

PUBLIC INFORMATION MEETING #2

October 12, 2016

LUNDY'S LANE

COMMUNITY IMPROVEMENT PLAN STUDY



AGENDA

- | | |
|-----------------|---|
| 5:00 to 5:30pm: | Open House |
| 5:30 to 6:15pm: | Presentation |
| 6:15 to 7:00pm: | Individual paced workshop with the Study Team |



PUBLIC INFORMATION MEETING #2

- ① What is a Community Improvement Plan?
- ② Why Prepare a CIP for Lundy's Lane?
- ③ What is the Purpose of this Meeting?
- ④ Study Process and Anticipated Timeline
- ⑤ Study Area
- ⑥ Preliminary SWOT Analysis
- ⑦ A Preliminary Vision for Lundy's Lane
- ⑧ Financial Incentive and Municipal Leadership Program Options



What Is a Community Improvement Plan (CIP)?

A tool used to achieve a wide variety of goals:

- Economic Development
- Community Planning
- Downtown and Main Street Revitalization
- Heritage Conservation
- Brownfield Remediation

Section 28 of the Planning Act allows CIPs to consider:

- Financial incentives (grants or loans) to property owners and tenants
- Municipal acquisition of and improvement of land and buildings



What Is a Community Improvement Plan (CIP)?

What is typically contained in a CIP?

- A vision for the study area as well as more specific goals and objectives
- Financial incentive programs, including eligibility criteria and implementation policies
- A municipal leadership strategy
- Monitoring and evaluation, administration, and marketing policies

Where else has Niagara Falls implemented CIPs?

- Downtown CIP
- Historic Drummondville CIP (Main and Ferry)
- Brownfield CIP (north of Downtown)



Why Prepare a CIP for Lundy's Lane?

- William Lundy opened a road in the 1780's that followed a First Nations trail which was declared a public road in 1803
- It has evolved over two centuries with the City of Niagara Falls to become a major east / west arterial road and a gateway
- Lundy's Lane was a major focal point for auto based tourism and commercial activity in the mid-20th century
- With changes in the local, regional, and international tourism market, as well as economic fluctuations, Lundy's Lane has seen a decline in activity and development
- A CIP can support a new direction for Lundy's Lane that allows for revitalization / transformation of this key corridor



What Is the Purpose of this Meeting?

- To meet and greet local residents and stakeholders
- To introduce the study and its process
- To review and obtain input on the draft SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis Report
- To review and obtain input on the preliminary Vision for Lundy's Lane
- To present financial incentives and municipal leadership program options for review and discussion





Study Process and Anticipated Timeline

April 2016

Project Initiation Meeting

June 2016

Public Open House / Information Centre #1

August 2016

Draft SWOT Analysis Report and Vision Statement

 **October 12, 2016**

Public Open House / Information Centre #2

October 2016

Final SWOT Analysis Report and Vision Statement

November 2016

Draft Community Improvement Plan (CIP)

