

Welcome Public Information Centre #1

North Service Road (Regional Road 39)
Municipal Class Environmental Assessment Study
July 7, 2026



How to participate



Purpose of this Public Information Centre

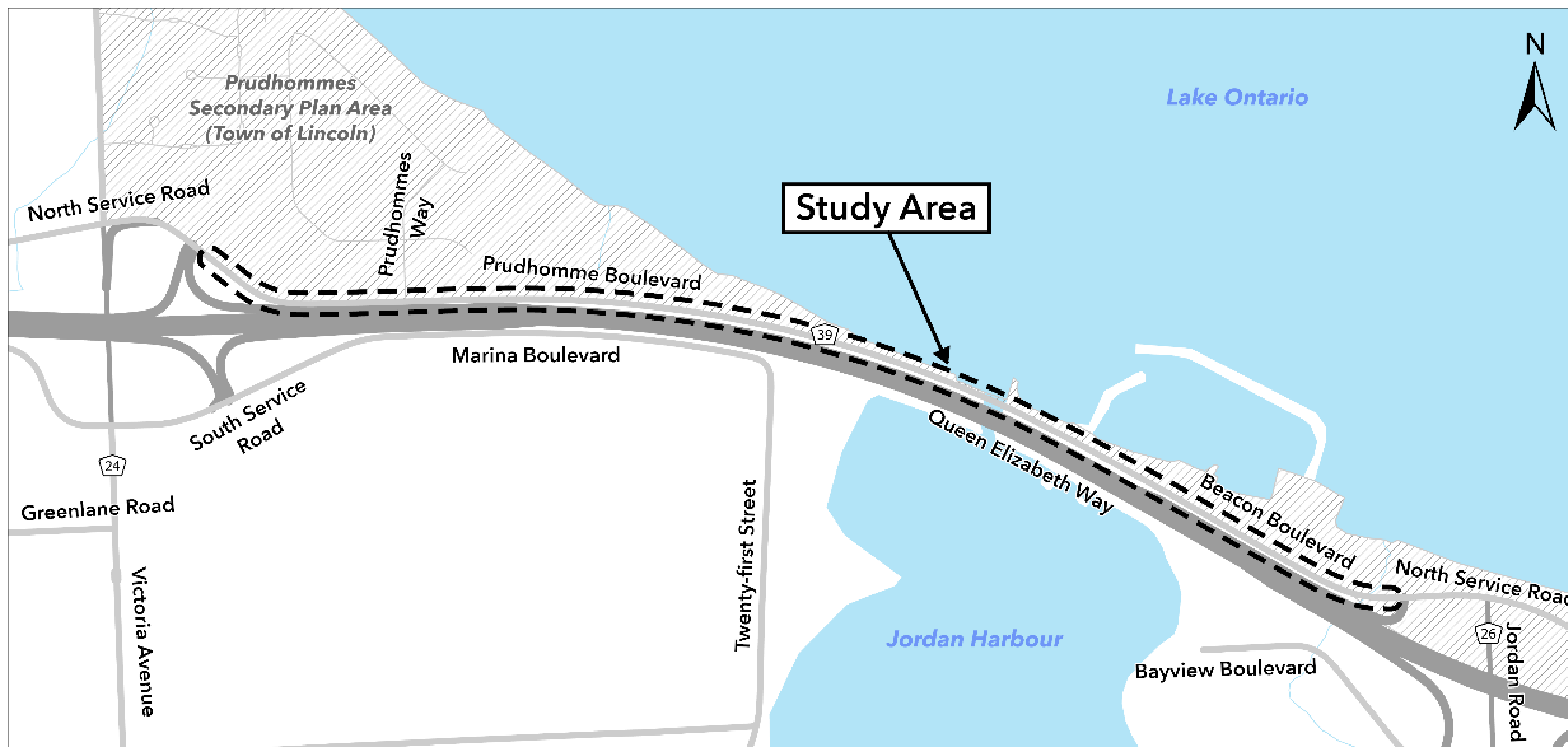
- ▶ Introduce the study
- ▶ Outline the Class EA process and study schedule
- ▶ Review background information and existing conditions
- ▶ Review identified issues and opportunities
- ▶ Obtain community feedback and identify next steps



How to Participate?

