UNITE NORTH MAIN

# North Main Street Gateway Corridor Improvement Plan

~ April 26, 2017 ~

Jamestown Renaissance Corporation

Greater Jamestown

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# 1.0 INTRODUCTION

## 1.1 Background/Project Justification

North Main Street is a major corridor into the City, bringing visitors and regular travelers from Interstate 86 and areas to the north via Interstate 90 into the heart of Downtown Jamestown. As a primary gateway, the physical conditions of the roadway, streetscaping, and other public realm elements as well as building conditions and design have a significant impact on the perceptions of users. A well-maintained and visually appealing corridor invites people into the area and signals to visitors and potential investors that "**we care about how we look and this is a place you want to be**" - it is this mindset that the City wants to achieve with North Main Street.

The current reality of the corridor is one of deterioration, despite efforts to reverse the decline. However, following the completion of the 2010 "Livable Community" Plan, the City has renewed vigor to reinvest in itself and build on several significant developments, initiatives, and programs, including:

* Recently awarded $10 million Downtown Revitalization Initiative (DRI) funding
* National Comedy Center construction
* Hamister Group/Doubletree Hotel (2017-2018)
* Jamestown Brewery/Restaurant
* Riverwalk development/expansion
* Reg Lenna Center for Performing Arts
* Jamestown Renaissance Corporation's "Renaissance Block" program
* GROW Jamestown beautification initiatives
* Downtown Jamestown Economic Development Strategy (Gebbie Foundation/AECOM)
* Jamestown Up Close Branding Initiative






*The City of Jamestown was one of 10 downtowns across the State to successfully receive the DRI funding in 2016. (TOP) A rendering of the full build-out of the National Comedy Center. (BOTTOM)*

These examples highlight the comprehensive, proactive approach the City of Jamestown and other stakeholders have taken towards redeveloping and revitalizing it's downtown. As a high visibility corridor, strategic investment on North Main Street is expected to have a major impact on improving public perception and **"setting the stage"** for redevelopment opportunities.

This plan provides the City and other stakeholders with strategic recommendations for the corridor, including land use and design, which can leverage public investment with private development and partnerships, and continue to move revitalization of the City forward. This includes projects related to:

- Corridor/City Identity
- Wayfinding
- Street Function
- Beautification
- Neighborhood Vitality
- Establishing a Gateway

In addition to the local planning and development efforts highlighted on the previous page, there are several regional planning initiatives that support the revitalization efforts for the North Main Street corridor.

*Strategy for Prosperity: Western New York Regional Economic Development Council Strategic Plan (2011)*

In 2011, Governor Cuomo established 10 Regional Economic Development Councils (REDCs) across the State of New York to create long-term strategies to guide economic growth in their regions. These councils represent a fundamental shift in the state's economic development strategy toward a more community-based approach that targets the specific needs of each region, and each REDC created a plan to serve as the primary guide for municipalities wishing to receive state funding for economic development projects.

The Western New York REDC created its five-year plan, the *Strategy for Prosperity*, with input from an inclusive range of stakeholders representing public and private interests from the five-county region. The Strategy focuses on three fundamental issues: improving job readiness through initiatives aimed at matching education and training with available jobs, improving efficiency through smart growth, and fostering a culture of entrepreneurship.

Specific strategies that support this plan include:

- **Smart Growth** - The REDC agenda prioritizes investment for residential neighborhood development, brownfield redevelopment, downtown and main streets redevelopment, and improving public access to waterfronts. Funding for these specific smart growth projects is provided by the Consolidated Funding Application (CFA) through targeted neighborhood investments, the state's Brownfield Opportunity Area (BOA) program, and the NY Main Streets Program.
- **Tourism** - Capitalizing on local and regional tourism can help to attract and retain visitors, boosting the economy directly and indirectly (dining, lodging, etc.). Improving conditions for tourists, which may include improved signage, infrastructure, and facilities in and around the city's downtown and outlying areas, could improve the quality of life for existing residents and could be a strategy for enticing new residents to move to the City.
- **Regional Impact** - The City of Jamestown has the potential to impact the economy of adjacent communities and the County as a whole with its attractions and recreational/cultural assets. The City should use this situation to its advantage when seeking funding opportunities for economic development – this is one of the key criteria for prioritizing development projects within the CFA program.

*A New Way to Plan for Buffalo Niagara, "One Region Forward" (Final Draft 2014)*

The One Region Forward project builds on existing local and regional planning efforts to create a unified strategy for the Buffalo-Niagara region. It identifies potential strategies and actions that communities should take to align with the regional goals and ensure that new development and redevelopment occurs in areas and in forms that will contribute to the sustainability of the entire region. Several strategies and actions within the plan support efforts to revitalize North Main Street:

* **"Create great places and a thriving economy through efficient land use."** Efficient land use is accomplished through smart growth, which is concentrating investment in areas where infrastructure already exists by preserving historic buildings and districts, reviving downtowns and main streets, and reinvesting in established neighborhoods and former industrial lands.
* **"Connect our places by expanding and diversifying our transportation options."** Projects that enhance walkability and encourage multiple modes of transportation will help connect disadvantaged communities with employment nodes and reduce our reliance on automobiles.
* **"Provide housing choices in neighborhoods that are great places to live."** Sprawling development patterns without population growth is leading to abandonment and blight in urban and first-ring suburban communities, and One Region Forward urges communities to anticipate and accommodate demographic shifts in housing development and neighborhood revitalization. Community Development Block Grant (CDBG) programs may help fund community development efforts, but further proactive measures must be taken to adjust to regional housing needs and arrest the spread of blight in its older neighborhoods.

## 1.2 Planning Process

The development of this plan was steered by a committee of diverse individuals representing several key groups within the City and region, as well as local residents, businesses, and other stakeholders. The committee was charged with providing input and background information to the design consultant, and acting as a "sounding board" throughout the process.

As with any planning project, several general phases drove the process, including:

* Data Gathering & Assessment *(traffic, land use, zoning, building stock, review of other plans/studies, demographics, site reconnaissance, public outreach)*
* Analysis and Goals/Guidelines
* Alternatives Assessment *(including preferred concepts)*
* Recommendations, Strategies & Implementation

The transformation of North Main will be a multi-year effort, consisting of multiple phases to make it into a "point of pride" for the City. With the development of this plan encompassing only the first phase, a marketing and branding effort kicked off the process in an effort to bring life to the project, acknowledge the many players involved, and make the plan easily recognizable within the community. Through a number of meetings with the Steering Committee and discussions pertaining to what makes the corridor important, unique, and relevant, *Unite North Main* was born. This logo and tagline would be used throughout the process, at all future public outreach events, and with subsequent phases so that the community could, at a glance, know the intent and extent of the project.

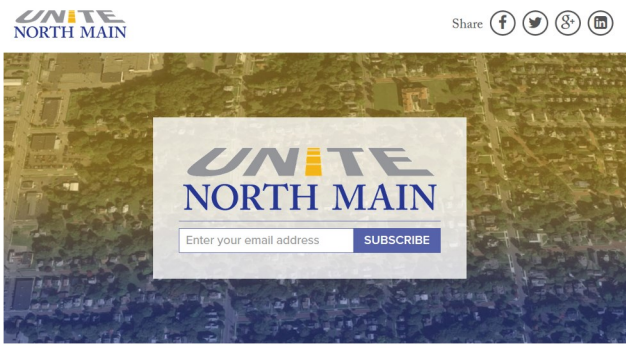
## 1.3 Public Outreach

Concentrating the design outcome on the interests of residents, businesses, and other key stakeholders along the corridor, public outreach constituted an important part of the planning process. Altogether, three public meetings were held to engage the community and gather input beyond basic statistics and maps. Each of these public meetings were followed by regular Steering Committee meetings to disseminate information and refine concepts and goals. Every few months, a public meeting was held on Main Street to review new materials, gather additional feedback, present new ideas, alter some, and eliminate others.










Additionally, a project website was created to provide a conduit for the community to view updates and stay connected, as well as share their ideas through an interactive map.

Other public participation efforts included a SWOT (strengths, weaknesses, opportunities, & threats) brainstorming session to identify internal and external issues. A visual preference survey was also created to identify a variety of physical elements that were favorable to residents. The results of both of these exercises, as well as other feedback and a summary of all of the meetings held, are included in Appendix A.

## 1.4 Project Area Description

The North Main Street corridor extends from Interstate 86 on the north end to 6th Street on the south end, and encompasses the street right-of-way and adjacent properties as shown in Figure 1-1. Side streets and larger adjoining properties are considered to be within the general context of the plan where applicable.

The corridor has a very different development pattern from other corridors within the City of Jamestown. Primarily auto-oriented, the number of pedestrian and neighborhood-related businesses have declined over several decades, with new uses emerging that cater to motorists, such as more off-street parking and drive-through facilities. The once strong residential neighborhood within the corridor has deteriorated, with residential buildings falling into disrepair and an already marginalized residential population bearing the brunt of economic hardship and auto-dependency.

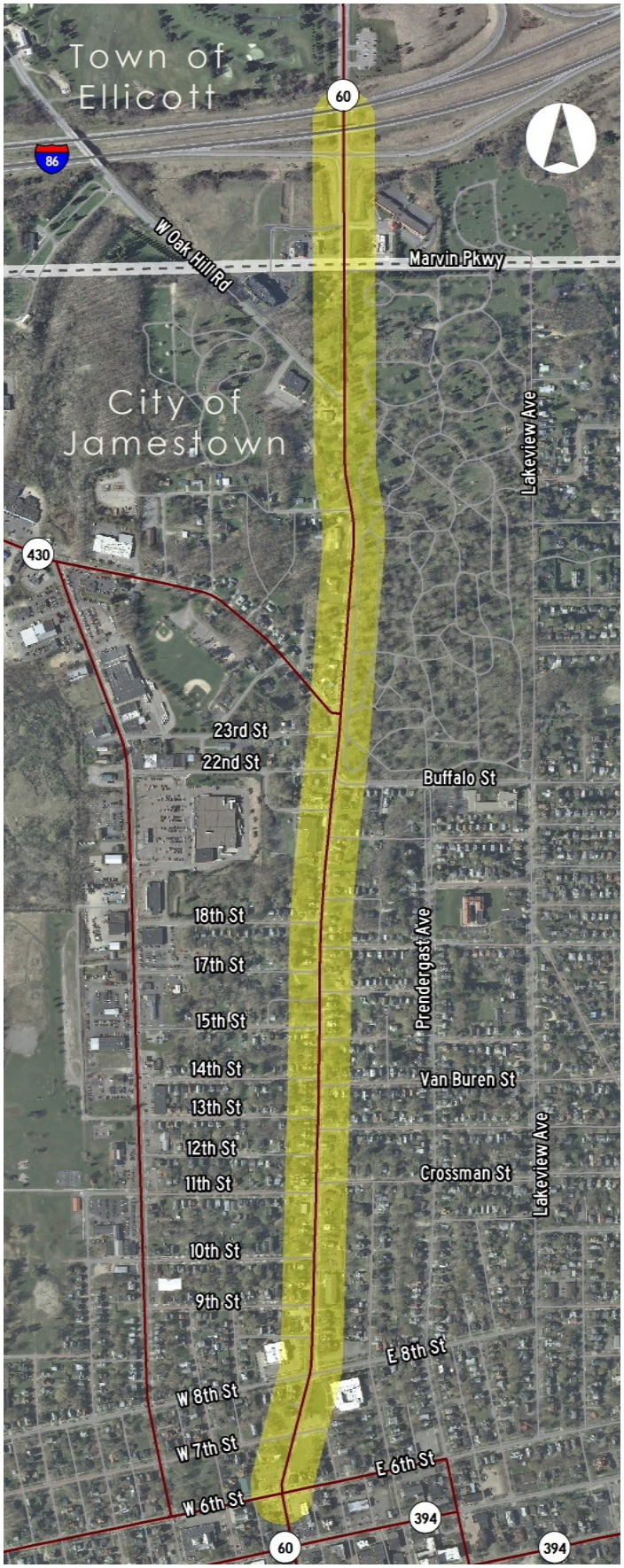



*FIGURE 1-1: General project location/extent*

# 2.0 Inventory & Analysis

## 2.1 Corridor Characteristics & Context

Jamestown's Main Street extends through the heart of Jamestown and, like many other arterial streets, it is also a State Route, carrying significant traffic volumes from points north and south. Second, Third, and Fourth Streets make up the primary east-west cross streets through the downtown/central business district. The North Main Street corridor section makes up the northern half of Main Street, and is approximately 1.5 miles in length.

With the roadway playing a **dual role as the primary gateway** for residents, workers, and visitors, and an **established truck route**, this principal arterial handles between 11,000 and 15,000 vehicles per day (2014 AADT). Despite common belief, traffic counts obtained during the project generally indicate only three percent of the total traffic volume consists of trucks. Speeds are generally around 30-35 MPH with a posted speed of 45 MPH up to Marvin Parkway and the remainder being 30 MPH.

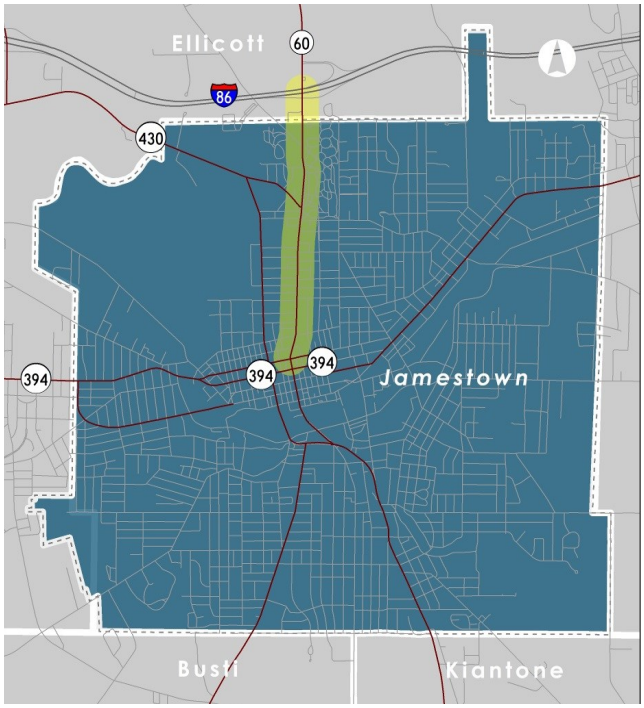



*Figure 2-1: Corridor context*

## 2.2 Land Use/Zoning

Moving from north to south through the corridor, the characteristics vary widely and generally consist of the following elements, as shown in Figure 2-2 on the following page:

- Auto-oriented uses on large lots in the vicinity of Interstate 86 down to West Oak Hill Road.
- Lake View Cemetery provides significant vegetation on the east side, offering an almost "country" feel to the corridor. Some strip commercial uses, but predominantly suburban residential.
- South of Route 430/Fluvanna Ave, primarily suburban residential uses with some community uses and strip-style commercial.
- Suburban residential uses between 18th and 11th Street, transitioning to smaller lots and tighter setbacks.
- Multi-family dwelling units and urban commercial uses become more prominent down to 8th Street.
- A greater mix of uses on a variety of lots south of 8th Street opens up to a wide expanse of pavement from front-loaded parking on commercial lots at the south end of the corridor. There is almost no feel of a Downtown or a central business district at 6th Street, although the heart of Downtown is only a few blocks to the south.

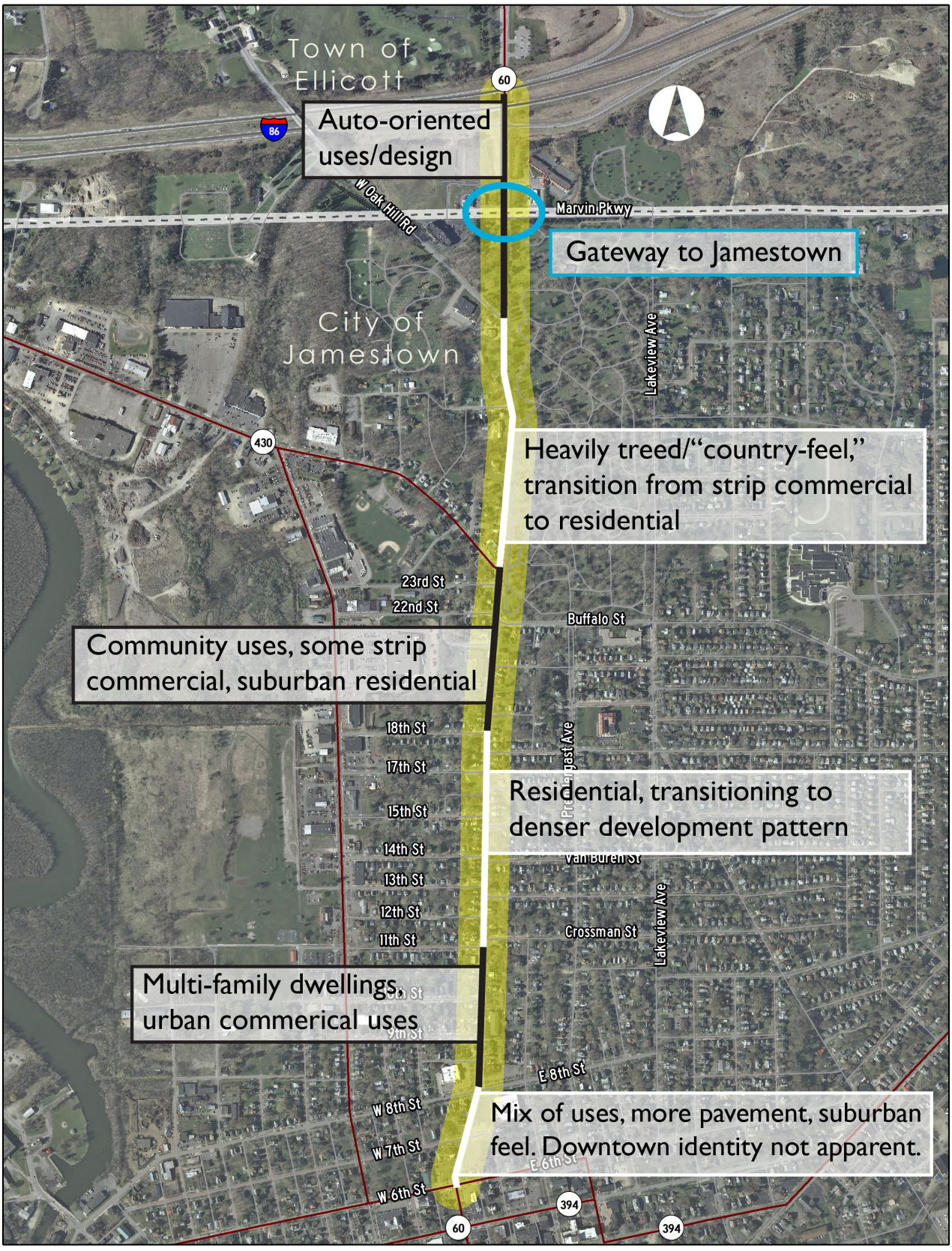



*Figure 2-2: General corridor characteristics*

As previously noted, **the North Main Street corridor is a high-visibility roadway** into the City and has significant opportunities for development it into an identifiable gateway. Past planning and development initiatives have noted that the City has a limited number of gateways into downtown Jamestown, and these are important areas for creating a sense of place and identifying the City as a destination.

As shown in Figures 2-3 and 2-4 on the following page, the corridor consists of primarily of residential uses, especially in the central and southern sections, with an increase in commercial uses as one approaches Downtown. The majority of the north end is encompassed by Lake View Cemetery, but also contains a number of commercial uses on large lots - typical characteristics of a suburban community, not of an urban area. Zoning currently supports auto-oriented uses in and around the vicinity of Interstate 86 with the Service and Highway Commercial District (CM) in the upper third of the North Main Street corridor. While these types of uses are consistent with interchange areas, the extent of the district well into the City limits can have a negative impact on community character and add to the "Anywhere USA" feeling, and thereby work against creating a unique identity for Jamestown. Neighborhood and Central Business Commercial Districts make up the bottom third of North Main Street corridor, which permit an extensive array of uses providing opportunities for a mix of development types. The City's code is a hierarchical style of zoning where uses permitted in "higher" districts build upon uses permitted in lower ones, leading to the wide variety of uses allowed in the Central Business District - Downtown District (C3)

## 2.3 Demographics Overview

A brief review of the demographics of the City provides valuable insights into the makeup of the community, and what types of design elements should be considered. For example, an older population may signal the need for more accessibility and community resources, while a younger population may desire more trendy uses, design, and social areas.

Generally, the demographic composition of the City is slightly skewed towards females and is predominantly white and, like most urban areas, nationalities are diverse. With a median resident age of 36.9, the **population is younger** when compared to the State (38.1) and the County (41.2). This is a common occurrence in cities as they tend to draw college graduates and young adults to the trendiness, hustle and bustle of urban areas as well as the accessibility and affordability of housing. It could also be attributed to families with a higher-than-average number of children in the household.

Along the northern section of North Main, the majority of the housing and character is **single-family housing** in a suburban context, likely catering to individuals at or above the median age. **Multi-family dwellings** (i.e. apartments) are primarily located in the southern section, and house individuals and families at or below the median age. Broad design themes that can be implied from this demographic data include walkability, access to public transit, "trendy" design, and social interaction in the southern portion of North Main, and place identification and connection to Downtown for the northern section.

