

A large, diverse crowd of people is gathered outdoors, likely at a public meeting or market. The scene is filled with people of various ages and ethnicities, many wearing casual summer attire. In the foreground, a large white tent is partially visible. To the left, there is a food stand with a menu board. The background shows more people and trees, suggesting an outdoor setting like a park or market square. The overall atmosphere is busy and community-oriented.

Niagara Falls Cultural Hub + Farmers' Market Visioning Study Public Meeting #1

SCOPE OF OUR WORK

The Cultural Hub and Farmers' Market Needs Assessment and Concept Plan will consult with the local cultural and farmer's market community **to determine the needs and direction of such a facility** that will become a centre of cultural activity in the community by creating shared spaces where the community can come together and create.

- The space will be of **mixed use** and include the capacity to house the Farmers' Market on designated market days.
- The plan will provide direction to the City of Niagara Falls in determining **how the space could be designed**.
- This plan will identify **what is required by local cultural groups**, examine current inventory of facilities and suggest best use of a new facility to meet those needs.



FEEDBACK WE'RE LOOKING FOR TONIGHT

- Have we understood correctly what you've told us you want?
Are we missing anything?
- Does our analysis of the site seem right to you? Have we missed any opportunities you think we should consider?
- What do you think of the four site plan / programming configurations we've shown you?

EXISTING CONDITIONS



EXISTING CONDITIONS

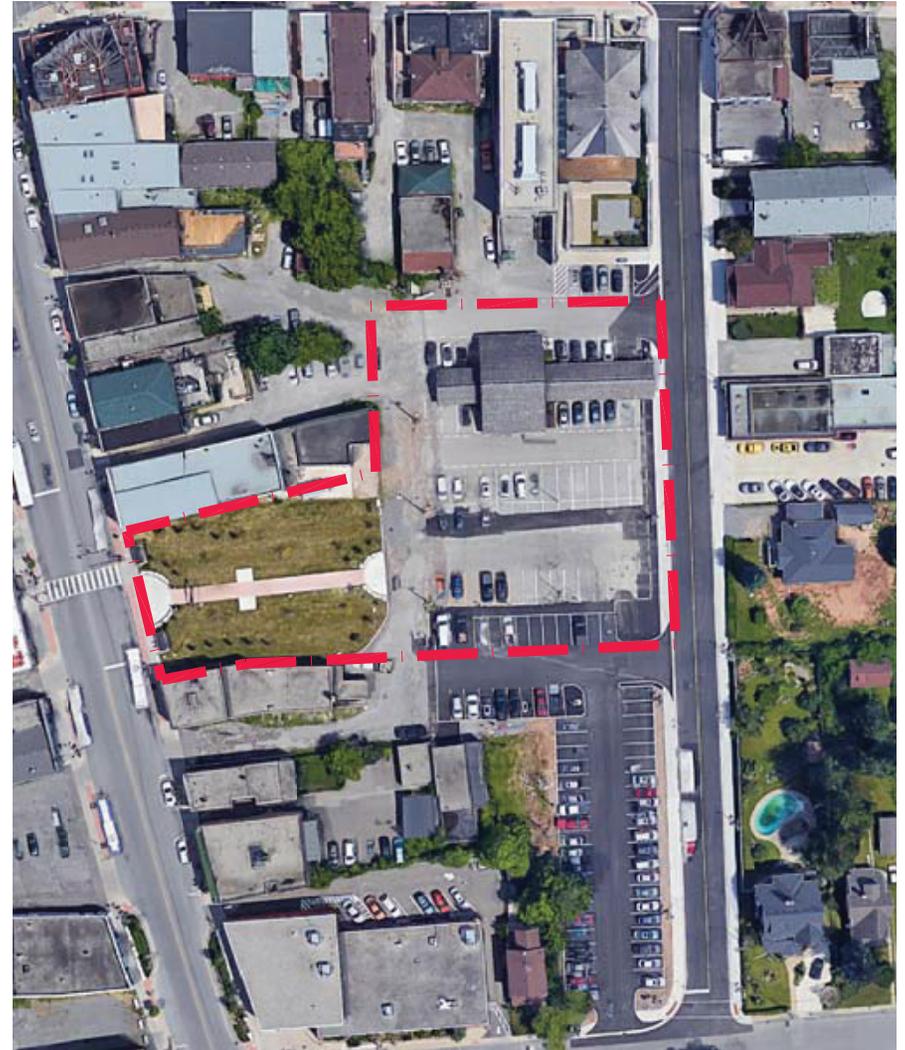
ON SITE RESOURCES

- 80 PARKING SPACES + 39 SPOTS LEASED TO REGION
- 15,000 SQUARE FEET GREEN SPACE @ MAIN STREET
- 2,500 SQUARE FEET INTERIOR AREA
- 2,220 SQUARE FEET EXTERIOR COVERED AREA



