



<b>Subject:</b>	Ontario Street Vision and Streetscape Master Plan Project
<b>To:</b>	Committee of the Whole – Planning & Economic Development
<b>From:</b>	Planning and Development Department

<b>Report Number:</b>	PD-38-22
<b>Wards Affected:</b>	Ward 1, Ward 2
<b>Date to Committee:</b>	September 7, 2022
<b>Date to Council:</b>	September 19, 2022

### **Recommendation:**

Receive and file for information Report PD-38-22, regarding the Ontario Street Vision; and Streetscape Master Plan Project; and

Endorse the vision document as Appendix 'A'; and

Direct staff to begin implementation by finalizing Urban Design Guidelines and the overall demonstration plan used to further guide and inform development along the corridor.

### **Purpose:**

The Ontario Street corridor in Beamsville from the QEW to the downtown area has long been identified as a stretch that is and will continue to accommodate growth anticipated to occur within the Town. It serves as a primary entrance corridor into Beamsville. Through this growth that will occur over the short and long term, the streetscape and built form of the corridor will evolve.

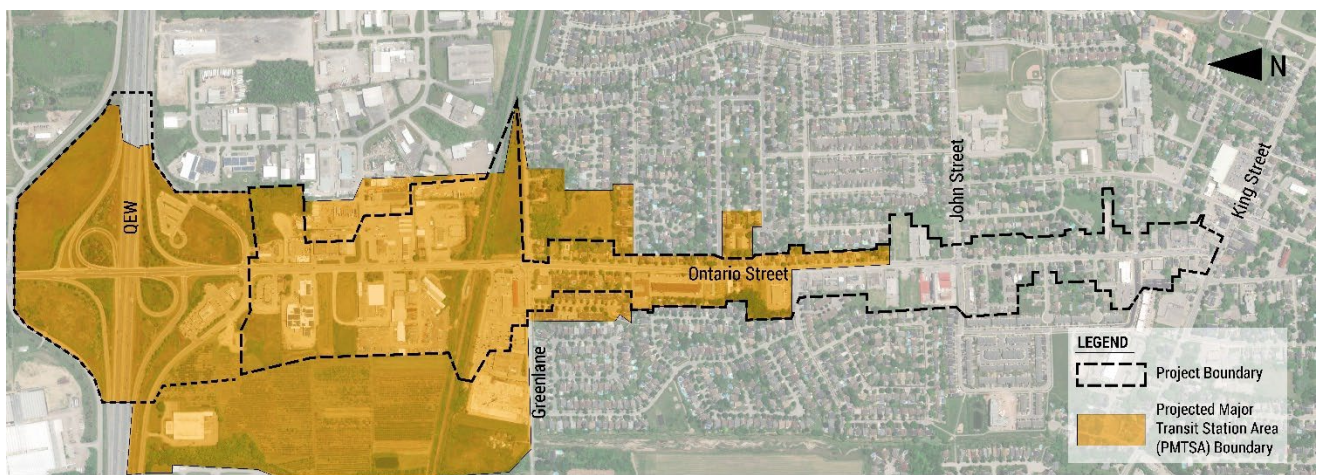
The purpose of the project is to identify opportunities for growth through a more compact built form within the corridor by demonstrating an appropriate scale of development in relation to the type of roadway and streetscape conditions along Ontario Street.

The resulting Vision guides the design of new developments and demonstrates how appropriate transitions relative to existing properties can be achieved. The Vision also demonstrates how the Regional road allowance can respond to intensification and create a high-quality, attractive and multi-modal public realm. As such, there is illustration of how sections of Ontario Street can convey a specific streetscape character in of themselves while also contributing to a cohesive overall corridor.

## Background:

The Town of Lincoln, in collaboration with Niagara Region, initiated The Ontario Street Urban Design Vision and Streetscape Master Plan to pro-actively demonstrate growth accommodation by contemplating the appropriate scale of intensification along the corridor. The proactive nature of this project was realized due to the development interest that will require a framework to ensure the existing neighbourhoods and built forms are carefully considered as the growth that has long been anticipated along the corridor happens over time.

At just under three kilometres in length, the project area encompasses the segment of Ontario Street from South Service Road in the north, to King Street (Regional Road 81) in the south. The figure below illustrates Ontario Street's context within Lincoln.



