Town of Lincoln and Niagara Region

ONTARIO STREET URBAN DESIGN VISION & STREETSCAPE MASTER PLAN, BEAMSVILLE

August 31, 2022



This page is left intentionally blank.

Table of Contents

1.0 Introduction 1

1.1 Purpose of a Vision 3

1.2 Growth in the Lincoln context 3

1.3 Project Overview 4

1.4 Engagement Program Summary 5

2.0 Background Review and Analysis 6

2.1 Background Review 6

2.1.1 Background Review Conclusions 6

2.1.2 Gaps in Planning Policy and Design Guidance 7

2.2 Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT) 7

2.2.1 Summary of Key Findings 7

3.0 Urban Design Vision 8

3.1 Vision for Ontario Street 8

3.2 Urban Design Principles 8

3.3 Design Priorities 9

3.4 How the Vision is Demonstrated 9

3.4.1 Preliminary Concept Plans 9

3.4.2 Demonstration Sketches and Visualizations 9

3.5 Character Areas 10

3.5.1 Innovation District 12

3.5.2 Mixed-Use Neighbourhood 19

3.5.3 Downtown Neighbourhood 29

3.6 Private Realm Considerations 38

3.6.1 Contextually Sensitive Design & Transitions 38

3.6.2 Privately Owned Public Space (POPS) 41

3.6.3 Private Parking 41

3.6.4 Outdoor Art 41

3.6.5 Commercial signage 42

4.0 Streetscape Master Plan 43

4.1 Introduction 43

4.1.1 Complete Streets Approach 43
4.1.2 Public Parking 44
4.1.3 Street Classifications and Streetscape Types 45
4.2 Complete Street Typologies 45
4.2.1 Innovation District Streets 47
4.2.2 Mixed-Use Neighbourhood Streets 47
4.2.3 Downtown Neighbourhood Streets 47
4.3 Public Realm Ingredients 53
4.3.1 Street Trees and Plant Material 53
4.3.2 Streetscaping Elements 53
4.3.3 Placemaking Elements, Parks and Open Space 56
4.3.4 Parks and Open Spaces 61
5.0 Sustainability and Environmental Design 63
5.1 Overview 63
5.1.1 Green Infrastructure, Low Impact Development (LID), and Stormwater Management (SWM) 63
6.0 Next Steps 65
6.1 Priorities and Directions 65
6.1.1 Policy Directions 65
6.1.2 Additional Direction 65
6.1.3 Priorities 65
6.2 Implementation 66

Figures

Figure 1: Ontario Street within Town of Lincoln 1
Figure 2: Ontario Street within Beamsville 2
Figure 3: Character Area Key Map 11
Figure 4: Innovation District Preliminary Concept 13
Figure 5: Innovation District Visualization 15
Figure 6: Innovation District Demonstration Sketch 17
Figure 7: Mixed-Use Neighbourhood Preliminary Concept Plan 21
Figure 8: Mixed-Use Neighbourhood Visualization 23
Figure 9: Example of Mixed-Use Mid-Rise Development on a Corner Site 25
Figure 10: Example of Mixed-Use, Mid Rise Development 27
Figure 11: Downtown Neighbourhood Preliminary Concept Plan 30
Figure 12: Downtown Neighbourhood Visualization 32
Figure 13: Example of an Apartment Style Low Rise Infill Development 34
Figure 14: Example of a Live-Work Development 36
Figure 15: 45 Degree Angular Plane (Back yard) 39
Figure 16: 45 Degree Angular Plane (Side yard) 40
Figure 17: Privately Owned Public Space (POPS) 41
Figure 18: Examples of Public Art 42
Figure 19: Examples of signage 42
Figure 20: Example of A Complete Street 43
Figure 21: Example of a Curb bump-out 44
Figure 22: Complete Street Typology Key Map 46
Figure 23: Ontario Street - Innovation District - Urban General Wide Cross-Section 48
Figure 24: Ontario Street - Mixed-use Neighbourhood, Urban General Narrow Cross-Section 49
Figure 25: Ontario Street – Downtown Neighbourhood – Main Street Cross-Section 50
Figure 26: Local Roads - Minor Streetscape Cross-Section 51
Figure 27: Greenlane - Major Streetscape Cross-Section 52
Figure 28: Example of Wayfinding 55
Figure 29: Gateway Key Map 57
Figure 30: Major Gateway 58
Figure 31: Minor Gateway 59
Figure 32: Potential Public Art Locations 60
Figure 33: Potential Re-development of Wm. F. Rannie Square 62

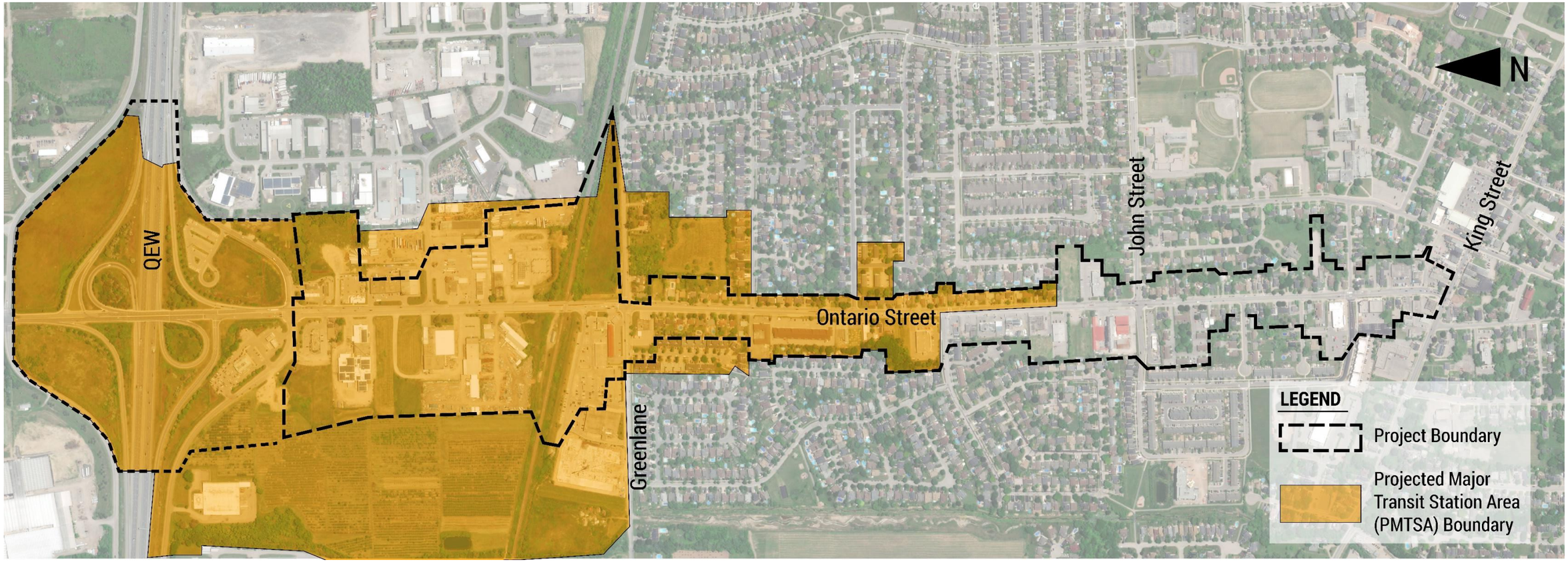
1.0 Introduction

The Town of Lincoln, in collaboration with Niagara Region, initiated **The Ontario Street Urban Design Vision and Streetscape Master Plan** (herein called the Vision) for Ontario Street in Beamsville. Ontario Street (Regional Road 18) has potential to accommodate significant growth as an intensification corridor with access to the Queen Elizabeth Way and a planned GO Transit Station. Accordingly, the Town and Region seek to pro-actively demonstrate growth by envisioning the appropriate scale of intensification along the Ontario Street corridor. 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. See **Figure 1** and **Figure 2** below, which illustrates Ontario Street's context within Lincoln.

Figure 1: Ontario Street within Town of Lincoln



Figure 2: Ontario Street within Beamsville



1.1 Purpose of a Vision

The purpose of this visioning project is to demonstrate how planned intensification can be accommodated at an appropriate scale of development for the community in relation to the type of roadway and streetscape conditions along Ontario Street. The project is informed by relevant Town, Regional and Provincial policies, plans and guidelines as well as best practices in urban design. The project will establish a guiding design vision for the anticipated growth and intensification along the corridor.

This Vision will guide the design of new developments and demonstrate how appropriate transitions between new development and existing properties can be achieved. The Vision will also provide a compelling demonstration of how the Regional road allowance can respond to intensification and create a high quality, attractive, and multi-modal public realm. The project will also illustrate how the sections of Ontario Street can convey a specific streetscape character and be woven into a cohesive corridor.

1.2 Growth in the Lincoln context

The Province forecasts growth across Niagara Region. The Town of Lincoln is allocated a population increase of 18,800 people and 4,570 jobs from 2021 to 2051. This significant growth is anticipated based on Provincial and Regional growth targets along with local market conditions and trends. 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 intensification. This intensification can assist with achieving a diversifying the housing stock and improving housing attainability to accommodate all ages and incomes.

As a primary linkage between the Queen Elizabeth Way (QEW) into Lincoln and downtown Beamsville, Ontario Street requires 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 important factor. There is an opportunity to capitalize on this transportation hub and to support Transit Oriented Design (TOD). The Beamsville GO Transit Station Secondary Plan provides the high-level planning framework to promote and guide transit-supportive development and redevelopment and to support growth in a compact built form.

Since Ontario Street is a Regional road, Niagara Region is partnering with the Town to apply a Complete Streets approach. This approach aspires to design for the needs of all road users which may include pedestrians, cyclists, transit users, and motorists. To support a better range of mobility, this project will visualize public realm enhancements that increase vibrancy, contribute to livability and beautification.

The Vision will consider design of both the public realm and private realm along the corridor. Ontario Street has the potential to provide higher-density and mixed-use developments in a

thoughtful manner. The Vision will demonstrate opportunities to create a sense of place with an attractive setting through a greater emphasis on both architectural and landscape design.

Due to the nature of the existing context and established residential neighbourhoods, there is a need for the design approach to be contextually sensitive. New development and redevelopment must apply design solutions to fit with and blend into the established neighbourhoods and properties that abut the project area. This Vision will inform siting of buildings and parking areas, appropriate building heights, massing and transition of buildings, regard for microclimate impacts, land use compatibility, a Complete Streets approach, and consideration of traffic flow and access and egress points to and from Ontario Street.

1.3 Project Overview

The project began in the summer of 2021 and completed in the fall of 2022. Work was broken into three phases as outlined below.

Phase 1: Background Review

- Kick-off meeting and Site Walk
- Council Presentation (Project Introduction)
- Technical Team Meeting
- Online Public Survey
- Hard Copy Stakeholder Survey (mail out)
- Virtual Public Open House
- Project Webpage Launch
- Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
- Urban Design Best Practices Review

Phase 2: Preliminary Design

- Technical Team Meeting / Design Charrette
- Virtual Public Open House
- Indigenous Communities Engagement
- Council Presentation (Project Update)

Phase 3: Final Design & Implementation

- Urban Design Guidelines with input from Best Practices Review
- Technical Team Meeting
- Town of Lincoln's Committee of the Whole Presentation (Final Design)
- Region of Niagara's Planning & Economic Development Committee Presentation (Final Design)
- Final Vision and supporting documents posted to project Webpage

1.4 Engagement Program Summary

The engagement program was robust and interactive. Comments and feedback gathered from residents and stakeholders informed the creation of the Vision. Detailed summaries are included in a separate companion document: **Engagement Summary.**

2.0 Background Review and Analysis

2.1 Background Review

To aid in the preparation of the Vision, relevant planning and design policies and guidelines were included as background materials and reviewed. Out of the review, the following themes surfaced:

Community Identity — Respecting and enhancing community identity while sensitively incorporating intensification into the corridor; an emphasis on all aspects of a complete community, including a mix of uses to provide retail, dining and other options, and undertaking corridor beautification.

Design Guidance — For areas of new development, redevelopment and intensification, including built form orientation and massing; public realm including streetscapes and open spaces.

Complete Streets — Adopting a road design that benefits all road users, including an emphasis on active transportation, and mitigating effects of vehicular traffic on the community.

2.1.1 Background Review Conclusions

High-level conclusions from the Background Review indicated that:

- There is an extensive library of planning policy and design guidelines to inform this Project.
- Land use designations allow for intensification for a variety of land uses;
- Sensitivity will be required when introducing taller buildings and increased density along the corridor, to respect the existing character and transitions to neighbourhoods;
- There are no environmentally sensitive areas along the corridor, resulting in fewer constraints for development;
- The corridor is located within the urban boundary and has municipal servicing; and
- The future Beamsville GO station will aid in the future of Lincoln's growth and will benefit the Central Business District (CBD). The recent Beamsville GO Station Secondary Plan contains relevant planning policy.

For a more detailed description, refer to the separate companion document: **Background Review.**

2.1.2 Gaps in Planning Policy and Design Guidance

The Background Review identified gaps in the policy framework and design guidance. These gaps helped to direct areas of focus for the Project:

- Guidance on private realm south of Greenlane (beyond of Beamsville GO Station Secondary Plan Area);
- Guidance on sustainable technologies to use along the corridor, including potential to accommodate Electric Vehicles, etc.;
- Mitigating and adapting to climate change;
- Enhancing natural heritage and the urban tree canopy:
  - Providing street trees to improve the pedestrian environment;
- Design guidance on appropriate transitions from existing low rise residential to future development and redevelopment sites:
  - Specific design criteria for infill and compact built form along the corridor;
- Importance of parkland, streetscaping and walkability for complete communities; and
- Strategy for mitigating vehicular traffic in the community.

2.2 Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT)

In the Background Review, a SWOT analysis was undertaken. For more detailed information, please refer to the separate companion document: **Background Review**.