SCALE TEST

SYLVIA PLACE MARKET SIDE, NIAGARA FALLS



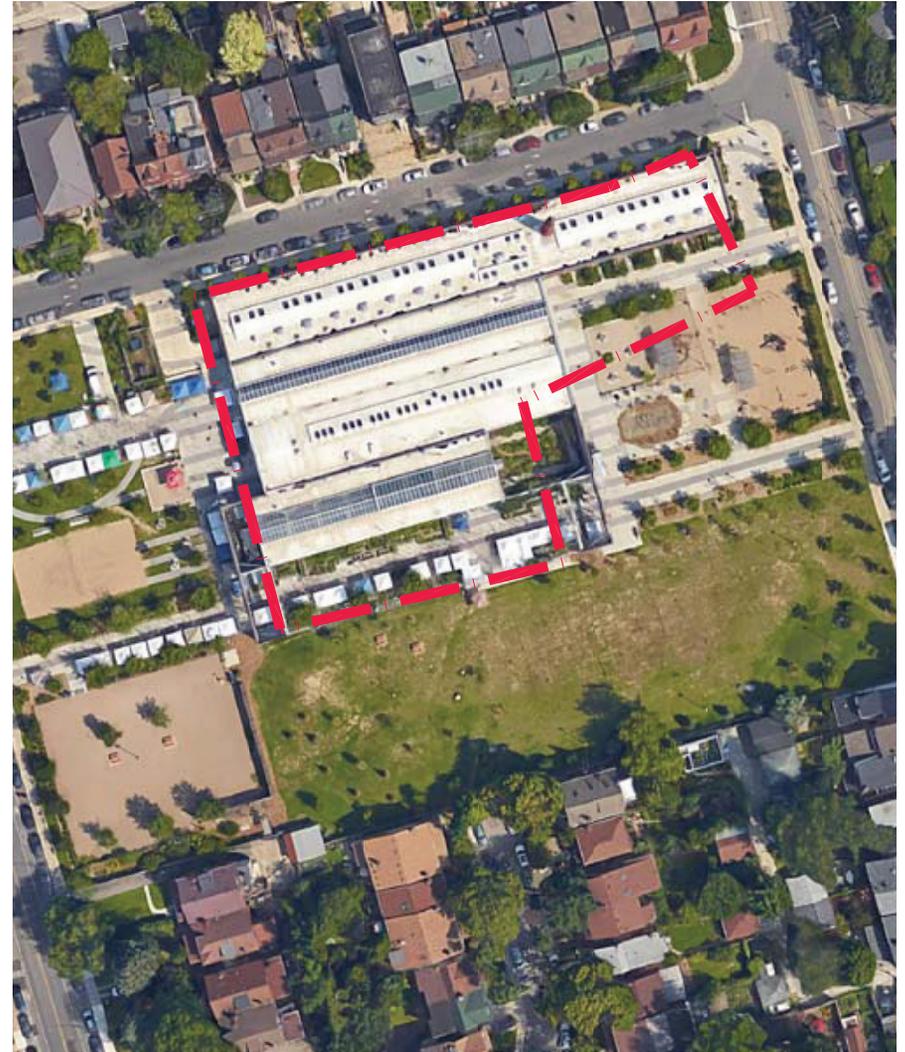
SCALE TEST

MoMA PS1, LONG ISLAND CITY



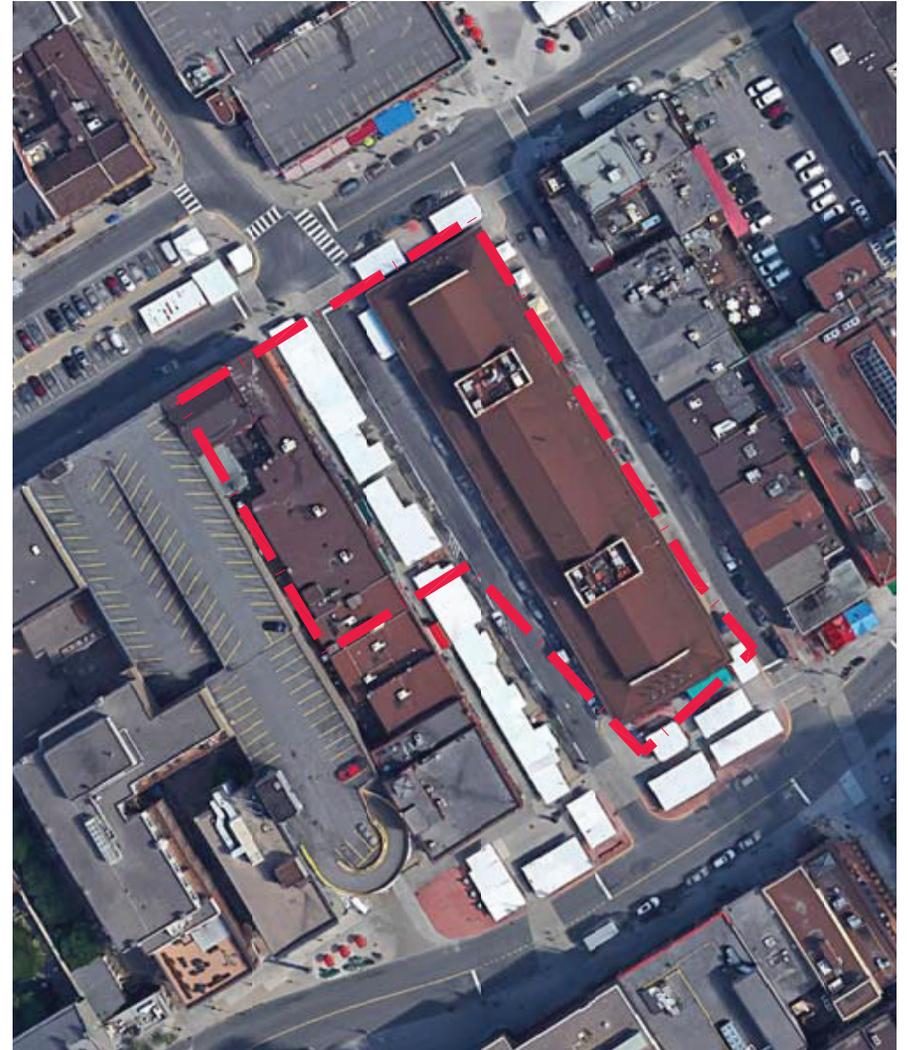
SCALE TEST

ARTSCAPE WYCHWOOD BARN, TORONTO



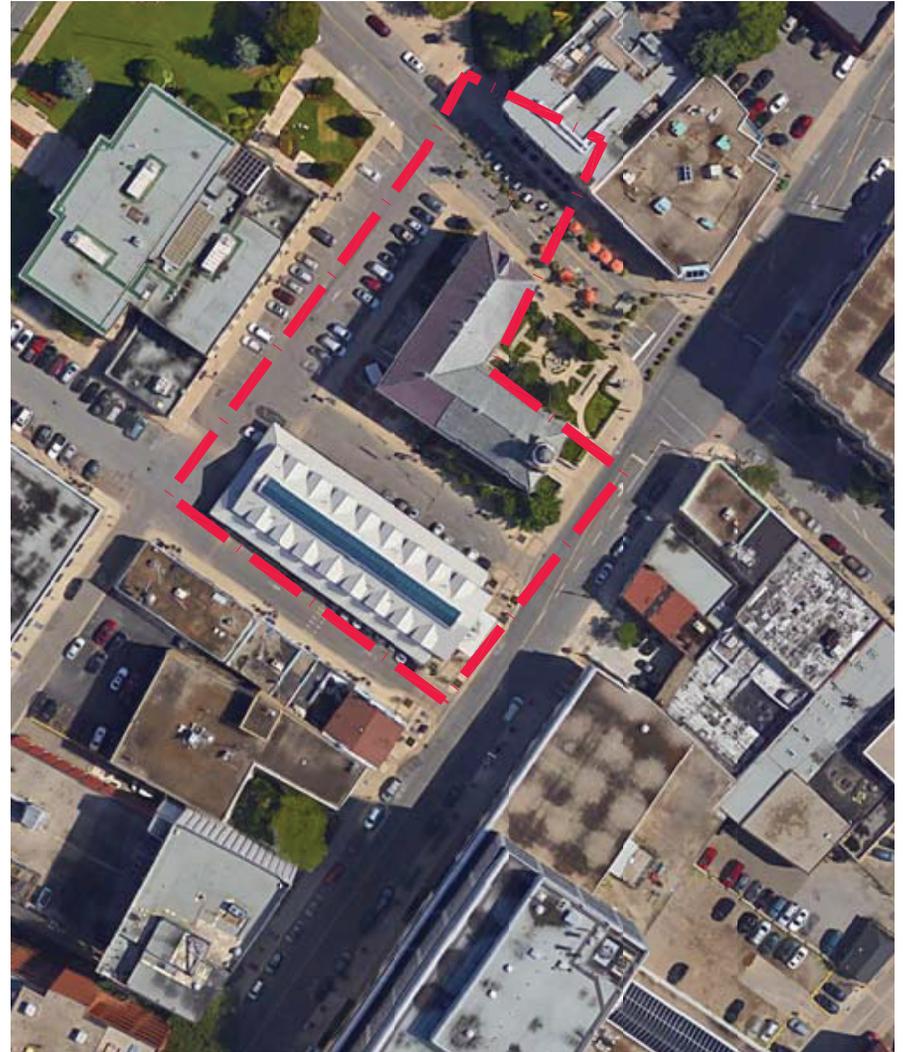
SCALE TEST

BYWARD MARKET, OTTAWA



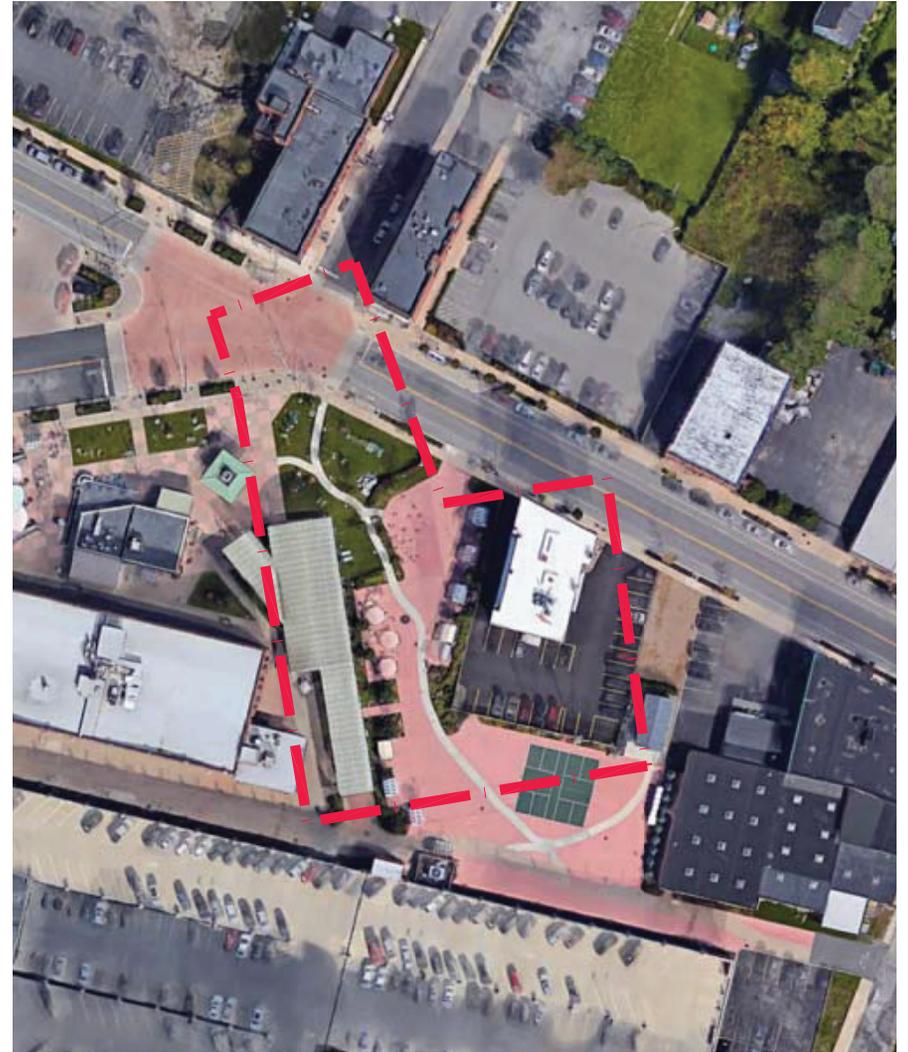
SCALE TEST

ST. CATHARINES MARKET



SCALE TEST

LARKIN SQUARE, BUFFALO



WHAT WE HEARD

KEY FINDINGS

- SIGNIFICANT SUPPORT FOR THE PROPOSED FACILITY
- SUCCESS IS POSSIBLE, IF...
- FLEXIBILITY IS KEY
- A MIX OF PERMANENT AND TRANSITORY USERS
- BE REALISTIC, ADAPTABLE AND USER-FOCUSED
- DIFFERING VIEWS ON THE FACILITY EMPHASIS
- BROADER CONTEXT MUST BE CONSIDERED
- IMPORTANCE OF BRANDING
- NO CONSENSUS ON THE DETAILS

WHAT WE HEARD

CORE DESIRABLE CHARACTERISTICS

- CONSISTENT / CONTINUOUS OPERATION AND VARIED PROGRAMMING
- VIBE AND ATMOSPHERE
- COMMUNITY AND SOCIAL SPACE
- VARIED AND UNIQUE OFFERINGS
- DIVERSITY OF USERS
- CLEAN AND ACCESSIBLE
- EXPERIENTIAL AND STIMULATING
- INTEGRATED INTERNAL AND EXTERNAL ENVIRONMENTS
- PROMOTION AND SIGNAGE
- AFFORDABLE
- VERSATILE AND MULTI-DIMENSIONAL