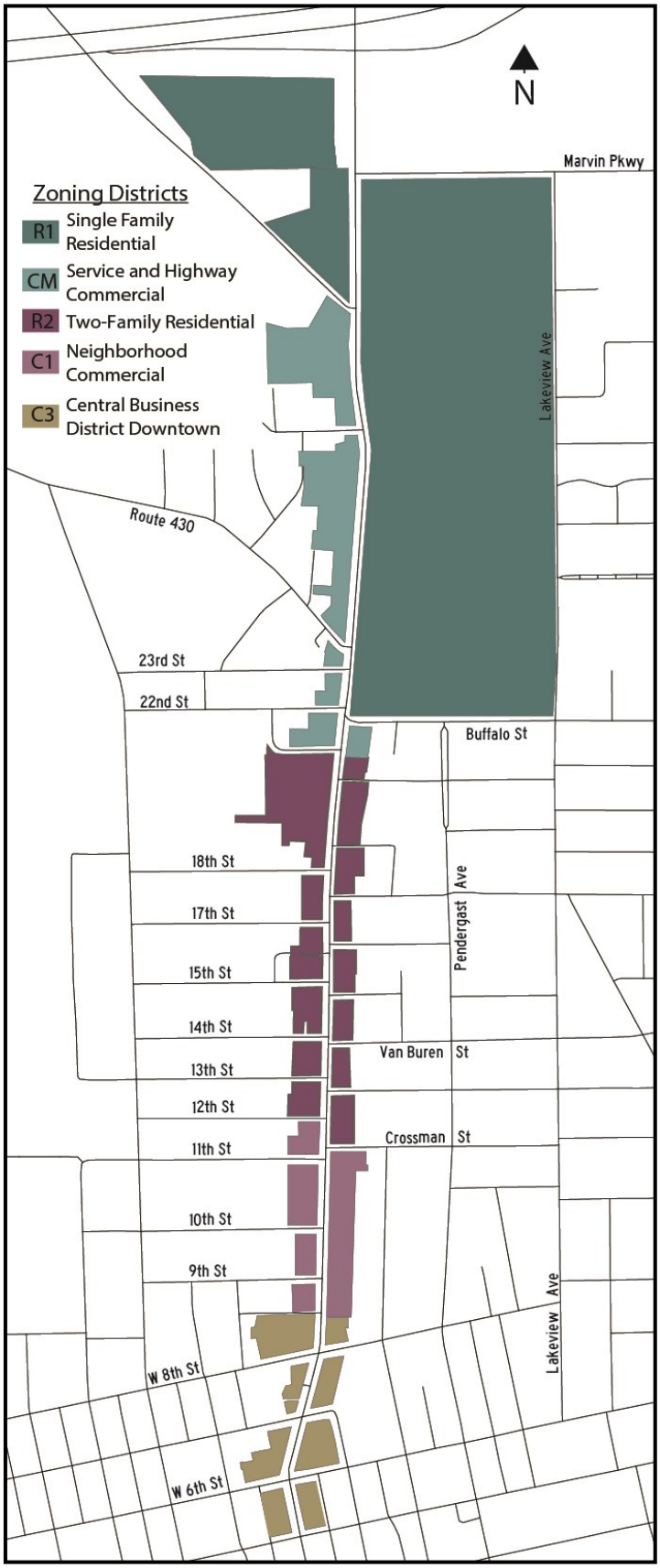



*Figure 2-3: Corridor zoning*

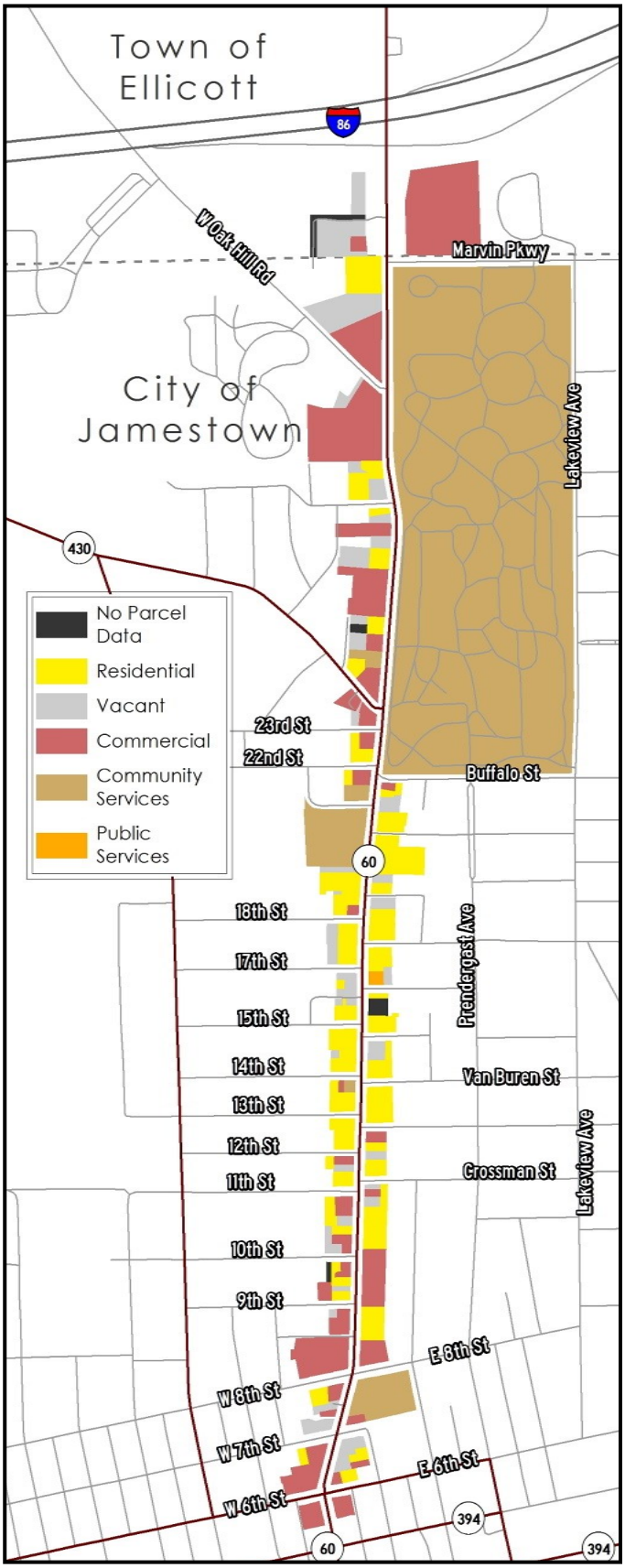



*Figure 2-4: Existing Land Uses*

## 2.4 Traffic & Access

As previously noted, North Main Street plays a dual role as Jamestown's Main Street and a major State roadway (Route 60). With an AADT (average annual daily traffic) count between 11,000 and 15,000 cars and trucks, North Main Street experiences some of the highest traffic volumes in the City. While this can be an economic asset, with traffic volumes supporting commercial activity, it can also hinder the multi-modal accessibility and vibrancy that many urban areas, including Jamestown, desire. Pedestrian and bicycle traffic is primarily impacted, especially when facilities either do not exist or poor conditions prove unattractive to visitors.

Traffic counts were obtained at select intersections in the North Main Street corridor to provide a snapshot of current conditions and are included in Appendix B. A full traffic study, which would include further analysis and determination of level of service (LOS), should be conducted in the future to provide a more detailed picture of the corridor, and an engineering-level analysis should be undertaken to determine conceptual intersection reconfigurations.

In general, current traffic counts of the corridor confirm that North Main Street is predominantly a "thru" thoroughfare, moving traffic north-south. The two exceptions to this are the intersections of Buffalo Street, where eastbound turning movements occur consistently throughout the day as this roadway continues east into and out of the City, and at 6th Street. At this intersection, the majority of the northbound traffic continues north, while approximately 50 percent of the southbound traffic turns west. Of the intersections studied, Fluvanna Avenue (State Route 430) experiences the highest number of turning movements from a side street with over 500 cars turning north or southbound onto North Main Street.

During the various public outreach activities, it was noted that other intersections were a concern, including:

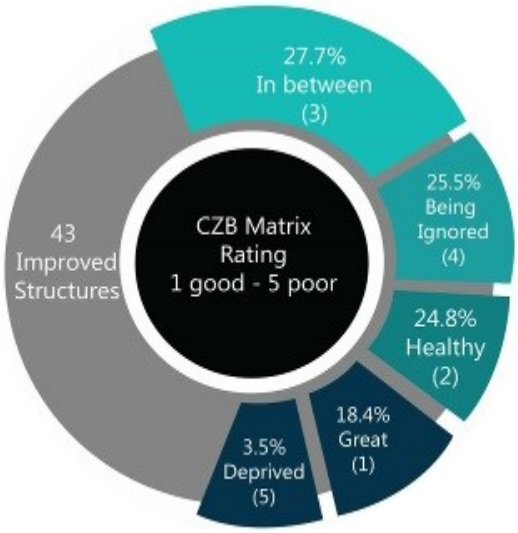
* *North Main Street (Interstate 86 to Marvin Pkwy) - As a transition area, southbound traffic is entering the City from either a higher speed section of North Main Street or the interstate; residents felt that speed is an issue here. A roundabout could consolidate the numerous driveways and act as a traffic calming measure was identified as possible solution to these issues. It could also serve as a gateway feature.*
* *North Main Street (22nd Street to Buffalo Street) - An "awkward" area, the 22nd and Buffalo Street intersections are extremely close to one another, and Buffalo Street has a skewed alignment. A roundabout is a possible solution at this intersection as well. Grading will be a challenge, as well as state historic preservation issues relative to the cemetery.*






## 2.5 Corridor Rating

The figures at right provides a snapshot of the health and appearance of structures along the corridor, based on a rating of 1 (good/healthy) to 5 (poor/unhealthy). These ratings are a result of a simple block-by-block façade inspection, using a similar approach to the Healthy Home Assessment in the "Livable Community" plan from czb, LLC. The exterior elements of each property were reviewed based on:




*Building Health/Condition Assessment*

- General exterior condition/maintenance
- Attention to porch/entry
- Landscaping
- Roof, gutters, and downspouts
- Windows
- Extra personal touches (decorations, effort/pride, etc.)

Overall, **not quite half of the structures are considered healthy (2) or great (1) (43 percent)**, with a smaller percentage (27.7) in the middle, implying that while they appear stable, they could either decline with further neglect or improved with some investment. Taking into account this "teetering" group, coupled with the 29 percent in poor condition (4 & 5), this indicates that this corridor is in need of **significant attention to counter property neglect** and shift the corridor to a desirable and attractive place. Ratings for each property are included in Appendix D.

The North Main Street corridor consists of a high number of rental units versus owner-occupied units, and more two-family units compared to single family units (refer to figure at right). That being said, any property improvements recommended on the private side will not only need to be developed around single-family households, but also landlords (including both absentee and owner-occupied).




*Housing Types*

# 3.0 Planning for the Corridor

## 3.1 Vision/Goal for North Main

The community envisions a North Main Street that provides greater balance between function and form. The goal is to create an attractive gateway that transitions from a busy highway, to an easy-going drive through a residential neighborhood, to a vibrant downtown. The aesthetics of the street set the stage for economic development and revitalization, creating a positive perception to visitors and residents. Throughout the corridor, the introduction of simple design elements and features would remind users that they are entering a unique place that supports not only vehicles, but other modes of transportation. The corridor is envisioned to support and encourage economic revitalization with a diverse mix of pedestrian-oriented uses for social interaction and commerce, including living, retail, office, civic, and entertainment spaces.

Using planted medians, bump outs, increasing the prevalence of trees along the road edge, and widening sidewalks with lighting would create an attractive walkable boulevard that reinforces North Main Street as the social, economic, and multimodal entry to the community.

## 3.2 Guiding Principles

Getting to this vision for North Main Street requires a vision and careful guidance in terms of design and policies that will set the stage and provide direction moving forward. Throughout the planning process for the corridor, context-sensitive solutions (CSS) have been utilized and incorporated. CSS is a way of involving the community in the planning and design process to achieve a greater balance between the needs for improving the functionality of the roadway with the competing desire for creating unique places and supporting revitalization. Coupled with this are "Complete Streets" policies, which are a means for designing streets for everyone (see inset at right). Investing in and revitalizing already built-out urban areas, such as the City of Jamestown, is a form of smart growth that seeks to better utilize our existing resources and protect sensitive areas from unnecessary development.

The guidelines below take into account these initiatives/design processes, and will assist city officials and decision-makers in implementing projects along the corridor.

* Maintain and landscape streets as they are an economic asset that generate development interest;
* Create wayfinding and other means of communication for a variety of users;

### What does a "Complete Street" look like?

There is no singular design prescription for Complete Streets; each one is unique and responds to its community context. A complete street may include: sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more.

*Smart Growth America, National Complete Street Coalition*



- Ensure consistent design quality and standards throughout the corridor;
- Establish a consistent theme/branding that carries through into the Downtown and throughout the community;
- Integrate amenities and facilities for pedestrians and bicyclists;
- Design for social interaction and incorporate public spaces;
- Alter street alignments with hard curbing and striping/signage measures;
- Incorporate and consider natural ecosystems in place of engineered systems, especially with stormwater;
- Continue to engage property and business owners;
- Leverage technology (signals, signage, etc.) where appropriate;
- Create complete and strong connections through universal design and accessibility; and
- Undertake common-sense programs to incentivize property owners to improve the exterior appearance of their properties, similar to the Renaissance Block Challenge.

## 4.0 Recommendations for Success

How do we Unite North Main? North Main Street is a road in it's simplest form - an arterial roadway technically - and it's original function was to move traffic. However, the vision of the City is to transform the street and other elements into a place that connects users of various types. It is in this manner that we "Unite" North Main. There are distinct differences in the character of the neighborhoods as one travels along the corridor, ranging from a high-volume interchange, to a mix suburban area, to a predominantly residential area, to a quasi-urban environment. Yet along this corridor, it is not at all evident that one is in a City. Identifying to visitors, residents, and other users that they are within a City will further Unite North Main Street stakeholders.

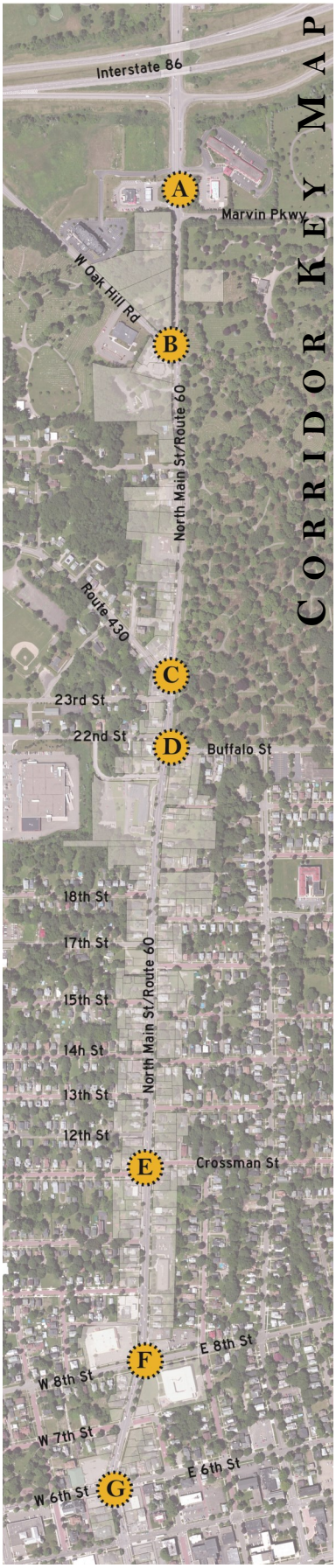
A variety of opportunities and avenues for revitalization and improvement exist to enhance North Main as a street for all users. Success for North Main Street will involve a combination of physical design along the road and sidewalks, on building facades, site design layout, and changes to zoning. This will be discussed in the sections that follow.

### Smart Growth?

"Smart growth means reinvesting in America's downtowns and Main Streets, the economic engines of big cities and small towns alike. Smart growth means creating homes for families of all income levels alongside one another. Smart growth means diversifying our transportation system so Americans have a choice in how they get around. Smart growth means building streets that are safe for people walking, bicycling or using a wheelchair, as well as driving. Smart growth means reimagining the places we have already built, and protecting our open green spaces for generations to come. "

*Smart Growth America*



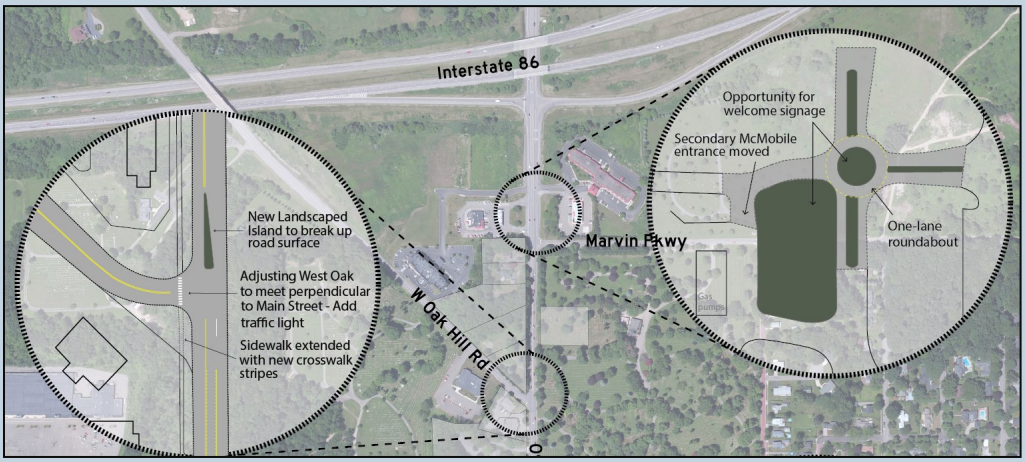



## 4.1 Physical Design

A well-designed street provides not only functional movement of vehicles, but also non-traffic functions for social interaction and promoting the City. Investment in the public realm is critical as it expresses how the City views itself and, in turn, influences development patterns along the street. Several key intersections were identified as opportunities for circulation and visual alterations as shown in the key map at **left**. Working from larger-scale transportation changes to smaller-scale amenities, the improvements for the North Main Street corridor include the following:

* **Road Alterations**

Using the information obtained from the traffic counts (Section 2.4) as well as anecdotal observations from residents and property owners in the corridor, several intersections were noted as candidates for alterations to alignment or design reconfiguration to improve safety, circulation, and provide safer pedestrian crossings, as detailed below on the following pages. These intersections shown are conceptual, providing a realistic visualization based on general transportation design standards. As previously noted, additional traffic data will need to be gathered to perform an engineering-level analysis of these concepts, which may differ slightly from what is shown.

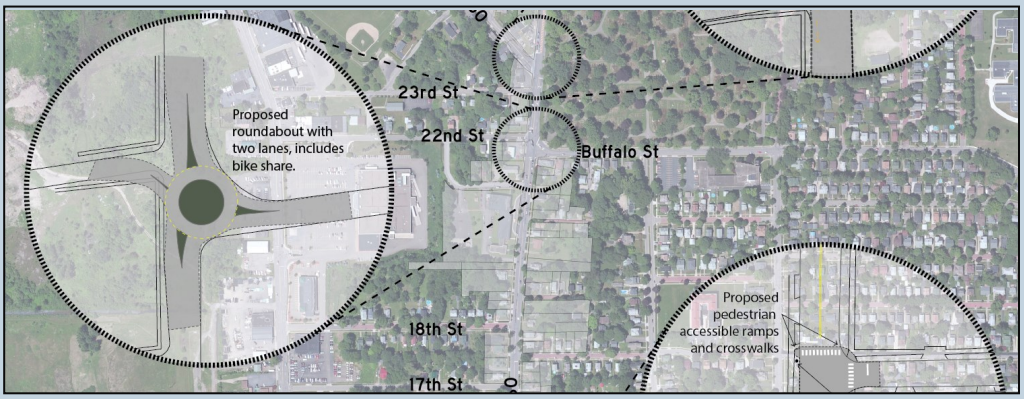



A North Main at Marvin Parkway (top/right)

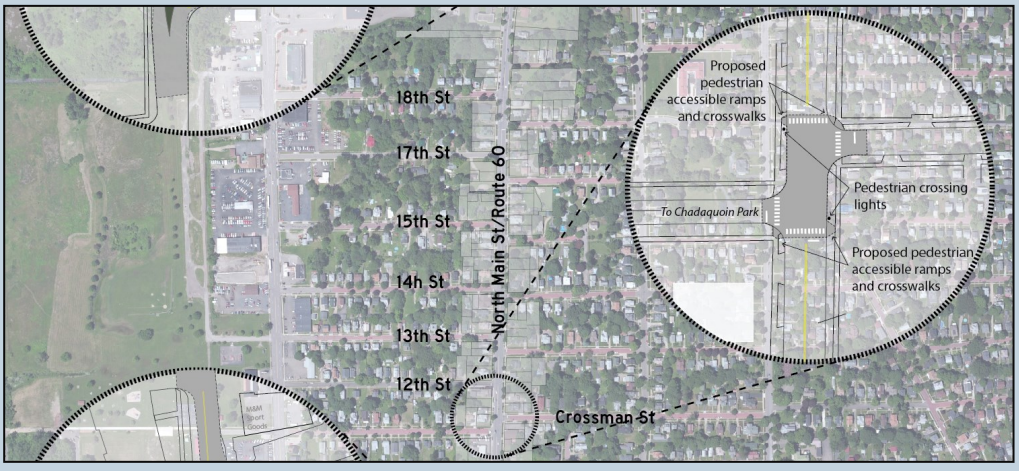
B North Main at West Oak Hill Road (bottom/left)



