

Figure 1. Study Area: City of Niagara Falls and Core City Boundaries



Figure 2. Existing Conditions and Primary Land Uses

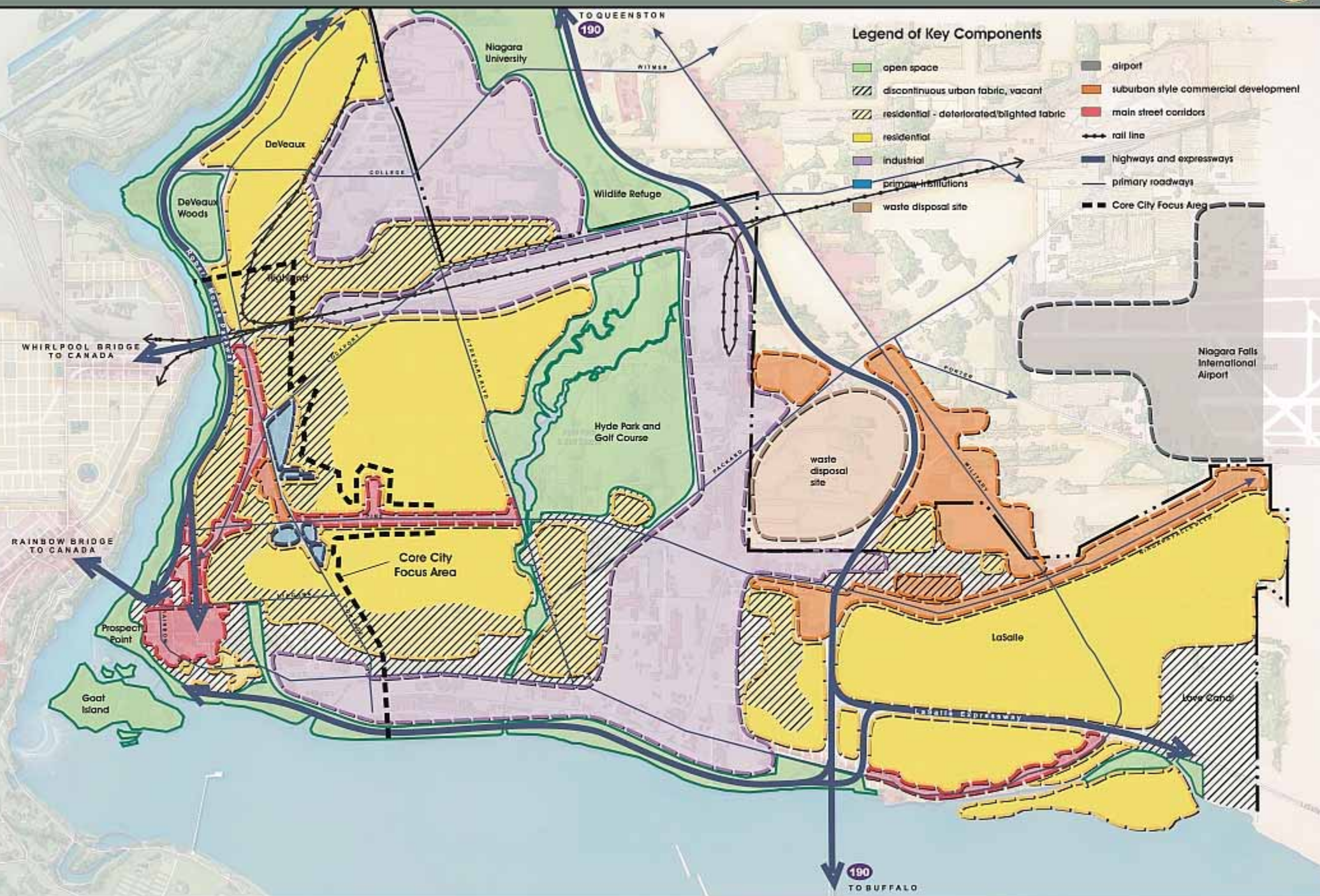


Figure 3. Existing Core City Structure

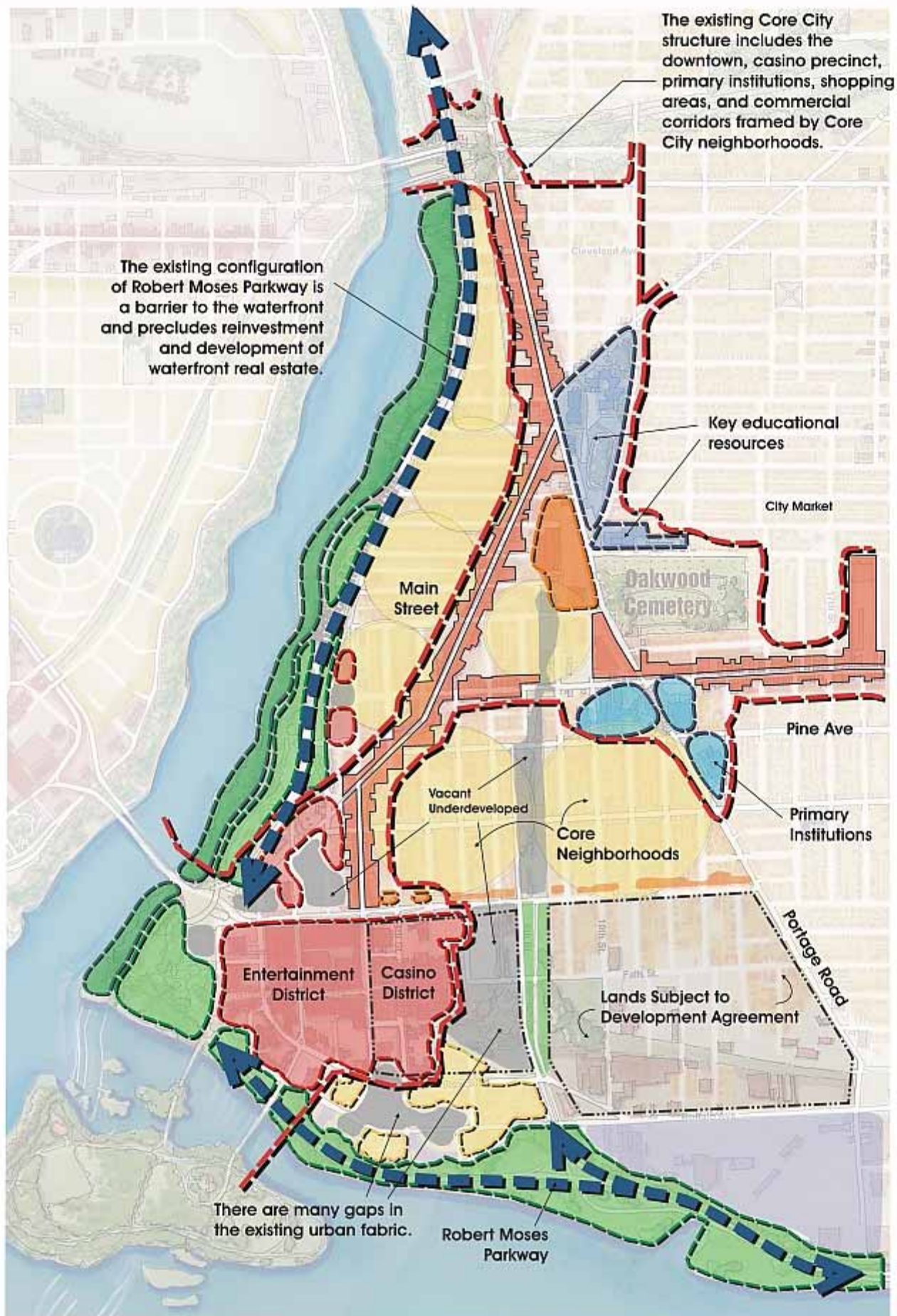


Figure 4. Bi-national Region

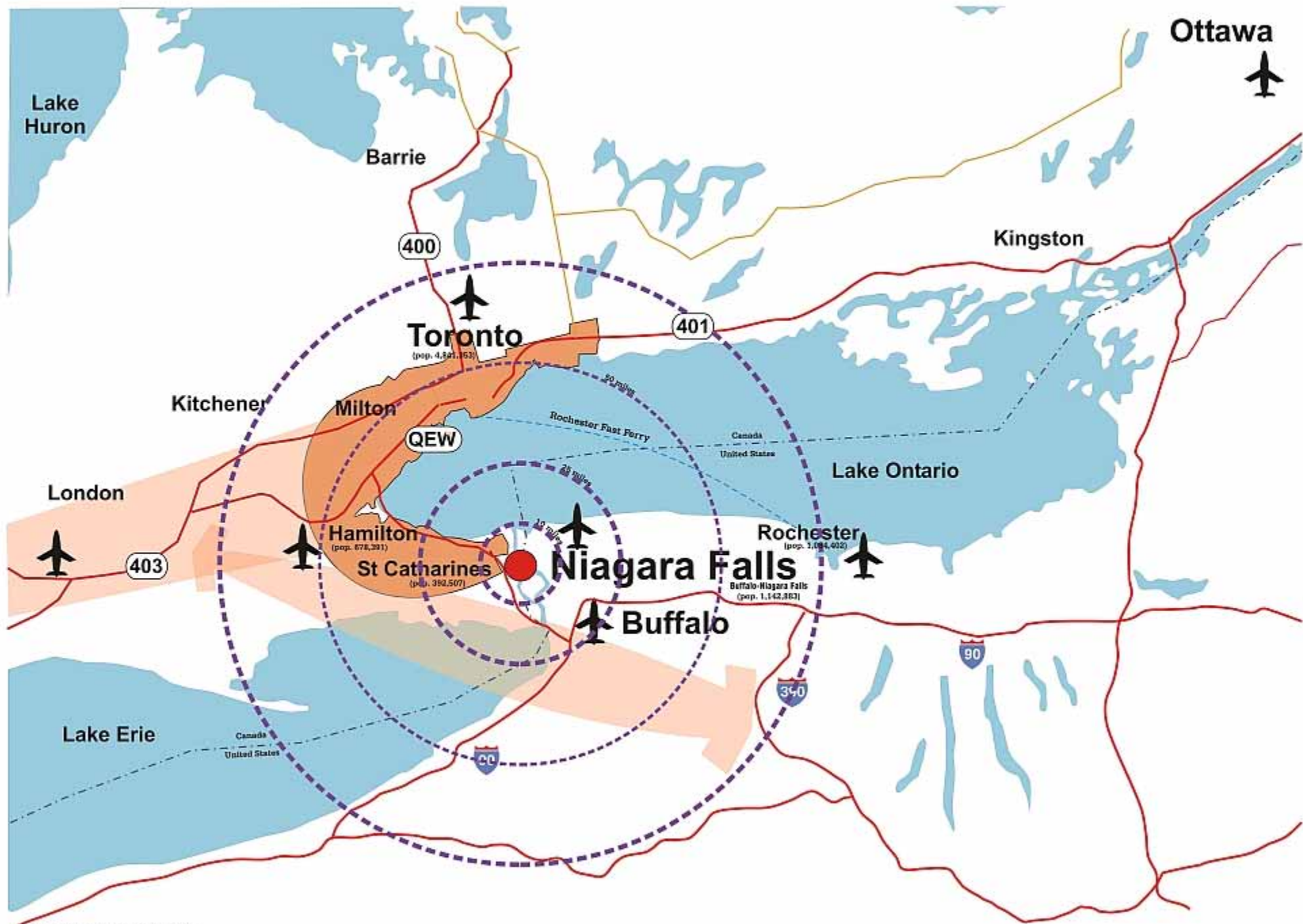


Figure 5. Core City Vision
A 20-Year Look Forward

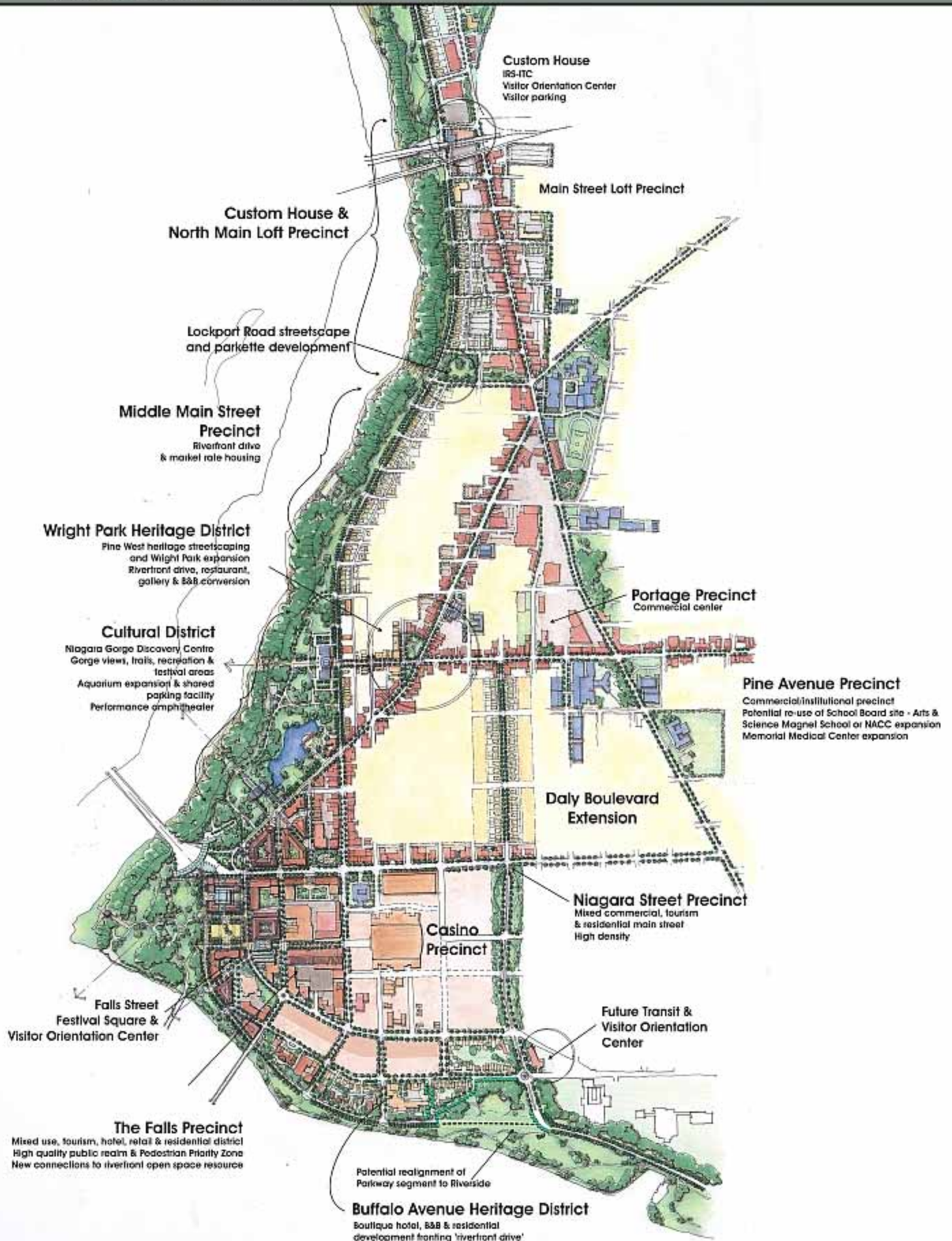


Figure 6. Core City Vision:

Some Big Moves are needed to unlock the tremendous potential for the future



The reconfiguration of the Parkway, the creation of the Cultural District, neighborhood renewal, and a focus on strengthening existing assets throughout the Core City and Falls Precinct areas will enable the City to unlock its future economic, social and cultural potential, and firmly attach the downtown to its waterfront.

Strengthen existing Commercial Corridor

Downtown and mixed use areas have a significant role to play in the City's growing tourism economy. Improving connections between tourism, business and waterfront areas will increase visitation to local establishments and stimulate greater economic growth.

Reconfigure Robert Moses Parkway

Main Street

The Cultural District

The new Daly neighborhood will be a catalyst for neighborhood renewal.

Pine Ave

Niagara Street has tremendous potential as a mixed use main street.

