



RAINBOW CENTRE MALL ADAPTIVE REUSE

MARVEL

October 12, 2021



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INTRODUCTION

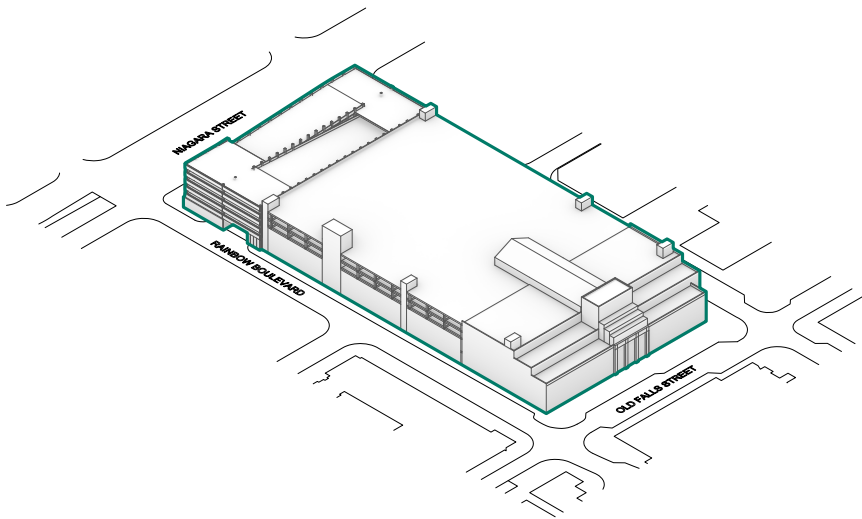
MARVEL



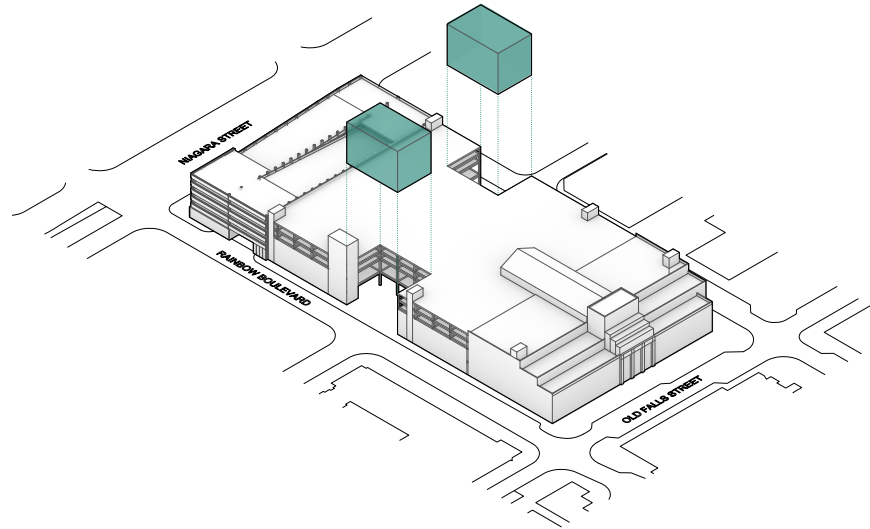
PROJECT VISION AND APPROACH

- 1. Placemaking**
(Engagement with Nature, History, Culture)
- 2. Catalyst Project**
(Spark Downtown Revitalization)
- 3. Not a Mega Project**
(Tailored, Evolutionary Strategy)

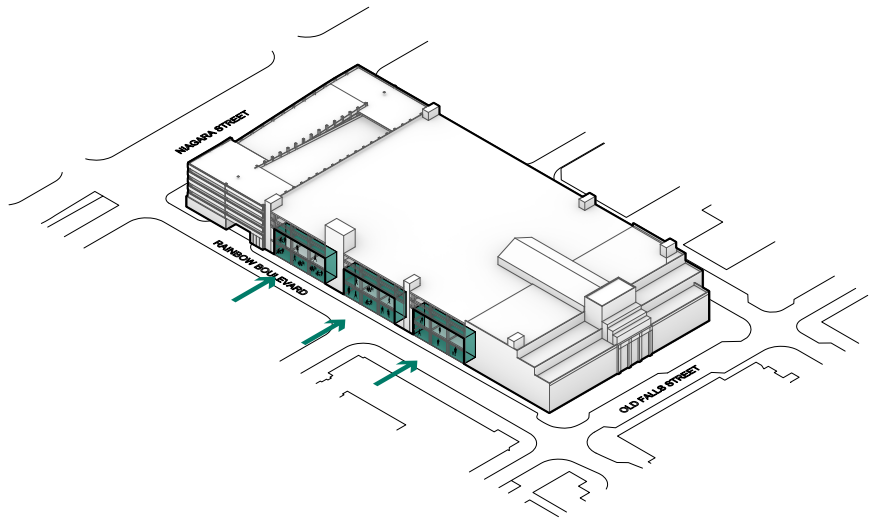
Design Principles



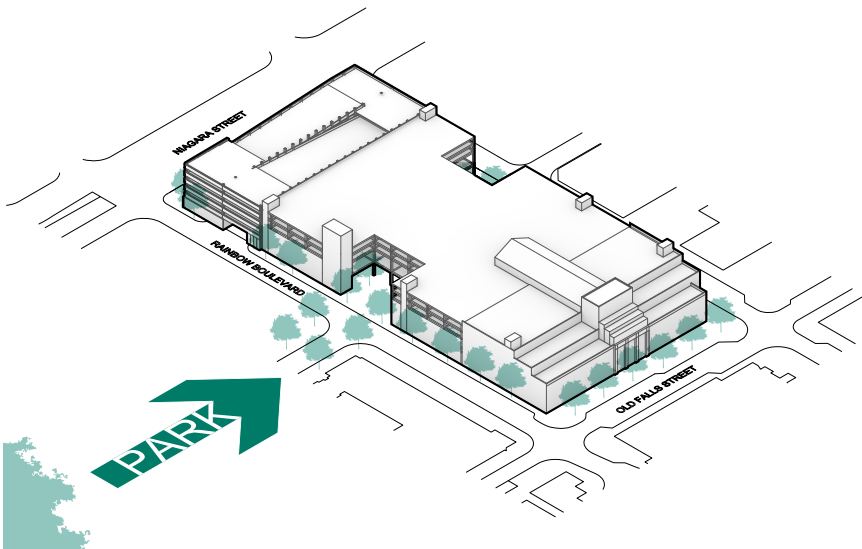
Existing Block



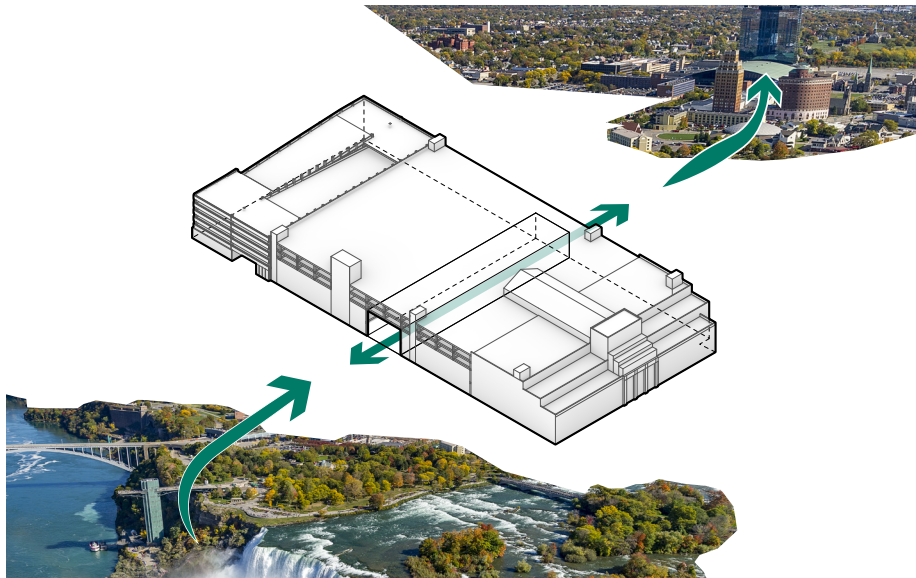
1. Break the Block



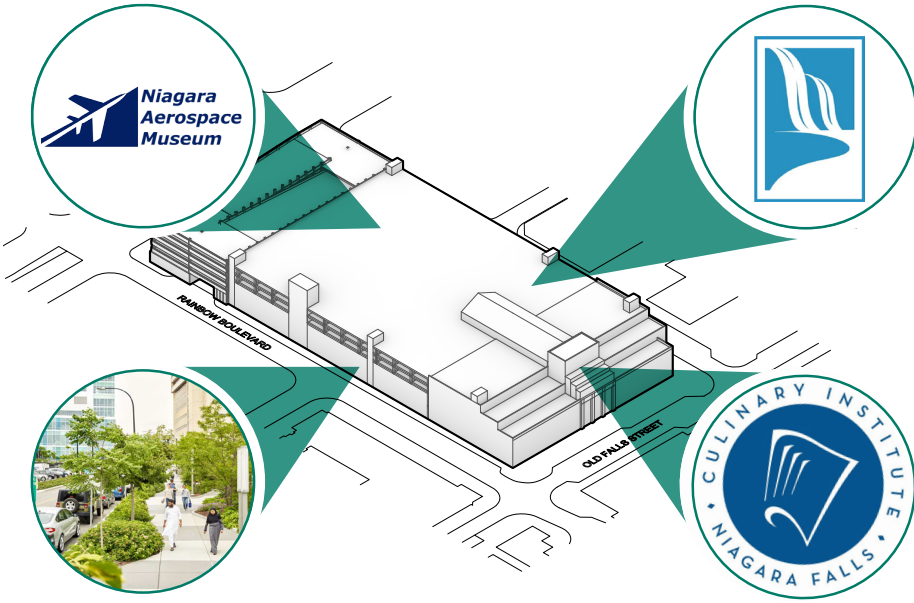
2. Open the Facade



3. Connect to Nature



4. Create Gateway to the City

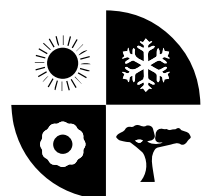


5. Activate Year Round

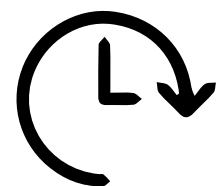
Essential Project Criteria



Be mindful of total project budget and provide cost for alternates



Design program & building to support year round use



Design program & building to be cutting edge and innovative



Leverage a cultural institution as a prime anchor tenant



Activate & prime corner (Niagara Street and Rainbow Boulevard)