- ▶ Ask questions during the Q&A session
- ▶ Visit project webpage:
niagararegion.ca/projects/regional-road-39/
- ▶ Join the study mailing list or contact the Project Team
- ▶ Provide comments and feedback on this package by **July 24, 2026**

▷ Study Objectives



Note: Study area excludes the QEW interchange terminal areas at Victoria Avenue North and Jordan Road.

- ▶ **Confirm corridor transportation needs**, including road capacity, roadway geometry, lighting, active transportation, and road safety.
- ▶ **Identify existing and future travel demand**, considering planned and anticipated development within the surrounding area.
- ▶ **Evaluate opportunities to enhance active transportation facilities**, improve connectivity to adjacent communities, and support transit-oriented infrastructure.

Study Background

Prudhommes Secondary Plan Area



Key Vision Elements

- Diverse, walkable, mixed-use waterfront community
- Sustainable community-building (social, economic, environmental)
- Strong active transportation network
- Transit-ready design



Official Plan Update

Town of Lincoln amended their Official Plan to include the Prudhommes Secondary Plan Area (2018)



Regional Transportation Vision

Niagara Region's Transportation Master Plan (2017) identifies North Service Road (NSR) as a key corridor supporting the planned development of the Prudhommes Secondary Plan Area



Planning & Design Guidance for RR39 as per the Town's secondary plan

- ROW width of 26.2 metres (Region's Official Plan, 2022)
- 14 metre setback to the building facades
- Provision of active transportation facilities
- Complete Streets Guidelines and the Streetscape Plan

► Study Overview and Key Considerations

Regional Road 39 (North Service Road) is the only Regional Road to cross the Jordan Harbour

