

NEW ROYAL GEORGE THEATRE

Urban Design Brief

May 2025



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1.0 Purpose

This Urban Design Brief has been prepared in support of an Official Plan Amendment, Zoning By-law Amendment and Site Plan Application for the property located at 79-83 Queen Street in Niagara-on-the-Lake (herein referred to as the “proposal”).

The Urban Design Brief is to be read in conjunction with the Planning Justification Report prepared by Susan Wheler + Associates and submitted as part of this application.

The proposal redevelops the existing beloved Royal George Theatre into a larger, more modern complex that better serves the needs of the theatre and subsequently, the popular Shaw Festival. The updated proposal revitalizes an underutilized site and facilitates a new 350 seat theatre and stage, new café/ pub, large rehearsal studio, multi-purpose rooms, lounges, meeting rooms, office spaces, and additional uses such as dressing rooms and prop, costume and wig storage.

The redevelopment will provide the community with a theatre that goes beyond its current use. It introduces a hub for creativity that respects the existing historic context while bringing a modern twist that better serves existing residents and visitors to the area.

The proposal as submitted is contextually appropriate and meets the intent of current policy to create a vibrant downtown that respects the historical character while drawing in the local community and visitors to the area. With the implementation of multi-disciplinary input the proposal delivers high-quality design and materiality and represents good urban design.

2.0

Site & Surrounding Context

2.0 Site & Surrounding Context

This Chapter describes the key characteristics of the site and how it interacts with the surrounding area, neighbourhood and immediate adjacencies.

2.1 SUBJECT SITE

The subject site is located near the intersection of Queen Street and Victoria Street in Niagara-on-the-Lake in the Region of Niagara, Ontario. The subject site is municipally known as 83 Queen Street, 79 Queen Street, 188 Victoria Street and 178 Victoria Street (herein referred to as “the Site” or “83 Queen Street”).

The Site is approximately 2,856 square metres with 23.1 metre frontage along Queen Street and 43.9 metre frontage along Victoria Street. The site currently contains five buildings: three two-storey buildings, one one-and-a-half-storey building, and one one-storey building. The interior of the site contains a landscaped space with a small pond as well as additional surface parking.

Today, the Site functions primarily for the Royal George Theatre and associated box office. The buildings that front onto Victoria Street currently serves a pizza restaurant and a two-storey residential detached home with a connected garage.

The Royal George Theatre was constructed in 1915 and was originally built as a vaudeville house to entertain the troops during World War 1. In the mid-20th century, the theatre was converted to a movie theatre but has since been resorted to serve as a performing arts theatre for the Shaw Festival among other events. For more information on the history of the site and Royal George Theatre see the Cultural Heritage Impact Assessment submitted as part of this application.