Maximize building area (SF) transferred to the public realm



Create place-based engagement with all people, including families & children



Balance efficient parking with building program appropriately

HISTORY, CONTEXT & ADAPTIVE REUSE

MARVEL

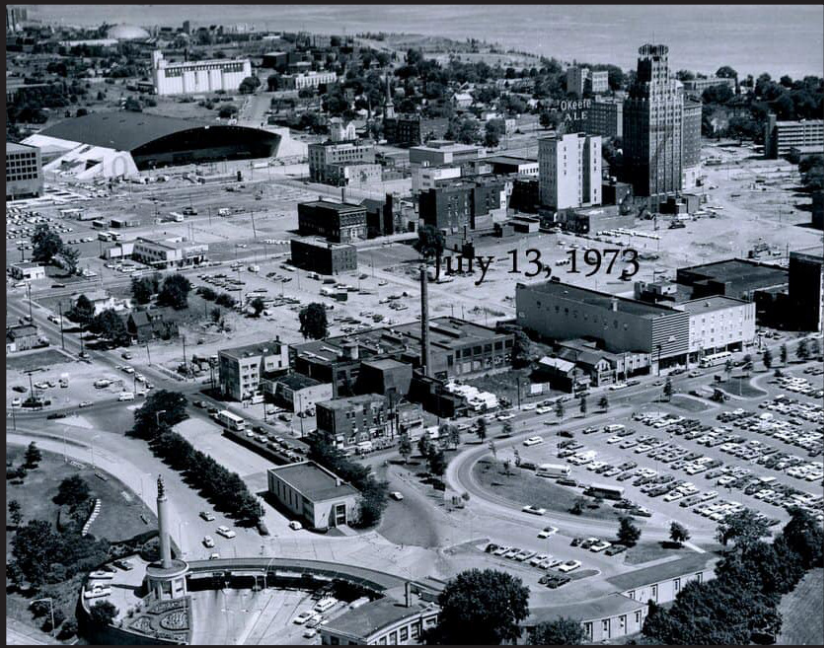
HISTORICAL CONTEXT



DOWNTOWN NIAGARA FALLS - 1920'S



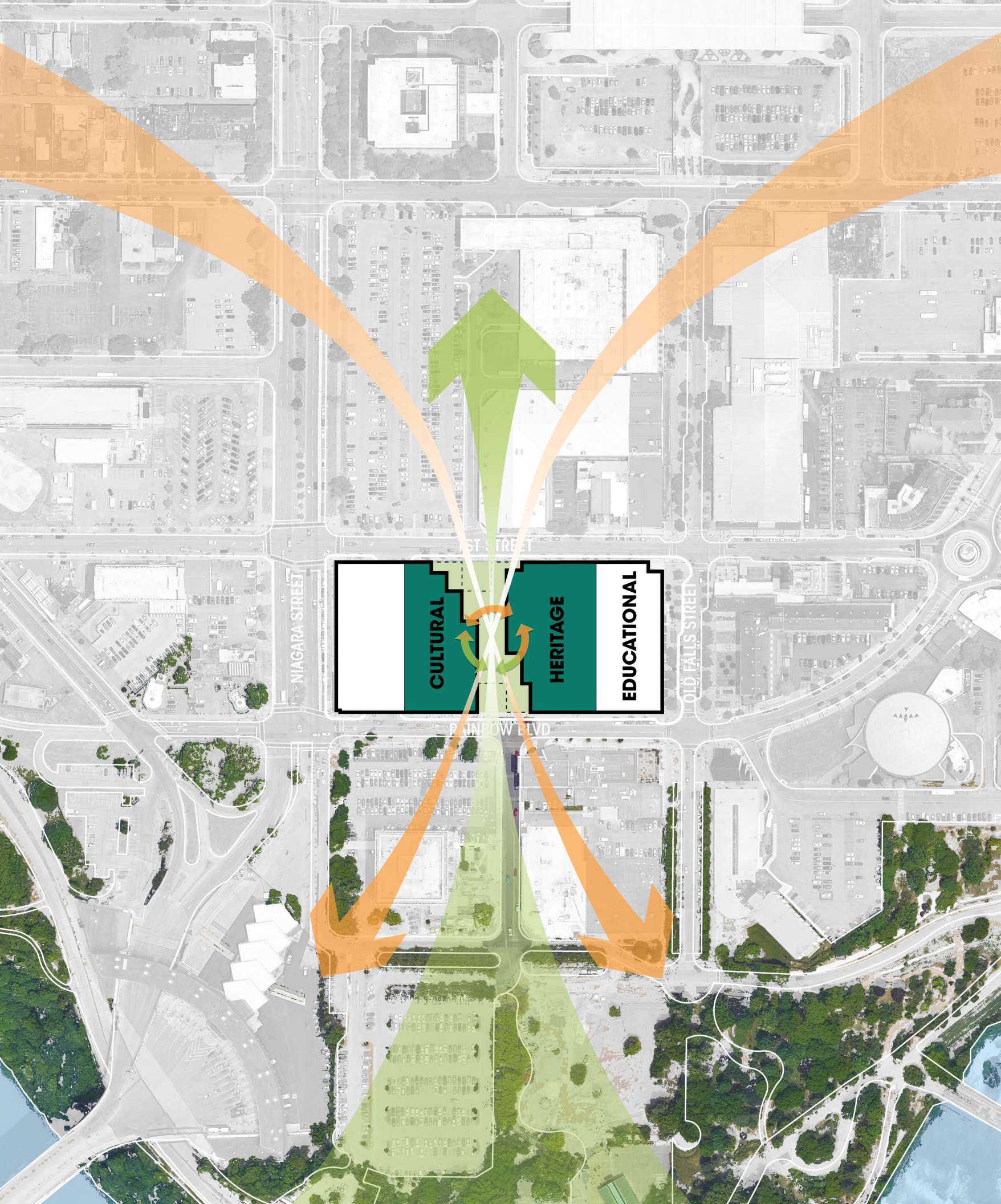
DOWNTOWN NIAGARA FALLS - 1960'S



DOWNTOWN NIAGARA FALLS - 1970'S



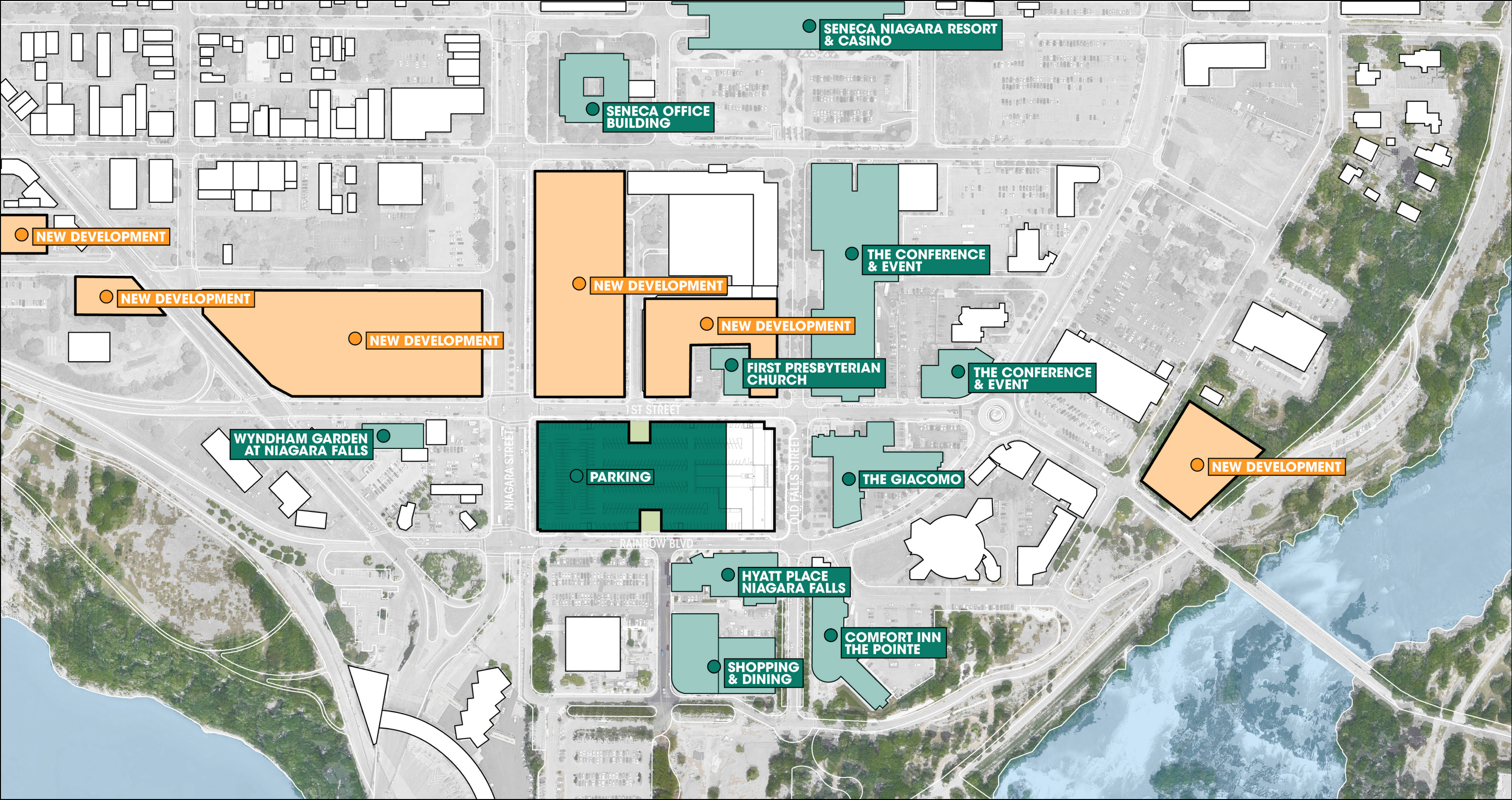
DOWNTOWN NIAGARA FALLS - PRESENT



RAINBOW MALL AS A GATEWAY

Our goal is to convert Rainbow Centre from a monolithic superblock to a dense, highly-porous structure that acts as a catalyst project for a new Niagara Falls Downtown Core and a gateway between the revitalized Downtown and the Park and Falls.

