

Downtown and Connected Districts

Urban Design Guidelines

Supporting the Community Improvement Plan
(CIP)

Prepared for:

City of Welland – Planning and Development Services Department

Prepared by:

M. Behar Planning + Design Limited (MBPD)

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1.0 INTRODUCTION

The City of Welland Downtown and Connected Districts Community Improvement Plan (CIP) and Urban Design Guidelines establish a coordinated framework to guide reinvestment, redevelopment, intensification, and placemaking within designated Community Improvement Project Areas.

Community Improvement Plans, enabled under Section 28 of the Planning Act, allow municipalities to stimulate redevelopment, brownfield remediation, façade improvements, adaptive reuse, and economic revitalization through targeted financial incentives. While financial tools encourage investment, design guidance ensures that reinvestment contributes positively to the **public realm** and long-term city-building objectives.

The Urban Design Guidelines are advisory in nature and are intended to:

- Improve the quality, consistency, and character of new development
- Strengthen **pedestrian-oriented** environments
- Reinforce neighbourhood identity and heritage assets
- Ensure compatibility between new and existing built form
- Support downtown revitalization and corridor intensification
- Provide clarity and predictability for applicants accessing CIP programs

These Guidelines are to be applied with flexibility, recognizing that site-specific conditions, lot configurations, and context vary across the City.



Figure 1.1: Welland: Canal, Community, and Connectivity

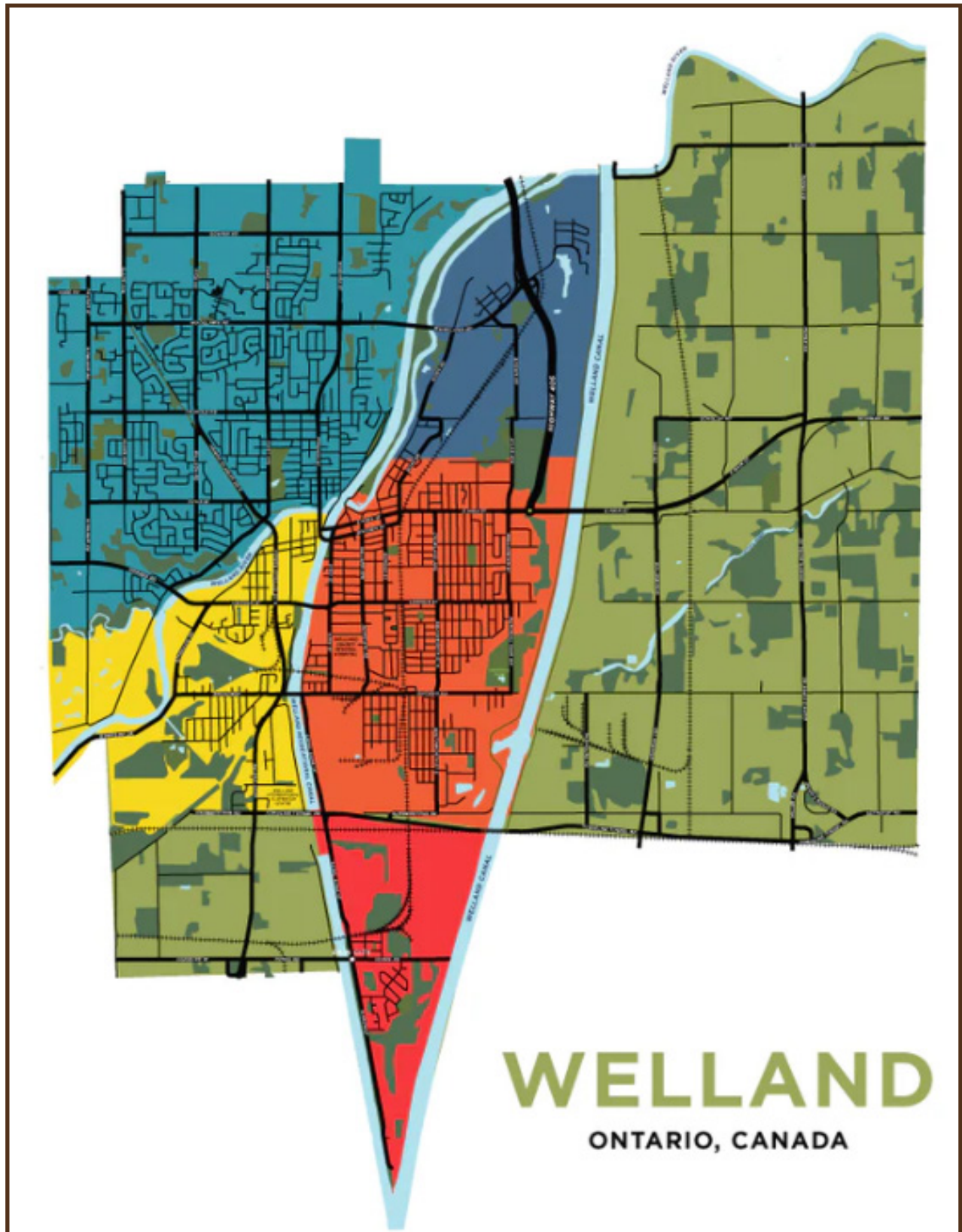


Figure 1.2: Welland

2.0 Vision



Downtown Welland and its Connected Districts will be a vibrant, thriving, and inclusive hub where local businesses, culture, and institutions are supported through great places, strong connections, and renewed investment.

The Community Improvement Plan will foster Downtown Welland and its Connected Districts as a lively and connected destination that celebrates history, supports innovation, and offers inviting streets, spaces, and opportunities for residents, workers, and visitors alike.

Supporting the Vision

The City will support a diverse mix of commercial spaces, housing, services, and amenities that strengthen Downtown Welland and its Connected Districts as destinations for residents, workers, students, and visitors. The Plan will encourage investment that supports local businesses, post-secondary institutions, healthcare services, tourism, and innovative enterprises while leveraging Welland's unique identity and strategic location within the Niagara Region. The Welland Hospital will continue to play an important role in supporting employment and health services in the city, and this Plan will reinforce its contribution to the broader Health and Wellness Cluster.

The City will promote diverse retail, cultural, entertainment, and community activities that contribute to a vibrant and active downtown throughout the day and evening.

Public realm improvements, including coordinated signage, wayfinding, public art, **streetscape** enhancements, and open space investments, will help create welcoming, accessible, and walkable environments.

Enhancements to pedestrian and cycling connections, infrastructure, and integrated parking solutions will support safe movement, encourage exploration, and improve connectivity between Downtown and surrounding districts.

The City will celebrate and preserve Welland's historic character by supporting the conservation and adaptive reuse of heritage buildings, strengthening cultural institutions, and encouraging programming that reinforces civic pride and community identity.

Together, these initiatives will help create a unique, resilient, and inclusive community that supports long-term growth, investment, and quality of life for all.

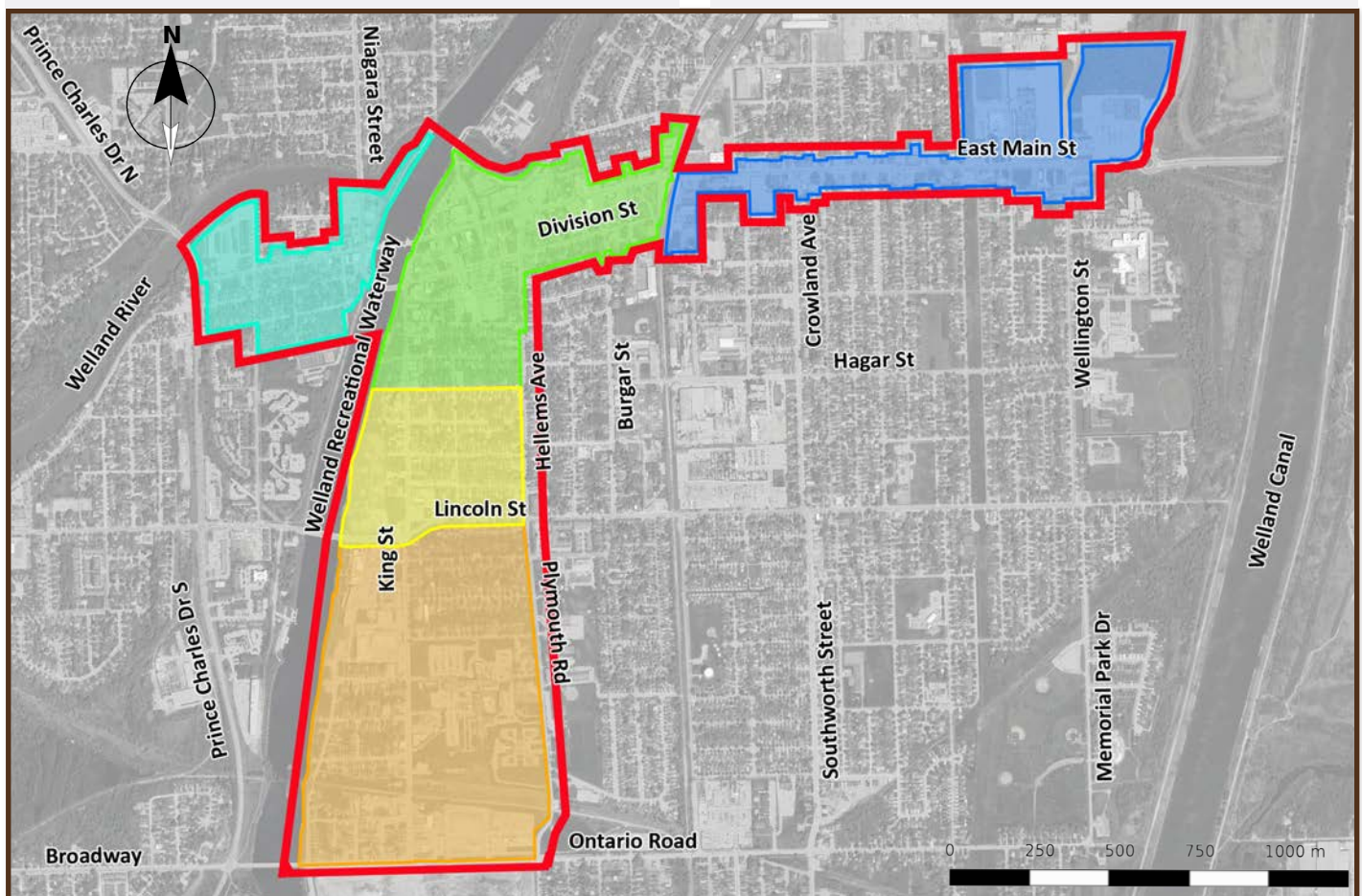
3.0 Community Design Framework

The Community Design Framework establishes a spatial structure to guide growth, reinvestment, and urban design across the City of Welland. It organizes the city into a series of interconnected districts, corridors, nodes, and networks that reflect existing conditions, planned growth areas, and key natural and infrastructure assets. The framework is intended to support coordinated decision-making by aligning land use, built form, transportation, and **public realm** improvements, while providing clarity on where intensification, reinvestment, and community

improvement initiatives should be prioritized.

- Districts

Districts represent areas of the city with distinct land use patterns, built form characteristics, functions, and identities. These areas provide a basis for tailoring Community Improvement Plan incentives and urban design guidelines to reflect local context, heritage, economic roles, and community character, while ensuring that growth and change reinforce a cohesive city-wide structure.



Legend

- | | |
|---|---|
|  Subject Site |  Downtown West Area |
|  Downtown East Area |  Health and Wellness Cluster |
|  Downtown Gateway District |  King Street Area |

Figure 3.1: Community Improvement Plan Districts

- **Regional Growth Centre**

The Regional Growth Centre identifies the primary focus for population and employment growth within Welland. This area is intended to accommodate higher-density, mixed-use development supported by transit, active transportation, and a high-quality **public realm**. The Growth Centre plays a critical role in reinforcing downtown vitality, supporting local businesses, and maximizing the efficient use of existing infrastructure.



Figure 3.2: Vibrant Public Spaces and Community Gathering Places. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

- **Nodes**

Nodes represent strategic focal points where higher levels of activity, density, and mixed-use development could be encouraged. Typically located at key intersections or destinations, nodes function as neighbourhood and

city-wide anchors that support commercial activity, community services, transit use, and placemaking initiatives.

Two types of nodes are identified:

Downtown Nodes

Downtown Nodes function as primary urban centres, accommodating the highest intensity of development within the study area. These locations support a broad mix of uses, including retail, office, residential, cultural, and civic functions, and serve both local and city-wide populations. They are key destinations with strong transit connectivity and significant placemaking potential.

Community Nodes

Community Nodes function as localized centres of activity, serving surrounding neighbourhoods. They support moderate density and a smaller-scale mix of uses, such as neighbourhood retail, services, and community facilities. These nodes are intended to enhance walkability and provide convenient access to daily needs, rather than act as major city-wide destinations.

- **Arterial roads**

Arterial roads form the primary movement network for people and goods across the city. These corridors are critical to economic activity and regional connectivity and present opportunities for **streetscape** enhancements, redevelopment, and context-sensitive intensification that balances mobility with pedestrian comfort and urban design quality.



Figure 3.3: Illustrative Built Form for Downtown and Community Nodes. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

- **Collector Roads**

Collector roads provide connections between local streets and arterial roads and play an important role in shaping neighbourhood character. Design considerations along these streets emphasize safety, walkability, appropriate scale, and compatibility with adjacent residential and mixed-use areas, particularly where reinvestment or infill development occurs.

- **Regional Roads**

Regional Roads are higher-order corridors that accommodate significant vehicular volumes and regional connectivity, while also functioning as key spines within the Downtown. In addition to their transportation role, these corridors support intensification,

active transportation, and transit-oriented development.

Design along Regional Roads should balance movement and place, with emphasis on:

- Safe and comfortable pedestrian and cycling environments
- Transit priority and accessibility
- Active at-grade uses and enhanced **streetscape** design
- A built form that frames the street and reinforces a vibrant Downtown character

- **Railway Corridors**

Railway corridors are significant infrastructure elements that influence land use patterns, access, and redevelopment potential.

These corridors also present long-term opportunities for mitigation, adaptive reuse, or integration with adjacent development, subject to safety, operational, and regulatory considerations.

- **Waterways and other creeks**

The Welland Recreational Waterway, Welland River, and associated creeks are defining natural features of the city and key assets for placemaking, recreation, and environmental sustainability.

These corridors provide opportunities to strengthen public access, enhance ecological function, and integrate development with natural landscapes through high-quality urban design and **public realm** improvements.

- Trail Networks

Trail networks consist of off-road, multi-use pathways that connect neighbourhoods, parks, waterways, and key destinations. These facilities are physically separated from vehicular traffic and are intended to support a range of users, including pedestrians, cyclists, and recreational users. Trail networks play a key role in supporting active transportation, recreation, and tourism, particularly along natural features such as the Welland Recreational Waterway.

This network is distinct from on-street cycling infrastructure, such as bike lanes and cycle tracks, which are located within the public right-of-way and designed primarily for transportation purposes along arterial and collector roads. While both systems contribute to the broader active transportation network, they serve different functions and design objectives.

The expansion and enhancement of trail networks shall be prioritized to improve connectivity, accessibility, and user experience, and should be coordinated with redevelopment, **streetscape** upgrades, and **public realm** investments to ensure seamless integration with on-street cycling routes and pedestrian systems.

- Intensification Area (Corridors)

The Intensification Area, encompasses the primary downtown grid and key connecting corridors within the City of Welland. This area generally includes lands along Lincoln Street, King Street, Crowland Avenue, Ontario Road, and portions of Division Street, forming

a connected framework around the historic downtown core and the Welland Recreational Waterway.

This Intensification Area is intended to accommodate incremental and context-sensitive growth through mid-rise, mixed-use, residential, commercial, and institutional development. It represents a strategic focus for reinvestment, adaptive reuse, and redevelopment, leveraging existing infrastructure, walkability, transit access, and proximity to civic, cultural, and waterfront amenities.

