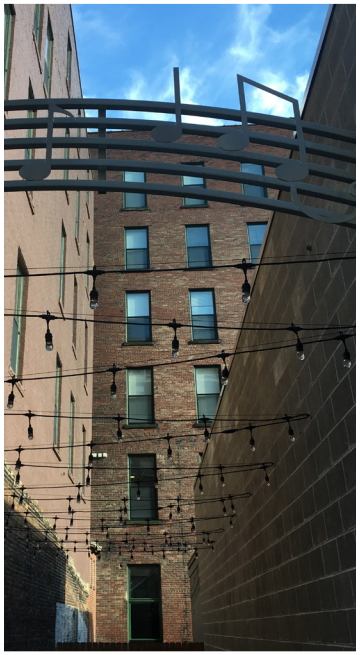
JAMESTOWN
URBAN DESIGN PLAN 2.0












GOODYCLANCY
ARCHITECTURE / PLANNING / PRESERVATION

PREPARED FOR THE **CITY OF JAMESTOWN, NEW YORK** | FEBRUARY 2019

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Many members of the Jamestown community contributed significant time and effort to creating this urban design plan. Their efforts directly shaped this plan, which sets out our vision for how downtown can evolve and continue to build greater economic vitality for the community and the region.

CONTENTS

Downtown Jamestown's Next Transformation: Bold Steps that Build on a Decade of Progress 1

Jamestown Today 9

Urban Design Plan 21

1 Continue the renewal of our Chadakoin Riverfront as a community jewel. 26

2 Make downtown more walkable and better connected. 38

3 Recognize the potential of an emerging Health and Wellness District as a vital new component of the downtown landscape and downtown's newest neighborhood. 50

4 Expand on the programs and events that draw our community downtown—including fun, free, and family activities that appeal to residents, downtown workers, and visitors. 58

Implementation 63

DOWNTOWN JAMESTOWN'S NEXT TRANSFORMATION: BOLD STEPS THAT BUILD ON A DECADE OF PROGRESS

Jamestown is a small city with a big heart and a bold plan for our downtown. Our vision is clear: to re-establish downtown as a vital destination, an economic engine for the region, and a place that makes our community proud.

Bold plans are not something new for us. In 2006, governmental, civic, foundation, and community partners came together to shape the first Jamestown Urban Design Plan to guide downtown initiatives. The legacy of that plan is the transformation of the downtown riverfront into a community destination, creation of the National Comedy Center as a world-class attraction, renewed optimism about downtown's future, and increased private sector investment. Jamestown's success has earned national attention. In 2018, the American Planning Association recognized the City's progress with the Gold 2018 National Planning Achievement Award for Implementation of the Urban Design Plan. Jamestown was the smallest city in the nation to be recognized with a national award.

While success has been hard-won through the efforts of many individuals and organizations, downtown Jamestown still has a significant way to go to fully realize its potential. Disinvestment from Jamestown's downtown was cumulative over several decades. It will likewise take sustained effort over the longer term to reach a full renaissance. The next ten years will be crucial to continuing downtown's current positive momentum. Our new plan, entitled Urban Design Plan 2.0, builds on many of the themes that have guided change over the last 10 years, combined with new opportunities that are now possible because of recent successes.

The guiding themes of our new plan are fourfold:

1. **CONTINUE THE RENEWAL OF OUR CHADAKOIN RIVERFRONT AS A COMMUNITY JEWEL**—reconnecting downtown to the outlet and Chautauqua Lake on land and water.

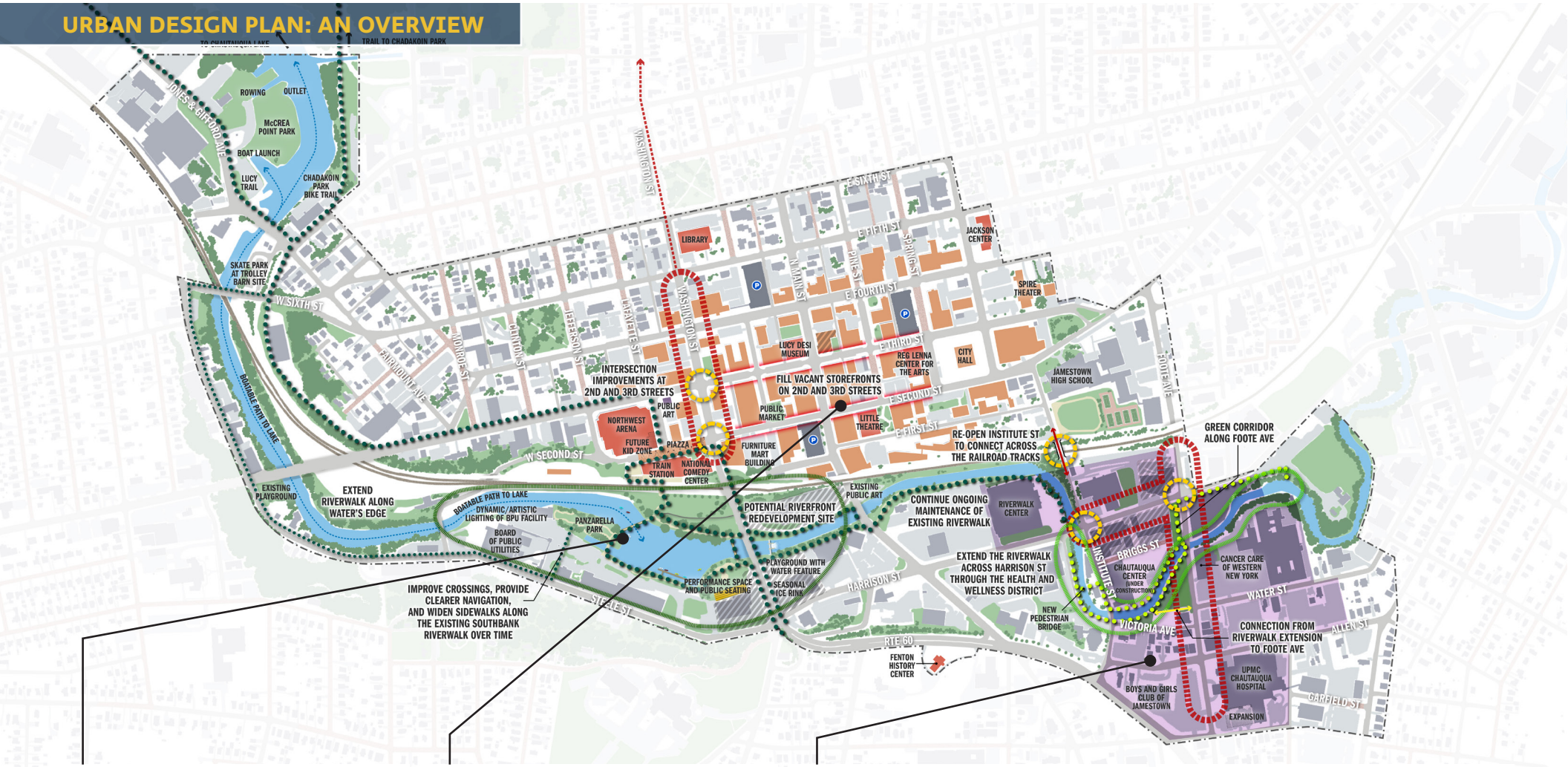
2. **MAKE DOWNTOWN MORE WALKABLE AND BETTER CONNECTED**—transforming Washington Street into an attractive community gateway and continuing to reinvest in downtown buildings and streetscapes.

3. **RECOGNIZE THE POTENTIAL OF A GROWING HEALTH AND WELLNESS DISTRICT AS DOWNTOWN'S NEWEST NEIGHBORHOOD**—extending the Riverwalk and improving streetscapes along Foote Avenue and Harrison Street to connect healthcare and community-serving uses to each other and the rest of downtown.

4. **EXPAND ON THE PROGRAMS AND EVENTS THAT DRAW OUR COMMUNITY DOWNTOWN**—including fun, free, and family activities that appeal to residents, downtown workers, and visitors.

Just like the successful Urban Design Plan of 2006, this plan has been shaped with extensive involvement of the Jamestown community. Downtown's success is so important to the success of our entire community and region. **We are confident that we have the vision and energy to move forward.**

URBAN DESIGN PLAN: AN OVERVIEW



1 CONTINUE THE RENEWAL OF OUR CHADAKOIN RIVERFRONT AS A COMMUNITY JEWEL—reconnecting downtown to the outlet and Chautauqua Lake on land and water.

2 MAKE DOWNTOWN MORE WALKABLE AND BETTER CONNECTED—transforming Washington Street into an attractive community gateway that reconnects the east and west ends of downtown and continuing to reinvest in downtown buildings with a particular focus on strengthening street-level activities on Second and Third Streets.

3 RECOGNIZE THE POTENTIAL OF AN EMERGING HEALTH AND WELLNESS DISTRICT AS A VITAL NEW COMPONENT OF THE DOWNTOWN LANDSCAPE—extending the Riverwalk and improving streetscape along Foote Avenue and Harrison Street to connect healthcare and community-serving uses to each other and the rest of downtown.

4 EXPAND ON THE PROGRAMS AND EVENTS THAT DRAW OUR COMMUNITY DOWNTOWN—including fun, free, and family activities that appeal to residents, downtown workers, and visitors.

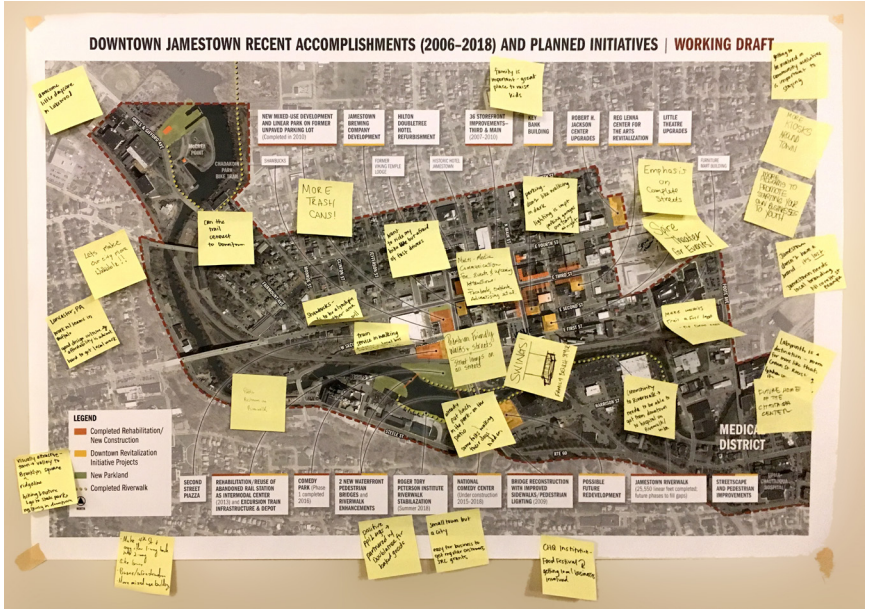
Planning Process

Urban Design Plan 2.0 was supported by extensive public review and feedback:

- **MARCH–APRIL 2018: Analyzing the last 10 years of success in downtown Jamestown and hosting community conversations.** After presenting to the City Council and Planning Commission about the goal of updating the Jamestown Urban Design Plan, the consultant team began a comprehensive series of over 25 interviews with downtown stakeholders. Participants included elected leaders, residents—including young people, professional staff of city and regional agencies, foundation representatives, educators, employers, retailers, developers, arts organizations, and others. The consultant team also presented to an ad hoc steering committee that was convened at every phase of the planning process to provide strategic guidance and feedback.

- **MAY–JUNE 2018: Exploring scenarios for the future and establishing key priorities.** The consultant team conducted an initial round of public meetings, an open house, a downtown walk, and presentations to gain insight into community goals and concerns. Based on the common themes of the community dialogue, the consultant team presented a set of key topics for further analysis to the steering committee.

- **JUNE–JULY 2018: Presenting a draft framework plan for feedback.** The team held a series of meetings—including a public meeting in June 2018—that were structured to get feedback on emerging big themes for Urban Design Plan 2.0 as well as specific implementation initiatives. Participants reviewed the emerging plan, reviewed design options presented by the consultant team, and collaboratively decided how best to move forward. The draft framework plan was posted on the Jamestown Renaissance Corporation website and installed in a storefront window on Third Street to help raise awareness of the plan and solicit further feedback.



One of three maps full of community information and feedback gathered at the May 2018 Young Professionals Happy Hour and public meetings.



Walking tour of the riverfront and key downtown sites with stakeholders.

- **AUGUST–DECEMBER 2018: Preparing the urban design plan.** Built with the community, this plan reflects the broad public input that informed every stage of the process.

The Foundations of This Plan

This plan builds on over a decade of planning work in Jamestown, incorporating consistent themes from prior efforts and updating recommendations. It provides an overall framework for the downtown area, complementing and supplementing several previous initiatives. Other planning efforts should continue to be consulted for recommendations. These previous plans include the:

- **Downtown Jamestown Downtown Revitalization Initiative Strategic Investment Plan–DRI** (2017): Developed by the State of New York as part of Jamestown's successful DRI Challenge Grant Award of $10 million, this document details a strategic investment plan for downtown as well as priority projects proposed for DRI funding. Key projects and initiatives funded through the DRI include:
  - Redeveloping the Former Key Bank Building.
  - Bringing a full-service hotel to downtown Jamestown by redeveloping a Hilton DoubleTree.
  - Improving the Riverwalk Experience.
  - Redeveloping a JRC building to be a brewpub and home of the Jamestown Brewing Company.
  - Renovating the Reg Lenna Center for the Arts.
  - Conducting a study about what improvements are necessary to bring a Buffalo-to-Niagara Falls excursion train to Jamestown.
  - Improving the streetscape and pedestrian experience by funding streetscape amenities.
  - Funding downtown programming, including all-season events, and coordinate ongoing efforts.
  - Upgrading the Robert H. Jackson Center to improve the visitor experience and enable the center to grow as a local cultural and historic anchor institution.
  - Implementing critical upgrades to the Lucille Ball Little Theatre to allow it to provide space for year-round events.

The plan also lists initiatives that were not eligible for DRI funding but should continue to be considered, including additional proposed property redevelopment, programs, and infrastructure investments. The document should also be consulted for its extensive analysis of economic conditions in Jamestown and Chautauqua County.

- **Local Waterfront Revitalization Plan (LWRP)** (2016), **Chadakoin River West Brownfield Opportunity Area (BOA) Nomination Study** (2017), and **Chadakoin River Central-Eastern Brownfield Opportunity Area (BOA) Nomination Study** (2014): These three documents provide a comprehensive land and water use plan for the natural, public, and developed waterfront resources along the Chadakoin River as well as specific recommendations to further strategic site development under the New York State Environmental Quality Review Act (SEQRA). These plans should be consulted regarding riverfront and brownfield initiatives.
- **AECOM Downtown Development Strategy** (2015) identifies strategic economic development opportunities throughout downtown to help maximize the impact of the National Comedy Center. It provides recommendations for specific property redevelopment within downtown Jamestown. While some of these proposed redevelopments have moved forward as part of the DRI, others should still be considered for implementation.
- **Jamestown Downtown Business Mix** (2012) identifies specific market niches and target locations for businesses that would support the revitalization goals of the 2006 Urban Design Plan. This document provides flexible guidance for economic development and business revitalization.
- **Jamestown Urban Design Plan** (2006) is the foundational document for this effort. The Urban Design Plan also includes a set of Design Guidelines that continue to be relevant for guiding the

design of renovations, new construction, and other development in downtown Jamestown.

In addition to these plans for the downtown, Jamestown has completed the **Unite North Main Plan** for the gateway corridor along Main Street from I-90 to downtown. That plan models several important state, regional, and city policies that all inform the Urban Design Plan, including:

- **Smart Growth**—Smart growth is a strategy to concentrate investment in areas where infrastructure already exists, such as downtown Jamestown, by preserving historic buildings and districts, reviving downtowns, and reinvesting in established neighborhoods and formerly industrial areas. The State of New York and Western Regional Economic Development Council both prioritize funding for smart growth investments, including downtown redevelopment, brownfield redevelopment, and improving public access to waterfronts.
- **Complete Streets**—The New York State Complete Streets Act requires state, county, and local agencies to consider the convenience and mobility of all users when developing transportation projects that receive state and federal funding. The City of Jamestown has also adopted a municipal complete streets policy to encourage sidewalks, crosswalks, curb ramps, accessibility features for people with disabilities, paved shoulders for biking, designated bike lanes, off-road paths, signage, and traffic-calming measures to improve multi-modal transportation options. Complete streets consider users of all ages and abilities, including pedestrians, cyclists, public transportation riders, and motorists.
- **Green Infrastructure**—Green infrastructure is a set of approaches to managing stormwater at a site while delivering environmental, social, and economic benefits. Vegetation, soils, and other elements and practices can help restore some of the natural processes required to manage stormwater and create a healthier urban environment. Green infrastructure is an important strategy in the City's LWRP and BOA plans.

