

w e l c o m e !
o p e n h o u s e

North Tonawanda



momentum



city resurgence, from downtown to the waterfront

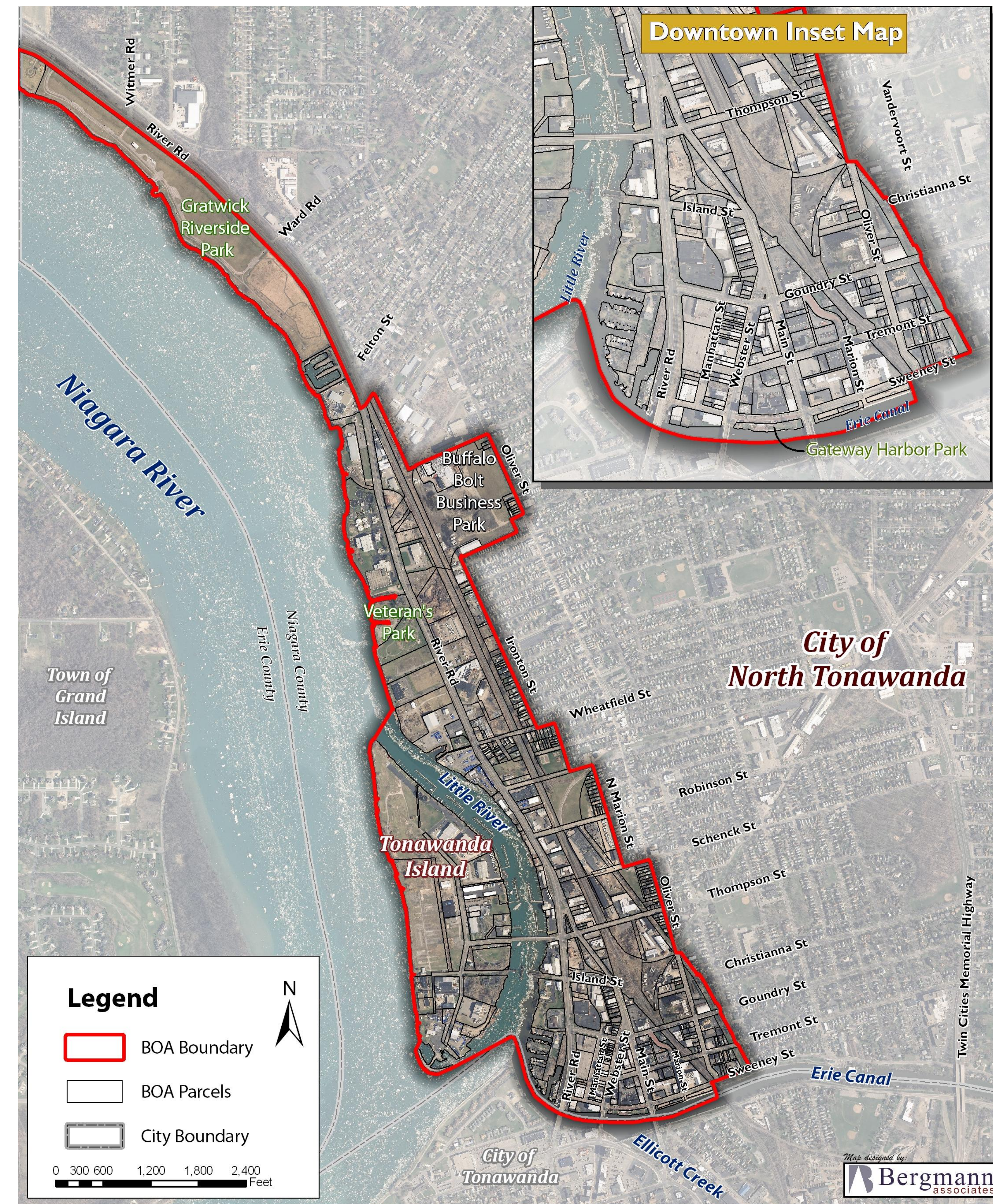
what is North Tonawanda momeNTum?

