



DOWNTOWN GRIMSBY

DOWNTOWN MASTER PLAN

DECEMBER 2009

A BACKGROUND REPORT TO THE
DOWNTOWN GRIMSBY COMMUNITY IMPROVEMENT PLAN

GSP GROUP INC. | RCI CONSULTING

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1.1 Background

The Grimsby Downtown Improvement Area (the “Grimsby DIA”) and the Town of Grimsby, together with the Chamber of Commerce, heritage and economic development advisory committees, and other groups, initiated a Community Improvement Plan (“CIP”) for Downtown Grimsby in December 2008 by retaining GSP Group and RCI Consulting to undertake the work. A CIP is a planning document that provides a guiding framework for re-development and improvements within a defined area. A CIP allows a municipality to acquire, rehabilitate and dispose of land; provide grants and loans to owners and tenants; and undertake infrastructure and public space improvement.

The need for a CIP originated from a comprehensive review of conditions in Downtown Grimsby and the preparation of the *“Blueprint for Action”*, a comprehensive action plan that outlined and prioritized a series of projects for the revitalization of Downtown Grimsby. The CIP is being undertaken as part of a series of efforts, “The Downtown Project: Next Steps”, which is being funded to a large degree by a grant from the Ontario Ministry of Agriculture, Food and Rural Affairs.

1.2 Purpose of Report

This “Downtown Master Plan” is the second document that will be produced as part of the Downtown Grimsby CIP process: the first being the “Existing Conditions Report” that was finalized in May 2009; and the third document being the “Community Improvement Plan” itself. Both the Existing Conditions Report and the Downtown Master Plan are intended to be background reports to the Community Improvement Plan, and are not meant to be adopted by Town Council.



The Downtown Master Plan provides the overall design strategy for improvement to Downtown Grimsby. It outlines the recommended design treatment for a number of elements within the downtown area, including buildings, streetscapes, utilities, parking, gateway features, signage, and heritage assets, among others. It deals with both public sector (Region and Town) and private sector improvements (property owners and business owners).

Building on the background review undertaken as part of the Existing Conditions Report, the Downtown Master Plan is intended to complement the Community Improvement Plan document, which will establish the financial incentive programs and provide the implementation framework for the revitalization of Downtown Grimsby.

1.3 Project Area

The recommended Community Improvement Project Area Boundary for Downtown Grimsby CIP (see **Figure 1**) is generally bounded by the northerly extension of Brierwood Avenue to the west, the rail line to the north, Robinson Street to the east, and Elm Street to the south. The Project Area is focused on the principal street corridors in the area, including Main Street, Livingston Avenue, Christie/Mountain Street, Ontario Street, and Elm Street.

The recommended Community Improvement Project Area boundary reflects the extent of Downtown Grimsby that was determined to most need improvement following a comprehensive area review as part of the Existing Conditions Report, which included consideration of land use patterns, streetscape conditions, site conditions, and building conditions. This recommended Project Area boundary will be recommended as part of the Downtown Grimsby CIP document and would need to be passed by by-law to take effect.

1.4 Contents of Report

The Downtown Master Plan is divided into seven principal sections, as follows:

- Section 2.0 provides the policy, regulatory and design context for the preparation of the Downtown Master Plan;
- Section 3.0 outlines the Vision and Design Principles that guide the overall preparation of the Downtown Master Plan;
- Section 4.0 describes the Master Plan Concept that illustrates the structuring framework for improvement in Downtown Grimsby;
- Section 5.0 outlines the recommended public realm improvements and responsibilities for revitalization, including streetscape and infrastructure improvements;
- Section 6.0 outlines the recommended private realm improvements and responsibilities, including intensification opportunities and urban design guidelines;
- Section 7.0 outlines the recommended program of implementation for the design recommendations;
- Section 8.0 provides a summary of the overall design strategy for Downtown Grimsby.



Figure 1: Recommended Community Improvement Area Boundary

2.1 Historical Background ¹

Grimsby was originally known as “Township Number 6”, based on the numbering system for townships initially used in the Niagara Peninsula prior to 1791 and the creation of Upper Canada. Grimsby was founded by United Empire Loyalists from the northeastern United States, who settled along Forty Mile Creek and the trails used by First Nations people in the area. Following 1791, the community became known as “The Forty” based on its location along Forty Mile Creek, and ultimately “Grimsby” based on the name of the surrounding Township. Grimsby was incorporated in 1876 and became a town in 1922.

Grimsby has evolved over time from a small rural village with milling operations, to a farm-related manufacturing centre, to a service centre for the fruit growing industry in the Niagara Peninsula. This latter function was further strengthened with the completion of the Great Western Railway (Grand Trunk Railway) in 1857, which established Grimsby as a transportation centre between Hamilton and St. Catharines.

Today, Grimsby is a relatively self-sufficient community with a range of housing choices, varied recreational opportunities, a healthy downtown area, and a reasonable employment base, acknowledging that the Town does have a large proportion of commuters travelling to other municipalities for employment.

¹ Historical Background compiled from:

“Niagara’s Changing Landscapes”, J. Gayler, Carleton University Press, 1994.
“Grimsby Character Study”, Alexander Temporale and Associates, 1991.

Grimsby, Beamsville and District The Centre of the Farmed Fruit Producing Niagara Peninsula

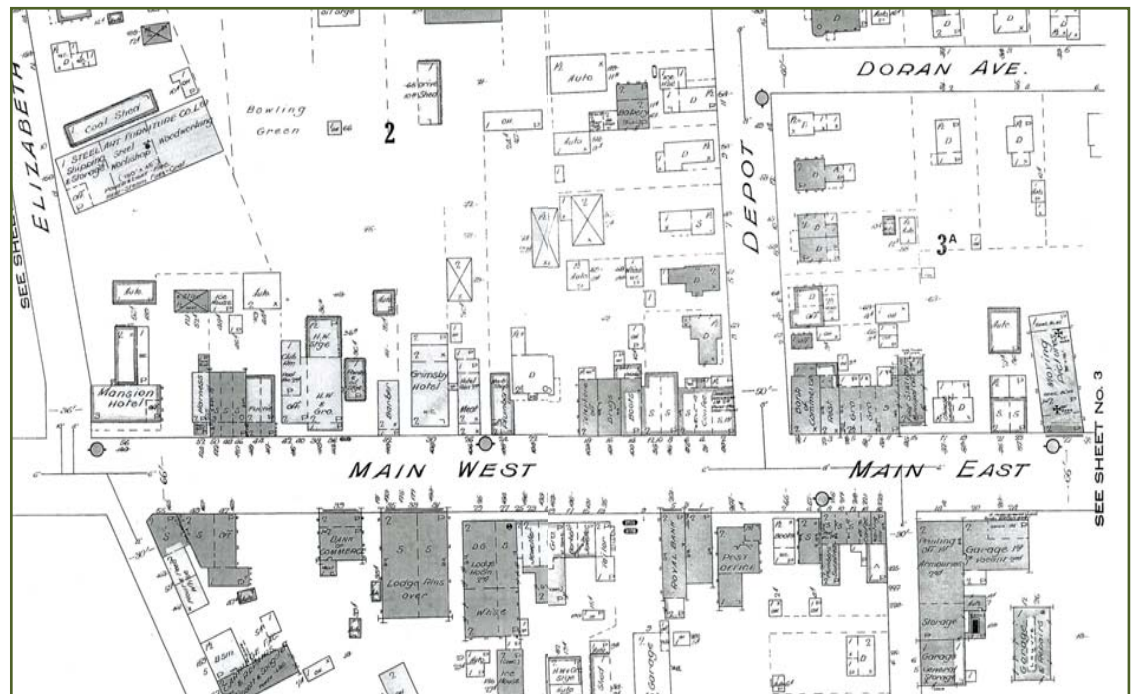
Leaving Stoney Creek, going eastward the traveler passes through Winona and eighteen mile east from Hamilton alights at Grimsby. Grimsby is a name to conjure with. It is here that the widely known Grimsby Park is located. The village is beautifully situated at the base of Grimsby Mountain, which towers above to a distance of about 300 feet, while the northward but three-quarters of a mile is the southern shore of Lake Ontario. Grimsby Mountain is a bold and precipitous peak which towers sheer up from the plain for hundreds of feet. The point is reached by an easy path which winds round the mountain at an ascending grade so gradual to render the walk up, albeit somewhat lengthy, yet a real pleasure. The constantly changing view of ravine landscape is so charming that fatigue it farthest from the climber's thoughts...[w]ithin a mile roll the majestic waters of Lake Ontario as blue as the sky above, showing an expanse due north of about forty miles, and east and west farther than the best glass can penetrate. Looking from the point eastward such a panorama of farms, orchards and vineyards is presented that the visitor exclaims in adjectives innumerable his or her boundless admiration, and at a near view, down at the mountain base the village literally embowered in foliage.

(Source: “Grimsby, Ontario, Canada and District, including Beamsville, Winona and Stoney Creek”, Times Print, Hamilton: June 1901.)



Left: View of Main Street circa 1899.

(Source: Hamilton Public Library, Local History and Archives)

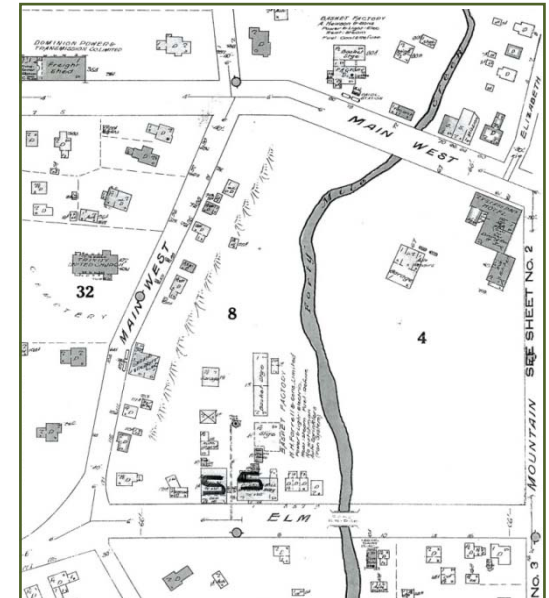


Right: Many of the older buildings along Main Street, seen here in 1928, still exist today.

(Source: Insurance Plan of the Town of Grimsby, Underwriters Survey Bureau Limited, 1928: Sheet 2)

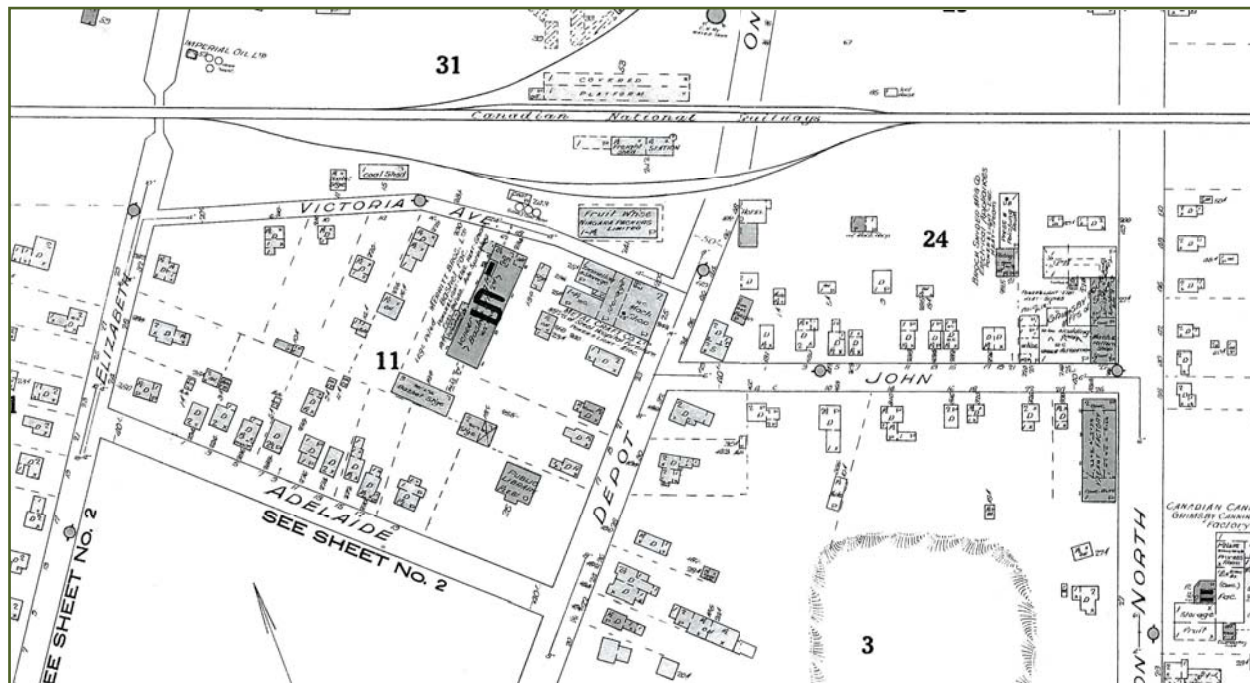
Right: The previous Elm Street connection to Main Street, shown in 1928.

(Source: Insurance Plan of the Town of Grimsby, Underwriters Survey Bureau Limited, 1928: Sheet 2)



Above: The Forty Mile Creek context as it existed in 1928, with the Village Inn Motel at the terminus of Elizabeth Street (now Christie Street).

(Source: Insurance Plan of the Town of Grimsby, Underwriters Survey Bureau Limited, 1928: Sheet 5)



Left: The Depot Street (now Ontario Street) corridor as it existed in 1928.

(Source: Insurance Plan of the Town of Grimsby, Underwriters Survey Bureau Limited, 1928: Sheet 3)

2.2 Character

Downtown Grimsby is characteristic of a small town Ontario “main street”. Downtown is situated in a linear fashion extending approximately two kilometres from its eastern to western boundary along Regional Road No. 81 (Main Street and Livingston Avenue). Main Street between Christie Street and Elm Street from a visual and aesthetic perspective is the focus of Downtown Grimsby. This traditional core block primarily defines Downtown Grimsby and is generally recognized most by the community as what is Downtown Grimsby. Buildings are generally multiple storeys (largely two stories) in height and frame the streetscape to create a comfortable pedestrian space. The architecture of the traditional core is mixed in terms of style, with brick a common material throughout the block particularly on some of the more notable buildings. There are a large number of buildings in the traditional core area that are listed on the Town’s heritage inventory as being noteworthy of conservation.

More recent additions to Downtown Grimsby outside of the traditional core, however, have been of a contemporary design and appearance and generally lack the strong pedestrian feel expected from a small town main street. Buildings are predominately single storey in height, generally setback further from the street with off-street parking areas separating buildings from the street, and façades feature more modern materials and treatments. This strip form of development along the Downtown’s principal streets has significant effects on the pedestrian nature and feel of the streetscape as one leaves the traditional core.

The areas surrounding Main Street contain established residential neighbourhoods with a broad range of housing types and forms.

The Downtown portion of the central, commercial district and its fringe of the Town of Grimsby is the old core of this long-established and historic community on the Forty. However, despite its considerable age, this area of the Town does not exhibit its early origins...[r]egrettably, the Downtown has long lost its notable historic landmark, the Village Inn. It signified, architecturally, the Downtown’s earlier history. Today, the general character is one of the turn of the century, late Victorian and Edwardian buildings. They are mostly red, pressed brick, occasionally relieved by decorative brickwork and terracotta ornament, supplied by a local brickyard at the east end of Town. The historic ambiance has been diluted by modern intrusions of no particular stature and common to a great many smaller urban centres across Southern Ontario. The original and pervading visual effect is of an irregular or informal Main Street, where historically, individual owners have erected structures to serve their needs, usually regardless of neighbors. There is, however, a transition in Grimsby where businesses are becoming grouped in blocks, suggesting speculative activity, represented by a number of c. 1900 buildings.

(Source: Grimsby Character Study, 1991)



2.3 Urban Design Framework

Urban design in Downtown Grimsby is guided by a number of policy, regulatory, and guideline documents at the Provincial, Regional and Local levels. The public realm and private realm improvement strategy presented in the Downtown Master Plan is directed by these various land use and design documents, and in turn provides specific land use and design guidance to the development approval process and to relevant CIP programs.

2.3.1 Provincial

The *Provincial Policy Statement* and Growth Plan for the *Greater Golden Horseshoe* provide the land use and design direction as it relates to matters of provincial interest. Providing a general, high level direction for design, these provincial documents promote communities that:

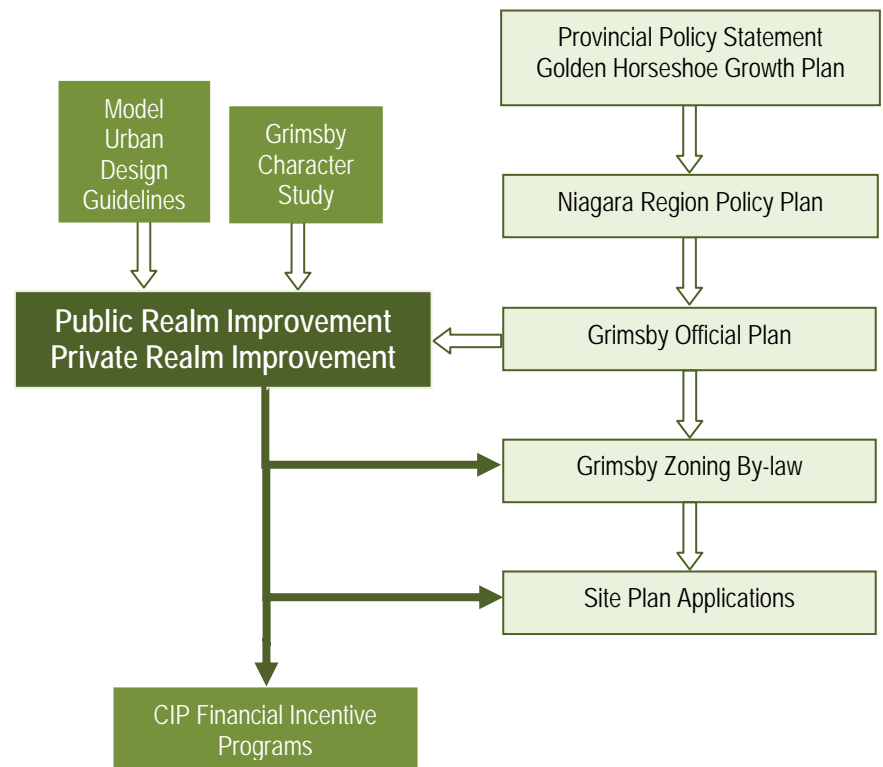
- Are mixed and varied in terms of use;
- Are dense and efficient;
- Offer a wide range of employment opportunities;
- Offer a wide range of different housing types;
- Are healthy and active;
- Are safe and accessible; and
- Offer opportunities for cycling, walking and transit.

2.3.2 Regional

The *Niagara Region Policy Plan* provides the land use and community design direction to the planning efforts of local municipalities within the Niagara Region. The Region Policy Plan, working with the local municipal official plans, promotes urban communities that:

- Have an accessible and affordable range of housing;
- Have convenient, attractive and economically viable commercial opportunities;

- Have a distinct and definable identity;
- Have identified areas for intensification;
- Have preserved building and sites of architectural or heritage value;
- Have building and site designs that are compatible with the Niagara Escarpment;
- Accommodate growth and development that is compatible with urban natural resources; and
- Have a safe, convenient, efficient, and attractive transportation system accommodating all modes of travel.



Above: The improvement strategies of the Downtown Design Master Plan in the context of the overall planning and design framework.

The *Model Urban Design Guidelines*, in part, implement the Region's "smart growth" agenda for growth and development. The Model Design Guidelines provide a series of smart growth principles and a number of design guidelines that can be implemented during the planning and development review and approval process. They provide guidance for the preparation of specific design guidelines and improvement to Downtown Grimsby.

2.3.3 Local

The *Town of Grimsby Official Plan* provides the comprehensive long term objectives and policies that govern growth management, land use planning, and the provision of municipal services within the Town, including Downtown Grimsby. The Town recently adopted a new Official Plan to reflect the current policy, legislative and growth conditions in the Region and Town. Section 2.4 below discusses the policy and design direction of the new Official Plan.

The *Grimsby Character Study* provides general design guidance on built form and heritage issues within the Town. The Character Study seeks to retain the Town's small town identity, preserve its existing natural and cultural heritage amenities, and revitalize its central business area. The vision and guidelines provide input into the formulation of specific design guidelines for Downtown Grimsby.

The *Grimsby Zoning By-law* implements the policies of the Grimsby Official Plan by providing the specific regulation of the use of land. It establishes how a property can be used, including the use, building form, and building location. The recommended private realm strategy, including design guidelines, will guide the Zoning By-law and ultimately the development approval process for redevelopment and infill development within Downtown Grimsby.

2.4 Official Plan (2009) Policies

The Town of Grimsby in November 2009 adopted a new Official Plan to replace the existing Official Plan from 1987. The Official Plan Review process was initiated in 2008 and included a visioning session in April 2008, a public workshop in June 2008, and a public open/workshop in November 2008. The adopted Official Plan has not yet been approved by the Region of Niagara at the time of writing of the Downtown Master Plan.

2.4.1 Land Use

Downtown Grimsby is designated "Downtown District" on the land use schedule of the new Official Plan (see **Figure 5**). The new Official Plan identifies the expectations for improvement to the "viability and attractiveness of Downtown Grimsby as a focus for investment in the years to come". The following objectives are identified for the Downtown District:

1. *To protect and enhance the character of the historic "main street".*
2. *To promote new intensified development in appropriate locations.*
3. *To ensure that new development is compatible with existing development patterns.*
4. *To create new programs, policies and/or financial mechanisms for ensuring a high standard of urban design in the Downtown District.*
5. *To enhance the appearance and encourage maintenance of commercial and residential buildings and areas.*
6. *To encourage the provision of sufficient parking to accommodate new growth.*

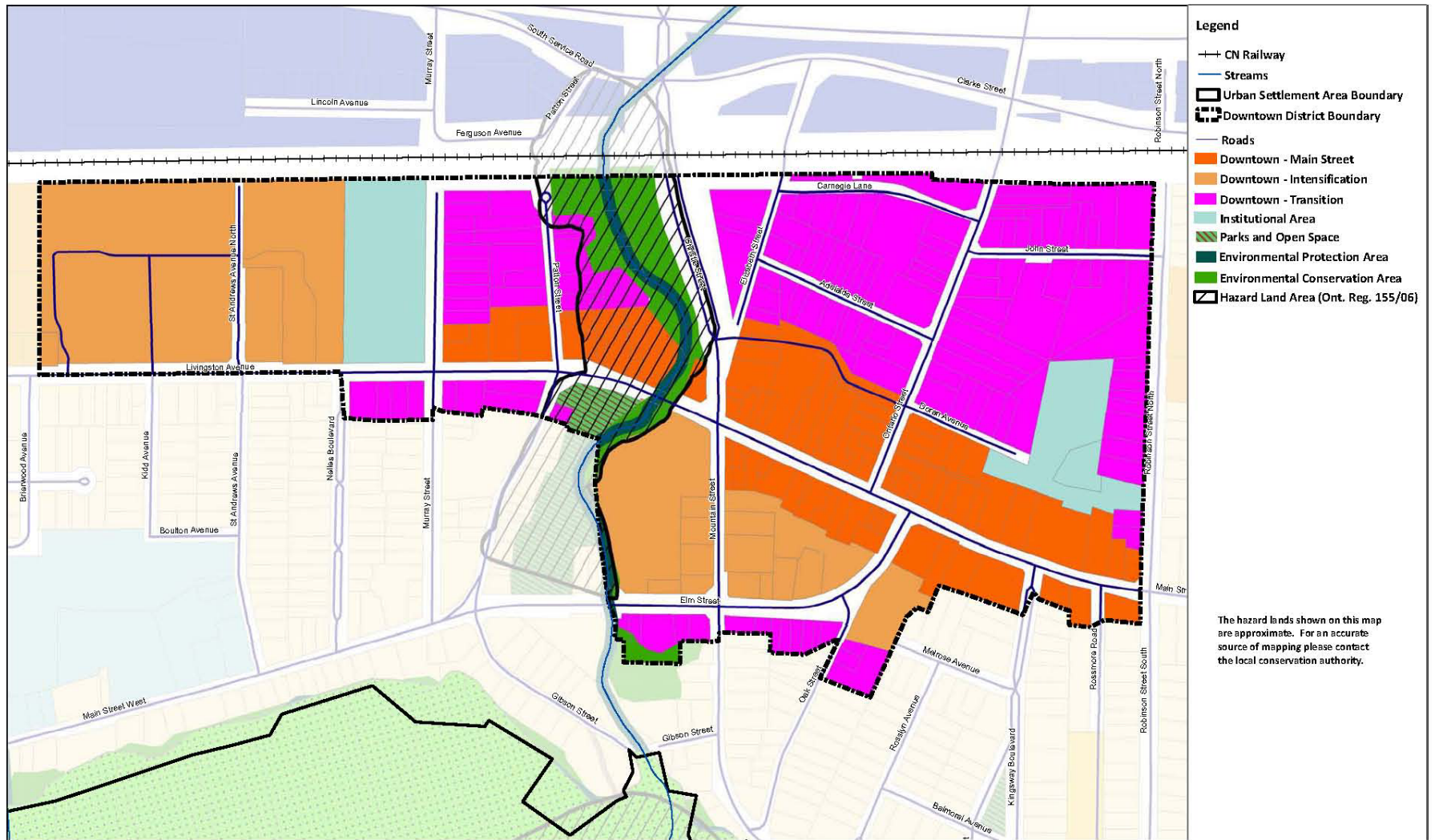


Figure 2: Official Plan (2009) Land Use Schedule

The Downtown District is comprised of three different sub-designations: the “Downtown-Main Street” designation, the “Downtown-Transition” designation, and the “Downtown-Intensification” designation. These three sub-designations are discussed below.

