



# Visual Impact **Assessment**

**388 - 394 CONCESSION STREET &  
15 - 19 EAST 15TH STREET**

**City of Hamilton - Design Review Panel**



**November 2025**

Prepared for: Concession Property Corp.



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# 1.0 Introduction

## 1.1 Proposal

The following Visual Impact Assessment has been prepared by A.J. Clarke and Associates, in support of Design Review Panel. This Visual Impact Assessment will assess the proposed development on the lands municipally addressed as 388 Concession Street in Hamilton (referred to as “the Subject Lands”). The Subject Lands are located on the south-east corner of Concession Street and East 15th Street intersection in the Inch Park neighbourhood. The Subject Lands are approximately 2,687.78m<sup>2</sup> in size and have a frontage of 47.25 metres along Concession Street and 62.55 metres along East 15th Street. The proposed development is comprised of a ten (10) storey apartment building with 293.33 square metres of ground-floor retail space. The apartment will comprise 176 units with 78 parking spaces located both at and below grade.

## 1.2 Assessment Intent and Scope

The goal of this Visual Impact Assessment (VIA) is to demonstrate the impact that the location, massing and height of the proposed building will have on the scenic attributes and human visual experience of the Niagara Escarpment. For the purposes of this Visual Impact Assessment (VIA), “visual impact” is meant generally as the extent of change in the visual landscape created by the proposed development. Per the City of Hamilton’s policies, visual landscape for this purpose includes both the natural landscape as well as the built landscape. This VIA explores three locations below the escarpment which may experience potential impacts from the proposed development as outlined by the Niagara Escarpment Commission:

1. Corktown Park;
2. Shamrock Park; and,
3. Carter Park

The VIA assesses each location by analyzing the contrast between the existing and proposed conditions. 3D models have been geolocated and inserted into each picture to give an accurate representation.



FIGURE 1: 3D RENDERING OF PROPOSED APARTMENT. PREPARED BY CHAMBERLAIN ARCHITECT SERVICES LTD.



## 2.0 Policy and Guidelines Basis

### 2.1 Urban Hamilton Official Plan

Section 3.3.5 of the Urban Hamilton Official Plan describes public views and vistas as “significant visual compositions of important public and historic buildings, natural heritage and open space features, landmarks, and skylines which enhance the overall physical character of an area when viewed from the public realm. Vistas are generally panoramic in nature while views usually refer to a strong individual feature often framed by its surroundings. Examples of existing significant vistas include the panorama of the Niagara Escarpment, Hamilton Harbour and the Downtown skyline as viewed from various vantage points throughout the city. The following policies are applicable in relation to built form and views and vistas:

- Section 3.3.5.2. Views and vistas shall be achieved through alignment of rights-of-way, layout of pedestrian circulation and open space systems, and the siting of major features, public uses, and built form.
- Section 3.3.5.3. The principal façades of public buildings and parks are encouraged to locate at the termination of a street or view corridor or at street intersections to act as focal points for views except in situations where such building placement would compromise existing significant views or vistas.

## 3.0 Methodology

### 3.1 Methodology Overview

The below outlines the progression of the method used for the modelling and photo-simulations used in this VIA.

1. A 3D Model of the proposed building was prepared by the project architect utilizing Revit.
2. Specific viewpoints were selected by Niagara Escarpment Commission staff based on the policy direction to protect views to the escarpment. Figure 2 illustrates the location of the selected vista and viewpoints for detailed modelling.
3. Photographs were captured using a camera and are intended to replicate pedestrian/commuter visual perspectives.
4. The photo-simulation of each viewpoint (Figures 3 through 18) compares the existing view using the original photo and the proposed view, showing the 3D Model superimposed to show the visual landscape at each viewpoint.

