



Urban Design Brief: Greenlane Condos

Ontario Street & Greenlane
Beamsville, Ontario

June 2021

Prepared for:

Greenlane Joint Venture Inc. c/o Peter DeSantis Sr.

13 Windward Drive, Suite 501
Grimsby, ON L3M 0J4

Prepared by:



3 Studebaker Place, Unit 1,
Hamilton, ON L8L 0C8
T (905) 546-1087

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SECTION 1

Introduction

1.1 Purpose of the Urban Design Brief

This Urban Design Brief has been prepared in support of an application for a Zoning By-Law Amendment on behalf of Greenlane Joint Venture Inc. c/o Peter DeSantis Sr., the owner of the lands municipally known as the North East corner of Ontario Street and Greenlane in the township of Lincoln (referred to as “subject site”).

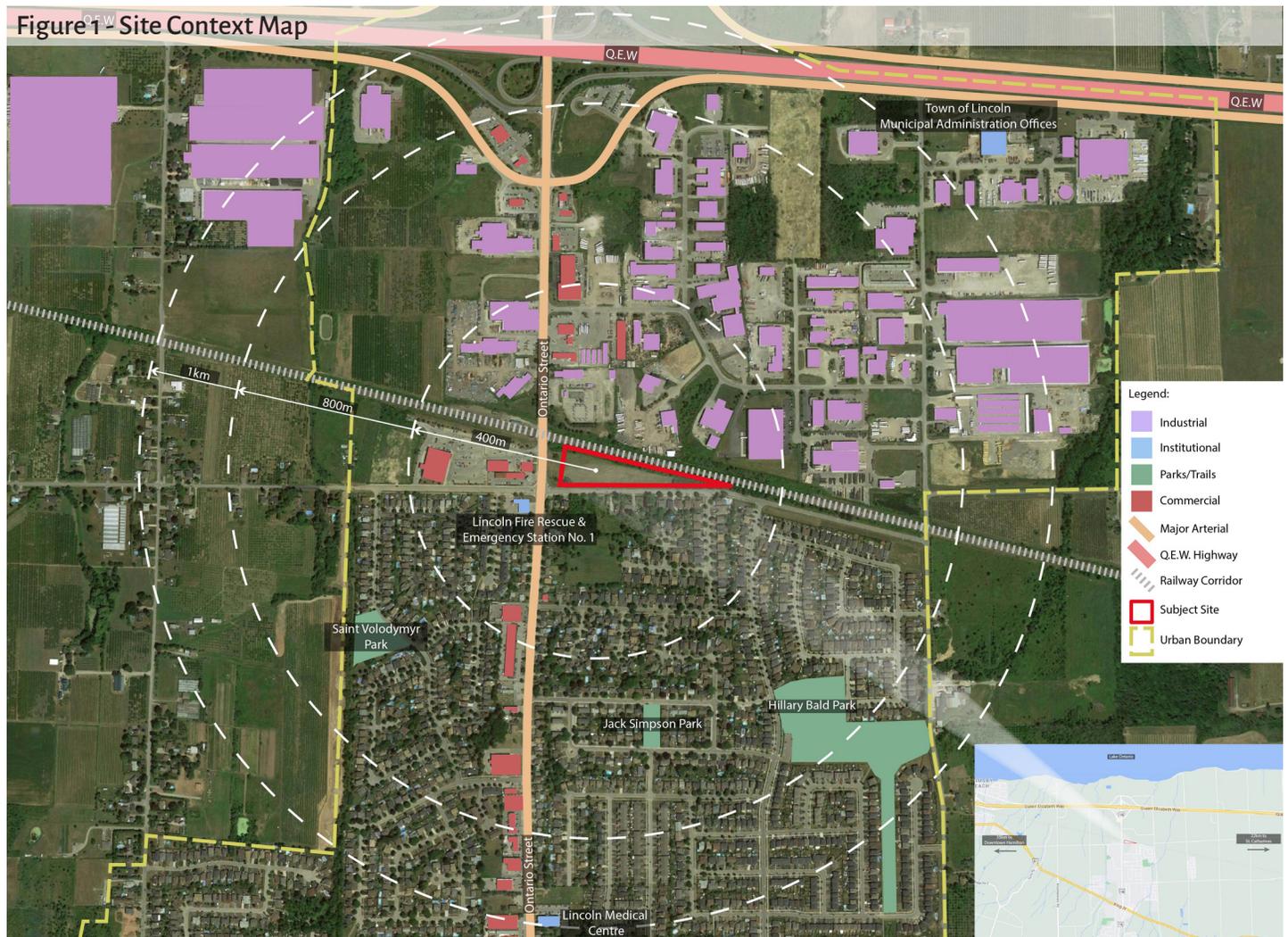
The subject site has a triangular boundary with an area of approximately 1.5 hectares (3.7 acres). The site is currently vacant and is proposed to be redeveloped as a mid-rise residential community with three commercial units on the ground floor.

The proposed development consists of one mid-rise

residential building with a height of ten storeys and steps down to eight storeys at both ends. In total, the proposed development consists of 370 residential units and three commercial units. There are 104 surface parking spaces and 300 underground spaces proposed, for a total of 404 parking spaces.

1.2 Site Context

The subject site is located in the community of Beamsville within the Township of Lincoln. The community of Beamsville has a population of 11,834 making up just less than half of Lincoln’s population of 23,787 (49.6%). From 2011 to 2016 Beamsville has seen notable growth with a



1.3 Streetscape Context

Figure 2 - Population and Employment Forecasts to 2041 for the Town of Lincoln

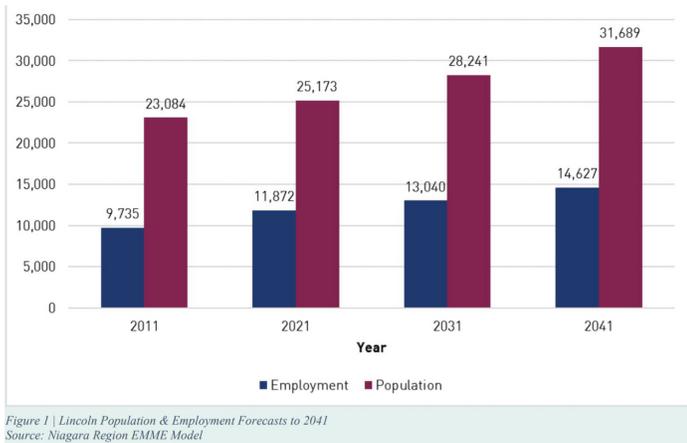


Figure 1 | Lincoln Population & Employment Forecasts to 2041
Source: Niagara Region EMME Model

population percentage change of 11.1%.

Ontario Street is one of the main arterial corridor that runs through the centre of Beamsville. Much of Beamsville's commercial activity is clustered along this corridor. Beamsville is surrounded by prime agricultural land and protected by The Greenbelt Act, 2005. To the North of this community is Lake Ontario and to the South is the Niagara Escarpment.

The subject site is within 1 kilometer of the Beamsville GO Bus Connection, which is currently the only public transit service in the community. A proposal by the Niagara Region to add four (4) new GO train stops would include a station in Beamsville. The site chosen for the Beamsville station is approximately 450m from the subject site.

There are three parks within 1km of the subject site: Meadowood Park, Jack Simpson Park and Hilary Bald Park. These parks provide play structures for children and open, unprogrammed grass fields.

Institutional buildings are located around the center of Beamsville, near the intersection of Ontario Street and King Street. There are three high schools and two elementary schools located within 1 kilometer of each other. Within this area there is the Lincoln Museum & Cultural Centre dedicated to showcasing the history of the Town of Lincoln.

Ontario Street: Ontario Street is the primary North-South axis of Beamsville and abuts the western boundary of the Site. This major arterial road consists of four lanes of traffic and connects directly to the QEW (Queen Elizabeth Way) located 800m north of the site. The QEW connects Beamsville to other major Cities along Lake Ontario, such as Toronto, Hamilton, and St. Catharines. North of the subject site, the character along Ontario Street is primarily industrial with a few fast-food restaurants and limited shops (**See figure 3**). The Canadian National Rail line also intersects Ontario Street directly north of the subject site.

Figure 3 - Ontario St. North of Subject Site



South of the subject site, the character becomes primarily single-detached residential with scattered commercial uses. The commercial pockets in this stretch take the form of strip malls with large building setbacks and parking lots fronting the boulevard (**See figure 4**).

Approximately 1.6km south of the subject site, Ontario Street intersects with the main east-west corridor (King Street) that runs through the center of the community. The block around this intersection consists of low to mid-rise commercial brick buildings with the character of a classic small-town commercial "Main Street" (**See figure 5**).

Figure 4 - Ontario St. South of Subject Site



Figure 5 - Ontario St. South of Subject Site



Greenlane: Greenlane runs along the southern boundary of the site and intersects Ontario Street immediate southwest of the subject site. Across the street from the subject site, there is a row of single-detached houses that front onto Greenlane (**See figure 6**). Moving farther to the east, the streetscape along Greenlane changes into wood and concrete sound barrier fencing and berms, to protect from the rail corridor that runs along the north of Greenlane. At the end of this block, Greenlane terminates at Bartlett Road.