WHAT WE HEARD

THINGS TO AVOID

- UNINVITING, UNSAFE AND UNINSPIRING SPACE
- LACK OF CRITICAL MASS AND DIVERSITY
- LACK OF ACCESS AND PARKING
- OVER-COMMERCIALIZATION
- DUPLICATING EXISTING FACILITIES
- UNAPPROACHABLE / UNHAPPY VENDORS AND USERS

WHAT WE HEARD

WHAT YOU WANT TO DO THERE

- MEET / GATHER / SOCIALIZE / NETWORK
- RELAX / OBSERVE
- VIEW / APPRECIATE
- LEARN / CREATE / PARTICIPATE
- SELL / PURCHASE
- CELEBRATE
- WORK
- DINE
- READ AND GROW

BUILDING PROGRAM

CULTURE + MARKET HALL = 280 m² / 3,000 SF

- SPACE FOR INSTALLATIONS, PERFORMANCES, MARKETS, SPECIAL EVENTS
- CAPACITY FOR EVENTS: 200/250 PERSONS AT EVENTS, 12-15 VENDOR STALLS
- SPACE ALSO INCLUDES DEMONSTRATION KITCHEN



MASS MoCA



Artscape Wychwood Barns

CULTURE + MARKET HALL = 280 m² / 3,000 SF



Copenhagen Market



Wakefield Market, UK



Yoga at Wychwood Barns



Boston Public Library Teaching Kitchen



Houtloods Restaurant Kitchen

BUILDING PROGRAM

CAFE / LOUNGE = 125 m² / 1,350 SF

- PERMANENT RETAIL ANCHOR W/ SEATING OPEN TO ALL
- SCALE BASED ON COMPARABLE EXAMPLES



Daniels Spectrum Social-Enterprise Cafe



Dark Horse Coffee @ CSI Spadina

CAFE / LOUNGE = 125 m2 / 1,350 SF



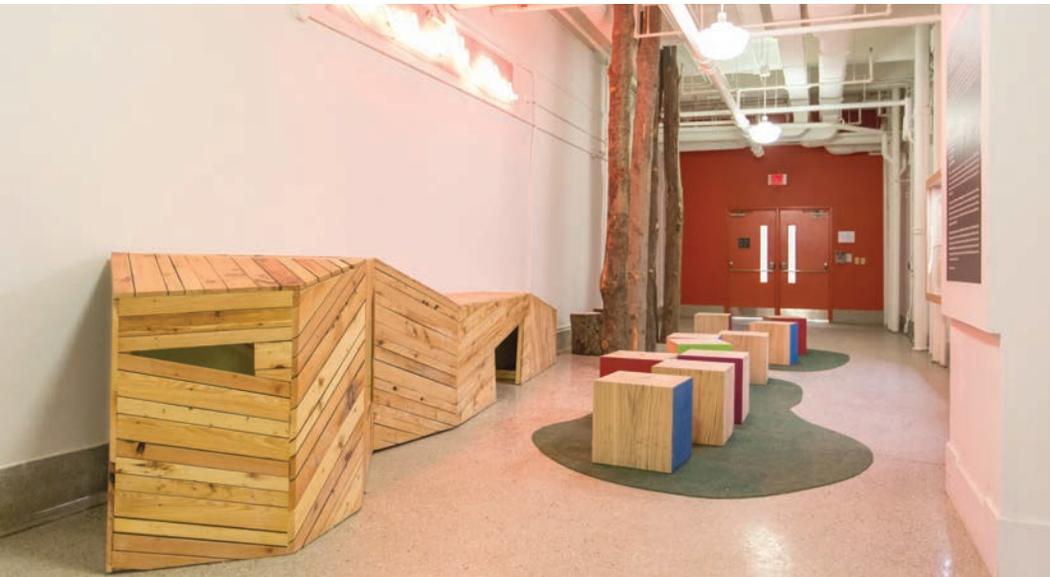
Attractive Open Space



Flexible Seating



CSI Regent Park



Artscape Youngplace Corridor Art / Seating



Pavia Cafe, Halifax Public Library

BUILDING PROGRAM

CLASSROOMS (2) = 60+100 m² / 650+1,075 SF

- DESIGNED AS MULTI-PURPOSE ROOMS WITH PLUMBING
- CAPABLE OF HOSTING 20-50 PEOPLE IN A RANGE OF ACTIVITIES AND EVENTS



The Weston Family Learning Centre, AGO, Toronto



The SHED, Healdsburg, California

CLASSROOMS (2) = 60+100 m² / 650+1,075 SF



Flexible Seating and Work Surfaces



Natural Lighting



Accommodating Groups Large + Small

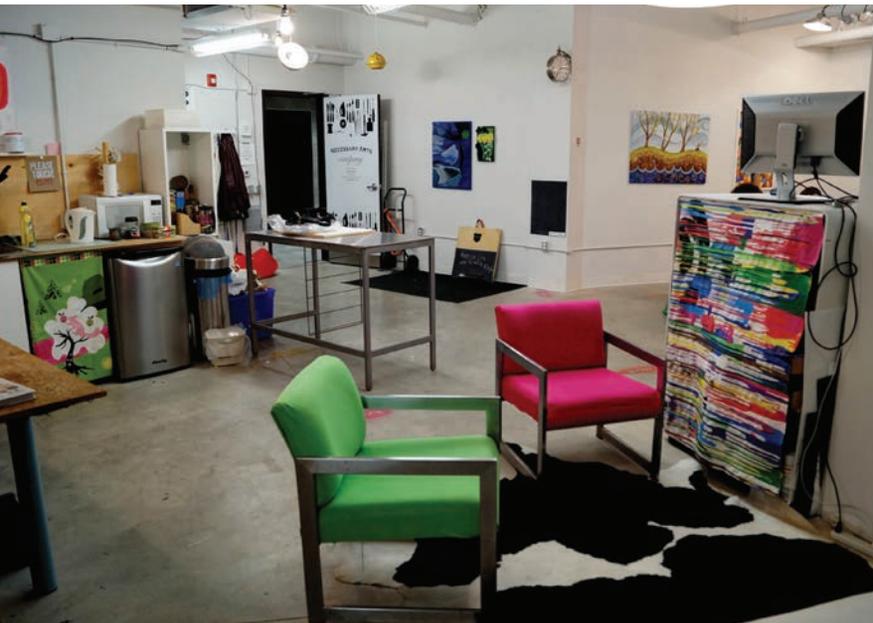


Creative Wall Coverings

BUILDING PROGRAM

ARTIST STUDIOS = 200 m² / 2,150 SF

- SPACE ALLOCATION TO ACCOMMODATE INDIVIDUAL AND/OR SHARED STUDIOS WITH PLUMBING, ELECTRICAL + EXHAUST CAPACITY
- SPACE IDEALLY LOCATED ADJACENT TO TOOL LIBRARY / WORKSHOP SPACE