Development within this area should reinforce a strong street-oriented built form, enhance the **public realm**, and support active transportation connections to the Waterway and surrounding neighbourhoods. Height and density may increase in appropriate locations, particularly along arterial and collector corridors, while ensuring compatibility and appropriate **transition** to adjacent lower-density residential areas.

The Intensification Area functions as a key component of the Community Design Framework by concentrating growth where services and infrastructure already exist, strengthening downtown vitality, and supporting long-term economic resilience and placemaking objectives.

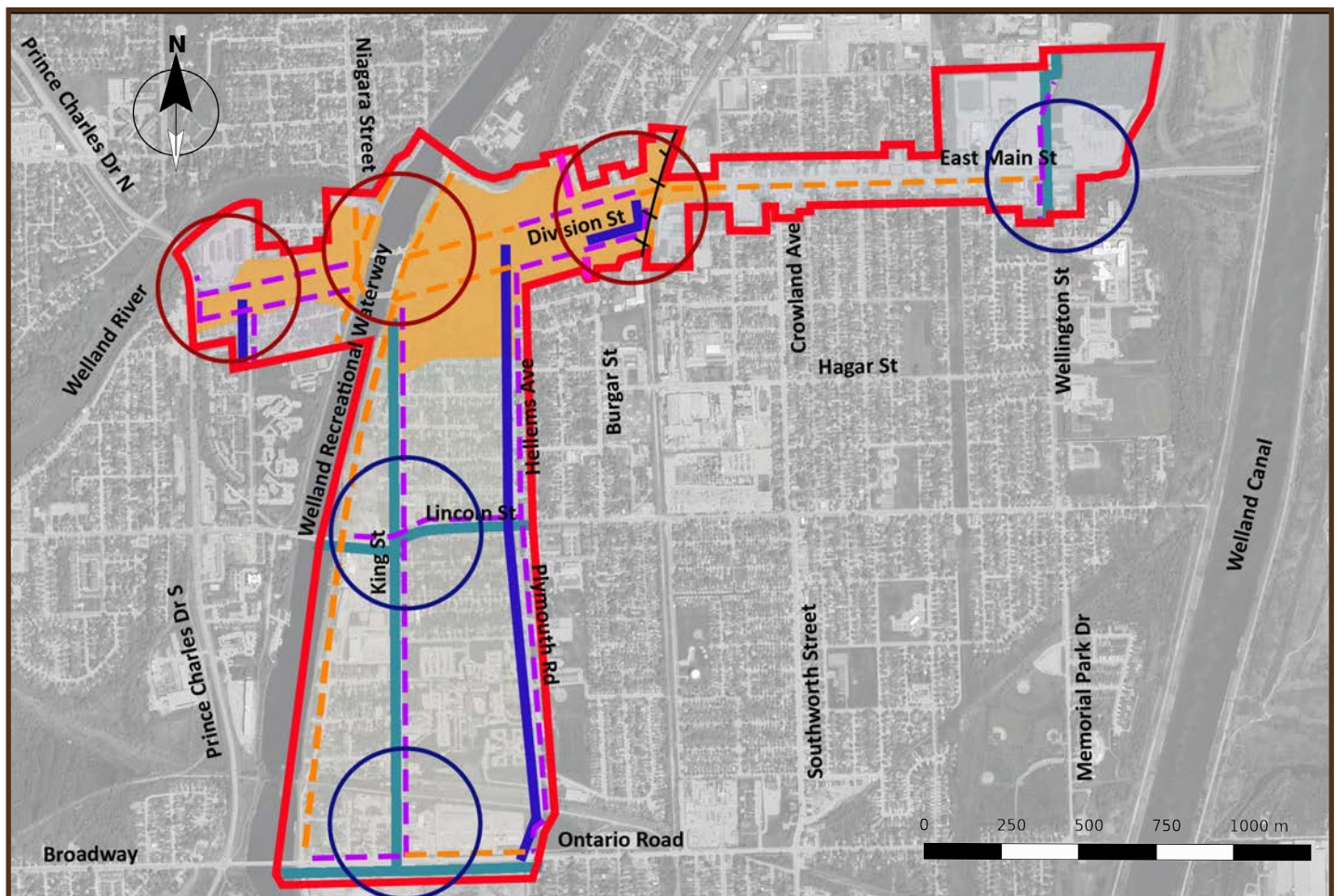


Figure 3.4: Illustrative Corridor Intensification Character
Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

This section provides an overview of the key districts, nodes, and corridors within the Downtown and Connected Districts Area of the City of Welland, which collectively shape the area's

urban structure.

Each area plays a distinct role in supporting growth, reinvestment, placemaking, and mobility within this focus area.



Legend

- | | |
|---|--|
|  Subject Site |  Major Collector Road |
|  Regional Growth Centre |  Minor Collector Road |
|  Railway Corridors |  Arterial Road |
|  Downtown Node |  Existing Trail |
|  Community Node |  Proposed Trail |

Figure 3.5: Community Design Framework Map.

- Downtown Bridge / East District

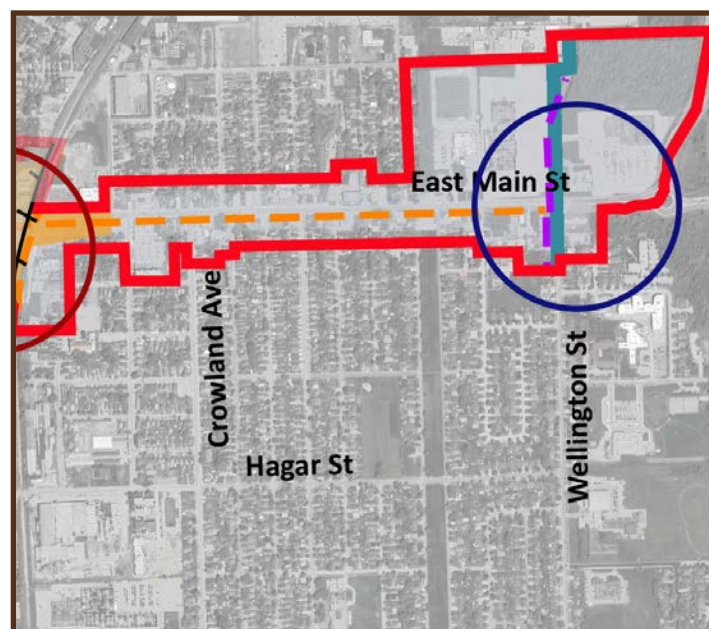
The Downtown Bridge District is a prominent and symbolic area defined by its relationship to the Welland Recreational Waterway and key bridge crossings. This district serves as a visual and functional gateway into Downtown Welland and plays a critical role in connecting the east and west sides of the city. It also reflects Welland's history as a key industrial and manufacturing hub, shaped by the presence of the once active shipping canal. Development and **public realm** improvements within this district should emphasize placemaking, views to the water, pedestrian comfort, and high-quality architecture that reinforces its landmark and historic character.

- Downtown Gateway District

The Downtown Gateway District marks key entry points into the downtown and establishes first impressions of the city. These areas are intended to accommodate gateway features, enhanced landscaping, and development that reinforces arrival, orientation, and identity. Design considerations prioritize visual quality, legibility, and a strong **public realm** that signals **transition** into Welland's core.



Figure 3.6: Downtown East District



Legend

	Subject Site		Major Collector Road
	Regional Growth Centre		Minor Collector Road
	Railway Corridors		Arterial Road
	Downtown Node		Existing Trail
	Community Node		Proposed Trail

Figure 3.7: Downtown Gateway District

- Downtown West District

The Downtown West District represents an important area of **transition** and reinvestment within the broader downtown. Characterized by a mix of commercial, residential, and institutional uses, this district offers opportunities for adaptive reuse, infill development, and enhanced connections to the waterway and surrounding neighbourhoods. Urban design priorities focus on strengthening walkability, improving **streetscapes**, and supporting mixed-use development that contributes to downtown vitality.

- King Street District

The King Street District functions as a key mixed-use corridor connecting Downtown Welland with the Health and Wellness Cluster. This district supports a range of commercial, residential, and service uses and is envisioned as an active, urban street with a strong pedestrian presence. Incremental intensification, **streetscape** enhancements, and reinvestment along King Street are intended to reinforce its role as a connective spine and support a seamless **transition** between major activity areas.



Legend

- | | | | |
|--|------------------------|---|----------------------|
|  | Subject Site |  | Major Collector Road |
|  | Regional Growth Centre |  | Minor Collector Road |
|  | Railway Corridors |  | Arterial Road |
|  | Downtown Node |  | Existing Trail |
|  | Community Node |  | Proposed Trail |

Figure 3.8: Downtown West Area

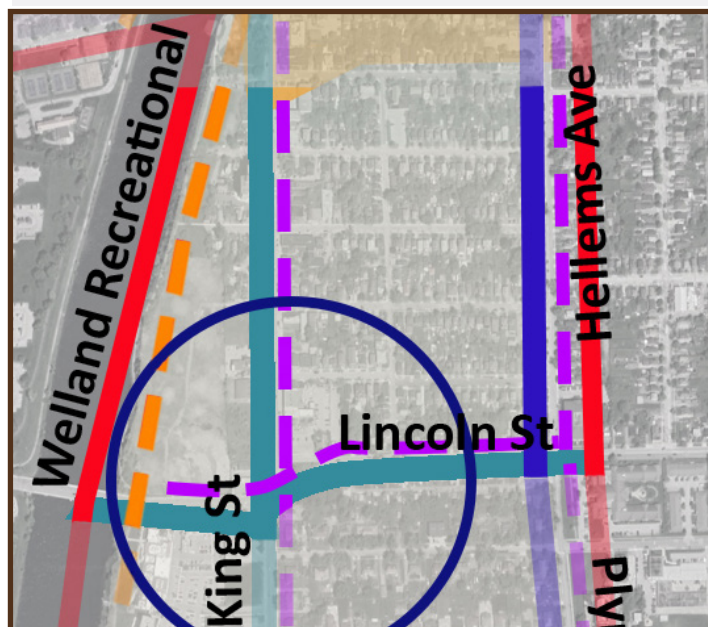
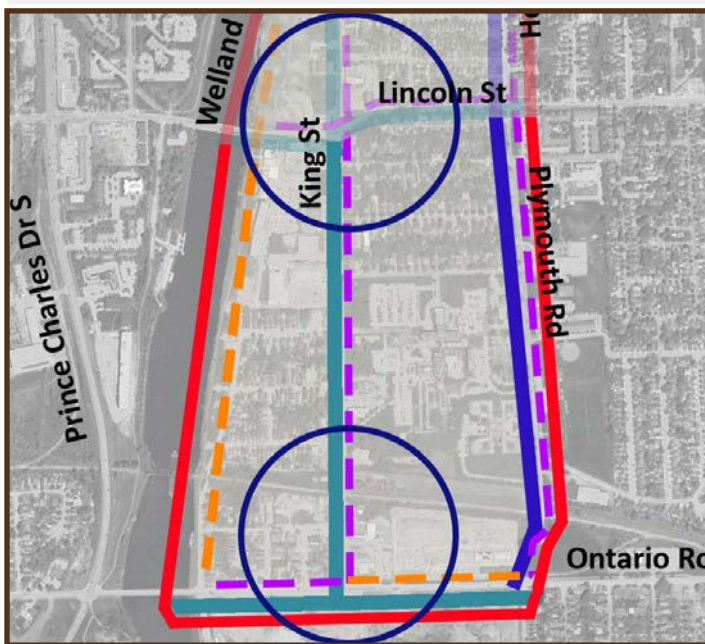


Figure 3.9: King Street Area

- Health and Wellness Cluster District

The Health and Wellness Cluster District is centered around major institutional uses, including healthcare and related services, and serves as a significant employment and service hub for the city. This district supports complementary residential, commercial, and institutional development that enhances accessibility, walkability, and transit connectivity. Urban design within this area emphasizes functional site planning, high-quality public spaces, and a built form that supports a welcoming and human-scaled environment.



Legend

- Subject Site
- Community Node
- Major Collector Road
- Arterial Road
- - - Existing Trail
- - - Proposed Trail

Figure 3.10: Health and Wellness Cluster

- Gateway Nodes (Downtown, Community Nodes)

Gateway Nodes are strategic focal points located at prominent intersections, entrances, or activity hubs. Downtown Nodes serve city-wide functions and support higher levels of activity, density, and mixed-use development, while Community Nodes function as neighbourhood-scale centres providing local services and amenities. Development within nodes should emphasize compact form, active ground floors, transit support, and placemaking elements that reinforce their role as centres of activity.

- Corridors

Corridors are the city's primary movement and activity routes and include major streets that support transit, commerce, and redevelopment. These areas are planned to accommodate intensification and reinvestment, with the scale and form of development varying based on location and context. Corridors within the Downtown East District and Regional Growth Centre are intended to support higher-density, mixed-use development, while other corridors are expected to accommodate more gradual intensification that maintains compatibility with adjacent neighbourhoods. Urban design along corridors prioritizes complete streets, pedestrian safety, active frontages, and built form that contributes positively to the **public realm**.

4.0 Facade Improvement Guidelines

Facade and signage improvements play a critical role in shaping the visual quality, character, and vibrancy of the **public realm**, particularly within downtown and mixed-use areas. Thoughtful design of building facades and signage contributes to a cohesive **streetscape**, enhances pedestrian experience, and supports local economic activity. These guidelines are intended to ensure that facade upgrades and signage are well-integrated, context-sensitive, and aligned with the overall architectural and urban design vision of the City.

- Facades should reflect a clear base, middle, and top composition, where appropriate.
- Original architectural features should be preserved or restored where feasible.
- Storefront glazing should generally occupy a minimum of 60% of the ground-floor facade to promote transparency and animation
- Inappropriate or non-original cladding materials should be removed or replaced where feasible.
- Durable, high-quality materials should be used to ensure longevity and visual consistency.
- Accessibility upgrades should be integrated sensitively into facade improvements.

Signage is an important factor in contributing to the quality of the **streetscape**. Particular attention should be paid to promoting signage that enhances the emerging downtown character. The cumulative impact of signage across multiple properties can create visual clutter; therefore,

signage should be considered as part of the overall building and site design and coordinated with architectural and landscape elements.

- Signage should be integrated within defined sign bands and aligned with building architecture.
- Blade signs are encouraged to enhance pedestrian visibility.
- Fascia signs (wall-mounted above storefront windows) should be proportionate to the building facade.
- For **mixed-use buildings**, fascia signs should be placed along a consistent horizontal plane and be comparable in scale.
- Pylon signs (freestanding) are discouraged in mixed-use and **pedestrian-oriented** areas.
- Signage should contribute to a cohesive and uncluttered **streetscape**.



Figure 4.1: Facade and Signage Improvements. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

5.1 General Built Form

Purpose

The following general built form guidelines apply to all development within the study area and are intended to ensure a cohesive, high-quality, and **pedestrian-oriented** urban environment.

5.1.1 Street Edge and Public Realm

- Buildings should frame and define public streets and open spaces.
- Development should contribute to a continuous and visually coherent street edge.

5.1.2 Façade Design and Articulation

- Blank façades should be avoided or articulated through windows, material changes, or architectural detailing.

5.1.3 Massing and Scale

- Building **massing** should be broken down to reflect pedestrian scale.
- Height and scale should **transition** sensitively toward lower-density neighbourhoods.

5.1.4 Architectural Quality

Architectural detailing should reinforce durability and long-term quality.

5.2 Parking & Servicing

- Surface parking should be located to the rear or side of buildings wherever feasible.
- Parking and servicing areas should be

and functional impact on the **public realm**.

- Parking should not be located between buildings and primary streets.
- Large parking areas should be divided into smaller courts through landscaping.
- Structured parking should be screened by active uses or architectural treatment.
- Loading, waste, and service areas should be internalized or screened from view.

5.3 Lighting

- Lighting should enhance safety and architectural character while minimizing glare and light spillover.
- Lighting should be placed at all garage openings at the minimum rate of 1 light fixture per garage door.
- Sufficient lighting should be provided that considers all building and user needs with particular attention to the building, pedestrian areas, driveways, and parking and service areas, while being sensitive not to adversely impact adjacent properties.
- Pedestrian-scale lighting should be provided to sufficiently illuminate pedestrian areas and walkways.

