JAMESTOWN URBAN DESIGN PLAN

VOLUME I—SHAPING OUR DOWNTOWN'S FUTURE



GOODY CLANCY
ARCHITECTURE
PLANNING
PRESERVATION

PREPARED FOR THE CITY OF
JAMESTOWN, NEW YORK

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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 what downtown can become and how it can build greater economic vitality for the community and the region.

JAMESTOWN URBAN DESIGN PLAN

SHAPING OUR DOWNTOWN'S FUTURE

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INTRODUCTION

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INTRODUCTION

OVERVIEW

This plan outlines a vision for renewing downtown Jamestown, identifies the actions needed to accomplish the vision, and defines the roles and responsibilities of the institutions and people who can make it happen. It grew out of an extraordinarily collaborative effort involving city government, business and community leaders, foundations, downtown businesses and city residents.

A strong and healthy downtown is increasingly recognized as a key contributor to community identity and economic success. Regions with strong and appealing urban centers can better attract private investment, encourage new businesses formation and support residential growth.

The vision outlined here paints a picture of what downtown Jamestown could be and what it must become if it is to serve as the economic, social and environmental catalyst that the region needs. The plan combines interrelated initiatives designed to be undertaken in phases over several years.

The challenges Jamestown faces in addressing downtown's significant problems have been extensively documented in prior planning efforts. As is the case in similar communities across the nation, its retail base has declined over three decades in the face of competition from regional malls and newer retail offerings. Yet, unlike many downtowns that are rebounding after years of decline, the continued economic weakness of the regional economy—reflected in a declining population and loss of manufacturing employment—poses special challenges.

These problems have received widespread attention, but downtown's notable successes and resiliency have received less public recognition. From the opening of the Reg Lenna Civic Center in 1990, to establishment of the Jamestown Savings Bank Ice Arena, downtown has incorporated new activities and uses. Other notable successes include the founding of the Robert Jackson Center, several ongoing efforts related to Lucille Ball, proposals to establish a Children's Museum, and the recently completed transformation of a former Ames store into the Riverwalk Medical Complex.

Reg Lenna Civic Center



In order to succeed, downtown must continue to be reshaped—in ways that reflect national trends favoring expansion of cultural, educational, recreational, entertainment, and residential uses and waterfront renewal—and to tap specific regional opportunities and growth trends associated with expanded tourism. Its success will also depend on continued strength as an office and employment center.



Robert Jackson Center



Jamestown Savings Bank Ice Arena



The Chadakoin River opens to a large and underutilized basin near the Board of Public Utilities facility. The basin offers substantial opportunities for waterfront recreation that can bring new life to the city's core.



'City Life' on Third Street has grown with numerous new programmed events by DJDC and the opening of a few new retail stores, yet the downtown retail base remains weak.



Moving beyond today's challenges and creating a critical mass of activities that reestablishes downtown as a vibrant urban center and a beacon for regional investment and economic growth will require robust efforts to advance three important and interrelated initiatives.

- **Tap the power of the river.** Transform the underutilized Chadakoin riverfront into a regional visitor destination and community resource, complementing the other tourism destinations around Lake Chautauqua.
- **Bring new life to the historic core.** Strengthen the downtown core by introducing new residential and commercial development, streetscape improvements and maintaining current programming.
- **Make design excellence a priority in new development.** Promote higher design standards for new development, ensuring that downtown initiatives will be compatible with Jamestown's character and architectural heritage and will complement each other.

Turning the vision described in this plan into a reality will require the financial support of committed partners at the state and federal levels to invest in the infrastructure and projects essential to creating an economically sustainable downtown for the region. But with this support, and with the full commitment of the diverse partners who came together to create the plan, Jamestown stands ready to capture the opportunity.

PLANNING PROCESS

The year-long planning process that produced the Urban Design Plan contained several phases:

- **Phase I: A week of intensive community dialogue and discussion launched the process.** The consultant team conducted an initial round of public meetings, open houses, downtown walks, and presentations to gain insight into community goals and concerns. This week-long event began with a presentation to City Council and meetings with an ad hoc steering committee. Individuals and small groups with an interest in downtown's future took parT in more than 50 initial informational interviews. Participants included elected leaders, residents—including young people—professional staff of city and regional agencies, foundation representatives, educators, businesses, developers, arts organizations, and others.
- **Phase II: The process moved into economic, market and site analysis and assessment**. Based on the initial community dialogue, the consultant team commenced a round of research that documented conditions and trends within the area, examining economics, markets, and physical environment. The team reviewed its initial findings with the Jamestown community in public meetings held in September 2005.
- **Phase III: The team conducted a riverfront assessment.** The team held a series of meeting—including a public forum in November 2005—that were structured to look at opportunities for using the riverfront as both community amenity and economic catalyst. Anne Breen—codirector of the Waterfront Center in Washington, DC, and an internationally recognized expert in waterfront renewal—demonstrated how communities like Jamestown have developed their own plans to enhance the waterfront.
- **Phase IV: The team worked with the public to draft and revise the urban design plan.** In three additional public meetings, participants reviewed the emerging plan, reviewed design options presented by the consultant team, and collaboratively decided how best to move forward. Built with the community, this plan reflects the broad public input that informed every stage of the process. Following completion of the draft plan, its recommendations were presented at a series of public events in June 2006, including a community meeting and presentations to the City Council, Planning Commission, foundations, the city's strategic planning committee, the BPU board, Rotary Club, and others.



To launch the process, the consultant team met with the City Council, conducted interviews, and held meetings over a two-day period to gain insight into community goals and concerns.



On downtown walks, the planning team gathered input from multiple participants and gained an understanding of how various aspects of the area work and contribute to its vitality.



The community learned about and helped refine the urban design analysis and design options in a series of open houses and workshops. Workshop topics included the waterfront, downtown, and transportation and pedestrian safety.



Widely distributed flyers publicized dates and agendas for key community events.

KEY FACTORS FOR DOWNTOWN'S ECONOMIC SUCCESS

The formula for downtown's economic success is simple: it must attract more people to live, work, and play downtown; and it must offer them a great experience in a lively, attractive, and cohesive urban environment. Every downtown initiative should contribute to accomplishing one or more key goals that will lead to success:

- ✔ **Draw more regional visitors and tourists downtown to experience the riverfront, cultural and educational attractions, restaurants, businesses and other amenities.**
- ✔ **Attract more people to live downtown—building an increased base of support for downtown businesses, restaurants, and other retail uses.**
- ✔ **Enhance downtown's identity as an appealing urban environment. The design of every individual element—from a sign to a large development or streetscape improvement—should contribute to this urban experience.**
- ✔ **Strengthen connections between each of the parts of the downtown to create a more cohesive place whose parts create a stronger and more unified whole.**
- ✔ **Reinvent the riverfront as a compelling public destination for residents and visitors alike—the hook that draws people downtown. Establish a well-connected riverfront as an integral part of the downtown experience.**

HOW TO USE THE PLAN DOCUMENTS

This plan is made up of two closely related documents. Although written for different audiences, they complement and reinforce each other.

Volume I, **The Urban Design Plan,** establishes the physical vision for downtown. It is intended to serve as a guide to help the City and residents think about and move forward on the intertwined issues of growth, redevelopment, and revitalization. A few points are key to understanding how the Urban Design Plan works:

- As projects are designed they may not look exactly like the images in the document, but they should address the intent of the plan. The sketches and descriptions here provide a broad sense of how particular projects will function within the larger downtown system and give a sense of their intended character.
- 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 document will be useful for discussions with funding agencies—from both the public and the private sectors—providing both a detailed statement of the community's vision, and laying out a practical set of steps for achieving that vision.

Volume II, **Jamestown Design Guidelines,** represents a more technical document. City departments will be able to use it in discussions with owners who anticipate changes in their properties. In such cases, the document will guide renovations and expansions in ways that contribute to making a more lively and appealing downtown. Similarly, city departments will be able to turn to the guidelines for direction in the design of public works projects, from repaving a street to redesigning sidewalks to improving traffic patterns.

JAMESTOWN TODAY

2

JAMESTOWN TODAY

REGIONAL ECONOMIC CONTEXT

With approximately 30,000 people, Jamestown is the largest population center in Chautauqua County, New York's western-most county. The County borders Lake Erie to the north, Cattaraugus County to the east, Warren County, Pennsylvania, to the south and Erie County, Pennsylvania, to the west.

Chautauqua County is one of three counties that make up New York state's Southern Tier West Region (the other counties are Cattaraugus and Allegany). As the data in this section demonstrate, the Southern Tier West Region's economy has consistently underperformed when compared to New York and the nation.

A downtown development strategy must take into account the regional economy. Successful development strategies respond to economic realities in order to create realistic expectations and early results. The economic and market assessment described here represents a summary overview of the analysis undertaken by the planning team's economic consultant, ZHA. The complete document, which serves as an underpinning for the Jamestown urban design plan, is available separately.

Population Comparisons, 1990–2005

	1990	2000	2005	1990–2000		2000–2005	
Jamestown	34,689	31,730	30,261	(2,959)	-9%	(1,469)	-5%
Allegany County	50,470	49k,927	50,801	(543)	-1%	874	2%
Cattaraugus County	84,234	83,955	83,266	(279)	0%	(689)	-1%
Chautauqua County	141,845	139,750	136,803	(2,095)	-1%	(2,947)	-2%
Southern Tier West Region	276,549	273,632	270,870	(2,917)	-1%	(2,762)	-1%
New York State	17,990,405	18,976,457	19,282,162	9876,052	5%	305,705	2%
United States	248,709,873	281,421,906	295,140,073	32,712,033	13%	13,718,167	5%

sources: Claritas and ZHA, Inc

Downtown Jamestown's development strategy must respond to regional economic conditions:

- **The regional economy is in distress.**
  As documented in a number of publications, the Southern Tier West Region's poor economic performance reflects the slow transformation from an economy based on manufacturing to one based on service provision.

  An underperforming regional economy creates challenges for downtown revitalization. Rather than devising strategies for capturing a share of regional growth in order to benefit from it, economic developers in a distressed economy must look in two seemingly opposing directions:
  > within the regional economy, to determine whether underserved niches exist that a downtown might effectively serve; or
  > well outside the regional economy, to identify economic opportunities that have not yet manifested themselves locally but which can be seen as logical extensions or expansions of existing activities.

- **Tourism is a powerful regional industry.**
  Overall, tourism contributed more than $39 billion to New York state's economy in 2000, and cultural and heritage organizations were major contributors to that figure.

  Tourism is a major economic driver for Chautauqua County, generating net new tax revenue, sustaining the second-home property market, and supporting a large proportion of area employment. According to the Chautauqua County Visitors Bureau, the county's tourism industry employed 6,187 persons in 2001. From 1998 to 2001, the county's tourism sector payroll increased from $62,458,081 to $67,114,048.

Jamestown's tourism employment grew at twice the rate of its total employment from 1964 to 2001. Nationwide, the tourism industry employed about 4% of private-sector workers. By comparison, with its proximity to the Chautauqua Institution, Jamestown's tourism employment represented 5.8% of total private-sector employment.

Despite the presence of a number of attractions in and around Jamestown, downtown does not appear to be seen as an integral part of the recreation visitor's vacation itinerary—either for summer lakeside or for winter skiing activities. Downtown can benefit from initiatives that penetrate this lucrative market.

- **Its size and location situate Jamestown well to capitalize on near-term market opportunities.** With healthy highway connections to the rest of Chautauqua County, the City of Jamestown and its downtown sit at the heart of the Southern Tier West Region. Strong psychological ties to the downtown as the "center" of culture and business remain among regional residents, making downtown a logical location for regional attractions. Chautauqua Lake, the region's premiere tourist destination, can be reached easily from downtown by car or by the Chadakoin River. Nearly the entire lake lies within a 45-minute drive of Jamestown. The downtown's central location and proximity to existing tourist destinations make it a logical location for a tourist attraction.

Jamestown Attractions and Visitor Totals

ATTRACTION	ANNUAL ATTENDANCE
Jamestown Savings Bank Ice Arena	400,000
Fenton History Center—Museum & Library	21,755
Roger Tory Peterson Institute of Natural History	21,000
Lucy-Desi Museum	17,262
CCC Weeks Gallery	8,500
James Prendergast Library Association, Art Gallery	5,599

sources: Jamestown Savings Bank Ice Arena website; The Official Museum Directory, 2003; The Lucy-Desi Museum, Chautauqua County Visitors Bureau; jamestownvisitation/visitation

Median Household Income Comparisons, 1990–2005

	1990	2000	2005	1990–00	2000–05
Jamestown	$20,582	$25,977	$27,672	2.4%	1.3%
Allegany County	$24,171	$32,251	$36,160	2.9%	2.3%
Cattaraugus County	$23,435	$33,501	$38,043	3.6%	2.6%
Chautauqua County	$24,178	$33,524	$37,204	3.3%	2.1%
Southern Tier West Region	$23,943	$33,293	$37,273	3.4%	2.3%
New York State	$32,965	$43,689	$49,027	2.9%	2.3%
United States	$30,055	$42,307	$47,723	3.5%	2.4%

sources: Claritas and ZHA, Inc

MARKET ANALYSIS

Market analysis informs the planning process by identifying short-term development opportunities. This tool is typically employed by the private sector to test whether there is sufficient opportunity in a given trade area to warrant investment. The time horizon for a market analysis is relatively short—five to ten years.

The consultant team performed analyses of the retail, restaurant, and residential markets to determine the character and magnitude of short-term development opportunities. Downtown's competitive position with regard to a hotel, a tourist attraction, and office space is also discussed. The analyses yielded several conclusions:

- The market can support the development of 150 new housing units.
- The market may support storefront infill by specialty retailers, but it will likely not support new shopping-oriented retail development downtown without significant economic changes.
- While a slight opportunity may exist for another full-service restaurant, the relative strength of competitive locations and downtown's weak demographics make it unlikely that a chain restaurant franchise will enter the downtown market within the next five years.

- Downtown is a competitive location for a new limited-service hotel.
- The Brooklyn Square area of downtown is an excellent location for a regional attraction, particularly if the Chadakoin River evolves into a recreational amenity and the two are integrated.
- Downtown is a competitive location for regional office space.

Jamestown and the region



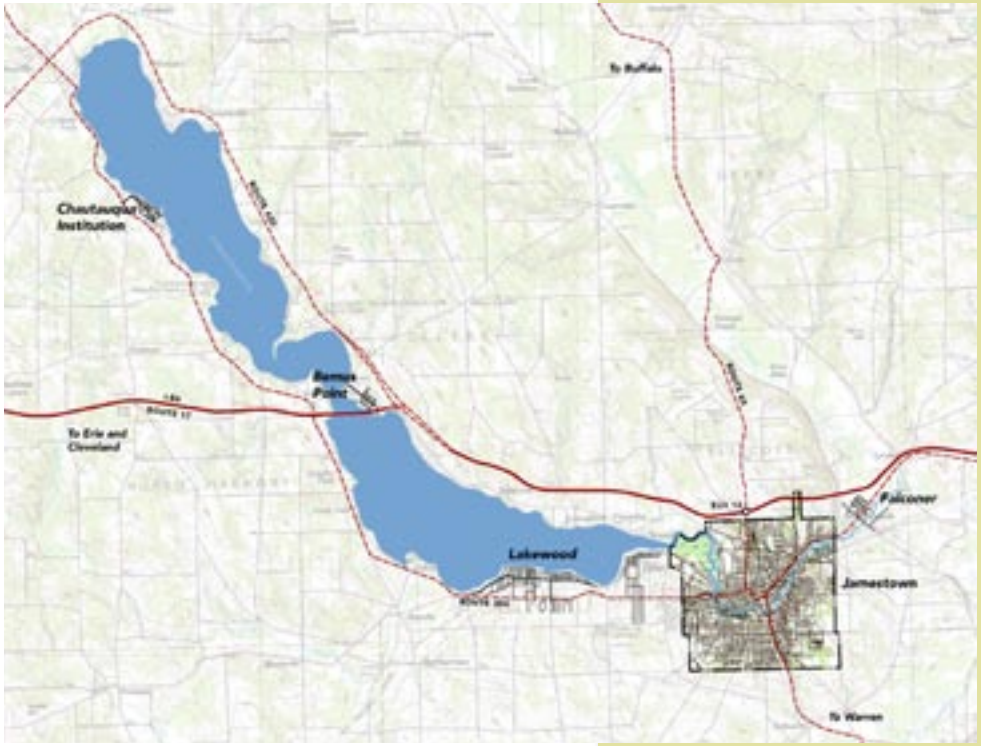
Chautauqua Institution: This summertime cultural destination draws visitors from across the country.



Chautauqua Lake draws seasonal tourists and redevelopment efforts should focus on ways to bring these tourists into downtown.



With active programming and accessible waterfront, Bemus Point is an example of how to create a waterfront destination. The urban design plan should find ways to activate the Jamestown riverfront with new programs and improved access.





Jamestown is the largest and most significant urban center in Chatauqua County. Its urbanity can be leveraged to attract new investment.



The Chadakoin River connects Jamestown to Chautauqua Lake. This connection could play a significant role in putting Jamestown "on the map" for regional residents and tourists.


1 study area
E Eighth St
ROBERT H. JACKSON CENTER
E Fifth St
Pine St
Spring St
N Main St
E Fourth St
HOLIDAY INN HOTEL
PRENDERGAST LIBRARY
Lafayette St
Washington St
Herron St
Clinton St
Monroe St
Fairmount Ave
LUCI–DESI MUSEUM
E Third St
REG LENNA CIVIC CENTER
CITY HALL
HIGH SCHOOL
Foote Ave
BEST WESTERN HOTEL
DOWNTOWN CORE
WEST END
E Second St
JAMESTOWN SAVINGS BANK ICE ARENA
LUCILLE BALL DESI THEATRE OF JAMESTOWN
THE ARTS CENTER/ DAVID POULIN
E First St
W Second St
FORMER TRAIN STATION
RIVERWALK MEDICAL CENTER
CHADAKOIN RIVER
BPU POWER PLANT
BROOKLYN SQUARE
Harmon St
Fluvia St
Rte 60
NORTH



Left, Main Street: Attractive older buildings provide the foundation for Jamestown's appeal. Below, the Lucy-Desi Museum is an important downtown attraction.





Government and nonprofit institutions are key sources of downtown employment.

URBAN DESIGN ANALYSIS

The city's downtown incorporates a rich mix of structures and public spaces that reflect Jamestown's evolution as a community. Every era of the city's development finds reflection in the civic, commercial, industrial, institutional, recreational, and residential buildings that form downtown's core and edges. Any successful vision for downtown must build on these and other strengths while addressing weakness that prevent the area from reaching its full potential.

STRENGTHS

Jamestown's strengths represent important building blocks for the plan. Any revitalization effort will need to incorporate ongoing and focused effort to preserve and enhance these strengths.

Attractive older buildings

- Attractive older commercial buildings form a physical testament to the different eras of Jamestown's development as a center of community life, commerce, industry, government and the arts.

Large downtown employment base

- Despite a decline in retail activity, Jamestown has retained much of its strength as an employment center for government, business and nonprofit enterprises.

Multiple arts and recreation facilities

- Downtown is home to numerous performance spaces and several active arts and cultural programs, including the Reg Lenna Civic Center, the Jamestown Savings Bank Ice Arena, the Lucille Ball Little Theatre, the Fenton Historic Society, the Robert H. Jackson Center, the Prendergast Library, the Arts Council for Chautauqua County and many more.

Broad commitment to downtown revitalization from all sectors

- Every sector of the Jamestown community has participated directly in the development of this plan and has made significant recent contributions to the downtown area.

Strong regional tourism market

- Chautauqua County's cultural and historical attractions—the lake, the Chautauqua Institution, Bemus Point—have built a strong tourism market. Jamestown's geography and potential attractions situate it ideally to take advantage of this market.

WEAKNESSES

These weaknesses represent near-term challenges to establishing a fully successful downtown, but, once addressed they can also point toward significant opportunities for shaping a vibrant center.

Underutilized and isolated riverfront

- The riverfront is an untapped resource. Downtowns across the country are using waterfront renewal as a catalyst for attracting residents regionally and drawing tourists. By contrast, the Chadakoin riverfront is inaccessible, unwelcoming, and underutilized.
- The river serves as a barrier rather than a connector between residential neighborhoods and downtown; it also acts as a barrier between the significant new activity in Brooklyn Square and downtown.
- The riverfont is not understood to be an extension of Chautauqua Lake into the city. Riverside pedestrian connections to the lake do not exist, and boat access is constrained by water depth. Kayaking and canoeing are possible, but such use is rare and has not been strongly promoted.
- Land uses along the riverfront represent a crazy quilt of industrial uses, abandoned rail yards, and other activities that cut the river off from the community, limit its attractiveness as an amenity, and undercut efforts to attract the private investment typical of successful riverfront revitalization efforts.

Uncompleted West End renewal effort

- The West End remains a work in progress and remains isolated from the rest of downtown and the riverfront. While the opening of the Jamestown Savings Bank Ice Arena represents a significant success story for the city, additional development is needed to finish the job by attracting more activity that then spills over into the rest of downtown. Redevelopment of the surface parking lot, and the railroad station represent critical steps to tapping the potential of this area.
- The West End is defined visually by the unsightly parking lot that degrades its identity and that of the downtown as a whole. A near-term solution is needed to this problem either through full development of the area or interim design improvements that transform the area's poor image.

Lack of vitality on Third and Main

- These key pedestrian thoroughfares define the identify of downtown. They lack a critical mass of activity, variety of uses, and concentration of activity that characterize the most successful main streets, morning, noon, and night; weekdays and weekends; in all seasons. Instead, Third and Main harbor many "dead" spaces, interspersed with areas of activity.
- Sidewalks, street trees, and street furniture vary in quality and character; some areas are very appealing, but the overall goal of creating an attractive district remains unfulfilled.

Underutilized buildings, especially along First and Second streets

- Isolated between the rail line and Third Street, these streets house a significant amount of underutilized office and industrial space.



Planned redevelopment of the former Erie Railroad station by DJDC can bring new life to the West End and reconnect downtown to the river.



A crazy quilt of industrial uses, abandoned rail yards, and other activities have cut off the Chadakoin riverfront from downtown.



Incompatible new development

- Downtown's attractiveness is diminished by some newer development, the design of which ignored Jamestown's character and architectural heritage.

Limited street-level visibility of downtown arts and cultural activities

- Downtown houses a very significant number of arts, cultural and entertainment facilities, yet little of this activity is evident on the street to the casual visitor. As a consequence, visitors may not feel encouraged to participate in the active arts and recreation activities downtown. In fact, they may not understand such opportunities exist at all.