2.2.1 Summary of Key Findings

- The Ontario Street corridor has tremendous opportunities to improve the streetscape and interface with the private realm;
- New population and jobs will act as a catalyst and an opportunity for enhancements through new development and redevelopment along the corridor;
- As the area evolves, there is potential for old uses to move away and replaced with new uses that create a community that is more vibrant and complete:
  - Agricultural, production and manufacturing uses could be relocated to more suitable sites within Lincoln to allow for new retail, office, commercial and mixed employment - uses along the corridor.
  - Auto-oriented uses would be replaced with mixed-uses that cater to a larger population and as the corridor evolves into a place rather than and a thoroughfare.
- Redevelopment will allow for improvements to the active transportation network through new connections and streetscapes to achieve a complete streets approach, increasing safety and providing links to new and enhanced public spaces.

3.0 Urban Design Vision

3.1 Vision for Ontario Street

The Vision statement synthesizes the feedback from the public/stakeholder engagement program:

> Beamsville's Ontario Street will be a vibrant, welcoming place, which establishes this intensification corridor as a gateway into Niagara's Benchlands and the Greenbelt. Ontario Street and the surroundings streets will accommodate all users comfortably and safely while providing connections for the community, tourism and economic activity. Beautification and sustainable infrastructure will unite each section of the street while celebrating arts, culture and Beamsville's heritage. The corridor will evolve into a vibrant, mixed-use and complete community through a diversification in housing options and a variety of complementary land uses.

3.2 Urban Design Principles

The public and stakeholder engagement program identified these urban design principles to support the Vision:

Aesthetics Improve the attractiveness and character of Beamsville through landscaping, streetscaping, beautification and facade improvements.

Accessibility Improve accessibility along the corridor, to create a welcoming environment for all ages and abilities.

Sustainability Increase sustainability and resilience through the implementation of Low Impact Development (LID), and sustainable design practices.

Character Tell the story of Beamsville's history and character including the relationship with the Benchlands and the Greenbelt through public art, placemaking elements and signage.

Economy Attract new and local businesses, to align with the Town's Tourism strategy, and provide opportunities for streetscape interaction with retail and dining uses.

Height / Density Focus the tallest and high-density buildings in proximity to the future GO Station to foster Transit-Oriented Development (TOD) and to maintain the existing character along the remainder of the corridor, in accordance with the Beamsville GO Secondary Plan.

Transition Discourage a "one size fits all" approach to ensure that development and intensification will be a good fit within the community.

Signage Provide design guidance for commercial signage to reduce visual clutter.

Traffic Improve traffic operations along the corridor by consolidating vehicular entrances, to reduce conflicts with the various modes of travel.

3.3 Design Priorities

The design priorities provide overarching design direction to support the design principles. They reflect the conclusions of the Background Review and the public/stakeholder engagement program.

Priority 1 Provide appropriate and contextually sensitive transitions between new development and existing low-density residential neighbourhoods.

Priority 2 Implement the Complete Streets approach along the corridor to support the needs of all road users.

Priority 3 Bolster the urban forest canopy by planting deciduous trees within the public realm, while also encouraging tree planting within the private realm.

Priority 4 Respect the cultural significance and character of Beamsville by supporting adaptive re-use of existing historical structures and complementary renovations/additions to existing historical buildings.

3.4 How the Vision is Demonstrated

The Vision for the corridor considers the form and the interface of buildings along Ontario Street. A number of new and established old illustration techniques were utilized to provide a compelling picture of how compact built form future intensification will integrate into the community and what this corridor may look like. This document uses photographs, hand renderings, diagrams, and 3D computer visualizations to guide and inform future development and streetscaping along the corridor.

3.4.1 Preliminary Concept Plans

The Concept Plans outline the key design directions for land use, building heights and public realm elements within each section of the corridor. These plans summarize the urban design and planning components of the Urban Design Vision and Streetscape Master Plan. Each element is described in the Legend.

3.4.2 Demonstration Sketches and Visualizations

A series of demonstration sketches and visualizations depict the look and feel of each Character area along the corridor. They illustrate development options in the context of Ontario Street's current lot sizes and the relationship to the existing community. The sketches depict a variety of compact built form intensification options and show how development may be

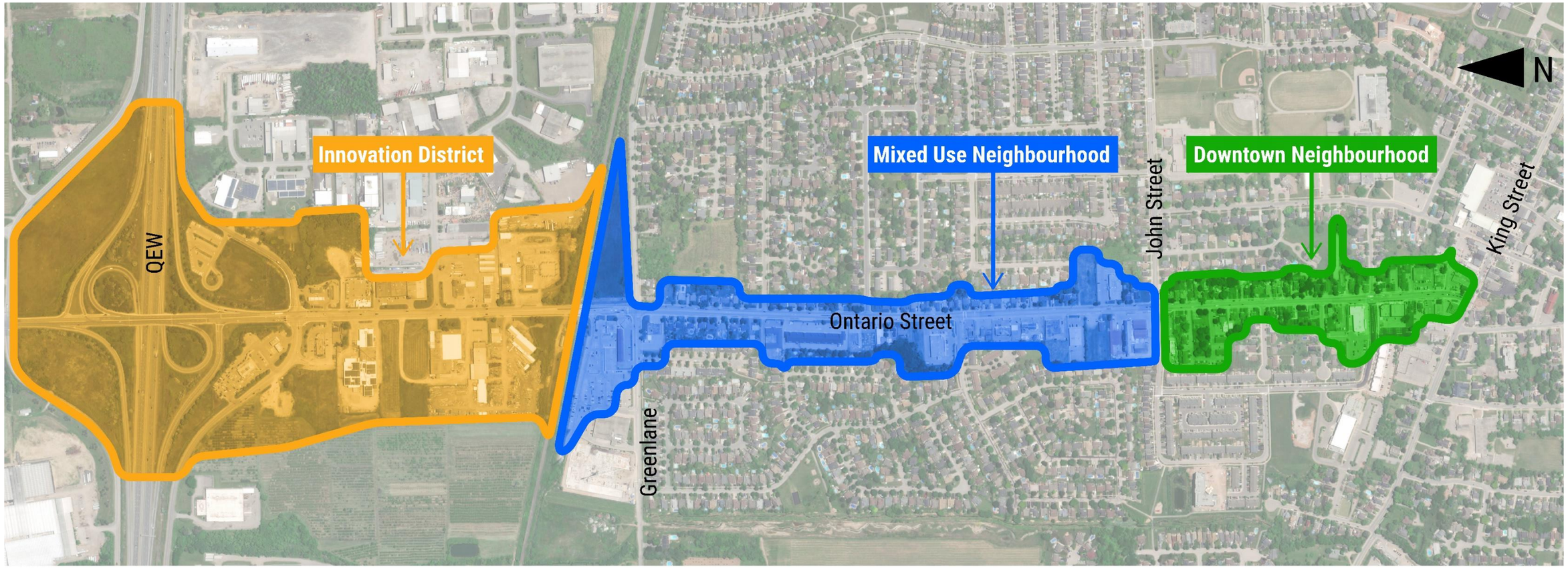
sensitively integrated into the corridor. Components of Complete Streets combined with the urban design vision for the corridor is represented through 3D visualizations.

3.5 Character Areas

The corridor varies in character. This include types and intensity of land uses and the presence of existing low-density residential neighbourhood contexts. Each area has a different “look and feel”. They are called **Character Areas**, and there are three types established within the project area:

Innovation District	North section of corridor: between the North Service Road and the CN rail line
Mixed-Use Neighbourhood	Central section of corridor: between the CN rail line and the Alyssa Drive / John Street intersection
Downtown Neighbourhood	South section of corridor: between Alyssa Drive / John Street and King Street

Figure 3: Character Area Key Map



3.5.1 Innovation District

3.5.1.1 Area Description & Existing Uses

This district is the most northerly section of the corridor, beginning at the south Service Road and extending to the CN rail line. Current land uses include employment, highway commercial, automotive, retail and utilities. Presently, there is an inconsistency of built form. There are also several parcels of undeveloped land. Other properties are underutilized with the presence of low-rise buildings. Large areas of surface parking are also prevalent.

3.5.1.2 Future Uses

With the planned GO Transit Station, this district will become a catalyst for intensified development. Existing uses are envisioned to evolve towards more intensified employment, office, office commercial, and innovative industry uses, as per land use permissions provided by the Beamsville GO Station Secondary Plan. Areas outside of the immediate vicinity of the future GO Station are envisioned as primarily employment-generating areas with potential for limited mixed-uses as a secondary and supporting role. This will attract businesses that value high quality design, proximity to higher order transit and highway access.

3.5.1.3 Built Form Vision

Based upon visibility and access to the QEW highway, there is an opportunity to design iconic buildings visible from the highway that will anchor Beamsville within the Niagara context. High quality building design will promote the vision for the district as a hub for innovation in Beamsville. Building heights are intended to be a maximum of six storeys.

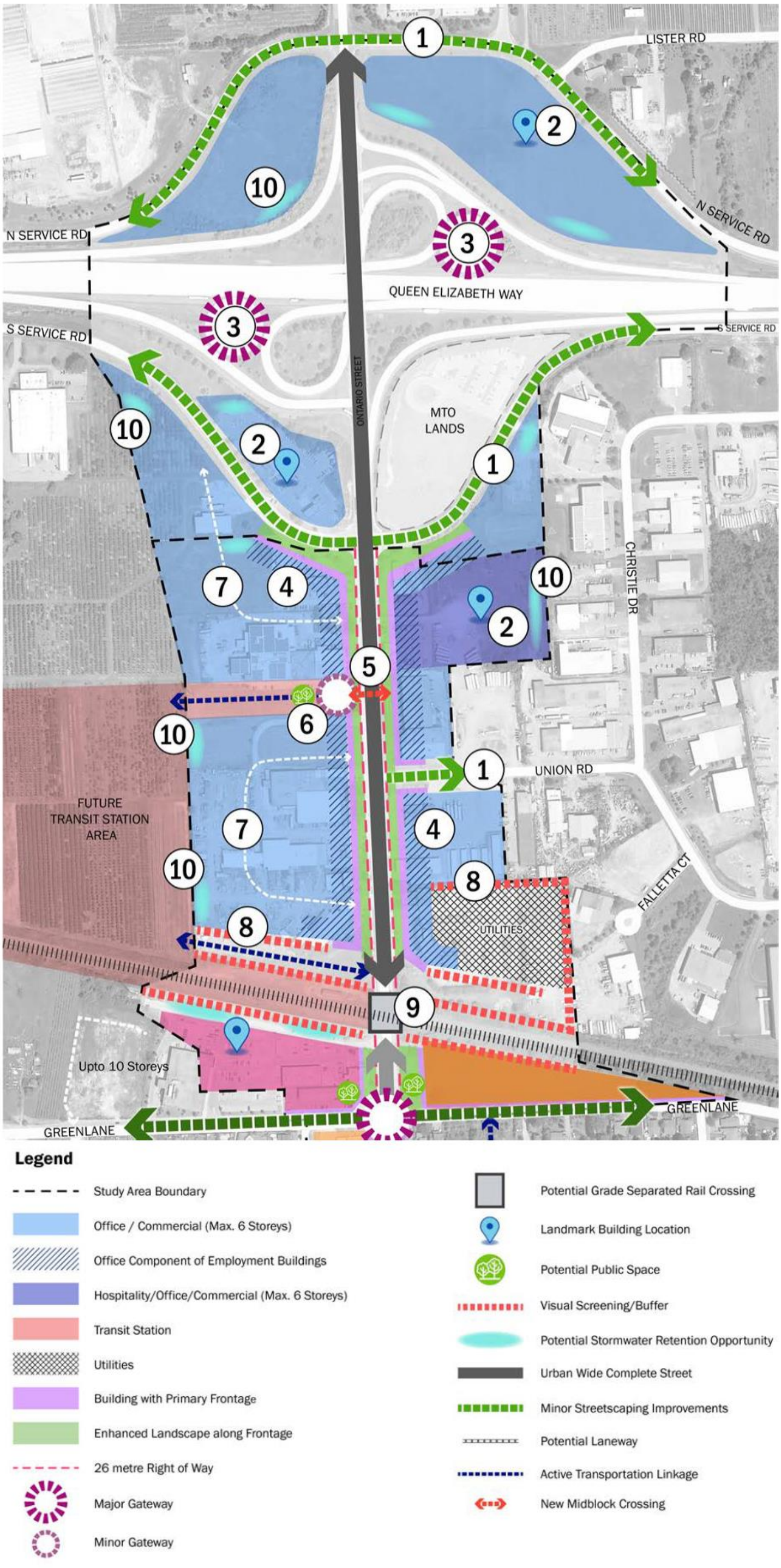
There is also an opportunity to create a compact built form to support the proposed higher order transit. Building frontages within the Innovation District should consist of attractive, high quality architectural design. Buildings fronting onto Ontario Street will address the street and create a welcoming presence. New developments may capitalize on the proximity to the future GO station, through Transit Oriented Design (TOD) principles.

3.5.1.4 Urban Design Vision

The existing streetscape condition is not pedestrian friendly; there are minimal street trees, combined with large expanses of surface parking. This section of the corridor has the opportunity to evolve into a green gateway into Beamsville. There are 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.

Figure 4: Innovation District Preliminary Concept



Key Features (expansive text for Figure 4 above)

1. Minor streetscaping improvements to enhance active transportation amenities and aesthetics of the service and local employment roads.
2. Opportunities for new Innovation District uses to be showcased in architecturally iconic buildings.
3. Opportunity for improvements to existing highway gateways to visually reinforce arrival into Beamsville.
4. Buildings to front onto Ontario Street.
5. Potential midblock crossing to facilitate access to the future Beamsville GO Station.
6. Potential public plaza and gateway, to identify entry into the future GO Station.
7. Potential laneway access to allow for sub-dividing of larger properties to create a finer grain of development.
8. Landscaping to create a visual buffer from the railway corridor and major utilities (e.g., Hydro).
9. Potential grade separated rail crossing to reduce traffic congestion and to improve road safety.
10. Strategic areas for on-site stormwater retention and mitigation.

Figure 5: Innovation District Visualization



Key Public Realm Directions (expansive text for Figure 5 above)

1. Implementation of Complete Streets along Ontario Street (Urban General Wide Typology).
2. Double row of trees along this section of the corridor to create a gateway into Beamsville.
3. Create public seating areas or plazas at key corners to allow new development to respond architecturally through corner entrances and other architectural features.
4. Opportunity for LID features such as bio-swales and soil cells.
5. Opportunity for a variety of placemaking elements including banners, hanging baskets, public art, wrapping of signal boxes, decorative paving elements, and more
6. Limiting curb radii to calm traffic and to achieve shorter crossing distances for pedestrians and cyclists.