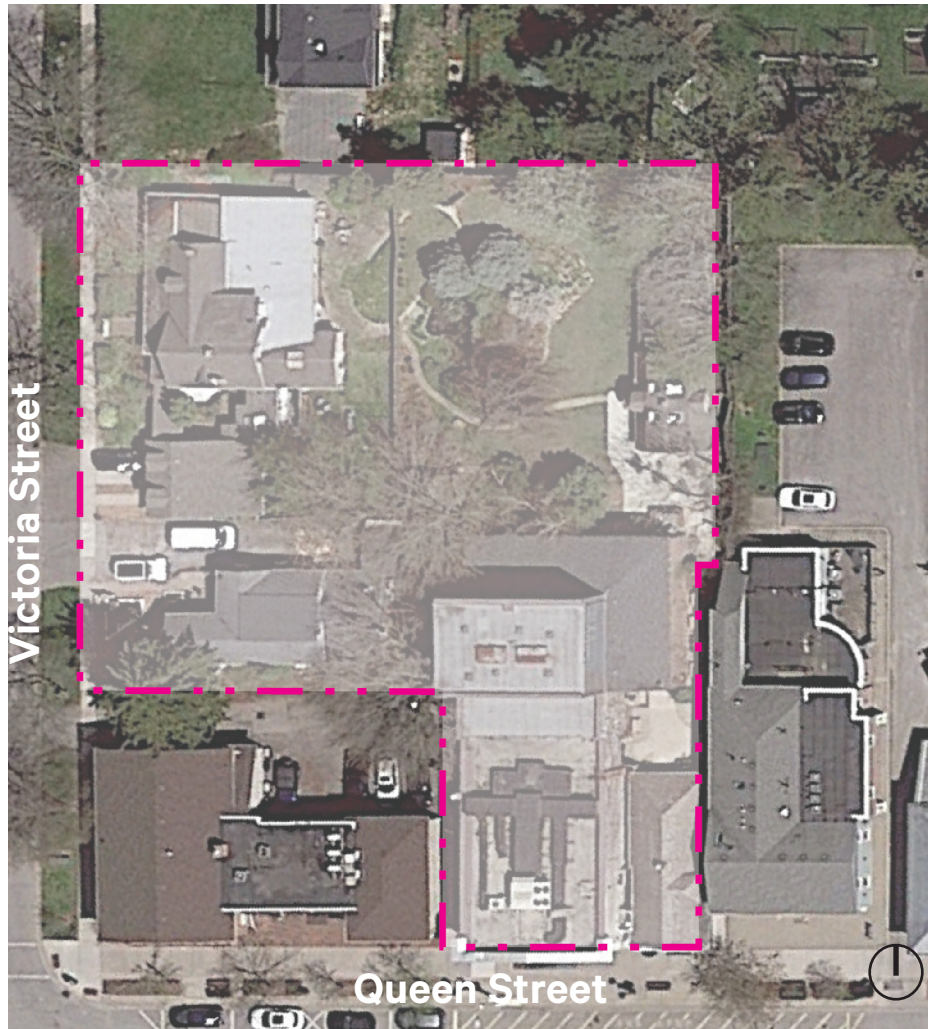


Figure 1: Existing Site Condition

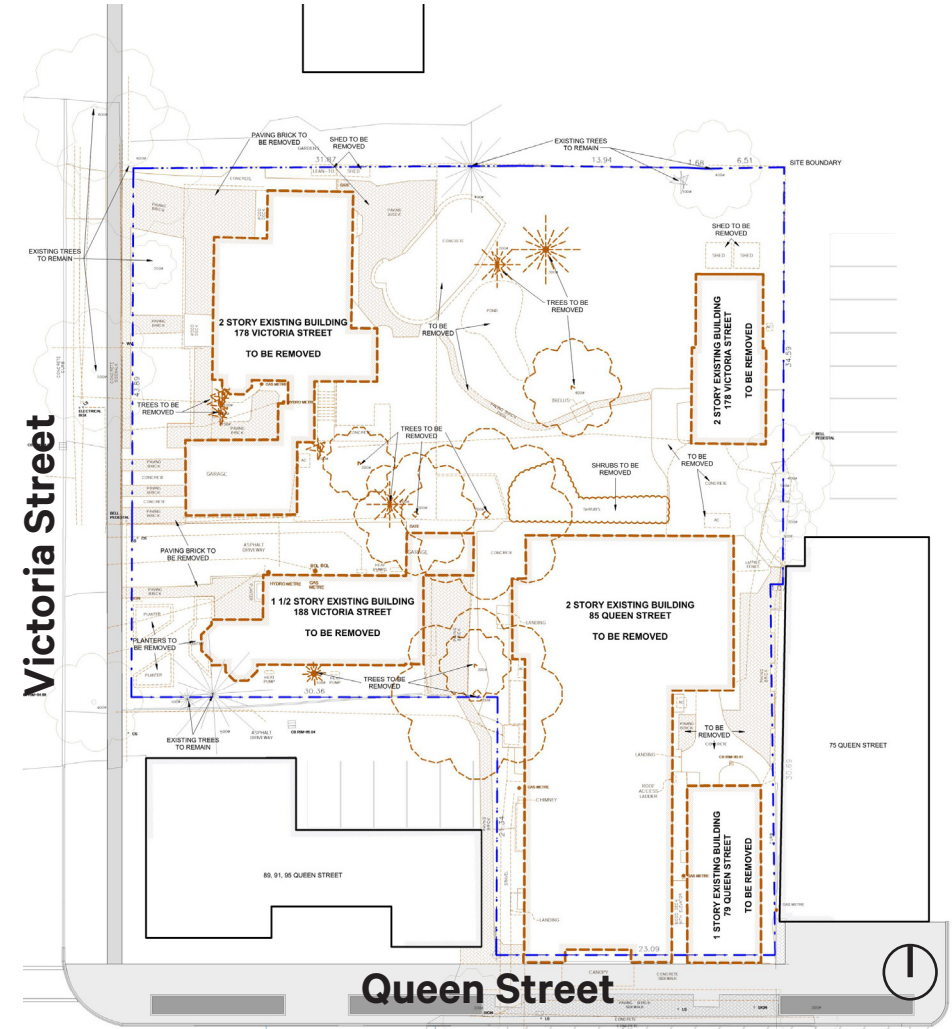


Figure 2: Site Plan - Existing Site Condition
Source: Lett Architects Inc.

2.2 NEIGHBOURHOOD CONTEXT

The Site is located in the Niagara-on-the-Lake Old Town Neighbourhood. This historic Neighbourhood is located at the point where the Niagara River meets Lake Ontario, across the Niagara River from New York State. Due to its proximity to the US border, the town has seen many historic events including the razing of the town during the War of 1812. The Neighbourhood is home to many historic sites including the oldest Church in Ontario, military sites such as Fort George National Historic Site and the Butler's Barracks sites. Along with beautiful British classical traditional houses that are located close to the street creating the historic street grid pattern. In 2003 the Neighbourhood was designated as a National Historic Site of Canada.

Today, Niagara-on-the-Lake brings many tourists due to the colonial-style buildings, nearby wineries, outlet malls, local festivals and the proximity to Niagara Falls. The Neighbourhood is based around its historic mainstreets that contain small-scale retail services, that are vibrant, animated streets drawing in nearby residents and visitors from near and far.



Figure 3: Neighbourhood Context

2.3 IMMEDIATE ADJACENCIES

- 1 Southwest:** At the northwest corner of Queen Street and Victoria Street is a two-storey commercial building containing a Bank of Montreal, and two local galleries (Pandaya Gallery and Edward Spera Gallery) with a small surface parking lot located toward the rear of the property, directly adjacent to the site.
- 2 North:** Directly north of the site contains a large residential lot with a two-and-a-half-storey farm-style residential dwelling along with surface parking and a large lawn area surrounding the structure.
- 3 East:** Directly east of the site is a two-storey retail shop that currently contains a boutique shop (Irish Design). Directly east of the shop is a driveway that serves a surface parking lot interior to the block structure and located directly east of the Site.

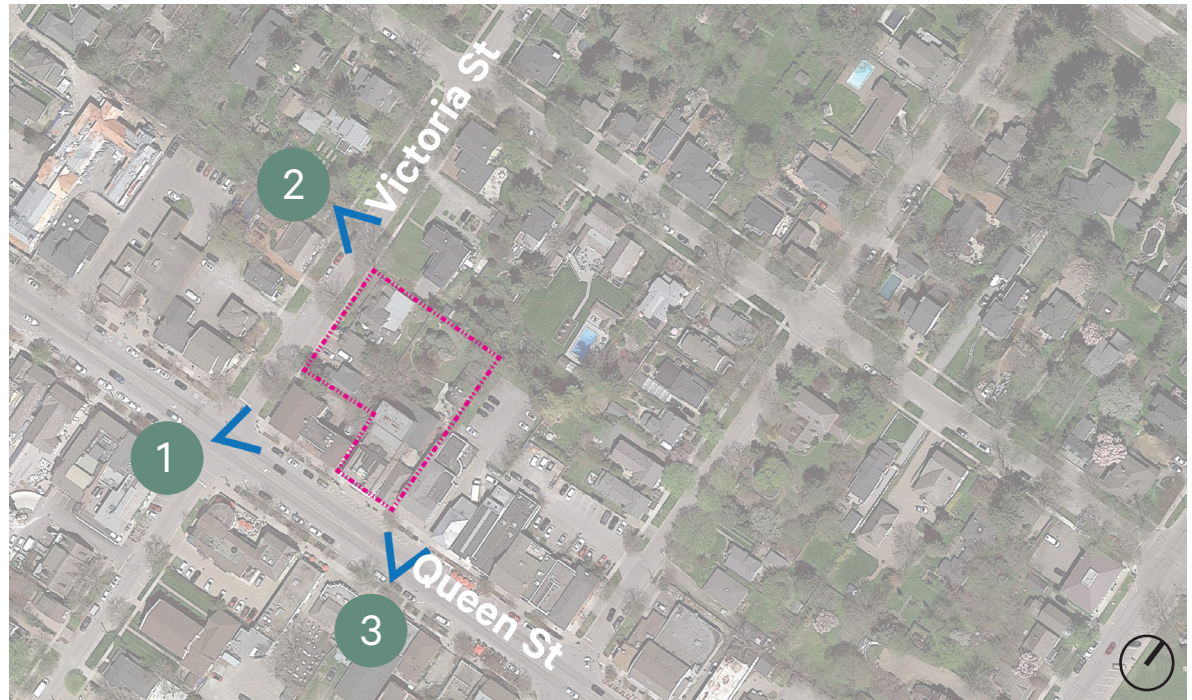


Figure 4: Immediate Adjacency Context



Figure 5: Immediate Adjacent Images

Source: Google Streetview

3.0

The Proposal

This Chapter outlines the design vision, briefly describes the proposal and key stats, and includes the site plan, roof plan, and key elevations. For more information on the urban design interventions and related policy see Sections 4 and 5.

3.1 DESIGN VISION

1 HONORS THE HERITAGE CONTEXT

The proposal recognizes the need to respect and respond to historical development patterns that contribute to the area's unique character. To accomplish this the building is designed to respond directly to Queen Street and re-create a historical façade through materiality and articulation. The building also steps back substantially above the second-storey resulting in a cohesive and pedestrian-focused streetwall.

2 CONTEXTUALLY APPROPRIATE INFILL DEVELOPMENT

The proposal introduces an updated infill form that is contextually appropriate and responds to the existing historical and main street context. Through generous setbacks, stepbacks and modest height increases located away from sensitive uses, the building achieves a contextually appropriate form conducive to existing uses.

The building's active frontage is located off of Queen Street which brings the general public in while moving secondary exists and loading to Victoria Street. This brings back-of-house functions and vehicular movement away from the pedestrian-oriented Queen Street.