Limited downtown housing

- Downtown includes only a small amount of housing, primarily subsidized units for seniors on fixed budgets. Nationally, market-rate residential development has been one of the most potent forces in bringing new life and spending power back to downtowns, supporting the success of stores, restaurants, and arts and recreation destinations. Empty nesters and young professionals represent groups that have been particularly attracted to downtown lifestyles.

Unattractive gateway areas

- First impressions matter. Several important arrival points—or gateways—into downtown don't represent Jamestown in the best light. Even modest improvements in these locations could meaningfully improve the overall identity of downtown.

Confusing downtown circulation patterns

- Vehicular circulation patterns makes it hard to get around downtown. Multiple one-way streets unnecessarily complicate movement, and key pedestrian crossings are hard to negotiate.

URBAN DESIGN PLAN

3

THE URBAN DESIGN PLAN

Making Jamestown the vibrant urban center of the region

By preserving the best from its past, addressing current challenges, and capturing emerging opportunities, downtown Jamestown can establish itself as a vibrant and attractive urban center for the region. The benefits of an attractive, vital, and physically cohesive downtown extend well beyond the boundaries of Jamestown itself, enhancing the attractiveness of the entire region as a center of business, tourism, and as a place to live.

No single action by itself can restore downtown's vitality. Such a transformation can only grow out of multiple coordinated activities over time, and only a combination of public- and private-sector investment can preserve downtown's strength as an employment center, while enhancing its appeal to regional residents and visitors.

This change will not occur overnight, but in phases over several years. This plan provides a guiding framework that will ensure that individual initiatives advanced by public, private and nonprofit entities complement each other and reflect an overarching vision for downtown's future. Significant near-term actions—and investment—will be needed to build on the recent community successes that have stemmed disinvestment and decline.

This plan embodies a vision of a downtown that is the region's great urban setting—a place to live, work, and play. It rests on three fundamental initiatives:

1 **Transform the Chadakoin riverfront into a regional waterfront destination** by developing new public open spaces on the river's banks; introducing water-related activities and events; creating a destination-tourism attraction; building enhanced public access and new connections to the lake; and encouraging residential development.

2 **Strengthen the downtown core through a combination of new development, streetscape improvements and programming.** Promote new residential development, create an arts-and-heritage trail, complete the West End redevelopment initiative, build connections to the riverfront, improve the design of downtown gateways, and improve traffic and circulation.

3 **Adopt and promote higher design standards for new development to ensure compatibility with Jamestown's character and architectural heritage.** Standards will ensure that even modest and incremental changes downtown are in harmony with the community's vision and contribute to creating a more vital and cohesive place. (The design guidelines appear in Volume II of this document.)



The Chadakoin River today



The vibrant waterfront along Montreal's Lachine Canal is a compelling mix of industrial structures and new public destinations and open spaces.



Swan boats attract families and visitors to Boston's Public Garden, bringing the area to life.

2 illustrative plan

COMPLETE THE PLAN FOR THE WEST END so that the district becomes a setting for new commercial, cultural, and recreational uses.

MAKE GETTING AROUND EASIER— Simplify traffic flow within the downtown core to promote access and support walkability. Seek conversions of one-way streets (like Fourth) into two-way thoroughfares.

CREATE A NEW DOWNTOWN VISITOR DESTINATION along the river.

THIRD AND MAIN— Make these streets the region's best urban places.

CELEBRATE JAMESTOWN'S HERITAGE AND ITS VITAL ARTS AND CULTURAL COMMUNITY by developing a downtown trail.

SECOND & FIRST— Incorporate housing and other uses in underutilized buildings and forge new connections to the river.



CONNECT DOWNTOWN TO THE LAKE along the Chadakoin River.

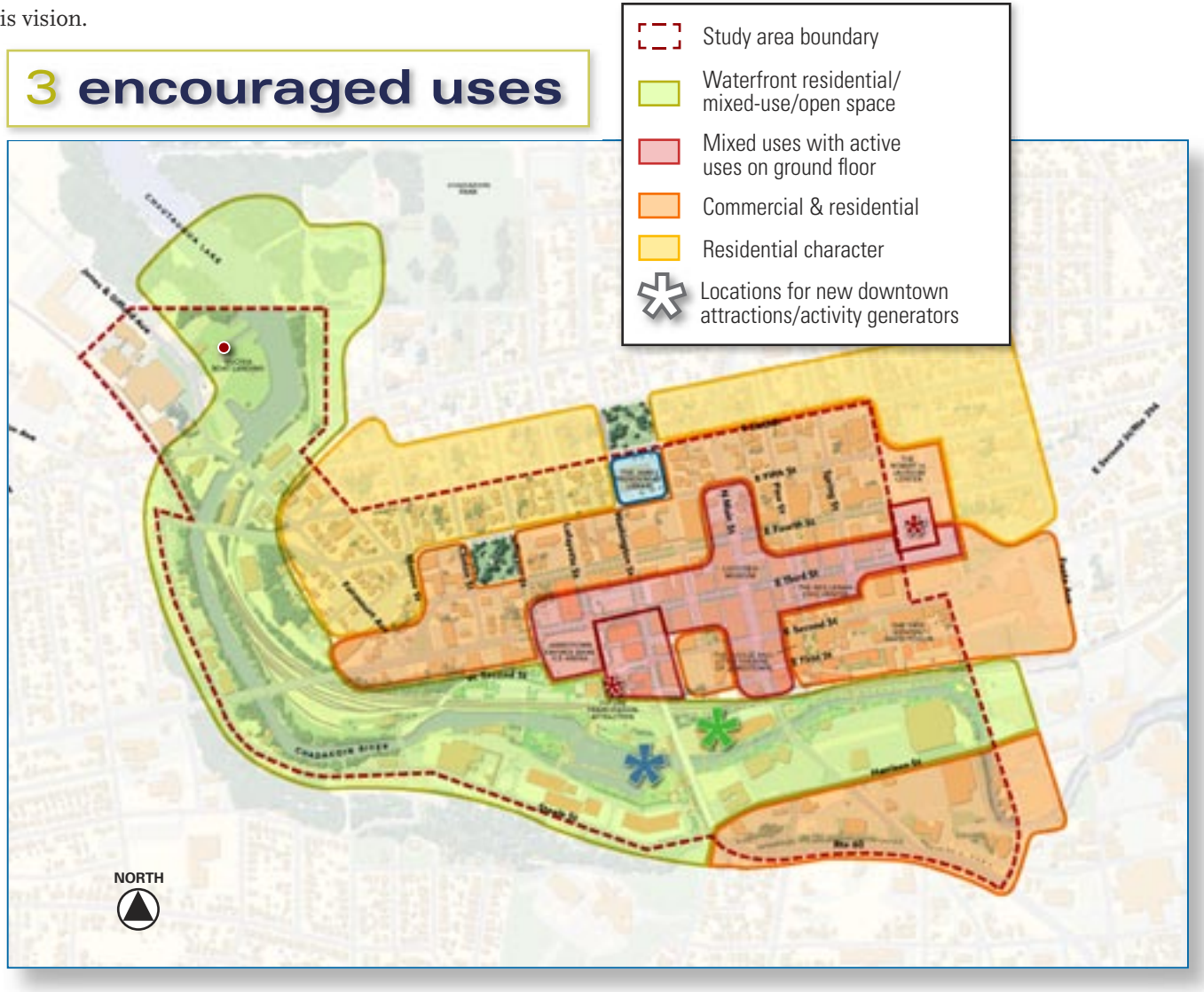
MAKE GATEWAYS AND ARRIVAL POINTS WELCOMING — Beautify gateway areas with new landscaping, signage, and infill development to create a unique arrival experience from the surrounding areas.

TAP THE POWER OF THE WATERFRONT — Transform an underutilized and abandoned riverfront into a great new setting for recreation, tourism, and waterfront living.

LAND USE PLAN

Figure 3 provides an overview of the types of uses that are encouraged in each of the major segments of downtown to advance this vision.

- **Mixed-use with active ground-floor uses:** Multistory structures with ground-floor retail or comparable publicly accessible uses should be required in this area.
- **Commercial and residential uses:** Commercial and residential development are encouraged; ground-floor retail may be included where feasible.
- **Waterfront residential/mixed-use/open space:** Uses that benefit from or enliven the waterfront are encouraged; public access should be provided along the water's edge.
- **Residential character:** Where commercial uses are allowed in these areas, every effort should be made to retain the residential character of buildings.



MAKE DOWNTOWN A VISITOR DESTINATION

Tourism represents a significant growth sector for the region. Downtown's current attractions can appeal to regional visitors but do not collectively establish downtown Jamestown as a "must see" destination for regional visitors. Accomplishing this goal will require the creation of a major tourism destination within downtown with the ability to attract up to 200,000 visitors annually. Such a visitor destination would both enhance the visibility and success of other downtown destinations and add a new component to the region's appeal as a tourism destination.

Any proposed destination attraction must be designed to be compatible with and enhance existing and planned downtown attractions. This approach will require a more detailed analysis and feasibility assessment than the scope of the current study allows. The specifics of the program and the financial strategy for developing such a destination will need further definition, but a wide range of programs—both for-profit and nonprofit—appears feasible. The community should expect, however, that establishing such a facility will require initial public or philanthropic funding.

The downtown riverfront is a logical location for such a facility, with its potential to incorporate outdoor activities, parking, and linkages along the river to other tourism and recreational locations. Any feasibility study should also examine alternative locations within the heart of downtown. Such a facility should be conceived as providing the initial motivation for new visitors to come to Jamestown and then feeding them into downtown to patronize other businesses and attractions. Such an attraction could also be expected to serve as a catalyst for further business development, including hotels, new restaurants, and new residential development within downtown.

RIVERFRONT

The Chadakoin Riverfront can be a regional destination.

In a region known for great waterfront destinations, Jamestown is not yet on the map. Visitors flock to attractions around the lake, including the Chautauqua Institution and Bemus Point, but Jamestown has not yet tapped the potential of the Chadakoin to serve as a major destination for residents and visitors. Drawing more people to the riverfront would raise the profile of other downtown attractions, setting up an opportunity to enhance downtown and strengthen the region's appeal as a tourism destination.

Communities across the country are transforming underutilized industrial waterfronts into new settings for cultural activities, community recreation, tourism, and residential development (see "How Would It Look?" boxes on this and subsequent pages).

FROM RIVERWALK TO RIVERPARK

Over the last year Jamestown has successfully implemented the initial stage of a riverwalk along the Chadakoin River. This represents an important first step in tapping the potential of the river. But transforming an attractive project into an important economic catalyst for the region will require several additional, ambitious and interrelated steps:

Connect the river to the lake.

- The long-term goal must be to connect the river and the lake so seamlessly that the lakefront extends into the heart of downtown. Boaters should be able to travel along the river and dock near Main Street. This ambitious goal represents a long-term vision; many questions about feasibility will need to be addressed, not least determining the amount and depth of dredging needed to open safe downtown access for a variety of vessels.

Create a new Chadakoin River Basin (Main Street to BPU).

- Creation of the New Chadakoin Riverfront Basin as a significant destination and gathering place represents a major near-term opportunity.
- Wide, highly visible, and potentially accessible from many areas, the location provides a significant opportunity to create downtown's signature waterfront destination—directly connected to Main and Washington streets, other areas of downtown and surrounding neighborhoods.
- Redevelopment of the edges of this area should include high-quality public walkways along the water's edge combined with new open spaces that serve as public gathering places, a significant tourism attraction, and supporting residential and commercial development.
- Public access will be needed all along the water's edge. The basin can be used to host festivals and special events, and more regularly available activities may include canoe, kayak, or paddle boat rentals.

HOW WOULD IT LOOK?

MANY U.S. CITIES have invested significant sums in their waterfronts to offer new attractions and amenities for residents and tourists. These efforts are frequently accompanied by initiatives designed to encourage new economic development that ultimately helps revitalize of both downtowns and waterfronts. These photos show how Richmond, Virginia, has transformed a waterfront in a setting similar to the Chadokoin riverfront in downtown Jamestown.





To be a regional destination, the riverfront will need appealing design that delights community residents and regional tourists alike. Future phases should incorporate high-quality materials, pedestrian-scaled lighting, and places for people and numerous access points all along the river.



The riverfront should include active places for kids, such as interactive fountains and artwork.

ALL IMAGES: RICHMOND, VIRGINIA

- Incorporate a fountain or a water playground with programmed fountains.
- BPU's expansion to the south of the basin can support the plan directly. BPU has been an enthusiastic supporter of the planning process, and it will to coordinate the preparation for its expansion with the vision outlined in this plan.
- Planned repair/replacement of the Washington Street Bridge will provide an opportunity to implement part of this vision. Design of the bridge should include a staircase that connects it to the riverfront. The underside of the bridge should remain generally open and free of obstructions on the north side of the river.
- Public investment in this area will be needed to secure control of key land parcels, undertake design and development of public walkways and open spaces along the water's edge.
- Creation of the basin will enhance the redevelopment potential of several parcels at its edges.

Create new neighborhood connections.

- Explore opportunities to provide better pedestrian connections to neighborhoods and downtown, including new pedestrian bridges at key locations.

Establish a riverfront tourism attraction.

- The riverfront is the best location for a tourism attraction that could serve as a magnet for visitors to downtown Jamestown. This facility must be of sufficient scale to serve as a major draw, attracting at least 100,000–200,000 visitors annually, significantly more than other attractions within the area. Attraction visitors could be drawn into the heart of downtown, visiting other existing and planned attractions, stores and restaurants. The best location for such an attraction would be the Blackstone property. Additional analysis will be needed to determine a precise program for such an attraction, assess its financial feasibility, evaluate potential sites, and determine what type of facility would most benefit Jamestown. Potential uses include museums, other culturally focused facilities, and commercial uses such as a carousel or water park.

Continue to develop a continuous Riverwalk.

- The city is committed to development of a riverwalk linking downtown to McCrea's Landing and the lake, but only a portion of this network has been completed so far. Ongoing efforts involve obtaining commitments from landowners to allow public access and securing funds for building the walkways. The walk would comprise riverside walkways at least 12 feet wide and in time will become an increasingly important public and recreational amenity as access points from neighborhoods increase and new sections are completed. The Riverwalk's ultimate success will depend on establishing it as an amenity that enhances the attractiveness of development along the river.

HOW WOULD IT LOOK?



The Chadakoin River needs pedestrian connections to downtown and its surrounding neighborhoods that celebrate the waterfront while providing day-to-day access for employees, residents and visitors.



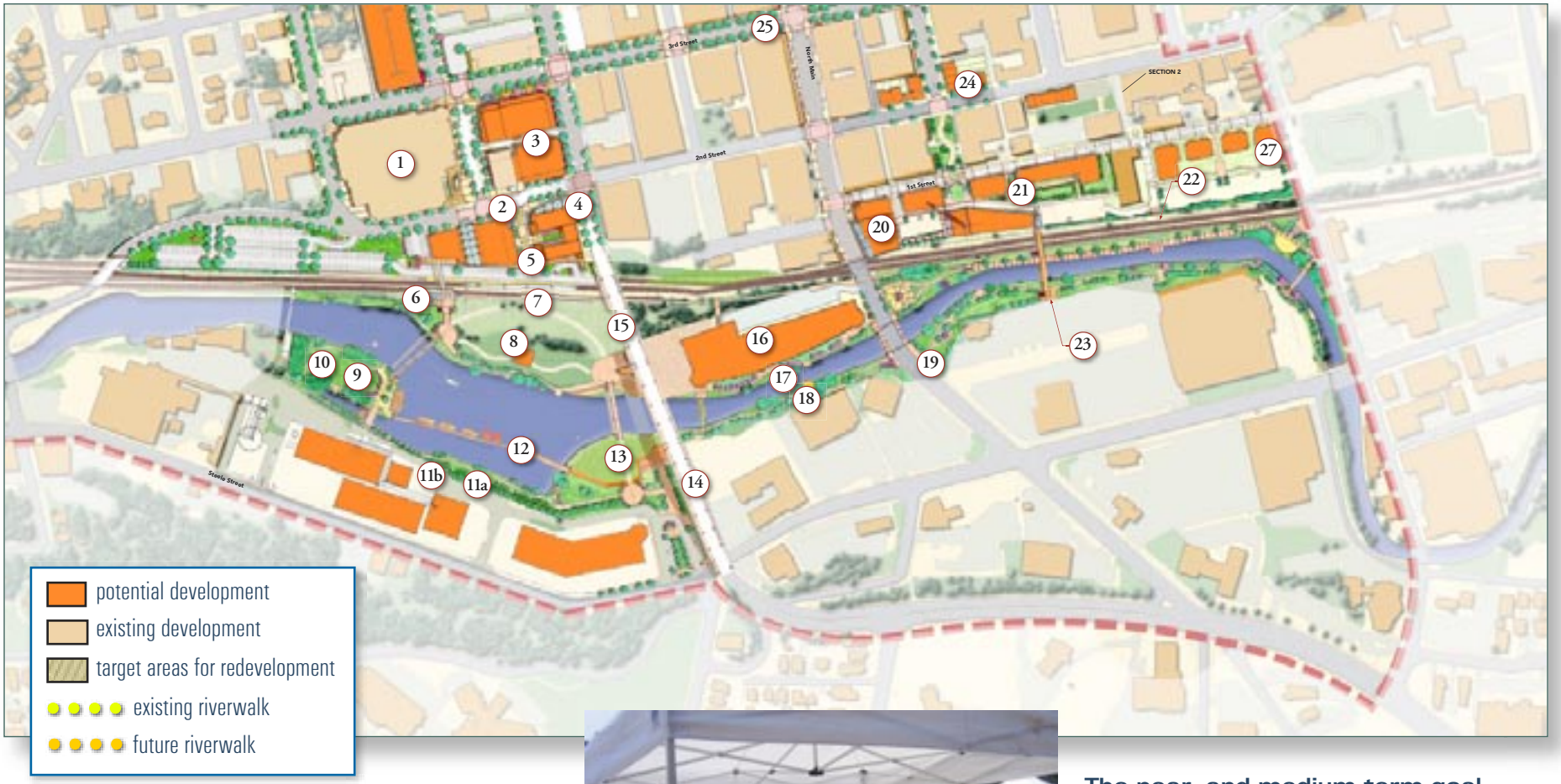
Year-round programming should offer events and activities both on the water and along the river's banks.



The riverwalk should ultimately connect to McCraes Point, accentuating the natural settings and environments between downtown and points north.

ALL IMAGES: RICHMOND, VIRGINIA

4 riverfront Transforming the downtown waterfront





The river-front could include a new waterside performance space.

The near- and medium-term goal is to transform the downtown waterfront into a vital public destination. The longer-term goal is to forge connections between this new destination and the lake.

5 the chadakoin A series of great waterfront places



1. Jamestown Savings Bank Ice Arena
2. Restored train station
3. New "West End" development
4. Reused mill building on Washington—active ground-floor uses and access to river
5. Surface parking along the rail lines and future rail excursion
6. New coal-unloading building and pedestrian bridge from the train station—provides access from the West End to the river
7. New waterfront and public event/performance area
8. Expanded Riverwalk Park with small-boat dock and canoe/kayak launch
9. New connection to the "Island Park"
10. Landscaping improvements for Island Park
11a. BPU future expansion (multiple phases)
11b. South bank landscaping
12. Watersheet activities—boats, canoes, pontoons, etc.
13. New south bank "Basin Park"—connecting Jamestown's southern neighborhoods to the waterfront
14. Resurfaced Washington Street bridge—widened sidewalks, new lighting and viewing platforms to river
15. Iconic new interpretive stair tower—connects downtown to the river and creates a new landmark for Jamestown
16. Major waterfront attraction—Brings families, downtown employees, and regional tourists to the riverfront and is the heart of the Riverwalk park system
17. North bank Riverwalk park
18. South bank Riverwalk park
19. North Main Street
20. Existing Arcade Building
21. El Greco site (potential new housing and arts uses)
22. New access between north and south banks via a new pedestrian bridge
23. New access to Riverwalk via the existing rail underpass
24. New "in-town" housing can be accommodated on many sites in downtown
25. The Second Street area is a prime location for new housing
26. Continued enhancements—including streetscape improvements and programmed activities—make Third Street the region's urban "Main Street"
27. Streetscape improvements on Third Street should extend east to the high school and enhance the visual qualities of the existing park, thus becoming the eastern "gateway" to downtown
28. Fourth Street is converted to two-way traffic and has angled parking for downtown shoppers, workers, and visitors
29. Future development should fill in vacant sites and surface parking lots to "build out" the downtown core and create new destinations on 3rd Street
30. Coal chute linking rail line to BPU facility



FIELD OF VIEW IN AERIAL

Advance redevelopment of key riverfront parcels.

- Development along the riverfront should incorporate a mix of uses, with a particular focus on housing, entertainment uses, tourism facilities, and open space. Efforts to enhance the riverfront and improve public access should improve prospects for development of nearby properties. The city should play an active role in ensuring that key properties are developed appropriately.

Establish new controls on riverfront land use.

- Major parcels along the Chadakoin—including several owned by the railroad and zoned for industrial use—are either vacant or underutilized. The City has begun discussions with the railroad to secure a long-term agreement on management of a transition from these uses to residential, commercial, and recreational activities more consistent with the community vision. This process is likely to take some time (see Volume 2, Jamestown Design Guidelines, for specific recommendations on design of new development along the waterfront).

Coordinate with BPU expansion.

- BPU represents an important community institution with significant investment along the riverfront. BPU is drawing up expansion plans for its facilities along the river and has contributed directly to the process of shaping the plan. Continued coordination with the agency will be essential to creating and implementing a near-term plan for the New Chadakoin River Basin that creatively combines an active industrial facility with public destinations and new green space.

Set up a public/private entity dedicated to implementing the vision.

- Riverfront transformation on the scale anticipated here can take decades to complete, extending through many economic cycles and political administrations—local, state and federal. Nationally, many of the most successful transformations have come about thanks to a public/private partnership with a focused mission and a view to the long term. Jamestown will need to establish such an organization—headed by an individual who will champion this effort-—to provide continuity and to sustain momentum for transforming the Chadakoin riverfront.

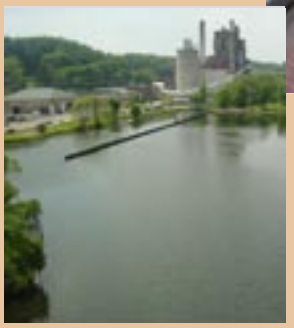
HOW WOULD IT LOOK?



There are many opportunities to interpret the history of the Chadakoin River. Many other cities have been successful at celebrating their history by placing interpretive signage and artwork at key places along the waterfront.

Well designed and informative signage is a key ingredient to making a waterfront appealing to visitors. Signage for Jamestown's riverfront should include maps and explain social, cultural, and political history.