Portage Rd

Lands Subject to Development Agreement

Casino District

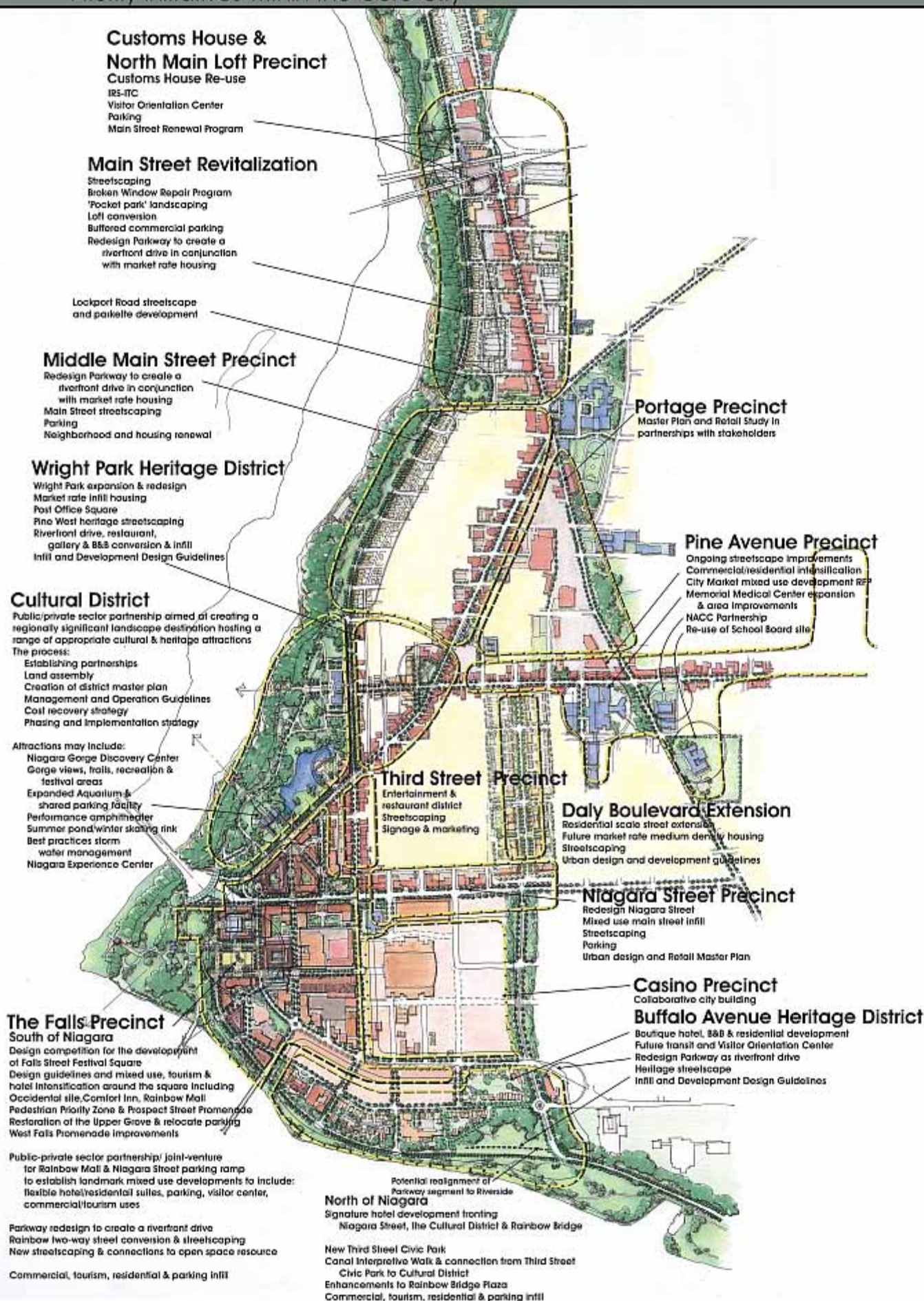
Many targeted initiatives are needed in the Falls Precinct to support tourism development.

Potential realignment of Parkway segment to Riverside



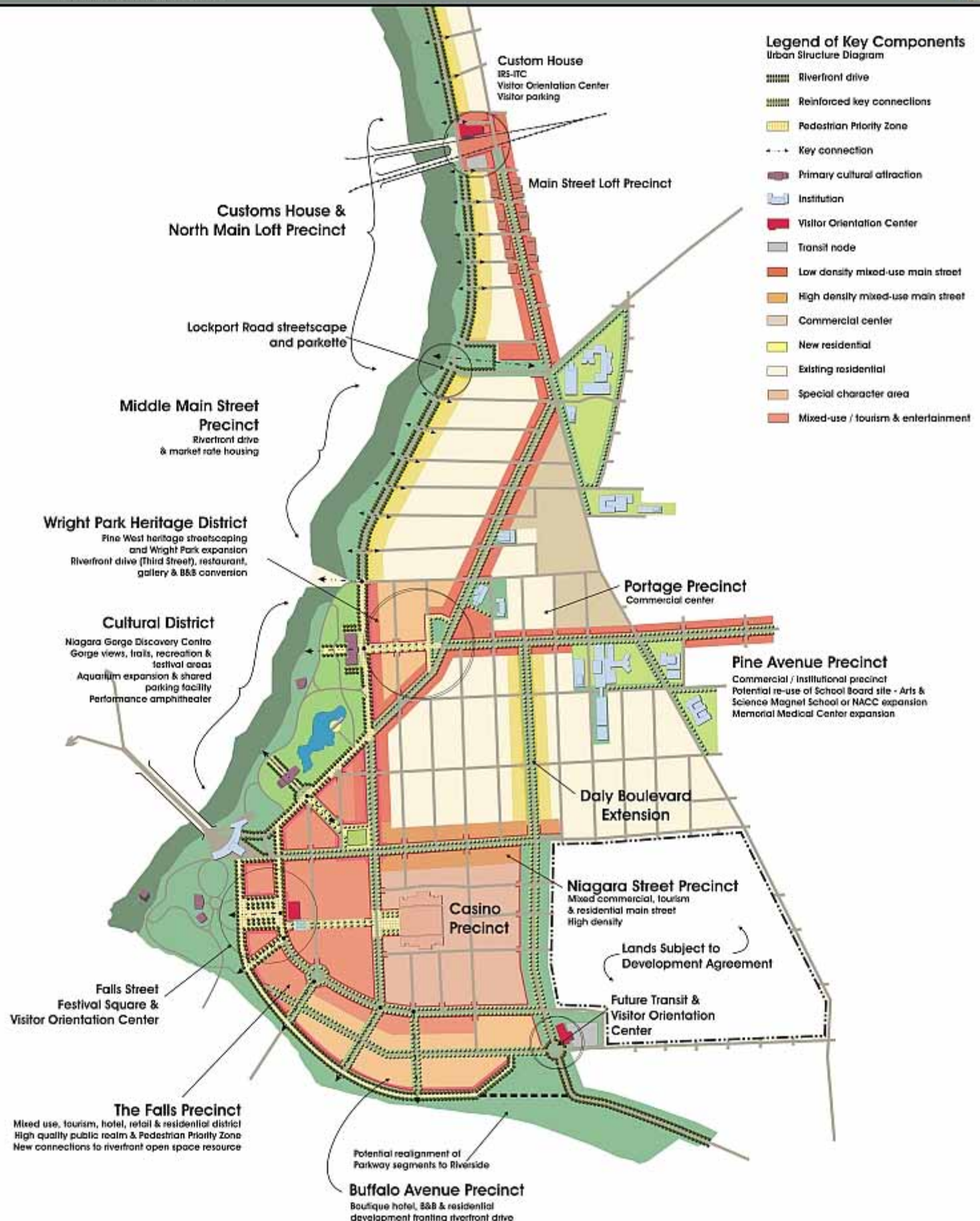
Figure 7. Core City Vision:

Priority Initiatives within the Core City



0 200 400 800 1200m
 0 655' 1310' 2625' 3940'

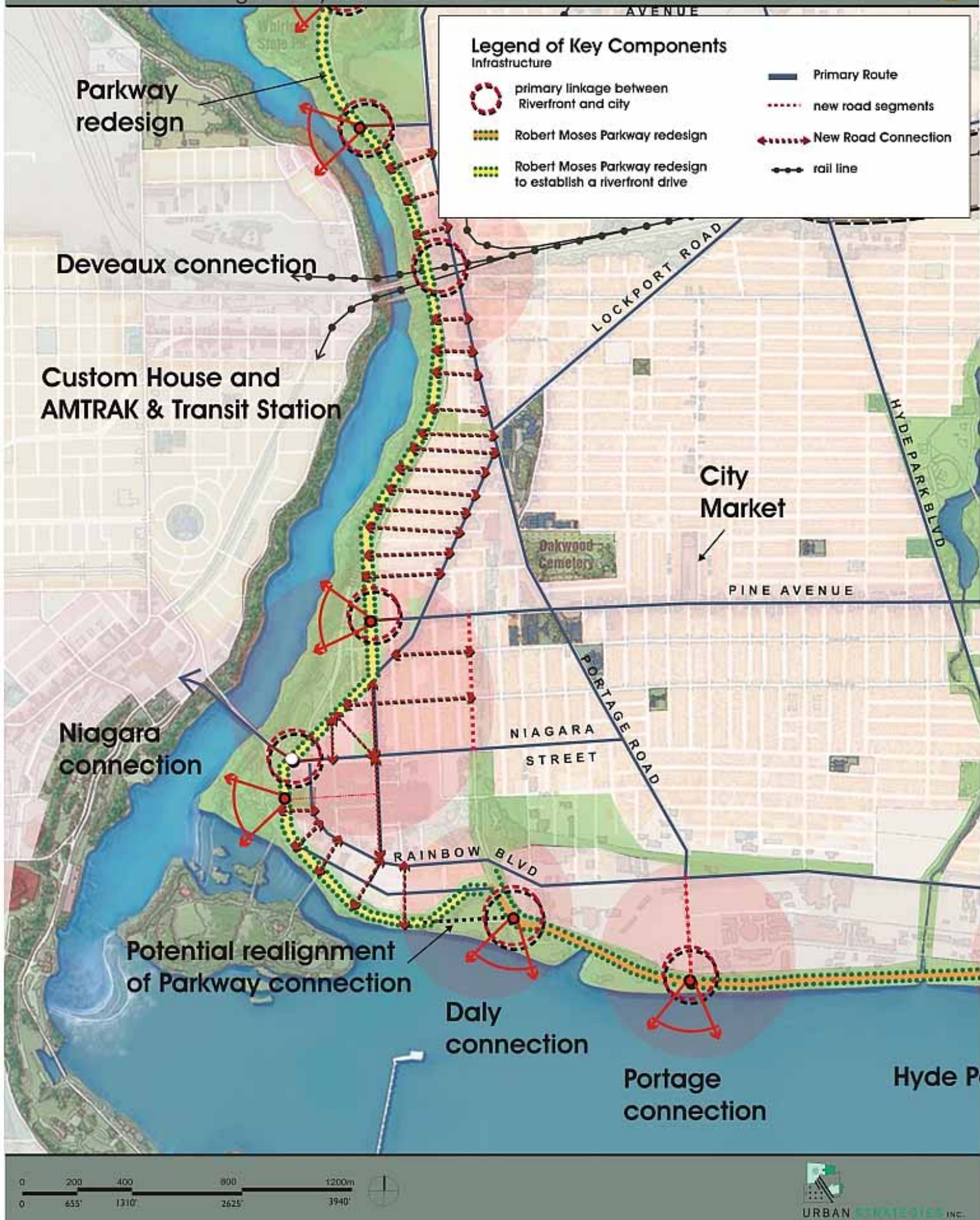
**Figure 8. Core City Vision:
Urban Structure**



