

Vision Vineland – Public Meeting

Presented on February 19, 2026

& March 10, 2026



Meeting Agenda

- Staff Introductions and Opening Comments
- Update on Regional King St. Reconstruction Project
- Discussion on Vineland Central Business District
 - Location of CBD
 - Historical Context
 - Matters to Consider
 - Applicable Planning Policies
 - Key Concepts
 - Next Steps



Goals of the Vision Vineland Project

1. Recognize importance and role of Vineland Central Business District (CBD) in accommodating future growth
2. Explain the Town's existing land use planning policy framework
 - a) Why is growth anticipated to occur in the Vineland CBD
 - b) What kinds of land uses and built-forms are currently allowed
3. Identify key values and features Vineland residents want in new developments and public realm
4. Create design guidelines and a framework to:
 - a) Guide design of streetscapes, amenities and placemaking spaces
 - b) Provide guidance on preferred building designs and styles



Vineland Mennonite Church – Drive Shed
(used to store buggies and cars of church goers)



What are Common Misconceptions?

- That the purpose of this exercise is to encourage more intensified growth.
 - *Not the case as this exercise simply recognizes that there will be long-term growth and evolution in the area. It seeks to create fit and harmony and good planning.*
- That completion of this initiative will lead to immediate and intense growth in the area.
 - *It is unlikely as the timing of new development is driven largely by private investment and economic conditions. This initiative is intended to provide guidance for new development proposals/Town municipal projects that occur long-term.*
- That completion of this initiative will result in complete control of all development details in the area, including architecture.
 - *This is intended to be a guidance document that will provide guard rails for achieving the community vision for the area. It will not be a regulatory document since municipalities are not able to regulate architectural design based on applicable provincial policy.*
- Examples shown in this presentation are exactly what will occur.
 - *Not at all, these are simply visuals to provide some key talking points and features to initiate discussion only.*



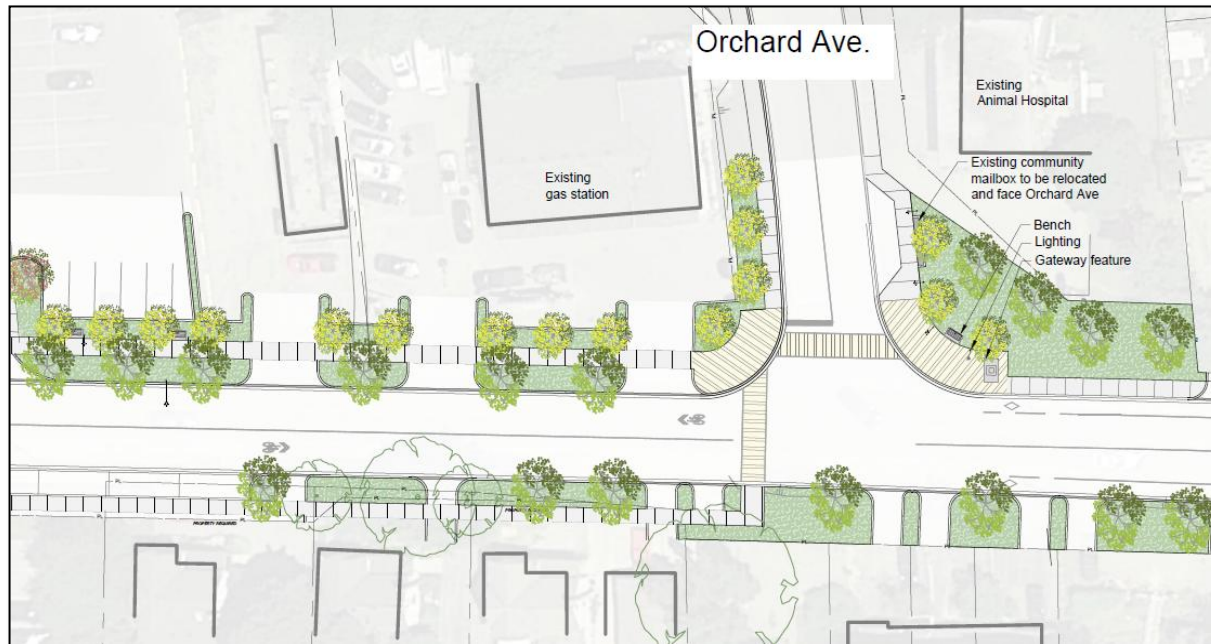
What has been done so far?

- Identification of the study area.
- Identification of high-level concepts for area based on examples in other areas.
- Landowners meeting in Spring 2025.
- Report to Council introducing the initiative in Fall 2025.



