



An International City

Discussion Paper

Niagara Falls is a tourist and convention destination for the entire world. The Eighth Wonder of the World and a star of many movies, and spectacles of all types, Niagara Falls is renowned as an important part of the cultural landscape. Its effect goes beyond the city, extending along its similarly named Escarpment north and east into New York State. Niagara Falls is home for industries and part of a “Gateway Economic Zone” planned to support, economic diversity and promote increased opportunities for cross-border trade, movement of goods, and tourism.

our Niagara Falls plan



Things to Think About



Attract Industrial Jobs & Position Niagara Falls as a Gateway Economic Zone

- The educational offerings local to Niagara Falls should match the business sectors that the City aims to grow.
- Attract new workers and retain youth in “knowledge” sectors into the City. (Software engineers and accountants are examples of “knowledge” sector jobs.) by leveraging Niagara Falls existing livability, and creating affordable walkable and transit supportive neighbourhoods
- Create employment opportunities in the Gateway Economic Zone beyond the City’s existing settlement area.



Ready Niagara Falls for Economic Opportunities

- Housing should come in all shapes and sizes so that Niagara Falls can retain our youth and attract and be a new home to young, educated workers.
- Use the new university and hospital as anchors for future community and business development.
- The Niagara General hospital site offers a unique and rare redevelopment opportunity in the middle of the City.
- Transportation and urban design should be strategized to make the City more economically competitive with other cities around the world.



Renew and Redefine the Niagara Falls Tourist Proposition

- To support tourism, we should expand non-automobile travel options to Niagara Falls, such as regular GO Train service.
- Explore transportation alternatives within the City to lessen overcrowding and the need for parking for visitors.
- Clearly outline how the City will invest in the non-tourism areas of the community, such as Downtown.
- Increase the availability of transit and affordable housing to attract and maintain a hospitality workforce.
- Engage with First Nations communities when creating a tourism development strategy.



The City’s Supply of Employment Land

- Ensure that lands for jobs are in the right location.
- Policy should help to unlock business investment.



Right-size the City’s Retail & Commercial Sector

- Identify areas of the City where new retail properties should be developed.
- Mixed-use buildings should contain some retail stores as well as residential and or office uses .
- Food stores and services should be located close to new homes.
- Residential intensification around retail properties to support and retain those commercial uses.
- The Major Transit Station Area should receive more investment, including the creation of higher density housing.