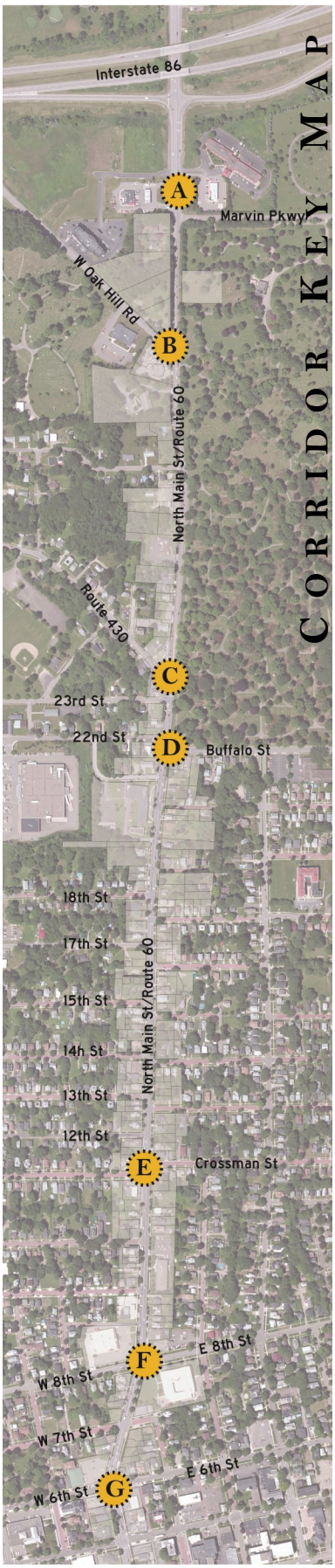

C North Main Street at State Route 430

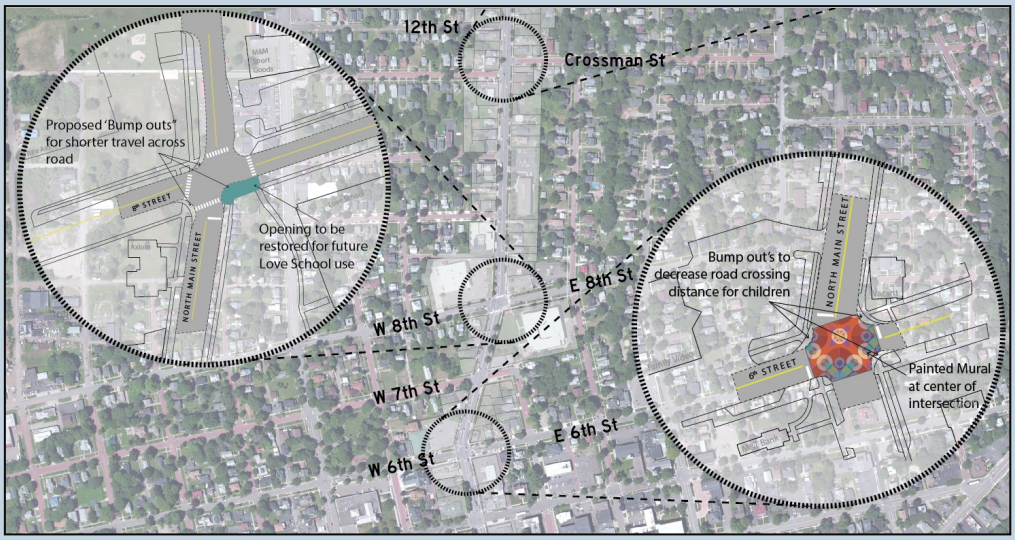



D North Main Street at 22nd Street & Buffalo Street




E North Main Street at Crossman Street & 11th Street



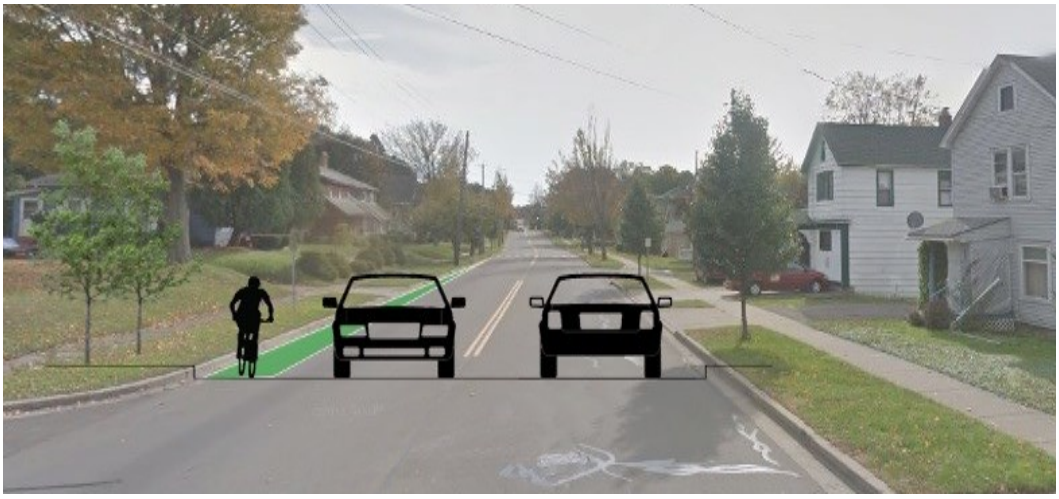



F North Main Street at 8th Street

G North Main Street at 6th Street

* **Bike Lanes/Striping**

Providing adequate biking facilities along North Main Street could involve dedicated lanes and associated markings, or shared lanes (also referred to as "sharrows"). Either choice requires a minimum lane width to allow safe travel for both bicyclists and motorists. Most of the North Main Street corridor is ideally suited for dedicated bike lanes as the pavement width is generally between 32 and 36 feet - five feet for a bike lane and between 13 and 15 feet for each travel lane (12 feet is the minimum for high-speed roadways, while 10 feet is acceptable for urban streets).



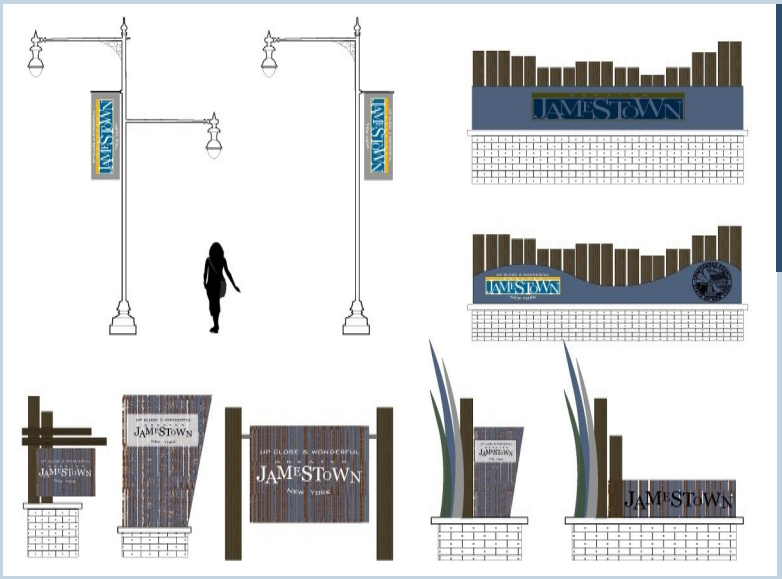


Required bike lane width: five-feet from face of curb to bike lane stripe. (AASHTO)

North Main Street could support bike lanes on both sides of the road for two-way bike traffic with no on-street parking (32 foot pavement width with 11 foot travel lanes); areas of on-street parking could shift the dedicated bike lanes to shared lanes if insufficient pavement width exists. Alternatives for bike facilities, coupled with landscaping and buffering within the road, are highlighted on the following page.

* **Wayfinding (including gateways)**

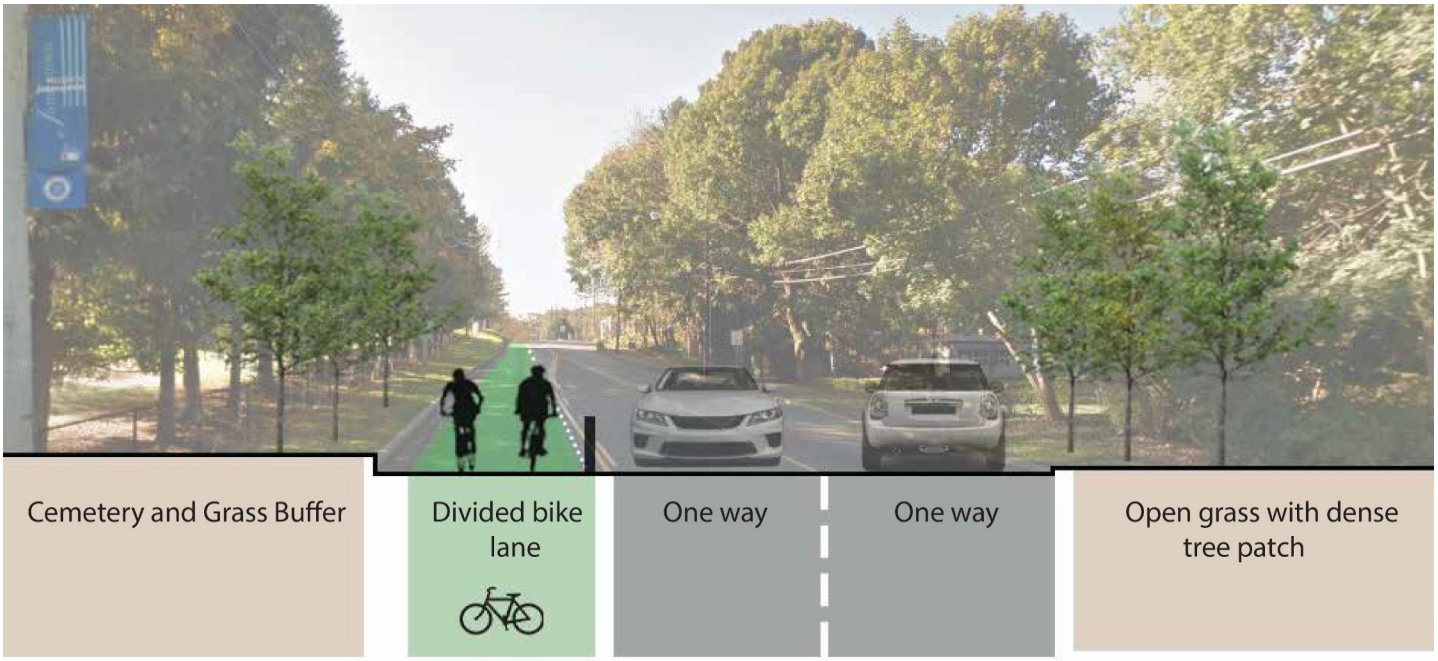
In addition to efficiently moving people through the corridor, North Main Street needs to direct and guide visitors to the various unique places and destinations in Downtown Jamestown and throughout the community. The wayfinding system starts with an effective gateway that ties into smaller-scale vehicular and pedestrian systems. A successful system creates a clear message with fewer signs and "brands" the corridor. Although a City-wide system is not currently in place, the colors, graphics, and specific attractions could be generalized along the corridor to fit in with any subsequent system that builds off of the corridor. The major destinations/attractions to be considered for wayfinding signage would include cultural resources (historical or archeological), community facilities, government facilities, and recreational attractions.

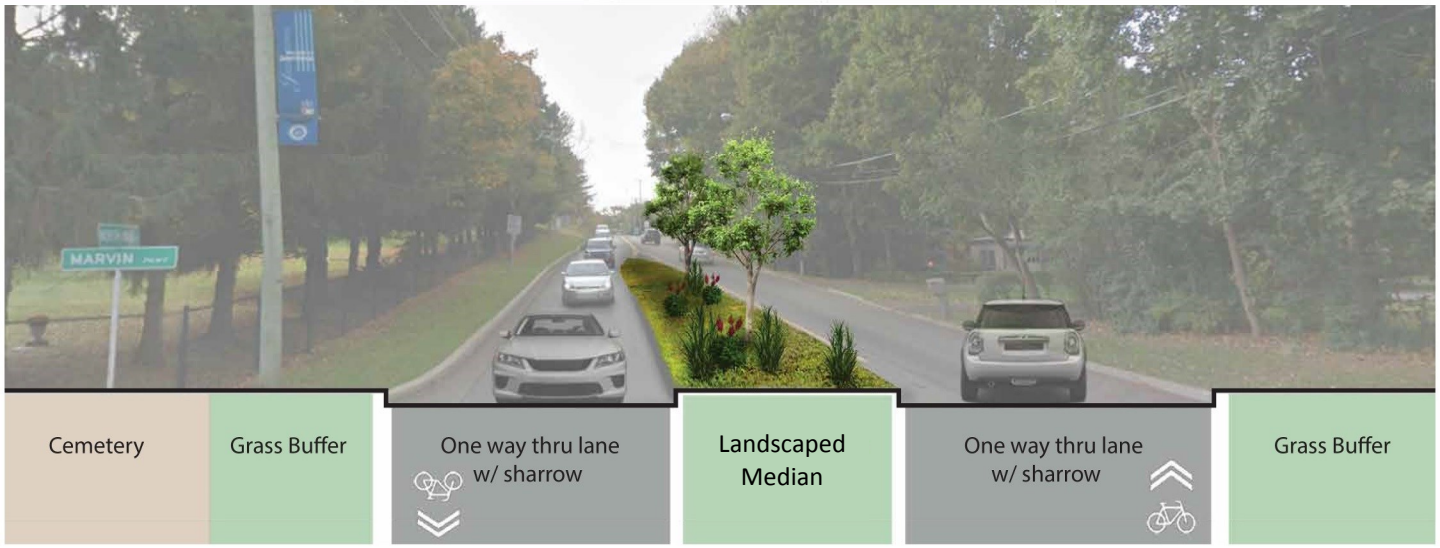


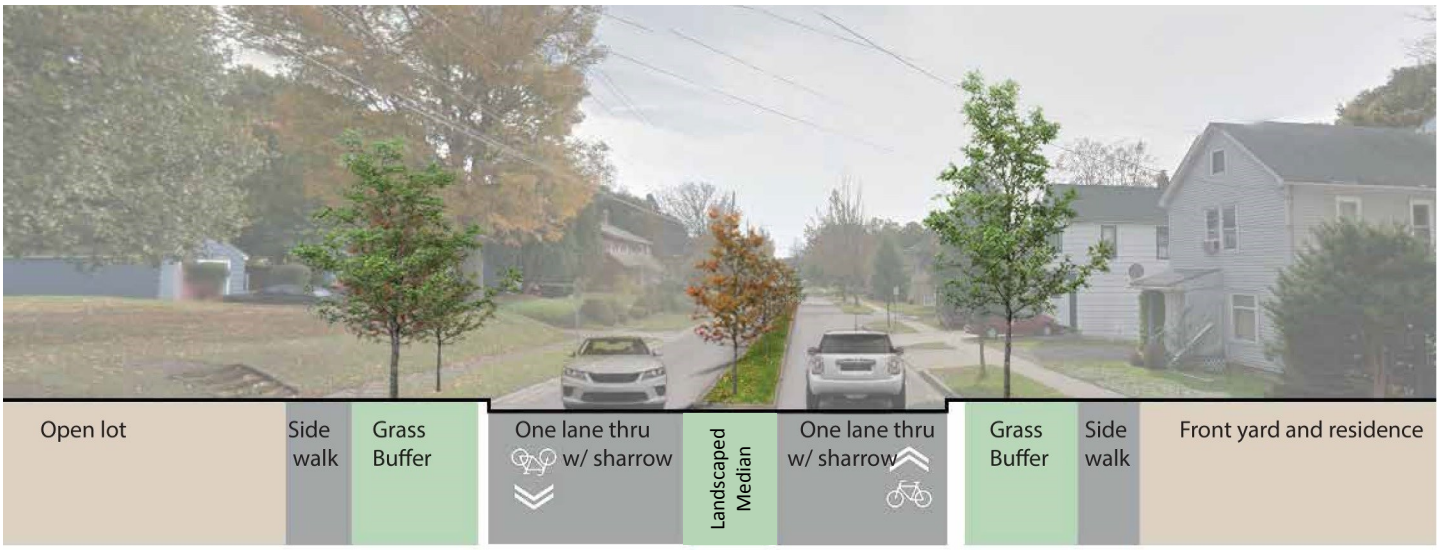

Various styles of gateway and corridor identification exist in many communities, from free-standing signs to elevated signage. A simple, free-standing sign incorporating various historical elements from Jamestown's past (wood, metal, brick, & glass) would provide a general base from which banners, wayfinding signage, and other system facilities could be built from. The "Jamestown - Up Close & Wonderful" is a branded tagline that is repeatedly used throughout the community and can be easily incorporated into wayfinding and branding efforts. Pedestrian and vehicular-scaled signage should be used to further reinforce the Complete Streets policies.

As shown in the examples above, these variations provide the corridor with an identity and brand that can easily be rolled out, and would announce to visitors that they are in the City of Jamestown - an element that is currently lacking.

# UNITE NORTH MAIN



* **Landscaping/Lighting**



As shown in the images at right, decorative street lighting has a subtle but effective way of changing the look of the corridor compared with the standard "cobra head" style lights found along most roadways. Lighting should be scaled to the pedestrian level in business areas to highlight/encourage commercial activity and drive new business development where appropriate. Replacement of all of the existing lighting is a significant undertaking unless it is coupled with a larger road reconstruction project; however, decorative lighting could be installed in stages with the intersections receiving the highest priority initially due to their increased visibility.

Landscaping can be incorporated in many forms, including street side planters, medians, street trees, rain gardens, and pole-hung pots. The biggest impact that landscaping has in a road environment is visually "softening the edges" where hard features like curbing and sidewalks exist. Additionally, incorporating a larger vertical element along the side of a street narrows the visual field of drivers and causes them to slow down. With a posted speed limit of 30 MPH, speeding through the corridor is not an apparent issue; however, the interruption of the visual field causes drivers to be more aware of their surroundings, especially in areas where pedestrian activity is or could be high. With the success of the Jamestown GROW initiative, incorporating additional landscaping along the corridor would be greatly supported by residents and business owners.



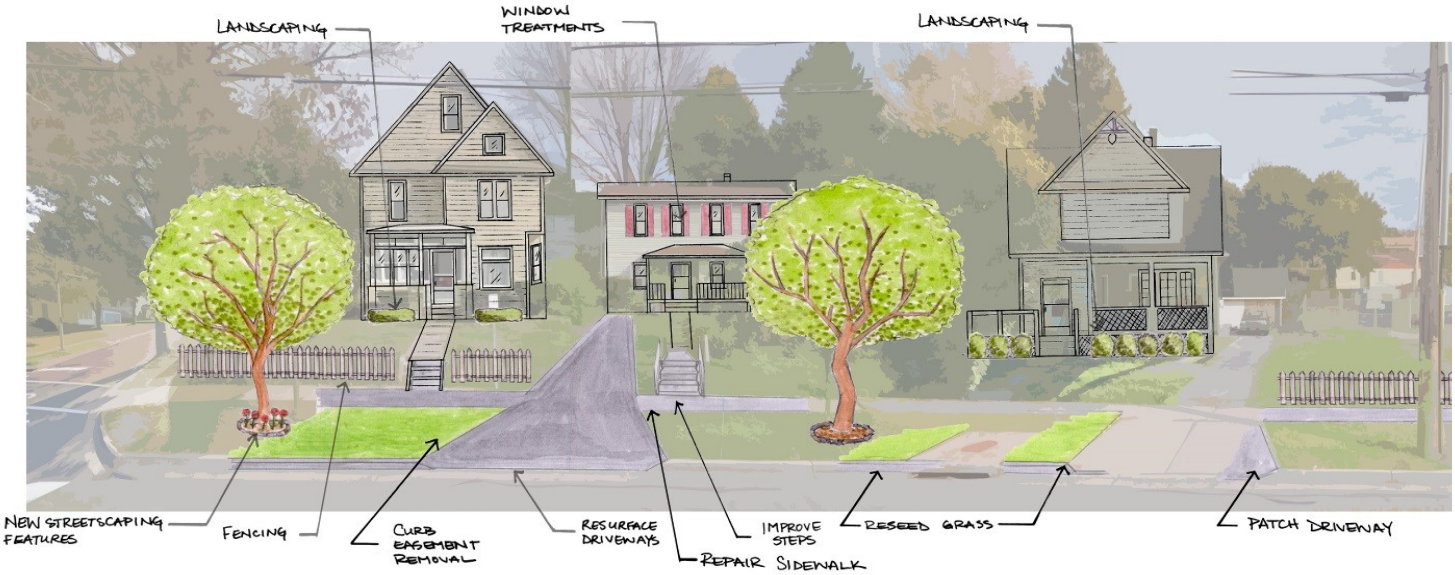
* **Pedestrian Amenities**

Creating a street that caters to a multitude of users and enhancing the pedestrian environment requires other amenities such as, but not limited to: benches/seating areas, trash cans, bike racks, bus shelters, and other similar features. These low-cost additions encourage people to get out and walk the corridor, especially in concentrated business areas such as the intersections towards the south end of the corridor closer to Downtown. This "walkability" enhances the urban feel and further reinforces the positive visual appeal and aesthetics of the corridor.

* **Targeted Private Development**

Enhancing the overall appearance and character of the North Main Street corridor involves not only improvements within the public realm, but also on private parcels. Although the City has less control when it comes to private sector action, as it will involve homeowner consent and investment, incentives can and are in place to encourage improvements. The Jamestown Renaissance Corporation's Block Challenge program, which is now open for 2017, is a "program that offers matching funds to home owners up to $2,000 to put towards exterior home improvements. The program encourages and rewards neighborhood groups to work together in an effort to reinvest in their own communities." Working collectively, a block or neighborhood utilizing this resource, funded through private funds, can significantly improve the visual conditions of the corridor. This has been demonstrated to be effective throughout the community.

As part of the planning process for this project,, exterior improvements to private properties were highlighted as shown in the elevation concepts below. Creating a "common sense" approach, similar to JRC's Block Challenge, as a common sense approach, phased-in improvements can be accomplished within the corridor. These would include exterior improvements such as landscaping, painting, new sidewalks, fixing steps, etc. (Expanded elevations are provided in Appendix C)







2016 RENAISSANCE BLOCK CHALLENGE (RBC)

*The street elevation rendering shown above highlights various exterior improvements that could be undertaken to significantly improve the visual appeal of the North Main Street corridor. These would be the basis for eligible improvements for a "common sense" approach.*

*An example of a successful improvement at left with a redesigned concrete sidewalk, steps, handrail, and landscaping (image © JRC).*

## * Prioritizing Investment Target Areas

The corridor rating results outlined in Section 2.5 provided a window into the overall "health" of each property and helped to determine which blocks were declining or are in danger of slipping towards an unhealthy condition, further exacerbating negative public perception in the corridor. In order to facilitate the grassroots, neighborhood-based improvements that the Block Challenge can help to achieve, the rating results were used to identify and prioritize the blocks, with the intent of targeting the worst blocks first as shown in Figure 4-1 at right (additional details on property ranking are provided in Appendix D).

