

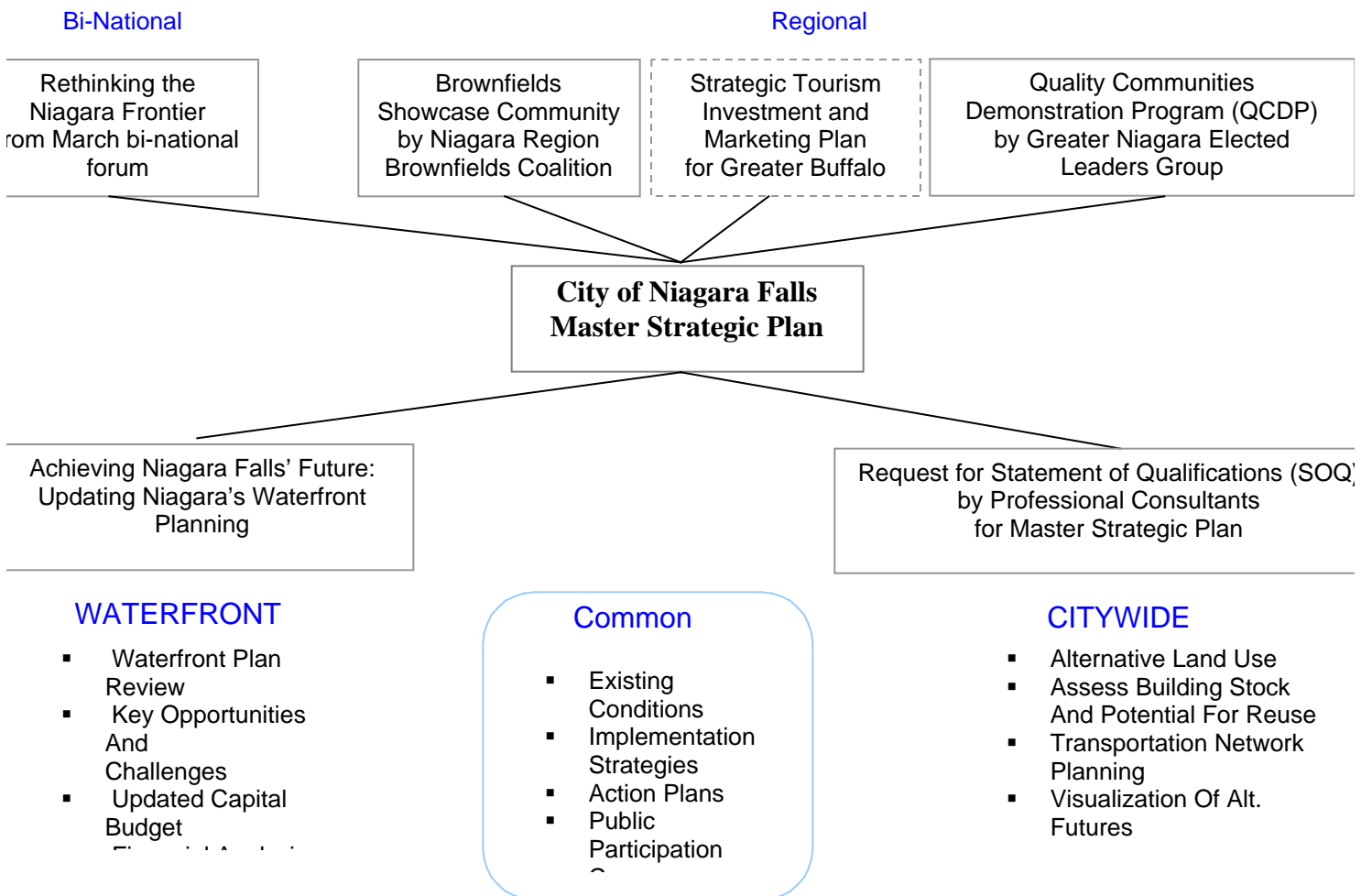
Strategic Master Plan

The City of Niagara Falls is in the process of developing Master Strategic Plan to create an integrated development program. The development program is intended to be action oriented and to serve as the community’s blueprint for implementing a well-defined set of planning objectives and for achieving re-development goals. In order to respond to such diversified needs, the City is taking an interdisciplinary approach at multiple levels.

At present, the City is working on the following projects with the adoption of a Master Strategic Plan its central goal.

1. Achieving Niagara Falls’ Future: Revisiting the Niagara Waterfront
2. Rethinking the Niagara Frontier: A Bi-national Initiative
3. Brownfields Showcase Community (Regional Brownfield Development)
4. Economic Development Strategy for Regional Cooperation: A Quality Communities Demonstration Program (QCDP) Initiative

The following Diagram illustrates details of the above projects.