December 2016

Public Open House / Information Centre #3

December 2016

Final Recommended CIP

January 2017

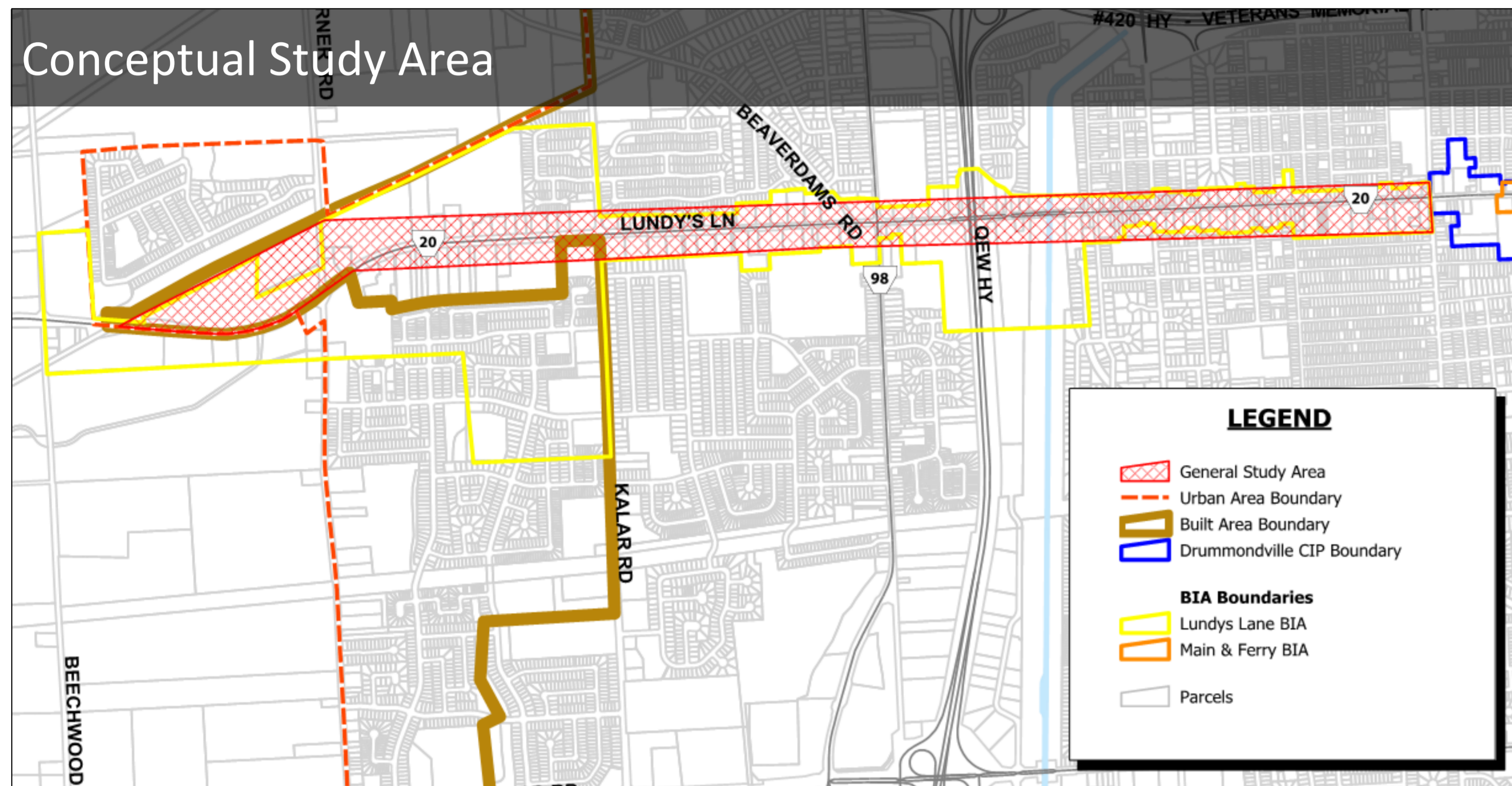
Statutory Public Meeting

February 2017

Council Adoption

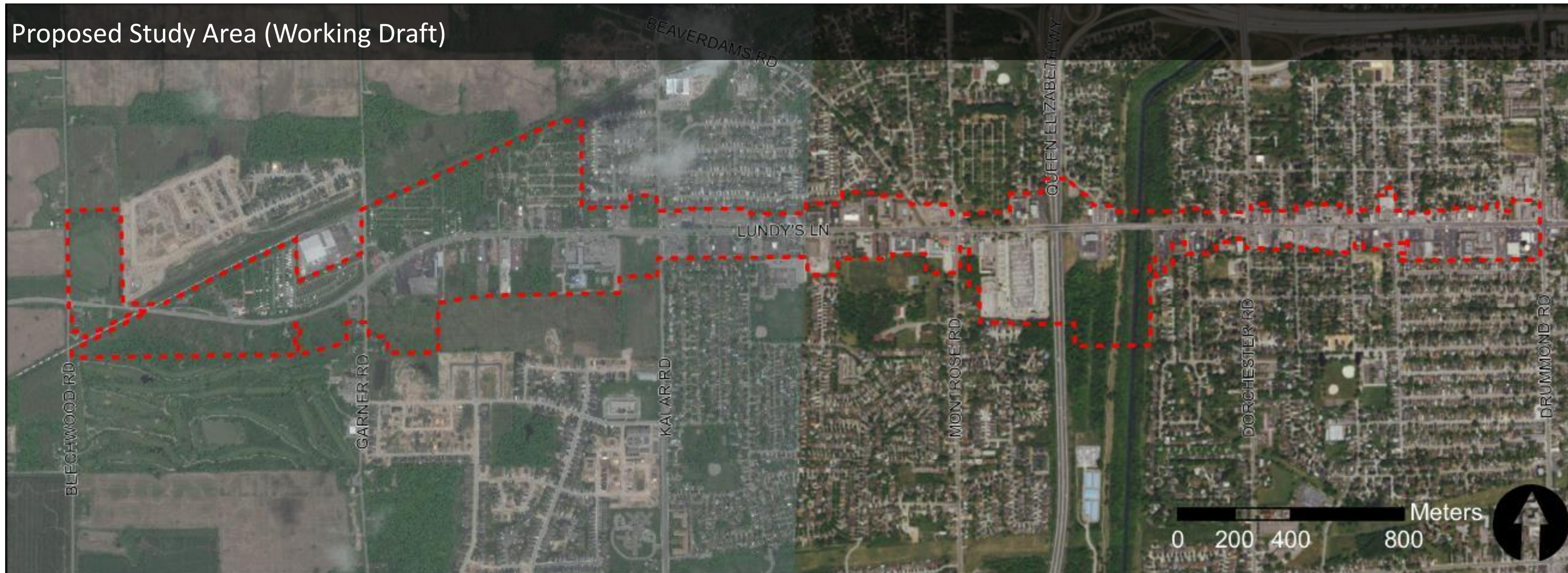
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The Study Area



Left: The Conceptual Study Area as identified by the City

Below: The current Proposed Study Area (Working Draft) – This boundary will be refined through the study process through input from the community, stakeholders, City and Regional staff, and the consulting team



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Preliminary SWOT Analysis

- **Strengths** - Intrinsic elements of the study area that provide advantages to its revitalization / transformation



- Variety of commercial uses serving local and tourism population
- Key commercial corridor / destination for shopping
- Ease of access from the QEW and Clifton Hill / Fallsview
- Historical significance of Lundy's Lane
- Proximity to Historic Drummondville with Drummond Hill cemetery, the Lundy's Lane Battlefield gateway feature, Battlefield Parkette and Redmond Gardens

Preliminary SWOT Analysis

- **Strengths** - Intrinsic elements of the study area that provide advantages to its revitalization / transformation



- WEGO Redline bus route provides direct connectivity to the main tourist areas
- Attractive landscaping provided in association with some commercial uses
- Active Business Improvement Area
- City and Region have extensive experience implementing Community Improvement Plans
- New gateway / intersection at Garner Road

Preliminary SWOT Analysis