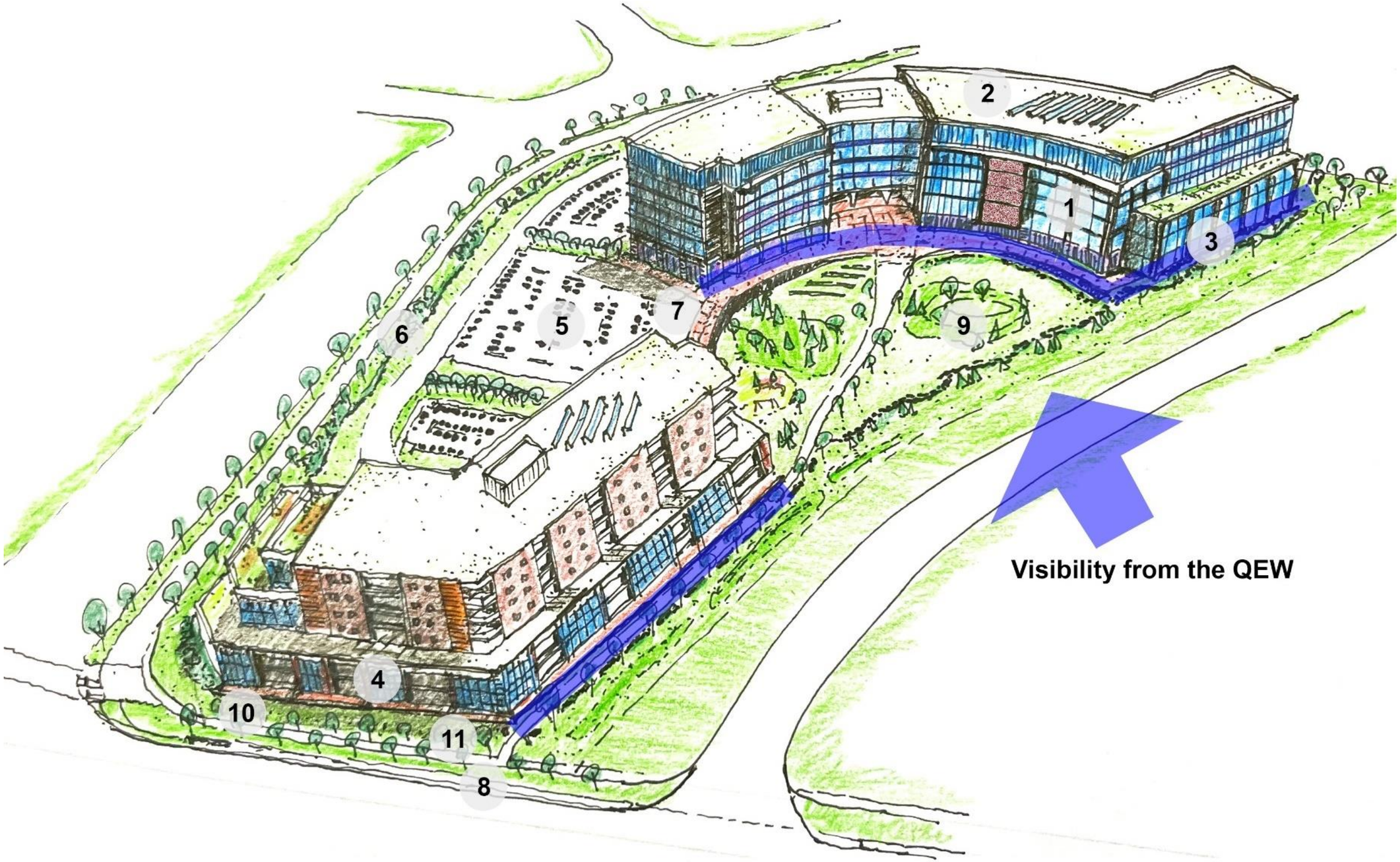
Key Private Realm Directions

A. Strengthen building frontages to define the streetscapes by placing buildings in close proximity to the public streets and through high quality buildings with ample glazing areas, high quality building materials, expressive architectural forms.

   High quality iconic architectural design can attract new and innovative industries with iconic architecture.

B. Complement well-designed buildings with high quality landscaping in the private realm.
C. Maximum heights of six storeys.
D. Encourage infill buildings to accommodate a compact built form intensification and other forms of buildings suited to employment.

Figure 6: Innovation District Demonstration Sketch



Key Built Form Directions (expansive text for Figure 6 above):

1. Buildings address the QEW with architecturally expressive building design.

   Buildings facing the QEW feature ample glazing, projecting elements, changes in architectural plane, high quality materials, and changes in rooflines.

   Buildings are divided rhythmically - horizontally and vertically.

   Building design considers sun exposure and passive climate control through overhangs, screens and other means.
2. Buildings to include sustainability measures such as solar panels, stormwater management areas, green roofs, etc.

Key Site Design Directions:

3. Primary views of the development should include views from the highway.
4. Orient buildings to public streets.
5. Locate parking areas, loading areas, utilities and services away from primary and public views.
6. Screen parking areas through berming and extensive landscaping.
7. Connect buildings with walkways that provide direct and barrier- free linkages between buildings.
8. Connect the development with Ontario Street.
9. Create large green areas that provide residents and visitors with passive and active amenity spaces.

Key Public Realm Directions:

10. Provide a layered approach to landscaping with respect to the interface of buildings to the public realm through street trees, shrubs and perennials within private lands.
11. Create privacy for grade-related interior spaces of residential units

Other Key Directions:

- Include ample bicycle parking areas outside and inside of buildings.

3.5.2 Mixed-Use Neighbourhood

3.5.2.1 Area Description & Existing Uses

This neighbourhood is located in the centre of the corridor, between the CN rail line and John Street / Alyssa Drive. Current land uses include institutional, places of worship, large and small format retail, agricultural, low-rise residential and single family dwellings. Some dwellings were converted into commercial uses (e.g. medical and professional offices). With respect to vacant parcels, several are in the process of re-development.

3.5.2.2 Future Uses

Future uses along this part of the corridor are envisioned to evolve into a mixed-use community with greater densities. Mixed-use development with residential above and active retail/ commercial ground floors are proposed largely along the western side of the corridor. Evolution of some uses may include transition to storefronts including retail, food stores, restaurants, coffee shops, with patios. As an intensification corridor, uses will transition away from auto-oriented uses to a greater mix of uses that will serve as a complete community.

Along the eastern side of the corridor, there is a large amount of low-density residential properties which is mostly envisioned to transition to potential medium density residential; this will largely be dependent on lot configuration which may be limited by narrow lot depths.

3.5.2.3 Built Form Vision

The future vision for the Mixed-Use Neighbourhood is that of a lively and vibrant complete community where people can live, work and play. This 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. The allowance for mixed-use which includes residential units will accommodate population growth.

Heights in this area will range from low rise (approximately two to three storeys), and increase to mid-rise building heights of up to six and ten storeys. The greatest heights are focused towards the properties located nearest the future GO Station. Based upon increased building heights and the surrounding neighbourhood, which consists of low-density residential properties, the future built form in this area requires consideration of the adjacent context in terms of appropriate transitions. Built form 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 may be required through the development application process. Building siting, setbacks and stepbacks of the building massing are also tools that will be utilized to ensure appropriate transitions to the existing community. Design of balconies, terraces and rooftop amenity areas will be evaluated with respect to concerns related to privacy and overlook of neighbouring properties.

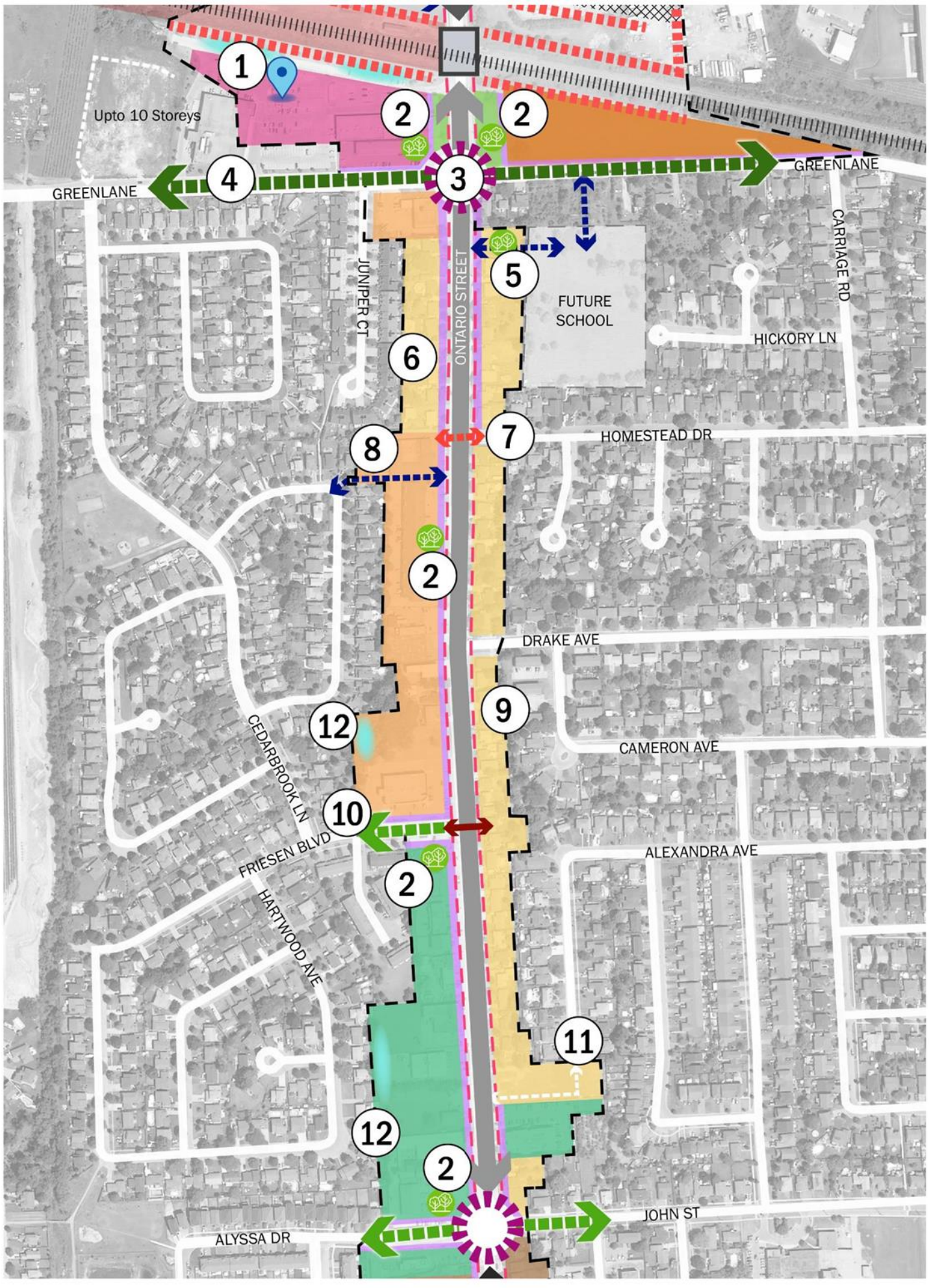
The types of built form envisioned for the area include mixed-use developments with residential uses above grade as well as areas with standalone residential development, as permitted by the Beamsville GO Station Secondary Plan. Examples of new compact,

residential built form typologies include street townhomes, stacked townhomes, back-to-back townhomes, and low to mid-rise apartments.

3.5.2.4 Urban Design Vision

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 calming traffic.

Figure 7: Mixed-Use Neighbourhood Preliminary Concept Plan



Legend

- Study Area Boundary
- Transit Station
- Mixed Use, Max 10 Storeys
- Mixed Use, Max 8-9 Storeys
- Mixed Use, Max 6 Storeys
- Mixed Use/Commercial, Max 4 Storeys
- Stable Low Density (Single Family Homes, Semis, Towns)
- Stable Low Density and Medium Density Residential Infill, Max 4 Storeys
- Building with Primary Frontage
- Enhanced Landscape along Frontage
- 26 metre Right of Way
- Major Gateway
- Potential Public Space
- Visual Screening/Buffer
- Potential Stormwater Retention Opportunity
- Urban Narrow Complete Street
- Minor Streetscaping Improvements
- Potential Laneway
- Active Transportation Linkage
- Existing Midblock Crossing
- New Midblock Crossing
- Potential Grade Separated Rail Crossing
- Landmark Building Location

Key Features (expansive text for Figure 7 above)

1. Opportunity for iconic/landmark building visible from Ontario Street and the GO line.
2. Potential public plazas to provide spaces to gather and celebrate.
3. Provide a major gateway at Ontario Street and Greenlane to announce arrival into the next Character Area.
4. Future planned improvements to Greenlane to create a continuous east-west Active Transportation Connection.
5. Potential public plaza / parkette and access through future School Site to allow for an Active Transportation linkage.
6. Redevelopment / intensification south of Greenlane, with transitions in height adjacent to existing low-density residential neighbourhoods.
7. Potential midblock connection where Homestead Drive connects with Ontario Street.
8. Potential pedestrian connection through redevelopment to allow for better permeability into the corridor.
9. Redevelopment of existing residential properties may be challenging at this time due to constraints with parcel sizes.
10. Minor streetscaping along connector streets to tie into the overall sense of place along the corridor.
11. Potential new lane/access through redevelopment to tie into existing neighbourhoods for increased permeability.
12. Strategic areas for onsite stormwater retention and mitigation.

Figure 8: Mixed-Use Neighbourhood Visualization



Key Public Realm Directions (expansive text for Figure 8 above)

1. Implementation of Complete Streets along Ontario Street (Urban General Narrow Typology).
2. Create public seating areas or plazas at key corners and gateways to allow new development to respond architecturally through corner entrances and other architectural features.
3. Provide wide sidewalks that promote walking and healthy lifestyles
4. Opportunity for LID features such as soil cells.
5. Opportunity for a variety of placemaking elements including banners, hanging baskets, public art, wrapping of signal boxes, decorative paving elements, etc.

