



April 10, 2020

Mr. Clifford Scott
Executive Director
NF Housing Authority

Re: Niagara Falls Gateway Planning Study

Dear Mr. Scott

CJS Architects is pleased to submit this proposal for Planning Services for the proposed Niagara Falls Gateway Project. Our team will work closely to collaborate with stakeholders of the City of Niagara Falls to develop an overall planning strategy for the Niagara Falls Gateway Project.

Public Realm Design - CJS Architects is currently in construction of **The Strong Neighborhood** in Rochester, NY. This project involves master planning of a new neighborhood adjacent to and including **The Strong National Museum of Play**. Creating open public, pedestrian friendly activity spaces are a major design objective of the project. Integrating this new neighborhood into the existing urban fabric is also a major project objective. The project also includes the design of numerous new buildings including a new addition on museum and mixed use and residential developments.

Our current understanding of project parameters is;

- Collaborate with the City of Niagara Falls to create a signature gateway design at the intersection of Buffalo Avenue and John Daly Boulevard that will provide a sense of arrival into the Falls District. The program for the gateway will provide a venue(s) to activate the parkland and adjoining neighborhood streetscape into a welcoming, vibrant four-season activity zone, that will draw visitors from the region to the Falls.
- Create imagery and design concepts for a multi-purpose recreational facility in the area of John Daly Boulevard and Niagara Street. This facility to include 5 - 6000 seat Hockey and Skating venue. Additional recreational opportunities could include soccer, volleyball and other athletic activities.
- Provide design concepts and massing diagrams for mixed use development along the North Side of Niagara Street with retail and commercial at ground level to activate the streetscape and residential units on the upper levels. The extent of the study to roughly from John Daly Blvd. to Third Street. Concept to include precedents for streetscape design elements and suggested design guidelines including renderings.
- Overall Site plan(s) indicating individual project locations relative to each other and their relationships to The City of Niagara Falls as whole. Trolley routes and opportunities for connectivity to create a cohesive and vibrant neighborhood that builds on and supports the current momentum of the area.

CJS will work collaborate with the City to develop a planning strategy that will provide you with exciting design concepts and compelling images and diagrams to build excitement with state and local officials, potential developers and the community.

Design collaboration/building consensus is vital to this process, since it doesn't allow designers to simply dictate solutions. CJS offers excellent oral, written and graphic capabilities that will effectively and efficiently communicate proposed design ideas and preservation approaches to stakeholders and review agencies. These skills will be important to focusing all involved to specific topics being reviewed and discussed.

The production of visualizations are an extension of our design process; the experimentation and learning process yields a drawing, rendering or model which serves to make clear the design intent. This rigorous process ensures that our visualizations for a project can be understood by the widest audience possible. This requires our staff to be well-versed in the latest, cutting-edge computer/modeling technologies and techniques, allowing us to provide visualizations of any scope, type and intent that our clients require. These visualizations can be used for; fundraising, generating awareness, informative presentation tool, etc. and include;

- Animations + walkthroughs
- Conceptual rendering
- Exterior rendering
- Interior rendering
- Marketing packages
- Planning board submissions
- Presentations

Deliverables for this effort will include;

- Area site plans indicating proposed projects and their relationship to their context in the City of Niagara Falls
- Massing and building blocking diagrams indicating proposed projects size and scale.
- Diagrams and precedent examples to illustrate design intent.
- A minimum of three presentation quality renderings of proposed projects.
- An executive summary and final project report.

We propose to provide these services for a lump sum fee of **\$15,000.00 (Fifteen Thousand Dollars)**

This scope of work and fee represent our current understanding of project. We are amendable to discussing any aspect of this proposal, with the understanding that as we move into our collaborative process, scope variations and deliverables may be adjusted to most effectively communicate the intent of this initiative.

Thank you for considering CJS Architects for this exciting project.

Respectfully submitted,


Robert E. Stark, AIA, NCARB