5.4 Environmental Sustainability

- Development should incorporate sustainable design practices including green infrastructure, energy efficiency measures, and stormwater management best practices where feasible.
- Innovative and environmentally sustainable building practices are encouraged, including LEED® and

ENERGY STAR, as well as other Low Impact Development (LID) practices

5.5 Universal Design & Accessibility

- Development should promote inclusive design principles and comply with accessibility standards to ensure barrier-free access for all users.
- Design in accordance with the Accessibility for Ontarians with Disabilities Act and other applicable Provincial legislation, as well as the Niagara Region Accessibility Design Standards. Areas of public use and travel in residential developments should be accessible through curb ramps, tactile warning, and high contrast signage etc.



Figure 5.1: General Built Form Guidelines. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

6.1 PURPOSE

This section establishes built form guidelines to ensure that development:

- Reinforces strong street relationships
- Contributes positively to the **public realm**
- Supports context-sensitive intensification
- Respects adjacent built form and neighbourhood character
- Minimizes negative impacts on surrounding properties

6.2 LOW-RISE & MULTI-UNIT RESIDENTIAL (UP TO 4 STOREYS)

Description

This built form category includes townhouses, stacked townhouses, low-rise apartment buildings, and other forms of ground-oriented multi-unit housing. These developments are intended to provide a **transition** between higher-density areas and lower-density neighbourhoods while maintaining a strong relationship to the public street and a human-scaled built form.

6.2.1 Built Form and Street Relationship

- Buildings should be oriented parallel to public streets.
- Buildings should generally be located close to the minimum front yard setback.
- Development should reinforce a consistent street **rhythm** and pattern of entrances.
- Front façades should be aligned

parallel with the street, with the habitable portion of the units (not garages) located close to or at the minimum front yard setback.

6.2.2 Façade Design and Articulation

- Façade **articulation**, material changes, and window placement should provide visual interest.
- Publicly visible elevations must include appropriate **massing**, façade **articulation**, roof variation, and ample **fenestration**.
- On corner lots, both street frontages should be addressed equally through appropriate **fenestration**, façade and roof **articulation**, and architectural detailing.
- Corner unit designs are encouraged to include prominent features such as wrap-around porches, bay windows, or enhanced **articulation**.

6.2.3 Safety and Surveillance

- Development should promote passive surveillance (“eyes on the street”) through the placement of windows overlooking public streets and open spaces.

6.2.4 Site Organization and Block Configuration

- Reverse lot frontages (backyards facing the street) are discouraged. Window streets or rear-lane-based dwelling arrangements are preferred.
- The maximum width of a street townhouse block should generally not exceed 8 units.
- Appropriate separation between

townhouse blocks should be provided to maintain visual breaks and pedestrian permeability.

- Stacked townhouses are exempt from the maximum block width requirement.

Compatibility with Adjacent Built Form

- Height and **massing** should **transition** sensitively to adjacent lower-density areas through decreasing building heights and **massing** that reflects the scale and form of nearby development.
- Rooflines and façade proportions should reflect surrounding character.
- Overlook and shadow impacts should be minimized.
- Multiunit low-rise buildings should be compatible in design and **massing** with adjacent buildings.
- Multiunit low-rise buildings should be buffered from adjacent commercial, institutional, and industrial uses through ample landscaping and fencing.
- For adjacent industrial, consult the Ministry of the Environment's land use compatibility guidelines regarding separation distances to sensitive land uses.

Main Entrances

- Primary entrances should face the public street. Entrances should be clearly visible and defined.
- Porch, stoop, or recessed entry elements are encouraged to enhance animation.
- Main entrances to each unit should

be oriented toward and clearly visible from the street.

- Main entrances should be clearly defined and emphasized through architectural elements such as porches, canopies, recessed entries, material variation, lighting, and **façade articulation**.
- Weather protection at main entrances should be provided through the use of covered porches, porticos, awnings, or recesses.
- A maximum of five (5) risers leading to the main entrance of each unit is encouraged. Additional risers may be considered subject to site grading conditions.
- On corner lots, the main entrance of the corner unit should be located on the exterior side elevation, with corner windows and wrap-around porch to emphasize the corner location.

Garages & Driveways

- Garages should not dominate the **streetscape**.
- Garage **projections** should be minimized.
- Shared or consolidated driveways are encouraged.
- Driveway widths should minimize pedestrian conflicts.
- Laneway based developments are encouraged where garages are accessed from a rear driveway.
- Garages in the front yard should be either located behind or flush with the main front façade of the dwelling or project a maximum of 1.5 metres beyond the main **façade**.
- Garages and driveways should be paired, except on Corner Lots where

the garage and driveway for the corner unit may be oriented towards the side street.

- The maximum driveway width at the street line should be 6.0 metres.



Figure 6.2: Low-Rise & Multi-Unit Residential (Up to 4 Storeys). Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

6.3 MID-RISE RESIDENTIAL (5–11 STOREYS)

Built Form & Street Relationship

- Apartment buildings should be oriented to front the public street with façade **articulation** and architectural elements that contribute to visual interest and pedestrian scale, including material changes, balconies, **projections**, recesses, and large window openings, and should define a strong street wall. This should be achieved through consistent building placement and **setbacks**, front façades oriented parallel to the street, minimal interruptions along the frontage, and building entrances and windows facing the **public realm**. Approximately 50% of the building frontage should be located at the minimum front yard **setback**.
- A defined base condition should establish pedestrian scale through a clearly articulated building base or podium, ground-floor transparency, entrances facing the street, and façade detailing and materials that reinforce the pedestrian environment.
- Upper **storeys** should incorporate **stepbacks** above the base to reduce perceived mass.
- Ground floors should incorporate active or visually transparent elements where appropriate.
- Publicly visible elevations should include appropriate **massing**, façade **articulation**, roof variation, and ample **fenestration**.
- To promote passive surveillance opportunities (also known as “eyes on the street”) for safety and security,

views between the interior of buildings and exterior public spaces should be enabled through the placement of windows facing public streets, walkways, and rear lanes or alleys wherever possible.

- Apartments located on lots in visually prominent locations are landmark buildings. Landmark buildings include those within Gateway Nodes, on corner lots, and at ‘T’-intersections. Additional **articulation** is asked for publicly visible elevations of landmark buildings.
- Awnings, canopies, or building cantilevers/overhangs should be provided above entrances to apartment buildings to improve pedestrian comfort and visual interest.
- Rooftop mechanical equipment must be screened with materials that are complimentary to the building and incorporated into the building’s architecture.

Compatibility with Adjacent Built Form

- Height **transitions** should be gradual toward adjacent low-rise areas through reductions in building height, upper-**storey stepbacks**, increased **setbacks**, and the use of lower-scale building elements along property edges.
- **Massing** should minimize shadow and overlook impacts through appropriate building orientation, separation distances, **stepbacks**, and the careful placement of windows and balconies.
- Façade **articulation** should break down building length and width through **projections** and recesses,

material changes, vertical elements, and variations in roofline and building form.

- Apartment buildings should be compatible in design and **massing** with adjacent buildings through similar building proportions, roof forms, materials, and architectural **rhythm**.
- Built form compatibility with adjacent low-rise areas should be achieved through appropriate building **setbacks**, **stepbacks**, height **transitions** and landscaping buffers.
- Where adjacent to low-rise residential areas, building edges should incorporate smaller-scale elements such as townhouse-style units, lower podium elements, or articulated building bases to provide a sensitive **transition**.
- For lands adjacent to industrial uses, the Ministry of the Environment's land use compatibility guidelines should be consulted to determine appropriate separation distances and mitigation measures for sensitive land uses.

Main Entrances

- Primary entrances should be prominent and welcoming.
- Lobby design should animate the **public realm** and provide transparency.
- Attractive and well-articulated apartment entrances should be incorporated into the building design at ground level, clearly visible from the public street, and oriented toward the **public realm**.
- Entrances must be physically and visually connected to existing or planned public sidewalks.

Driveways and Parking

- Vehicular access should be minimized along primary pedestrian streets
- Below-grade parking is encouraged
- Access points should be consolidated where possible.
- Vehicle accesses should be located and designed to minimize conflicts with pedestrians, cyclists, and other vehicles. Where feasible, driveways should be shared or combined with adjacent properties to reduce the frequency of vehicle entrances along the street.
- Well-defined pedestrian connections should be provided within parking areas to emphasize and delineate the pedestrian realm.
- Pedestrian drop-off areas should be designed to minimize conflicts with pedestrian routes.
- Parking, loading, and service areas must be located within side or rear yards, set back from the front façade of the building, and screened from adjacent streets.
- On corner lots, parking, loading, and service areas must not be located between the building and adjacent streets.



Figure 6.3: Mid-Rise Residential (5-11 Storeys). Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

6.4 MIXED-USE BUILDINGS

Built Form & Street Relationship

- Active commercial uses should be located at grade along primary streets. Transparent storefront glazing should provide visual engagement. Residential components above should be articulated to reduce perceived mass through upper-**storey stepbacks** above the commercial base, variations in façade design, material changes, and the use of **projections** and recesses to break down building scale.
- **Mixed-use buildings** should be oriented to front the street with attractive façade features such as **articulation**, glazing, material changes, canopies, balconies, and architectural detailing. Approximately 50% of the building frontage should be located at the minimum front yard setback along the public street.
- Street-level commercial should support a pedestrian-friendly environment through ample **fenestration**, vision glass, architectural **massing** and detailing, and attractive signage.
- **Mixed-use buildings** should have a minimum height of 2 **storeys**.
- Awnings, canopies, or building cantilevers/overhangs should be provided on **mixed-use buildings** along commercial storefronts and residential entrances to improve pedestrian comfort and visual interest.
- To promote passive surveillance opportunities (also known as “eyes on the street”) for safety and security, views between the interior of buildings and exterior public spaces should be

enabled through the placement of windows facing public streets, walkways, and rear lanes or alleys wherever possible.

- Rooftop mechanical equipment must be screened with materials that are complimentary to the building and incorporated into the building’s architecture.
- **Mixed-use buildings** located on lots in visually prominent locations are considered landmark buildings. Landmark buildings include those within Gateway Nodes, on corner lots, and at ‘T’-intersections. Publicly visible elevations of landmark buildings should incorporate additional **articulation** and strong architectural expression through features such as enhanced **massing**, distinctive materials, prominent entrances, glazing, lighting, and architectural detailing.

Compatibility

- Height and **massing** should respect adjacent residential areas.
- Building design should mitigate potential noise and privacy impacts through appropriate building orientation, separation distances, the placement and design of windows and balconies, building **stepbacks**, and the use of landscaping or screening elements where appropriate.
- **Mixed-use buildings** should be compatible in design and **massing** with adjacent buildings.
- **Mixed-use buildings** should complement adjacent low-rise residential uses and incorporate appropriate landscaping and fencing.

- For adjacent industrial, consult the Ministry of the Environment's land use compatibility guidelines regarding separation distances to sensitive land uses.
- Building height and **massing** should provide an appropriate **transition** to adjacent low-rise areas to ensure compatibility in scale, character, privacy, and access to sunlight.

Main Entrances

- Separate entrances for residential and commercial uses should be clearly distinguished.
- Entrances should face primary streets.
- Attractive and well-articulated commercial entrances should be incorporated into the **mixed-use building** design and oriented toward the public street. Entrances should be emphasized through features such as canopies, recesses, glazing, enhanced materials, lighting, architectural signage integration, landscaping, and detailing.
- Access to upper floor residential units may be from the front, side or rear of **mixed-use buildings**.
- Entrances should be physically and visually connected to existing or planned public sidewalks.



Figure 6.4: Mixed-Use Building. Source: MBPD, 2026
(AI-Generated Conceptual Illustration)

6.5 Tall Buildings

- For the purpose of these Guidelines, a **tall building** generally refers to a building whose height is substantially greater than the width of the adjacent right-of-way and which creates a distinct impact on the skyline, **public realm**, and surrounding context.
- **Tall buildings** should demonstrate a clear three-part composition consisting of a base building, tower, and top to create an appropriate relationship with the **public realm** and skyline.
- Illustrative diagrams should be provided to demonstrate the recommended **tall building** composition, including the base building, tower, and top elements, as well as appropriate tower spacing, **setbacks**, and **stepbacks**.
- **Tall buildings** should be designed with slender tower forms and appropriate separation distances to support access to light, skyview, privacy, and visual comfort for residents and the **public realm**.
- **Tall building** development should provide an appropriate **transition** in scale to adjacent lower-rise areas through building **setbacks**, **stepbacks**, podium design, and landscape treatment.
- High-rise buildings should be designed to minimize shadow, wind, overlook, and visual impacts on adjacent properties, streets, parks, and open spaces.
- Building tops should be designed to contribute positively to the skyline through architectural **articulation**, material variation, and the integration or screening of mechanical equipment.

- Functional and servicing components of **tall buildings**, including loading areas, parking access, servicing areas, and mechanical equipment, should be integrated within the building **massing** and designed to minimize visual and operational impacts on the **public realm**.

Driveways and Parking

- Access should be located on **secondary streets** where possible.
- Driveways should minimize disruption to pedestrian movement.
- Vehicle accesses should be located and designed to minimize conflicts with pedestrians, cyclists, and other vehicles through placement away from intersections and pedestrian crossings, the provision of clear sightlines, reduced driveway widths where appropriate, and shared or consolidated driveways where feasible.
- Visual and material treatments, including decorative paving, special paving patterns, or pavement markings, should be used at driveway crossings to clearly delineate pedestrian priority and enhance pedestrian safety.
- Driveways should be combined with the driveways of adjacent properties, where possible, to reduce the frequency of vehicle entrances along the street.
- Well-defined pedestrian connections should be provided within parking areas using decorative paving to emphasize and delineate the pedestrian realm.
- Pedestrian drop-off areas should be designed to minimize conflicts with

pedestrian routes. Drop-off areas must be **pedestrian-oriented** and include decorative paving.

- Parking, loading, and service areas should be located within side or rear yards, set back from the front façade of the building, and screened from

- On corner lots, parking, loading, and service areas should not be located between the building and adjacent streets.



Figure 6.5: Illustrative **Tall Building** Built Form. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

6.6 COMMERCIAL BUILT FORM

Built Form & Street Relationship

- Buildings should reinforce a main street condition.
- Façades should align with adjacent storefront **rhythm** and **setbacks**.
- Development should contribute to a human-scaled pedestrian environment through building **articulation**, active frontages, transparent glazing, weather protection, and frequent entrances along the street.
- Commercial buildings must be oriented parallel to the street with well-articulated, attractive façades and should be located at the minimum front yard **setback**, as per the Zoning By-Law.
- Commercial storefronts should exhibit characteristics of 'Main Street' architecture that create a pedestrian-friendly environment through ample **fenestration**, vision glass, architectural detailing such as recessed entrances, articulated façades, canopies, and high-quality materials, as well as pedestrian-scaled and well-integrated signage. Opportunities for sidewalk patios should also be incorporated where appropriate.
- Publicly visible façades of multi-unit commercial buildings should be designed with distinctive storefronts and/or articulated façade segments to create a more varied and **pedestrian-oriented streetscape**.
- Awnings, canopies, or building cantilevers/overhangs should be provided along storefronts on commercial buildings to improve

pedestrian comfort and visual interest. opportunities (also known as 'eyes on the street') for safety and security, create views between the interior of buildings and exterior public spaces through the location of windows.

- Rooftop mechanical equipment must be screened with materials that are complimentary to the building and incorporated into the building's architecture.
- Commercial buildings located on lots in visually prominent locations are landmark buildings. Landmark buildings include those within Gateway Nodes, on corner lots, and at 'T'-intersections. Additional **articulation** is required for publicly visible elevations of landmark buildings.
- Utility equipment such pipes and meters should be designed as an integral part of a development and carefully located away from public view in order to reduce their negative visual impact.

Compatibility

- Height, scale, materials, and façade **articulation** should complement surrounding buildings.
- New construction should respect heritage context where applicable.
- Commercial buildings should be compatible in design and **massing** with adjacent buildings.
- Commercial buildings should be compatible with adjacent low-rise residential uses and incorporate landscaping and fencing.
- Built form compatibility and appropriate **transition** should be provided with adjacent low rise areas.

