

PUBLIC INFORMATION MEETING #1

June 2016

LUNDY'S LANE

COMMUNITY IMPROVEMENT PLAN STUDY



AGENDA

4 to 6pm: Project overview and individual paced workshop with the Study Team



PUBLIC INFORMATION MEETING #1

- ① What is a Community Improvement Plan (CIP)?
- ② Why Prepare a CIP for Lundy's Lane
- ③ What is the Purpose of this Meeting?
- ④ Study Process & Timeline
- ⑤ Study Area
- ⑥ SWOT Analysis Input
- ⑦ The Vision for a Future Lundy's Lane



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 to the City
- 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
- The first step is to come up with a Vision for Lundy's Lane, to understand how the community desires Lundy's Lane to evolve and how a CIP can support this



- To obtain preliminary input into the SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis and Vision for Lundy's Lane
 - What issues / opportunities should be addressed by the Lundy's Lane CIP?
 - What are the intrinsic Strengths and Weaknesses of this area?
 - What external Opportunities and Threats do you see for this area?
 - What is your vision for this area?



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

September 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

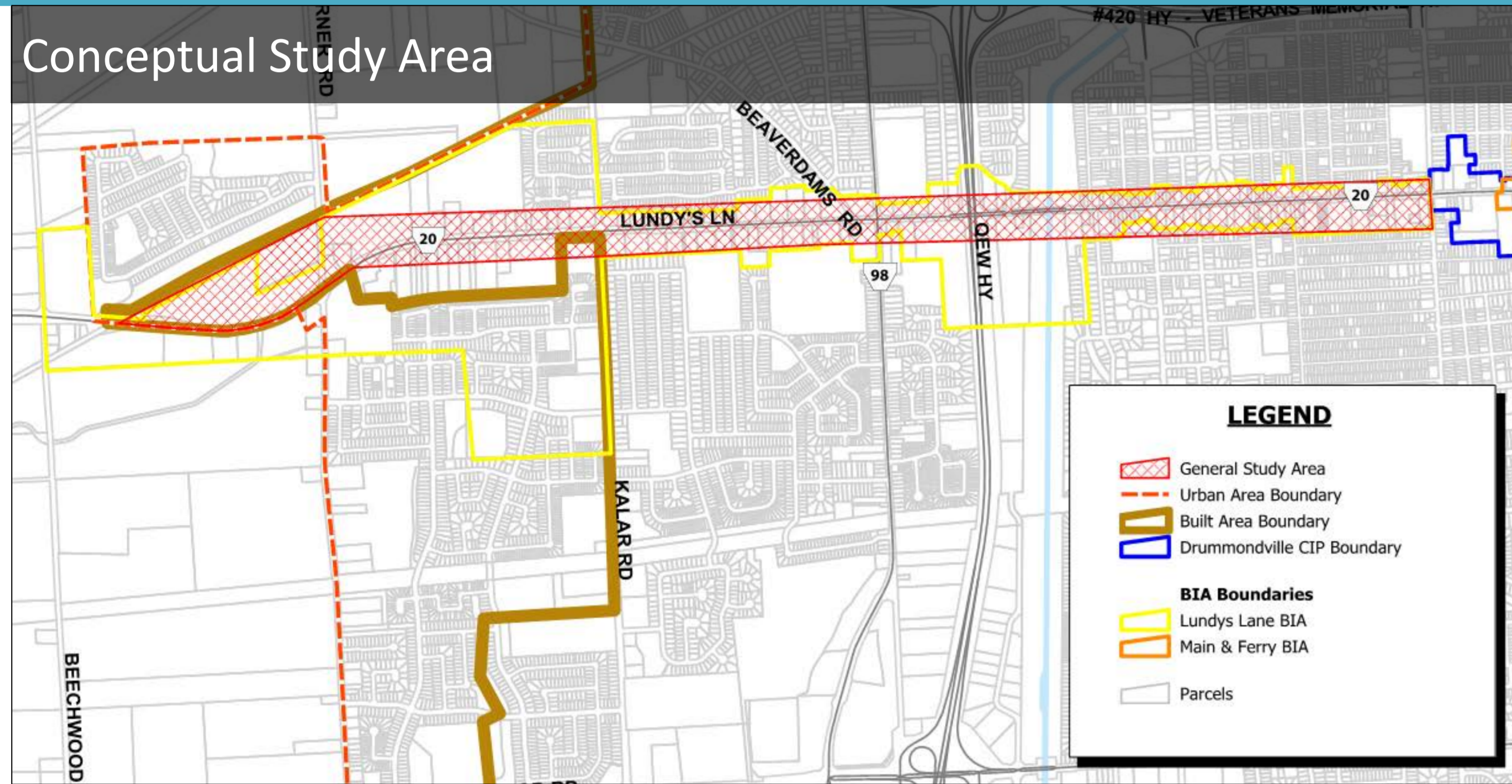
Statutory Public Meeting

February 2017

Council Adoption

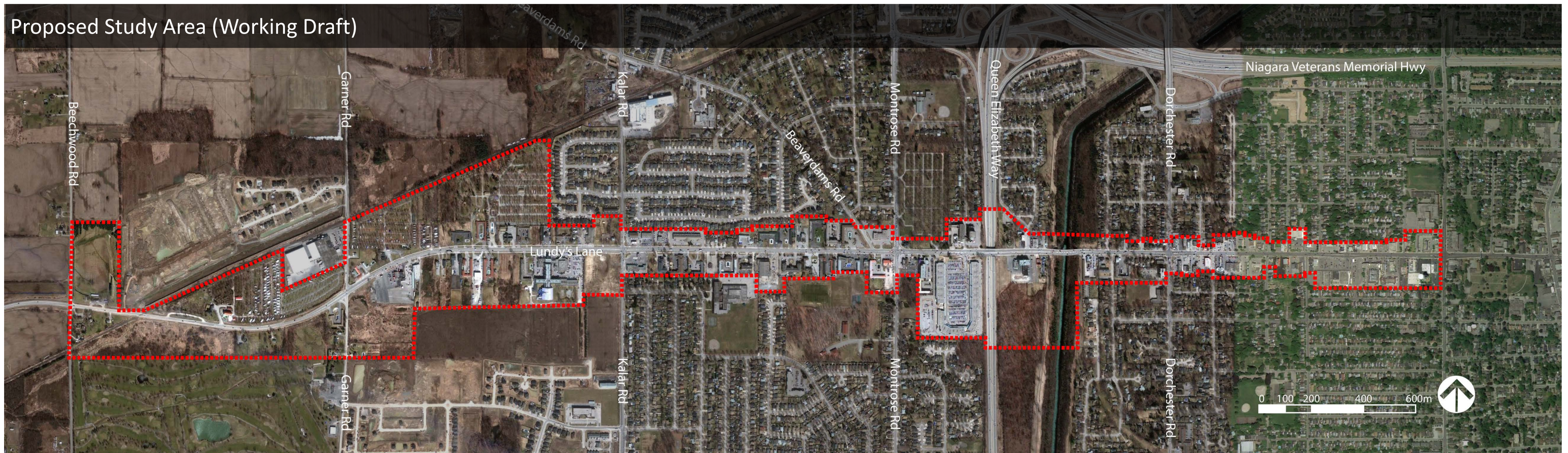
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The Study Area