Additional items not represented:

- Streetscaping improvements should be implemented along local intersecting streets such as: Homestead Drive, Drake Avenue and Friesen Boulevard
- Limiting curb radii to calm traffic and to achieve shorter crossing distances for pedestrians and cyclists.
- Additional pedestrian connections into the low-density residential areas to connect with the corridor and improve walkability and connectivity.
- Additional mid-block connections across Ontario Street to support active transportation.

Key Private Realm Directions

A. Compact built form along the length of the corridor.
B. Mixed-use developments should enliven public realm with active uses at grade such as storefronts, offices, restaurant patios, etc.
C. Strengthen building frontages to define the streetscapes by placing buildings in close proximity to the public streets and through high quality designs that feature ample glazing, high quality building materials, expressive architectural forms, and changes in architectural planes (i.e. podiums and step backs).
D. Contextually sensitive mixed-use and residential development and redevelopment. Heights ranging, generally up to maximums of four, six, and ten storeys.

Additional items not represented:

- Appropriate transitions in height and density to existing low rise residential neighbourhoods.
- Implementation of on-site stormwater retention and LID techniques.
- Complement well-designed buildings with high quality landscaping in the private realm.

Figure 9: Example of Mixed-Use Mid-Rise Development on a Corner Site



Key Built Form Directions (expansive text for Figure 9 above):

1. Buildings addresses both public street frontages with matching architectural design and exterior building materials.

   Buildings facing the public street feature prominent building entrances, ample glazing, projecting elements, changes in architectural plane and stepbacks, high quality materials, and changes in rooflines.

   Buildings are divided rhythmically - horizontally and vertically.

   Building design to consider sun exposure and passive climate control through overhangs, screens and other means.

   Buildings to feature a two-storey podium with at grade commercial and office floor heights of at least 4.2m.
2. Step buildings and or provide lower building forms to transition to existing residential areas.
3. Buildings to include sustainability measures such as solar panels, LID measures, green roofs, etc.

Key Site Design Directions:

4. Orient buildings to public streets and provide ample connections from the public realm to buildings.
5. A mixed-use building should be located in close proximity to the front property line and should include a setback for outdoor patio areas and marketing zones.
6. At grade residential uses facing a public street are discouraged, and should be setback 4.0m to provide a landscape area that ensures ground floor residents benefit from privacy.
7. Locate parking areas, loading areas, and utilities and services away from primary and public views.
8. Connect buildings with walkways that provide a direct and barrier free linkages between buildings.
9. Create large green areas at grade or elsewhere that provide residents and visitors to site with passive and active amenity spaces.

Key Public Realm Directions:

10. Provide a layered approach to landscaping with respect to the interface of buildings to the public realm through street trees, shrubs and perennials within private lands.

Other Key Directions:

- Include ample bicycle parking areas outside and inside buildings.

Figure 10: Example of Mixed-Use, Mid Rise Development



Key Built Form Directions (expansive text for Figure 10 above):

1. Buildings address the public street.

   Buildings facing the public street feature prominent building entrances, ample glazing, projecting elements, changes in architectural plane and stepbacks, high quality materials, and changes in rooflines.

   Buildings are divided rhythmically - horizontally and vertically.

   Building design to consider sun exposure and passive climate control through overhangs, screens and other means.

   Buildings to feature a two-storey podium with at grade commercial and office floor heights of at least 4.2m.
2. Step buildings and or provide lower building forms to transition to existing residential areas.
3. Buildings to include sustainability measures such as solar panels, stormwater management, green roofs, etc.

Key Site Design Directions:

4. Orient buildings to public streets and provide ample connections from the public realm to buildings.
5. A mixed-use building should be located in close proximity to the front property line and should include a setback for outdoor patio areas and marketing zones.
6. A building with at grade residential uses facing a public street should be setback 4.0m to provide a landscape area that ensures ground floor residents benefit from privacy.
7. Locate parking areas, loading areas, and utilities and services away from primary and public views.
8. Sites with multiple buildings have walkways that provide a direct and barrier free linkages between buildings.
9. Create large green areas at grade or elsewhere that provide residents and visitors to site with passive and active amenity spaces.

Key Public Realm Directions:

10. Provide a layered approach to landscaping with respect to the interface of buildings to the public realm through street trees, shrubs and perennials within private lands.

Other Key Directions:

- Include ample bicycle parking areas outside and inside buildings.

3.5.3 Downtown Neighbourhood

3.5.3.1 Area Description & Existing Uses

This neighbourhood 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 designated under the Ontario Heritage Act. It is imagined that some of the existing low-density residential uses will remain, based upon lot size. Some single-family dwellings were converted into commercial uses.

3.5.3.2 Future Uses

Given its proximity to King Street, this neighbourhood links the Mixed-Use Neighbourhood to the existing Downtown core.

Downtown Neighbourhood will be a vibrant and dynamic extension of the existing Downtown. Current land uses will evolve into a greater mix of residential units at increased densities, to accommodate anticipated growth in population. Retail, office and commercial uses will round out this neighbourhood.

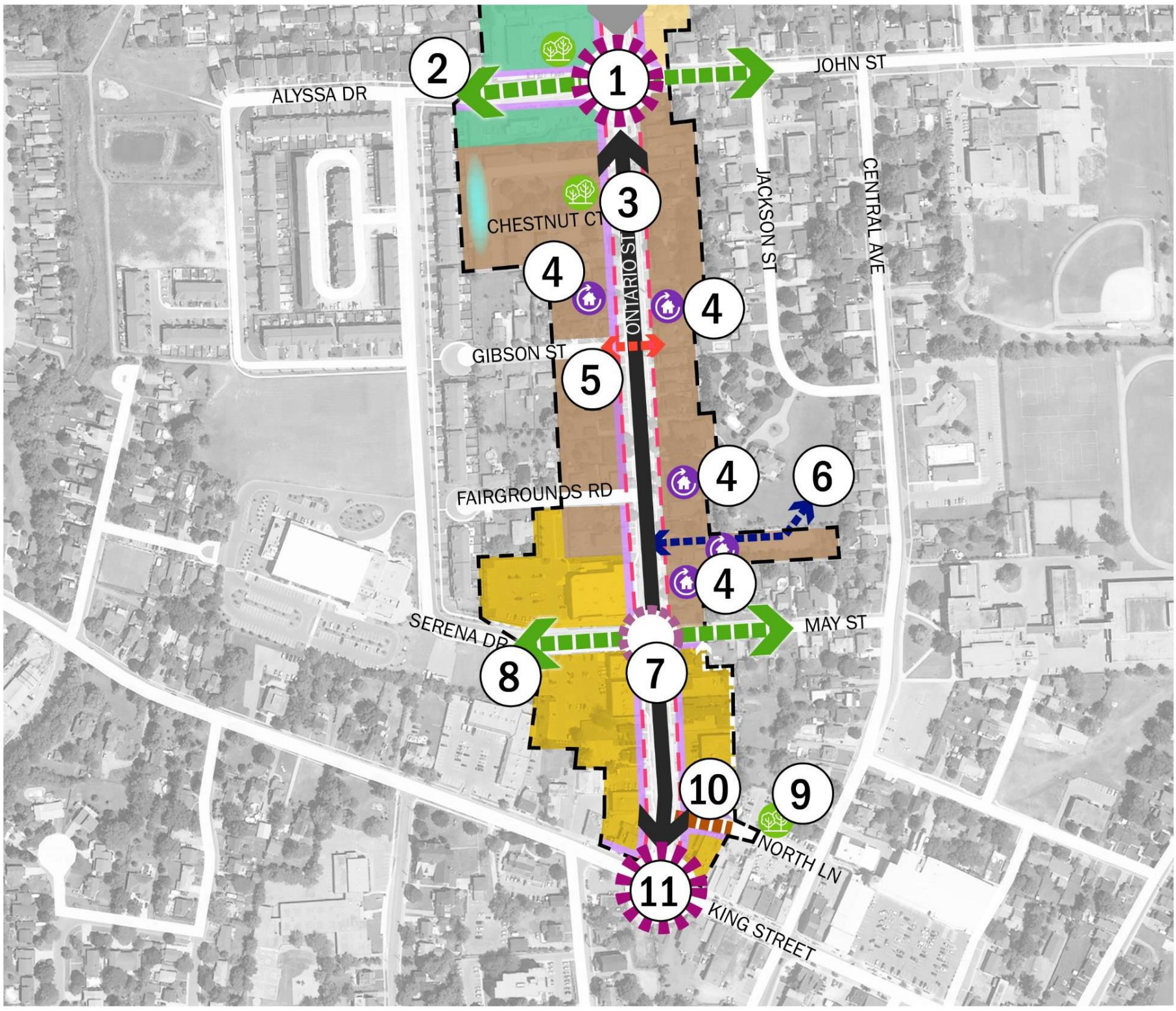
3.5.3.3 Built Form Vision

The built form in this 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. Building heights, especially due to the proximity to the Niagara Escarpment are envisioned to be lower with maximum heights of five storeys where noted. Historical (non-designated) buildings in this character area may be adaptively re-used to enhance their unique character.

3.5.3.4 Urban Design Vision

A major gateway is proposed at the “T” intersection of 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). Refer to **Figure 33** for a sketch of the potential design layout.

Figure 11: Downtown Neighbourhood Preliminary Concept Plan



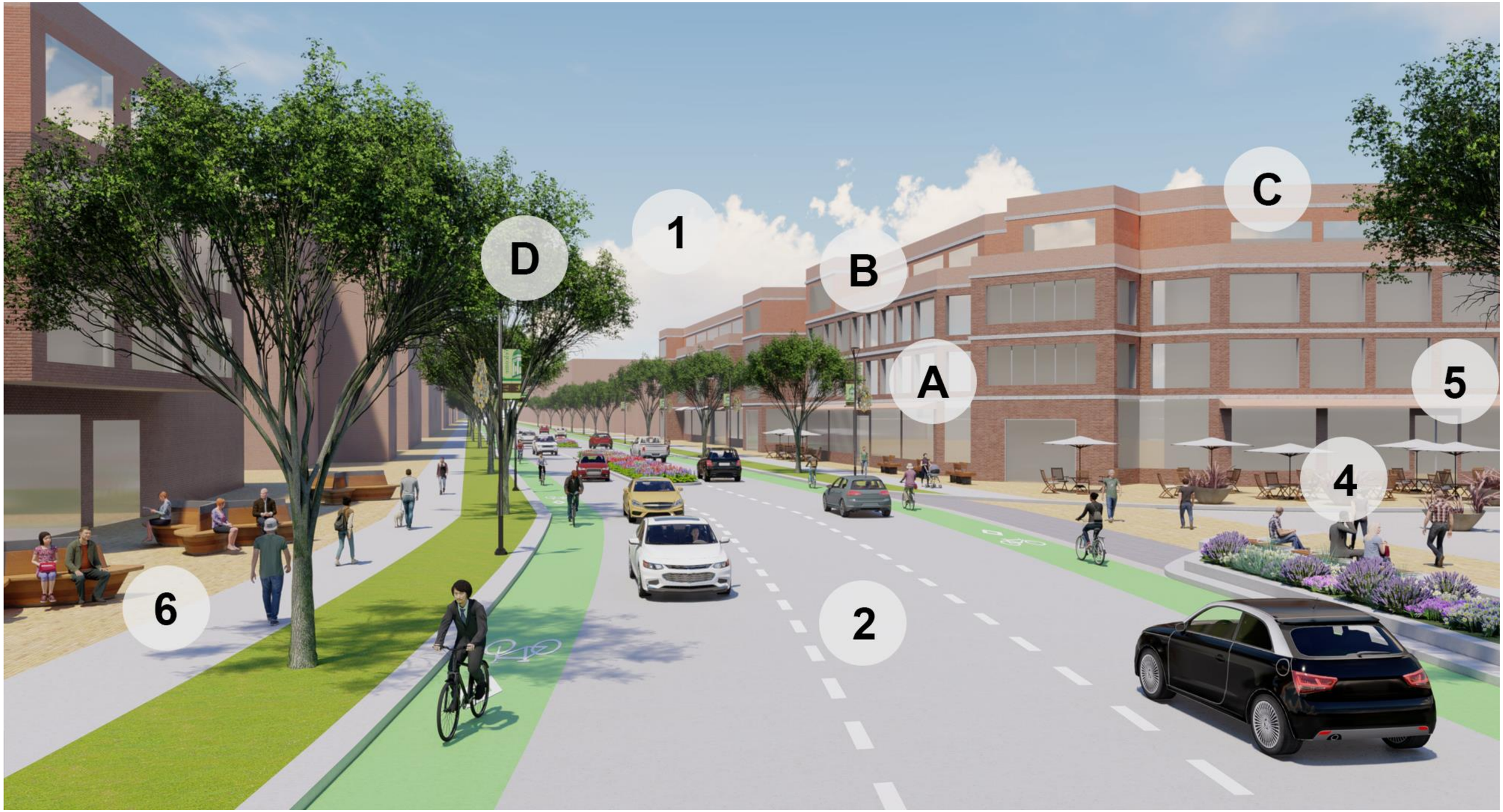
Legend

- Study Area Boundary
- Mixed Use/Commercial Area (CBD), Max 5 Storeys
- Stable Low Density (Single Family Homes, Semis, Towns)
- Mixed Use/Commercial, Max 4 Storeys
- Building with Primary Frontage
- Enhanced Landscape along Frontage
- 26 metre Right of Way
- Major Gateway
- Minor Gateway
- Potential Public Space
- Adaptive Reuse of Historic Homes
- Potential Stormwater Retention Opportunity
- Main Street Complete Street
- Minor Streetscaping Improvements
- Potential Laneway
- Active Transportation Linkage
- Flexible Street
- New Midblock Crossing

Key Features (expansive text for Figure 11 above)

1. Minor gateway elements to be introduced at the Alyssa Drive/John Street intersection.
2. Minor streetscaping improvements to occur along Alyssa Drive/John Street to tie into the overall character of the corridor.
3. Main Street Complete Streets approach to the roadway to allow for a more intimate and enclosed public realm.
4. Encourage adaptive reuse of historic buildings where feasible.
5. New midblock crossing to allow for safe crossing across the corridor and create a more connected community.
6. Potential new Active Transportation connection into the adjacent community through redevelopment of parcel.
7. Minor Gateway proposed for Serena Drive / May Street intersection.
8. Minor streetscaping improvements to occur along Serena Drive/May Street to tie into the overall character of the corridor.
9. Potential improvements to layout and functionality of Wm. F. Rannie Square as an enhanced public space.
10. Proposed flexible street envisioned for North Lane to allow for closure for special events such as festivals and markets.
11. Gateway proposed at the terminus of the intersection of Ontario Street and King Street which announces the heart of the downtown.