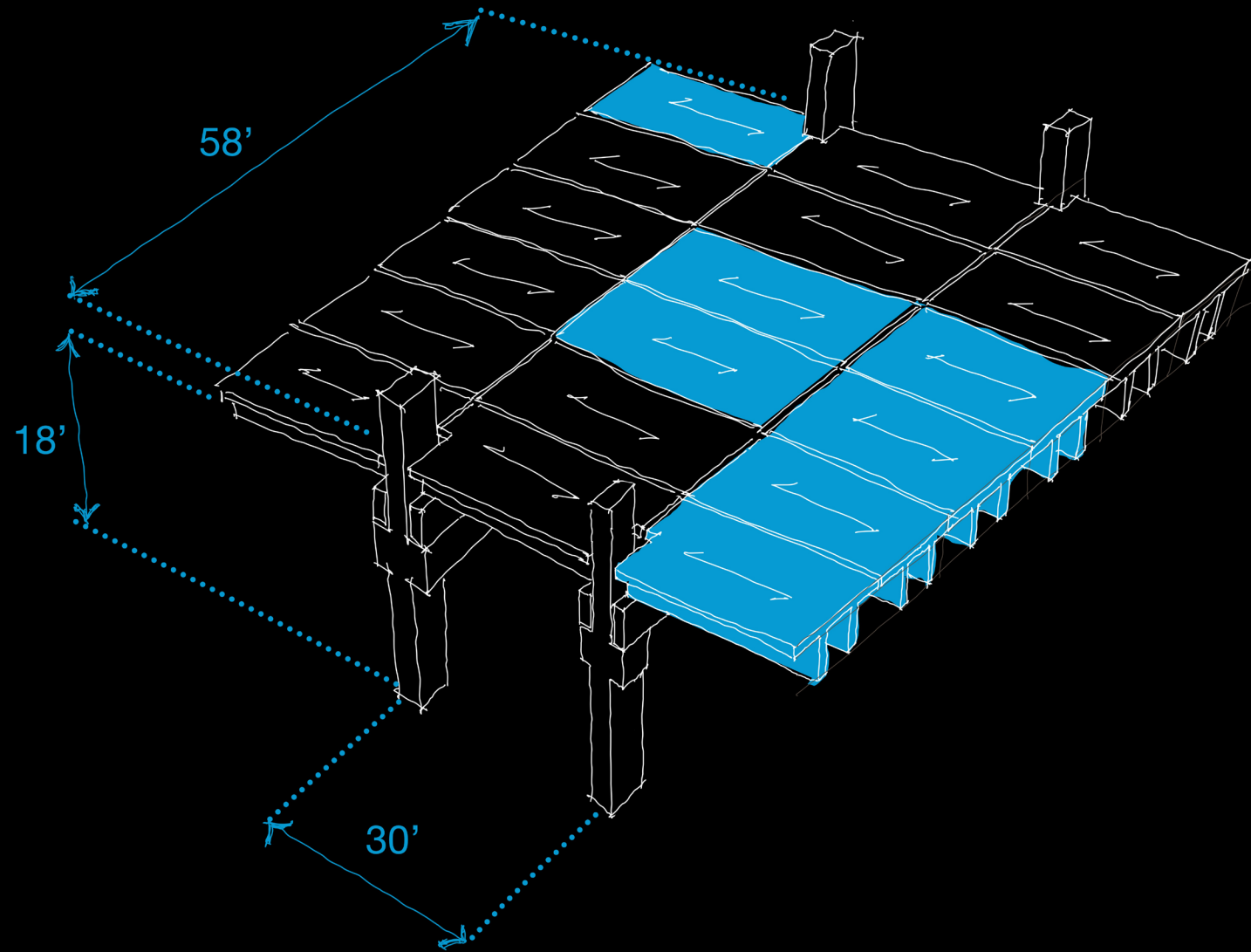
VITAL INFRASTRUCTURE FOR DOWNTOWN



UNDERSTAND HISTORY & PROMOTE NOSTALGIA



ADAPTIVE REUSE - A RESPONSIBLE APPROACH

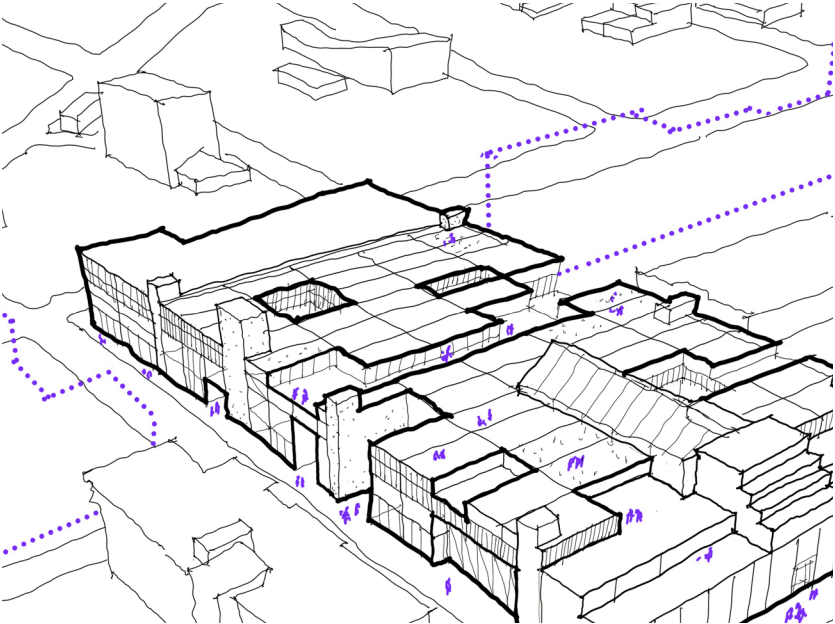
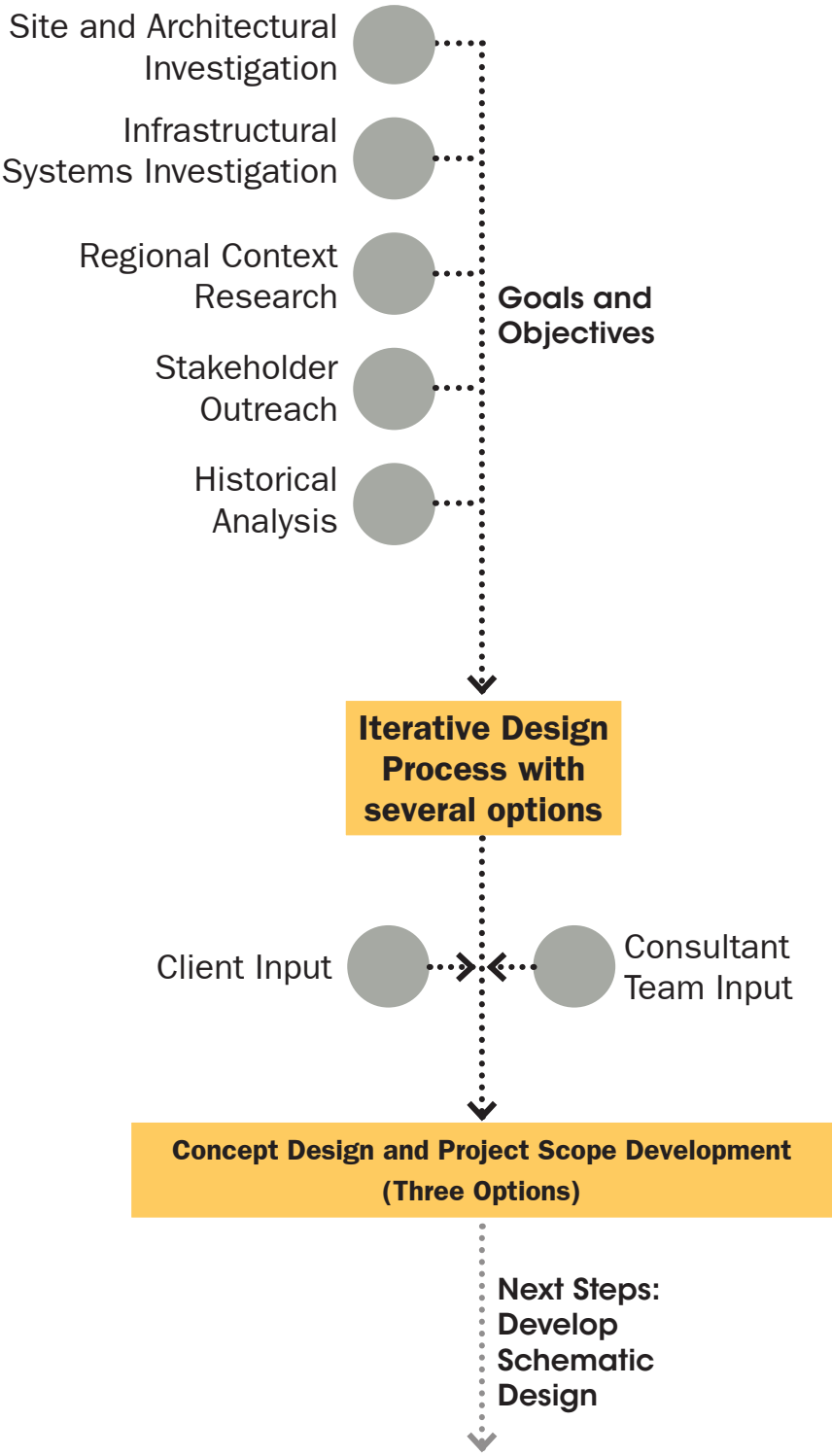


The quality and modularity of the remaining exposed structure allows it to remain exposed. The precast concrete will be celebrated and reused in creative ways within the new redevelopment designs limiting the need for new finishes and project costs.