NT Momentum is a revitalization strategy for a 546-acre study area in North Tonawanda

As a community-driven effort managed by the Lumber City Development Corporation, the project is focused on implementing redevelopment projects that will provide new opportunities for the community to live, work, and play.

outcomes:

- Marketing materials
- Transportation Enhancements Plan for River Road
- Zoning Code updates
- Design standards
- Preconstruction studies to facilitate redevelopment (land assembly, engineering assessments, conceptual design, permitting)
- NYS Environmental Quality Review



study area
boundary

envisioning future possibilities

The community vision for the Momentum project study area celebrates North Tonawanda's history while embracing future change:

In 2035 the study area will be... “a vibrant mixed use district centered around the confluence of two waterfronts – the Erie Canal and the Niagara River. Residents can choose to live, work, or relax while taking advantage of abundant commercial opportunities, employment options, restaurants, and recreation assets, all of which capitalize on the natural beauty of the surrounding landscape. Visitors come not only to enjoy the waterways, but to experience the multitude of land side cultural and recreational amenities offered at this Gateway to the Erie Canal.”



Tonawanda Island (Future Mixed-Use Development)



Tonawanda Island (Future Mixed-Use Development)



Tonawanda Island Southern Tip (Future Mixed-Use / Residential)



Former Fire Training Facility Site (Future Retail / Restaurant)

building momeNTum

planning

The NT Momentum project builds upon almost a decade of planning efforts.

- DOWNTOWN REDEVELOPMENT PLAN
- NORTH TONAWANDA COMPREHENSIVE PLAN
- GRATWICK PARK MASTER PLAN
- WAYFINDING STUDY
- LOCAL WATERFRONT REVITALIZATION PLAN (LWRP)
- BROWNFIELD OPPORTUNITY AREA MASTER PLAN STEP 2
- (BROWNFIELD OPPORTUNITY AREA PLAN STEP 3

investment

In the past decade, over \$41 million in public and private investment has been made in the momeNTum study area, including pre-development work, infrastructure enhancements, and other initiatives. This map shows just a few examples:

- PUBLIC PROJECT
- PUBLIC-PRIVATE PROJECT
- PLANNING STUDIES



HOTEL & MARINA
ALONG THE NIAGARA
RIVER



FORMER FIRE
TRAINING FACILITY/
MIXED-USE
DEVELOPMENT



MIXED-USE
DEVELOPMENT ALONG
NIAGARA RIVER



Source: Esri, DigitalGlobe, GeoEye, Earthstar, USDA, USGS, AeroGRID, IGN, etc.

master plan 2015-2035

Phase 1 (2015-2025)

