for new development should be provided on-site.*
- *New Development should concentrate parking in structured lots or underground.*

- *New development should provide retail or other active uses along the street frontage of structured lots.*
- *New Development should divide and disperse surface parking into landscaped modules to reduce impact on street-life and visual amenity.*

Analysis

The proposed development on 4898 Kitchen Street is not proposed to accommodate any required parking on site. Instead, required parking for 4898 Kitchener Street is proposed to be provided within the proposed parking structure on 4873 Kitchener Street through the proposed ZBA. The objective under the TRPIH is still met as the parking structure is located across Kitchener Street from the proposed mixed-use building. Proposed valet service and raised pedestrian crossings will facilitate safe and efficient movement of pedestrians and vehicles across the two parcels.

The proposed parking structure is proposed to accommodate commercial uses on the ground floor along both Victoria Avenue and Kitchener Street elevations to animate the public realm. The proposed development on 4873 Kitchener Street incorporates an enhanced landscape amenity area along the Victoria street frontage, further enriching the pedestrian experience.

Additionally, the limited surface parking area is proposed at the rear of 4873 Kitchener Street and will be visually screened from the Kitchener Street frontage by attractive landscape elements consisting of coniferous tree planting, planter box with wall seating.

Conclusion

In conclusion, the proposed development advances the design guidelines set out in the City's TPRIH and supports the Streetscape Master Plan.

6.0 Conceptual Design Considerations

The proposed parking structure on 4873 Kitchener Street is oriented in an east-west orientation with two (2) vehicular accesses from Kitchener Street. At the ground level, the proposed parking structure will be lined with commercial uses along the Victoria Avenue and Kitchener Street frontages. The landscaped area east of the proposed parking structure is envisioned as a POPS, landscaped to enhance the public realm through features such as tree planting, seating areas, and landscaped pockets. The remainder of 4873 Kitchener Street, located to the rear of the proposed parking structure, will provide surface parking area also accessible via a driveway from the Second Avenue's turn-around bulb.

On 4898 Kitchener Street, the western portion of the existing building will be conserved and will be adaptively reused to accommodate a Music Hall. The eastern portion of the

existing building will be demolished to accommodate a 50-storey hotel building. Kitchener Street is treated as the primary frontage for visitor and guest entrances as the right-of-way accommodates curb bulb outs, valet parking spaces, walkway connection from the municipal sidewalk and a proposed crosswalk to 4873 Kitchener Street to access the proposed 4-storey parking structure. Adequate landscaping improvements such as street trees and a raised patio/deck at the intersection of Kitchener Street and Hunter Street are also contemplated.

6.1 Site Design

The following evaluates the proposed development’s site design and its effectiveness in achieving the objectives established in Section 4 of this Brief:

Design Consideration	Description	Applicable Principle
Strategic Location	<p>4873 Kitchener Street borders Falls Avenue to the north, which is identified as an Entry Corridor, and Victoria Avenue to the east, which is identified as a tree-lined boulevard in the City OP.</p> <p>The proposed parking structure features a high-quality façade treatment that enhances the overall character of the corridor while effectively screening the internal parking areas from view. In addition, the proposed public plaza between the building and Victoria Avenue extends and enriches the boulevard’s public realm, offering an inviting, well-landscaped space that encourages pedestrian activity and strengthens the streetscape experience.</p>	
Interface with Public Street	<p><u>4873 Kitchener Street:</u> Ground-level commercial uses lining both Victoria Avenue and Kitchener Street frontages, creates active frontages and supports “eyes on the street”. The landscaped amenity area east of the proposed parking structure offers a publicly accessible space that integrates positively with the public realm.</p> <p><u>4898 Kitchener Street:</u> The proposed streetscape improvements along Kitchener Street creates a strong street interface with clear pedestrian priority supported by natural surveillance offered by the active</p>	Principles 1 & 2