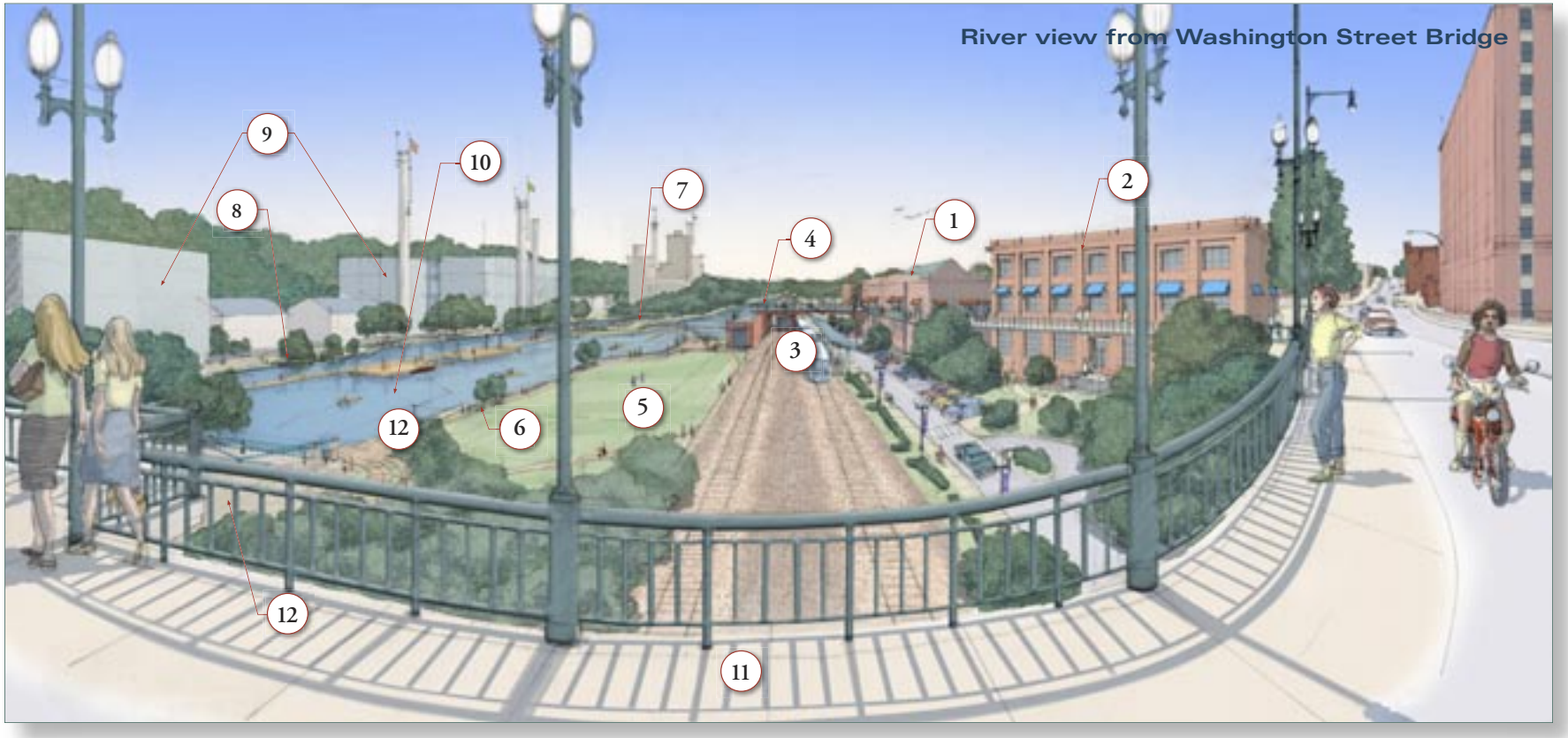




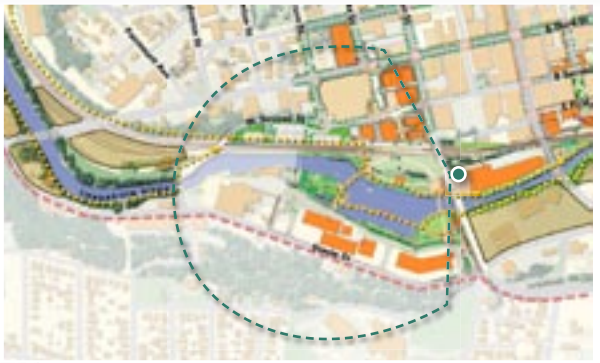
Power generation on the riverfront represents a fascinating story for Jamestown to tell on its riverfront. As BPU expands its facilities over the next few years, the basin should capitalize on this rare opportunity to celebrate its modern history and this unique activity. The story of Jamestown's 'powerful' waterfront is a key part of the larger riverfront story and should be coordinated with BPU.

6 waterfront power

A celebration of the industrial past

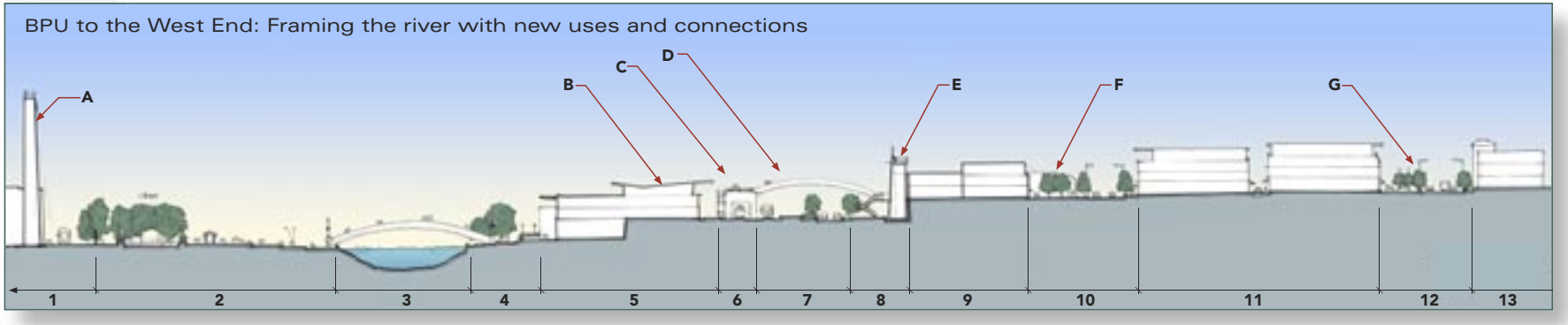


1. Restored train station
2. Reused BPU building on Washington—active ground-floor uses, access to river
3. Surface parking along the rail lines and future rail excursion
4. New coal-unloading building and pedestrian bridge from the train station—provide access from the West End to the river
5. Re-use opportunities for rail yards—short term/open space; long term/a unique waterfront development site
6. Expanded Riverwalk Park—used for performances, festivals, and events
7. New bridge connection to "Island Park"
8. South bank landscaping
9. BPU future expansion
10. Watersheet activities—including boats, canoes, kayaks, paddle boats, model boating, floating art, and pontoons
11. Resurfaced Washington Street bridge—widened sidewalks, new lighting and viewing platforms to river
12. Iconic new interpretive stair tower—connects downtown to the river and creates a new landmark for Jamestown



VIEWPOINT OF PERSPECTIVE

7A Celebrate the rich industrial history of the riverfront and connect the West End



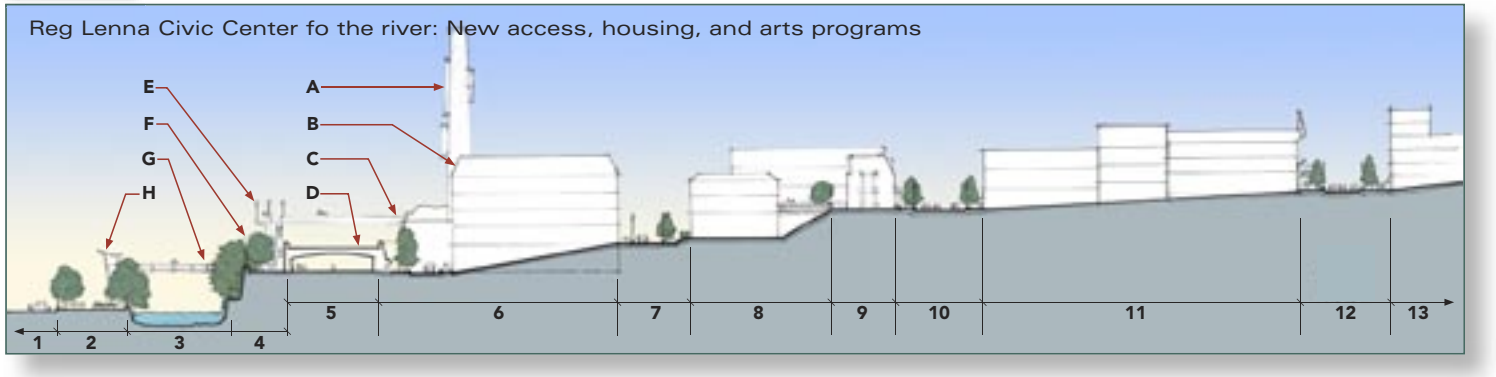
1 Future BPU expansion
2 South bank Riverwalk Park
3 Chadakoin River
4 North bank Riverwalk Park
5 Waterfront development opportunity
6 Coal unloading building (BPU)
7 Rail improvements–future platform and rail excursions
8 Parking and stair/elevator access
9 Potential new development
10 Civic square adjacent to train station
11 Potential new development
12 Pedestrian "mall" on 3rd Street
13 Existing hotel

A New BPU stacks should be "landmarks"
B Development should activate the waterfront
C "Coal" building with interactive learning for kids
D New bridge connects train station to coal building, joining the West End to riverfront
E Design of vertical access should be unique and iconic
F Civic square could have historical/ interpretive and arts-related elements
G "Mall" should have places and activities to activate the street

key plan



7B Connect the arts programs and East Third Street to the river



1 Existing Riverwalk medical development
2 South bank Riverwalk Park
3 Chadakoin River
4 North bank elevated Riverwalk
5 Existing rail lines
6 Potential new development (housing and arts)
7 First Street
8 Existing cable company building
9 New housing on Second Street
10 Second Street streetscape improvements
11 Existing Spring Street shops
12 Third Street at Reg Lenna Civic Center
13 Parking ramp on Third
A Existing smokestack at El Greco site
B Potential residential and arts development
C New pedestrian bridge extends Pine Street to river
D Bridge under rail lines provides pedestrian access to river
E Potential river "overlook"
F Abandoned rail line could serve as upper Riverwalk
G New bridge over the river connects north and south banks
H Stair tower

DOWNTOWN CORE

New approaches and development can inject new life.

Downtown's core has many strengths: generally attractive, it houses a large workforce in services and government, strong arts and recreational uses, and a modest but varied mix of entertainment and dining venues. Retail activity is limited, reflecting a customer base too small to support a more substantial retail and entertainment presence. Despite this relatively weak business climate, strong community commitment has supported a wide and varied range of programmed activities downtown. Jamestown's success in that area was recognized by the National Main Street Center at the National Trust for Historic Preservation, which made the community a semifinalist in the center's national awards program, a significant achievement.

For downtown to thrive and grow will require coordinated efforts to broaden a customer base by promoting downtown living and attracting regional tourists to supplement the business generated by residents and workers. Several interrelated initiatives can contribute to achieving this goal:

- **Complete the plan for the West End** so that it become a setting for new commercial, cultural, and recreational uses and associated parking.
- **Establish Third and Main as the region's premier main streets.** Make them the region's best urban places and use them to reconnect downtown and the West End.
- **Celebrate Jamestown's heritage and its vital arts and cultural community** through development of a downtown arts-and-heritage trail.
- **Make downtown living work.** Attract new residential development to all areas of downtown, creating new vitality and providing an enhanced market for downtown business
- **Renew Second and First streets.** Find new uses for underutilized buildings and make new connections to the river.
- **Create welcoming gateways and arrival points.**
- **Make it easier to get around.**



Downtown's mix of attractive buildings, streetscapes, and open spaces contributes to its appeal—but downtown must attract new residents and businesses to fulfill its considerable potential.

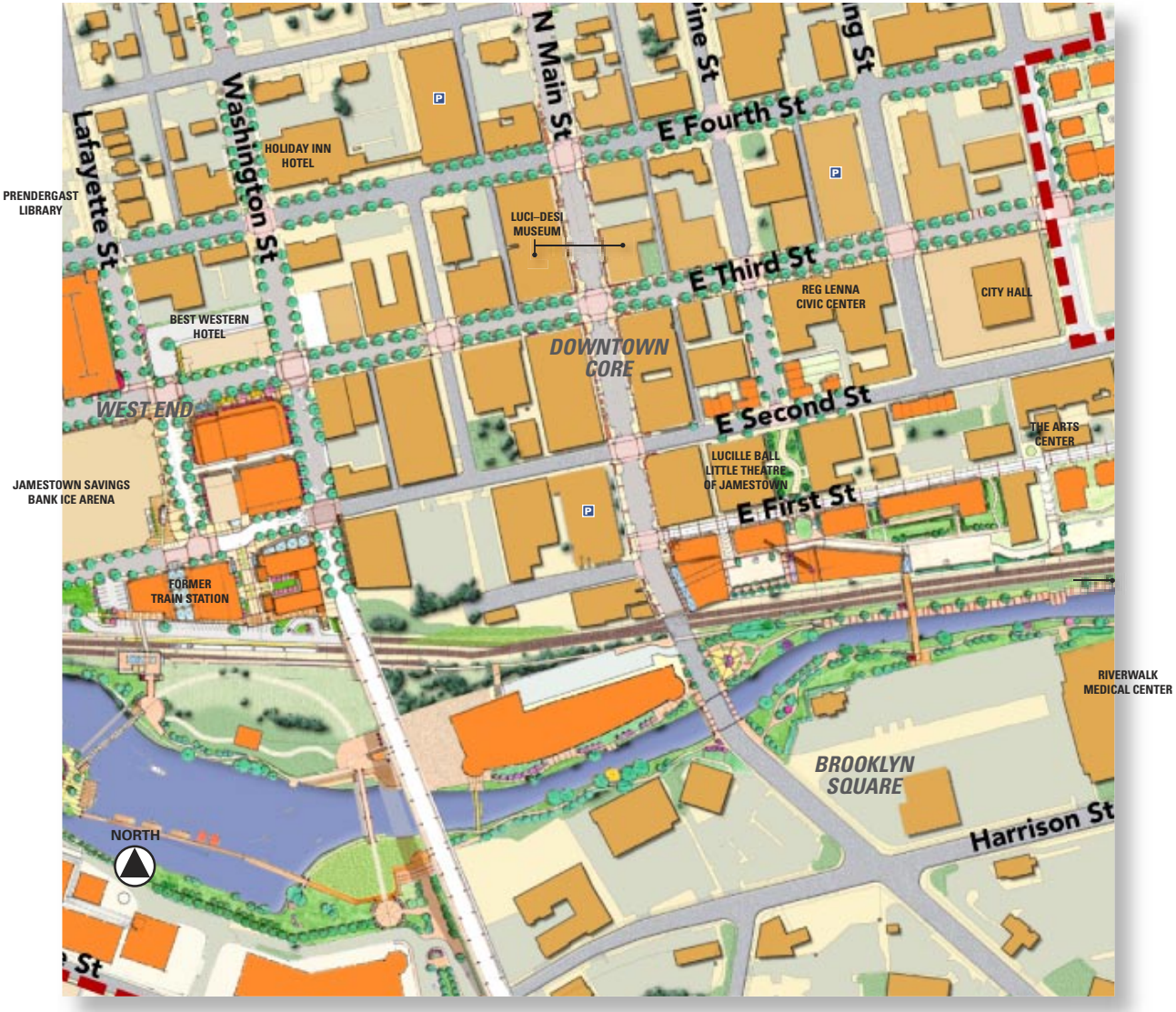











PRENDERGAST LIBRARY
Lafayette St
Washington St
HOLIDAY INN HOTEL
N Main St
E Fourth St
LUCI–DES MUSEUM
E Third St
REG LENNA CIVIC CENTER
CITY HALL
BEST WESTERN HOTEL
DOWNTOWN CORE
WEST END
E Second St
THE ARTS CENTER
LUCILLE BALL LITTLE THEATRE OF JAMESTOWN
JAMESTOWN SAVINGS BANK ICE ARENA
E First St
FORMER TRAIN STATION
RIVERWALK MEDICAL CENTER
BROOKLYN SQUARE
Harrison St
NORTH

WEST END DEVELOPMENT

COMPLETE THE PLAN FOR THE WEST END

The Jamestown Savings Bank Ice Arena, developed by the Gebbie Foundation, represents the largest single development project in downtown in 30 years. Recent development of the Best Western hotel and planned redevelopment of the former train station under the auspices of the Downtown Jamestown Development Corporation (with a visitors' center, multimodal transportation facilities, and a farmers' market) will bring new life and activity to the West End. Possible redevelopment of the last vacant parcel in this area—publicly owned and now used for parking—presents a significant opportunity to reconnect the West End with the rest of downtown.

While several elements of the West End's redevelopment are complete—including the Jamestown Savings Bank Ice Arena and a new hotel—the unattractive parking lot at its center creates a negative image for the entire area and cuts the West End off from downtown.

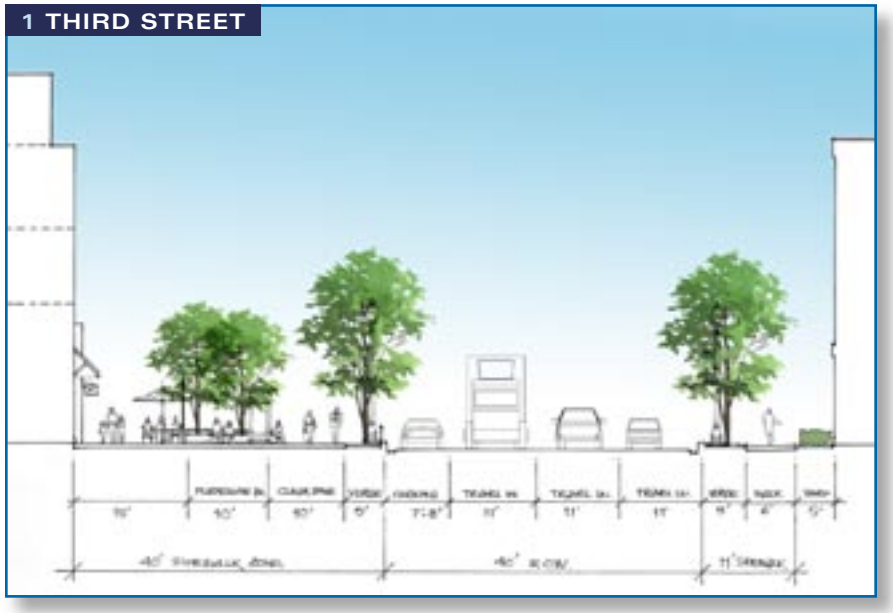
Across from the ice arena and visible from Washington Street, this is the largest and best-located parcel in downtown. Development that combines stores, entertainment, a hotel, and offices represents the optimal mix of uses for the site and the area around it. The lot should be developed in conjunction with a linear public space along Third Street—an outdoor "public room"—that supports a variety of activities and preserves the ice arena's visibility from Washington Street. Introducing this outdoor room at this location on Third Street will effectively tie the activities of the ice arena back into the fabric of downtown and represents a key component of the plan. The design of this signature public space within downtown should meet very high standards.

Careful consideration of design will also play a critical role in making sure the site's development succeed. Key considerations include:

- incorporation of appropriate setbacks to ensure wide sidewalks along Washington and Third streets—establishing a minimum sidewalk width of 40 feet on the south side of Third Street between Washington and the ice arena;
- incorporation of a small plaza/exterior eating area along Third Street;
- inclusion of large areas of glass, building



1 THIRD STREET



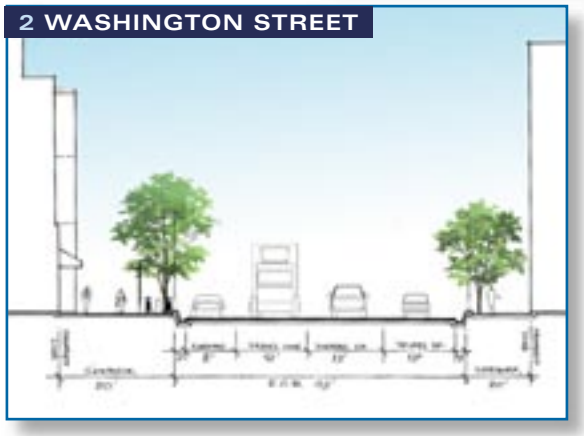
New development will be set back to create a major civic space along 3rd Street





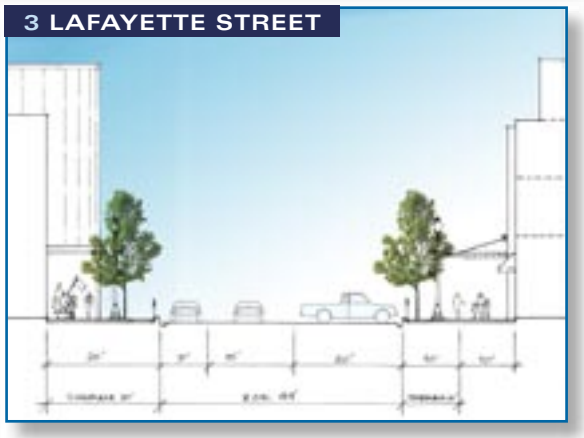
A new public space on the south side of Third Street can provide space for events and outdoor eating.