How to Use This Plan

This Urban Design Plan updates the long-range physical vision and framework for downtown. It is intended to serve as a guide to help the City, residents, and other partners plan for and take action on the interdependent issues of revitalization, redevelopment, and change in downtown Jamestown to ensure that everyone is contributing to common goals. A few points are important to understanding how the Urban Design Plan works:

- The plan deliberately takes a 20,000-foot view of downtown, with a focus on major themes and actions. The framework helps strengthen existing assets, avoid over-extension of efforts in downtown, and ensure balance.
- The plan identifies key priorities for implementation that will help direct resources, as they become available, to the projects that will have the most impact on downtown.
- The plan is intended to be a flexible guide that sets out important priorities and goals for downtown and for redevelopment but is not overly prescriptive for how to achieve those goals. The images and descriptions in the plan provide an understanding of how particular projects will function within the larger downtown system and give a sense of their intended character. As individual projects are designed, they may not look exactly like the images in this document or may be different than described here, but each project should address the intent of the plan and help advance the core themes of the Urban Design Plan.
- The document will be useful for discussions with funding agencies—from both the public and private sectors—providing a detailed statement of the community's vision and laying out a practical set of steps for achieving that vision.

JAMESTOWN TODAY

Economic and Market Context

Jamestown is the largest population center in Chautauqua County. Chautauqua County is one of three counties that make up New York State's Southern Tier West Region, along with Cattaraugus County and Allegany County. Jamestown is also the largest city in the Western New York region outside of the Buffalo-Niagara Falls metropolitan area. As the data in this section demonstrate, the Southern Tier West Region's economy continues to struggle. In addition to the following summary analysis, the 2017 Downtown Revitalization Initiative (DRI) Vision Plan includes an extensive Downtown Profile and Assessment that should be consulted for a more in-depth discussion of economic conditions in the City of Jamestown and downtown.

As the economic heart of the region, downtown Jamestown's revitalization is critical to accelerating the regional economy's transition from manufacturing to services.

Like many areas, the Southern Tier West Region is in a decades-long transformation from a manufacturing-based to a service-based economy. Economic disruption has taken a toll on the region's population. The City of Jamestown and the region lost population between 2000 and 2015. As the heart of the economy, Jamestown's revitalization and promise as an investment location is critical to stabilizing and stimulating the regional economy.

While the region and city have lost jobs overall since 2000, the City of Jamestown has seen job gains in the health care and social services sectors. In 2005, jobs in health care accounted for 23.7% of the City's jobs. By 2015, health care accounted for 29% of the City's jobs. In 2005, 25.1% of the City's jobs were high-earning and by 2015 high-earning jobs accounted for 32.7% of the City's jobs. These same trends were experienced in Chautauqua County over the same timeframe. As a healthcare and now a tourist destination, Jamestown is supporting the region's economic transformation.

Tourism is a powerful regional industry.

Overall, tourism contributed nearly $65 billion to New York State's economy in 2016. With the Chautauqua Institution, Chautauqua Lake, and the Northwest Arena, tourism is an important contributor to the county's economy. Major new investments in the Chautauqua Harbor hotel development, the Hilton DoubleTree in downtown Jamestown, and the National Comedy Center are continuing to grow this sector of the regional economy. Tourism generates tax revenue, supports the second-home property market, results in increased local spending, and employs many local residents.

Functioning as the urban center for the region, Downtown Jamestown has historically captured some tourist spending. Now with the National Comedy Center, Jamestown will be a destination for a national market. The National Comedy Center is projected to generate $22 million per year in regional economic impacts and attract at least 114,000 visitors. Downtown Jamestown has an opportunity to capitalize on this anchor, through establishing linkages to other attractions, small businesses, and events. The DRI initiatives, including the Reg Lenna renovations, Little Theatre enhancements, Jamestown Brewery Company brewpub, and new DoubleTree Hotel, all build off the tourism, visitor, and local entertainment activity generated by the National Comedy Center. The National Comedy Center will continue to work with other Jamestown venues, such as the Reg Lenna and Little Theatre, on collaborative programming and destination events, such as Lucy Fest, that strengthen downtown Jamestown as a cultural destination. The new downtown hotel will not only host out-of-town visitors to the National Comedy Center, but also create a new venue for conferences, corporate gatherings, and banquets in the region. The brewpub will serve visitors and locals, activating a crucial corner at the intersection of 3rd Street and Washington Street in downtown. All of these projects help support the downtown amenity base and tourist experience to grow this industry.

Jamestown is a regional center.

Downtown Jamestown is a major employment center for the region. One out of five workers in Chautauqua County work in the City of Jamestown. Approximately one-quarter of those who work in Jamestown work downtown. Jamestown is the business, health, and cultural center of the region.

Downtown Jamestown has over 10 establishments that sell food and 10 cultural, entertainment, and/or eating and drinking establishments that are open after 6pm. Downtown Jamestown eating and drinking establishment sales account for 18% of all eating and drinking sales within a 20-minute drive. Such a capture rate indicates that Downtown Jamestown is an eating and drinking destination for the region.

Attractive older buildings form the core of downtown. The Riverwalk and improved waterfront are important amenities not only for those who visit but also for local residents. There are now at least six major performance spaces in downtown to host arts events, celebrations, and other gatherings. As more and more people experience the downtown either through riverfront activities or cultural events, downtown's role in everyday life will grow.

> *"Jamestown possesses two unique and powerful tools that have begun to make a positive impact on the economic and community development of the City. The first is a strong spirit of collaboration between the public and private sector, and the second is the existence of over 10 local foundations."*
>
> **2015 DOWNTOWN JAMESTOWN ECONOMIC DEVELOPMENT STRATEGY**

POPULATION TRENDS | State, Southern Tier West and City of Jamestown | 2000, 2010, 2018

				CHANGE			
				2000–2010		2010–2018	
	2000	2010	2018	#	CAGR	#	CAGR
New York State	**18,976,457**	**19,378,102**	**20,070,143**	**401,645**	**0.2%**	**692,041**	**0.4%**
Southern Tier West Region	**273,632**	**264,168**	**257,015**	**(9,464)**	**-0.4%**	**(7,153)**	**-0.3%**
Allegany County	49,927	48,946	47,363	(981)	-0.2%	(1,593)	-0.4%
Cattaraugus County	83,955	80,317	79,036	(3,638)	-0.4%	(1,281)	-0.2%
Chautauqua County	139,750	134,905	130,616	(4,845)	-0.4%	(4,289)	-0.4%
City of Jamestown	**31,730**	**31,146**	**29,071**	**(584)**	**-0.2%**	**(2,075)**	**-0.9%**

CAGR=Compound annual growth rate

Source: ESRI; W-ZHA

2006–2018: Building on a Decade of Success

In 2006, the Urban Design Plan identified key factors for downtown's economic success. Jamestown has made significant progress on all of these efforts over the last decade, but these factors are still relevant to Jamestown's future success.

- **Draw more regional visitors and tourists downtown**—The National Comedy Center, DoubleTree Hotel, Reg Lenna improvements, brew pub, and other Downtown Revitalization Initiative projects all help support the downtown amenity base and visitor experience. There are now at least six major performance spaces in downtown to host arts events, celebrations, and other gatherings.
- **Attract more people to live downtown**—New apartments have been created, but more upper-floor renovations and housing options are needed to further support downtown's continued development as a neighborhood.
- **Enhance downtown's identity as an appealing urban environment**—Historic renovations and streetscape investments have continued to increase downtown's appeal. Landmark buildings in downtown have been restored and reopened to new and revitalized community use.
- **Strengthen connections between each of the parts of the downtown**—New bridges, sidewalks, and an extended Riverwalk have expanded the core of downtown.
- **Reinvent the riverfront as a compelling public destination for residents and visitors alike as the hook that draws people downtown—**The Chadakoin Riverfront and National Comedy Center are major new destinations. The riverfront now needs complementary programming and amenities to draw the region downtown.

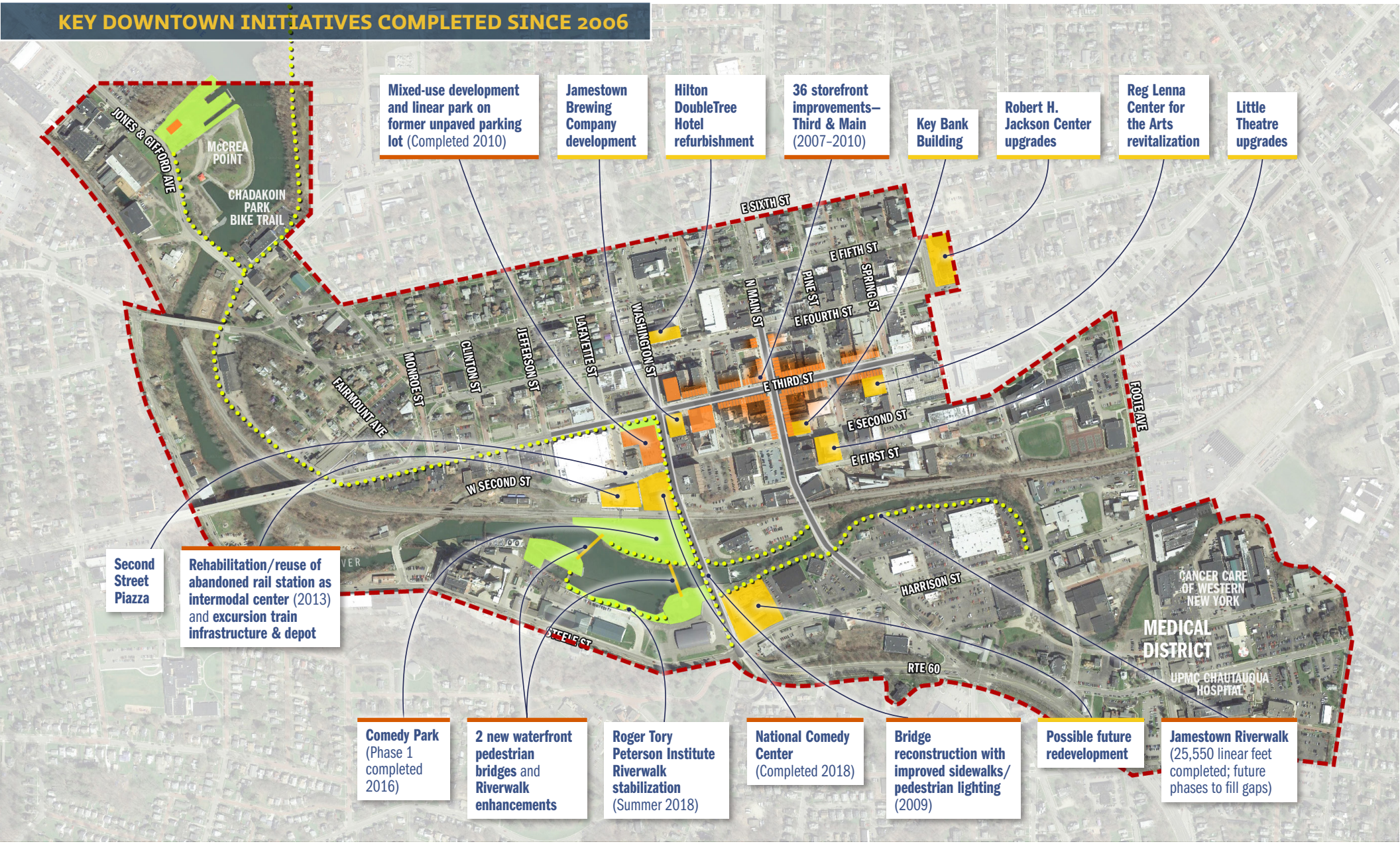


THE NEW RIVERWALK | ***The Chadakoin Riverfront, largely abandoned in 2006, is now a vital part of community life. 25,500 linear feet of Riverwalk has been added.***



AWARD-WINNING | ***Jamestown's successful implementation of the Urban Design Plan has been nationally-recognized by the American Planning Association.***

KEY DOWNTOWN INITIATIVES COMPLETED SINCE 2006



LEGEND

- Completed Rehabilitation/ New Construction
- Downtown Revitalization Initiative Projects
- New Parkland
- Completed Riverwalk

NORTH









National Comedy Center

The development of the National Comedy Center is a landmark accomplishment for Jamestown; a success story with few equals in cities of its size across the nation. Building on the foundations established by the Lucille Ball Desi Arnaz Museum and the Lucille Ball Comedy Festival, the National Comedy Center (NCC) opened in August 2018 as the first visitor destination in the country dedicated to telling the story of comedy as an art form in America. The state-of-the-art center includes over 50 interactive exhibits about comedy, as well as significant research archives and amenities—including a bar, gift shop, and grab-and-go cafe. Federal legislation is currently pending to recognize and designate the National Comedy Center as the official national center of comedy.

The NCC is a major attraction for downtown Jamestown and a linchpin of the region's economic development strategy to grow tourism. As a national-level attraction, the NCC will encourage new visits to Jamestown and Chautauqua County from a draw area including Buffalo, Cleveland, and the larger region. It also complements existing regional tourism assets—including Chautauqua Lake, wineries, and ski areas—to encourage longer tourism stays in the region. I Love New York, the state tourism agency, helps promote the National Comedy Center statewide and nationally as a visitor destination.

Each visitor to the NCC creates a customized "sense of humor" profile that guides their experience through the attraction; the profile grows with each subsequent visit to ensure the NCC is still exciting and rewarding for repeat guests. Since opening, the Center has already extended its operating hours to accommodate visitor demand.

The National Comedy Center's extensive outdoor spaces also make it a major gateway between greater downtown and the riverfront. These spaces include a large patio overlooking the riverfront, Comedy Center Park, and the 2nd Street Piazza in front of the Center. Already-installed large screens along the Piazza offer the chance for movie nights and other high-impact public programming and events.





From 2006 to 2018, Jamestown renovated its historic train station, opened the National Comedy Center as a riverfront attraction, built a public crossing of the train tracks, opened extensive new park spaces along the Riverfront, and reconstructed the Washington Street bridge with sidewalks and lighting.

Urban Design Analysis

Downtown Jamestown has several enduring strengths, including the attractive older buildings in the Downtown Jamestown National Register Historic District, a strong downtown employment base, and multiple arts and recreation destinations. But weaknesses must continue to be addressed to help downtown reach its full potential.

- **The Riverfront has come back to life as a community amenity but still needs more work to be fully discovered by Jamestown residents.** The City of Jamestown and its partners have worked hard to unlock the potential of the riverfront, including the Riverwalk. Additional amenities will be needed to help draw people to these new spaces. Long-term, stronger connections on land and water are needed to link downtown Jamestown with the Outlet and Chautauqua Lake, the recreational center of the region.
- **The downtown core now has strong attractions on the West End at the National Comedy Center and within the core downtown, but crossing Washington Street to walk between the two areas can feel uncomfortable and unsafe.** High speeds and poor streetscape make the corridor difficult to navigate on foot. A walkable downtown is essential to make sure that downtown functions as a cohesive district, one that is stronger as a whole rather than a collection of isolated destinations. Visible foot traffic also creates a positive feedback loop, as more people walking increases visitors' and residents' perceptions of safety and comfort.
- **Continue building downtown as a neighborhood.** Increasing the number of people who live in a wider array of housing options will help increase the level of activity in the downtown overall.
- **A health and wellness district is emerging in the cluster of medical and social service uses around the UPMC Hospital, but it is physically cut-off from the core of downtown and lacks downtown's historic character.** The medical area contains a large concentration of jobs and is a regional destination for patients. Poor connectivity, unattractive streetscapes, and a land use pattern of campuses, surface parking lots, and older industrial uses are limiting development of complementary uses around this job center. The area contains little park space and lacks strong connections to the riverfront despite being bisected by the river itself.