Design Consideration	Description	Applicable Principle
	ground-floor uses. The raised patio at the northwest corner addresses both street frontages effectively.	
Building Setback and Location	<p>The location and setback from the Kitchener Street frontage of both the proposed parking structure and the mixed-use building create an effective street wall effect with uses such as retail, café/bar/lounge and lobby areas providing active functions at the street level.</p> <p>As analyzed in Section 5 of this Brief, the proposed building setbacks and locations are appropriate with the surrounding uses and effective at addressing adjacent public realms.</p>	Principles 1 & 3
Building Orientation	<p>Both proposed buildings have been designed to respond thoughtfully to their respective parcel configuration. The proposed parking structure’s east-west orientation maximizes frontage along Kitchener Street. The podium of the mixed-use building is oriented towards both Kitchener Street and Hunter Street, contributing positively to both streets. The conserved building, west of the hotel building, retains its historic orientation to both Hunter and Kitchener Streets, ensuring familiarity and continuity within the streetscape.</p> <p>In addition, the tower floorplate has been designed as a narrow form oriented along the north–south axis. This alignment minimizes shadow impacts resulted from the predominant southern sun path.</p>	Principle 1 & 6
Patio	A raised patio/deck at the corner of Kitchener Street & Hunter Street emphasizes the corner condition and enliven the public realm experience. The patio is located on the west side of the music hall to take advantage of southern exposure and late afternoon sunlight during the peak spring and summer seasons.	Principle 1

6.2 Built Form, Height and Massing

The followings evaluate the proposed development’s built form and massing and their effectiveness in achieving the objectives established in Section 4 of this Brief:

Design Consideration	Description	Applicable Principle
<p>Building Height</p>	<p><u>4873 Kitchener Street:</u> At 4 storeys (above grade) and 16.04 metres to the top of the staircase structure, the height is proportionate to its context and does not overwhelm adjacent uses or public realms.</p> <p><u>4898 Kitchener Street:</u> At 50 storeys, the tower establishes a landmark presence within the Tourist District. Its slender profile helps reduce visual bulk and allows views to pass around the building, avoiding a “wall effect” along the Niagara Falls skyline. The massing strategy incorporating regular and dynamic setbacks reduces the visual impact of the proposed height.</p> <p>The Sun/Shadow Study confirms no adverse impacts to the surrounding uses and public spaces while the Pedestrian Wind Study indicates outstanding wind conditions could be satisfactorily addressed at the detailed design stage.</p>	<p>Principles 3, 4, 5 & 6</p>
<p>Microclimatic Considerations</p>	<p>A canopy is proposed along the ground level elevation of the hotel use while the entrance into this lobby is further recessed to improve pedestrian comfort.</p> <p>Following the initial wind testing (configuration 1), the design of the mixed-use building has been revised to incorporate chamfered/rounded corners and stepped massing and overhead trellis above Level 1. Two-metre-high wind screens are also conceptually proposed at several locations on the north side of Hunter Street, around the hotel lobby entrance, on the north and south sidewalks on Kitchener Street. Targeted local interventions such as planters, wind-resistant landscaping, and higher terrace railings, will be considered in later design stages.</p>	<p>Principle 6</p>

Design Consideration	Description	Applicable Principle
Building Setbacks	<p><u>4873 Kitchener Street:</u> The parking structure is setback at least 2.09 metres from Kitchener Street, 17.9 metres from the nearest residential property and 24 metres from Victoria Avenue. This ensures the building frames Kitchener Street effectively while providing adequate buffer from the residential use and accommodating a potential public plaza adjacent to Victoria Avenue.</p> <p><u>4898 Kitchener Street:</u> The podium of the mixed-use building is set back at least 0.85 metres from Kitchener Street (following the required road widening) and 1 metre from Hunter Street. The existing heritage building encroaches into both adjacent right-of-ways and will necessitate an encroachment agreement with the City.</p>	Principle 1
Tower Floor Plate, Stepbacks & Setback	<p>Above the 4th floor, the tower floor plate is limited to a maximum floor area of 525 m² and is gradually reduced to 427 m² through incremental stepbacks. The small floor plate and stepback design contribute to the effect of a point tower and helps minimize cast shadows on the surrounding areas.</p> <p>With regards to stepbacks, the mixed-use building incorporates regular and dynamic building stepbacks from the 3rd floor up to the 50th floor, reducing the tower's floor plate and overall massing. This reduces the overall visual dominance of the proposed building and minimizing adverse shadow impacts on the surrounding areas while ensuring access to skyview and sunlight.</p> <p>The tower location has been shifted furthest to the east as possible to provide adequate buffer to sensitive uses to the west. The tower's setback from the interior lot line starts at 0 metres and increases to 3.8 metres at the 50th floor.</p>	Principle 3, 4, 5 & 6