There is a commercial plaza immediately west of the subject site at the intersection of Greenlane and Ontario Street (**See figure 7**). The plaza consists of a grocery store, restaurants, as well as several other commercial uses.

Figure 6 - Greenlane, South of Subject Site



Across the street from the plaza, there is a row of single-detached houses that back onto Greenlane, creating another line of fencing at the streetscape. Moving west along Greenlane, the row of single detached homes transitions to agricultural properties.

Figure 7 - Commercial Plaza on Greenlane



Figure 8 - Town of Lincoln Existing Summer 2019 Transit Routes



Figure 5 | Town of Lincoln Existing Summer 2019 Transit Routes
Source: Town of Lincoln

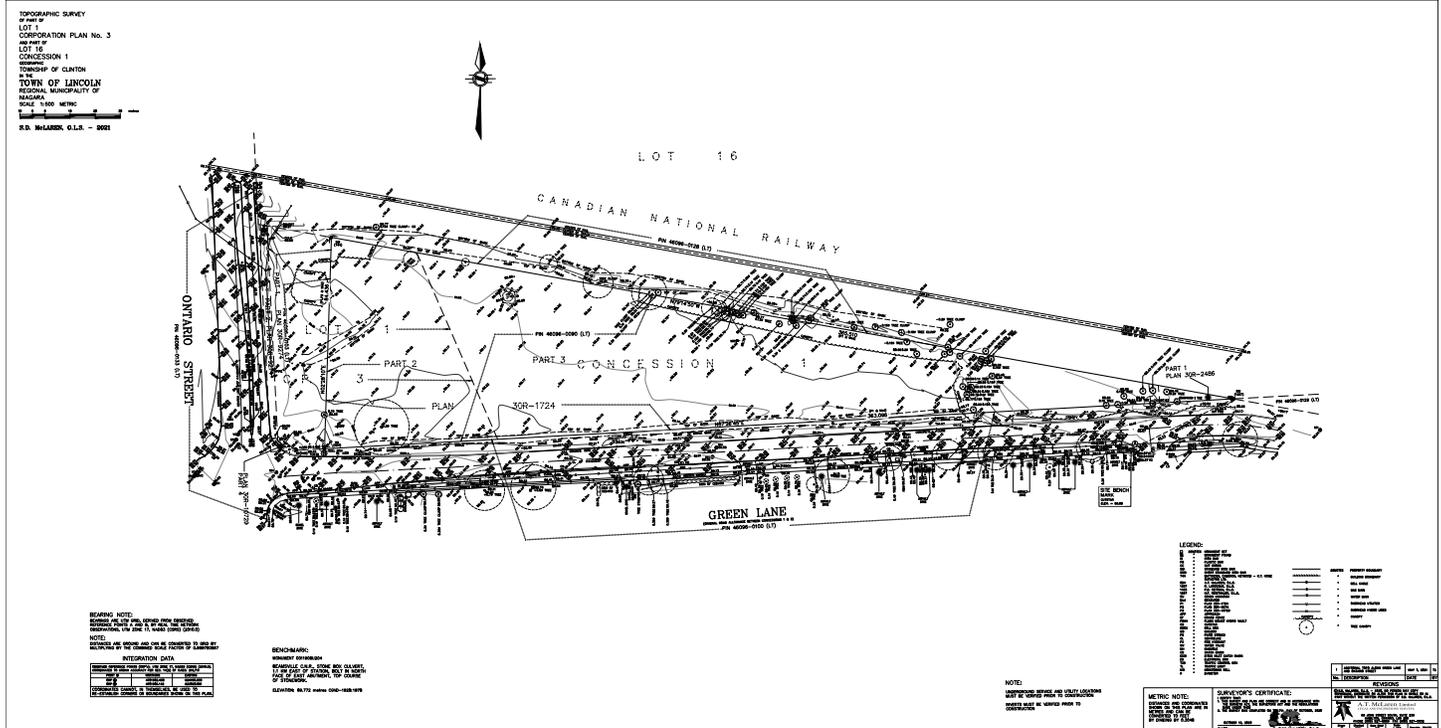
1.4 Site Attributes

Site Description and Location: The site is located within the urban area of the community of Lincoln. It is bordered by Ontario Street to the West, Greenlane to the South and The Canadian National Rail Line to the North. The site is 1.42ha in size and has an approximate lot frontage of 350m along Greenlane and 80m along Ontario Street. Along Ontario Street, the property boundary is set back 17 to 24m for future streetscape and gateway improvements envisioned by the Beamsville GO Transit Station Secondary Plan.

Existing Topography and Vegetation: The site is very flat with an approximate slope of 0.14% downwards towards the East. Running between the Northern property line and

the Canadian National Rail Line is a drainage ditch which occasionally fills with water during rain events. Most of the site is occupied by mowed grasses with three patches of scrappy trees scattered along Ontario Street and Greenlane. These patches are located along the property lines of the site and contain private, shared, and public trees. A vegetated buffer between the Canadian National Rail line and the site encroaches onto the property towards the East and connects to a densely treed area at the Eastern tip of the triangle that the property boundary forms. Additional information on the existing trees can be found on the Tree Preservation Plan to be prepared by Whitehouse Urban Design Inc.

Figure 9 - Site Survey by A.T. McLaren Limited



SECTION 2

Policy Review

2.1 A Place to Grow: Growth Plan for the Greater Golden Horseshoe, 2019

The Places to Grow – Growth Plan for the Greater Golden Horseshoe (Growth Plan) provides a framework for implementing the Government of Ontario’s vision for building stronger, prosperous communities by better managing growth in the region to 2051. The vision for the Greater Golden Horseshoe is found in the Guiding Principles of the Growth Plan, as summarized below.

1.2.1 Guiding Principles

- Support the achievement of complete communities that are designed to support healthy and active living and meet people’s needs for daily living throughout an entire lifetime.
- Prioritize intensification and higher densities to make efficient use of land and infrastructure and support transit viability.
- Provide flexibility to capitalize on new economic and employment opportunities as they emerge, while providing certainty for traditional industries, including resource-based sectors.
- Support a range and mix of housing options, including second units and affordable housing, to serve all sizes, incomes, and ages of households.
- Improve the integration of land use planning with planning and investment in infrastructure and public service facilities, including integrated service delivery through community hubs, by all levels of government.
- Provide for different approaches to manage growth that recognize the diversity of communities in the GGH.
- Protect and enhance natural heritage, hydrologic, and landform systems, features, and functions.

2.2.1 Managing Growth

2.2.1.2 Forecasting growth to the horizon of the Plan will be allocated based on the following:

- c) within settlement areas, growth will be focused in:
 - i. delineated built-up areas;
 - ii. strategic growth areas;
 - iii. locations with existing or planned transit,

with a priority on higher order transit where it exists or is planned; and

- iv. areas with existing or planned public service facilities;

2.2.1.4 Applying the policies of this Plan will support the achievement of complete communities that:

- Feature a diverse mix of land uses, including residential and employment uses, and convenient access to local stores, services, and public service facilities;
- Provide a diverse range and mix of housing options, including second units and affordable housing, to accommodate people at all stages of life, and to accommodate the needs of all household sizes and incomes;
- Expand convenient access to:
 - i. a range of transportation options, including options for the safe, comfortable and convenient use of active transportation;
 - ii. public service facilities, co-located and integrated in community hubs;
 - iii. an appropriate supply of safe, publicly accessible open spaces, parks, trails, and other recreational facilities;
- Ensure the development of high quality compact built form, an attractive and vibrant public realm, including public open spaces, through site design and urban design standards;

2.2.2 Delineated Built-up Areas

2.2.2.1 By the time the next municipal comprehensive review is approved and in effect, and for each year thereafter, the applicable minimum intensification target is as follows:

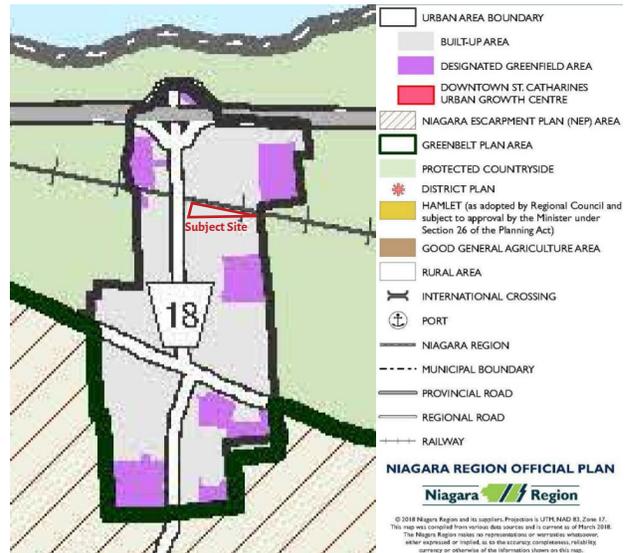
- A minimum of 50 percent of all residential development occurring annually within each of the Cities of Barrie, Brantford, Guelph, Hamilton, Orillia and Peterborough and the Region of Durham, Halton, Niagara, Peel, Waterloo and York will be within the delineated built-up area

