

Urban Design Vision & Streetscape Master Plan for Ontario Street

Council Presentation & Workshop #1

Town of Lincoln

Niagara Region

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November 29, 2021

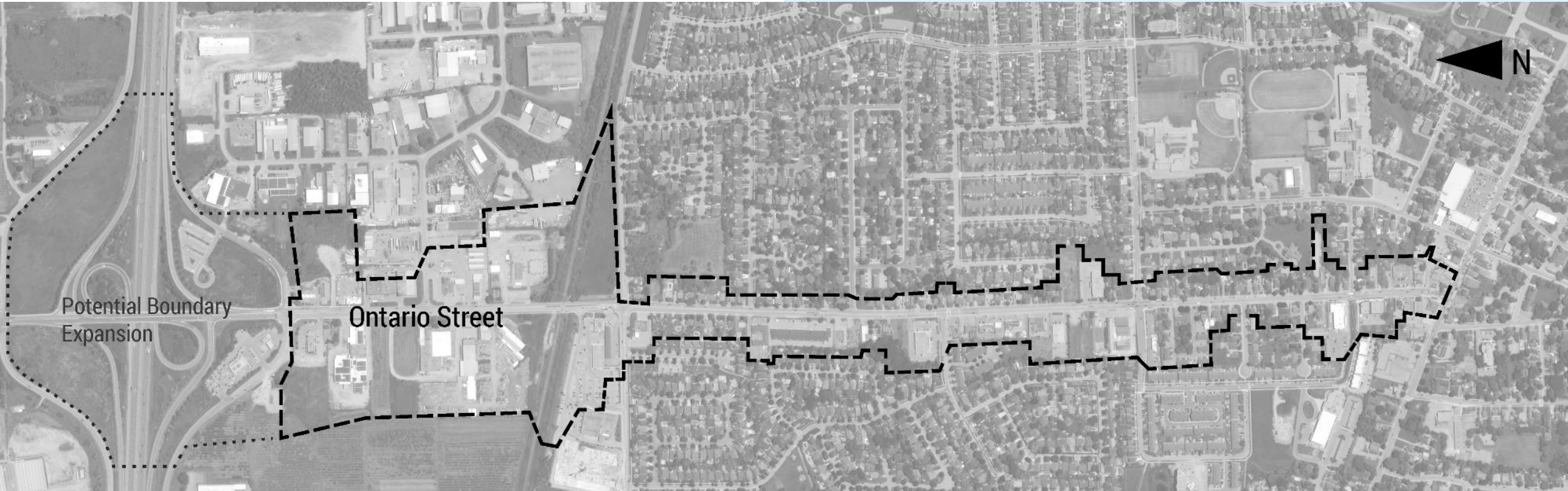
Introduction

The Town of Lincoln, in collaboration with Niagara Region, has initiated an exercise to prepare an Urban Design Vision and Streetscape Master Plan for Ontario Street (Regional Road 18) in Beamsville.



Study Area Location

- Ontario Street – south edge of South Service Road to King Street.
- 2.3 kilometres in length.
- Primary linkage between the Queen Elizabeth Way (Q.E.W.) highway into Beamsville and the downtown area.
- Variety of uses including employment, commercial, retail and established residential.



Growth in Lincoln

- Province identifies and forecasts population and employment growth coming to Niagara.
- Lincoln must focus growth inward as urban boundary is restricted from expanding by the Greenbelt and Niagara Escarpment Plan.
- Therefore growth needs to be accommodated in existing built-up areas such as Beamsville (along Ontario Street) through intensification.



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Project Purpose

- To incorporate Provincial density and intensification targets, relevant Town and Regional policies, plans and guidelines, and best practices in Urban Design.
- To establish a guiding vision for the anticipated growth and intensification along the corridor.
- The vision will consider future improvements and traffic calming measures along the corridor
- Facilitate higher density residential development and office, commercial, and employment uses as part of a transit-oriented design and complete community approach.



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Work Done So Far

Site Walk

- Completed September 2nd
- Lincoln, Niagara and Dillon completed a walk and photo reconnaissance of the corridor between South Service Road and King Street.

Background Review

- Dillon reviewed background materials and completed a summary via matrix table to identify any gaps.
- Documents included those from the Town of Lincoln, Niagara Region and relevant Provincial policy frameworks.