The Niagara Region has recently undergone a comprehensive process to develop a New Official Plan. This work required consideration of the growth allocation provided by the Province as part of the 2020 Growth Plan for the Greater Golden Horseshoe out to the 2051 horizon year. The Town is in a unique situation where the urban boundary is restricted from expansion by both the Greenbelt Plan and the Niagara Escarpment Plan. Accordingly, growth must be accommodated within existing built-up areas, such as Beamsville, through a more compact built form. The Ontario Street corridor is one of a few locations that has been identified as possessing the characteristics and land-use permissions to accommodate resulting growth. As such, the Town of Lincoln Official Plan identifies the study area as an intensification corridor where growth is directed.

It is recognized that intensification can assist with achieving a diversifying housing stock and improving housing attainability to accommodate all ages and incomes. Ontario Street has the potential to provide higher-density and mixed-use developments. As a primary linkage between the QEW into Lincoln and downtown Beamsville, the Vision seeks to establish a long-term urban design strategy to accommodate growth within a range of land uses connected to a cohesive and attractive streetscape that welcomes residents, employees and visitors. The location of the future Beamsville GO station within the project area is another key factor. There is an opportunity to capitalize on this transportation hub

and to support Transit Oriented Design (TOD) which is recognized in the GO Transition Station Area Secondary Plan and carried forward in the Vision.

Since Ontario Street is a regional road, Niagara Region partnered with the Town on this initiative to provide insight and regional direction for implementing their complete streets program within the study area. The urban design vision will consider design of both the public realm and private realm along Ontario Street. The project realizes the opportunity for this vital intensification corridor to contribute to a sense of place and enhance the aesthetic appeal for residents and visitors. The Complete Streets approach to the design of roads and streetscapes ensures that the needs of all road users are considered. This includes pedestrians, cyclists, transit users, and vehicles ranging from pedestrians, cyclists, cars, commercial, service, emergency and transport. As redevelopment and intensification occur over time, the Master Plan for the corridor will also account for established neighbourhoods and properties that abut the study area, with respect to built form transition and land use compatibility.

The project aims to incorporate relevant Town, Regional and Provincial policies, plans and guidelines, and best practices in Urban Design to establish a guiding vision for the anticipated growth and intensification along the corridor.

It is important for the Town to proactively envision the quality and design of planned growth at the local level. This urban design vision and streetscape master plan is intended to help manage change. It will ensure active transportation connections, healthy and vibrant public realms and appropriate transitions between new development and existing development is achievable.

## **Report:**

The project was initiated in the summer of 2021 in collaboration with Dillon Consulting Ltd. who is familiar with the study area having worked with the Region and the Town to create the GO Transit Secondary Plan for Beamsville. It began with a background review of applicable policy and guiding documents at the local, Regional and Provincial levels. These included items including but not limited to the Provincial Growth Plan, Regional Complete Streets guidelines, Regional and Town Official Plan documents (including existing urban design guidelines), GO Transit Station Secondary Plan, Town Zoning By-law, Town Council Priorities document, Town Economic Development Strategy and the Town and Regional Transportation Master Plans.

Out of the review, there were main themes that were evident. One of which was the respect for and goal of enhancement of community identity through strategic and sensitive incorporation of intensification along the corridor. Another was the need for actual design guidance over and above existing guidelines. Specifically, as they relate to built form orientation and massing along the corridor in the private realm and enhancement of streetscape design (i.e., public realm) to improve the pedestrian experience, beautify and improve overall vibrancy of the corridor. On this last piece, there was further need to work towards a road design that benefits all road users and mitigating vehicular traffic on the community, where feasible.

The initial background review also included a review of policy gaps and a site walk and analysis of the strengths, weaknesses, opportunities, and threats of the corridor. The results of which are summarized in Section 2.1.2 and Section 2.2 of the Vision document.

Following the background review stage, the bulk of the robust property owner and stakeholder consultation process was undertaken. This process, described in more detail later in this report, included outreach to all property owners in the corridor as well as key external agencies, businesses and stakeholders to inform the output of the project. Through effective outreach, key items such as the main urban design principles and design priorities outlined in Sections 3.2 and 3.3 of the attached Vision document were solidified. These parameters were considered as they related to three distinct “character areas” that were identified by the project team based on the types of land-uses, built forms, densities and overall look and feel within them.