Figure 12: Downtown Neighbourhood Visualization



Key Public Realm Directions (expansive text for Figure 12 above)

1. Major Gateways at Alyssa Drive/John Street and King Street.
2. Complete Streets approach applied to Ontario Street.
3. Minor Streetscaping applied to the following local roads:
    a. Alyssa Drive / John Street, Gibson Street, Fairgrounds Road, and Serena Drive / May Street
4. Transformation of North Lane into a flexible street.
5. Reconfiguration and revitalization of Wm. F. Rannie Square.
6. Additional active transportation connections into the neighbourhood.
7. Additional midblock connections across Ontario Street.

Key Private Realm Directions

1. Adaptive reuse of historical buildings.
2. Contextually sensitive mixed-use and residential redevelopment. Heights ranging, up to five storeys where indicated.
3. Appropriate transitions in height and density to existing low rise neighbourhoods.

Figure 13: Example of Apartment Style Low Rise Infill Development



Key Built Form Directions (expansive text for Figure 13 above):

1. Buildings address the public street.

   Buildings facing the public street feature prominent building entrances, glazing, projecting elements, changes in architectural plane and stepbacks, high quality materials, and changes in rooflines.

   Buildings are divided rhythmically - horizontally and vertically.

   Building design to consider sun exposure and passive climate control through overhangs, screens, etc.
2. Include balconies and terraces to provide residents with personal amenity spaces and provide eyes-on-the-street.
3. Building heights are generally two to four or five storeys.
4. Step buildings and or provide lower building forms to transition to existing residential areas.
5. Buildings to include sustainability measures such as solar panels, stormwater management, green roofs, etc.

Key Site Design Directions:

6. Orient buildings to public streets and provide ample connections from the public realm to building entrances.
7. A building with at grade residential uses facing a public street should be setback to provide a landscape area that ensures ground floor residents benefit from privacy through low walls and landscaping.
8. Locate parking areas, loading areas, and utilities and services away from the public realm.
9. Create green spaces at grade or elsewhere that provide residents and visitors with passive and active amenities.

Key Public Realm Directions:

10. Provide a layered approach to landscaping with respect to the interface of buildings with the public realm through trees, shrubs, and perennials within private lands.

Other Directions:

- Include bicycle parking outdoors for visitors and indoors for residents.

Figure 14: Example of Live-Work Development



Key Built Form Directions (expansive text for Figure 14 above):

1. Buildings address the public street.
   Buildings facing the public street feature prominent building entrances, storefront glazing, projecting elements, changes in architectural plane and stepbacks, high quality materials, and changes in rooflines.
   Buildings are divided rhythmically - horizontally and vertically.
   Building design to consider sun exposure and passive climate control through overhangs, screens, etc.
2. The design of storefront signage should complement the architectural design of the building and consist of lighted cutout letters (not lighted sign boxes).
3. Include balconies and terraces to provide residents with personal amenity spaces and to provide eyes-on-the-street.
4. Step buildings to transition to existing residential areas.
5. Building heights are generally two to four storeys.
6. The majority of the ground floor wall areas facing public streets should consist of glazing.
7. Buildings to include sustainability measures such as solar panels, stormwater management, green roofs, etc.

Key Site Design Directions:

8. Orient buildings to public streets and provide ample connections from the public realm to building entrances.
9. Grade related commercial spaces are located in close proximity to the property line and should include a setback for outdoor patio areas and marketing zones.
10. Locate parking areas, loading areas, and utilities and services away from the public realm.
11. Create green spaces at grade or elsewhere that provide residents and visitors with passive and active amenity spaces.

Key Public Realm Directions:

12. Provide a layered approach to landscaping with respect to the interface of buildings to the public realm through street trees, patio spaces, and raised planters within private lands.

Other Directions:

- Include bicycle parking areas outside and inside of buildings.

3.6 Private Realm Considerations

There are several high-level urban design considerations that apply to the private realm within the project area:

- Contextually sensitive design;
- Publicly Accessible Open Spaces (POPS);
- Private Parking;
- Outdoor art; and,
- Commercial signage.

Detailed design guidance regarding these topics, plus site design, built form, landscaping, and interface with the public realm are contained in the separate document: **Ontario Street Urban Design Guidelines.**

3.6.1 Contextually Sensitive Design & Transitions

Context-sensitive urban design for the Ontario Street corridor considers the needs of the existing community with the changes in built form that an increased population and jobs may bring. As the corridor intensifies, building heights and densities will most likely increase in some areas. Context-sensitive design balances safety, mobility, community needs and environmental sustainability in the design of new developments.

There are many design tools available to ensure that appropriate transitions in built form are achieved between new development and abutting properties. One method is the application of the 45 degree angular plane. The siting of new built form is setback from property lines and at the lower storeys and stepped back at the upper stories.

Figure 15: 45 Degree Angular Plane (Back yard)

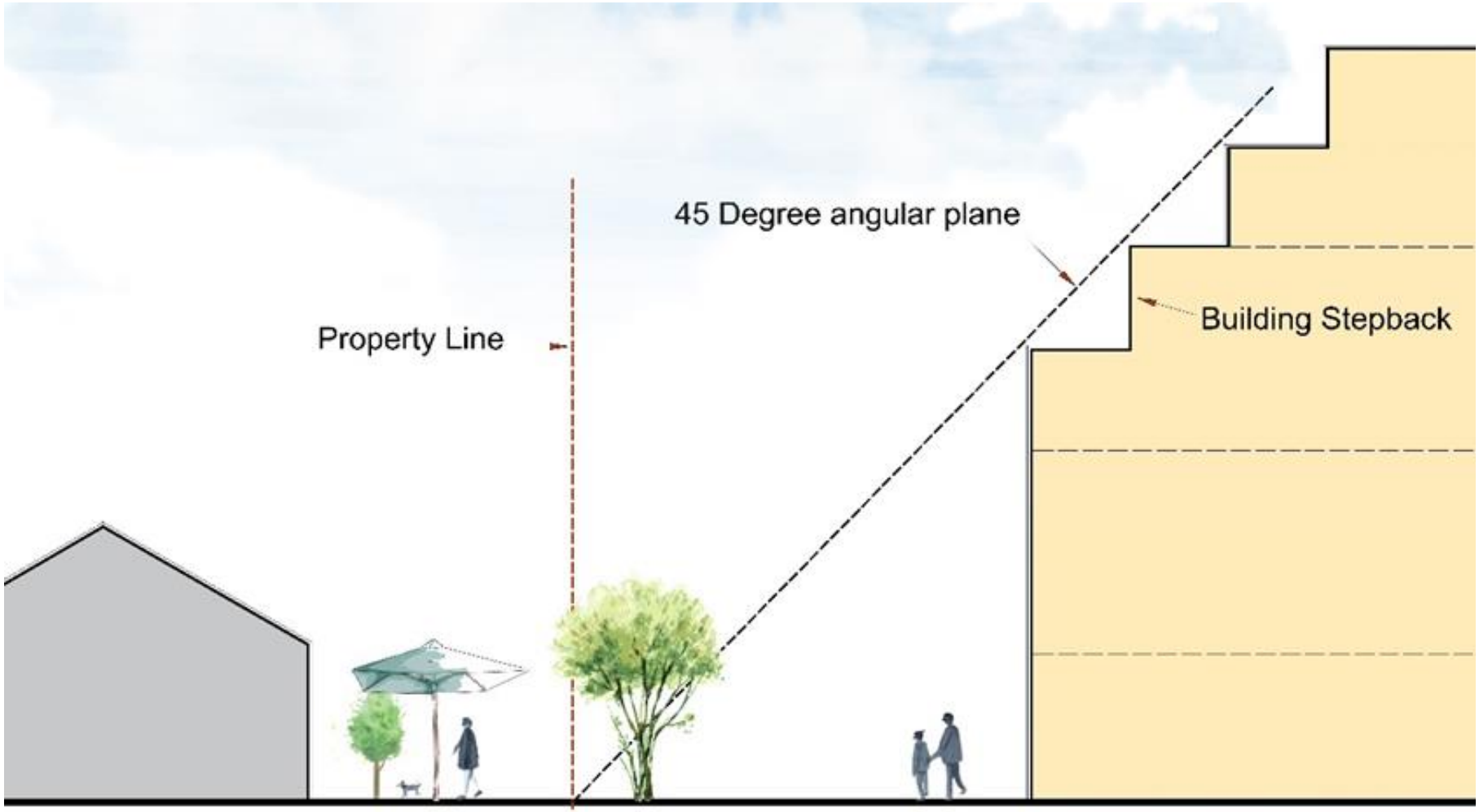
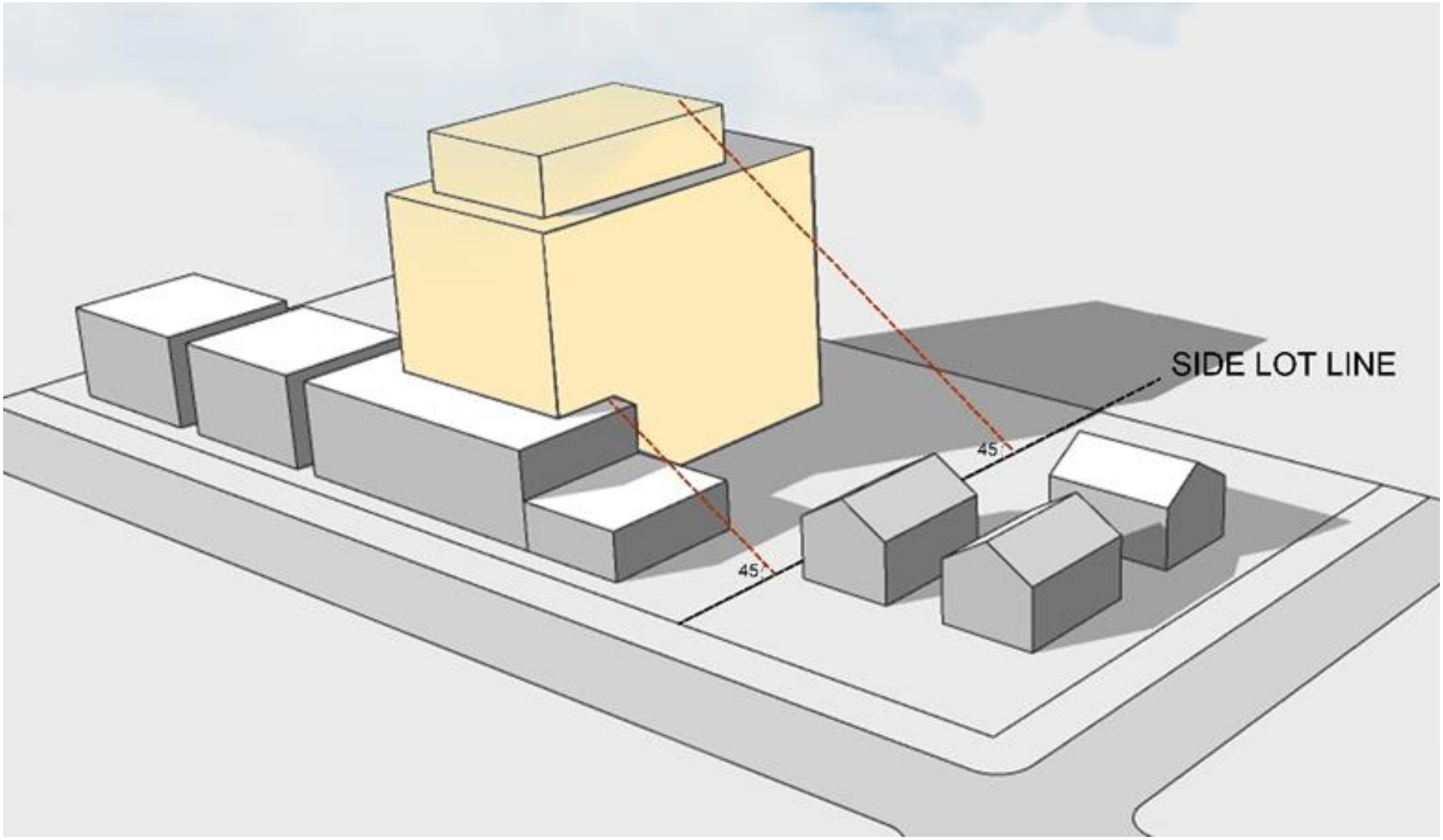


Figure 16: 45 Degree Angular Plane (Side yard)



3.6.2 Privately Owned Public Space (POPS)

Privately Owned Publicly-Accessible Space (POPS) are a type of open space associated with new developments. The space is privately owned and maintained, while the public has access to use the space. POPS do not contribute to the Town's total parkland area and are not included in any parkland dedication calculations. However, they can enhance and connect a development to the public realm, providing the community with additional open space.

Figure 17: Privately Owned Public Space (POPS)



Image Credit: Urban Springtime Blog Spot

3.6.3 Private Parking

Private parking should not be located between buildings and the roadway and is strongly encouraged to be located to the rear or side of the buildings. Permeable paving is encouraged where possible to reduce the amount of impervious surfaces on site.

3.6.4 Outdoor Art

Outdoor Art is any art installation that is located on private lands, which is visible from the public realm. The art piece is owned and maintained by the property owner. Some examples include sculptures, murals, lighting, and custom site furniture. It is another way to create vibrancy and enhance synergies between the public and private realms.