0 200 400 800 1200m
0 655' 1310' 2625' 3940'



Figure 9. Core City: The Big Moves
Reconnecting the City to its Waterfront

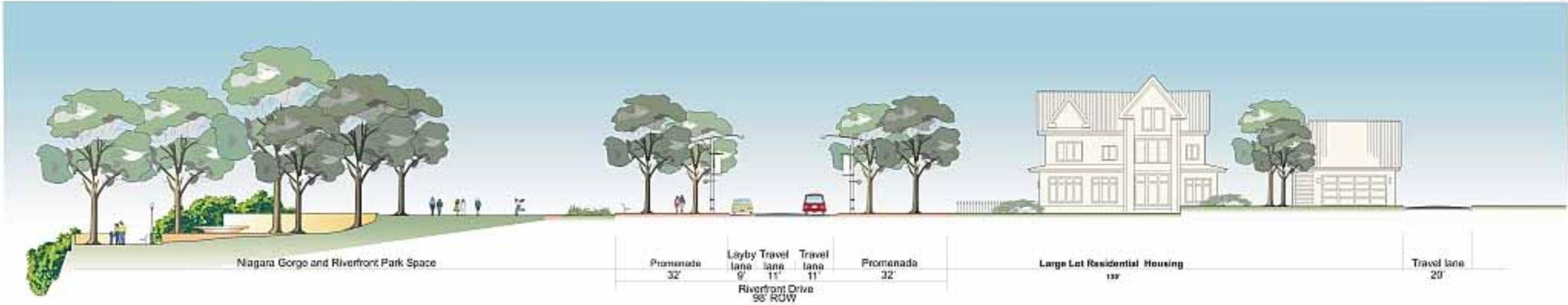




The character of the Robert Moses Parkway in the Customs House and North Main Loft Precinct will be that of a drive through a park.



New residential development along the riverfront drive will need to have a strong presence.



Section A: **Proposed** section through riverfront drive north

Figure 11. Core City: The Big Moves
Cultural District



Cultural District

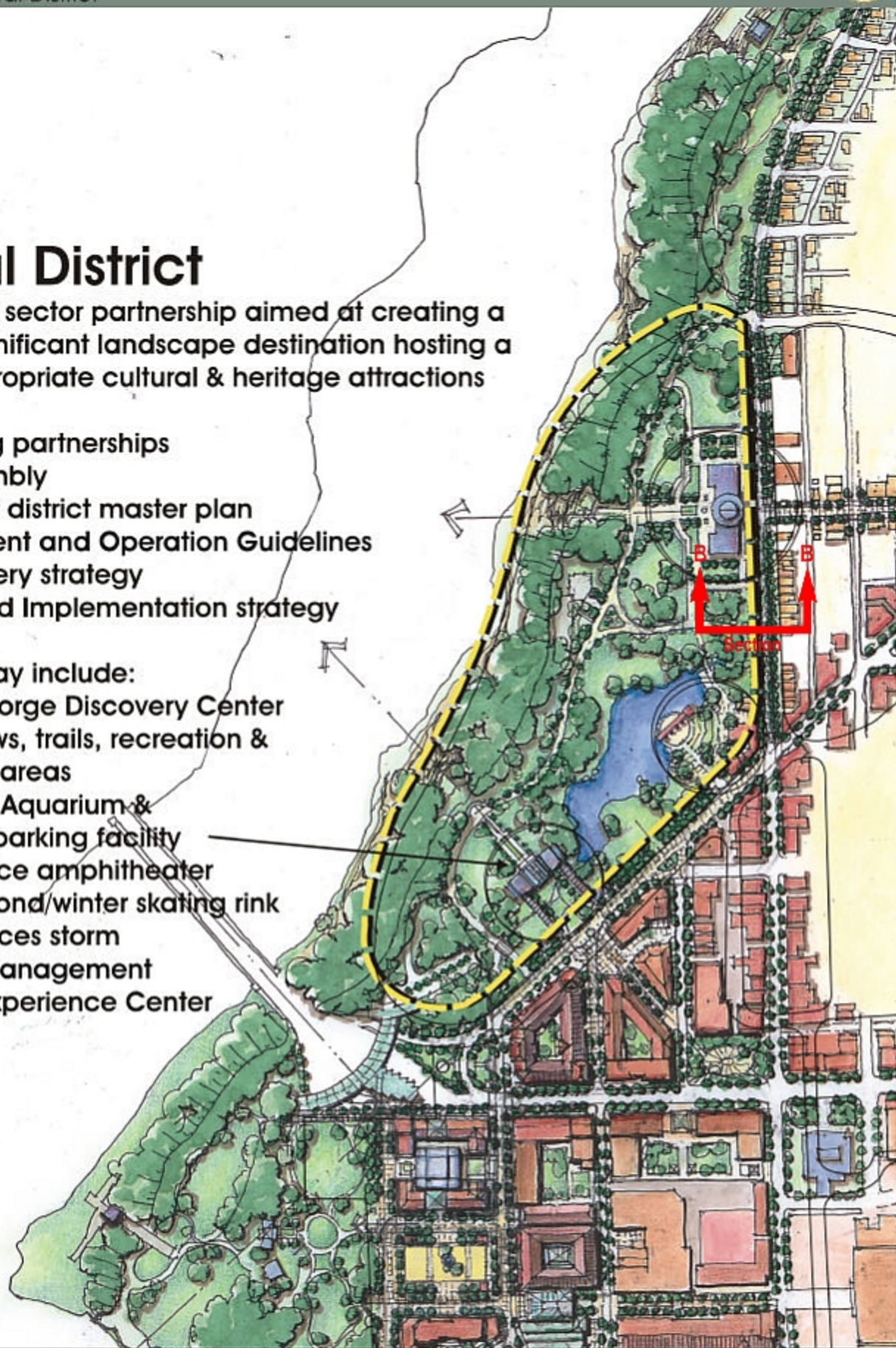
Public/private sector partnership aimed at creating a regionally significant landscape destination hosting a range of appropriate cultural & heritage attractions

The process:

- Establishing partnerships
- Land assembly
- Creation of district master plan
- Management and Operation Guidelines
- Cost recovery strategy
- Phasing and Implementation strategy

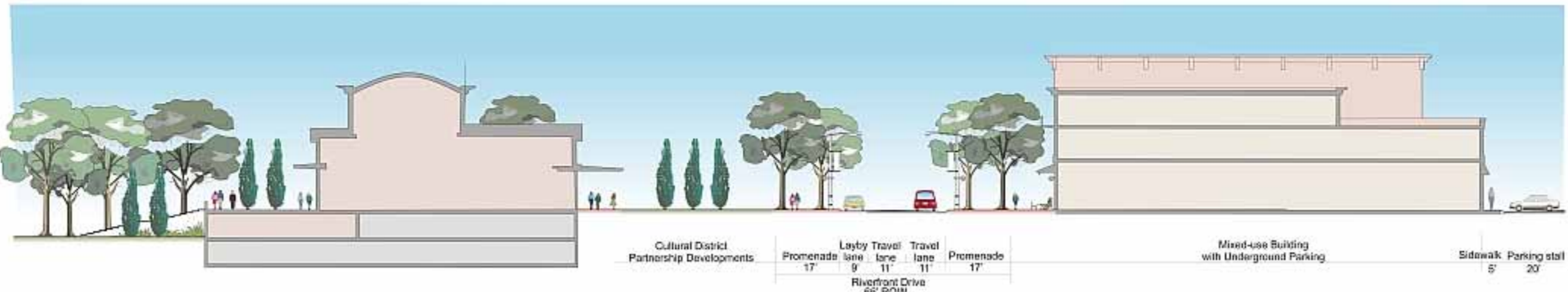
Attractions may include:

- Niagara Gorge Discovery Center
- Gorge views, trails, recreation & festival areas
- Expanded Aquarium & shared parking facility
- Performance amphitheater
- Summer pond/winter skating rink
- Best practices storm water management
- Niagara Experience Center