3 SUPPORTS COMMUNITY BUILDING AND TOURISM SECTOR

The proposal seeks to update the popular Royal George Theatre in order to make the building more functional while continuing to draw local residents and tourists into Old Town Niagara-on-the-Lake. The redevelopment of the theatre will better support the existing program creating a performance arts hub while contributing to a vibrant downtown that draws people to the main street.

3.2 PROPOSAL DETAILS

The proposal updates the existing beloved Royal George Theatre into a larger artistic hub that better serves the needs of the theatre. The updated proposal revitalizes an underutilized site and facilitates a new 360 seat theatre and stage, new café/ pub, large rehearsal studio, multi-purpose rooms, lounges, meeting rooms, office spaces, and additional uses such as dressing rooms and prop, costume and wig storage.

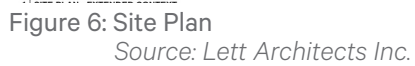
The redevelopment will provide the community with a state-of-the-art theatre that honours the site’s historic character while introducing contemporary elements to better serve the needs of local residents and visitors, fostering a vibrant creative hub for arts and culture.

KEY STATISTICS

Site Area	2,856 square metres
Height	3-Storeys + 1-storey underground 13.82 metres (18.88 metres inclusive of fly tower)
Total Gross Floor Area (GFA)	Existing: 1,623 square metres Proposed: 2,617 square metres
Vehicular Parking	0 spaces
Loading Spaces	1 loading dock
Minimum Setbacks	North: 6 metres South: 3.8 metres East: 1.5 metres West: Varies from 2 metres to 18 metres (see architectural package)



Figure 1: Artistic Render



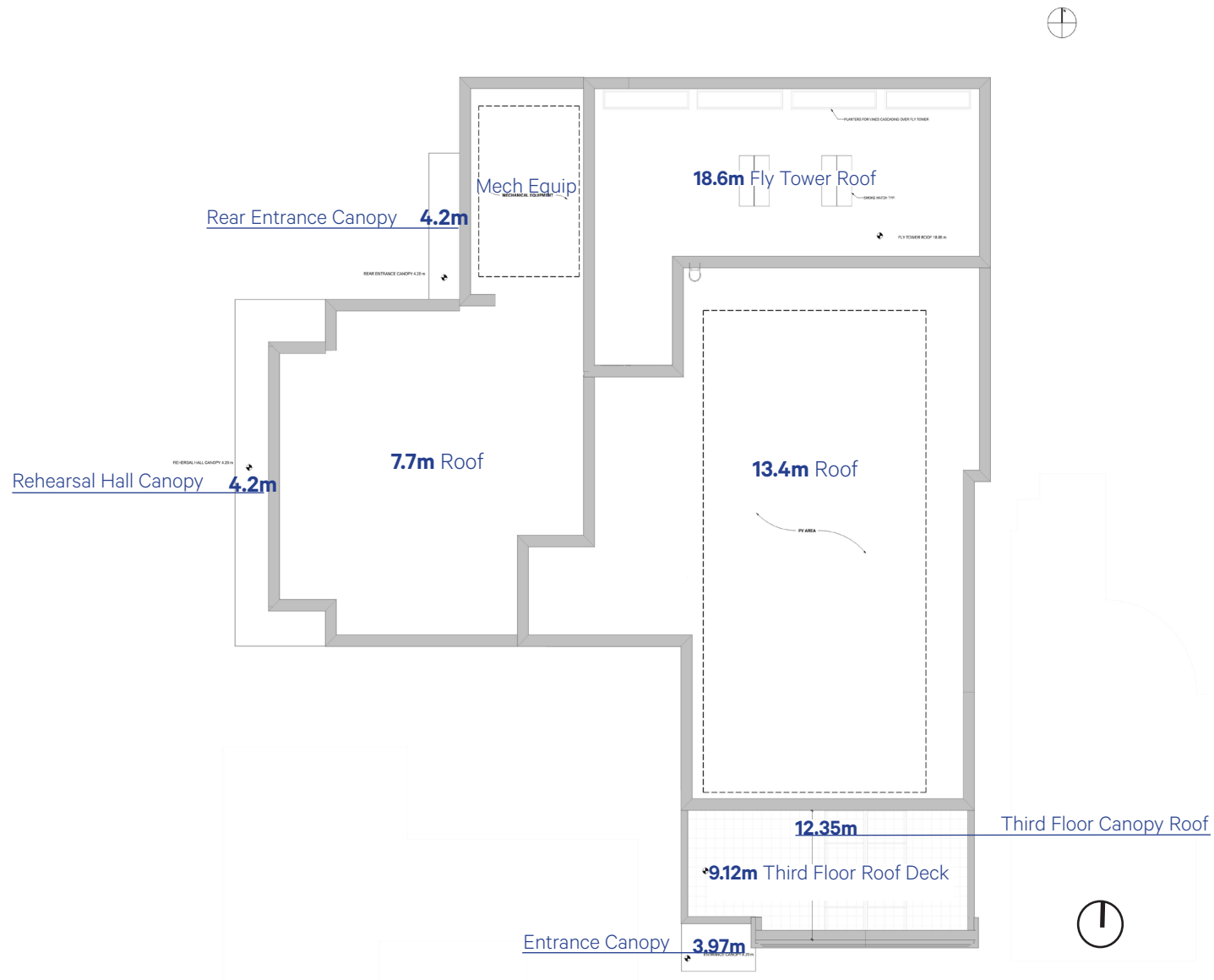


Figure 7: Roof Plan

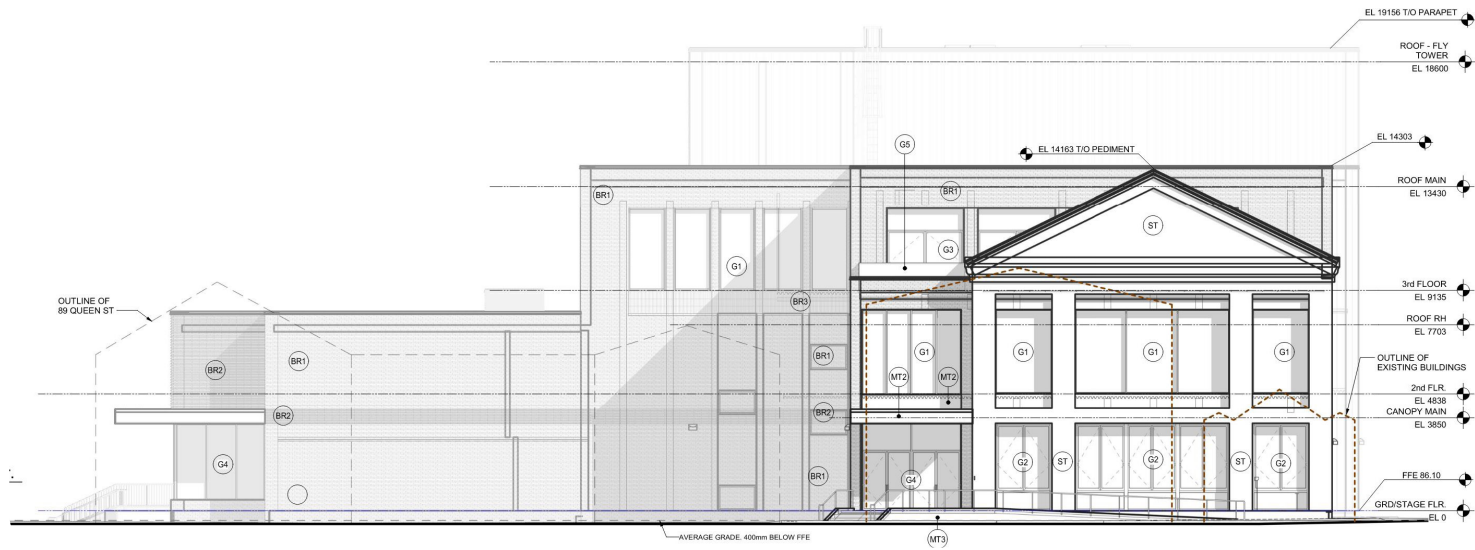


Figure 8: South Elevation
 Source: Lett Architects Inc.