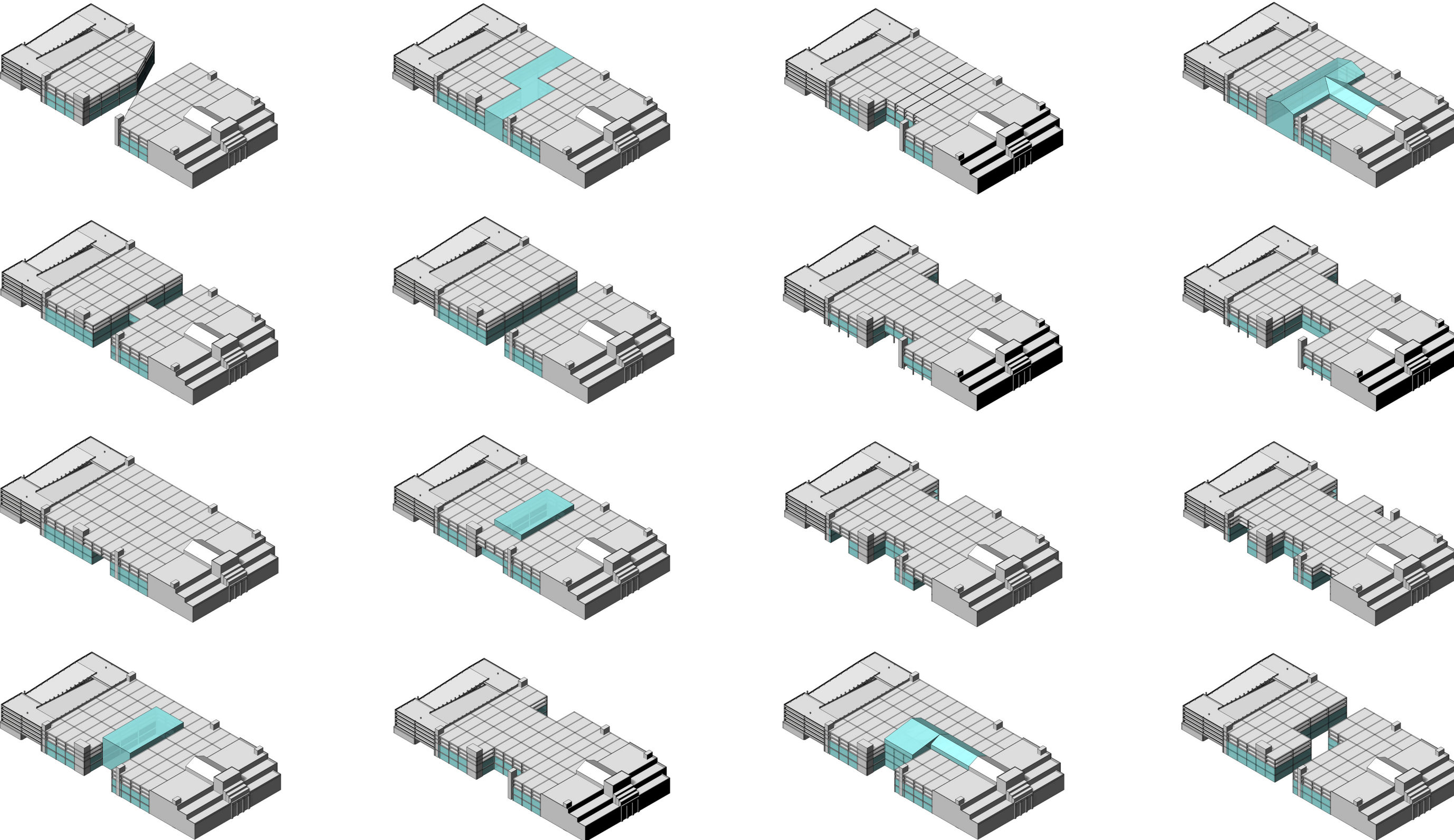
DESIGN PROCESS

MARVEL

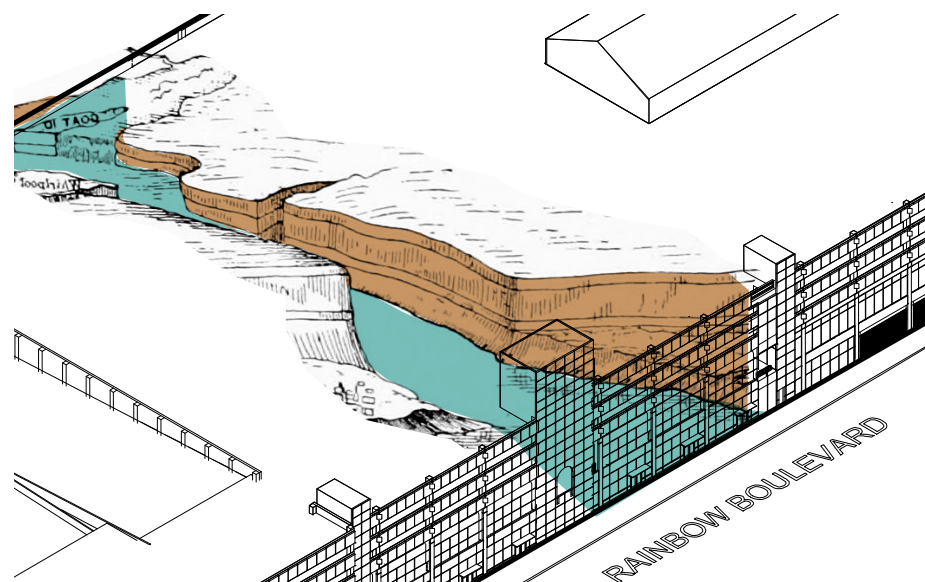
DESIGN PROCESS



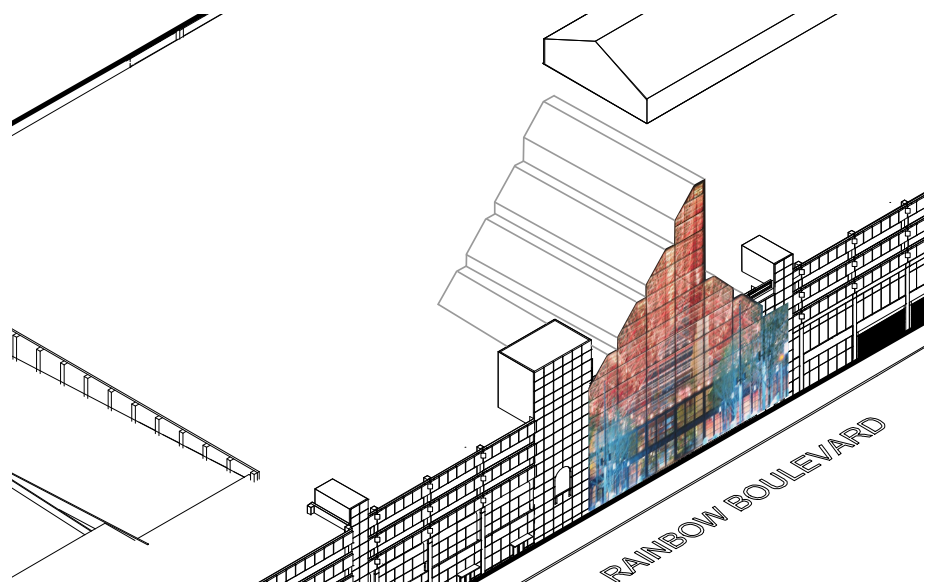
DESIGN PROCESS - ITERATIVE EXPLORATIONS



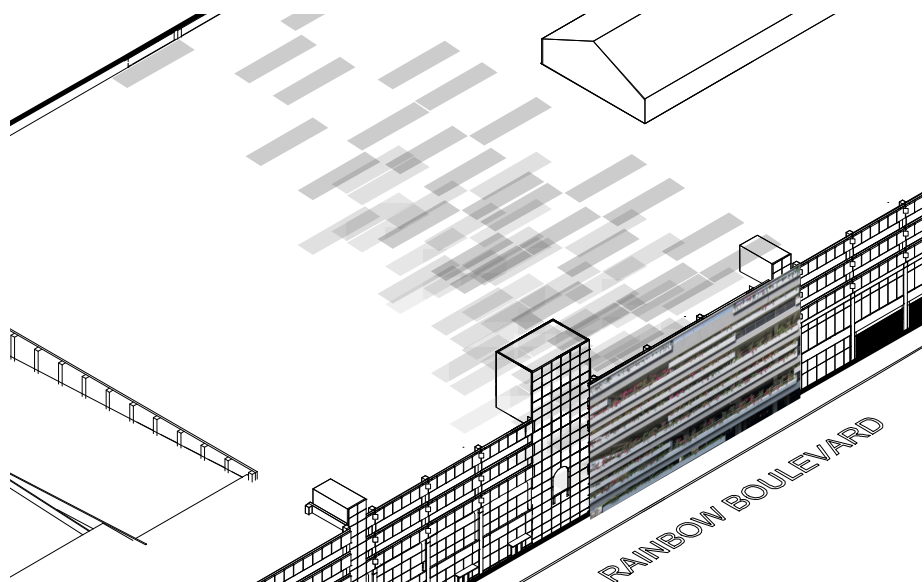
DESIGN PROCESS - CONCEPT OPTIONS



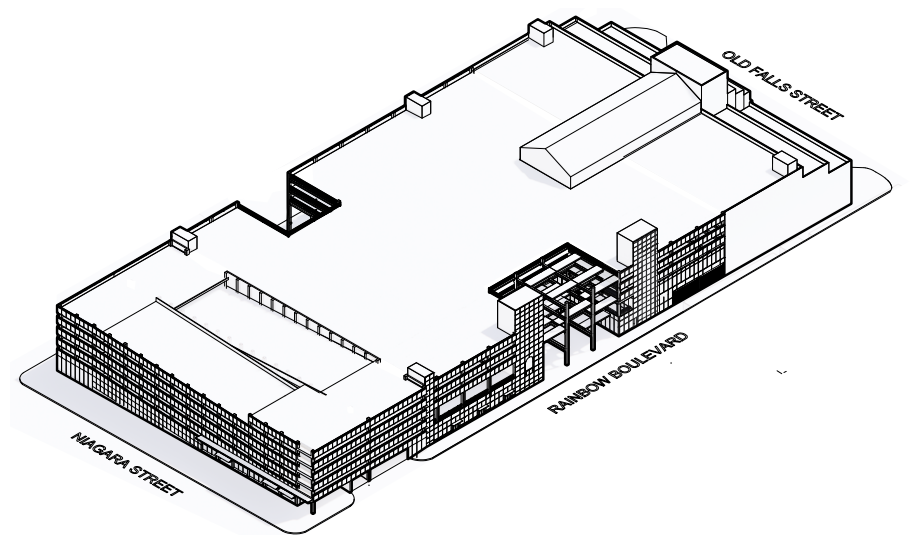
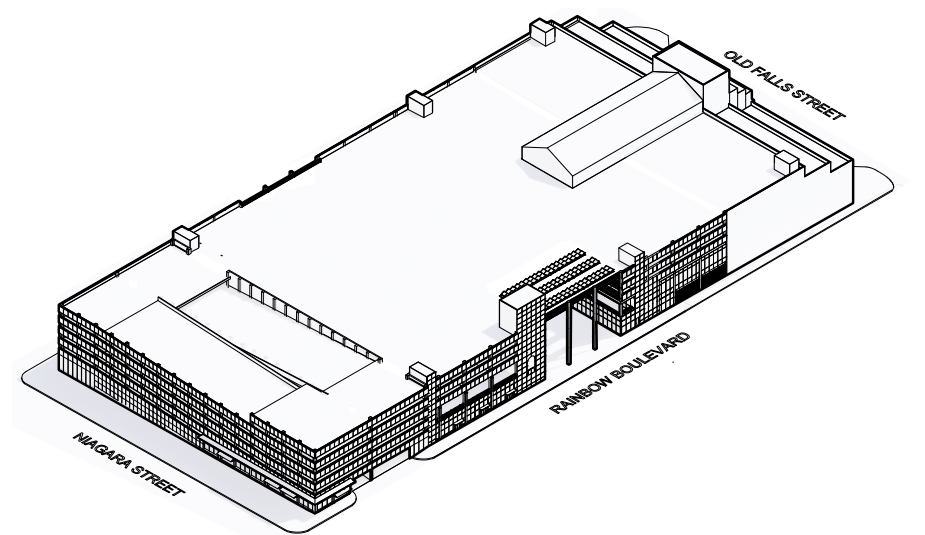