## * Partnering

An additional resource in the private sector is the Chautauqua County Land Bank, which acquires abandoned, foreclosed or vacant properties that are at risk of further deterioration or have a negative impact on neighboring properties. The properties are rehabilitated/renovated for reoccupation or resale, or demolished depending on market value and their overall condition. To date, the Land Bank has acquired or is soon to be acquiring a number of properties in the North Main Street corridor.

The City, Land Bank, JRC, and other local housing agencies (CHRIC; CODE, Inc.; COI, STEL, etc.) should work collaboratively by identifying target blocks and pool their resources to move properties and block groups toward a more healthy state. Priority may be given to blocks where the stakeholders have a contributing/vested interest as they will be able to affect change more quickly.

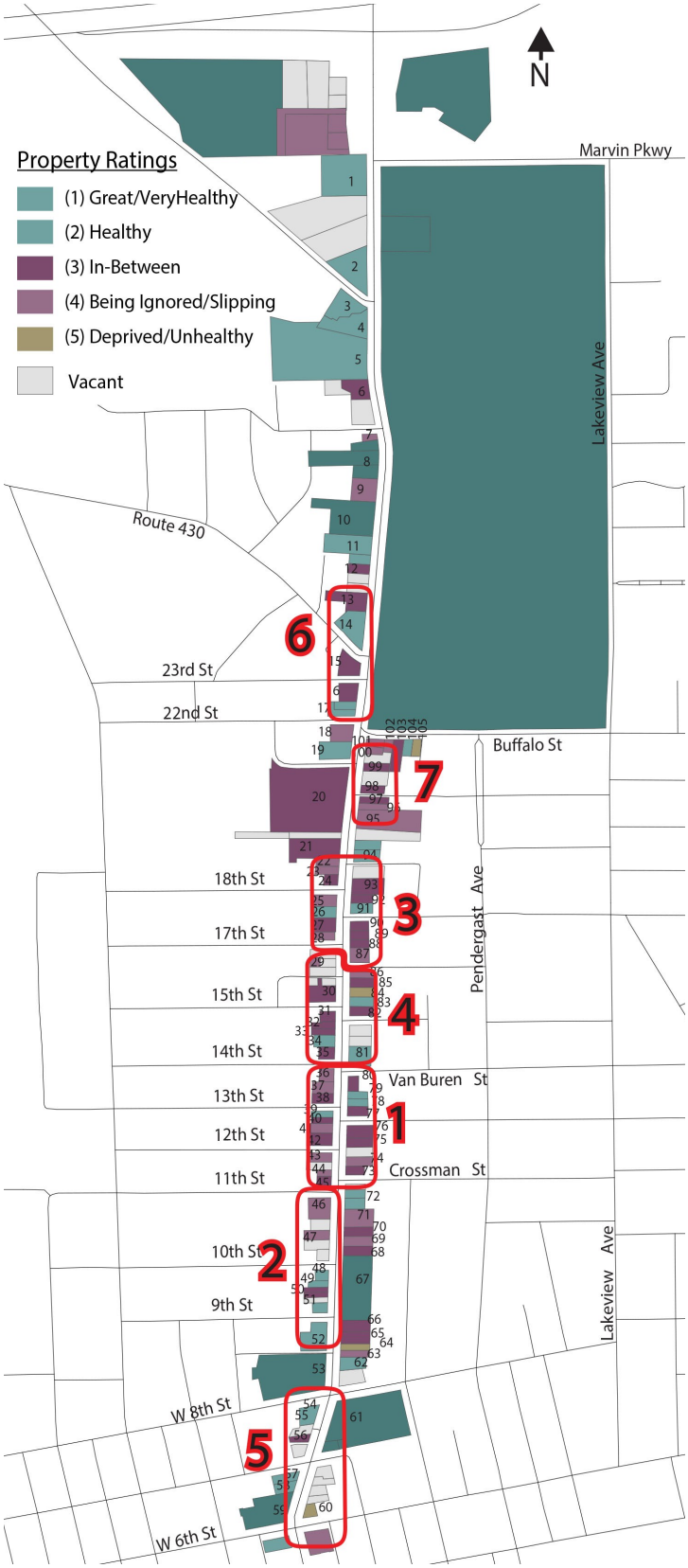



*FIGURE 4-1: Corridor improvement priority ranking*

Using these resources, as well as the Jamestown GROW initiative for landscaping and general "greening" activities, incremental improvements can take place over time, thereby transforming the corridor and building upon successive work. Each year, at least one block and/or select private properties can be targeted using the design guidance from this plan and the resources noted above throughout the corridor to improve the more distressed areas of the corridor.

## 4.2 Land Use & Design Policies

In addition to physical design, land use and zoning changes in the corridor could lead to positive changes, providing the regulatory means for redevelopment and site design. The current zoning code was created in the late 1960's, and was subsequently amended over time to reflect changes in land use patterns and the market. However, the basic framework and district layout still remain much the same.

For example, the zoning of the North Main/West Oak Hill Road area is zoned as "Single-Family Residential," yet the current land uses are almost exclusively commercial in nature. Inappropriate zoning discourages interest by developers as they are reluctant to purchase a property without knowing whether they can get a variance to use it as it should be used in relation to the market potential. Revising the zoning code can eliminate barriers to redevelopment and will result in a better utilization of land.

A broader view along the corridor suggests or highlights the impact of zoning on land use and development. As shown at right, the current zoning structure is hierarchical, meaning that as the use zoning category steps up, more uses are permitted, which is not a benefit in all cases (e.g. CM District).

Traditional Euclidian zoning (which is what is currently in place) divides the City into specific districts, each with a specific set of permitted

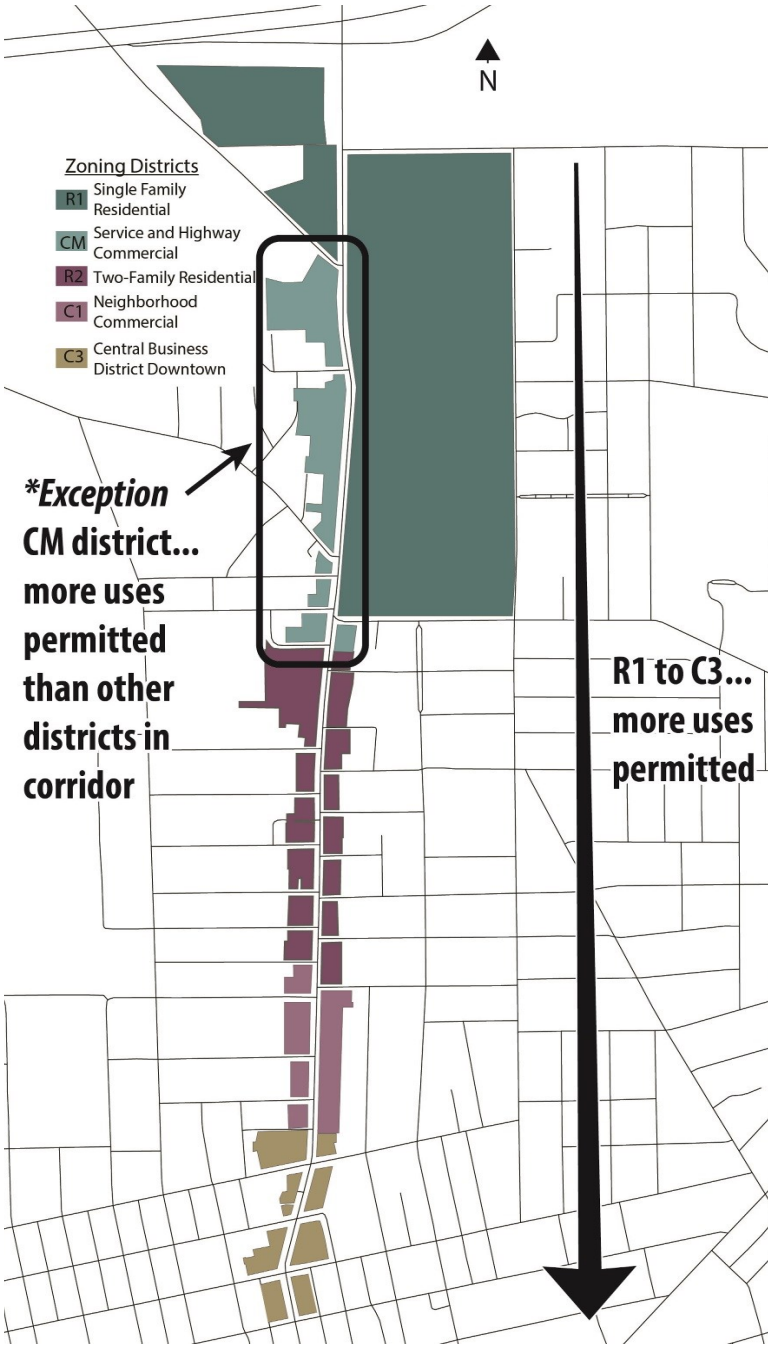



*FIGURE 4-2: General zoning structure in the corridor.*

uses and dimensional requirements for the land (i.e. setbacks, lot width, etc.). Design and aesthetics are secondary, if even considered in many instances.

At the other end of the spectrum, a form-based code focuses on the visual aspects of the building and property, and looks at how they fit into the context of the environment. High-quality design is the primary driver of a form-based code.

The Euclidean-style zoning for land use regulation generally works in the suburban setting in the northern portion, but loses it's appeal and functionality on the southern end in a more urban setting. For the North Main Street corridor, and perhaps other major corridors within the City, hybrid zoning with a mix of both styles may provide the greatest potential for improvements.

Moving forward, it is recommended that the City review and revise their zoning code in such a manner that the market conditions are better reflected along the corridor.

# 5.0 Implementation

## 5.1 Phasing, Funding & Partnership Strategies

Changes to the corridor will take place incrementally over the next 10 years, with some of the "low hanging fruit" achievable not long after this plan is accepted. In order to help guide the changes, an implementation strategy is included that highlights the goals and recommendations in the plan, as specific action items, coupled with opportunities for funding and partnerships. Together, these elements provide the City and other entities with a working document that can be regularly accessed and referenced.




Funding opportunities within New York State are available from a number of different sources under the Consolidated Funding Application (CFA) process each year. The CFA provides a single location and application with customized sections pertaining to available resources from a variety of State agencies and authorities such as Empire State Development (ESD), NYS Dept. of Environmental Conservation (DEC), NYS Dept. of Transportation (DOT), and New York State Energy Research and Development Authority (NYSERDA), among many others. In the past, these agencies had separate timeframes, applications, and processes for obtaining funding. Through the CFA process, projects are ranked and scored based on their conformity with strategic plans developed by separate Regional Economic Development Councils (REDC) in the State; higher priority projects and those that work towards achieving multiple strategies within the regional plans have increased chances of funding (see page 2 for additional details).

The CFAs typically open in spring (May) and are due by early-mid summer (July) with notice of awards by the end of that year. The City, JRC, and other stakeholders should monitor the Western New York REDC website (http://regionalcouncils.ny.gov/content/western-new-york) for updates on the latest round and resources that are available, and should strive to submit at least one project each year for funding.

Throughout this planning process, there have been several public-private partnerships that have been noted, including those noted in the table of contents. These partnerships should continue to be utilized moving forward in order to capitalize on the funding resources and take advantage of embodied knowledge and passion, planning, and action that has taken place within the City that could be transferred to revitalizing the North Main Street corridor.

*The implementation plan is organized in the following fashion (columns):*

**Implementation Category** - general category

**Strategy/Action Item** - title or short description of the specific action item

**Description** - detailed description of the strategy/action item outlining goals and intent

**Phasing** - short-term (1-3 years), mid-term (3-5 years), and long-term (5-10 years)

## 5.2 Action Plan Matrix

See following pages.

# Appendix A

## Community Outreach

UNITE NORTH MAIN

# COMMUNITY OUTREACH SUMMARY

**Steering Committee meetings & Public Participation** (noted with asterisk *)

*August 13, 2015* – planning meeting (project initiation/contract finalize)

*September 18, 2015* – planning meeting (project scoping)

*October 15, 2015* – committee kick off

* *November 24, 2015* – Located in the front of the Lillian Ney Conference building, our First Public Participation meeting was set up as a group survey of what designs the public was interested to see in Jamestown. By providing images of street furnishings in various design styles, we were able to gather an overall preference to how the public portrayed Jamestown. The presentation was long and difficult but 80% of our audience were attentive. Results came out with sporadic interests, possibly from the range in age groups (which was not taken count for, unfortunately). Our client, JRC, had loved the idea and really stressed the current design state of Jamestown to be Industrial Chic. We found that to be fairly common in the overall numbers from the survey.

- More than a dozen people raised their hand with interest in improving the walking conditions.
- Receptacles for recycling would be beneficial near the church at 1213 Main. They are constantly picking up trash. Many people of the church walk there in the summer.
- Where will truckers on N. Main go? Please redirect them. (Many people nodded their head to this question/ statement)
- We need to be conscious of snow conditions and treatment when thinking about road construction. What can the city afford?
- Death of young child at Chadaquoin Park on Washington Street- traffic is too heavy for with high use of park and crossings.
- Issues with GPS not recognizing additional truck routes in Jamestown.
- Another street light on Washington Avenue could be very beneficial. Erie to strunk.
- Often times, people will run red lights at Kingsbury and Main.
- Pre-school takes place at Love School
- More traffic lights to slow down cars
- Community Development is being lost. Needs strengthening and to hold priority.

*February 4, 2016* – review of public outreach/brainstorming, second outreach opportunity (GROW show)

* *April 2, 2016* - This day was not "technically" a public participation "meeting". CPL, Steering committee members and JRC members attended the GROW Jamestown Home and Garden show to tell the community what is trying to be achieved here based on the studies and what public opinions were on the designs presented. More than half of the audience understood and loved the enthusiasm and great ideas, some people were less engrossed, and others were just listening for the free stuff! CPL handed out GROW seed cards that can be planted in the ground.

*April 14, 2016* – project update, outreach feedback (GROW), review intersection concepts, gateway identification/signage review

* *May 4, 2016* – This was our second and last Public Meeting. Located at the First Presbyterian Church. This meeting was broken down into three monitored groups: Transportation, Facades, and Identity. The overall meeting had great success in the conversations and debates people had among each other. The community seemed very involved with letting their opinion be heard and taken seriously. Showing graphics specific to each group was easier for the community to understand our targeted projects. As people spoke, CPL guides for each group took notes on everything we could capture from the audience.

Transportation:

- Do not remove Kingsbury light – only way people on side street can get out.
- Roundabouts are difficult – especially for senior of unfamiliar drivers.
- Walk/don't walk signs – people ignore them – why do they have them?
- Kingsbury light – adjust timing/sensors – trips too soon/trips for right on red, trips due to turning vehicle from N.Main

crossing detectors OR doesn't trip at all and people to back up and get it to trip.
- From 8th to Buffalo – restripe to allow space for bikes – cars drive too wide in an area that should be one lane wide.
- Want walkability/biking
- Get truck traffic to Washington instead of N. Main. – Bring/connect Washington St. to I-86?
- Create designated spaces for cars, bikes and peds.
- Promote "active transportation"
- Have buses park at McMobil and walk or bike to destination. *Bike Hub in Cottage house?*
- Green time for signals on side streets too short – not enough time for people to get out – only 2-3 vehicles per cycle – wind up taking backroads to avoid lights.
- Don't like roundabouts – people will avoid N.Main to avoid roundabouts.
- Large roundabouts work – one at McMobil is okay – other side streets are too small – need to make sure people can see.
- Yes to roundabouts for slowing traffic
- Too much truck traffic – too loud.
- Need sidewalks – area for biking with family
- Use a median instead of a roundabout when entering town as a traffic calming measure.
- At Cemetery add raised sidewalk or boardwalk to allow peds w/o disturbing graves.
- Speed tables?
- Color the intersections to match brick pavements of other intersections – visual clue about intersections.
- Use a fountain at entry instead of roundabout or landscaping – less maintenance costs. *Maybe not?*
- Make sure pavement stripes are maintained regularly
- Left turns onto Marvin Parkway – causes problems – used to be no left turns.

<u>Facades:</u>

- Landscaping – soften look
- Aesthetics
- Entrance Announcement
- Wall/Grade – steps
- Sidewalks
- Street lights – Dark Sky
- Enforcement
- Condemnation/Demo
- Community Gardens
- Orchards
- Pocket Park/ Playgrounds/Art
- Traffic Calming
- Sidewalk Plowing/Maintenance – Continuity
- Bike lanes – Aesthetic
- Use brick/Pervious surfaces
- Access instead of steps
- Zoning to style (form based)
- Victorian Style (Flowers)
- Neighborhood (Pathway to downtown)
- No eminent domain
- Poverty

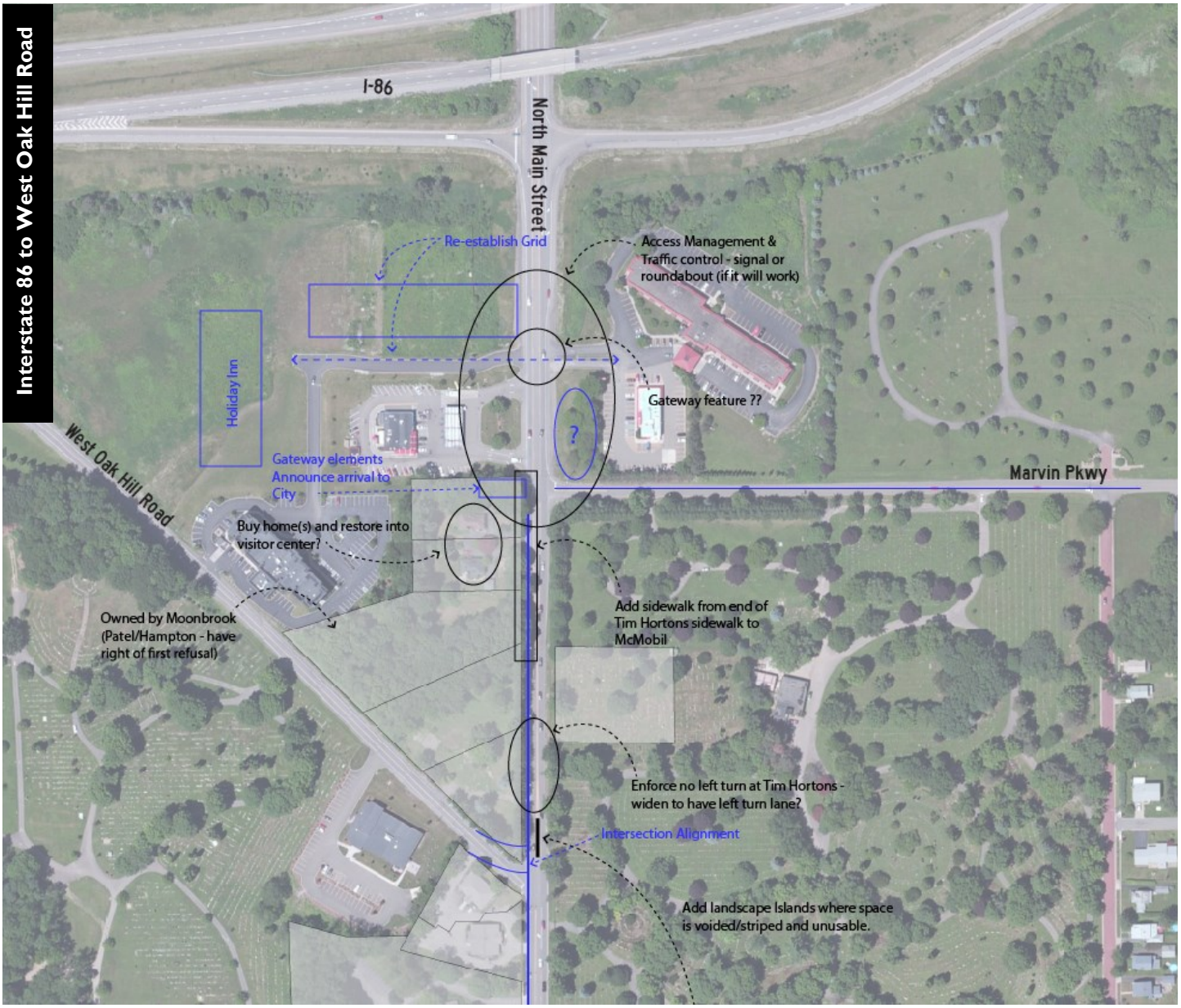
# COMMUNITY OUTREACH SUMMARY

Identity:

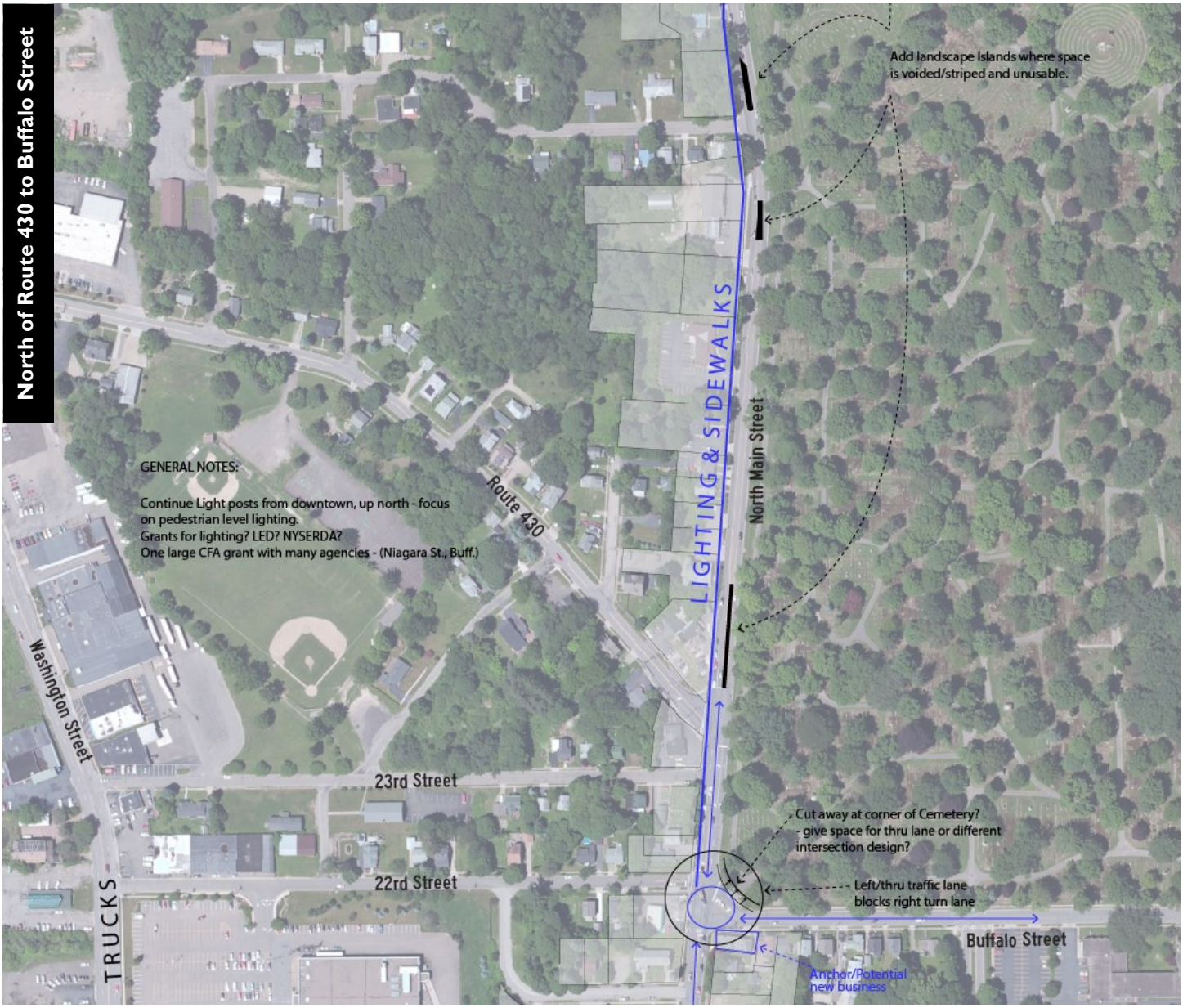
- 25% of population are w/o vehicles – forced to walk.
- Quicker to walk than to cab/bus
- Snow removal can be an issue on sidewalks – equipment not up to date
- Sidewalk along cemetery
- W. Oak – Owned by Town of Ellicott
- Rural/small upstate city "small town"
- Height of business signs – not appropriate for "small town"
- Place plaques in front of Style of Architecture (architecture walk)
- WC Hospital Emergency – design/style
- 4-in-1 screwdriver invented/made here
- Brick streets and tree canopy – important for Jamestown
- Restore porches
- Front porch – noisy.
- Architecture important!
- "They will come, we will live"
- Leave; come back to what? – historic Jamestown
- Something that jumps out! Worth photographing.
- Sense of place/iconic "big" landmark.
- Neglected neighborhood – not vibrant.
- Consistent streetscape design
- Entry to be Grand – Announces town.
- Human scale features
- Dark sky – light fixtures.
- Tourists/visitors don't know about history
- Museums/arts/theater – entertainment activities
- Truck traffic moved to Washington Street
- Take back the residential area – no trucks!

Snapshots of the compiled public comments on the following pages.

# COMPILATION OF CHARRETTE PUBLIC COMMENTS



# COMPILATION OF CHARRETTE PUBLIC COMMENTS



# COMPILATION OF CHARRETTE PUBLIC COMMENTS

**11th Street to 18th Street**




**6th Street to 12th Street**



# COMMUNITY OUTREACH SUMMARY

**Input from Unite North Main website** (http://www.unitenorthmain.com/)

I-86 to West Oak Hill Road

- Another eating establishment around the area of the Comfort Inn, Holiday Inn Express, Hampton Inn
- Safety issue in front of Comfort Inn, Bob Evans, Mobile and McDonalds
- Walking path from local hotels to cemetery/Tim Hortons. Some guests of a hotel have asked if they could walk to the Lucy Desi Museum!
- A light is needed for cars and people to cross North Main from both sides
- Better branding, signage and "Welcome to…" image. See Jamestown Up Close branding study (2010) and AECOM study (2015)
- Acquire property currently for sale in this location [across from Marvin Parkway], remove tree, open up entryway
- No sidewalk, dangerous terrain [across from cemetery by Marvin Parkway]
- Place street banners celebrating the famous and historical people in our cemetery
- Heading north – entrance to Tim Horton's should be via West Oak Hill
- Left turns [by Tim Horton's] should have to use West Oak Hill where there are proper lanes built for left turns
- Heading northbound no left turns should be allowed into Tim Horton's!
- The "NO LEFT TURN" is posted at the driveway exit. People left turn regardless. This becomes an enforcement issue.

West Oak Hill Road to Buffalo Street

- Contact cable TV execs (HGTV, DIY) film renovations of Main Street. Emphasize birthplace of Lucile Ball, Roger Tory Peterson.
- Running/walking path along Lakeview Cemetery fence line. Utilize recycled materials.
- Opportunity for some large "Welcome to Jamestown" signage on the roof of Jamestown Glass Service.
- Matching grants for business store fronts. Make Jamestown's gateway more appealing.
- Difficult and dangerous traffic pattern from Fluvanna to Buffalo Street. Confusing. Needs to be reworked.
- Purchase rights, design historic Jamestown mural on former store at Buffalo/N Main Street. Highlight old industry to new.

Buffalo Street to West 6th Street

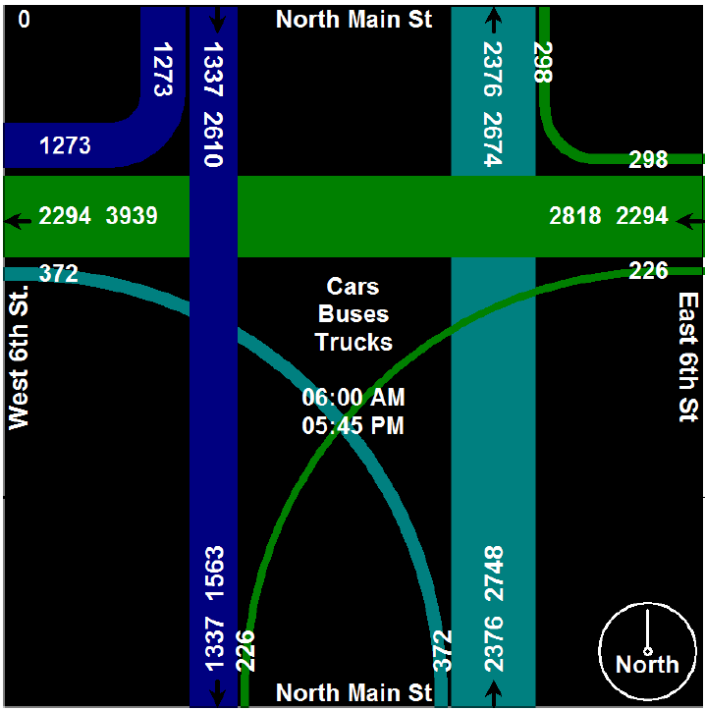
- Expedite auctions on condemned homes (short term only). Grants for renovations in affected corridor. Reward kept homes/yards.
- Partner with solar industry for reduced cost/loaned mobile lights for condemned/unoccupied homes/properties. Trail cameras for crime areas.
- Covered/lighted benches for school/community buses, graffiti resistant, emergency call boxes
- Shared social services/community center. Facility also used as police station annex. Use old Bush garage lot.
- Work with corporate owned businesses to add nostalgic signage. Offer tax break/reduced lease.

# APPENDIX B

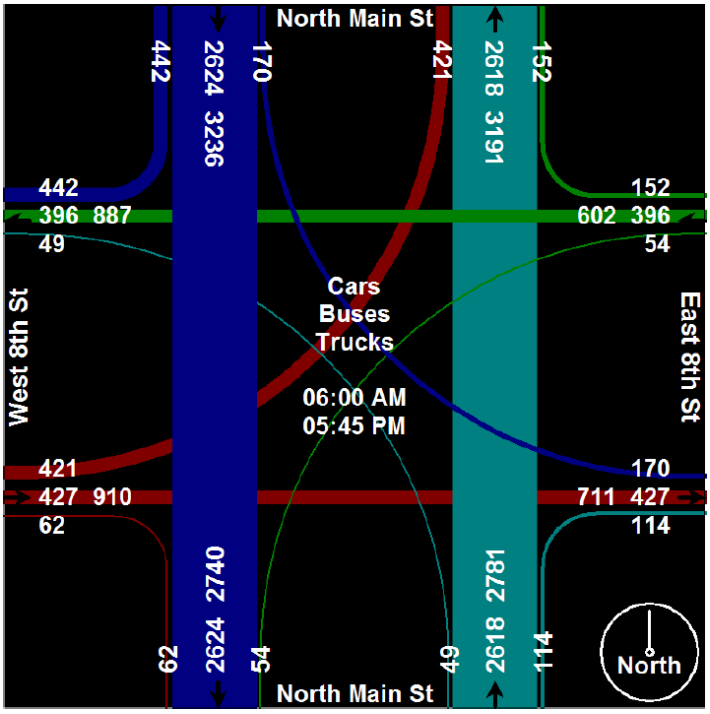
## Corridor Traffic Counts

UNITE NORTH MAIN

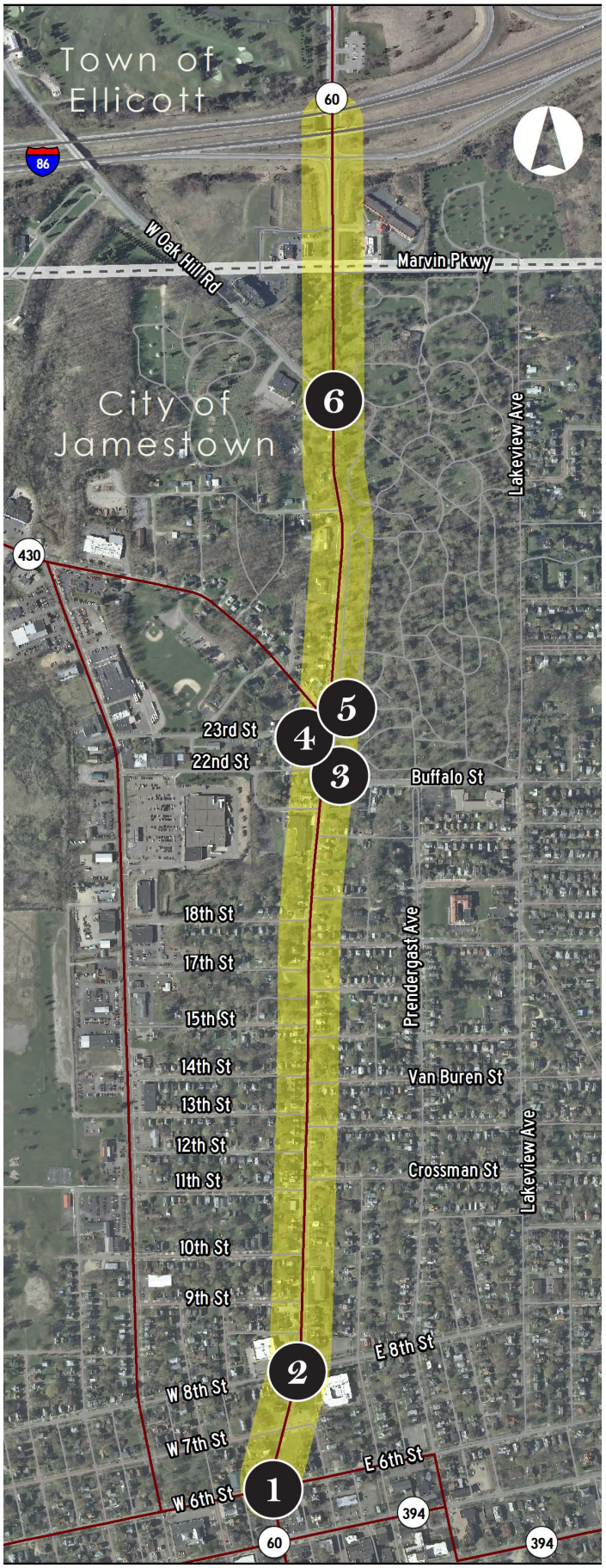
# Traffic Counts – Graphic Turning Movements




*(1) North Main Street @ 6th Street*

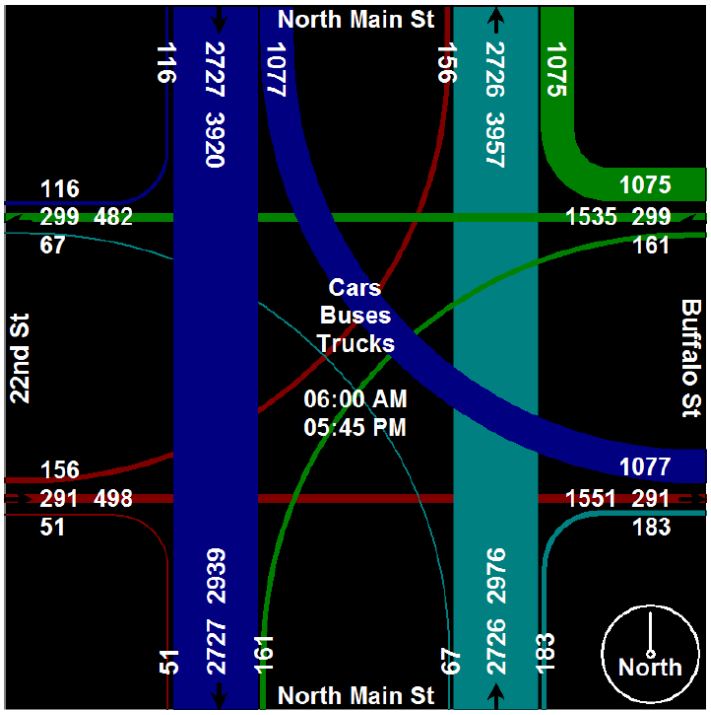



*(2) North Main Street @ 8th Street*

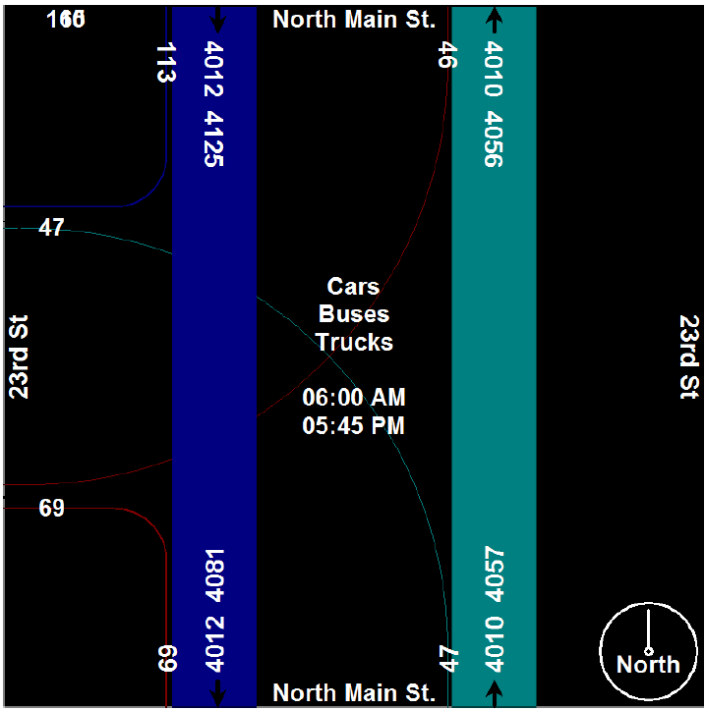



The above graphics visually depict the overall observed volumes and turning movements at each intersection between the hours of 6:00 am and 5:45 pm. Colors differentiate the travel paths and line width corresponds to volume (thicker = more traffic).

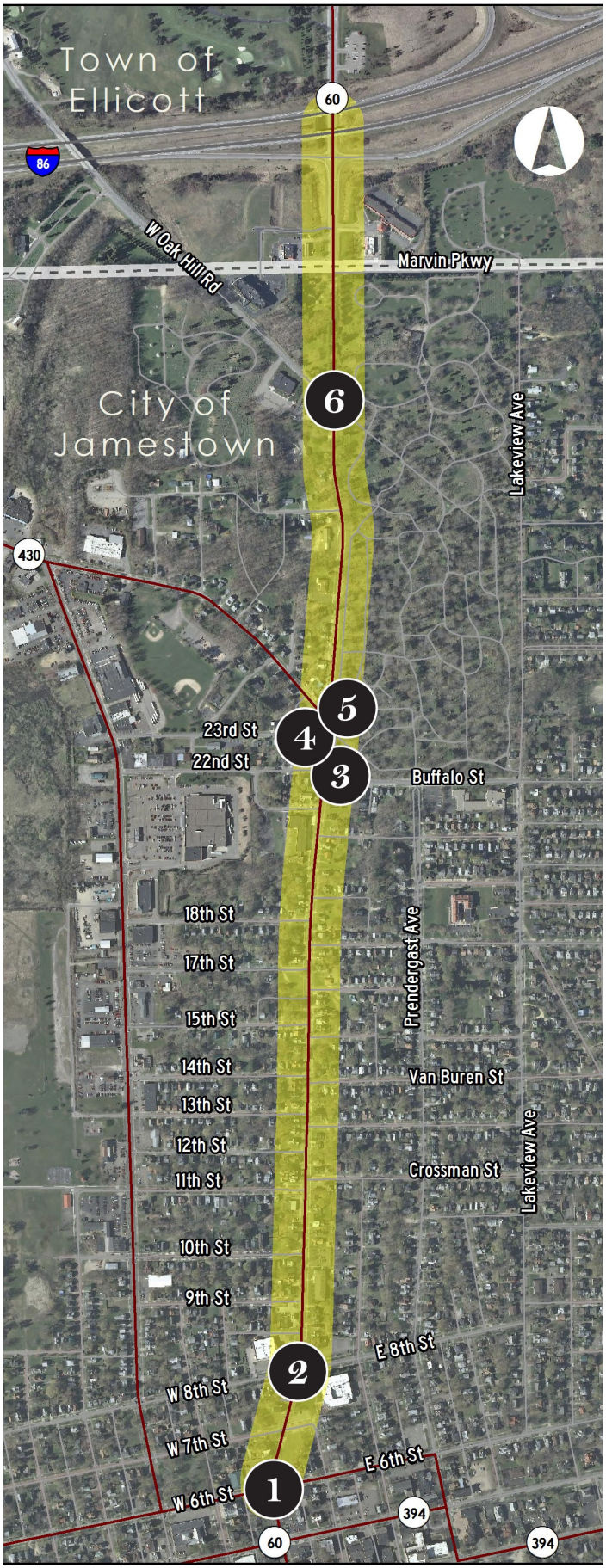
# Traffic Counts – Graphic Turning Movements




*(3) North Main Street @ Buffalo Street*

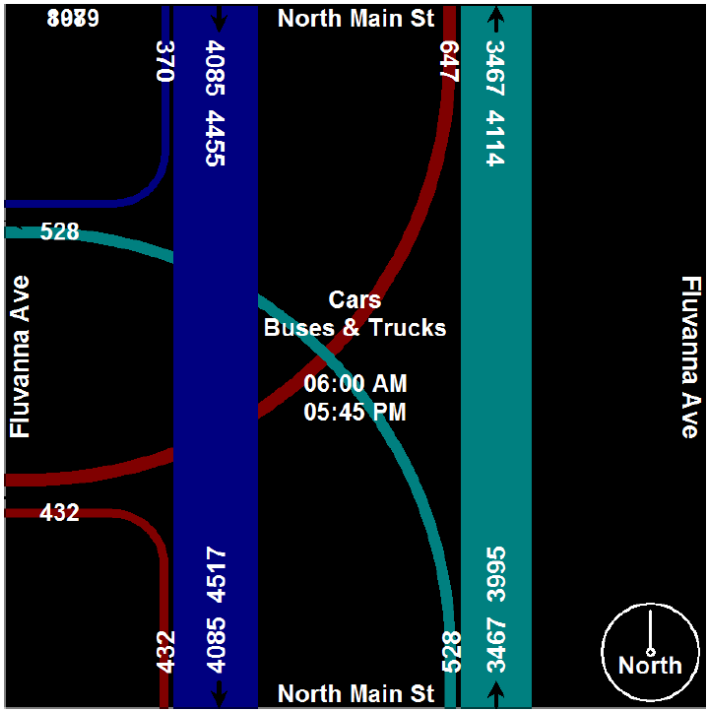



*(4) North Main Street @ 23rd Street*

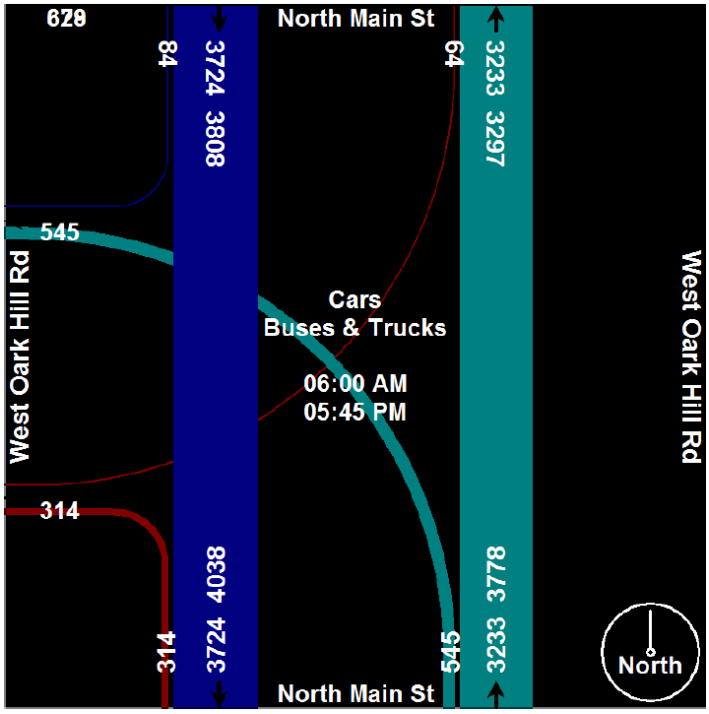



The above graphics visually depict the overall observed volumes and turning movements at each intersection between the hours of 6:00 am and 5:45 pm. Colors differentiate the travel paths and line width corresponds to volume (thicker = more traffic).

