

# Niagara's Top Redevelopment Opportunities More Than An Inventory



# Introduction – Niagara, Canada

- The Niagara Region is a geographic region and regional municipality situated between two large urban centers: Buffalo, New York, USA and Toronto, Ontario, Canada
- It is home to the famous Niagara Falls



# Niagara Quick Facts

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- Niagara has a population of approximately 435,000 people
- Niagara has a two-tier local government structure. It is comprised of 1 regional municipal government, the Regional Municipality of Niagara, and 12 lower-tier municipal governments, the largest being the cities of St. Catharines, and Niagara Falls
- Niagara is home to the second largest border crossing in North America, the Peace Bridge, which connects Fort Erie, Canada to Buffalo, USA



# Niagara Economic Overview

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- Niagara is in the midst of an economic transition from a traditional manufacturing base to a service and tourism-based economy
- \*In the past 2 years alone Niagara's manufacturing base has declined from 803 firms employing 31,292 people, to 668 firms employing 22,106 people, which is a decline of 135 firms (-16.8%) and 9,176 jobs (-29.3%)
- Traditional manufacturing jobs are being replaced by service and tourism industry jobs
- The success of Niagara's wine and cultural industries help reposition the region in terms of economic growth

Source: \*Niagara Economic Development Corporation, Niagara Canada Business Directory, 2007-2008, 2009-2010



# Niagara Growth Direction

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- The Niagara Region is bound by 2 Ontario provincial growth plans: the Growth Plan for the Greater Golden Horseshoe, and the legislated Greenbelt Act, 2005
- These growth plans put heavy restrictions on greenfield development, which ultimately encourages developers to seek out opportunities such as brownfield redevelopment
- The Regional Municipality of Niagara and its local municipalities are bound by these provincial growth plans and have adopted Smart Growth as a foundation for putting high priority on brownfield redevelopment



# Consulting Team

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- Luciano Piccioni, RCI Consulting
  - Project Manager
  - Brownfield Policy/Planning
  - Marketing
- Steven Gammon, MMM Group
  - Mapping/Graphics
  - Land Use Planning
- Brian Betts, MMM Group
  - Environmental Specialist
- Bob Birrell, Niagara College, Centre for Advanced Visualization (CFAV)
  - Advanced 2-D and 3-D visualization



# Project Approach

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- FCM Green Municipal Fund Grant of \$ 117,500 (50% of total study cost). Balance funded by NEDC, Region of Niagara and local municipalities.
- End Goal of Inventory – attract developer interest to sites
- Build on existing Smarter Niagara Initiative
- Collected detailed information on redevelopment sites
- Developed customized framework for evaluating redevelopment opportunities now and in future
- Evaluated and prioritized redevelopment opportunities
- Prepared detailed site information/marketing profiles for the top sites that provide good basic information
- Prepared advanced 3-D visualizations for the Top 6 sites
- Inventory can be updated and monitored by local government
- Build capacity of municipal staff and developers



# Six Steps to Project

- 1) Identify
- 2) Characterize
- 3) Evaluate
- 4) Plan
- 5) Market
- 6) Build Capacity



