



NEWS RELEASE

Town of Niagara-on-the-Lake Launches Queen Street Secondary Plan Project

For Immediate Release

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The Town of Niagara-on-the-Lake is pleased to announce the launch of its Queen Street Secondary Plan project. The Queen Street Secondary Plan will establish a long-term vision for the Queen Street area that supports a vibrant and sustainable community while recognizing its important cultural and built heritage.

"Queen Street is the heart of our Heritage District and one of Niagara-on-the-Lake's most important community spaces," said Lord Mayor Gary Zalepa. "This project is an opportunity to work with residents, businesses, community organizations, and visitors to establish a shared vision for the future of Queen Street. Through this process, we can help ensure the area continues to thrive while preserving the heritage, character, and sense of place that make it so special."

The project will consider the business community, tourism, transportation, infrastructure, public spaces, the relationship and interface between the Queen Street commercial area and surrounding established residential neighbourhoods, and opportunities for future compatible growth, all within the context of the area's historic character.

The Town has retained The Biglieri Group Ltd. to lead the project and complete the Queen Street Secondary Plan with Town Policy Planning staff overseeing the work.

Key objectives of the Town project are to:

- Protect and enhance the area's unique heritage and cultural identity, including the character of Old Town and the Queen-Picton Heritage Conservation District;
- Manage future growth while considering heritage, infrastructure, the environment and community character;
- Support a vibrant local economy while considering tourism and seasonal activity;
- Improve pedestrian safety, walkability, accessibility, active transportation and transportation connections;
- Review parking needs and potential alternative transportation and parking solutions;
- Enhance streets and public spaces, including patios, street vendors, landscaping and other public realm activities;



- Review available infrastructure information to help plan for future growth and climate resilience; and
- Integrate high-quality urban design, sustainability and natural heritage considerations, including trees, shoreline areas, views and ecology.

"This project will help establish a long-term vision for Queen Street by bringing together planning, transportation, infrastructure, economic development, urban design, and heritage considerations into a single framework," said CAO Nick Ruller. "The Secondary Plan will provide valuable guidance for future investment and decision-making while helping the Town balance growth, accessibility, economic vitality, and heritage conservation."

Get Involved

Community input is an important part of the Queen Street Secondary Plan project. Project information, engagement opportunities, and updates on upcoming engagement opportunities are available through the Town's Join the Conversation page and the Town's project webpage:

[Join the Conversation Page on Queen Street Secondary Plan](#)

[Queen Street Secondary Plan Project Page](#)

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