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

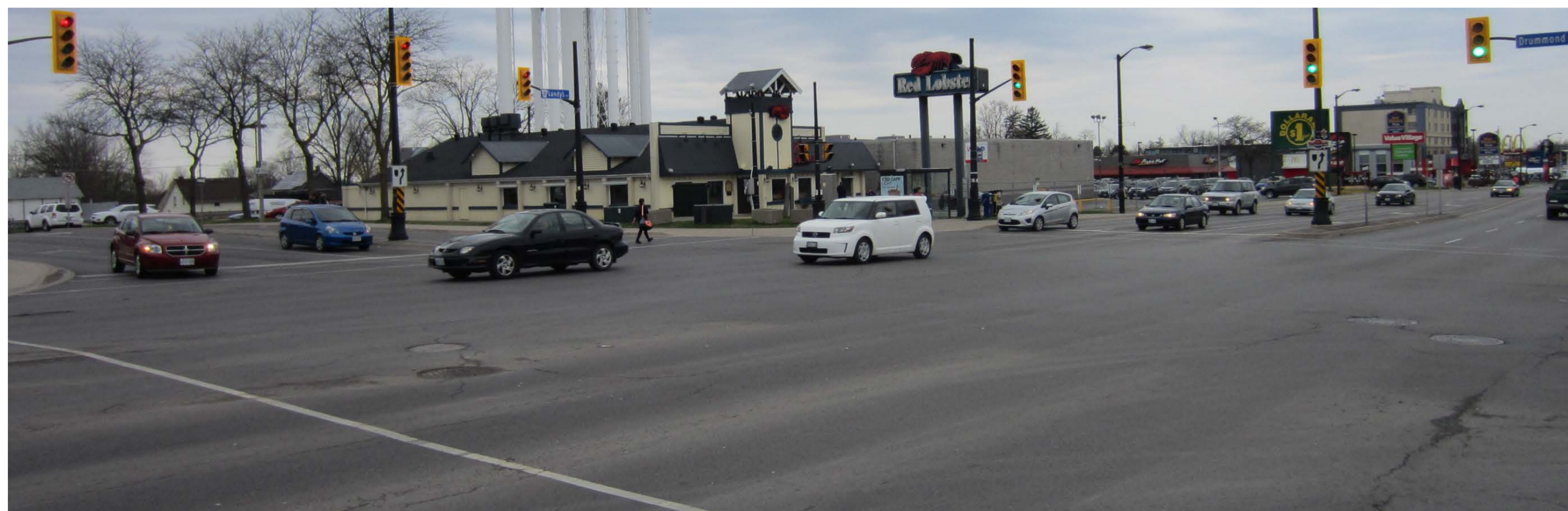
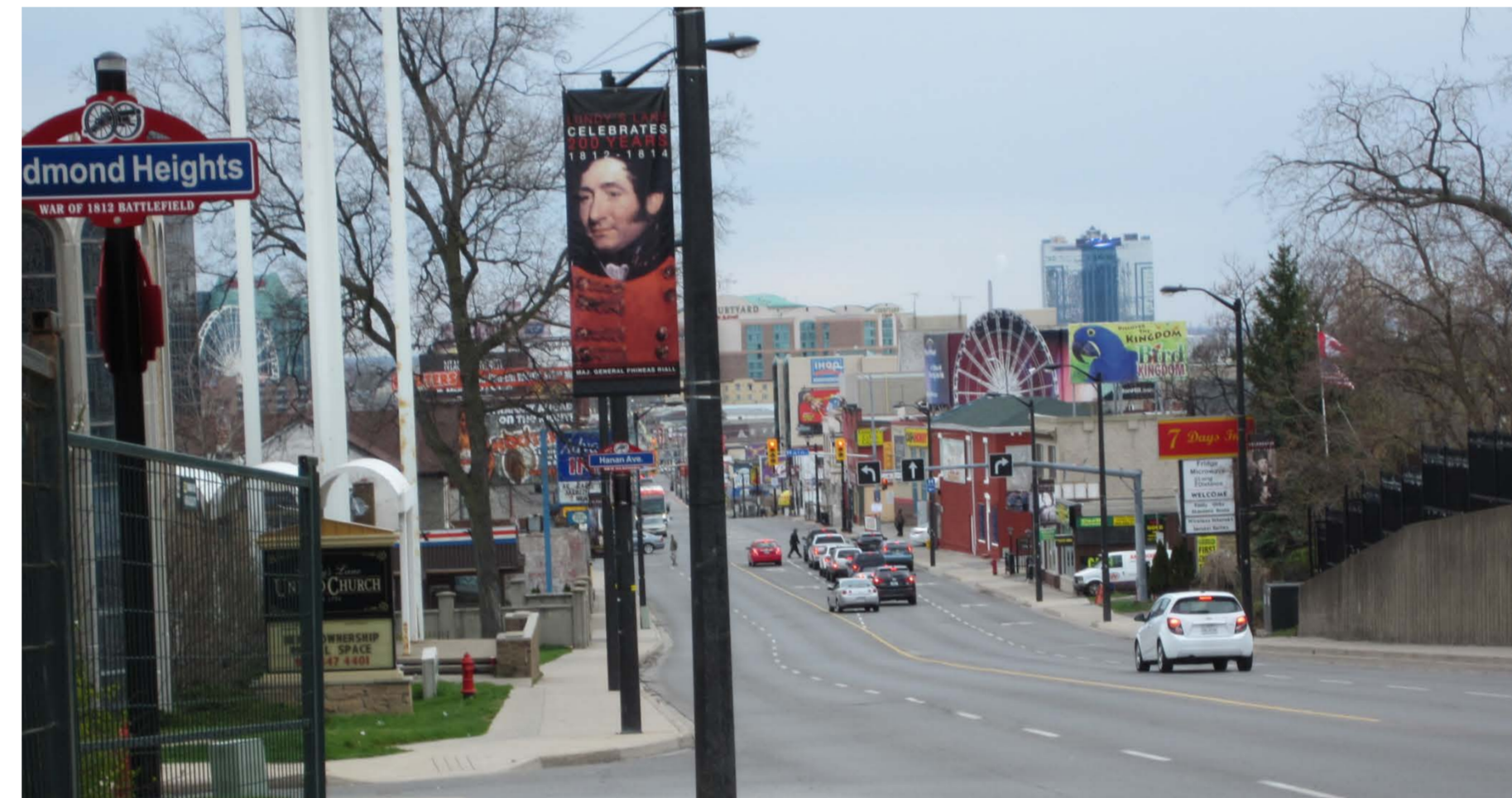


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SWOT Analysis Input

- **Strengths and Weaknesses**

- These are intrinsic elements of the study area that provide advantages or constraints to its revitalization / transformation
- We want to know what you think makes Lundy's Lane great and what you think may create challenges for improvement