# Traffic Counts – Graphic Turning Movements

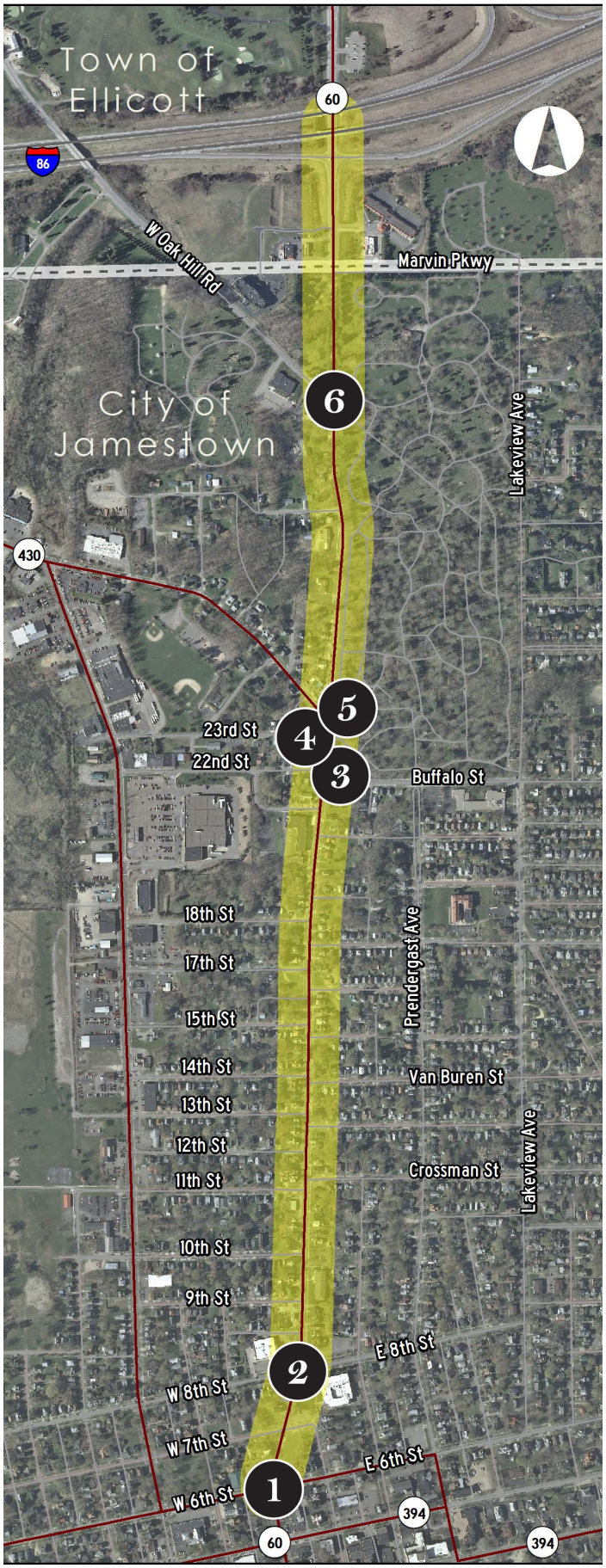


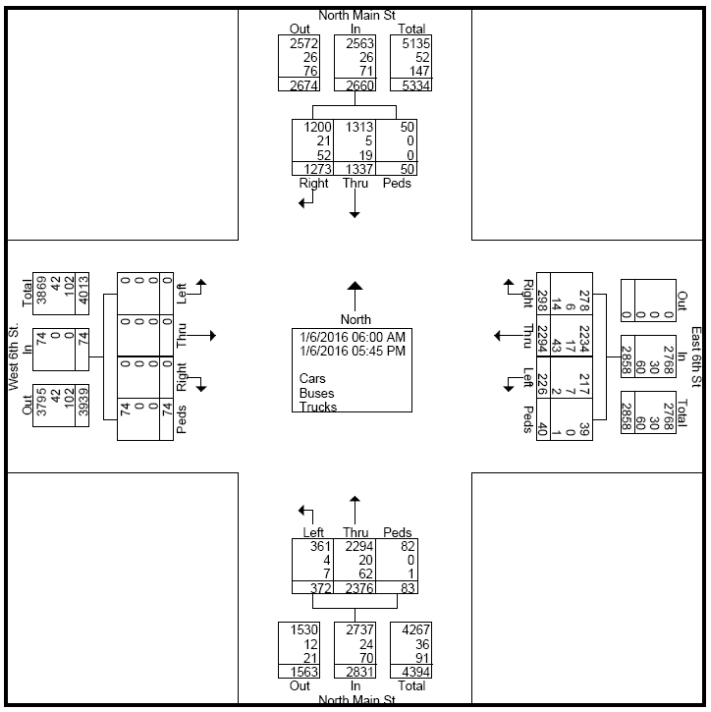

*(5) North Main Street @ Fluvanna Avenue*



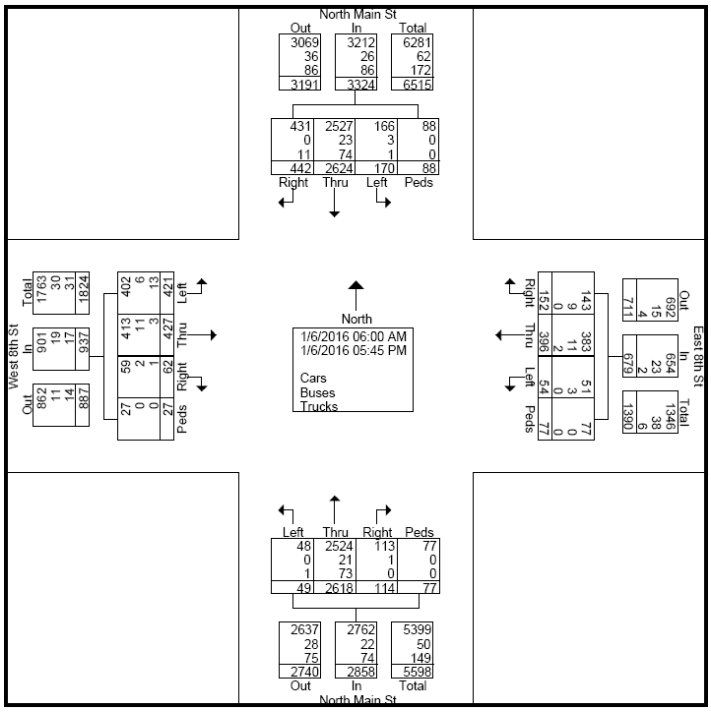

*(6) North Main Street @ West Oak Hill Road*

The above graphics visually depict the overall observed volumes and turning movements at each intersection between the hours of 6:00 am and 5:45 pm. Colors differentiate the travel paths and line width corresponds to volume (thicker = more traffic).

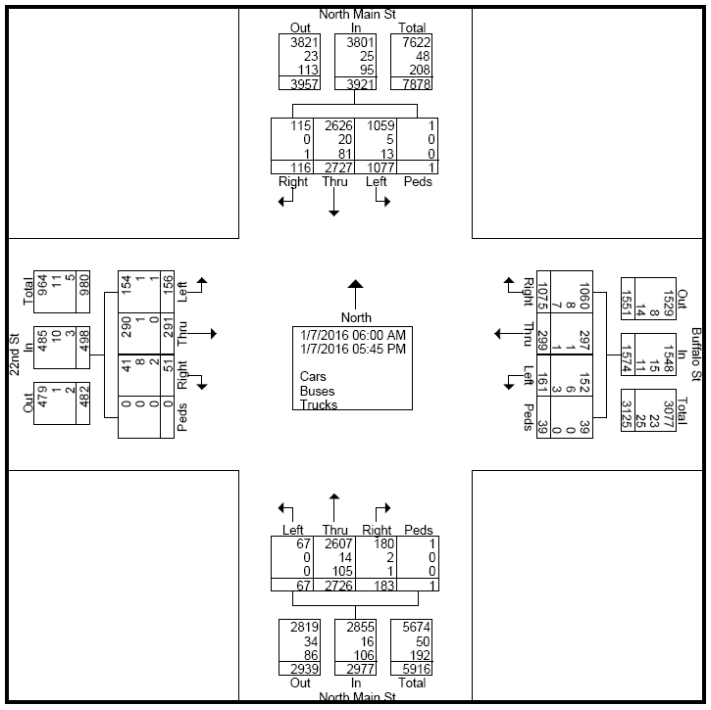




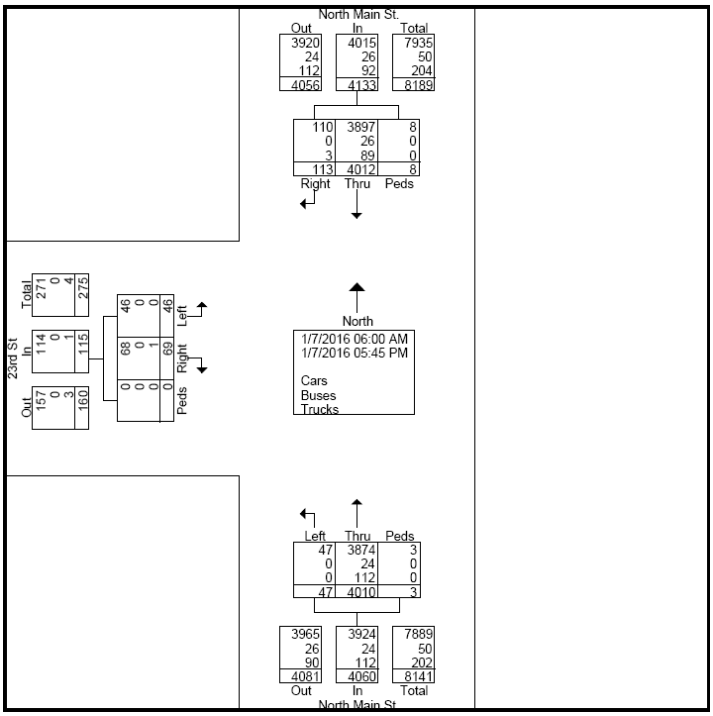

*(1) North Main Street @ 6th Street*




*(2) North Main Street @ 8th Street*

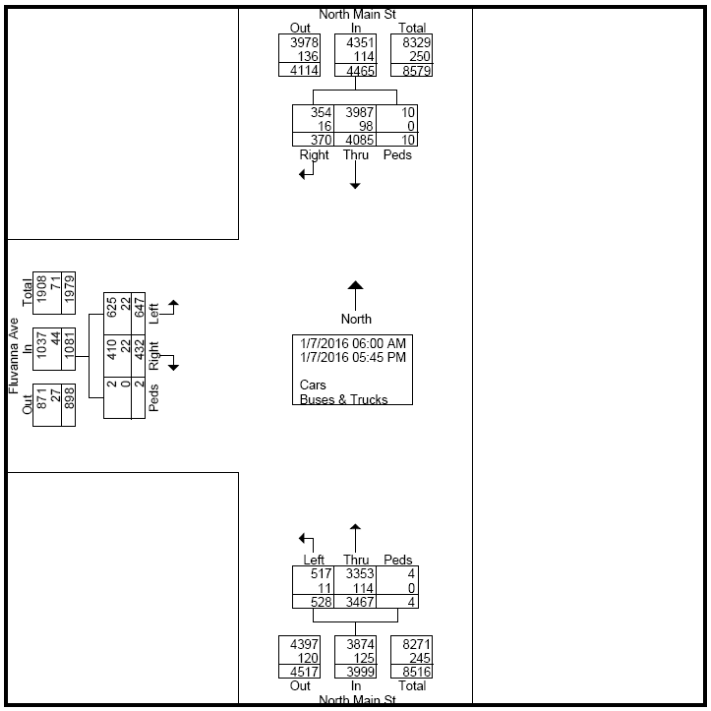



*(3) North Main Street @ Buffalo Street*

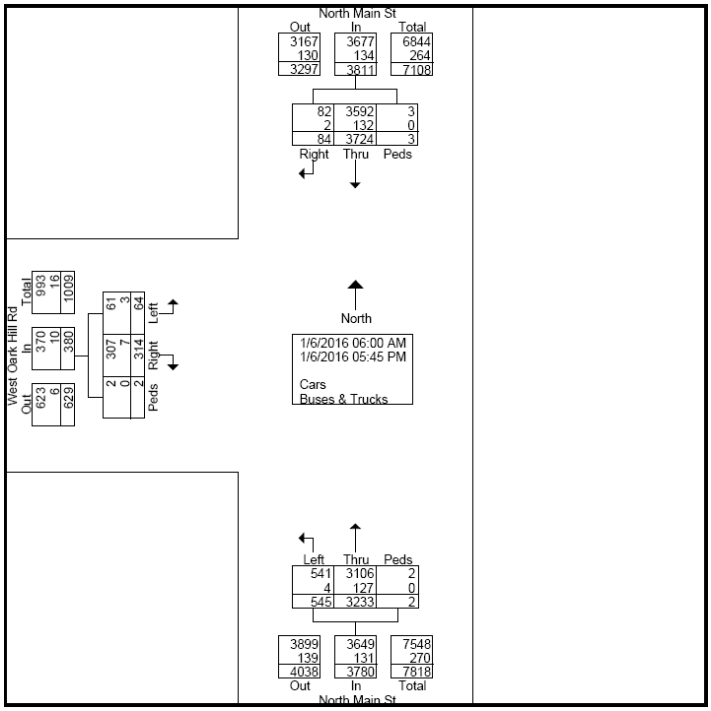



*(4) North Main Street @ 23rd Street*

## TRAFFIC COUNTS – RAW DATA COUNTS




*(5) North Main Street @ Fluvanna Avenue*



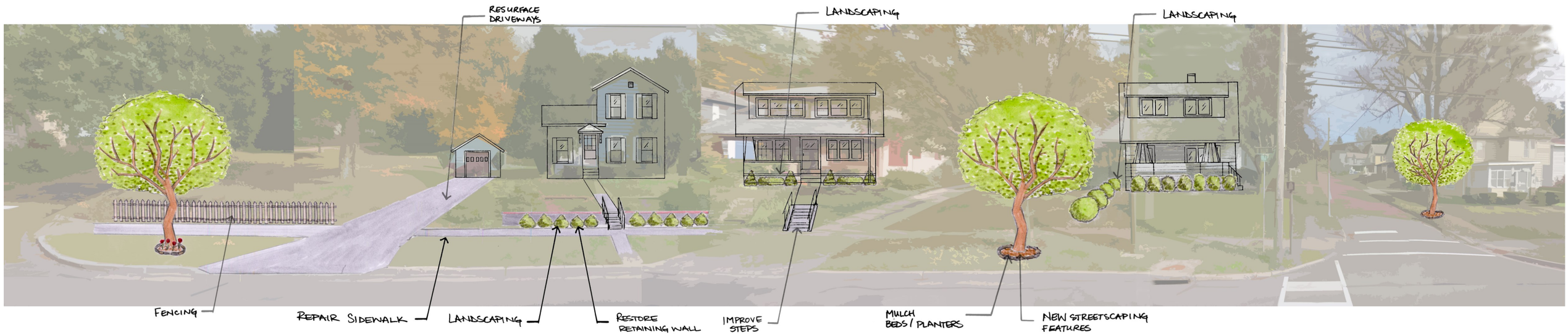

*(6) North Main Street @ West Oak Hill Road*

# Appendix C

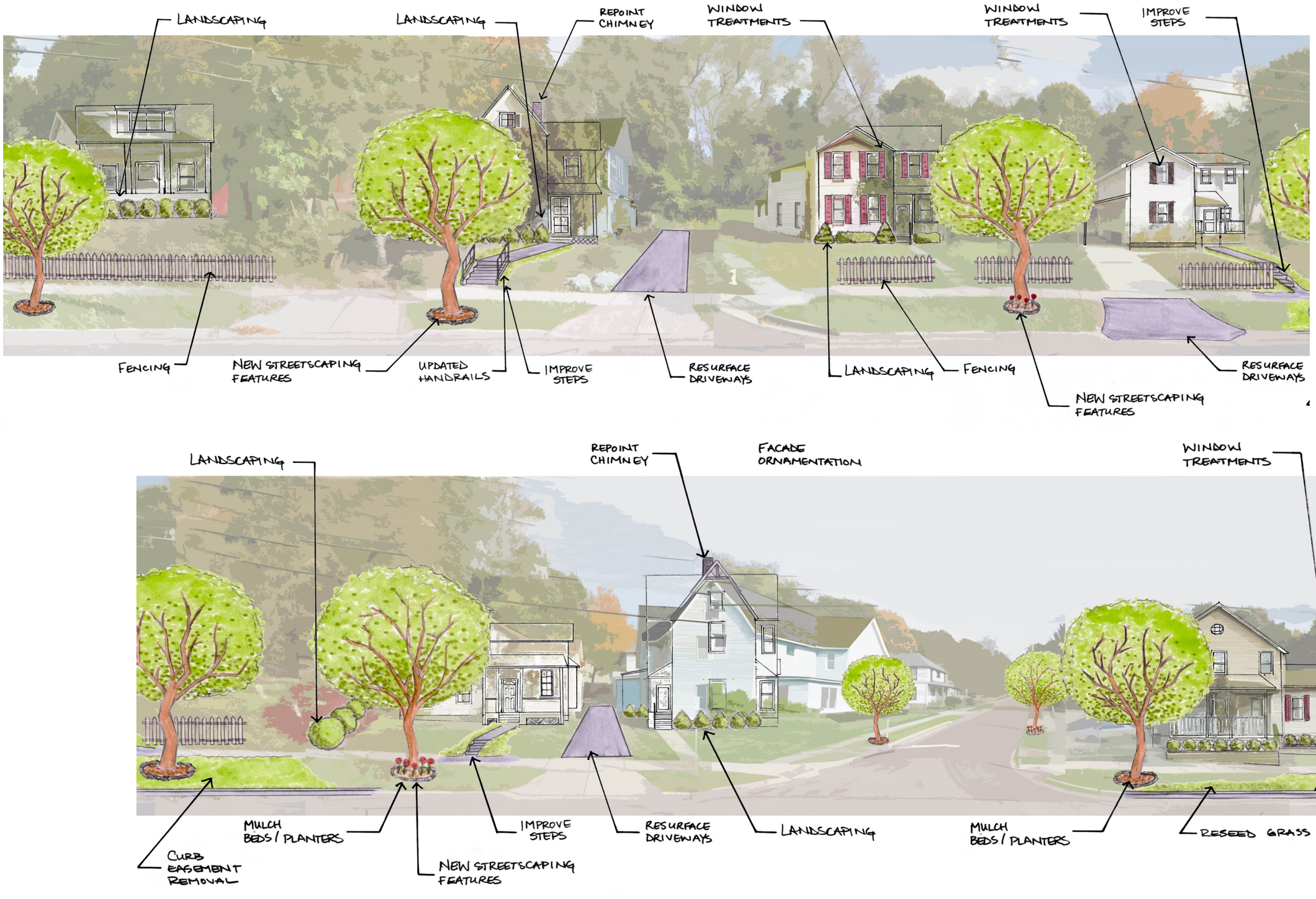
## Block-by-Block Improvement Concepts

UNITE NORTH MAIN




**STREET ELEVATIONS & CONCEPTUAL FAÇADE IMPROVEMENTS - SMALL TASKS, BIG IMPACT**




**STREET ELEVATIONS & CONCEPTUAL FAÇADE IMPROVEMENTS - SMALL TASKS, BIG IMPACT**

# Appendix D

## Property Rating

UNITE NORTH MAIN

# CORRIDOR RATING

The rating system used below was utilized as part of the 2010 "Jamestown: A Livable Community" plan from czb, LLC and applied in a similar fashion to determine the "health" of the North Main Street corridor. The subsequent pages are the raw data from that analysis.

Things to look for:

1). General exterior condition
- How recently was the house washed or painted?

2). Attention to porch/entryway
- What is the condition of the steps, railing, and porch floor?

3). Landscaping
- Are the bushes, flowers and lawn well-maintained?
- Does it seem like the owner is neglecting to do landscaping?

4). Roof, gutters and downspouts
- Is the roof warped?
- Are the gutters clean and well taken care of?

5). Windows
- Are the windows, curtains and screen in good condition?

6). Extra personal touches
- Are there porch lights, house numbers or thoughtful, seasonally-appropriate decorations?
- Is this person trying to display effort and pride?