## Niagara Falls Strategic Plan: Achieving Niagara Falls' Future

This project is another part of the centerpiece to frame Master Strategic Plan with particular focus on the waterfront redevelopment. It helps activate the recapture of the City's waterfront heritage and gain momentum for implementation. Additionally, it envisions making its mark at the bi-national level, forging linkage between the City's Strategic Plan and its effort to rethink Niagara at bi-national level. This is conducted by Urban Design Group to help creating a Master Strategic Plan with the following objectives:

- Reviewing waterfront related master plan studies
- Examining/proposing key urban design issues and landscape strategies
- Examining key opportunities and challenges
- Developing implementation plan
- Preparing updated capital budget
- Seeking community/stakeholder consensus building
- Securing agreement from State/Federal and financial support

## Rethinking the Niagara Frontier

Rethinking the Niagara Frontier is a bi-national forum to think of the Niagara as the center of one bi-national region. It is organized by the Waterfront Regeneration Trust of Toronto, Ontario and the Urban Design Project at the University of Buffalo, New York, School of Architecture and Planning. With the slogan of “Two Countries – One Region,” the first forum held in Niagara Fall, NY and Niagara Falls, Ontario in March 30 and 31, 2000.

Approximately 75 Americans and Canadians participated in the forum, sharing invaluable ideas. The forum featured small group discussions on heritage and cultural tourism; trade and transportation; brownfield redevelopment; and knowledge-based industries.

Working groups held several meetings to further this effort in both side of the border. A preliminary forum/workshop was held in November 20, 2000 in the Town of Lewiston in preparation of the next full forum. The next forum is slated to be held in March 2001.

Detailed information can be obtained at:

Waterfront Regeneration Trust

<http://www.waterfronttrust.com/docs/whatnew.html>

Urban Design Project

<http://www.arch.buffalo.edu/~rshibley/udp/rethinking/nsummary.html>

## Brownfields Showcase Community

The Brownfields National Partnership of Environmental Protection Agency has selected the Niagara regions (including Erie/Niagara Counties & Cities of Niagara/Buffalo) as a Brownfields Showcase Community. The Niagara Region Brownfields Coalition, a unique regional collaboration for brownfield redevelopment in the region, aims to link brownfields restoration to the economic, social, and ecological restoration of the Niagara River, Buffalo River and Eighteen Mile Creek watersheds.

Detailed information can be obtained at:

[Link to City of Niagara Falls Brownfields web page](#)

## Quality Communities Demonstration Program (QCDP)

Quality Communities Demonstration Program (QCDP) was established to create “Greenway Plan” for Niagara River Corridor and to formalize a more detailed “Sustainable Development Strategy” for municipalities adjacent to the Niagara River and Gorge. This project is initiated by Greater Niagara Elected Leaders Group, which is comprised of the following municipalities:

- The City of Niagara Falls
- The Towns of Niagara Falls, Wheatfield, Lewiston and Porter;
- The Villages of Lewiston and Youngstown; and
- Niagara County

The above project aims to shape and economic development strategy under the theme of “Niagara-the-Park” for the celebration of Niagara Waterfront Heritage and sustainable development of Niagara River communities.

The City of Niagara Falls together with the Greater Niagara Elected Leaders will develops a set of principles for a greater synthesis between public infrastructure and private-economic investments in Niagara River Corridor.

In order to implement the above, the following specific project objectives are established:

- To evaluate generally the landscape characteristics of Niagara River Corridor communities to form the physical and thematic framework for a Greenway and/or Heritage area, and;
- To identify specifically, where public investment opportunities exist that will improve or extend Corridor communities’ green infrastructure as integrative “community building’ elements, and where private economic development opportunities that will contribute to a “Niagara-the-Park” physical or development framework, and;
- To evaluate specifically, the Niagara Gorge, and surrounding public lands as the base resource in creating a world-class park and tourist experience, that would support and expanded tourism sector, including the testing of transportation alternatives for the Robert Moses Parkway, and;
- To evaluate generally, regional market conditions and economic feasibility of a Niagara River/Greenway/Heritage-based Tourism Development Strategy, including: a description of the local and regional tourism market and its development potential and constraints (here and elsewhere compared), and an update of the economic development conclusions contained in the 1992 Niagara Falls Waterfront Master Plan, and;

- To comprehensively identify the financing and development resources available including: assessing the effectiveness of economic development programs or policies aimed at expanding private capital investment in Niagara Falls tourism specifically and regional tourism generally, and;
- To prioritize projects and opportunities, to outline next steps, and to identify responsibility for implementation and stewardship.