

THE CORPORATION OF THE TOWN OF LINCOLN

BY-LAW NO. 02-54

**A BY-LAW TO ADOPT AMENDMENT NO. 29 TO THE
OFFICIAL PLAN FOR THE TOWN OF LINCOLN**

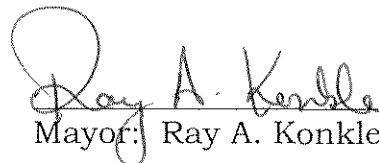
WHEREAS the Council of the Corporation of the Town of Lincoln in accordance with the provisions of The Planning Act, R.S.O. 1990, hereby enacts as follows:

1. THAT Amendment No. 29 to the Official Plan for the Town of Lincoln, being the attached text is hereby adopted.
2. THAT the Clerk is hereby authorized and directed to make application to the Region of Niagara for the approval of Amendment No. 29 to the Official Plan for the Town of Lincoln.
3. THIS By-law shall come into force and take effect on the date of passing thereof.


BY-LAW read a FIRST time this 2nd day of July, 2002

BY-LAW read a SECOND time this 2nd day of July, 2002

BY-LAW read a THIRD time and FINALLY PASSED this 2nd day of July, 2002.



Mayor: Ray A. Konkle



Clerk: Troy J. McHarg

AMENDMENT NUMBER 29

TO THE

OFFICIAL PLAN

FOR THE

TOWN OF LINCOLN

PART 1 – THE PREAMBLE

1.1 TITLE

This Amendment when approved by the Region of Niagara shall be known as Amendment Number 29 to the Official Plan of the Town of Lincoln.

1.2 COMPONENTS

This Amendment consists of the explanatory text and the attached maps identified as Schedules 'D' and 'E'. The preamble and background do not constitute part of the actual amendment, but are included as background information.

1.3 PURPOSE

The purpose of the Amendment is to establish a policy framework that helps to implement the key findings of the *"Twenty Valley/Jordan Harbour Tourism Strategy and Development Vision"* which was adopted by the Town on May 7, 2001. On May 7, 2001 Council also adopted a recommendation directing that the *"Twenty Valley/Jordan Harbour Tourism Strategy and Development Vision"* be incorporated into the Official Plan. The policies in this amendment are designed to implement a package of planning tools that will manage anticipated change, which is expected to be moderate in scale, and assist the municipality, landowners and developers in strengthening the tourism potential of the Twenty Valley/Jordan Harbour Tourism Area.

Concurrent to the municipal policy work, a group of business owners and citizens have formed the Twenty Valley Tourism Association to work together to promote the Area. This initiative is extremely important to the overall success of the strategy for the Twenty Valley/Jordan Harbour Tourism Area. This project, along with enshrining the principles and concepts of the *"Twenty Valley/Jordan Harbour Tourism Strategy and Development Vision"* into the Official Plan, is also an initiative intended to support the ongoing and important work of the Tourism Association.

1.4 LOCATION

The Twenty-Valley/Jordan Harbour Tourism Area comprises the valley system of the Twenty Mile Creek and tablelands adjacent to the ravine system. The Area

extends south from the Lake Ontario shoreline to Seventh Avenue in the Town. The Area is bounded on the east by Jordan Road and on the west by Victoria Avenue. The Niagara Escarpment traverses the southern part of the Area, providing a well-protected and significant natural feature and open space asset.

1.5 BASIS OF THE AMENDMENT

Since November of 1999, the Region of Niagara and the Town of Lincoln have been working toward a comprehensive approach to promote the Twenty Valley/Jordan Harbour Tourism Area as a distinct tourist destination within Niagara. An important step in this process was the completion of the *“Twenty Valley/Jordan Harbour Tourism Strategy and Development Vision”*. That work included the development of a Master Plan and a variety of specific component projects that, when considered together, establish the Area as a tremendously diverse tourist destination that includes significant cultural, natural, agricultural and historic assets, all linked together with a series of trails and roads for use by pedestrians, cyclists and motorists.

Other important documents that have formed key background information for this Amendment include the “Town of Lincoln Corporate Plan”, “Smart Growth in Niagara”, the “Trails Master Plan Study” and the “Ball’s Falls Heritage Conservation Area Master Plan ”.

This Amendment to the Town’s Official Plan:

- Ensures an appropriate policy basis for tourism and heritage preservation throughout the Town;
- Recognizes the Twenty Valley/Jordan Harbour Tourism Area as a unique tourist destination within the Town and broader Region; and
- Provides detailed and specific policy direction for the key sub-districts within the Twenty Valley/Jordan Harbour Tourism Area.

PART 2 – THE AMENDMENT

2.1 PREAMBLE

All of this part of the document entitled PART 2 – THE AMENDMENT, consisting of the explanatory text and the attached maps identified as Schedules ‘D’ and ‘E’ constitute Amendment Number 29 to the Official Plan of the Town of Lincoln.

2.2 DETAILS OF THE AMENDMENT

MAP AMENDMENTS

1. The Official Plan is hereby amended by deleting “Schedule ‘D’ Major Roads Plan” and replacing with the attached “Schedule ‘D’ Major Roads Plan”; and
2. The Official Plan is hereby amended by adding a map entitled “Schedule ‘E’ Twenty Valley/Jordan Harbour Tourism Area” immediately following “Schedule ‘D’ Major Roads Plan”.