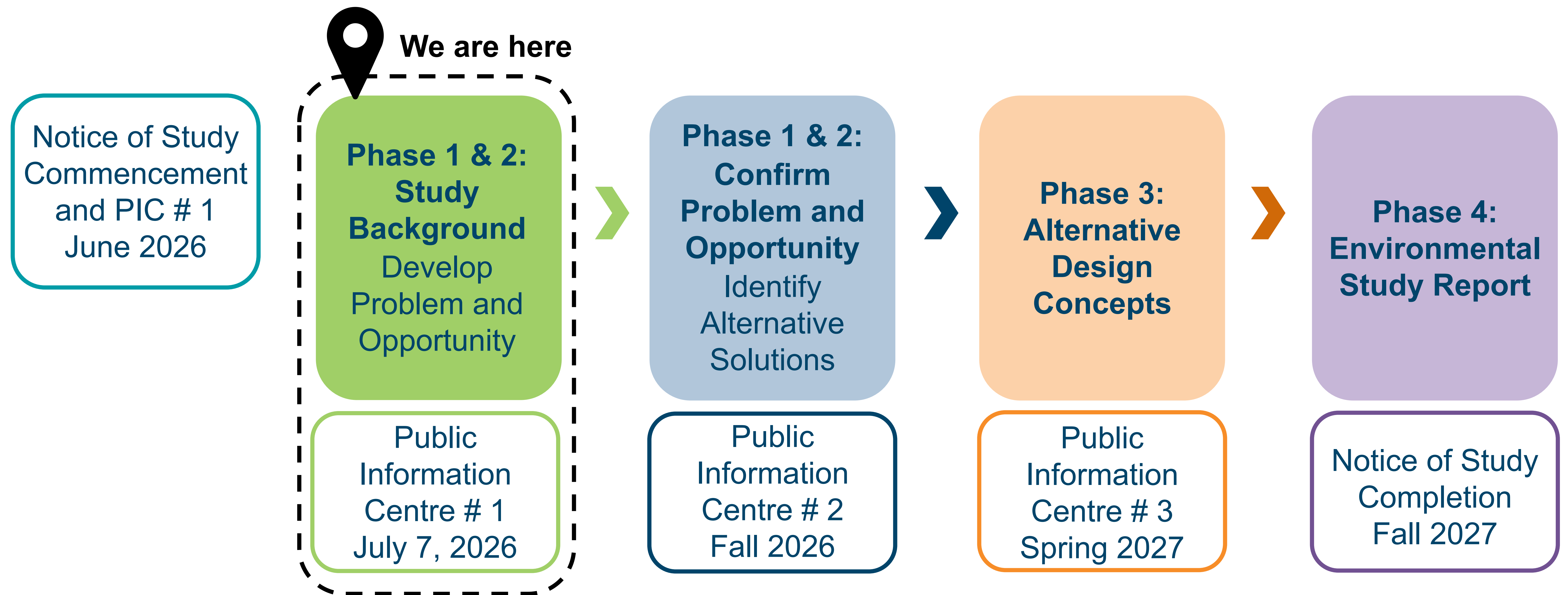


Key Considerations

- 1 Limited Active Transportation infrastructure, consisting mainly of paved shoulders (discontinuous on north side)
- Includes a bridge crossing over the watercourse connecting Lake Ontario and Jordan Harbour
- Serves as the only Regional Road crossing Jordan Harbour
- Provides a critical East-West connection within the Town of Lincoln

Note: As shown in the map above, the only other east-west Regional Road in the Town of Lincoln is Regional Road 81 (King Street), which is 4.0 km south of the study area and does not cross Jordan Harbour.

▶ Class EA Process & Study Schedule



Study to be carried out as a Schedule 'C' MCEA (to be confirmed)

Approximately 18-month duration (April 2026 to October 2027)

Three Public Information Centres (In-Person)

► Existing Conditions

Existing Roadway



- ▶ Two-lane, undivided, bi-directional east-west arterial roadway, with 60km/h posted speed
- ▶ The existing ROW generally varies around 20 m
- ▶ Paved shoulders, with no continuous active transportation facilities
- ▶ Part of the Waterfront Trail (Niagara Region's Cycling Plan, 2017)
- ▶ Designated as a future cycling route within the Strategic Cycling Network in the 2017 Transportation Master Plan
- ▶ Findings of the initial road safety review indicate speeding and low compliance to speed limit:
 - High operating speeds (~40km/h over the speed limit)
 - Approximately 97% of vehicles exceeding the posted speed limit

Existing Conditions

Land Use



- ▶ Niagara Region's Official Plan (2022) identifies a future ROW width of 26.2 m for North Service Road
- ▶ The corridor is bordered by a mix of the following land use zones:
 - Residential
 - Commercial
 - Agricultural
 - Environmental Conservation
- ▶ This study will require consideration of diverse interested parties and environmental interests

Existing Conditions

Stormwater Management & Drainage



Existing Drainage Conditions:

- On the south side, runoff is conveyed via existing grass ditches
- On the north side of the road, there is a combination of storm sewer and grass ditches

- ▶ **Future Drainage Requirements:** Drainage infrastructure upgrade requirement on the north side of the corridor will need to meet urban servicing standards (Prudhommes Secondary Plan)