Figure 9: South Coloured Elevation
 Source: Lett Architects Inc.

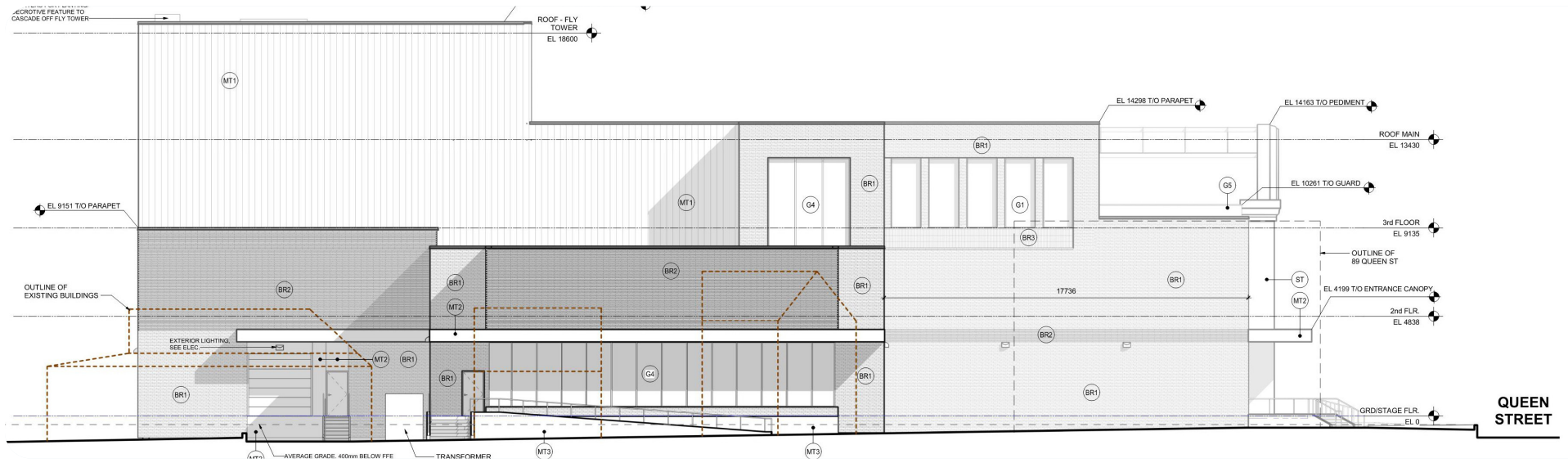


Figure 10: West Elevation
Source: Lett Architects Inc.



Figure 11: West Coloured Elevation
Source: Lett Architects Inc.

4.0

Urban Design Policy

4.0 Urban Design Policy

For the purposes of this Urban Design Brief this Chapter will briefly summarize the relevant urban design policies, for more information on the Niagara Region Official Plan, Niagara-on-the-Lake Official Plan, Niagara-on-the-Lake Heritage Conservation District Plan, and the Comprehensive Zoning By-law No. 4316-09 see the Planning Justification Report submitted with this application.

4.1 NIAGARA REGION OFFICIAL PLAN

The Niagara Region Official Plan is a long-range land use planning document that directs growth and preservation in the Region. The Plan identifies policies that will be integrated into local municipal plans to help make planning decisions.

As of March 31, 2025 the Niagara Official Plan is no longer a Regional Plan, but rather an Official Plan of the 12 local municipalities in Niagara. Niagara-on-the-Lake, the local municipality for which the site is located in, is now responsible for the interpretation and implementation of Niagara Official Plan.

The Site is located within the Niagara-on-the-Lake local area municipality and is designated as a Delineated Built-Up Area under Schedule B, see Figure 13.

The Regional Official Plan outlines Urban Design policies under Section 6.2 'Vibrant Region Urban Design'. The objectives are to commit to excellence in urban design; enhance the public realm and promote active transportation; and identify and establish tools for urban design implementation.

Excellence in urban design and innovation shall be promoted in coordination with multi-disciplinary related disciplines including: architecture, urban planning, transportation planning, landscape architecture, engineering and environmental planning to ensure the built environment is attractive, walkable, accessible, diverse and functional

(6.2.1.1.2). It states that areas within the downtown shall promote and enhance their existing character and should be designed to create a cohesive neighbourhood while strengthening community identity and diversity (6.2.1.4, 6.2.1.8). The public realm shall be enhanced through urban design improvements that contribute to safe, attractive complete streets while promoting active transportation through cohesive and collaborative street design, building interfaces and public spaces (6.2.1.5,6).

Section 6.2.3 Tools for Design Implementation establishes the Region's Model Urban Design Guidelines and discusses various responsibilities of the Region, not applicable to this proposal. The Region's Guidelines are to be considered in the absence of local municipal urban design guidelines, as appropriate (6.1.4.11, 6.2.3.3), see Section 4.3 of this report for a review of the Region's Model Urban Design Guidelines.

The proposal contributes to the Official Plan policies to create a vibrant region. The design delivers excellence in urban design and innovation coordinated with a multi-disciplinary approach in order to make the building attractive, accessible, and functional. The design enhances the existing character of the Downtown. For more information on how the proposal conforms to the Region's Model Urban Design Guidelines see Chapter 5 of this report.



Figure 12: Niagara Region Official Plan Schedule A

- Settlement Areas
- Provincial Road
- Regional Road
- Railway
- Major Watercourses
- Welland Canal
- Airport
- Aerodrome
- International Crossing
- Municipal Boundaries
- Greenbelt Plan Area
- Niagara Escarpment Plan Area



Figure 13: Niagara Region Official Plan Schedule B

Urban Area Designations

- Delineated Built-Up Area
- Designated Greenfield Area

Strategic Growth Areas

- Urban Growth Centre
- Protected Major Transit Station Area
- Regional Growth Centre
- District Plan Area
- Rural Settlements
- Employment Areas
- TransCanada Pipeline
- Enbridge Pipeline
- TransCanada Compressor Station
- Enbridge Facility

4.2 NIAGARA-ON-THE-LAKE OFFICIAL PLAN 2019

The Town of Niagara-on-the-Lake Official Plan (Town OP) sets policies to address matters including housing, heritage preservation, employment, the natural environment, agriculture, commercial services, tourism, parkland/recreation, servicing and transportation.

In 2019 the Town adopted an updated Official Plan replacing the 2017 version. This Section reviews the policies that are related to urban design, for more information on the Town OP, see the Planning Justification Report submitted with this application.