The Downtown-Main Street designation corresponds to the Main Street corridor from Robinson Street to Murray Street. The general intent of this designation is to extend the character and built form of the historic core to the fringes of the designation at the ends of the street corridor. The designation permits a broad range of retail and service commercial uses, offices, and residential apartments above the first storey, among other uses. Drive through facilities, automobile-oriented uses, and single, semi-detached and townhouse dwellings are specifically prohibited. Building heights are to be between 2 and 4 storeys.

The Downtown-Transition designation corresponds generally to the areas north and south of the Downtown-Main Street designation. The general intent of this designation is to facilitate conversion and intensification in this area while respecting the transition to the surrounding stable neighbourhoods. The designation permits a broad range of residential types, from single and semi-detached dwellings to low-rise apartments, in addition to small offices, retail and service commercial uses. Drive through facilities, automobile-oriented uses, and service or retail commercial uses over 500 square metres in size are specifically prohibited. Building heights are to be between 2 and 3 (south) or 4 storeys (north).

The Downtown-Intensification corresponds generally to the two large scale commercial developments in Downtown Grimsby (Village Inn Plaza and Grimsby Square Plaza), together with surrounding properties. The general intent of this designation is to accommodate

opportunities for mixed-use development and residential intensification in addition to larger commercial developments. Building heights are to be between 2 and 4 storeys, the minimum which can be provided through design features that give the appearance of 2 storeys.

2.4.2 Urban Design

The new Official Plan contains a detailed urban design direction for the Downtown District designation. The urban design objectives for Downtown Grimsby are:

1. *To enhance the livability and physical appeal of the Town through the quality, layout and attractiveness of its public and private spaces and buildings.*
2. *To provide development proponents with an understanding of the design intent of the Town.*
3. *To create a built environment, which provides:*
 - a) *Visual diversity, interest and beauty;*
 - b) *A well-defined public realm, including an interconnected open space network;*
 - c) *Sensitive integration of new development with existing development;*
 - d) *A transit supportive and pedestrian oriented development pattern; and*
 - e) *A road system which recognizes and preserves the historic character of the Downtown District.*

The new Official Plan contains a much stronger emphasis on urban design for Downtown Grimsby, and the Town as a whole, as compared to the existing Official Plan. This emphasis includes a comprehensive set of urban design policies for the Downtown District, including all three sub-areas, which speak to a range of different elements, including building orientation and design; building façade design; parking and service areas; streetscape elements; and open

spaces. The inclusion of these policies (see summary to right) gives the Town a strong position for requiring high quality urban design as part of all new development within Downtown Grimsby.

2.4.3 Streets

Schedule C of the new Official Plan identifies the classification of roads within the Town based on their function. The majority of the principal roads in Downtown Grimsby are classified "Regional Arterial" roads: Main Street East, Main Street West, Livingston Avenue, Mountain Street, and Christie Street are all classified as "Regional Arterial" roads, while Elm Street and Ontario Street are classified as "Collector" roads and all other roads are classified as "Local" roads.

Regional Arterial Roads are those under the jurisdiction of the Region of Niagara that are to be the principal routes for traffic through Downtown Grimsby. In terms of design, the new Official Plan identifies that Main Street itself must be given special consideration given its existing right-of-way width and its importance, including decorative lighting, special furnishings such as benches and trash receptacles, enhanced paving, street tree planting and public art. Similarly, Livingston Avenue, Mountain Street and Christie have distinct characteristics that should be enhanced with streetscape improvements, including sidewalks between the curb edge and building faces; alternative materials for pedestrian paving; street trees along the curb edge; pedestrian scale decorative lighting; and planted boulevards where space permits. Consideration on all Regional Arterial Roads should be given to reducing the number of driveway accesses along the street.

The urban design policies of the new Town of Grimsby Official Plan support:

- Maintenance of the existing fine-grained street and block pattern;
- Gateway features that highlight the entrances to Downtown;
- Inclusion of small village squares in new developments;
- Compatibility with the existing architectural styles, materials and scale;
- Development review that considers character, scale, colour, building materials, and design features;
- Barrier-free building design;
- Streets without monotonous and repetitive façades;
- Ground floors with windows and doors opening onto the street;
- Provision of a pedestrian weather protection system along the sidewalk edge;
- Variation in three-dimensional elements along a façade;
- Screening of mechanical equipment;
- Articulation of both visible sides of corner buildings;
- Angular planes abutting low profile residential properties;
- A relatively consistent building edge adjacent to the street;
- Maximization of building frontage along the street edge;
- Exemption from parking requirements for new non-residential development or uses within an existing building;
- Reductions in parking requirements within 150 metres of an existing public facility;
- Prohibition of surface parking, loading areas, drive-through lanes and servicing facilities in front yards;
- Access to parking and servicing areas off side streets;
- Landscaping features that divide large surface parking areas;
- Provision of bicycle parking facilities for commercial uses; and
- Encroachments into the public realm for awnings or cafes.

Collector Roads are those under the jurisdiction of the Town of Grimsby that are intended to promote traffic circulation at reduced speeds while encouraging traffic to use the Regional Arterials Roads as the principal movers of traffic. While Ontario Street and Elm Street are considered lower order roads, they are still to be walkable, tree-lined, and safe, including sidewalks along the curb edge on both sides of the street; and standard streetlights for the vehicular and pedestrian realms. Consideration on all Regional Arterial Roads is to be given to appropriate measures to reducing or discouraging excessive vehicular traffic in developed areas.

Local Roads are those under the jurisdiction of the Town of Grimsby that are intended to provide access to abutting properties and limit through traffic. For all Local Roads in Downtown Grimsby, sidewalks are typically to be located curb-side on both sides of the street, while street lighting should light both the pedestrian and vehicular realms.

2.5 SWOT Analysis

An analysis of the strengths, weaknesses, opportunities and threats (a "SWOT" Analysis) was undertaken as part of the background review phase of the CIP project, documented in the Existing Conditions Report produced in May 2009. The purpose of the SWOT analysis is to identify the "critical needs" for improvement in Downtown Grimsby. Critical needs are those elements that are in most need of improvement, and form the cornerstone of a successful Community Improvement Plan.

STRENGTHS & OPPORTUNITIES:

1. A relatively healthy and self-sufficient downtown with a broad base of uses to build upon.
2. A traditional core area with a strong built form character and a small town atmosphere.
3. A central location within the Town with good regional access.
4. A number of unique areas, or "districts", that offers different opportunities for users.
5. A number of undeveloped and vacant sites in key areas available for redevelopment.
6. A number of surrounding residential areas that support the downtown area.
7. A very good supply of off-street and on-street parking.
8. A relatively compact area for pedestrians.

WEAKNESSES & THREATS:

1. A weak presence at the "gateways" to the downtown.
2. A weak transition between the traditional core and the surrounding commercial areas.
3. An inconsistent pattern and theme of streetscape amenities.
4. The absence of a public open space that is a focal point for downtown users.
5. A lack of well-defined pedestrian crossings of principal streets.
6. Significant traffic volumes through the downtown area, particularly increasing truck traffic.
7. A general lack of "unique" retail shopping opportunities to draw visitors.
8. External retail commercial pressures from new large format uses.
9. Façade conditions and signage that are dated and tired and are not consistent with the downtown's character.

3.0 VISION AND PRINCIPLES

3.1. Purpose

A “vision” establishes what the community wants its downtown to be and how it wants its downtown to look. It includes the types and nature of uses in a downtown; the features and amenities desired within a downtown; the feel or character of a downtown; and the overall identity of a downtown. Establishment of a Downtown Grimsby Vision is a critical component of the CIP process since it establishes the guiding long-term outlook for the preparation of an improvement strategy for downtown.

3.2 Planning/Design Documents

There are a number of planning documents and processes, including the CIP process, which provide specific input into an overall vision for Downtown Grimsby:

Grimsby Official Plan: the comprehensive policy document which outlines the Town’s long term for growth management and land use planning.

Blueprint for Action: the action-oriented plan for the revitalization of Downtown Grimsby that provides a strategic direction for a range of different efforts.

Town Character Study: the design and character study that provides general design guidance for reference on built form and heritage issues.

Retail Action Plan: the comprehensive action strategy for improving the retail market and providing a branding vision for Downtown Grimsby.



Above: The vision for Downtown Grimsby is a result of a number of different studies and plans covering a wide range of interests.

Official Plan (2009)

Vision:

The Downtown will be enhanced as a vibrant and clean place where people can live, work, dine, and shop in a small town atmosphere.

Objectives:

1. To protect and enhance the character of the historic 'Main Street'.
2. To promote new intensified development in appropriate locations.
3. To ensure that new development is compatible with existing development patterns.
4. To create new programs, policies and/or financial mechanisms for ensuring a high standard of urban design in Downtown Grimsby.
5. To enhance the appearance and encourage maintenance of commercial and residential buildings and areas.
6. To encourage the provision of sufficient parking to accommodate new growth.

Blueprint for Action

Vision:

In 20 years, Downtown Grimsby is the vibrant, attractive, clean, busy, inviting, safe, pedestrian friendly heart of our town. Our entire community has a vested interest in making it the destination people choose to shop, live, work, play and stay.

Objectives:

1. To develop more residences in Downtown Grimsby;
2. To have a Healthy Shopping District;
3. To have downtown merchants speak with one voice;
4. To have a well-maintained and safe downtown;
5. To have a Community Improvement Plan in the Official Plan;
6. To ensure the downtown is a capital priority for council; and
7. To improve way finding and downtown gateway signage.

Retail Action Plan

Vision:

Downtown Grimsby will be the vibrant, active centre for the growing town/region. It is a community that is close-knit and friendly. While reflecting a forward-looking and sophisticated town, Downtown Grimsby will balance this with a sense of tradition and history, with buildings, streets and streetscapes that illustrate its very unique past and its role as the town meeting and gathering place.

Objectives:

1. Preserve the small town atmosphere, including its historic heritage and rural context.
2. Preserve the natural integrity of the area when making changes.
3. Provide an economically sustainable community when enhancing the downtown.
4. Ensure a healthy community complete with social interaction and business and recreational opportunities.
5. Ensure any downtown changes are financially feasible respecting both capital and operating costs.

Town Character Study

Vision:

Downtown Grimsby is threatened by newer, contemporary developments that are unsympathetic to the existing fabric of the area and which could result in the destruction of the character that makes Grimsby a unique community.

Objectives:

1. Retention of Grimsby's small town identity.
2. Preservation of Grimsby's historic and architecturally significant buildings.
3. Preservation of existing open space and the area's natural beauty.
4. Preservation of existing residential neighbourhoods.
5. Revitalization of the central business district.
6. Revival of the community's historic link to Lake Ontario.
7. Improvement of the east-west traffic flow through the Town.

3.3 Downtown Vision

The Design Vision for Downtown Grimsby in the Downtown Master Plan consolidates the vision statements established in the existing studies and plans completed for the Town, identified in Section 3.2 above, and public consultation undertaken as part of the Downtown Grimsby CIP process. This Vision for Downtown Grimsby builds on the well-established strong character of the area and its traditional role as the focal point for the Town of Grimsby.

DOWNTOWN GRIMSBY DESIGN VISION

The Vision for the Downtown Master Plan identifies that over time Downtown Grimsby will:

- a) Be the vibrant, active and safe gathering place in the Town with a concentration of commercial, civic, and residential uses;
- b) Have a clear and definable identity that meshes the Town's historic roots with contemporary improvements;
- c) Have a healthy and sustainable commercial environment that is supported by a strong downtown residential base;
- d) Capitalize on an integrated system of its natural heritage and cultural heritage assets;
- e) Have an visually attractive and clean public realm that is accommodating to all users;
- f) Accommodate new developments that complement the character of the area's traditional form; and
- g) Offer a complete range of day-to-day uses and specialty uses that cater to both residents and visitors.

3.4 Design Principles

Based on Downtown Grimsby's Vision and the critical needs identified through the SWOT analysis and visioning sessions undertaken in the background review portion of the process, the following nine Design Principles will be the foundation of the design strategy recommended in the Downtown Design Master Plan.

1. Character:

Downtown Grimsby's existing character should be built on to create a clear and definable identity for the area to which all users can embrace. This includes enhancing the Downtown's heritage



assets and heritage character; providing a high quality "main street" type of environment; and blending between the old and contemporary forms and styles of development. The area needs to create a memorable and enjoyable experience for users, both residents and visitors.

2. Accessible:

Downtown Grimsby should be accessible for all users in order to establish a true focal point for the complete community. This includes users with particular



needs, including persons with a disability, seniors or children, or different modes of transportations, including active transportation (walking and cycling). Accessibility affects both

the public realm (streets) and the private realm (buildings) within Downtown Grimsby, and is both physical and visual in nature.

3. Districts:

Downtown Grimsby needs to be seen as coherent and legible entity comprised of different districts. These “districts” may differ in terms of the predominant land use, the scale or massing of buildings, the type of buildings, or the scale of uses. There are opportunities to build on the character of these existing districts, by further strengthening the particular land uses, activities, landmarks, and interrelationships that currently make, or potential could make, these areas unique with Downtown Grimsby.



4. Connected:

Downtown Grimsby should be connected for all modes of transportation in order to establish an area that is user-friendly for residents and visitors. This includes larger scale connections (such as between different downtown “districts”) and smaller scale connections (between main street and rear parking areas); but they also includes both physical connections (a continuous walkway system) and visual connections (wayfinding signage or consistent street plantings).



5. Green:

Downtown Grimsby should build on its strong natural context. This includes incorporating natural amenities and features within (Forty Mile Creek) and surrounding (Niagara Escarpment and Lake Ontario) the downtown.



Additionally, public realm improvements that contribute to greening the streetscape and private realm improvements that include sustainability practices can contribute to a healthier and greener community.

6. Active streets:

Downtown Grimsby should contain “active” streets with vibrant edges and a high quality public realm. This includes a comfortable walking environment, with pedestrian-scaled building façades, visibility to and from retail spaces, and lively public spaces. Design elements along the streetscape, such as street trees and plantings, that reinforce the experience of walking are important.



7. Mixed & Varied:

Downtown Grimsby should be mixed-use and varied in terms of the land uses and activities to provide a more diverse and vibrant downtown. This includes providing a variety and range of opportunities for specialty shopping, services, employment, public services, and living downtown. The area should be a complete neighbourhood, accommodating all aspects of life. This mixed-use form can occur either horizontally or vertically, depending on the scale and intensity of the specific district.



8. Flexible & Creative:

Downtown Grimsby should have design controls that provide general design direction yet which can accommodate creativity on a site-by-site basis. Zoning should contain the built form regulations which can accommodate the creation of a traditional main street environment. In new development, distinction and uniqueness needs to be encouraged for those developments that can complement the overall theme and character of Downtown Grimsby.



9. Visual interest:

Downtown Grimsby should be visually interesting to all users, including both pedestrians and drivers. This includes interesting horizontal and vertical elements throughout the Downtown. Focal points need to be created and emphasized, while vistas and viewlines need to be appropriately utilized. Gateway design should identify a sense of arrival, while public art can demonstrate Grimsby's local context and character. Building façades need to be articulated and oriented to the pedestrian scale. Creating an identifiable "sense of place" for Downtown Grimsby is the goal.



4.0

MASTER PLAN CONCEPT

Building on the vision and principles for Downtown Grimsby identified in Section 3.0, the Master Plan Concept (see Figure 3) provides the general strategy for improvements in Downtown Grimsby, including considerations for land use, urban design and streetscapes. The Master Plan Concept illustrates the principal elements that will structure the future development of Downtown Grimsby, at a high-level and conceptual level of detail. There are ten principal components to the Master Plan Concept for Downtown Grimsby.

1. **Primary Gateway:** the primary gateway to Downtown Grimsby is located near the Christie Street and Main Street intersection. The emphasis of this primary gateway location is special design treatment and features to announce arrival for visitors to Downtown Grimsby, in order to create the best possible first impression to the area.
2. **Secondary Gateways:** there are three secondary gateways to Downtown Grimsby located in the east (Main and Robinson), the south (Main and Elm), and the west (Livingston). The emphasis of these secondary entrance locations also requires special design treatment and features to announce arrival, consistent with the primary gateway in style but to a lesser scale and size.
3. **Districts:** there are six unique design districts within Downtown Grimsby containing different combinations of land uses, character, and building forms, as follows.
 - a) **Core District:** the “heart” of Downtown Grimsby located between Christie Street and Elm Street centred along Main Street, the Core District principally contains a broad



Above: A number of elements and opportunities that the Master Plan Concept and improvement strategies build upon.

mixture of smaller scale retail, service and office commercial, as well as institutional and civic uses and residential uses above ground floor commercial. The Core District's character is a traditional "main street" environment with multi-storey mixed-use buildings, located close to the public street, and with a strong heritage building stock. The built form within the Core District provides the design cue for the design guidelines formulated for future development in Downtown Grimsby. Opportunities exist to further strengthen the character of the Core District through façade and sign improvements and intensification of existing buildings.

- b) **Main West District:** located to the west of the Core District generally between Christie Street and Nelles Boulevard, the Main West District contains a mixture of retail, service and office commercial uses, both smaller and larger scale in nature. Additionally, it contains the Downtown's sole park, Coronation Park. The Main West District's character is characteristic of contemporary commercial environment, primarily in plaza format, and principally is single storey in nature with buildings located further from the street edge and surface parking located to the front of the buildings. Opportunities exist for redevelopment of sites along this portion of Main Street and Livingston to further frame the street edge and provide an improved entrance into the Core District from the west.
- c) **Main East District:** located to the east of the Core District extending generally from Elm Street to Robinson Street, the Main East District contains a range of retail, service and office commercial uses, which are small to

medium scale in nature. The Main East District is mixed in terms of character, with contemporary plaza developments, automobile service stations, some converted buildings, and vacant properties and buildings. Opportunities exist to fill in the gaps in the streetscape created by vacant properties with multi-storey buildings that frame the street and provide opportunities for more residents downtown.

- d) **Livingston District:** located at the western boundary of Downtown Grimsby generally between Murray Street and Brierwood Avenue, the Livingston District contains larger scale retail and service commercial uses (Grimsby Square Plaza) and institutional uses (Seniors Centre, public school). The built form is also characteristic of contemporary commercial environment, principally with larger footprint, single-storey buildings with extensive surface parking areas and buildings back significantly from the street edge. Opportunities exist to provide additional commercial space as well as mixed-use development and streetscape improvements along Livingston Avenue to frame and activate the street and provide a more pedestrian-friendly atmosphere.
- e) **Elm District:** located to the south of the Core District centred on the Elm Street and Mountain Street intersection, the Elm District is a small area that contains a mixture of service, retail and office commercial uses, institutional uses, and residential uses. The character of the Elm District is small scale in nature with buildings, some of heritage importance, generally close to the street edge and parking to the side or rear. Opportunities exist for conversions, redevelopment and intensification to strengthen this southern entrance to Downtown Grimsby.

- f) **Ontario District:** located to the north of the core extending on both sides of Ontario Street to the railline, the Ontario District contains the broadest range of land uses including retail, service and office commercial uses, residential uses, institutional and public uses (community centre, Public Library, Art Gallery), and some industrial uses on John Street. The character of Ontario District is principally small-scale residential, generally 1 to 2 storeys in height, with a relatively tight built form edge along the streetscape. Opportunities exist to improve the Ontario Street corridor as a “character” street corridor associated with residential conversions, residential intensification, and an arts and culture theme.
4. **Primary Intersections:** there are a number of key street intersections along Main Street and Livingston Avenue that are key intersections deserving special treatment as pedestrian crossing points. Enhancements to these intersections can provide a more comfortable pedestrian environment and defined pedestrian crossing routes.
 5. **Ontario/Elm Realignment:** the current configuration of Ontario Street and Elm Street as they intersect Main Street East present a challenge for both pedestrian and vehicular movements. A realignment of Ontario Street and Elm Street can provide a reconfigured block, an opportunity for civic space, and more efficient traffic flow and movements.
 6. **Mid-block Connection:** the potential for a defined pedestrian crossing of Main Street through the Core District can clearly identify a pedestrian route to both pedestrian and motorists.
 7. **Forty Mile Creek and Trail:** Forty Mile Creek is the historical reason for settlement for Grimsby, yet is not a prominent feature within the Town’s fabric. The Forty Mile Creek Trail

along the Creek provides an important regional linkage through Downtown Grimsby, between the Bruce Trail and the Waterfront Trail. Physical improvements to these two features can better incorporate and celebrate the historical and recreational relevance of Downtown Grimsby.

8. **Escarpment Views:** the Niagara Escarpment provides the backdrop for the Town and frames the views to Downtown Grimsby from the north. The incorporation and enhancement of existing views to the Niagara Escarpment through the addition of greenery and preserving viewlines from key vantage points can strengthen the visual connection.
9. **Public Square:** downtowns are key areas within a municipality for gathering and passive recreation spaces. The addition of a centrally located civic focus within Downtown Grimsby can provide a range of opportunities for socialization, resting and community events within the core, and further strengthen Downtown Grimsby as the central focus in the Town.
10. **Coronation Park:** the Town’s sole park in the downtown, Coronation Park, currently does not provide a strong interface and connection with the Main Street West streetscape. Enhancement to this green focal point within Downtown Grimsby can better incorporate Coronation Park within the context of the surrounding urban fabric.



Figure 3: Downtown Grimsby – Master Plan Concept

5.0

PUBLIC REALM STRATEGY

5.1 Background

The “public realm” of a downtown is the interrelated arrangement of its streets, open spaces, parks and plazas which creates the setting for visitors and residents. In a vibrant downtown, the public realm is often the most immediate, and potentially most lasting, impression visitors have of a particular area. It plays a pivotal role in the creation of a particular “sense of place” and creating a distinct identity and character for an area. A high quality public realm will be crucial for maintaining and strengthening Downtown Grimsby as the central focus for the Town, where residents and visitors gather for a wide range of uses and activities.

The Public Realm Strategy of the Downtown Master Plan (see **Figure 4**) builds on the existing system of public spaces; identifies opportunities for improvements to existing the public spaces, facilities, and streetscapes; and identifies the connections between these elements. The Public Realm Plan is intended to work in a coordinated fashion with the Private Realm Strategy, which targets the buildings and uses that comprise the remainder of Downtown Grimsby.