TEXT AMENDMENTS

1. “PART IV ECONOMIC STRATEGY” is hereby renamed to “*PART IV TOURISM AND ECONOMIC STRATEGY*”.
2. Subsection 4.1.1 is hereby amended by adding a second paragraph that reads as follows:

“Tourism plays a crucial role in the municipality’s economy, providing employment and generating business for support service and supply industries. It is an industry that has significant growth potential. The policies of this Plan are designed to support the continued growth and development of Lincoln as a tourist destination, while, at the same time, maintaining or enhancing the natural and cultural amenities that make the municipality attractive to tourists, residents and businesses.”
3. Subsection 4.1.3(a)(iii) is hereby deleted and replaced with the following:

“(iii) Promotion of tourism and waterfront development featuring commercial, recreational, prestige residential and prestige industrial opportunities within designated areas.”
4. Subsection 1.7 is hereby amended by adding a new subsection 1.7.3, as follows, and subsections 1.7.3 to 1.7.12 are hereby renumbered to 1.7.4 to 1.7.13 respectively:

“1.7.3 “Compatible Development” means development that may not necessarily be the same or similar to the existing buildings in the vicinity, but, nonetheless, enhances an established community and coexists with existing development without causing any undue adverse impact on surrounding properties.”

5. The following text is hereby inserted into subsection 7.2.3, starting at item (c) as follows:

- “(c) *Proposals to alter, demolish or erect a structure on any property having natural or built heritage potential may, at the discretion of the Town, be subject to the preparation of a Heritage Resource Impact Assessment that will be submitted to the Town for review and approval.*
- (d) *Where the Town has required a Heritage Resource Impact Assessment, the resource(s) concerned will automatically receive temporary protection from alteration/demolition until the Assessment is completed to the satisfaction of the Town.*
- (e) *Where the Town requires a Heritage Resource Impact Assessment, it shall be prepared on behalf of the proponent by a qualified professional approved by the Town. The Assessment shall:*
 - (i) *Provide a site history and a description of the heritage resource;*
 - (ii) *Describe the proposal;*
 - (iii) *Identify the impacts the proposal will have on the heritage resource;*
 - (iv) *Include recommendations on how the impacts of the proposal on the heritage resource will be mitigated; and*
 - (v) *Where appropriate, establish a justification for demolition of the resource.*
- (f) *All properties having natural or built heritage potential, which are to be severed, subdivided or redeveloped shall be conserved. The conservation of these resources shall be a requirement of any consent, subdivision or redevelopment approval.*
- (g) *All new development that includes or is abutting a property having natural or built heritage potential shall have regard for those resources and shall sensitively incorporate those resources into any plan that may be prepared.*

- (h) Council in cooperation with the Local Architectural Conservation Advisory Committee will establish a comprehensive inventory of historic and/or architecturally significant structures and features.

The inventory will include two categories; the first category will list structures or features that have been designated pursuant to Parts IV and/or V of the Heritage Act. The second category will include structures or features that have been identified as having historic and/or architectural significance, but have not been formally designated pursuant to the Heritage Act. For the purposes of the following policies the two categories will be known as “designated properties ” and “listed properties”.

- (i) *Proposals to alter, demolish or erect a structure on any designated or listed property, located adjacent to a designated or listed property or located within a Heritage Conservation District shall be subject to the preparation of a Heritage Resource Impact Assessment that will be submitted to the Town for review and approval.”*

6. Subsections 7.2.3 Policies, subsections (c), (d), (e), (f) and (g) are hereby renumbered to (j), (k), (l), (m) and (n) respectively.

7. Subsection 7.2.3 Policies is hereby amended by adding a new subsection (o) which reads as follows:

“(o) To ensure and encourage the conservation and adaptive reuse of all heritage resources, Council may:

(i) Request special legislation from the provincial government to provide greater demolition control of designated buildings than is permitted under the Heritage Act;

(ii) Provide incentives such as bonus zoning (increases to height and/or density), additional land uses and/or parking requirement relaxation;

(iii) Use Heritage Conservation Easements to ensure the enhanced protection of heritage properties;

(iv) Require Heritage Letters of Credit to ensure heritage buildings are not damaged during development/redevelopment; and/or

(v) Establish a Heritage Fund which shall be used for making low interest loans for approved restoration projects on Heritage properties.”

8. Subsection 6.1.3(b)(ii) is hereby amended by adding a second paragraph as follows:

“The Wine Route and the Victoria Avenue Market Greenway, as identified on Schedules ‘D ’and ‘E’, provide key functions related to tourism. Within the rights-of-way of these important routes, special provisions for alternative development standards and design treatments shall be established. The design of these roads will recognize existing development patterns, and may incorporate, where appropriate, permission for on-street parking, bicycle paths and enhanced landscaping. The Town will work with the Region to ensure that the following key principles are considered in the future improvement of these roads:

- Develop a program of coordinated signage to identify and market the themes promoted along the Regional roads;*
- Enhance the visual appeal of the Regional roads through streetscape treatment which should include trees and other landscape upgrading, special lighting and banners;*
- Encourage high quality redevelopment of properties along the Regional roads. Buildings should be oriented to front, face and feature the road. Large parking areas should be located behind or at the side of buildings and, where visible from the road, must include substantial landscape treatment;*
- Develop gateways, as shown on Schedule ‘E’, to define special precincts along the route, to disseminate information and to mark entrances to the Ball’s Falls Heritage Conservation Area, the Vineland CBD, Jordan Village and Prudhommes; and*
- Discourage further right-of-way and/or pavement width widening, except to accommodate cycling facilities and/or on-street parking within the identified “Urban Areas ”, where appropriate.”*

9. “PART VI: TRANSPORTATION AND SERVICING” is hereby amended to read “PART VI: TRANSPORTATION, SERVICING AND TRAILS ”.