The Site is located within a *Settlement Area* and within the Old Town as per Schedule A of the Official Plan and in alignment with the Regional Official Plan.

As per schedule B2 the Site is designated as both *Commercial* and *Established Residential* (see Figure 14), as such an Official Plan Amendment is required to bring the entirety of the site within the *Commercial* designation. This Section reviews the *Commercial* designation as that is the desired and appropriate land use designation for the site facilitated through this Official Plan Amendment.

Commercial areas serve the needs of local residents, tourists and surrounding agricultural area and located predominately within the settlement areas. (4.11.1). Commercial development should conserve cultural heritage resources and recognize the Queen-Picton Street area as the focus of tourist-servicing commercial uses (4.11.2). Lastly development should promote a compact form and discourage scattered forms of development (4.11.2).

The following summarizes the urban design policies within the *Commercial* areas designation and demonstrates how the proposal conforms in this colour.

- Vehicular access will be restricted to minimize adverse effects on adjoining roadways (4.11.5.4) The only vehicular access is along Victoria Street and serves the loading. The proposal reduces the amount of existing curb cuts from six to one.
- States that requirements will be applied to new development regarding building setbacks, minimum landscaped areas, buffer strips, maintenance of existing trees and privacy screening (4.11.5.5)

The site is also located within an *Area of Heritage Significance*, specifically the *Downtown Character Area* as per Schedule D4, shown on Figure 15. Policy 7.2.3.6a states that this character area contains a large portion of the cultural heritage resources in the Old Town and forms the National Historic District.

The following summarizes the urban design policies within the Downtown Heritage Character Area and discusses how the proposal conforms in this colour:

- Heritage Attributes relating to the design and physical are: mix of uses, varied built form (massing and age), tightly packed building frontages in the commercial core with minimal/no sideyard setbacks, examples of infill buildings that harmonize with the early buildings in terms of materials / massing (7.2.3.6b(i)). The proposal conforms and complements the heritage attributes listed.
- Policy 7.2.3.6b(iii) lists contextual factors of the heritage attributes within the Downtown Heritage Character Area. Specifically “Shaw Festival Theatre (sympathetic new development)” is listed as a contextual factor.
- Any mid-block infill development must not be taller than any surrounding structures on the same block (7.2.3.6c(iii)). The proposal maintains the original height along the main street (Queen Street) frontage and steps back generously (eight metres) at the third storey in order to maintain a two-storey streetwall.

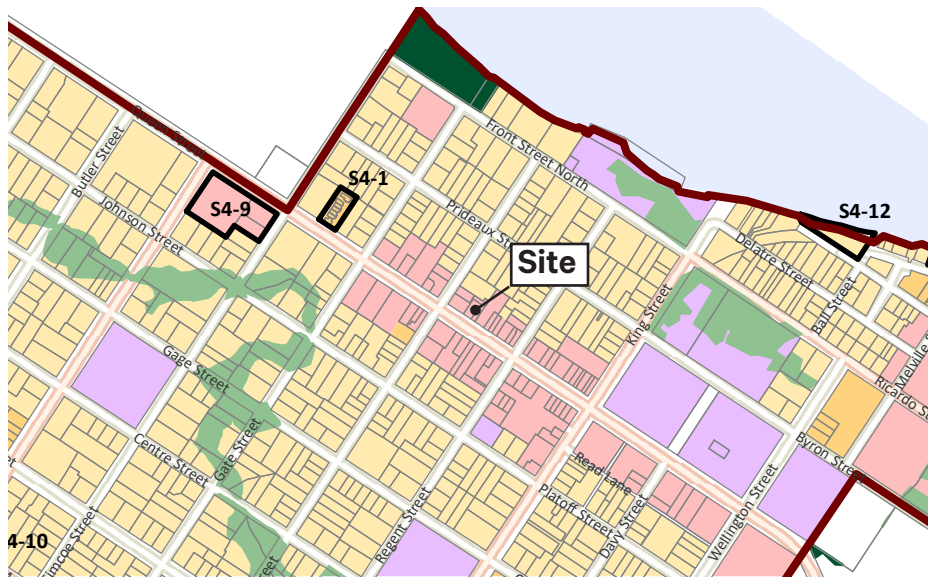


Figure 14: Niagara-on-the-Lake Official Plan Schedule B2

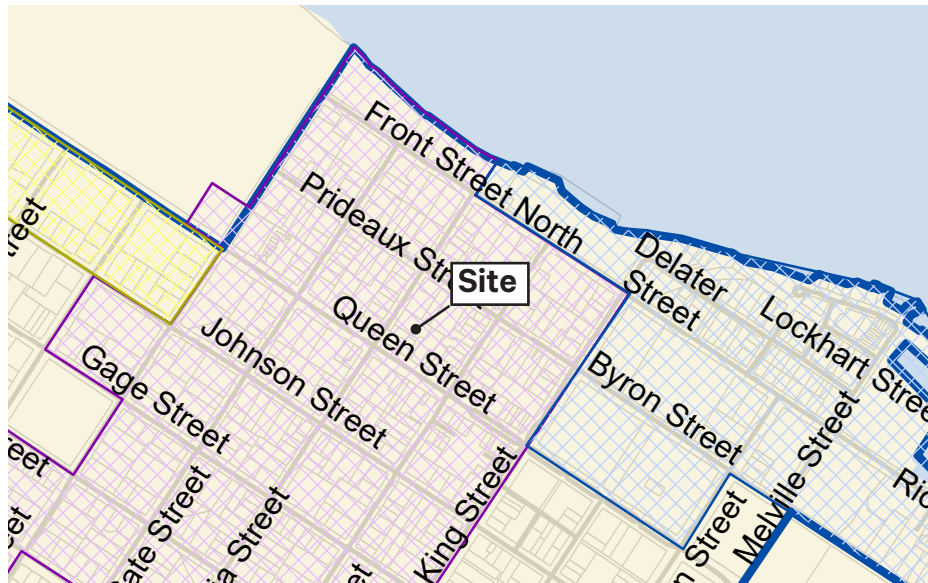


Figure 15: Niagara-on-the-Lake Official Plan Schedule D4

4.3 NIAGARA REGION MODEL URBAN DESIGN GUIDELINES, 2005

The Niagara Region Urban Design Guidelines (herein referred to as the “Guidelines”) endorsed by the Regional Council and all 12 local area municipalities in 2005, are intended to promote best practices for urban design and be a reference for good urban design practices in the absence of local design guidelines. The Region is currently undergoing an update to the 2005 guidelines. The draft guidelines were presented to Planning and Economic Development Committee in October 2024 and are not yet in force.

This Section provides a brief overview of the key guidelines from the in force, 2005 Model Design Guidelines as they relate to the proposal, for more information see the Urban Design Framework in Chapter 5 of this Urban Design Brief.

Section 4b sets guidelines for the ‘Private Realm - ‘Main Street’ & Street Commercial’. The following summarizes the key guidelines the highlighted text provides a justification for how the proposal conforms:

- Emphasizes the importance of character-sensitive development with a focus on conservation and a balance of heritage preservation with new development (4b.1). The new development brings back the heritage attributes of the existing building specifically by mimicking the existing façade along Queen Street through location and placement of windows and doors, and thoughtful material choices.

