

1. Background and Planning Context

- Northwest Welland is intended to accommodate future urban growth within the City through orderly, sequential and contiguous Designated Greenfield Area development along with infill in the Built Up Area. The Secondary Plan Area is well positioned for the establishment of a new complete community that will integrate with surrounding built up areas, provide connections, and effectively accommodate existing and planned infrastructure.
- As delineated on Schedule G, the Northwest Welland Secondary Plan Area covers approximately 190 hectares of land along Quaker Road and is generally bound by the Town of Pelham and City of Thorold to the north, the Niagara College Welland Campus to the south, the rear lot lines of properties abutting Niagara Street to the east, and Line Avenue and Clare Avenue to the west.
- Schedule G outlines the detailed land use designations for the Secondary Plan Area. Section 3 outlines the policies specific to each land use designation, which will direct development within the Secondary Plan Area, together with the vision and objectives for Northwest Welland as outlined in Section 2.
- All development within Northwest Welland shall consider the design and built form direction of both the Welland Urban Design Guidelines, as well as the Northwest Welland Urban Design Guidelines included as an addendum to the City-wide guidelines.
- The minimum density target for Welland's Designated Greenfield Areas shall be 50 residents and jobs combined per gross hectare.

2. Vision and Objectives

2.1. Vision

- Over time, Northwest Welland is envisioned to evolve into a complete community that will accommodate future growth and development in the City in a manner that respects the existing character and built form of the area, as well as the natural environment. New low density residential areas will develop as extensions of existing established neighbourhoods within the community, and new medium density residential growth will serve to intensify Quaker Road to the east of Rice Road, providing for a more walkable, transit supportive community close to parks, trails, and schools. The centralized mixed use node located at the intersection of Quaker Road and Rice Road will provide intensified residential and commercial growth to help achieve a balanced community where residents can live, work, learn, and play.

2.2. Objectives

- To protect and enhance natural heritage features, areas, and corridors of Northwest Welland within the City's broader linked natural heritage system.
- To promote healthy and active living for all ages and abilities by providing active transportation options and developing a continuous and connected open space system, a safe and walkable pedestrian realm, and a trail system that links the community to destinations such as natural areas, parks, schools, stores, and recreation areas.
- To create a unique and inclusive community for residents by providing for a diverse range of housing types and a variety of uses located within the area.
- To maintain the low density residential character of existing neighbourhoods, while developing a new community that is compact, connected, walkable, and diverse.
- To reduce traffic congestion by providing a balanced road network for local residents, businesses, students, and visitors supportive of the public transit network.
- To conserve, protect and integrate built and cultural heritage elements as per Section 6.6 of this Plan.
- To implement sustainable community design initiatives that ensure conservation of water resources and adaptation to climate change.

3. Land Use Structure

3.1. Low Density Established Residential

3.1.1. *Planned Function*

- The Low Density Established Residential designation recognizes the existing residential neighbourhoods within the Secondary Plan Area.

3.1.2. *Permitted Uses*

- Permitted uses for lands designated Low Density Established Residential on Schedule G shall be in accordance with Section 4.2.2.2.B Low Density Residential of this Plan.

3.1.3. *Scale*

- Low-rise residential infill and intensification should respect and fit in with the character of existing low density residential neighbourhoods, in terms of built form, scale and massing, in accordance with Section 4.2.3.1 Design Policies

for Existing Neighbourhoods, and 4.2.3.6 Infill and Intensification Development of this Plan.

3.1.4. *Design*

- The design of development for lands designated Low Density Established Residential on Schedule G shall be in accordance with Section 4.2.2.2.D Low Density Residential of this Plan, except as modified below by the policies outline below.
- Low density residential development within existing neighbourhoods shall reflect the design and built form direction of both the Welland's City-wide Urban Design Guidelines, as well as the Northwest Welland Urban Design Guidelines included as an addendum to the City-wide guidelines.
- Within the Low Density Established Residential designation, new development shall reflect the predominant building type, height, scale, massing, and setbacks of the surrounding neighbourhood.
- Buildings should be street related, with consistent setbacks to create a harmonious relationship to the street.
- Residential development shall be designed to retain existing trees and enhance existing vegetation wherever possible.

3.2. Low Density Greenfield Residential

3.2.1. *Planned Function*

- The Low Density Greenfield Residential designation recognizes future low density residential development areas on vacant designated lands.
- The density of lands designated Low Density Greenfield Residential on Schedule G shall be planned in accordance with Section 4.2.2.2.A Low Density Residential of this Plan.

3.2.2. *Permitted Uses*

The permitted uses for lands designated Low Density Greenfield Residential on Schedule G shall be in accordance with Section 4.2.2.2.B Low Density Residential of this Plan.

3.2.3. *Scale*

- The scale of lands designated Low Density Greenfield Residential on Schedule G shall be planned in accordance with Section 4.2.2.2.C Low Density Residential of this Plan.
- New low density development should accommodate low-rise dwellings that are appropriately spaced and do not cause any adverse impacts from

shadows or overlook and provide an appropriate transition of lot sizes adjacent to Low Density Established Residential designations.