**Innovation District** – North section of Ontario Street between the North Service Road and the CN Rail line. This particular area includes predominantly Office Commercial (some with limited mixed-use residential potential, mostly in the vicinity of the future GO Transit Station site) and Industrial designations, thereby representing employment land use opportunity and potential business innovation. There is a currently a lack of consistency in built form and parcels of undeveloped or underutilized land within this stretch. The existing streetscape is also not pedestrian friendly and there are minimal street trees combined with large expanses of surface parking.

*Vision: There is an opportunity to create compact built form to support the proposed higher order transit. Building frontages within the Innovation district are to be of high-quality architectural design. Buildings fronting onto Ontario Street will address the street and create a welcoming presence. There are also opportunities to include street trees, sidewalks, and other pedestrian amenities. Creating a pedestrian-friendly street will also complement the future GO station. The two existing gateways on either side of the highway off-ramps leading into the corridor could be enhanced to create a stronger sense of arrival into Beamsville. A minor gateway and a new public space is also imagined to signify the entrance to the Future GO Transit Station. Figures 4 to 6 within the Vision document provide illustrations of concepts.*

**Mixed-Use Neighbourhood** – Central section of the corridor between the CN Rail line and the Alyssa Drive / John Street intersection. Within this portion, there is low density residential uses along the east side of Ontario Street with Commercial and Mixed-Use designations on the west side of varying heights and potential densities. This section is envisioned as a compact built form with retail/smaller scale commercial opportunities that will interact with the public realm of the road corridor. The importance of transition between these and existing residential uses is a key factor here, especially when evaluating height permissions of up to six storeys within the GO Transit Secondary Plan.

*Vision: This will be a lively and vibrant complete community where people can live, work and play. The neighbourhood provides a visual and physical connection from the Innovation District to the Downtown. It has potential to accommodate growth through the design of compact built form with greater heights located nearest the future GO Station. Types of built form envisioned for the area include mixed-use developments with*

*commercial and retail offerings that interact with the corridor and residential uses above grade as well as entirely residential developments. In recognition of surrounding low density land uses, the future built form requires consideration of appropriate transitions. Analyses, such as massing studies, the 45-degree angular plane, and microclimate studies (e.g., sun-shadow impact, pedestrian wind comfort analysis, etc.) are tools that will be utilized. Consistent and continuous streetscaping and landscaping will enhance the mix of uses to create a welcoming environment. Major gateways are envisioned for the Greenlane intersection and the Alyssa Drive / John Street intersection. These placemaking elements will create visual enhancements and anchor each end of this Character area. Potential public spaces such as parkettes and urban plazas are proposed at strategic places along the corridor in association with new developments. New midblock connections are encouraged to allow pedestrians and active transportation users safer crossing while fostering traffic calming. Figures 7 to 10 of the Vision document provide conceptual context.*

**Downtown Neighbourhood** – South section of the corridor between Alyssa Drive / John Street and King Street. This area consists of single-family homes, low rise apartment buildings, commercial uses and a place of worship. There are several older homes that possess historical character but are not heritage designated.

*Vision: It is anticipated that some of the existing low density residential uses will remain, based upon lot size. Some single-family dwellings were converted into commercial uses. The area is envisioned to blend the character of the existing Downtown area while fostering additional residential units and mixes of uses. Building frontages should be engaging to pedestrians with ample glazing and architectural details with uses such as restaurants spilling out to the sidewalk. Building heights, especially due to the proximity to the Niagara Escarpment are generally envisioned to be lower with maximum heights of four storeys depending on site specific conditions. Historical (non-designated) buildings in this character area may be adaptively re-used to enhance their unique character. A major gateway is proposed at Ontario Street and King Street. A minor gateway is proposed at the Serena Drive and May Street intersection, which signifies the entry into the Downtown Neighbourhood. Public realm enhancements will create a pedestrian friendly thoroughfare. There is potential to turn North Lane into a flexible street during special events and community activities. This includes re-designing Wm. F. Rannie square into a flexible municipal space (e.g., parking and outdoor community event space). Figures 11 to 14 of the attached document provide illustrations of the Vision as Figure 32 shows some conceptual context for Rannie Square.*

In addition to the above considerations, there has been extensive collaboration with Regional staff with respect to how the Complete Streets approach is applied to the Ontario Street Corridor to develop a Streetscape Master Plan. This approach is in accordance with the Niagara Transportation Master Plan and will be incorporated on Ontario Street through a future Environmental Assessment process.