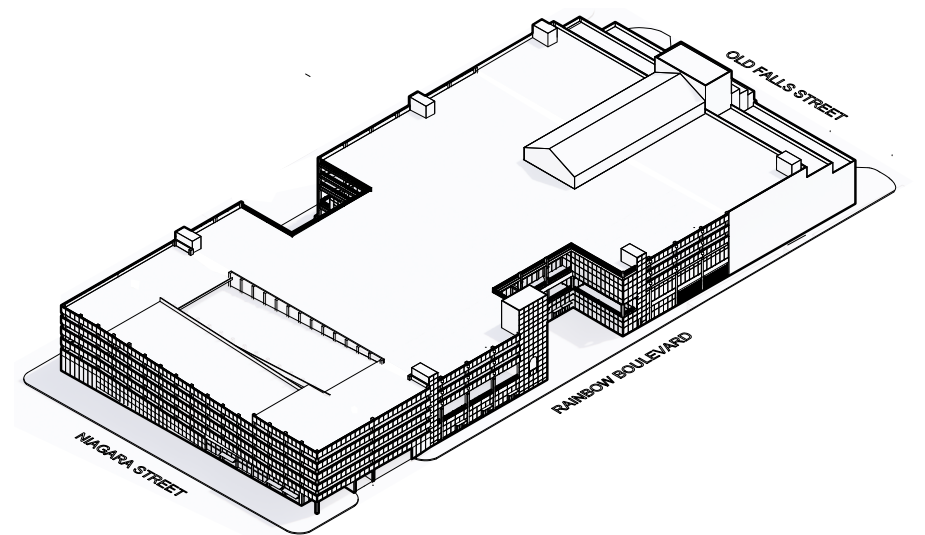
Option 1 - Create the Gorge



Option 2 - Leverage the Icon



Option 3 - Celebrate the Structure



CURRENT DESIGN

MARVEL

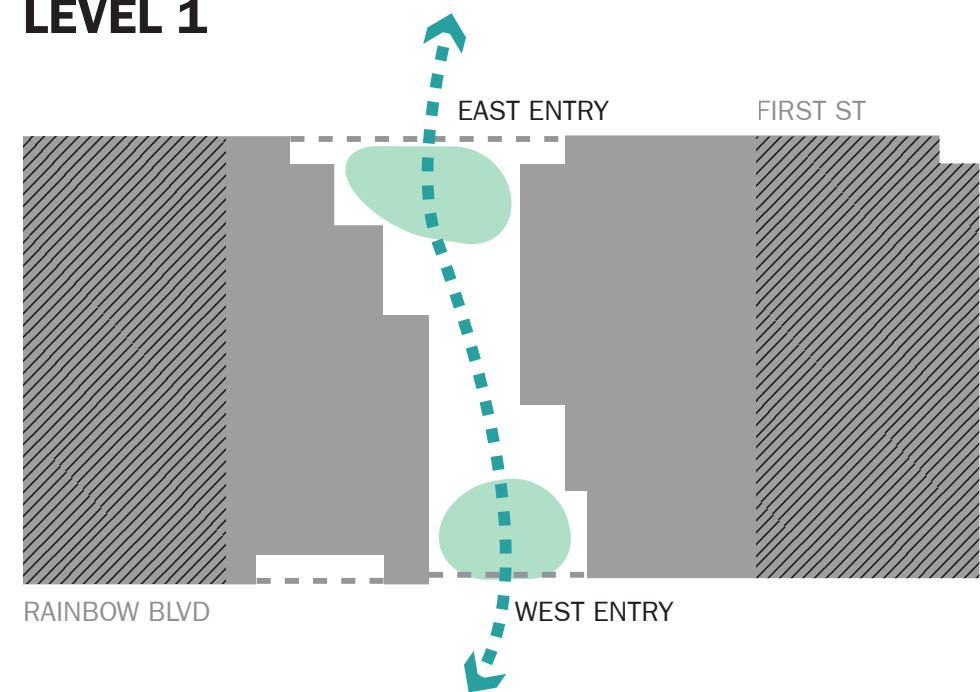






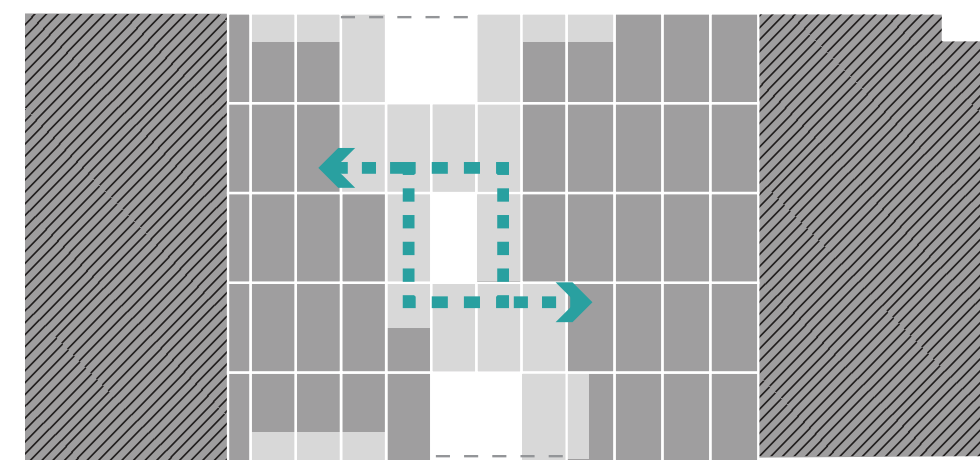
CURRENT DESIGN OVERVIEW

LEVEL 1



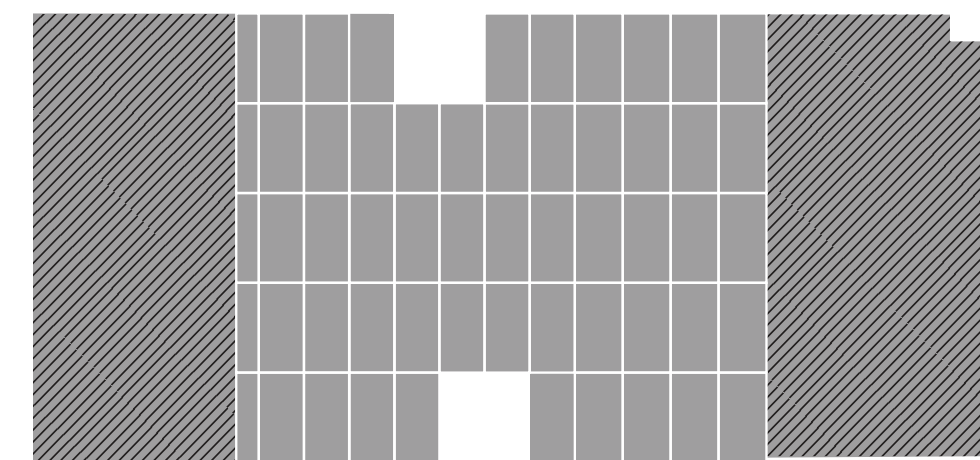
- Public flow - pedestrian pass-through
- Removal of modular bays