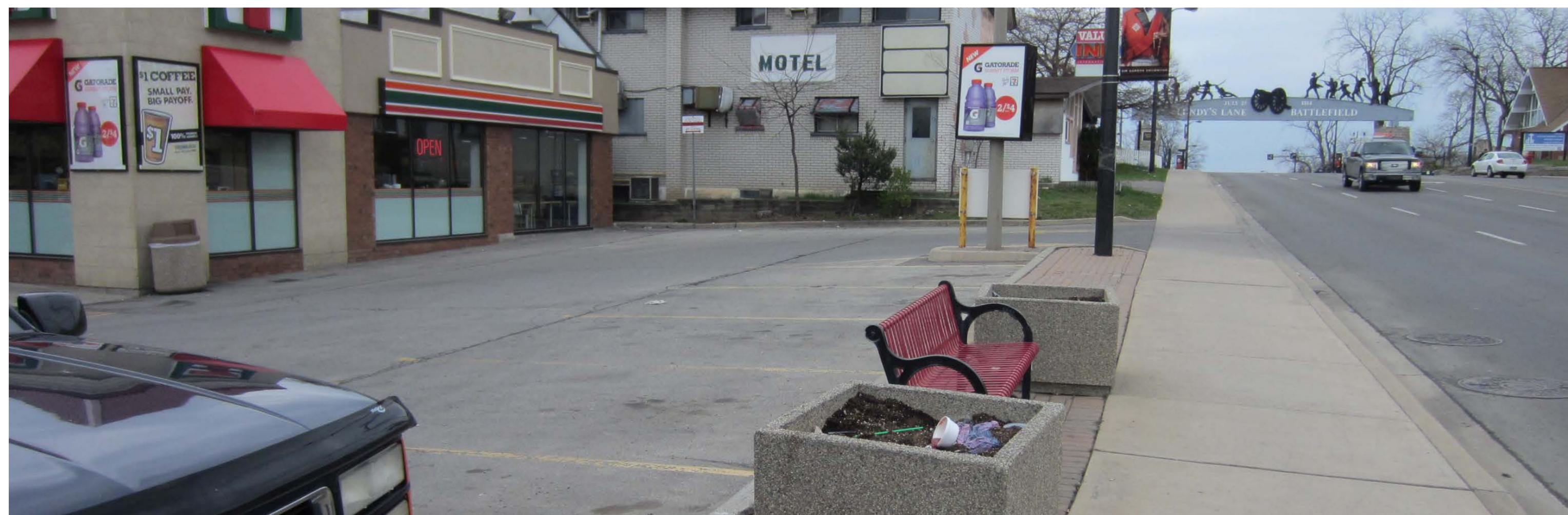
- **Examples include:**

- **Strengths:** Already a local and regional shopping draw; large lots facilitate redevelopment potential
- **Weaknesses:** Lack of community or public space for events; automobile dominated development and streetscape is not pedestrian- or cyclist-friendly

SWOT Analysis Input

- **Opportunities and Threats**

- These are external elements such as new trends which may impact positively or negatively how Lundy's Lane may evolve
- We want to know what you think represents an opportunity for positive change and what you are concerned may foster negative change along Lundy's Lane



- **Examples include:**

- **Opportunities:** Growing trend towards active transportation (cycling, walking); resurgence in shopping locally
- **Threats:** Informal use of underutilized motels; maintenance of vacant properties



The Vision for a Future Lundy's Lane

What is a Vision Statement?

- A Vision Statement is a forward-looking statement designed to describe an ideal future outcome. It can speak to design, function, and character, and should be descriptive of the sights, sounds, look and feel of the envisioned future

How will a Vision be developed for Lundy's Lane?

- The study team will compile all community and stakeholder input, explore commonalities and contradictions, and reflect the intent of the individual statements through one draft Vision Statement for the Study Area





The Vision for a Future Lundy's Lane

How will the Vision Statement for Lundy's Lane be approved?

- The draft Vision Statement will be presented to and vetted by the community and stakeholders, and ultimately adopted as part of the CIP which will support its implementation

What is your Vision for the future of Lundy's Lane?

- Please share your Vision for the future of Lundy's Lane by describing your ideal future for the study area on a Comment Form
- You can submit the form tonight or take it away, consider your response and submit it digitally as described on the Form
- Don't be afraid to be bold and creative!



Next Steps

- Thank you for your participation today!
- The next anticipated meeting is in September to review and comment on the draft SWOT Analysis and preliminary Vision for Lundy's Lane

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

John Barnsley, Manager of Policy Planning -
barnsley@niagarafalls.ca

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