► Existing Conditions

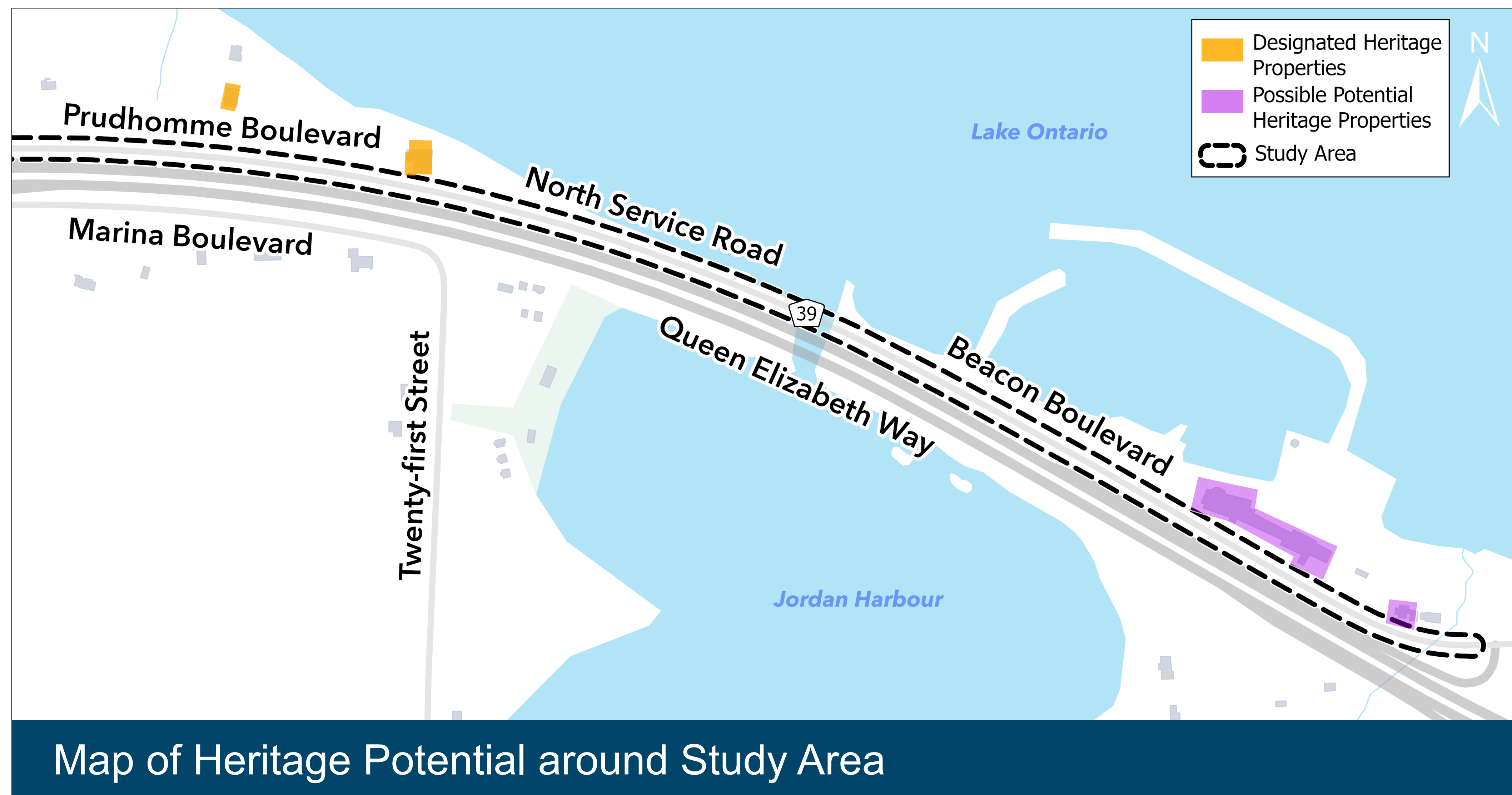
Natural Environment



- Significant Natural Heritage Features are present within and adjacent to the study area including:
 - Provincially Significant Jordan Harbour Marsh Wetland Complex
 - Twenty Mile Creek Drowned River Mouth Area of Natural and Scientific Interest (ANSI)
 - Lake Ontario and watercourses (fish habitat)
- Three Niagara Peninsula Conservation Authority (NPCA) regulated watercourses (Environmental Conservation Zones)
- NPCA Regulatory Areas present within the corridor, with erosion and flood hazard limits encroaching into the roadway

Existing Conditions

Archaeology and Built/Cultural Heritage



Cultural/Built Heritage

- ▶ Two designated Town of Lincoln Heritage Inventory properties within study area: 3100 and 3319 North Service Road
- ▶ Two additional properties, 2755 Beacon Boulevard and 2793 Beacon Boulevard, were identified as possibly having heritage potential