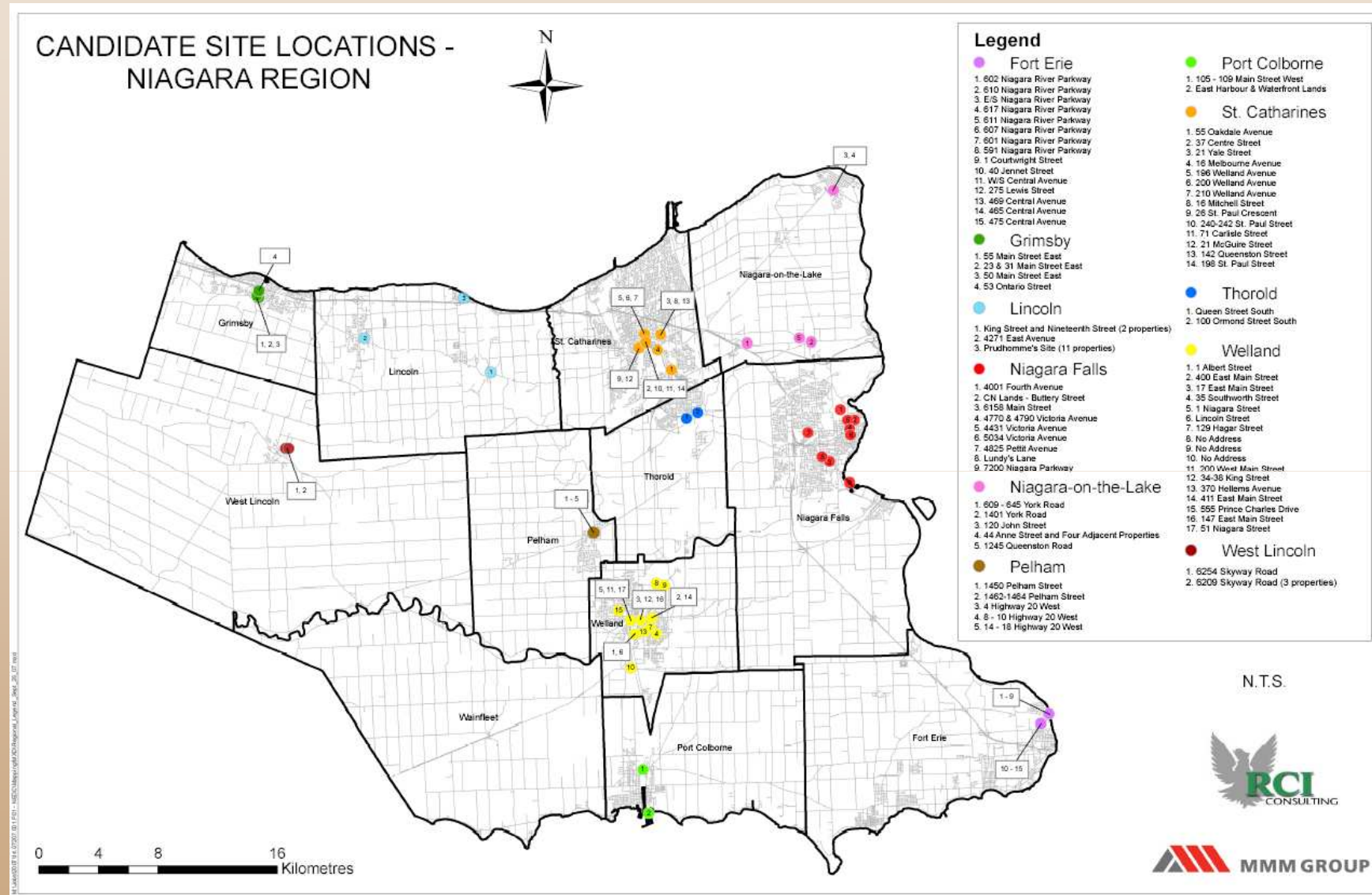
# 1) Identify

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- Local municipalities asked to identify candidate sites
  - Former/existing industrial, commercial, institutional uses
  - In need of rehabilitation (not necessarily contaminated)
  - Available to be rehabilitated/redeveloped within 24 months
  - Heritage and historical legacy sites
- Over 100 properties identified/78 sites
  - 72 privately owned
  - 6 publicly owned
- Mapped all sites at Regional, municipal and street level
- Reviewed local plans and community improvement plans



# 1) Identify



## 2) Characterize

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- Conducted site visits taking photos and notes
- Collected basic property information
  - Aerial photos
  - Digital parcel fabric maps
  - Municipal address, owner, property size, frontage and depth
  - Official Plan/Zoning/ land use restrictions/ heritage status
  - Servicing status/mapping (sanitary, storm sewers, water service)
  - Access to rail/public transit
  - Review available environmental reports, e.g., public lands
  - Previously filed development plans
  - Eligibility for local incentive programs