10. A new subsection 6.3 is hereby added, entitled “6.3 TRAILS”. The new subsection 6.3 shall read as follows:

“6.3 TRAILS

6.3.1 Preamble

Hiking and bicycling are both considered valuable means of transportation, and a key component of the tourism attraction inventory of the Town. Facilities associated with cycling and hiking are related to the physical environment,

and, as such, the following objectives and policies reflect the Town's aspirations and priorities.

6.3.2 Objectives

- (a) *To encourage bicycling and hiking, and work towards a safe, user-friendly environment in Lincoln that will enhance the overall quality of life and will help to promote tourism.*
- (b) *To promote trail use safety through education and enforcement initiatives.*
- (c) *To recognize and support bicycling and hiking as environmentally sustainable forms of transportation for utilitarian and recreational purposes.*
- (d) *To promote bicycling and hiking as key components of Lincoln's tourism experience in partnership with the Region, the Niagara Economic and Tourism Corporation, the Niagara Peninsula Conservation Authority, the private sector and other agencies.*
- (e) *To support a Regional Trails Network and related infrastructure that is planned, designed, constructed, and maintained according to recognized environmental and engineering standards and/or guidelines.*
- (f) *To incorporate bicycling and hiking in the Town's land use and transportation planning activities.*
- (g) *To encourage and ensure the integration of the variety of trail facilities within the Town, including the Regional Bicycling Network, the Bruce Trail, the Waterfront Trail, the Twenty Valley Trail and other networks outside of the Town.*
- (h) *To maximize the annual improvements for trails with the aim of completing major continuous segments of the Trail Network in as timely a manner as possible.*

6.3.3 Policies

- (a) *Ensure implementation of the overall Trails Network where it follows municipal roads, and facilitate implementation elsewhere, in cooperation with the Region, the Niagara Peninsula Conservation Authority, other agencies having jurisdiction and landowners. It is the intent of the Town that continuous and safe linkages are established through Capital Works and related programs, including partnerships with the private sector.*
- (b) *Adopt provincially and/or nationally recognized environmental and engineering standards as guidelines to assist in the planning and design of trail facilities on the Trails Network.*

- (c) *Prior to the design and construction of a trail or related facility, design issues including land use compatibility, safety and operational matters will be considered as well as the cultural, scenic and other environmental attributes through which the designated routes pass.*
- (d) *Request other agencies to plan and develop trails and facilities, and that these organizations and utility companies consider provisions for the safety and convenient use in their planning documents and proposed capital works budgets.*
- (e) *Support and assist in the protection of abandoned rail lines, unopened road allowances and other linear corridors for off-road trails; consider the various means to protect and/or acquire such corridors; and ensure that the zoning by-law contains minimum provisions for safe and secure parking and trail head facilities in high activity areas.*
- (f) *Recognize that trail routes located on private property will only remain open with the approval of the property owner.*

6.3.4 Twenty Valley/Jordan Harbour Tourism Area Trails

- (a) *It is the intent of the Town to establish an integrated trail system that links the Waterfront Trail, the Bruce Trail and the Twenty Valley Trail within the area designated as Special Policy Area '1'– Twenty Valley/Jordan Harbour Tourism Area. As such, pedestrian hiking trails, cycling routes, trailheads, access points and educational/interpretive displays shall be permitted within all land use designations within Special Policy Area '1', specifically including lands that are also designated Environmental Conservation, Niagara Escarpment Plan Area or Environmental Sensitive Area. Conceptual trail routes are identified on Schedule 'E'.*
- (b) *Prior to the development of any component of the integrated trail system within Special Policy Area '1' on lands that are also designated Environmental Conservation, Niagara Escarpment Plan Area or Environmental Sensitive Area, a detailed Master Plan shall be carried out by the Town, or other appropriate government agency, to ensure that the impacts of trail development, and its subsequent use, on the natural environment and adjacent private properties are satisfactorily mitigated and appropriately managed. The Town, or other appropriate government agency, will prepare the Master Plan in concert with the Region ,the Niagara Peninsula Conservation Authority and any other agencies having jurisdiction.*
- (c) *During the preparation of the Master Plan, other issues related to the use, or acquisition of private lands that may be required to complete the integrated trail system will also be considered.”*

11. Subsection 2.14.1 Special Policy Area '1' is hereby deleted in its entirety, and replaced with a new subsection 2.14.1, which shall read as follows:

“2.14.1 Special Policy Area ‘1’– Twenty Valley/Jordan Harbour Tourism Area Overlay Designation

(a) Preamble

The Twenty Valley/Jordan Harbour Tourism Area will continue to evolve as a distinctive entity that many people will want to visit and enjoy for many purposes, in all seasons for many years to come. The Area is renowned for its combination of scenic lands and waters, world heritage natural environment, cultural heritage experiences and superb wine touring, all contained within a small and readily accessible geographic area. These features will be supported by a tourism infrastructure comprising a range of high quality food and accommodation outlets and top-notch information resources and welcoming facilities. These features will be linked by well-marked driving, cycling and walking routes.

