DOWNTOWN NIAGARA FALLS
THE NEXT CHAPTER

NEW YORK STATE OF OPPORTUNITY
USA Niagara Development Corporation
History of Downtown

- Traditional downtown fabric was destroyed by urban renewal
- Waterfront access was cut off
- Slow to transition away from an industrial based economy
Our Work | Increasing Activity Downtown
Our Work | Improving Access to the Waterfront
Our Work | Mixed-Use Development
The Next Chapter
Rainbow Centre
Adaptive Reuse
Hotel Niagara
Downtown Strategic Land Acquisition Program

- 7 buildings and over 8 acres of land in Downtown core
- Largely vacant, partially vacant or underutilized for as long as 30 years
- Freed up for new mixed-use infill development
- ~$15 Million invested so far
- ~ $6 Million left for property maintenance, demolition, public realm improvements, and project assistance
USAN Development Strategy
1. Make History Legible
2. Connect Sites with Each Other and the State Park
4. Infill with Mixed-Use Development
1. Make History Legible
Take every opportunity to uncover the hidden past of Niagara Falls through urban design, interpretation, and storytelling.
2. Connect Sites with Each Other and the State Park

Create a **Heritage Path** that runs through Downtown and connects to the State Park at both ends.

- Connection to State Park paths
- Streetscape and the pedestrian improvements
- Public space and landscaping with seating
- Connections to Transit Services
- Installations that celebrate Niagara Falls History

**Time to Walk the Whole Path:** 32 Minutes

Build Demand for New Development by Attracting New Activity Using Interim Structures, Programs and Public Improvement Projects.
Hydraulic Canal Interpretation at Northern End of Heritage Path.

- Highly visible connection between Downtown and Niagara Falls State Park
- Build foot traffic to spur new development potential
- Makes Niagara Falls’ compelling history visible

New **Upper Rapids Observation Deck** to Capture Views of the Niagara River and Mark the **Connection to Niagara Falls State Park** at the Southern End of the Heritage Path.

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4. Infill with Mixed-Use Development
Work with Private Sector to Build **Mixed-Use Infill Developments** Over Time

- **Observation Deck**
- **Canal Interpretation**
- **First RFP: Old Falls St. & 1St St.**
- **Observation Deck**
What do we mean by mixed-use infill development?
Park View Site Recommendations

Residential Townhomes

Nostalgia Hotel
Gorge Gateway Site Recommendation

Lodge with Outdoor Recreational Space
The Canal Site Recommendations

Mixed-Use with Hotel, Residential, Retail + Public Plaza
Old Falls Site Recommendations

Mixed-Use with Hotel, Residential, Retail + Restored 2nd Street Pedestrian Plaza
Upper Rapids Site Recommendations

101 Buffalo Ave

Heritage Inn

305 Buffalo Ave

Hotel + Brewery + Event Space
What is next? USAN’s Ongoing work

- Identify funding for public realm Improvements
- Request for proposal (RFP) process to influence preferred designs (first one: Summer 2021)
- Continue to partner with the City of Niagara Falls and state agencies to enhance opportunities and create a cohesive downtown
- Continue to engage the private sector to create new development opportunities
How can you be involved?

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Questions?

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