The Public Realm Strategy identifies recommendations for a broad range of public realm elements, including improvement of the primary streetscapes (Section 5.2); improvements to Coronation Park (Section 5.3); design concepts for new gateways features (Section 5.4); design concepts for a new public or civic square (Section 5.5); improvements to municipal parking lots (Section 5.6); and additions of public art (Section 5.7).



Planted Medians

Medians with salt and drought tolerant trees and shrubs, lighting and banner poles are proposed to reduce the scale of the Livingston Ave. right-of-way, and to aid as a traffic calming element.

Distinguished On-Street Parking and Bike Lanes

On-street parking is proposed along the south side of Livingston Ave, with bike lanes proposed on both sides of the roadway. With clearly marked lines and separation of these elements, traffic routes within the right-of-way will be better organized.

Proposed Gateway Feature

Vertical signage elements with stone base, materials and colouring to match materials used at the primary gateway for repetition and consistency. The intersection of Main Street East and Robinson Street has the same treatment proposed.

Street Tree Planting Opportunities

Street trees are proposed along the south end of Livingston Ave within the sodded boulevard areas where spacing is appropriate. Because of the limited space along the north end of the roadway, opportunities will need to be explored for enhanced planting through with development to better frame the street.

Defined Entrances and Pedestrian Crossings

Entrances to the private realm should be well defined and visible with the use curbing, paving materials and unimpeded sight lines from landscape installations for safety. Clearly defined entrances should be consistent along the street, and should be considered with infill development both on Livingston Ave and Main Street.

Pedestrian crossings should be defined with clearly painted lines or pavement differentiation at controlled intersections.

Coronation Park and Forty Mile Creek

The frontage along Coronation Park should be designed to draw attention to the open space through the use of planting beds, lighting and decorative fencing to frame and highlight entrances to the space. Seating opportunities for pedestrians should be provided along the right-of-way. A planted median is also proposed to slow traffic and help to distinguish this park space.

The Forty Mile Creek is an important and historic natural element of Downtown Grimsby, and should be highlighted as such. With a redesigned headwall with interpretive signage, and a differentiation of paving material and colour indicating the Creeks path of travel beneath the roadway, attention will be drawn to this watercourse, as well as Coronation Park.

Christie Street as a Primary Gateway

Christie Street is a primary gateway into downtown Grimsby, and should be designed to indicate a clear sense of arrival for visitors. The median along Christie Street should be planted with high canopy trees and signage poles are encouraged. The Downtown Grimsby signage feature should use materials that are consistent with other building and signage materials that are local to the area. Alternative paving materials within the intersection is also proposed as a visual amenity and traffic calming measure.

Defined On-Street Parking

With the high volumes of traffic that pass through Main Street, it is important to clearly define parking areas for travel lanes. On-street parking bays defined by bump-outs will help to distinguish parking areas, provide opportunity for street furniture and planting areas, and create a traffic calming element. Lay-bys can also be dedicated for buses to allow for less congestion of traffic during stops.

Consistency with Paving Materials

The existing walkways along Main Street East are quite narrow and should be widened to better accommodate pedestrians. Walkways should extend to the curb to create a more urban promenade, and materials should be consistent within this space. Opportunities to implement renew paving, as well as installing street trees and furniture should be explored with infill development as it occurs.

Street Furniture and Plantings

Areas for pedestrian amenities should be provided at regular intervals along Main Street. Benches, bike racks and waste receptacles are proposed within bump-outs, at bus stops and intersections. Tree along Main Street are at differing levels of health and maturity, and infill areas have been proposed to develop a more consistent canopy that will help frame the right-of-way, and create a comfortable microclimate for pedestrians. The reduction of scale of the concrete steps along Main Street will create additional planting areas for trees, and seating for pedestrians.

Regular maintenance for all planting areas, street trees and street furnishings are necessary to ensure the success of the streetscape as a whole.

Ontario Street Extension

The current offset of the Ontario and Elm Street intersections contributes to a congested traffic condition on Main Street. By extending Ontario Street beyond Main Street and creating a single controlled intersection, a safer condition for both pedestrians and motorists can be achieved. Like the Christie/Main intersection, an alternative paving treatment is proposed within this newly aligned intersection to define pedestrian crosswalks, and create a traffic calming element.

The existing Elm Street intersection would be developed into a public open space, providing a central space for pedestrians. The space could be programmed with a variety of functions and activities to help promote Downtown Grimsby and its local products and services.

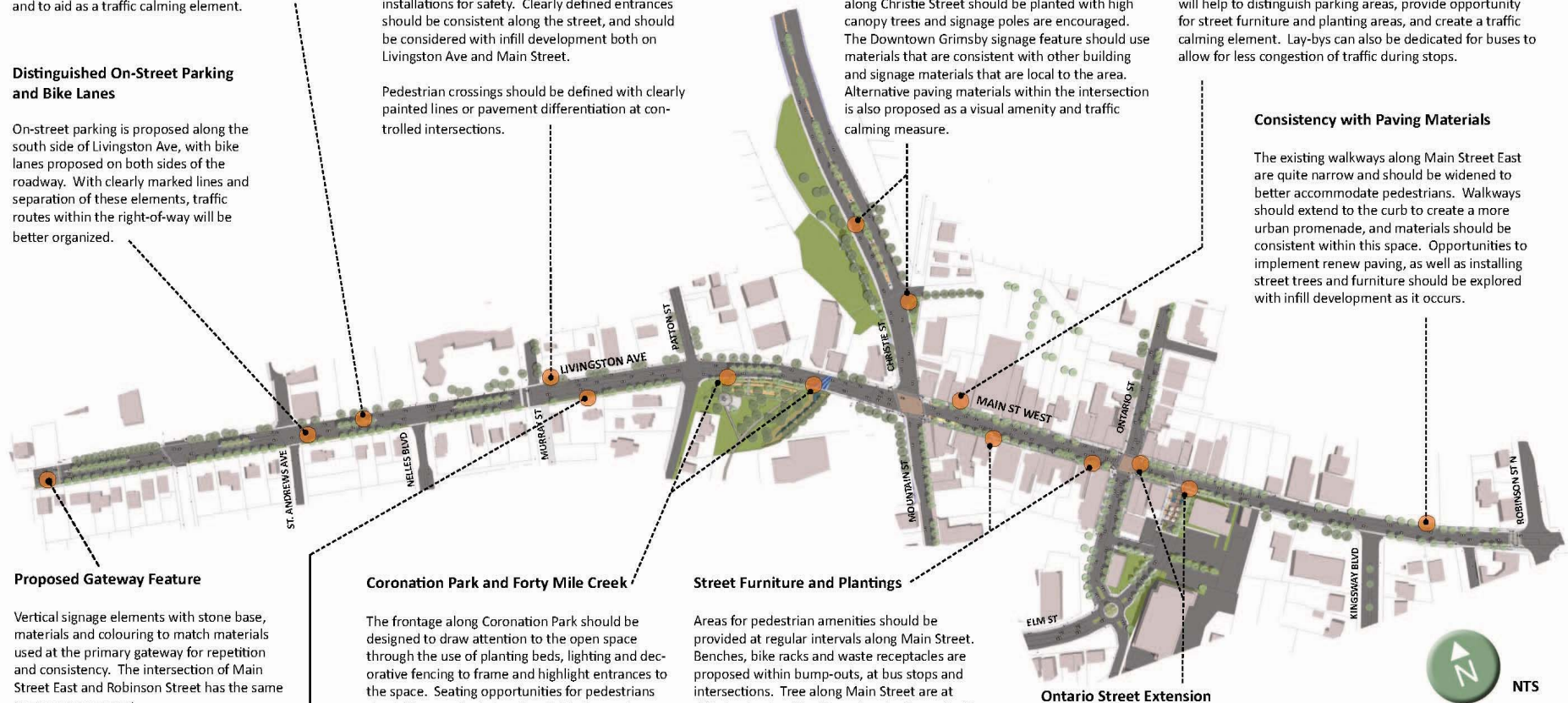


Figure 4: Downtown Grimsby – Public Realm Strategy

5.2 Streetscape Design

Streets are the largest component in terms of area within the public realm of Downtown Grimsby. Their design and appearance greatly influence how visitors use the area and affect their impressions of Downtown Grimsby as a whole. High quality streets and streetscapes help to create high quality public spaces with a defined character and identity.

Streetscape design refers to the coordinated design and layout of the entire space that constitutes a public street right-of-way. More than just the vehicular drive lanes, the streetscape includes the sidewalk, boulevard, on-street parking, bicycle lanes, pedestrian crossings, and to some degree the face of buildings.

This section outlines the various design treatment and improvements recommended for streets in Downtown Grimsby to enhance their functionality and their visual appearance. There are six primary streets within Downtown Grimsby where streetscape improvements are warranted: Main Street; Livingston Avenue; Christie Street; Mountain Street; Ontario Street; and Elm Street.

The recommended design concept for each street is shown below in detail in Section 5.2.1 through 5.2.6. Generally, the following are the principal elements of the streetscape improvement throughout Downtown Grimsby:

- A consistent pattern of street tree planting within central medians and outer boulevards throughout all streets, as space permits;
- Different textured materials for crosswalks of principal intersections and gateway entrances to differentiate pedestrian routes and announce arrival;

- Bump-outs into on-street parking space to provide tighter pedestrian crossings at intersections and to accommodate planting materials or further pedestrian activity space along sidewalk;
- Extension of greenery from Coronation Park into the central median along Livingston Avenue where it passes by the Park;
- Visual differentiation of pavement materials and colours where Forty Mile Creek crosses under Livingston for symbolic reflection;
- Redevelopment or redesign of the bridge edge over Forty Mile Creek to provide a better interface with the water course;
- Realignment of Elm Street to connect directly to Ontario Street in order to reduce traffic issues, provide space for a public square, and to accommodate more efficient development blocks; and
- Tree and foundation plantings within the central median on Christie Street into Downtown Grimsby to frame the views to the escarpment.

Specific elements to be considered during the detailed streetscape design staged as identified in Section 7.3.2 of this report.

5.2.1 Main Street (east of Christie)



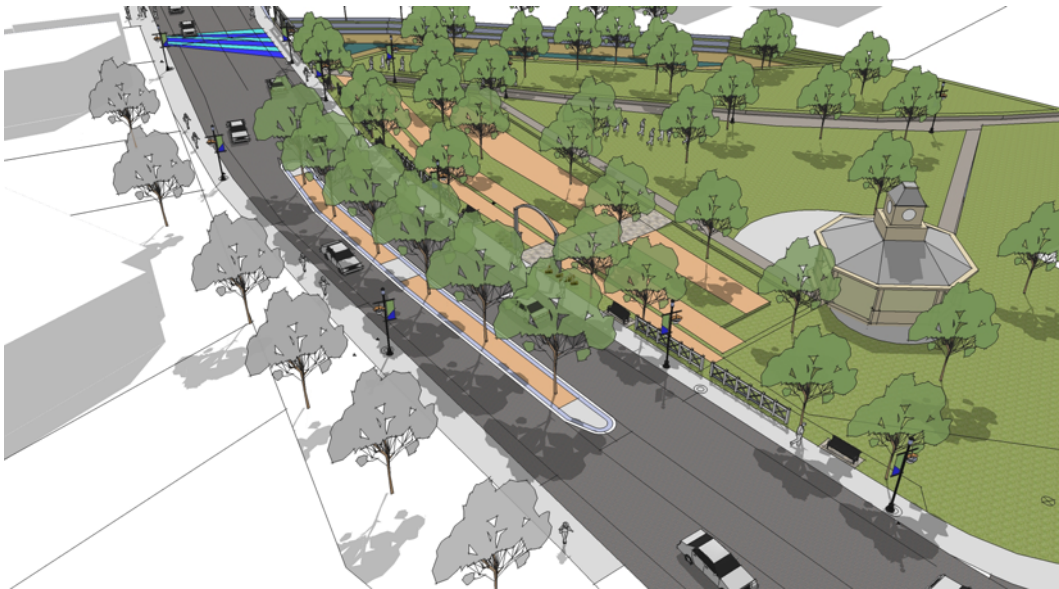
Above: View of Main Street looking westwards through the Core District with the realigned Elm/Ontario intersection in the foreground.

Top Right: View of south side of Main Street with reconfigured and redesigned steps along the street.

Bottom Right: View of Main Street looking eastwards through the Core District with the Christie intersection in the foreground.



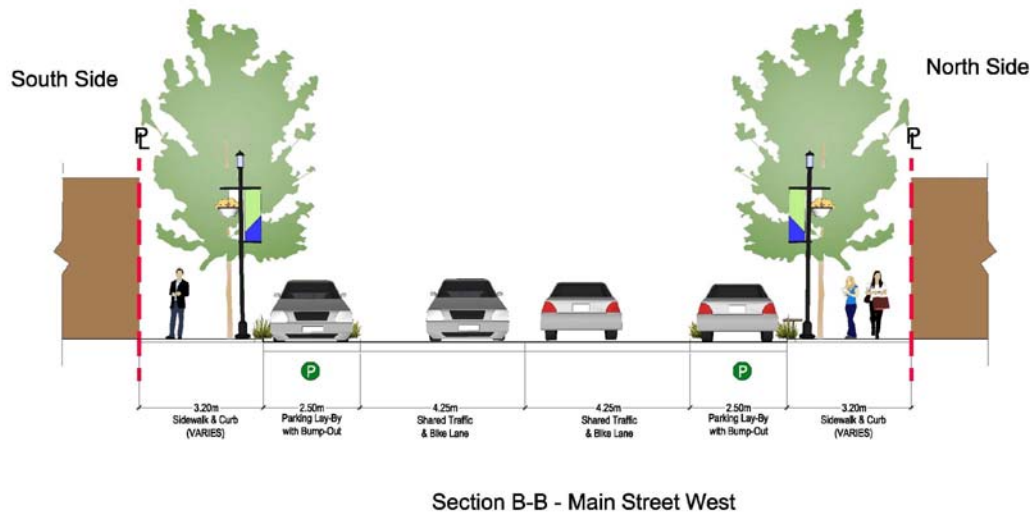
5.2.2 Main Street (west of Christie)



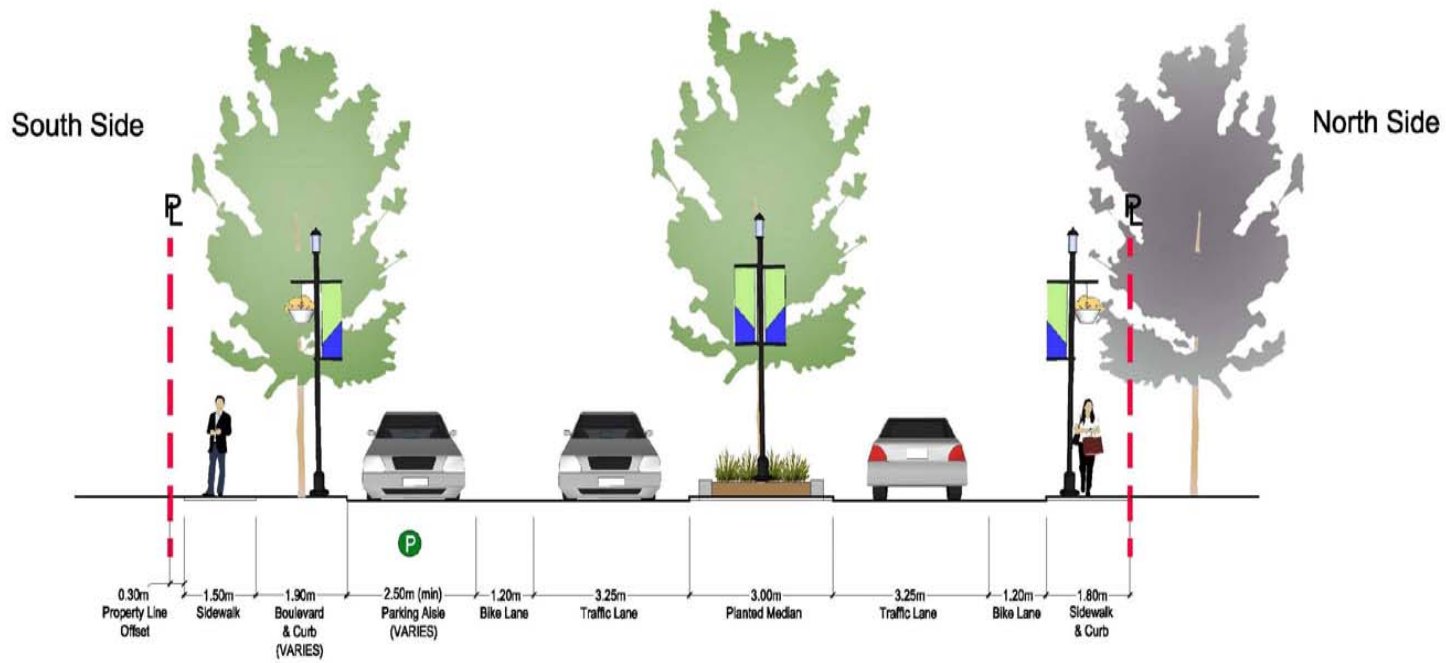
Left: View of Main Street looking eastwards into Downtown Grimsby as it passes Coronation Park.

Bottom right: View of Main Street looking westwards with the symbolic pavement treatment representing Forty Mile Creek in the foreground.

Bottom left: Typical cross-section of Main Street through Downtown Grimsby.



5.2.3 Livingston Avenue



Above: Typical cross-section of Livingston Avenue through Downtown Grimsby.

Right: View along Livingston Avenue looking eastwards into Downtown Grimsby.



5.2.4 Ontario Street



Above: View of Ontario Street looking south towards Ontario/Elm realignment through Main Street.

5.2.5 Ontario Street / Elm Street Realignment



Left and Bottom left: View of Ontario/Elm realignment looking from Elm Street.

Below: View of Ontario/Elm realignment looking from the north across Main Street.



5.2.6 Christie / Mountain Street



Middle: *View of median tree planting along Christie as one descends into Downtown Grimsby*

Bottom: *View of central gateway feature looking towards Christie/Main Intersection.*



5.3 Coronation Park

Coronation Park is currently the only public park within Downtown Grimsby. It is at a strategic point in Downtown, along Forty Mile Creek and the Forty Mile Creek Trail that connects the Bruce Trail to the Waterfront Trail. However, it currently provides limited structured recreation space, such as pathways, benches and the gazebo, while accommodating a larger space for unstructured space for events. The design analysis and visioning workshop undertaken as part of the Existing Conditions Report, however, suggest that Coronation Park as currently situated and designed is “hidden” from the streetscape along Main Street West and is not as well-utilized as it could be potentially.

The recommended design concept for improvements to Coronation Park includes:

- Strengthening the edge interface of Coronation Park with Main Street with terraced stone to bring it closer up to grade;
- More direct connection from Main Street to connect with reconfigured pathway system through Coronation Park;
- Additional plantings along sidewalk of Main Street edge;
- Extension of greenery to central median within Main Street right-of-way, to represent “driving through” the Park instead of “driving around” the Park;
- Improved signage along Forty Mile Creek Trail, additional plantings along the Creek, potential sitting and lookout areas over the Creek complete with benches and receptacles;
- Visual differentiation of pavement materials and colours where Forty Mile Creek flows under Livingston for symbolic reflection; and
- Redevelopment or redesign of bridge edge over Forty Mile Creek to provide better interface with the water course.



Above: Coronation Park edge along Main Street West looking from above (top) and from across Main Street West (bottom)

5.4 Gateway Features

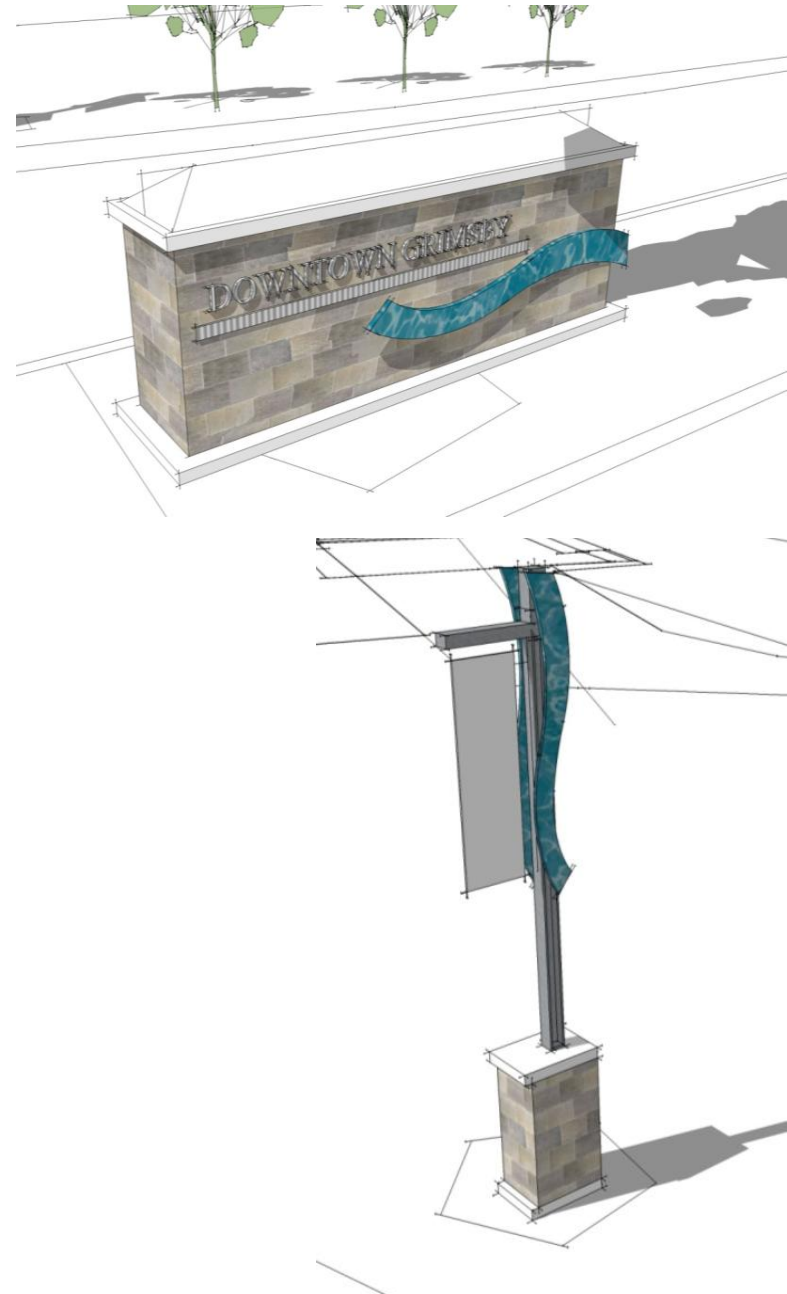
Gateways are situated at the main entrances to a downtown area and have the primary role of announcing arrival to an area and creating the first impression for a downtown visitor. Gateway locations for a downtown are typically comprised of two components: the public realm elements such as gateway features including signage and landscaping; and the private realm elements such as buildings that frame the entrance.

The Public Realm Plan identifies four locations identified for gateway features within Downtown Grimsby:

1. The **central gateway** near the intersection of Christie Street and Main Street West;
2. The **eastern gateway** near the intersection of Robinson Street and Main Street East;
3. The **western gateway** near the intersection of Brierwood Avenue and Livingston Avenue; and
4. The **southern gateway** near the intersection of Main Street West and Elm Street.

The recommended design concept for the gateway features includes:

- A consistent theme for horizontal and vertical features;
- A symbolic representation (blue metal wave) of Forty Mile Creek and its historic role concerning the founding of Grimsby;
- Durable metal banner materials on vertical elements;
- Combination of local stone materials and raised metal lettering and accents; and
- Complementary surrounding planting material to emphasize the gateway feature.





Above top: *Central gateway.*
 Above bottom: *Southern gateway.*
 Above right: *Eastern gateway.*
 Right: *Western gateway.*

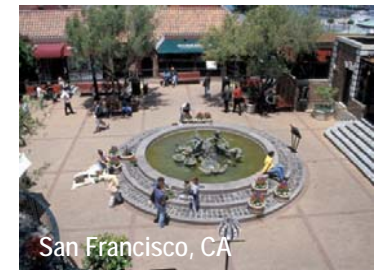
5.5 Public Square

Public squares are commonly found in traditional downtowns as the central gathering place within a town. Typically more hardscaped than soft green public spaces, public squares are intended to be multi-purpose gathering spaces that provide for a range of public and civic functions, such as sitting areas, community event space (such as farmers' markets), and locations for elements such as public art or community message kiosks.