Necessary Arts Company, Guelph



Open Studio, Toronto

ARTIST STUDIOS = 200 m² / 2,150 SF



Opportunity for Public Viewing / Engagement



Integrated Gallery Display Areas + Convenient Loading Access



Good Lighting + Ventilation



Communal Wash-Up Areas



Different Scales / Different Costs

BUILDING PROGRAM

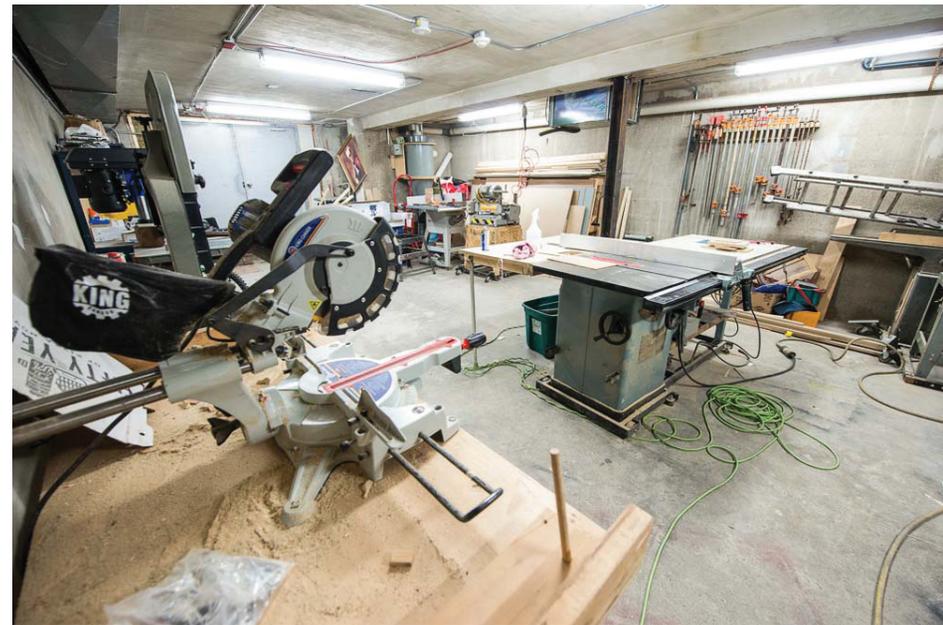
WORKSHOP = 92 m² / 1,000 SF

TOOL LIBRARY = 55 m² / 600 SF

- MAKER SPACE, WORKSHOP, EXTENSION OF ARTIST STUDIO SPACE
- SCALE COMPARABLE TO EAST YORK TOOL LIBRARY



SteamLabs, Toronto



Toronto Tool Library

WORKSHOP + TOOL LIBRARY



Good Storage - Detroit HackerSpace



Room for Old and New Technologies - 3D Printing



Teaching / Mentoring Potential



Work Surfaces + Power Availability



Appropriate Tools for the Community

BUILDING PROGRAM

TOTAL INDOOR AREA = 912 m² / 9,815 SF

- CULTURE + MARKET HALL = 280 m² / 3,000 SF
- CAFE / LOUNGE = 125 m² / 1,350 SF
- CLASSROOMS (2) = 60 +100 m² / 650 +1,075 SF
- ARTIST STUDIOS = 200 m² / 2,150 SF
- WORKSHOP = 92 m² / 1,000 SF
- TOOL LIBRARY = 55 m² / 600 SF

- + support spaces including public washrooms, administrative office space, storage space for furniture and utilities.

LANDSCAPE PROGRAM

CIVIC PLAZA

- HARD-SURFACE AREA CAPABLE OF SUPPORTING OUTDOOR EVENTS + FESTIVALS
- SOME PLANTING AND FIXED SEATING AT PERIMETER
- ADJACENT TO SOME PARKING FOR MARKET VENDORS
- PUNCTUATED BY PUBLIC ART



Larkin Square, Buffalo



Shipyards Market, Vancouver

LANDSCAPE PROGRAM

ART ALLEY

- NARROWER, MORE INTIMATE PEDESTRIAN STREET ANIMATED WITH ACTIVE FRONTAGES - SHOPS, GALLERIES, PATIOS, AND ENTRANCES
- PLACE FOR CATENARY LIGHTING, PUBLIC ART, SHOPS AND RESTAURANTS
- COULD BE USED AS A GATEWAY OR CONNECTOR BETWEEN SITE ELEMENTS



Public Art Installation above Pedestrian Street, Portugal

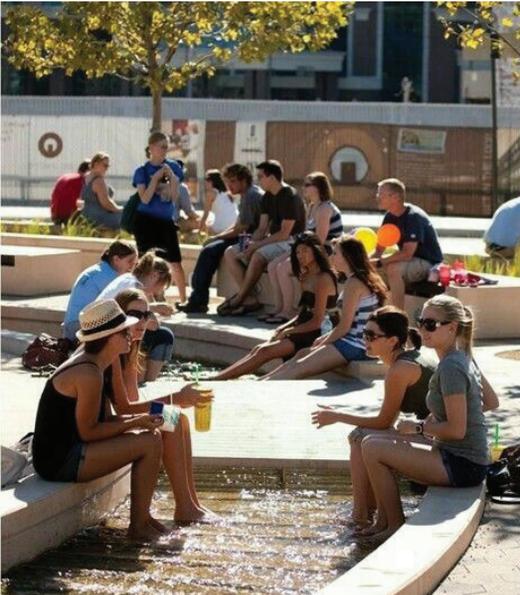


Montreal Christmas Market

LANDSCAPE PROGRAM

COMMUNITY GREEN

- LARGE OPEN SPACE RESOURCE FOR THE NEIGHBOURHOOD
- INCLUDING LANDSCAPES FOR ALL AGES - CHILDREN TO ELDERLY
- SEATING, SHADE, TREES AND GRASS, WATER
- PLACE FOR INTERPRETATION OF THE HISTORY OF THE SITE AND AREA