- **Weaknesses** - Intrinsic elements of the study area that serve as constraints to its revitalization / transformation



- Car dominated environment, not pedestrian friendly
- Vehicles travel at a high rate of speed with few intersections to help moderate traffic speed
- Newer commercial uses lack unique character or cohesive vision
- Mixed / inconsistent built form in some areas (i.e., varying front yard setbacks)
- Dispersed land uses and built form; uses are designed and oriented to drivers
- General lack of residential uses on Lundy's Lane
- Distinctive visual divisions / breaks in land use (e.g., Hydro Canal, QEW)
- Lack of public spaces / community focal points

Preliminary SWOT Analysis

- **Weaknesses** - Intrinsic elements of the study area that serve as constraints to its revitalization / transformation



- Wide right-of-way width, however it is generally fully utilized with limited opportunities for additional programming/use
- Limited streetscape amenities and street trees within portions of the corridor
- No cycling amenities
- Sidewalk close to the travelled portion of the roadway in some areas
- Land use compatibility (e.g., adult entertainment uses, industrial use)
- Condition / appearance of some older buildings / sites
- Lack of direct connections for vehicles and pedestrians to Lundy's Lane in (e.g., growing congestion on Kalar Road and Montrose Road)
- Vacant lots
- Lundy's Lane access from QEW / Montrose does not include signage to indicate that visitor accommodations / amenities are located to both the east and west

Preliminary SWOT Analysis

- **Opportunities** - External elements that may impact positively how Lundy's Lane may evolve