Complete Streets are roads and adjacent lands planned with the future context in mind. The public right-of-way and adjacent lands are designed equitably and efficiently to support all mobility modes, based on context, and to assist people of all ages and abilities in travelling throughout the region. These corridors serve both a placemaking and

transportation function and form the spine of healthy communities. There is also consideration throughout with respect to parking both on and off the street. On-street parking helps provide visual and physical separation between vehicles and pedestrians and can also contribute to traffic calming efforts. It is currently limited to sporadic portions south of Alyssa and John Street with a minor delineation from active traffic lanes. It is recommended that on-street parking be placed strategically since there is a need to balance traffic calming opportunities with the need to maintain efficient flow of traffic along this regional corridor to serve its intention to move people and goods. Where on-street parking is proposed, there should be more defined curb bump-outs or bump-ins to improve safety and create a more defined delineation. Off street parking improvements such as re-configuration of Rannie Square are additional options for the downtown area.

The Complete Streets framework includes different typologies of roadway that vary in terms of intended function. The road width, lane composition, active transportation facilities and beautification are all based on these classifications. Specific to the Ontario Street corridor, there are three different typologies that coincide with the identified character areas based on existing conditions and constraints in each segment.

**Innovation District – Urban General, Wide:** Streets within this district are primarily intended to provide access into Beamsville via the QEW and to the employment uses in this character area and to the future GO Transit Station. The general cross-section includes a four-lane street with barrier/buffer separated bike lanes and a tree planting zone. Street lighting and placemaking elements such as banners will line the street along the planting and street furnishing zone. Trees in this zone are envisioned to utilize soil cells to allow for enhanced canopy growth. Sidewalks will line either side of the boulevard and allow for connections into properties that are landscaped between the building frontage and the public realm.

**Mixed-Use Neighbourhood – Urban General Narrow:** Streets within this neighbourhood provide access and connection along the corridor and into the neighbourhoods as well as local services fronting onto Ontario Street. The general cross-section includes two travel lanes and a center-turning lane with barrier/buffer separated bike lanes within the curb-to-curb area. Street lighting and placemaking elements such as banners will line the street within substantial planting and street furnishing zones. Wide sidewalks will line either side of the boulevard, connecting to the mix of uses along the street, facilitating direct interaction.

**Downtown Neighbourhood – Main Street:** Streets within this neighbourhood provide access and connection along the corridor, into the neighbourhoods and into the Downtown section along King Street. They also provide access to the local services fronting onto Ontario Street and connecting to the Downtown core along King Street. The cross-section includes a two to three lane street with alternating center turn lane/curb median planters. Similar to the other cross sections, a barrier/buffer separated bike lane is proposed within the curb-to-curb area. Street lighting and placemaking elements such as banners and hanging baskets are contained along the planting and street furnishing zone. Wide sidewalks will line either side of the boulevard to for connections into the retail and commercial uses, including connections to outdoor patios for cafés and restaurants.

Within each character area there are also multiple road crossings where streetscape improvements such as plantings and furnishings are recommended to be included along with delineation of active transportation facilities.

The Regional Complete Streets approach also includes a design manual that includes street furnishing considerations that can be applied specific to each character area. Lighting treatments will be designed to improve the visual quality and sense of comfort for users during different hours and different seasons. There will be specific emphasis on lighting to highlight key public spaces such as gateway locations. Improvements to wayfinding signage are also required along the corridor to enhance the sense of place and cohesion of the corridor.

- Gateways are important components to the public realm. They foster a sense of place and reinforce community identity. Five major gateways and two minor gateways are proposed along the corridor at key locations. Two existing major Gateways are located at the QEW interchanges, based upon their visibility and to anchor the entry into Beamsville;
- One is proposed at the intersection of Ontario Street and Greenlane, which leads into the Mixed-Use Character area;
- Two major gateways are proposed at Alyssa Drive / John Street, and at the terminus at King Street. These gateways will frame the Downtown.

Major Gateways are typically large in scale in order to be visible from a distance by pedestrians and those in vehicles. Elements may include elaborate design elements such as signage, architectural details, lighting, landscaping, and public art.

Minor Gateways are proposed at the entrance from Ontario Street to the future GO Transit Station as well as the Serena Drive / May Street intersection. Minor Gateways are envisioned to include smaller scale design features. Elements for Minor Gateways include signage, decorative paving, lighting, plant material and custom street furnishings.