LEVEL 2



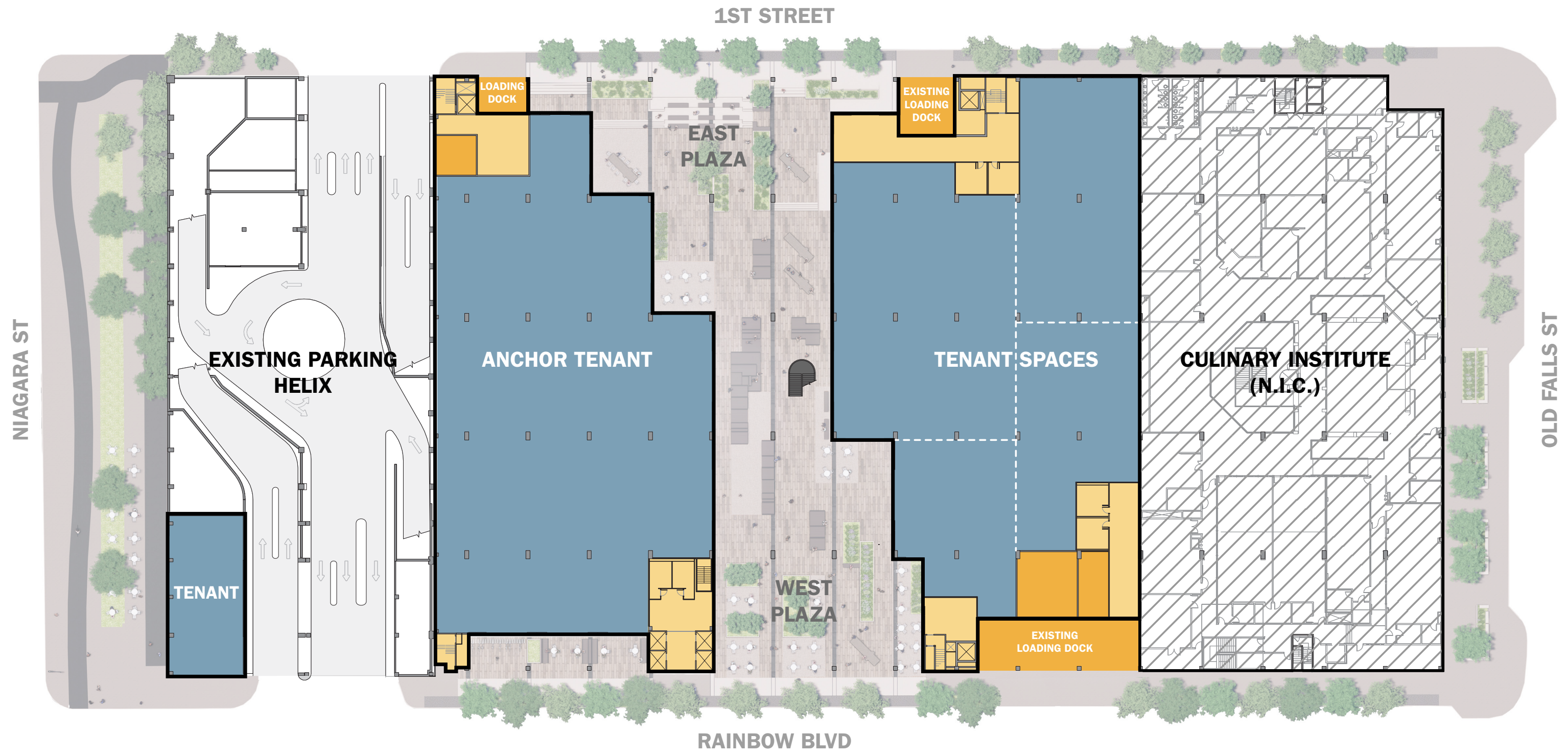
- Terraces on second floor for program to spill out
- Central connection between N and S sides at 2nd level

LEVELS 3-5

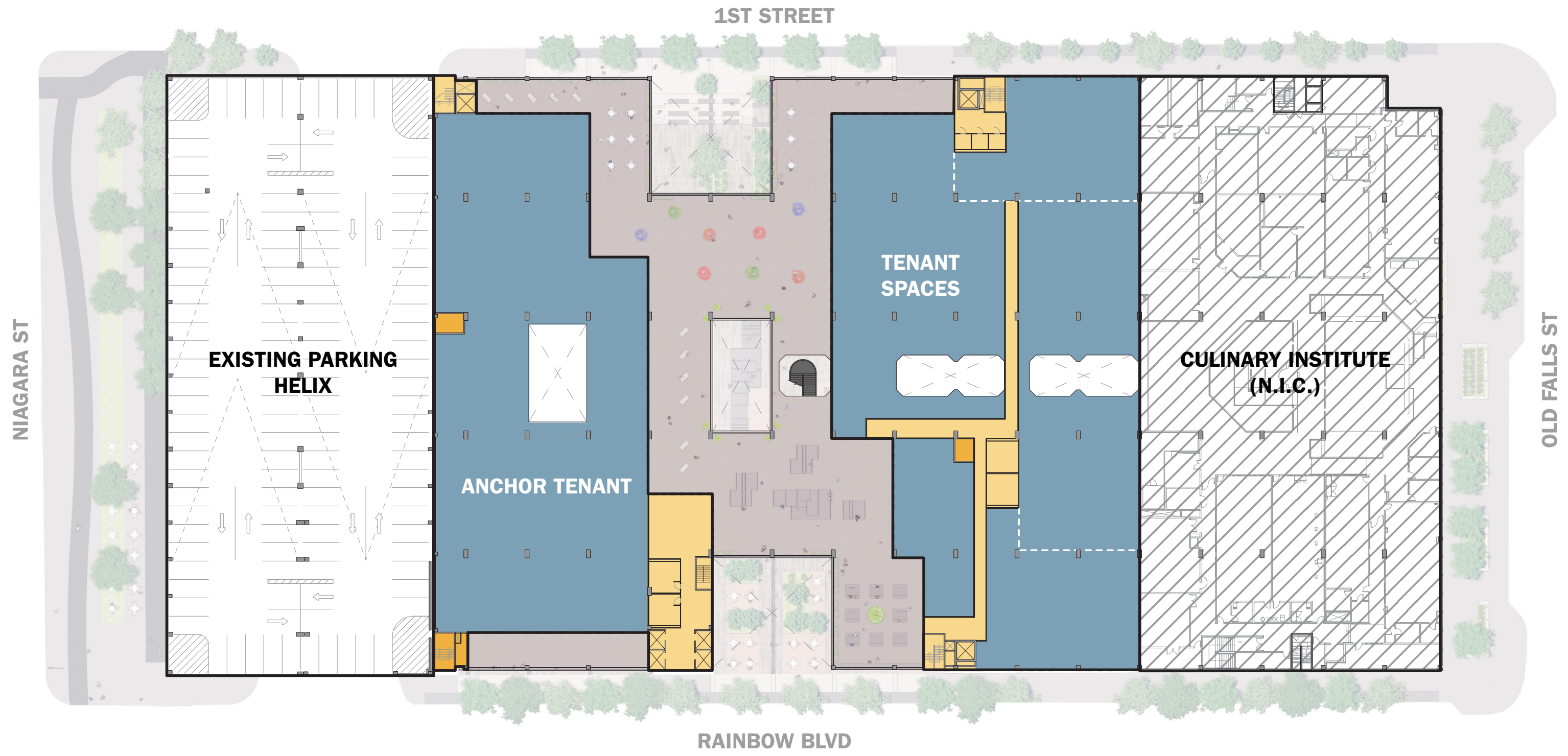


- Removal of parking decks to create plazas that are open to the sky

GROUND FLOOR PLAN



SECOND FLOOR PLAN



FIFTH FLOOR PARKING PLAN



FLEXIBLE & ACTIVE PUBLIC PLAZA SPACE



RAINBOW BLVD. PLAZA PROGRAM:



OUTDOOR DINING



BOSQUE OF TREES



ART WALL

CENTRAL PLAZA HIGHLIGHTS:



PLAYFUL SEATING



INTERACTIVE PLAY



TEMP. INSTALLATIONS

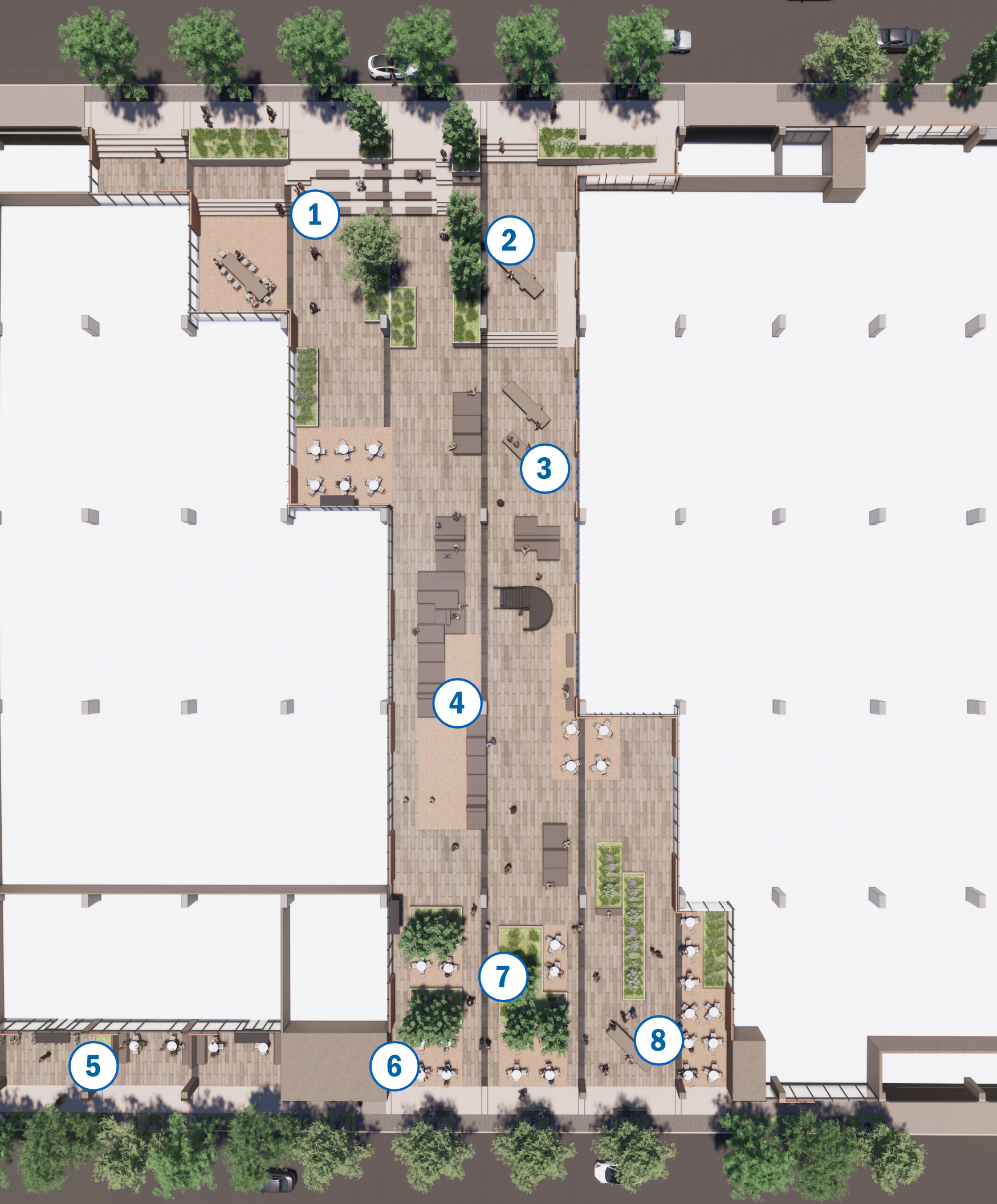
FIRST STREET PLAZA HIGHLIGHTS:



AMPHITHEATER

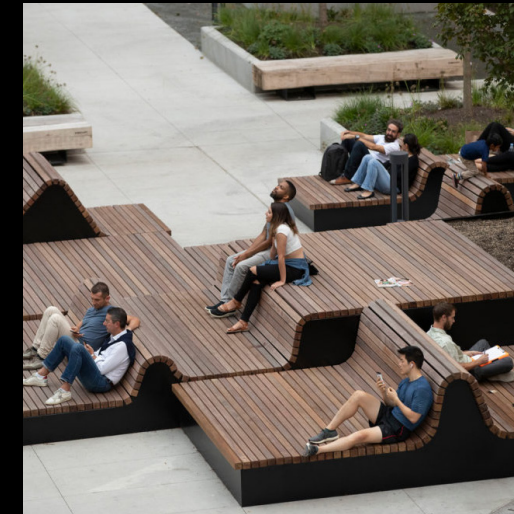


ART SPACE



GROUND LEVEL PLAZA OPTION 1

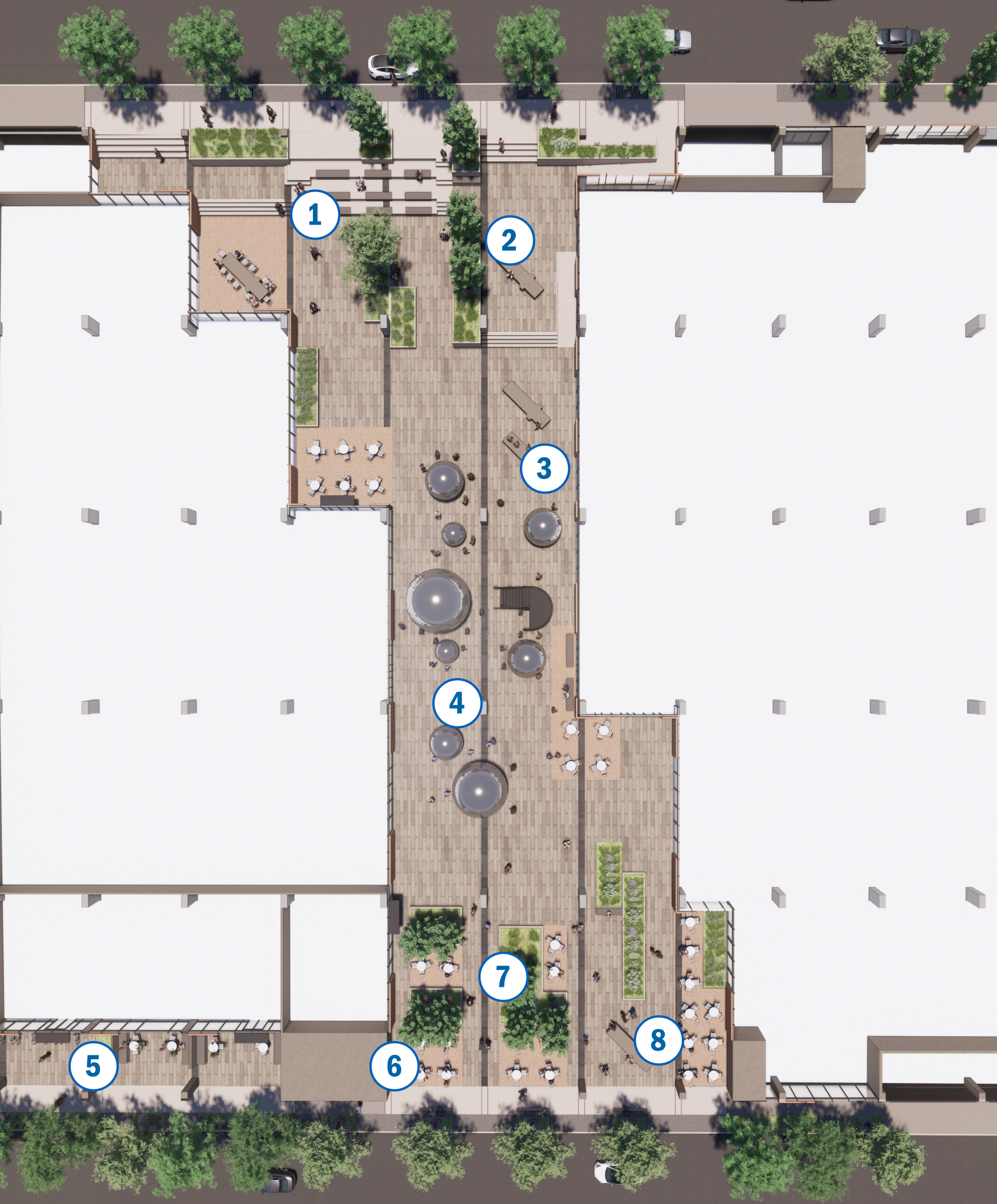
1. Amphitheater Seating
2. Mid-Level Art Space
3. Repurposed Precast Furniture
4. Playful Seating Elements:



5. Public Bike Racks:

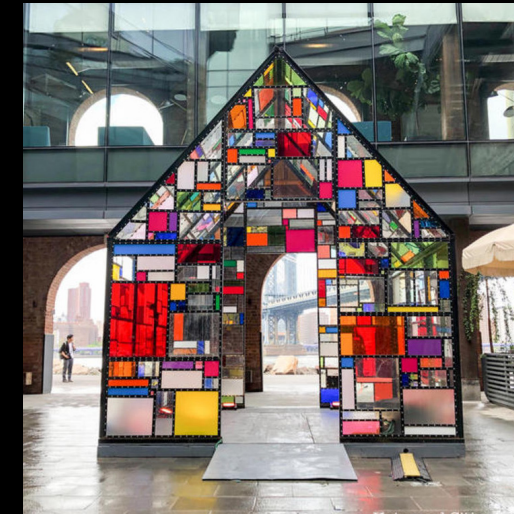


6. Art Wall
7. Bosque of Trees
8. Outdoor Dining



GROUND LEVEL PLAZA OPTION 2

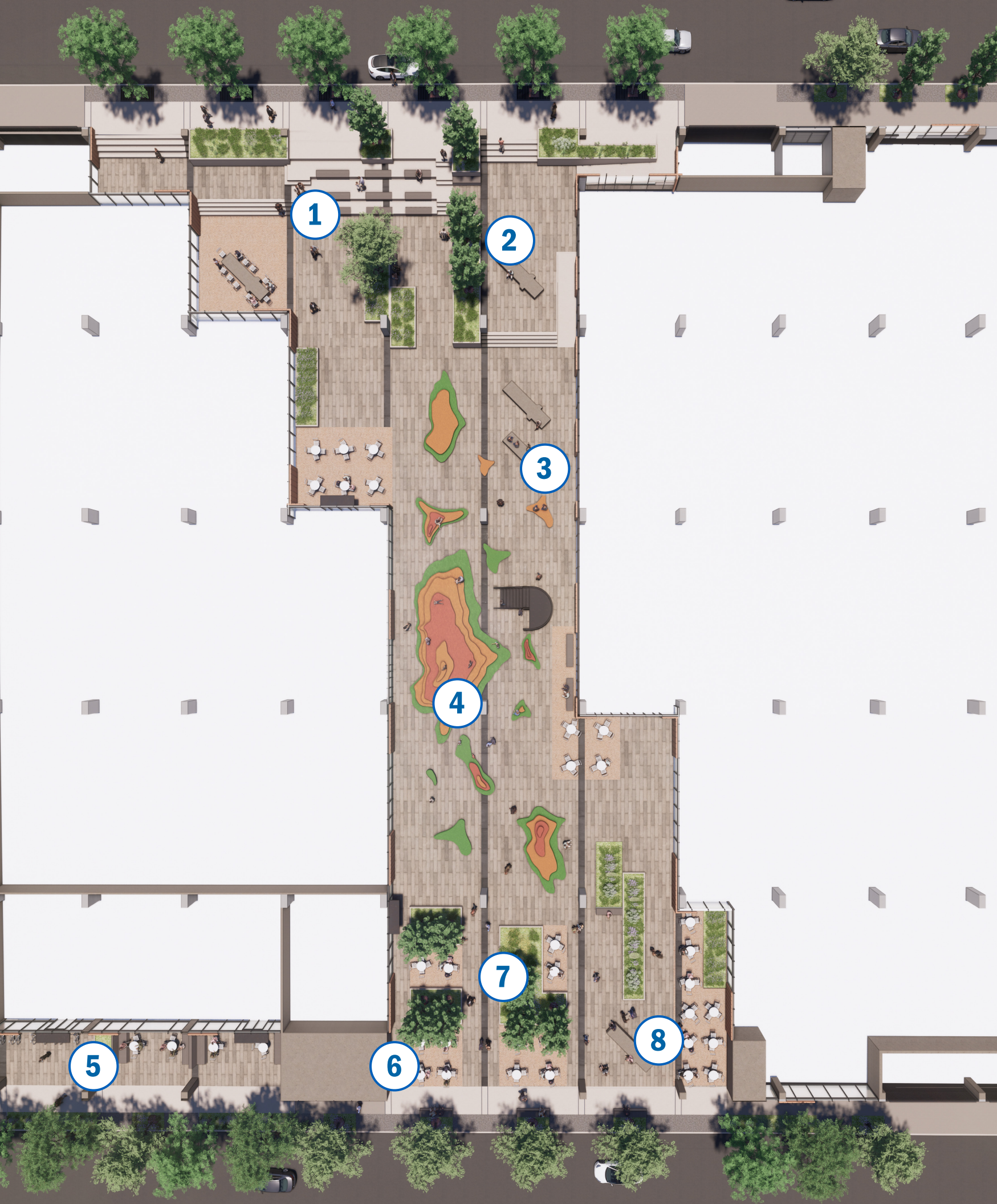
1. Amphitheater Seating
2. Mid-Level Art Space
3. Repurposed Precast Furniture
4. **Public Art Installation:**