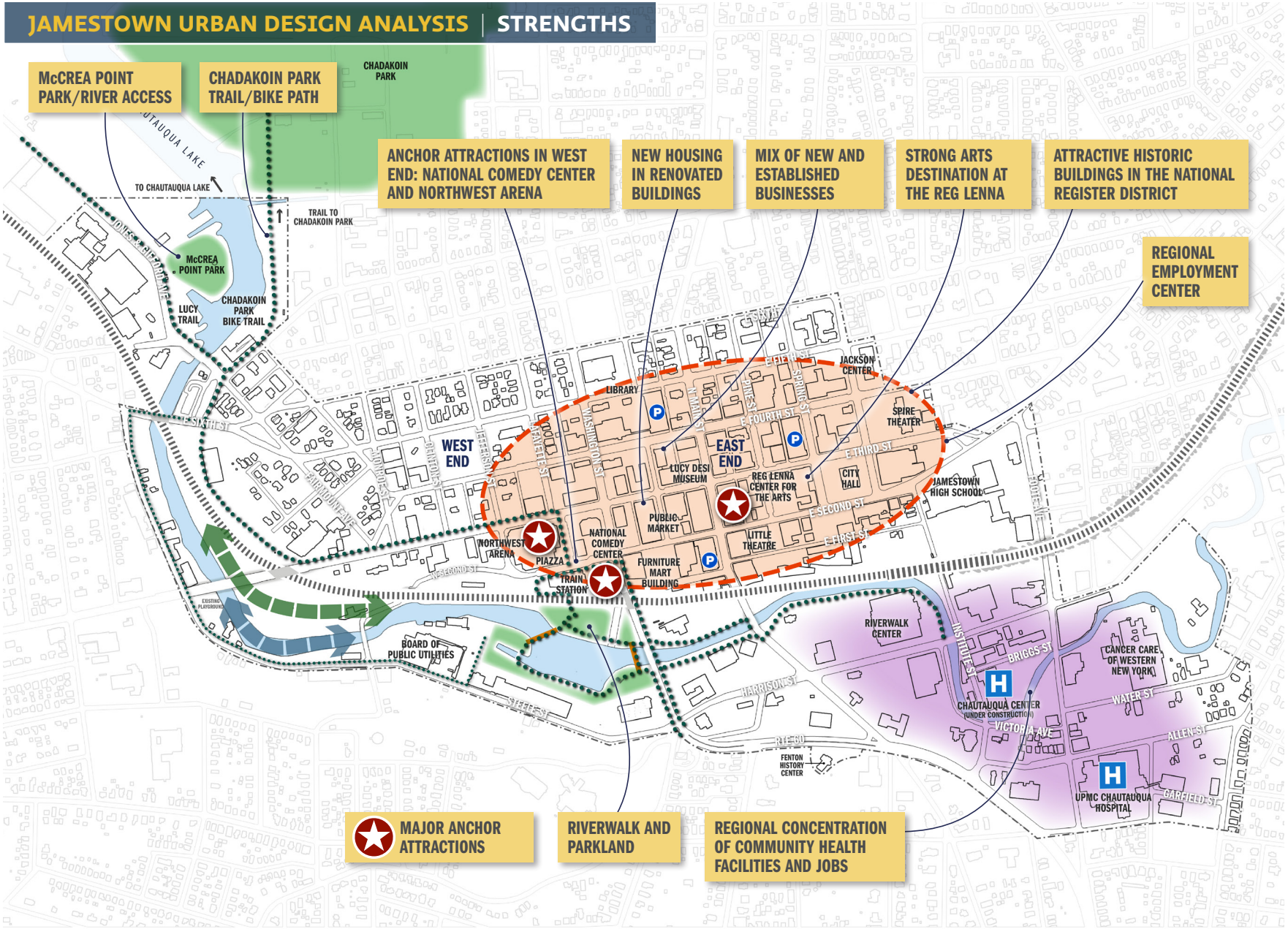
Washington Street forms a high-speed barrier between the attractions of the West End and core downtown.



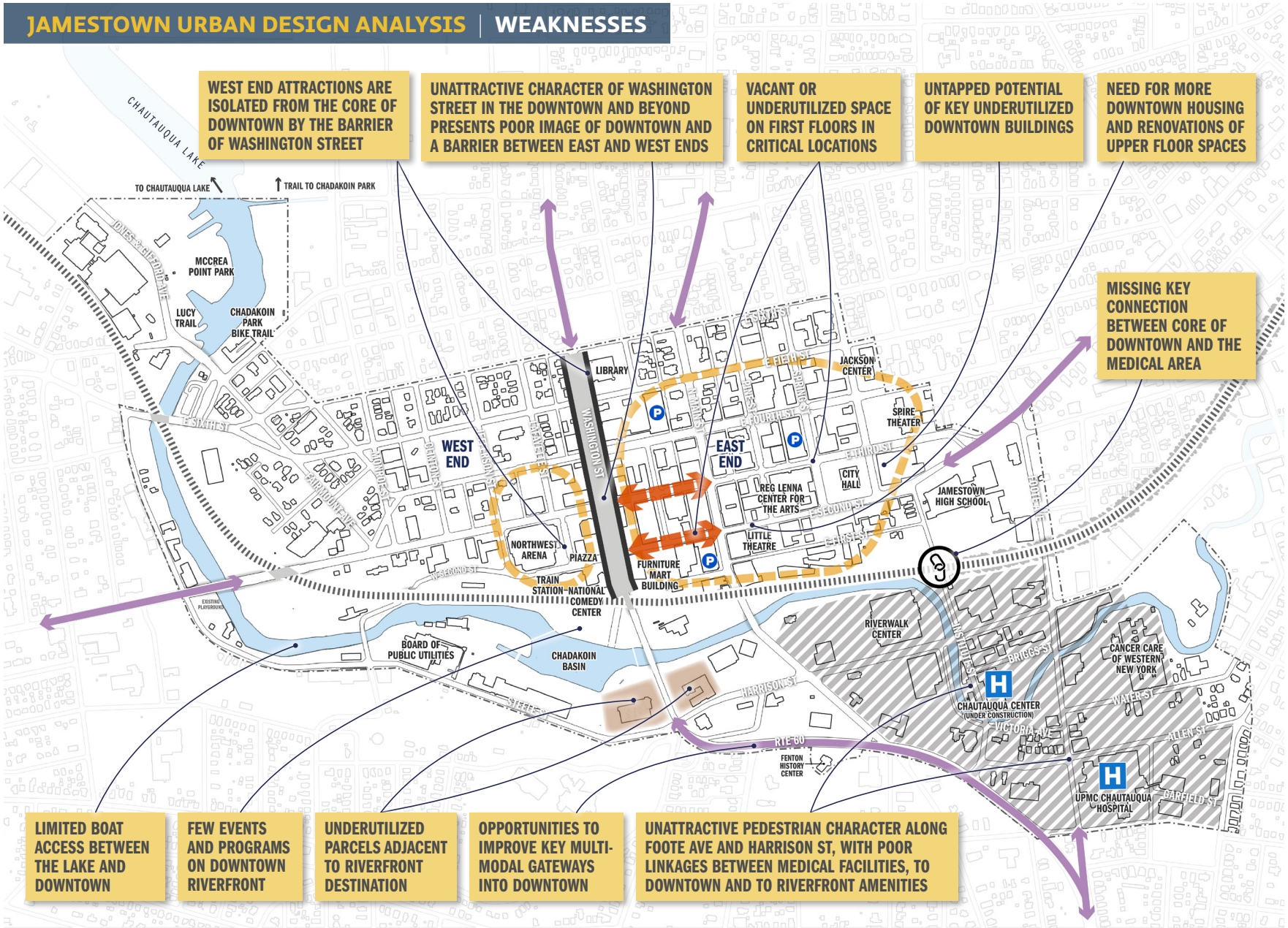
The medical area is a major regional destination for employment and for services, but is disconnected from the greater downtown.



The Riverfront now has an increasing number of accessible places and destinations, including the ability to make a loop across the pedestrian bridges from downtown.


JAMESTOWN URBAN DESIGN ANALYSIS | STRENGTHS
McCREA POINT PARK/RIVER ACCESS
CHADAKOIN PARK TRAIL/BIKE PATH
ANCHOR ATTRACTIONS IN WEST END: NATIONAL COMEDY CENTER AND NORTHWEST ARENA
NEW HOUSING IN RENOVATED BUILDINGS
MIX OF NEW AND ESTABLISHED BUSINESSES
STRONG ARTS DESTINATION AT THE REG LENNA
ATTRACTIVE HISTORIC BUILDINGS IN THE NATIONAL REGISTER DISTRICT
REGIONAL EMPLOYMENT CENTER
MAJOR ANCHOR ATTRACTIONS
RIVERWALK AND PARKLAND
REGIONAL CONCENTRATION OF COMMUNITY HEALTH FACILITIES AND JOBS
CHADAKOIN PARK
CHAUTAUQUA LAKE
TO CHAUTAUQUA LAKE
TRAIL TO CHADAKOIN PARK
McCREA POINT PARK
LUCY TRAIL
CHADAKOIN PARK BIKE TRAIL
WEST END
EAST END
LIBRARY
JACKSON CENTER
SPIRE THEATER
LUCY DESI MUSEUM
REG LENNA CENTER FOR THE ARTS
CITY HALL
JAMESTOWN HIGH SCHOOL
PUBLIC MARKET
LITTLE THEATRE
NATIONAL COMEDY CENTER
NORTHWEST ARENA
PIAZZA
TRAIN STATION
FURNITURE MART BUILDING
BOARD OF PUBLIC UTILITIES
RIVERWALK CENTER
CHAUTAUQUA CENTER (UNDER CONSTRUCTION)
CANCER CARE OF WESTERN NEW YORK
UPMC CHAUTAUQUA HOSPITAL
FENTON HISTORY CENTER
FIRST ST
SECOND ST
THIRD ST
FOURTH ST
WASHINGTON ST
FAIRE ST
PENNSYLVANIA AVE
HARRISON ST
BRIGGS ST
WATER ST
VICTORIA AVE
ALLEN ST
GARFIELD ST
INSTITUTE ST
ROUTE 17

JAMESTOWN URBAN DESIGN ANALYSIS | WEAKNESSES



URBAN DESIGN PLAN

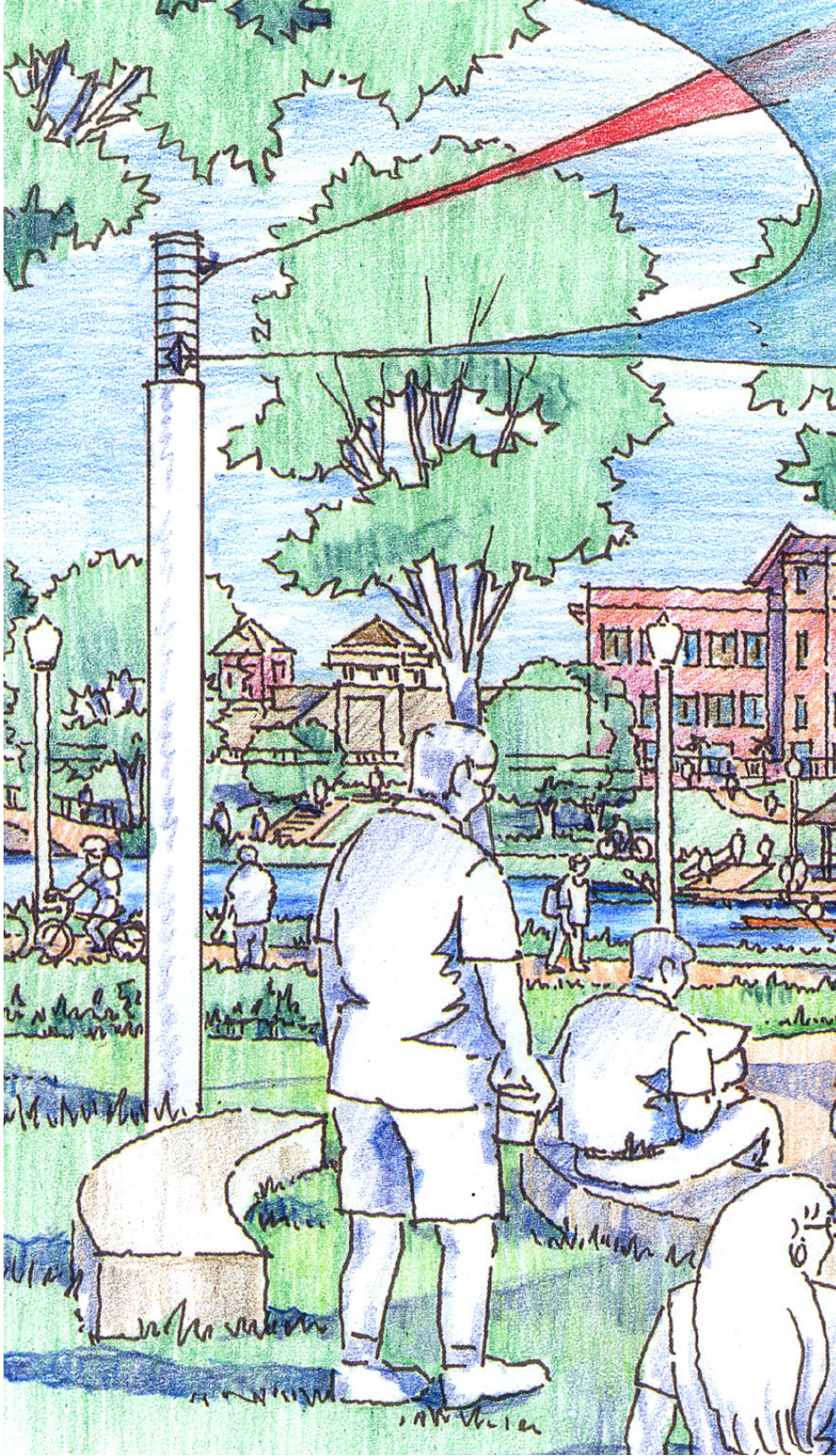
Overview

Jamestown's attractive historic buildings, natural setting, importance as a job center, and can-do civic attitude create the potential to advance downtown's economic success. A thriving downtown provides benefits for all of the City of Jamestown and the region. Key goals of the Urban Design Plan include:

- Ensuring the Riverfront is accessible from every part of downtown and has the amenities, events, and programs it needs to become an all-season community place.
- Improving connections and the walking environment within the downtown core so that the area functions as a cohesive whole and benefits from increased activity.
- Encouraging a health and wellness district that is emerging around the UPMC Hospital to ensure this job center is well-connected to the riverfront and to the core of downtown.
- Focusing on downtown as a neighborhood and community destination by encouraging more people to live in and visit downtown.

All of these goals are in service of the primary goal of the Urban Design Plan, to build a thriving downtown.

The Urban Design Plan is structured into four chapters, each of which addresses a guiding theme. Three themes are focused on improving and connecting sub-areas of downtown—the riverfront, the core of downtown, and an emerging health and wellness district. The final theme addresses how all three of these areas could be improved by a focus on downtown as a community destination that draws families and the region to downtown's places and amenities. Within each theme, the plan offers recommendations for policies and actions that Jamestown can advance to achieve the goals of the plan. These recommendations address long-term improvements to infrastructure as well as what redevelopment and new development should look like. A final section, next steps, outlines the immediate actions required to begin to implement the Urban Design Plan.




NY
JAMESTOWN

Downtown Jamestown

OUR AGENDA FOR THE NEXT 10 YEARS

1 **CONTINUE THE RENEWAL OF OUR CHADAKOIN RIVERFRONT AS A COMMUNITY JEWEL**—reconnecting downtown to the Outlet and Chautauqua Lake on land and water.

2 **MAKE DOWNTOWN MORE WALKABLE AND BETTER CONNECTED**—transforming Washington Street into an attractive community gateway that reconnects the east and west ends of downtown and continuing to reinvest in downtown buildings with a particular focus on strengthening street-level activities on Second and Third Streets.

3 **RECOGNIZE THE POTENTIAL OF AN EMERGING HEALTH AND WELLNESS DISTRICT AS A VITAL NEW COMPONENT OF THE DOWNTOWN LANDSCAPE**—extending the Riverwalk and improving streetscape along Foote Avenue and Harrison Street to connect healthcare and community-serving uses to each other and the rest of downtown.

4 **EXPAND ON THE PROGRAMS AND EVENTS THAT DRAW OUR COMMUNITY DOWNTOWN**—including fun, free, and family activities that appeal to residents, downtown workers, and visitors.



WASHINGTON ST STREETSCAPE/GATEWAY IMPROVEMENTS

Traffic calming and streetscape improvements—within the central area and beyond—create a safer and more attractive gateway to downtown with better pedestrian connections between National Comedy Center, Northwest Arena, and the core of downtown.

REUSE VACANT BUILDINGS

Support historic renovations and building reuse across downtown by promoting local investment and ownership and identifying resources to support investors in their design, approvals, and public/private financing efforts.

FILL PRIORITY GAPS IN STREET LEVEL ACTIVITIES

Activate vacant and underutilized storefronts in high-priority locations by supporting arts-related initiatives, white box investments, master leases, and pop-up retail and events.

COMPLEMENTARY NEW DEVELOPMENT

New development in the Health & Wellness District and at opportunity sites along Foote Ave and Harrison St should be compatible with health and wellness uses. Design features must avoid a "blank wall" effect on Harrison St and Foote; include a setback to create a green corridor along Foote Ave.