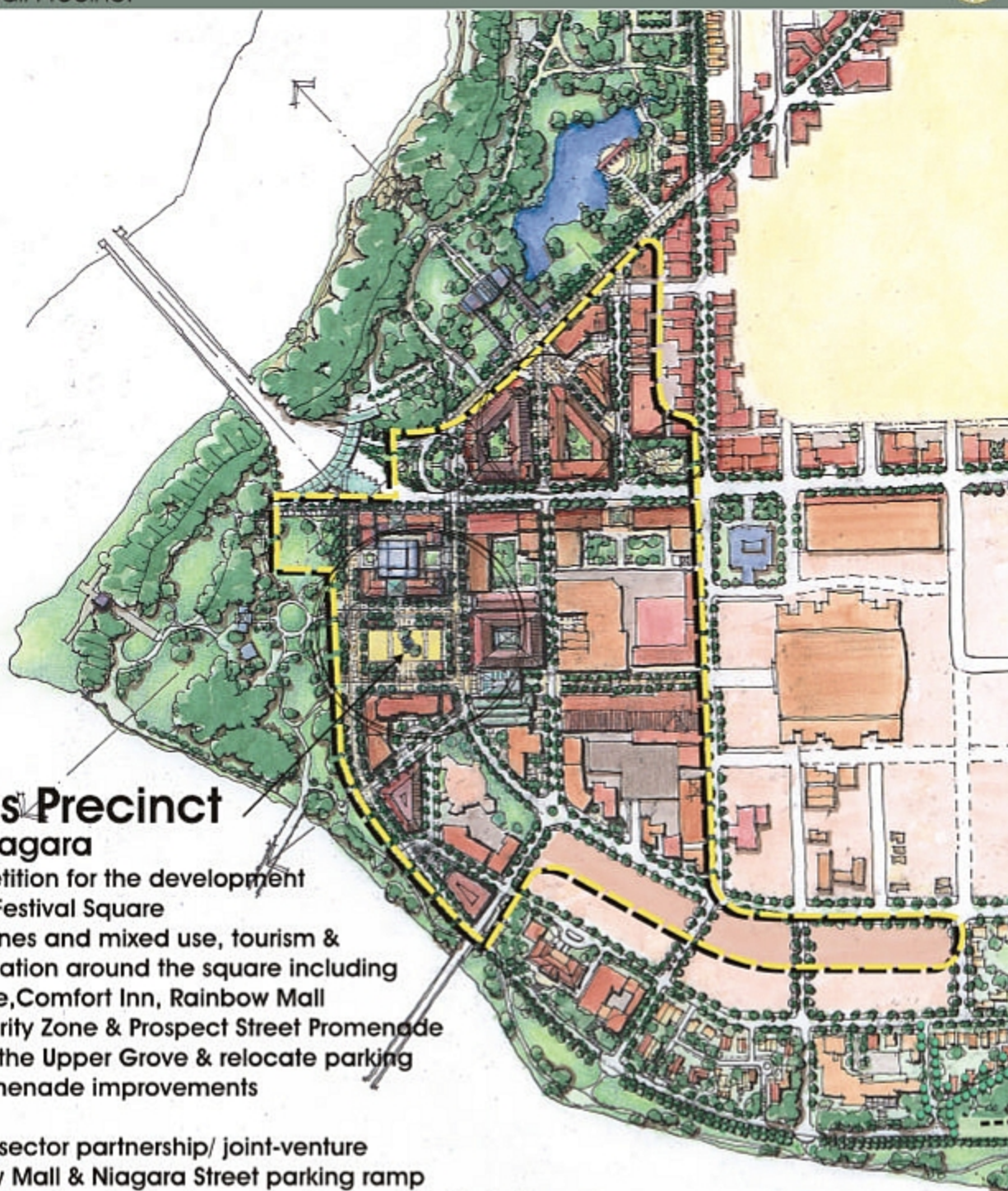


The creation of a lake demonstrating state-of-the-art storm water management techniques could provide a remarkable setting for many destinations in the Cultural District.



Section A: **Proposed** section through riverfront drive at Aquarium of Niagara expansion

Figure 13. Core City: The Big Moves
The Falls Precinct



The Falls Precinct South of Niagara

Design competition for the development of Falls Street Festival Square

Design guidelines and mixed use, tourism & hotel intensification around the square including Occidental site, Comfort Inn, Rainbow Mall
Pedestrian Priority Zone & Prospect Street Promenade
Restoration of the Upper Grove & relocate parking
West Falls Promenade improvements

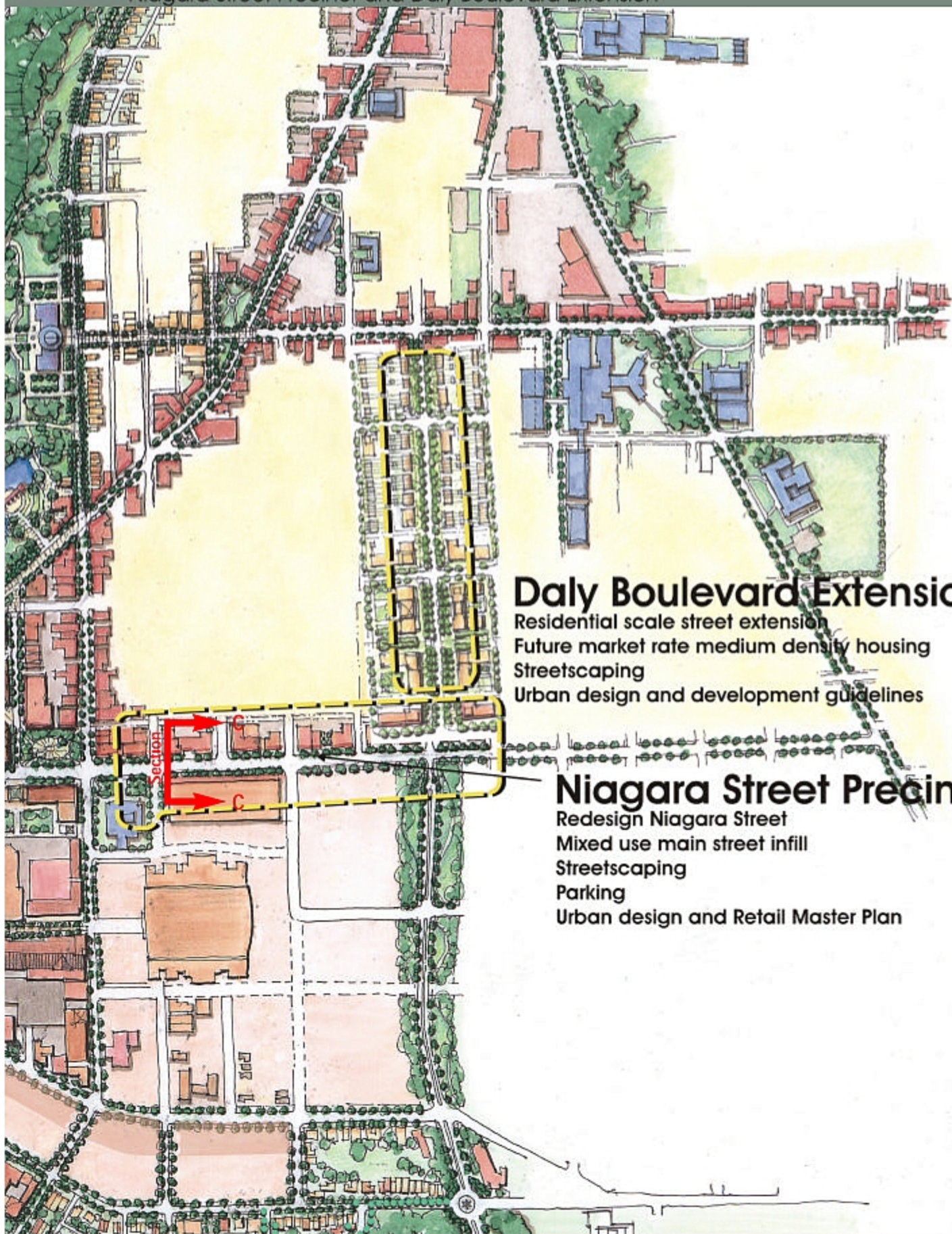
Public-private sector partnership/ joint-venture for Rainbow Mall & Niagara Street parking ramp to establish landmark mixed use developments to include: flexible hotel/residential suites, parking, visitor center, commercial/tourism uses

Parkway redesign to create a riverfront drive
Rainbow two-way street conversion & streetscaping
New streetscaping & connections to open space resource

Commercial, tourism, residential & parking infill

Figure 14. Core City: The Big Moves

Niagara Street Precinct and Daly Boulevard Extension



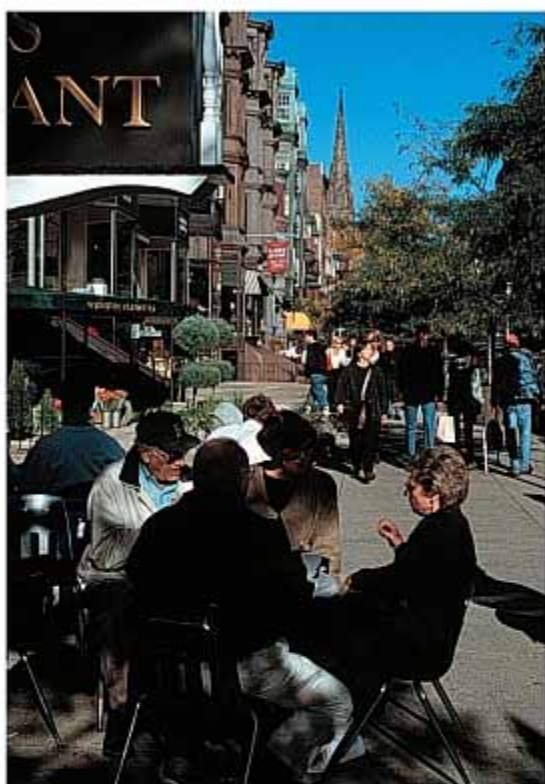
Daly Boulevard Extension

Residential scale street extension
Future market rate medium density housing
Streetscaping
Urban design and development guidelines