## 2) Characterize

City of Niagara Falls - Property Information - Candidate Sites

PROP NO.	MUNICIPAL ADDRESS	PROPERTY NAME	ASSESSED OWNER	SIZE - acres (ha)	FRONTAGE ft (m)	DEPTH ft (m)	OFFICIAL PLAN DESIGNATION	ZONING
1	4001 Fourth Avenue	Cytec	Cytec Canada Inc.	93.0 (37.6)	Unknown	Unknown	Industrial	Heavy Industrial (HI) & Heavy Industrial (HI-49)
2	Buttery Street	CN Lands	CNR Company	44.0 (17.8)	varies	varies	Industrial - Special Policy	Transportation-Distribution Industrial (TDI 33)
3	6158 Main Street	Former Coca Cola Plant Lands	I F Propco Holdings (Ontario) 48 Ltd.	1.4 (0.6)	176.1 (53.7)	388.9 (118.6)	Minor Commercial	General Commercial (GC)
4	4790 Victoria Avenue	Former Canadian Tire Store and adjacent parking lot	2030688 Ontario Ltd.	1.0 (0.4)	100.0 (30.5)	230.7 (70.4)	Minor Commercial	General Commercial (GC)
	4770 Victoria Avenue		Teng Chen Chien O	0.4 (0.2)	78.0 (23.8)	132.5 (40.4)	Minor Commercial	General Commercial (GC)
5	4431 Victoria Avenue	Former Kimberly Clark Building	Rudan Export Import Ltd.	4.67 (1.9)	Not available	Varies	Industrial	General Commercial (GC-53)
6	5034 Victoria Avenue	Former Niagara Falls Hydro Building	Niagara Falls Hydro Inc.	0.9 (0.4)	99.0 (30.2)	325.0 (99.1)	Minor Commercial	General Commercial (GC)
7	4825 Pettit Avenue	Former Con-Agra Plant	Paletta International Inc.	10.5 (4.3)	677.9 (206.8)	Unknown	Industrial	Light Industrial (LI)
8	Lundy's Lane	Lundy's Lane Area Lands	Various including City of Niagara Falls	Varies	varies	Varies	Special Policy Area 10	Various
9	7200 Niagara Parkway	Toronto Power Generating Station	Ontario Power Generation Inc.	Unknown	Unknown	Unknown	Open Space	Open Space

\* Note: All properties are eligible for Brownfields CIP programs subject to no double dipping.



## 2) Characterize

NO. OF BLDGS.	BLDG TYPE	SIZE OF BLDGS. (sq. ft.)	SERVICE STATUS			ENVIRONMENTAL REPORTS	PREVIOUS/CURRENT DEVELOPER INTEREST	CURRENTLY ELIGIBLE FOR CIP PROGRAMS*
			WATER	SANITARY	STORM			
0	Vacant Land	n/a	Yes	Yes	Yes	Numerous reports	To be marketed upon completion of remediation	Yes Brownfields CIP
1	Small open storage building	Unknown	Yes	No	n/a	Completed by owner, but not available		Yes Brownfields CIP
0	Vacant Land	n/a	Yes	Yes	Yes		Preliminary proposal was submitted but did not proceed	Yes Historic Drummondville CIP
1	Brick and concrete 1 Storey	17000	Yes	Yes	No			Yes Downtown CIP
0	Vacant parking lot	n/a	Yes	Yes	No			Yes Downtown CIP
1	Brick and concrete block 2 Storey	37268	Yes	Yes	No		Application submitted to City two years ago - deferred	Yes Downtown CIP
2	2 Storey brick/block building and separate garage	9897	Yes	Yes	No			Yes Brownfields CIP
2	Brick and concrete block industrial building and a dome	175000	Yes	Yes	Yes			Yes Brownfields CIP
n/a	Various	Unknown	Yes	Yes	Yes		Yes - for Tourist Commercial	Yes Historic Drummondville CIP
1	4 storey generating station	approx. 4,075	Yes	Yes	Yes	Phase I ESA - 2006	Yes	Yes Brownfields CIP