Integrated Seating + Water



Roundhouse Park, Toronto



Ponce City Market, Atlanta

LANDSCAPE PROGRAM

PARKING COURT

- PARKING FACILITY CLOSEST TO MARKET BUILDING TO BE DESIGNED AS A FLEXIBLE SPACE TO ACCOMMODATE FESTIVALS + OTHER EVENTS AT PEAK TIMES
- UNIT PAVERS, CATENARY LIGHTING, AND OTHER SPECIAL FEATURES
- INTEGRATE PLANTING IN PARKING LOT WHERE POSSIBLE - SCREENING + SHADE



Kingston Market



Market Street, Toronto



Unit Pavers and Parking

LANDSCAPE PROGRAM

SIGNAGE AND WAYFINDING

- CONSIDER SIGNAGE LOCATIONS TO REINFORCE GATEWAYS
- ESTABLISH A CONSISTENT GRAPHIC IDENTITY FOR THE PLACE
- USE SIGNAGE TO FOCUS ATTENTION AND DIRECT MOVEMENT
- CONSIDER SUPER-GRAPHICS ON BUILDINGS TO COMMUNICATE USE



Integrated Signage Animated Signage Directional Signage

Interpretive Signage

Program Signage

LANDSCAPE PROGRAM

PUBLIC ART

- USE PUBLIC ART AS GATEWAY FEATURES TO SITE
- USE PUBLIC ART TO DRAW PEOPLE INTO THE SITE
- USE PUBLIC ART AS CHILDREN'S PLAY EQUIPMENT, SEATING AND SHADING
- USE PUBLIC ART TO IMPROVE SIDE AND REAR YARDS OF ADJACENT BUILDINGS