5. **Public Bike Racks:**



6. Art Wall
7. Bosque of Trees
8. Outdoor Dining



GROUND LEVEL PLAZA OPTION 3

1. Amphitheater Seating
2. Mid-Level Art Space
3. Repurposed Precast Furniture
4. Play Structures:



5. Public Bike Racks:



6. Art Wall
7. Bosque of Trees
8. Outdoor Dining

DEDICATED EXTERIOR TENANT TERRACES



**Outdoor Dining /
Beer Garden**



**Flexible Gallery
Space**



**Outdoor Meeting /
Gathering Space**



RAINBOW BOULEVARD PLAZA





1ST STREET PLAZA

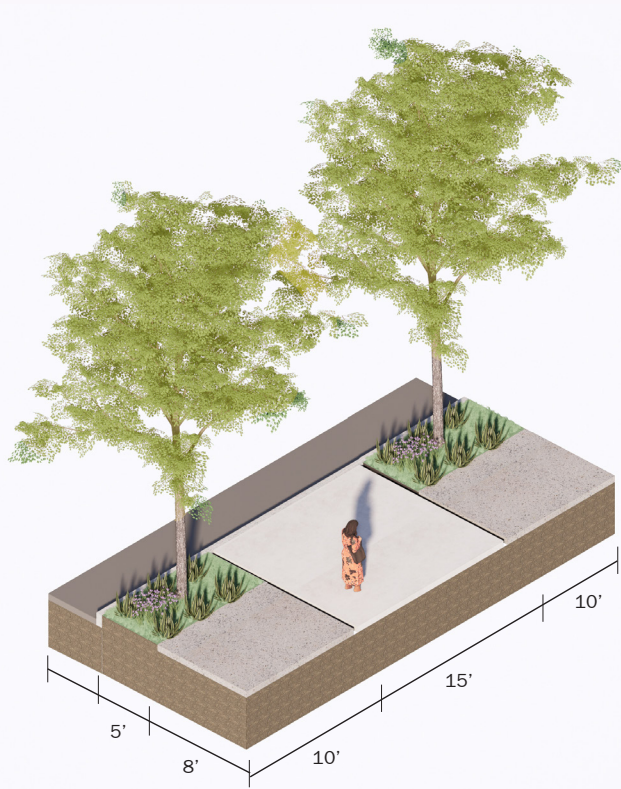
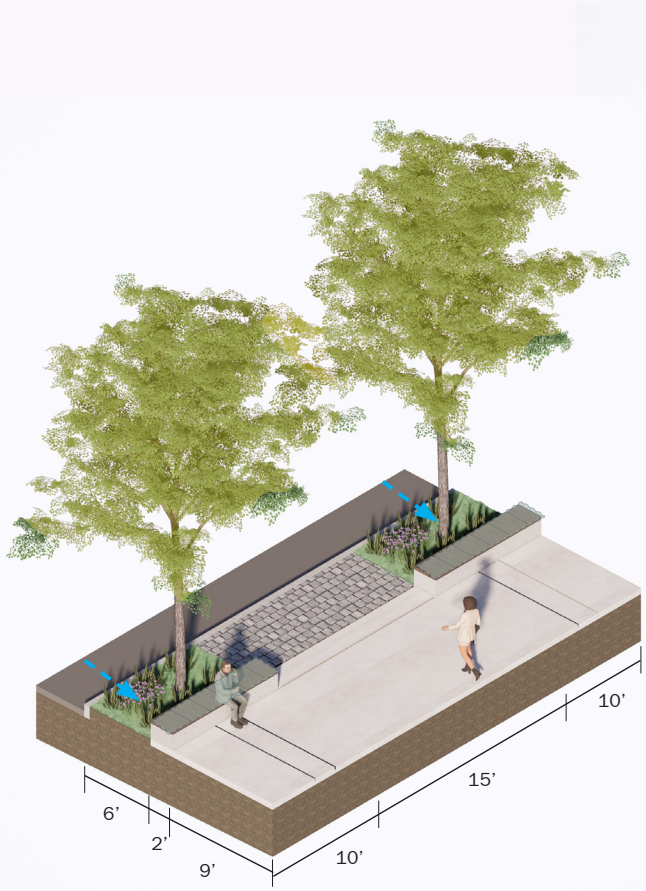




CENTRAL PLAZA



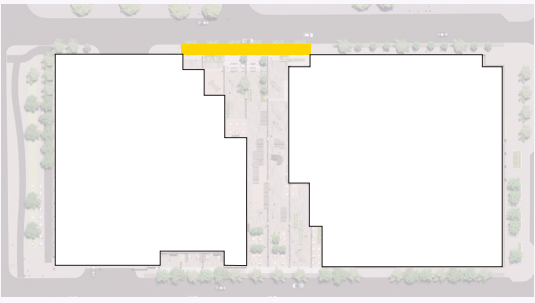
SIDEWALK TYPOLOGIES



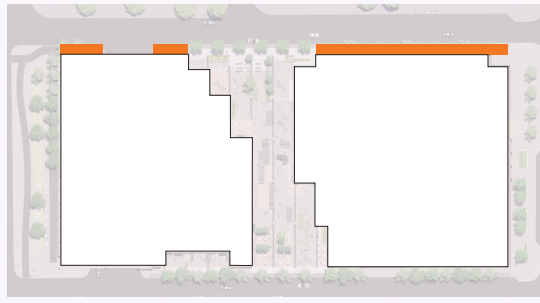
RAINBOW BLVD @ PLAZA



RAINBOW BLVD SIDEWALK



1ST ST @ PLAZA



1ST ST SIDEWALK



STREETSCAPE ACTIVATION





NORTHWEST CORNER

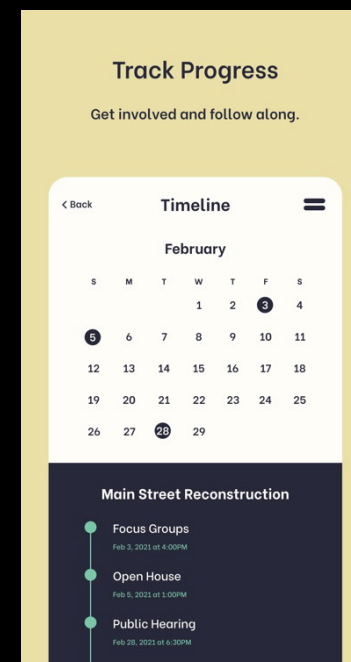
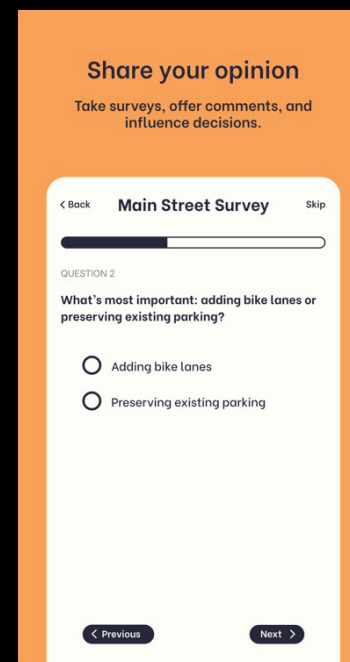
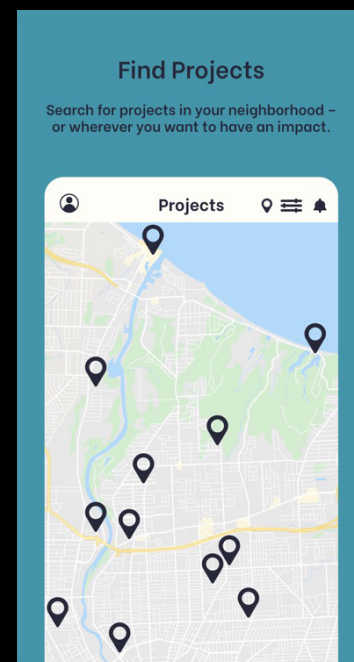
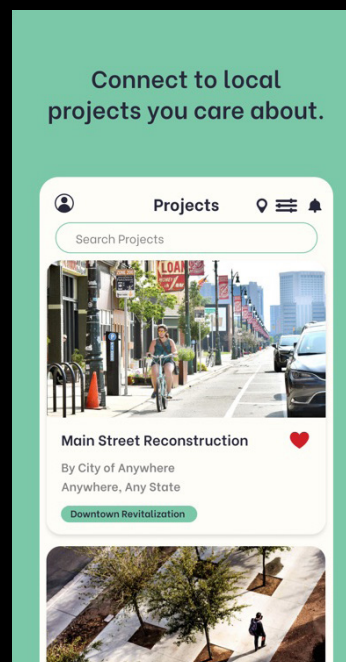
NEXT STEPS

MARVEL

PLEASE SHARE YOUR FEEDBACK:



INSTANT INPUT APP



OR

CONTACT USA NIAGARA DEVELOPMENT: usaniagara@esd.ny.gov

THANK YOU!