Work Done So Far

Strengths Weaknesses Opportunities Threats (S.W.O.T)

- Following the Site Walk and Background Review, Dillon completed a SWOT analysis for the corridor with Lincoln/Niagara review.

Case Study Analysis

- Work also completed to review relevant examples from other municipalities to help guide the formation of the vision and plan for Ontario Street.

Public Project Website Launch

- The Speak Up Lincoln Project Webpage for the Ontario Street Study was launched for public viewing prior to the Council meeting.
- The webpage will be a live page that contains updated and interactive content for the public to engage with staff throughout the project.
- Public survey to be posted shortly.

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Initial Observations

- Not all areas accessible to parks within walking distance
- Some light industrial related uses and vacant plots located within the corridor.
- Public transit was discontinued and replaced with OnDemand transit
- Gaps in pedestrian pathway network
- Inconsistent landscaping/street trees and streetscaping
- Traffic volumes and high speeds
- Need to ensure appropriate transition between existing and future intensification



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Key Opportunity

- To intensify the corridor and create mixed use redevelopment
- Redevelopment potentials in several areas to support future GO station and increase transit and active transportation.
- Key gateways at strategic intersections
- Ontario-King Intersection can be redeveloped to be an anchor node with lots of mixed use commercial activities.
- Traffic calming opportunities along the corridor.



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Case Study Examples

- Bolton – Queen Street Corridor Study
  - **Caledon, ON**
- Downtown Orillia Streetscape Master Plan
  - **Orillia, ON**
- Dundas Place – My Dundas
  - **London, ON**



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Bolton – Queen Street Corridor Study