Figure 18: Examples of Public Art





3.6.5 Commercial signage

Commercial signage contributes to the overall visual aesthetic and character of the corridor. Consolidation individual signs will reduce visual clutter and enhance the streetscape experience. This can be achieved in several ways: incorporating signage into building facades (e.g. fascia signage), creating single freestanding signs (e.g. pylon/ ground signs), and replacing temporary mobile signs with permanent signage.

Figure 19: Examples of signage





4.0 Streetscape Master Plan

4.1 Introduction

The Streetscape Master Plan recognizes the unique character of Beamsville, its history and significance to the Town of Lincoln. There is a variety of successful streetscape elements within the existing Downtown in which to draw inspiration. The streetscapes are envisioned to contribute to the safety, functionality and vibrancy of the community.

4.1.1 Complete Streets Approach

Niagara Region has a fulsome approach through their Complete Streets Design Manual (2022), which apply to Regional Roads such as Ontario Street. According to Niagara Region's Transportation Master Plan:

> 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.

The Region will incorporate the Complete Streets approach to Ontario Street through a future Environmental Assessment process (EA).

Figure 20: Example of a Complete Street



4.1.2 Public Parking

4.1.2.1 On-street Parking

Existing on-street parking is limited currently to alternating portions of Ontario Street south of Alyssa Drive and John Street, using a roll curb as a delineator from the active traffic lanes. While on-street parking does help to provide visual and physical separation between vehicles and pedestrians and often can provide traffic calming, it may have a negative effect on the flow of traffic. Niagara Region will evaluate the use of on-street parking through the EA process and investigate alternatives. The Region will implement a complete streets approach along the corridor and will prioritize mobility including active transportation.

Figure 21: Example of a Curb bump out



4.1.2.2 Municipal Parking

Additional municipal parking lots are not proposed, however a reconfiguration of the existing lot in the Downtown is envisioned as part of the potential Wm F. Rannie Square revitalization project.

4.1.3 Street Classifications and Streetscape Types

Within the study area, there are two classification of roads: Regional roads and Local roads (i.e. municipal) as defined in the Town of Lincoln Official Plan (2019). The following list includes the streets within the project area, their street classification and streetscape type:

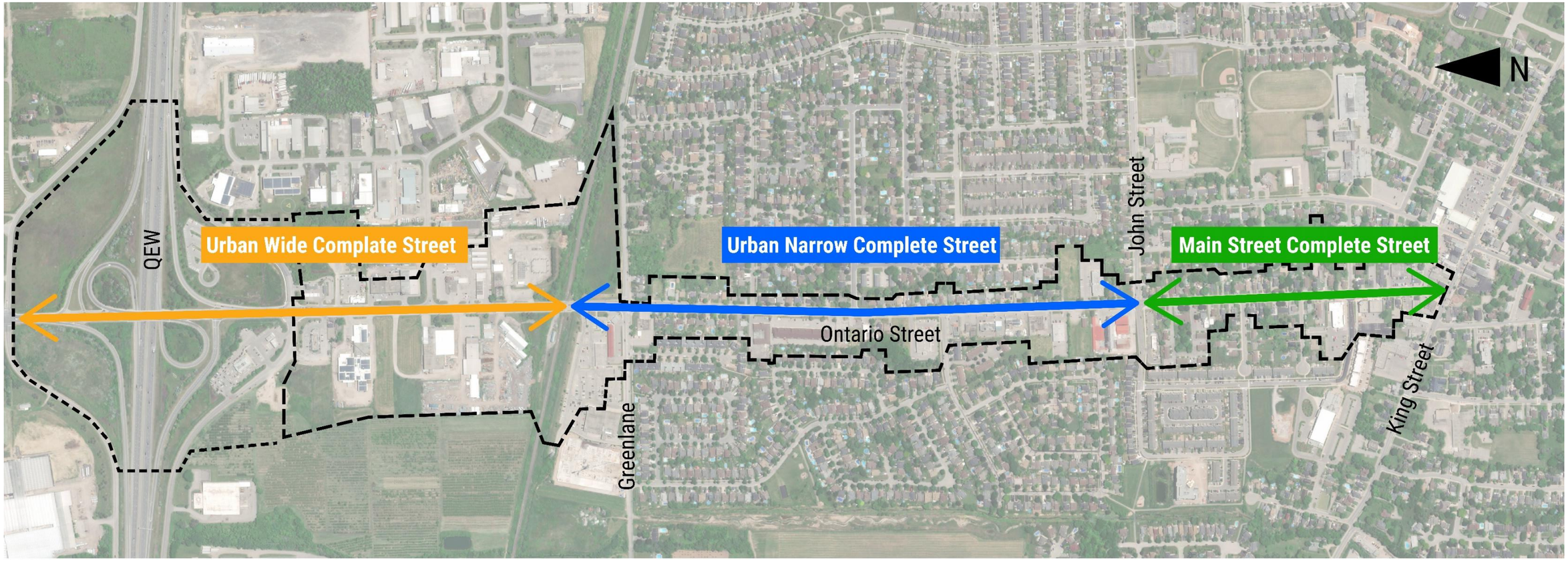
Street Classification - Streetscape Type	Street Name
Regional Road - Complete Street	Ontario Street
Regional Road - Minor Streetscape	North Service Road, South Service Road
Local Road - Major Streetscape	Greenlane Road
Local Road - Minor Streetscape	Union Road, Homestead Drive, Drake Avenue, Friesen Boulevard, Alyssa Drive / John Street, Gibson Street, Fairgrounds Road, Serena Drive / May Street, North Lane

4.2 Complete Street Typologies

This Streetscape Master Plan divides the corridor into three Complete Street typologies that correspond to the three Character Areas identified in this Vision.

Character Area	Complete Street Typology
Innovation District	Urban General – Wide
Mixed-Use Neighbourhood	Urban General – Narrow
Downtown Neighbourhood	Main Street

Figure 22: Complete Street Typology Key Map



4.2.1 Innovation District Streets

Ontario Street within this district are primarily intended to provide access into Beamsville via the QEW. They also provide access to the employment uses in this character area and to the future GO Transit Station. Refer to **Figure 23** for the Urban General Wide Cross Section.

4.2.2 Mixed-Use Neighbourhood Streets

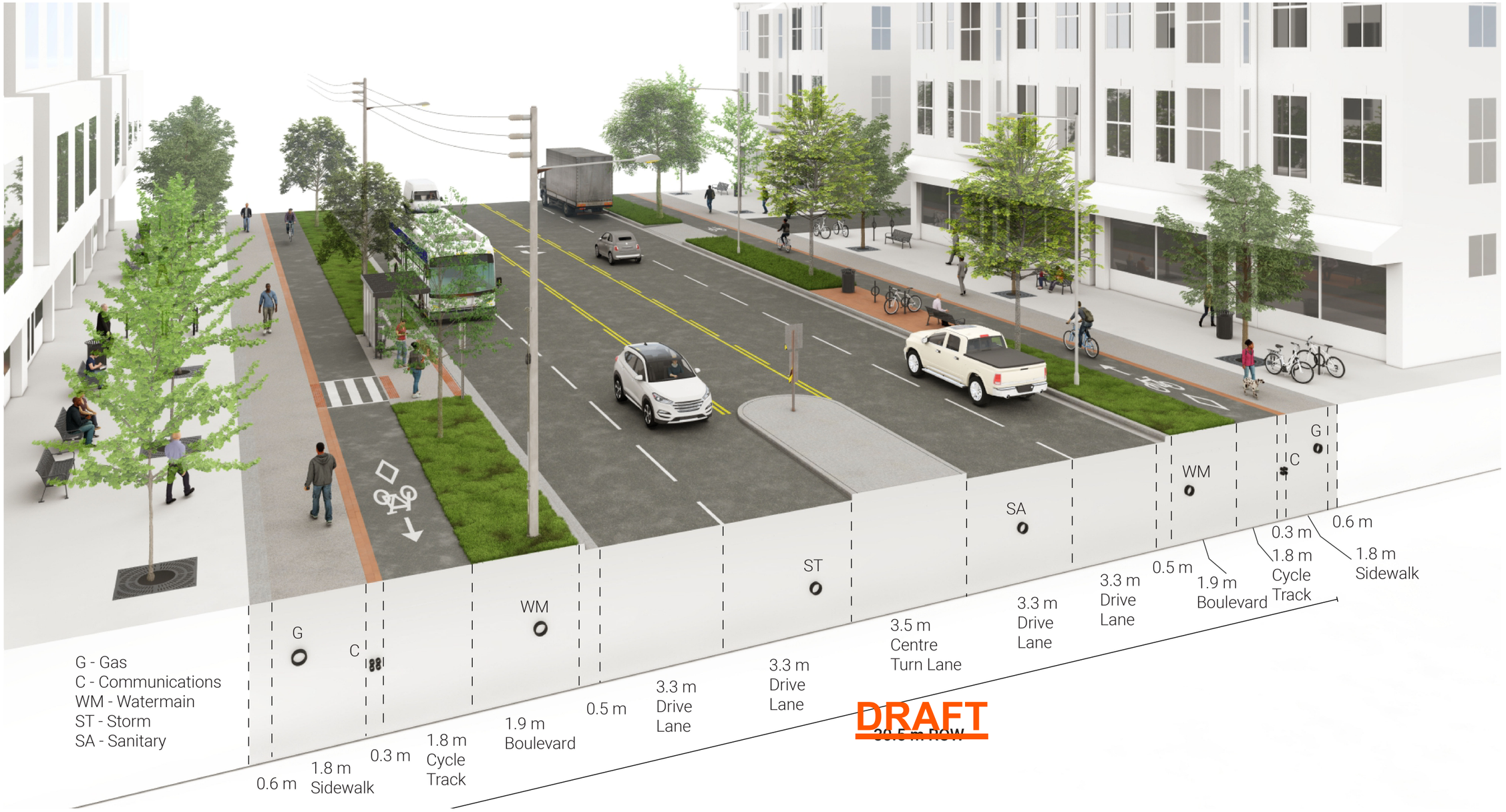
Ontario Street within this neighbourhood provide access and connection along the corridor and into the neighbourhoods. They also provide access to the local services fronting onto Ontario Street. Refer to **Figure 24** for the **Urban General Narrow Cross-Section**. **Figure 27** depicts future streetscaping along Greenlane Road.

4.2.3 Downtown Neighbourhood Streets

Ontario Street 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. Refer to **Figure 25** for the **Main Street Cross-Section.**

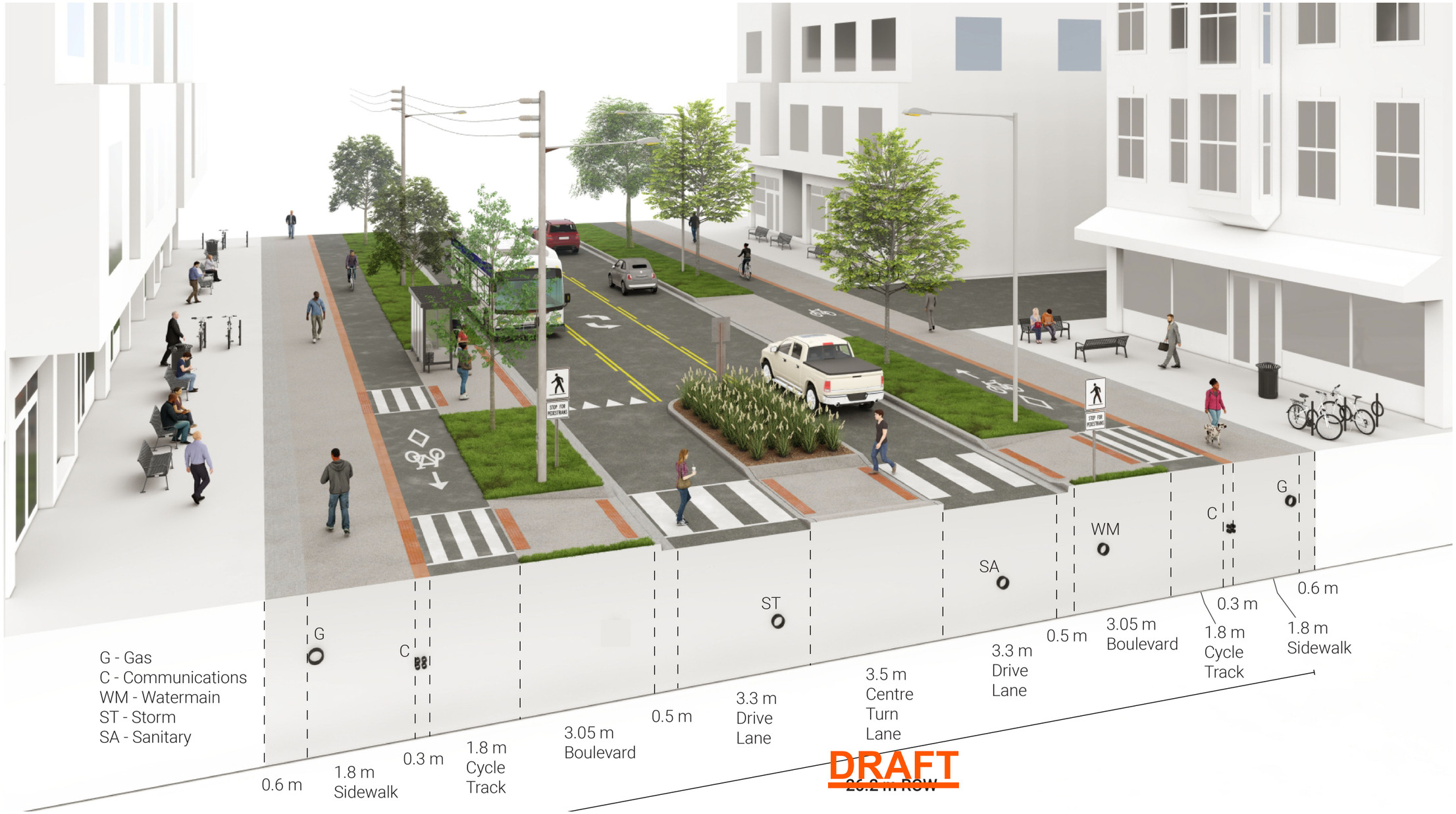
For all Character Areas, refer to **Figure 26** for minor streetscape improvements on local roads.