It is a goal of the municipality to increase the economic benefit from tourism in the Twenty Valley/Jordan Harbour Tourism Area, while maintaining and enhancing its natural and cultural heritage resources. Further, the achievement of this goal must balance tourism interests with existing agricultural ,environmental, business and residential interests.

The Special Policy Area ‘1’– Twenty Valley/Jordan Harbour Tourism Area Overlay Designation applies to the lands identified on Schedule ‘E’. As an overlay designation, all of the other Official Plan designations and policies continue to apply to the subject land in addition to the policies of this overlay designation.

(b) Objectives

The following objectives relate to the key components of the Twenty Valley/Jordan Harbour Tourism Area:

- (i) Attractions/Places provide the focus to the tourism strategy within the Twenty Valley/Jordan Harbour Tourism Area. They include shopping and eating areas, heritage sites and museums, waterfront attractions, market centres and wineries. These attractions/places provide the anchoring points of visitation for a network of trails and roads that traverse the landscapes of the Area and the pastoral agricultural landscapes of the valley and lowlands. The objectives related to attractions/places are:*

- *To increase the opportunities for shopping, eating and accommodation and to provide an enhanced experience of the valley and its environs for visitors to the Area;*
- *To build enhanced landscape amenities to support recreational and educational experiences; and*
- *To increase the diversity of visitation experiences for a wide range of agri-tourism and natural and cultural heritage choices, for all interests and in all seasons.*

Key attractions/places are also identified in this Plan as Special Policy Areas including:

- *Special Policy Area '3'– Jordan Village;*
- *Special Policy Area '4'–Jordan Station;*
- *Special Policy Area '5'– Prudhommes;*
- *Special Policy Area '6'– Jordan Harbour; and*
- *Special Policy Area '7'– Ball 's Falls Heritage Conservation Area.*

The Vineland CBD is also a key attraction/place. It is dealt with more specifically in Part III of this Plan.

(ii) Linkages and open spaces are public access routes and areas that weave through the valley and agricultural landscapes providing a system of parks, trails and nature-based attractions for appreciating the wide variety of natural and cultural amenities. The routes include linkages for hiking, cycling, car touring, and water-based routes for canoes and other non-motorized vessels. The routes also link villages and wineries, market farms and restaurants. The objectives related to linkages and open space is:

- *To protect, manage and enhance the natural ecosystem corridors of the Niagara Escarpment, the Twenty-Valley/Jordan Harbour, and the Lake Ontario waterfront and their immediate environs;*
- *To provide and enhance public access to selected natural landscape attractions, for the purposes of heritage education and scenic enjoyment, and in a manner that is not harmful to the ecology of the Area; and*

- *To promote the Area’s natural assets and linkages for recreation, resource management and stewardship initiatives in an effort to improve the ecology and its understanding for the future.*

(iii) *The Working Agricultural Landscape offers a scenic landscape exhibiting many orchards of tender fruit, vineyard farming and a range of farms and agri-tourism businesses that sell products and by-products to the public. Farming operations provide many opportunities for public education and cottage industries of public interest. The objectives related to the working agricultural landscapes are:*

- *To educate the visitors about the diversity of agricultural activities within the Area;*
- *To provide agri-tourism opportunities for the farming communities that will compliment farming operations and the tourist appeal of the Area;*
- *To retain Unique Agricultural Lands for specialty crops, field crops and vineyards, minimizing buildings; and*
- *To increase the enjoyment of the scenic farming landscape, and it’s unique natural setting.”*

12. The Town of Lincoln Official Plan is hereby amended by adding a new subsection 2.14.3, which shall read as follows:

“2.14.3 Special Policy Area ‘3’– Jordan Village Overlay Designation

(a) Preamble

In recent years, private landowners have expended considerable efforts to revitalize and beautify the Village of Jordan. The area has increasingly become a destination for tourists who take advantage of the spectacular natural and cultural setting, as well as the expanded accommodations and opportunities for shopping and dining. Some of the existing residences have opened artist’s studios and antique shops. The museum offers another attraction in the area.

The Special Policy Area ‘3’– Jordan Village Overlay Designation applies to the lands identified on Schedule ‘E’.As an overlay designation, all of the other Official Plan designations and policies continue to apply to the subject lands in addition to the policies of this overlay designation.

(b) Objectives

The Jordan Village Special Policy Area includes urban lands that are integral to the tourism potential of the Twenty Valley/Jordan Harbour Tourism Area. It is

an objective of the Town to ensure that the historic character of this Village is maintained and enhanced for residents, business owners and tourists. To achieve this objective the Town may:

- *Establish a Heritage Design Review process that may include representatives from the Local Architectural Conservation Advisory Committee and the Business Improvement Area. The Heritage Design Review process is intended to ensure that any development, redevelopment and/or renovation application shall consider and be compatible with the heritage character of Special Policy Area '3'-Jordan Village;*
- *Identify the Village as a community for designation as a Heritage Conservation District, pursuant to Section V of the Heritage Act;*
- *Identify the Village as a community for designation as a Community Improvement Project Area, pursuant to Section 7.6 of this Plan;*
- *Establish, in collaboration with the local businesses ,a Business Improvement Area; and, consider a by-law that identifies this Village, and all uses planned within it, as being subject to Site Plan Control.*