Art as Gateway



Art as Leader / Lure



Art as Amusement

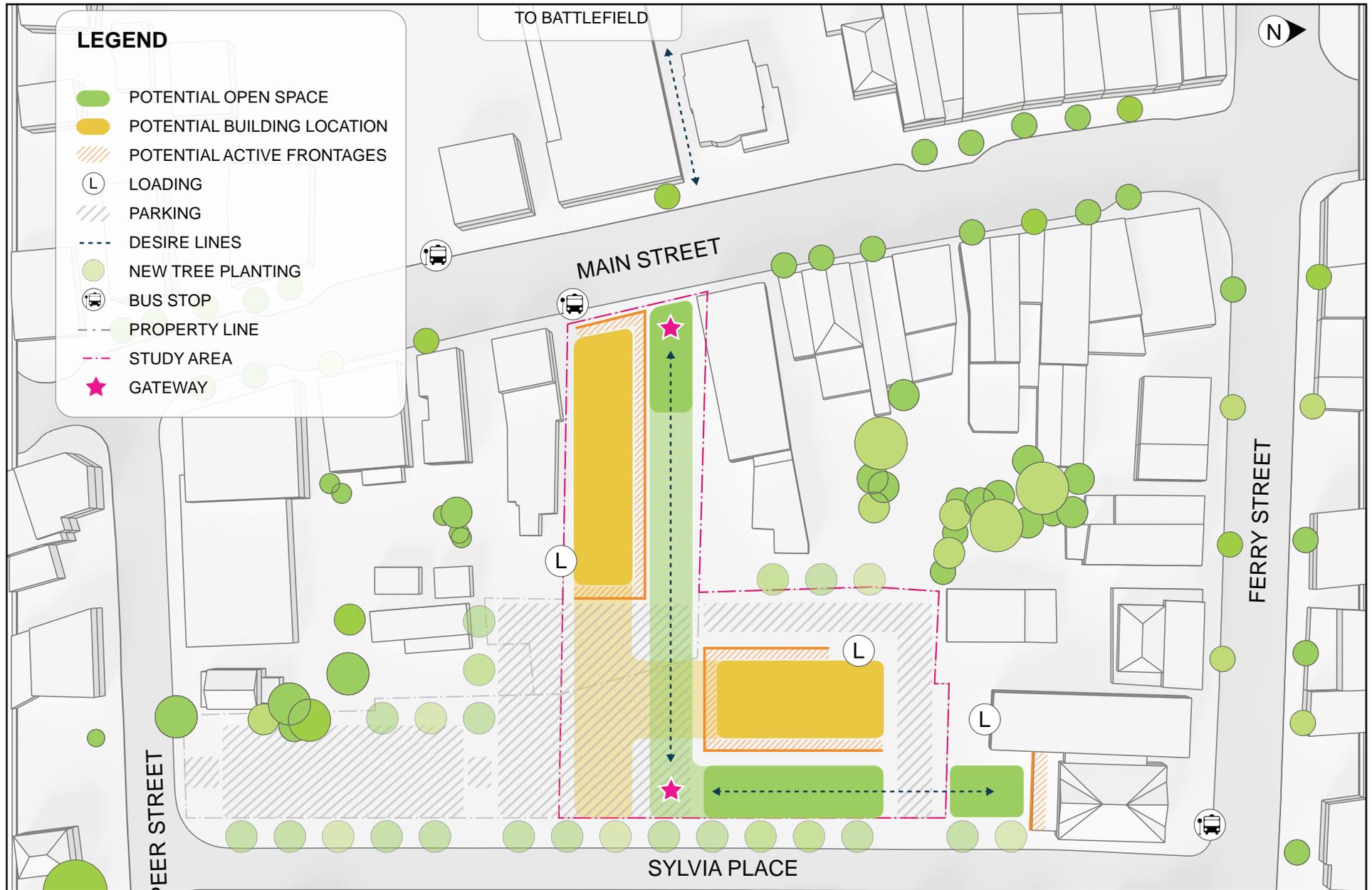


Art as Facade Improvement

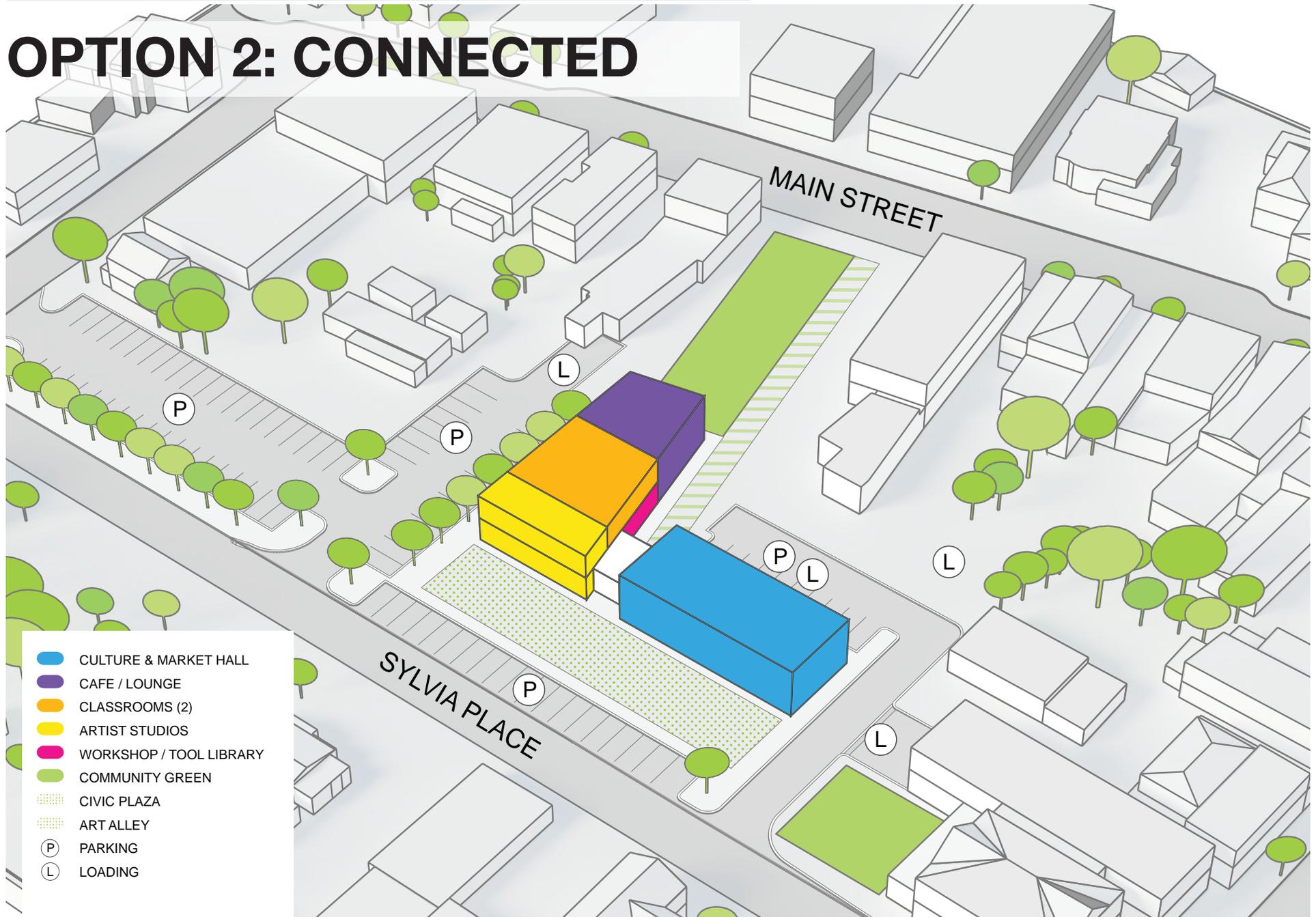
SITE ANALYSIS

OPPORTUNITIES FOR CHANGE

- WHERE MIGHT BUILDINGS BE LOCATED ON THE SITE?
- WHERE MIGHT SIGNIFICANT LANDSCAPES BE LOCATED?
- HOW WILL PEOPLE LIKELY MOVE THROUGH THE SITE?
- HOW DOES PARKING GET CONFIGURED?
- HOW DOES LOADING WORK?
- HOW CAN THE USES ON SITE HAVE STREET PRESENCE?
- HOW COULD ADJACENT PRIVATELY-OWNED BUILDINGS CONTRIBUTE TO THE SUCCESS OF THE AREA'S REVITALIZATION?