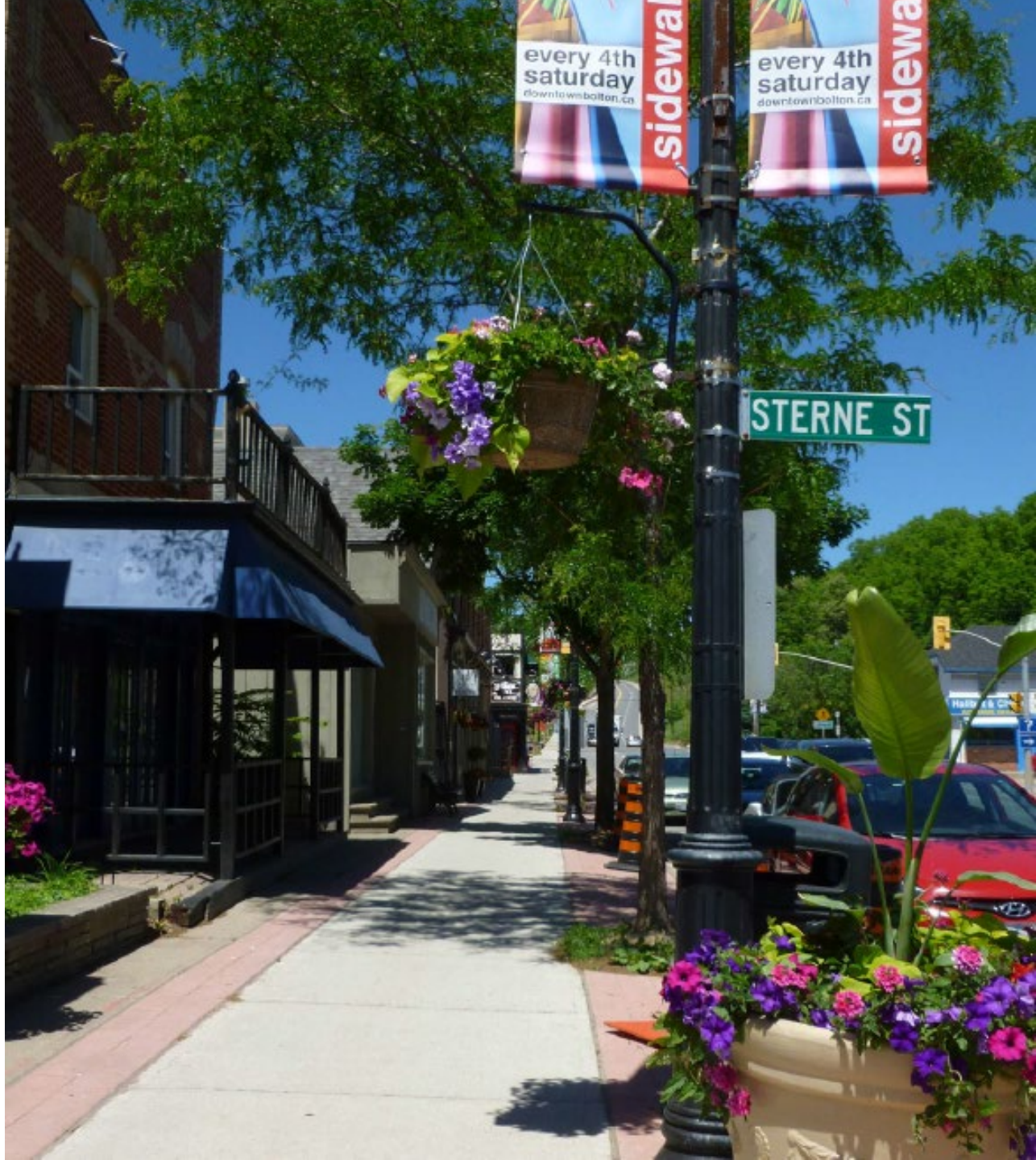






Bolton – Queen Street Corridor Study

- Bolton and Lincoln are similarly sized in terms of population.
- Corridor study with a variety of different typologies as you travel through the corridor.
- Constraints in certain areas: e.g. in the downtown portion with narrower rights of way.
- Issues of speed and congestion with barriers/deterrents to movement (bridge/rail)
- Need to accommodate growth and employment while still fostering liveability and active transportation elements.
- Looked at public and private realm interventions along the corridor.



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Downtown Orillia Streetscape Master Plan





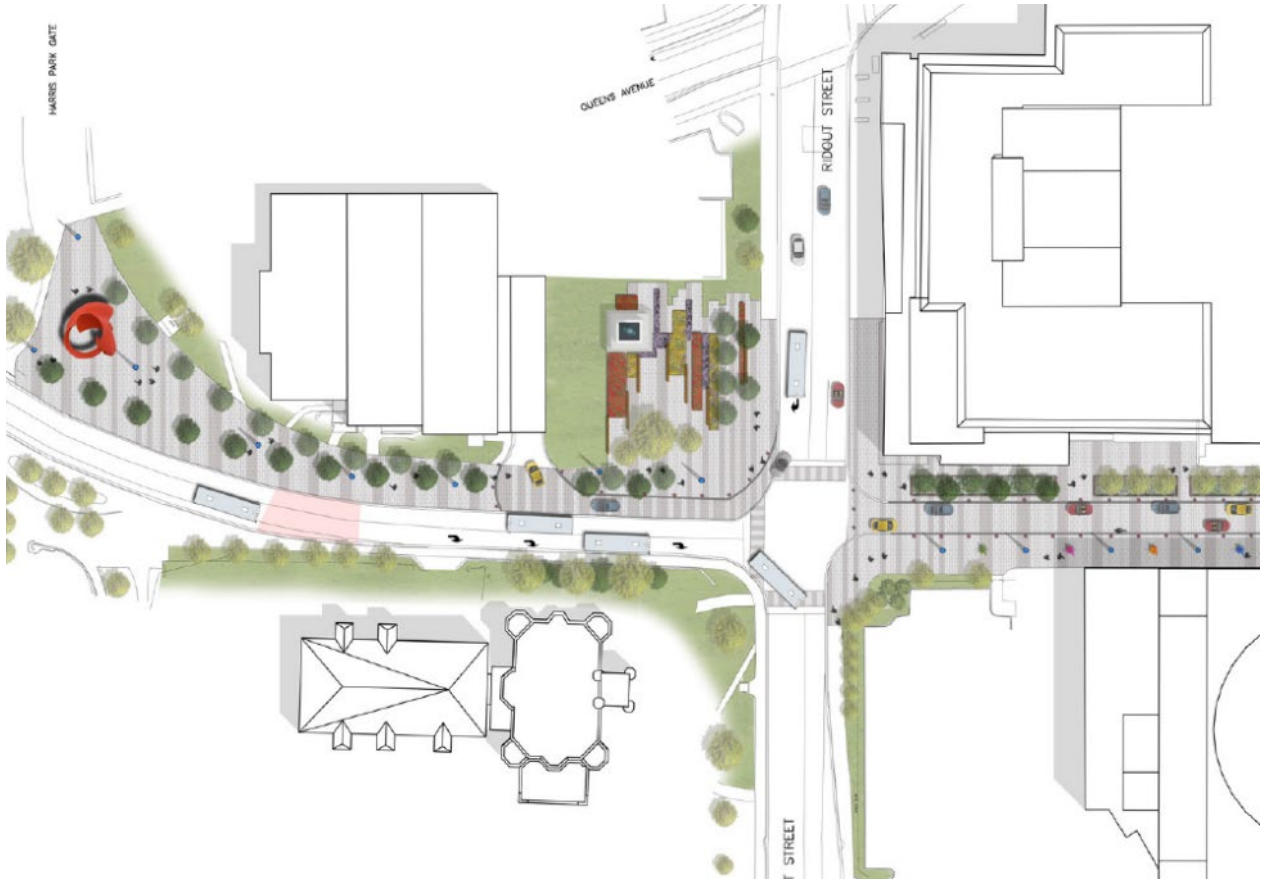
Downtown Orillia Streetscape Master Plan