### 3) Evaluate

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- Developed customized Smart Redevelopment Framework to evaluate redevelopment potential of sites
- Built on previous site evaluation frameworks developed for local municipalities in/outside Niagara and staff input
- “Traditional” evaluation criteria
  - Location
  - Size and configuration
  - Property availability and servicing
  - Previous market interest/development plans
  - Strong redevelopment potential
- “Smart Growth” criteria
  - Reuse/intensification potential
  - Land use compatibility/ mixed uses
  - Heritage preservation/restoration
  - Availability of incentives
  - “Catalytic effect”



### 3) Evaluate

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- Generated evaluation scores for each of the 78 sites - reviewed and adjusted scores with local municipal staff input (if new information supplied)
- Identified Top 30 Sites
- Prepared Sample Marketing Profiles – developed final Marketing Profile based on staff input/ consensus
- Municipal staff provided final Sample Marketing Profile to Top 30 site owners with invitation to participate at no cost
- Modified Phase 1 Environmental Site Assessments prepared for each of Top 30 sites to provide basic environmental information
  - Utilizes publicly available information
  - Available upon request from NEDC
- Interim Reports I (Inventory) and II (Phase I ESAs) produced



## 4) Plan

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- Reviewed existing land use on Top 30 sites and nearby lands
- Reviewed existing Official Plan designation, zoning, secondary plans, other planning documents
- Discussed any key land use planning/compatibility issues with local planning staff
- Developed recommended land uses for each site
- Reviewed and refined land use recommendations in consultation with municipal planning staff
- Forwarded land use recommendations to Niagara College CFAV for 2-D and 3-D visualization concepts
- All visualization concepts reviewed and approved by municipal staff



## 5) Market

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- Adjusted marketing template as per input received from municipalities – stock and customized components
- Prepared Draft Marketing Profile including inventory information, photos, 2-D development concept, and specific information supplied by each municipality
- Revised Marketing Profiles based on final comments
- Produced electronic (CD) and hardcopy format of Interim Report #1, Interim Report #2 and each of the Top 30 Marketing Profiles
- Inventory and Marketing Profiles were beta tested with selected developers who provided very positive responses
- Extensive circulation via placement of the Redevelopment Opportunities Inventory and Marketing Profiles on line



# 5) Market – Sample of Top 30 Marketing Profiles

## Property Details (continued)

591, 601, 607, 611 & 617 Niagara River Parkway and 1 Courtwright Street.

- All 6 properties are designated Commercial in the Town's Official Plan.
- 1 Courtwright Street is zoned General Commercial (G2) while the other five properties are zoned Central Business District Commercial (C2A).
- Permitted uses in the Commercial designation include commercial, public and institutional uses, retail stores, service shops, automobile sales and service, professional offices, restaurants, hotels, clubs or halls, places of amusement or recreation, civic or governmental uses. The category includes commercial facilities which cater to the needs of tourists including tourist accommodations.
- Current uses of the above-noted properties include a mix of

commercial uses such as auto repair, auto sales, truck rental and a tavern and residential uses.

- Recommended land uses include commercial uses that can benefit from and complement the redevelopment of the Coal Docks for active public open space. These types of uses could include restaurants, cafes, personal service shops, retail stores and other types of uses that cater to the needs of tourists. Residential dwelling units may be contemplated on upper floors.

### Assistance

- The Town of Fort Erie is in the process of preparing a Brownfield Community Improvement Plan.
- The Fort Erie Economic Development & Tourism Corporation and the Town of Fort Erie will assist with business development and streamlined planning services.