Niagara Street Precinct

Redesign Niagara Street
Mixed use main street infill
Streetscaping
Parking
Urban design and Retail Master Plan

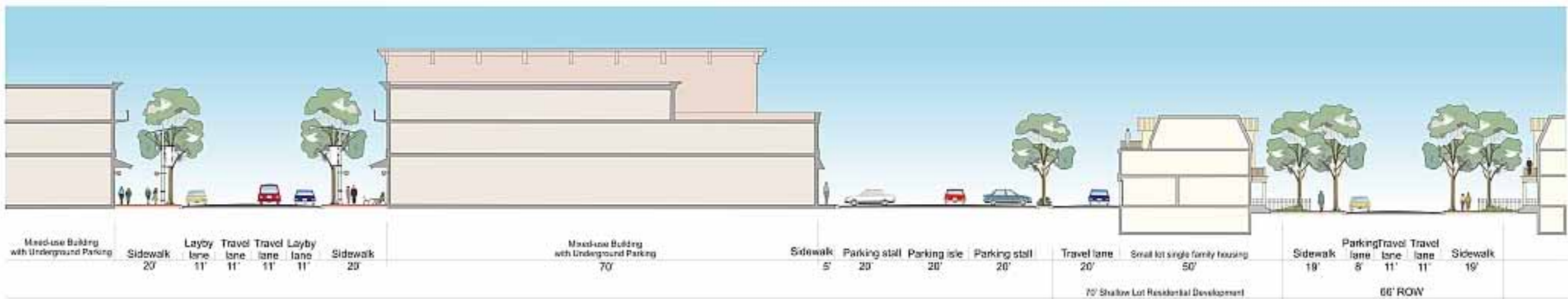
Figure 15 . Core City: The Big Moves - The release of consolidated 'Land Banked'
 areas for new housing and commercial parking can support existing commercial corridors, such as Third Street



Housing must be supplemented by community amenities and high quality streetscapes.



By consolidating properties acquired through the Land Bank, new housing in a greater variety of forms can be developed, to meet the diverse needs of the city's population. The gradual release of land in response to market demand is important , to ensure the market is not overwhelmed by an oversupply.



Section D: Commercial uses and parking on Main Street adjacent to neighborhoods

Figure 16. Core City: Precinct Strategies

Customs House & North Main Loft Precinct, Main Street Revitalization

Middle Main Street Precinct, Wright Park Heritage District and Portage Precinct



Customs House & North Main Loft Precinct

Customs House Re-use

- IRS-ITC
- Visitor Orientation Center
- Parking
- Main Street Renewal Program

Main Street Revitalization

- Streetscaping
- Broken Window Repair Program
- 'Pocket park' landscaping
- Loft conversion
- Buffered commercial parking
- Redesign Parkway to create a riverfront drive in conjunction with market rate housing

Lockport Road streetscape and parkette development

Middle Main Street Precinct

- Redesign Parkway to create a riverfront drive in conjunction with market rate housing
- Main Street streetscaping
- Parking
- Neighborhood and housing renewal

Wright Park Heritage District

- Wright Park expansion & redesign
- Market rate infill housing
- Post Office Square
- Pine West heritage streetscaping
- Riverfront drive, restaurant, gallery & B&B conversion & infill
- Infill and Development Design Guidelines