- Emphasize the importance of renovation and preservation specifically in regards to historical features, repairing where possible and mimicking historical attributes where not possible including maintaining size and the number of windows and doors, materiality and colour (4b.2). The proposal mimics the size, number of windows and doors along with materiality and colour along the public facing frontage.
- Sets guidelines for infill development stating the importance of appropriate relationships to existing buildings. The guidelines outline that setbacks should be informed by adjacent buildings in order to match the pre-established ‘street wall’ (4b.3). The setbacks are generally informed by the existing building, specifically along the southern frontage.
- The height should match or complement nearby buildings and should generally be less than 80% and not more than 120% of the average height of adjacent buildings with the block condition being respected (4b.3c). While the height of the proposed building exceeds 120% of the average height of the adjacent buildings, it is stepped back eight metres above the second storey to meet the intent of this guideline. Additionally, the height is generally consistent with the stage projection of the existing theatre.

Section 4g sets guidelines for environmental sustainability including tools and techniques to build green, recycle, and reuse and construct sustainable site plans. The proposal introduces net zero energy performance features and will meet the Rick Hansen Gold Certification.

Section 5 outlines critical success factors to promote Smart Growth, an underpinning theme of the whole Urban Design Guideline document. Some of these factors include: efficient use of land; coordinated transportation approach; parking recommendations; road appearance and function; and investment recommendations.

The proposal meets the intent of the urban design guidelines to make efficient use of land and create complementary context-sensitive redevelopment that respects the historical character of established areas. For more information on the urban design interventions see Section 5 of this Urban Design Brief.

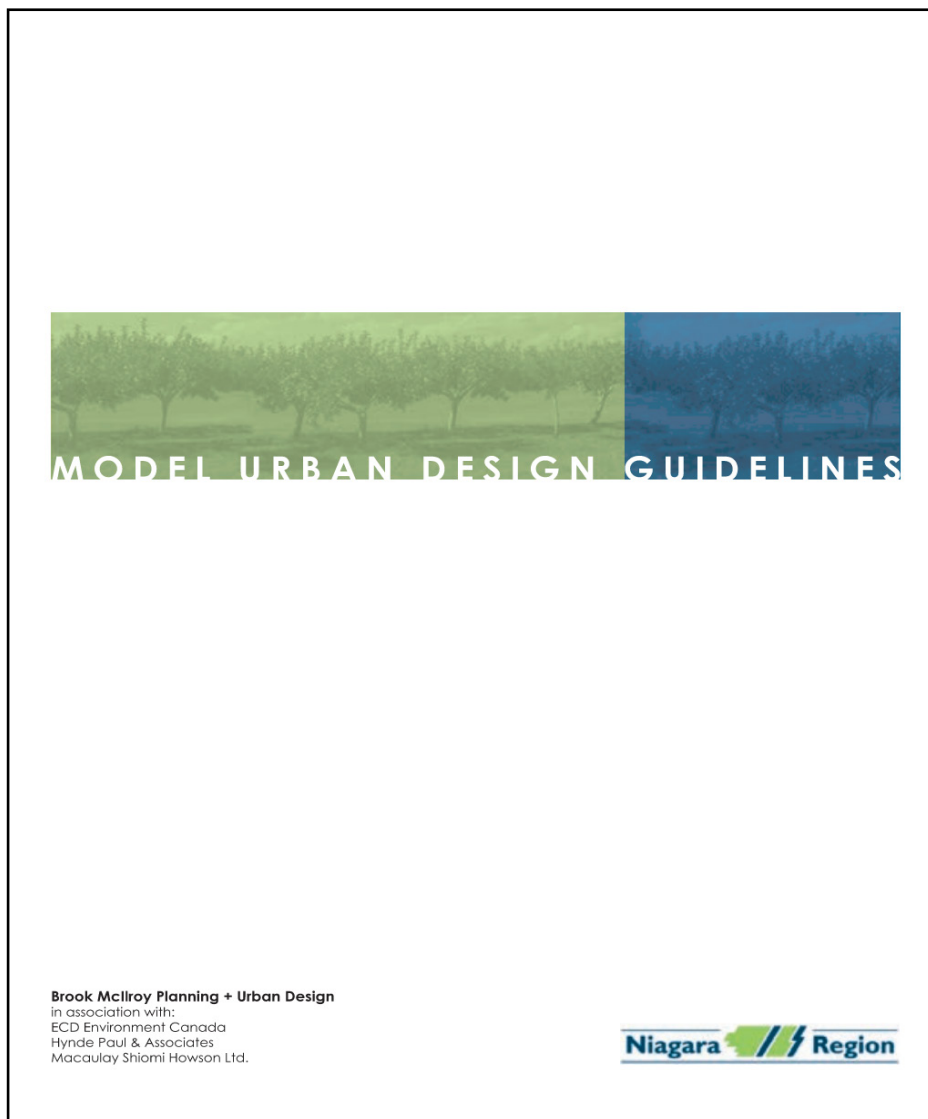


Figure 16: Model Urban Design Guidelines Cover Page

4.4 NIAGARA REGION MODEL URBAN DESIGN GUIDELINES, 2024 (NOT IN FORCE)

The Draft Model Urban Design Guidelines update (the “Draft Guidelines”) build on the 2005 Model Urban Design Guidelines, reflective of the Region’s changes over the past 20 years within its 12 Local Area Municipalities. The Draft Guidelines has been presented to Planning and Economic Development Committee in October 2024 but have not yet been approved at Regional Council, thus are not yet in force. The Draft Guidelines are relevant as they present the Region’s updated vision and direction for urban design.

Section 4, Block Design, provides design guidelines for various site elements, including block structure, laneways and mid-block connections, utilities and services, community facilities, lot design, and public art. It emphasizes the importance of sun exposure, minimizing curb cuts, and separating sensitive or differing land uses. The proposal reduces the number of curb cuts from six to one and provides a generous six-metre setback from the low-density residential property to the north. Overall, the proposal aligns with the intent of the draft Draft Guidelines.

Section 5, Site Design, provides guidance and direction on a range of site-level elements, including microclimate considerations, pedestrian circulation, parking layouts, landscaping, signage and wayfinding, site lighting, and the placement of servicing, storage, and loading areas. The guidelines note that infill development should align with the pre-established

streetwall to create a strong relationship between the building and the sidewalk. The proposal responds to this by widening the sidewalk and retaining key elements of the existing façade, thereby maintaining and enhancing the streetwall. The guidelines also emphasize the importance of compact built form to promote more efficient land use. The proposal gently intensifies the site, increasing the gross floor area from 1,623 square metres to 4,745 square metres creating a more compact form.

Section 6, Building Design, outlines general design guidelines applicable to all new buildings and building types across the Region. Where appropriate, form-specific standards for low-rise, mid-rise, and tall buildings should be applied in addition to these general guidelines. The section also provides direction on heritage design, stating that the proportions, colours, and massing of heritage buildings should be conserved. The proposal supports this objective by reinforcing the existing façade, mimicking its proportions, colours, and massing.

Overall, the proposal aligns with the intent of the Draft Guidelines update.