2.2 Region of Niagara Official Plan

The Region of Niagara Official Plan (Official Plan) is a long-range, community planning document that contains objectives, polices and mapping to implement the Region’s approach to managing growth in the Region of Niagara. Chapter 4. A (below) provides the objectives of the Growth Management policies for the Official Plan. The following objectives are applicable to the proposed development:

- 4.A.1.1 Direct the majority of growth and development to Niagara’s existing Urban Areas.
 - 4.A.1.2 Direct a significant portion of Niagara’s future growth to the Built-up Area through intensification.
 - 4.A.1.6 Build compact, mixed use, transit supportive, active transportation friendly communities in the Built-up Area and in Designated Greenfield Areas.
 - 4.A.1.7 Reduce dependence on the automobile through the development of compact, mixed use, transit supportive, active transportation friendly urban environments.
 - 4.A.1.9 Ensure the availability of sufficient employment and residential land to accommodate long term growth in Niagara to the year 2031.
 - 4.A.1.10 Provide a framework for developing complete communities all across Niagara, including a diverse mix of land uses, a range of local employment opportunities and housing types, high quality public open spaces, and easy access to local stores and services via automobile, transit and active transportation.
- Schedule A – Regional Structure applies the Urban Area Boundary to the Subject Lands as shown in Figure 6. The policies regarding this designation include:

Figure 10 - Region of Niagara Official Plan Schedule A Regional Structure



4.G.7.1 Urban Areas are defined on Schedule A and are designated in local official plans. Urban Areas have municipally provided services, including water and sewage services.

4.G.7.2 Urban Areas will be the focus of the Region’s long term growth and development.

The Subject Lands are also designated within the Built-up Area and has the following policy:

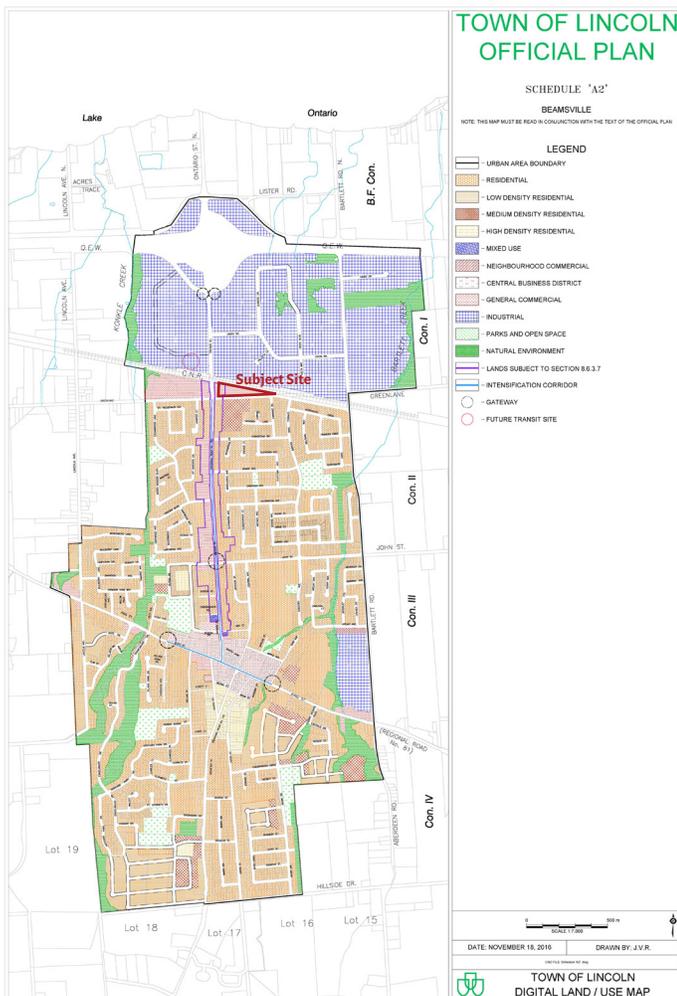
4.G.8.1 Built-up Areas are lands located within Urban Areas which have been identified by the Ministry of Infrastructure (formerly the Ministry of Public Infrastructure Renewal). Built-up Areas will be the focus of residential and employment intensification and redevelopment within the Region over the long term.

2.3 Town of Lincoln Official Plan

The subject site is located within the Built-up Area which identifies all the land within the Built Boundary as defined in the Growth Plan for the Greater Golden Horseshoe. The Built-up area intends to accommodate the majority of the Town's projected growth.

In the Town of Lincoln Land Use Plan, the subject site is designated as "General Commercial". Furthermore, the subject site is located adjacent to the Ontario Street intensification corridor, as identified in Schedule A2 (below). Section 8.6.3.7 of the Official Plan includes urban design policies specific to the Ontario Street Area, which is inclusive of the subject site.

Figure 11 - Town of Lincoln Schedule A2 Land Use Map



1.6.5 Intensification Corridors

Intensification corridors are areas along major roads that have the potential to provide a focus for higher-density and mixed-use development. In the Town the Lincoln areas identified as intensification corridors are the Central Business Districts and the Ontario Street Commercial Area as shown on Schedule 'A2' and Schedule 'A3'. This Plan contains urban design guidelines specifically for these areas not only in the interest of better utilizing land and buildings but to do so in a way that creates a high quality urban environment that provides diversity in housing and commerce.

3.4 General Commercial Designation

The General Commercial designation is considered a mixed-use node corridor which promotes business and commerce within the designated lands. The objectives of the designation are to:

The General Commercial designation is considered a mixed use node corridor which promotes business and commerce within the designated lands. The objectives of the designation are:

- To the provision of a sufficient level and variety of retail activity within the Town to satisfy the consumer demands of residents.
- To promote planned development of business and commercial uses consistent with the needs of the Town residents.
- To support commercial uses that contributes to the goal to be a Centre of Excellence for Agriculture.
- To ensure that commercial development does not have adverse impacts on adjacent land uses, particularly residential uses.
- To foster a vibrant, connected, walkable and bikeable retail and commercial environment.
- To promote opportunities for mixed use development in strategically located nodes and corridors.

8.6.2 Urban Design Principles

Development in the Town will be based on the following design principles:

- To encourage a compact, walkable and well-connected community;
- To encourage mixed use and a range of housing;
- To provide a linked public open space system;
- To encourage quality architecture and to ensure that buildings provide an appropriate edge to the street;
- To encourage increased density in appropriate locations;
- To provide a range of transportation options, including walking and cycling;
- To encourage complete streets for all users;
- Appropriate design of streets and public spaces in order to enhance and encourage pedestrian and public activity;
- To encourage a strong sense of place;
- To encourage improvements to the public realm;
- New development is to be compatible with established development;
- Protection of the heritage buildings and structures;
- Protection of the natural environment; and
- The preservation of cultural heritage landscapes and features.

Section 8.6 Urban Design Policy Summary Applicable to Proposed Development:

8.6.3.1. Streetscape Policies

- All new development shall provide for tree planting within the road allowance;
- Street trees should be planted 8 to 12 metres on-centre, to form a continuous canopy at maturity;
- For arterial and collector roads outside of the Central Business District, boulevards on both sides of the pavement should be wide enough to accommodate a strip of grass with street trees and sidewalks on both sides of the road.
- Dedicated cycle routes should be incorporated into the roadway where the right of way permits.

- The Town will utilize streetscaping standards to ensure that all new development provides the amenities and built form that will best support active transportation while minimizing impacts from motor vehicle speed, noise and volume

8.6.3.2. Parks and Natural Features

- Parks are to have direct and safe pedestrian access from adjacent residential areas;
- Parks are to be connected where possible to trail systems, cycling routes and natural heritage corridors;
- Parks should incorporate natural heritage features where possible into the design of the park;
- Pedestrian access to parks should be clearly defined with landscape or architectural elements to ensure an appealing park presence on the roads;
- Street trees should be planted along the edge of the park, while not screening the view into the park;
- Existing wooded areas will be protected and enhanced.

8.6.3.5 Commercial/Mixed Use Policies

- It is the Town objective to enhance the physical appearance of new mixed use and public buildings in the Town
- All development shall include provision for pedestrians and cyclists including direct access to sidewalks, street furniture, bicycling parking, lighting and awnings.
- The design treatment of flanking facades visible from the street or adjacent residential uses should be equal to that of the front façade;
- Landscape treatment of individual properties have a role in creating the image of the entire area and therefore should be coordinated;
- For commercial use and mixed use, parking not permitted within the front yard;
- Substantial landscape treatment should be used to help define large parking areas into small pods, planting strips should be a minimum of 2 metres wide;

- Pedestrian circulation through parking lots, and from the street to building entrances should be clearly defined with special paving, lighting and landscape treatment;
- Loading and service areas should not be located at the front of the buildings; and
- Loading and service areas should be screened from view from the street and public open spaces.