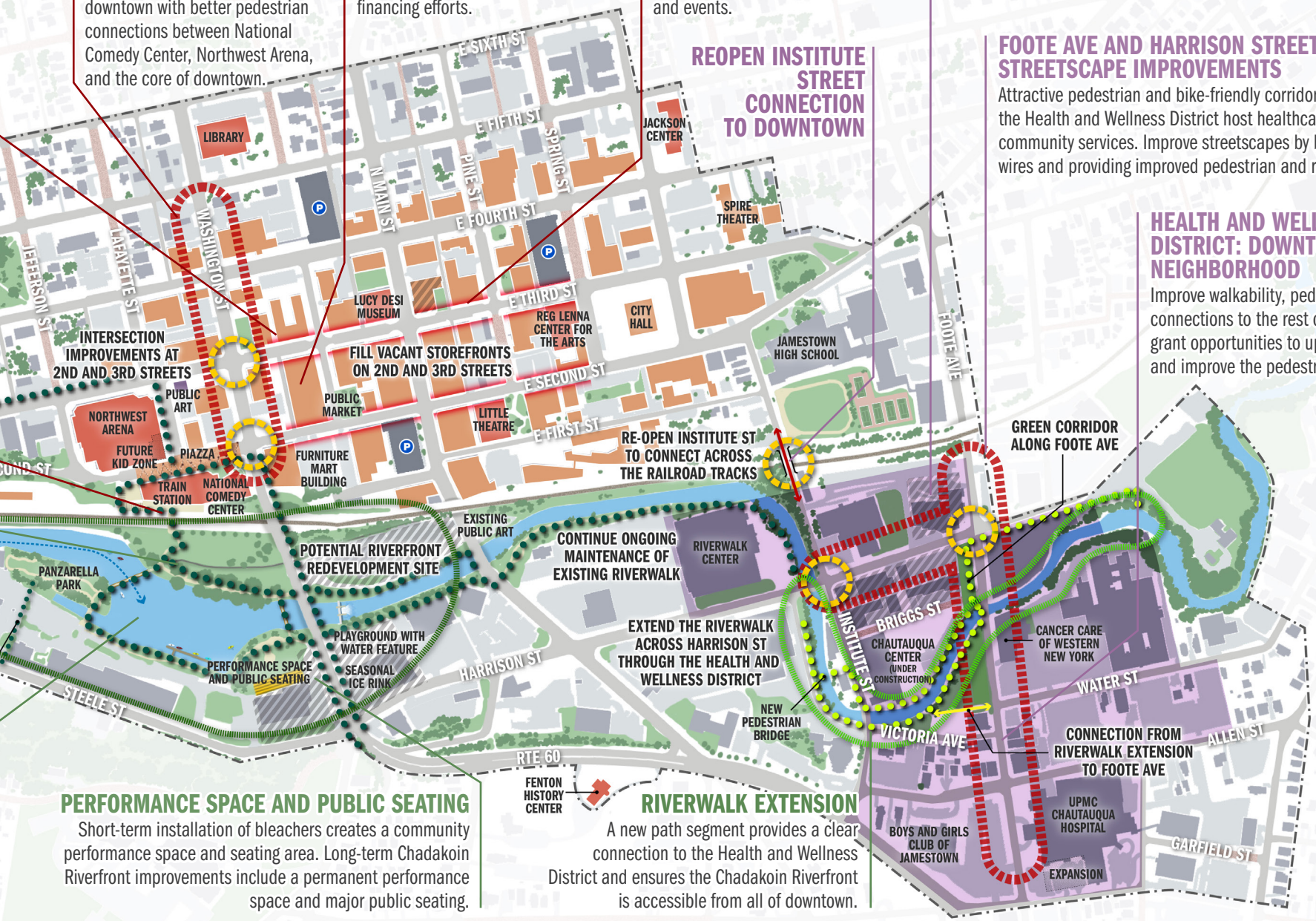
REOPEN INSTITUTE STREET CONNECTION TO DOWNTOWN

FOOTE AVE AND HARRISON STREET STREETSCAPE IMPROVEMENTS

Attractive pedestrian and bike-friendly corridors through the Health and Wellness District host healthcare jobs and community services. Improve streetscapes by burying utility wires and providing improved pedestrian and roadway lighting.

HEALTH AND WELLNESS DISTRICT: DOWNTOWN'S NEWEST NEIGHBORHOOD

Improve walkability, pedestrian safety, and connections to the rest of downtown. Pursue grant opportunities to upgrade infrastructure and improve the pedestrian environment.



PERFORMANCE SPACE AND PUBLIC SEATING

Short-term installation of bleachers creates a community performance space and seating area. Long-term Chadakoin Riverfront improvements include a permanent performance space and major public seating.

RIVERWALK EXTENSION

A new path segment provides a clear connection to the Health and Wellness District and ensures the Chadakoin Riverfront is accessible from all of downtown.

1 CONTINUE THE RENEWAL OF OUR CHADAKOIN RIVERFRONT AS A COMMUNITY JEWEL

Over the last 20 years, revitalized urban waterfronts have become the centerpieces of successful downtown transformations in communities across the nation. Jamestown is no exception. Over the last decade, as a result of sustained and successful efforts by the City of Jamestown and its partners, the downtown riverfront has morphed from a forgotten backwater into a valuable community amenity. With ongoing development and expansion of the Jamestown Riverwalk, including the installation of new pedestrian bridges over the river in 2018 and the opening of the National Comedy Center and its related open space, the riverfront's full potential as a community amenity and an economic catalyst is beginning to emerge.

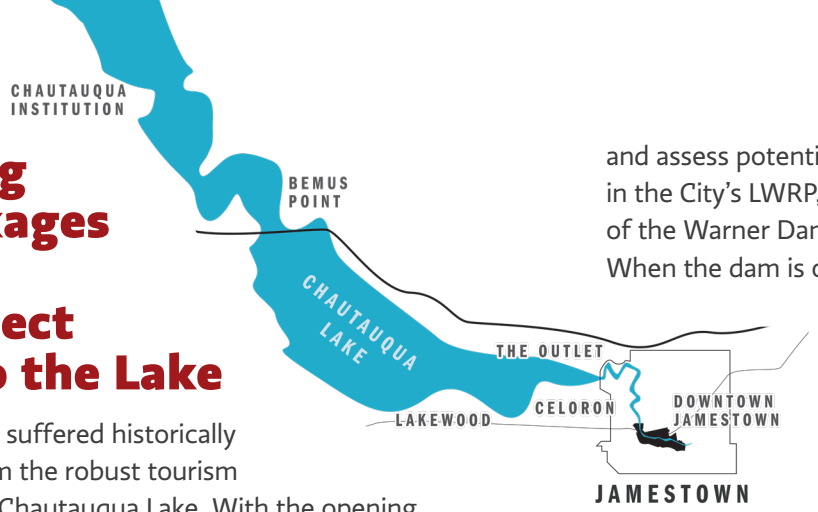
Today, the riverfront is a pleasant, low-key place to enjoy a quiet walk by the river, sit on a bench, or fish. Over time, it has the potential to become a more significant regional destination for residents and visitors. Truly successful urban waterfronts are those that attract both residents and visitors, combining a mix of uses and activities on land and water.

Tapping the full potential of the riverfront will involve taking actions on two tracks:

- **Strengthening regional linkages on land and water** to reconnect downtown to the outlet and to Chautauqua Lake. A critical next step includes evaluating the feasibility of bringing boat traffic from the lake right into the downtown area.
- **Bringing the Chadakoin Basin alive as a community destination** through an expanded program of activities and events, new amenities, complementary development of adjacent land, and enhanced connections to downtown.



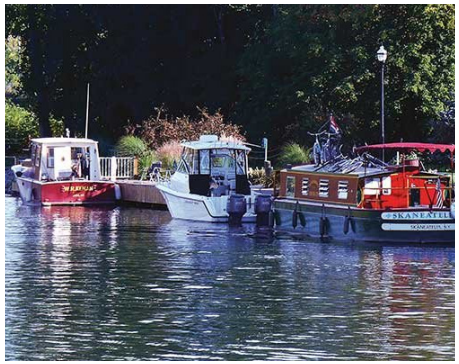
The Chadakoin Riverfront, largely abandoned in 2006, is now a part of community life. Over four miles of Riverwalk has been constructed and two new pedestrian bridges enclose the Chadakoin Basin, creating a walking loop.



Strengthening Regional Linkages on Water and Land: Reconnect Downtown to the Lake

Downtown Jamestown has suffered historically because of its isolation from the robust tourism economy centered around Chautauqua Lake. With the opening of the National Comedy Center and other new venues, the downtown is better positioned to draw visitors as well as local and regional residents. Improved physical linkages through trail networks and other means are also vital to overcoming downtown's isolation and strengthening its position as a regional destination.

- **Create a downtown harbor and extend boating access to downtown Jamestown from Chautauqua Lake.** Currently, motorized boat access from the lake largely extends to McCrea Point. Between McCrea Point and downtown, navigation along the Chadakoin River—while not impossible—is challenging. The primary obstacles to navigation include the absence of a clear channel, variations in water levels, and obstacles such as tree stumps situated just below water level. Vertical clearances below bridges are also a constraint for some boats. If these issues were addressed, small- and medium-sized power boats could gain access to the downtown waterfront. Such a change could unlock new economic opportunities for downtown Jamestown. To improve the viability of this section of the Chadakoin River as a navigable waterway, a riverbed study will be needed. The study will need to identify current limitations and assess potential strategies and costs to overcome them. As noted in the City's LWRP, consideration will also need to be given to operation of the Warner Dam, which manages water levels in Chautauqua Lake. When the dam is opened there are stronger currents and lower water levels in the river; during these periods the river may not be navigable.



Conduct a riverbed study and make the river navigable for motorized boat traffic, with the downtown Chadakoin Basin as a destination.

- **Continue to strengthen the trail networks that connect downtown with the lake.** The recently opened Chadakoin Park Bike Trail is a community amenity and an important regional bike connection from the north side of Chautauqua Lake, through Chadakoin Park, and to McCrea Point. The Lucy Trail runs along the south side of the lake between McCrea Point Park and Lucille Ball Memorial Park in Celoron, near the new Chautauqua Harbor Hotel. Between McCrea Point and downtown, the trails are currently accommodated on-street. Over the long-term, this segment of trail could be relocated to run along the river, opening up another segment of riverfront as a community amenity and providing enhanced access to downtown.

- **Continue to invest in trails and amenities at Chadakoin Park.** Chadakoin Park is an over 150 acre park located northwest of downtown. It is directly connected to downtown through the Riverwalk and the new Chadakoin Park Bike Trail. The park has significant recreational amenities including sports fields, a playground, and open space. The park boundaries now reach to the outlet, but paths have not yet been installed to allow direct access to the river from the park.

- **Invest in regional destinations along the trail network at the Trolley Barn site and Chadakoin Park.** Redevelop the Trolley Barn site as a riverfront destination, such as a skate park. The Trolley Barn site is located northwest of downtown alongside the river and across from McCrea Point Park. The Riverwalk, Chadakoin Park Bike Trail, and Lucy Trail to Celoron all converge at the site. Both the BOA and LWRP plans identified the site as a location to demolish ruins and create new waterfront parkspace. The City of Jamestown is now pursuing opportunities to establish a skate park at the site.

CURRENT CONNECTIONS | RIVERWALK AND BIKE TRAILS



Over the last 10 years, Jamestown has had remarkable success in building a network of trail connections between downtown, surrounding neighborhoods, and the greater region.

FUTURE CONNECTIONS | WATER TRAILS AND NEIGHBORHOOD LINKAGES



Over the next ten years, Jamestown should work to strengthen regional connections on water from the lake to Chadakoin Basin and on land by improving major destinations and upgrading connections to off-street trails.

As recommended in the City's Chadakoin River West BOA Study, an expanded trail network and improvements to key streets will connect surrounding neighborhoods to Chadakoin Park. New paths could provide access from Washington Street to the Chadakoin Park Bike Trail and along canals at 11th and 18th Streets. Additional connections are possible at Isabella and 22nd Streets. Jefferson Street could be extended as a trail through to 18th Street. Finally, the Chadakoin Park Bike Trail could tie into Fluvanna Ave through new parkspace on the former City landfill. The location of these connections should be revised, if needed, based on the completion of a plan for Chadakoin Park.

Bringing the Chadakoin Basin to Life: Next Steps

A decade of sustained work by the Jamestown community has led to the creation of the Chadakoin Basin, a new community destination within the downtown area. The combination of new parkland, extension of the Riverwalk, addition of pedestrian bridges, removal of sheet piles that subdivided the waterway, and riverbank restoration has created opportunities for walks along the river's edge, fishing, and other forms of quiet relaxation. Parkland associated with the National Comedy Center adds a new dimension to the mix as do new connections, including the pedestrian crossing of the rail line and the ability to access the west end of downtown via the outdoor stairs at the train station. Over time, a next generation of changes to the basin area and its edges can further improve its appeal and value to the community as an urban waterfront experience. The basin and parkland have the potential to support increased levels of activity both on land and water.

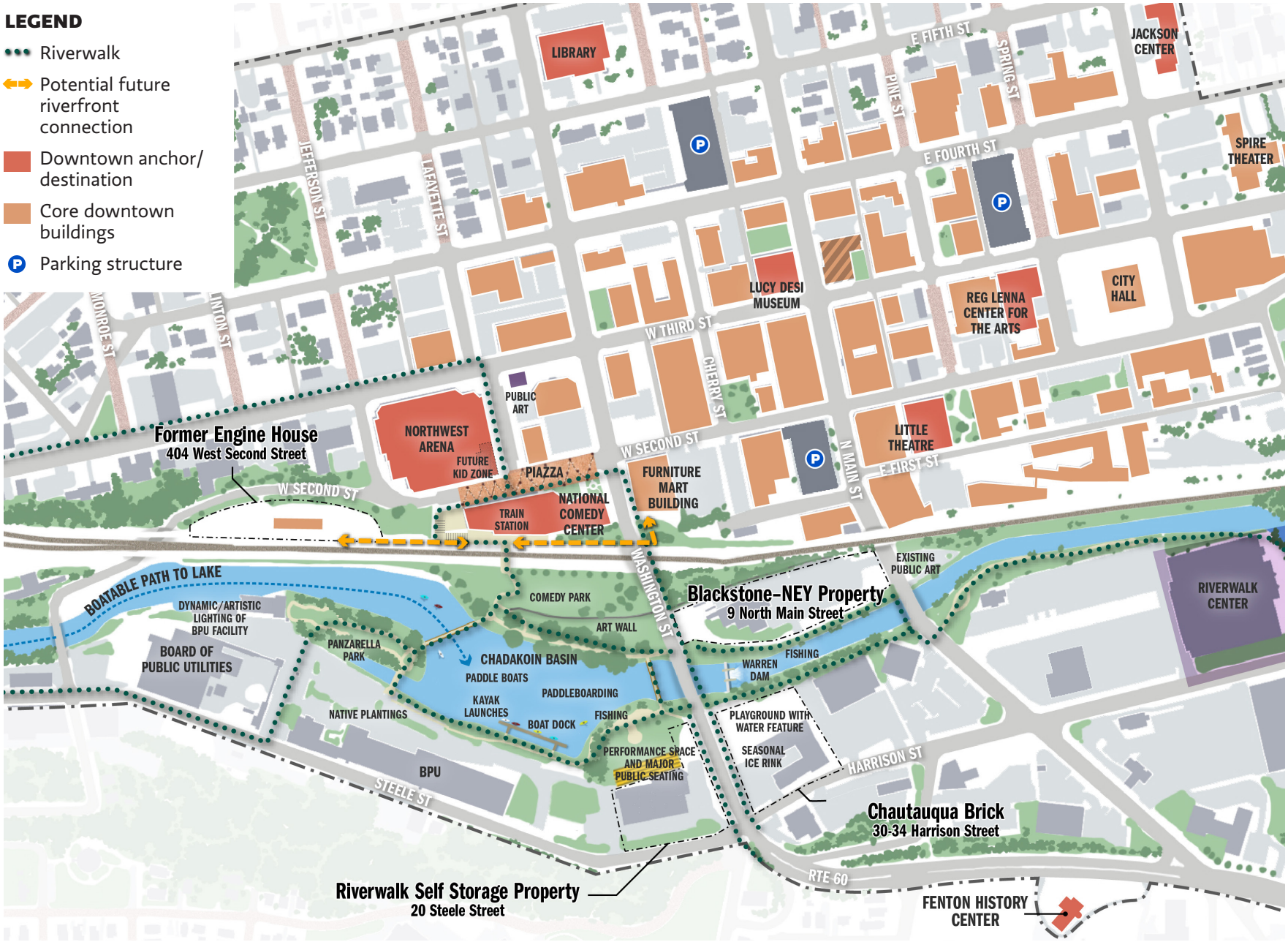
Enhance Park Use and Experience

Key improvements to parkland that would enhance its value include the following:

- **Increase use of the basin for kayaking, paddle boarding, paddleboats, and other non-motorized boating activities.** An urban waterfront experience should be accessible to a broad array of potential users, including those who do not own equipment. A seasonal watercraft rental program would greatly expand use of the river. Creating visible activity—including kayaking, paddle boarding, and paddle boating—in the river creates a more interesting and vital riverfront for those on land, provides recreational opportunities for people of all ages and diverse interests, and helps clearly communicate that accessing the river is safe and encouraged. Necessary improvements to fully support this activity will include improved put-in and take-out spots and conveniently located parking. Development of new water-based activities and programs provides an opportunity for local entrepreneurs and businesses to expand their services.