King Street Improvements

- Focus on streetscape improvements
- Initial scoping works started prior 2016.
- Design Work Currently 60% complete, to be finished end of 2026.
- Construction 2027 pending budget approval

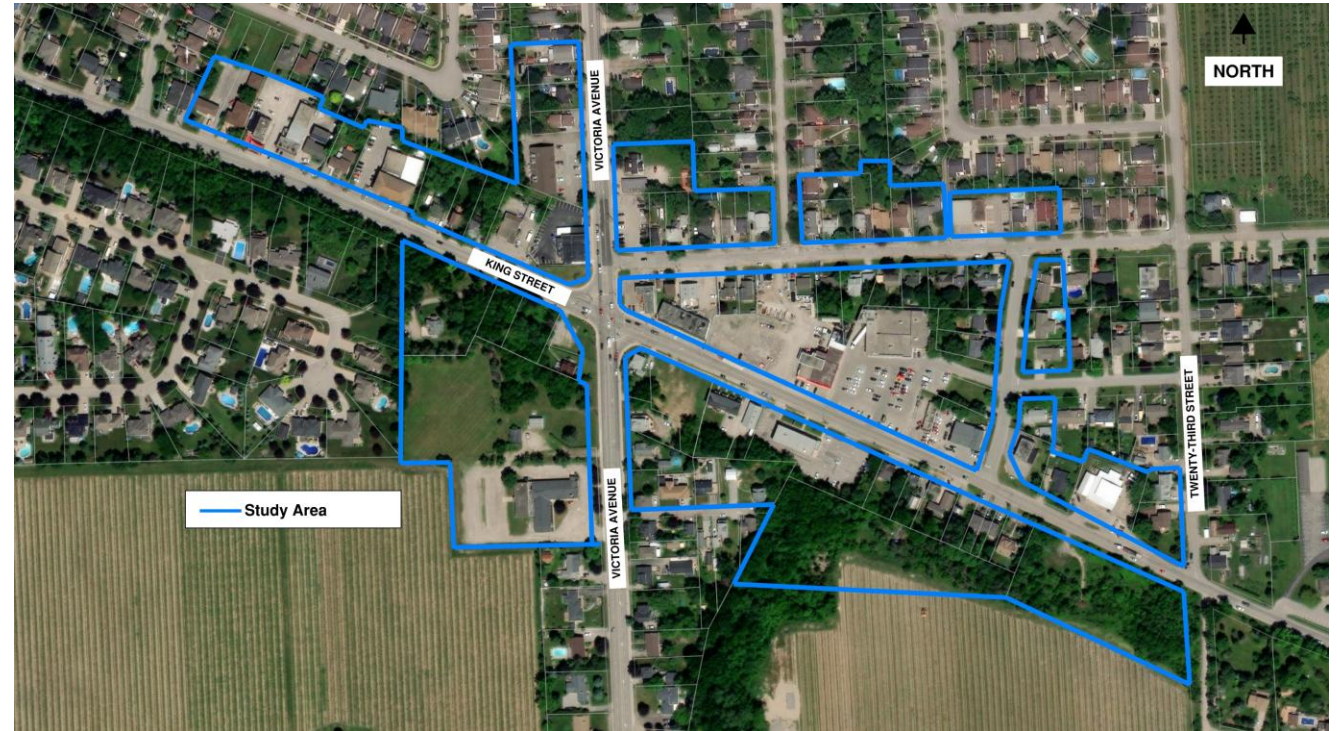


Conceptual Images of Similar Streetscape Designs



Where is the Vineland Central Business District (CBD)?

- Two primary factors
 - Location along to prominent Regional roads
 - Planning policies
- Due to its central location, the area anticipated to grow and evolve over time.



Why CBD's are Important!

- A place for people to meet, shop, live, work.
- CBDs are “heart” and “center” of community, providing a range of services.
- Historically a hub of commercial and cultural activities for local area.
- This role has diminished in recent years in Vineland.



Vineland (CBD) – Future Vision

- Moving Forward how should the Vineland CBD evolve?
- Matters to consider:
 - Restoring the area to a viable commercial and cultural hub for the community.
 - Providing housing opportunities that add to Lincoln's overall housing diversity.
 - Visioning the type, form and scale of development should be encouraged
 - Visioning the type of amenities and their role
 - All of the above must align to both Provincial and Town land-use planning policies which require efficient use of available urban land.