The recommended location for a public square is within the Core District, where the majority of pedestrian traffic and street-related buildings and uses are currently located. The Public Realm Strategy identifies the preferred potential locations for a public square within the area of the Elm Street right-of-way remaining in public ownership after realignment of Elm Street to connect to Ontario Street (see Section 5.6 below). Should the realignment of Elm Street identified in not be possible or feasible, an alternative location for a public square should be investigated.

The recommended design concept for the public square includes:

- Predominately hardscaped material of pavers and concrete;
- Ample seating opportunities whether permanent benches or space for removable seating and tables;
- Water features to provide visual interest and sound calming;
- Tree and foundation plantings to provide visual interest and colour;
- Opportunities for public art and community event boards or kiosk;
- Barriers such as bollards to prevent vehicular access; and
- Lighting features as necessary to encourage appropriate nighttime use.



Top: View of public square from Main Street.
Bottom: View of public square from rear parking area.

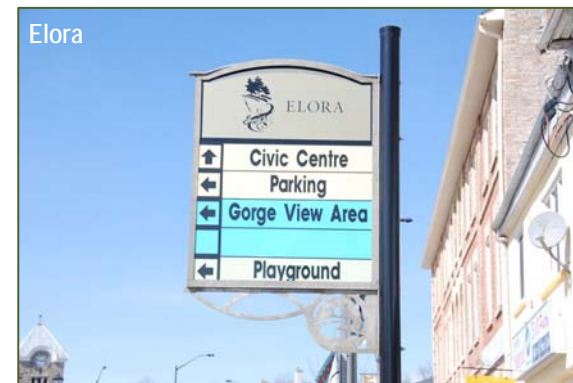
5.6 Municipal Parking

Key to successful and vibrant downtowns is the provision of an adequate quantity of convenient, safe and inviting parking, which enables the downtown vision in terms of land use and urban design to be achieved. In Downtown Grimsby, there is currently a very good supply of off-street municipal parking spaces for visitors. There are four municipally-owned parking areas within Downtown Grimsby: the Balsam Lane lot, the Christie Street lot, the Ontario Street lot, and the Elizabeth Street lot. This off-street supply is in addition to the supply of on-street parking on the primary streets throughout the area.

While the quantity is very good, the Existing Conditions Report identified the pedestrian linkages to Main Street, the interface with Ontario Street and Christie Street, and the visual accessibility to visitors was lacking. The intent of the Public Realm Strategy is to improve the physical and visual connections between public streets and the municipal parking areas.

The recommended design improvements for the municipal parking areas include:

- Enhancing the edges of the parking areas where they are visible to the public right-of-way through a combination of planting and decorative fencing or walls;
- Improving the universal accessibility of rear parking areas;
- Clearly defining pedestrian routes through the parking areas;
- Landscaping parking islands at the end of rows to break the surface area into smaller components and provide more pedestrian comfort;
- Formalizing, and enhancing, the mid-block connections from the parking areas to the Main Street; and
- Providing clear wayfinding signage along the bounding public streets directing visitors to rear parking areas.



5.7 Public Art

Public art is original artwork that is accessible to members of the public. It may be located either within a public street right-of-way or other publicly owned space, or on a private property where it has an interface and connection with the public realm, such as a courtyard facing adjacent to a public street.

Public art is varied in nature given it:

- May range in size from small scale to large scale;
- May include a range of artistic mediums (metal, stone, paint);
- Can take a variety of different forms (architectural features, sculptures, landscape features, street amenities, public works, or paintings); and
- May serve a number of different purposes (such as functional, interpretive, abstract, or historical).

Public art can play a strong role in creating a sense of place for a downtown by creating, or adding to, a unique or distinct identity for an area. It serves a number of roles and purposes, including enhancing public awareness and interest in the visual arts; providing a mechanism of resident involvement in the design of their downtown; and, most importantly from a design perspective, enhancing the visual interest and vibrancy of the downtown environment.

The design of public art should:

- Be durable to last as long as the related building or structure;
- Be easily visible from the public right of way;
- Located to limit any conflicts with vehicular, bicycle, or pedestrian transportation circulation; and
- Have the primary function of providing visual interest without any commercial advertising function.



6.0

PRIVATE REALM STRATEGY

6.1 Background

The “private realm” is essentially the buildings that comprise a downtown. Within a vibrant downtown, the shops and other activities within the private realm are typically what visitors are most involved with and experience. The buildings within the private realm provide a “face” to the downtown and are significant contributors to the definition of a particular character or identity for a downtown.

In Downtown Grimsby, the buildings within the private realm are generally divided into two distinct categories: the older heritage stock of buildings; and the newer conventional stock of buildings. The older heritage stock buildings typically are multiple storeys in height, generally either two or three stories; are more “fine-grained” in scale with smaller frontages and smaller units; have signage that is located and oriented to the human scale; and have a higher quality articulation in terms of architectural features. Conversely, the newer conventional buildings typically are single storey in height; are more “coarse-grained” in scale with larger footprint for single users; have signage more oriented to passing automobiles in scale and size; feature man-made building and signage materials; have more limited façade articulation and detailing; and are functional in design rather than aesthetic.

The Private Realm Strategy of the Downtown Design Master Plan (see **Figure 4**) identifies the private sector opportunities and potential changes to Downtown Grimsby. The Private Realm Strategy is intended to work in a coordinated fashion with the Public Realm Strategy, which targets the improvements to the streetscapes and public open spaces. The Private Realm Strategy identifies the

opportunities for intensification (Section 6.2); the guidelines that guide the design of new developments in Downtown Grimsby (Section 6.3); the opportunities for façade improvement (Section 6.4); and the guidelines that guide façade improvements to existing buildings in Downtown Grimsby (Section 6.5).



6.2 Intensification Opportunities

The new Official Plan identifies Downtown Grimsby as one of the two areas in the Town targeted for residential intensification. Given this priority, it is important to proactively target key intensification sites in the area and illustrate the range of opportunities, forms and types that intensification may take on these properties.

The Intensification Opportunities Plan (see **Figure 4**) identifies 13 potential sites within Downtown Grimsby that could accommodate development or redevelopment over time. The summary table on page 41 identifies potential built form and uses and the likely timeframe for development or redevelopment of these sites. These are solely for illustration purposes and should not be seen as policy. The intensification sites have been identified given they are the most prominent and likely to develop or redevelop over the course of the Plan. Not all intensification opportunities that may be possible in Downtown Grimsby are identified, given that many smaller opportunities for intensification exist within the area.

Sections 6.2.1 through 6.2.5 below provide built form and design demonstrations of five of the potential intensification sites within Downtown Grimsby. These demonstration sites given they could illustrate a wide range of different built form and land use types that potentially could be accommodated. Following Official Plan policy and contemporary downtown zoning practices, the demonstration graphics illustrate the design principles expected from this Plan. They should not be read as Town approval, either actual or implied, in regards to the specific development illustrated.

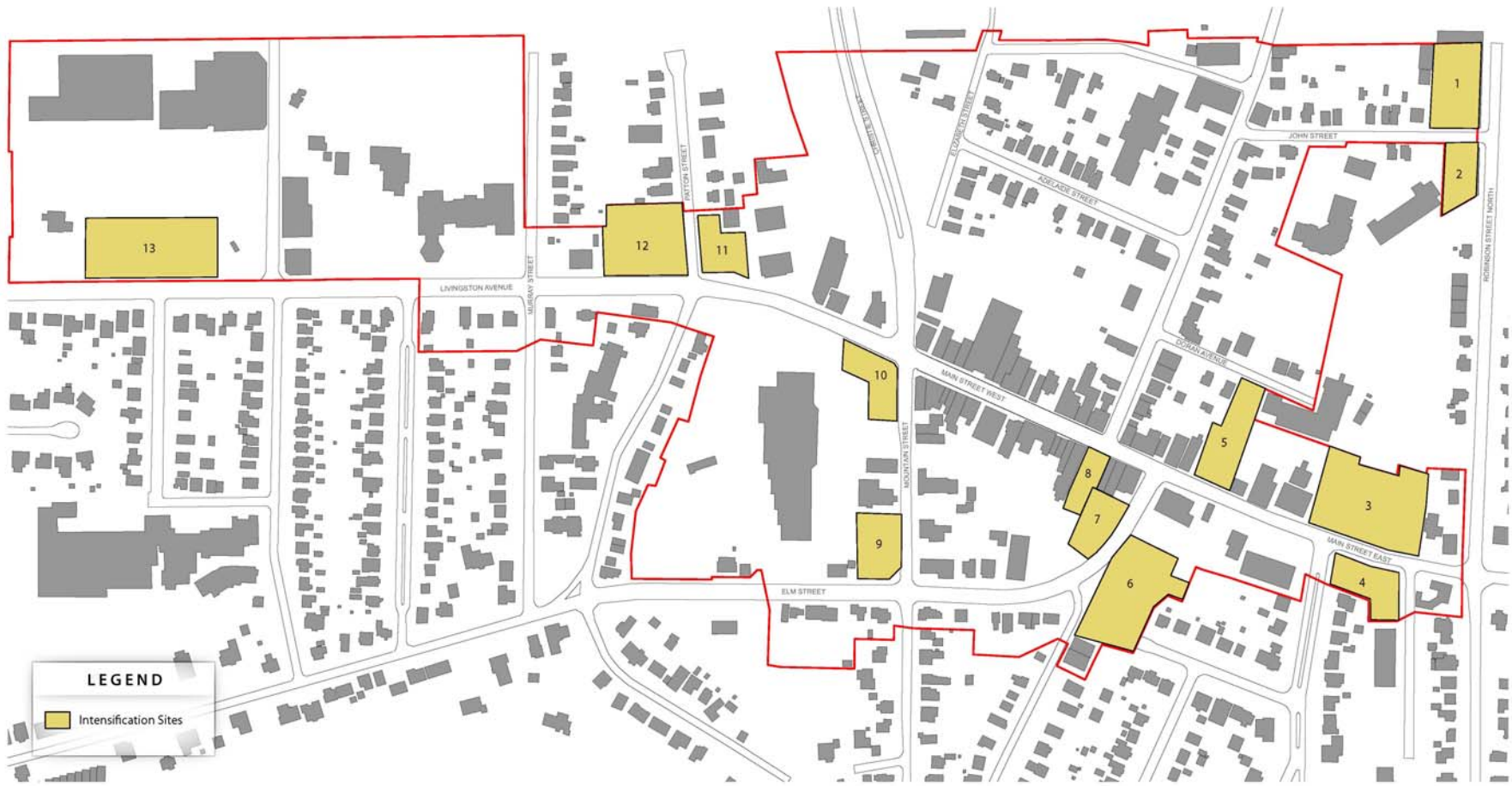


Figure 4: Downtown Grimsby – Intensification Opportunities Plan

Site	Current use	Potential Form and Use	Timeframe
1	Manufacturing	2-6 storey residential development <ul style="list-style-type: none"> • Apartments or Townhouses 	Medium to Long
2	Manufacturing	2-6 storey residential development <ul style="list-style-type: none"> • Apartments or Townhouses 	Medium to Long
3	Vacant and undeveloped	2-4 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey residential or commercial 	Short
4	Retail and service station	2-4 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey residential or commercial 	Medium
5	Vacant and undeveloped	3 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey residential 	Short
6	Vacant grocery store	2-4 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey residential Live-work units 	Short
7	Retail and service commercial	2-4 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey residential or commercial 	Medium to Long
8	Post office	2-3 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey residential or commercial (Or public square depending on Ontario/Elm Streets realignment) 	Medium to Long
9	Single detached residential	2-4 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey residential or commercial • Live-work units 	Medium
10	Plaza parking area	2-3 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey commercial 	Long
11	Gas station	2-3 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey commercial • Live-work units 	Long
12	Gas station and Service/Retail Commercial	2-3 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey commercial • Live-work units 	Long
13	Plaza parking area	2-3 storey mixed-use development <ul style="list-style-type: none"> • Ground floor commercial with upper storey commercial 	Long

Left: Summary of Potential Intensification

Notes:
Short-term: 0 to 5 years
Medium-term: 6 to 10 years
Long-term: 11+ years

6.2.1 Site #1

Description:

- Site at the corner of John Street and Robinson Street in the Ontario District
- Currently an industrial/manufacturing site
- 3 storey street townhouses facing John Street (parking from rear garages)
- 6 storey apartment building facing Robinson Street (parking on the ground floor and below grade)



6.2.2 Site #3

Description:

- Site along Main Street East near Robinson Street intersection
- Currently vacant and undeveloped (formerly a car dealership lot)
- 2 storey buildings abutting Main Street edge (rear surface parking areas)
- Ground floor retail/service commercial uses
- Upper floor office commercial or residential units



6.2.3 Site #5

Description:

- Site on the north side of Main Street, east of Elm Street
- Currently vacant and undeveloped site (formerly a movie theatre)
- 2 storey mixed-use development with surface parking to the rear
- Ground floor retail and service commercial
- Upper floor of residential units



6.2.4 Site #6

Description:

- Site on the east side of Elm Street and Oak Street, south of Main Street
- Currently vacant grocery store building
- 4 storey mixed-use development with surface parking to the rear
- Ground floor retail and service commercial
- Upper three storeys of residential units



6.2.5 Site #12

Description:

- Site at the northeast corner of Livingston Avenue and Patton Street
- Currently a gas station plus service and retail commercial uses
- 3 storey mixed-use development
- Live-work units
- Ground floor retail, service, and office commercial
- Upper two storeys of associated residential units



6.3 Development Design Guidelines

The purpose of the Development Design Guidelines is to provide specific guidance to the design of development projects within Downtown Grimsby, whether they are private or public sector developments. The design guidelines express the expectations during the development review process and are intended to facilitate high quality urban design within Downtown Grimsby. They provide “mid-level” guidance for design, operating between the general policies and principles of the Town of Grimsby Official Plan and the specific details and plans of the development review process, including Site Plan and Zoning By-law Amendment applications.

The Development Design Guidelines are intended be used by a number of different participants in the design and development process, including:

- a) The Town of Grimsby in reviewing planning applications and when designing municipal works projects;
- b) The Region of Niagara when designing municipal works projects and streetscape improvements/redevelopment;
- c) Developers and consultants in designing new development and redevelopment;
- d) Landowners and business owners in undertaking site and building improvements; and
- e) The Grimsby DIA in promoting development and encouraging high quality design in Downtown Grimsby.

The Development Design Guidelines are divided into three general components:

1. Building Form;
2. Façade Elements; and
3. Site Planning

6.3.1 Building Form

6.3.1.1 Description

The built form within Downtown Grimsby contains a variety of commercial, institutional, office and residential uses, primarily contained within one or two storey buildings. Many buildings are of a traditional “main street” style, primarily within the Core District, which provides a clear historic character for Downtown Grimsby. Given this, the Core District provides the design cue for new development within Downtown Grimsby, in respect to character and style; scale and proportions; and orientation and siting.

Although the built form is discontinuous in both scale and setbacks, there are a number of opportunities for infill that can help strengthen the urban form within Downtown Grimsby. By developing these vacant lots and reducing the gaps along the street edge, a more consistent built form can be achieved, enhancing the pedestrian experience. It is appropriate that any redevelopment or infill projects be of the highest quality of design to ensure they are appropriate and contribute to the historic, main street character and identity of Downtown Grimsby.

6.3.1.2 Objectives

Objectives for the building form guidelines are:

1. A low-rise profile form of development characteristic of a main street environment;
2. A consistent building-to-street edge throughout the downtown;
3. Creation of a continuous building façade wall that frames the street and facilitates a strong pedestrian environment;
4. New buildings that match the scale and massing of the historic main street environment; and
5. Additions to existing buildings that complement the heritage character of the area.

6.3.1.3 Built Form Components

6.3.1.3.1 Character and Style

The Core District is, and should remain, the architectural and built form focus of Downtown Grimsby given its history. Considering this, new developments and façade improvements throughout Downtown Grimsby should complement the prominence of the Core District's buildings, either through mimicking the heritage stock or contrasting the heritage stock with contemporary styles to allow them to stand out.

Guidelines:

- a) Use building styles for new buildings that reflect the historic character and theme of Downtown Grimsby and are a "main street" type with commercial or similarly active uses on the ground floor.
- b) Provide additional design emphasis for buildings located at street intersections, gateways or terminating views along visual corridors through façade treatments, architectural elements and materials appropriate for these locations.

6.3.1.3.2 Scale and Proportions

The Core District contains a tight building-to-building distance across Main Street as buildings are sited close to the street edge in order to "frame" the pedestrian environment. Such an urban type of environment should be maintained and encouraged in new development throughout Downtown Grimsby.

Guidelines:

- a) For infill development or additions to buildings within the Core District, align architectural elements with those of the adjacent building to ensure visual continuity.
- b) Clearly define the three façade zones (see Page 51) on new buildings and additions to existing buildings through the use of horizontal elements such as sign bands, cornices, and projections.
- c) Design building widths to generally be between 7.5 and 15.0 metres.
- d) For new buildings wider than 15.0 metres, include a symmetrical and balanced pattern of bays, defined by vertical elements, to emphasize the individual units of the buildings.
- e) Delineate bays with vertical elements, such as changes in materials, building projections, columns, or other vertical architectural elements.
- f) For existing buildings in the Core District, improve any building façades that are wider than 15.0 metres by dividing the larger façade through a symmetrical pattern of bays to emphasize the individual units of the building or divide a large single store's façade.
- g) Design and situate new buildings to maximize the building frontage along the street, preferably 100% from side property

line to side property, not including any frontage required for pedestrian connections or vehicle access points.

- h) For infill development or additions to existing buildings within the Core District, design the height to be no greater than one storey higher than the height of the tallest immediately adjacent building.
- i) For corner sites within the Core District, design building up to four storeys to punctuate and heighten these prominent locations.
- j) For development within the remainder of Downtown Grimsby, design buildings with a minimum height of two storeys and a maximum height of four storeys.
- k) Consider the use of stepping for upper storeys from the front building line for upper floors that may create undue shadowing impacts on the streetscape.
- l) For corner buildings located at street intersections, locate the tallest portion of the building along the street frontage to punctuate the street corner.
- m) Design the building with taller first floors (at least 4 metres) while still maintaining pedestrian scale.



6.3.1.3.3 Orientation and Siting

The Core District contains a tight building-to-building distance across Main Street as buildings are sited close to the street edge in order to “frame” the pedestrian environment. Such an urban type of environment should be maintained and encouraged in new development throughout Downtown Grimsby.

Guidelines:

- a) Orient all buildings parallel to the street right-of-way so that they frame and animate the street and strengthen the street edge’s definition.
- b) For corner sites, buildings can be angled at their corners facing the intersection provided an entrance is located at those corners.
- c) Site buildings as close to possible as the front property edge, ideally with a 0 metre setback, but no greater than 3.0 metres. Arcades or colonnades are not desirable.
- d) Within the Core District, setback new buildings and changes to existing buildings to align with the established setback of the immediately adjacent buildings.
- e) Use deeper setbacks for increased pedestrian access or active outdoor use, such as a courtyard at-grade or patio space accessible from the inside of the building.
- f) Use any setback space between the street right-of-way edge (0 metre) and the building front (3.0 metres) for landscaped areas, amenity areas, seating opportunities, or display areas.



6.3.2 Façade Elements

6.3.2.1 Description

Articulated and visually interesting commercial façades contribute significantly to the creation of a comfortable pedestrian environment in a downtown and heighten the overall quality of the experience for visitors. Downtown Grimsby, however, currently has an assortment of façade styles and treatment, which is generally distinguished between the character and form of buildings within the heritage block and the newer conventional buildings surrounding the heritage block.

The Core District in Downtown Grimsby provides the façade design cues for new development and infill development throughout the area. This heritage block establishes a relatively consistent pattern of building façade proportions, scale and rhythm. The facades of these commercial buildings are characteristic of the late 19th century and early 20th century, and are generally comprised of three basic façade sections or zones: (a) the “storefront zone”, (b) the “upper façade zone”, and (c) the “roofline zone”.



Left: The different “zones” of a traditional building façade.

(a) Storefront Zone

The storefront zone relates to the ground floor of the commercial building. The storefront contains the principal building entrance, the shop display windows, and signage elements of the commercial façade. The design of the storefront zone is important given it is the zone that most interacts with the pedestrian.

(b) Upper Façade Zone

The upper façade zone contains the portion of the façade above the storefront and below the roofline. The upper floor façade for taller buildings typically contains the largest area of the overall façade. Containing upper storey windows, the upper façade zone can contain a variety of horizontal and vertical architectural elements.

(c) Roofline Zone

The roofline zone is located above the upper façade and is the smallest component of the façade in terms of area. The roofline plays an important role of “capping” the building façade. Principally the roofline contains horizontal elements such as cornice or banding treatments.

6.3.2.2 Objectives

The overall goal for façades within Downtown Grimsby is to enhance, and restore where necessary, the fine-grained, pedestrian-scaled façades of the Core District while ensuring that new construction in the surrounding Districts is complementary to the character of the heritage block. In this regard, complementary does not mean that new buildings are to replicate a particular existing building or style, but instead are to follow the general façade scale and proportions while allowing creativity for the details such as materials, colours and specific details.

The general objectives for the façade treatment guidelines are:

1. Improved facades for the Core District with retained and restored architectural features;
2. Articulated and visually interesting façades for new buildings;
3. New building façades that complement rather than replicate the heritage main street environment;
4. All buildings, new and existing, to respect the proportions and scale of heritage buildings in the area;
5. Building façades that contribute to creating an attractive, pedestrian-oriented streetscape; and
6. Façades throughout the area that collectively work together to define the entire downtown as a character area.

Generally there are number of key architectural principles for the composition of a façade for a building within a traditional main street. These principles are:

1. **Proportion:** the ratio and relationship between the length and width of a façade.
2. **Rhythm:** the qualities that tie the façade into the whole.
3. **Scale:** the elements that create a human-scaled form.
4. **Balance:** the arrangement of elements to create unity and individuality.

6.3.2.3 Façade Components

6.3.2.3.1 Materials

Historically, a limited number of building materials was used in Downtown Grimsby. Red pressed brick traditionally, and remains, the predominant material throughout the Core District, although local stone was also common. The emphasis is the continuation of this practice for additions within the Core District. For new developments throughout Downtown Grimsby, brick, stone and mortar is also the preference, although the range of materials is more varied including more modern and contemporary materials. The desire is that the choice of materials for new developments will not compete visually with the character of the Core District and not overshadow the downtown as a whole.

Guidelines:

- a) Use materials that are of high quality, durable, and easily maintainable.
- b) Ensure façade materials are complementary to one another and appropriate for the architectural style of the building.
- c) Limit the number of building façade materials, not including windows and door materials, generally to no more than 3 materials.
- d) For the side and rear elevations that are publicly visible, design in a similar fashion to the front elevation in terms of material use and treatment in relation to façade proportions and horizontal and vertical divisions.
- e) For new developments within the Core District, use traditional materials that are natural and local, preferably pressed brick but also natural rock/stone is acceptable.

- f) For new developments outside of the Core District, use base materials such as pressed brick; natural, local rock and stones; concrete, either poured or block; or plaster or stucco.
- g) Use other materials on the façade only as accent materials to complement the base materials, which may include finished and painted wood trim, copper, or steel.
- h) Throughout the downtown, do not use the following as a base material:
 - materials that mimic other materials (“faux” materials);
 - aluminum, sheet metal, or other siding systems;
 - non-local stone materials (i.e. marble, granite); or
 - textured stucco.
- i) When multiple building materials are used, make a change in material at the point of a recession/projection along the façade, on the inside corners of the recession/project. Along a single, flat building wall, define the change in materials with a pronounced expansion joint.
- j) If using bricks, ensure they are unglazed, earth tone in colour, and in a horizontal orientation. Mortar any brick and stone veneer and wrap around corners to give an appearance of structural function to minimize a “veneer” appearance.