The Chadakoin River widens out into the basin. The basin is surrounded by park space with amenities like the Riverwalk, benches, and lighting. The northern side of the basin is currently deeper than the southern side, and so may be more appropriate for installation of a dock, subject to the results of the riverbed study.



The Chadakoin Basin is already an attractive community place. Over the next 10 years it can be further enhanced with new activities, improved connections, and complementary development of adjacent parcels of land.



Imagine boating from the basin to the outlet or the lake for an afternoon of river exploration, tying up to a dock in the basin for a performance, or renting a paddle boat, kayak, or paddle board.



A playground with water features could draw families and be an active riverfront amenity.

- **Support use of the parkland for festivals, performances, events, and celebrations.** The basin area has immense potential to develop as a location for important community gatherings, celebrations, and events by creating an outdoor facility for performances and large gatherings. Bleachers could be installed on the south side of the river, overlooking the Chadakoin Basin. In the long-term, a permanent outdoor performance space, public seating, and public parking could be developed.
- **Improve connections to the basin wherever possible.** Over time, the basin would benefit greatly from improved physical access. Potential future connections might include access from the Furniture Mart property via the rail crossing at the National Comedy Center and improving access to the Riverwalk from downtown along the Main Street corridor.
- **Incorporate a children's playground within new parkland, potentially including a water feature.** A new children's playground incorporating water features such as pop-jet fountains would make the riverfront area more attractive as a location for families with young children.
- **Incorporate creative and artistic lighting.** Creative lighting will provide a nighttime focal point for views of the Chadakoin Basin and encourage more evening use. Creative and dramatic lighting of the BPU facility would provide a unique element and add to the distinctiveness of the basin landscape. Existing Riverwalk segments already include pedestrian-oriented lighting to allow for post-sunset access and use of the paths, but additional lighting will improve the experience. BPU should be included as a stakeholder in the planning of lighting improvements to their facility and in public spaces.



Plans to light the BPU facility can add to the dynamism of the Chadakoin Basin and encourage evening use of the well-lit Riverwalk.



Commissioning an art wall on the retaining wall offers an opportunity for place-making along the Basin and Riverwalk. The example below shows one strategy for doing this without painting the structure.

- **Create new opportunities for public art.** Existing public art in the Chadakoin Basin and along the Riverwalk should continue to be maintained. There is an opportunity to expand public art with an "art wall" along the retaining wall structure on the north bank of the basin and through creative and artistic lighting along the riverfront.
- **Provide facilities and maintenance to improve wintertime access to the Chadakoin Basin.** In the near term, appropriate winter maintenance could allow for snowshoeing or cross-country skiing along the Riverwalk by leaving snow in place and ensuring open access points. Introducing winter activities like snow sculpture contests can help draw more residents outside in the winter months. In the long-term, seasonal facilities like an outdoor ice rink can help create a year-round destination along the riverfront.



- **Place two to three trailheads at key access points into the riverfront.** The trailheads could contain interpretive signage kiosks and a map to help visitors orient themselves and navigate the extent of the riverfront system.
- **Develop management and operational agreements for use of park space for events.** Over time, as demand for events and programming in riverfront spaces grows, multiple stakeholder groups will need to convene to determine optimal practices for scheduling of events, access, parking, clean-up, and other governing standards. A first step is to publicize available parking for the riverfront with appropriate signage.

Offering a place for rentals of kayaks, paddleboards, canoes, and other equipment can increase use of the Chadakoin Basin.



Kiosks could provide a map and informational signage to help visitors navigate the river front system

Reuse and Redevelopment Parcels Adjacent to the Parkland

Four riverfront parcels adjacent to the basin present near- or longer-term opportunities for reuse or redevelopment in ways that would strengthen the experience of this emerging destination. Current uses, which are neither water-dependent nor water-enhanced as defined in the City's LWRP, provide little synergy with the park or waterway. The most successful urban waterfront experiences include adjacent land uses that benefit from a waterfront location and actively contribute to the activation of that waterfront. These four parcels are shown in the map on page 31.

Over the longer term, these parcels have potential to accommodate a balanced mix of uses: expanded open space to accommodate larger festivals, events, and performances; public parking; mixed-use development; and potentially a railroad museum. As the ultimate success of the riverfront and the basin area is dependent on appropriate reuse of these parcels, there is a vital public interest in ensuring an appropriate mix of uses, either through public acquisition and redevelopment or reuse, or through establishment of revised land use controls or cooperation agreements.

- **Chautauqua Brick/30-34 Harrison Street:** The City has considered potential acquisition of this property and redevelopment for private sector redevelopment as a part of its work with the State of New York under its Downtown Revitalization Initiative (DRI). In 2018, the Jamestown City Council supported a Consolidated Funding Application submission to secure Empire State Development Grant Funds to acquire the property. Private sector redevelopment of the property could also accommodate parking that could support riverfront use. This 1.55-acre property is identified as an underutilized parcel in the City's LWRP.
- **Riverwalk Self Storage Property/20 Steele Street:** As the property that directly abuts the basin, any future reuse would have a significant impact on the vitality of the riverfront area. Ideally, any reuse would directly benefit the riverfront. Potential uses include expanded public space and related parking, enabling the area to accommodate larger festivals or performances, or commercial uses that include water-related or water-dependent activity. Any reuse or redevelopment of the property should maintain sight lines and visual access to the riverfront from Steele Street. In the near term, potential use of parking for riverfront access in time periods where they are not needed by the business could be explored. This 1.86-acre property is identified as an underutilized parcel in the City's LWRP.
- **Blackstone-NEY Property/9 North Main Street:** This property, owned and operated by Blackstone NEY, a leading company in the field of ultrasonic technology, defines access to the Chadakoin Basin from Main Street, perhaps the most important access point to the parkland from the downtown area. The property is attractive, well-maintained, a good neighbor to the basin, and incorporates a key stretch of Riverwalk along the north bank of the river. The parcel includes a 3-story building and approximately 70 parking spaces. Should Blackstone NEY consider relocation from the property at any point in the future, something that is not currently contemplated, the property would be ideally situated to accommodate an expansion of waterfront parkland or to accommodate mixed-use development. In the near term, temporary use of parking for riverfront access in time periods where they are not needed by the business could be explored.
- **Old Engine House:** The former engine house has been discussed as a possible location of a future Railroad Museum, which would be a complementary attraction to future excursion rail service in Jamestown.

Redevelopment of these parcels could incorporate green infrastructure and low-impact development techniques, including appropriate buffers to the river, stormwater management, and native plantings.

Making Smart Choices: Incorporating Green Infrastructure and Enhancing Water Quality

Green infrastructure is a set of practices and strategies that either maintain or restore natural systems, particularly to manage water quality. At the regional and watershed scale, supporting green infrastructure means preserving natural landscape features that absorb stormwater and reducing the overall amount of impervious surfaces that contribute to runoff problems. Green infrastructure can also be deployed at the scale of a site, building, or streetscape as a complement or alternative to traditional "grey" infrastructure. In the case of stormwater runoff, this means employing strategies to slowdown, capture, and allow water to infiltrate into the ground, rather than collecting it into a sewer system and piping it to an outlet. Green infrastructure can be particularly valuable as a strategy because it affects a triple bottom line: reducing the long-term need for costly new infrastructure, improving environmental functioning, and beautifying streetscapes and sites.

The State of New York supports green infrastructure through a number of planning, design, and implementation grants. The City of Jamestown's Local Waterfront Revitalization Plan (LWRP) and Brownfield Opportunity Area (BOA) plans all identify a need for integrated green infrastructure, particularly in riverfront areas. The Unite North Main Street Plan developed strategies for how to deploy green infrastructure as part of complete streets policies and streetscape improvements. The LWRP identifies best management practices in the following order of preference:

1. Infiltration on-site through such practices including, but not limited to, bioretention cells or rain gardens, constructed wetlands, filter strips, porous pavement, retentive grading, swales, and subsurface infiltration.
2. Capture and reuse of runoff through low-impact practices including, but not limited to, green roofs, blue roofs, and rain barrels or cisterns.

As part of public infrastructure projects and downtown redevelopment, Jamestown is committed to identifying and pursuing any opportunities for green infrastructure and low-impact development that protects and enhances water quality. Particularly in riverfront areas, including the Health and Wellness District and the Chadakoin Basin, site-integrated stormwater management practices can help treat stormwater closer to the source, before it enters the river. New development in these areas will incorporate setbacks and appropriate buffers to the river whenever possible.

Improving water quality is a regional issue. Reducing the amount of pollutants entering Chautauqua Lake can help reduce algal blooms that negatively impact the ecology of the lake and are unattractive and unsightly. Serious algal blooms in Chautauqua Lake can even be dangerous, and come with limits on swimming and recreating in the lake for pets and visitors. By developing green infrastructure as a part of redevelopment, Jamestown will be a leader in the region and model how to deploy these strategies.



This project in Williamsville, NY, demonstrates multiple green infrastructure strategies, including permeable pavers for the parking lane and bioretention planters as part of the streetscape that capture stormwater and reduce runoff. Strategies like this also help create a more attractive environment.

2 MAKE DOWNTOWN MORE WALKABLE AND BETTER CONNECTED

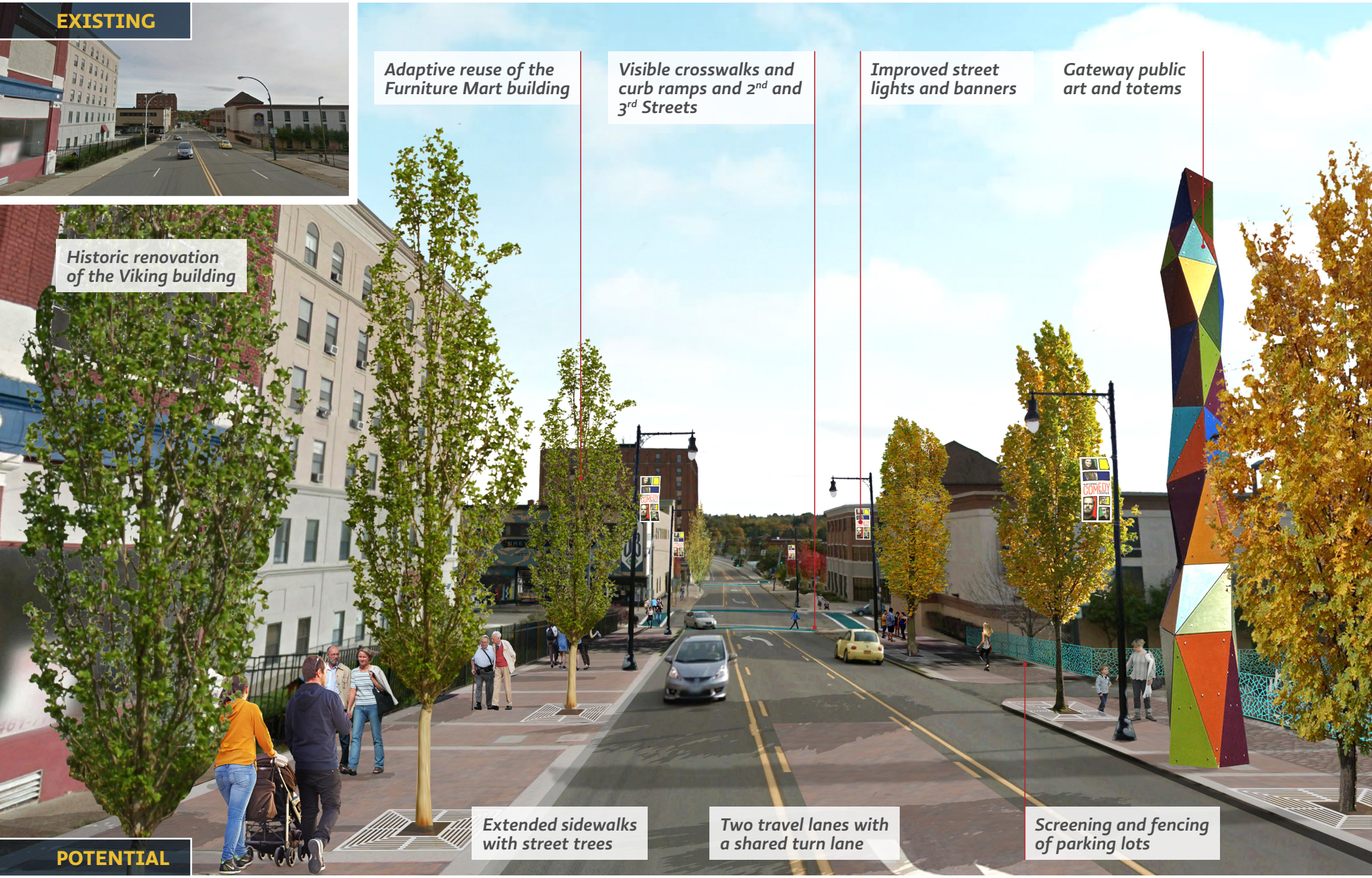
The most successful downtowns are those that are the most walkable. But what does this really mean? How walkable is downtown Jamestown? What are its strengths? What are its weaknesses? What steps are needed to take it to the next level and establish it as the most walkable area in the region?

First, the characteristics of a walkable downtown:

- **Walkable downtowns combine a diverse mix of uses within a compact area.** If these uses are too dispersed, a downtown does not offer the density of "experience" that is one of its most attractive aspects.
- **Downtown's physical environment must ensure that its various uses are well-connected.** For example, a wide, unattractive street that accommodates heavy traffic can fragment a downtown area and make it less walkable. Sidewalks that are too narrow, in poor condition, or hard to navigate because of snow or ice can also discourage walking and prevent a downtown from functioning effectively. But perhaps most importantly, lively and interesting street-level uses—typically these have been mostly retailers and restaurants—provide the glue that links together the experience of the various pieces of a downtown and makes it most attractive to users.

Today, downtown Jamestown has some qualities that promote walkability, but other aspects of the downtown need improvement. Some of the key factors that need to be addressed are as follows:

- **Washington Street is a wide and generally unattractive street that serves as a barrier to pedestrian movement between the east and west ends of the downtown area.** Visitors to the Northwest Arena or National Comedy Center are discouraged from crossing the street to access the east end of downtown. The street carries a significant volume of traffic, particularly in peak hours, including a large volume of trucks. But the volume of traffic is less of a concern than the character of the street itself. With traffic calming and streetscape improvements, the sense of this street as a barrier dividing downtown could be alleviated. The high volume of traffic could even be an asset if the corridor presented a positive image of the downtown area to a regional audience of commuters and visitors.
- **Increasing the number of people living and working downtown is important to supporting the evolution of downtown as a walkable neighborhood.** Downtown residents increase the amount of activity in the evening and on weekends outside of the workday. Adding new housing and other uses to upper floors can also add to walkability by expanding the level of activity in the downtown overall, bringing more life to the street, and increasing downtown's customer base.
- **Gaps in activity at street level in key locations fragment the downtown experience.** The historic core of downtown Jamestown has a pedestrian-oriented form with buildings that line the sidewalks with large storefront windows. But vacant storefronts and first


EXISTING
Adaptive reuse of the Furniture Mart building
Visible crosswalks and curb ramps and 2nd and 3rd Streets
Improved street lights and banners
Gateway public art and totems
Historic renovation of the Viking building
Extended sidewalks with street trees
Two travel lanes with a shared turn lane
Screening and fencing of parking lots
POTENTIAL



floor uses that offer limited interest to downtown patrons diminish downtown's appeal as a walkable place.

Changes in shopping patterns nationally present increasing challenges for bricks-and-mortar retailers in urban centers of all kinds; overall, the demand for street-level retail space is changing. So Jamestown must think about the gaps in its streetscape that are most important to fill, and prioritize efforts to fill these gaps.

The highest priority gaps today are those between Washington Street and Main Street along the Second Street and Third Street corridors. With the opening of the Jamestown Brewery at the corner of Washington and Third Street one of the most visible gaps will have been addressed, a process that has taken more than a decade to resolve. The next step will be to build on this progress. In cases where it is not possible to fully renovate a vacant building in a key location, reuse of highly visible portions of the ground floor should be considered a priority, even if renovation of the balance of the building may be several years off.

- **Providing clean and well-maintained sidewalks throughout the year so that walking is always an option.** While sidewalks are generally well-maintained in most seasons, snow and ice removal can be a challenge, particularly in areas around vacant or underutilized buildings.