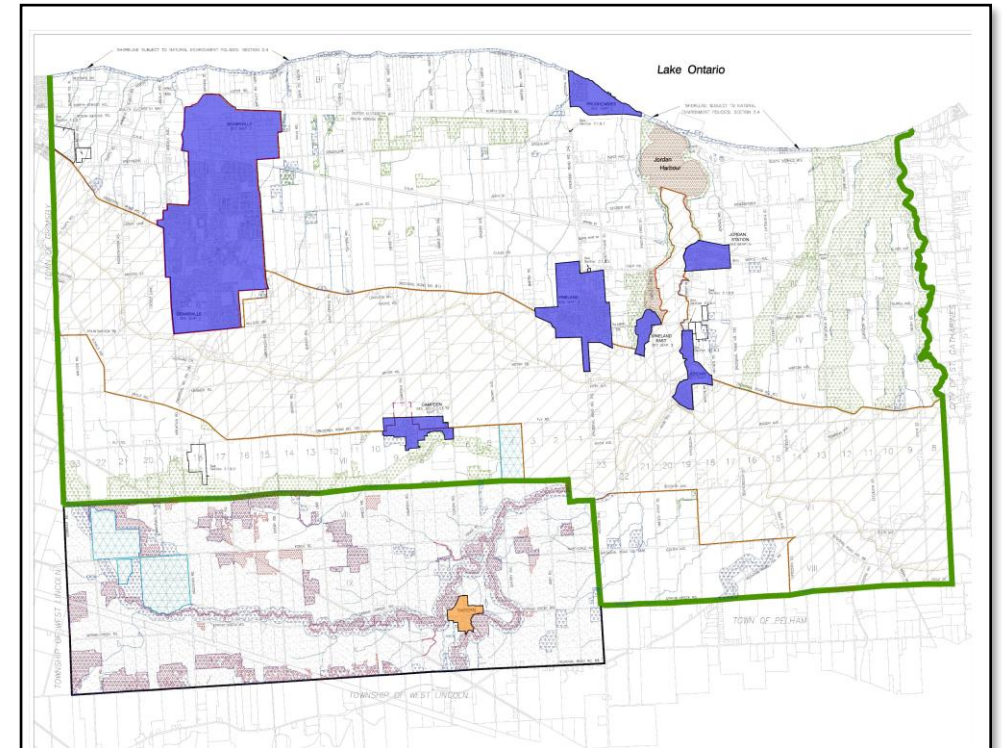


Vineland (CBD) – Applicable Planning Policies

- Municipalities must conform to Provincial land use policies
- Within Lincoln includes PPS 2024, Greenbelt Plan, Escarpment Plan
- Key goals of policies
 - Preserve Specialty Crop and Escarpment lands
 - Efficient utilization of land, network infrastructure
 - Growth encouraged in selected areas (CBDs)
 - Create “Complete Communities” with vibrant CBDs
 - Provide range of housing options