Main Entrances

- Storefront entrances should be **pedestrian-oriented** and visible
- Recessed entries are encouraged to create depth and weather protection.
- Attractive and well-articulated commercial entrances should be incorporated into the building design and be oriented toward the public street.
- Entrances must be physically and visually connected to existing or planned public sidewalks.

Driveways and Parking

- Drive-through facilities should minimize disruption to pedestrian circulation.
- Access points should be limited and consolidated.
- Vehicle accesses must be located to minimize conflicts with pedestrians, cyclists, and other vehicles.
- Driveways should be combined with the driveways of adjacent properties, where possible, to reduce the frequency of vehicle entrances along the street.
- Well-defined pedestrian connections should be provided within parking areas using decorative paving to emphasize and delineate the pedestrian realm.
- Parking, loading, and service areas must be located within side or rear yards, set back from the front façade of the building, and screened from adjacent streets.
- On corner lots, parking areas should, where feasible, be located away from the interface between buildings and

adjacent streets to maintain an active and **pedestrian-oriented streetscape**.



Figure 6.6: Illustrative Commercial Main Street Character. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

6.7 INSTITUTIONAL BUILT FORM

Built Form & Street Relationship

- Institutional buildings should be oriented to front adjacent streets and located close to the street edge to establish a strong civic presence, with attractive façade features facing the **public realm**.
- Institutional buildings located on lots in visually prominent locations are landmark buildings. Landmark buildings include those within Gateway Nodes, on corner lots, and at 'T'-intersections. Additional **articulation** is required for publicly visible elevations of landmark buildings.
- Rooftop mechanical equipment must be screened with materials that are complimentary to the building and incorporated into the building's architecture.
- Utility equipment such as pipes and meters should be located, when possible, at the side and rear areas of buildings screened with complimentary building material.

Compatibility

- Institutional buildings should be compatible in design and **massing** with adjacent buildings.
- Institutional buildings should be designed to be compatible with adjacent low-rise residential uses and incorporate appropriate landscaping and fencing.
- Built form compatibility and appropriate **transition** should be provided with adjacent low rise areas.

Main Entrances

- Attractive and well-articulated entrances should be incorporated into the building design and be oriented toward the street.
- Entrances must be physically and visually connected to existing or planned public sidewalks.

Driveways and Parking

- Vehicle accesses must be located to minimize conflicts with pedestrians, cyclists, and other vehicles.
- Driveways should be combined with the driveways of adjacent properties, where possible, to reduce the frequency of vehicle entrances along the street.
- Well-defined pedestrian connections should be provided within parking areas using decorative paving to emphasize and delineate the pedestrian realm.
- Pedestrian drop-off areas should be designed to minimize conflicts with pedestrian routes. Drop-off areas must be **pedestrian-oriented** and include decorative paving.
- Parking and service areas must be located within side or rear yards, set back from the front façade of the building, and screened from adjacent streets.
- On corner lots, parking and service areas must not be located between the building and adjacent streets.



Figure 6.7: Illustrative Institutional Character. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

7.1 GUIDELINES FOR LANDSCAPING

Landscape design should enhance **streetscapes**, soften built form, and support environmental quality

- Landscaping should frame buildings and define pedestrian spaces.
- Street trees should be planted in consistent alignment.
- Species diversity should be encouraged.
- Replacement planting should occur where mature trees are removed.
- Parking lots should incorporate perimeter planting and landscaped islands.
- Foundation planting should soften building edges.
- Outdoor patios and amenity areas are encouraged along mixed-use corridors.

7.2 Residential Properties

- Design landscaping to be compatible with the adjacent public **streetscape** along the existing and/or proposed streets.
- Fencing or low walls may be used to delineate public and private property.
- For every healthy mature tree removed, a new tree should be planted on-site or, if not feasible, elsewhere within the community.
- The removal of high-quality trees (i.e. preferred species, rare species, large specimens) is discouraged.

7.3 Mixed-Use and Commercial Properties

- Outdoor patio areas are encouraged along the street, where appropriate.
- Upgraded paving (unit pavers, coloured and/or patterned concrete, and exposed aggregate pavers) is recommended to delineate and define pedestrian areas.
- Durable and moveable outdoor furniture (tables and chairs, benches, umbrellas, etc.) is encouraged.
- Green design elements should be incorporated throughout the site where possible, including:
 - a) dedicated pedestrian routes with upgraded paving
 - b) landscape islands
 - c) bioswales
 - d) permeable pavers
 - e) bike racks

7.4 Institutional Properties

- Upgraded paving (unit pavers, coloured and/or patterned concrete, and exposed aggregate pavers) is recommended to delineate and define pedestrian areas.
- Green design elements should be incorporated throughout the site where possible, including:
 - a) dedicated pedestrian routes with upgraded paving
 - b) landscape islands
 - c) bioswales
 - d) permeable pavers
 - e) bike racks



Figure 7.1: Illustrative Sustainable Landscape Design Elements. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

8.0 Area-Specific Urban Design Guidelines



The following area-specific urban design guidelines provide direction tailored to the unique context, function, and character of key districts, nodes, and corridors within the City of Welland. These guidelines are intended to be applied in conjunction with the Built Form Urban Design Guidelines and Community Improvement Plan incentives to ensure development responds appropriately to its location while contributing to a cohesive city-wide **public realm**.

8.1 Downtown Bridge District

- Development within the Downtown Bridge District should reinforce the district's gateway and landmark function, with built form and **public realm** design emphasizing views, orientation, and visual prominence.
- Buildings should address the Welland Recreational Waterway, with façades, entrances, and active uses oriented toward the water wherever feasible.
- Development should provide enhanced **public realm** treatments, including widened sidewalks, seating, lighting, and landscaping that support pedestrian comfort and placemaking.
- Building **massing** should be articulated and stepped to frame bridge crossings and preserve views to and from the water.
- Tall or mid-rise buildings, where permitted, should demonstrate exemplary architectural quality and a clear base–middle–top composition.

8.2 Downtown West District

- Development in the Downtown West District should support adaptive reuse, infill, and mixed-use development that

- contributes to downtown revitalization
- New buildings should maintain a human-scaled street edge through façade **articulation**, frequent entrances, and active ground-floor uses along primary streets.
- **Transitions** to adjacent lower-density neighbourhoods should be achieved through **stepbacks**, **setbacks**, and landscape buffers.
- Parking and servicing should be located to the rear or interior of sites and screened from public streets.
- **Streetscape** improvements should prioritize walkability, including street trees, lighting, and pedestrian amenities.

8.3 King Street Area District

- Development within the King Street Area District should reinforce the area's role as a mixed-use corridor and **transitional** gateway connecting Downtown Welland and the Health and Wellness Cluster.
- New development should contribute to an active, **pedestrian-oriented public realm** through enhanced **streetscape** treatments, active frontages, transparent façades, and frequent building entrances.
- Development should support a mix of residential, commercial, institutional, and community-supportive uses that contribute to corridor revitalization and intensification.
- Mid-rise and **mixed-use buildings** should be encouraged where appropriate, particularly along key streets and intersections.
- Building **massing** and site design should provide appropriate **transition** to adjacent residential neighbourhoods

through **setbacks**, **stepbacks**, landscaping, and buffering measures.

- **Streetscape** improvements should prioritize walkability, cycling connectivity, transit access, landscaping, and gateway features that reinforce a strong sense of arrival into the downtown area.

8.4 Health and Wellness Cluster District

- Development within the Health and Wellness Cluster District should support healthcare, institutional, residential, and complementary commercial uses that contribute to a complete, accessible, and connected community.
- Development should prioritize pedestrian connectivity, accessibility, and enhanced **public realm** conditions between institutional uses, surrounding neighbourhoods, transit routes, and adjacent corridors.
- Building design should reinforce a welcoming, safe, and human-scaled environment through high-quality architecture, landscaping, lighting, weather protection features, and publicly accessible open spaces
- New development should support opportunities for intensification, adaptive reuse, and mixed-use development that are compatible with surrounding land uses and the evolving function of the district.
- Surface parking areas should be minimized where feasible and designed to incorporate landscaping, pedestrian connections, shading, and green infrastructure elements.
- **Streetscape** improvements should prioritize walkability, active

transportation, transit access, wayfinding, and enhanced connections to surrounding districts and community facilities.

8.5 Gateway Nodes

- Development at Gateway Nodes should establish a strong sense of arrival through architectural form, **massing**, and **public realm** design.
- Buildings should be oriented to key intersections, with prominent corners and enhanced architectural detailing.
- Gateway Nodes should support higher density and mixed-use development relative to surrounding areas, where appropriate.

Tall buildings at Gateway Nodes, where permitted, should comply with **tall building** performance standards and demonstrate appropriate **transition** to surrounding areas.

8.6 Corridors

- Development along corridors should support a continuous, **pedestrian-oriented** street edge with buildings located close to the street.
- Ground floors along primary corridors should incorporate active uses, transparency, and frequent entrances.
- Mid-rise and **mixed-use buildings** should be the preferred built form, with height and density **transitioning** to adjacent neighbourhoods.
- **Streetscape** design should follow complete streets principles, supporting walking, cycling, transit, and accessibility.
- Surface parking should be minimized, located away from street frontages,

and screened with landscaping or built form.



Figure 8.1: Illustrative Complete Street Corridor. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

9.0 Public Streetscape Recommendations

Public **streetscapes** play a critical role in shaping the identity, functionality, and overall experience of the **public realm** within the City of Welland. **Streetscape** improvements are intended to enhance pedestrian comfort, accessibility, connectivity, safety, and visual quality while supporting placemaking, active transportation, economic activity, and community interaction. The following **streetscape** concepts and design directions are intended to provide a high-level

framework to guide future **public realm** enhancements within key districts, nodes, and corridors throughout the study area.

The proposed **streetscape** improvements identified in this document are conceptual in nature and may be subject to further technical review, feasibility assessments, detailed design, funding availability, operational considerations, and coordination with future municipal infrastructure projects prior to implementation.



Figure 9.1: Core **Streetscape** Design Principles. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

9.1 Segment Descriptions

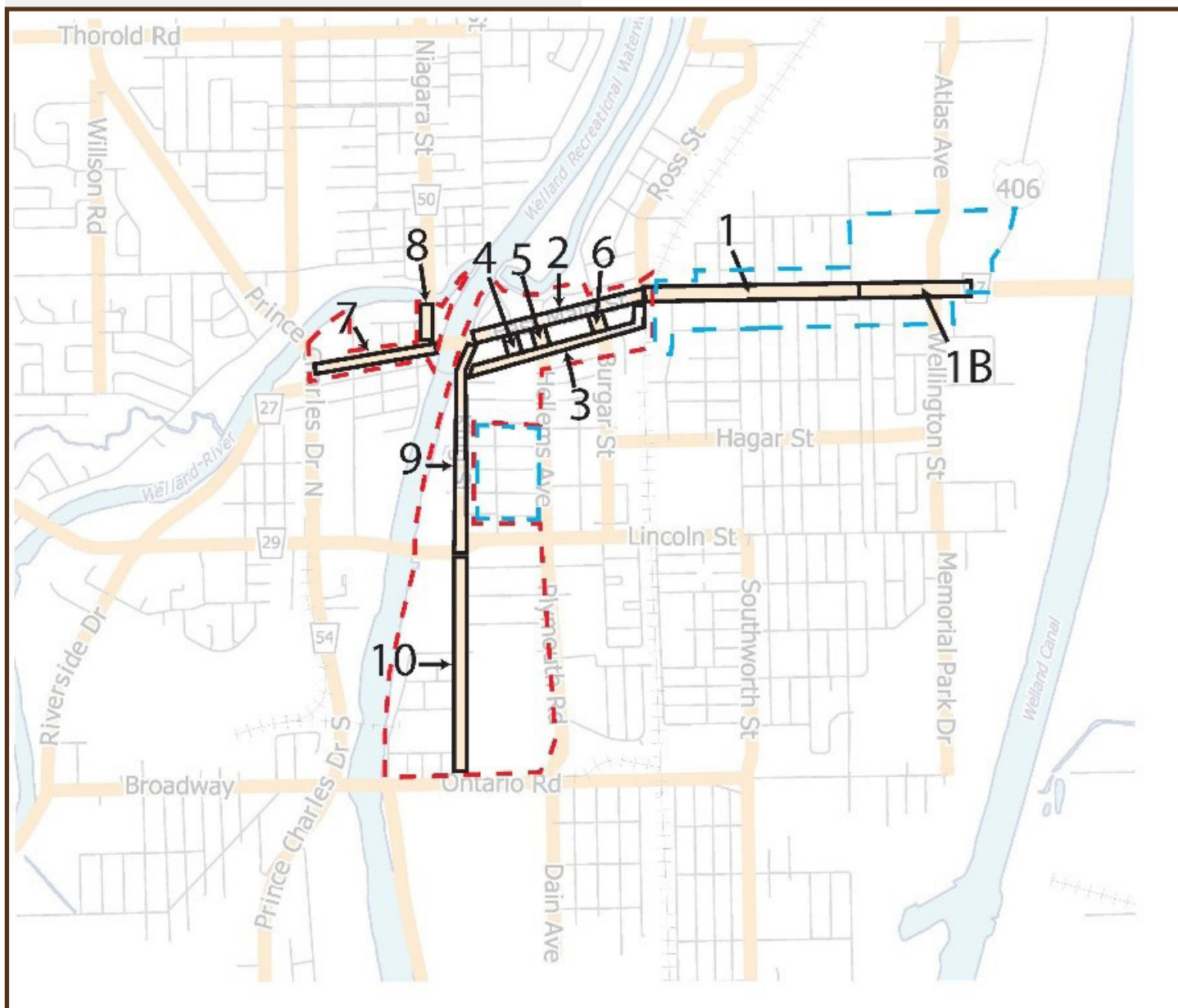


Figure 9.1.1: Public Streetscape Segment Plan

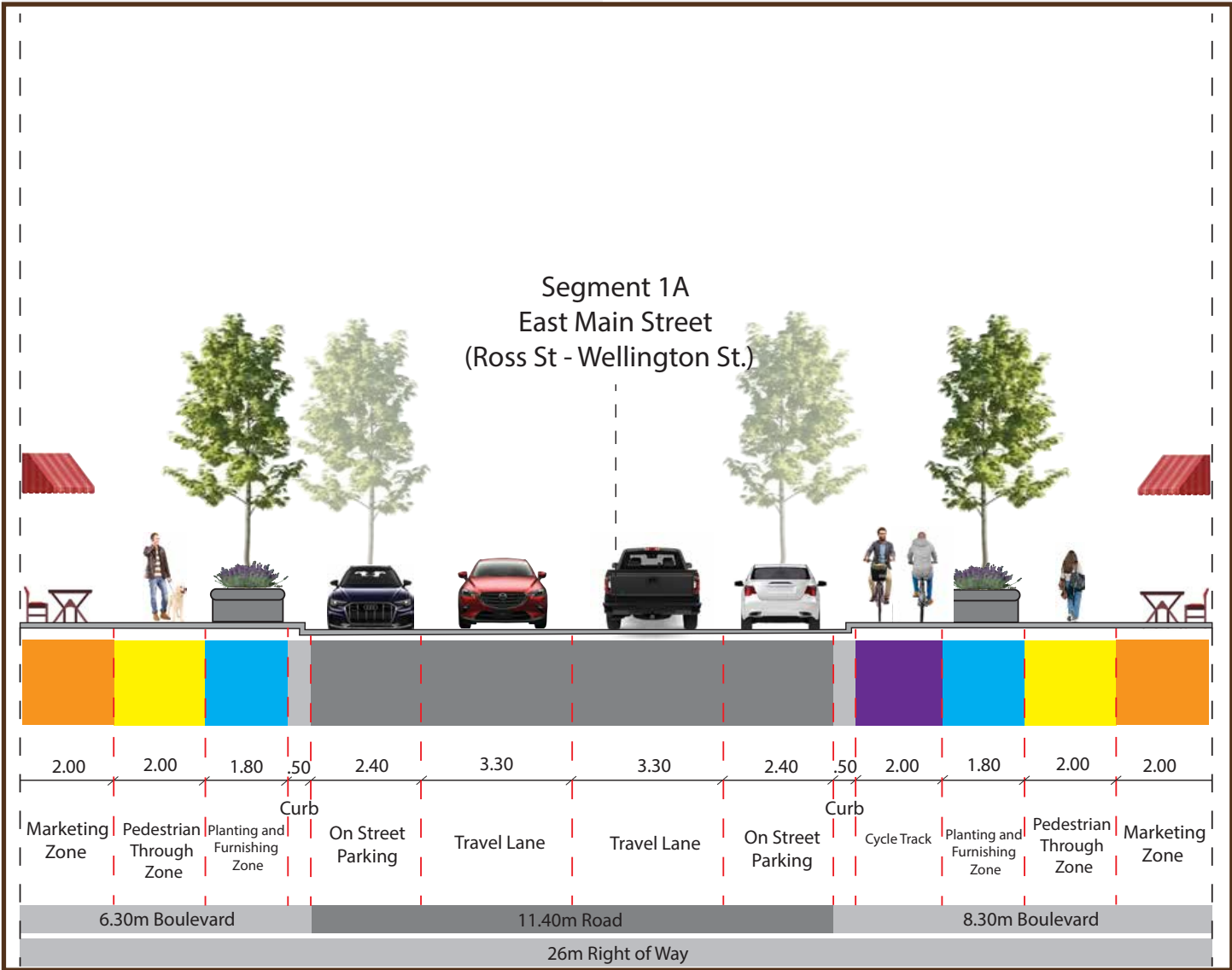
The above mapping represents the identified street sections of the Welland Community Improvement Plan. Each segment will feature a cross section identifying the intended and envisioned **streetscape** improvements to reflect the future scale and **massing** of downtown Welland.