8.6.3.7 Ontario Street Area

Ontario Street is the major connection street in Beamsville joining east to west and the Central Business District and southern neighbourhoods to the Queen Elizabeth Way. It serves as a gateway to the Town and its qualities and character are an important reflection of the character of the Town as a whole. In order to improve and enhance its character new commercial development, mixed use development and residential redevelopment and intensification along Ontario Street shall:

- Provide an attractive, safe and convenient pedestrian environment while recognizing that the car is the major form of transportation along this section of the street.
- Allow for future public transit connecting the Central Business District to the CN Rail line and the Queen Elizabeth Way.
- Provide a high quality streetscape reflective of the small town agriculture heritage of Beamsville by:
 - (i) Locating parking to the rear or sides of buildings not between buildings and the public street.
 - (ii) Locating buildings close to all streets. The implementing Zoning By-law shall establish minimum and maximum setbacks for all buildings from all streets.
 - (iii) Providing continuous landscaping along all public streets in the form of street trees and shrubs.
 - (iv) Providing screening of all parking areas adjacent to the public street with a combination of landscaping features such as shrubs and planting beds as well as architectural features such as low decorative walls and fences.

(v) Considering the landscape design of existing adjacent developments and those across the street in the design of new development to achieve a unified landscape treatment along the length of the street.

(vi) Orienting the principal facade and main entrance of buildings to face the public street or a space directly adjacent to and visible from the public street.

(vii) Setting the main level finished floor grade level of new buildings to allow for a convenient connection to the public sidewalk with minimal slope and to allow for views into the building from the public sidewalk.

(viii) Providing architectural interest by eliminating large expanses of blank walls with the use of architectural features such as varied roof lines, projecting or recessed bays, windows and varied materials.

(ix) Providing visual interest, eyes on the street, and allowing views into the building by incorporating a combination of windows and doors on any building façade adjacent to a public street. The implementing Zoning By-law and Site Plan guidelines, shall require a maximum sill height and a minimum head height and a minimum percentage of windows and doors along any building façade adjacent to a public street.

(x) Locating loading and delivery areas to the rear or sides of buildings and if in view of the public street screening these areas with a combination of landscaping and architectural features designed to be in keeping with the overall design of the building.

(xi) Using materials in keeping with the existing character of the Central Business District and heritage architecture of Beamsville such as, stone, brick and decorative wood trim. (xii) Providing signage and lighting at a pedestrian scale.

(xiii) Providing signage and lighting that will not be of a size or height to compromise the character of the street or detract from views along the street of community landmarks such as the escarpment, lake or the tower of First Baptist Church.

2.4 Beamsville GO Transit Station Secondary Plan

Beamsville has been identified by the Province of Ontario as a future potential GO Station Site to better connect Niagara to the Greater Golden Horseshoe, along with Grimsby, St. Catharines, and Niagara Falls. The Beamsville GO Transit Station Secondary Plan (Secondary Plan) provides a vision and planning framework that is intended to guide future transit-supportive development and redevelopment in Secondary Plan study area, which includes the subject site.

3.2 Beamsville GO Transit Station Secondary Plan Objectives

1. Plan for redevelopment along Greenlane in proximity to the future GO Transit Station

The north side of Greenlane will be planned to provide medium density mixed use development to support transit-oriented growth, introduce a range of housing choice, and provide a transition between the stable residential areas to the south and the employment and commercial areas to the north. The mixed use built form should be attractive, define the street edge and incorporate open space.

2. Improve the streetscape and pedestrian realm along Ontario Street

Ontario Street is the main accessway into Beamsville. With the redevelopment of the lands on either side of the street as office commercial uses, there is an opportunity to define the street edge, improve the streetscape and provide an enhanced public realm for pedestrians, cyclists and transit users.

3. Protect employment lands and attract new investment

The evolving industrial park to the north of the station site will be protected for employment uses. Where possible, opportunities for denser forms of employment should be promoted. Higher density built form will

be directed along Ontario Street, while adjacent lands provides opportunities for a full range of employment uses.

4. Support connectivity and integration of the GO Transit Station

The GO Transit Station should be easily accessible for a full range of transportation modes and be integrated into the Town's urban structure. The uses around the Station should be planned to complement and integrate with the existence of the Station as the character of the area evolves over time.

5. Protect stable residential neighbourhoods

Recognizing that this area will transition over the long term, the Plan will identify transitional uses to protect the character of stable residential neighbourhoods and provide for adequate transportation improvements to accommodate increased traffic volumes and reduce impacts to residential areas.

6. Promote active transportation and make efficient use of existing infrastructure.

The existing roadways should be evaluated for improvements to integrate active transportation uses. Additional off-road active transportation connections should be provided to connect the GO Transit station with the broader tourism opportunities in the area, as well as improvements to link residential and employment uses.

4.2.8 Mixed Use

Permitted uses include medium and high density residential uses such as:

- Low and mid-rise apartments;
- Townhouses;
- Commercial uses; and
- Office uses.

5.1.1.1 Major Gateway Improvement Area

- Prominent signage;
- Intensive landscaping;
- Cycling infrastructure; and
- Other types of public realm enhancements

Greenlane and Ontario Street Intersection and Surrounding Area

- Establish a visual identity for this intersection as a key gateway;
- Potential for mixed use development in the area of this intersection;
- Private realm signage should be consolidated and minimized;
- Sidewalks should be widened;
- Landscaping and planting should be expanded for the intersection;
- Human-scale format to improve the pedestrian and cyclist quality; and
- New development should be orientated close to the street edge and designed with active frontages.

5.1.2.1 Major Streetscape Improvements

Major streetscape improvements are proposed for Ontario Street (between the South Service Road and Greenlane) and for Greenlane (between the Urban Area Boundary and Carriage Road). Key improvements should include (but are not limited to):

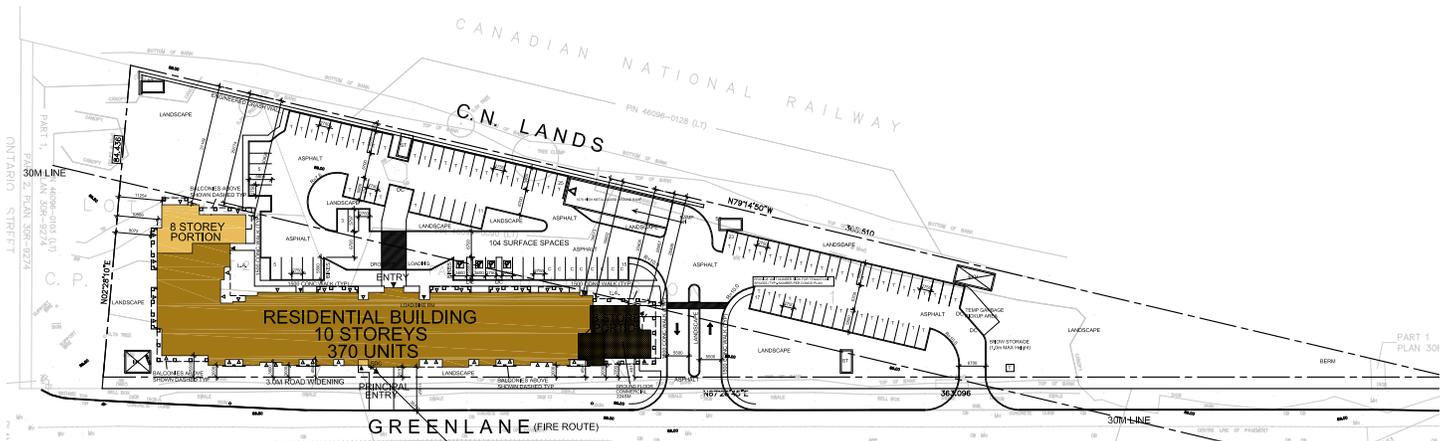
- Completion of sidewalk networks on both sides of the street;
- Tree plantings on both sides of the street;
- Occasional street furniture;
- Pedestrian refuge islands at key locations;
- Consolidate access points; and
- Consolidate and minimize private signage.

SECTION 3

Design Proposal

3.1 Site Background

Figure 12 - Preliminary Site Plan - KNYMH Architects



The proposed 10-storey mid-rise development is located at the Corner of Greenlane and Ontario Street, which is an important intersection for the Beamsville community due to its proximity to important transportation networks both locally and regionally.

Lincoln is one of the four municipalities within Niagara Region that has been considered for future GO rail services to connect Niagara to the Greater Golden Horseshoe. The extension of the GO transit line could become an important asset for Niagara Region to support a competitive business environment and attract broader community investment. As part of the Region's GO Hub and Transit Stations Study (GHTSS), the "Beamsville GO Transit Station Secondary Plan" has been prepared to create a planning and transportation framework for the areas surrounding the potential future GO station. The secondary plan highlights the subject site as a potential mixed-use location with the potential to support higher densities for residential development and act as a gateway into the Beamsville Community.