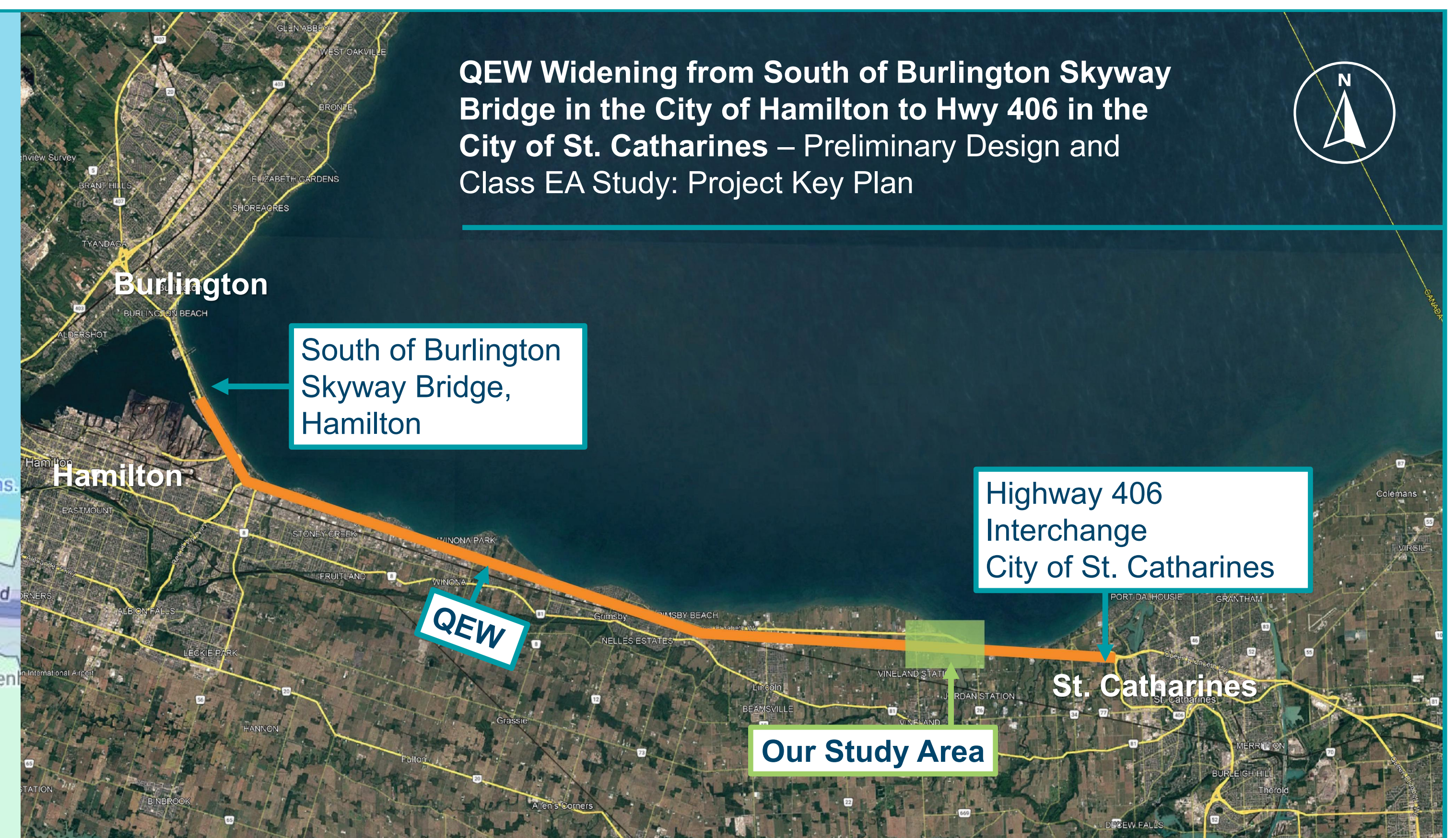


Archaeology

- ▶ Stage 1 Archaeology Assessment is underway
- ▶ The study area exhibits archaeological potential, with registered archaeological sites located adjacent to the study area