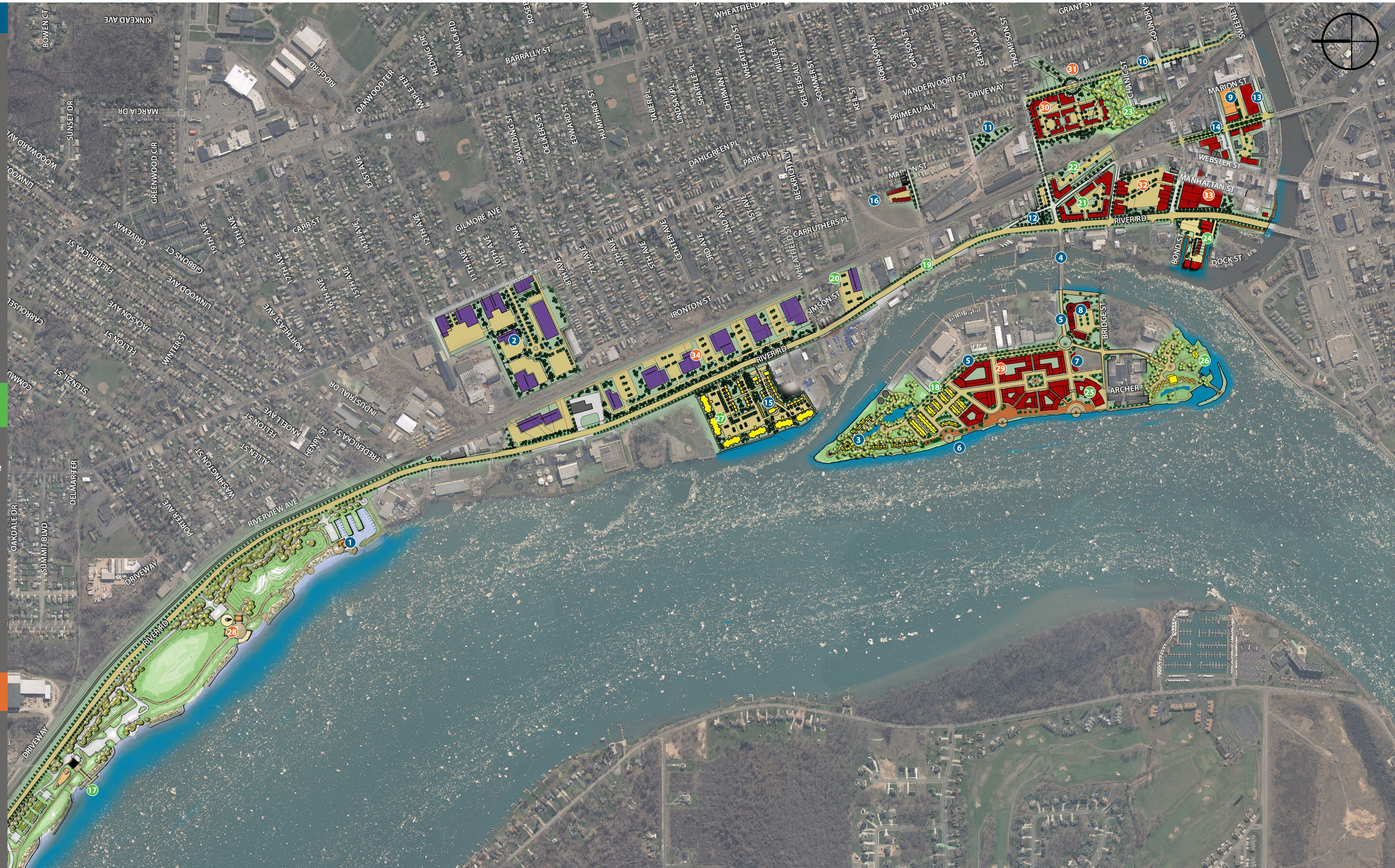
1. Gratwick Riverside Park and Marina Improvements
2. Buffalo Bolt Business Park Redevelopment
3. North Island Residential and Park Development
4. Thompson Street Bridge Rehabilitation
5. Taylor Drive and Island Boulevard Construction
6. Tonawanda Island Promenade
7. Office Mixed-Use
8. Retail/Restaurant Mixed-Use and Little River Promenade
9. Downtown Structured Parking
10. Oliver Street Enhancements
11. New Pocket Park
12. Gateway Memorial Park
13. Hotel
14. Main Street Pedestrian Enhancements
15. Multi-Family Residential
16. Multi-Tenant Warehouse Facility

Phase 2 (2025-2030)

17. Gratwick Riverside Park Redevelopment Phase 2
18. Tonawanda Island Internal Roads, Central Park, Mixed Use
19. River Road Reconstruction
20. Industrial Infill, Redevelopment, Access Management
21. Mixed-Use Redevelopment
22. Interpretive Rail Park and Museum
23. Thompson Street Improvements
24. Weatherbest Slip Redevelopment
25. Phase One Hotel and Restaurant
26. Residential
27. Multi-Family Residential