Figure 23: Ontario Street - Innovation District - Urban General Wide Cross-Section (Draft)



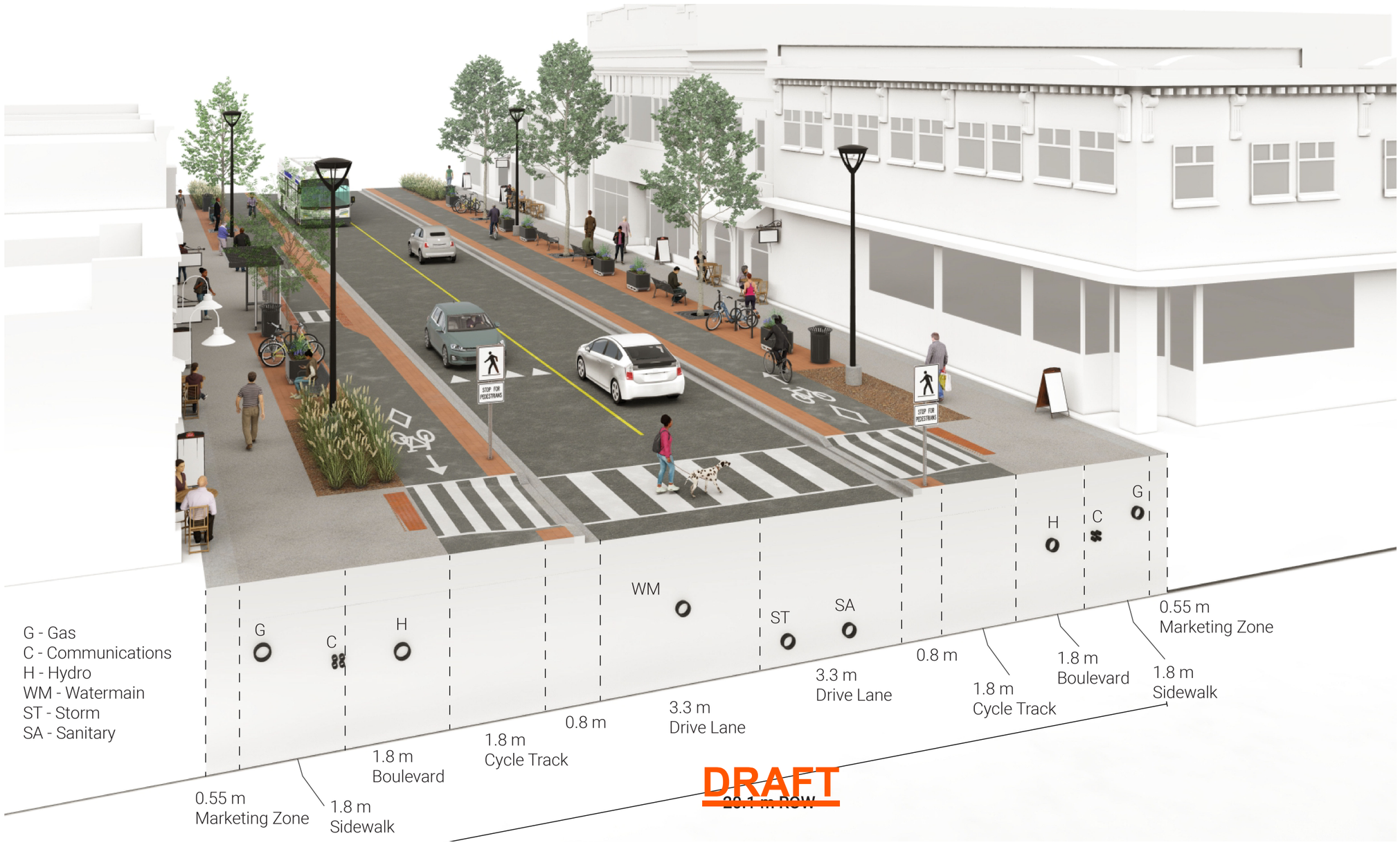
The general cross-section includes a four-lane street with physically separated cycling facilities, such as cycle tracks. Street lighting and placemaking elements such as banners will line the street along the planting and street furnishing zone. Sidewalks will line both sides of the boulevard and allow for connections into properties that are landscaped between the building frontage and the public realm.

Figure 24: Ontario Street - Mixed-use Neighbourhood, Urban General Narrow Cross-Section (Draft)



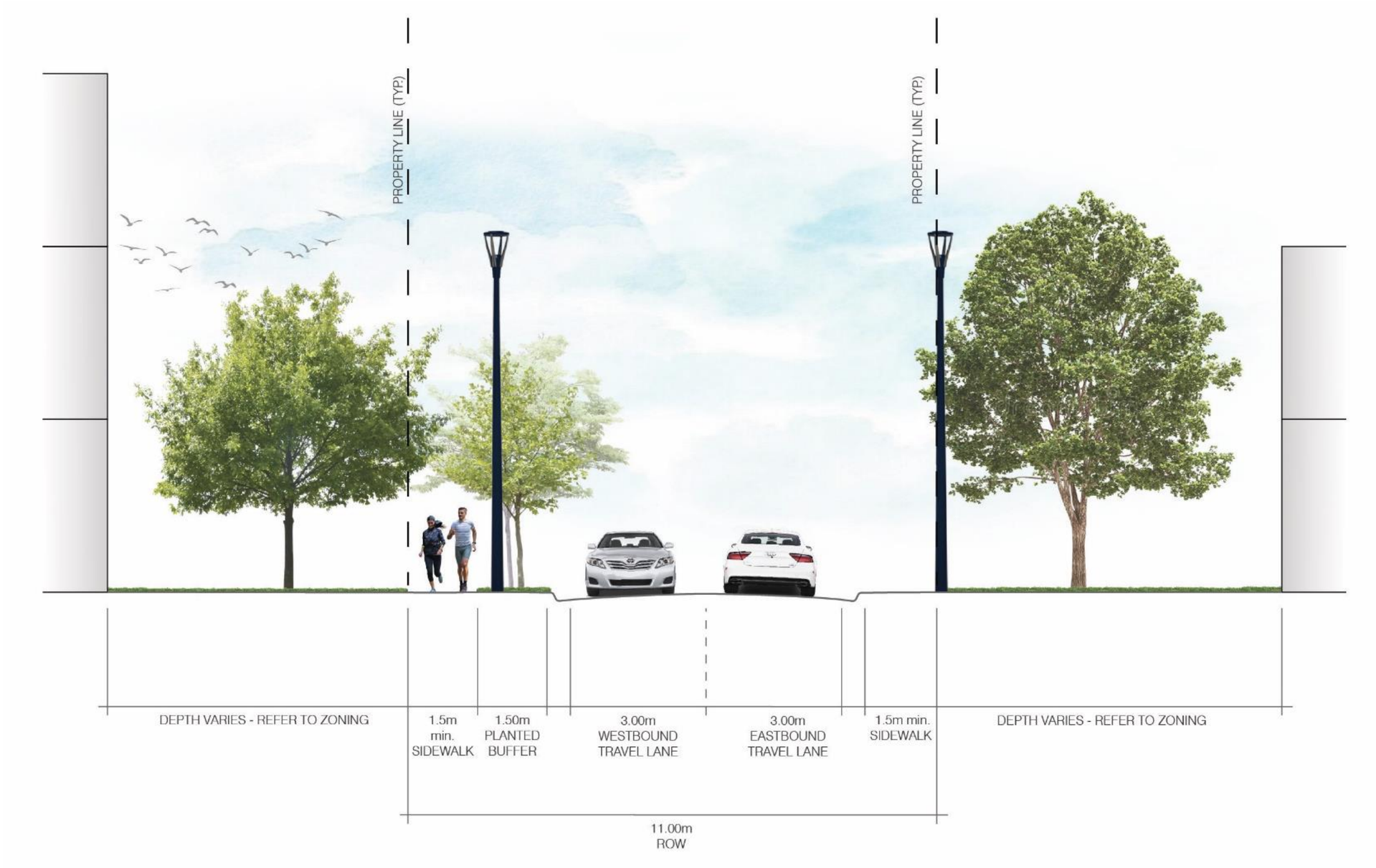
The general cross-section includes a three-lane street with physically separated cycling facilities such as cycle tracks. There are two travel lanes and a centre-turning lane with short, alternating sections of curb median where feasible to provide an added traffic calming benefit. Street lighting and placemaking elements such as banners will line the street within substantial planting and street furnishing zones. Wide sidewalks will line both sides of the boulevard, connecting to the mix of uses along the street.

Figure 25: Ontario Street – Downtown Neighbourhood – Main Street Cross-Section (Draft)



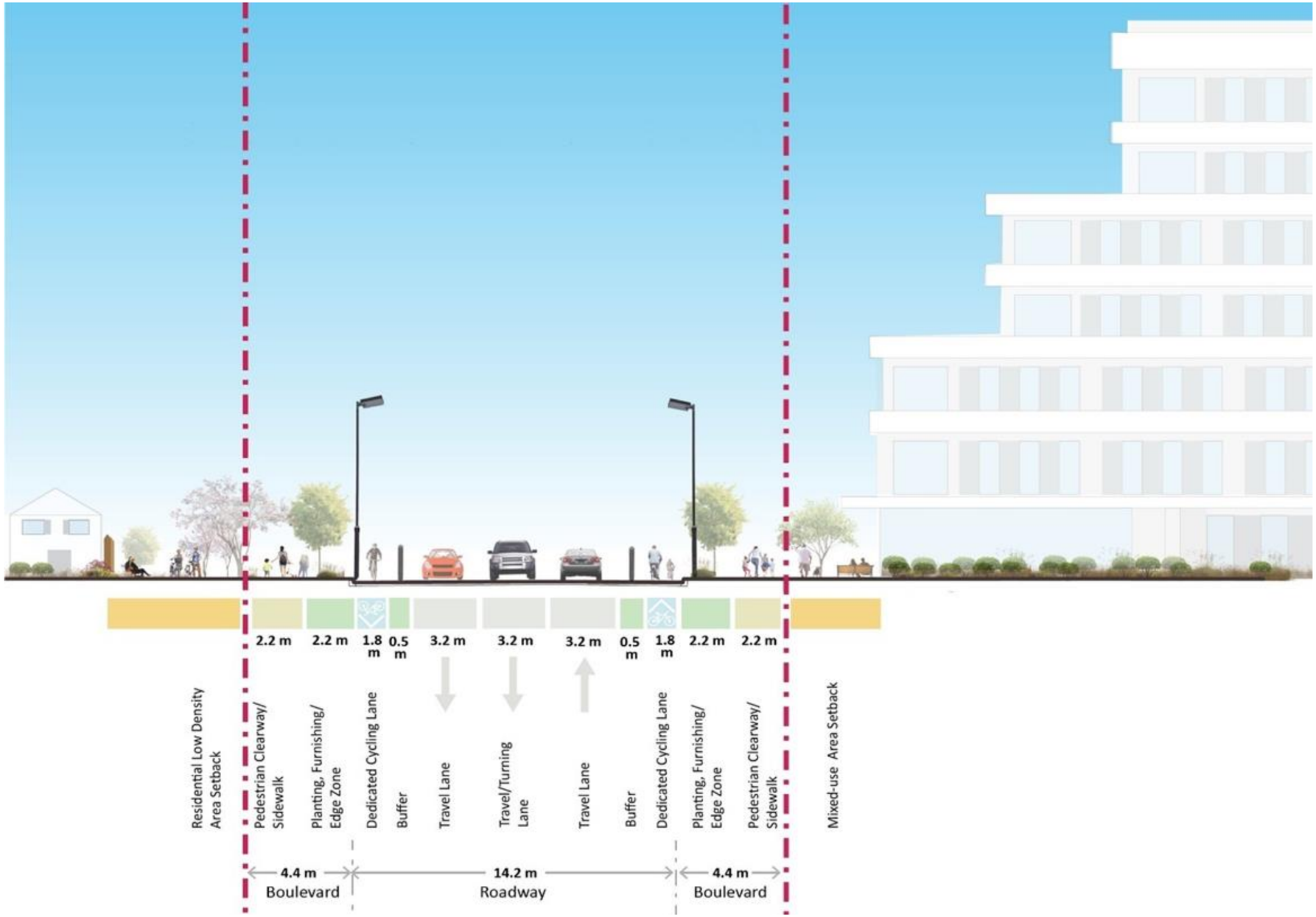
This general cross-section includes a two to three lane street with alternating centre turn lane/curb median planter. Similar to the other cross sections, physically separated cycling facilities are proposed. Street lighting and placemaking elements such as banners and hanging baskets are contained along the planting and street furnishing zone. Wide sidewalks will line both sides of the boulevard for connections into the retail and commercial uses, including connections to outdoor patios for cafés and restaurants.

Figure 26: Local Roads - Minor Streetscape Cross-Section



Within each Character area, minor streetscaping is proposed on several local (i.e. municipal) roads, which intersect with Ontario Street. The general cross-section includes two lanes of traffic with sidewalks on either side of the boulevard, street lights and tree planting where possible.

Figure 27: Greenlane - Major Streetscape Cross-Section



(Photo Credit: Beamsville GO Station Secondary Plan, 2017)

Greenlane Road is envisioned to include enhanced streetscaping within Beamsville. Preliminary concepts include travel lanes, active transportation amenities (e.g. separated bike lane), sidewalks etc.

4.3 Public Realm Ingredients

Public Realm ingredients are the structures, materials and design elements applied within the public right-of-way. They typically include softscaping elements such as street trees and plant material combined with hardscaping elements such as lighting, paving, street furnishings, signage, crosswalks and active transportation facilities.

There are also unique structures that may be located in the public realm in order to create a sense of place. They are often called “placemaking elements”. Examples of these custom structures include Gateways, Outdoor Art, and Interpretive signage.

Lastly, there are spaces along the corridor that contribute to the overall parks system of Lincoln. This includes Parks, Open spaces and Trails.

This section provides an overview of these public realm elements that are envisioned along the Ontario Street corridor. Detailed design guidelines to inform public realm improvements will be included in the separate document: **Ontario Street Urban Design Guidelines.**

4.3.1 Street Trees and Plant Material

Integrating landscape within the urban environment such as our streetscapes and downtowns is beneficial in mitigating effects of climate change and reducing our cities carbon footprint. Street trees and other plant material play an important role in creating resilient communities.