Reconnecting the East and West Ends: Washington Street Streetscape/Gateway Improvements

Washington Street is a regionally significant corridor through the heart of Jamestown but its character reflects poorly on the downtown area. Crossing the street on foot can feel intimidating due to the high traffic volumes, high traffic speeds, and unattractive pedestrian environment. Transforming the Washington Street corridor into a safe and attractive gateway to downtown will allow better pedestrian connections between

major attractions like the National Comedy Center and the Northwest Arena in the west end of downtown and the bulk of the downtown area situated on the other side of Washington Street. As Washington Street is a state roadway, close cooperation with NY Department of Transportation will be an important next step in determining feasible improvements to the corridor that balance regional traffic considerations with sensitivity to the downtown context. Traffic calming improvements can be designed to continue to accommodate truck traffic on this designated truck route as well as overall flow through the area.

Future assessment of Washington Street within the downtown should also include other portions of the corridor, potentially extending north to Route 430. Streetscapes near Chadakoin Park, as discussed in the Chadakoin River West Brownfield Opportunity Area Nomination Study (2017), are especially important. Key improvements that should be considered along the Washington Street gateway from 5th Street to 2nd Street include (see rendering of potential changes on page 39):

- Based on traffic analysis conducted several years ago by Bergmann Associates, **travel lanes could potentially be reduced from four lanes to three lanes,** with a shared left turn lane and one lane of travel in each direction, in order to calm traffic while still allowing for adequate truck flow.
- **Sidewalks could be widened,** creating space for street trees and other streetscape amenities that will create a more pleasant walking environment and beautiful street.
- **Overhead lighting could be upgraded** to be consistent across the corridor and match the fixtures previously installed on the Washington Street bridge.
- **New landmark crosswalks** across Washington Street at Second and Third Streets could provide clear pedestrian paths across these key intersections, reconnecting the east and west ends of downtown.
- Existing surface parking lots on Washington Street could be **screened with vegetation or fencing** to reduce their visual impact and create a more attractive corridor. Green infrastructure strategies could also be appropriate.
- **Public art** and other creative elements could add to the visibility and attractiveness of this key gateway to downtown.

Together, these improvements would transform Washington Street into an appealing gateway to downtown.

Reuse Vacant and Underutilized Buildings

Downtown contains several vacant or underutilized buildings that offer significant opportunities for reuse. Many of these buildings are iconic structures that have the potential to combine active, publicly accessible ground floor uses with housing units or work spaces above. While there are several large and prominent buildings that represent major reuse opportunities, the downtown area also includes several smaller structures that also offer significant reuse potential. In recent years, a number of these buildings have attracted interest from local entrepreneurs who are hard at work advancing phased renovations.



The Furniture Mart building is a key target for redevelopment, located at the prominent corner of Washington Street and Second Street. As an interim step, the highly-visible historic signage on the upper floor could be repainted and street level space along Second Street could be reopened with active ground-floor uses.

As downtown continues to strengthen as a place to live or work and more of these buildings attract new tenants, the district's appeal as a walkable place will grow, fueled by the presence of new residents and workers. Jamestown should continue to invest in redeveloping as many of the historic buildings in downtown as possible, as part of full renovations or to preserve key design features.

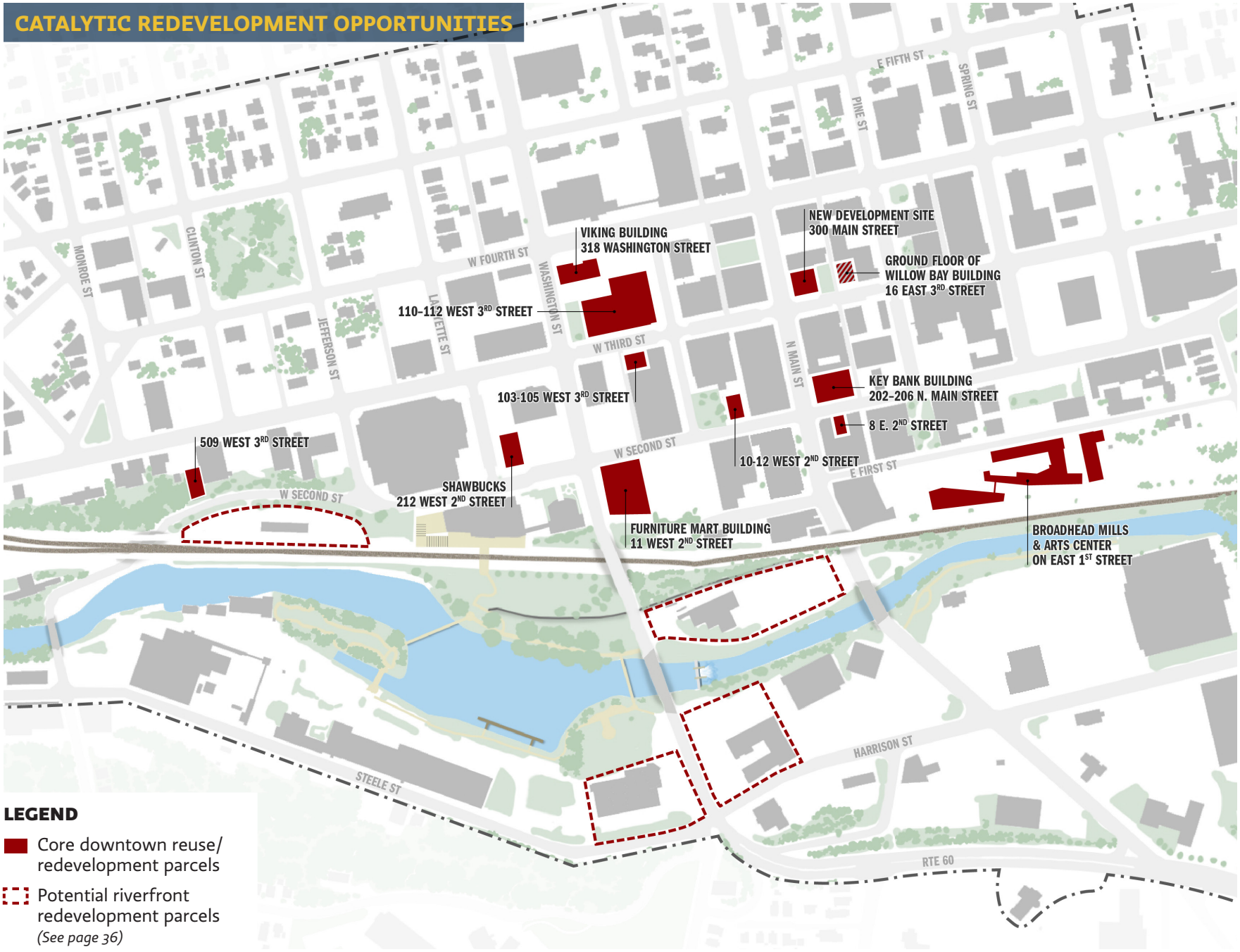
Key redevelopment opportunities include the following buildings and sites which have been identified through recent studies, including the 2017 Downtown Revitalization Initiative Strategic Investment Plan (DRI) and the 2015 AECOM Downtown Development Strategy. These properties are shown in the map on page 43.

- **Furniture Mart—111 West 2nd Street:** This large building is one of the most visible downtown structures, occupying a key corner on Washington Street and 2nd Street. The building is well-suited to accommodate a variety of commercial uses on its upper floors, including office space, showrooms, or others. Re-opening the first floor to retail, restaurant, or other active use is a first priority, given its prominent corner location. There may also be potential for use of the rooftop as a building amenity or as a seasonal dining and drinking use, as the southern side of the building has extensive riverfront views. (DRI, AECOM)
- **Viking Building—318 Washington Street:** Prominently located on the Washington Street corridor, the first floor of this building was recently renovated and now hosts a specialty bar, restaurant, and retail space for beer. Its upper floors contain a large public gathering space as part of a historic theatre. The building is a contributing historic structure and reuse should preserve historic features, including the windows along the Washington Street façade. (AECOM)
- **Key Bank Building—202-206 North Main Street:** The ongoing renovation of this attractive corner building at Main and 2nd Street is part of the Downtown Revitalization Initiative. (DRI)
- **509 West 3rd Street:** A small, mixed-use, historic building that could ensure downtown revitalization extends into the West End of downtown and invigorates the Riverwalk connection along 3rd Street. It could be renovated into a mixed-use building with apartments, studio space, and offices. (AECOM)
- **10-12 West 2nd Street:** A small, historic building on the 2nd Street Corridor neighboring the Grove greenspace where the Jamestown Farmer's Market is held. Redevelopment could include a retail space, short-term lodging, housing, or potential rooftop use overlooking the riverfront. (DRI)
- **103-105 West 3rd Street:** The vacant "Sweet Heart Storefront" is in poor overall condition and not in a contributing historic structure. The site is a high-visibility location on 3rd Street and an important first floor gap to be activated. The site could be part of a future consolidated redevelopment opportunity in the long-term, and a priority gap along the first-floor to fill in the short-term. (AECOM)
- **100-112 West 3rd Street:** This highly visible building on 3rd Street is a priority location to fill vacant first floor spaces. The large floor plates result in dark interiors, which make renovating upper floors a challenge, but there may be future opportunities for residential or student housing development on upper floors. (AECOM)

Importance of Downtown Housing

Downtown Jamestown is already a neighborhood, with housing in apartment buildings, on the upper floors of storefront buildings, and in close-in single-family homes. Increasing the number of people living downtown is important to supporting the evolution of downtown as a great place to live. Expanding housing choices and options downtown is also an important priority for economic development and workforce attraction. Community leaders identified a need for a wider range of housing types and amenities in downtown to recruit health care employees and teachers to work and live in Jamestown. Employers identified employee recruitment as a major economic development concern over the next ten years. Throughout this Urban Design Plan, encouraging more downtown housing is a priority.

CATALYTIC REDEVELOPMENT OPPORTUNITIES



LEGEND

- Core downtown reuse/ redevelopment parcels
- Potential riverfront redevelopment parcels *(See page 36)*

- **Broadhead Mills & Arts Center on East 1st Street:** Redevelop vacant historic warehouse buildings as artist studio space, housing, cafés, or other uses as part of an Arts & Heritage Trail. Vacant lots could be repurposed into community gardens, greenspace, and/or an interpretation of Jamestown's industrial heritage. (AECOM)
- **Ground floor of Willow Bay Building—16 East 3rd Street:** The Willow Bay Building is an important anchor on 3rd Street with a theater and office space. The ground floor uses could be reinvigorated with a visitor's center or other retail use that is publicly accessible. (DRI)
- **Shawbucks—212 West 2nd Street:** Renovation and re-positioning of the Shawbucks building could more closely integrate it with neighboring attractions and potential customers at the National Comedy Center and Arena. (DRI)
- **Development Site—300 Main Street:** There is an opportunity for a consolidated development site at the prominent corner of Main Street and 3rd Street. The existing building is not a contributing structure to the historic district. New development could provide a mix of uses, including an active first floor use and housing above. (AECOM)
- **8 East 2nd Street:** This is a small, two-story historic structure along the 2nd Street corridor, adjacent to the landmark building at the corner of Main Street and 2nd Street. It could be renovated for housing, office, or other uses suitable to the small floorplates of the building.

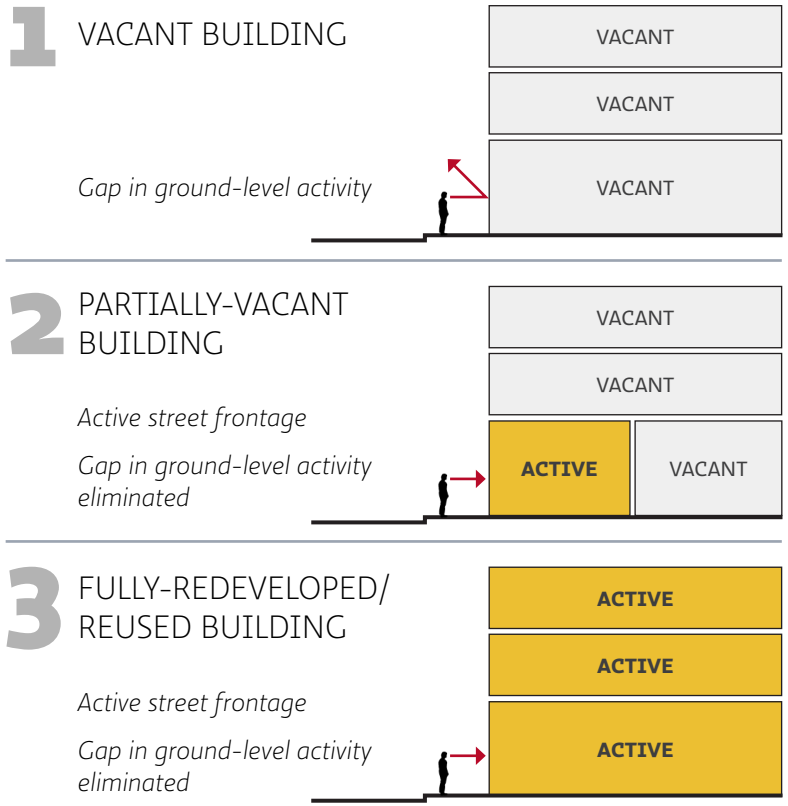
The DRI also included a number of development ideas that could be pursued in a variety of locations, including:

- Develop a Food Hub and Destination Public Market—acquire property and relocate the Jamestown Public Market to expand permanent operations.
- Downtown Student Housing Development—acquire property for a student housing development in downtown.

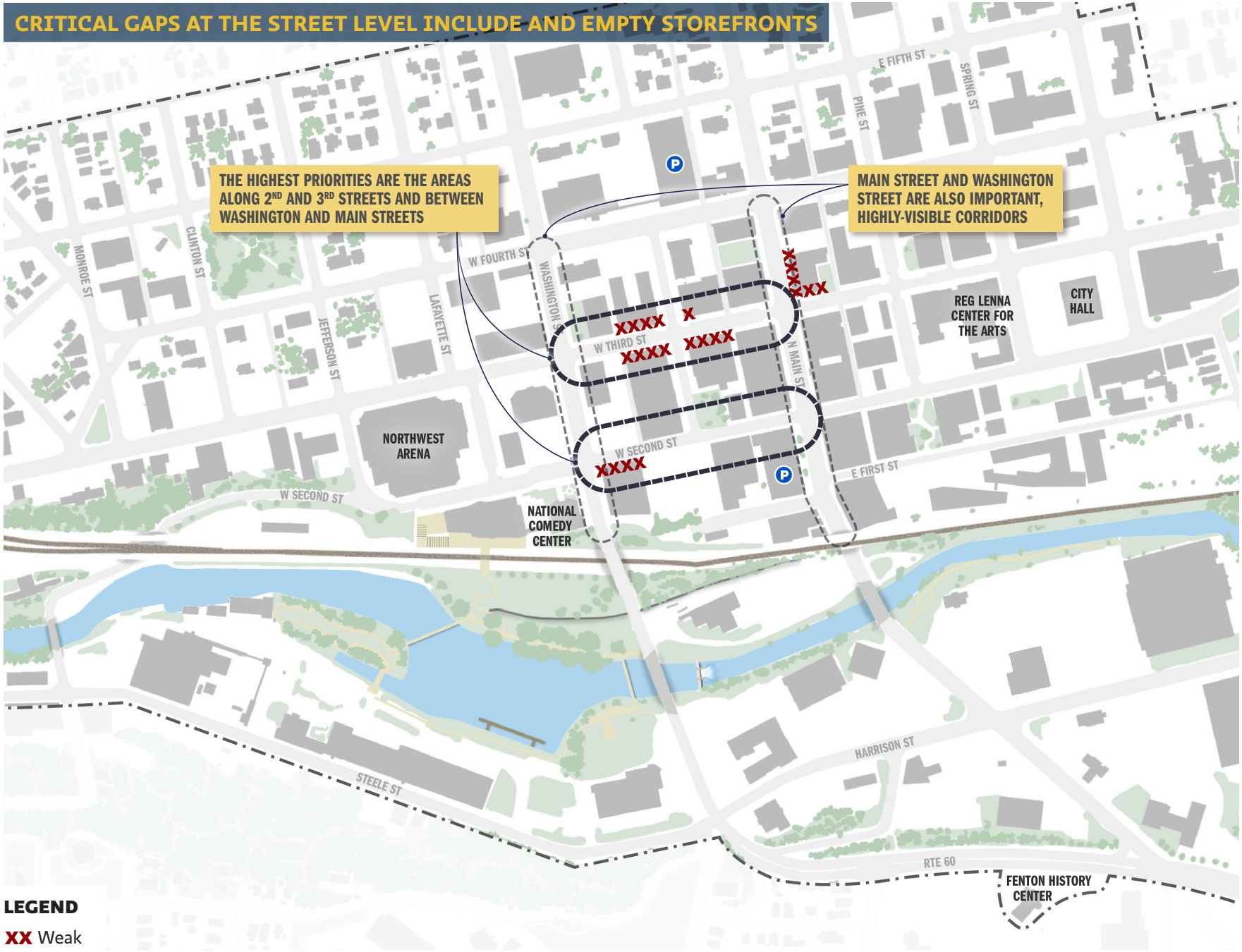
Street-Level Renovations in Priority Locations

Active and attractive street-level uses define a "downtown experience." The principal streets of vibrant downtowns are lined by businesses that attract and engage the public. Where there are significant gaps or vacancies at the street level, or where street frontages in prominent areas are occupied by uses that attract little foot traffic, the experience of downtown is diminished. There are currently several

PHASED RENOVATION OF HIGH PRIORITY STREET FRONTAGES



CRITICAL GAPS AT THE STREET LEVEL INCLUDE AND EMPTY STOREFRONTS



LEGEND

XX Weak













Local entrepreneurship and arts-related initiatives in downtown Jamestown provide a model for future redevelopment that contributes to a more walkable and connected downtown by reusing vacant and underutilized buildings and filling gaps in street-level activities. From left, these include: Biodome Project, Sprinkle Cone, Crown Street Coffee Roasters, Tarmac Cafe at the Pearl City Arts Center, Winter Garden Plaza, Jamestown Skate Products, and the Spire Theater.

gaps in activity on prominent downtown streets in Jamestown. Some of these are in larger vacant or underutilized buildings. **While it may not be immediately possible to fully renovate an entire building, targeted strategies to reoccupy prominent ground floor spaces on a temporary or permanent basis can be immensely beneficial to the overall downtown experience.**

The highest priority and most visible examples of street-level gaps are along Second and Third Streets from Washington Street to Main Street, as shown in the diagram on page 45. These streets are the primary walking routes across downtown and from public parking ramps to major destinations like the Reg Lenna Center for the Arts, National Comedy Center, and Northwest Arena, so the gaps in activity at the street level in these areas affect the largest number of visitors and residents. Main Street and Washington Street are also highly visible corridors and connections to the riverfront. Enlivening these streets will have the greatest effect on improving the image of downtown.