The following descriptions identify and explain each highlighted cross section by categorizing and grouping the segments based on their precincts.

9.2 Segment 1A Description:

Segment 1A is a Regional Right of Way traveling in the east/westward directions. The Right of Way is municipally known as East Main Street and spans from Ross St. to Golden Blvd.

The Right of Way is 26m in width and intends to serve traffic entering and exiting the envisioned built-up downtown portion of Welland. Segment 1A is part of the greater Downtown Gateway Precinct of Segments 1A and 1B.

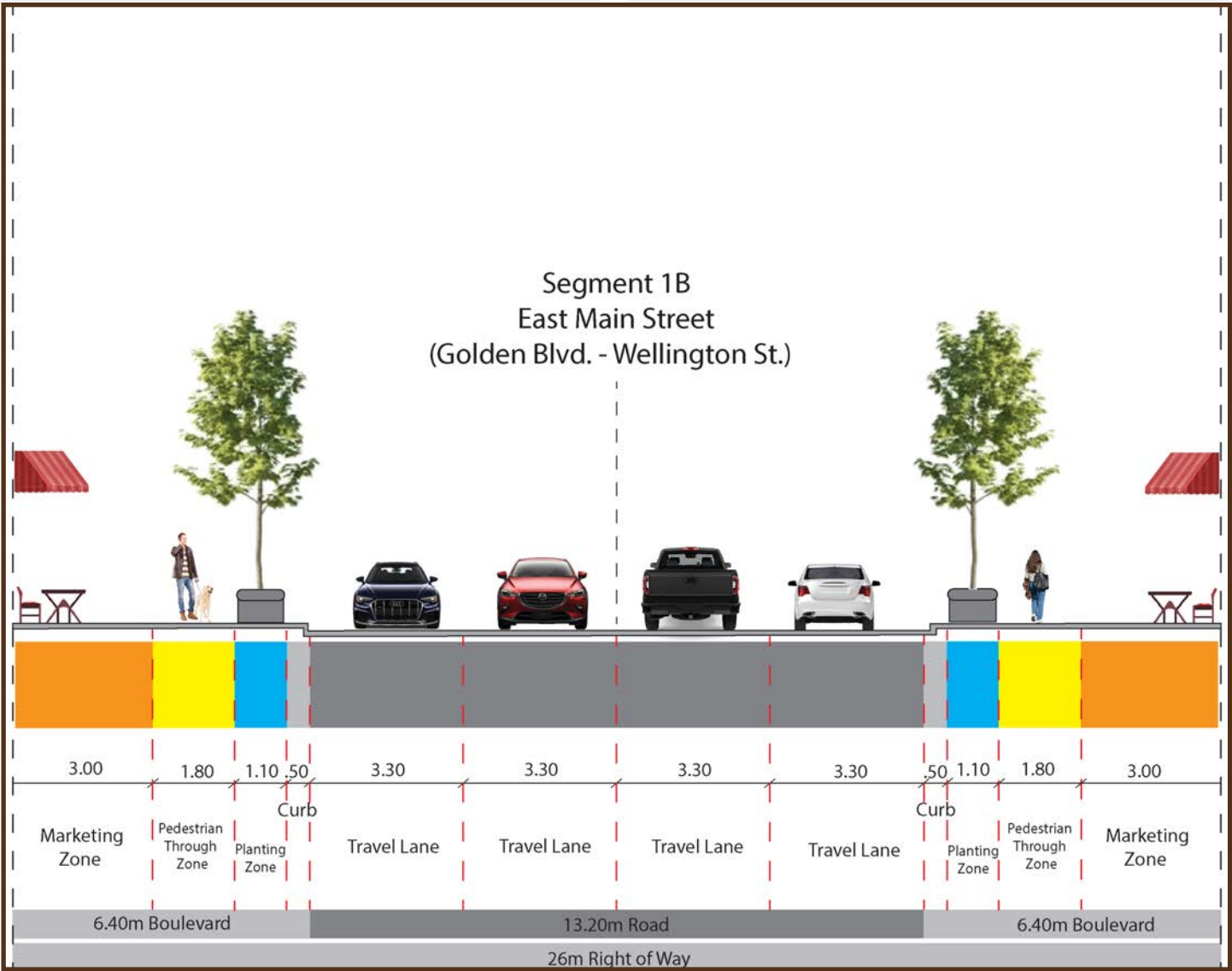


Existing Right of Way: 26 M

9.3 Segment 1B Description:

Segment 1B is a Regional Right of Way traveling in the east/westward directions. The Right of Way is municipally known as East Main Street and spans from the Hwy 406 Traffic Rotunda to Golden Blvd.

The Right of Way is 26m in width and intends to serve traffic entering and exiting the envisioned built-up downtown portion of Welland. Segment 1A is part of the greater Downtown Gateway District of Segments 1A and 1B.

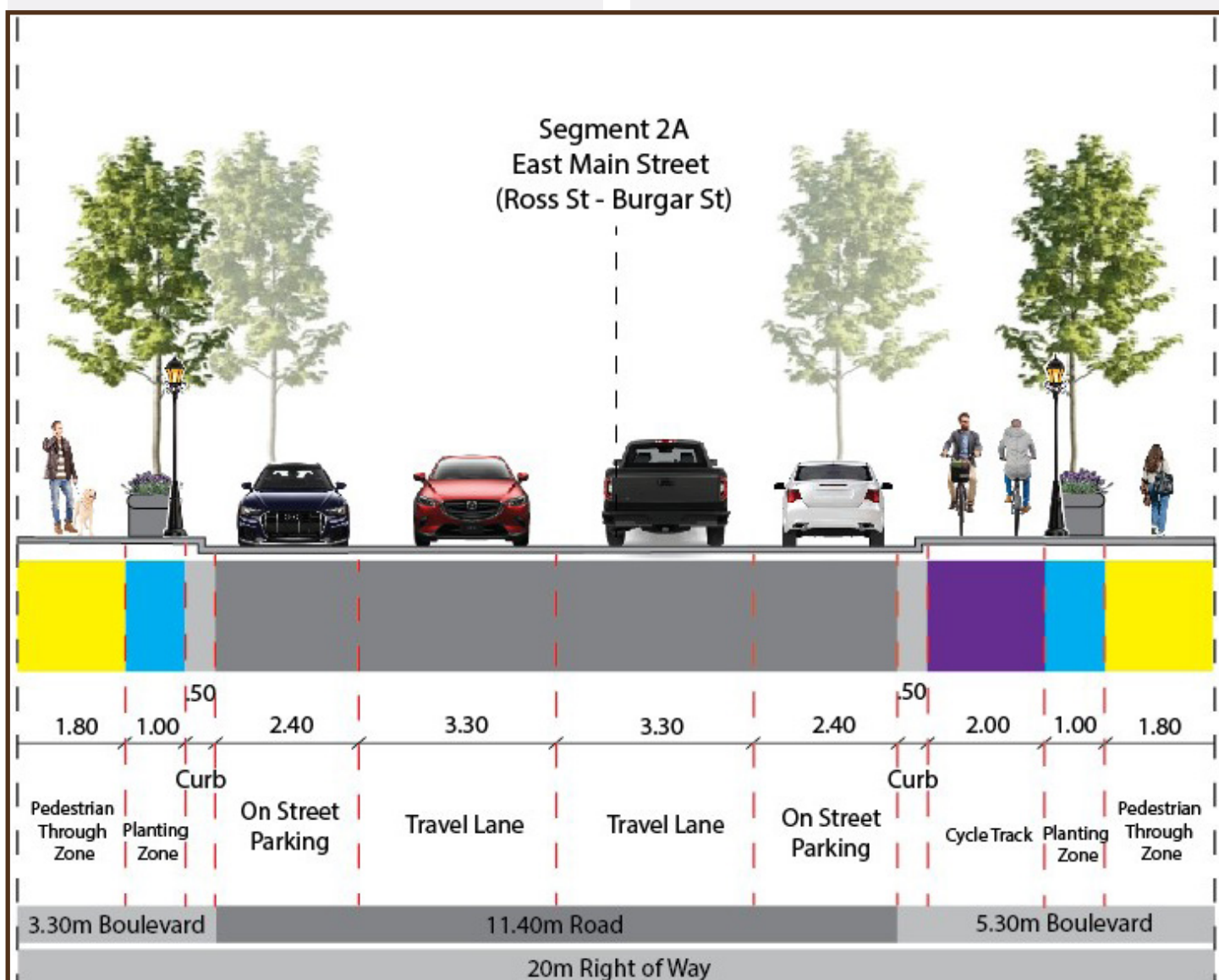


Existing Right of Way: 26 M

9.4 Segment 2A Description:

Segment 2A is a Regional Right of Way traveling in the east/westward directions. The Right of Way is municipally known as East Main Street and spans from Ross Street to Bugar Street.

The Right of Way is 20m in width and intends to serve as the envisioned built-up downtown portion of Welland. Segment 2A is part of the greater Downtown East Area Precinct of Segments 2A to 6.

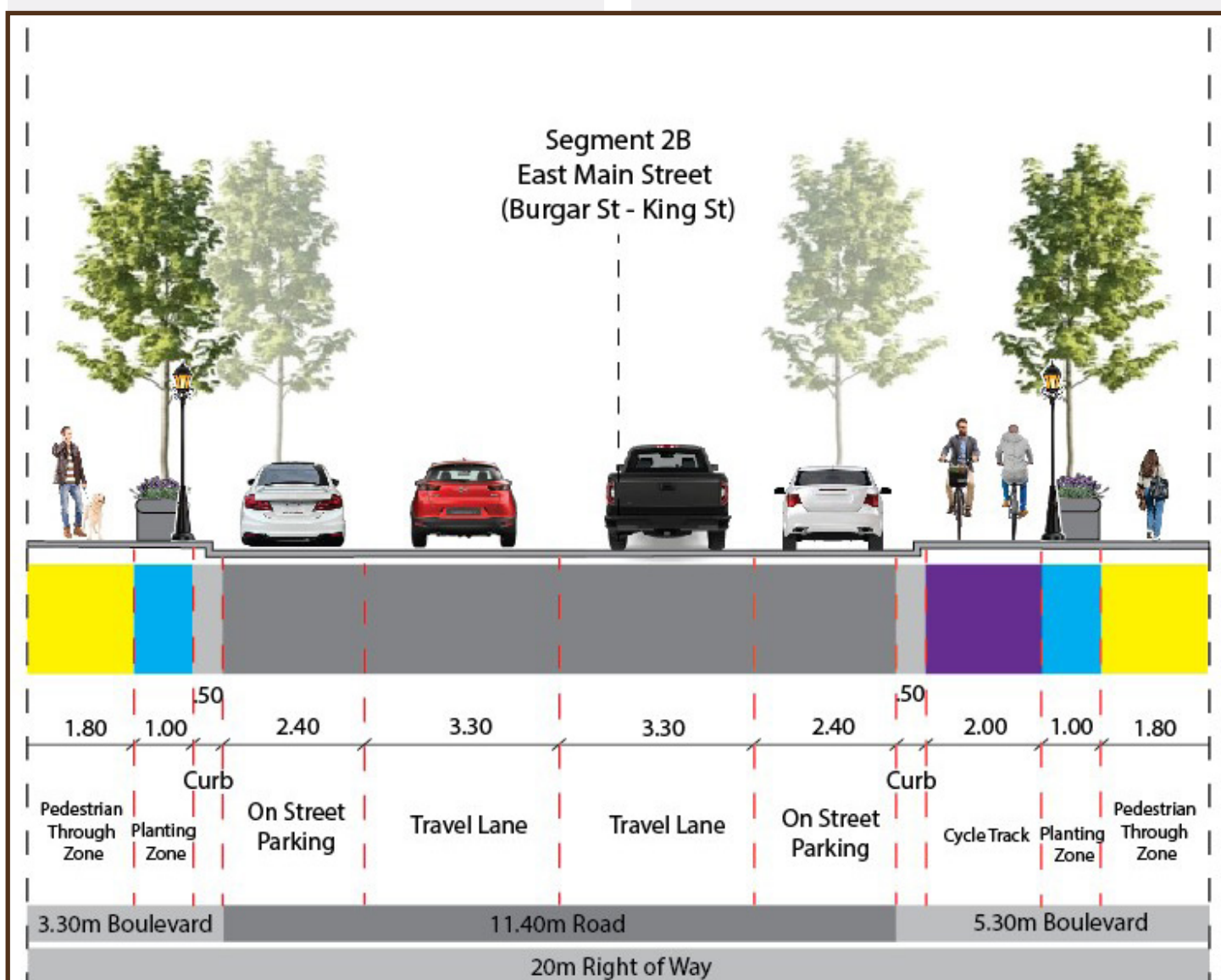


Existing Right of Way: 20 M

9.5 Segment 2B Description:

Segment 2B is a Regional Right of Way traveling in the east/westward directions. The Right of Way is municipally known as East Main Street and spans from Bugar Street to King Street.

The Right of Way is 20m in width and is intended to be the central downtown main street of Welland. Segment 2B is part of the greater Downtown East Area Precinct of Segments 2A to 6. A notable feature of this segment is that the right of way serves one-way west bound traffic. Conversion to two-way traffic may be considered in coordination with Niagara Region.