(c) Policies

- (i) *All new development should be compatible with the scale and historic character of built form in the Village. Buildings should reinforce the pedestrian scale and garden quality of the Village.*
- (ii) *New development should continue to create high quality streetscape.*
- (iii) *New parking areas should continue to incorporate extensive and high quality landscape features.*
- (iv) *Jordan Village should continue to incorporate an eclectic mix of uses.*
- (v) *Improved connections and signage from the Village to the Twenty Valley Trail should be provided.*
- (vi) *In order to protect the landscape character surrounding the developed areas, opportunities to share parking and provide more on-street parking should be promoted before new parking lots are built.*

- (vii) *Measures to calm traffic, such as the provision of on-street parking, landscaped boulevards and/or bump-outs, should be incorporated on 19th Street.*
- (viii) *The existing intersection at the Wine Route at 19th Street and Main Street should be enhanced to provide a gateway to the Village and safer traffic operations and crossings for pedestrians and cyclists.*
- (ix) *To help achieve the above objectives in the longer-term, the Town shall carry out a comprehensive Neighbourhood Plan that will include, in addition to those items identified in Section 3.1 of this Plan:*
 - *A community vision that incorporates existing development patterns with a development concept, and associated policies for the long-term future of the Village;*
 - *Urban design guidelines to further refine and assist in the Heritage Design Review and to ensure that attention is paid to such factors as scale, massing, setbacks, lot coverage, height, materials, window and door treatments, decorative details, signage and landscaping in all new development redevelopment and renovation applications;*
 - *Open space and streetscape design guidelines to ensure that public sector initiatives within road right-of-ways, public parks and other publicly owned lands are compatible with the heritage character of the Village; and*
 - *A parking strategy that recognizes the unique heritage character of the Village and its potential as a major tourist destination.*

The Neighbourhood Plan may also fulfill the requirements for the planning and design of a Heritage Conservation District in accordance with Section V of the Heritage Act and as a Community Improvement Plan, in accordance with Section 7.6 of this Plan.”

13. The Official Plan of the Town of Lincoln is hereby amended by adding a new subsection 2.14.4, which reads as follows:

“2.14.4 Special Policy Area ‘4’– Jordan Station Overlay Designation

(a) Preamble

Jordan Station is primarily a residential community with a substantial inventory of high quality heritage homes. The existing streetscapes are

compatible with the heritage value of the area, and enhance the unique character of the community. It is the intent of this Plan to protect the character of Jordan Station as a unique heritage community that, while not an active promoter of tourism activity, is a vital component of the Twenty Valley/Jordan Harbour tourism experience.

The Special Policy Area '4'– Jordan Station Overlay Designation applies to the lands identified on Schedule 'E'. As an overlay designation, all of the other Official Plan designations and policies continue to apply to the subject lands in addition to the policies of this overlay designation.

(b) Objectives

The Jordan Station Special Policy Area includes a historic residential community that is a key component of the tourism strategy for the Twenty Valley/Jordan Harbour Tourism Area. It is an objective of the Town to ensure that the historic character of this area is maintained and enhanced for residents, business owners and tourists. To achieve this objective the Town may:

- Establish a Heritage Design Review process that may include representatives from the Local Architectural Conservation Advisory Committee. The Heritage Design Review process is intended to ensure that any development, redevelopment and/or renovation application shall consider and be compatible with the heritage character of Special Policy Area '4'-Jordan Station;
- Identify the Area as a community for designation as a Heritage Conservation District, pursuant to Section V of the Heritage Act;
- Identify the Area as a community for designation as a Community Improvement Project Area, pursuant to Section 7.6 of this Plan; and
- Consider a by-law that identifies Jordan Station, and all uses planned within it, as being subject to Site Plan Control.

(c) Policies

- (i) All new development shall be compatible with the historic character of built form in the Village. Buildings should reinforce the pedestrian scale and garden quality of the village.
- (ii) New development should continue to create high quality streetscape.
- (iii) The municipality, when considering road improvements within Jordan Station, shall carefully protect the components of the

existing streetscape that contribute to the existing community character.

(iv) To implement the above objectives in the longer-term, the Town shall consider preparing a comprehensive Neighbourhood Plan that will include, in addition to those items identified in Section 3.1 of this Plan:

- A community vision that incorporates existing development patterns with a development concept, and associated policies for the long-term future of Jordan Station;*
- Urban design guidelines to assist in the Heritage Design Review and to ensure that attention is paid to such factors as scale, massing, setbacks, lot coverage, height, materials, window and door treatments, decorative details, signage and landscaping in all new development, redevelopment and renovation applications and*
- Open space and streetscape design guidelines to ensure that public sector initiatives within road right-of-ways, public parks and other publicly owned lands are compatible with the heritage character of the area.*

The Neighbourhood Plan may also fulfill the requirements for the planning and design of a Heritage Conservation District in accordance with Section V of the Heritage Act and as a Community Improvement Plan, in accordance with Section 7.6 of this Plan.”

14. The Town of Lincoln Official Plan is hereby amended by adding a new subsection 2.14.5, which shall read as follows:

“2.14.5 Special Policy Area ‘5’– Prudhommes Overlay Designation

(a) Preamble

The Prudhommes area has been under an ownership and development transition for some time. The site is particularly important due to its potential function as a gateway to the Town and the Twenty Valley/Jordan Harbour Tourism Area.