6.3.2.3.2 Colour

Colour is a prominent visual element of a building’s façade, and is an important component of how a building and its façade fits into a downtown as a whole. Traditionally, colour is used to highlight interesting architectural features. While façade colours are largely determined by personal preferences, consideration needs to be given to avoiding “overcolouring”: a building’s architectural features, building signage, and overall character of the area needs to stand out, not solely the building colour.

Guidelines:

- a) Use colours that are muted and soft, as compared to bold and bright. If used, such bold colours should only be used as accent colors on façade elements, such as window and door frames, building trim, sign bands and lettering, and other details.
- b) Limit base colours to no more than two, preferably for defining the vertical distinctions of the building (i.e. storefront versus upper storeys) if using more than one colour.
- c) Limit accent colours to two or three, selected to complement the base colours of the façade.
- d) When painting base materials, such as brick, if necessary, use a matte finish for paint.

6.3.2.3.3 Storefront Elements

The storefront is the principal area of a façade that a pedestrian experiences along the street. In traditional development along main streets, the storefront performs a number of functions: it provides an area for display space and encourages “window shopping”; it allows natural light into shops; and it allows visual communication between the interior of shops and the street. The intent for storefronts in Downtown Grimsby is to assist in creating a visually interesting, vibrant and lively streetscape that is comfortable for retail activities.

Guidelines:

- a) Design façades with a combination of traditional “main street” storefront elements, including display windows, window bases or “kickplates”, transom windows, and storefront cornices.
- b) Ensure the design and location of storefront elements, including entrance doors, storefront windows, signage, and stairs/ramps, are consistent with the Facility Accessibility Design Standards.
- c) Ensure at least 70 percent of the storefront zone is transparent surfaces, either storefront windows or doors, using glass to provide clear views to and from the street and allow natural surveillance opportunities.
- d) Do not use mirror, tinted or spandrel glass for any storefront windows or doors.
- e) Ensure that vertical framing elements, such as building piers or columns, used on the storefront façade appear as “structural” elements for the upper storeys.
- f) Use recessed entrances and/or display windows, where desired, to accommodate outdoor sitting areas or display areas.
- g) Ensure the sides of recessed entrances have transparent surfaces to enhance comfort and visibility.



6.3.2.3.4 Awnings

Awnings are common features on commercial storefronts in many downtowns. They can serve a number of different purposes including providing protection from the weather and enhancing pedestrian comfort, providing additional opportunities for business signage, controlling the amount of sunlight entering storefront windows, and adding visual interest to the storefront façade. While multi-purpose in function, awnings need to be designed properly to avoid dominating the storefront façade and diminishing other architectural features.

Guidelines:

- a) Limit the entire height of awnings to no more than two-thirds the depth of the awning and limit the front faces of awnings, the valance, to no more than 0.5 metres in height.
 - b) Use awnings that are square or triangular in shape, rather than rounded or bubbled. Ensure all awnings on a building have a consistent pattern of size, shape, and placement.
 - c) Mount awnings in the storefront zone of the façade, not in the upper façade zone. Ensure that awnings do not cover storefront display windows, piers, columns, pilasters, clerestory windows, architectural expression lines or details.
 - d) Size awnings to span the façade's window openings, and not span the entire façade from side-to-side.
 - e) Use retractable awnings given they can adapt to different seasons and weather patterns.
 - f) Use fabric awning materials rather than synthetic materials such as plastic or metal.
 - g) Design awnings with shapes and colors that are compatible with and complement those of the façade and its signage. Incorporate signage on awnings, where desired, in keeping with the design guidelines below in Section 6.3.2.3.6 (c).
- h) Use multiple awnings for larger building frontages rather than a single continuous awning. For multi-tenanted buildings, use different colors and patterns to represent the different businesses in the building if desired.



6.3.2.3.5 Upper Storey Windows

The location, spacing, size, shape, divisions, and framing of windows in an upper storey of a building are important considerations in the façade's composition. Upper storey windows provide visual interest on a building's upper storeys that contribute to creating a high quality streetscape and animation of upper storeys.

Within the Core District, upper storey windows are generally spaced in a manner that establishes a consistent rhythm. These were historically, double-hung windows with openings that are rectangular or arched in shape. Decorative architectural features, such as ornate cornices or lintels, emphasize some upper storey windows. While most buildings in the Core District retain their original window openings, the windows and sashes may be changed to modern fixtures that do not reflect the original composition.

Given their visual importance, existing upper storey windows should be restored to the original form and composition, while upper storey windows in new development should respect the general proportions, scale and size of those in heritage buildings.

Guidelines:

- a) Use transparent glass surfaces for upper storey windows. Do not use mirrored, tinted or spandrel glass for upper storey windows.
- b) Use windows that function and can open to encourage natural ventilation.
- c) If using shutters, ensure they are proportional to the size of the window opening (i.e. have a width that would enclose the entire window), and preferably are functional in nature.

- d) Incorporate window openings that have distinct lintels and sills to provide visual interest on the upper storeys.
- e) Orient upper storey window openings to have a vertical, rectangular orientation. For square or horizontal orientations for window openings, use windows and windowpanes should have a vertical orientation.
- f) Recess upper storey windows into the wall surface to assist in articulating the facade and creating interesting shadow patterns.



6.3.2.3.6 Signage

Signage provides business identification and is a primary element that defines the character of a business, given it provides the first impression of that business. Effective signage is an important part of the built environment and historical references of Grimsby, and should reinforce the historical sense of place and theme of the area. Appropriate signage reflects a community's character, and needs to be balanced between the needs of pedestrians and motorists, keeping in mind Downtown Grimsby as a whole.

There are a wide range of sign types available to businesses in Downtown Grimsby, which are commonly assembled as part of an overall sign package for a business or development. These sign types include:

- a) Storefront signs;
- b) Projecting signs;
- c) Awning signs;
- d) Window signs;
- e) Portable signs; and
- f) Ground signs.

While the Town's Sign By-law regulates the general size and location of a variety of sign types, it does not speak to the character or appearance of signs. Given this, the following guidelines provide specific design guidance for each particular type of sign. The overall goal is to encourage signage in Downtown Grimsby that is designed and located to be compatible with the scale of the respective building so that it does not detract from or overpower the building's design and its façade features.

There are a number of sign types that are not appropriate, and thus discouraged, as part of existing and new buildings in Downtown Grimsby. These include:

- Pole mounted or pylon signs;
- Billboards;
- Inflatable or windblown signs;
- Signs that produce smoke or sound;
- Signs with animated or moving characters;
- Changeable letter marquee signs;
- Roof mounted signs;
- Permanent sidewalk signs; or
- Monument signs.

(a) Storefront signs

Storefront signs, or fascia signs, come in a variety of different forms, types, and sizes, designed to fit within a façade's composition. A well-designed, appropriate, and character sign provides a significant enhancement to the building façade and actively promotes a business.

Storefront signs were traditionally, and preferably, located on the horizontal section which divides the storefront windows from the upper façade, referred to as the sign band. These business signs were commonly displayed in a single line of lettering large enough to be read by people walking on the street.

Guidelines:

- a) Limit storefront signs to the storefront zone of a building, preferably with a maximum total sign area no more than 20% of the storefront area.
- b) Utilize durable, weatherproof materials that complement those of the building façade. Do not use internally lit, neon or plastic materials.
- c) Avoid obscuring or covering façade features, including windows, doors, storefronts, building entrances, cornices, and columns, with storefront signs.
- d) Locate storefront signage only on facades that have building entrances. Design any building signage associated with secondary building entrances from rear parking areas relative to the scale of the primary storefront sign.
- e) Use simple lettering typefaces that are easy-to-read and complemented with graphics or symbols that relate to the business function.



- f) Use lettering colours that provide an accent to the overall façade and that enhance readability of the sign relative to the base colour of the sign.
- g) Use lettering and images on signs that provide depth to the sign, such as raised lettering or using individually cut or carved lettering.
- h) Attach storefront signage so that it is parallel and flush with the building wall and is not angled from the façade.



(b) Projecting signs

Projecting signs, or hanging signs, are installed perpendicular to the façade and hang from a mounted wall brace. Projecting signs may be the sole signage for a business, depending on the width of the façade, but typically they are a secondary to the primary wall signage. They can add to the character of a downtown through their creative design and are principally oriented to pedestrians walking down the sidewalk adjacent to the building.

Guidelines:

- a) Design projecting signs to complement the form, colours, and lettering of the primary storefront signage.
- b) Use simple lettering typefaces that are clear and easy-to-read and complement with images relating to the business function.
- c) Locate projecting signs so they are at least 2.5 metres (8 feet) from the ground, with their top below the upper façade windows.
- d) Limit projecting signs to no more than 1.0 square metre (10 square feet) in surface area.
- e) Design and locate projecting signs so that they do not project more than 0.6 metres (2 feet) from the façade.
- f) Limit the number of projecting signs to one per façade, mounted near the storefront entrance. For wider façades with multiple entrances, one projecting sign per storefront entrance on the façade may be appropriate.
- g) Where lighting of projecting signs is desired, use externally mounted lights to illuminate letters, images, and symbols.
- h) Use mounting hardware for projecting signage that is attractive, durable, and forms part of the sign design, either simple or more decorative.



(c) **Awning signage**

Awning signs are those printed or mounted on the surface of an awning located above a building's storefront. Awning signs are a signage form traditionally found in downtowns, identifying a business while providing weather protection for store users.

Guidelines:

- a) Design the signage lettering and colours to be consistent with the primary building signage style.
- b) Use a simple lettering typeface, similar to the style of the primary building signage, that is clear and easy-to-read and that is sized to the pedestrian scale.
- c) Limit awning signage to the front face, or valance, of the awning, and generally no more than 0.30 metres in height.
- d) Limit the width of the signage to no more than 75% of the width of the awning and no more than 30% of the surface area of the awning.
- e) Provide at least 2.5 metres (8 feet) of clearance for any awning signage over public sidewalks.



(d) Window signs

Window signs are signs that are placed on a window or door of a storefront. They may either be permanent or temporary. Window signs may include advertisements and sales, product merchandise posters, open and closed signs, and painted or etched business names and logos. Window signs are not typically the primary signage for a business, but are intended to complement the primary signage, either long-term or short-term in nature.

Guidelines:

- a) Use window signs only on windows in the storefront zone, and not in windows in the upper façade.
- b) Limit the surface area of window signs to no more than 20 percent of a window's surface area. Ensure that window signs do not obscure the primary function of the storefront windows to display goods and to allow a viewline into the building.
- c) Use etched or painted glass for signage on the windows or signs that are attached to the glass or displayed directly behind it. Materials and paint should be durable and fade resistant to ensure their quality over time.
- d) Use in-store lighting or an externally mounted light to illuminate window signs. Avoid using any neon or fluorescent lighting for illumination or accent around the signage or the window frame.
- e) Limit any electronic signs to a single, non-flashing "Open" sign in a storefront's window.
- f) Use a simple lettering typeface, similar to the style of the primary building signage, that is clear and easy-to-read and that is sized to the pedestrian scale.
- g) Use lettering typefaces and colours that match or complement that of the primary building signage.



(e) Portable signs

Portable signs are small signs, typically temporary or seasonal in nature, that are placed at-grade along the streetscape in front of stores as advertisement space. These small portable signs can add visual interest and animation to the streetscape in front of storefronts, while advertising for daily events such as menus or sales. The key consideration for utilizing portable signs is that they are visually attractive, add to the character of the streetscape, and do not disrupt pedestrian movements along the sidewalk.

Guidelines:

- a) Limit portable signs to sandwich boards or A-frame styles of signs.
- b) Limit the size of portable signs to no more than 0.75 square metres of surface area.
- c) Limit the number of portable signs to one per store frontage. For larger store frontages, limit the number to no more than two portable signs.
- d) Consider the location of portable signs to avoid the “cluttering” of the streetscape.
- e) Utilize durable, weatherproof materials that complement those of the building façade. Do not use internally lit, neon or plastic materials.
- f) Design portable signs to complement the form, colours, and lettering of the business’ primary store signage.
- g) Locate portable signs so that they are outside of the primary pedestrian route in front of stores, with a minimum clearance of 1.2 metres for pedestrians.
- h) Ensure portable signs are only used during the hours of operation of the business.



(f) **Ground signs**

Ground signs are signs that are permanently, or relatively permanently, installed on a site to advertise a single business or a multi-tenanted development in the form of tenant directory signs. They are commonly found with residential buildings converted to commercial uses. The key design consideration for such signs is that they complement the character of the primary business signage and do not overpower a site in terms of treatment or size.

Guidelines:

- a) Limit ground signs to one per property.
- b) Limit the size of ground signs to no more than 1.0 square metres in surface area.
- c) Limit the size of ground signs to no more than 1.5 metres in height.
- d) Utilize durable, weatherproof, high quality materials that complement those of the building façade. Do not use internally lit, neon or plastic materials.
- e) Use externally mounted light to illuminate ground signs. Do not use any neon or fluorescent lighting for illumination or accent around or on the sign.
- f) Design the signage lettering and colours to be consistent with the primary building signage style.
- g) Use a simple lettering typeface, similar to the style of the primary building signage, that is clear and easy-to-read and that is sized to the pedestrian scale.



6.3.2.3.8 Roofline

Rooflines perform the function of terminating and punctuating the top of a building's façade. They are important given they are most evident to those passing at a distance or from across the street. Traditional rooflines provide visual interest and vibrancy along the upper portions of a façade through the use of detail, such as material changes, cornice, parapets, and other features, that provide an appropriate "cap" to a building.

Guidelines:

- a) Design rooflines for infill development or additions to the existing buildings within the Core District to match or complement existing roof lines in the area, either immediately adjacent or elsewhere on the block.
- b) Ensure roofline forms, slopes, details, materials, and overall design is compatible with the building's overall style and character.
- c) Use a flat roof with a parapet or cornice or a sloped roof combined with a roof parapet as the preferred roofline style for new development.
- d) Ensure any gutters/downspouts match the trim or body color of the façade and are inconspicuously located.
- e) Use appropriate roof materials that are durable and fit with the overall façade character.
- f) Paint vent pipes that are publicly visible to match the color of the roof to make them less conspicuous.
- g) Use a cornice or parapet to define the top of the facade. Coordinate roofline cornices with those distinguishing the storefront façade.
- h) Locate mechanical equipment and servicing away from the roofline edge, either the front, side or rear edges.

Alternatively, screen such equipment with features, such as parapets, that complement and fit with the overall façade design.



6.3.3.3.9 Murals

Murals are large scale graphics applied to the exterior of a building, typically on the blank side of a building. They are typically either painted directly on a building's exterior or on a material that is attached to the exterior. As expressions of public art, they can significantly contribute to the visual interest along a streetscape.

Guidelines:

- a) Ensure that any murals are public art completed by a qualified professional artist, and are not commercial advertising of any sort.
- b) Use themes are related to Grimsby's history, tourism, features, character, or any artistic expression.
- c) Locate murals only on exterior walls that do not contain the primary building entrance.
- d) Ensure that the colours used are consistent with the building and do not overshadow the respective building or the surrounding area.
- e) Properly prepare surfaces for mural prior to installation including cleaning, scraping debris, and filling holes to ensure a high quality and durable finish.
- f) Use high quality, durable, graffiti-resistant, and weather resistant materials for murals.
- g) Design murals so that they are consistent with the building style and do not obscure the building's architectural details.
- h) Minimize the amount of the surface area of the mural that is dedicated to acknowledging the mural's sponsor, if applicable.
- a) Light murals, where appropriate, with fixtures consistent with the primary building lighting to provide emphasis at night.



6.3.3 Site Planning

6.3.3.1 Description

While Section 6.3.1 and Section 6.3.2 respectively deal with the form, composition and appearance of buildings on a site, this section deals with the arrangement and functioning of the other, non-building elements on a site. These elements include parking, lighting, service areas, and patios or open spaces.

6.3.3.2 Objectives

Objectives for the site planning guidelines are:

1. Provision of a visually interesting and attractive interface between buildings and the street edge;
2. Inclusion of design treatments that are durable and easily maintained;
3. Incorporation of structural site elements that are in keeping with the character of the downtown;
4. A safe and secure pedestrian environment on a site for all users;
5. Incorporation of green treatments and activity that liven the streetscape;
6. Provision of appropriate transitions between properties within and outside the downtown; and
7. Minimization of the extent, visual appearance and impacts of parking and service areas.

6.3.3.3 Site Components

6.3.3.3.1 Parking

Parking within Downtown Grimsby is provided through a series of public and private parking areas, including both on-street and off-street parking spaces. While it is recognized that there is the need to accommodate parking for automobiles, private off-street parking area for developments need to contribute a pedestrian-friendly and visually attractive downtown environment.

Guidelines:

- a) Locate the parking for any new developments at the rear of the development and not between the front or side of a building and abutting public street right-of-way.
- b) Locate the access to an off-street surface parking lot from the secondary street, whenever possible, particularly where parking areas for individual properties can be coordinated.
- a) Where parking in the front yard is unavoidable, screen such parking areas with fences/walls and landscaping to minimize the visual impact on the streetscape.
- b) For longer blocks or properties, create central pedestrian connections that connect parking areas to building entrances. Design such connections with weather-protection and tree plantings, where feasible and where necessary.
- c) Orient parking aisles to be perpendicular to the building's primary entrance in order to minimize the number of potential pedestrian-vehicle movement conflicts.
- d) Coordinate parking areas across several properties, or within one larger property, as much as possible particularly regarding access in order to limit the number of interruptions of the streetscape and public sidewalks.

- e) Divide larger off-street parking areas both visually and functionally into smaller parking areas through the use of landscaped islands to minimize the visual extent of the paved area.
- f) Ensure pedestrian routes through off-street parking areas are safe, convenient and clearly demarcated. Ensure they are a similar size to a public sidewalk, are barrier-free, and are served by adjacent shade trees and pedestrian lighting.



6.3.3.3.2 Plantings

Plantings can be use a key visual element to connect a building or development with the streetscape and the surrounding context. It performs a number of functions, including screening areas like servicing or parking areas and providing visual interest and colour along a streetscape.

Guidelines:

- a) Landscape and regularly maintain the following areas on a site:
 - Yards that are visible from streets, sidewalks, and/or other public spaces;
 - Yards that are abutting adjacent residential properties;
 - Common outdoor areas within the site; and
 - Private and public surface parking lots.
- b) Use tree and shrub species that are native, low maintenance, and salt tolerant to survive urban conditions.
- c) Trees that provide a canopy of shade in the summer and that do not drop heavy cones, sap, fruit, and seedlings are encouraged along sidewalks, walkways, and near parking spaces.
- d) Ensure trees have an adequately sized planting area based on the amount of room needed for tree roots. Root barriers, tree guards, and tree grates are encouraged for trees are planted near sidewalks and walkways.
- e) For parking lots, aim to plant one tree planted per four parking spaces.
- f) Provide seasonal interest through the use of coniferous and deciduous plant materials throughout the site.

- g) Maintain and trim shrubs and perennials adjacent to the public right-of-way so that they are no more than 0.9m in height to avoid the creation of hiding spaces and be respectful of pedestrian safety.
- h) Ensure raised planters are at least 0.40m in height to promote informal seating areas along a street frontage. Use high quality materials for raised planters that complement the character and style of the development.
- i) Ensure that any screening methods for parking be well-maintained to avoid unsightly conditions that negatively impact the pedestrian safety and the area's character.
- j) Use flowerpots and planter boxes that are compatible with the architecture style of the building to add color and variety to the landscape. Potential locations include overhangs, columns or posts, balconies, and below windows.



6.3.3.3.3 Fences and Walls

Fences and wall work with landscape plantings to physically and visually demarcate an area from another, such as a parking area from the streetscape. They should be considered extensions of the respective built form in terms of style, materials, and details.

Guidelines:

- a) Use a landscaped area of plantings in conjunction with walls or fences to provide separation of off-street parking areas from adjacent land uses or establishments.
- b) Ensure fences and walls should be compatible with the architecture of the building on the site.
- c) Limit any pergolas or entrance arbors on fences/walls to 2.5 metres in height.
- d) Use fences and walls that are articulated with regularly spaced posts, changing the height, and using different building materials at the base, posts, or the cap of the fence or wall.
- e) Use materials such as wood, natural stone or brick (unpainted), wrought iron, concrete masonry, or similar materials
- f) When painted, ensure fence and wall colours match or complement the color of the building.



6.3.3.3.4 Site Lighting

Lighting of the site for safety and security purposes should be included in the design of parking lots. The type of lighting should be in conformance with lighting standards that are established for the entire core area, i.e. pole style and colour, bulb type, mounting height, etc. and adhere to the “dark skies” design principles.

Guidelines:

- a) Ensure that buildings and sites are not over-lit to in order to maintain a desirable nighttime setting and environment.
- b) When comprehensively planning lighting for a site, balance the need for safety and security with the reduction of energy consumption and nuisance impacts.
- c) Light areas on the site used by pedestrians at night, including surface parking lots; building entrances; sidewalks and walkways; garbage disposal areas; and other areas.
- d) Locate and direct building and sign lighting to light the intended area of illumination and limit off-site glare impacts on adjacent buildings or properties.
- e) Incorporate lighting at regular intervals to prevent the creation of light and dark pockets to ensure visibility into and out from all areas on the site requiring lighting.
- f) Design lighting poles and fixtures to be consistent with and complement the architecture of the building and the site.
- g) Direct light downward wherever possible to avoid spillover to surrounding areas.
- h) Use pedestrian-scaled lighting, such as low profile fixtures, along pedestrian routes through an off-street parking area.
- i) Coordinate the location of lighting and lighting fixtures with pedestrian routes and plantings.

6.3.3.3.5 Service Areas and Equipment

Services areas include those areas with mechanical equipment or those devoted to the operation of the associated building, such as garbage disposal areas. These areas can have significant visual impacts on the streetscape and the public realm, and their careful location, design and screening, where necessary, needs to be considered.

Guidelines:

- a) Locate building utility meters in less visible locations such as the rear of building, or screen them with an appropriate design that complements the overall façade building design.
- b) Locate service areas, including areas for loading/unloading and garbage, in locations that are not directly visible from a public street, such as in the rear yard of building.
- c) Coordinate and share service areas between buildings or within developments as much possible to prevent disruptions to vehicular or pedestrian flows.
- d) Ensure such service areas are screened appropriately, through landscape materials, fencing or building design, from the views of adjacent properties or from the upper stories of the building to which they serve.
- e) Design any screening structures so that they complement the character form, materials, and colours of the building.
- f) Locate the accesses to service areas from secondary streets or the rear of buildings wherever possible to reduce the number of driveways on Main Street/Livingston Avenue.
- g) Site all rooftop equipment, such as HVAC equipment, so that they are setback from the roof edge and/or screened through roofline design elements.

6.3.3.3.6 Sidewalk Cafes/Patios

Sidewalk cafes or patios are grade-level spaces along, or within the public right-of-way, that associated with businesses that serve food or beverages. They can contribute to a downtown's character by enhancing the vitality and interest along the streetscape. However, careful design and location of such spaces is important to ensure they do not detract from the visual quality of the streetscape and do not impede movement for all users along the sidewalk.

Guidelines:

- a) Locate cafes/patios ensuring that at least a 1.5 metre unobstructed route on the public sidewalk is maintained.
- b) Maintain at least a 1.0 metre direct and unobstructed route through a café/patio to the primary entrance of the business.
- c) Ensure that the public sidewalk's alignment remain straight within the right-of-way, or alternatively, angled following the configuration of the bump-out along the street.
- d) Design any structures, such as railings or walls, to complement the building's design using materials that allow visibility to and from the space. Ensure such structures can be easily removed and stored elsewhere.
- e) Ensure the café/patio does not extend beyond the frontage of the respective business.
- f) Ensure that any awnings associated with the café/patio do not extend past the extent of the projection into the right-of-way.
- g) For cafés/patios entirely on private property, use surface materials that complement those in the public right-of-way, although distinctive enough to define the boundary.