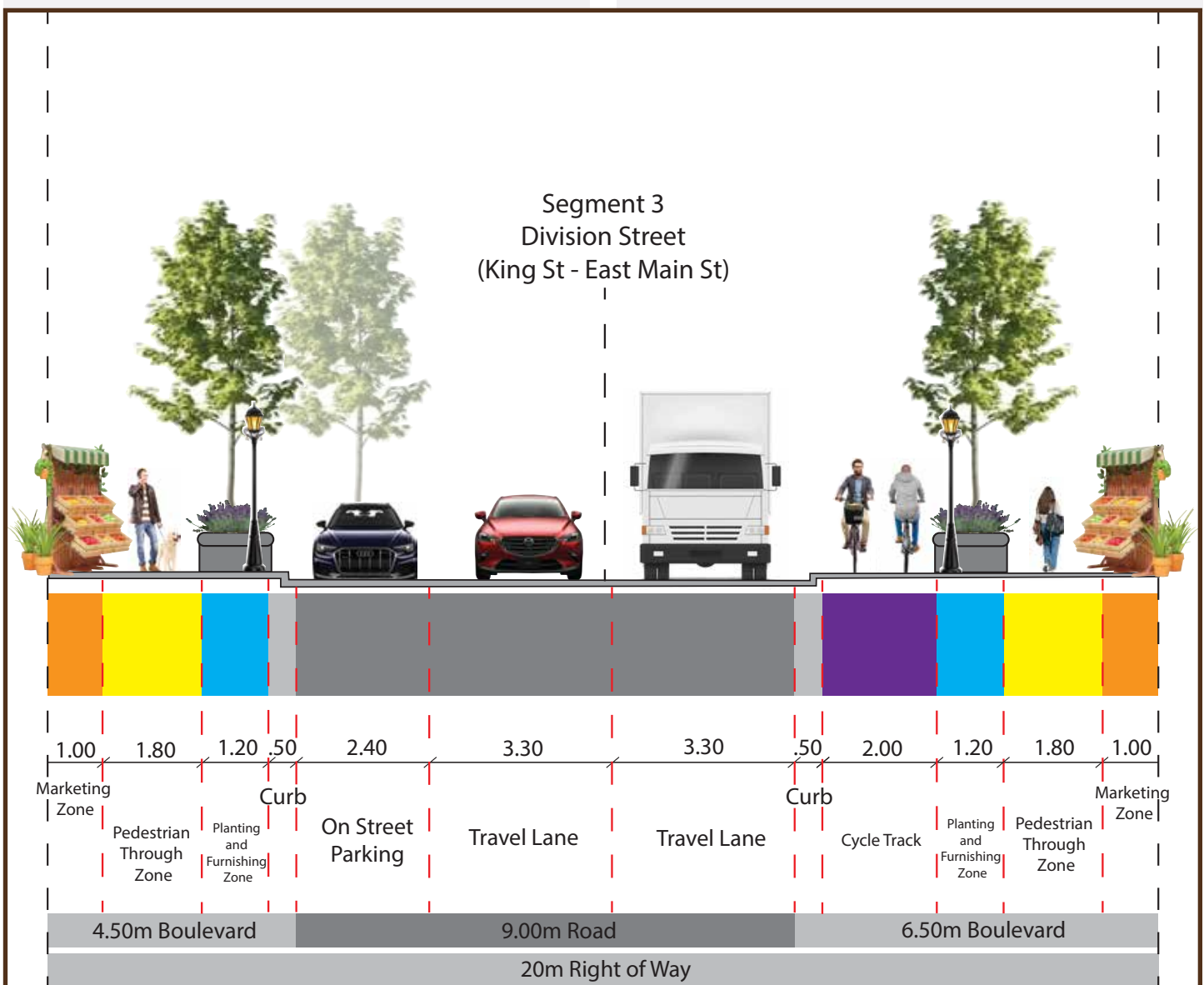


Existing Right of Way: 20 M

9.6 Segment 3 Description:

Segment 3 is a Regional Right of Way traveling in the east/westward directions. The Right of Way is municipally known as Division Street and spans from King Street to East Main Street. The Right of Way is 20m in width and is intended to be part of the dense, central downtown area of Welland.

Segment 3 is part of the greater Downtown East Area Precinct of Segments 2A - 6. A notable feature of this segment is that the right of way serves one-way east bound traffic and can be accessed by crossing the curved bridge on the west side of the Welland Canal. Conversion to two-way traffic may be considered in coordination with Niagara Region.

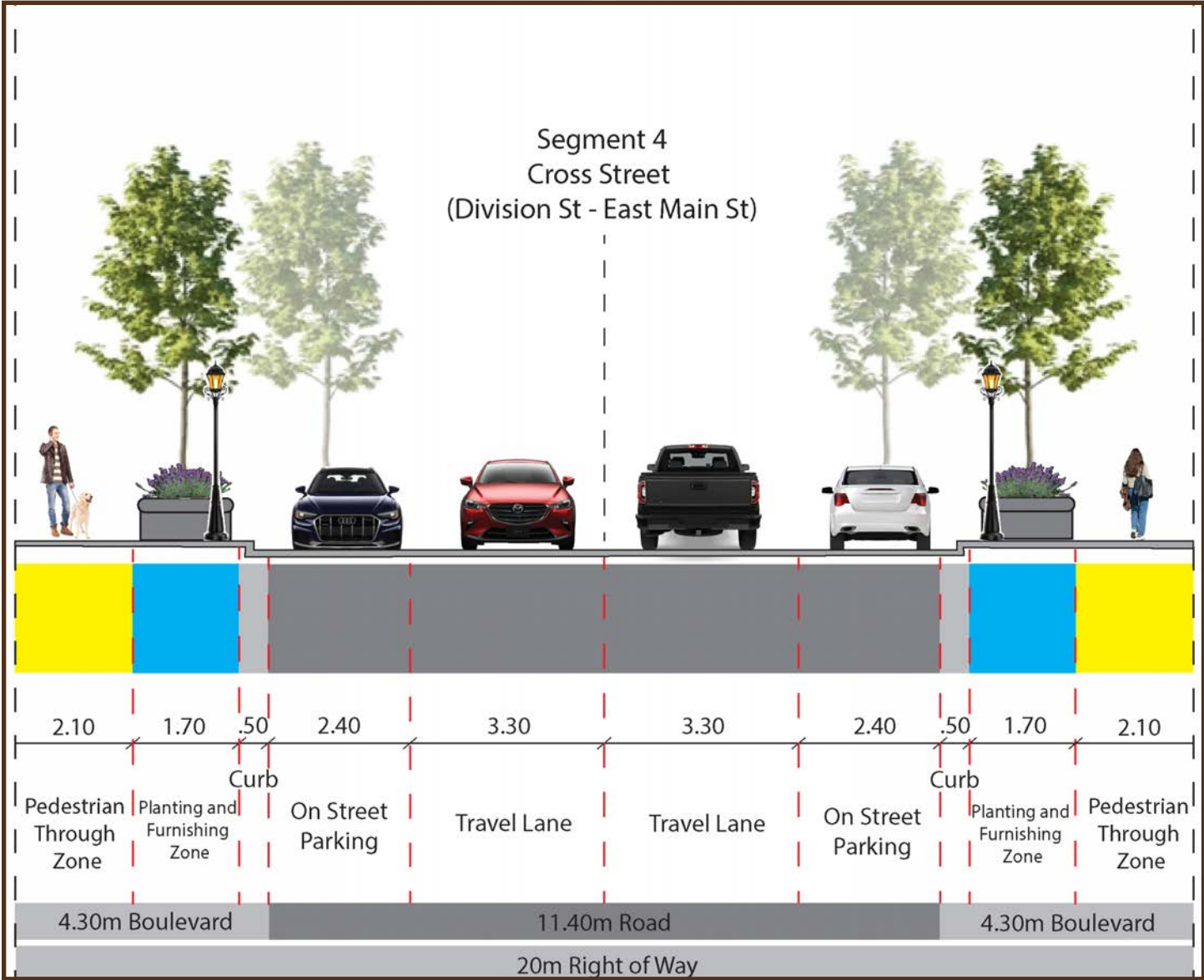


Existing Right of Way: 20 M

9.7 Segment 4 Description:

Segment 4 is a City Right of Way traveling in the north/southward directions. The Right of Way is municipally known as Cross Street and spans from East Main Street to Division Street. The Right of Way is 20m in width and is intended to be part of the dense, central downtown area of Welland.

Segment 4 is part of the greater Downtown East Area Precinct of Segments 2A - 6. A notable feature of this segment is that the right of way serves two-way traffic to access both the one-way traffic on East Main Street and the one-way traffic on Division Street. Conversion to two-way traffic may be considered in coordination with Niagara Region.

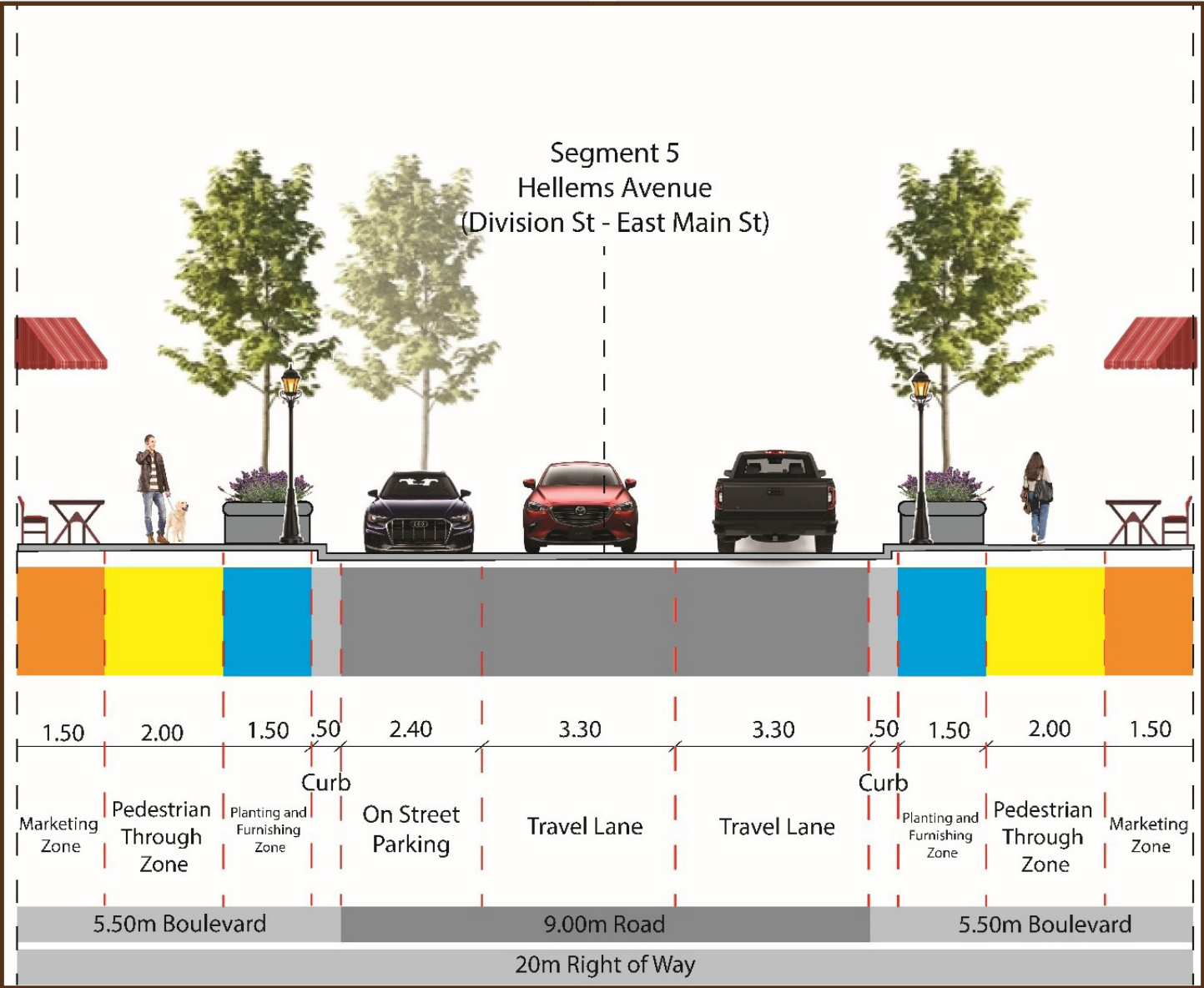


Existing Right of Way: 20 M

9.8 Segment 5 Description:

Segment 5 is a municipal Right of Way traveling in the north/southward directions. The Right of Way is municipally known as Hellems Avenue and spans from East Main Street to Division Street. The Right of Way is 20m in width and is intended to be part of the dense, central downtown area of

Segment 5 is part of the greater Downtown East Area Precinct of Segments 2A - 6. A notable feature of this segment is that the right of way serves two-way traffic to access both the one-way traffic on East Main Street and the one-way traffic on Division Street.

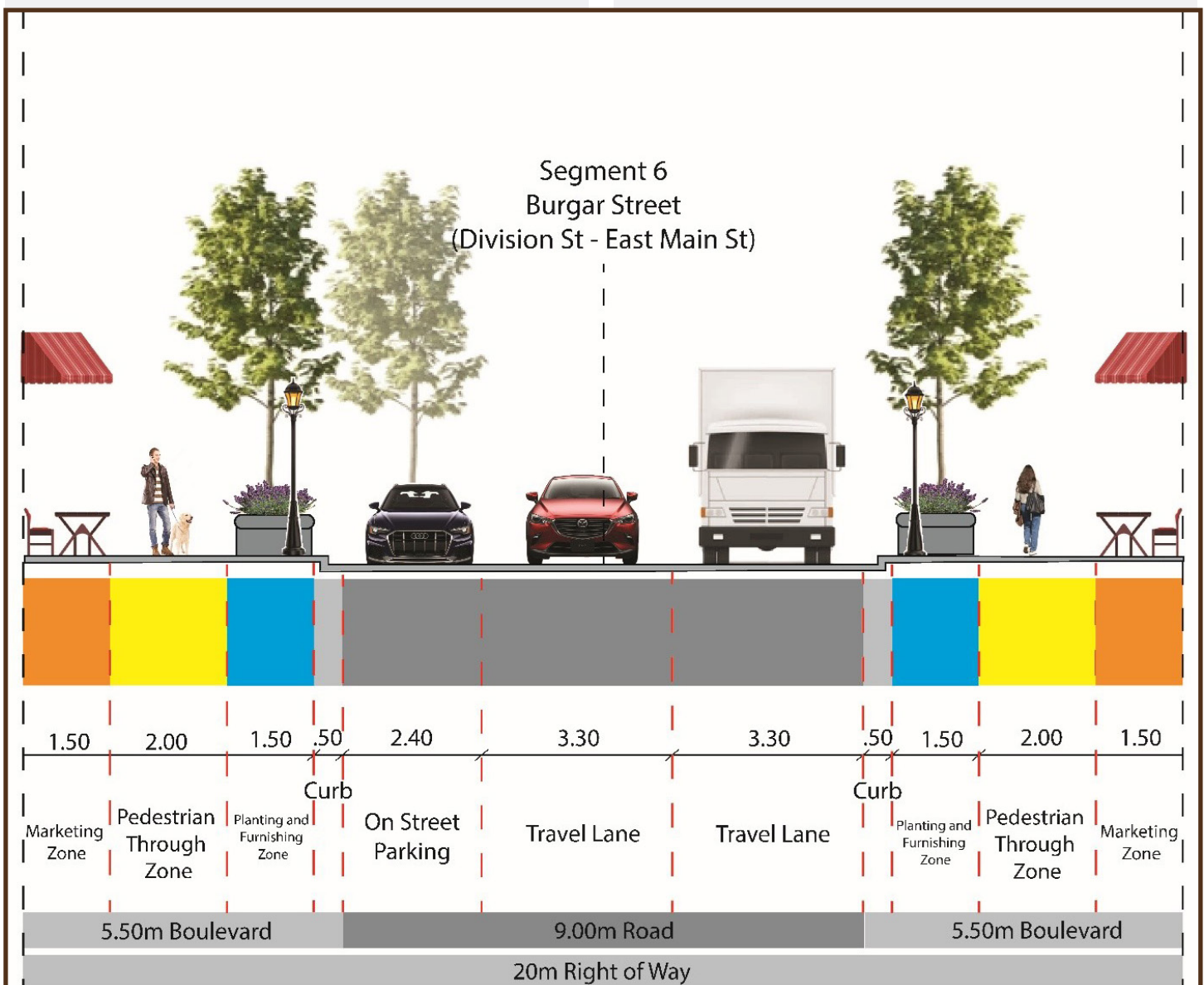


Existing Right of Way: 20 M

9.9 Segment 6 Description:

Segment 6 is a municipal Right of Way traveling in the north/south directions. The Right of Way is municipally known as Bugar Street and spans from Division Street to East Main Street. The Right of Way is 20m in width and is intended to be part of the dense, central downtown area of Welland. Welland.

Segment 4 is part of the greater Downtown East Area Precinct of Segments 2A - 6. A notable feature of this segment is that the right of way serves one-way traffic to access both the one-way traffic on East Main Street and the two-way east bound traffic on East Main Street. Conversion to two-way traffic may be considered in coordination with Niagara Region.