The Special Policy Area ‘5’– Prudhommes Overlay Designation applies to the lands identified on Schedule ‘E’. As an overlay designation, all of the other Official Plan designations and policies continue to apply to the subject lands in addition to the policies of this overlay designation.

(b) Objectives

The Prudhommes Special Policy Area includes urban waterfront properties that are important to the tourism potential of the Twenty Valley/Jordan Harbour Tourism Area. It is an objective of the Town to ensure that this prime waterfront location is enhanced through redevelopment in a comprehensive manner – redevelopment that is distinctive, unique, attractive, high quality and supportive of the tourism potential of the larger area. To achieve this objective the Town shall:

- Prepare a comprehensive Neighbourhood Secondary Plan that will guide the long-term redevelopment of the area in conformity with the goals, objectives and policies of the Town; and
- Following, or concurrent with, the preparation of the Neighbourhood Secondary Plan, the Town shall consider:
 - Identification of the area as a community for designation as a Community Improvement Project Area, pursuant to Section 7.6 of this Plan;
 - Establish, in collaboration with the local businesses, of a Business Improvement Area;
 - Preparation of a by-law that identifies this area, and all uses planned within it with the exception of single-detached residential uses, as being subject to Site Plan Control.

(c) Policies

- (i) Prior to the approval of any new development within the Prudhommes area, the Town shall carry out a comprehensive Neighbourhood Secondary Plan that will be based on the following fundamental principles:
 - Create a network of public space that maximizes views of the Lake and public access to the water's edge;
 - Strengthen the visual appeal of the area from the Queen Elizabeth Way and reinforce its role as a key gateway to the rest of the Twenty Valley/Jordan Harbour Tourism Area;
 - Create a diverse and dynamic waterfront district with new public facilities and enhanced opportunities for private sector investment;

- *Ensure that new development initiatives carefully consider building heights, densities and lot coverage to ensure that appropriate land use and built form relationships are achieved; and*
 - *Ensure that new development is attractive and supportive of the objectives for tourism in the Twenty Valley/Jordan Harbour Tourism Area.*
- (ii) *The Neighbourhood Secondary Plan shall include, in addition to those items identified in Section 3.1 of this Plan, the following:*
- *A master plan that incorporates existing development patterns with a detailed development concept, and associated policies for the long-term future of the area. The master plan will identify the appropriate range and mix of land uses;*
 - *Policies that control building heights, densities and lot coverage to ensure that appropriate land use and built form relationships are understood and achieved;*
 - *A strategy for the implementation of the Waterfront Trail, and associated facilities. In general, all new development on lands adjacent to the Lake Ontario Shoreline shall be considered in the context of maximizing appropriate public access to the water 's edge and the establishment of views to the Lake;*
 - *A shoreline protection strategy that recognizes and protects this important natural feature;*
 - *A market study that will identify the range and mix of land uses appropriate for this area, and to ensure that, for any anticipated commercial uses, that there is a demand for such uses, and that such facilities will not have an adverse impact on the viability of downtown Beamsville or the Vineland CBD;*
 - *Open space and streetscape design guidelines to ensure that public sector initiatives within road rights-of-way, public parks and other publicly owned lands establish an attractive pedestrian environment and are compatible with the character of the area;*
 - *Urban design guidelines relating to private sector development to ensure that attention is paid to such factors*

as land use compatibility, scale, massing, setbacks, lot coverage, signage and landscaping; and

- *The Neighbourhood Secondary Plan may also fulfill the requirements for a Community Improvement Plan, in accordance with Section 7.6 of this Plan.*

(iii) *If development applications are submitted prior to the completion of the Neighbourhood Secondary Plan, the Town may consider them on their merits, based on their conformity to existing Official Plan and Zoning By-law regulations, and subject to the objectives of this Plan and the following additional policies:*

- *Generally, the height of all new residential buildings will be limited to 4 storeys or 12 metres, whichever is less;*
- *All new development shall be subject to a review of urban design considerations, and an impact evaluation related to viewscales and access to Lake Ontario, shadow impacts and visual impacts;*
- *All new retail development that exceeds 750 square metres of gross floor area shall be considered in the context of a comprehensive Retail Market Study. The Retail Market Study, prepared by the proponent, and subject to a peer review at the proponent's cost and the approval of the Town, shall evaluate the following:*
 - *The demand for the proposed use, and the potential of the subject site to support the proposed development in light of similar facilities provided elsewhere within the Town and within the broader region;*
 - *The impact of the proposed use on the economic viability of downtown Beamsville and the Vineland CBD;*
 - *The suitability/compatibility of the proposed retail development with adjacent existing and proposed land uses; and*
 - *The ability of the proposed retail commercial development to enhance the tourism potential of the Prudhommes area, and the Twenty Valley/Jordan Harbour Tourism Area."*

15. The Town of Lincoln Official Plan is hereby amended by adding a new subsection 2.14.6, which shall read as follows:

“2.14.6 Special Policy Area ‘6’ – Jordan Harbour Overlay Designation

(a) Preamble/Objectives

The Jordan Harbour Special Policy Area includes a complex of sensitive environmental features. It is an objective of the Town to ensure that the environmental integrity of this Area is maintained and enhanced for residents and tourists. As such, substantial new development/redevelopment is neither encouraged, nor anticipated.

The Special Policy Area ‘6’– Jordan Harbour Overlay Designation applies to the lands identified on Schedule ‘E’. As an overlay designation, all of the other Official Plan designations and policies continue to apply to the subject lands in addition to the policies of this overlay designation.

