

Conceptual Development Plan

Generalized Land Use Districts

Attachment G

I & II - Mixed Use Commercial District:

The area surrounding Falls Street and the Convention Center, bounded by Niagara Street and Rainbow Boulevard is a mixed-use district containing a variety of land uses. Numerous historic hotels and churches front on Rainbow Blvd., while Niagara is characterized by office buildings and parking structures. Several large vacant parcels adjacent to the Convention Center (currently used for parking) offer opportunities for new commercial development. Hotels would be especially appropriate in this location with access to services and spectacular views to the Niagara River. Smaller scale retail facilities could be constructed adjacent to the existing Convention Center, integrating the large building back into the fabric of the City and providing for expanded retail demand in the downtown area. This zone of the development district has great flexibility and will support a variety of creative proposals.

III - Falls Street Retail Corridor:

The Falls Street Retail Corridor is the historic center of the City, a walking street lined with historic buildings, connecting popular Park facilities with the Convention Center. Currently closed to vehicular traffic, alternatives are being considered that would re-introduce limited automobile traffic, bringing life and animation back to the street and restoring many of the characteristics that existed 100 years ago. Opportunities exist for new construction and for renovation of existing structures, the ground level space being predominately retail. Shops, cafes, and restaurants will provide a range of services, and adjacent municipal parking structures accommodate parking requirements. This district of the City will be the staging area for the large volume of visitors coming to visit the Park, extending their stay several hours by providing for the most popular tourist activity: shopping.

IV - Honeymoon District:

North of Niagara Street, centered around Third Street, the Honeymoon District brings to life the early days of the City, when Niagara Falls was the honeymoon capital of the world. Existing buildings, some with significant architectural character, will be renovated and enhanced with additional landscaping, signage and graphics and special paving. Shops and restaurants spill onto the sidewalk, drawing visitors up the street, with galleries and artist lofts on upper floors. This is

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an urban part of the City but, human scale in its two and three story architecture and narrow streets. Historic gas lamps and horse drawn carriages add to the ambiance. This is the place for lunch after a day exploring the Park and the Niagara Falls. In addition to the existing buildings on Third Street, vacant parcels are available on adjacent streets for infill development.

V - Bed and Breakfast District:

The area surrounding Buffalo Avenue and fronting the Niagara River offers a unique opportunity. This area, which was once the site for some of the most prominent residences on the East Coast, will regain its ambiance as existing residential estates are converted to bed and breakfast accommodations, and additional low rise resorts are built. The character of Buffalo Avenue is that of a leafy but grand residential street with shaded front yards and gravel alleys. Much of the great residential fabric still remains, and will give the district an authentic feel as new projects are introduced. This area is the seam between the City and the Park, and as such it exhibits characteristics of both. It is the romantic place for quiet vacations and family getaways, and is, more than any part of the City, what people think of when they think of Niagara Falls. Numerous opportunities exist for the renovation of existing properties, as well as vacant sites for new facilities. The character of this riverfront district is dramatically different from the rest of the City, adding dimension to the development district and taking advantage of the areas most unique natural amenity.