As development occurs over time along Ontario Street, there will be continued consideration regarding the ability to incorporate open spaces and amenity areas. These spaces are needed to provide opportunity for existing and future residents to address their social and relaxation needs. As such there are parkland provisions built into the planning application approval process and the Town Zoning By-law (2022) includes requirements for amenity area based on develop type and unit count. In addition, the Ontario Street Vision has identified the potential for public space at the following locations:

- Entrance to the future Beamsville GO Transit Station
- Either side of Ontario Street at Greenlane with the private redevelopments (i.e., Privately Owned, Publicly Accessible Spaces)
- At the potential connection to the future school
- Intersection of Ontario Street and Friesen Boulevard
- Northwest corner of Alyssa Drive and Ontario Street

There is also an opportunity to revitalize the existing Wm. F. Rannie Square in order to provide a new space for the Downtown as well as to integrate into the potential future flex street envisioned for North Lane to allow for special events. This space is outside of the project area; however, it has synergies that would benefit the corridor.

The square currently functions as a municipal parking lot. This space is envisioned to transform into a flexible space that can allow for enhanced programming and closure for events while accommodating parking during other times. Decorative paving, trees and bollards delineate the various zones. A large shade structure can be used for special events, while accommodating parking.

The Vision recognizes that as future development both within the private and public realms is undertaken, it will be crucial to evaluate infrastructure improvements that consider the impacts of climate change. The Town of Lincoln recently completed the *Low Impact Development and Green Infrastructure Design Guidelines (May 2020)*. The Region also has new *Stormwater Management Guidelines (2022)*. These guidelines ensure that new developments and re-developments will effectively manage stormwater. Both sets of guidelines are applicable to the development of the private and public realms along the Ontario Street corridor. Green infrastructure can include new parks, open spaces and trails, community gardens, street trees, urban forest canopy and sustainable stormwater management. This last item is achieved through implementation of low impact development which aim to imitate natural processes of stormwater management. Examples of practices to be implemented along the corridor are the use of bio-swales, rain gardens and cisterns for collection, permeable pavers to assist with infiltration and green roofs for retention.

### **Next Steps**

The intent of this report is to bring forth the Vision for the future of the Ontario Street corridor for Council consideration since it is the overall guidance framework for the corridor and the impetus of the project. Should Council endorse the Vision, next steps will be for the project team to draw upon the Vision to further develop design guidelines and policy recommendations. In addition, the project team is developing cross-sections of the right-of-way that are associated with different sections of the study area (such as the area at the QEW, the area in the vicinity of the potential future GO Transit Station, the commercial/residential area to the south and then the downtown area) to provide cohesion while at the same time recognizing some of the built form and streetscape differences in these areas. These cross-sections will contemplate public realm improvements that are contextual and appropriate and include visual aids to assist in conveying the overall vision to be carried forward.

The above will culminate in the finalization of an overall demonstration plan for the entire corridor. This will include a 3D type model of the built form and right-of-way and associated connections in the study area which is governed by the overall vision that is currently being considered.



## **Implementation**

Implementation of the vision will take several years to implement while some elements may be completed in a shorter period. The Ontario Street right-of-way is one of the elements which will affect the corridor. Road widenings taken through development applications are essential to obtaining the desired right-of-way width of 26 metres. The first step in the process is to undertake an Environmental Assessment of Ontario Street which will look at street design alternatives including widening of sidewalks, integration of cycling facilities, and geometric road design modifications. This Vision provides guiding principles to help inform that process. The EA process is followed by detailed design and construction.

As development applications are reviewed, the guidelines of this Vision will be administered through staff review of concepts, similar to the current process of incorporating Urban Design Guidelines of the Town Official Plan. It is important to note that when it comes to urban design, the intent is to guide private property owners to bring their concept to fruition in a manner that contributes to the overall Vision. That said, there needs to be a level of flexibility built into the Vision to allow for private property owner input in recognition of their investment and personal interest in the development of their specific property. This within the framework of development complete communities and ensuring existing land-uses are considered early on in planning processes.

## **Financial, Legal, Staff Considerations:**

Financial:

There are no implications as a result of this report; however, there may be cost implications associated with certain public realm improvement options that may be subsequently identified.