2 WASHINGTON STREET

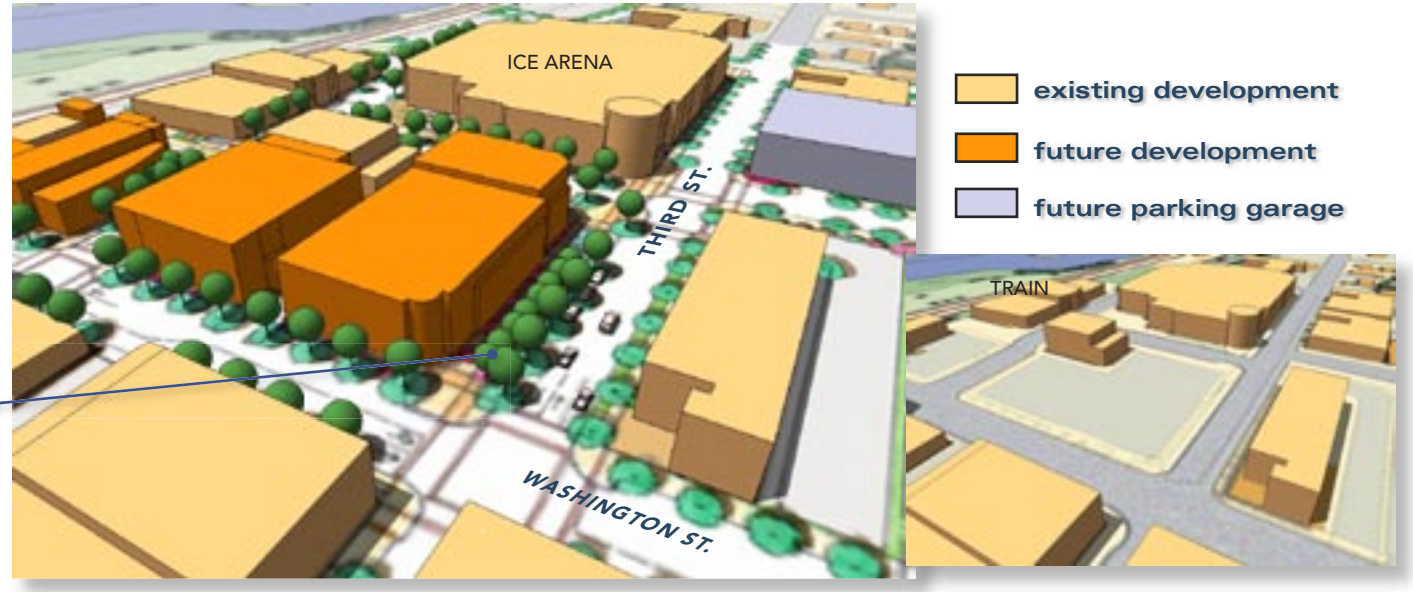


Washington Street can potentially be converted from four travel lanes to three, providing a better balance between pedestrian and vehicular needs.

3 LAFAYETTE STREET



Perpendicular parking will increase capacity and draw more activity to the West End.



Jamestown Square will be Third Street's meeting place. The 40-foot-wide "outdoor room" will offer sidewalk dining, event space, and a view corridor to the ice arena rotunda.

entrances, active ground-floor uses along Third and Washington streets to ensure that this block effectively links the ice arena to the rest of downtown;

- 3- to 5-story building heights; and
- articulated building facades along Washington and Third streets.

The City anticipates advancing this development through a publicly advertised request for proposals (RFP) process at an appropriate time. Full development of the area will require additional public parking to meet the needs of new development and other nearby uses. To this end, the City should consider construction of an appropriately located and sized public parking facility.

Current market conditions are unlikely to support redevelopment of this parcel to its full potential prior to implementation of other downtown initiatives and development of appropriate public parking. Development should be delayed until a proposal can be secured that fully taps the site's long-term potential. Until development can begin, significant interim improvements should be advanced to remove the negative image of the parcel, which affects all of downtown. An interim plan should include resurfacing and restriping of the lot, together with full implementation—if feasible—of the "outdoor room" on the south side of Third Street.



Reusing the Furniture Mart building will play a key role in bringing new life to the West End.

New development in the West End will support pedestrian activity at the street level by filling in sites with development that complements the surrounding area's buildings in terms of height, scale and character.



existing development

future development

future parking garage



ESTABLISH THIRD AND MAIN AS THE REGION'S PREMIER MAIN STREETS

Third and Main form the core of downtown, linking City Hall and the Reg Lenna Civic Center to the ice arena, and connecting the heart of downtown to Brooklyn Square and the river. While both streets are moderately attractive, neither serves as an inspiring example of what downtown could become. As centerpieces of downtown today, the character and condition of these streets shape perceptions of the entire area, so efforts to revitalize them should be given very high priority. An improved identity for these streets can be shaped by a series of steps, outlined below; additional issues are described on the plan drawing on the facing page.

Draw up a streetscape plan

- An ambitious and comprehensive streetscape plan needs to be developed for Third and Main streets that establishes them as compelling public places. Recent improvements, such as new street lighting, must be incorporated in a more comprehensive plan that establishes a stronger landscape identity along Third Street, including public art and interpretive elements that tell Jamestown's story. This plan should also explore opportunities to provide expanded outdoor seating areas and should incorporate consistent new and attractive signage that helps visitors and residents alike orient themselves within downtown. A plan may need to be implemented in phases based on funding availability, but a detailed design plan should be developed by a landscape architecture firm with extensive experience in developing effective and creative programs for downtown revitalization efforts. In particular, the firm should be able to demonstrate success in working with businesses on such plans. This effort should also consider opportunities for nighttime lighting of key downtown structures that underscore the importance of the two streets and showcase the attractiveness of their architecture.





Target storefront improvements

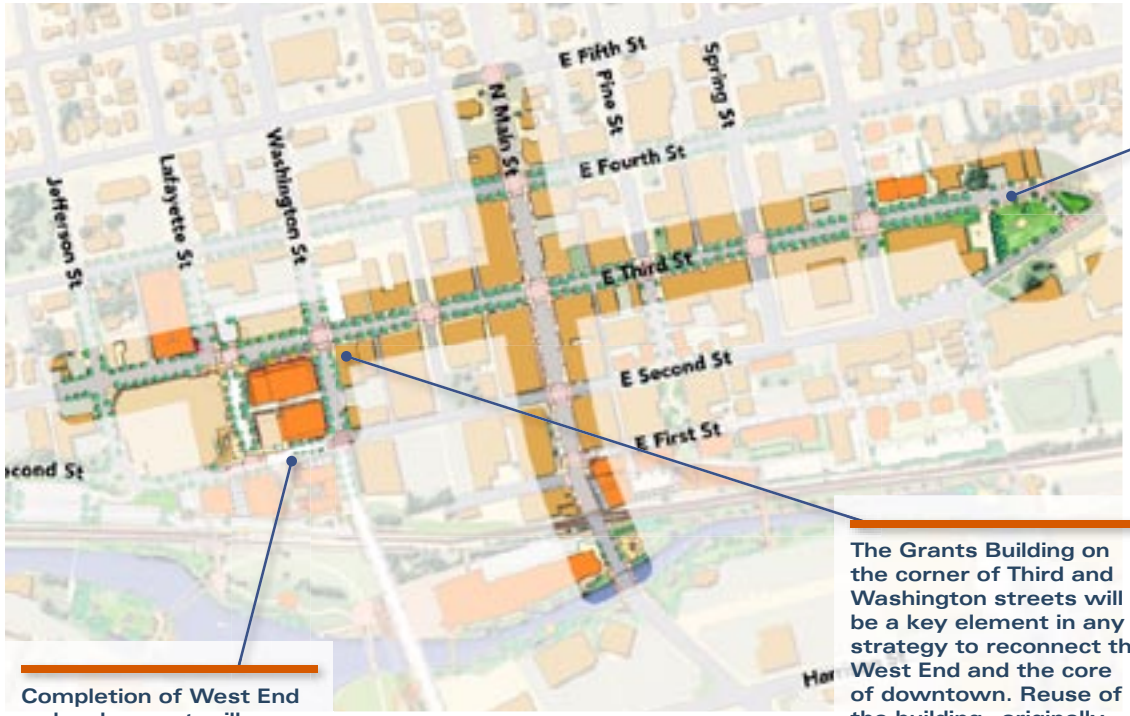
- Main and Third Streets represent priority areas for targeting any available public funds or incentives for storefront improvements for existing or new businesses. The design guidelines in Volume II of this document provide guidance on specific improvements.

Redevelop key sites

- The redevelopment of certain high visibility or underutilized sites—particularly storefronts—along these streets is especially critical to efforts to strengthen identity.



Outdoor eating could bring the street to life.



New development and gateway improvements can anchor this end of Third Street.

Completion of West End redevelopment will more strongly anchor one end of Third Street.



The Grants Building on the corner of Third and Washington streets will be a key element in any strategy to reconnect the West End and the core of downtown. Reuse of the building—originally purchased by the Gebbie Foundation as a location for the Lucy-Desi Museum—can bring this corner back to life. An interim use for the ground floor of this very visible structure should be considered until a timeframe for full redevelopment is established.



HOUSING DOWNTOWN

MAKE DOWNTOWN LIVING WORK

Only limited residential development exists in downtown today, primarily subsidized housing for seniors and some rental properties. Yet downtown contains many of the same amenities that are drawing new residents—and new life—to resurgent city centers across the country. Attracting new residential development represents one of the most important strategies for securing downtown revitalization because it does so many things at the same time:

- it provides a new use for underutilized downtown properties;
- it expands the customer base for existing and potential businesses and cultural activities, increasing the probability of their success; and
- it adds a human presence downtown at all time periods, which builds new momentum for still more initiatives.



New riverfront housing has brought former railyards to life along the Milwaukee riverfront.

Residential use is encouraged throughout downtown, but several locations represent particularly attractive opportunities for certain types of residential development. Potential downtown residents represent a diverse group—they are younger residents and empty-nesters, have an interest in ownership and rental housing, and report preferences for a range of building types, including townhouses, multifamily dwellings, and rehabilitated space in older structures. To be fully successful, a downtown housing strategy must seek to provide opportunities that meet all of these. It is sometimes assumed that downtown residential opportunities are limited to conversion of older structures, but such a strategy taps only a portion of the potential market. The market analysis undertaken as part of this study identified potential demand for as many as 150 units over five to seven years, divided this way:

- 50–60 new small houses (1,000–1,500 SF) in a neighborhood setting;
- 20 luxury condominiums in the core of downtown, either new townhouses or new/adaptive-reuse lofts;
- 20 new, market-rate townhouses for rent or sale; and
- 50 new multifamily rental housing units.



Many structures along First and Second streets have excellent potential for conversion to housing or a mix of uses.

Figure 10 highlights specific areas of the downtown and the type of residential development that may be most feasible or attractive to future residents or developers in each of these locations. These include the following key opportunities:

First Street

Opportunities along 1st Street include vacant warehouses on both sides of the street, and large vacant parcels on the south side of the street closest to the high school.

Second Street

Numerous surface parking lots on 2nd street can be in-filled with housing.

Riverfront

Many parcels along the banks of the Chadakoin River are well suited for redevelopment for housing.

10 downtown housing

ILLUSTRATIVE SCENARIO



TOWNHOUSES/SMALL SINGLE-FAMILY HOUSES (RIVERFRONT)



TOWNHOUSES (DOWNTOWN INFILL)



LOFT HOUSING (FIRST & SECOND STREETS)



MULTIFAMILY HOUSING (NEW CONSTRUCTION ON FIRST STREET)

FUTURE TOWNHOUSE AND MULTIFAMILY DEVELOPMENT (RIVERFRONT)



The new Riverwalk has already created an attractive setting for potential future housing development.



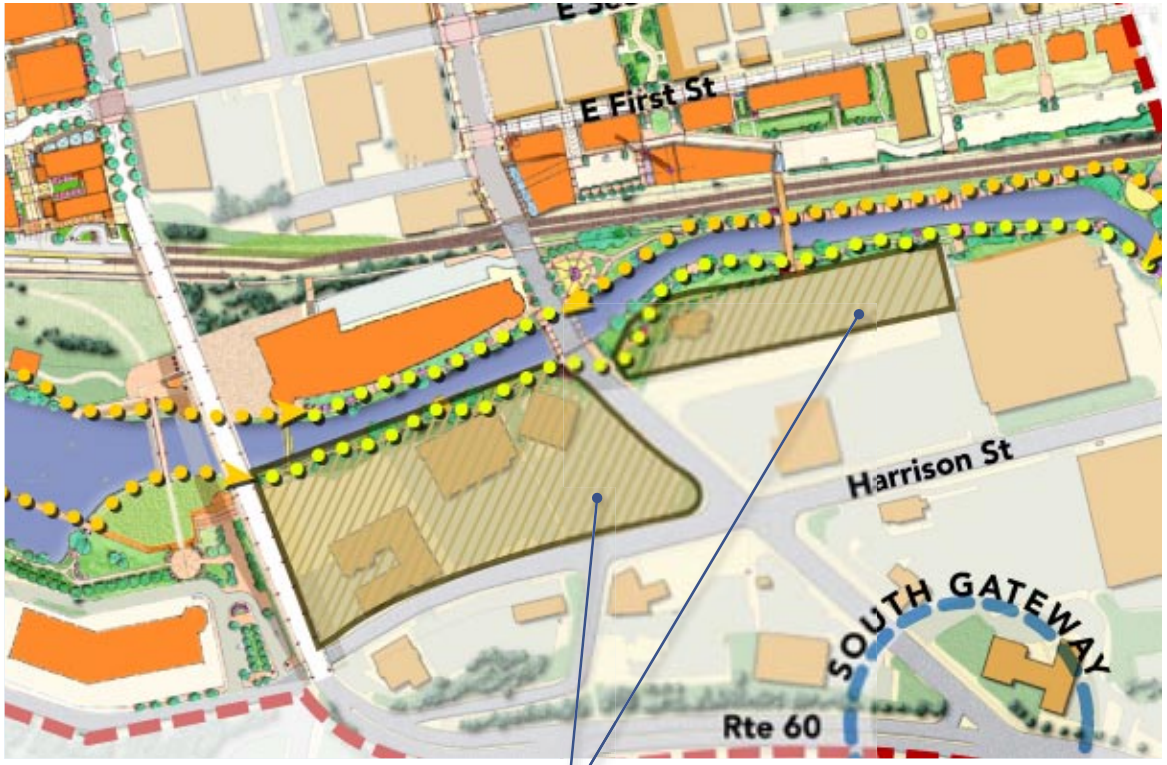
Key housing opportunity sites: Housing development is encouraged throughout downtown.



Milwaukee's Riverwalk has established an attractive setting for new housing development.

Other uses occupy some of these properties, but housing should receive top priority for these sites, as they are redeveloped over time. Opportunities for housing include all areas within Brooklyn Square that have frontage along the river.

While nurturing the growth of downtown housing development on a significant scale represents an important ingredient of downtown's future success, it is also important to recognize that barriers to the development of new residential development within the downtown are quite significant. Specific barriers include property taxes associated with residential development, limited availability of appropriate land, and concerns over potential environmental cleanup costs associated with some available properties. Public incentives including property tax abatements, disposition of appropriate public lands for residential development and



Several riverfront sites have the potential to support housing development over time.



First Street provides opportunities for adaptive reuse of existing structures and new residential construction. New development can fill "gaps" in the street and create a more pleasing environment.



Existing conditions on First Street.

support through brownfields programs for site investigation and clean up will be needed to foster and build momentum for attracting market-rate residential development to the downtown. Property-tax abatements for 10 years are typically necessary to enable housing initiatives to move forward, but additional incentives may be needed to spur initial housing redevelopment. (See Chapter 4, Implementation).





Existing conditions on Second Street.

Several small infill sites on Second Street provide opportunities to develop new townhouses, bringing new life, activity, and an enhanced streetscape.

CIRCULATION

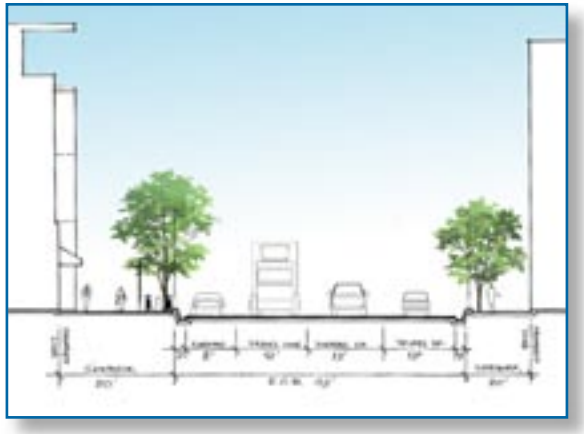
MAKE IT EASIER TO GET AROUND

Downtown's system of one-way streets has changed little over the last two decades and does not function effectively today. Several potential improvements, discussed over the course of developing this plan, provide a framework for further analysis. With grant funding from the State, the City will undertake a comprehensive technical evaluation of the circulation system downtown and identify specific improvements that support the vision outlined in this plan. Considerations will include:

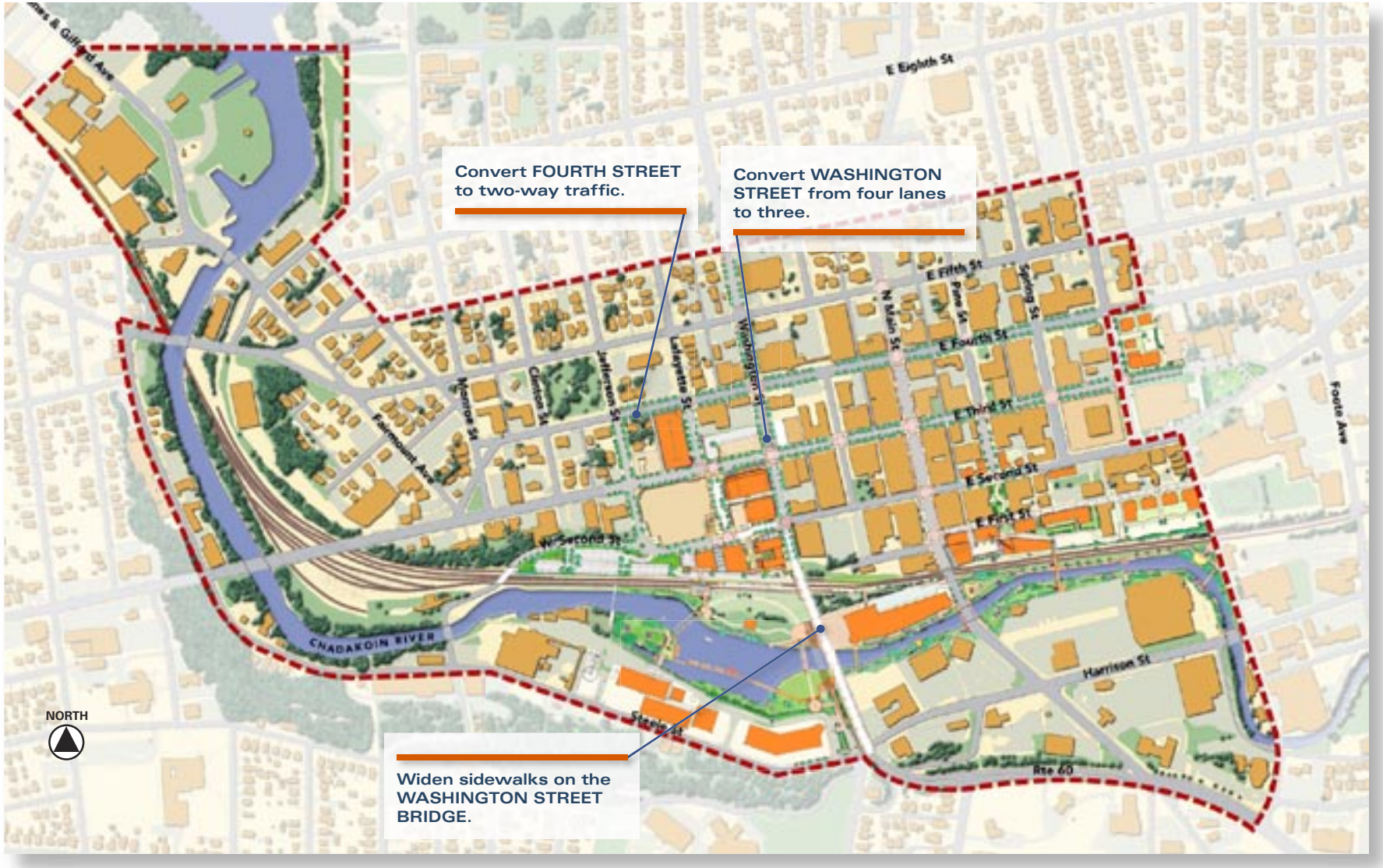
- conversion of one-way streets to two-way
- intersection redesign
- signal timing
- lane allocations

Additional key opportunities should also be considered, including:

- conversion of Fourth Street from one-way to two-way travel;
- conversion of Washington Street from four lanes to three, incorporating a center turning lane;
- exploration of other one-way-to-two-way conversions;
- consideration of traffic calming/reduction of paved area in key arrival points to downtown; and
- increasing the sidewalk width on the Washington Street Bridge to enhance pedestrian safety/experience.



Conversion of Washington Street from four travel lanes to three would establish a better balance between pedestrian and vehicular needs.


Convert FOURTH STREET to two-way traffic.
Convert WASHINGTON STREET from four lanes to three.
Widen sidewalks on the WASHINGTON STREET BRIDGE.
NORTH
E Eighth St
E Fifth St
E Fourth St
E Third St
E Second St
E First St
W Second St
Pine St
Spring St
N Main St
Washington St
Lafayette St
Jefferson St
Clinton St
Monroe St
Fairmount Ave
Fourth Ave
Harrison St
Rte 60
CHADAKOIN RIVER

RENEW SECOND AND FIRST STREETS

Much of the most underutilized space in downtown Jamestown is located between Third Street and the Chadakoin River, primarily along First and Second streets. Reuse and redevelopment of key parcels along these streets could contribute significantly to expanding downtown as a setting for both residential, office, recreation and the arts. The rail corridor currently separates this area from the river and the emerging medical complex on the former Ames store site in Brooklyn Square.

The area's potential could be greatly enhanced by improving connections to the river and Brooklyn Square, which would help overcome its isolation from the rest of downtown. Such connections would significantly enhance the attractiveness of the former industrial properties that line First Street, making them candidates for reuse as waterfront residential development—either through reuse of existing structures or new construction. Only relatively modest improvements are needed to create at least one new connection below the railroad tracks (between Spring Street and Stillers Alley, as shown in Figure 5), and additional connections are also possible at several additional locations between Main Street and the high school. Introduction of new riverfront connections in this area would not only enhance opportunities for redevelopment here but would also strengthen connection to the riverfront from many areas of downtown.

Potential opportunities for residential development in this area are described elsewhere in this document.



Recent investments in the downtown Riverwalk have enhanced its attractiveness.



Opportunities exist to connect property along First Street to the river (below the rail line).



Underutilized properties along First Street could be recast as riverfront locations.



With redevelopment of the former Ames store as a riverfront medical complex and recent improvements in the Riverwalk, new linkages to the river could enhance the attractiveness of these properties.

SECOND AND FIRST STREETS





The Riverwalk in downtown Miami has created new pedestrian linkages to the Miami River.



Richmond, Virginia, has created pedestrian walkways that link to the waterfront below rail lines and roadways.