3.1.1 Regional Transportation Network

Intensification around important transportation corridors is strongly encouraged by policy and urban design principles. The link between intensification and transit-oriented development is recognized as a guiding principle in the Growth Plan for the Greater Golden Horseshoe, which states that intensification and higher densities will be prioritized to "make efficient use of land and infrastructure and support transit viability". Furthermore, the Growth Plan directs municipalities to achieve minimum intensification targets throughout "delineated built-up areas", which includes the Beamsville community. Intensification to support mixed-use, transit-oriented development is emphasized as a goal in the following policy documents:

- A Place to Grow: Growth Plan for the Greater Golden Horseshoe, 2019
- Region of Niagara Official Plan
- Town of Lincoln Official Plan
- Beamsville GO Transit Station Secondary Plan

The future GO rail service has the potential to connect the Beamsville community to the Greater Toronto Area and Hamilton (GTAH), as well as the Regional Municipality of Niagara. This network could become a catalyst for major growth and development for the Beamsville community. The development of the areas immediately surrounding the proposed GO transit station are highlighted in the “Beamsville GO Transit Station Secondary Plan” as

Figure 13 - Town of Lincoln Transportation Master Plan

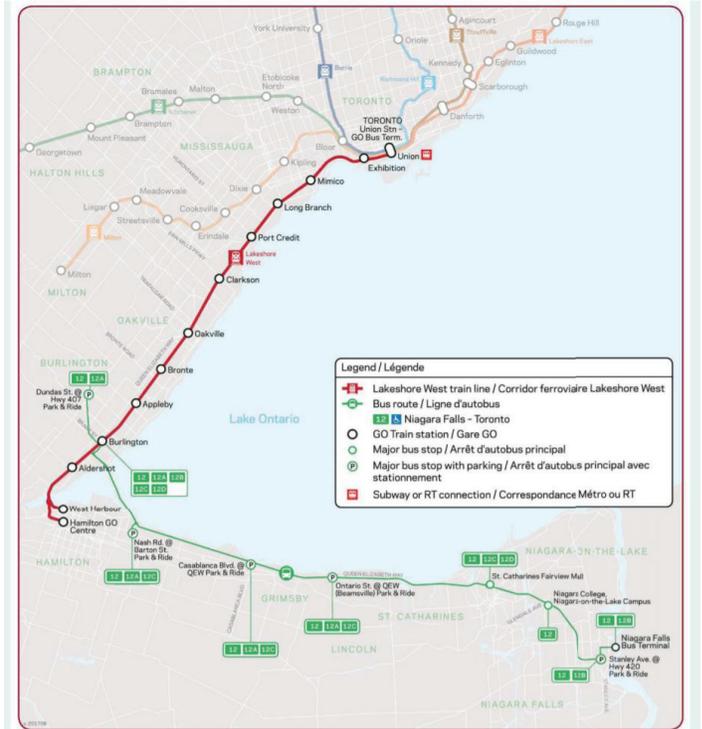


Figure 6 | GO Transit Route Number 12 – Niagara Fall to Toronto

Figure 14 - Niagara GO Rail Expansion Plan



3.1.2 Local Context

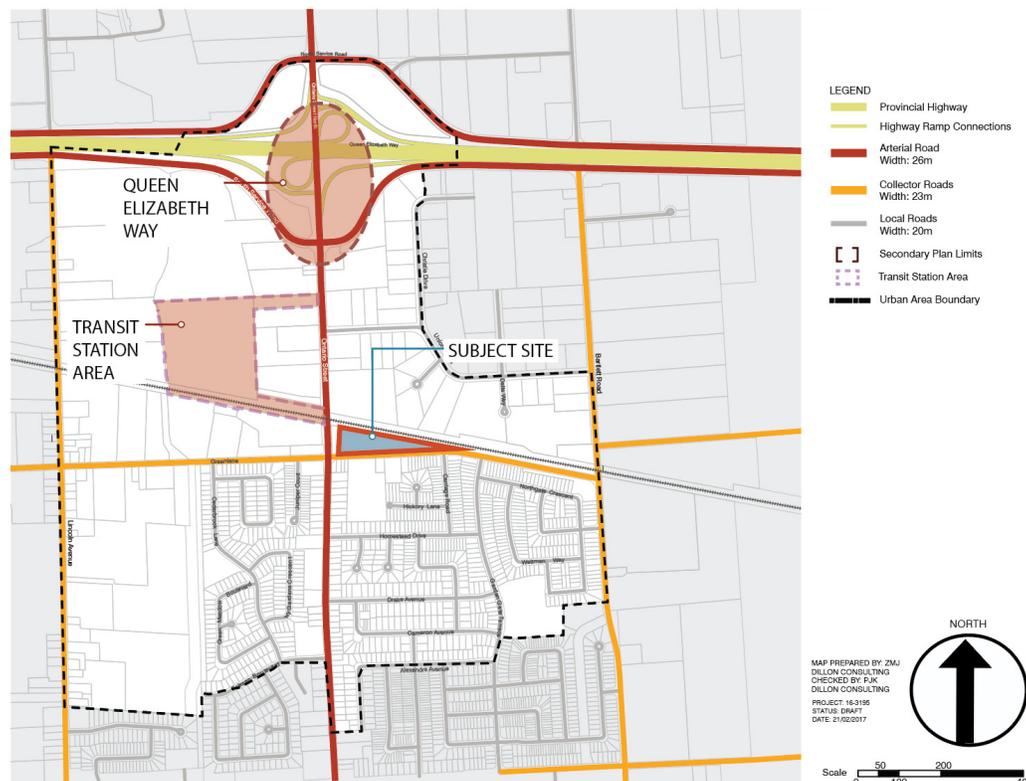
The subject site acts as a key Gateway location into the community. Regionally, the Queen Elizabeth Way and the potential future GO transit station provides access and connectivity to the larger regional context (See figure 15). Both are located less than 1km from the subject site, and the potential future transit station is located within walking distance. The proposed development is therefore accessible and flexible to commuter flows into and out of Beamsville, which could attract business and employment opportunities into the area.

Locally, the subject site is located at the intersection of several important transportation corridors within Beamsville: Ontario Street, Greenlane, and the CN rail (see figure 16). Ontario Street is the main north-south corridor that bisects the center of Beamsville and is developed with a mix of commercial and residential uses. Greenlane acts a

key east-west corridor that lies at the edge of a significant transition in character – “industrial/employment” to the north, and “residential” to the south (See figure 17). The CN rail runs along the northern boundary of the subject site.

The subject site is envisioned as a “Major Gateway Location” in a “Mixed Use” zone in the Beamsville GO Transit Station Secondary Plan (see figure 19 and 20). The site is also identified as a “Potential Residential/Mixed Use Development/Redevelopment Opportunity” in the Secondary Plan (see figure 18). The proposed development is an 8-10 storey residential building with commercial uses at the ground floor, which is a good contextual fit for the community. The site lies at the nexus of locally and regionally important transportation corridors and is located within close proximity to the potential future transit station. It is also positioned in the transition zone as visitors arrive and travel into the residential heart of

Figure 15 - Transportation Infrastructure



Beamsville. The proposed development supports the GO transit station through intensification and revitalizes the gateway by attracting new residential and commercial activity to the area.