6.3 Building Design

The followings evaluate the proposed development’s architectural design and its effectiveness in achieving the objectives established in Section 4 of this Brief:

Design Consideration	Description	Applicable Principle
<p>Building Entrance</p>	<p><u>4873 Kitchener Street:</u> The commercial units within the proposed parking structure will be accessed through individual entrances from Kitchener Street. There is opportunity to provide direct entrance to the commercial use fronting on Victoria Avenue through the public plaza as well.</p> <p><u>4898 Kitchener Street:</u> The primary entrance to the proposed hotel building and the music hall are oriented toward Kitchener Street, and pedestrian connections from the proposed municipal sidewalk.</p> <p>Entrance to the Music Hall is incorporated within the retained entryway tower of the conserved building, while the proposed hotel entrance is slightly recessed from the main façade fronting Kitchener Street to provide weather protection for guests.</p> <p>Street-facing building entrances help avoid blank walls on front elevations and support an overall positive image of the proposed development.</p>	<p>Principles 1, 2 & 6</p>
<p>Treatment at Ground Level</p>	<p><u>4898 Kitchener Street:</u> The ground-level facades conceptually feature a mix of materials and textures, including glazing in the form of curtain walls and terracotta panels, which would complement the original masonry and materials of the conserved building. The proposed treatments create visual interest and a welcoming streetscape. Stepbacks in the façade design of the hotel building adds depth and break up the building mass.</p> <p>Additionally, the hotel building incorporates active uses (lobby and café/bar/lounge) with ample glazing and weather protection at-grade.</p> <p><u>4873 Kitchener Street:</u> Similarly, the ground floor facades of the parking structure would incorporate</p>	<p>Principle 1</p>

Design Consideration	Description	Applicable Principle
	glazing to support the commercial uses. This will animate the adjacent streetscapes and contribute to a positive pedestrian experience.	
Roof Feature	The roof feature forms a smooth, curved cap that steps back to create a refined and sculptural finish to the tower. This upper element reinforces the building's cascading architectural language, echoing the flowing motion of Niagara Falls as it tapers upward. Its rounded, streamlined form provides a distinctive skyline expression that completes the tower's waterfall-inspired design.	

6.4 Landscaping and Amenity areas

The followings evaluate the proposed development's landscaped and amenity areas and their effectiveness in achieving the objectives established in Section 4 of this Brief:

Design Consideration	Description	Applicable Principle
Cycling Facilities	The Landscape Plan conceptually illustrates bicycle parking facility adjacent to the entrance to the church building on the north side of 4898 Kitchener Street. Additional outdoor bicycle parking facilities could be considered within 4873 Kitchener Street.	Principle 2
Landscaping Treatment and Planting	<p><u>4873 Kitchener Street</u>: landscaping treatment is proposed between the proposed parking structure and the southerly lot line, including tree planting, benches, bistro café seating, planter boxes that come with seating and special paving materials. Some of these elements are partially within the right-of-way. Within the parcel itself, tree plantings are proposed along the northerly yard interfacing with Falls Avenue and within the surface parking area.</p> <p><u>4898 Kitchener Street</u>: landscaping treatment is proposed between the proposed building and the</p>	Principle 2 & 6