GATEWAYS

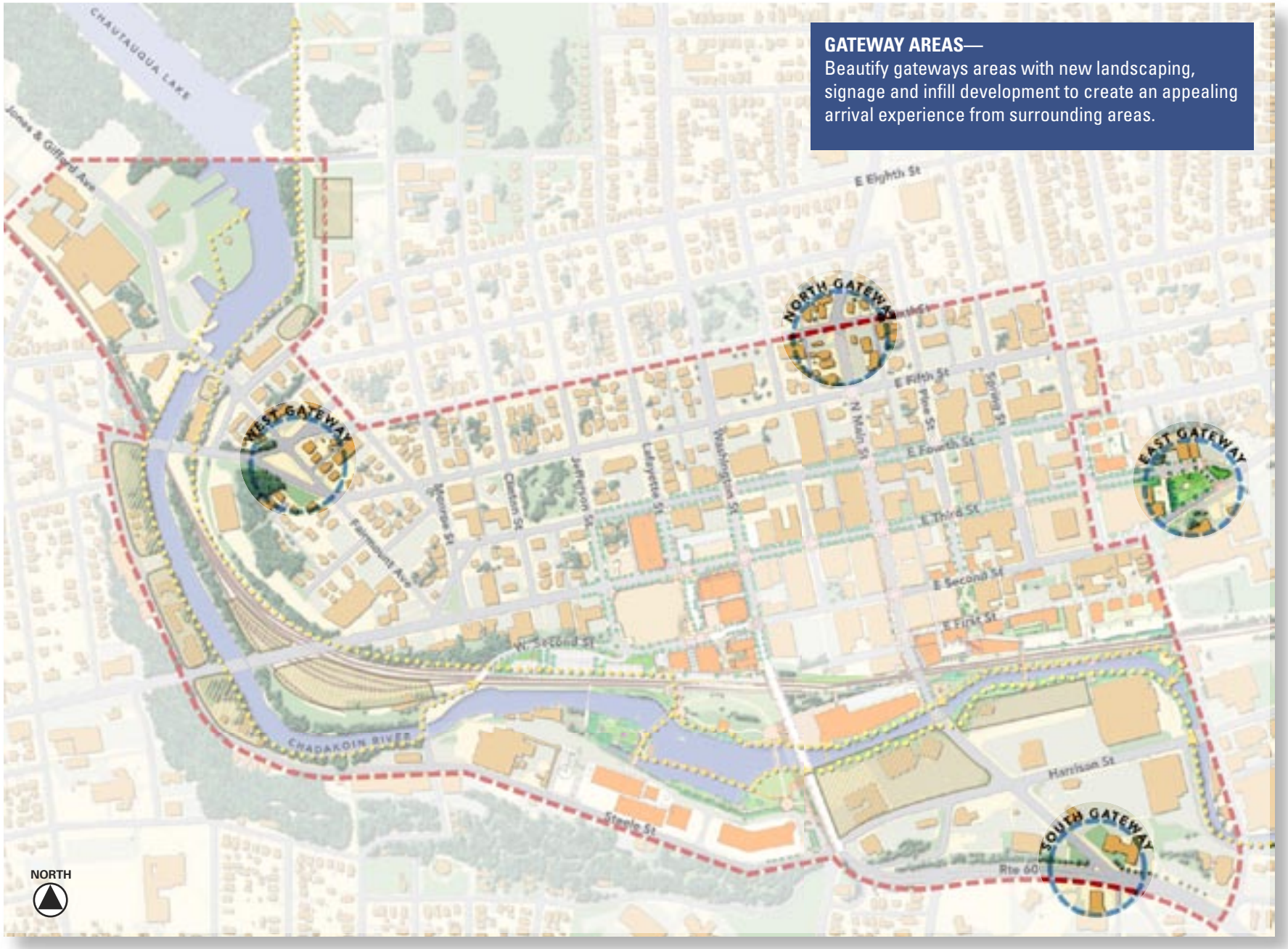
CREATE WELCOMING GATEWAYS AND ARRIVAL POINTS

Jamestown has entry points to the downtown from the north, south, east and west. With roads such as Route 60/Washington Street and the Fifth/Sixth streets one-way pair that divert traffic from the core of downtown, it becomes increasingly important to advertise the fact that the downtown is a few short blocks from these "bypass" roads. The gateway areas (as shown in figure 11) are unique places at the edge of downtown that will benefit from the strategic placement of "gateway" features that identify them as significant entry points. Traffic and signage improvements should announce these points as entries to the region's downtown. Even modest improvements—for example, adding landscaping, flowers, and "Welcome to Jamestown" signs—will make a big difference.





11 gateways


GATEWAY AREAS—
Beautify gateways areas with new landscaping, signage and infill development to create an appealing arrival experience from surrounding areas.
CHAUTAUQUA LAKE
Jones & Gifford Ave
E Eighth St
NORTH GATEWAY
WEST GATEWAY
EAST GATEWAY
SOUTH GATEWAY
E Fifth St
E Fourth St
E Third St
E Second St
E First St
N Main St
Pine St
Spring St
Monroe St
Clinton St
Jefferson St
Lafayette St
Washington St
Fairmount Ave
W Second St
CHADAKOIN RIVER
Harrison St
Steele St
Rte 60
NORTH

ARTS & HERITAGE TRAIL

CELEBRATE JAMESTOWN'S ARTS AND HERITAGE

More than a dozen cultural and visual arts attractions make their homes in downtown Jamestown, offering a wonderful series of programs and resources to residents and visitors. While these resourses collectively represent a great downtown asset, their presence is not immediately apparent to the average visitor making a casual visit to downtown. Many cities of Jamestown's size have worked actively with local organizations and attractions to find more effective ways of marketing them to the larger community. The introduction of a signage program (some examples appear on this page) coupled with a new "Jamestown's Arts and Heritage Trail" will provide a marketing platform that can tie these assets together.



Other cities have combined outdoor art and interpretive efforts to enliven public streetscapes.

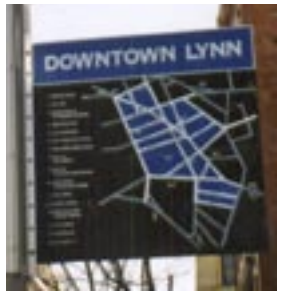
A clearly identified walking trail within downtown—like the Freedom Trail in Boston—should physically connect these assets while telling the unique history of Jamestown. Figure 12 suggests the potential this opportunity holds by showing one possible route that would link these assets. This effort should be launched with the involvement of arts organizations, local historians, and the City to ensure that the trail is as rich an experience as possible and to maximize the marketing impact of the initiative. Ultimately, the goal is to strengthen these resources and introduce more activities downtown. The trail should create a lively and entertaining experience that appeals to a wide variety of people, including children and families.





Montreal's waterfront celebrates the city's iundustrial history.





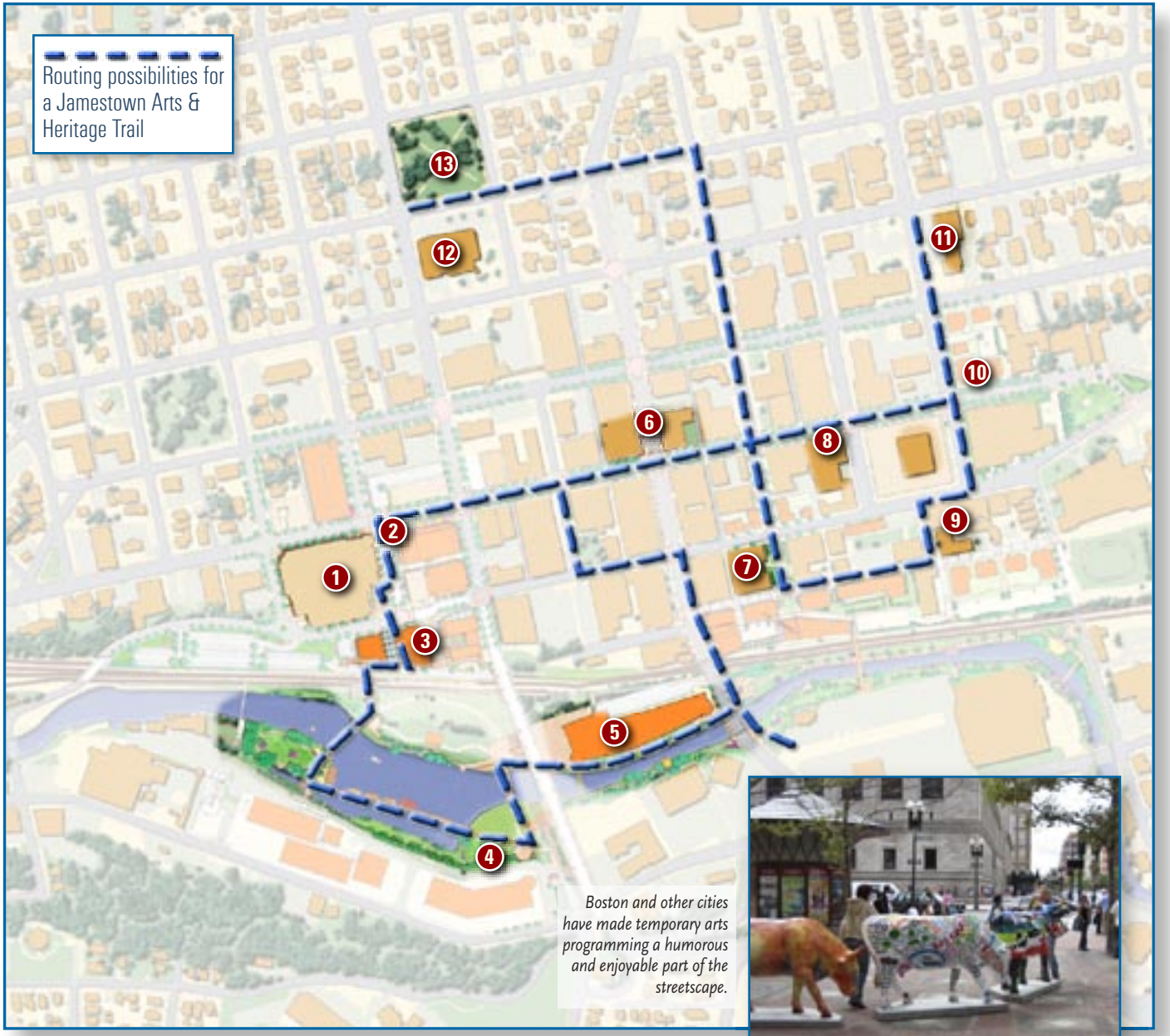








12 arts & heritage trail



1. Jamestown Savings Bank Ice Arena
2. "Jamestown Square"
3. Train Station
4. "River Basin" Park
5. "Waterfront Attraction"
6. The Lucy/Desi Museum
7. The Lucille Ball Little Theatre of Jamestown
8. The Reg Lenna Civic Center
9. The Arts Center
10. City Hall Plaza
11. The Robert H. Jackson Center
12. The James Prendergast Library
13. Sixth Street Park

Boston and other cities have made temporary arts programming a humorous and enjoyable part of the streetscape.

IMPLEMENTATION

4

IMPLEMENTATION

This plan establishes a guiding framework for the physical development of downtown over the long term. Over the next several months the City of Jamestown, community residents and businesses, foundations, the Downtown Jamestown Development Corporation, BPU, and other stakeholders that participated in creation of the plan must work to develop a schedule and detailed strategy for advancing the plan within the framework of this document.

This dialogue will include further discussion of these key issues:

- **Roles and responsibilities** of each of the parties—for each element of the plan
- **Schedule**, including identification of priority initiatives for the near, mid-, and longer terms
- **Funding strategy** for advancing plan elements

This chapter provides a guiding framework for these discussions.

Formally adopt the plan.

The City Council, Planning Commission and other groups should formally adopt this plan in order to establish its significance as a guiding document for downtown development.

Create an organization to implement the plan.

An organization with the mission and capacity to implement the plan will be necessary to ensure long-term consistency and continued commitment to advancing the plan over many years. The organization's board should include the mayor, foundation representatives, and representatives of arts/culture organizations and downtown business interests. The executive director will be responsible for leveraging the resources and gaining the consensus necessary to implement the plan. This organization could be an existing entity, such as the Downtown Jamestown Development Corporation, with an expanded mission and additional capacity to enable it to take on this larger mission, or it could be an entirely new organization.

Continue to strengthen relationships between city officials and the private/nonprofit sector.

To be successful, the City, the private sector, and the nonprofit sector should continue to work together to advance the vision for downtown Jamestown. All entities should agree on a common goal to help bring about positive change. The roles of the various entities must be understood clearly, with their resources and constraints acknowledged. Successful revitalization depends on public/private/nonprofit partnership.

Formalize agreements between plan partners.

Over the course of this planning process, several of the parties have reached informal agreement about how they might contribute to implementing elements of the plan, or have established mutual agreements about certain initiatives. These informal understandings and commitments should be formalized.

Develop a brownfields strategy.

Several of the parcels that have significant redevelopment potential may also require environmental remediation. The City should develop a strategy for identifying and securing state and federal funds for these parcels on a priority basis to assist with site investigation and remediation.

Negotiate transfer agreement for Arts Council properties.

The Arts Council has signalled its interest in disposing of its downtown properties. The City should mobilize quickly to work with the Arts Council to facilitate the transfer of these properties for beneficial use.

Develop a management program for downtown property.

The plan identifies potential locations for residential, restaurant, office, and hotel development. The next step will be to identify the specifics of

each site—parcel size, ownership, owner disposition requirements. The City will need to identify physically and functionally obsolete buildings and structures with limited adaptive re-use potential for potential demolition. The implementing organization should act as marketing agent to recruit investors for these properties. Assuming that the plan is adopted, the City should be prepared to marshall the resources needed to facilitate investment in these target parcels.

Set the stage for marketing residential-development opportunities.

The market analysis identified demand for new housing in and around downtown, and the plan identified target sites. The implementation organization should be encouraged to obtain an option or options to buy a target property or group of properties. The City must develop additional property-tax incentives for new residential construction. Once options to buy properties and tax incentives are in place, developers can be solicited for residential development and they can exercise the options.

Establish new property-tax incentives for new residential development.

New residential development downtown represents a critical ingredient for bringing new life and business activity to the area. Development costs alone, however, will drive the price for new residential construction above $150 per square foot. Coupled with the high property-tax rate, this cost—well above the market—could stall new residential construction in the area. Only a reduction in property-tax rates will allow new housing to be competitive. The city already offers ten-year tax abatements for new ownership housing. The resale value of new housing will suffer as the date of disposition approaches the 10-year window. The City should consider an additional residential property-tax incentive program that considers land value only, not improvements. Under such a program, the City would lose no revenue when a property is redeveloped; the land value would be the purchase price. As housing increases in value, so should the land value. For example, if land represented 20% of market value, the tax obligation would rise in tandem with the market value. It is important to understand that the City will accrue less-direct but still measurable fiscal benefits: on average, more than half of a household's income is spent on goods and services. New downtown households will contribute to economic revival downtown by increasing retail sales and stimulating job creation.

Continue to build working relationships with state officials and create working partnerships needed to advance downtown development.

The implementation organization should strengthen the relationship between Jamestown and state officials, including the State Historic Preservation Office (SHPO). Jamestown's future revitalization will depend on the state's commitment to supporting redevelopment efforts. Revitalization efforts will require state flexibility, where appropriate, with regard to regulations.

Develop a local waterfront improvement program (LWRP)

The City should initiate a process to prepare a LWRP that incorporates the recommendations of this plan and addresses additional technical issues as required. Conducted in partnership with the State of New York's Division of Coastal Resources, the process enables a municipality to build community consensus about the future of its waterfront and refines state waterfront policies to reflect local conditions and circumstances. Once approved by the New York Secretary of State, the local program serves to coordinate state and federal actions needed to assist the community in achieving its vision. State permitting, funding, and direct actions must be consistent with an approved LWRP. Within federally defined coastal areas, the activities of federal agencies must also conform to an approved local program. A LWRP presents a unified vision that increases a community's chances of obtaining public and private funding for projects, including funds for both the development and implementation of an LWRP, which are available from the state Environmental Protection Fund, among other sources.

Link Jamestown to the lake.

Economic development goals should include making Jamestown accessible to the lake by way of the river. Such access could transform the value of the river and, in turn, the role and function of downtown Jamestown in the regional economy. As opportunities arise, Jamestown should work to remove barriers to Lake Chautauqua. Planning toward this goal can be advanced through preparation of an LWRP.

Identify a riverfront "champion."

Many of the most successful riverfront revitalization efforts have succeeded because of the commitment of an individual or group of individuals to championing the cause over a long time period and in the face of many obstacles. Identifying such a champion for the riverfront is an important step toward advancing this effort.

Develop a vision and strategy for introducing a regional attraction in Jamestown.

The implementation organization must explore the opportunities for a regional attraction in Jamestown. As a first step, the state's posture toward this idea needs to be understood. If there is potential, the implementation entity must identify an attraction that takes best advantage of Jamestown's strengths while being attractive to regional visitors.

IMPLEMENTATION: STEP BY STEP

Work on all of the plan recommendations should begin immediately. Some tasks can be completed in a few months, but the more ambitious initiatives will require much longer time frames. Work on the longer-range efforts should nevertheless start now; in order for them to succeed, citizens, businesses, and public officials will need to lay a strong foundation for eventual completion.

These checklists organize the recommendations by anticipated time frames. Those under "First steps" can be wrapped up within the next 12 months. A second "Mid-term focus" group will require more time—up to three years in most cases. The set of "Longer-term focus" efforts will require patient and persistent work over five years and beyond—but they will also produce the most dramatic payoffs for downtown's revitalization.

FIRST STEPS

- **Formally adopt the urban design plan.**
  > In addition to City Council and other bodies, seek formal support from a wide variety of local and regional groups.
- **Create/designate an organization to implement the plan.**
  > Iron out the details of how this will work and identify who will do what and when they will do it.
- **Finalize plan documents and get them printed in large enough quantities to distribute widely—this is a planning document *and* a sales document.**
- **Create a communications strategy and treat every activity as linked to the plan.**
- **Hold a "celebration" to launch implementation of the plan—September 2006.**
  > Announce specific implementation commitments.
  > Identify what's going to happen over the next year.
- **Commit to a public event in 2007 to review progress, announce achievements, and roll out plans for subsequent years.**
- **Seek external recognition for the success of the work. Submit the plan to competitions and win an award. Then advance it as Jamestown's "award-winning plan." This can help with implementation.**
- **Talk about the plan regionally in planning/development circles; build awareness.**
- **Continue to strengthen the relationship between city officials and private/nonprofit entities.**
- **Formalize agreements between plan partners.**
- **Continue to build working relationships with state officials and create working partnerships needed to advance downtown development.**
- **Communicate directly with property owners in areas where the plan anticipates new/different development—explain what the plan means and what it does not mean and look for win-win opportunities.**
- **Secure public/nonprofit control of key parcels.**

MID-TERM FOCUS

- **Focus on implementing improvements in the core of downtown. *Target things that can get done in two to three years:***
  - > West End parking area
  - > Train station
  - > Arts & Heritage Trail
  - > Conduct a traffic analysis.
  - > Establish property-tax incentives for new residential development.
  - > Negotiate a transfer agreement for Arts Council properties.
  - > Develop a management program for downtown property.
  - > Set the stage for marketing residential development opportunities.

LONGER-TERM FOCUS

- **Transform the downtown riverfront and reconnect the city to the lake, making substantial progress over the next five years. Near-term actions for accomplishing this mission include advocacy and planning of riverfront renewal as a regional attraction:**
  - > Secure control of key parcels.
  - > Identify a riverfront "champion."
  - > Develop a vision and strategy for introducing a regional attraction to Jamestown.
  - > Draw up a local waterfront development program (LWRP).
  - > Secure funding for public improvements.
  - > Work with BPU to advance its expansion plan.
  - > Work with the railroad to secure long-term control of multiple parcels.
  - > Develop a brownfields strategy that prioritizes key waterfront parcels.

JAMESTOWN URBAN DESIGN PLAN

VOLUME II—DESIGN GUIDELINES



GOODY CLANCY
ARCHITECTURE
PLANNING
PRESERVATION

PREPARED FOR THE CITY OF
JAMESTOWN, NEW YORK

AUGUST 2006

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THE WATERFRONT CENTER

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BERGMANN ASSOCIATES

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 what downtown can become and how it can build greater economic vitality for the community and the region.

JAMESTOWN URBAN DESIGN PLAN
VOLUME II—DESIGN GUIDELINES

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design guidelines

INTRODUCTION





BACKGROUND

Jamestown's vision for the future is laid out in the Comprehensive Plan. While the Comprehensive Plan offers an overall road map for the city, it is not detailed enough to suggest specific urban design and planning strategies and recommendations to support Jamestown's unique sub-areas, such as the riverfront and the downtown core (the five sub-areas are described in greater detail below). This document, Volume II of the Urban Design Plan, provides the details—specific guidance on the design of buildings and the public realm of streets and open spaces within downtown Jamestown. It should be read in conjunction with Volume I, which provides an overall framework for enhancing downtown.

Livable, vibrant cities don't happen by accident. Rather, they grow from a shared vision, a desire by the public for a place of character and quality, a governing initiative, and a collaboration of public and private stakeholders. These design guidelines build on the city's Comprehensive Plan. They make the goals of the plan achievable over time by offering a flexible tool, rather than restrictive zoning requirements, that allows new development to respond better to the distinctive character of its surroundings.

These guidelines can help implement several land use and zoning goals and policies contained in the Comprehensive Plan. Because these goals correspond to specific districts within the city, the design guidelines are organized the same way. The guidelines for the Downtown Core sub-area, for example, spell out specific methods, techniques and recommendations to help development proposals meet the Comprehensive Plan goal to "reestablish an attractive and economically sustainable downtown that reinforces its historic identity as the region's central gathering place." New development proposals in the downtown core would be subject to the design guidelines that are specific to that district, proposals along the riverfront would be subject to the riverfront-specific guidelines, and so on.

TAKING THE LEAD

The City has led a collaborative effort—involving the work of business and community leaders, foundations and residents—that has produced these guidelines. This guidance on the design of new development and public infrastructure will play an instrumental role in supporting downtown's revival.

The design guidelines aim to encourage context-sensitive redevelopment that takes into account proximity to existing uses, the relationship between height and massing, street widths, open spaces, and desired land uses. They also specify the scale and character of key streets and describe in detail both the desired physical character of new development and the desired relationships between the public realm and private uses.

DOWNTOWN AND THE REGION BENEFIT!

A strong and healthy downtown helps drive regional economic success. Regions with strong and appealing urban centers can be more successful in attracting businesses and residential growth. In setting forth the community's expectations for new development, these design guidelines represent a visionary yet market-based approach to new development. Downtown benefits from development that is well designed and high quality, and new development benefits from its location in a revitalized regional center. Additional incentives for following the design guidance include:

- Relaxation of zoning standards, where applicable. This includes a reduction in parking requirements for the Waterfront and C-2 zones, which opens the door to more density on the site.
- Faster reviews.
- Financial incentives: Adherence to the relevant guidelines would result in more funding through the City's Downtown Greenlining Façade and JLDC Loan Program and the Greater Jamestown Economic Development Zone (EDZ) development incentives. As new funding sources and programs emerge over time, the Department of Development will use adherence to the design guidelines as part of the selection criteria for a project's receiving them.