**Less than one third of Lincoln's lands are within "Urban" areas.*

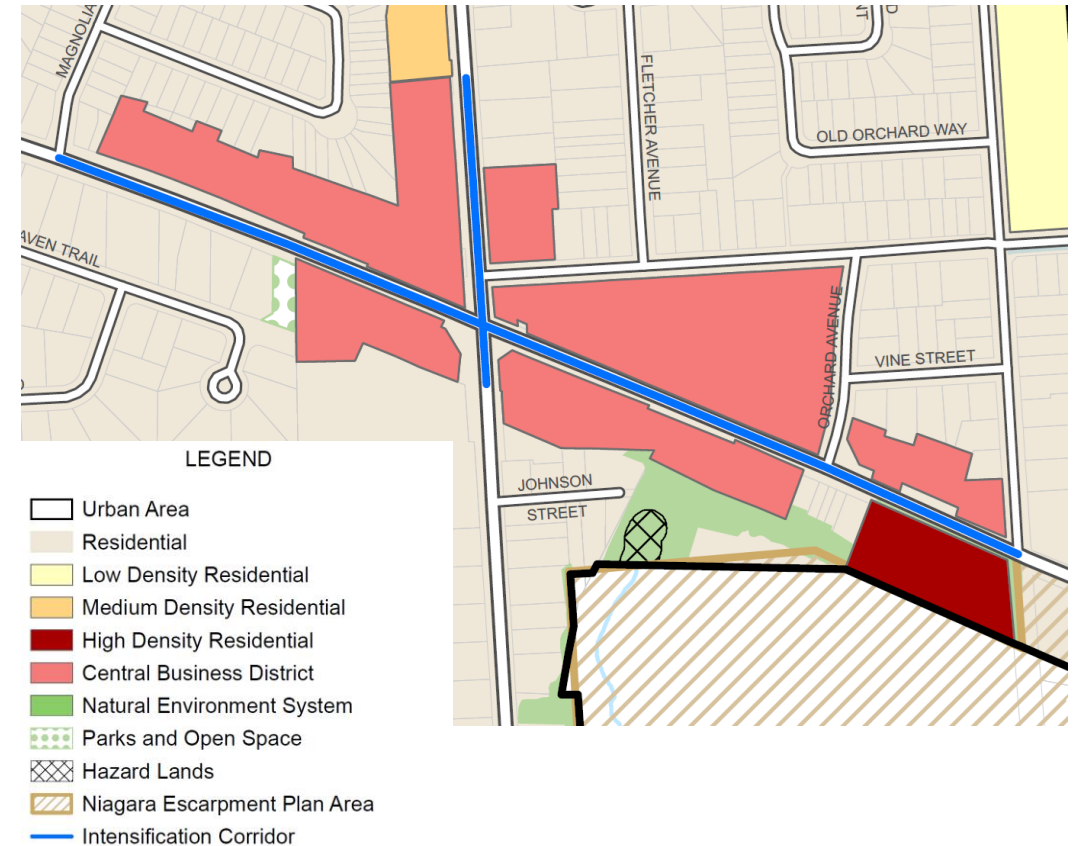
Location of Lincoln's Urban Areas



Vineland (CBD) – Applicable Planning Policies

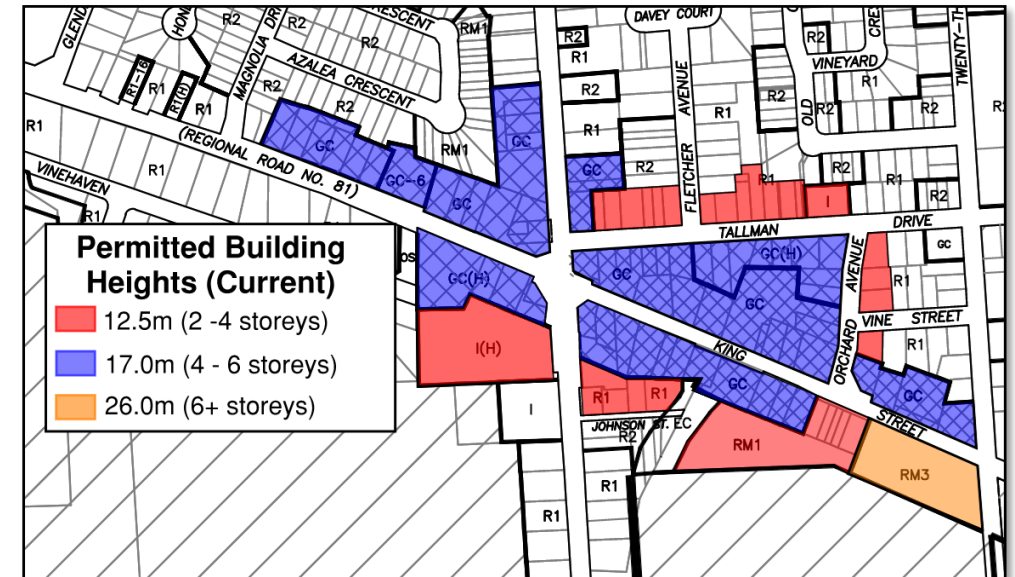
- Town Official Plan
 - Implement Provincial policies
 - CBD policy objectives (Sec. 3.3)
 - Reinforce CBDs as the commercial, social, and cultural centers of Town
 - Encourage a diverse mix of uses
 - Foster a pedestrian friendly/attractive streetscape
 - Current (and previous) policies allow mix of medium and higher density developments
 - Mixed use along King and Victoria
 - Residential in other areas for transition
 - Intensification Corridor
 - Policies in place 20+ years

Town Official Plan – Vineland CBD Area



Vineland (CBD) – Applicable Planning Policies

- Town Zoning By-laws
 - Based on Official Plan policies
 - Broad range of commercial, mixed use residential land uses
 - Maximum building heights in CBD range from 4 to 6+ storeys depending on location (more details later in presentation).
 - Encourage more dense development than other areas
 - OP/Zoning has long been in place (1993)



Vineland (CBD) – What We've Heard So Far

- A spectrum of input in that some residents don't want to see any change while others welcome it and express that its needed.
- Intensification/new development welcome
 - Scale is important consideration
- Ensuring sufficient parking for existing/new businesses.
- Provide green/park space for all ages/abilities.
- Healthier commercial offerings with more space for retail/shopping/groceries.
- Potential concerns regarding height and density.



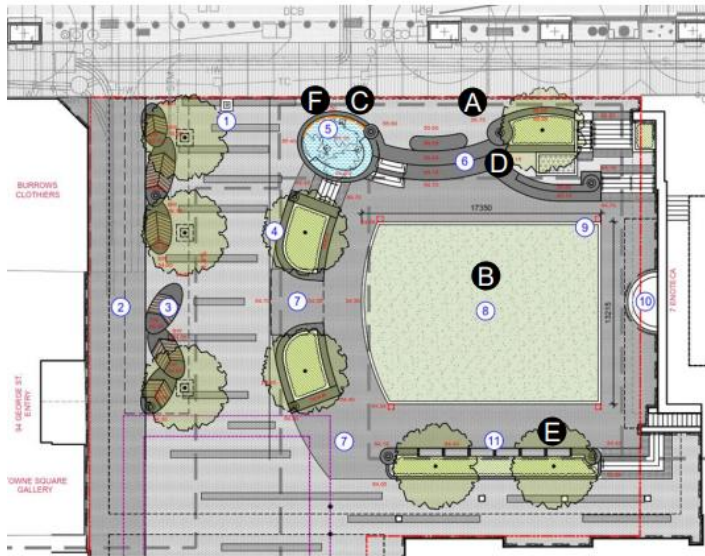
Vineland (CBD) – Potential Open Space

- Most likely built by private sector as development component
- Town doesn't own much land in CBD
 - Parking lot along Victoria Ave.
 - Fire Hall on Tallman Drive
- Key concepts
 - Ensure space is matched to neighbourhood
 - Concentrate activities and people
 - Can it be sufficient to hold different events/ activities?
 - Flanked by buildings for sense of place.
- Variety of types to meet local needs/preferences