Staffing:

N/A

Legal:

N/A

## **Public Engagement Matters:**

This project has included a robust consultation program that has included many forms of outreach ranging from direct mailings to all property owners in the vicinity of the study area corridor to online information sharing via the Town website and its Speak Up Lincoln page. Generally, the consultation plan included the following:

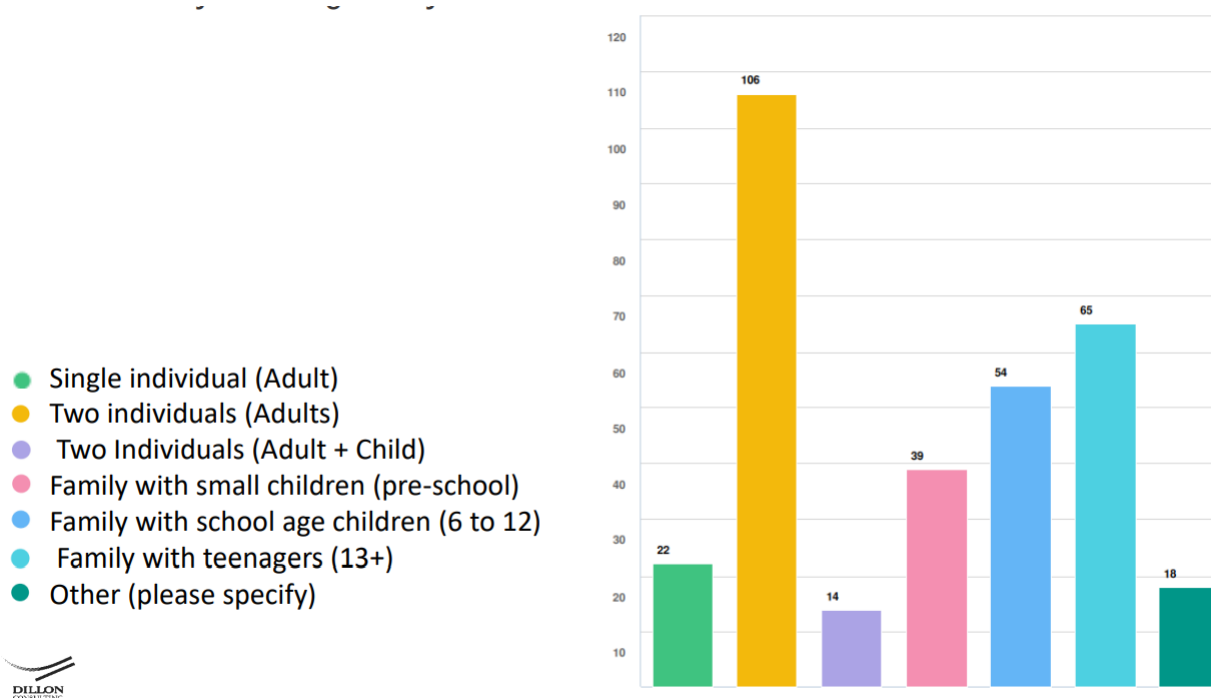
- Online public survey
- Landowner and business survey
- Technical Advisory Committee (comprised of relevant agencies and stakeholders) design charette

- Multiple online and interactive public engagement workshops
- Indigenous engagement through notification and request for comment

### Public and Stakeholder Survey Results

The public survey was available in the winter of 2021. It was posted on the Speak Up Lincoln project page and sent directly to all property owners that are along the corridor and those abutting properties along Ontario Street. As a result, over 300 surveys were completed. Half of the respondents were between the age of 35 to 54 years with the other half being largely split between those 25-34 years of age and those over 55 years of age.

In terms of the types of households included in the respondents, please see the image below.



Of the total respondents, approximately 54% either had a positive or neutral outlook on the most recent proposed developments that have been brought forward along Ontario Street to date. When asked about if they had any sites in mind that would be good candidates for a more compact built form, the results were almost evenly divided with approximately 46% saying yes and 54% saying no.

The following are some of the questions that were posed with the associated defined answers:

Which of the following land uses, functions and built form typologies are important to you and would you like to see along Ontario Street?

- More Low Density residential (single family homes and towns) - 83
- More Medium Density residential (stacked towns, mid-rise apartments) - 76

- More High Density residential (high-rise apartment buildings) - 16
- More Commercial and Retail - 146
- More Office Space - 29
- More restaurants, cafes, etc. - 184
- Greater mix of uses (such as mixed-use buildings) - 136
- More parking – 100

Which of the following potential streetscape and public realm improvements are important to you and would you like to see along Ontario Street?