Existing Conditions

Provincial Infrastructure

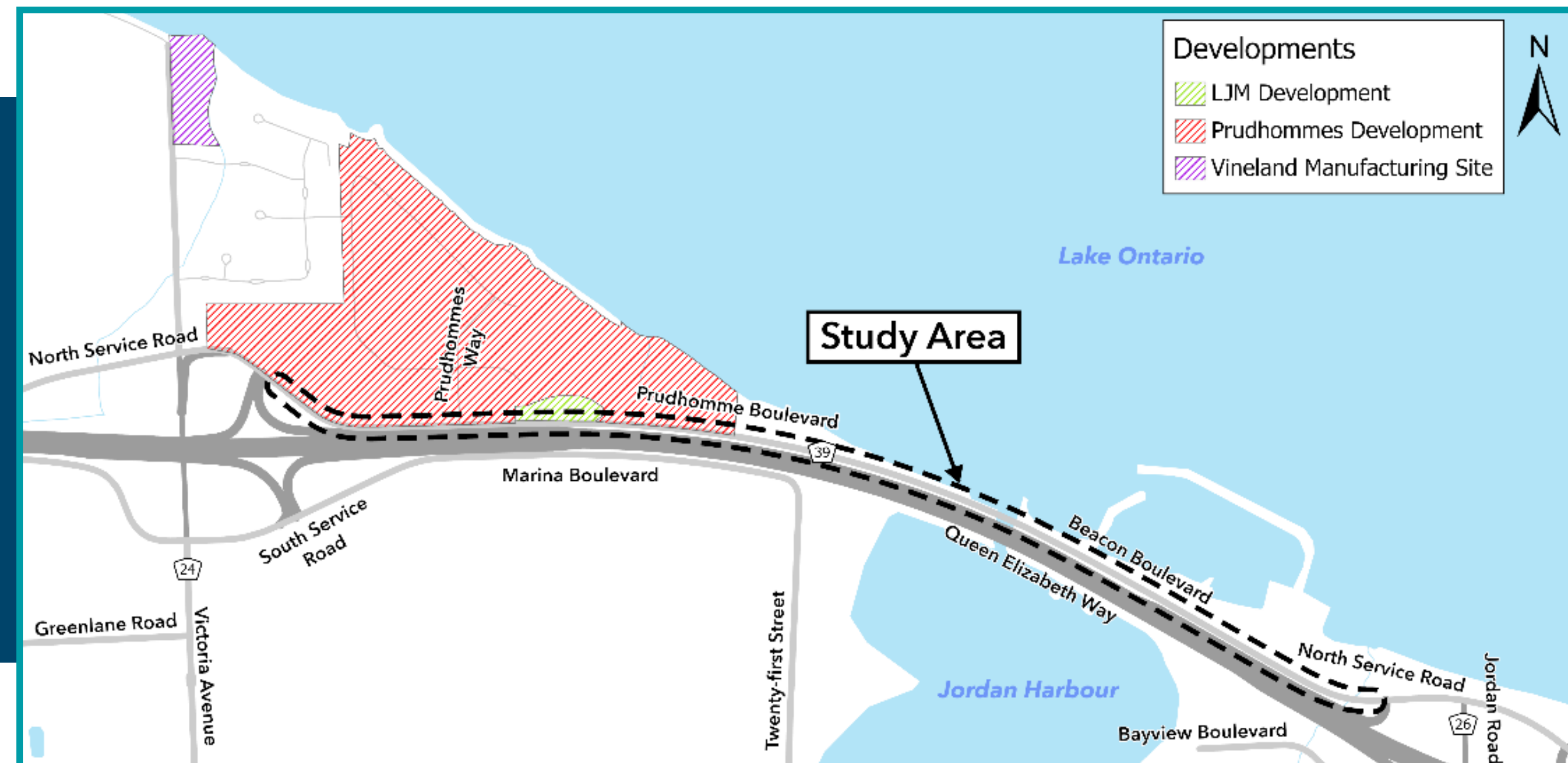


- ▶ Constrained by the QEW, interchange infrastructure, and existing provincial right-of-way
- ▶ Corridor within the MTO Control Permit area (i.e. jurisdiction of MTO)