Figure 16 - Existing Land Use and Major Corridors

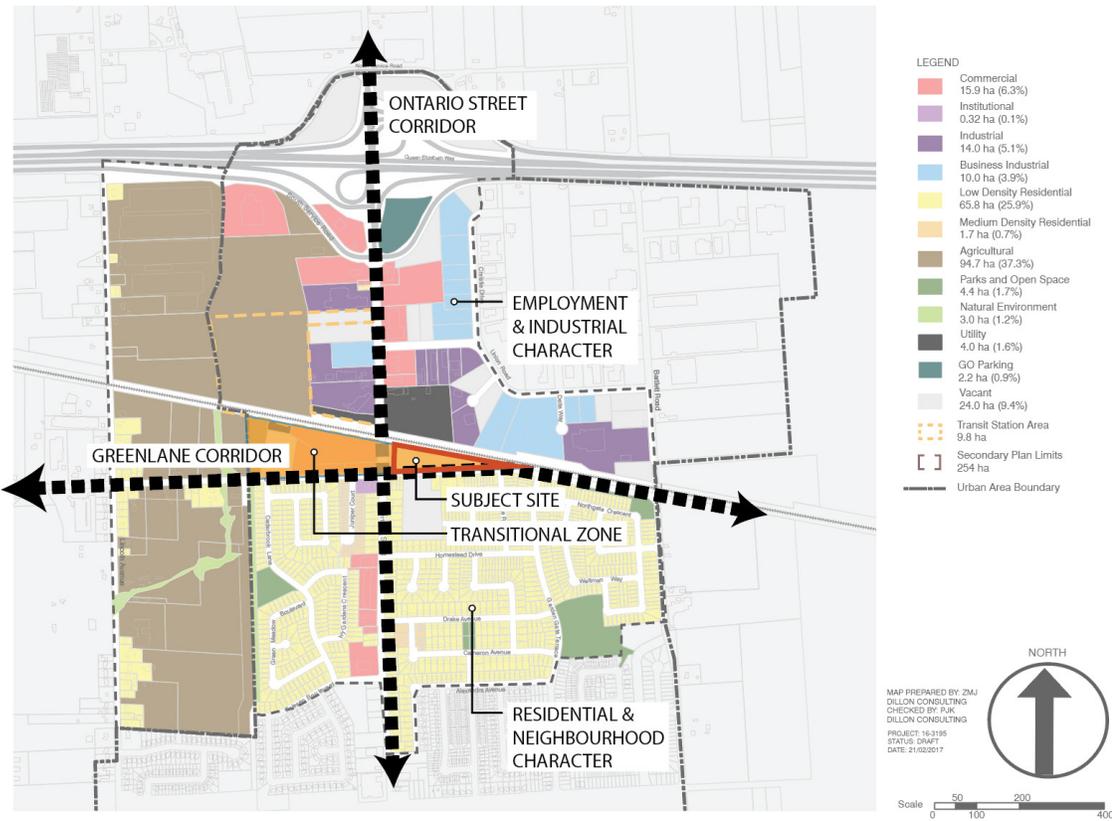


Figure 17 - Priority Areas for Change

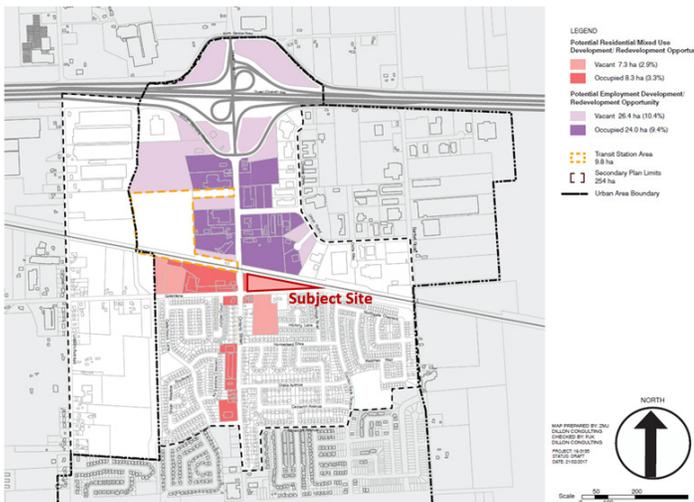


Figure 18 - Land Use Plan

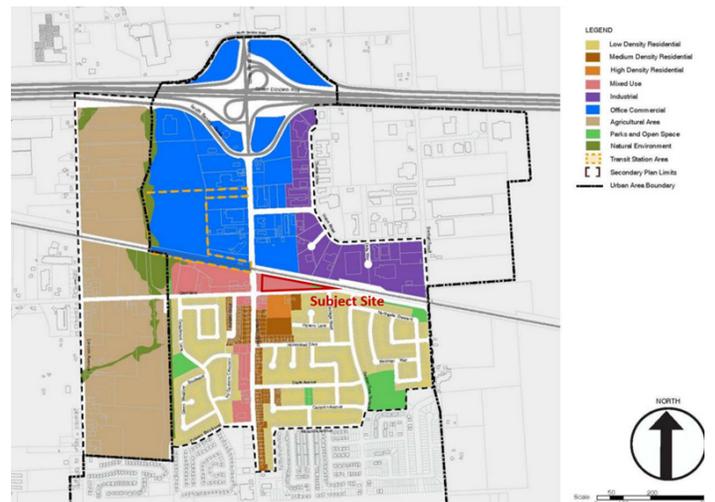


Figure 19 - Public Realm Improvement Strategy

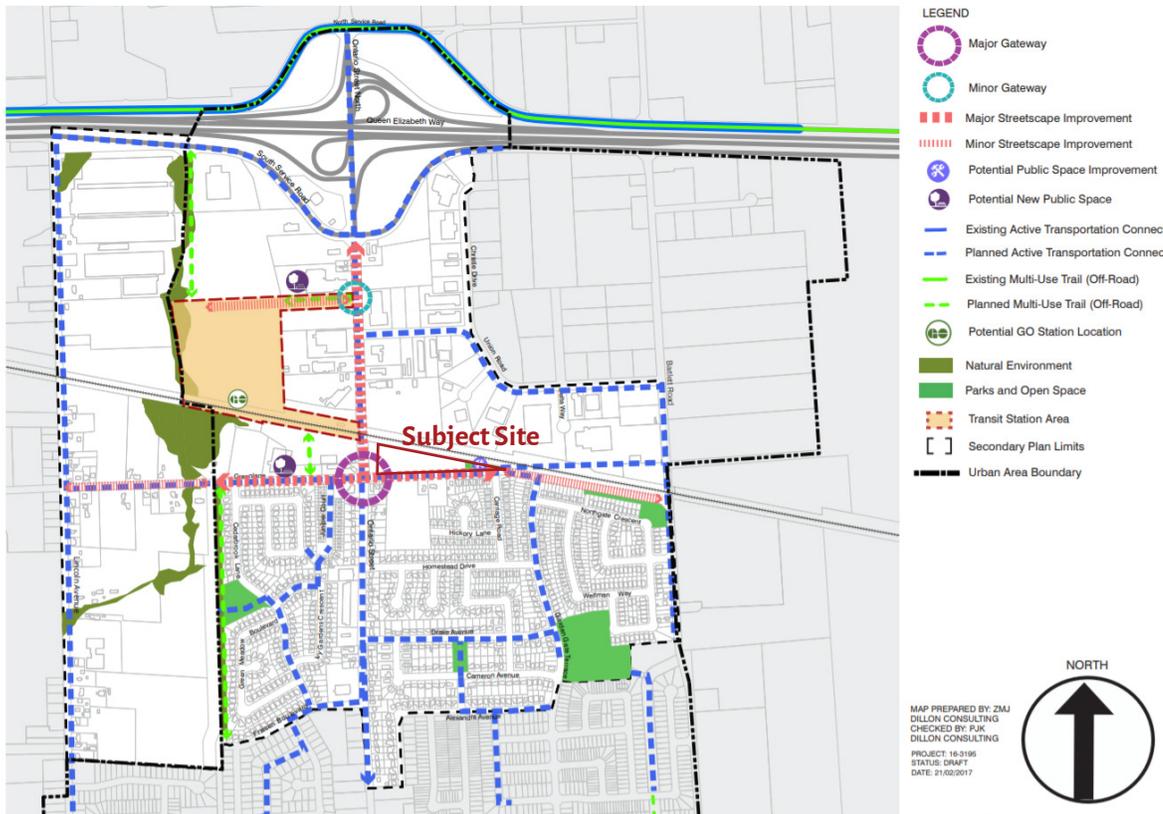
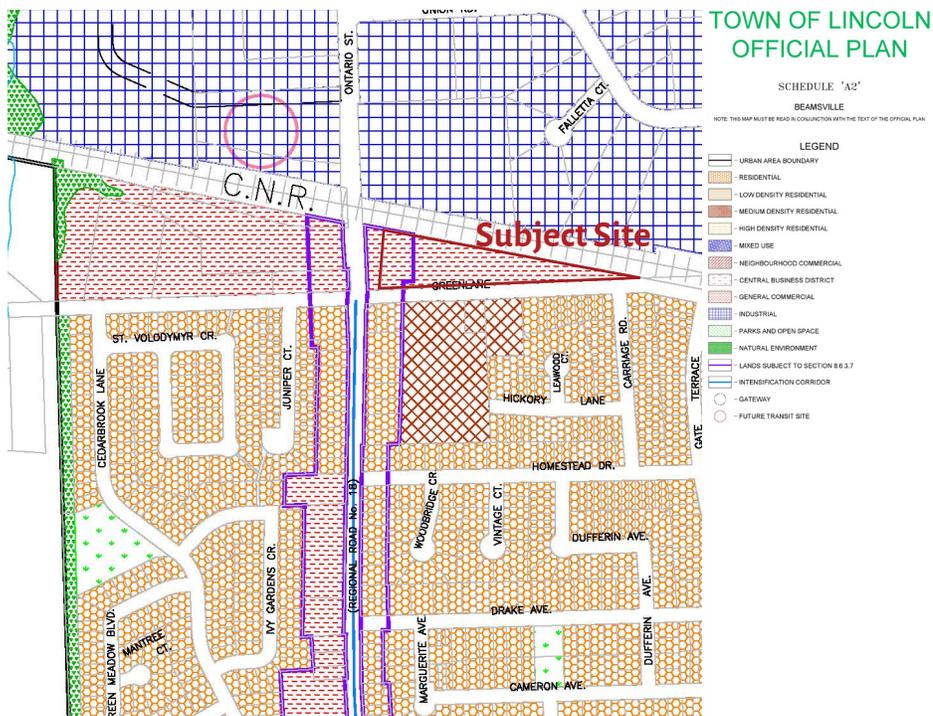


Figure 20 - Town of Lincoln Schedule A2 Land Use Plan



3.2 Architectural Design

The proposed building is designed in an elegant and contemporary style with classic undertones that pick up on neighbourhood aesthetics (**Figure 21**). It is visually articulated with high quality materials such as brick, stone, and glass along the building facade, creating variation and interest in the design. These materials unify the design using repetition throughout the length of the façade and create rhythm by varying the way these materials are distributed. The finishing materials are extended to all sides of the buildings, including building projections and mechanical penthouses.

The massing of the building is broken up along the façade for additional articulation and interest along the streetscape. There is significant glazing and transparency on all building facades. Balconies are provided as amenity for residents, but do not overwhelm the building profile.

The red brick detailing at the ground floor creates a complementary aesthetic with the red brick detailing of nearby residential homes. Red brick facades also reflect the heritage character of the Central Business District, as shown in **Figure 22**. The balance between unity and rhythm creates a beautiful public realm that is cohesive and interesting.