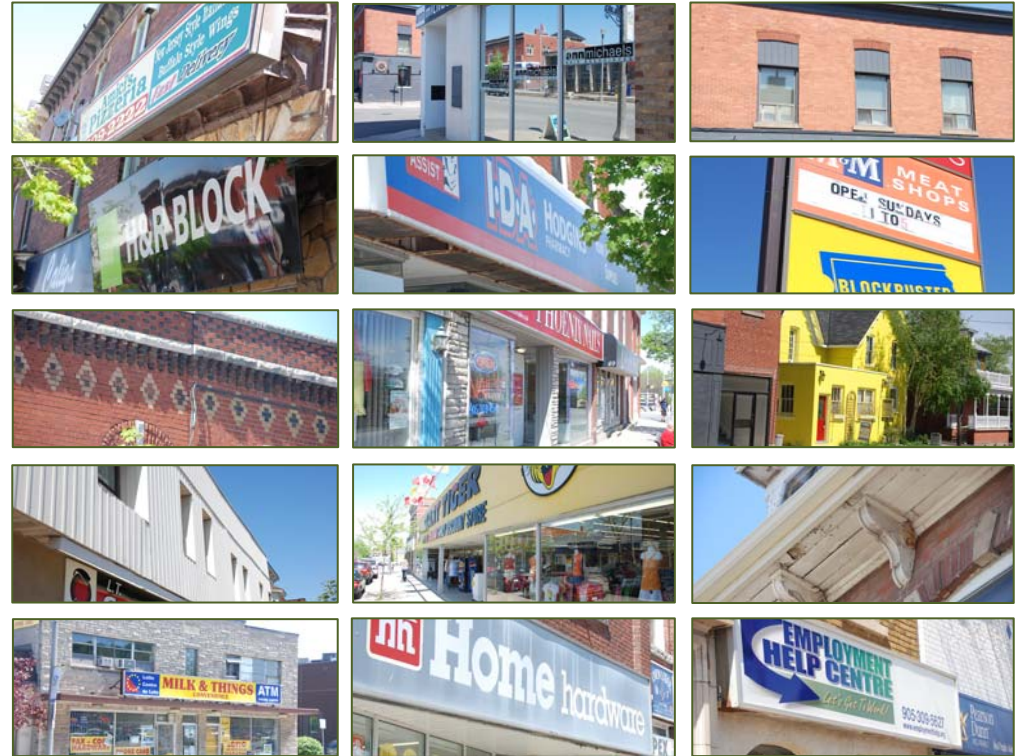
6.4 Façade Improvement

Downtown Grimsby benefits from the existing stock of high quality heritage buildings, particular within the Core District (see **Figure 6**) in which to build on and provide visual cues to new development. Physically, most buildings are in relatively good physical condition and generally appear to be well-maintained. However, with the exception of a few recently updated façades and some existing facades, façade improvements are warranted for many buildings within Downtown Grimsby given the general tired and dated look of their façade and signage.

There are a wide range of façade conditions in Downtown Grimsby that warrant improvement:

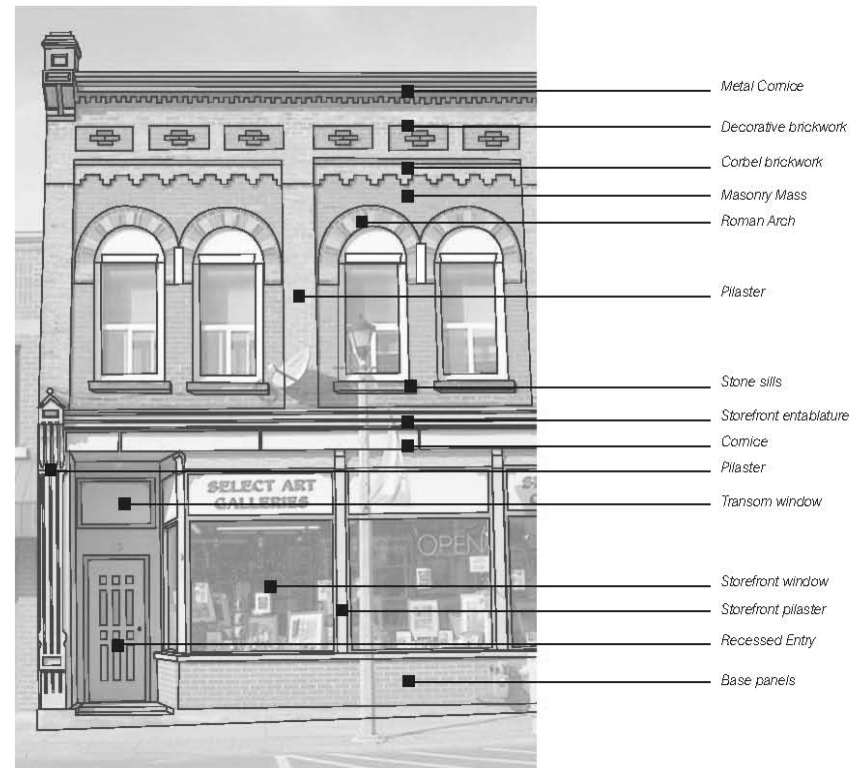
- Façade widths and proportions that are not consistent with a traditional main street character;
- Façade colours that are distracting and that overshadows building features;
- Storefront signage that of synthetic materials not in keeping with a main street character;
- Storefront signage not in a desirable location and out of character with the proportions of the façade;
- Deteriorating architectural features such as ornate brickwork or roofline;
- Inappropriate signage types within a main street environment and signage that is weathered and dated;
- Installation of upper storey windows that do not respect original window openings;
- Covering of façade with contemporary, synthetic material; and
- Blocking of visibility into and from shops through non-transparent materials or glass treatment.

Below: A variety of façade conditions that detract from the overall potential quality of the downtown character.



Façade improvement programs, such as any program that may be recommended in the Downtown Grimsby CIP, encourage business and property owners to enhance and promote the downtown's unique character and identity. The purpose of such programs is to develop a more coherent, creative and attractive appearance within Downtown Grimsby by offering financial incentive to promote improvements to the exterior of buildings.

The overall goal of façade improvements within Downtown Grimsby should be to enhance the pedestrian-orientation and the visual appeal and identity of the area. Façade improvements may include elements such as improvement to signage placement and treatment; design of door and window design and location; awning and canopy installation; façade materials; roofline design and treatment; and pedestrian-oriented lighting. The Façade Improvement Guidelines in Section 6.5 of this Plan are intended to guide the façade improvement process and meant to be tied to any financial incentive program that may be offered by the Town and/or Region.



Above: Façade composition and elements for traditional developments.

(Source: Regional Municipality of Niagara Model Urban Design Guidelines, Brook McIlroy Inc.)



Figure 6: Heritage Properties in Downtown Grimsby.

6.5 Façade Improvement Guidelines

The purpose of the Façade Improvement Guidelines is to provide specific guidance to business or property owners when preparing façade improvement plans for existing buildings within Downtown Grimsby. These guidelines will be also used by the Town of Grimsby when evaluating proposals for grants/loans that may offered through a façade improvement program as part of the Downtown Grimsby CIP.

A façade improvement program would be designed to encourage the improvement of existing façades within Downtown Grimsby, principally focused on the heritage stock of buildings within the Core District. Generally, there are three types of improvement for façades, which vary in terms of their scale:

1. **Conservation:** improvement that is minor in nature. Conservation work typically entails the protection and maintenance of the existing façade, including repainting, cleaning, re-stuccoing, repointing, and other general maintenance activities to preserve the life of the façade.
2. **Restoration:** improvement that is moderate in nature. Restoration work typically entails rehabilitation and recovery of the building form and details as they originally appeared, or thought to appear where documentation does not exist. It may include the replacement of doors, windows, cornices, lintels, shutters, storefront windows, or other features.
3. **Renovation:** improvement that is major in nature. Renovation work typically entails more significant structural improvements including a significant overhaul of the existing façade, either replicating the original fashion or incorporating a complementary fashion. This work may include installation of a new roofline or restructuring of the storefront zone.



Above: A positive precedent for façade improvement within Downtown Grimsby.

6.5.1 Conservation Guidelines:

- a) When maintaining or preparing existing façade materials, do not use sandblasting, high pressure washes, or chemical treatments that may harm the condition or appearance of the existing material.
- b) Repair, and repoint for brick or stone material, any existing ornamental features or details on the façade.
- c) Repair, rather than replace, upper storey windows where practical and feasible. If replacement is required, use new windows that match the original documented windows of the building, retaining the original openings of the upper façade.
- d) Maintain the natural colors of brick and stone material, wherever possible. Paint existing façade materials where no other feasible option exists, ensuring that the paint used is an appropriate level of gloss (i.e. semi-gloss) and appropriate for the existing material (i.e. masonry paint).
- e) Use colours that are muted and soft, as compared to bold and bright. If used, such colours should only be used as accent colors on façade elements, such as window and door frames, building trim, and other details.
- f) Limit base colours to no more than two, preferably for defining the vertical distinctions of the building (i.e. storefront versus upper storeys) if using more than one colour. Limit accent colours to two or three, selected to complement the base colours of the façade.



6.5.2 Restoration Guidelines:

- a) When replacing façade materials, use materials that match original documented materials of the building.
- b) Uncover façades that have been covered with unsympathetic materials (i.e. aluminum siding or non-local stone over brick).
- c) Incorporate new façade materials only where they reflect the original design intent of the façade.
- d) Re-open blocked upper façade windows where they exist with new windows that match the original documented windows of the building.
- e) Repair, rather than replace, upper storey windows where practical and feasible. If replacement is required, use new windows that match the original documented windows of the building, retaining the original openings of the upper façade.
- f) Replace entrance doors with new doors that match the original character and style of the façade, including the original style of operation, ensuring adequate visibility to and from the shop is maintained or achieved.
- g) Ensure the entrance door hardware is appropriate for and complements the original character and style of the façade.
- h) If adding or replicating any details or features to the façade, ensure the additions adhere to the original building's decorative elements.
- i) If enhancing a flat roof line of an existing façade, ensure that any cornices, parapets, mouldings, or other such features are complement the character of existing features within the surrounding area.
- j) Use colours that are muted and soft, as compared to bold and bright. If used, such colours should only be used as accent

colors on façade elements, such as window and door frames, building trim, and other details.

- k) Limit base colours to no more than two, preferably for defining the vertical distinctions of the building (i.e. storefront versus upper storeys) if using more than one colour. Limit accent colours to two or three, selected to complement the base colours of the façade.
- l) Install new storefront signage within the original sign band of the façade, uncovering it if necessary. Where an original and documented sign band does not exist, incorporate one in keeping with the proportions and general location of those on adjacent or surrounding buildings.
- m) Install all signage in keeping with the guidelines of Section above 6.3.2.3.6, as they may apply.

6.5.3 Renovation Guidelines:

- a) Install entrance doors with new doors that match the original character and style of the façade, including the original style of operation, ensuring adequate visibility to and from the shop is maintained or achieved.
- b) Install entrance door hardware that is appropriate for and complements the character and style of the façade.
- c) Install new storefront signage within the original sign band of the façade, uncovering it if necessary. Where an original and documented sign band does not exist, incorporate one in keeping with the proportions and general location of those on adjacent or surrounding buildings.
- d) Install all signage in keeping with the guidelines of Section above 6.3.2.3.6, as they may apply.
- e) Incorporate a regular rhythm of doors and windows along the ground floor to promote the typical heritage storefront configuration.

- f) If new upper storey windows are required, use windows that match the original documented windows of the building, including vertical and horizontal proportions, and while utilizing the original openings of the upper façade.
- n) Use colours that are muted and soft, as compared to bold and bright. If used, such colours should only be used as accent colors on façade elements, such as window and door frames, building trim, and other details.
- o) Limit base colours to no more than two, preferably for defining the vertical distinctions of the building (i.e. storefront versus upper storeys) if using more than one colour. Limit accent colours to two or three, selected to complement the base colours of the façade.
- g) Install new storefront signage within the original sign band of the façade, uncovering it if necessary. Where an original and documented sign band does not exist, incorporate one in keeping with the proportions and general location of those on adjacent or surrounding buildings.
- h) Ensure that the appearance of any vertical elements on the storefront façade, such as columns or piers, appear as “structural” elements for the upper storeys.
- i) Restore or establish a more fine-grained façade rhythm and pattern for buildings with wider frontages through the use of individual sign bands and awnings, projections and bays, variations in colour, and other vertical elements.



7.1 Keys to successful implementation

The following principles are key considerations for the successful implementation of the Downtown Master Plan and the associated Downtown Grimsby CIP:

1. Downtown must play to its strengths

Downtown areas are special districts that provide unique opportunities that one cannot necessarily find in other, more contemporary shopping districts. Downtown Grimsby needs to play to this strength to differentiate it from other areas. This includes enhancing and building on its heritage characteristics, its pedestrian friendliness, its small scale shops, its personality and friendliness, its accessibility, and its surrounding residential neighbourhoods.

2. The downtown experience is paramount.

The overall experience of downtown visitors, shoppers and residents is paramount to the success of downtown revitalization efforts. Therefore, enhancing the quality of the pedestrian experience along main streets and the sense of place in the downtown is a principal method in which a downtown can remain vibrant and competitive with contemporary shopping areas.

3. Long-term strategy of improvement.

Small, short-term improvements are desirable and necessary in addition to larger, long-term improvements in order to meet the

overall objective of an attractive and healthy downtown. A number of downtown improvements can be implemented and evaluated in short, manageable steps in a phase progression over the long-term.

4. A coordinated effort among many participants.

The downtown vision can only be achieved through a combination of public sector (Town of Grimsby, Regional Municipality of Niagara) and private sector (property and business owners) efforts. Both the public and private sectors have important and interconnected roles to play, and therefore need to communicate and coordinate their efforts and actions.

5. CIP is an investment in the downtown.

While the identified public realm enhancements and financial incentives programs of the CIP will involve significant capital expenditures at the municipal level (both Town and Region), these expenditures need to be viewed as an investment in the community, and not necessarily just a cost. This investment is intended to leverage private sector investment and re-investment to achieve the vision for a stronger, more comfortable, and healthier Downtown Grimsby.



7.2 Private Realm

7.2.1 Zoning By-law

The Town of Grimsby recently adopted a new Official Plan which provides an updated land use and urban design direction that is more consistent with contemporary best practices. However, the Town's Zoning By-law No. 71-74, a primary planning tool for implementing the vision of the Official Plan, is dated since it was adopted in 1971 and it does not reflect the new direction of the Official Plan. The Town's intent is to undertake a comprehensive review of its zoning by-law following adoption of the new Official Plan to mesh it with the updated policy direction. With this in mind, the following provides an assessment of appropriate zoning for Downtown Grimsby that would support the policies of the new Official Plan and implement the direction of the Downtown Master Plan.

To assist in assessing the zoning for Downtown Grimsby, the zoning by-laws of 10 other municipalities in Ontario were assessed, as they affect the municipality's downtown area (see **Appendix A**). To ensure a useful comparison, three general factors were used to select the municipalities:

1. The municipality has a similar scale of population to Grimsby (i.e. town or village scale);
2. The municipality has well defined downtown area that is reflected in its zoning by-law;
3. The municipality has limited or no transit service.

Summarizing the contents of this comparison for the built form regulations of the ten municipalities, generally:

- Most have no minimum requirements for lot requirements (area, depth or frontage);
- Most have no minimum front yard, interior or exterior side yard setbacks (some exceptions abutting residential uses);
- A few have maximum front yard setbacks;
- Most have minimum rear yard setbacks, generally 6.0 and 12.0 metres, although some have none abutting non-residential uses;
- Most have maximum building heights of 3 to 4 storeys;
- A few have minimum building heights; and
- Most have no maximum lot coverage, while the remaining have high lot coverage ratios.

In terms of parking requirements, Grimsby's parking requirements are generally within the range of the other ten municipalities. Notable parking requirements for Grimsby are "Eat-in Restaurants" and "Offices" where the Town's requirements are at the high end of the range (more parking needed than most) and "Retail Stores" where the Town's requirements are at the low end of the range (less parking needed). Most municipalities that were compared have some form of parking requirement reduction for their downtown areas, whether as a reduction or percentage of the standard rates, or exemptions for changes in use where the existing floor space area is unchanged.

Utilizing this comparison, the general direction of the new Official Plan, the design guidelines in Section 6.3, and contemporary best practices in urban design and planning, a draft zoning approach was developed for Downtown Grimsby (see **Appendix B**). This approach is intended for consideration and discussion at the time of the comprehensive zoning by-law review process

7.2.2 Sign By-law

The Town's Sign By-law (By-law No. 97-45) regulates the design and placement of signs throughout the Town. The Sign By-law, however, is principally concerned with regulating the type, location, and size of signs, and does not speak to the character and details of signs. While the design guidelines in Section 6.3 provides guidance on appropriate signage character, materials and details of signage in Downtown Grimsby, in addition to guidance on type, size and location, these guidelines are adopted as a guidance tool for the review and approval process, and are not legal tools enforced by municipal by-law as is the Sign By-law.

There are three general issues with the Sign By-law in respect to implementing the vision of the Downtown Master Plan:

1. The Sign By-law permits a number of signs that are not appropriate for a main street environment (such as pole signs and roof signs);
2. The Sign By-law permits signs that are generally much larger in size and scale than what is desired for a main street environment; and
3. The Sign By-law restricts the placement and location of certain signs (such as portable signs and projecting signs) that are desirable in a main street environment

Given these issues, it is recommended that the Town's Sign By-law No. 97-45 be amended to include a special "Downtown District" which acknowledges and enables the unique nature of signage that is desired for Downtown Grimsby. At a minimum, the following specific provisions are recommended for this "Downtown District" within the Sign By-law:

- Reduction of the maximum sign area and height by sign type in keeping with the design guidelines in Section 6.2 above (alternatively, size and height limits within Downtown Grimsby could remain the same as the remainder of Grimsby, with encouragement of desired signage through the application of the design guidelines as part of any façade improvement incentive programs);
- Permission of portable signs on a public sidewalk/boulevard provided an appropriate minimum walking space width on the sidewalk is maintained;
- Permission of projecting signs to encroach over the public sidewalk provided that an encroachment agreement is entered into with the Town and the Region, where applicable;
- Limitation on the location of wall signs to be no higher than the upper limit of a building's first storey;
- Limitation of the placement of wall signs to be generally parallel to the wall façade, and not angled or tilted; and
- Prohibition of any new pole or roof signs with the exception of a replacement of an existing, legally established sign.



7.2.3 Application of Design Guidelines

The design guidelines in Section 6.0 of the Downtown Master Plan are meant to be a design tool that implements the vision and policies of the Town of Grimsby Official Plan and the Downtown Master Plan. They are intended to be a flexible and comprehensive guide for the design and development of new buildings and façade improvements in Downtown Grimsby. They are to be applied at the Zoning By-law and Site Plan Control phases of the development process, and also through the application of CIP financial incentives programs, should they be offered.

The design guidelines are not written as policy, and are not meant to be a “checklist” for the design of new developments and façade improvements. Rather, the design guidelines have been written with the understanding that the guidance offered is to be used on a case-by-case basis, recognizing that context and different situations will affect how the guidelines are relevant and how they will be applied. There is flexibility in the interpretation and application of the guidelines, provided it is keeping with the spirit of the overarching design vision and principles established in Section 3.0 of the Downtown Master Plan.

7.2.4 CIP Financial Incentive Programs

One of the key strengths of a CIP as a planning tool is a “carrot and stick” approach that can be employed: using financial incentive programs (the “carrot”) to achieve particular desired improvements according to policies and guidelines (the “stick”). The Downtown Grimsby CIP may include such financial incentives program to encourage achievement of the desired improvements and projects.

The analysis undertaken as part of the Existing Conditions Report for the Downtown Grimsby CIP identified the following critical needs in Downtown Grimsby:

- The numerous dated and “tired” building facades and signage that need updating;
- The covered or unmaintained heritage facades and features;
- The need for more residences and residents living downtown;
- The several vacant sites and underutilized buildings that exist that in the area; and
- The several potential brownfield sites that exist in the area

There are six preliminary financial incentive programs identified to address the critical needs for Downtown Grimsby. This package of preliminary programs includes:

1. **Commercial and Mixed-Use Building Façade Grant:** a grant used to offset the costs of improvement to storefront facades, such as signage, lighting, door and window upgrades.
2. **Residential Conversion and Intensification Grant:** a grant or loan to encourage the rehabilitation of existing residential units or the construction of new residential in the downtown.

3. **Property Revitalization (Tax Increment) Grant:** a grant to offset the costs of property tax reassessment resulting from improvement to a building or property.
4. **Development Charge Exemption Program:** an exemption from the requirement for payment of development charges given the existing services and facilities in the downtown.
5. **Urban Design Study Grant:** a grant to offset the cost of professional report and drawing preparation required for a project.
6. **Environmental Site Assessment Grant:** a grant to offset the costs for environmental study preparation for contaminated properties.

The availability of any incentive programs needs to be confirmed by consulting the Downtown Grimsby CIP once it is adopted by the Town. The Downtown Grimsby CIP will identify program requirements, administration and procedures for the incentive programs.

7.3 Public Realm

7.3.1 Improvement Priorities

Generally speaking, enhancements to a downtown's public realm – the streets, parking areas, public spaces, and public buildings – represent the largest investment within a downtown and are the longest in terms of timing and achievement. While the challenges associated with capital costs and timing are evident, public realm improvements and high quality urban design are important elements for fulfilling the role of Downtown Grimsby as a safe, comfortable, attractive, and interesting space. Given this importance, the Town and Region will have significant roles and responsibility in designing and building the public realm to support this type of environment.

Figure 7 together with the tables on Pages 85 and 86 provides a general framework for prioritizing the various public realm improvements that have been recommended within the Downtown Master Plan. These priorities are organized according to the five general categories of improvements: gateway features; street improvements; public spaces; municipal parking areas; and wayfinding signage.

This priority framework is intended to be a general sequence representing the particular improvement's importance to the overall Downtown Grimsby's overall improvement (i.e. the biggest impacts are sooner rather than later). The prioritization is intended to be a general guide for the preparation of a long-term capital program for the identified improvements in Downtown Grimsby, which will provide more detail in terms of specific costs, phasing and priorities. This prioritization is not based on physical needs for rehabilitation or reconstruction and it needs to be coordinated with timing of capital planning processes at both Town and Regional levels.