Phase 3 (2030 and Beyond)

28. Gratwick Riverside Park Redevelopment Phase 3
29. Mixed-Use with Structured Parking
30. Townhomes and Oliver Street of Shoppes
31. Enhanced Oliver Street Gateway
32. Mixed-Use Housing and Municipal Parking lot
33. Manhattan Street Mixed-Use and Parking Structure
34. Office Park

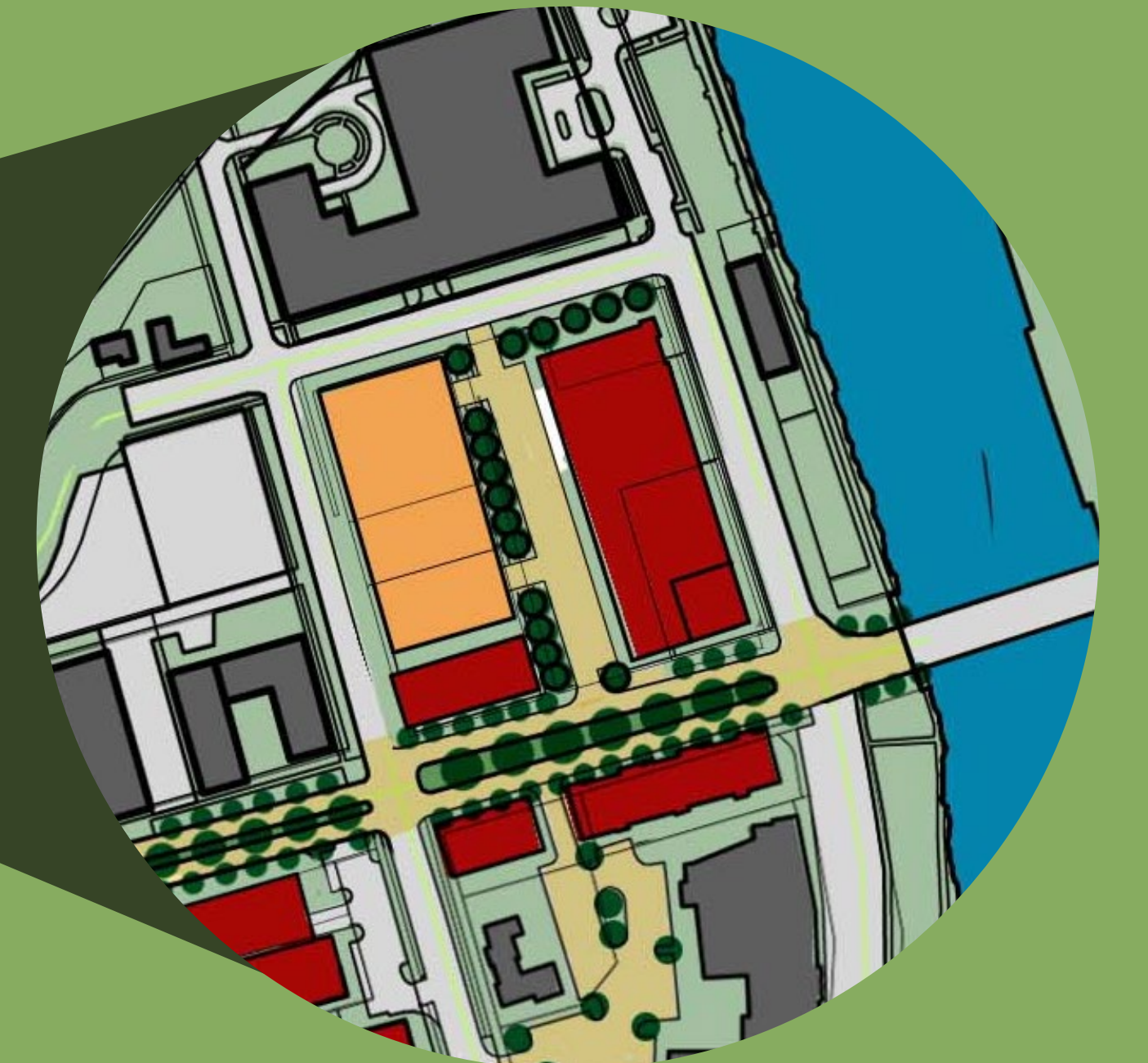


The Master Plan represents the culmination of a multi-year planning process led by the Lumber City Development Corporation, with input provided by a project steering committee and members of the community.