Existing Right of Way: 20 M

9.10 Existing West Main Street Cross-Section:

Segment 7 is a Regional Right of Way traveling in the east/westward directions. The Right of Way is municipally known as West Main Street and spans from Prince Charles Dr. N. to King Street.

The Right of Way is 18m in width and intends to serve as the envisioned built-up downtown portion of Welland. Segment 7 is part of the greater Downtown West Area District of Segments 7 and 8.

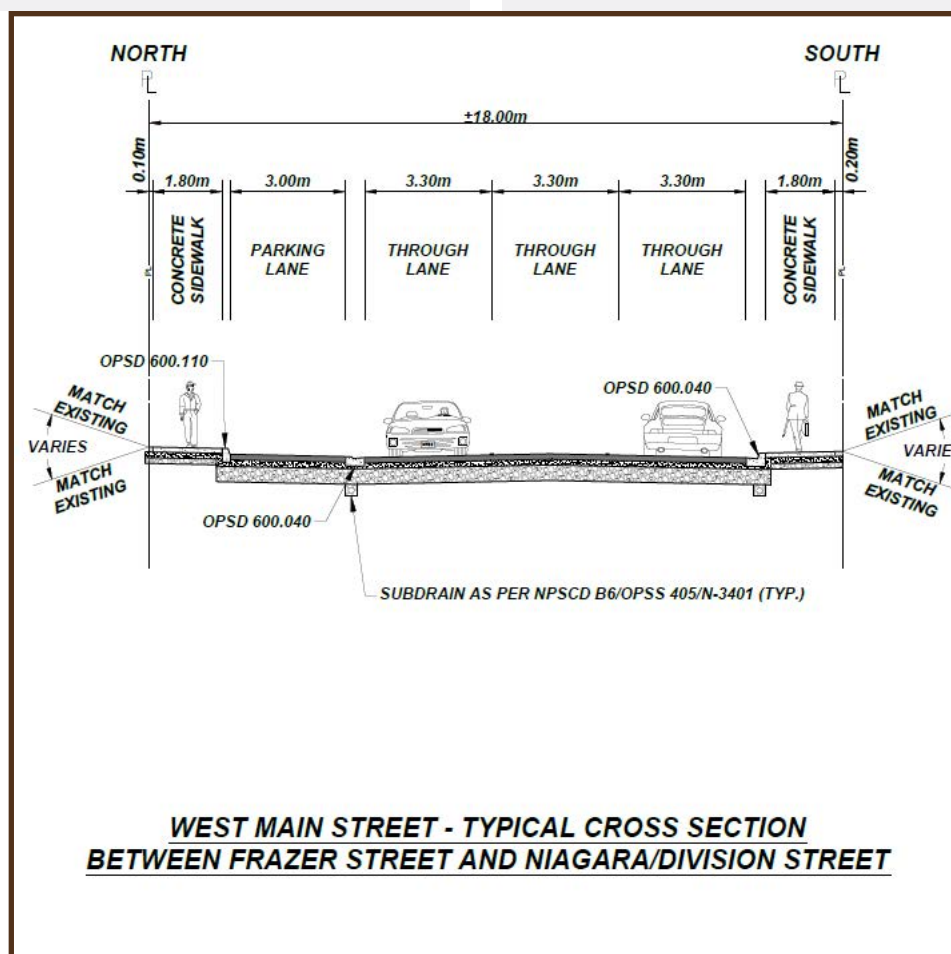


Figure 9.10.1: Existing West Main Street Typical Cross-Section

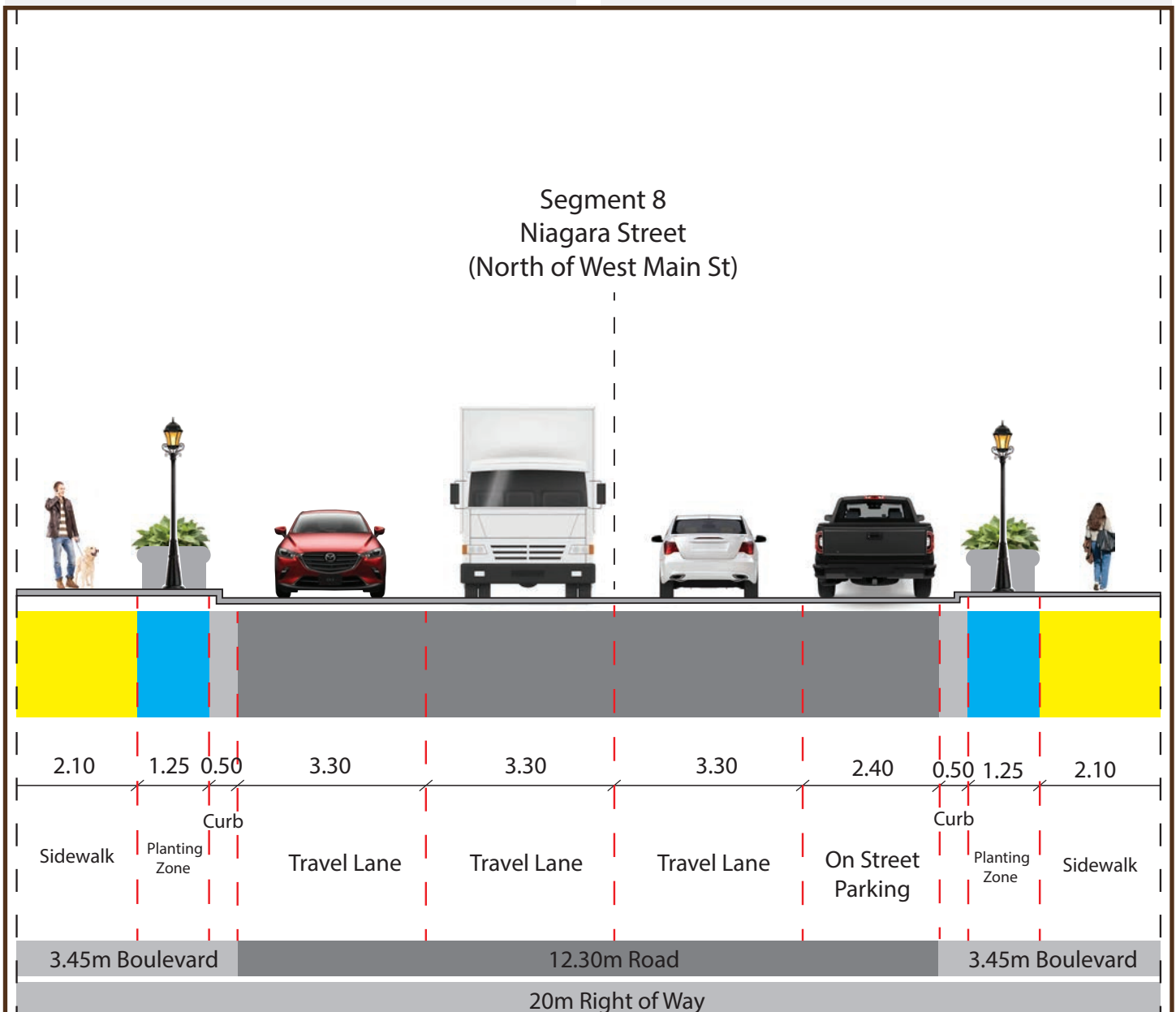
As a recently reconstructed corridor within the Downtown West Area, West Main Street provides an example of an existing **streetscape** condition to which the recommendations contained in this section may be applied. A full-size

version of the existing cross-section is provided in Appendix A.

9.11 Segment 8 Description:

Segment 8 is a Regional Right of Way traveling in the north/south directions. The Right of Way is municipally known as Niagara Street and spans from West Main Street to Welland River.

The Right of Way is 20m in width and intends to serve as the envisioned built-up downtown portion of Welland. Segment 8 is part of the greater Downtown West Area District of Segments 7 and 8.

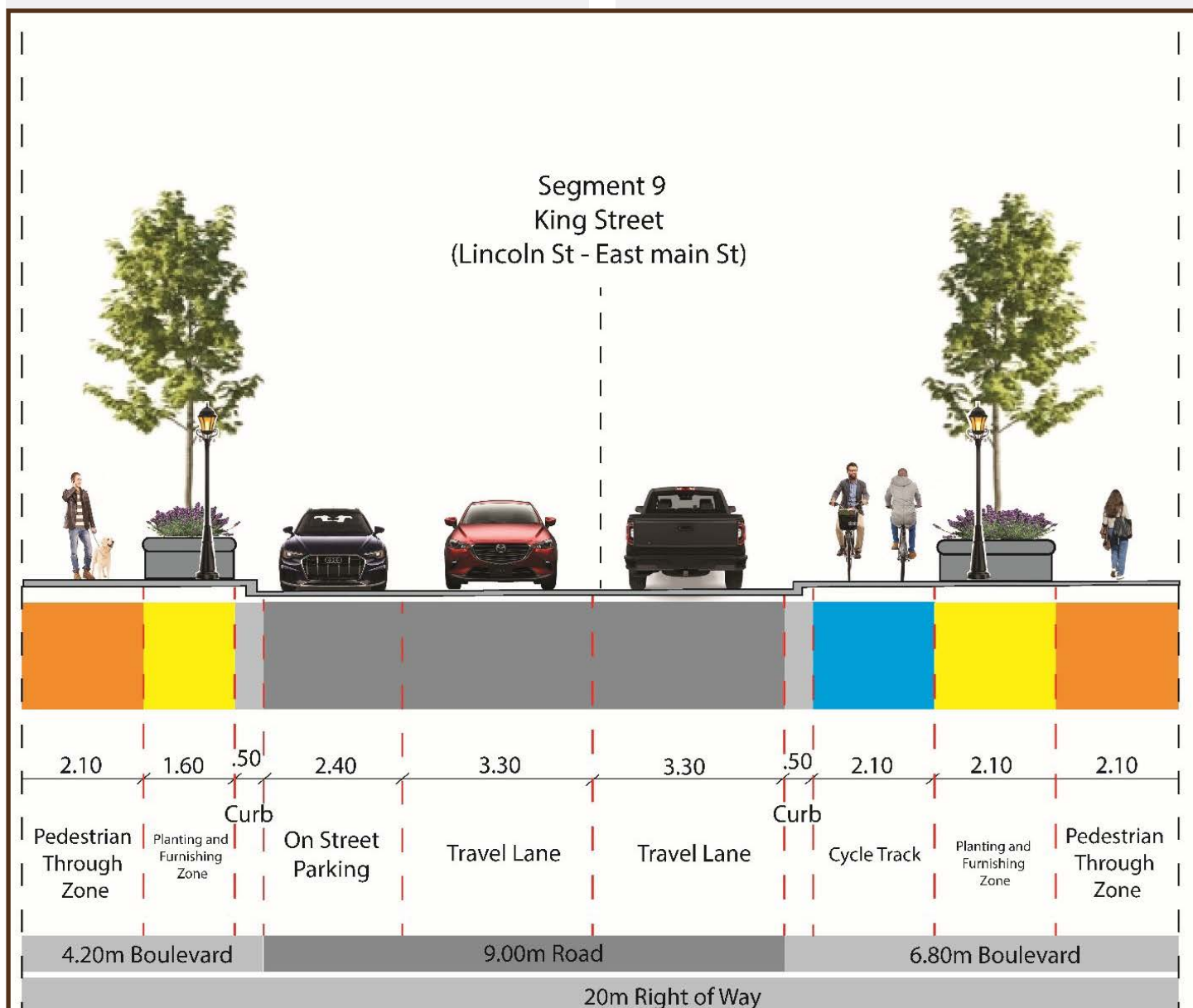


Existing Right of Way: 20 M

9.12 Segment 9 Description:

Segment 9 is a Regional Right of Way traveling in the north/south directions. The Right of Way is municipally known as King Street and spans from Lincoln Street to East Main Street.

The Right of Way is 20m in width and intends to serve as the envisioned King Street Area precinct. Segment 9 is the only feature Right of Way within the King Street Area providing a gateway into the denser downtown Welland precinct.

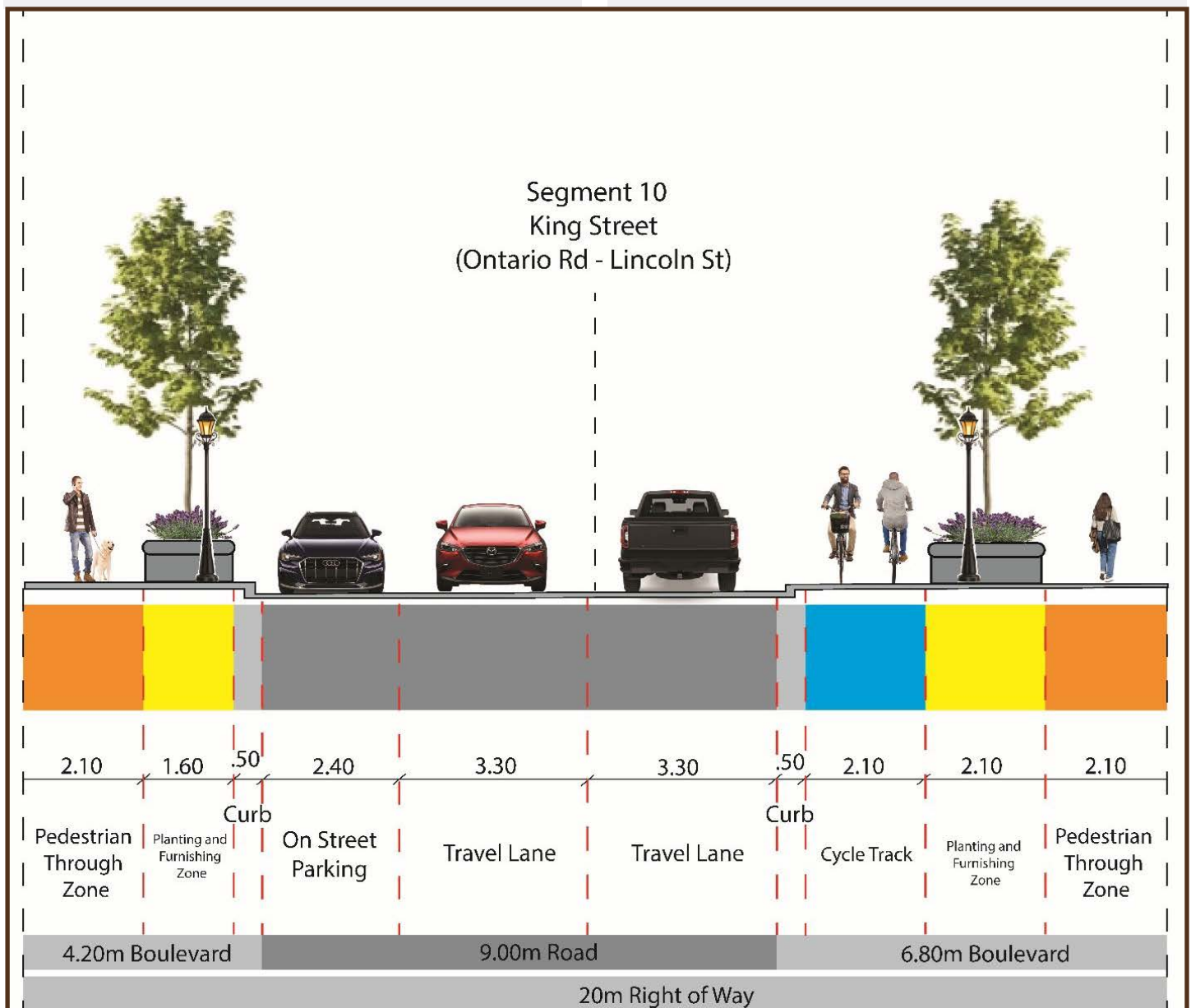


Existing Right of Way: 20 M

9.13 Segment 10 Description:

Segment 10 is a municipal Right of Way traveling in the north/south directions. The Right of Way is municipally known as King Street and spans from Ontario Road to Lincoln Street.

The Right of Way is 20m in width and intends to serve as the the only featured Right of Way in the envisioned Health and Wellness Cluster Precinct. Segment 10 is the only featured Right of Way not attached to the denser Downtown Welland precincts.