3.2.4. *Design*

- The design of development for lands designated Low Density Greenfield Residential on Schedule G shall be in accordance with Section 4.2.2.2.D Low Density Residential of this Plan, except as modified below by the policies outlined below.
- Low density residential development within new neighbourhoods shall reflect the design and built form direction of both the Welland's City-wide Urban Design Guidelines, as well as the Northwest Welland Urban Design Guidelines included as an addendum to the City-wide guidelines.
- New residential development within the Low Density Greenfield Residential designation shall be designed in accordance with Section 4.2.3.2 Design Policies for New Neighbourhoods of this Plan.
- Buildings should be street related, with consistent setbacks to create a harmonious relationship to the street.
- Residential development shall be designed to retain existing trees and enhance existing vegetation wherever possible.
- Street plantings and additional on-site landscaping should be incorporated within new low density residential neighbourhoods.
- Pedestrian safety and active transportation shall be supported in new neighbourhoods through the provision of sidewalks, walkways, trail connections, frequent intersections, attractive streetscapes, and landscaping.
- New lots are prohibited to back onto public streets.
- Where possible, buildings and lots are encouraged to front onto natural heritage features, parks, open spaces and trails.

3.3. **Medium Density Residential**

3.3.1. *Planned Function*

- The Medium Density Residential designation is intended to provide for residential development at increased densities along Quaker Road, east of Rice Road within the Secondary Plan Area to support walkability, transit, and active transportation, as well as the viability of the future mixed use node located at Quaker Road and Rice Road.

- The planned density of lands designated Medium Density Residential on Schedule G shall be planned in accordance with Section 4.2.2.3.A Medium Density Residential of this Plan.

3.3.2. *Permitted Uses*

- Permitted uses for lands designated Medium Density Residential on Schedule G shall be in accordance with Section 4.2.2.3.B Medium Density Residential of this Plan.

3.3.3. *Scale*

- Lands designated Medium Density Residential shall have a maximum height of six storeys.
- The highest densities within this designation are encouraged to be developed adjacent to the Mixed Use Designation area at Quaker Road and Rice Road.

3.3.4. *Design*

- The design of development for lands designated Medium Density Residential on Schedule G shall be in accordance with Section 4.2.2.3.D Medium Density Residential of this Plan, except as modified below by the policies outlined below.
- Medium density residential development shall reflect the design and built form direction of both the Welland Urban Design Guidelines, as well as the Northwest Welland Urban Design Guidelines included as an addendum to the City-wide guidelines.
- Development within the Medium Density Residential designation should provide appropriate transitions in heights, densities, and scale adjacent to the Low Density Residential designation.
- Buildings should be oriented to front and define the street edge at a pedestrian scale. They should generally be placed on a site to respect a consistent setback and provide for continuity in built form that maintains a relationship to the street.
- Development shall be designed and sited to provide a cohesive main street appearance along Quaker Road through the integration of landscaping and complementary built form elements.
- Direct vehicular access to individual dwelling units will not be permitted from Quaker Road. Buildings positioned to face Quaker Road should be accessed by rear lanes off a public street. Window streets are discouraged in order to allow dwellings to be located close to Quaker Road.

- The design and location of vehicular access points shall minimize their impact on the streetscape.
- Consolidated vehicular access points, paired driveways, and shared parking areas are encouraged on local streets to increase the boulevard space for street trees and on-street parking. Driveways are to be no wider than the width of the garage to minimize the amount of impermeable surfaces in front yards.
- New lots are prohibited to back onto arterial and collector roads.
- Where possible, buildings and lots are encouraged to front onto natural heritage features, parks, open spaces and trails.

3.4. Mixed Use

3.4.1. Planned Function

- The intended function of the Mixed Use Designation located at the corner of Quaker Road and Rice Road is to create a central mixed use node that will provide a variety of retail opportunities to serve the needs of local residents living in close proximity to the area in a pedestrian and transit-oriented manner. The function of the Mixed Use designation is also to provide opportunities for a range of higher density residential housing.
- The development of one or more privately-owned publicly accessible urban squares is encouraged at the intersection of Quaker Road and Rice Road. This space is envisioned to provide an internal focal point for the area and function as a public gathering space servicing the immediate neighbourhood and any visitors to the area.

3.4.2. Permitted Uses

- The permitted uses for lands designated Mixed Use on Schedule G shall be developed in accordance with Section 4.4.2.5.B Community Commercial Node of this Plan, except as modified by the policies outlined below.
- The intent of the Mixed Use designation is to accommodate a mix of two or more permitted land uses on a site, either within the same building or integrated as separate buildings on the lot.
- Both stand-alone commercial buildings and mixed use buildings accommodating commercial and residential uses are permitted within the Mixed Use designation. Drive-through facilities will not be permitted.
- Permitted residential buildings shall be in the form of triplexes, fourplexes, townhouses, stacked townhouses, live-work buildings and low-rise apartment buildings.

3.4.3. Scale

- Mixed use buildings are encouraged to be located closest to the intersection of Quaker Road and Rice Road. Buildings at this intersection should be the tallest within the Mixed Use Designation, to a maximum height of 8 storeys.
- The minimum height for stand-alone commercial buildings shall be 2 storeys.