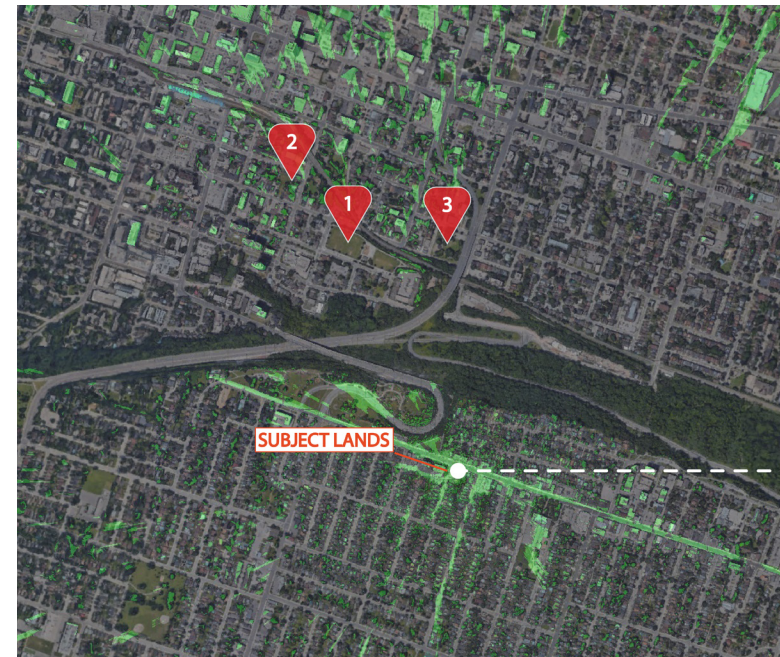


FIGURE 2: VIEWSHED ANALYSIS MAPPING PREPARED BY A.J. CLARKE AND ASSOCIATES LTD.

# 4.0 Figures

## 4.1 Viewpoint 1: Corktown Park



FIGURE 3: VIEWPOINT 1 PICTURE WITHOUT SIMULATION. IMAGE PROVIDED BY A.J. CLARKE AND ASSOCIATES LTD.



FIGURE 4: VIEWPOINT 1 PICTURE WITH SIMULATION. PREPARED BY CHAMBERLAIN ARCHITECT SERVICES LTD.

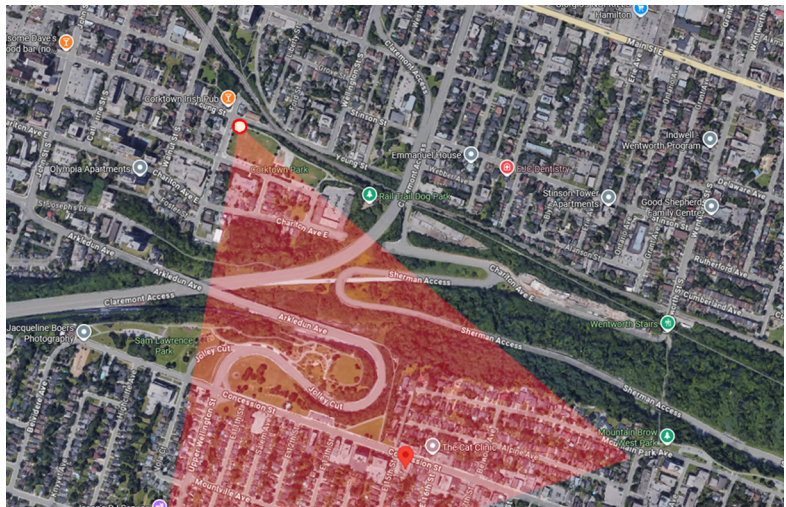


FIGURE 5: KEY MAP DEPICTING CAMERA LOCATION AND ANGLE FOR VIEWPOINT 1. BASE IMAGE PROVIDED BY GOOGLE MAPS.

Location	Direction of View	Date
Corktown Park 43.249, -79.864	South	October 21, 2025

### Assessment of View

As depicted in Figures 3 & 4 there is little anticipated visual impact created by the proposed development. While the level of impact may vary depending on the time of year and present vegetation, the majority of the proposed building's massing will be screened by the treed area along the ridge of the escarpment.