Figure 21 - Preliminary Rendering - KNYMH Architects



The building is located at an intersection identified in the Secondary Plan as a Major Gateway. Both Greenlane and Ontario Street are also identified in the Secondary Plan as locations for major streetscape improvements. The proposed building is aligned at both street frontages. Corner massing and articulation promotes visual interest, develops a street anchor, and improves visibility for Ontario Street and Greenlane, which is intended to act as a prominent gateway intersection into the community (See Figure 23).



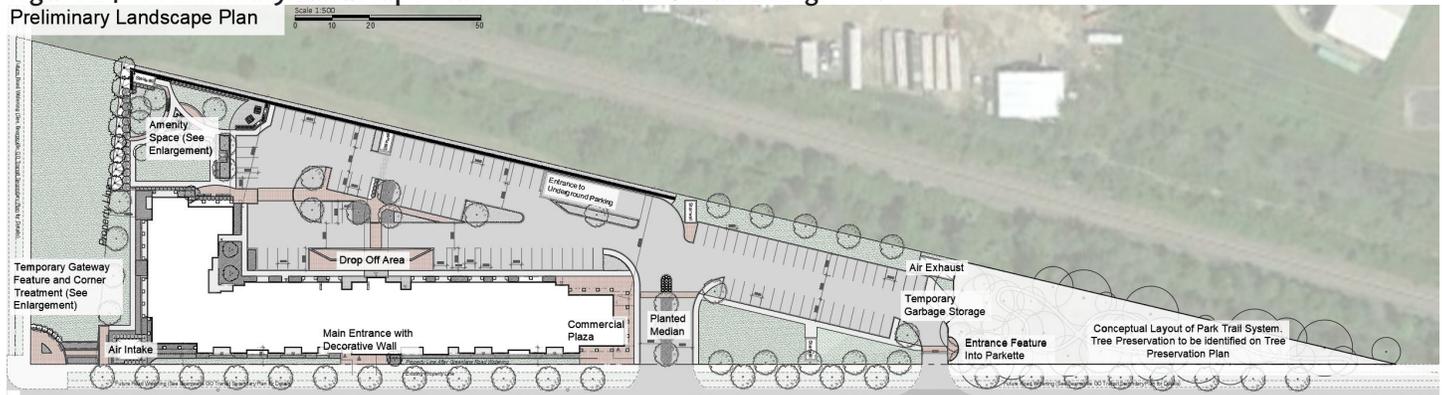
Figure 22 - Character of Beamsville's Central Business District

Figure 23 - Preliminary Elevations - KNYMH Architects



3.3 Site Design

Figure 24 - Preliminary Landscape Plan - Whitehouse Urban Design Inc.

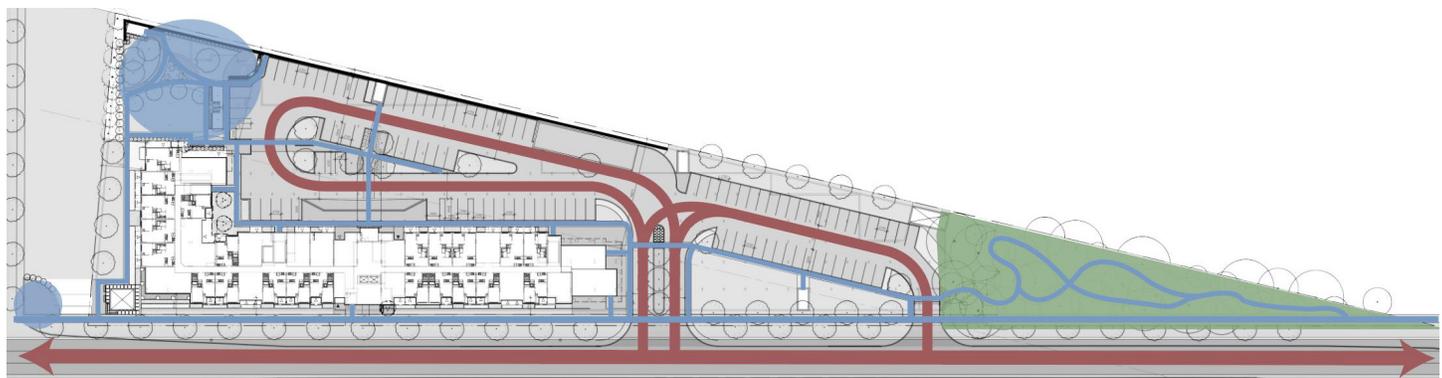


The site design features a 10-storey residential building oriented to frame the intersection and face the public street. The building is set back 30m from the CN rail running along the north of the site. Within the 30m setback, there is a parking lot, outdoor amenity spaces, and an existing woodlot on site. The building façade along Greenlane provides a consistent streetscape edge that enhances the pedestrian experience and reinforces its importance as a gateway intersection.

The materials used in the design of the outdoor amenity spaces (figure 24) was inspired by the existing character of the Central Business District and heritage architecture of Beamsville. The red brick also reflects the façade detailing on the architectural design, which showcases red brick at the lower levels. The red brick visually articulates the pedestrian pathways on site, and accents the outdoor amenity spaces, creating a cohesive, visually connected space with a unique visual identity.

There is a pedestrian circulation network (figure 25) that connects pedestrian activity on site: the public sidewalk, building entrances, and outdoor amenity spaces. There is an existing woodlot on site that is being preserved and proposed as a walking loop. This is in keeping with the Town of Lincoln’s urban design policy which encourages that “existing wooded areas [to be] protected and enhanced”. Urban design policies also encourage clear, dedicated pedestrian routes at 1.5m wide that provide direct connections from parking areas to building entrances, which are proposed in the site design. This network is safe, intuitive, and minimizes the potential for pedestrian/vehicular conflicts. The main building entrances are well connected to the public sidewalk with minimal slope.

Figure 25 - Pedestrian and Vehicular Circulation

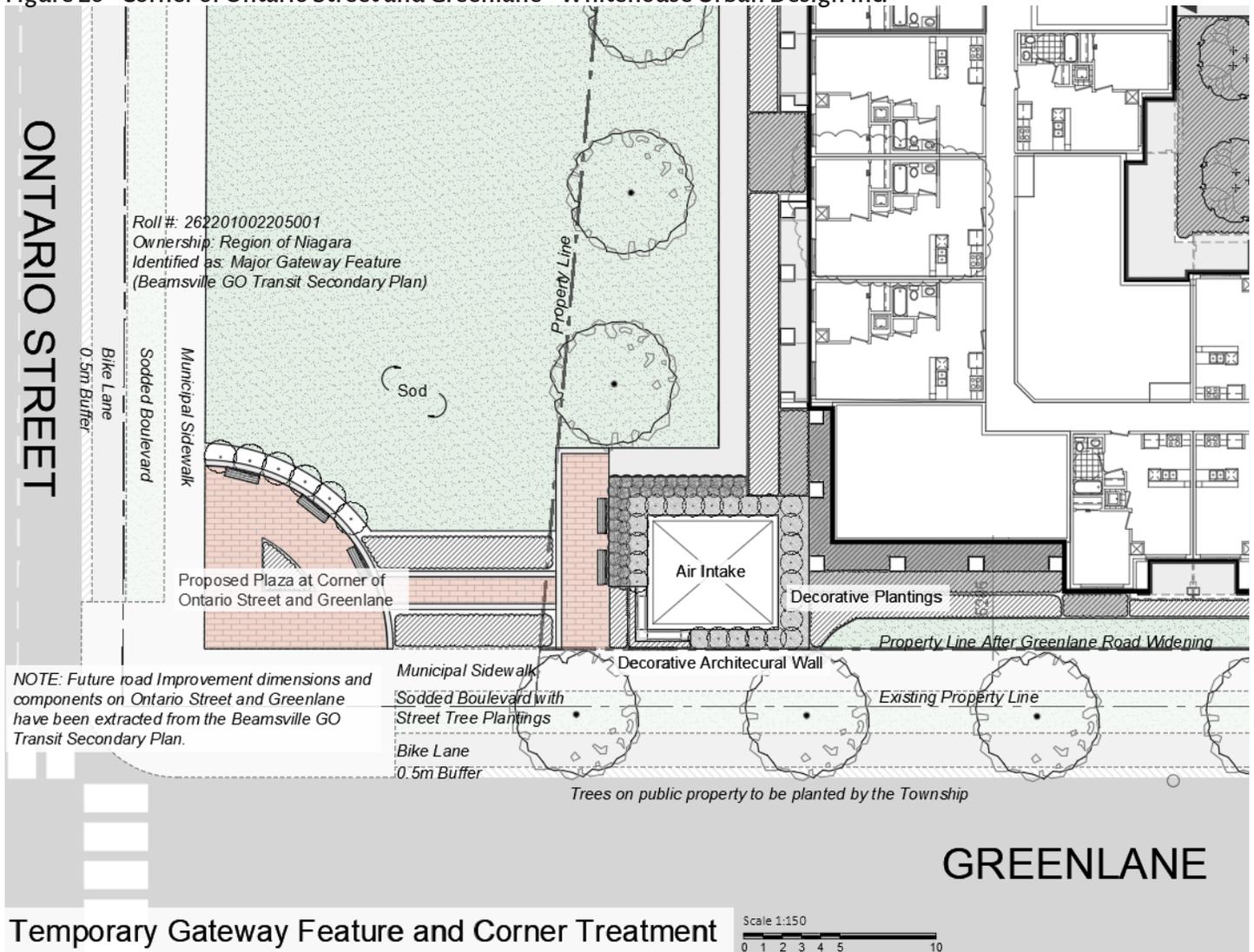


The vehicular circulation network is also safe and intuitive, creating smooth access into and out of the site. The parking and servicing areas are located to the rear and sides of the building, and not between the building and the public street. The parking areas are also screened from view through vegetation and street trees.

the red brick aesthetics that reflect the historic character of the Beamsville community. The plaza features seating and upgraded planting to provide a beautiful space for pedestrians to enjoy. Furthermore, the plaza visually highlights this intersection as a place of entry into the community.