3.4.4. Design

- The design of development for lands designated Mixed Use on Schedule G shall be developed in accordance with Section 4.4.2.5.D Community Commercial Node of this Plan, except as modified by the policies outlined below.
- Development within the Mixed Use designation shall reflect the design and built form direction of the Northwest Welland Urban Design Guidelines, included as an addendum to the Welland Urban Design Guidelines.
- Site and building planning should encourage the creation of a high quality public realm within Northwest Welland's mixed use node through the inclusion of landscaped areas, weather protective designs, building entrances and active built spaces and uses at the street line to enhance pedestrian safety and comfort.
- Buildings located at Quaker Road and Rice Road should be massed to establish a strong street edge and pedestrian environment.
- All buildings should be located at or close to the street line and create a generally continuous building face to frame the street and to create a unified streetscape at a pedestrian scale.
- Principal building entrances, primary windows and signage shall face the sidewalk and provide direct access onto the public sidewalk.
- Development shall provide for a transition in heights and densities adjacent to Low Density Residential areas and ensure that appropriate setbacks are proposed in relation to adjacent properties.
- Vehicular access points shall be consolidated where possible and common parking areas should be situated at the rear or side of lots. Where side yard parking is exposed to the street, it shall be screened by landscaping or built features in order to minimize impacts on streetscapes.
- Driveways to individual residential units along Quaker Road and Rice Road are not permitted, but consolidated driveways to commercial and mixed use developments will be considered through the site plan approval process.

3.5. General Institutional

- Institutional uses and sites within Northwest Welland are designated General Institutional on Schedule G. Development on these lands should be planned in accordance with Section 4.5 Institutional Areas of this Plan.

3.6. Parks, Open Space and Recreation

- Lands designated Open Space and Recreation on Schedule G shall be developed in accordance with Section 6.2 Parks, Open Space and Recreation of this Plan, in addition to the policies outlined below.
- Within Northwest Welland, these lands should be developed and maintained as Neighbourhood Parks, which shall serve the immediate recreation needs of a neighbourhood within walking distance of the area being served.
- New Open Space and Recreation designations are symbolically shown on Schedule G and shall be further delineated at the time of development review and approval. Development of these lands should be designed in accordance with Section 6.2.2.1.F Design of New Parks and Facilities of this Plan.
- While not shown on Schedule G, Parkettes should be also developed within the new low density residential neighbourhoods of Northwest Welland in order to support increased access to greenspace for residents. The location of these areas will be further delineated throughout the development process. They should generally be located within a 200 to 400 metre walking distance of the neighbourhood area they serve.

3.7. Environmental Protection Area

- Lands designated Environmental Protection Area on Schedule G shall be subject to the policies of Section 6.1 Environment of this Plan.

3.8. Environmental Conservation Area

- Lands designated Environmental Conservation Area on Schedule G shall be subject to the policies of Section 6.1 Environment of this Plan.
- As shown in Appendix 1 – Map 2, a number of drainage features within Northwest Welland are identified as potential Headwater Drainage Features. A Headwater Drainage Feature Assessment shall be required to the satisfaction of the City and the Conservation Authority prior to approval of development adjacent to those drainage features. The assessment shall evaluate and classify the drainage feature status based on criteria established

by the Conservation Authority and shall determine if the drainage features are to be maintained in-situ, can be relocated or can be removed.

- Where drainage features are to be removed, applications for development shall restore lost functions through enhanced lot level controls as feasible.
- Where drainage features are to be maintained or moved, applications for development shall use natural channel design techniques to maintain or enhance the overall productivity of the reach.

4. Other Policy Directions

4.1. Sustainability

- New Development should incorporate sustainable design features to conserve energy and resources, reduce greenhouse gas emissions and the urban heat island effect, prevent flooding, and protect drinking water supply.
- Green infrastructure and Low Impact Development measures for stormwater management are encouraged such as permeable paving, rain gardens, bioswales, green roofs and other techniques, shall be considered in the design of new development and implemented to the extent feasible, as determined by the development process.
- Land use patterns and transportation networks should be designed to support walking, cycling and transit as preferred modes of transportation, in order to reduce traffic and encourage active and sustainable lifestyles for residents.
- A wide selection of native trees, shrubs and wildflowers should be used in landscaping, and the functional use of plant material in new development is encouraged to create microclimates that allow for energy conservation. Deciduous trees and shrubs should be chosen that shade windows from summer sun and allow sunlight to enter during the winter.

4.2. Transportation

- The Northwest Welland Secondary Plan area shall be developed in accordance with Section 6.4 Transportation of this Plan.

4.3. Infrastructure and Utilities

- The Northwest Welland Secondary Plan area shall be developed in accordance Section 6.5 Infrastructure and Utilities of this Plan.

4.4. Phasing of Development

- Development shall be phased in line with the timely provision of community facilities and infrastructure within each block represented by the existing boundary arterial roads.

5. Implementation

- The implementation of the Northwest Welland Secondary Plan will be in accordance with Section 7 Implementation of this Plan.

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