

# Niagara-on-the-Lake Committee of the Whole

*Senior Housing Advisory Committee | July 15, 2025*



# Problem Statement

*When seniors no longer wish to live in their single family homes, but desire to remain in the NOTL community, there are little or no alternatives available.*



# The Time is Now – Positioning NOTL for an Aging Future

## *Why Act Today?*

- ✿ *By 2031, 1 in 3 NOTL residents will be 65+*
- ✿ *Current housing stock is not aging-friendly*
- ✿ *Waitlists are growing for supportive and attainable housing*
- ✿ *Senior housing is an economic driver — not just social policy*

*The Ask: Recognize senior housing as a key pillar in NOTL's Economic Development and Official Plan strategy*



# Aligning Senior Housing with Economic Development

## *Aging Population = Economic Opportunity*

- ✿ *Creates local jobs: construction, health services, wellness, and property management*
- ✿ *Supports business vitality: aging residents spend locally on goods, services, and dining*
- ✿ *Reduces healthcare costs: accessible, wellness-oriented homes prevent hospitalizations*
- ✿ *Attracts newcomers: many Ontarians seek age-friendly small towns with housing options*

***Proposal: Formally incorporate senior housing and aging-in-place communities into NOTL's economic growth priorities***



# Public Land for Public Good

## *Town-Owned Land: A Tool for Housing Innovation*

- ✿ *We ask the Town to identify municipally owned lands suitable for senior housing*
- ✿ *Is there land already zoned and/or serviceable that can be allocated?*
- ✿ *Prioritize locations near transit, healthcare, and town amenities*

### ***Example Opportunity:***

*What is the status and potential amenability of the former hospital site in Old Town?*



# Strategic Integration in the Official Plan

## *Seniors Housing Must Be Embedded in Policy*

- ✿ *Amend the Official Plan to explicitly prioritize:*
- ✿ *Senior Housing*
- ✿ *Mixed-income senior housing*
- ✿ *Wellness-focused, barrier-free living environments*

*We're asking for more than recognition. We're calling for strategic action:*

- ✿ *Clear targets and timelines*
- ✿ *Land-use designations for aging-focused housing*
- ✿ *NOTL Cross-departmental collaboration to bring it to life*



# A Call for Leadership

*We Recommend the Town Issue a Senior-Specific RFI (Request for Interest)*

- ✿ *Invite qualified developers, nonprofits, and partners*
- ✿ *Focus: mixed-income, aging-in-place, community-connected models*
- ✿ *Leverage municipal incentives and policy alignment*

*This is not a passive request. We ask the Town to lead a public-private innovation approach to create Canada's most livable community for older adults.*



# Let's Build This – Together

*We are not asking the Town to solve this alone. We are:*

- ✿ *Offering community leadership*
- ✿ *Bringing partners, advisors, and vision*
- ✿ *Ready to co-design solutions with Town staff, Council, and developers*

*Let's position Niagara-on-the-Lake as a national leader in dignified, senior housing.*

*Contact: Cindy Grant, Chair*

*Niagara-on-the-Lake Senior Housing Advisory Committee*