In other communities facing similar issues, city government and downtown organizations have worked collaboratively with downtown property owners on strategies that invest in making target storefronts ready for a wide array of potential tenants and that provide flexible, lower-cost start-up environments for new businesses. Strategies to consider to fill storefront gaps, in addition to comprehensive building redevelopment, include:

- **Targeted investments in first floor retail spaces to bring them up to code-compliant, renovated space standards.** Once renovated, these spaces are ready for tenanting with minimal build-out expenses, significantly reducing the start-up costs and time for a new tenant to take over a vacant storefront. Start-up costs and time are significant factors for property owners trying to make spaces available to suitable tenants.
- **A pop-up program to create short-term, temporary leasing opportunities for businesses, art installations, or events.** Pop-up programs can provide an opportunity to test business concepts, build a market, or meet seasonal demand. The successful Jamestown Public Market, discussed in greater detail on page 62, provides an example of pop-up style retail.
- **A retail incubator or master lease agreements that allow for long-term stewardship and oversight of a space by the master leasee.** The retail incubator provides important business support services to fledgling businesses. The master lease concept allows the lessee to control tenant mix and lease terms while providing a predictable revenue for landlords.
- **Arts-related initiatives to beautify storefronts, alleys, and other street-level spaces and reduce the visual impact of vacancy.** Creative interventions can help create more attractive spaces in downtown. Strategies like murals or lighting can beautify streets and the upper floors of buildings.

Ensuring Safe, Passable Sidewalks and Streets

Safe and clean streets and sidewalks are an essential ingredient of any successful downtown. Through the efforts of the City and JRC, downtown Jamestown's streets, sidewalks, and public spaces are generally well-maintained. Downtown businesses and property owners also play a significant role in ensuring appropriate levels of maintenance, including responsibility for maintaining attractive storefronts, clean windows, seasonal removal of snow and ice, and timely trash removal. This partnership between all downtown stakeholders is essential to achieving an optimal level of maintenance and overcoming some persistent challenges. Key issues that must continue to be an important focus going forward include:

- Ensure wintertime snow and ice removal through a combination of consistent plowing, shoveling, and salting.
- Continue to pursue a coordinated policy for trash removal.
- Continue efforts to improve wayfinding throughout the downtown core, particularly to parking ramps and parking lots, so that pedestrians and visitors can easily navigate to their destinations on foot.
- Monitor long-term parking supply and demand as new uses come online to ensure adequate supply and smart management of parking resources that encourages downtown visitors to park once and walk within the downtown area.



Businesses like Labyrinth Press Company take an active role in snow removal to ensure their sidewalk is safe and passable. The Reg Lenna has incorporated heated sidewalks into its renovation for the same reason. JRC could convene key downtown stakeholders through the Attractor's Group to continue to work on ensuring safe and clean sidewalks and streets throughout downtown.

3 RECOGNIZE THE POTENTIAL OF AN EMERGING HEALTH AND WELLNESS DISTRICT AS A VITAL NEW COMPONENT OF THE DOWNTOWN LANDSCAPE AND DOWNTOWN'S NEWEST NEIGHBORHOOD

Nationally, medical campuses and the areas around them are increasingly significant anchors of local economies. Closer to Jamestown, the Buffalo-Niagara Medical Center has modeled how investing in community development and neighborhood infrastructure can drive future growth for the medical center and for surrounding areas. By functioning as a district, with interlinked uses and physical connections, the medical area becomes a stronger economic engine.

Jamestown has the opportunity to build such an economic anchor district. The area around UPMC Chautauqua Hospital is a regional destination for health care and other community-serving uses and is one of the most significant employment centers in Chautauqua County. The relocation and expansion of a federally-qualified health center—the Chautauqua Center— to a new building that is currently under construction on Institute Street will further concentrate health and wellness uses in the area.

Yet while there is a critical mass of health care and community-serving uses, including medical offices, the Boys and Girls Club of Jamestown, and Cancer Care of Western New York in the area around the hospital, the larger area's streetscape reflect its legacy as an industrial district that had little synergy or functional connection between uses.

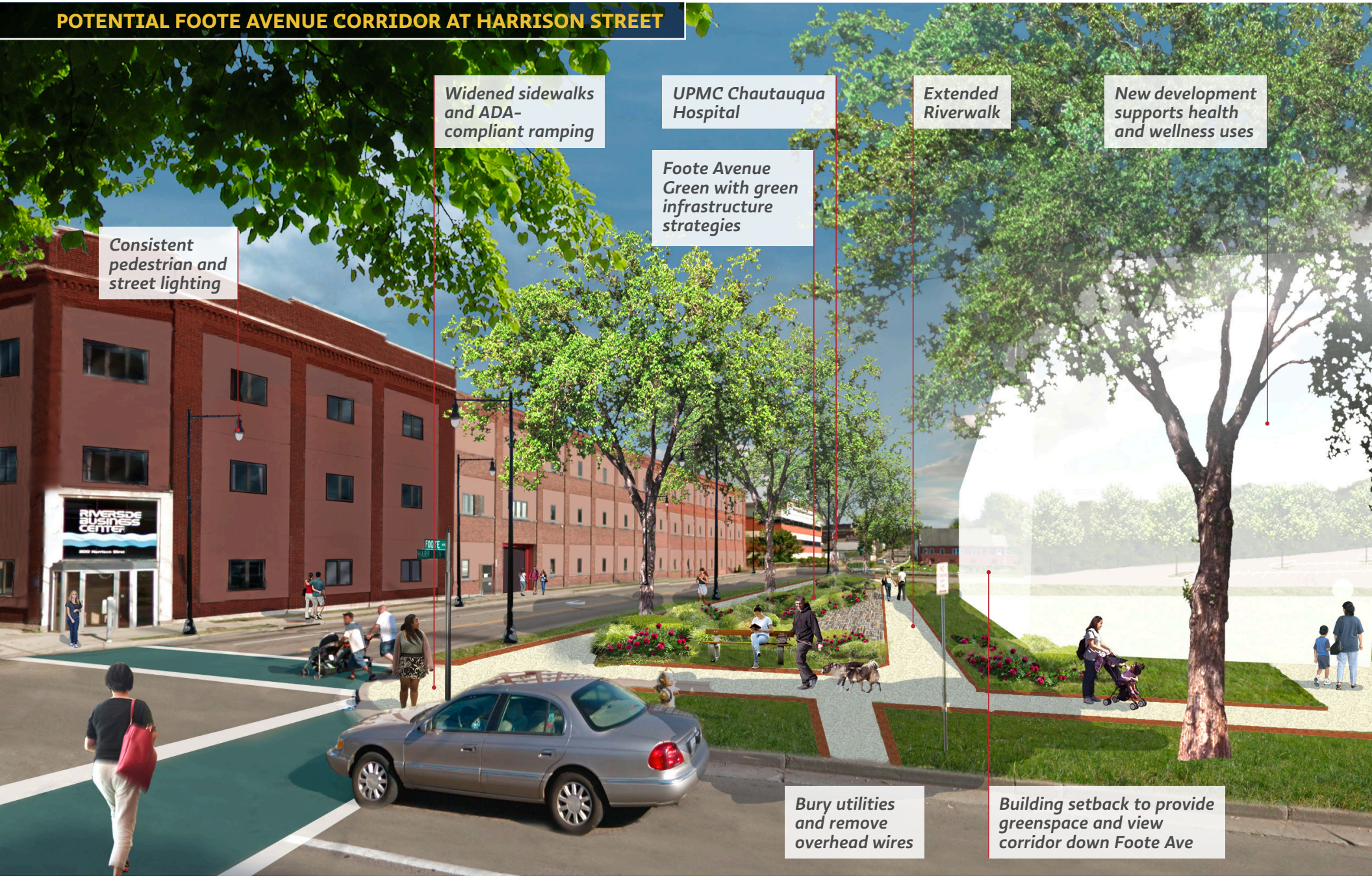
Achieving a full health and wellness district and vital economic engine for downtown will involve two interrelated strategies:

- **Enhance streetscape to improve the pedestrian environment, to provide a more attractive and appropriate setting, and** to connect the district to the riverfront and to the greater downtown.
- **Attract new uses and ancillary development** that strengthens the area into a cohesive sub-district of downtown.

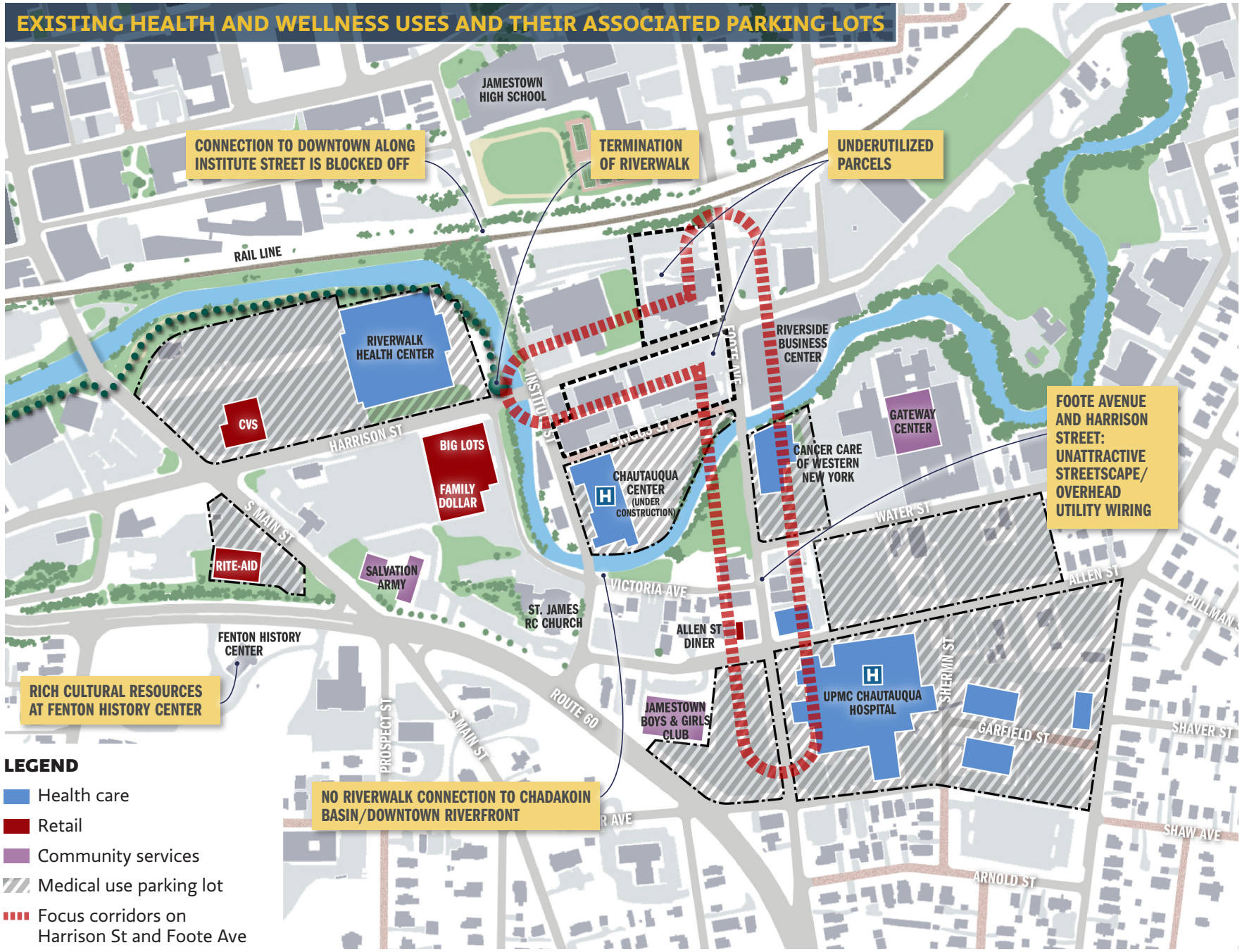


The current mix of uses requires a much more attractive physical environment to remain competitive as a health care hub and to provide easy pedestrian access between many inter-related uses.

POTENTIAL FOOTE AVENUE CORRIDOR AT HARRISON STREET



EXISTING HEALTH AND WELLNESS USES AND THEIR ASSOCIATED PARKING LOTS







Today, the streetscapes along Foote Avenue, Harrison Street, and other streets lack the amenities that characterize successful health care districts.

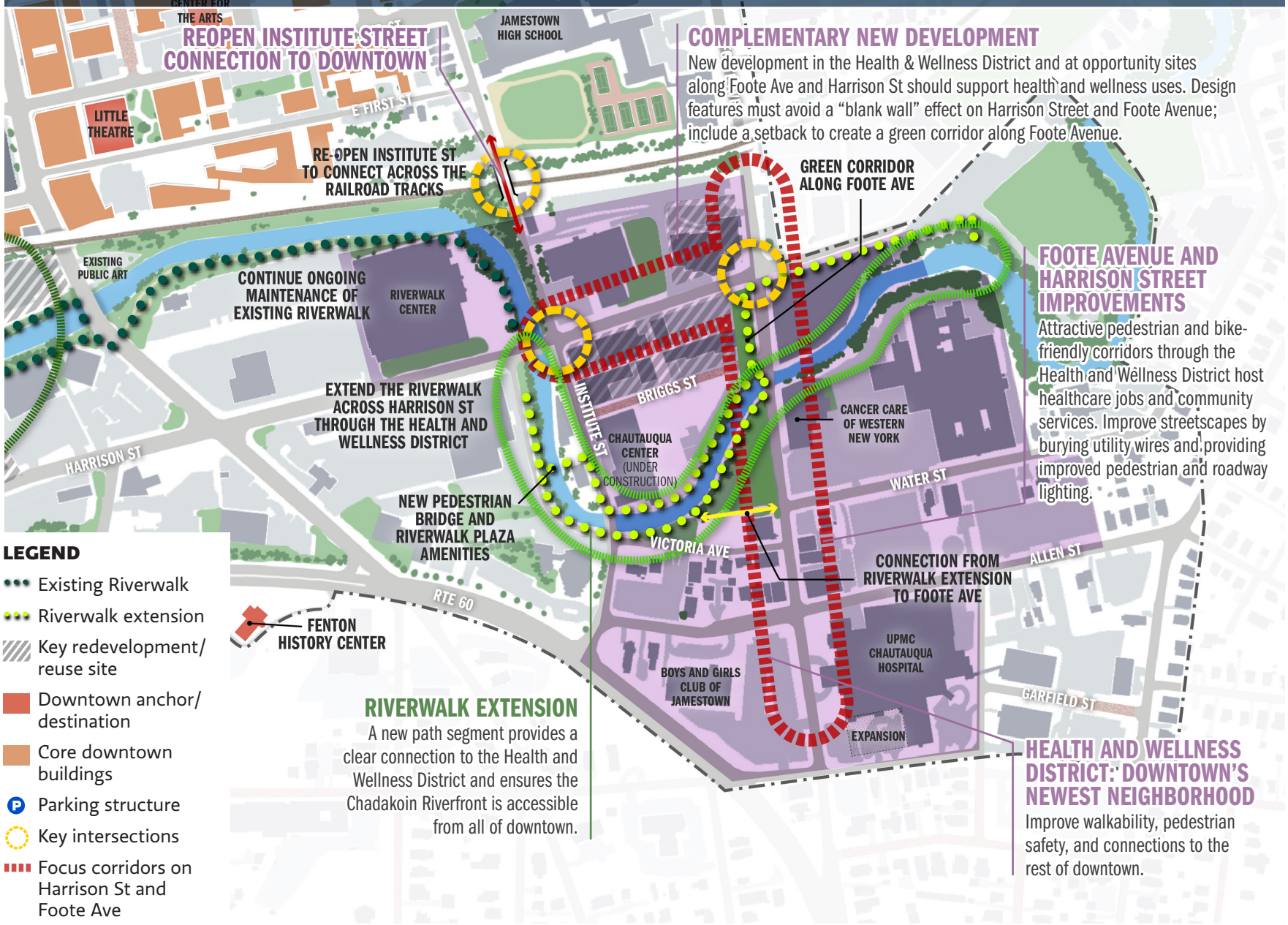


Major health care uses are concentrated along Foote Avenue including Cancer Care of Western New York, UMPC Hospital, and doctors' offices.