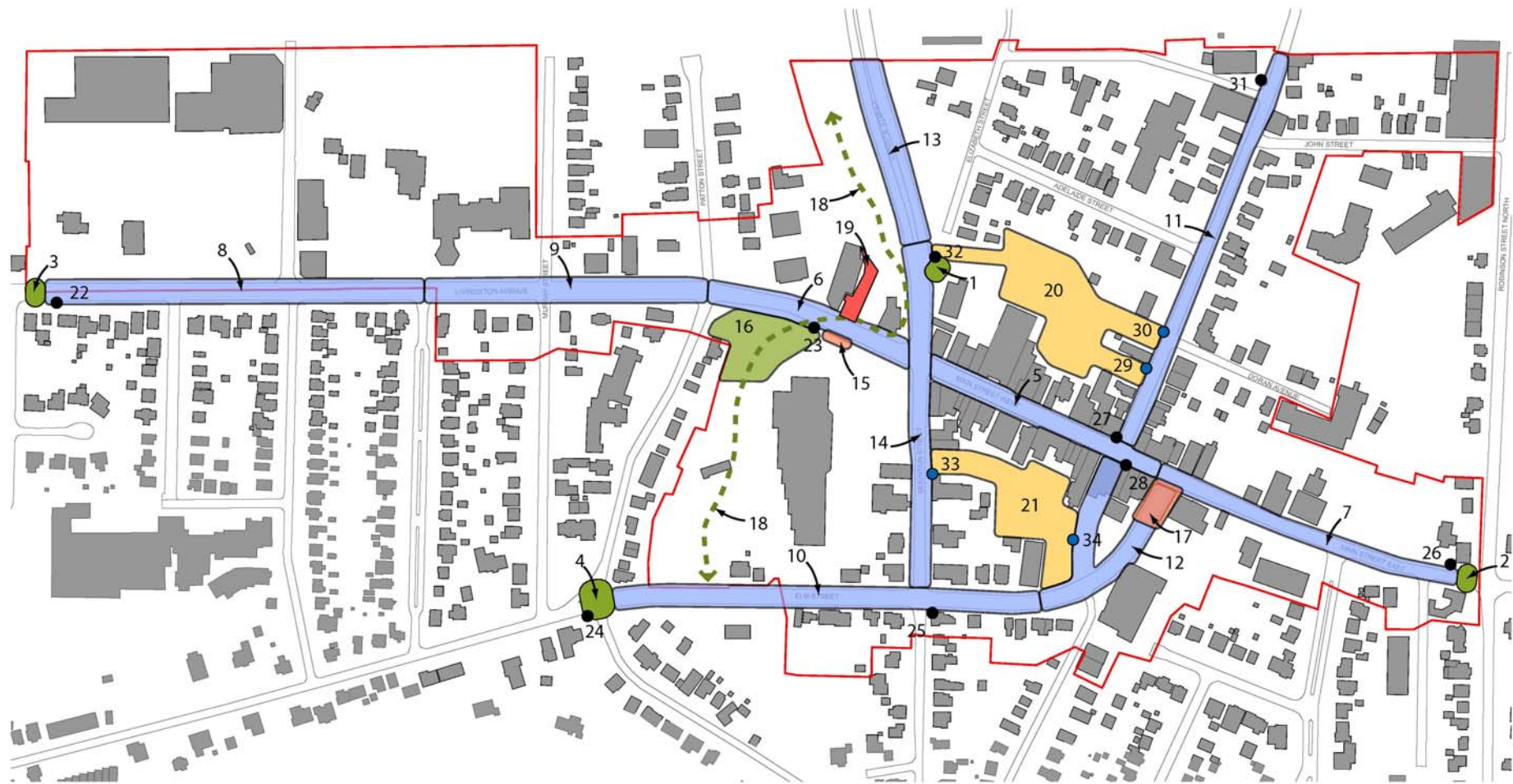


Figure 7: Public Realm Improvements – Priorities

Public Realm Improvement – Priorities

	Element	Priority	Responsibility
GATEWAYS			
1	Christie Street gateway feature (central gateway)	High	Town with DIA and property owners (as needed)
2	Main Street East gateway feature (east gateway)	High	Town with DIA
3	Livingston Avenue gateway feature (west gateway)	High	Town with DIA
4	Main Street West gateway feature (south gateway)	Medium	Town with DIA
STREET IMPROVEMENTS			
5	Main Street improvements (Christie to Elm/Ontario)	High	Region with Town
6	Main Street improvements (Patton to Christie)	High	Region with Town
7	Main Street improvements (Elm/Ontario to Robinson)	Medium	Region with Town
8	Livingston Avenue improvements (Brierwood to Nelles Blvd.)	Medium	Region with Town
9	Livingston Avenue improvements (Nelles Blvd. to Patton)	Medium	Region with Town
10	Elm Street (Main Street West to Ontario/Elm)	Low	Town
11	Ontario Street (rail line to north of Main Street intersection)	Low	Town with Region
12	Elm Street realignment	High (requires Traffic Impact Study)	Town with Region
13	Christie Street central median	High	Region with Town
14	Christie/Mountain Street (central gateway to Elm)	Medium	Region with Town
15	Forty Mile Creek bridge	Medium	Town with community groups
PUBLIC SPACES			
16	Coronation Park	Medium (coordinated with Trail)	Town
17	Public Square	High (dependent on Elm realignment)	Town
18	Forty Mile Creek Trail improvements	Medium	Town with recreation and/or natural heritage groups
19	Property acquisition and naturalization (72 Main Street West)	Low (dependent on property availability)	Town

Public Realm Improvement – Priorities (cont'd)

	Element	Priority	Responsibility
MUNICIPAL PARKING AREAS			
20	Ontario Street Lot improvements	Low	Town with DIA
21	Balsam Lane Lot improvements	Low (coordinated with Elm realignment)	Town with DIA
WAYFINDING SIGNAGE			
22	@ west gateway	High	Town with DIA
23	@ Coronation Park	High	Town with DIA
24	@ south gateway	High	Town with DIA and community groups
25	@ Mountain and Elm	Medium	Town with DIA and community groups
26	@ east gateway	High	Town with DIA and community groups
27	@ north side Ontario and Main	Medium (dependent on Elm realignment)	Town with DIA and community groups
28	@ south side Ontario and Main	Medium (dependent on Elm realignment)	Town with DIA and community groups
29	@ Ontario Street Lot (north)	High	Town with DIA and community groups
30	@ Ontario Street Lot (south)	Medium	Town with DIA and community groups
31	@ Ontario and railine	Medium	Town with DIA and community groups
32	@ central gateway	High	Town with DIA and community groups
33	@ Balsam Lane Lot (west)	High	Town with DIA and community groups
34	@ Balsam Lane Lot (east)	Medium (dependent on Elm realignment)	Town with DIA and community groups

7.3.2 Detailed Streetscape Design

Section 5.0 of the Downtown Master Plan provides a guiding vision for streetscape improvements throughout Downtown Grimsby. The Town of Grimsby in partnership with the Region of Niagara is responsible for sidewalk, boulevard and streetscape improvements throughout Downtown Grimsby. The visualization of the recommended streetscape improvements in Section 5.0 is based on actual right-of-way widths and dimensions for the respective streets. While the vision is detailed and realistic, detailed streetscape design plans and drawings will need to be prepared prior to reconstructing and enhancing the streets, which confirm all the specific details for the organization of the streetscape (including vehicle and bicycle lane widths, streetscape amenity packages, and tree and planting species)

Streetscape design for all street improvements within Downtown Grimsby should consider the following elements:

- Ensure that all elements of the streetscape design plans, utilize universal design standards, such as the “Facility Accessibility Design Standards” by the City of London, as it applies, which have been adopted by the Town. Elements for consideration, at a minimum, include:
 - Curb ramps at intersections and mid-block crossings;
 - Stairs and handrails, particularly along the south side of Main Street;
 - Accessibility to public spaces (Coronation Park and public squares);
 - Design and location of wayfinding signage.
 - On-street parking spaces for specialty vehicles, coordinated with accessible ramps to the sidewalk;
 - Connections to municipal parking areas; and
 - Design and placement of street furniture and amenities.

- Choose tree, shrub and other planting species that are native, non-invasive, salt tolerant, and suited to a downtown environment (See Appendix C).
- Choose tree species that create a tree canopy at its ultimate height in order to provide unobstructed views to building storefronts and business signage.
- Use poured concrete for public sidewalks and boulevards, given the durable and accessible nature of this material.
- Temper the use of differentiated paving materials along streets (such as concrete pavers, textured asphalt, coloured concrete or asphalt), focusing such materials at points of emphasis (i.e. public square or Forty Mile Creek crossing) and pedestrian points within the Downtown (i.e. intersections, mid-block crossing, bumpout sitting areas).
- Choose and install streetscape furniture and amenities that are of a consistent style and material in order for Downtown Grimsby to read as a single, coordinated entity. These should include: benches, trash and recycling receptacles, bicycle racks, tree guards and grates, banners and banner standards, hanging basket standards, and planters.



- Ensure the style chosen for the streetscape furniture and amenities package is consistent with the desired character of Downtown Grimsby as a traditional, small town main street environment.
- Ensure that cyclists are appropriately accommodated within street design through lane markings where possible, signage identifying bicycle routes where necessary, and adequate bicycle parking near storefronts. The overall cycling network for Downtown Grimsby is recommended as per the following:
 - Main Street East/West (between Elm Street and Christie Street) with marked shared lanes and appropriate signage;
 - Main Street West (Christie Street to Patton Street) with marked shared lanes and appropriate signage;
 - Livingston Avenue (from Main Street westwards) with dedicated cycling lanes in both directions;
 - Christie Street (from Main Street northwards) with dedicated cycling lanes in both directions where space permits.
 - Mountain Street (from Main Street southwards) with marked shared lanes and appropriate signage;
 - Elm Street (entire length with Downtown) with dedicated cycling lanes in both directions where space permits.
- Undertake segments of the overall streetscape improvement strategy as complete segments, with trees, amenities, bike racks, and landscaping.



The Grimsby DIA and the Town of Grimsby, together with other groups, initiated the Downtown Grimsby Community Improvement Plan to provide a vision and direction for the improvement of Downtown Grimsby. The need for a CIP originated from the "*Blueprint for Action*", a comprehensive action plan that prioritized a series of projects for the revitalization of Downtown Grimsby.

As part of the CIP process, the Downtown Master Plan provides the overall physical design strategy for improvement to Downtown Grimsby, outlining both public sector (Region and Town) and private sector improvements (property owners and business owners) and responsibilities. Building on the background review undertaken as part of the Existing Conditions Report, the Downtown Master Plan is intended to complement the Downtown Grimsby CIP document, which will establish the financial incentive program and provide the framework for implementation for revitalization of Downtown Grimsby.

The CIP involved a comprehensive community consultation process, including open houses, walking tours, and a workshop, with the intent of developing the desired vision for Downtown Grimsby. Forming the basis of the Downtown Master Plan, the Vision that was developed through this process identifies that over time Downtown Grimsby will:

- a) Be the vibrant, active and safe gathering place in the Town with a concentration of commercial, civic, and residential uses;
- b) Have a clear and definable identity that meshes the Town's historic roots with contemporary improvements;
- c) Have a healthy and sustainable commercial environment that is supported by a strong downtown residential base;

- d) Capitalize on an integrated system of its natural heritage and cultural heritage assets;
- e) Have an visually attractive and clean public realm that is accommodating to all users;
- f) Accommodate new developments that complement the character of the area's traditional form; and
- g) Offer a complete range of day-to-day uses and specialty uses that cater to both residents and visitors.

The Public Realm Strategy identifies that key opportunities for improvement for various municipal assets and infrastructure, both for the Town and Region. The Strategy identifies a number of recommended improvements to parks, streets, and other spaces throughout Downtown Grimsby. These include streetscape improvements for the principal streets through Downtown; the establishment of gateway features; improvements to Coronation Park; establishment of a system of wayfinding signage; reconfiguration of the Elm and Ontario Street intersections with Main Street; the creation of a new public square; and the emphasis of Forty Mile Creek as it runs through Downtown.

The Private Realm Strategy provides encouragement and guidance to Downtown Grimsby property owners, business owners, and developers for achieving the desired Vision for the area. The Strategy identifies the opportunities for intensification; provides guidelines that will guide the design of new developments; identifies the opportunities for façade improvement; and provides guidelines that will guide façade improvements to existing buildings. These tools provided in the Private Realm Strategy are intended to work with and complement any financial incentive programs that may be offered as part of the Downtown Grimsby CIP document.

The Implementation Strategy provides the framework for implementing the Downtown Vision and improvements recommended in the Downtown Master Plan. The Strategy identifies a number of public sector actions that should be undertaken to establish the environment for change in Downtown Grimsby, including revisions to the Town's Zoning By-law and Sign By-law, the application of the design guidelines, considerations for detailed streetscape design, and prioritization of the recommended public realm improvements.

Overall the Downtown Master Plan provides the long-term direction for the comprehensive improvement of Downtown Grimsby. Key to this improvement is the following principles that must be considered when making any and all decisions:

1. **Downtown must play to its strengths:** downtown areas are special districts that provide unique opportunities that one cannot necessarily find in contemporary shopping districts.
2. **The downtown experience is paramount:** the overall experience of downtown visitors, shoppers and residents is paramount to the success of downtown revitalization efforts.
3. **Long-term strategy of improvement:** small, short-term improvements are necessary in addition to larger, long-term improvements for an attractive and healthy downtown.
4. **A coordinated effort among many participants:** both the public and private sectors have important and interconnected roles to play, and therefore need to communicate and coordinate their efforts and actions.
5. **CIP is an investment in the downtown:** the significant capital expenditures need to be viewed as an investment in the community, intended to leverage private sector investment and re-investment.

APPENDIX A

Comparison of downtown zoning

Table 1(a): Comparison of downtown built form regulations in other municipalities (Cobourg to Paris)

	(1) Cobourg	(2) Dundas	(3) Huntsville	(4) Lincoln	(5) Paris
Adoption Date	2003	1986	2008	1993	2001
Relevant Zone	Main Central Commercial (MC)	Central Area Commercial (CAC)	General Commercial (C2)	General Commercial (GC) with CBD area overlay	General Commercial (C1)
Min. Lot Area	300 m ²	No minimum	230 m ²	1,000 m ²	No minimum
Min. Lot Frontage	9.0 metres	No minimum	7.0 metres	No minimum	No minimum
Min. Front Yard	Established building line, or where not applicable, 0 metres	No minimum for first 10.5 metres of height; 6.0 metres for portion over 10.5 metres	No minimum for properties fronting core main street (6.0 metres elsewhere)	No minimum (Maximum 3.0 metres)	No minimum
Min. Rear Yard	6.0 metres	12.0 metres	No minimum for properties fronting main street (10.0 metres abutting residential zone)	6.0 metres, except 12.0 metres where abutting residential zone	7.5 metres
Min. Interior Side Yard	No minimum	No minimum, except 4.5 metres where abutting residential zones	No minimum for properties fronting main street (7.5 metres otherwise)	0 metres, except 4.5 metres where abutting residential zone	No minimum abutting commercial or institutional zones; 7.0 metres otherwise
Min. Exterior Side Yard	No minimum	No minimum, except 4.5 metres where abutting a residential zone	No minimum for properties fronting main street (1.5 metres otherwise)	No minimum (Maximum 3.0 metres)	No minimum
Min. landscaped open space	Any portion not used for buildings or parking	No minimum	5%	No minimum	No minimum
Max. Building Height	3 storeys	16.5 metres	11.0 metres (Minimum of 8.0 metres for properties fronting main street in the core)	17.0 metres	10.0 metres; or no more than 0.5 metres higher than parapet line of adjacent buildings or block
Max. Floor Space	2.0 floor space index	2.5 floor space index	No maximum	No maximum	No maximum
Max. Lot Coverage	No maximum	No maximum	No maximum for properties fronting main street (80% elsewhere)	No maximum	No maximum

Table 1(b): Comparison of downtown built form regulations in other municipalities (Niagara-on-the-Lake to Erin)

	(6) Niagara-on-the-Lake	(7) Fergus & Elora	(8) Collingwood	(9) Clinton	(10) Erin
Adoption Date	Draft (July 2009)	(Draft July 2009)	Draft (July 2009)	Draft (June 2009)	2007
Relevant Zone	Queen Picton Commercial (QPC)	Central Business District Commercial (C1)	Downtown Core Commercial (C1)	Core Commercial Clinton (C4)	Central Commercial (C1)
Min. Lot Area	No minimum	No minimum	No minimum	No minimum	2000 m ²
Min. Lot Frontage	Average of lot frontages on the same block face	No minimum	No minimum	No minimum	30.0 metres
Min. Lot Depth	Average of lot depths on the same block face	No minimum	No minimum	No minimum	No minimum
Min. Front Yard	No minimum	No minimum	No minimum (maximum of 0.3 metres)	No minimum	No minimum
Min. Rear Yard	Average of rear yards of lots in the same block face	No minimum, except 3.0 metres where it abuts a residential zone	7.5 metres	8.0 metres	No minimum
Min. Interior Side Yard	No minimum	No minimum, except 3.0 metres where it abuts a residential zone	No minimum	No minimum, except 3.0 metres where it abuts a residential zone	No minimum, except 2.5 metres where it abuts a residential zone
Min. Exterior Side Yard	Average of existing setbacks on other lots at intersection	No minimum	No minimum (maximum of 0.3 metres)	No minimum	No minimum
Min. landscaped open space	No minimum	No minimum	No minimum	No minimum	No minimum
Max. Building Height	Average of existing heights within the same block face	3 storeys but no more than 11.0 metres	12.0 metres	14.0 metres	No maximum
Max. Floor Space	No maximum	No maximum	465 m ² gross leasable area for non-residential building; 230 m ² for individual unit	No maximum	No maximum
Max. Lot Coverage	Average of existing coverage within same block, or 75% where cannot be determined	90%	No maximum	No maximum	No maximum

Table 2(a): Comparison of downtown parking requirements in other municipalities (Cobourg to Paris)

	(1) Cobourg	(2) Dundas	(3) Huntsville	(4) Lincoln	(5) Paris
COMMERCIAL USES (minimum per gross floor area, or portion thereof, unless otherwise indicated)					
Retail Store	1 space per every 18 m ²	1 space per every 31 m ²	1 space per every 25 m ² plus 1 space per 50 m ² of storage space	1 space per every 30 m ²	1 space per every 25 m ²
Convenience Store	1 space per every 18.6 m ²	1 space per every 31 m ²	1 space per every 15 m ²	1 space per every 30 m ²	1 space per every 25 m ²
Restaurant (Eat-in)	1 space per every 9 m ²	1 space for each 6 people of capacity	1 space for each 4 people of capacity	1 space per 30 m ² of public floor area with a minimum of 10 spaces	1 space per every 15 m ²
Business or Professional Office	1 space per every 33 m ²	1 space per every 31 m ²	1 space per every 28 m ²	1 space per every 30 m ²	1 space per every 40 m ²
Medical Office or Clinic	6 spaces per practitioner	1 space per every 31 m ²	1 space per every 28 m ²	6 spaces per practitioner	1 space per every 20 m ²
Financial Institution	1 space per every 23 m ²	1 space per every 31 m ²	1 space per every 28 m ²	1 space per every 30 m ²	1 space per every 30 m ²
Personal Service Establishment	1 space per every 18 m ²	1 space per every 31 m ²	1 space per every 25 m ² plus 1 space per 50 m ² of storage space	1 space per every 30 m ²	1 space per every 20 m ²
RESIDENTIAL USES (minimum spaces per unit)					
Apartment	1.25 spaces	1.25 spaces	1.5 spaces	1.25 spaces	1 space
Street townhouse	1.5 spaces	1 space	2 spaces	2 spaces	2 spaces
Block townhouse	1.5 spaces	1.5 spaces	1.5 spaces	2 spaces	1 space
Singe detached	2 spaces	1 space	2 spaces	2 spaces	2 spaces
Semi-detached	2 spaces	1 space	2 spaces	2 spaces	2 spaces
Unit in commercial building	1 space	1.25 spaces	1 space	1 space	1 space

Table 2(b): Comparison of downtown parking requirements in other municipalities (Niagara-on-the-Lake to Erin)

	(6) Niagara-on-the-Lake	(7) Fergus & Elora	(8) Collingwood	(9) Clinton	(10) Erin
COMMERCIAL USES (per gross floor area, or portion thereof, unless otherwise indicated)					
Retail Store	1 space per every 18 m ²	1 space per every 20 m ²	3 spaces per every 100 m ²	1 space per every 20 m ²	1 space per every 28 m ²
Convenience Store	1 space per every 18.5 m ²	1 space per every 20 m ²	3 spaces per every 100 m ²	1 space per every 20 m ²	1 space per every 28 m ²
Restaurant (Eat-in)	1 space per every 9 m ² (plus 1 space per 30m ² of outdoor patio area)	1 space per every 9 m ² (plus 1 space per 18m ² of outdoor patio area)	8 spaces per every 100 m ²	1 space for each 4 people of capacity	1 space for each 4 people of capacity
Business / Professional Office	1 space per every 28 m ²	1 space per every 30 m ²	2 spaces per every 100 m ²	1 space per every 40 m ²	1 space per every 40 m ²
Medical Office / Clinic	Clinic: greater of 3 per practitioner or 1 per 15 m ² Office: 1 space per 15 m ²	1 space per every 16.7 m ²	5 spaces per every 100 m ²	1 space per every 40 m ²	6 spaces per practitioner plus 1 space for each additional practitioner
Financial Institution	1 space per every 15 m ²	1 space per every 15 m ²	3 spaces per every 100 m ²	1 space per every 40 m ²	1 space per every 15 m ²
Personal Service Establishment	1 space per every 15 m ²	1 space per every 30 m ²	3 spaces per every 100 m ²	1 space per every 20 m ²	1 space per every 40 m ²
RESIDENTIAL USES (spaces per unit)					
Apartment	1 space	1 space plus 0.5 spaces for the first 20 units and 0.25 spaces thereafter	1 space plus 0.5 per unit for visitor parking	1.5 spaces	1 space
Street townhouse	1.5 spaces	1 space	2 spaces	1.5 spaces	1 space
Block townhouse	1.5 spaces	1 space plus 0.5 spaces for the first 20 units and 0.25 spaces thereafter	2 spaces plus 0.5 per unit for visitor parking	1.5 spaces	1.5 spaces
Singe detached	2 spaces	1 space	2 spaces	2 spaces	1 space
Semi-detached	2 spaces	1 space	2 spaces	2 spaces	1 space
Unit in commercial building	1 space	1 space	1 space	1.5 spaces	1 space (1.5 spaces for 5+ units)

Table 3(a): Summary comparison of downtown parking exemptions in other municipalities (Cobourg to Paris)

	(1) Cobourg	(2) Dundas	(3) Huntsville	(4) Lincoln	(5) Paris
Downtown Parking Exceptions?	Yes	Yes	Yes	Yes	No
Residential	All residential: <ul style="list-style-type: none"> • 50% of the parking requirements 	Dwelling units in commercial building: <ul style="list-style-type: none"> • 1 space for unit 	None	None	None
Commercial	Restaurants: <ul style="list-style-type: none"> • 50% of the parking requirements Uses above first storey: <ul style="list-style-type: none"> • 65% of the parking requirements Remaining uses: <ul style="list-style-type: none"> • 50% of the parking requirements 	All offices: <ul style="list-style-type: none"> • 1 space per every 27 m² of gross floor area plus 1 space per 69 m² of remaining gross floor area Restaurants: <ul style="list-style-type: none"> • 1 space for each 10 people of capacity Remaining Uses: <ul style="list-style-type: none"> • 1 space per 10 m² of gross floor area 	Restaurants: <ul style="list-style-type: none"> • 1 space for each 5 people of capacity 	Exempted provided commercial uses and/or development involves: <ul style="list-style-type: none"> • A change of use within an existing building; and/or • An addition to an existing commercial building; and/or • An infill parcel that is situated between two existing buildings which are no more than 20 metres apart 	None

Table 3(b): Summary comparison of downtown parking exemptions in other municipalities (Niagara-on-the-Lake to Erin)

	(6) Niagara-on-the-Lake	(7) Fergus & Elora	(8) Collingwood	(9) Clinton	(10) Erin
Downtown Parking Exceptions?	No	Yes	No	Yes	Yes
Residential	None	<ul style="list-style-type: none"> • 50% of the parking requirements • May be located on another lot also zoned C1 within 300 metres and under same ownership 	None	None	<ul style="list-style-type: none"> • Additional parking is not required for a change in use within an existing building, provided no there is no increase in the floor area the change is not from a residential use to a non-residential use
Commercial	None	<ul style="list-style-type: none"> • 50% of the parking requirements • May be located on another lot also zoned C1 within 300 metres and under same ownership 	None	<ul style="list-style-type: none"> • Parking requirements do not apply for non-residential uses, other than a motel or hotel 	<ul style="list-style-type: none"> • Additional parking is not required for a change in use within an existing building, provided no there is no increase in the floor area the change is not from a residential use to a non-residential use

APPENDIX B

Zoning Approach for Downtown Grimsby

Downtown Grimsby Zoning Approach

The Town's Zoning By-law No. 71-74, a primary planning tool for implementing the vision of the Official Plan, is dated since it was adopted in 1971 and it does not reflect the new direction of the Official Plan. The Town's intent is to undertake a comprehensive review of its zoning by-law following adoption of the new Official Plan to mesh it with the new policy direction. With this in mind, the following provides an assessment of appropriate zoning for Downtown Grimsby that would support the policies of the new Official Plan and implement the direction of the Downtown Master Plan.

General observations regarding Zoning By-law 71-74 as it relates to the vision and objectives for Downtown Grimsby are as follows:

- The four different commercial zones (C1, C2, C3, C6) within Downtown Grimsby present an overly and unnecessarily complicated approach;
- The regulations for the principal commercial zone (C3) in Downtown Grimsby generally do not support the desired "urban" environment;
- The residential zone (TRM) in Downtown Grimsby does not permit conversion to commercial uses within existing buildings or intensification to denser residential types (i.e. townhouses or low rise apartments); and
- The general parking requirements do not allow for exemptions or reductions for off-street parking within Downtown Grimsby considering the municipal parking facilities that exist.