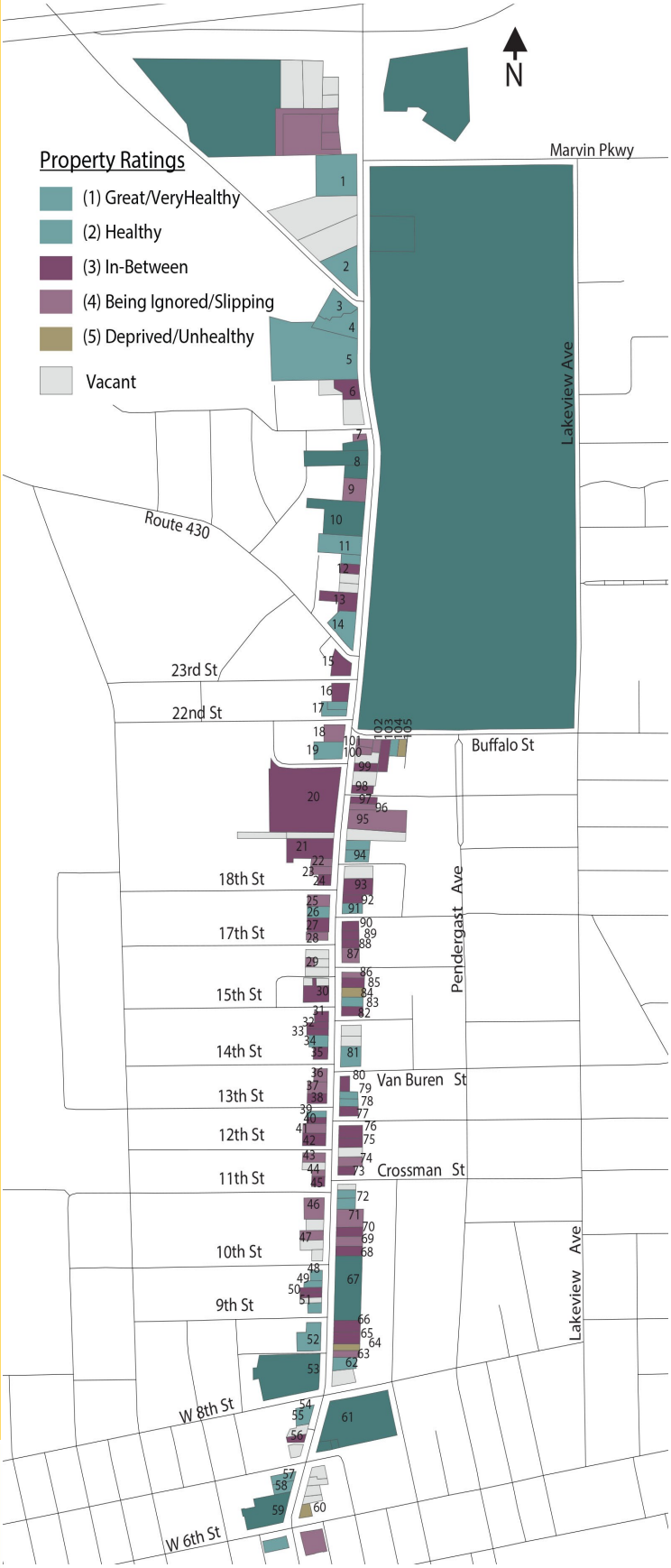
OTHER BIG QUESTIONS:
- Would you be excited to live next door?
- If you wanted this kind of housing, would you be excited to see *THIS HOME* for sale?

| Does this house show signs of good health? | | Pick your best thought match: |
|---|---|---|
| 1 | YES, DEFINITELY | - "This house is in great shape; it's very stable"<br>- *"I am impressed by this house. They would have no problem finding a buyer for this house soon."* |
| 2 | THIS HOUSE IS HEALTHY | - "This house is in good shape"<br>- *"It might just need a few small changes or updates to fill in the details (landscaping, porch)."* |
| 3 | NOT SURE, IN-BETWEEN | - "This house is in the middle, in-between."<br>- *"I can't tell if someone is actively investing in this house… I don't see red flags but I also don't see obvious recent effort."* |
| 4 | THIS HOUSE IS BEING IGNORED, STARTING TO LOOK UNHEALTHY | - "This house is slipping."<br>- *"This house is starting to experience some neglect. I see at least 1-2 red flags of distress here."* |
| 5 | THIS HOUSE DEFINITELY LOOKS UNHEALTHY | - "This house is clearly unhealthy."<br>- *"I see a few red flags here… no one has invested in this house for a while."* |

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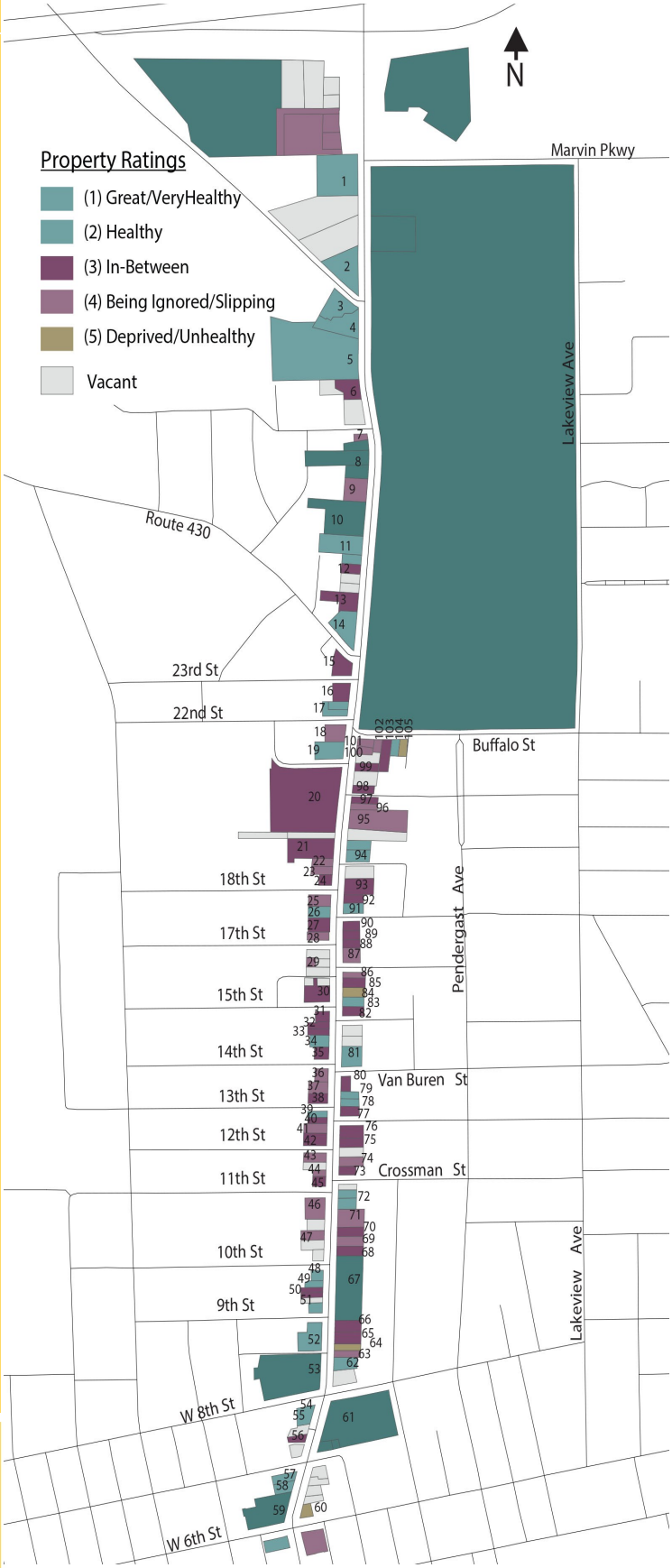
| Property # | Building Type | Rating |
|---|---|---|
| 1 | French Provincial | 2 |
| 2 | Commercial | 2 |
| 3 | Commercial | 2 |
| 4 | Commercial | 2 |
| 5 | Split level | 2 |
| 6 | Gabeled-ell with detached Barn | 3 |
| 7 | Saltbox | 4 |
| 8 | Commercial - Ranch | 1 |
| 9 | Shotgun | 4 |
| 10 | Commercial - Prairie Ranch | 1 |
| 11 | Gabeled-ell | 2 |
| 12 | Minimal Queen Anne | 3 |
| 13 | Gabeled - Church | 3 |
| 14 | Commercial - Mechanic Shop | 2 |
| 15 | Commercial - Glass Shop | 3 |
| 16 | Cape Cod/ Graveyard | 3 |
| 17 | Shingle | 2 |
| 18 | Commercial - Car sales | 4 |
| 19 | French Colonial - Church | 2 |
| 20 | Late 19th - 20th Century Revivals | 3 |
| 21 | American foursquare | 3 |
| 22 | Narrow American foursquare | 4 |
| 23 | Shotgun | 4 |
| 24 | Gabeled-ell | 3 |
| 25 | 2/3 double pile | 4 |
| 26 | Gabeled-shed-addition | 2 |
| 27 | American Foursquare | 3 |
| 28 | Gabeled-ell/shotgun | 4 |
| 29 | Shotgun | 4 |
| 30 | Gabeled-ell with Bay | 3 |
| 31 | 2-story Cape cod | 3 |
| 32 | Shotgun | 3 |
| 33 | Minimal Colonial Revival | 3 |
| 34 | Minimal Colonial Revival | 2 |
| 35 | Shotgun | 3 |

| Façade # | Building Type | Rating |
|---|---|---|
| | Vacant building/property | |
| | Non-residential use (partial/full) | |
| | Residential (single, two, multi) | |
| | Great/Very Healthy | 1 |
| | Healthy | 2 |
| | In-Between | 3 |
| | Being Ignored/Slipping | 4 |
| | Deprived/Unhealthy | 5 |



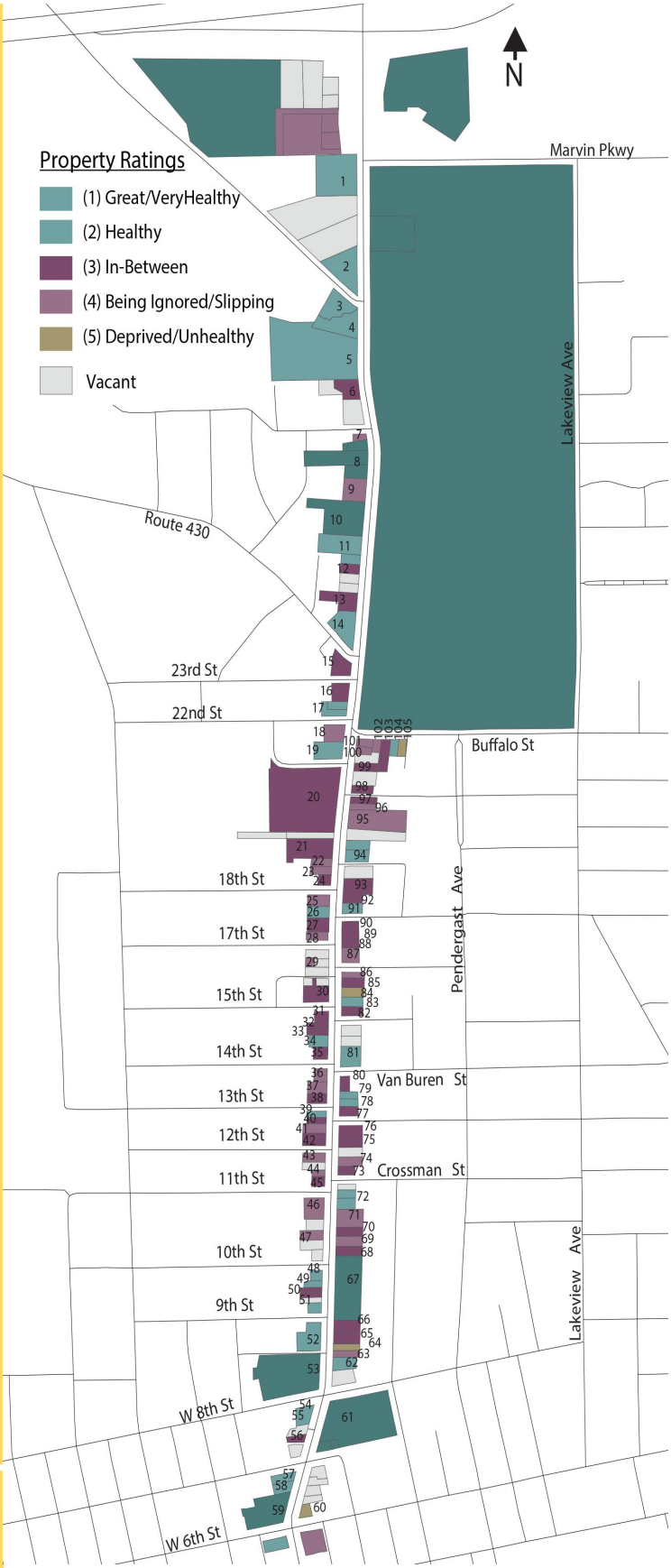
| Property # | Building Type | Rating |
|---|---|---|
| 36 | Colonial/church | 4 |
| 37 | Shotgun | 4 |
| 38 | American Foursquare | 3 |
| 39 | Decorated Gabeled-ell | 2 |
| 40 | Decorated Gabeled-ell | 3 |
| 41 | Vacant/Shotgun | 4 |
| 42 | Vacant/Shotgun | 3 |
| 43 | Commerical | 4 |
| 44 | Minimal Queen Anne | 4 |
| 45 | Craftsman | 3 |
| 46 | Car shop | 4 |
| 47 | Vacant/Shotgun | 4 |
| 48 | House converted Office | 2 |
| 49 | Commerical | 2 |
| 50 | Shotgun | 3 |
| 51 | 2-Story Cape cod | 3 |
| 52 | Gas Station | 2 |
| 53 | Rite Aid | 1 |
| 54 | Gabeled house fitted to Comm. office | 2 |
| 55 | Only storefront with attached shotgun house | 2 |
| 56 | Commercial | 3 |
| 57 | Commercial/Office | 2 |
| 58 | Retail Store | 2 |
| 59 | Family Video | 1 |
| 60 | Apartment Building | 5 |
| 61 | Love School | 1 |
| 62 | A-symmetrical Shed Commercial | 2 |
| 63 | Shotgun extended | 4 |
| 64 | Large Minimal Gabeled-ell | 5 |
| 65 | Gabeled-ell | 3 |
| 66 | Large Minimal Gabeled-ell | 3 |
| 67 | Apartment Building | 1 |
| 68 | Double-Gabeled-ell | 3 |
| 69 | Gabeled-ell-double/Apt | 4 |
| 70 | French Colonial | 3 |

| Façade # | Building Type | Rating |
|---|---|---|
| | Vacant building/property | |
| | Non-residential use (partial/full) | |
| | Residential (single, two, multi) | |
| | Great/Very Healthy | 1 |
| | Healthy | 2 |
| | In-Between | 3 |
| | Being Ignored/Slipping | 4 |
| | Deprived/Unhealthy | 5 |



| Property # | Building Type | Rating |
|---|---|---|
| 71 | Minimal Queen Anne | 4 |
| 72 | Oversized-Gabeled- ell/Commercial | 2 |
| 73 | Gabeled-ell-extended | 3 |
| 74 | Gabeled-ell-extended | 4 |
| 75 | Minimal Gabeled-ell | 3 |
| 76 | Gabeled-ell | 3 |
| 77 | Gabeled-Foursqaure-Victorian | 3 |
| 78 | Narrow Shotgun | 2 |
| 79 | Gabeled-ell | 2 |
| 80 | Bungalow | 3 |
| 81 | American Foursquare | 2 |
| 82 | Gabeled-ell-double | 3 |
| 83 | American Foursquare | 2 |
| 84 | American foursquare | 5 |
| 85 | Greek Revival-Foursquare | 3 |
| 86 | Barn Style | 4 |
| 87 | Jamestown BPU | 4 |
| 88 | Saltbox/Shed | 3 |
| 89 | 2/3 Double pile | 3 |
| 90 | Gabeled-ell | 3 |
| 91 | A-Frame Bungalow | 2 |
| 92 | American Foursquare | 3 |
| 93 | Gabeled-ell | 3 |
| 94 | Bungalow with Turret | 2 |
| 95 | Gabeled-ell-Farmhouse | 4 |
| 96 | Gabeled-ell | 4 |
| 97 | Conch | 3 |
| 98 | Shotgun/Conch | 3 |
| 99 | Barn Style | 3 |
| 100 | Brick/Shotgun | 4 |
| 101 | Brick Storefront/Commercial | 4 |
| 102 | Shotgun-extended | 4 |
| 103 | Bungalow | 3 |
| 104 | Farmhouse-Shotgun | 2 |
| 105 | Shotgun | 5 |

| Façade # | Building Type | Rating |
|---|---|---|
| | Vacant building/property | |
| | Non-residential use (partial/full) | |
| | Residential (single, two, multi) | |
| | Great/Very Healthy | 1 |
| | Healthy | 2 |
| | In-Between | 3 |
| | Being Ignored/Slipping | 4 |
| | Deprived/Unhealthy | 5 |



# APPENDIX E

## North Main Street Block Challenge Model

UNITE NORTH MAIN

# NORTH MAIN STREET IMPROVEMENT INITIATIVE

Using the success of the Renaissance Block Challenge (RBC) initiated by the Jamestown Renaissance Corporation as a template, a similar "common sense" approach can be developed for the North Main Street corridor to fund exterior private property improvements. From year to year, the JRC Board should evaluate the progress of the program and look ahead to other blocks or project areas for the following year. The following general steps would be required for the formation of the program:

1. **Funding** - Seek private funding from foundations and other entities with a minimum goal of $100,000 per year as a match to private property owner investment.
2. **Partner** - Seek other stakeholders to partner with to pool resources in targeted areas.
3. **Target blocks** - Determine the target blocks using the information contained in the Unite North Main Plan as a base. The goal would be to improve at least a few blocks each year.
4. **Improvement extent** - An outside architectural consultant or contractor should be involved to document the extent of what would be needed to make minimal cosmetic/exterior improvements. Any specific life safety or code violation elements should also be noted (i.e. inadequate porch railings or missing steps).
5. **Cost quotes** - Obtain quotes from landscaping and general contracting companies for work outlined in (3) above on a "bulk" basis.
6. **Landowner permission** - Approach landowners in the target blocks and explain the program details, identified scope of work, and opportunity for matching improvement funding (up to specific amount). Modifications to any outlined scope of work based upon further discussion with the property owner could be done at this time.
7. **Implement** - A certain percentage (perhaps 75 percent) of the properties in the target block(s) would need to agree to taking part in the program in order for it to be undertaken. A financial match (to be determined) would need to be secured by the property owner. At this point, scheduling and coordination with contractors would take place and the work would be undertaken.

# APPENDIX F

## Form-Based & Hybrid Zoning

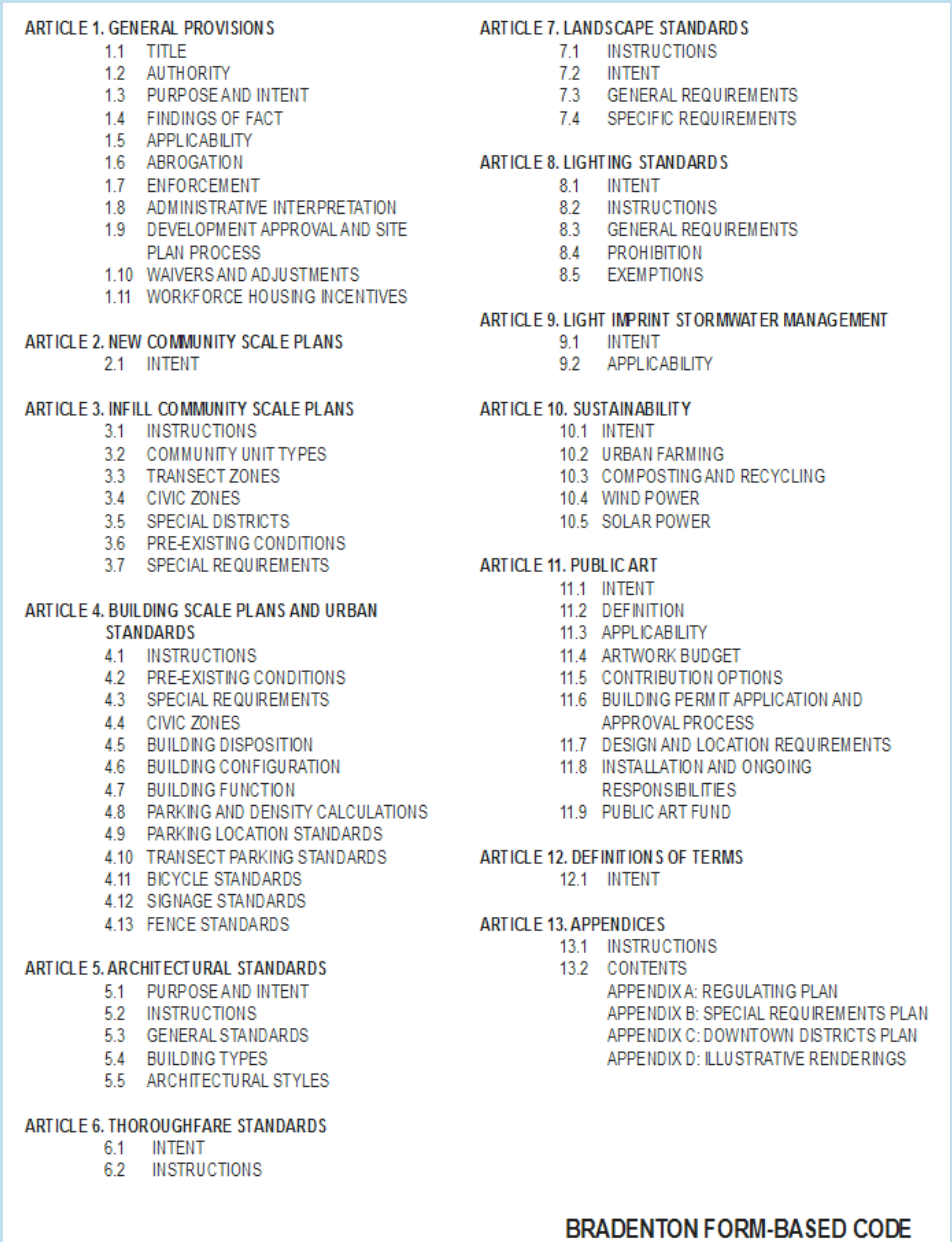
UNITE NORTH MAIN

# Form-Based & Hybrid Zoning

Typical zoning codes are based on a "Euclidean" style, which establishes a predictable system of land use regulation that is based on a property's use alone with requirements on setbacks, lot size, and so forth. This is the most popular form of zoning used in the United State today. Form-based codes, on the other hand, focus primarily on the form or design of a property in addition to other physical interactions with the environment such as noise, odors, and light. Hybrid codes mesh the two zoning styles together, providing the structure of a conventional zoning code that permits certain general uses within districts, together with graphic design standards that address setbacks, parking, building bulk, materials, and architectural elements.