The Chadakoin River runs through the Health & Wellness District, here near the site of the future Chautauqua Center.

ILLUSTRATIVE PLAN OF FUTURE HEALTH AND WELLNESS DISTRICT WITH UPGRADED INFRASTRUCTURE, IMPROVED PEDESTRIAN ENVIRONMENT, AND NEW DEVELOPMENT



Improve the District's Pedestrian Environment

Transform the Harrison Stree and Foote Avenue Corridors

Harrison Street and Foote Avenue are the two most important and prominent corridors in the Health and Wellness District but despite their significance have worse streetscape and pedestrian facilities than other downtown streets. Major streetscape improvements along these two corridors could be achieved by burying utility wires, providing pedestrian and roadway lighting, and ensuring ADA-compliant sidewalk widths and curb ramps. These improvements and infrastructure upgrades should accompany redevelopment along these two corridors to ensure that new buildings and uses are integrated into a well-connected, attractive district. Particularly in this area, planning for utilities should be accounted for as part of site plan review and grant applications for infrastructure.

Secondary interventions may create more attractive pedestrian amenities and bike-friendly corridors, such as by providing a direct pedestrian connection from Foote Avenue to the extension of the Riverwalk through the area. These changes will all help implement Jamestown's complete streets policy.

Extend the Riverwalk to reach the district and provide greenspace in new development

Install a new Riverwalk segment between Harrison Street and Foote Avenue, with longer-term extension possible along Harrison Street. This extension of the Riverwalk would provide a clear connection to the district from the downtown core and ensure that the riverfront is accessible from all of downtown. An extended Riverwalk will also serve area employees, patients, and patrons of the Boys and Girls Club of Jamestown, supporting community health and recreation activities. An amenity in its own right, new Riverwalk can also help attract reinvestment in neighboring properties in the Health and Wellness District, particularly of complementary uses. There are opportunities to install pedestrian bridges that connect to the north bank of river, including to destinations like the Chautauqua Center, as part of the Riverwalk extension. New amenities and plaza spaces alongside the Riverwalk may also help improve the experience.



Improve walkability, pedestrian safety, and connections to the rest of downtown

The most important action to ensuring a cohesive Health and Wellness District is making it more appealing to walk in the area. A better pedestrian environment will provide clear connections throughout the district as well as to the riverfront and core of downtown. The lack of an attractive pedestrian environment cuts the Health and Wellness District off from the larger downtown and makes it harder for hospital employees to access downtown's amenities and services, whether at lunchtime or after work. The disconnect weakens both the hospital area and downtown.

All new development in the Health and Wellness District should provide for clear pedestrian connections, incorporating new sidewalks and curb ramps as part of construction. New streetscape improvements should be installed on any street where redevelopment occurs, including sidewalks, curb ramps, and street trees. The City of Jamestown should continue to implement their complete streets policy, with the Health and Wellness District as a focus area for improvements.

In the long-term, the City should work to reestablish an accessible pedestrian connection along Institute Street, linking the core of downtown to the Health and Wellness District. Whether it is students at Jamestown High School participating in a school program to shadow health care jobs or residents walking to a medical appointment or work, reconnecting Institute Street is an important step to reintegrating the area into the greater downtown and providing access to the Riverwalk from the east end of downtown. Options to be considered include either a bridge over the rail line or a reopened tunnel below the tracks.

These strategies build on the recommendations in the 2014 Chadakoin River Central-Eastern Brownfield Opportunity Area Nomination Study and 2014 Local Waterfront Revitalization Plan for the area. Both of these plans should be consulted for detailed environmental analysis and recommendations.





Institute Street is closed as a dead end from the core of downtown and in the Health & Wellness District at the railroad tracks.

Attract New Uses That Will Strengthen the District

Ensure compatible new development in the district

New development in the Health and Wellness District and at opportunity sites along Foote Avenue and Harrison Street should support health and wellness uses by providing retail and services patronized by patients and employees. It should also grow this regionally significant employment center with other health and wellness uses that can take advantage of the close connections and synergies in the area. Zoning changes may be needed to ensure future uses are compatible with the district and help grow its overall economic impact.

Improve the visual attractiveness of the district through new development

New development on Harrison Street and Foote Avenue should include design features like windows, entrances, varied materials, and decorative elements along the sides of the building to avoid creating a "blank wall" effect along these key corridors. On Foote Avenue, new development should be set back from the street to create a green corridor between the new building and the sidewalk. Further increasing green space in the area through setbacks of new development, landscaping, and public spaces is a priority to beautify the district.

Encourage low-impact development and green infrastructure techniques as part of redevelopment

The Health and Wellness District is part of the riverfront, so green infrastructure techniques that create a more attractive environment and improve water quality are particularly appropriate. Strategies may include native plantings, permeable pavement, stormwater capture, and others. Green infrastructure strategies can also be a part of streetscape improvements throughout the district.



The Chadakoin River runs through the Health and Wellness District. Extending the Riverwalk and creating more riverfront park space should be a part of any new development in the area.



This streetscape project in Springville, NY, incorporated green infrastructure, including permeable pavers, as part a of project that relocated utilities to provide buffer space to the sidewalk and installed landscaping.

4 EXPAND ON THE PROGRAMS AND EVENTS THAT DRAW OUR COMMUNITY DOWNTOWN—INCLUDING FUN, FREE, AND FAMILY ACTIVITIES THAT APPEAL TO RESIDENTS, DOWNTOWN WORKERS, AND VISITORS.

One of the great successes of downtown revitalization in Jamestown over the last decade is how many public spaces, performance venues, and attractions have been created along the riverfront and throughout downtown. Now these spaces are ready for additional programming and events that serve local residents, downtown workers, and visitors. Events and programming draw the community together, provide entertainment, and support local businesses by drawing an influx of potential customers. Other benefits include the following:

- Signature events and celebrations like the Christmas Parade are a regional draw to downtown public spaces and strengthen downtown as a destination for residents of greater Chautauqua County.
- Programming and events help drive repeat visits to downtown, helping strengthen downtown's appeal to neighborhoods across the city. Free and family-oriented events are particularly important to ensure everyone can enjoy downtown Jamestown's success.
- Events and programming are an important strategy to welcome and engage all parts of the community—including Jamestown's growing Puerto Rican community.

In order to take advantage of the economic development and community benefits that programming and events can offer, Jamestown should pursue the following strategies:

- **Develop a full-season calendar of events that is coordinated with major venues such as the Northwest Arena, National Comedy Center, Reg Lenna Center for the Arts, and others.** Many of these cultural attractions already undertake significant programming efforts. The State of NY's Downtown Revitalization Initiative (DRI) included a significant award of $600,000 to coordinate and supplement these existing efforts as part of a fund for all-season downtown programming. One of the goals of the DRI funding is to attract an influx of patrons to downtown businesses in the shoulder seasons when tourist visitation begins to wane. Help downtown businesses strategize how to be a part of ensuring downtown is open and active for events.
- **Take advantage of unique opportunities to host events on the riverfront and attract new users to new riverfront spaces.** Most current events are hosted in downtown spaces, but new riverfront spaces and parkland offer new opportunities for events. Outdoor music and performances, exercise classes, and guided walks all would help draw more residents to take advantage of new riverfront places. A kayak tour of the route from the outlet to the Chadakoin Basin could help introduce new kayakers to access points along the riverfront as well as offer a less-intimidating, guided way to learn to navigate the route. Kayak tours or fishing could become a recurring meet-up and social event. Events also offer an opportunity to publicize available parking and access routes to riverfront spaces while developing agreements for additional riverfront parking.













Left, top to bottom: Block parties at the 2nd Street Piazza, the Reg Lenna on 3rd Street, and the Cruise-In show how successful events draw people downtown. JRC and the City should work to simplify event hosting and street closures for events in downtown. Family activities, including a children's fun run and collaborations with the Jamestown Public Library to host story time during the Farmer's Market help make downtown attractive to a broader range of residents in the region. The Downtown Ambassadors and Attractors Group will be important to coordinating downtown programming and magnifying the impact of events.

- **Warm weather offers opportunities to activate new public spaces whereas cold weather requires programming indoor and outdoor spaces.** While most outdoor programming and events are best suited to times when the weather is warmer, cold weather events are also worthy of consideration. Potential cold-weather ideas include expanding the Jamestown Public Market to an indoor location in winter months or snowmen contests that take advantage of cold weather opportunities.
- **Pursue opportunities for unique high-impact and low cost events.** Among the many creative ideas suggested by residents during this planning process was to host a community dance party in one of the downtown parking structures. JRC and the City of Jamestown should work collaboratively to coordinate the process of obtaining permits—including street closures for events—and to develop a reputation as a resource for how to make an event happen. Coordinating event management, including permits and access, will be especially important for new riverfront spaces.
- **Deliberately target low-cost, high-fun, family-friendly activities to serve the broader Jamestown region.** The recent Reg Lenna Center for the Arts programming strategy, which focuses on lower-cost tickets for family audiences, has been a success and helped create repeat visitation to the Reg, benefiting other downtown businesses.

Excursion Train & Regional Tourism

The City of Jamestown is working to attract excursion train service into Jamestown as part of regional initiative with Chautauqua, Cattaraugus, Steuben, Allegany, Erie, and Niagara Counties. A successful excursion train connection would link Jamestown and Chautauqua County with the Buffalo, Niagara Falls, and Toronto, Ontario markets, generating substantial tourism activity and investment for communities along the rail corridor. In addition to the excursion train, Jamestown should continue to support efforts to include downtown Jamestown as part of regional tourism and visitor packages. Reuse of the old engine house as a Railroad Museum could serve as a complementary visitor attraction.



The Second Street Piazza, in front of the National Comedy Center—partially housed in the restored train station—is another potential location for events and programming.



A costume contest kayak parade is an example of a potential riverfront celebration that can engage participants and spectators.



The patio area of the National Comedy Center and Comedy Park are new riverfront spaces that can be programmed to serve as a community and visitor destination.



Collaboration between the Reg Lenna Center for the Arts, the National Comedy Center, and other venues can be modeled on the collaboration of Lucy Fest.



The Riverwalk areas near the Chadakoin Basin may be an appropriate site for programming, including performances or other events.

Jamestown Public Market

The Jamestown Public Market is an example of successful implementation of many of the strategies identified in this plan—and also an opportunity to expand them further. The market provides needed retail and services in downtown as a source of food and groceries. For the 2018 season, the market regularly hosted 14 vendors, with up to 20 in some weeks. The market is curated to have majority food vendors, but also includes made-by-hand crafts, leather goods, a photographer, cleaning products, and prepared foods. Market managers report that there is spillover shopping activity from the market, particularly to the coffee shop on Third Street. Moving the market to a more prominent and visible location, near other downtown destinations, may help the market continue to expand.

Regular, free, and family-oriented programming at each market has made it a regional destination. Events over the 2018 season included live entertainment, a community art project lead by the YWCA, Legos, petting zoos, ASPCA adoption events, and a Children's 1k race among others. Educational activities at the market have been particularly successful, with over 200 kids enrolled in the Jamestown Market Sprouts Club. Kids who complete the weekly activities through the program receive a $2 voucher for fruits and veggies at the market—over $614 has been earned and then used to purchase produce at the market through the program.

The Public Market also provides a framework for events and pop-up retail that expand the sense of what is possible downtown, including the Market to Table dinner. Careful curation of the retail experience by JRC staff continues to be crucial to its success.





IMPLEMENTATION

Next Steps

Following the completion of the first Jamestown Urban Design Plan in 2006, and its adoption by the City Council and Planning Commission, the Jamestown Renaissance Corporation was established with the goal of advancing the ideas developed within the plan. When the American Planning Association honored the Urban Design Plan with it 2018 National Planning Achievement Award for Implementation, it recognized the community's success in translating plans into results that make a difference in people's lives. Jamestown has also demonstrated its ability to make effective use of state funds and other public resources to leverage foundation and private-sector funding.

The Jamestown Renaissance Corporation, the City of Jamestown, and their foundation and community partners will again play leading roles in taking the next steps in advancing Urban Design Plan 2.0. As with the first Urban Design Plan, the first step will be to seek review and adoption of the plan by City Council and the Planning Commission. The following is an outline of key next steps and actions required to move the plan forward. Following formal adoption of the plan, the Jamestown Renaissance Corporation, the City of Jamestown and their partners will develop a comprehensive workplan to move plan initiatives forward. Potential actions include the following:

Near-Term (1-2 years)

- Present the Urban Design Plan to the Jamestown Planning Commission and City Council at their scheduled meetings.
- With the City of Jamestown, submit the Urban Design Plan for formal adoption by the Jamestown Planning Commission and City Council and complete the NY SEQR process.
- Continue convening the Downtown Attractors group and use the group as a platform to advance common downtown goals, including a coordinated calendar of downtown programming and events for 2019. Develop a platform for communicating with downtown businesses so they can be prepared for events and other opportunities.
- Continue efforts to support reuse and renovation of downtown buildings, including securing grant and gap funding.
- Initiate preliminary discussions with the County and NYDOT related to the Washington Street Corridor Gateway Streetscape Initiative.
- Continue efforts to advance the excursion train concept as part of a greater regional initiative.
- Secure funding for Riverwalk Extension and a pedestrian bridge connecting to the Chautauqua Center (grant submitted Summer 2018).
- Secure funding to support acquisition of the Chautauqua Brick property (grant submitted Summer 2018).
- Review current zoning for the Foote Avenue Corridor to evaluate appropriateness of allowable future uses and revise zoning where appropriate.
- Compile a Downtown Housing Profile, with current housing inventory, cost, and amenities.

Mid-Term (3-5 years)

- Advance a riverbed study for the area between the Chadakoin Basin and McCrea Park to assess barriers to navigation and actions needed to allow boat traffic to access downtown.
- Continue efforts to add further amenities to the Chadakoin Basin waterfront area.
- Develop parking, parkspace, and complementary uses on parcels adjacent to the Chadakoin Basin.
- Continue to support reuse and renovation of downtown buildings, including securing grant and gap funding.
- Secure funds to support design and construction of the Washington Street Corridor Gateway Streetscape Initiative.
- Develop a strategy to advance the Foote Avenue and Harrison Street Corridor Streetscape Initiative.
- Commission a study to re-connect Institute Street from the core of downtown to the Health and Wellness District.
- Incorporate complementary development on underutilized parcels within the Health and Wellness District.



The implementation of the Riverwalk in segments and phases is a model of how implementation might proceed on many initiatives.

Long-Term (6-10 years)

- Continue efforts to support reuse and renovation of downtown buildings, including securing grant and gap funding.
- Secure funds to advance design and construction of the Foote Avenue and Harrison Street Corridor Streetscape Initiative.
- Implement excursion train concept with state and regional partners.
- Implement recommendations of the riverbed study to facilitate boat access to the downtown riverfront and allow creation of boat docking facilities at the Chadakoin Basin.

Many members of our Jamestown community contributed significant time and effort to creating this Urban Design Plan. Our efforts directly shaped this vision for how downtown can evolve and continue to build greater economic vitality for the community and the region. The Plan is a flexible guide that sets out important priorities and goals for downtown and for redevelopment. Future projects and implementation steps may evolve to meet new needs and opportunities but will address the intent of the Urban Design Plan and help advance its core themes. As Jamestown reflects on all of its accomplishments over the last ten years, we look forward to continued success!