The corner of Greenlane and Ontario has been designed as a plaza parkette to highlight its prominence as a major gateway location (see figure 26). The plaza picks up on

Figure 26 - Corner of Ontario Street and Greenlane - Whitehouse Urban Design Inc.

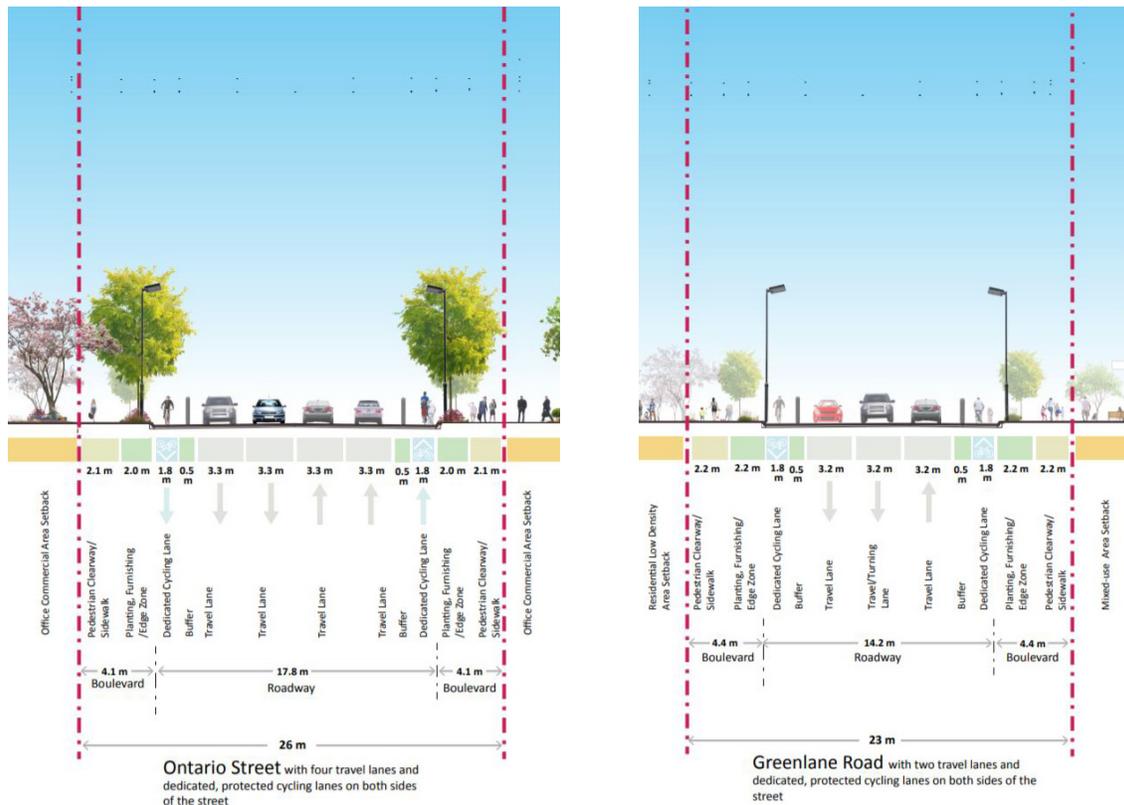


3.3.1 Streetscape

The intersection of Ontario Street and Greenlane is identified as both a Major Streetscape Improvement Area and a Major Gateway Improvement Area in the Beamsville GO Transit Station Secondary Plan. The purpose of these improvements is to establish a visual identity for the intersection at Ontario Street and Greenlane as a key gateway to the Beamsville GO transit station. Goals for Major Gateway improvements include installing new welcome and wayfinding public signage, widening

sidewalks, enhancing landscaping, and integrating cycling infrastructure. Goals for Major Streetscape improvements include street trees, improved lighting, street furniture, and pedestrian refuge islands.

Figure 27 and 28 show proposed intersection improvements at both Ontario Street and Greenlane. The proposed streetscape for this development has been modeled after the vision in the Secondary Plan for a tree-lined, vegetated streetscape with protected bike lanes.



SECTION 4

Analysis and Conclusion

4.1 Analysis of Proposal: Policy Reference and Design Response

<p>A Place to Grow: Growth Plan for the Greater Golden Horseshoe, 2019</p>	<p>The principles of the Growth Plan state that growth and intensification should be directed to strategic locations that make efficient use of land and infrastructure to support transit viability. The Growth Plan also states that a minimum of 50% of all residential development be directed to “delineated built up areas”, which is inclusive of the Beamsville community. The proposed development is located within close proximity to major transit hubs that connect Beamsville to the GTHA (Greater Toronto and Hamilton Area) and the rest of Niagara Region. In keeping with the principles of the Growth Plan, the proposed development is an ideal target for intensification.</p>
<p>The Region of Niagara Official Plan</p>	<p>The Region of Niagara Official Plan is aligned with the directives of the Growth Plan and directs that a significant portion of Niagara’s future growth be focused toward “built up areas” (inclusive of Beamsville) through intensification. The intensification in this development proposal supports transit-oriented development, which is a stated goal in both the Growth Plan and the Region of Niagara Official Plan.</p>
<p>Town of Lincoln Official Plan</p>	<p>The Town of Lincoln Official Plan provides detailed direction to the growth directives of the Growth Plan and the Region of Niagara Official Plan. The subject site is designated “General Commercial”, which supports “Mixed use commercial and residential uses”. The development is in keeping with the Town of Lincoln’s Official Plan policies related to streetscape elements, parks and natural features, commercial/mixed use buildings, and Ontario Street Area site specific policies:</p> <ul style="list-style-type: none"> • The proposed development is in keeping with the streetscape policies in the Official Plan as well as the vision outlined in the Secondary Plan. Proposed features include tree-lined streets, bike lanes, and upgraded landscaping at gateway intersections. • The proposed development is in keeping with the parks and natural features policies outlined in the Official Plan by protecting existing natural heritage features and proposing a trail system that connects to the existing pedestrian network. • The proposed development is in keeping with the commercial / mixed-use policies outlined in the Official Plan by enhancing physical appearance of architectural features, coordinating landscape treatments, defining pedestrian circulation with special paving, and minimizing the appearance of parking and servicing areas. • The proposed development is in keeping with the Ontario Street Area specific policies in the Official Plan by: <ul style="list-style-type: none"> ○ Creating an enhanced pedestrian environment that is reflective of the heritage character of Beamsville;

	<ul style="list-style-type: none"> ○ Locating parking to the rear or sides of buildings; ○ Locating buildings close to all streets; ○ Orienting principal facades to face the public street; ○ Allow for convenient connection to the public sidewalk with minimal slope; ○ Providing visual interest in the architectural façade; ○ Providing ample windows and glazing along the building façade, providing eyes on the street and allowing views into the building; ○ Locating loading and delivery areas to the rear or sides of buildings; ○ Using materials in keeping with the existing heritage architecture such as brick or stone; and ○ Providing signage and lighting at pedestrian scale.
<p>Beamsville GO Transit Station Secondary Plan</p>	<p>The Beamsville GO Transit Station Secondary Plan outlines policies in support of the potential future Beamsville GO transit station located within close proximity of the subject site. The Secondary Plan identifies the subject site as an area for potential mixed-use development, as well as a major gateway location. The proposed development aligns with Secondary Plan policies by providing a beautiful mixed-use development that enhances the streetscape and anchors the Greenlane and Ontario Street intersection as a major gateway into the community.</p>

4.2 Conclusion

From an urban design perspective, the proposed development complies with all provincial, regional, and local policies. The subject site is in an area that is ideal for intensification due to its proximity to local and regional transit hubs. The proposed development is mixed-use and pedestrian-oriented, with a beautiful continuous street wall, gateway feature, and follows the streetscape recommendations of the Beamsville GO Transit Station Secondary Plan. The design also picks up on the red brick aesthetics of Beamsville's heritage architecture. These combined features create a beautiful, pedestrian-oriented gateway into the Beamsville community, as envisioned by the Secondary Plan. Through the full Site Plan Review process, the details of the project design will be finalized, ensuring the full implementation of the urban design policies in the Town of Lincoln Official Plan and the Beamsville GO Transit Station Secondary Plan. Please also refer to the Planning Justification Report prepared by Urban Solutions Planning and Land Development Consultants.