Vineland (CBD) – Potential Open Space

- Oakville Town Square
- Undergone redesign exercise



- A Simple and Functional:** Permeability from sidewalk
- B Flexible:** Slightly larger square/promenade connection
- C Modest Water Feature:** Significantly scale down and flexible for seasonal plantings/displays during the winter months
- D Flexible Seating/Steps for Seating:** Additional seating, mezzanine, benches
- E Trees and Greenery**
- F 'Instagrammable' Moment:** Oak Leaves combined with 'Oakville' identifier for a stronger visual impact



Vineland (CBD) – Potential Open Space

- Stratford Market Square
- Former transit terminal
- Redesigned in 2017
 - Flexible public space including adjacent street
 - Integrates with surrounding buildings and streets
 - Limited landscaping



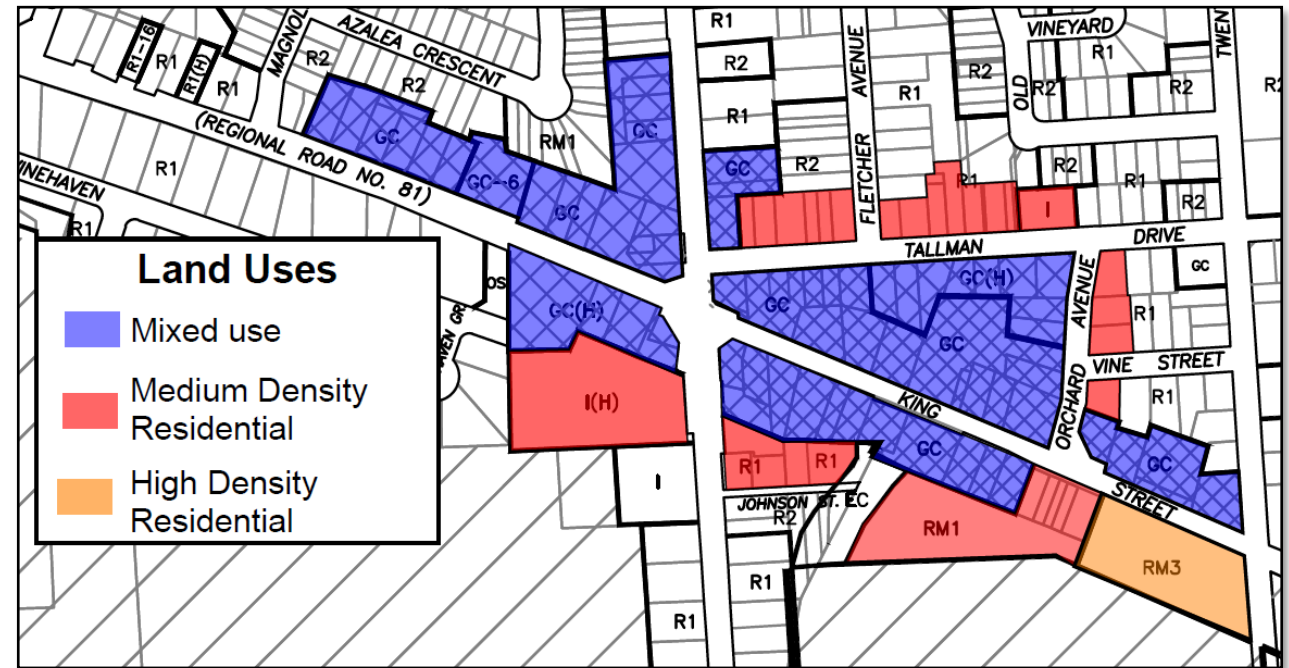
Vineland (CBD) – Potential Public Space

- Recognizing the limited space in downtown Vineland and lack of Town owned space.
- What should a future public space contain?
 - Could it be a series of smaller open spaces rather than a large one?
 - Emphasis on flexible programmable space
 - More landscaping than 'hard' surfaces
 - Playground – challenges with adjacent traffic
 - The space being important to attracting people to the businesses.
- Which example was most attractive to you and why?
- Was there anything missing that should be included?



Vineland (CBD) – Existing Land Uses

- Commercial and mixed use along Victoria Avenue and King Street
- Other areas - Primarily residential with small offices, home based businesses on other streets
- Goal: provide goods and services for daily community needs and provide centralized housing opportunity.
- What types of businesses would you like see in the CBD?