strategic sites

The priority redevelopment sites (listed below) have been identified through a multi-year community planning process as having strategic importance for North Tonawanda.

These historically underutilized sites will serve as economic catalysts, generating new activity, investment, and momentum.



138-158 Sweeney Street
Existing: Parking Lot & Former Elks Lodge
Future: Hotel



235 River Road
Existing: Light Industrial
Future: Mixed-Use Redevelopment



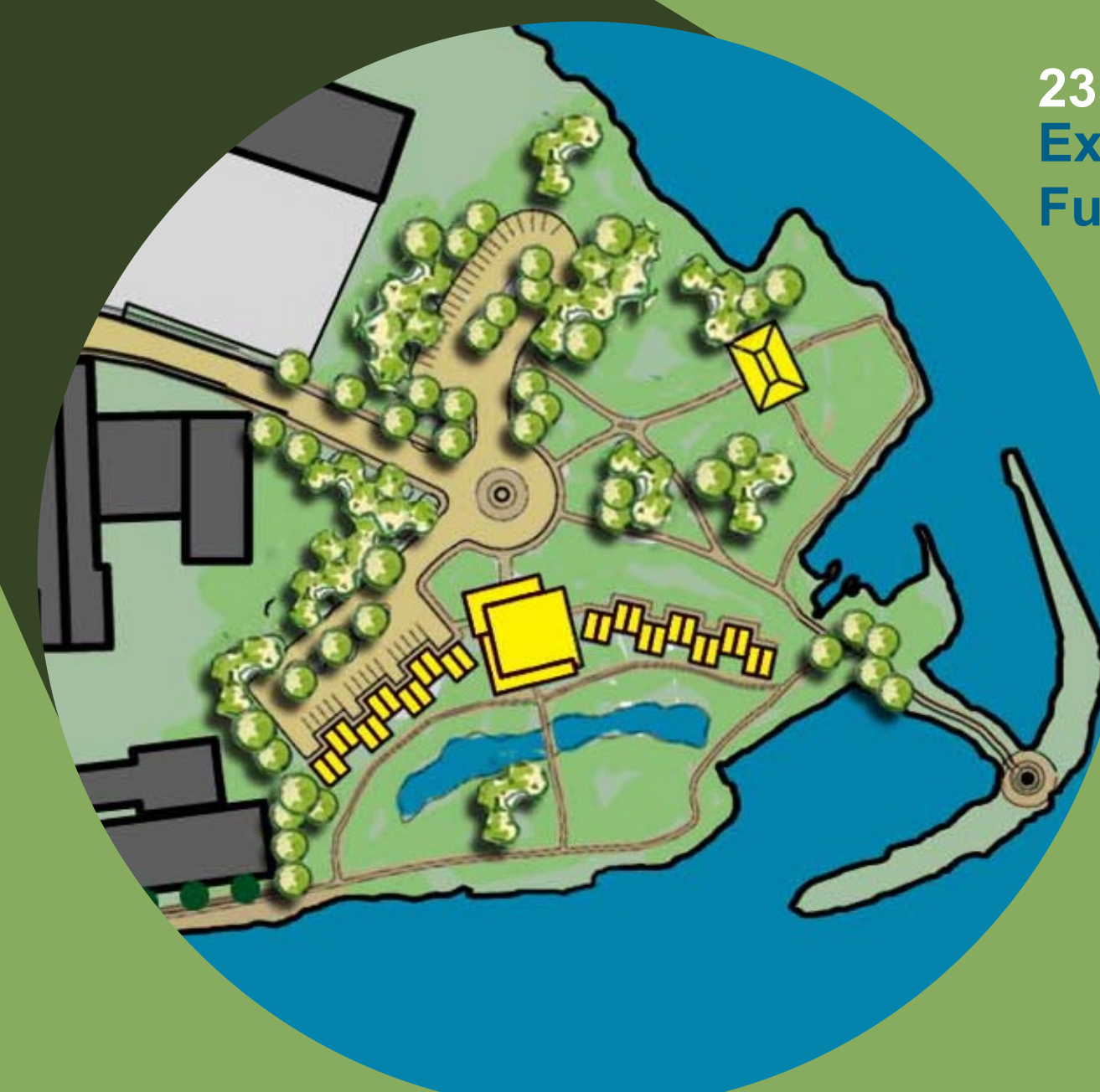
600 River Road
Existing: Vacant
Future: Multi-Family Housing