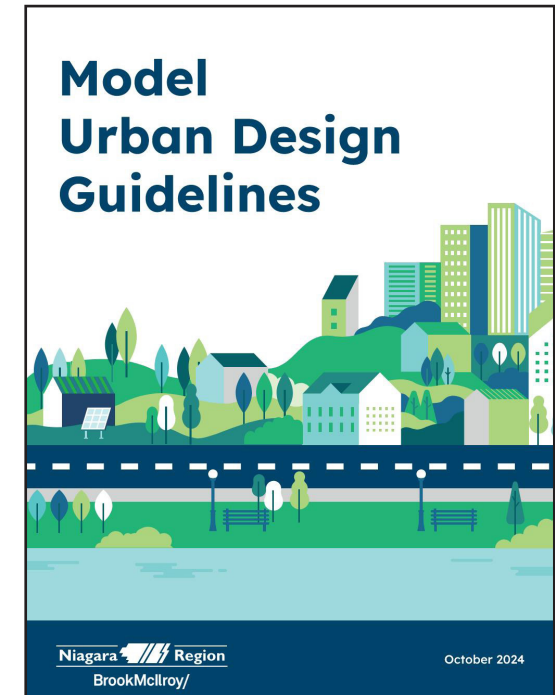


Figure 17: Draft Model Urban Design Guidelines Update Cover Page

4.5 NIAGARA-ON-THE-LAKE QUEEN-PICTON HERITAGE CONSERVATION DISTRICT PLAN

The Niagara-on-the-Lake Queen-Picton Heritage Conservation District Plan (herein referred to as the “HCD Plan”), was brought under Part V of the Ontario Heritage Act as part of a Heritage Conservation District in 1986.

The Plan states that generally, all alterations to these properties require the consent of Council and a heritage permit. This section reviews the urban design policies / guidelines outlined in the HCD Plan. For more information on the HCD Plan see the Planning Justification Report submitted with this development application.

188 Queen, 83 and 79 Queen are listed as Building B “These buildings are primarily of contextual value to the district. While not necessarily of outstanding architectural or historical value, they contribute to the visual integrity of the district streetscape (pg. 18).” The HDC Plan states that conservation is encouraged and that if alterations are undertaken they are encouraged to be in a complementary manner to maintain the integrity of the streetscape according to the following criteria:

Height – compatible with the surrounding buildings

Proportion – complement the surrounding buildings

Roof – should be a similar roof pattern of the street

Windows – placement and proportion of height and width should complement surrounding buildings

Colours – should be historically accurate, “being quiet, subtle, neutral shades”

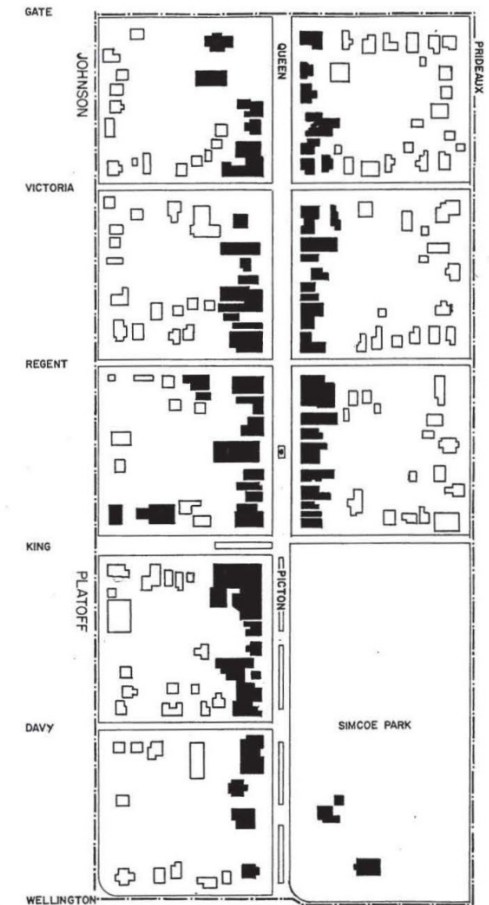
Materials – emphasis on natural materials such as brick, stone, and wood as opposed to metals and plastics

Setbacks – same as the existing building

The proposal meets the above criteria listed for B Buildings. The height and proportion is compatible and complements the surrounding buildings. The roof pattern is mimicked almost identically from what exists today along the southern façade including the roofline, windows, colours and materials. The setbacks are generally informed by the existing setbacks particularly along Queen Street.

4.6 ZONING BY-LAW NO. 4316-09

The site is zoned as Queen Picton Commercial (QPC) Zone under Zoning By-law No. 4316-09. The zoning by-law implements the Town and Regional Official Plan. It sets specific development permissions such as height, density, setbacks etc. To facilitate the proposal development a zoning by-law amendment is required, for more information see the Planning Justification Report submitted with this application.



SCHEDULE 'A'

— HERITAGE CONSERVATION DISTRICT BOUNDARY
 ■ BUILDINGS COMPOSING THE BUSINESS AREA
 □ BUILDINGS COMPOSING THE RESIDENTIAL AREA

Figure 18: Queen-Picton Heritage Conservation District Plan

5.0

Urban Design Review & Analysis

5.0 Urban Design Review & Analysis

5.1 CONTEXTUALLY APPROPRIATE DEVELOPMENT

The proposal conforms to Provincial and Municipal policy direction. It meets the intent of the City-wide guidelines, as applied to the site and proposal. Where deviation from the guidelines occur, a rationale or the departure is described as well as detail on how the intent of the guideline is met.

The Site in its current form provides an excellent infill opportunity as it is underutilized and is in need of extensive repairs.

The Key Model Urban Design Guidelines set guidelines for infill development along Main and Commercial Streets. According to the Guidelines, infill development should reinforce the street wall to create a strong sense of place. This redevelopment offers an opportunity to create a theatre hub that enhances the sense of place and maintains the existing streetwall.

The development is sensitive to the nearby uses, placing the tallest building height of 18 metres interior to the site, stepped back from the main street and setback six metres from the adjacent residential property to the north.

The proposal delivers a contextually appropriate building form, while mimicking the existing heritage attributes and pedestrian scale main street.



Figure 19: Existing Street Elevation



Figure 20: Proposed Street Elevations

5.2 BUILT FORM

The built form complements the surrounding buildings on the block while replicating the existing historical façade along Queen Street. The building is three storeys in height with one level underground.

The heights vary throughout the building in order to provide appropriate setbacks and limit adverse impacts on the adjacent properties and nearby public realm. See Figure 21 for the heights, setbacks and setbacks of the building. The following summarizes the development parameters relating to setbacks, setbacks and height:

Setbacks

Along Queen Street the existing east and west setbacks are replicated in the proposal. This maintains a continuous street wall and provides appropriate spatial definition. The southern setback is increased to 3.84 metres to allow for a defined building entrance with stairs and an accessible ramp. This brings the entirety of the building within the property line and allow for an enlarged spill out zone.

The building makes efficient use of land throughout the entirety of the site. The eastern and western setbacks generally align with what exists today while still providing a buffer to the property line. The northern setback has been increased to six metres to provide a buffer from the theatre to the residential property to the north.

Stepbacks

The building integrates significant stepbacks toward the most sensitive adjacent uses, placing the building mass toward the interior of the site and next to an existing surface parking lot and proposed rear walkway.

The building stepbacks nine metres along the southern frontage, this facilitates a two-storey streetwall along Queen Street, maintaining the existing building heights and complementing the nearby buildings.

Height

The height of the new building is three storeys with a five metre tall Fly Roof on top of the third storey.