Vineland (CBD) – Land Use Preferences

- Land uses
 - Mixed uses are broadly encouraged
 - Are there particular commercial or retail components you would like to see?
 - Are there areas of the study area where these uses should be most intensified?
 - What is your opinion on existing parking configuration downtown Vineland? How can it be enhanced?
 - What type of housing should be encouraged?



Stacked townhouses



Live/Work Units in Jordan

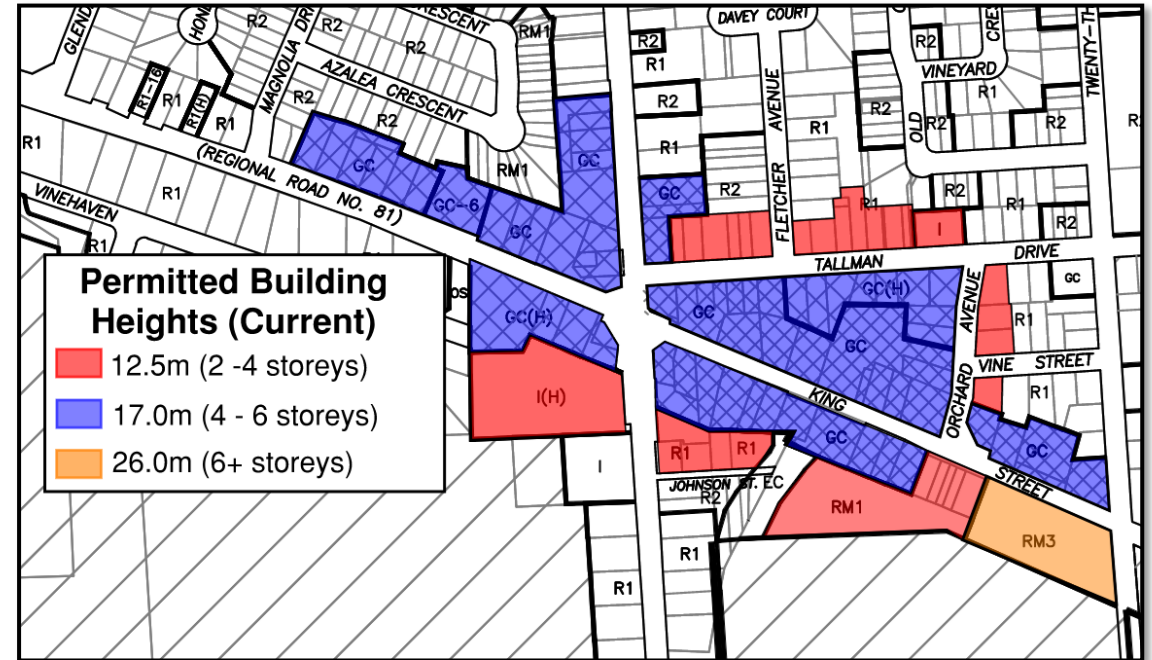


Broadway Lofts (Mt. Pleasant, MI) – Ground Floor Grocery Store, Parking at Rear



Vineland (CBD) – Building Heights

- Current Max Height:
 - 4 – 8 storeys (as was existing in the prior 1993 Town Zoning By-law)
- Goals:
 - Encourage taller buildings towards King Street/ Victoria Avenue intersection
 - Provide appropriate transitions to existing neighbourhoods.
 - Maintain existing community character.
 - Encourage built form and streetscape designs that contribute to an attractive and cohesive corridor.



Vineland (CBD) – Building Heights/Built Form

- Human Scale Environment
 - Attractive streetscape with landscaping and furniture
 - Wider building setbacks
 - Building design “broken up” (e.g. podium, step backs)
 - Balance of traditional/modern materials