Utilizing the comparison in Appendix A, the general direction of the new Official Plan, the design guidelines in Section 6.2, and contemporary best practices in urban design and planning, a draft zoning approach was developed for Downtown Grimsby. This

approach is intended for consideration and discussion at the time of the comprehensive zoning by-law review process. The objective for the draft approach is to provide a clearer zoning framework for Downtown Grimsby that is simpler to administer for the Town, is more supportive of the downtown vision and built form and design objectives, is more flexible for property owners and developers, and reduces the need for zoning amendments in order to encourage development.

Under this zoning approach, Downtown Grimsby would have seven zones (see Figure A-1) as outlined below:

1. Downtown Commercial (DC)

- Reflects a single commercial zone for Downtown Grimsby that consolidates the existing commercial zones
- Applies principally along primary street frontages (Main, Livingston, Elm, Ontario, Mountain)
- Intended to accommodate the broad range and mix of service commercial, retail commercial, residential, and other uses
- Given it covers the majority of Downtown Grimsby, a draft DC zone for consideration is provided below

2. Downtown Commercial (DC)*

- Site-specific exception to DC Zone that reflects the existing large format commercial properties in Downtown Grimsby
- Applies to both the Grimsby Square Plaza and the Village Inn Plaza
- Intended to recognize the existing built form permissions of the existing C2 Zone for these properties up to a certain floor space maximum

- DC regulations would apply for new development over this maximum in order to evolve over time to a main street oriented environment

3. Transitional Residential (TR)

- Reflects the existing residential properties within Downtown Grimsby
- Applies principally along secondary streets (Adelaide, John, Elizabeth, northern part of Ontario)
- Intended to accommodate commercial conversions of existing detached dwellings and residential intensification

4. Industrial (M1)

- Reflects the existing industrial uses along John Street, at the Robinson Street intersection
- Regulations would be similar to existing Zoning By-law 71-74
- Intended to transition over time to other uses, likely residential uses

5. Institutional (I)

- Reflects the existing institutional uses throughout Downtown Grimsby
- Applies to library, Carnegie building, churches, school, community centre, and public utilities
- Regulations would be similar to existing Zoning By-law 71-74

6. Open Space (OS)

- Reflects the existing park and open spaces throughout Downtown Grimsby

- Applies to Coronation Park and land along Forty Mile Creek
- Regulations similar to existing Zoning By-law 71-74

7. Multiple Residential (MR)

- Reflects existing apartment dwellings in Downtown Grimsby
- Applies to one site along Ontario Street
- Intended to have the same zoning as for other multiple residential properties throughout remainder of Town

Downtown Commercial (DC) Zone

(1) Permitted Uses

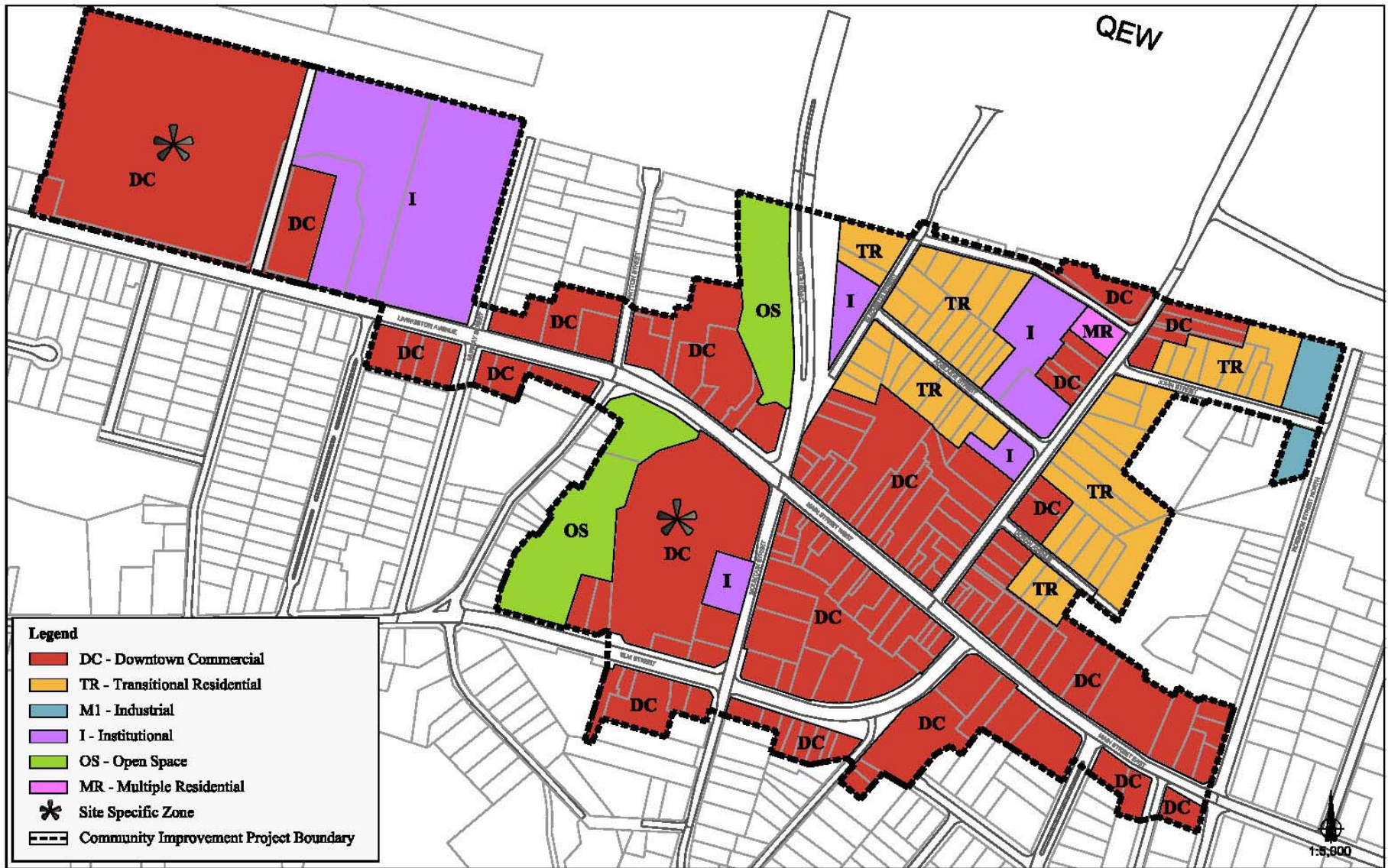
- (a) Permitted non-residential uses:
 - i) Bed and breakfast;
 - ii) Convenience commercial;
 - iii) Day nursery;
 - iv) Eating establishment;
 - v) Education and training;
 - vi) Financial institution;
 - vii) Food and specialty food sales;
 - viii) Institutional and cultural;
 - ix) Medical clinic;
 - x) Office, medical, professional or other;
 - xi) Parking lot, public or private;
 - xii) Personal service establishment;
 - xiii) Retail commercial;
 - xiv) Studio;
 - xv) Park and recreation;
 - xvi) Place of entertainment; and
 - xvii) Veterinary clinic.
- (b) Permitted residential uses
 - i) Apartment dwelling unit above the ground floor of a commercial or institutional building; and
 - ii) Other residential uses that were legally established at the time of passing of the by-law.
- (c) Specifically prohibited uses:
 - i) Drive through facilities;
 - ii) Automobile service or repair establishment;
 - iii) Automobile sales establishment;
 - iv) Automobile wash establishment; and
 - v) Open storage.

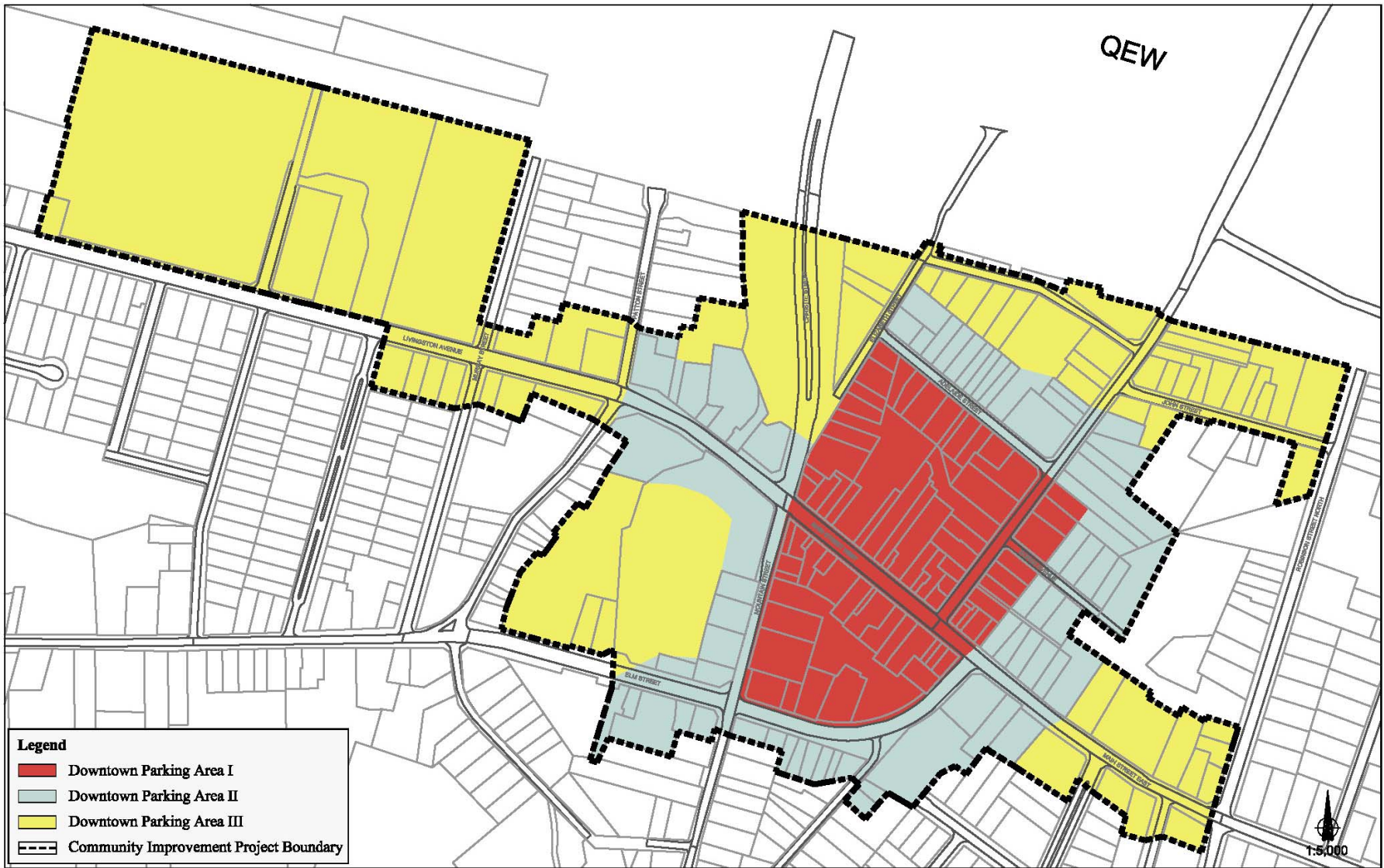
(2) Regulations

- (a) Lot Area: No minimum or maximum
- (b) Lot Frontage: No minimum or maximum
- (c) Lot Depth: No minimum or maximum
- (d) Front Yard Setback: (i) minimum 0 metres; and
(ii) maximum 3.0 metres
- (e) Rear Yard Setback: (i) 6.0 metres where yard abuts residential zone; or
(ii) 0 metres otherwise
- (f) Interior Side Yard Setback: (i) 4.5 metres where yard abuts residential zone; or
(ii) 0 metres otherwise
- (g) Exterior Side Yard Setback: (i) minimum 0 metres; and
(ii) maximum 3.0 metres
- (h) Landscaped open space: No minimum or maximum
- (i) Building Height: (i) minimum 2 storeys; and
(ii) maximum 4 storeys
- (j) Lot Coverage: No minimum or maximum

(3) Off-street Parking

- a) Parking shall be provided in accordance with general off-street parking requirements.
- b) Off-street parking requirements may be satisfied on another property zoned DC that is within 150 metres of the subject property
- c) Notwithstanding these provisions, the following provisions apply for the respective areas identified on Figure 'A-2':
 - i) Downtown Parking Area I:
 - Changes from one commercial use to another commercial use within an existing building are exempt from parking requirements provided no there is no increase in the floor area of the building.
 - 80% of the requirements specified in the general parking requirements for commercial uses within new buildings
 - 50% of the requirement specified in the general parking requirements for new residential uses
 - ii) Downtown Parking Area II:
 - 80% of the requirements specified in the general parking requirements for commercial uses
 - 50% of the requirement specified in the general parking requirements for residential uses
 - iii) Downtown Parking Area III:
 - As per the general parking requirements





APPENDIX C

Recommended Tree Species

Latin Name	Common Name	Native	Fall Colour	Salt Tolerance	Drought Tolerance	Shade Tolerance	Mature Size (Height x Spread)
<i>Acer campestre</i>	Hedge Maple	No	Yellow	Low	High	Low	10m x 10m
<i>Amelanchier canadensis</i>	Serviceberry	Yes	Red-Orange	High		High	8m x 3m
<i>Acer ginnala</i>	Amur Maple	No	Red	Low	High	Low	5m x 5m
<i>Acer x freemanii</i> 'Celzam'	Celebration Maple	No	Yellow	Low	High		15m x 8m
<i>Acer x freemanii</i> 'Jeffersred'	Autumn Blaze Maple	No	Orange-Red	Low	High		16m x 13m
<i>Acer rubrum</i>	Red Maple	Yes	Red	Low		Low	16m x 15m
<i>Acer rubrum</i> 'Franksred'	Red Sunset Maple	No	Red	Low		Low	18m x 12m
<i>Acer saccharum</i>	Sugar Maple	Yes	Orange-Red	Low	Low	Low	20m x 15m
<i>Acer saccharum</i> 'Endowment'	Endowment Sugar Maple	No	Yellow	Low	Low	Low	17m x 6m
<i>Acer saccharum</i> 'Green Mountain'	Green Mountain Maple	No	Orange-Red	Low			22m x 17m
<i>Acer tataricum</i>	Tatarian Maple	No	Yellow to Red	Low		Low	5m x 6m
<i>Celtis occidentalis</i>	Common Hackberry	Yes	Yellow	Med			20m x 18m
<i>Corylus colurna</i>	Turkish Hazel	No		Med	High	Low	15m x 8m
<i>Ginkgo biloba</i>	Maidenhair Tree	No	Yellow	Med	High	Med	17m x 11m
<i>Ginkgo biloba</i> 'Magyar'	Magyar Maidenhair Tree	No	Yellow	Med	High	Low	16m x 5m
<i>Gleditsia triacanthos</i> var. <i>inermis</i>	Thornless Honeylocust	No	Yellow	High	Med	Low	17m x 13m
<i>Gleditsia triacanthos</i> var. <i>inermis</i> 'Shademaster'	Shademaster Honeylocust	No	Yellow	High	Med	Med	17m x 10m
<i>Gymnocladus dioica</i>	Kentucky Coffee Tree	No	Yellow	Low	Med		17m x 13m
<i>Liriodendron tulipifera</i>	Tulip Tree	Yes	Yellow	Low	Low	Low	25m x 15m
<i>Liriodendron tulipifera</i> 'Fastigiatum'	Columnar Tulip Tree	No	Yellow-Orange	Low	Low	Low	16m x 5m
<i>Nyssa sylvatica</i>	Sourgum	Yes	Red	Med	Low	High	16m x 10m
<i>Ostrya virginiana</i>	Ironwood	Yes	Yellow	Med	Med	Low	12m x 8m
<i>Phellodendron amurense</i>	Amur corktree	No	Yellow	Med	Med	Low	13m x 9m
<i>Platanus occidentalis</i>	Sycamore	No	Yellow	Low	Med	Low	16m x 13m
<i>Platanus x acerifolia</i>	London Planetree	No	Yellow	Low	Med	Low	16m x 13m
<i>Prunus serrulata</i> 'Kwanzan'	Kwanzan Japanese Cherry	No	Red	Low	Low	Med	7m x 5m
<i>Pyrus calleryana</i> 'Aristocrat'	Aristocrat Ornamental Pear	No	Red-Purple	Low	High	Low	11m x 8m
<i>Pyrus calleryana</i> 'Glen's Form'	Chanticleer Ornamental Pear	No	Red	Low	High	Low	13m x 5m
<i>Pyrus calleryana</i> 'Redspire'	Redspire Ornamental Pear	No	Red-Purple	Low	High	Low	13m x 8m
<i>Quercus alba</i>	White Oak	Yes	Red-Purple	High	High	Low	20m x 20m

Latin Name	Common Name	Native	Fall Colour	Salt Tolerance	Drought Tolerance	Shade Tolerance	Mature Size (Height x Spread)
<i>Quercus bicolor</i>	Swamp Oak	Yes	Yellow	Low	High	Med	15m x 15m
<i>Quercus macrocarpa</i>	Burr Oak	Yes	Red	High-Med	High	Low	18m x 13m
<i>Quercus robur</i>	English Oak	No	Yellow	High	Med	Low	18m x 13m
<i>Quercus robur</i> 'Fastigiata'	Pyramidal English Oak	No	Yellow	High	Med	Low	15m x 5m
<i>Quercus rubra</i>	Red Oak	Yes	Red	High	Med	High	16m x 15m
<i>Sorbus aucoparia</i>	European Mountain Ash	No	Orange			Med	12m x 8m
<i>Sorbus aucoparia</i> 'Fastigiata'	Pyramidal Mountain Ash	No	Orange			Med	11m x 2m
<i>Sorbus decora</i>	Showy Mountain Ash	Yes	Red				7m x 3m
<i>Syringa reticulata</i> 'Ivory Silk'	Ivory Silk Lilac	No				Med	8m x 5m
<i>Tilia americana</i>	Basswood	Yes	Yellow	Med	Low	Med	25m x 13m
<i>Tilia americana</i> 'Redmond'	Redmond Linden	No	Yellow	Med	Low	Med	20m x 10m
<i>Tilia cordata</i>	Little Leaf Linden	No	Yellow	Low	Med	Med	16m x 8m
<i>Tilia x euchlora</i>	Crimean Linden	No	Yellow	Med	High	Med	15m x 8m
<i>Ulmus japonica x wilsoniana</i> 'Morton'	Accolade Elm	No	Yellow	High	High	Med	23m x 20m
<i>Ulmus</i> 'Morton Glossy'	Triumph Elm	No	Yellow	High	High	Med	20m x 13m
<i>Zelkova serrata</i>	Japanese Zelkova	No	Orange	High	High	Low	16m x 13m

APPENDIX D

Consultation Comments and Responses

Consultation Comments and Responses

The following provides a summary of the comments received through the community consultation process for the Downtown Master Plan and how they have been addressed in the document. This process included an outdoor public open house on August 15, 2009 and a public information session on August 25, 2009. Comments have been consolidated and generalized for clarity purposes.

Comment: Traffic volumes downtown are heavy and are a problem, and a traffic impact study should be undertaken before undertaking any improvements.

Response: A traffic impact study is being recommended prior to the preparation of any plans for streetscape improvements and the potential realignment of Elm Street to connect directly to the existing Ontario Street intersection.

Comment: While setting rules for preserving Grimsby's heritage is desirable, variety is important and the look of storefronts should not be standardized or artificial.

Response: The Design Guidelines that are recommended in the Downtown Master Plan provide guidance for the design of new developments and improvements to existing storefronts in Downtown Grimsby. These Design Guidelines are meant to encourage creativity and flexibility for property owners, while ensuring a common set of design principles is achieved. The goal is achieve development and improvements that complement the overall character of Downtown Grimsby, but are not "standardized" or identical.

Comment: There is currently nothing in Coronation Park, such as playground equipment or bleachers, to attract visitors.

Response: The identified improvements to Coronation Park seek to provide a more accessible interface (visually and physically) between the park space and the street, while also providing greater opportunities for community events. The detailed design of any such improvements would need to consider programming for the park space and the addition of other park elements.

Comment: The new gazebo in Coronation Park is in a location that is commonly used in the winter by children for tobogganing.

Response: The graphics within the Downtown Master Plan are intended only as illustrations that show the general vision for improvements. Detailed design of the park would need to be undertaken at which time the location of a new gazebo would be identified considering the existing use of the park.

Comment: Main Street between Christie Street and Elm Street should be converted to a pedestrian precinct, closed off to vehicular traffic.

Response: From our experience, this is not desirable from a main street business owner's position given the need for passing traffic and on-street parking at their front door. Additionally, such a closure would have significant implications on the regional road circulation network, given traffic would be shifted from Main Street to side streets that were not anticipated for such flows of traffic.

Having said that, the recommendation for a realigned Elm Street creates a potential scenario where Main Street could be closed temporarily between the Christie Street intersection and the proposed Ontario/Elm Street intersection (i.e. weekend community events).

Comment: There is a need for gateway signage and wayfinding signage connecting recreational users of the Niagara Escarpment and Beamer Conservation Area with Downtown Grimsby.

Response: Although outside the Project Area boundary, a comment to this effect will be added to the Community Improvement Plan.

Comment: The vision for improvements identified for Downtown Grimsby is too similar to that of other downtowns.

Response: Although the design principles and improvements may be similar to other downtowns, the intent of the Downtown Master Plan is to build on the strengths of Downtown Grimsby through design that is specific to the context and character of Grimsby (such as the symbolic representation of Forty Mile Creek under Main Street).

Comment: There appears to be a number of elements in the graphics that seem to be “potential barriers” to someone using a mobility device, such as trees blocking sidewalks or only stairs in certain locations.

Response: The graphics are conceptual in nature, intended to illustrate the overall general vision for Downtown Grimsby. The Downtown Master Plan identifies that universal design standards are a key consideration when

undertaking detailed designs for the streetscape improvements being recommended.

Comment: There are a number of stores in Downtown Grimsby that are not accessible from the sidewalk and should be improved.

Response: Universal design standards have been incorporated into the Design Guidelines in the Downtown Master Plan. These Design Guidelines are intended to be used for new developments and are intended to be used for façade improvements when utilizing any financial incentive programs that may be offered by the Town.

Comment: Instead of bumpouts along the street, these spaces should be used for designated unloading zones for specialized accessibility vehicles.

Response: Designated on-street parking spaces for specialty vehicles, linked to accessible ramps to the sidewalk area has been added to the streetscape design considerations for the detailed design stage.

Comment: The graphics appear to be promoting the use of interlocked brick, which over time eventually present walking hazards.

Response: The graphics are conceptual in nature, and are used to show the general principle of visual and physically defined pedestrian crossing routes at key intersections. The detailed street design that needs to be undertaken will identify the type of material to be used, which could be brick pavers, imprinted concrete, coloured asphalt or concrete, or textured asphalt.

Comment: Raising the height (5-6 storey) of Downtown Grimsby is not desirable.

Response: The direction for building heights in Downtown Grimsby comes from the new Official Plan. Having said that, the intent for the Main Street area of Downtown Grimsby is intended for 2-4 storeys. Currently, there are a number of apartment buildings in and surrounding Downtown Grimsby that are greater than 4 storeys.

Comment: The intersection of Main Street East and Ontario Street is currently unsafe for pedestrians.

Response: The realignment of Elm Street to connect directly with Ontario Street is being proposed, to a large degree, for the reason of pedestrian comfort and safety.

Comment: Main Street on-street parking should be removed given the amount of parking in the rear of parking, and the resulting space could be used to improve the streetscape.

Response: On-street parking in the front of retail shops is an important element of downtown areas. We do not recommend removing on-street parking spaces given its importance for main street retailers and services.

Comment: Where will the funds come from for all of the proposed improvements (pavers, trees, signs, sidewalks, property acquisition, public square) and how much will it cost?

Response: The proposed improvements need to be a joint initiative between the Region, Town and local property owners. Although there is some significant capital costs associated with the improvements, these are long-term and should be seen as an investment. A separate capital improvement report is being prepared outlining the specific costs for the improvement identified in the Downtown Master Plan.