## Town of Fort Erie



### Town of Fort Erie Highlights

- Fort Erie is a growing Canadian municipality located on the QEW, just minutes from the Peace Bridge.
- More than 59% of the population of the United States and 62% of the population of Canada resides within a 500 mile (800 km) radius of Fort Erie.
- More than 6.6 million passenger vehicles and 1.4 million commercial vehicles cross the Peace Bridge every year and almost 20% of all goods traded between Canada and the U.S. pass through Fort Erie.
- Affordable land is available for development.
- Fort Erie offers the convenience and ease of a small city feel within close proximity to two large metropolitan areas in Toronto, Ontario and Buffalo, New York.

### Local Contact Information

Fort Erie Economic Development and Tourism Corporation  
660 Garrison Road, Unit 11  
Fort Erie, Ontario, Canada L2A 6E8  
T: 905.871.1332 F: 905.871.1077  
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### Regional Contact Information

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www.niagaracanada.com



## Niagara's Top

# Redevelopment

## Opportunities

Revitalization and Return on Investment (ROI) through Redevelopment



Potential Development Concepts



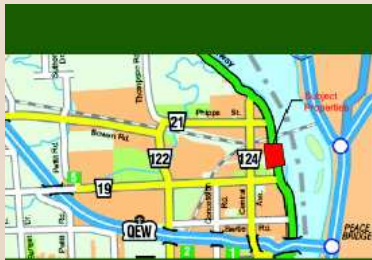
Current Use

Niagara River Parkway  
Waterfront Properties

Town of Fort Erie



# 5) Market – Sample of Top 30 Marketing Profiles



## Fort Erie

Niagara River Parkway, Waterfront Properties  
Fort Erie, ON, Canada  
Nine Properties totalling 4.6 acres (1.9 ha)

These properties are strategically located in Downtown Fort Erie along the Niagara River. Three adjacent properties, including a 2.0 acre property known locally as the former Coal Docks, are located on the east side of the Niagara River Parkway and feature direct frontage on the Niagara River waterfront. The remaining six properties are situated across from the former Coal Docks area on the west side of the Niagara River Parkway. All of the properties are in the Bridgeburg Neighbourhood. The direction of future planning in this area is currently being reviewed by the Town through preparation of the Bridgeburg Neighbourhood Plan, which includes community consultation. Recommended uses for the properties on the east side of the Niagara River Parkway include active public open space with programmed facilities and area for public use. The properties on the west side of the Niagara River Parkway contain a number of commercial, mixed use and residential buildings. The recommended use for these properties is mixed commercial/residential, specifically uses complementary to the redevelopment of the former Coal Docks for active public open space.



### Property Details

- Nine properties totalling approximately 5.0 acres (2.0 ha) strategically located along the Niagara River in the downtown.
- Three of the properties (602, 610 and E/S Niagara River Parkway) are located on the east side of the Niagara River Parkway with direct frontage on the Niagara River.
- 602 Niagara River Parkway is the site of the former coal docks.
- The other six properties (591, 601, 607, 611, 617 Niagara River Parkway and 1 Courtwright Street) are located on the west side of the Niagara River Parkway.
- The Coal Docks area is recognized as a Special Policy Area in the Bridgeburg Neighbourhood Plan.
- A concept plan for the former Coal Docks site is currently being studied through the Bridgeburg Neighbourhood Planning process, with the community providing input into future use of the site.

### 602, 610 & E/S Niagara River Parkway

- Site known as the former Coal Docks.
- 3 adjacent properties totalling 2.9 acres (1.2 ha).
- Located just north of the International Rail Bridge.
- 617 ft of frontage along the Niagara River.
- No buildings on any properties, but a platform or former building foundation is located at the south end of 602 Niagara River Parkway with a number of electrical conduits at the platform surface.
- Property provides an opportunity for a mix of active public uses.
- Current Ownership:
  - 602 Niagara River Parkway – Buffalo and Fort Erie Public Bridge Authority
  - 610 Niagara River Parkway – Rudan, Zlejkó
  - E/S Niagara River Parkway – Town of Fort Erie.
- Previous Ownership: 602 Niagara River Parkway has numerous previous owners including Serv-A-Station Maintenance Ltd., Seaway Trust Co. and several numbered companies.