Existing Right of Way: 20 M

9.14 Recommended Streetscape Principles

The following **streetscape** principles are general guidelines to direct and reshape the emerging and envisioned image of downtown Welland. Each principle strives to alter the **public realm** of downtown Welland, focusing on a pedestrian friendly experience. The mentioned **streetscape** principles aim to provide pedestrian and cyclist safety while considering the most efficient automotive design for effective travel through the city. Each mentioned principle will correlate to the specified cross sections above in their unique context. Implementation of these concepts may be subject to further technical review and feasibility analysis, including traffic operations, turn lane requirements, parking, servicing, and infrastructure considerations.

9.14.1 On-Street Parking

Currently, on-street parking is provided throughout much of the study area and forms an important component of the downtown transportation network. Existing streets within the Community Improvement Plan (CIP) Area accommodate a variety of transportation functions, including vehicular travel, cycling, parking, and pedestrian movement. Future **streetscape** improvements should seek to balance the needs of all users by enhancing pedestrian and cyclist safety, improving accessibility and comfort, and optimizing the allocation of street space based on the context and function of each corridor. Depending on the

location, this may include retaining, reconfiguring, reducing, or relocating on-street parking to support broader **public realm**, active transportation, and mobility objectives.

The On-Street Parking intent for the Welland CIP Area is to enhance the parking potential while also accounting for future commercial and mixed-use development, in which future businesses could benefit from the availability of parking. The **Streetscapes** Guidelines consider pedestrian safety as its priority as is the case for pedestrian supportive main streets in Ontario and elsewhere, on-street parking provides a level of safety for pedestrians by sheltering them from passing vehicular traffic.

Recommendations:

- Provide on-street parking where appropriate to support commercial activity and enhance the pedestrian environment, while balancing the needs of active transportation, transit, **streetscape** improvements, and roadway operations.

Applicable Street Sections: 1A, 2A, 2B, 3, 4, 5, 6, 7, 8, 9, and 10.

9.14.2 Boulevard Trees and Plantings

In an urban context, street trees define the space of the street, and when mature, provide canopy. They demarcate the pedestrian space, calm traffic and help protect the pedestrian from cars. When laid out with consistent sizes and alignment, street trees bring order to the street, visually soften the **streetscape**, and introduce nature to the urban street.

Currently, there are few street trees planted throughout the Welland CIP Area. By introducing boulevard planting zones, the pedestrian realm will be enhanced and protected creating an additional separation from the vehicular travel lanes.

Recommendations:

- Do not plant individual species in rows in excess of eight trees to ensure diversity.
- Provide 70cm raised planter boxes within the planting and furnishing zone to accommodate for street plantings.
- When not possible for on street parking, street trees are recommended to be planted between the travel lane and pedestrian zone.
- The type of planting should be cognisant of over head wires of downtown Welland.

Applicable Street Sections: 1A,1B, 2A, 2B, 3, 4, 5, 6, 7, 8, 9, 10.



Figure 9.14.1: Urban **Streetscape** with Planter and Tree. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

9.14.3 Boulevard Paving

Within the street right-of-way, the boulevard is the area between the property line and the curb and includes the sidewalk. Currently, the Welland CIP Area boulevards, feature abutting lot lines from the existing side walks and a paved extended curb before the on-street parking zone. In an urban setting, such as a main street, a properly designed boulevard, which is continuous and decoratively paved, will enhance and promote the pedestrian experience aiding in an attractive **streetscape**.

- Provide, maintain, and enhance decorative boulevard paving throughout the CIP Area, with particular emphasis on the Central and Canal Front Precincts, to support

a cohesive and attractive **pedestrian-oriented streetscape**.

Applicable Street Sections: 1A, 1B, 2A, 2B, 3, 4, 5, 6, 7, 8, 9, 10.



Figure 9.14.2: Decorative Boulevard Paving Treatment. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

9.14.4 Street Furniture

Appropriately designed, located, and coordinated street furniture contributes to the comfort, functionality, and character of the **public realm** while enhancing the pedestrian experience. Street furniture should be strategically integrated within the Planting and Furnishing Zones to support pedestrian activity, create opportunities for gathering and social interaction, and break up long stretches of raised planters.

Recommendations:

- Provide a coordinated suite of high-quality street furniture within the Planting and Furnishing Zones, including benches, waste receptacles, bicycle racks, banner poles, wayfinding elements, and other **streetscape** amenities.
- Encourage creative, interactive, and context-sensitive street furniture and **public realm** elements that contribute to placemaking and reinforce the unique identity of Downtown Welland.
- Where transit services are provided, bus shelters and bus stop signage should be integrated within the Planting and Furnishing Zone and designed to complement the overall **streetscape** character, subject to coordination and approval by the applicable transit authority.
- Provide benches and waste receptacles at bus stop locations and other high-activity pedestrian areas. Transit amenities and associated street furniture should be integrated with the overall **streetscape** design and selected to complement the character, materials, and aesthetic of the surrounding **public realm**.
- Street furniture should be located to maintain clear pedestrian movement and accessibility while supporting comfort, safety, and usability of the **public realm**.

Applicable Street Sections: 1A, 1B, 2A, 2B, 3, 4, 5, 6, 7, 8, 9, and 10.



Figure 9.14.3: Integrated Street Furniture within the Planting and Furnishing Zone. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

9.14.5 Street Signs

New street signs are recommended throughout the Welland CIP Area and along intersecting streets to reinforce community identity, improve wayfinding, and enhance the character of the **public realm**. Street sign designs may be tailored to reflect the unique character and identity of individual districts while maintaining a cohesive visual relationship with the overall Welland branding framework.

Recommendations:

- Provide new street signs throughout the Welland CIP Area and along intersecting streets that incorporate the street name, Welland branding, and district-specific identity elements where appropriate.

- Incorporate logos, imagery, colours, and graphic elements associated with Downtown Welland, Niagara Region, and individual district identities to create a cohesive and recognizable wayfinding system.

- Provide decorative streetlight banners, gateway signage, and wayfinding elements that reinforce a sense of arrival and strengthen the identity of Downtown Welland and its districts.

Applicable Street Sections: 1A, 1B, 2A, 2B, 3, 4, 5, 6, 7, 8, 9, 10.



Figure 9.14.4: District Identity Signage and Gateway Features. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

9.14.6 Lightings

Currently, lighting within the Welland CIP Area is achieved by both “rustic” lantern style and “cobra head” style fixtures attached to concrete or wooden poles on either side of the right of ways. In a public street, lighting that goes beyond the functional roadway lighting is an essential component of a **pedestrian oriented** urban environment.

Certain roadway and pedestrian-scale lighting selections have been shown on a preliminary basis subject to further detailed study.

Recommendations:

- Provide lighting specifically selected for the study area. Use poles, mounting brackets and luminaires, which emphasize a main street downtown theme.
- Introduce a uniform style of lighting to match both sides of the Right of Way to enhance visual appeal.
- Incorporate visual images and logos specific to Welland and Niagara Region into the lighting system where feasible.

Applicable Street Sections: 1A,1B, 2A, 2B, 3, 4, 5, 6, 7, 8, 9, 10.



Figure 9.14.5: Downtown Lighting and Streetscape Identity Concept. Source: MBPD, 2026 (AI-Generated Conceptual Illustration)

9.14.7 Overhead Hydro Lines and Poles

Overhead Hydro wires, supported by wooden or metal poles, line either side of the road ways within the study area. Visually, the poles detract from the **streetscapes**. While it is acknowledged that there are significant cost implications, burying the hydro lines should be studied for feasibility.

Recommendations:

- Consider removing the existing hydro lines and burying them underground for an improved **streetscape** aesthetic.
- Applied Street Sections: 1A,1B.

9.14.8 Public Transit

Public transit provides significant benefits. Chiefly among them is the fact that it provides alternatives to

the use of private automobiles. While it is acknowledged that the use of the automobile will be the most prominent form of transportation in the study area, public transportation has to be seriously considered in the planning for the mid to long term.

The City of Welland is currently served by Niagara Transit, which provides a bus service with various local stop locations in the city. The main transit terminal is located at East Main Street and Dorothy Street. There is no rail transit within the City of Welland. It is recommended that public space and streetscaping should consider future accommodation of transit vehicles.

Recommendations:

- Modify boulevard configurations within the Welland CIP Area Street to accommodate buses and bus shelters within street furnishing zones.
- Provide bus shelters that signify a central gathering area of the **streetscape** creating a sense of sense of arrival and departure from the **public realm**.

Applicable Street Sections: 1A,1B, 2A, 2B, 3, 4,7, 8, 9, 10.

9.14.9 Public Art

Stand-alone or integrated public art helps to provide opportunities for the community, or a specific area within the community, to establish visual distinction. Specifically for the main arterial roads of the study area, in employed in gateway locations, as

part of decorative paving in the public boulevard, in parks and squares, or the proposed planted median, public art can impart a specific identity and character to an area and be an attraction for visitors.

Recommendations:

- Pursue public art opportunities at the six highlighted Gateways.
- Consider stand alone public art to act as markers, or integrated art as part of decorative paving, street furniture or street lighting projects.
- Incorporate visual imagery developed as part of this CIP in public art projects.
- Consider the services of artists, with specific emphasis on local artists, through competitions or direct awards in generating public art.

Applicable Street Sections: 1A,1B, 2A, 2B, 3, 4, 5, 6, 7, 8, 9, 10.

Articulation

Articulation refers to the layout or pattern of building elements, including walls, doors, roofs, windows and decorative elements, such as cornices and belt-courses.

Building Type

A typical building **massing**, organization and use that can be generally applied to a variety of contexts.

Projections

Refers to a component of external building design and **articulation**, where horizontal and/or vertical building elements extrude from the main structure of the building, creating an element of depth and visual complexity. Examples of **projections** include roof overhangs, awnings, and balconies.

Facade

The exterior wall of a building.

Façade Articulation

The use of architectural elements such as **projections**, recesses, material changes, windows, and detailing to create visual interest and reduce the appearance of large, flat building surfaces.

Fenestration

The arrangement and design of windows and glazed openings on a building **façade** that provide natural light and

visual connection between interior spaces and the **public realm**.

Massing

The overall shape, size, and arrangement of building volumes, including how different building components are organized to create a visually balanced form.

Mixed-use Building

Refers to multiple types of uses within a building or set of buildings. This may include a combination of residential, employment, retail, institutional, or other land uses.

Public Realm

Refers to spaces that are perceived as being publicly accessible, for example, sidewalks, parkettes and bike paths.

Rhythm

Refers to the pattern of building frontages along a **streetscape**, paying particular attention to lot widths, building entrance and glazing locations and proportions, etc.

Pedestrian-Oriented

An environment designed to make pedestrian movement safe, attractive and comfortable for all ages and abilities; considerations include separation of pedestrian and auto circulation, street furniture, clear signage, safety, visibility, shade, lighting, materials, trees, sidewalk

width, intersection treatment, curb cuts, ramps and landscaping.

Secondary Street

A street with lower traffic volumes and less pedestrian activity than primary streets, typically functioning as a local or minor collector road. **Secondary streets** are generally appropriate locations for vehicle access and servicing functions.

Setbacks

Typically refers to the distance between a property line and the front, side or rear of a building.

Stepbacks

Refers to the setting back of the upper **storeys** of a building. Front and side **stepbacks** help to create a **transition** between built form of varying heights and provide appropriate separation between adjacent buildings and/or open spaces.

Storey

A habitable level within a building, excluding raised basements.

Streetscape

The distinguishing elements and character of a particular street as created by its width, degree of curvature, paving materials, design of street furniture, pedestrian amenities and the **setback** and form of surrounding buildings.

Streetwall

The condition of enclosure along a street created by the fronts of buildings, and enhanced by the continuity and height of the enclosing buildings.

Tall Building

(also referred to as a High-rise Building) a building that is generally taller than the width of the adjacent street right-of-way, or the wider of two streets if located at an intersection.

Transition

Refers to the physical design elements of a building which contribute to a sense of **transition** between mid-rise buildings on the Avenues and adjacent buildings which are often low-rise residential buildings on flanking local streets. **Transitions** may be achieved through use of building **setbacks**, step-backs, heights and **massing**.

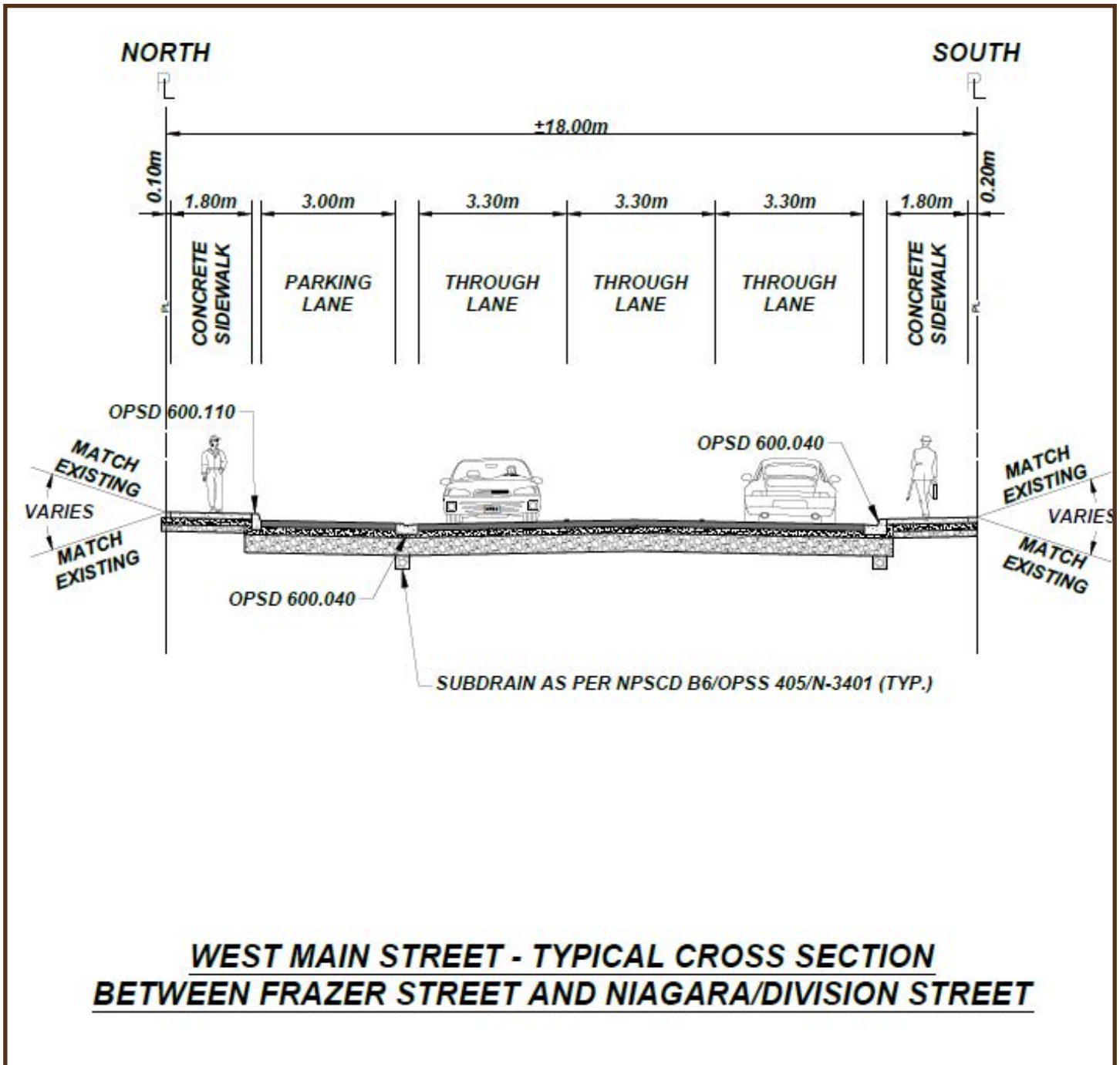


Figure A.1: Existing West Main Street Typical Cross-Section (Appendix A)

Thank You



Welland Community Mural, Downtown Welland