There are a variety of ways in which to integrate landscaping and trees along the Ontario Street corridor. The installation of shade trees will help to shield pedestrians and cyclists from the sun and provide some shelter from wind along the corridor. Street trees also reduce the heat island effect, capture stormwater runoff and pollutants. Native trees can also provide visual interest while providing support for bee and bird species. Niagara Region encourages the use of their Master Street Tree List, in order to promote biodiversity.

Planting beds at grade are encouraged. They provide visual interest while providing LID benefits such as capturing stormwater. Planters can be used to add vegetation where space is limited. They are aesthetically pleasing and can highlight areas such as gateways and public spaces. Lastly, hanging baskets can add colour and vibrancy in strategic areas.

4.3.2 Streetscaping Elements

4.3.2.1 Street Furnishings

Street furnishings improve the aesthetics and animation of the public realm. They create a comfortable and welcoming environment for pedestrians and active transportation users. Some examples of furnishings include tree grates, tree guards, benches, seat walls/planter walls, banners, litter/recycling receptacles, water bottle refill stations, bicycle amenities (bike racks, bike shelters and bike repair stations), transit stops and shelters.

The Region’s Complete Streets Design manual will offer a palette of street furnishings that suit each of the Character Areas. During the future Ontario Street EA process and subsequent

Detailed Design, the Region will work with the Town and stakeholders to determine the appropriate furnishings to create overall cohesion across each section of the corridor.

The Compete Streets program does not advocate for a “one size fits all” approach to the design of the streetscape. For example, the Innovation District could propose contemporary street furnishings, while the mixed-use neighbourhoods may consider a more traditional palette. Within the Downtown neighbourhood, there is an opportunity to tailor the street furnishings to complement the aesthetic of the Downtown Beamsville Business Improvement Area (BIA).

4.3.2.2 Lighting

Lighting treatments improve the visual quality and sense of comfort and safety for users during different hours throughout the night as well as during the winter months. They can also change the aesthetic environment with unique and interesting fixtures and colours. It can be applied at the vehicular as well as pedestrian scale along the corridor, to highlight key public spaces, placemaking elements and interesting buildings. As part of the Region’s Complete Streets program, vehicular and pedestrian scale lighting will be incorporated into the streetscape design.

4.3.2.3 Signage

One way to visually unite the public realm is through a coordinated signage program. A hierarchy of signage helps to convey a multitude of information for residents and visitors along the corridor. Signage along the corridor includes wayfinding and traffic signage. Interpretive and specialized signage is discussed in the Placemaking section below.

Wayfinding Signage
Wayfinding signage provides environmental cues to pedestrians, cyclist and motorist. The most frequent and typical type of wayfinding signage are Street signs. Within the Character Areas (e.g. the Downtown), there may be an opportunity to add branding to these signs, to enhance the sense of place.

Other wayfinding signage informs users of various locations, areas of interest and tourism destinations. Wayfinding signage is designed at three scales, depending on the user and the speed of their movement: vehicular, cyclist and pedestrian.

Figure 28: Example of Wayfinding



4.3.3 Placemaking Elements, Parks and Open Space

Placemaking is a term that relates to the creation of unique spaces that promote a “sense of place”. They are custom designed structures and spaces that typically reflect a community’s identity. There are several types of placemaking elements that may be considered along the Ontario Street Corridor.

- Placemaking elements
  - Gateways (Major and Minor)
  - Public Art
  - Interpretive signage

Parks and Opens Spaces are a more traditional type of placemaking. These spaces are planned and implemented at the overall community scale. There may be potential for new parks (e.g. public plazas, parkettes) and open spaces (i.e. trails) along the corridor.

4.3.3.1 Gateways

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. Gateway elements are to be located within the public realm and should be sized appropriately for the surrounding context. Gateways will align with any future branding initiatives by the Town and community.

Figure 29: Gateway Key Map



4.3.3.2 Major Gateways

Five major Gateways are envisioned along the corridor:

- 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.

Figure 30: Major Gateway



Credit: Site Design Group Ltd

4.3.3.3 Minor Gateways

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.

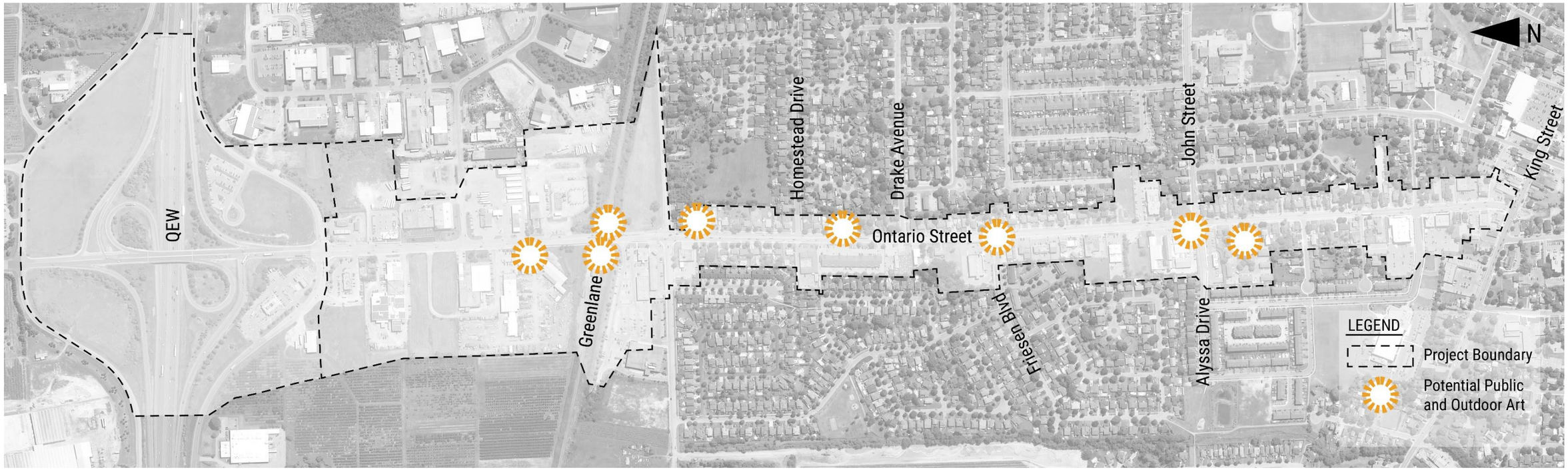
Figure 31: Minor Gateway



4.3.3.4 Public Art

Public art is an effective way to enhance the character of a community. Public art can emotionally connect people with places. Elements are typically contextually sensitive and have potential to highlight the cultural or natural heritage of a community. There are different ways to incorporate public art throughout the corridor such as commissioning a local artist, use of public art in gateways, and locating interactive or multi-functional art in public open spaces. Public art can also vary in size and type, such as murals, banners, sculptures, installations, custom street furnishings, specialized paving to lighting displays and video installations. Inclusion of public art as a place-making feature is encouraged in strategic locations throughout the corridor.

Figure 32: Potential Public Art Locations



4.3.3.5 Interpretive Signage

Interpretive signage (i.e. educational) tells the story of the natural and cultural heritage of a community. This type of signage helps connect people to the space and to foster a deeper understanding of the site's history. Interpretive signage may be placed at key gateway locations in proposed public spaces and near important natural and cultural features along the corridor.

4.3.4 Parks and Open Spaces

Parks and open spaces provide residents, visitors and employees with outdoor space and amenities, while providing connections to the wider parks and open space network. They are important spaces that allow people to pause and reflect. They can also include active spaces for recreational amenities.

Potential public spaces are proposed at the following locations:

- at the entrance to the future Beamsville GO Transit Station;
- on either side of Ontario Street at Greenlane with the private redevelopments;
- at the potential connection to the future school;
- within redevelopment on the western side of Ontario Street between Homestead Drive and Drake Avenue;
- at the intersection of Ontario Street and Friesen Boulevard;
- at the northwest corner of Alyssa Drive and Ontario Street; and,
- within redevelopment south of Alyssa Drive.

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.

Figure 33: Potential Re-development of Wm. F. Rannie Square



5.0 Sustainability and Environmental Design

5.1 Overview

The Town of Lincoln aims to address climate change through their new **Corporate Climate Change Adaptation Plan (2021)**. This includes implementation of sustainable and environmental design practices. These practices foster resiliency and will facilitate long-term success for the Ontario Street corridor. Innovation in the design of the built environment and landscapes can play a major role in mitigating adverse effects of climate change such as increased frequency and intensity of precipitation events, cold weather storms, strong winds, hot weather days, and drought.

Sustainable and environmental design practices are incorporated into this Vision. They are also detailed in the separate document: **Ontario Street Urban Design Guidelines**.

5.1.1 Green Infrastructure, Low Impact Development (LID), and Stormwater Management (SWM)

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 properly manage stormwater. Both sets of guidelines are applicable to the development of the private and public realms along the Ontario Street corridor.

Below is a brief definition of Green Infrastructure, Low Impact Development and Stormwater Management and some examples of their applications.

5.1.1.1 Green Infrastructure

Green Infrastructure pertains to a variety of systems, which collectively enhance the quality of the built environment. Green Infrastructure has the potential to create more harmonious and connected urban environments.

Examples of appropriate Green Infrastructure include new parks, open spaces trails, community gardens, green roofs, street trees, urban forest canopy, LID and sustainable stormwater management.

5.1.1.2 Low Impact Development (LID)

LID comprises of elements of green infrastructure, specifically pertaining to Stormwater Management Systems. It refers to technologies and practices, which aim to imitate natural processes of stormwater management. These systems result in on-site infiltration, supportive

evapotranspiration or use of the collected stormwater. Outcomes often include more favorable microclimate, improved quality of collected and infiltrated stormwater, and decreased burden on municipal infrastructure.

Example of appropriate LID practices which are encouraged along the corridor include the use of bio swales, rain gardens and cisterns for stormwater collection, permeable pavers to assist with stormwater infiltration and green roofs for stormwater detention.

5.1.1.3 Stormwater Management (SWM)

Stormwater Management (SWM) is the process of managing and controlling the flow of water stemming from precipitation (rain and melting snow). Uncontrolled stormwater poses a number of dangers to our natural and built environment as well as our ecosystems. As a LID technique, sustainable SWM practice mimic the natural movement of water in order to manage (rainwater and urban runoff) close to where the rain falls.

5.1.1.4 Urban Tree Canopy

Increasing the amount of trees on private property and large scale deciduous (i.e. shade) street trees within the urban environment can increase a community's resilience to climate change. In addition to improving aesthetics and creating a sense of place, urban trees provide several environmental functions: provision of shade, reducing the heat island effect, sequestering carbon while producing oxygen, stormwater management, blocking strong winds, and creating habitat.

When planting trees in the urban environment, many technical aspects are to be considered. Selecting trees that are sized appropriately for their space is crucial (e.g. near light standards, utilities, buildings, etc.). Designing appropriate below grade space to allow for root habitat will allow a tree to thrive. It is also important to choose a variety of trees to avoid "monocultures" and to improve biodiversity.

6.0 Next Steps

6.1 Priorities and Directions

6.1.1 Policy Directions

The Town may consider amendments or updates to the following documents in order to reflect the direction of this Vision:

- Beamsville GO Transit Station Secondary Plan;
- Town of Lincoln Official Plan;
- Town of Lincoln Transportation Master Plan; and
- Town of Lincoln Functional Servicing Master Plan

6.1.2 Additional Direction

The Town could provide additional direction in the following studies and documents:

- **Downtown Parking Study**
  - Consider undertaking a parking study to determine the current and forecasted use of municipal and on-street parking.
- **Heritage and Conservation District Project:**
  - Investigate and implement the findings from the Heritage Conservation District Project for the Town of Lincoln as it pertains to Beamsville.
  - Consider developing checklists or guidelines for Adaptive Reuse for the Historical Homes within the Downtown and Mixed-use Neighbourhoods.
- **Signage, Wayfinding and Tourism strategy:**
  - Consider reinvigorating and implementing this strategy.
- **Architectural Design competition**
  - Consider hosting a design competition for the Innovation District buildings, which will be visible from the QEW in order to anchor these as Landmark buildings within the gateway to Beamsville.
- **Public Art Policy**
  - Consider developing a Public Art Policy and Public Art Master Plan to guide art installations and features along the Corridor.

6.1.3 Priorities

Implementation of the vision will take several years to implement while some elements may be completed in a shorter time frame. 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 26.2 metres. The first step in the

process is to undertake an Environmental Assessment of Ontario Street. This Vision will provide guiding principles to help inform that process.

There is also an opportunity for the Town and Region to collaborate to provide incentives such as grants to encourage the implementation of suggested sustainable measures described in this document. This may be part of a Community Improvement Plan (CIP) or some other avenue (pilot project) in the future. The Region currently has a Public Realm Investment Program (PRIP), which is applicable to the Ontario Street corridor. This matching grant program provides financial support for enhancements to the public realm.

6.2 Implementation

The Vision is a guiding document that is intended to influence a number of implementation mechanisms and within the following two general areas:

1. **Public Realm:**
   Implementation of the Vision will occur through the Environmental Assessment (EA) process that will be required to evaluate alternative complete street design configurations. The EA will seek to include cycling facilities, wider sidewalks, better lighting, street trees, furniture, and placemaking etc.
   In addition, the Vision will guide the technical Detail Design Stage prior to construction of new facilities by informing design choices related to decorative paving, street lighting, street furniture and other elements within the public right-of-way.
2. **Private Realm/Development:**
   The Vision provides the basis for overall site design, building design, and landscape and will be implemented through the **Ontario Street Urban Design Guidelines**.
   The goal of the Vision is to provide future development with a compelling image of what their sites might interface with in the future and allow developers to work with the Town and Region to attain the Vision. What is being implemented through private development is the provision for the designs to respond to Ontario Street as a Complete Street by providing active uses at grade that activate the streetscape. The Town and Region can also use the Vision to collectively guide the scale of development and ensure its does not create adverse impacts to neighbours behind the corridor.

Additional implementation and phasing direction is contained in a separate document entitled:

Streetscape Implementation Package.