

Niagara Falls, New York

Owner / Client: Pine Avenue Business Association

Area: NA

Cost: NA

The Pine Avenue Gateway project was conceived in 1999 and brought to fruition in 2002. TRM worked closely with the City of Niagara Falls building officials and the Pine Avenue Business Association to develop this landmark entrance into the Little Italy neighborhood of Niagara Falls.

Pine Avenue is known for being one of the city's most viable commercial corridors and the Gateway is part of a larger scale effort to unify the area with a "Little Italy Niagara" theme that also includes improving building façades and streetscaping.

As the project architect, TRM undertook the tasks of finding and coordinating artisans and volunteers to ensure the gateway was completed within strict budget and schedule limitations.

Constructed using black stainless steel, the arch is adorned with a series of painted grape bunches and glasses of wine as a nod to the area's rich Italian heritage. The structure serves as both a physical and symbolic entrance into a resurging business community, recognizing the growth the area has already experienced and highlighting the potential growth for the future. Not only does this decorative arch provide a contextual entrance, it is also a visual landmark stimulating the interest of curious visitors to the Niagara Falls community.

While produced with limited funds, the Pine Avenue Gateway is an excellent example of how local business, city officials, and development team members can work together to bring such a project to fruition.



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