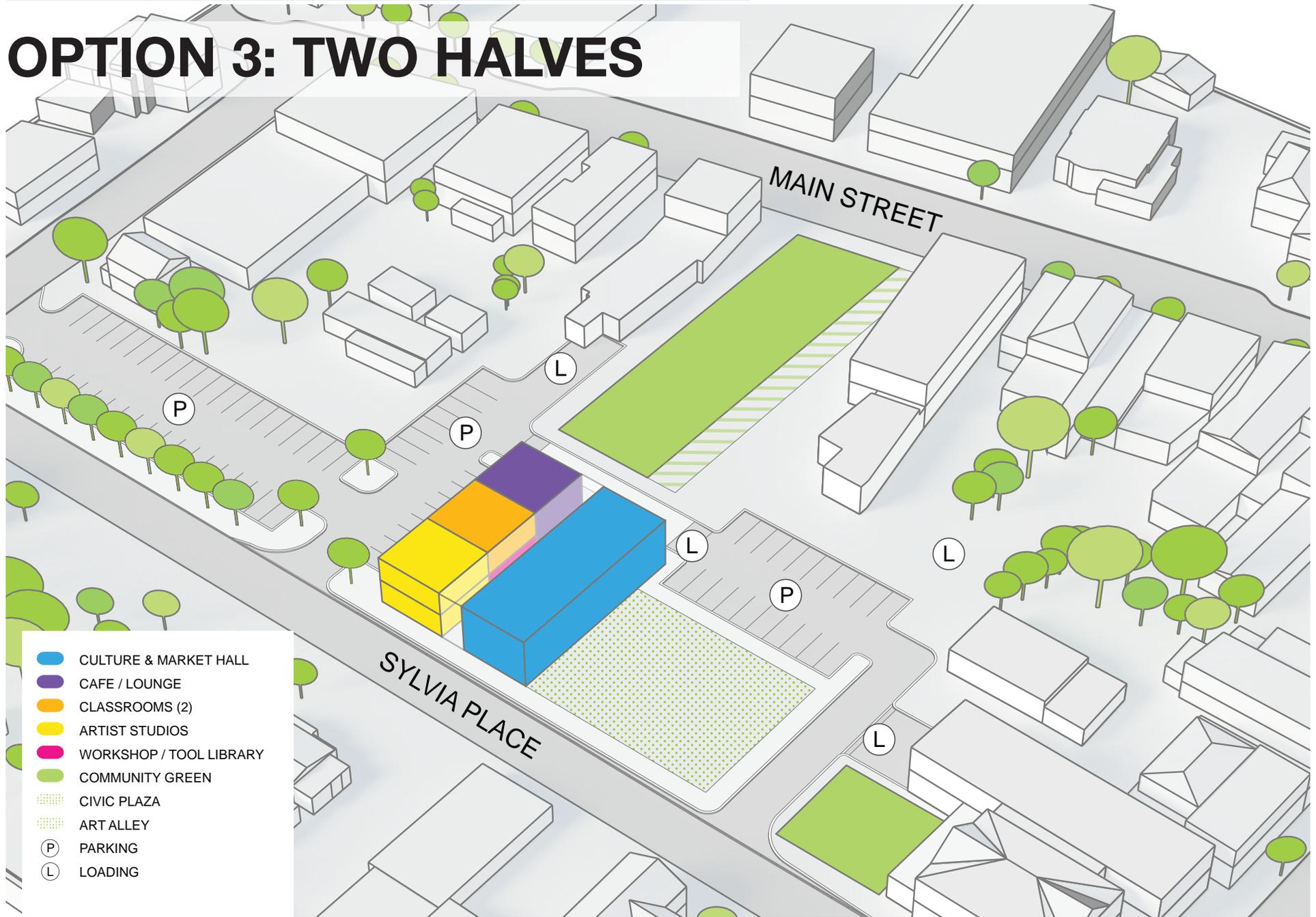


OPTION 2: CONNECTED



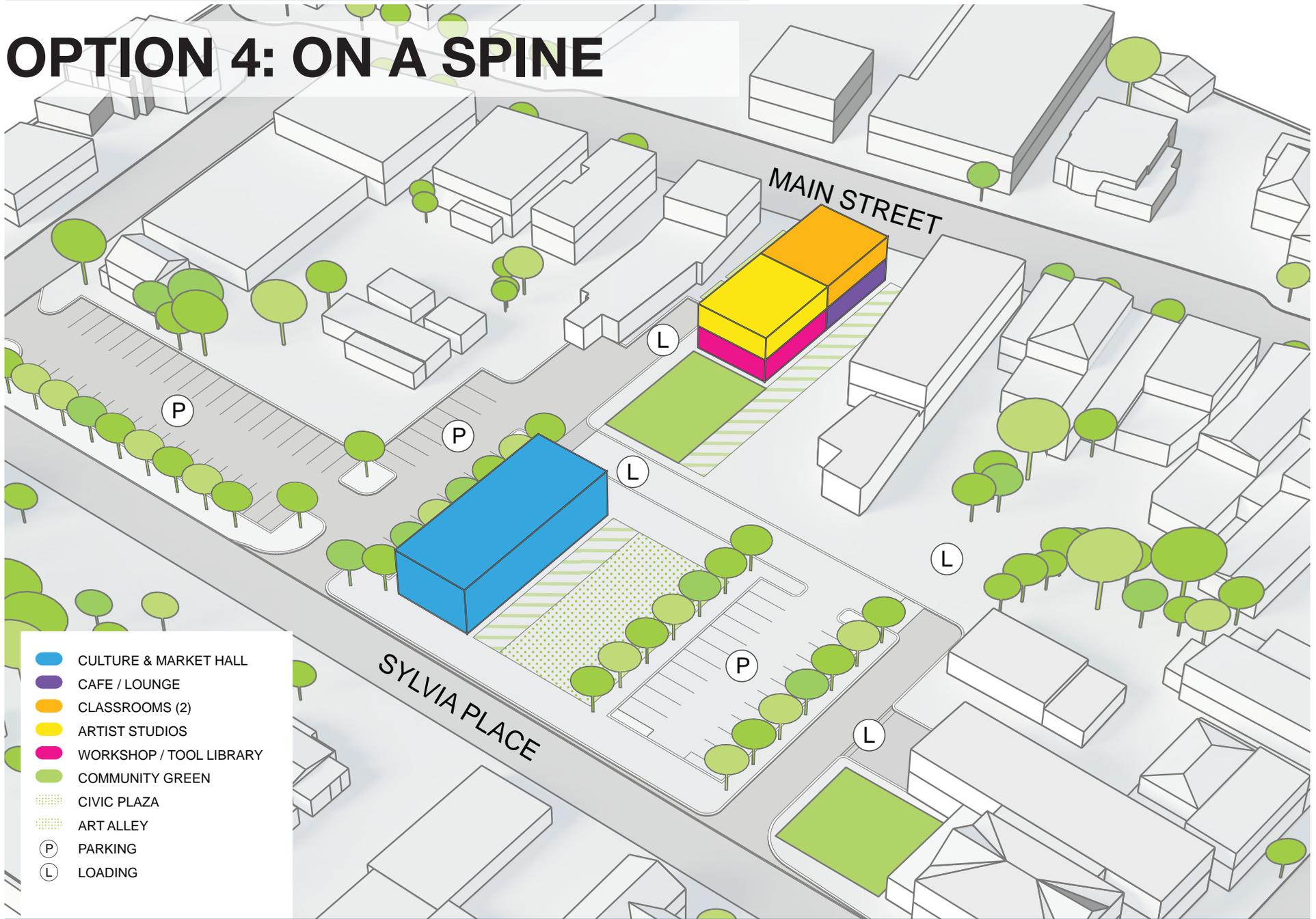
-  CULTURE & MARKET HALL
-  CAFE / LOUNGE
-  CLASSROOMS (2)
-  ARTIST STUDIOS
-  WORKSHOP / TOOL LIBRARY
-  COMMUNITY GREEN
-  CIVIC PLAZA
-  ART ALLEY
-  PARKING
-  LOADING

OPTION 3: TWO HALVES



- CULTURE & MARKET HALL
- CAFE / LOUNGE
- CLASSROOMS (2)
- ARTIST STUDIOS
- WORKSHOP / TOOL LIBRARY
- COMMUNITY GREEN
- CIVIC PLAZA
- ART ALLEY
- PARKING
- LOADING

OPTION 4: ON A SPINE



NEXT STEPS

- **Public Open House #2:** to be scheduled later in the fall
- **Study to be completed before the end of 2017**





Thank You !!!