Portage Precinct

Master Plan and Retail Study in partnerships with stakeholders

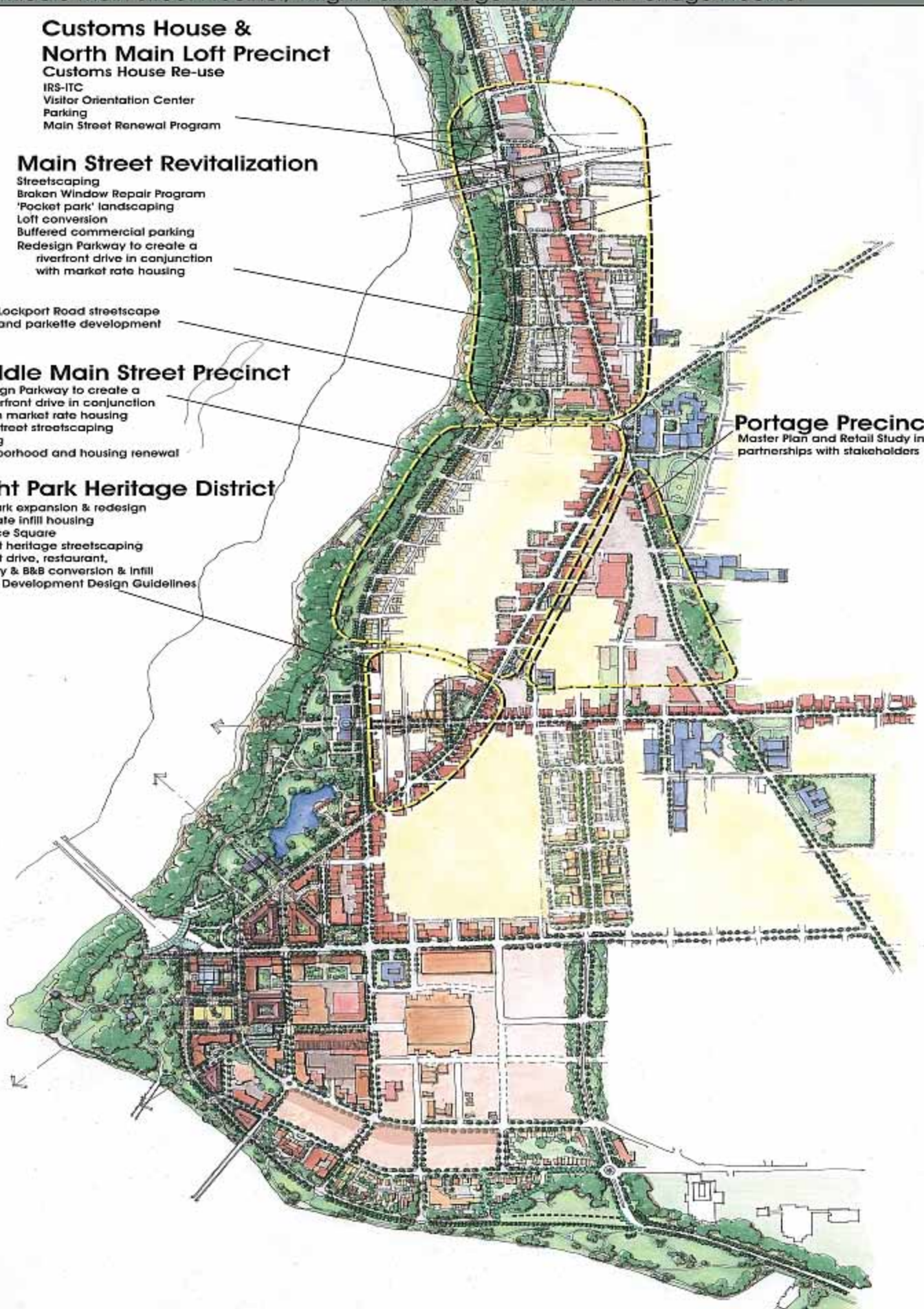


Figure 17. Core City: Precinct Strategies

Pine Avenue Precinct, Third Street Precinct and Buffalo Avenue Heritage District

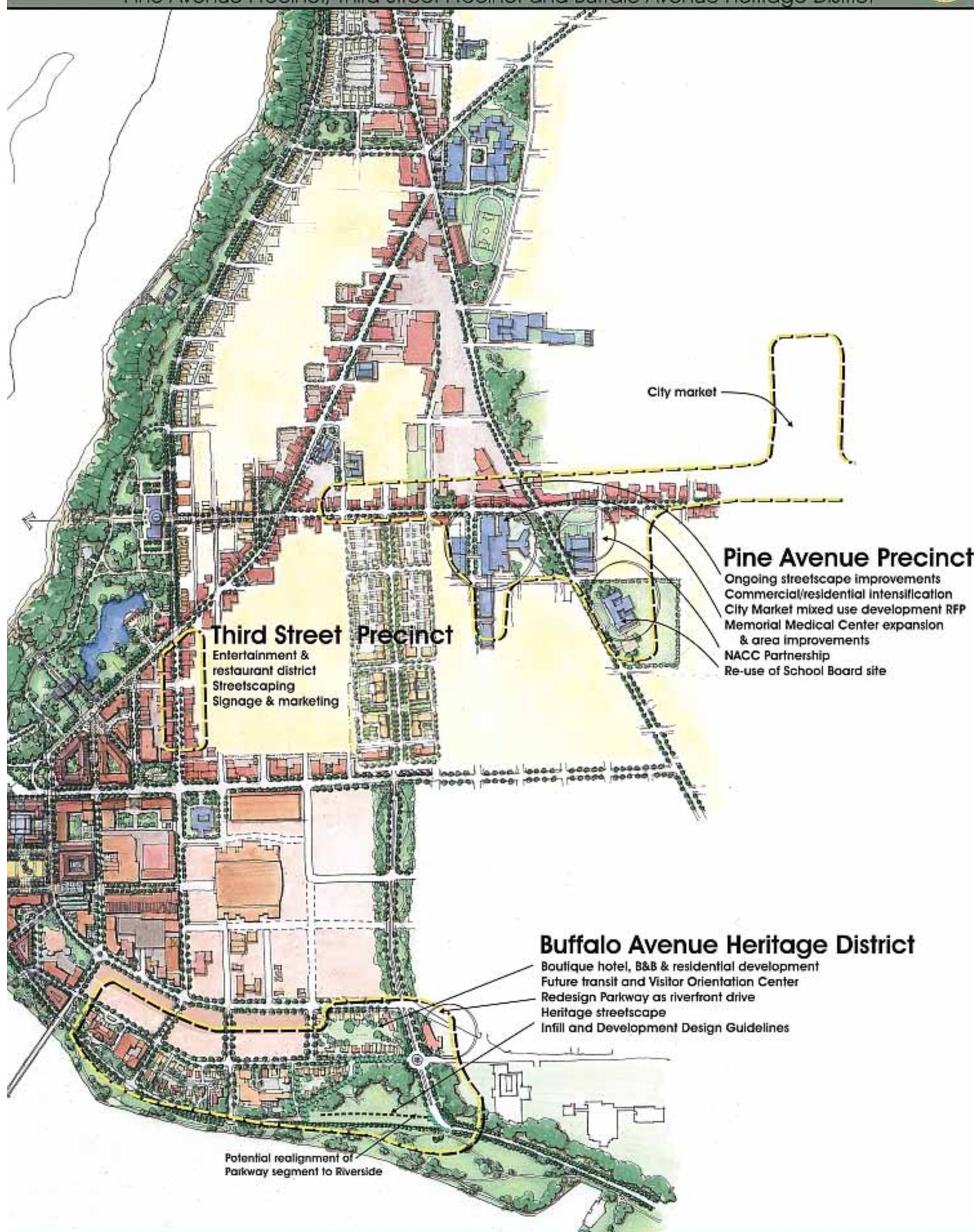


Figure 18. Core City:

Tourism - Arrival and Orientation

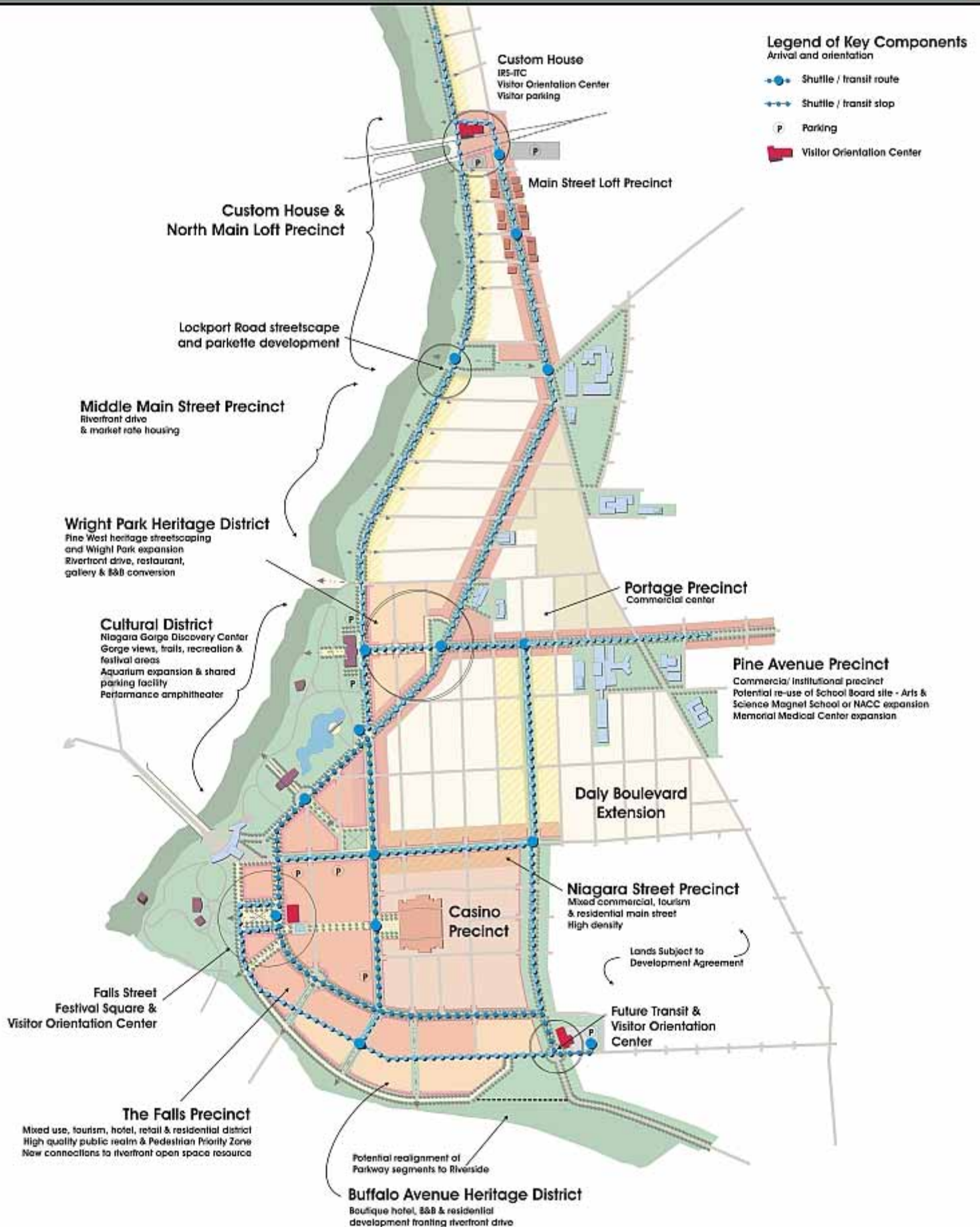


Figure 19. Priority Initiatives within the Core City

Short-term Projects for Implementation (first 5 years)