URBAN DESIGN PRINCIPLES

The Urban Design Principles set the planning and design parameters for revitalizing Jamestown's downtown. The principles and the design guidelines will guide development that contributes to the renewal of downtown Jamestown.

1. **Build on historic and other assets to reinvigorate downtown.**
2. **Create development opportunities that include a mix of uses supporting a more diverse downtown.**
3. **Create a vibrant public realm—encourage active streets and lively public spaces.**
4. **Work with businesses to make physical improvements.**
5. **Create strong pedestrian links between districts.**
6. **Create guidelines and review processes that promote implementation of the community's vision.**

DESIGN GUIDELINES OVERVIEW

PURPOSE OF THE GUIDELINES

The purpose of the design guidelines is to describe ways that new development proposals and public infrastructure improvements can be compatible with and enhance their surroundings. In contrast to the City's Zoning Code, which contains very specific regulations, the guidelines show ways to think about a project's context and provide examples that can help a new project better fit that context, whether existing or envisioned. The guidelines supplement the Zoning Code, providing a means for adapting the regulations to the characteristics of individual sites.

The guidelines can alsO

- Establish criteria and offer examples for judging the compatibility of new buildings in the city.
- Facilitate the understanding of the terminology and key aspects of site planning and design.
- Highlight the important features of each sub-area to enhance appreciation of the natural and built environments.

DESIGN ELEMENTS

The discussion below describes the design elements covered by these guidelines and explains the importance of each element in building stronger districts.



- *Building orientation*
- *Building setbacks*
- *Location of parking*
- *Landscaping*

Site Planning

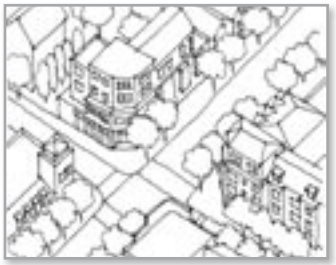
Site planning guidelines primarily address the organization of a project's components. They deal with the location of buildings and site features such as parking lots, open space and service areas. Good site planning can minimize a project's impacts on its neighbors (for example, by separating tall or bulky structures or retaining noteworthy site features), continue existing desirable patterns, or enhance the quality of existing districts.



- *Street-plevel transparency*
- *Generous sidewalks*
- *Pedestrian-scaled signage and lighting*

The Streetscape

The streetscape guidelines are intended to help improve the character of Jamestown's public space. It is especially important to acknowledge the significance of streets as public spaces. The guidelines address issues raised by street-level uses, blank walls near sidewalks, and sidewalks and landscaping.



- *Building form and massing*
- *Architectural elements, such as cornice lines*
- *High-quality materials*

Architectural Expression

Guidelines in this section deal with the exterior elements of buildings—components that define the look of a building, such as roofs, windows, porches, modulation and details. Guidelines for architectural elements encourage new development in established districts to complement neighboring buildings and consider how design gives a district identity. Rather than encouraging new buildings to mimic older ones, the guidelines suggest how new buildings can relate to their older neighbors by picking up visual cues from existing buildings and interpreting them in contemporary ways.



- *Public art*
- *Public seating*
- *Other public open-space amenities*

Public Amenities

Public streets, plazas, parks and other important civic spaces support public life, and represent a key component of successful urban places. These guidelines discuss how "place-making" features can lend a unique identity to certain areas. For example, gateways and other important public places can be marked with public art.

WHO IS EXPECTED TO USE THESE GUIDELINES?

Because these guidelines will be used in evaluating new development projects in the city, the most frequent users of this document will be the people concerned with the development of new buildings and public spaces.

Property Owners/Developers

The guidelines will acquaint property owners and developers with the issues of community character identified in the Comprehensive Plan and subsequent planning studies. They show how new development can address these issues and contribute to the community's vision.

Designers

The guidelines will help architects and others who shape buildings and public spaces understand what is expected of their products and what features and function can make new buildings more compatible with their surroundings, and/or more consistent with the goals of the Comprehensive Plan.

Project Neighbors

People who live near new development proposals will benefit greatly from these guidelines, which they can give them a better vision of proposed projects and how they can enhance the neighborhood's character. Ultimately, the guidelines offer neighbors a tool to use when describing to developers or City staff what they consider appropriate design for their neighborhoods.

City Staff

In issuing permits for new developments, City staff will rely on these guidelines to help define specific design conditions required for project approval.

HOW TO USE THESE GUIDELINES

As reviewers apply the design guidelines to particular development proposals, they will need to keep in mind some important considerations:

1. **Each project is unique and will pose unique design issues.** In some cases, trying to apply all of the guidelines to a project could produce conflicts in the design. In most cases, City staff will find some guidelines more important than others, and the guidelines that critical to one project may only play a subsidiary role on the next one.
2. Many of the guidelines suggest using existing context to determine appropriate solutions for a project under consideration. **In some areas, the existing context may be poorly defined or undesirable.** In those instances, the new project should be treated as the model that will establish a pattern or identity from which subsequent developments can take their cues.
3. Each guideline includes examples and illustrations of ways in which that guideline can be achieved. **Examples are just that—examples—and not the only acceptable solutions.** Designers and reviewers should consider designs, styles, and techniques not described in an example but that still meet the intent of the guideline in question.

REVIEW PROCESS

WHAT IS DESIGN REVIEW?

Design review is intended to be a forum for City staff, a project proponent, and the community to work toward achieving a better downtown through attention to simple design principles. Those principles are presented in the design guidelines that follow.

WHERE DO THE GUIDELINES APPLY?

In general, projects located in the five sub-areas are subject to design review. The guidelines are organized by sub-area; proposals for development would be subject to the guidelines for the sub-area in which the development site is located.

WHEN DO THE GUIDELINES APPLY?

The guidelines apply to any proposed development or redevelopment—other than single-family residential projects—that exceeds one of the following thresholds under the formal site plan review procedure (300-0901):

- 12 parking spaces;
- 5,000 square feet of gross floor area;
- epansion of an existing facility by more than 25% of the gross floor area of the facility; or
- new residential construction with three or more units.

Additionally, the design guidelines apply to all proposed manufacturing or light manufacturing development or redevelopment.

Context-sensitive design is especially important for downtown, with its rich stock of historic architecture. Therefore, as a threshold within the Downtown Core, design review is also required when structural changes to a façade are proposed. Signs exceeding 60 square feet in surface area would require design review.

WHO ADMINISTERS THE GUIDELINES?

Proponents of projects requiring site-plan review should submit their proposal for review by City staff prior to submitting a formal application and final site plan. City staff will review the plan and make recommendations about how well it meets the intent of the design guidelines. A completed application for site plan review will then be presented at the Planning Commission, where formal recommendations and approval will be made.

Administrative design review covers proposals not requiring site plan review, such as new signs and façade improvements. Applicants should submit the proposal, including site plan and elevation drawings, for staff review and approval.

SUBDISTRICT GUIDELINES

JAMESTOWN'S SUBDISTRICTS

These guidelines are organized into five geographic areas to guide the development of the public realm and private investment opportunities. The subdistricts are:

1. The Riverfront
2. Downtown Core
3. West End
4. Brooklyn Square
5. Extended Downtown



As important as their role in reinforcing and enhancing a "district identity" for these areas, the guidelines also provide direction on how to link these areas physically and visually. The stronger the connections through complementary use and physical design become, the more cohesive the overall district becomes. The downtown economic environment becomes stronger when each business, development project, and public amenity functions as a piece of a broader strategy.

As described on the following pages, each subdistrict has its own set of design guidelines, organized by specific site planning, streetscape, architectural expression, and public amenity guidance that address the unique conditions and opportunities of each area. The Riverfront District, for example, has distinct site-planning design guidelines, found under Riverfront Site Planning." The Downtown Core has a separate set of site-planning design guidelines under "Downtown Core Site Planning," and so on. The discussion of each district's design guidelines also contains an overview of the area that identifies its unique opportunities and outlines the benefits of adding high-quality buildings and public spaces.

DISTRICT 1 ▸ RIVERFRONT

overview

The Chadakoin River is one of Jamestown's most valuable assets. Despite its status as the primary natural open space element in the city, the river is underutilized as a recreational, cultural and commercial resource. Current conditions include:

- Lack of public access.
- Private control of the waterfront. Much of the river is screened by the remains of obsolete industrial structures. Abandoned and deteriorating factories and warehouses abut the river channel, blocking views and creating an unsightly background for water uses.
- Phase One of the City's Riverwalk Plan has been completed.

opportunities

The river is the city's most distinctive natural feature and should become the visual and recreational centerpiece of the community. Development of recreational amenities and public gathering places would improve the appearance and function of the river, making it a desirable destination and serving as a catalyst for economic development within the river corridor.

These guidelines support the principles and goals of the Urban Design Plan, and set the objectives for the siting and design of future public spaces and private investment along the riverfront. This should include a "core" activity center that links to downtown within a larger, urban riverfront park framework.

benefits

A new Riverwalk and park can become a major amenity and regional attraction. New development along the river could further strengthen and enhance the appearance of and public interaction with the river.

The overriding goal of the plan is to realize Jamestown's importance and potential as a regional center attracting county residents and visitors to new and enhanced attractions downtown and along the riverfront. To this end, the design of buildings and public spaces should conform to a set of guidelines with the following principles.



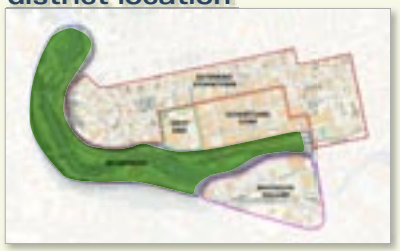
Tap the power of the river once again ...





Reclaiming sites as locations for new investment and creating amenities and attractions that draw regional visitors to downtown.

district location

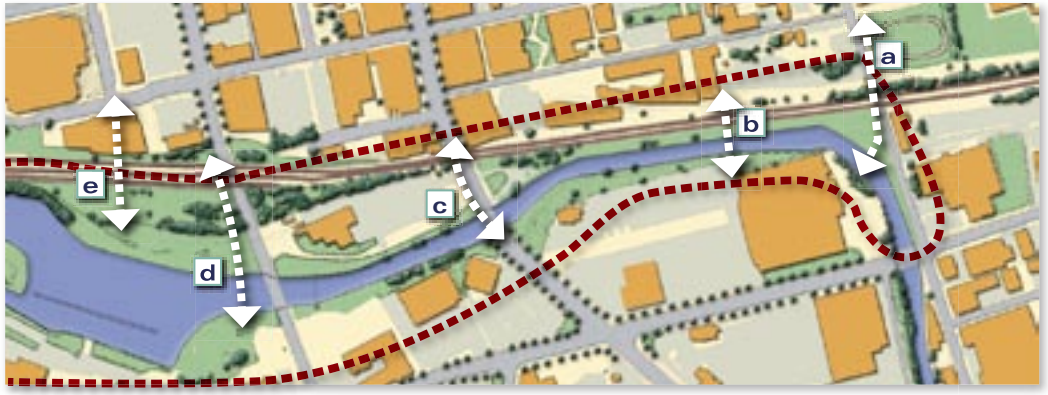


riverfront site planning

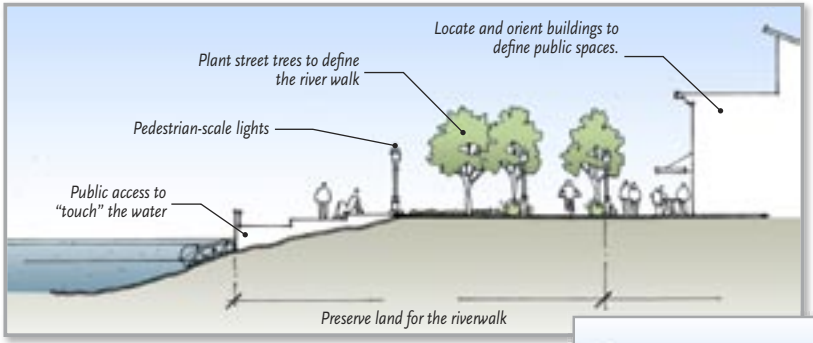
Create an open-space and recreational network along the river with a distinct core district that links to downtown.

SITE PLANNING GUIDELINES

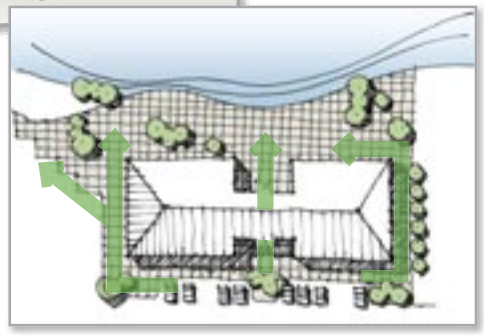
1. **Preserve land and/or right of way** where necessary to accommodate a continuous riverwalk and related parks and open spaces.
2. **Create strong physical connections** between public space and neighboring development.
3. Locate and orient buildings to **define public spaces** along the river.
4. **Forge connections to downtown** at specific locations:
   a) high school
   b) rail underpass
   c) North Main Street
   d) Washington Street
   e) train station.
   (see adjacent diagram)
   These connections should include interpretive elements that provide expressions of local history and culture.
5. **Riverfront sites close to the downtown** should constitute a "core district" with clear connections to downtown, and they should function as an important center of activity. Design and locate pathways and walks to promote physical continuity and connection.
6. **Plant and maintain street trees.**
7. Design all streets and walks for **safe and comfortable movement on foot** and to meet ADA accessibility requirements.
8. **Parking and services:**
   > Where possible, locate **parking areas** off of side streets or alleys, toward the rear of main, river-facing façades.
   > Provide **pedestrian paths from parking areas** to important public places along the riverfront and connecting to downtown.
   > Locate **trash and delivery areas** away from customer entrances and other public places.



Development proposals in the core district should be sited to function as centers of activity and forge clear connections to downtown.



Preserve land to accommodate the riverwalk and related open spaces.



Provide multiple pedestrian pathways from parking to public spaces.

riverfront streetscape

To succeed, the Riverwalk will need a mix of uses and activities along its edges, including public gathering places, housing, and commercial development, including stores and restaurants.

STREETSCAPE GUIDELINES

1. **Activate ground floors.** Orient building entrances toward public riverfront space, and provide adjacent ground-floor uses that animate and enliven the space. Spaces for ground-level uses should be designed to engage pedestrians with the activities occurring inside. Sidewalk-related spaces should appear safe, welcoming, and open to the general public.
   - > **Taller storefronts** (12 feet and higher) create more open and welcoming places.
   - > 60% of ground-level commercial space should be **transparent**.
   - > **Non-retail windows** at ground level should provide some interaction with the street.
2. **Public investment should help create a riverfront district character and identity** that will help stimulate redevelopment of nearby properties. Materials used to build and fit out streets and streetscape should be of high quality. Use exterior lighting, street trees and other street furniture to add interest and comfort and give a human dimension to the street. Treat streetscapes as unifying elements throughout the Riverfront and work to establish a consistent design theme for the district "core" and its "links" to downtown.
3. **Install pedestrian-scaled lights** along sidewalks and pedestrian walks.
4. **Coordinate lighting fixture design** with other street amenities to unify and contribute to a distinct district identity.
5. **Plant and maintain street trees.**
6. Design all streets and walks for **safe and comfortable movement on foot** and to meet ADA accessibility requirements.

JAMESTOWN



Draw from the unique setting and identity of the riverfront ...

EXAMPLE



...to create opportunities for uses such as housing to help shape a vibrant waterfront setting.



riverfront building design

JAMESTOWN



Riverfront precedent: reuse of historic structures maintains a distinct urban riverfront character.

EXAMPLE



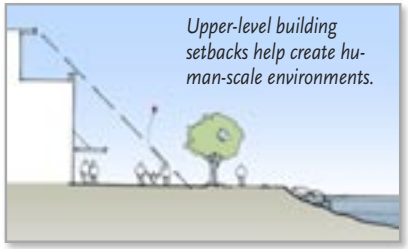
New development should respect the scale, massing and materials of adjacent buildings and landscape.

BUILDING DESIGN GUIDELINES

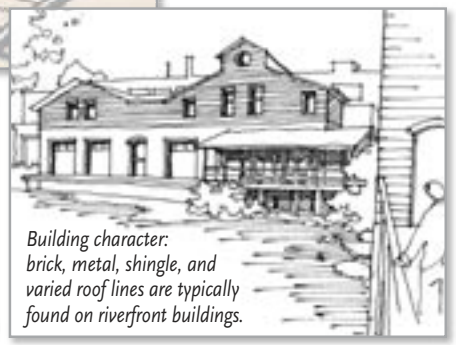
1. **Promote high-quality construction.** Treat each building and streetscape element as a long-term addition to the waterfront. Exterior design and building materials should both exhibit the permanence and quality appropriate to an urban waterfront setting.
2. **Encourage the recycling of buildings and landscapes;** in particular, retain historic and architecturally significant buildings through adaptive use. Allow contemporary alterations and additions to historic or architecturally significant buildings or sites, provided that they don't substantially alter or harm distinguishing qualities and features, and are compatible in terms of scale and character.
3. **Building heights must respect the adjacent pedestrian-friendly waterfront.**
4. **Locate and/or screen utilities and service equipment** so that they are not visible from public spaces along the riverfront.
5. **Integrate human-scaled lighting fixtures into building designs**—especially along pathways and walks—to increase safety and comfort.



Reuse of historic buildings combines with streetscape elements to create a vibrant waterfront environment.



Upper-level building setbacks help create human-scale environments.



Building character: brick, metal, shingle, and varied roof lines are typically found on riverfront buildings.

riverfront public amenities

ENHANCING OPEN SPACES AND NATURAL AREAS

Public amenities provide multiple and layered expressions of local history and culture, and help shape the unique identity and qualities of a place. To create distinct places along the riverfront, consistency and thematic quality should mark the placement and design of public amenities.

PUBLIC AMENITIES GUIDELINES

Provide elements that define the place. Provide special elements on façades, within public open spaces, or on sidewalks to give each site a distinct, attractive, and memorable "sense of place." Incorporate one or more of the following, as appropriate:

- Use **public art** to identify areas with a unique identity or to celebrate the entrance to a public place—for example, marking gateways, access points, or other important public places and buildings. Encourage works that celebrate local history and culture.
- **Street furniture,** such as seating and information/retail kiosks.
- Identify and take advantage of interpretive opportunities with elements that **express the history and culture of the river and its uses.**
- **Develop a thorough system of visitor orientation.** Signs, maps and other way-finding tools in the public realm provide multiple benefits. In addition to orienting pedestrians and drivers and identifying places of interest,they add visual interest to the street, contribute to a sense of place, and encourage further exploration of the area.
- **Include public seating areas**—benches, ledges, broad stairs, planters and the like—especially near public open spaces and natural areas where people are likely to want to look, rest, eat, read, or meet.
- **Use special paving and landscape treatment** to give distinctive accents to points with a unique identity, such as important intersections and notable historical and cultural landmarks.



The riverfront merits a wide array of public amenities to further create places for people.

EXAMPLE



Signs and maps in the public realm promote new development that extends existing circulation patterns along the riverfront and connect important centers of activity.

JAMESTOWN



Use civic art and other amenities to identify the riverfront as a unique public place.

DISTRICT 2 ▸ DOWNTOWN CORE

JAMESTOWN



EXAMPLE



The life of downtown is closely tied to the character of its public space. The point where the building meets the sidewalk should be a place of intense interaction.

district location



overview

A weak regional economy presents a challenge to downtown Jamestown's revitalization potential. As is true in many American cities, much of the wealth of the community has migrated from the center of the city to a more affluent suburban perimeter. Downtown retailers have relocated and industry has moved away from the historic complex of mills and factories along the river. Due to its size and location, however, downtown Jamestown is well positioned to become the center for culture and business among regional residents and visitors.

opportunity

Jamestown has a compact, active, and "walkable" center, and it has maintained its small-city identity with valuable resources downtown. Building on a national trend—Americans have begun to rediscover the charm and appeal of urban life—downtown can capitalize on its cultural, recreational and historic resources to become the region's hub and meeting place.

benefit

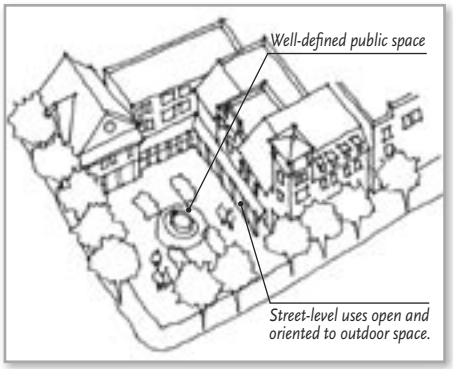
Significant generators of activity, such as cultural, entertainment, and recreational facilities, could support additional stores, offices, and perhaps housing downtown. Historic preservation of the downtown's architecturally significant buildings could draw potential interest from the tourism sector, which could play a larger role in the downtown economy.

downtown core site planning

A fine-grained pattern of buildings and blocks creates the visual and physical connections that make walking appealing. Private- and public-sector investment should extend and enhance this context to reinforce downtown's pedestrian-friendly character.

SITE PLANNING GUIDELINES

1. Locate new downtown residential and mixed-use development to **define public streets and civic spaces,** such as public plazas.
2. In general, **build up to the sidewalk with a continuous street wall.** Allow larger developments to pull back from the street edge for plazas and gracious entry fore-courts.
3. **Establish clear pedestrian connections to the riverfront;** make sure they are well-marked and inviting. Clear paths and landscape elements can lead people to the water. New development, especially on First and Second streets, should include public uses and amenities at street level to help encourage activity to spill over to the riverfront area.
4. **Site parking and services** to allow desired uses and activities. For instance, locate parking behind buildings or at the interior of a block to support pedestrian-oriented streets.
5. **Discourage developments that are internally focused** at the expense of an active street, or developments that produce "left-over" space. This often takes the form of open space that is hard to get to, not designed with the scale and comfort of people in mind, or space that is tucked within or at the rear of a building site.
6. **Plant and maintain street trees.** Cut back tree limbs for a minimum of 7 feet above the grade of sidewalk paving.
7. Design all streets and walks for **safe and comfortable movement on foot** and to meet ADA accessibility requirements.