199 Taylor Drive
Existing: Fire Training Facility
Future: Retail / Restaurant, Mixed Use and Promenade



2 Bridge Street
Existing: Vacant
Future: Hotel / Restaurant



2-17 Detroit Street
Existing: The Shores Restaurant, Warehouse, Yard Storage, Office
Future: Residential / Restaurant

the momeNTum 3d experience

The Momentum 3D Experience is a digital model of North Tonawanda, providing a realistic view of how future redevelopment projects relate to the existing built environment.

benefits of a 3d model:

- Facilitate understanding of potential development impacts
- Site promotion and marketing
- Design review

A new way for the community to experience the momentum.



example 3d models

[illegible]

facebook.com/NorthTonawandaMomentum

a preview of the momeNTum brand

MOMENTUM - PROJECT LOGO - used during project phase to communication the city resurgence.



city resurgence, from downtown to the waterfront

MOMENTUM - DOWNTOWN LOGO



enjoy the momentum of entertainment, food and culture at the city center

MOMENTUM - WATERFRONT LOGO



explore the momentum of life, work and play at the water's edge

MOMENTUM - RESIDENTIAL LOGO



feel at-home in a community growing with momentum

Branding is the practice of creating a name, symbol and design that identifies and differentiates a product from other products. The “product” in this case is North Tonawanda itself. This brand is designed to help communicate the community’s vision and promote overall awareness of the project.

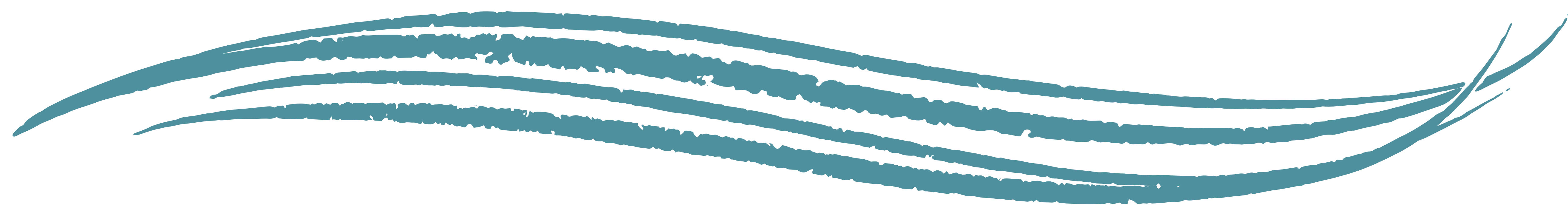
The foundation of any brand is the logo, a graphic symbol communicating the overall tone and meaning of the brand. The logo is accompanied by taglines, a color palette, type face fonts, and imagery, all tied together as a complete brand.

This brand will be incorporated into promotional materials throughout the course of the project and will be integrated with the website and social media campaigns.

www.NTmomentum.com



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examples of 3D models from other communities