Step backs reduce appearance of height



Prominent Building Podium



Vineland (CBD) – Potential Land Use Types

Medium Density Mixed Use/Residential

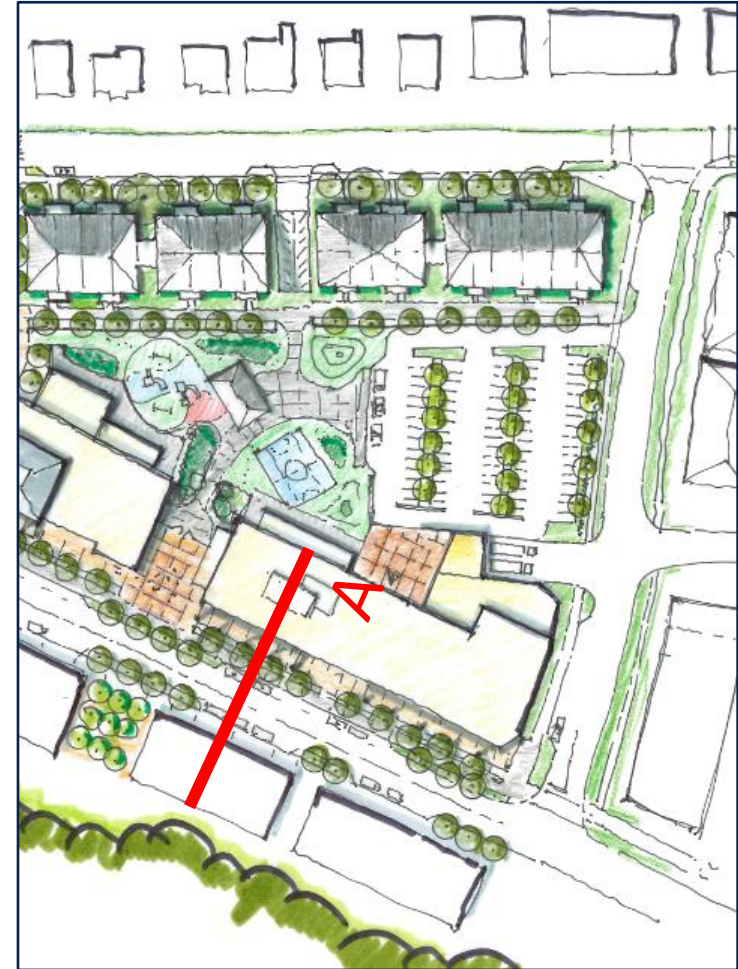
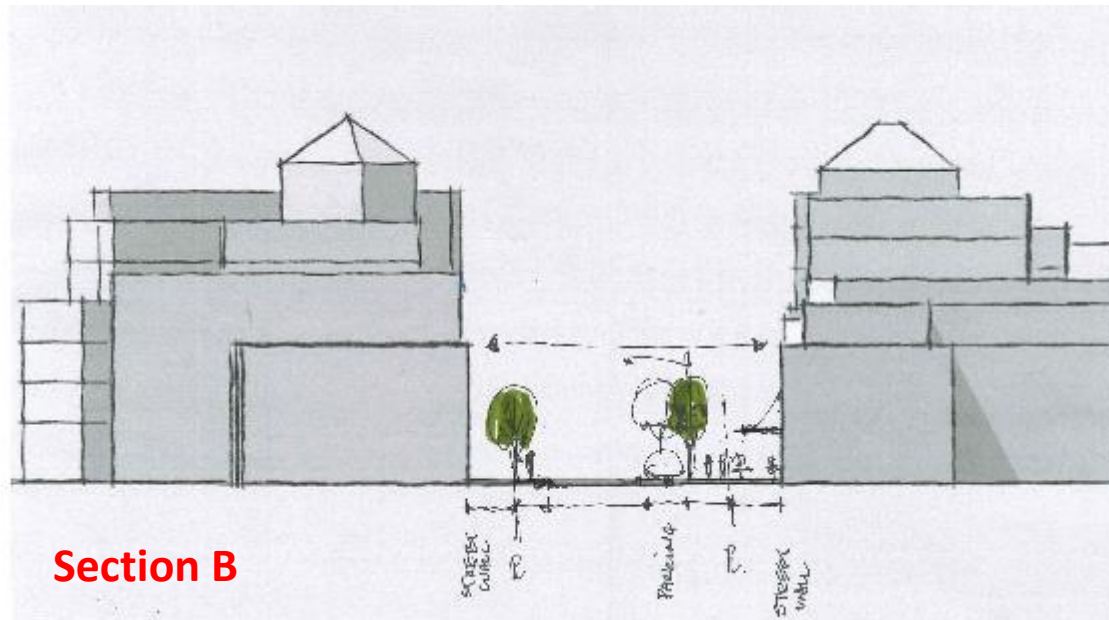