- Additional pedestrian and cycling amenities (benches, waste receptacles, bike racks and bike repair stations) - 139
- More active transportation connections (sidewalks, bike lanes, trails) - 133
- Improved signage network (wayfinding, interpretive) - 36
- Mid-block connections for safe crossing (i.e., cross walks) - 113
- Burying of overhead utilities in the downtown area - 124
- More public spaces (plazas, parkettes) - 126
- Patio spaces for restaurants and cafes - 197
- More shade trees along the street - 175
- Streetscape/intersection improvements (boulevard treatments, median plantings, decorative paving, etc.) - 128
- Consolidated driveways for businesses - 92
- Public art – 88

With respect to principles of the study, the most support was provided to improving the attractiveness of the corridor, attracting new and local business to the corridor, ensuring new developments are a good fit with existing land uses, improving overall accessibility and improving the overall sustainability of the corridor through initiatives such as low impact development and green infrastructure.

There was a total of 13 stakeholder and landowner surveys received. Some of the themes emerging from their responses include:

- Sense of character and corridor identity
- Building restoration in the downtown (some buildings in disrepair)
- Streetscape improvements are needed to make them more welcoming and attractive
- Transition from auto focused and agricultural industries to mixed use
- More restaurants, patios, and other retail amenities
- More street trees and pedestrian amenities
- Concern about heights and desire to maintain views to escarpment
- General traffic concerns (movement, speeds, truck traffic etc.)
- Intensification opportunities in strategic areas (Near GO station, King Street)
- Safer and more pedestrian and cyclist friendly

- Concern about signage clutter
- Parking in the rear of properties more desirable to contribute to more active streetscape
- More green community spaces, parks and trees

### **Interactive Online Engagement/Public Information Centre**

A Public Information session was held virtually on February 16, 2022 from 6 pm to 8 pm. The project team provided an overview of the project including case study analysis and SWOT analysis completed to date. The session included multiple interactive opportunities utilizing tools such as an online mural of the study area where participants were invited to post their comments on the aerial image as well as incorporation of Mentimeter interactive software to add questions and polls.

The results of the session were a strong emphasis placed on creating a welcoming corridor that is aesthetically pleasing and cohesive throughout. Priority was assigned to improving the quality of the public realm (more street trees, intersection improvements, patio spaces), implementing effective complete streets policies, incorporating contextually sensitive intensification and establishing appropriate building heights. From a land-use perspective, similar to comments received from the public survey, the main interest was for more restaurants and café type uses and also provision of mixed uses (incorporating commercial/retail and residential uses in developments).

General comments received included the following:

- Extend the GO station train service to the Town
- Provide transitions to different streets and routes, for instance, transition to the King Street corridor and downtown Beamsville
- Consideration of grade separation at railway crossing in the future
- Additional parking around Ontario Street towards the north end, near the gas stations
- Update store frontage sidewalks and consider street widening, where appropriate
- Pedestrian accommodation is critical in establishing a vibrant and functional corridor
- Best practices in street tree design need to be considered to cultivate pleasant outdoor space
- Support more restaurant patios
- Active transportation from King Street to the North Service Road to promote pedestrian walking and cycling
- Improve traffic operation (including turning lanes where appropriate) and reduce noise and pollution
- Protect older homes South of Ontario Street
- Farmers market: provide vendors an opportunity to show-off their produce
- Use Rannie Square behind King Street as a flexible space for municipal parking, farmers market, festival uses, special events, market stalls

### **Technical Advisory Committee Design Charette**

The key stakeholders that comprise the Technical Advisory Committee include Town of Lincoln Public Works and Community Services, Economic Development and Communications Departments; Niagara Regional urban design and public works staff; MTO; representatives of Downtown Beamsville Bench; utility providers; CN; and NPEI.

The design charette was held virtually on March 28, 2022 from 10 am to 11:30 am. The Project Team delivered an initial presentation which highlighted the outline of the corridor; Land Use Planning Overview; SWOT analysis overview; summary of engagement; and other contextual information to guide the discussion. The interactive component of this charette included an aerial base plan of the study area that served as an online mural for all participants to attach comments to. A summary is provided below.