(b) Policies

- (i) The Town shall discourage new development/redevelopment in this area and will ensure, through the application of existing policy, the protection of the natural environment. Further, recreational uses will be strictly limited to passive pursuits compatible with the natural heritage of Jordan/Harbour including nature trails and non-motorized boating.*
- (ii) While development in this area is discouraged, if any new development is considered by the public and/or private sectors, a detailed Master Plan, Environmental Impact Assessment and Management Plan shall be carried out to ensure that the impacts of development on the natural environment is satisfactorily mitigated and appropriately managed. The proponent of any public or private sector development will prepare the Master Plan, Environmental Impact Assessment and Management Plan in concert with the Region of Niagara, the Town, the Ministry of Natural Resources and/or the Niagara Peninsula Conservation Authority.*
- (iii) The intent of the Master Plan, Environmental Impact Assessment and Management Plan is to ensure that any proposed development considers and respects the natural environment. This comprehensive study is intended to answer the following key questions:*
 - Can the natural features within the defined study area withstand the proposed development?*

- *If yes, what level and form of development is acceptable?*
- *Based on that assessment, what are the details of the proposed development?*
- *After development occurs, how can it be ensured that the natural features continue to be appropriately protected?*

It is anticipated that the work would be carried out as follows:

- *Confirm the boundaries of the study area and the natural features to be protected;*
- *Carry out a detailed inventory of the study area including an identification of the general characteristics of the natural features in terms of plants and wildlife species, including any rare, threatened, vulnerable and/or endangered species;*
- *Assess the degree of sensitivity of the environmental conditions, including an evaluation of such conditions in relation to any proposed development;*
- *Identify what level and form of development, if any, is acceptable;*
- *Identify the development objectives and the conceptual layout of all proposed facilities;*
- *Prepare a preliminary concept plan for the study area, including the size and location of all buildings, associated parking requirements and any other landscape altering features, including trail routes;*
- *Assess the potential impacts of the proposed development on the ecosystem;*
- *Define the need for, and nature of any mitigating measures required to protect the natural features and ecosystem from the impacts of the proposed development, and suggest modifications to the preliminary concept plan;*
- *Prepare a detailed site plan of the area; and*
- *Establish an environmental management strategy and monitoring program that will ensure the long-term protection of the natural features in recognition of the ongoing use of the proposed facilities.”*

16. The Town of Lincoln Official Plan is hereby amended adding a new subsection 2.14.7, which shall read as follows:

“2.14.7 Special Policy Area ‘7’– Ball ’s Falls Heritage Conservation Area Overlay Designation

(a) Preamble

The Ball ’s Falls Heritage Conservation Area includes the gorge and valley lands that are part of an Area of Natural and Scientific Interest. The Heritage Conservation Area has been identified as both a Nodal Park and Historical Park in the Niagara Escarpment Parks and Open Space System. The Ball’s Falls Heritage Conservation Area is a site with superior ecological and cultural resources.

The Ball ’s Falls Heritage Conservation Area is currently used as a trailhead for the Bruce Trail and as a historical/educational facility with ancillary commercial uses and parking. It is owned and managed by the Niagara Peninsula Conservation Authority, and is integral to their overall parks plan.

The Special Policy Area ‘7’– Ball ’s Falls Heritage Conservation Area Overlay Designation applies to the lands identified on Schedule ‘E’. As an overlay designation, all of the other Official Plan designations and policies continue to apply to the subject lands in addition to the policies of this overlay designation.

(b) Objective

It is an objective of the Town to ensure that this valuable resource is enhanced as a major cultural tourist asset and is well integrated into the Town and Regional trail networks as a key gateway.

(c) Policies

- (i) A Master Plan project will confirm the nature and role of the park in its broader context and will establish future land use and management requirements. It shall be the goal of the Master Plan project to enhance the experience that visitors have on site in order to ensure the sustained survival of the site’s resources. In addition, the Master Plan will include detailed development planning for trail access and education area development and an environmental conservation and regeneration strategy. The Master Plan project will be developed as a collaborative effort of the Town, the Niagara Peninsula Conservation Authority and the Niagara Escarpment Commission.*

- (ii) *The Ball's Falls Heritage Conservation Area should be a gateway to both the regional trail system of the Niagara Escarpment and the Town's trail system.*
- (iii) *Ball's Falls should continue to have a focus of passive recreation, which includes hiking and cycling.*
- (iv) *The Heritage Conservation Area should celebrate the natural and cultural heritage of the site through state-of-the-art interpretive facilities, educational programming and events.*
- (v) *The Heritage Conservation Area should include facilities to welcome visitors and disseminate information.*
- (vi) *Programs and events at Ball's Falls Heritage Conservation Area should be organized cooperatively with the representatives of the other key tourism assets of the Twenty Valley/Jordan Harbour Tourism Area.*
- (vii) *Enhance trail access and signage to/from the Heritage Conservation Area and other facilities and attractions in the Twenty Valley/Jordan Harbour Tourism Area.*
- (viii) *Ensure safe vehicle access, circulation and parking near the Heritage Conservation Area.*
- (ix) *Accommodate parking for peak use special events in a manner that does not permanently detract from the character and quality of the Area."*

17. Subsection 3.4.6 "Commercial Policies" is hereby renamed "3.4.6 Central Business District Redevelopment Strategy".

18. Section 3.4.6 is hereby amended by adding new subsections (a), (b) and (c) which shall read as follows:

"(a) The Vineland Central Business District, as identified on Schedule 'E', is at the cross roads of the Wine Route and Victoria Avenue Market Greenway. The CBD has a mix of building types and uses with retail plazas, stand alone retail outlets, street-related retail, offices and housing. Redevelopment in Vineland shall focus on the creation of an urban centre that includes a mix of uses and improves the overall character of the business area.