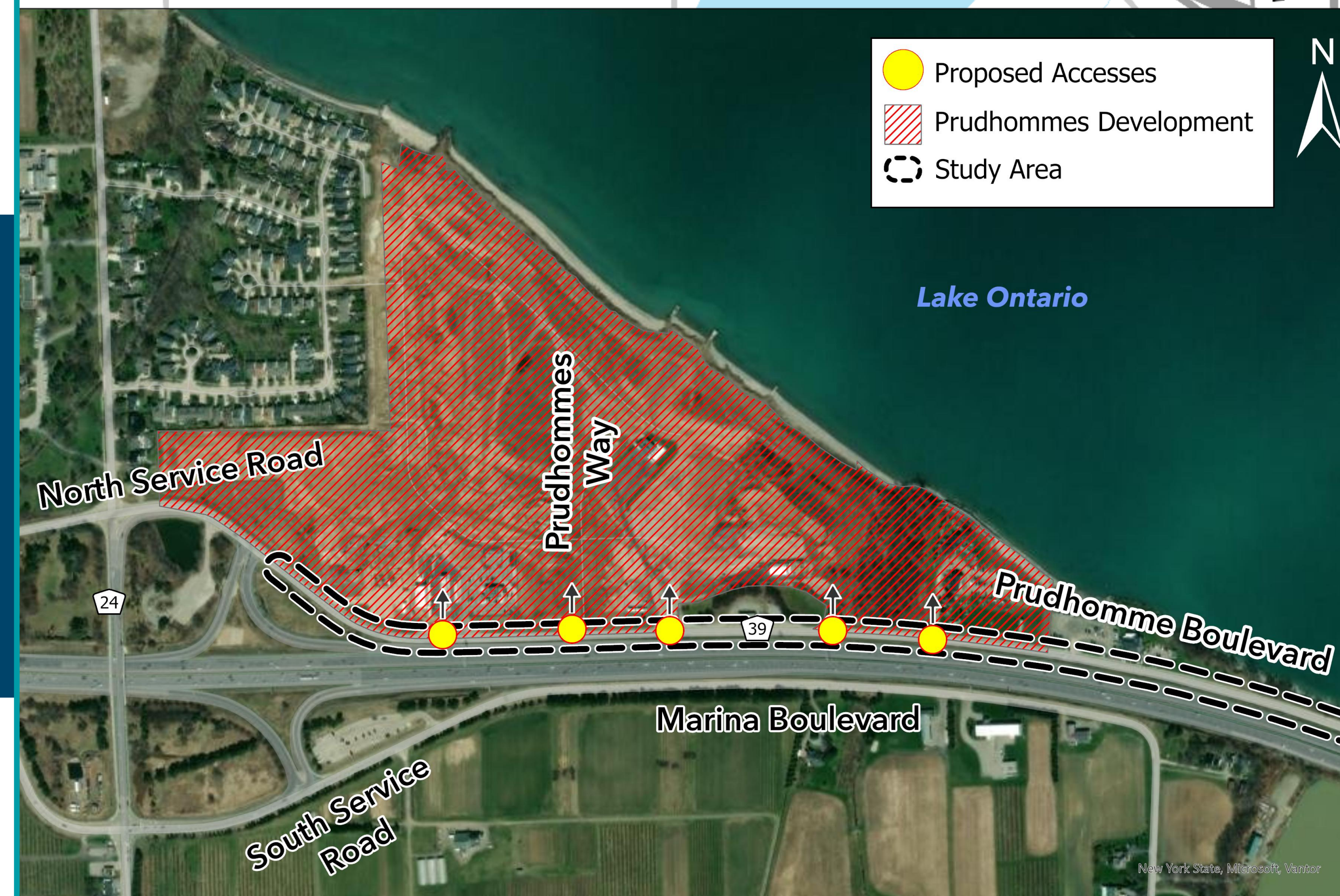
- ▶ The preliminary design will tie into the existing interchange ramp terminals at study limits
- ▶ MTO is launching an EA study to review capacity expansion of the QEW from Hamilton to St. Catharines