- Similarly sized population, Lincoln & Orillia.
- Similar elements: Streetscape Master Plan
- Opportunities identified include: midblock crossings; slower speeds/traffic calming' improved cycling infrastructure; surplus in parking and opportunity to rationale arrangement; transit improvements; street canopy and greening improvements; stormwater improvements; public space improvements; urban design and public art improvements etc.



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Dundas Place – My Dundas





Dundas Place – My Dundas

- Urban corridor, revitalizing existing downtown street.
- Project is constructed.
- Analyzed existing conditions and overall vision of the space to allow for enhanced pedestrian environment through narrower vehicle right of way, improved furnishings and canopy/vegetation; public art and wayfinding.
- Moved heavy traffic (bus route) off corridor to make it a destination and allow for closure for public events. Similar to Lincoln in potential relocation of truck route.



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Key Players

Key players include:

- Town of Lincoln
- Niagara Region
- Metrolinx (GO Transit)
- Beamsville residents, landowners and businesses within and adjacent to the study area
- Lincoln Chamber of Commerce
- Downtown Bench Beamsville (BIA)
- Community Groups
- Utility Companies

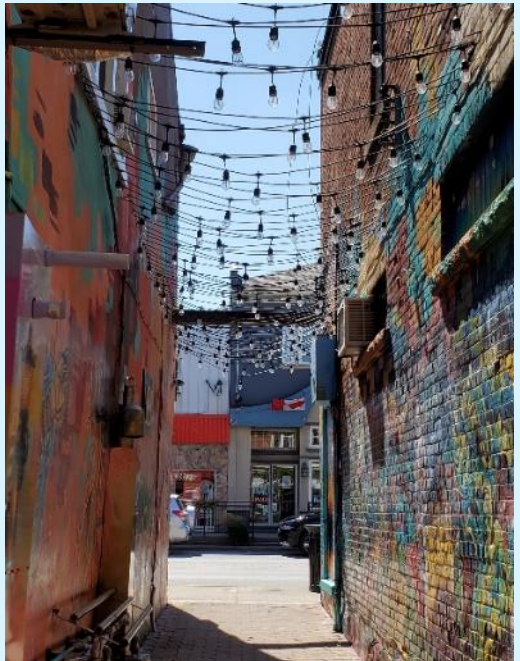


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Project Timeline - 2021

- Site Walk *(Complete)*
- Background Review, Strengths Weaknesses Opportunities Threats (S.W.O.T) and Case Study Analysis *(Complete)*
- Public Project Launch *(Complete)*
- Initial Council Presentation/Workshop (*Underway*)







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Project Timeline - 2022

- Technical Advisory Committee Design Charrette
- Preliminary Urban Design Vision and Streetscape Design
- Draft Urban Design Vision, Streetscape Master Plan (including Design Guidelines and Policy Recommendations)
- Final Urban Design Vision, Streetscape Master Plan
- Final Council Presentation
- Presentation to Regional Planning & Economic Development Committee
- Submission of Streetscape and Public Realm Implementation Package





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Upcoming Engagements

We have a fulsome engagement program which includes the following:

- Regional led Indigenous Engagement Program
- Online Public Survey (*To Be Completed*)
- Landowner and Business Owner Survey (*To Be Completed*)
- Online Public Engagement Event #1 - *Date TBD*
- Online Public Engagement Event #2 - *Date TBD*
- Online Public Engagement Event #3 - *Date TBD*







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Project Contract Information

For more information on this project:

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Thank you.

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