The fly roof allows large set pieces to be hoisted above the stage in order to create the best viewing and contribute to the success of the theatre. The tallest portion at 18 metres is located internal to the site setback substantially from Queen Street, Victoria Street, and the residential property to the north.

5.3 SITE ACCESS AND CIRCULATION

The proposal is designed around the pedestrian experience, specifically to meet the needs of the Royal George Theatre. As such there is no parking, rather the underground and back of house spaces are mostly used for critical theatre related uses including office space, green rooms, a trap room and the orchestra pit, among other servicing and accessory theatre uses.

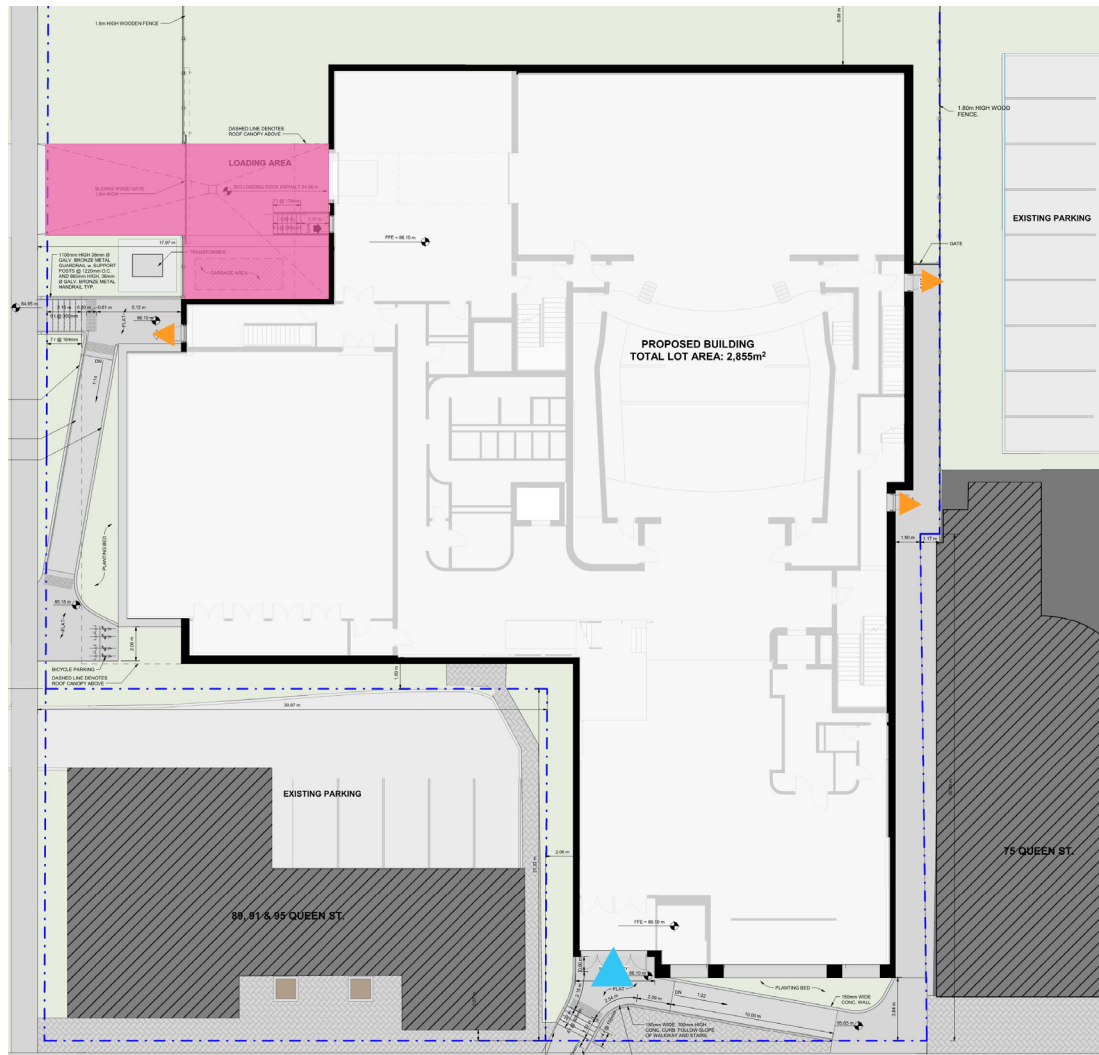
Figure 22 identifies the entrances and exists along with the loading area and loading bay.

The main public pedestrian entrance is located along Queen Street. A secondary public exit is located along the western frontage and spills out onto Victoria Street, used primarily as a secondary exit. There are two additional exists along the eastern frontage which act as emergency exists and serve back-of-house uses.

The proposal is fully accessible including two ramps at the primary entrance and secondary exit. as shown on Figure 22.

The proposal includes an exterior loading space close to the scene dock and rehearsal studio, making for convenient on-and-offloading of deliveries.

The proposal removes the amount of curb cuts from six to one along Victoria Street. This improves the pedestrian experience and safety and limits pedestrian and vehicular conflicts along Victoria Street.



- ▶ Entrance / Exist
- Loading Area and Loading Bay

Figure 22: Site Access Diagram

5.4 CULTURAL HERITAGE

The site is within the Niagara-on-the-Lake Queen Picton Heritage Conservation District Plan (“HCD Plan”). Thus, respecting the heritage nature of the block is a critical driver of the design response.

The HDC Plan states that conservation is encouraged and that if alterations are undertaken they are to be in a complementary manner and to maintain the integrity of the streetscape according to the following criteria:

Height – compatible with the surrounding buildings;

Proportion – complement the surrounding buildings;

Roof – should be a similar roof pattern of the street;

Windows – placement and proportion of height and width should complement surrounding buildings;

Colours – should be historically accurate, “being quiet, subtle, neutral shades”;

Materials – emphasis on natural materials such as brick, stone, and wood as opposed to metals and plastics; and,

Setbacks – same as the existing building.

The proposal conforms with the HCD Plan direction. The following describes how the criteria is met:

The overall **height** and **proportion** of the building is compatible with the adjacent buildings, for more information see Section 5.1

The **roof** along Queen Street mimics the existing building, see Figure 22, therefore conforming with the roof pattern of the street

The **window** placement and proportion is almost identical to the existing facade and thus compliment the surrounding buildings

The **colours** and **materials** are reflective of the existing historical building being historically accurate, with neutral shades using stone as opposed to metal and plastics.

The **setbacks** are the same as the existing along Queen Street, for more information on setbacks see Section 5.2 of this report.

Driving Policy:

Key Model Urban Design
Guideline 4b.3 – Main Street
& Commercial Street Infill
Development Guidelines

Niagara-on-the-Lake Queen
Picton Heritage Conservation
District Plan



Figure 23: Existing Facade



Figure 24: Proposed Facade

6.0

Conclusion

The proposal meets Provincial, Regional, and Municipal policy directions for more efficient use of land while contributing positively to the creation of vibrant complete communities, particularly in a downtown context. The proposal introduces a new and improved theatre on a site that has historically served this function for decades. The redevelopment of the theatre will result in a more functional building creating a hub for the creative industry while drawing tourists into Niagara-on-the-Lake.

The new theatre is designed to serve the needs of the popular destination while respecting and complementing the site and block history. The proposal introduces excellent urban design principles of contextually-appropriate development that is sensitive to the existing historical context and nearby existing residential properties.

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