The following provides a general overview and example of form-based zoning regulations taken from the City of Bradenton, Florida.

* The first thing noticeably different is the table of contents. In place of district -based regulations, standards based on location or the physical element (buildings, lighting, landscape, etc.) are outlined.
* A hybrid-style zoning code would incorporate an amended and condensed version of the form-based code within specific a district(s).
* When considering a hybrid code, a complete and comprehensive form-based code should be incorporated into the entire district to allow this style of zoning to expand as necessary to other districts.
* Good examples of hybrid codes are found in Denver; Livermore, CA; and Flagstaff, AZ and locally in Red Hook and the City of Beacon.




ARTICLE 1. GENERAL PROVISIONS
1.1 TITLE
1.2 AUTHORITY
1.3 PURPOSE AND INTENT
1.4 FINDINGS OF FACT
1.5 APPLICABILITY
1.6 ABROGATION
1.7 ENFORCEMENT
1.8 ADMINISTRATIVE INTERPRETATION
1.9 DEVELOPMENT APPROVAL AND SITE PLAN PROCESS
1.10 WAIVERS AND ADJUSTMENTS
1.11 WORKFORCE HOUSING INCENTIVES

ARTICLE 2. NEW COMMUNITY SCALE PLANS
2.1 INTENT

ARTICLE 3. INFILL COMMUNITY SCALE PLANS
3.1 INSTRUCTIONS
3.2 COMMUNITY UNIT TYPES
3.3 TRANSECT ZONES
3.4 CIVIC ZONES
3.5 SPECIAL DISTRICTS
3.6 PRE-EXISTING CONDITIONS
3.7 SPECIAL REQUIREMENTS

ARTICLE 4. BUILDING SCALE PLANS AND URBAN STANDARDS
4.1 INSTRUCTIONS
4.2 PRE-EXISTING CONDITIONS
4.3 SPECIAL REQUIREMENTS
4.4 CIVIC ZONES
4.5 BUILDING DISPOSITION
4.6 BUILDING CONFIGURATION
4.7 BUILDING FUNCTION
4.8 PARKING AND DENSITY CALCULATIONS
4.9 PARKING LOCATION STANDARDS
4.10 TRANSECT PARKING STANDARDS
4.11 BICYCLE STANDARDS
4.12 SIGNAGE STANDARDS
4.13 FENCE STANDARDS

ARTICLE 5. ARCHITECTURAL STANDARDS
5.1 PURPOSE AND INTENT
5.2 INSTRUCTIONS
5.3 GENERAL STANDARDS
5.4 BUILDING TYPES
5.5 ARCHITECTURAL STYLES

ARTICLE 6. THOROUGHFARE STANDARDS
6.1 INTENT
6.2 INSTRUCTIONS

ARTICLE 7. LANDSCAPE STANDARDS
7.1 INSTRUCTIONS
7.2 INTENT
7.3 GENERAL REQUIREMENTS
7.4 SPECIFIC REQUIREMENTS

ARTICLE 8. LIGHTING STANDARDS
8.1 INTENT
8.2 INSTRUCTIONS
8.3 GENERAL REQUIREMENTS
8.4 PROHIBITION
8.5 EXEMPTIONS

ARTICLE 9. LIGHT IMPRINT STORMWATER MANAGEMENT
9.1 INTENT
9.2 APPLICABILITY

ARTICLE 10. SUSTAINABILITY
10.1 INTENT
10.2 URBAN FARMING
10.3 COMPOSTING AND RECYCLING
10.4 WIND POWER
10.5 SOLAR POWER

ARTICLE 11. PUBLIC ART
11.1 INTENT
11.2 DEFINITION
11.3 APPLICABILITY
11.4 ARTWORK BUDGET
11.5 CONTRIBUTION OPTIONS
11.6 BUILDING PERMIT APPLICATION AND APPROVAL PROCESS
11.7 DESIGN AND LOCATION REQUIREMENTS
11.8 INSTALLATION AND ONGOING RESPONSIBILITIES
11.9 PUBLIC ART FUND

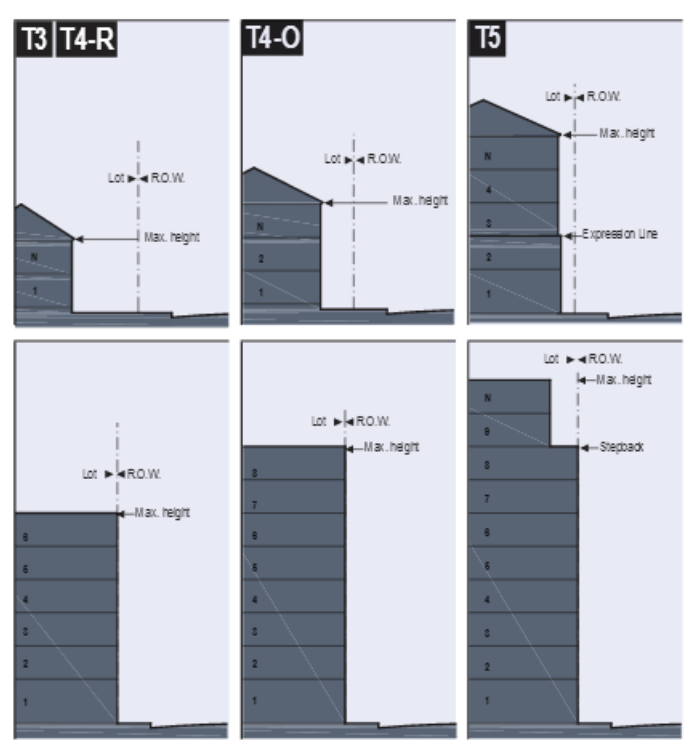
ARTICLE 12. DEFINITIONS OF TERMS
12.1 INTENT

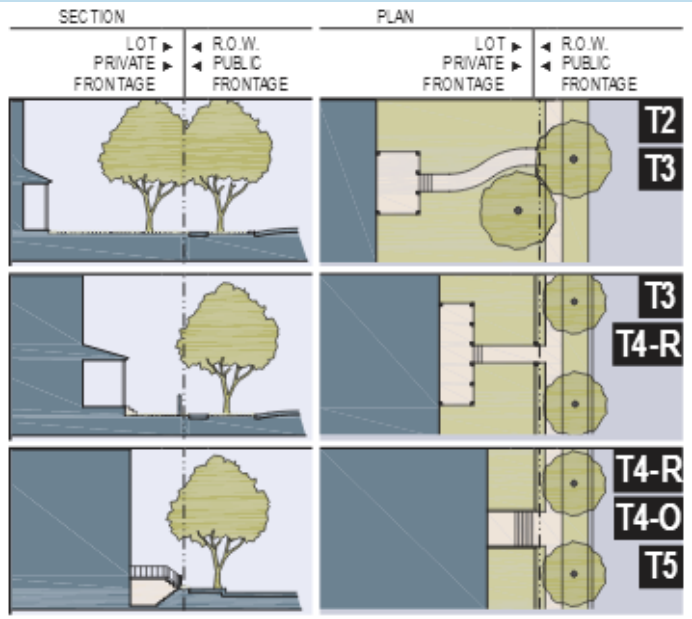
ARTICLE 13. APPENDICES
13.1 INSTRUCTIONS
13.2 CONTENTS
APPENDIX A: REGULATING PLAN
APPENDIX B: SPECIAL REQUIREMENTS PLAN
APPENDIX C: DOWNTOWN DISTRICTS PLAN
APPENDIX D: ILLUSTRATIVE RENDERINGS

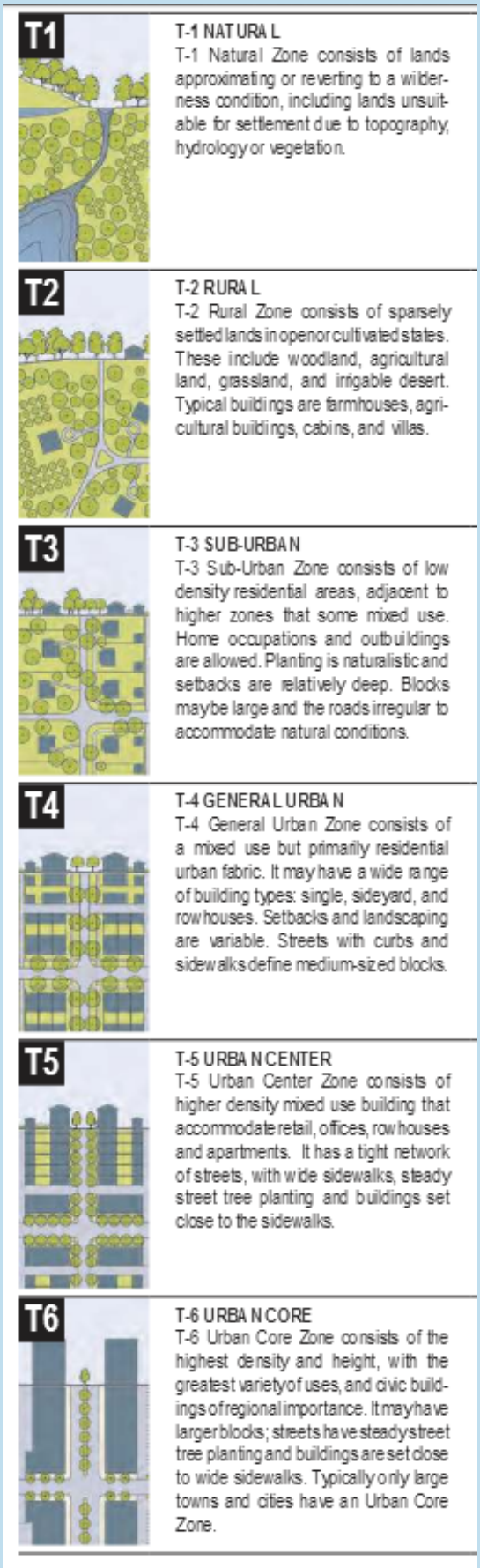

BRADENTON FORM-BASED CODE

### Form-Based Code Elements

* Within each section, transect zones are identified based on their location from the City center and range from natural/rural to urban. (right)
* Standards are shown graphically to show relationships between transect zones (below)



## Form-Based Code Elements

* By graphically showing the building configurations, setbacks, parking placement, and other site elements (also provided in a corresponding table), the user can easily see what is desired within the zone and the community can see the expected results (image at right).
* This is example, general uses are still outlined as "permitted" or not within each transect zone as shown in the table below.

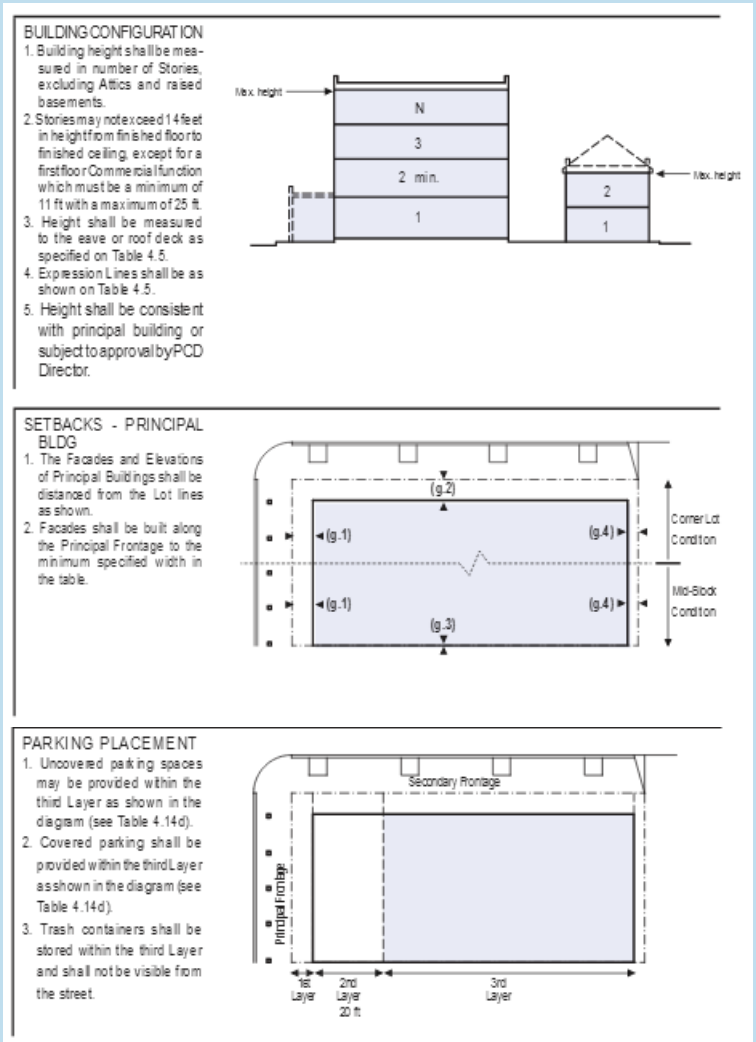



TABLE 4.7: Specific Function & Use. This table delegates specific Functions and uses within Transect Zones.

| a. RESIDENTIAL | T3 | T4-R | T4-O | T5 | T6 | SD |
|---|---|---|---|---|---|---|
| Multi-Family | | ▪ | ▪ | ▪ | ▪ | |
| Single Family Attached | | ▪ | ▪ | ▪ | ▪ | |
| Single Family Semi-Detached | | ▪ | ▪ | ▪ | | |
| Single Family Detached | ▪ | ▪ | ▪ | ▪ | | |
| Accessory Unit | ▪ | ▪ | ▪ | ▪ | | |
| b. LODGING | | | | | | |
| Hotel (no room limit) | | | | ▪ | ▪ | ▫ |
| Inn (up to 10 rooms) | | ▫ | ▫ | ▪ | ▪ | |
| Bed & Breakfast (up to 6 rooms) | ▫ | ▪ | ▪ | ▪ | | |
| Boarding House | | ▫ | ▫ | ▫ | ▫ | ▫ |
| School Dormitory | ▫ | ▪ | ▪ | ▪ | ▪ | ▪ |
| c. OFFICE | | | | | | |
| Office Building | | | ▪ | ▪ | ▪ | ▫ |
| Live-Work Unit | | ▪ | ▪ | ▪ | ▪ | ▫ |
| d. RETAIL | | | | | | |
| Special Events | | * | * | * | * | ▪ |
| Retail Building | | | ▪ | ▪ | ▪ | ▫ |
| Display Gallery | | | ▪ | ▪ | ▪ | ▫ |
| Restaurant | | | ▪ | ▪ | ▪ | ▫ |
| Kiosk | | | ▪ | ▪ | ▪ | ▫ |
| Cafe/Sidewalk Cafe<20 seats[1] | | | ▪ | ▪ | ▪ | ▪ |
| Push Cart | | | | ▫ | ▫ | ▫ |
| Lounge | | | ▫ | ▫ | ▫ | ▫ |

| f. OTHER: URBAN FARMING | T3 | T4-R | T4-O | T5 | T6 | SD |
|---|---|---|---|---|---|---|
| Grain/Food Storage | | | | | | ▪ |
| Greenhouse < 200 sq. ft. | ▪ | ▪ | ▪ | | | ▪ |
| Veterinary Clinic | | ▪ | ▪ | ▪ | ▫ | ▪ |
| g. OTHER: AUTOMOTIVE | | | | | | |
| Service Station/Repair | | | ▫ | ▫ | | ▫ |
| Car Wash | | | | | | ▪ |
| Auto Sales/Rental | | | | ▫ | | ▪ |
| Drive -Through Facility | | | ▫ | ▫ | ▫ | ▪ |
| Parking Lot/Garage | | | ▪ | ▪ | ▪ | ▫ |
| Automotive Specialty | | | ▫ | ▫ | | ▫ |
| Shopping Center | | | | | | ▫ |
| Shopping Mall | | | | | | ▫ |
| h. OTHER: CIVIL SUPPORT | | | | | | |
| Fire Station | ▫ | ▫ | ▪ | ▪ | ▪ | ▪ |
| Police Station | ▫ | ▫ | ▪ | ▪ | ▪ | ▪ |
| Cemetery | ▫ | ▫ | ▫ | ▫ | ▫ | ▪ |
| Funeral Home | | | ▫ | ▪ | ▪ | ▪ |
| Hospital | | | | ▫ | ▫ | ▪ |
| Medical Clinic | | ▪ | ▪ | ▪ | ▪ | ▪ |
| i. OTHER: EDUCATION | | | | | | |
| College | | | ▫ | ▫ | ▫ | ▪ |
| Schools, Public & Private[2] | ▫ | ▫ | ▫ | ▫ | ▫ | ▪ |
| Business Training Schools | | | ▪ | ▪ | ▪ | ▪ |

## Form-Based Code Elements

* Architectural standards provide visual examples of desired buildings, but still give developers freedom to design within certain aesthetic parameters. Specific features that are required are called out as well, such as sidewalks, storefront windows, pedestrian compatibility, and parking (below).

* Where specific building elements are called out, descriptions and dimensional standards are provided to ensure the local design is consistently applied (right).

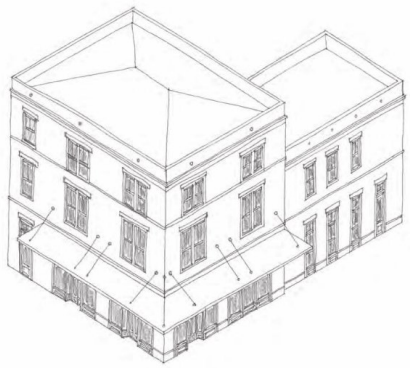
**GENERAL STANDARDS**

AWNINGS

a. Minimum Awning Depth = 5' (measured perpendicular to the wall face)
b. Minimum Underside Clearance = 9'
c. The top of awnings shall be at the same height as the top of the openings below.
d. Awnings shall be continuous above openings below. Breaks in awnings shall coincide with breaks in shopfront openings below.

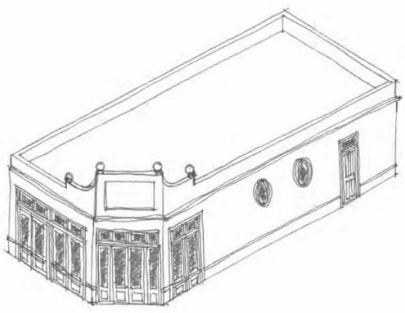
**5.4 BUILDING TYPES**

5.4.1 MAIN STREET BUILDING



a. General Description: A building type that is mixed-use in nature and features shopfronts along the sidewalk at the street level, with office or residential spaces in the upper floors.
b. Typical Height: 2 - 5 stories
c. Typical Lot Frontage Width: 40' - 100'
d. Typical Uses: retail or office at street level, office or residential in upper levels
e. Appropriate Architectural Styles: Gulf Coast Mercantile, Mediterranean Revival, Contemporary, Neo-Classical
f. Required Features:
   i. Shopfronts are required along the sidewalk over at least 60% of the building's primary street frontage.
   ii. The sidewalks adjacent to shopfronts must be covered by either awnings, galleries, arcades, or marquees.
   iii. Parking shall be located in the rear of the building, out of view from adjacent streets.

5.4.3 CORNER STORE



a. General Description: A small retail building which sits on a corner building lot with shopfronts along the sidewalk at the street level. If more than one story, this building type may be mixed-use with either a residence or office space on the upper floor.
b. Typical Height: 1 - 2 stories
c. Typical Lot Frontage Width: 30' - 60'
d. Typical Uses: retail at street level; office or residential in upper level
e. Appropriate Architectural Styles: Gulf Coast Mercantile, Florida Wood Vernacular, Mediterranean Revival, Contemporary, Neo-Classical
f. Required Features:
   i. Shopfronts are required at the corner and along at least one adjacent street frontage
   ii. The sidewalks adjacent to shopfronts must be covered by either awnings, galleries, arcades, or marquees.
   iii. Parking shall be located in the rear of the building, out of view from adjacent streets.

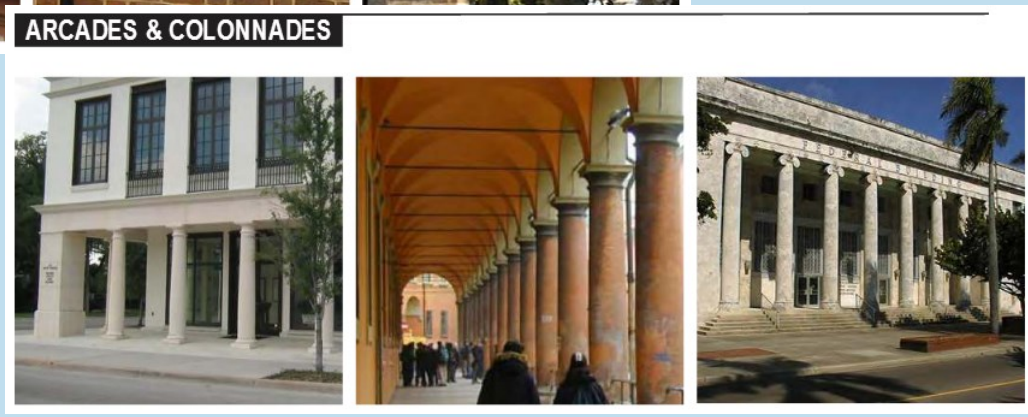
## Form-Based Code Elements

* Building design is further reinforced through signature, local examples that highlight desired architectural elements and features. The images do not necessarily dictate the exact material or feature to use, but provide relevant examples so all involved parties understand the expected design outcome.









## Form-Based Code Elements

* Standards for thoroughfares/roadways as well as lighting styles and landscaping are also provided.
* Roadway design includes considerations for parking, street trees, pedestrian space, and bike lanes.
* Landscaping standards include not only typical information pertaining to planting, spacing, and maintenance, but also recommended species for the locality, variation in planting, and alternatives to exotic or non-native species.