- Opportunities for front yard landscaping, restaurant patios, outdoor display of retail goods , streetscape / public space features
- Opportunities for front yard parking for future development / redevelopment
- Demand for alternative housing typologies / tenure
- Corridor designation west of Montrose – redevelopment with appropriate intensification
- Tourism is a well-established aspect of the corridor's history
- Streetscape Master Plan represents a key opportunity to promote the aesthetic improvement
- Integrate a public open space / park / community focal point on Ontario Hydro lands beside Canal
- Hydro Canal is a point of interest for locals and tourists alike
- Role of the Hydro Canal / hydro generation in Niagara Falls' history – interpretive feature

Preliminary SWOT Analysis

- **Opportunities** - External elements that may impact positively how Lundy's Lane may evolve



- Large lots create development / redevelopment options and opportunities
- Capitalize on existing trail connections and pursue other active transportation connections
- Opportunity for a “road diet” east of Montrose to add green space/pedestrian amenities / bike lanes
- Changing demands may create redevelopment opportunities
- Opportunity to integrate programs from Regional CIP(s)
- City already has experience implementing CIPs
- Proximity to and association with the site of the Battle of Lundy's Lane
- Widen Garner Road to four lanes between Mountain Rd. and McLeod Rd. to provide additional capacity to allow non-local/non-visitor traffic to by-pass Lundy's Lane
- Trends in shopping / eating local and dining with locals creates new business opportunities
- Heritage designated School Section 5 presents an opportunity for adaptive re-use

Preliminary SWOT Analysis

- **Threats** - External elements that may negatively impact how Lundy's Lane may evolve



- Vulnerability of existing motel uses to shifting consumer demands and expectations may lead to increased vacancy rates
- Unintended reuse of motels for non-visitor residents creates issues with planning and provision of appropriate amenities / services
- Vacant / poorly maintained buildings and lots negatively impact the perception of Lundy's Lane
- Broader economic trends can impact tourism and the commercial base (e.g., value of Canadian dollar)

Preliminary SWOT Analysis

- **Threats** - External elements that may negatively impact how Lundy's Lane may evolve



- Potential new land uses such as medical marijuana dispensaries may impact desirability of new / future residential development
- Heritage designated School Section 5 – Old Lundy's School is not being maintained which may compromise its ability to be reused in the future
- Limited pedestrian crossings from Garner Road to Montrose Road coupled with large volume of high speed traffic creates a safety risk for pedestrians
- New and on-going development south of Lundy's Lane may create additional traffic congestion on or at the intersections with Lundy's Lane



A Preliminary Vision for Lundy's Lane

Guiding Principles – based on an assessment of critical needs, informed by the SWOT analysis



Continue to function as a key tourism destination and corridor



High quality, attractive corridor



Balanced transportation infrastructure



Support economic viability through mixed use development



Integrate history and sense of place





A Preliminary Vision for Lundy's Lane

Lundy's Lane is a vibrant, attractive, mixed-use corridor. It is a key destination for visitors, a complete neighbourhood and a major commercial and cultural destination for City residents. Lundy's Lane is celebrative of its unique and long history through interesting commercial uses, interesting public spaces and interactive educational opportunities.



Financial Incentive and Municipal Leadership Program Options

Financial Incentives – to encourage investment and improvement in privately owned property



Façade improvement grant program



Land use compatibility grant program



Adaptive reuse grant program



Parking Area Improvements
(relocation / consolidation of access)



Landscaping grant program



Accessibility improvement grant program

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Financial Incentive and Municipal Leadership Program Options

Financial Incentives – to encourage investment and improvement in privately owned property



Bicycle parking grant program



Outdoor patio grant program



Tax increment equivalent grant program



Planning / building fee grant program



Residential development grant program



Financial Incentive and Municipal Leadership Program Options

Municipal Leadership – City actions or initiatives to support achieving the vision for Lundy's Lane



Streetscape Master Plan
implementation



Enhanced gateway features



Wayfinding signage strategy



Preserving and highlighting
Lundy's Lane's heritage

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Next Steps

- Thank you for your participation today!
- The next anticipated meeting is in December to review and comment on the draft Community Improvement Plan (CIP) for Lundy's Lane

Please feel free to share your thoughts and experiences on this project by sending them to:

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barnsley@niagarafalls.ca