### 591, 601, 607, 611 & 617 Niagara River Parkway and 1 Courtwright Street

- Located across from the Coal Docks properties.
- 1 Courtwright is a large corner property at 0.6 acres (0.24 ha).
- 591 Niagara River Parkway a large square corner property, corporately owned.
- 601 Niagara River Parkway is a 2 ½ storey residential building.
- 607 Niagara River Parkway is a vacant one storey newer commercial building.
- 611 Niagara River Parkway is a two storey tavern with potential for adaptive reuse.
- 617 Niagara River Parkway is a two storey mixed use building.

### Servicing

- Full urban services are available to all properties from Niagara River Parkway.
- There is an easement at north end of the property at 602 Niagara River Parkway for a Region of Niagara sanitary sewer overflow.

### Transportation

- The site is located approximately 7 minutes from the Gilmore Road/QEW exit and entrance ramps and less than 5 minutes from the Peace Bridge crossing to the USA.
- Fort Erie transit service is available in the vicinity of the properties.

### Environmental Information

- A modified Phase 1 Environmental Site Assessment (ESA) has been completed for all properties and is available upon request.

### Property Value and Taxes

- Assessed Value in 2007 for the properties was as follows:

- 602 Niagara River Parkway - \$227,000
- 610 Niagara River Parkway - \$ 53,000
- E/S Niagara River Parkway - \$ 16,300
- 591 Niagara River Parkway - \$297,000
- 601 Niagara River Parkway - \$165,000
- 607 Niagara River Parkway - \$122,000
- 611 Niagara River Parkway - \$505,000
- 617 Niagara River Parkway - \$231,000

- Property Taxes in 2007 for the properties was as follows:

- 602 Niagara River Parkway - \$ 6,224
- 610 Niagara River Parkway - \$ 2,076
- E/S Niagara River Parkway - \$ 0
- 591 Niagara River Parkway - \$10,631
- 601 Niagara River Parkway - \$ 2,616
- 607 Niagara River Parkway - \$ 4,779
- 611 Niagara River Parkway - \$19,780
- 617 Niagara River Parkway - \$ 3,662

### Permitted and Recommended Land Uses

#### 602, 610 & E/S Niagara River Parkway

- 602 Niagara River Parkway is designated Open Space in the Town's newly adopted Official Plan, and zoned Multiple Residential (RM2-309).
- 610 Niagara River Parkway and E/S Niagara River Parkway are both designated Open Space in the Town's Official Plan, and zoned Open Space (OS).
- Permitted uses in the Open Space designation include active and passive open space uses. Uses permitted in RM2-309 include fourplexes, apartment houses, and second level lodging houses.
- Recommended uses for the site (3 properties) include active public open space with programmed facilities and grounds for public use. This could include uses related to the railroad history of the area, restaurant, community multi-use building, events area, ice rink, amphitheatre, waterfront promenade, and riverboat tours. Other possible land uses include transient docking facilities, a tourist information centre, and an arts/interpretive centre.

## 6) Build Capacity

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- Worked with NEDC staff to provide input into a searchable on-line Inventory (see [www.smarterniagara.com](http://www.smarterniagara.com))
- Final Report
  - Strategy for NEDC and local municipal staff to effectively utilize the Inventory and Marketing Profiles
  - Two organized training sessions delivered to municipal staff on:
    - Ongoing data collection/updating
    - Using the evaluation framework
    - Using the Marketing Reports



# Public Partners

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- Niagara Economic Development Corporation
- Regional Municipality of Niagara
- Niagara College
- City of St. Catharines
- City of Niagara Falls
- City of Thorold
- City of Welland
- City of Port Colborne
- Town of Fort Erie



# Contacts

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# Conclusion

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Thank you,

For more information please visit:

[www.smarterniagara.com](http://www.smarterniagara.com)

[www.niagaracanada.com](http://www.niagaracanada.com)

[www.niagaracp.com](http://www.niagaracp.com)

[www.cfav.com](http://www.cfav.com)