(b) The Town may:

- (i) *Identify the CBD for designation as a Community Improvement Project Area, pursuant to Section 7.6 of this Plan; and*
 - (ii) *Establish, in collaboration with the local businesses, a Business Improvement Area.*
- (c) *All new development, redevelopment and public works projects within the Vineland CBD shall be reviewed by the municipality in consideration of the following:*
- (i) *Redevelopment of a mix of uses at higher densities;*
 - (ii) *Redevelopment in appropriately scaled buildings that are located to help define the street edge and pedestrian zone;*
 - (iii) *Streetscape (including trees, special pedestrian lights, paving, signage) of the Regional roads to enhance the character and quality of the area, and the appeal of the shopping district for pedestrians;*
 - (iv) *Off-street parking visible from the road with landscape treatment and clear routes for pedestrian circulation;*
 - (v) *Traffic calming measures including on-street parking incorporated within the Regional road right-of-way; and*
 - (vi) *Built form and streetscapes, that reinforces the ‘four corners’ as the entrance to Vineland, and a key gateway to the Twenty Valley/ Jordan Harbour Tourism Area.”*

19. Subsection 3.4.6, subsections (a), (b) and (c) are hereby renumbered to (d), (e) and (f) respectively.

20. Subsection 3.4.6 is hereby amended by adding a new subsection (g) which shall read as follows:

“(g) The Town shall carry out a Master Plan that will be prepared in consideration of the items identified in (c) above and will include:

- (i) *A community vision that incorporates existing development patterns with a development concept, and associated policies for the long-term future of the Vineland CBD;*
- (ii) *Urban design guidelines to assist in the review of development applications and to ensure that attention is paid to such factors as scale, massing, setbacks, lot coverage, height, signage and landscaping in all new development, redevelopment and renovation projects;*

- (iii) *Open space and streetscape design guidelines to ensure that public sector initiatives within road rights-of-way, public parks and other publicly owned lands are compatible with the character of the CBD; and*
- (iv) *A parking and access strategy that recognizes the character of the CBD.”*

The Master Plan may also fulfill the requirements for a Community Improvement Plan, in accordance with Section 7.6 of this Plan.”

2.3 IMPLEMENTATION

To realize all of the objectives identified in the “*Twenty Valley/Jordan Harbour Tourism Strategy and Development Vision*” and the implementing planning policy amendments proposed in this amendment will take considerable time and effort on the part of all of the stakeholders. As a result, it is crucial to the success of this project to continuously expand and nurture existing partnerships and to pursue new partnerships among all the affected agencies and with the private sector. The establishment of the Twenty Valley Tourism Association is seen as an extremely useful step to establishing the Twenty Valley/Jordan Harbour Tourism Area as an even more successful component of the Regional tourism strategy.

The Twenty Valley/Jordan Harbour Tourism Area has been described as an incredibly diverse area with a range of tourist-related assets that are specific to certain locations. In terms of setting priorities for action, it is clear some of the assets are further advanced in achieving their potential than others. In recognition of this disparity, priority must be given to enhancing those assets that appear to be lagging in their achievement of success. With this principle in mind, the ten priorities for action by the Town and the Region are:

1. Continue to liaise with ratepayers and business owners throughout the Area, with particular emphasis on establishing an ongoing relationship with the Twenty Valley Tourism Association.
2. Continue to work diligently with other public sector partners, including the Niagara Escarpment Commission and the Niagara Peninsula Conservation Authority.
3. Assist in the implementation of the Ball’s Falls Master Plan Project.
4. Implement the findings and recommendations of the Trails Master Plan.
5. With the financial assistance of the Region, start the rehabilitation/enhancement of the Vineland CBD. This can include the reconstruction of the Wine Route with enhanced streetscape features and on-street parking. The private development opportunities need to be explored

with the landowners to establish an understanding of the long-term potential of this area.

6. Initiate the Neighbourhood Secondary Plan process for the Prudhommes area. This process will be the starting point for the substantial redevelopment of the area, including the establishment of the Waterfront Trail.
7. The Local Architectural Conservation Advisory Committee needs direction and assistance in establishing a comprehensive inventory of the Town's historic assets. The Town should establish criteria for designation and identification and a format for the inventory.
8. The Wine Route needs to be reviewed in its broader context. An overall strategy for its evolution into a tourist attraction, similar to the Niagara Parkway, needs to be established as a focus for long-term capital improvements.
9. Jordan Station is a key historic asset that requires ongoing protection. An inventory of its historic features is a good start. Following that, the Town should establish the proposed Heritage Design Review process, and should initiate the preparation of a Neighbourhood Secondary Plan.
10. Jordan Village has begun its transformation and is considered one of the primary tourist draws to the Twenty Valley/Jordan Harbour Tourism Area. The ongoing efforts of the private sector should be supported, along with improvements to the public infrastructure, including streetscape enhancement and the preparation of a comprehensive parking strategy.