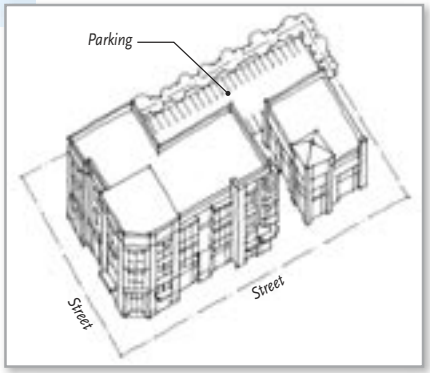




Sidewalks accommodate the public in a variety of ways. In general, build up to the sidewalk leave sufficient room to allow for enhanced activity.

Orient building entrances toward public space, and encourage adjacent ground-floor uses that animate and enliven the space.





Consolidate and place parking at the rear and place driveways mid-block, when necessary; provide alley access for service and parking, where feasible.

downtown core **streetscape**



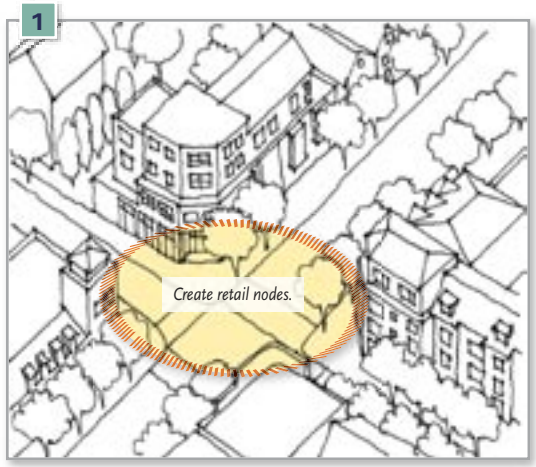


Downtown streetscape precedents: (Top) Multiple street-level storefronts with signs help distinghish downtown as a special place. (Bottom) Recessed entries welcome without interrupting the continuity of street frontage.

The character of its public spaces determines a downtown's vitality. New and old buildings, through their location and orientation to sidewalks and other spaces, shape outdoor space. Streets play an especially important role as public spaces; accommodating public use at ground level along downtown streets is critical to creating a socially and visually stimulating downtown. Street-level façades and streetscape amenities offer the greatest opportunity to support pedestrian activity.

STREETSCAPE GUIDELINES

1. **Locate and orient buildings to define public streets and civic spaces.** Cluster stores to create nodes of activity, such as around key intersections, to counteract the powerful economic forces that are drawing away downtown customers.
2. Design and situate streetscape elements—including lights, trees, and building elements such as signs and awnings—to **reflect the location and scale of adjacent streets, buildings, and uses.**
3. Coordinate lighting fixture design with other street amenities to create a **unified downtown identity.** Streetscape elements in the downtown core should be civic in design and function, to communicate downtown's important role in the public life of the region.
4. To help make Third and Main the region's Main Streets, **new development proposals must bring activity to these streets.** Take the indoors outdoors by spilling interior space and uses, such as dining areas, onto sidewalks and plazas, and bring the outdoors into buildings by opening interior spaces to views of street life. Be sure to maintain sufficient clear space to allow side-by-side passage of two pedestrians along the sidewalk.





downtown core **building design**

Downtown contains a significant stock of well-preserved older buildings, and an enormous amount of vacant space could be reused. A key downtown asset is its small-city architectural identity, and a strategy for renovating and reusing downtown structures will preserve aesthetically valuable architecture.

BUILDING DESIGN GUIDELINES

1. **Encourage the recycling of buildings and landscapes;** in particular, retain historically and architecturally significant buildings through adaptive use. Allow contemporary alterations and additions to historic or architecturally significant buildings or sites, provided that they don't substantially alter or harm distinguishing qualities and features and are compatible in terms of scale and character.
2. **Respect surrounding character:** Establish a harmonious transition between newer and older buildings. Compatible design should respect the scale, massing and materials used on older buildings.
3. **Unify and articulate building façades.** Establish a building's overall appearance on a clear and pleasing set of proportions; building façades should exhibit a sense of order.
4. Design visually attractive buildings—including creative contemporary architectural solutions—that **add richness and variety to the downtown environment.** Employ creativity and individual expression in designing storefronts through the use of signs, awnings, and other details that show craftsmanship.
5. **Interpret references to period architecture in a contemporary manner.** New construction should complement the architectural character of adjacent historic buildings or areas, but it can do so without imitating them.
6. Employ design strategies and incorporate architectural elements that reinforce downtown's unique qualities; in particular, **downtown's best buildings tend to support an active street life.**
7. **Encourage high-quality construction.** Treat each building and streetscape element as a long-term addition to downtown; exterior design and building materials should exhibit permanence and quality appropriate to an urban setting. Use especially durable and high-quality materials at street level. Storefront improvements that incorporate traditional design elements are strongly encouraged. Consult the drawings on the facing page for examples of good storefront design.



Downtown precedent: well-proportioned building façcades employ a base, middle and top.



Signs add richness and variety to a walkable downtown.

downtown core **building design**

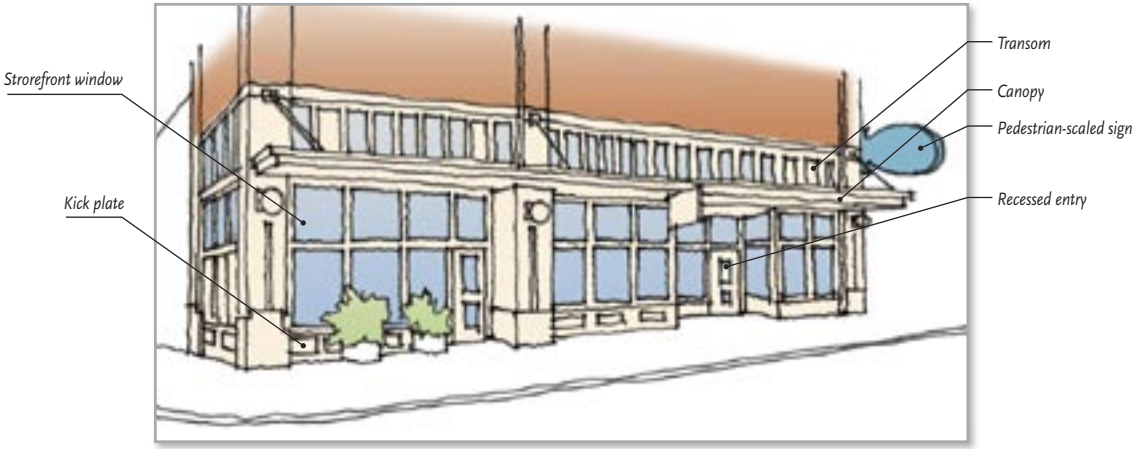


Downtown precedent: quality materials express the fact that buildings are long-term civic investments.





Downtown precedent: regulating lines, such as belt courses and cornices, promote contextual harmony, solidify the relationship between buildings, and lead the eye down the street.



The vocabulary of traditional storefront design.



Architectural features like cornices that relate to adjacent buildings can reduce the apparent (and conflicting) height of a new building.



The pattern and proportion of windows, doors and other elements plays an important role in determining a building's architectural character. Following the proportion and pattern of neighboring buildings will increase the consistency of the overall streetscape.

downtown core **public amenities**

Provide place-defining elements. Downtown Jamestown is an urban form waiting to be reinvented. Its redevelopment will require innovative approaches—for instance, capitalizing on cultural, recreational and historic resources. Highlight and augment downtown's quality resources with special elements on façades, within public open spaces, or on the sidewalk to create a distinct, attractive, and memorable "sense of place" associated with being downtown. Consider incorporating one or more of the following, as appropriate:

PUBLIC AMENITIES GUIDELINES

1. **Public art** that celebrates Jamestown's heritage and its arts and cultural community.
2. **Interpretive opportunities:** Consider incorporating vestiges of downtown Jamestown's heritage into the design of new development.
3. **Visitor orientation.** Signs, maps and other way-finding tools in the public realm are important for orienting pedestrians and vehicles, pointing out places of interest, adding visual interest to the street, contributing to a sense of place, and encouraging further exploration of the area. These elements can play a particularly useful role in creating clear connections to the riverfront and the West End.
4. New developments are encouraged to include **public art and streetscape elements** that relate to the established or emerging theme of a specific street. Refer to the public realm guidelines in this document for information on the design character of specific streets.

EXAMPLES









Distinctive public art, street furniture and landscaping promote identity and enliven the street.

DISTRICT 3 ▸ WEST END DISTRICT



The ice arena is an important activity center.



Streetscape improvements will help stimulate private development interest and forge an important link to the riverfront and the downtown core.



High-quality, visually attractive buildings are the goal whenever new development is proposed in the West End.

overview

The West End District of downtown shows signs of an area in transition. The area contains a high level of vacant or underutilized structures and open land where once viable businesses were located. The former Erie Railroad station sits at the southern end of the area and is now showing visible signs of neglect. This building is a historically significant structure for the city, offering a major focal point and a key link between the West End and the riverfront. The opening of the new ice arena, however, represents an important step in reaching a critical mass of activity downtown.

opportunity

The West End, presents an opportunity for significant change that can exert a positive influence on development of both the riverfront and the downtown core.

benefit

The union of the West End District, in relationship to both the riverfront and the downtown core, can serve as a key catalyst for revitalization of these areas. The ice arena should stimulate interest in additional private development in the district.

district location



west end site planning

The West End provides a clear opportunity for establishing a concentrated cultural and entertainment district. Physically linking the West End to downtown and the riverfront is an important factor in making the downtown a successful destination. The stronger these connections grow through complementary uses, the more substantial the link becomes to the overall comprehensive attraction.



Site planning components, such as building orientation and placement, open space configuration, and the placement of streetscape amenities should take into consideration how West End development can physically and visually link to the larger downtown context.

SITE PLANNING GUIDELINES

1. The former **Erie Railroad Station** area presents a unique opportunity to build a critical connection between the West End and the riverfront. Physically connecting pedestrian access and adding commercial uses between the station and the river's edge will create a strong link between the two areas. Proper placement of building forms and features will enhance the continuity needed to link the north and south sides of the city.
2. New development should help create active and vibrant streets that connect the West End to downtown. To this end, **active retail and other public uses** should be incorporated into the street-level design of buildings at or near the corner of Third and Washington streets.
3. Parking garages are often important components of an urban environment. If sited and designed poorly, however, they have the potential to deaden the street environment. To avoid this, **place retail or other active public uses at the street level of garages.**

west end **streetscape**



The ice arena.



Opportunity site.



Provide open and transparent street-level facades and provide overhead cover along the sidewalk.

Individuals interact with the street level of a building in an intimate fashion, and this interaction influences our perception of the place. In creating a desirable West End District, place emphasis on human-scale buildings and public places that communicate the fact that the district is an inviting and pleasant place.

STREETSCAPE GUIDELINES

1. Large development sites in the West End should **emphasize human-scale design at the street level** of a building. Place emphasis on the ground level of a building where it orients to the street or defines public space.
2. As an important connection between the riverfront and the downtown core, the West End is poised to support a greater amount of activity, and vehicular traffic, public transit, pedestrians, and cyclists all need to be considered in the design of streets. Most important, **streets in the district should encourage walking, lingering, meeting and conversing.** The following considerations can help shape public life:
   - Design all West End streets for safe and comfortable movement on foot and to meet ADA standards. Incorporate a high level of streetscape amenity such as street trees, street furniture, and street lights.
   - Treat these amenities as unifying elements to help create a district identity in the West End.

west end **building design**

The design of buildings can contribute to creating a distinct neighborhood identity within the West End.

BUILDING DESIGN GUIDELINES

1. Consider each building as a high-quality, long-term addition to the West End District. Exterior **design and building materials should exhibit permanence and design excellence appropriate to an urban setting.**
2. In general, the existing architecture in the West End is not as noteworthy and cohesive as the traditional building styles found in the downtown core. Therefore, an opportunity exists for new development proposals to **establish a desirable architectural context and precedents.** Careful consideration of the scale, massing and detail of individual buildings will contribute to an appealing district identity and character, and a satisfying public environment. The following methods and techniques will help new development meet this objective:
   - Use building massing and orientation to place strong visual emphasis on the street and other important civic spaces. In general, **buildings should be three stories tall at the street** to help create a sense of enclosure appropriate to an urban setting while relating to the scale of the pedestrian. Use upper-level building setbacks to accommodate greater heights.
   - **Vary the building character as the building rises;** in general, differentiate among the base, middle and top levels of a building.
   - **Employ strong building forms such as towers to demarcate important gateways, intersections and corners.**



New buildings in the West End must establish the precedent for human-scale design and design quality in the district.





Building massing and street-level details can place strong visual emphasis on public spaces, helping to link the West End to the downtown core.

DISTRICT 4 ▸ BROOKLYN SQUARE

EXAMPLE



New commercial development should be designed to focus activity and attention on public space.

JAMESTOWN



Large surface parking lots now dominate the streetscape.

overview

The Extended Downtown and Brooklyn Square districts currently serve as transition zones between the well-defined, walkable downtown and the neighborhoods. The Extended Downtown area is characterized by one- and two-story structures that are residential in character and functionally oriented to home conversion and office/residential use. Brooklyn Square is characterized by urban renewal areas of large parking lots and large-footprint retail buildings. These building patterns disrupt functional and aesthetic continuity between the neighborhoods and the downtown core.

opportunity

This area provides the opportunity to extend the urban, pedestrian-oriented downtown environment toward the south. It also has the capacity to support new commercial development and housing. As an important edge, this area offers the opportunity to mark entry into downtown.

benefit

New uses, better connections, and proximity to the riverfront will help build a critical mass of activity characteristic of successful downtowns.

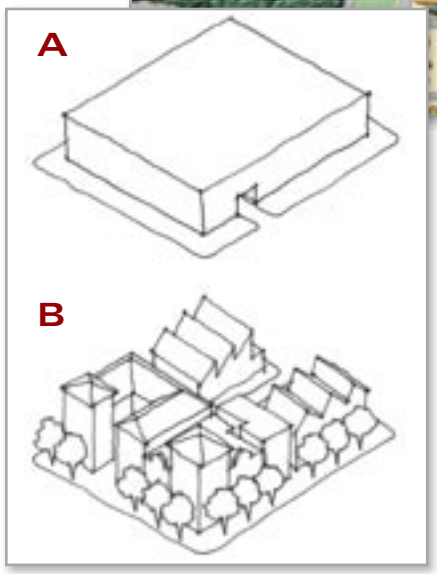
district location



brooklyn square site planning

This area is characterized by urban renewal areas of large parking lots and large-footprint retail buildings. This pattern of development breaks the functional and aesthetic continuity between the surrounding neighborhoods and the downtown. The long-term goal in this district is to create a mix of uses that accommodates both pedestrians and vehicles, bringing more people to the riverfront and downtown.



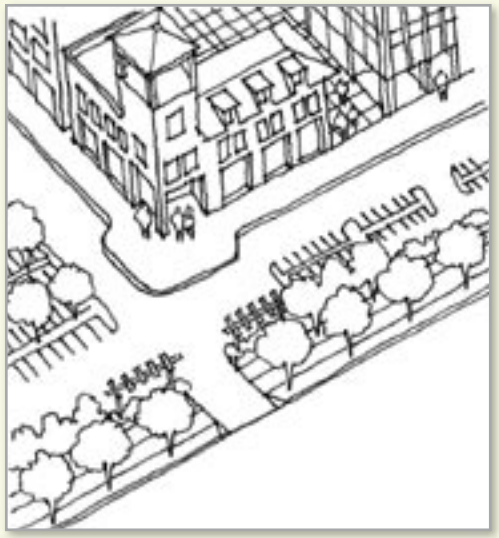


Avoid monolithic site planning and massing (a). Instead, break up large developments with smaller building forms, internal roads, and passageways that can be developed over time (b).

SITE PLANNING GUIDELINES

1. Break up "superblocks"—continuous blocks more than 600' long—with infill development over time to **create a pattern of small blocks** by introducing internal at-grade passageways that accommodate pedestrian and vehicular circulation. Don't ignore these as locations for pleasant pedestrian places.
2. Future development should seek to **create a retail anchor that will encourage functional linkage with Third Street.** Every attempt should be made to link large sites to the larger community by creating lively, interesting pedestrian connections within the site and between the site and its surroundings.
3. Redevelopment sites in this area should take advantage of their proximity to the river. Site buildings to **take advantage of riverfront views.**
4. **Create physical connections to the river** for residents, shoppers, and visitors.
5. Wherever possible, place main building entrances at the street, and **limit parking-lot frontage on main streets** to 50%.
6. **Reduce impervious surfaces** by providing landscaping, vegetated swales for stormwater control, and planting areas with trees in parking areas. Provide designated pedestrian routes from parking to destinations.

brooklyn square **streetscape**



Street trees, landscaping, and architectural elements such as trellises contribute to a human-scaled street edge and comfortable pedestrian environment. The commercial buildings, when set back from the street, create an internal "streetscape," with open storefronts, special paving, and other amenities to create usable and welcoming spaces for people entering the stores from parking areas or surrounding streets.

The area's large parking lots and large-footprint retail buildings—a legacy of urban renewal—interrupts the functional and aesthetic continuity between the surrounding neighborhoods and the downtown.

STREETSCAPE GUIDELINES

1. **Large development sites** should have internal drives and walkways adjacent to buildings designed with the basic elements of a good pedestrian-focused shopping street: buildings oriented close to walkways, landscaping, pedestrian-scale lighting, walkways wide enough to encourage social interaction without impeding pedestrian movement, and other enhancements.
2. **Streetscape improvements** can help strengthen physical and visual connections between the riverfront and the downtown core. Physical connections include street trees, district lighting design, and new pathways. Visual connections include placing strong building features and massing (such as towers and arches) at key corners with high visibility.

brooklyn square **building design**

Large, monolithic buildings make this area a less humane place. The proper consideration of scale, massing, and detail of individual buildings will contribute to an improved streetscape, and extend the urban experience from the downtown.

BUILDING DESIGN GUIDELINES

1. In general, **break down the scale and massing of larger buildings.**
2. Provide **well-marked, articulated building entrances** oriented to streets and public space.
3. **Avoid uninterrupted blank walls** along all building façades; avoid the use of opaque and highly reflective glass.
4. **Signage:** Signs should add interest to the street-level environment. They can unify the overall architectural concept of a building or provide a unique identity for a commercial space within a larger development. Design signage that is appropriate for the scale, character and use of the project and surrounding area. Orient and scale signs for both pedestrians on sidewalks and vehicles on streets.





The location of parking lots along street frontage has a negative effect on the pedestrian environment.



Large, pole-mounted signs such as these are discouraged.



Example of a well-designed free-standing sign. Signs should add interest to the street level and should be oriented and scaled for both pedestrians on the sidewalk and drivers in the street.

brooklyn square **public amenities**

Large sites in this district offer opportunities for open spaces, including multipurpose parking areas. These larger spaces could double as excellent venues for public events such as

- farmers' markets
- swap meets
- cultural events (concerts, theatre)



DISTRICT 5 ▸ THE EXTENDED DOWNTOWN

overview

Many residential properties in the older, central sections of the city suffer from a significant lack of maintenance and blight caused by declining economic conditions. Multifamily residential neighborhoods sit closer to the downtown core and mostly comprise the city's older housing stock. Houses in these areas have been converted over time to include single-family, two-family and multifamily housing and businesses. Surrounding single-family neighborhoods at the perimeter of the city typically contain tree-lined streets with two- and three- story houses uniformly set back from the street.

opportunity

These areas have a rich stock of residential buildings with a strong identity.

benefit

Continuation of these uses on a manageable scale will provide necessary affordable-housing and property-investment opportunities within a defined district where future streetscape improvements and existing infrastructure support would promote attractive and stable neighborhoods.

EXAMPLE



New residential development should continue this trend.

JAMESTOWN





Existing housing stock contributes to Jamestown's appealing small-city character.

district location



extended downtown **site planning**

SITE PLANNING GUIDELINES

1. **Transition between residence and street:** the space between the building and the sidewalk should provide security and privacy for residents and encourage social interaction among residents and neighbors (see sketches).
2. **Parking and vehicle access:** siting should minimize the impact of automobile parking and driveways on the pedestrian environment.

Serving as a transition between the downtown core and surrounding single-family neighborhoods, these districts should be safe and attractive, and they should promote and facilitate multimodal access to and from downtown.

SETBACKS

Use setbacks from the street to create open space, which—with landscaping—should be designed to establish an attractive transition from residences to the street.



Minimal or no setback

Buildings with little or no front yard should include creative use of landscaping. Consider recessed entries, which can provide security and/or weather protection.



Shallow setback

Buildings set back a small distance from the sidewalk provide sufficient area for yards and parcels, which allow privacy but encourage visual interaction with the street.



Deep residential setback

Buildings with deep setbacks provide sufficient privacy to permit garden space, entry fore-courts and more open parcels. Fences may provide further separation from the sidewalk.



extended downtown **streetscape**







Fifth and Sixth streets serve as an east-west alternative to downtown streets. Given their bypass function, land uses along the streets and the streets' design could become more auto-oriented. To counterbalance this, developments and streetscape should be designed to create appealing street scenes and promote pedestrian comfort and safety.

STREETSCAPE GUIDELINES

1. Streetscape improvements at 6th and Main Street and 6th and Washington Street should **announce arrival into** the Main Street and Washington Street corridors toward downtown.
2. **Screen parking and vehicle access from sidewalks and streets.** Recommended methods include the planting of shrubs that mature to at least 4 feet in height and opaque fencing at least 4 feet tall and fabricated with high-quality materials.



The Extended Downtown District (shaded in blue) surrounds the downtown core. Streets connecting to downtown should be designed to promote pedestrian movement and announce entry into the downtown core.

extended downtown **building design**

JAMESTOWN







Employ design strategies and incorporate architectural elements that reinforce the Extended Downtown's best qualities. In particular, the design and materials of these buildings exhibit the permanence and quality appropriate to an urban setting.

The extended downtown offers a significant stock of well-preserved older buildings, including buildings of residential character, and there is an enormous amount of vacant space that can be reused. One of the area's key assets is its architectural identity, and a strategy for the renovation and reuse of existing structures will preserve aesthetically valuable architecture.

BUILDING DESIGN GUIDELINES

1. Encourage the r**ecycling of buildings and landscapes**; in particular, retain historically and architecturally significant buildings through adaptive use.
2. Use articulated sub-volumes to **create a transition in size** to adjacent historic or residential structures that are smaller in scale.
3. **Avoid development oriented solely to the automobile,** such as gas stations and surface parking lots.



Discouraged: Sites that communicate an exclusively car-oriented character can undermine downtown vitality.