► Transportation Assessment

Developments within the Secondary Plan Area



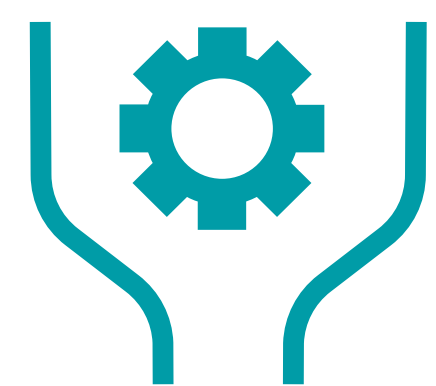
Prudhommes Development Proposed Accesses



- Analyze existing (2026), mid-term (2036), and long-term horizons (2051)
- Travel demand forecasting and modeling analysis using Niagara Region's EMME Model
- Analysis will include the Secondary Plan Area and associated developments
- Conformity review with Region and Town Transportation and Transit Master Plans, as applicable
- MMLOS review to assess conditions for all road users



Problems and Opportunities



Identify Key Constraints

- ▶ Corridor is constrained by the QEW, interchange infrastructure, and existing provincial right-of-way.
- ▶ Existing roadway cross-section does not currently accommodate dedicated active transportation facilities.
- ▶ Existing operating speeds and roadway characteristics present safety and multimodal mobility considerations.
- ▶ Ultimate transportation needs must be confirmed in the context of planned growth and multiple concurrent development initiatives within the Prudhommes area.
- ▶ Future improvements must balance transportation needs with adjacent residential, commercial, agricultural, and environmental land uses.

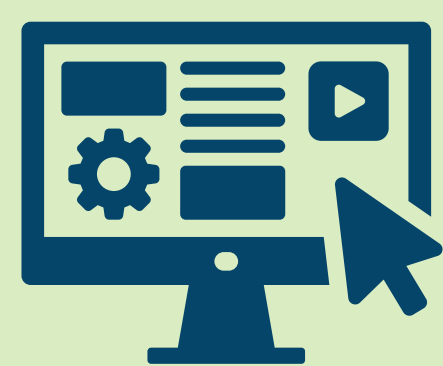


Identify Key Opportunities

- ▶ Support the Prudhommes Secondary Plan vision for a walkable, mixed-use waterfront community.
- ▶ Establish a Complete Streets corridor that accommodates all users, including pedestrians, cyclists, transit users, and motorists.
- ▶ Close active transportation network gaps and strengthen connections to the Waterfront Trail and broader Regional and Town networks.
- ▶ Improve corridor safety, accessibility, and overall user experience.
- ▶ Enhance connectivity between existing and planned communities, employment areas, and recreational destinations.

▶ Next Steps

- 1 Continue with Transportation Assessment and supporting technical studies
- 2 Confirm the Problem and Opportunity Statement (Summer 2026)
- 3 Develop and evaluate alternative planning solutions (Summer 2026)
- 4 Conduct PIC #2 to present the evaluation results, identify the preferred planning solution, and obtain stakeholder feedback (Fall 2026)



Keep up to date by checking the project website:

niagararegion.ca/projects/regional-road-39/

How to Participate!



Fill out a Comment Form

Provide your feedback by July 24, 2026



Join the Project Mailing List

Be notified of the future updates



Contact the Project Team

Reach out to the Project Team at contact information provided below

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