	<p>northerly lot line, including tree planting, benches, bicycle rack and special paving materials. Most of these elements are within the right-of-way. Additional tree planting is also proposed within the Hunter Street’s right-of-way to complement the proposed development and to soften the visual impact of the massing along this interface. Tree and other landscaping materials would be considered at the detailed design stage as a mitigation measure for any outstanding wind conditions.</p>	
<p>Amenity Areas/ Public Plaza</p>	<p>The proposed landscaped amenity area adjacent to Victoria Avenue provides an opportunity for a public plaza that is integrated with enhanced landscaping treatment, shade structures, benches, raised planting bed with seat wall, public art installation and street programming. Bistro café seating areas are also conceptually proposed to complement commercial units within the parking structure.</p> <p>Within the 50-storey mixed-use building, a rooftop terrace is also conceptually proposed at the 3rd floor interfacing with Kitchener Street. This provides an outdoor amenity space for hotel guests and will provide additional “eyes on the street” and activate the Kitchener’s public realm.</p>	<p>Principle 2</p>
<p>Tree Preservation</p>	<p>The proposed development manages to retain most of the existing trees on both parcels. Only six (6) trees on 4873 Kitchener Street are identified for removal, two (2) of which are in poor health conditions.</p>	

6.5 Parking, Service Areas & Circulation

The followings evaluate the proposed development’s vehicular and pedestrian circulation, locations of parking and service areas and their effectiveness in achieving the objectives established in Section 4 of this Brief:

Design Consideration	Description	Applicable Principle
<p>Parking Structure and Surface Parking Area</p>	<p>All parking spaces for the proposed development are located on 4873 Kitchener Street. This portion of the Subject Lands consists of the proposed 4-storey parking structure and surface parking to its rear.</p> <p>The parking structure is conceptually designed with high-quality architectural cladding that not only screens the internal parking areas but also provides a visually appealing facade. At-grade commercial uses will also contribute to a more vibrant pedestrian environment.</p> <p>The proposed parking is efficiently organized, with structured parking reducing the visual dominance of surface parking lot. Adequate landscape screening is also provided to screen the surface parking area from the Kitchener Street’s public realm.</p>	<p>Principles 1 & 7</p>
<p>Vehicular access and circulation</p>	<p><u>4873 Kitchener Street:</u> Two (2) vehicular accesses are contemplated for 4873 Kitchener Street from the Kitchener Street frontage, one directly accessing the proposed parking structure and the other one providing access to the surface parking spaces at the rear of the property. A third vehicular access is provided from Second Avenue cul-de-sac to the surface parking area.</p> <p><u>4898 Kitchener Street:</u> Two (2) vehicular access for loading trucks are provided from the Hunter Street frontage, and the site plan illustrates turning radius to ensure maneuverability is maintained. These are existing driveways that are proposed to be retained. No new driveway is proposed as part of this property.</p>	<p>Principle 7</p>
<p>Service Areas</p>	<p>As previously mentioned, all servicing related function is consolidated within the south side of the mixed-use building’s podium on 4898 Kitchener Street, such that they do not detract from the primary frontage along Kitchener Street.</p> <p>Service corridors and areas for loading/waste, including access to two (2) loading docks are</p>	<p>Principle 7</p>

Design Consideration	Description	Applicable Principle
	enclosed within the building envelope and access from Hunter Street.	
Drop-off Areas	The mixed-use building provides a drop off area and valet services within the Kitchener Street's right-of-way and directly in front of the hotel's lobby and the music hall's northerly entrance. This ensures operational efficiency, creating seamless interface between arriving vehicles and the building's primary entrances. Although there is no dedicated drop-off area for the parking structure, the Kitchener Street's right-of-way is conceptually shown to incorporate a shared-street design (woonerf) and dedicated pedestrian crossings to facilitate safe movement for pedestrians between the two properties	Principle 1 & 7

6.6 Public Realm

The followings evaluate the proposed development's conceptual public realm improvements contemplated and their effectiveness in achieving the objectives established in Section 4 of this Brief:

Design Consideration	Description	Applicable Principle
Public Sidewalks	Municipal sidewalks are proposed to be maintained along the Kitchener Street frontages while new sidewalk could be installed on the north side of Hunter Street, which will provide connection to the broader tourist district and open spaces.	Principle 2
Kitchener Street's right-of-way	<p>The Landscape Plan illustrates a number of improvements conceptually proposed within the Kitchener Street's right-of-way including:</p> <ul style="list-style-type: none"> • On-street parking on both the north side and the south side; 	Principle 2

Design Consideration	Description	Applicable Principle
	<ul style="list-style-type: none"> • Five (5) parking spaces directly in front of the mixed-use building to facilitate as a drop-off area and valet services; • Three (3) raised pedestrian crossings; • Woonerf-style shared street condition through textured paving materials; and • Curb extensions to create a chicane, i.e. a traffic-calming feature. 	

7.0 Recommendations

The proposed development aligns with the general intent of the applicable urban design policies and guidelines as evaluated. As the development moves forward, we recommend the following to be considered in the detailed design:

Building Design

1. Incorporate bird-friendly design in the exterior design of buildings when feasible.
2. Provide weather protected canopies or equivalent for ground floor pedestrian entrances of both buildings to allow people to adjust to/from outdoor conditions.
3. Provide direct pedestrian entrances from the public sidewalks to active uses on the ground floor of both buildings.

Landscaping

4. Encourage the use of permeable paving, native species and Low Impact Development (LID) techniques within the Subject Lands.
5. Provision of shrubs and ornamental grass plantings at appropriate locations, particularly within and between the surface parking area on 4873 Kitchener Street and the adjacent public realm.

Pedestrian and Cycling Connection

6. Consider providing public bicycle parking facilities near the entrances of the at-grade commercial uses on 4873 Kitchener Street and within the landscape amenity area along Victoria Avenue.
7. Provide secure bike storage inside the proposed buildings to encourage cycling as a preferred mode of active transportation for hotel employees and guests.

Signs

8. All proposed signages must comply with the City's comprehensive sign by-law.

8.0 Conclusion

The proposed development for the Subject Lands demonstrates a thoughtful and comprehensive approach to urban design that aligns with the general intent of the applicable policies and guidelines in the City OP, the TPRIH, the Streetscape Master Plan and the Region's MUDG. Additionally, the proposed development's design successfully fits into and improves the streetscapes of Kitchener Street, Hunter Street and Victoria Avenue, ensuring insignificant impacts to the surrounding properties and positively contributing to the urban design quality of the area through its façade design, massing, setback and height.

A summary of how the proposal implements and respects the urban design vision and principles as outlined in Section 4 is as follows:

- **Positive Base Building:** the proposed development contributes to well defined street edges and street walls along all public streets and provides at-grade active uses to generate activity on all street fronts;
- **Public Realm At Grade:** the proposed development will maintain and improve public sidewalk networks while introducing improvements to the public realm including landscaping, public plaza, traffic calming measures and complementary pedestrian infrastructure;
- **Sky View:** the proposed tower's location, compact floor plate and regular building stepbacks maximize sunlight access and sky-view between buildings;
- **Skyline Height:** the proposal incorporates a variation in height through its massing strategy and the conceptual exterior and roof feature design would add visual variety and distinction to the City's skyline;
- **Niagara Falls Views & Vista:** the proposed development does not impact any view corridors of natural and man-made features including the Skylon Tower;
- **Positive Microclimatic:** the Sun/Shadow Study confirms no adverse impacts to the surrounding uses and public spaces while the Pedestrian Wind Study indicates outstanding wind conditions could be satisfactorily addressed at the detailed design stage;
- **Parking and Circulation:** parking requirement is thoughtfully designed to minimize visual impact on the public realm.

The proposed development for the Subject Lands demonstrates a thoughtful and comprehensive approach to urban design, emphasizing pedestrian safety and convenience, minimizing impacts on adjacent lands, and contribution to an attractive public realm, strengthening streetscape quality and improving the pedestrian experience within the immediate areas.



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