#### **Employment Area (in the vicinity of the QEW and southerly of this)**

- "Flagship" or iconic buildings could visually anchor the corridor.
- There could be an opportunity to create design competition for some of the buildings within the QEW interchange to improve overall built form.
- Opportunities for commercial developments, hotels, and other mixed uses.
- If employment or residences are considered for this land there needs to be improvements made to the road design.
- High quality employment to announce entry into Beamsville should be prioritized.
- Consider from a land use perspective that the most enjoyable places to stay have amenities within walking distance. (E.g., restaurants, local bakeries, etc.)

#### **Go Transit Station Area**

- Opportunities for public parkettes (such as the privately owned publicly accessible spaces proposed in some recent developments)
- Consider the provision of jobs to go along with increased residential numbers
- The employment land uses should include full active transportation amenities such as indoor bike parking, showers and lockers. Placemaking elements are important as well.
- Potential investment in grade separation at the rail tracks by the Region to allow unimpeded traffic along Ontario Street.

#### **Greenlane Area**

- Beautification improvements at the intersection with Ontario Street to contribute to sense of arrival / gateway into the neighbourhood of Beamsville.
- Opportunities to increase the commercial uses.
- Greenlane improvements to make cycling easier (i.e., protected cycling lanes) combined with cycling supports such as bike repair stations, water refill, etc.
- Pedestrian crossing or signal may be beneficial at Cedarbrook or Konkle trail.
- Potential to bury utilities to increase opportunities for street trees.

- Improved sidewalk connectivity.

#### Neighbourhood & Commercial Area south of the GO Transit Station area

- Potential for a pedestrian crossing at the intersection of Homestead Dr and Ontario St. and at Friesen Blvd.
- Potential for consolidation of entrances to the commercial area west of Ontario Street

#### Downtown Area

- Adaptive reuse of existing older buildings and properties between May St and John St
- Opportunity for edible gardens (in raised beds perhaps) that could be enjoyed by residents and restaurant owners along Serena Dr
- Truck traffic calming is an ongoing issue throughout the downtown area along with truck deliveries to commercial properties.
- Coming from King Street (west of Ontario) it is an interesting transition from spacious land into commercial. Is there a way to reflect this transition into the commercial area?
- Public Plaza from Rannie to Beamsville District Secondary School Potential opportunity to implement more parking.

As is clear throughout the evolution of this important project, there have been several opportunities for the project team to receive input from the Technical Advisory Committee comprised of relevant stakeholders, Town and Regional staff and members of the public and business/property owners in the area. A full consultation summary of the project is available on the Town's [Ontario Street Urban Design Vision and Streetscape Master Plan Speak Up Lincoln page](#).

### **Conclusion:**

The Ontario Street corridor is an important component of the Niagara Regional road network as it provides a north/south connection from the QEW into Beamsville, facilitating the movement of people and goods to and from the highway. It is also of local importance as it has been identified by the Town one of a few significant locations to accommodate growth that is expected out to the 2051 planning horizon and beyond. Considering this, the corridor has and will continue to undergo change both from a development and from a complete streets approach standpoint. The Urban Design Vision and Streetscape Master Plan provides direction for the private and public realm to guide the transformation over time with the goal of achieving a complete community where there are opportunities to live, work, shop and play. The objective is to create a sense of place amidst a cohesively planned corridor while at the same time recognizing that there are attributes of different segments that each have their own identity and function. As such, the Vision draws upon the four pillars that support Lincoln's overall community vision of a place to grow, prosper and belong. It will contribute to a welcoming, connected, vibrant and resilient community that makes efficient use of urban land.

This Vision was developed in a way that has not been attempted before in Niagara. Using a variety of illustrative techniques including 3D computer modeling, hand renderings, images, and maps, the Vision is a guide on how future developments may respond to a future street condition. Integrating critical ingredients such as built-form, land-use, neighbourhood character, and transportation into a comprehensive picture improves predictability and diminishes risk.

Visualizing how this corridor may evolve allows the Town and the Region to proactively plan for change. It allows the Town to engage with developers, stakeholders, and the public to respond to the character and quality of changes taking place. Without a shared Vision regarding intensification, infill, and streetscaping could result in a disparate and in cohesive realization of growth.

Respectfully submitted,

Matt Bruder, MCIP, RPP  
Director of Planning and Development  
905-563-2799 Ext. 231

## **Appendices:**

Appendix A Ontario Street Urban Design Vision and Streetscape Master Plan

## **Report Approval:**

Report has been reviewed and/or approved by the Director of Planning and Development.  
Final approval is by the Chief Administrative Officer.