This building is articulated into intervals that relate to the scale of smaller residential buildings nearby. Articulation methods include modulation, broken roof lines, building elements (chimneys, entries, etc.) and landscaping.



extended downtown **public amenities**

Provide elements that define the place. As a transition area to downtown, consider incorporating special elements into the streetscape design to

- orient pedestrians and drivers in vehicles;
- point out places of interest;
- add visual interest to the street;
- contribute to a sense of place; and
- encourage further exploration of the area.

EXAMPLES

Directory signs orient pedestrians to local attractions.





extended downtown **gateway districts**

Downtown gateways

NORTH
North Main Street & Sixth Steret

EAST
East Third Street & East Second Street

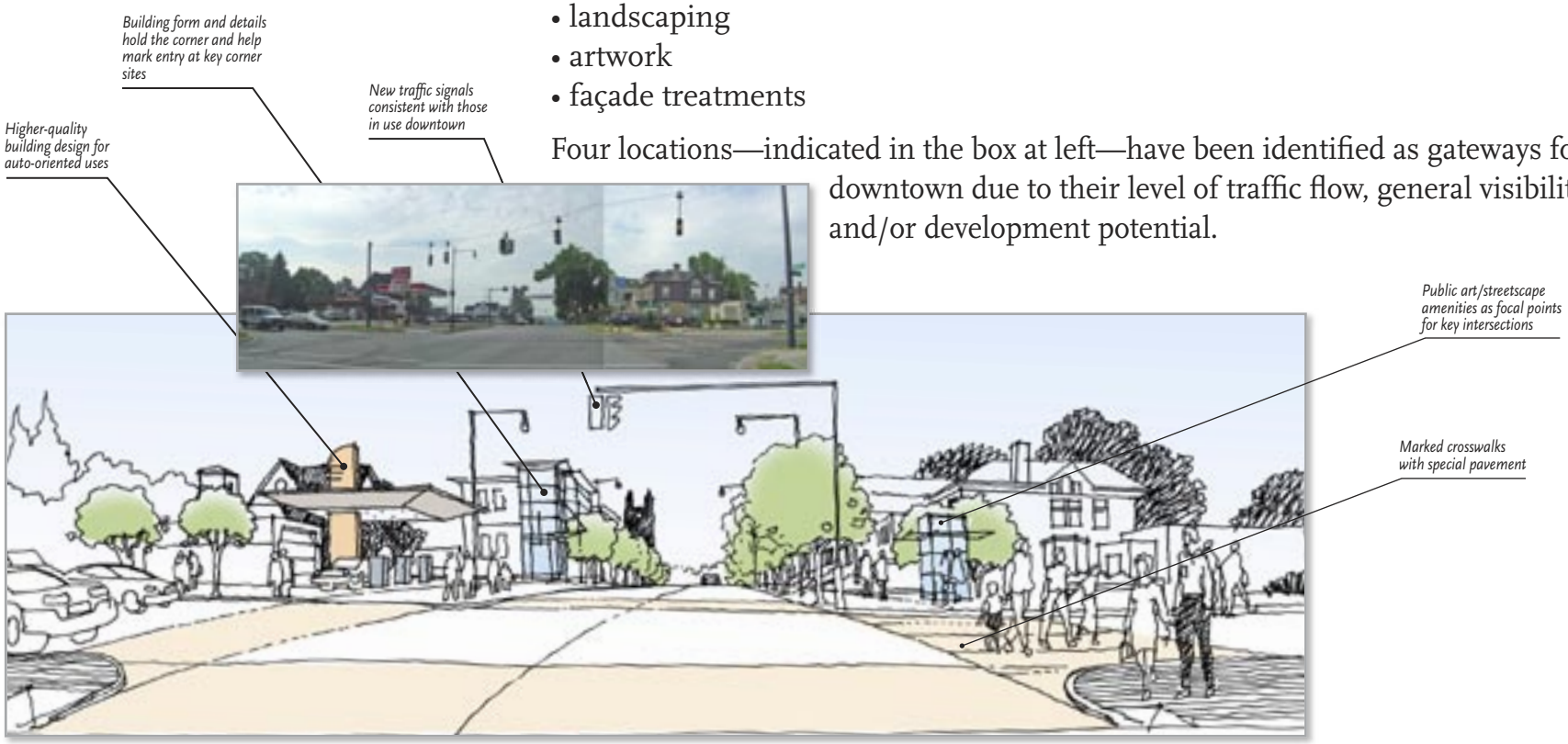
SOUTH
Route 60 & North Main Street

WEST
Fairmount Avenue & East Sixth Street

Gateways are transitions, places that mark entry or departure points for vehicles and pedestrians. Such points create opportunities for identification, a physical marking to remind visitors and residents that they are entering a special place. Reinforce community gateways with architectural elements, streetscape features, landscaping and/or signage. Artwork and references to the history of the location help create a sense of place. Consider site characteristics—topography, views, or surrounding building patterns—when deciding how to mark a gateway. Methods can include building out to meet the corner where appropriate, or:

- setbacks to allow for pedestrian-friendly spaces
- signage
- landscaping
- artwork
- façade treatments

Four locations—indicated in the box at left—have been identified as gateways for downtown due to their level of traffic flow, general visibility and/or development potential.



PUBLIC REALM GUIDELINES

Individuals interact with the street level of a building and public space in an intimate fashion, and this interaction is likely to influence common perceptions of an entire place or district. If Jamestown places emphasis on the human scale, its buildings and public spaces will communicate that the district as a whole is an inviting and pleasant environment. Rich visual details at the street level will add interest, scale, and character, setting the stage for an active street environment and reinforcing pedestrian comfort.



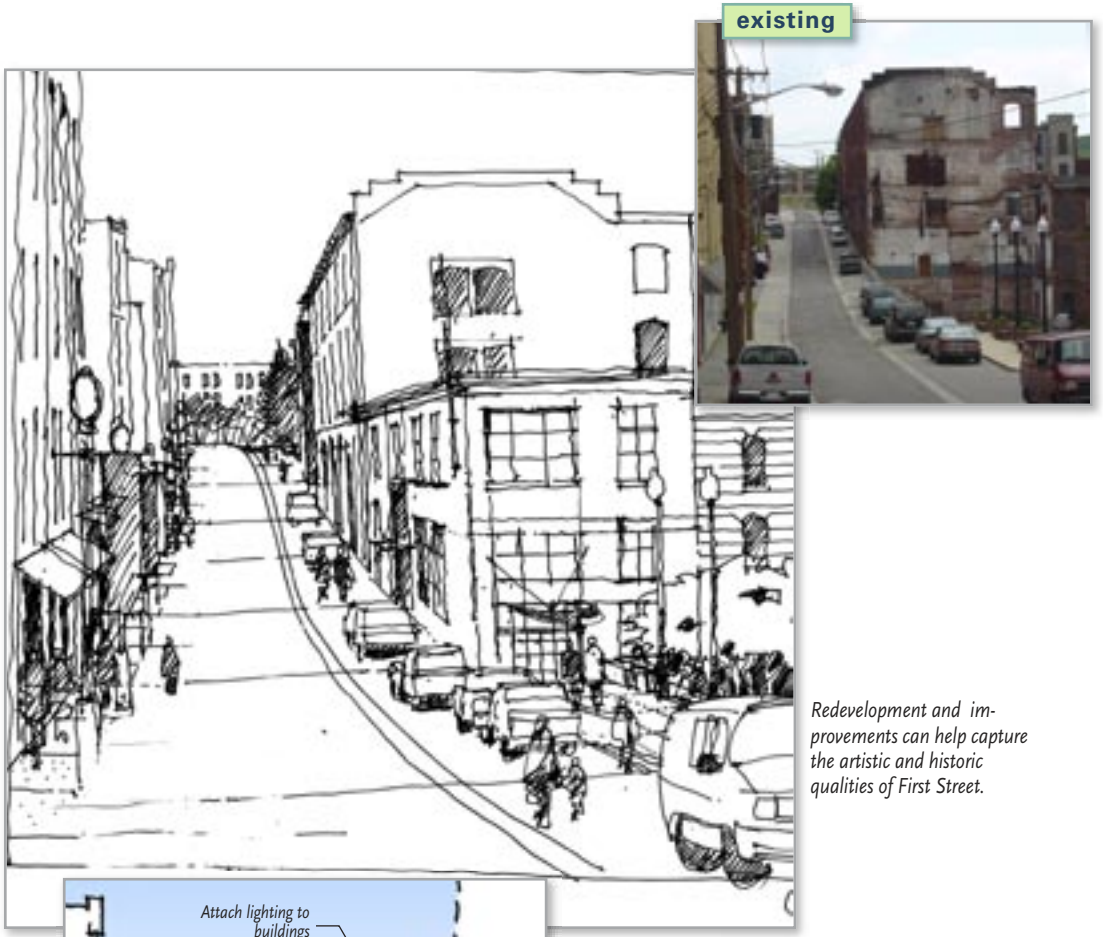




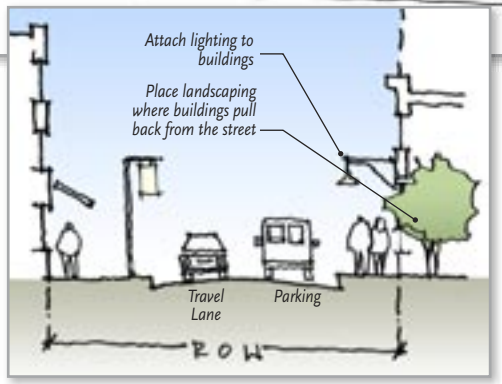
FIRST STREET

A substantial inventory of attractive re-usable warehouse buildings represent one of First Street's strengths, along with its cobblestone-stamped sidewalk. The street offers the opportunity to create a new "Arts District," a theme that could be incorporated into the streetscape. Both conversion of loft space and new infill housing development should be pursued. The narrow street dimensions limit opportunities for on-street parking and sidewalk activity, but creative methods of placement and design of streetscape elements can help address this issue. Street lighting, for example might be attached to buildings, rather than set on free-standing poles. Other elements of the public realm to consider include:

- Incorporation of cobblestone-stamped sidewalk into the design of ADA-accessible street improvements.
- Public art installations, including the work of artists from Jamestown and the region.

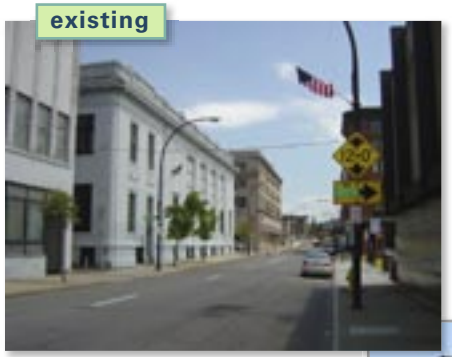


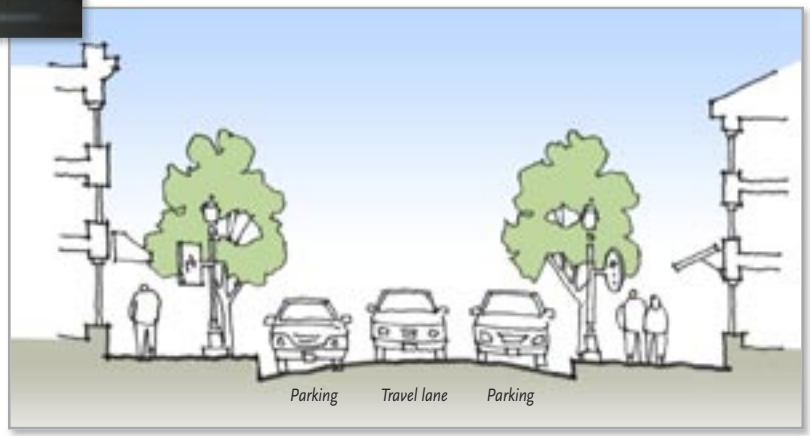
Redevelopment and improvements can help capture the artistic and historic qualities of First Street.



Incorporate the themed arts district elements within a narrow right-of-way.

existing





SECOND STREET

Second Street provides an opportunity to build multi-family infill housing that will help support downtown retail, office, cultural and entertainment activities. Consider designing the entries of residential buildings to enhance the character of the streetscape by including small urban gardens, stoops and other elements to create a transition between public and private areas. Consider design options to accommodate various residential uses (i.e., townhouses, live-work housing, apartments, and senior/assisted-living housing). In addition, streetscape elements should include:

- on-street parallel parking;
- patterned concrete crosswalks at signalized intersections and the high school;
- wayfinding system of signs that incorporate downtown maps and parking locations, enabling visitors to navigate and find given locations; and
- pedestrian-scaled street lighting.

THIRD STREET

Between the high school and the rear of the ice arena, Third Street is the retail core of downtown and carries the greatest volumes of the district's pedestrian traffic. As such, it provides the most desirable ground-floor commercial frontage, and the streetscape must be designed to accommodate both pedestrian movement and activity that spills out onto the sidewalk. Sidewalks should be approximately 15' wide to allow for safe, comfortable pedestrian movement, streetscape amenities such as large deciduous street trees and lighting, and to provide space for outdoor seating/dining, where appropriate. Street furnishings, public art, and other pedestrian and bicycle amenities are other important elements that will help create a comfortable, safe, and attractive public realm (see diagram). Examples:

- on-street parallel parking;
- a tree zone (minimum 4 feet wide) directly along the street curb to accommodate rhythmic planting of large deciduous trees;
- spaces for outdoor dining, located where appropriate next to buildings (frontage zone) or along the curb, and allowing for clear pedestrian movement;
- street lighting that matches existing fixtures, possibly with banner-attachment hardward to encourage the addition of banners that promote activities and civic pride;
- a wayfinding system—attractively designed signs that incorporate downtown maps, show parking locations, and enable visitors to navigate and find given locations;
- patterned concrete crosswalks at signalized intersections and other selected locations (ideally in conjunction with measures such as curb extensions in a program to improve the safety of pedestrian crossings);
- public art—including both functional and purely aesthetic installations;
- interactive amenities, such as fountains, that create new downtown focal points; and
- street furniture with a consistent and unified design to reflect Third Street's role in civic life:
  - > Benches
  - > Litter and recycling receptacles
  - > Bike racks
  - > Bollards
  - > News racks
  - > Planters



Example of: facade improvements, active ground floor, crosswalks, and consistent streetscape elements including trees and lighting to improve Third Street as the enhanced retail core of downtown. Additional building height would help create the appropriate sense of scale and enclosure for a downtown main street.



West End development area, section looking west. A generous sidewalk zone provides ample space for pedestrian activity and street furnishings and civic art.



Preferred buidling-to-sidewalk relationship: overhead cover, open and transparent street-level facades.

existing







New streetscape amenities should include patterned crosswalks, curb extensions and consistent street tree plantings.

FOURTH STREET

Converting Fourth Street from one-way to two-way traffic would better serve downtown and create a functional linkage with the Third Street district. Reconfigure the roadway to include these streetscape elements:

- increased on-street parking for downtown businesses;
- a tree zone (minimum 4 feet wide) directly along the street curb to accommodate rhythmic planting of large deciduous trees;
- a crosswalk design consistent with that used downtown, extending the pedestrian network; and
- signage, designed as part of the downtown wayfinding system, to help visitors locate public parking on Third Street.

FIFTH/SIXTH STREET

Fifth and Sixth Streets function together as a one-way couplet and serve as a transition from the downtown core to the surrounding residential neighborhoods. Streetscape efforts will primarily include infrastructure improvements. The City of Jamestown should work with the New York Department of Transportation to devise a road-resurfacing plan that gives consideration to traffic-lane design, curb cuts, signals, on-street parking and site amenities. Other specific streetscape elements to consider include:

- crosswalks at gateway intersections, including North Main and Washington;
- signage that advertises downtown;
- a consistent landscape strip at the street curb; and
- signs and other gateway elements that mark entry into the district downtown Jamestown.

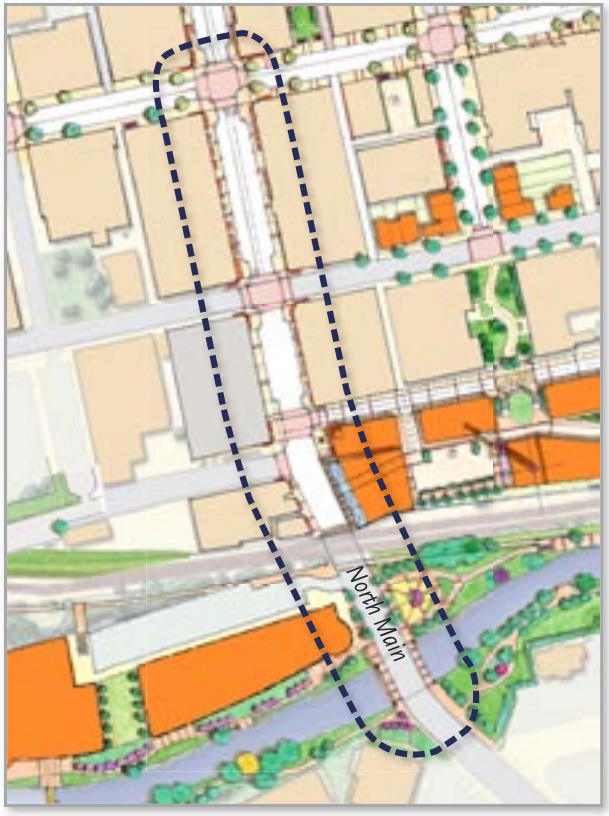


Gateway features, way-finding signs to downtown and other attractions, and consistent landscaping will enhance Fifth and Sixth Streets' function as transition streets from the downtown core to the surrounding residential neighborhoods.









Proposed streetscape improvements for North Main Street: curb extensions, new crosswalks, and lighting.

NORTH MAIN STREET

Portions of North Main Street outside the downtown core are in transition from residential to commercial use as the result of a desire on the part of business owners to locate along primary transportation corridors where there are fewer site-development constraints than in downtown. To prevent degradation of the street's residential character while still accommodating appropriate business development opportunities, restoration of former residential structures should be encouraged where possible. Obsolete buildings should be replaced with new construction that contributes to a pedestrian-oriented streetscape and is compatible with the scale and character of the surrounding neighborhood.

WASHINGTON STREET

The transition from residential to commercial use in this area is clearly appropriate, and street improvements should focus on functional issues, such as vehicle movement and pedestrian connectivity and safety.

- Reconfigure the roadway from four lanes to two plus a continuous turning lane.
- Install crosswalks that connect the West End to the eastern part of downtown.

existing

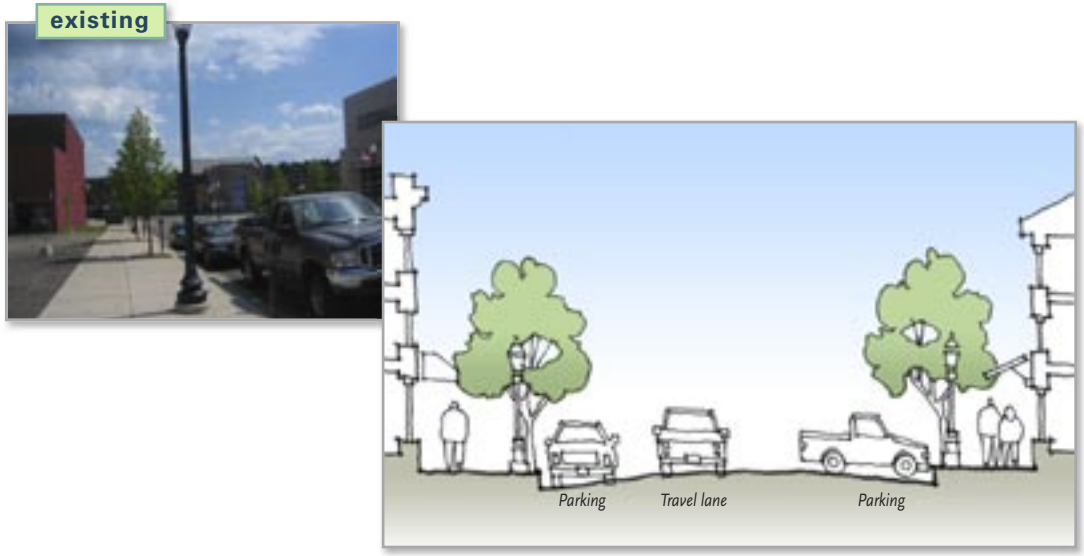






Potential section on Washington Street near the West End development site.

existing



LAFAYETTE STREET

The transition from residential to commercial use in this area is clearly appropriate, and street improvements should focus on functional issues, such as vehicle movement and pedestrian connectivity and safety.

URBAN DESIGN RESOURCE GUIDE

The books and publications listed here are respected resources on the fundamentals of urban design, architecture, town planning, and streetscape design. Richly illustrated, they augment the *Jamestown Design Guidelines* by providing more in-depth consideration—and examples—of what makes great streets work, how to respond to existing architectural context with appropriate building features, and so on.

URBAN DESIGN

Fundamentals of Urban Design, Richard Hedman.
This important analysis contains a thorough and detailed discussion of the role of context in designing buildings in urban environments.

Townscape, Gordon Cullen.
This book examines the art of giving visual coherence and organization to the jumble of buildings, streets and spaces that make up urban environments. Written in the 1960s, it reacted against the visual qualities of modernist developments of the time.

A Pattern Language, Christopher Alexander.
A seminal work that explores the vocabulary that defines a town or community.

Recycling Cities for People: The Urban Design Process, Sherrie Stephens Cutler AIA and Lawrence Cutler AIA.

Planning and Urban Design Standards, American Planning Association.
Divided into four sections, this user guide explains numerous methods and techniques used in plan making.

ARCHITECTURE

Architecture: Form, Space and Order and *A Visual Dictionary of Architecture*, Francis DK Ching.
Required reading in most architecture schools, these volumes cover architectural principles such as scale, proportion and volume,illustrating them with hundreds of detailed drawings.

STREETSCAPE DESIGN

Great Public Spaces, Jan Gehl.
Using examples of successful public spaces throughout the world, this publication examines the social uses of public space and shows how particular design techniques can encourage active use of outdoor space.

Great Streets, Allan B. Jacobs.
A richly illustrated analysis of some of the best streets in the world and the qualities that emerge from their design. It also includes a broad discussion of street patterns as the physical context/framework for urban living.

Pedestrian Facilities User Guide, Dan Burden.
www.walkinginfo.org/pdf/peduserguide
This report explains that creating a truly viable pedestrian system involves both the big picture and the smallest detail—it's about more than just laying down sidewalk. Big-picture items, such as land use, transit, streets, and traffic volumes, and speed are included, along with detailed examples of traffic-calming methods and streetscape amenities.

DESIGN REVIEW

Planning Advisory Service Memo: Design Review (published by the American Planning Association), Mark Hinshaw, FAICP, FAIA.
An excellent manual available to local governments as a "how-to" on setting up a design-review program.