4.2 Viewpoint 2: Shamrock Park



FIGURE 6: VIEWPOINT 2 PICTURE WITHOUT SIMULATION. IMAGE PROVIDED BY A.J. CLARKE AND ASSOCIATES LTD.



FIGURE 7: VIEWPOINT 2 PICTURE WITH SIMULATION. PREPARED BY CHAMBERLAIN ARCHITECT SERVICES LTD.



FIGURE 8: KEY MAP DEPICTING CAMERA LOCATION AND ANGLE FOR VIEWPOINT 2. BASE IMAGE PROVIDED BY GOOGLE MAPS.

Location	Direction of View	Date
Shamrock Park 43.251, -79.865	South	October 21, 2025

Assessment of View

As depicted in Figures 6 & 7 the proposed building is screened from public view by the existing tree line. While the degree of screening may vary depending on the season there remains no anticipated visual impact from the proposed building on the escarpment.



4.3 Viewpoint 3: Carter Park



FIGURE 9: VIEWPOINT 3 PICTURE WITHOUT SIMULATION. IMAGE PROVIDED BY A.J. CLARKE AND ASSOCIATES LTD.



FIGURE 10: VIEWPOINT 3 PICTURE WITH SIMULATION. PREPARED BY CHAMBERLAIN ARCHITECT SERVICES LTD.

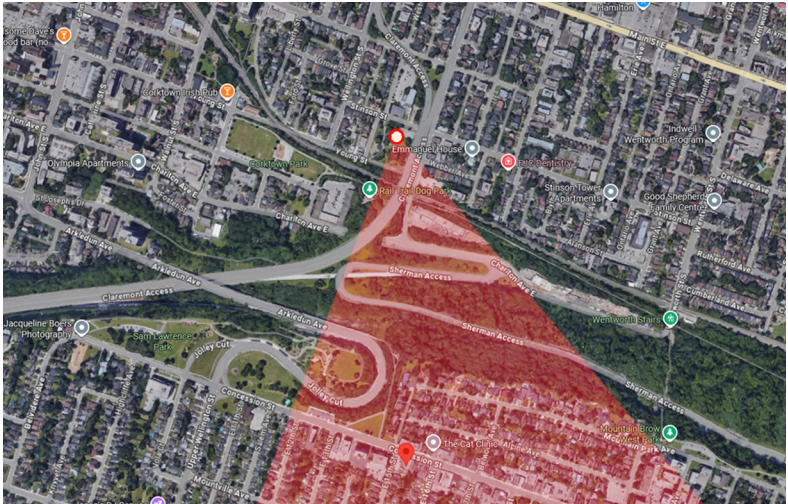


FIGURE 11: KEY MAP DEPICTING CAMERA LOCATION AND ANGLE FOR VIEWPOINT 3. BASE IMAGE PROVIDED BY GOOGLE MAPS.

Location	Direction of View	Date
Shamrock Park 43.249, -79.860	South	October 21, 2025

Assessment of View

As depicted in Figures 10 & 11, the proposed building is screened from public view by the existing tree line. Although the level of screening may vary seasonally, the proposed building is not expected to have any visual impact on the escarpment.



## 5.0 Conclusion

Based on the analysis above, it is our opinion that the proposed development is appropriate and desirable in relation to potential visual impacts as minimal visual impact of the proposed development is anticipated for lands located below the escarpment as identified in Figure 2.

Further study of the visual impact of the proposed development will be conducted during subsequent stages of development. Future analysis will take place once the tree leaves are exfoliated to provide an accurate depiction of the full visual impact.

Prepared by,

A handwritten signature in black ink, appearing to read 'Mack Farrant', written over a horizontal line.

Mack Farrant, MUD, RRP, MCIP  
Urban Designer | Planner  
A.J. Clarke and Associates Ltd.