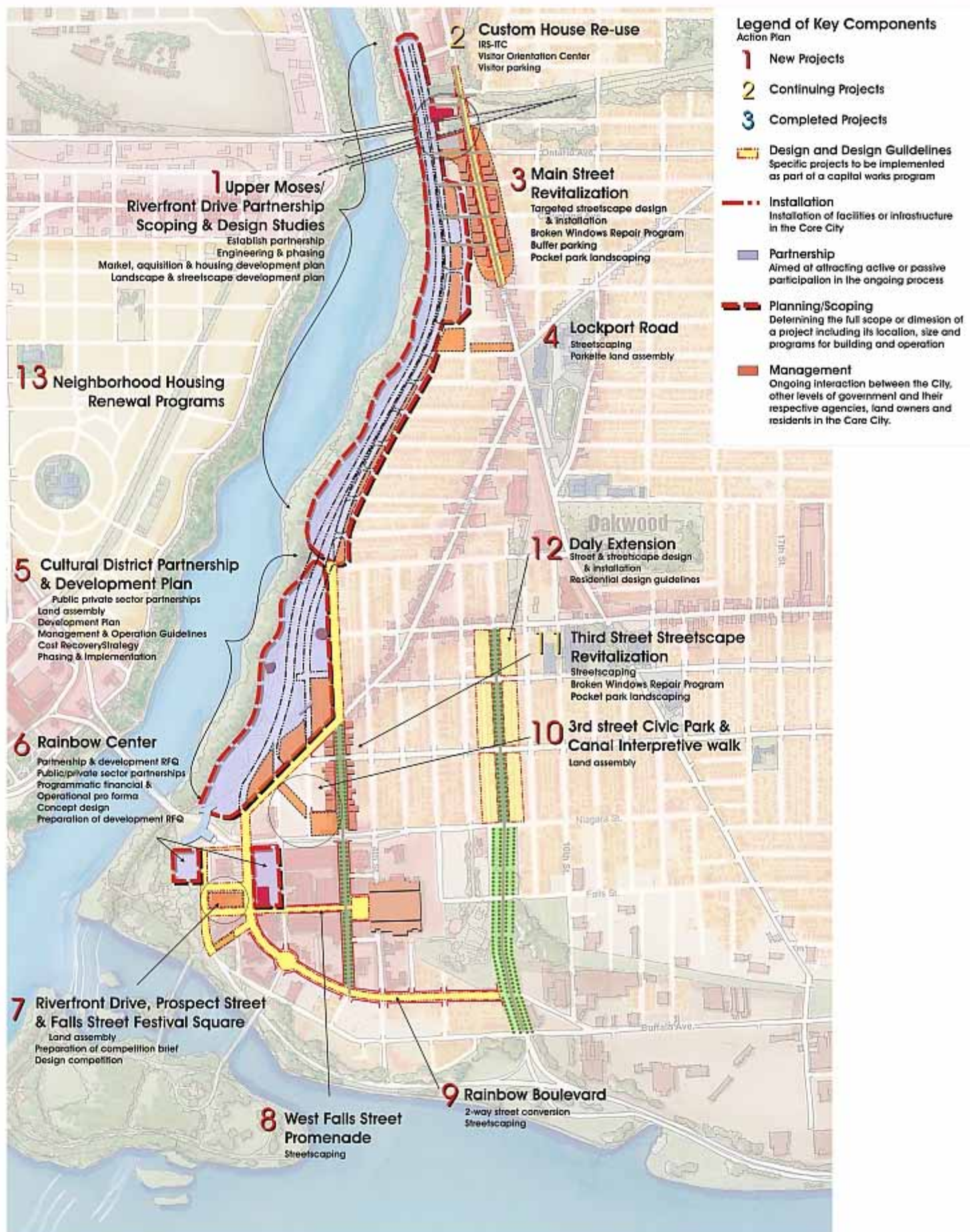
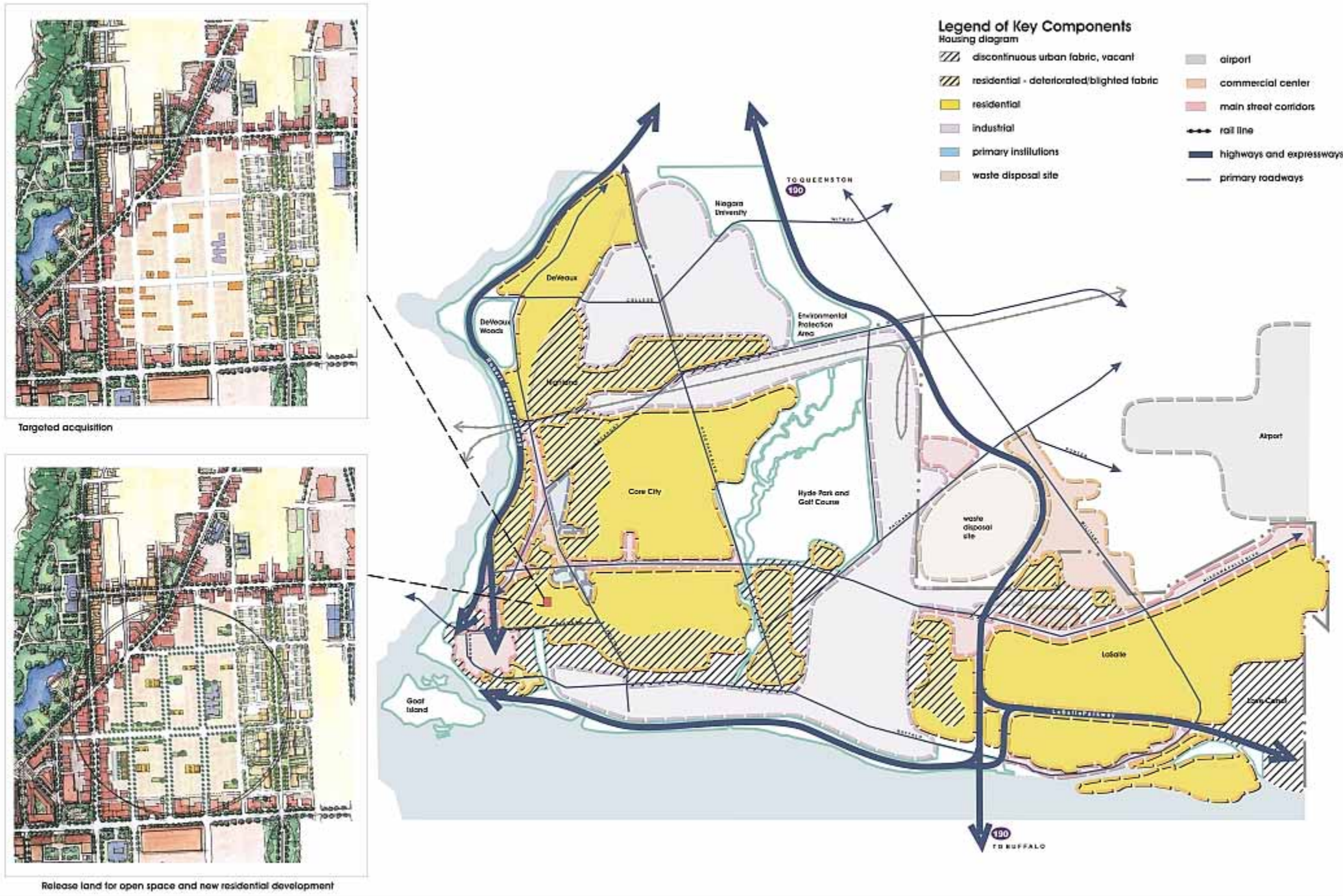


Figure 20. Priority Initiatives within the Core City

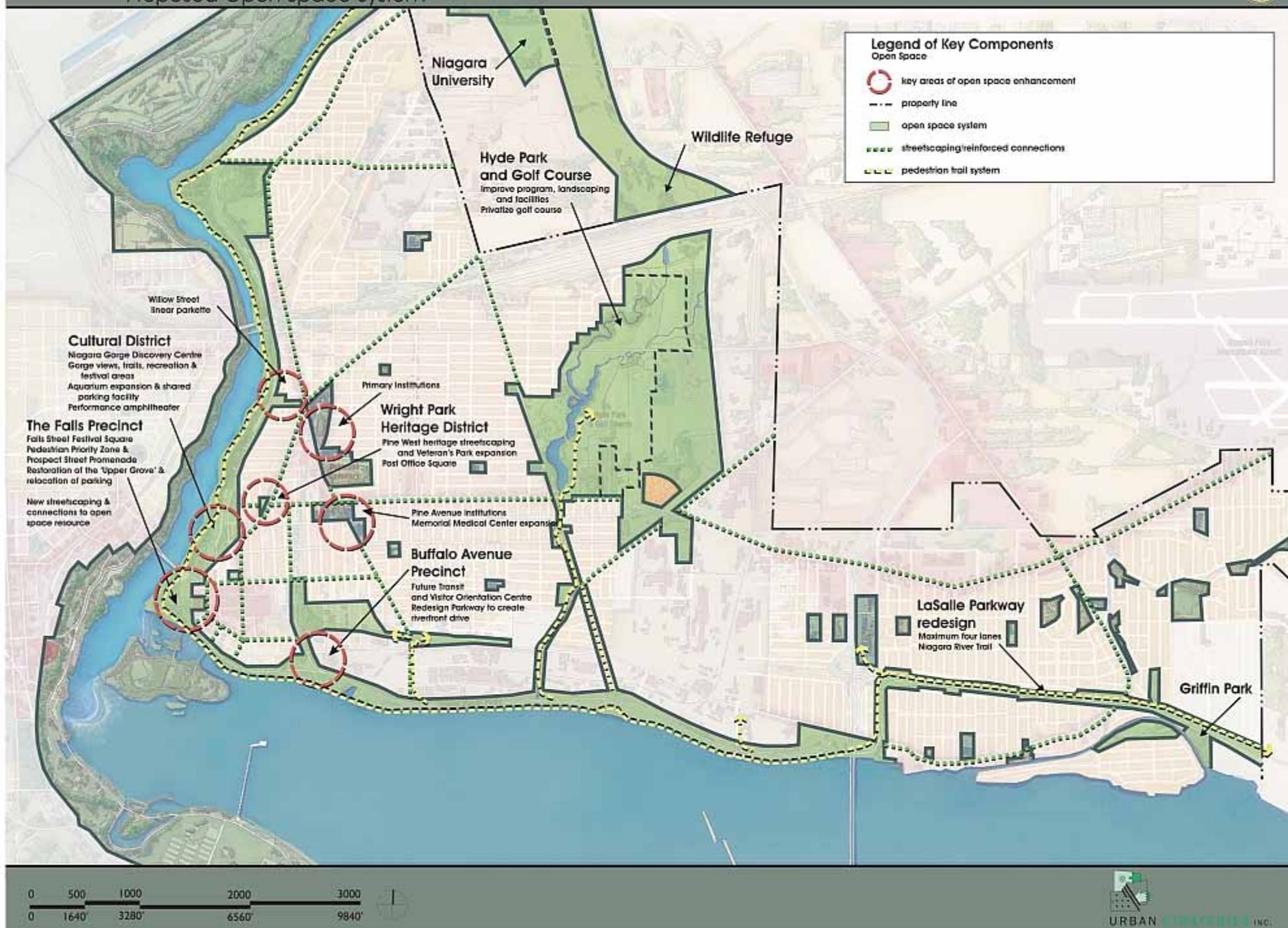
Long-term Projects for Implementation (5 to 15 years)



Figure 21. General Citywide Strategies:
Existing Housing Conditions



**Figure 22. General Citywide Strategies:
Proposed Open Space System**



**Figure 23. General Citywide Strategies:
Proposed Transportation System**