Higher Density Mixed Use/Residential



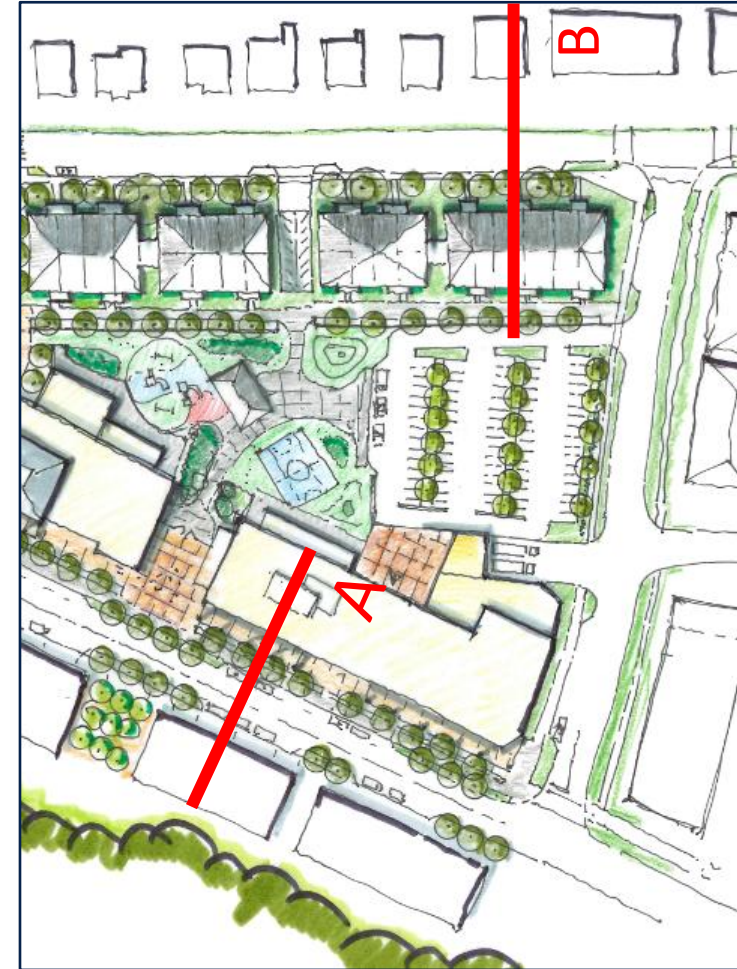
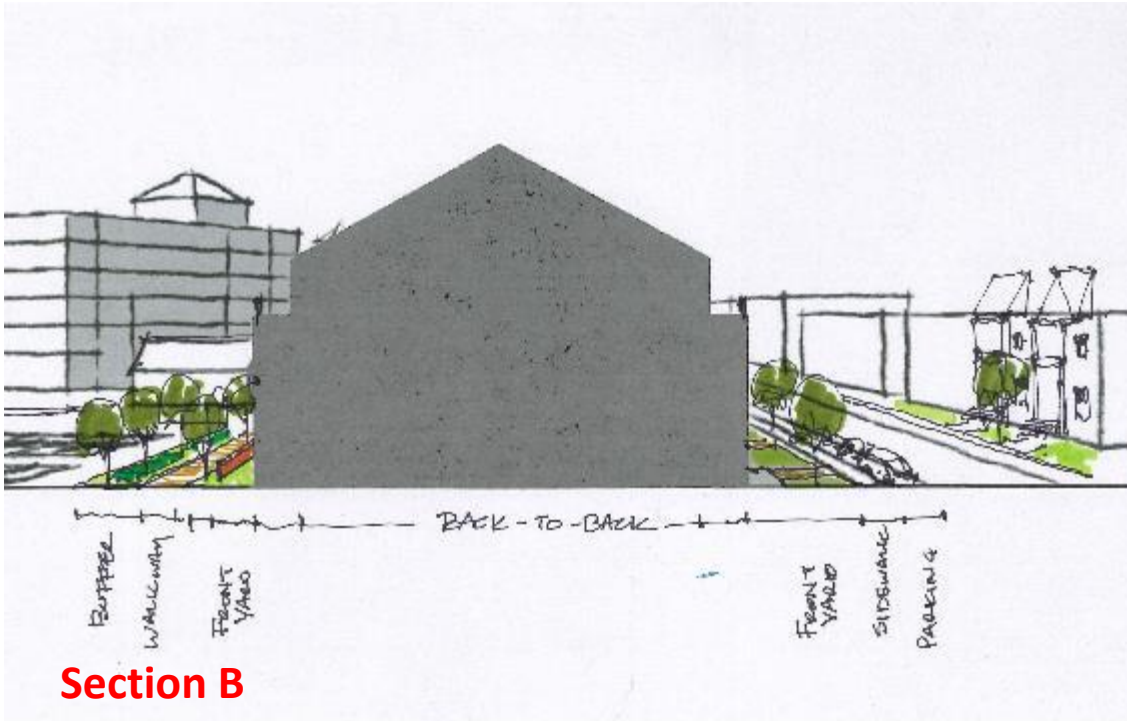
Vineland (CBD) – Building Heights/Built Form

- King Street
 - Ground floor retail
 - Wider ground floor setbacks
 - Wide sidewalks with landscaping/decoration



Vineland (CBD) – Building Heights/Built Form

- Away from King Street
 - Ground floor retail/residential units
 - Front yard landscaping



Vineland (CBD) – Built Form Preferences

- Building Design
 - A range of 4 – 6+ stories is currently permissible
 - Where should taller heights be encouraged/discouraged?
 - What kind of building materials should be encouraged? (e.g. modern vs. traditional)
 - What other details on massing (stepbacks, breezeways, etc.) should be considered?



Vineland (CBD) – Next Steps

- Tonight's feedback will be incorporated along with Provincial and local policy contexts used to assemble a draft vision and concept plan.
- Draft concept plan will be subject to feasibility analysis including review of infrastructure capacity and drainage perspective, among other technical considerations.
- Once a draft vision and concept plan is complete, there will be additional community consultation for review and comment prior to finalization.
- The draft vision and concept plan will also be presented to Town Committee/Council prior to finalization.



Questions/Comments

