

# Anatomy of A Vibrant Downtown



The goal of **MAIN ST. REVITALIZATION PLANNING** is to provide a framework that will help transform your downtown into a **VIBRANT DOWNTOWN** – a place where people love to **LIVE, WORK, and PLAY.**



# Planning Tasks

- ✓ Review of Existing Plans
- ✓ Inventory of Existing Conditions
- ✓ Visual Assessment and Photo Log
- ✓ Assets and Liabilities Workshop
- ✓ Preliminary Market Analysis
- ✓ Market Analysis Presentation
- ✓ Business Owner Survey Results



# Additional Planning Tasks

- Visioning and Design Workshop
- Goals Development
- Implementation Plan
- Draft Plan
- Final Plan Adoption
- Implementation of Your Plan

# ANATOMY OF A VIBRANT DOWNTOWN

1. **Municipal/Economic Anchors**
2. **Architectural Integrity**
3. **Mixed Uses(Office, Residential, Specialty Shops)**
4. **Transportation and Linkages (Including landmarks and Gateways)**
5. **Quality Outdoor Spaces and Design**
6. **Recognition of Local History, Local Culture and Regional Context**
7. **Protection or Sustainable Use of Natural Resources**
8. **Desirable Residential Options**
9. **Supporting Commercial and Residential Districts**

# ANATOMY OF A VIBRANT DOWNTOWN

## 1) *Municipal Anchors*



**Municipalities that keep public offices, banks, library, and governmental agencies located downtown will retain their architectural integrity and provide important daily destinations for local consumers.**

*“Civic buildings and public gathering places require sites to reinforce community identity and the culture of democracy” – A. Duany*

# ANATOMY OF A VIBRANT DOWNTOWN

## 1) *Economic Anchors*



**Economic anchors within a downtown core draw steady crowds, which create active street life and encourage spin-off businesses.**

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# ANATOMY OF A VIBRANT DOWNTOWN

## 2) *Architectural Integrity*



**Traditional architecture provides a sense of place for a downtown and encourages a mix of uses that support a vibrant social and economic structure.**

# ANATOMY OF A VIBRANT DOWNTOWN

## 2) *Architectural Integrity*



**Reuse and revitalization of old buildings maintains a city's character and identity.**



# ANATOMY OF A VIBRANT DOWNTOWN

## 3) *Mixed-use Development (Live, Work, & Play)*

Downtown buildings with restaurants, and pedestrian oriented commercial space on the first floor - office and residential space on the upper floors create a pedestrian presence, stable consumer population and customer base 24/7.



**Quality new mixed-use downtown development.**



**Re-use of established architectural icons in a downtown environment.**

# ANATOMY OF A VIBRANT DOWNTOWN

## 3) *Mixed-use Commercial Development*

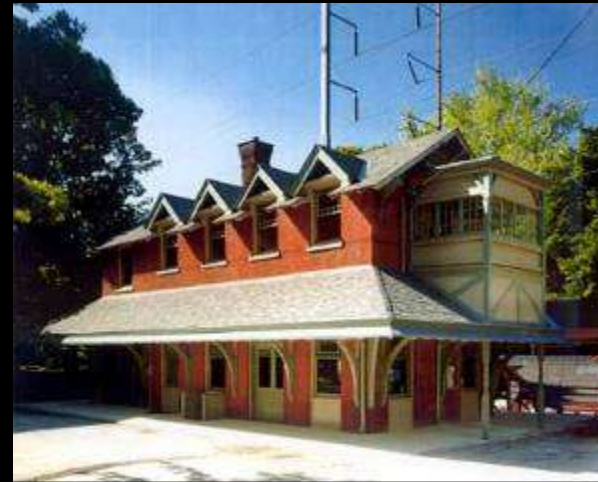


### To Optimize Downtown Retail Potential

- Strengthen existing retail offerings through financial assistance, marketing and promotion
- Introduce additional retail activity
- Cluster complementary retail
- Lifestyle market – family activities, outdoor recreation, antiques, etc...
- Create stable population with office and residential space in the downtown

# ANATOMY OF A VIBRANT DOWNTOWN

4) *Vehicular Routes, Access to Mass Transit & Pedestrian Access that provide easy movement into and through the Downtown Core.*



Access to Mass Transit near Downtown Core.

*“In the contemporary metropolis, development must adequately accommodate automobiles. It should do so in ways that respect the pedestrian and the form of public space.” – Douglas Farr*



# ANATOMY OF A VIBRANT DOWNTOWN

4) *Vehicular Routes, Access to Mass Transit & Pedestrian Access that provide easy movement into and through the Downtown Core.*



Safe downtown pedestrian and bicycle zones promote an active downtown.

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*4) Vehicular Routes, Access to Mass Transit & Pedestrian Access that provide easy movement into and through Downtown*



**Undefined traffic routes and pedestrian crossings offer confusion and dangerous situations**

# ANATOMY OF A VIBRANT DOWNTOWN

4) *Vehicular Routes, Access to Mass Transit & Pedestrian Access that provide easy movement into and through Downtown*



**The vehicular and Pedestrian flow within a downtown should be clear and well marked.**

# ANATOMY OF A VIBRANT DOWNTOWN

## 5) *Quality Pedestrian and Outdoor Spaces*



Wasted opportunity adjacent  
to downtown

**Quality pedestrian spaces should provide effective and inviting links between important parts of the City.**

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Important axial relationship  
ignored

**Quality pedestrian spaces should provide effective and inviting links between important parts of the City.**



# ANATOMY OF A VIBRANT DOWNTOWN

## 5) *Quality Pedestrian and Outdoor Spaces*



Gateway to open space

**Quality pedestrian spaces should provide effective and inviting links between important parts of the City.**

# ANATOMY OF A VIBRANT DOWNTOWN

## 5) *Quality Outdoor Urban Spaces*

Outdoor urban spaces should provide areas for safe active and passive use.

*“The measure of any great civilization is its cities and the measure of a city’s greatness is to be found in the quality of its public spaces, its parks and squares.” –*

**John Ruskin**



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# ANATOMY OF A VIBRANT DOWNTOWN

## *6) Historic, Cultural, and Regional Context*

**Recognition of historic, cultural and regional character promotes a sense of identity.**

- Agri-Tourism
- Historic Architecture
- Rural Landscapes
- Industrial Heritage
- Transportation Heritage



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# ANATOMY OF A VIBRANT DOWNTOWN

## *7) Natural Resources/ Environmental Context*

**Preservation, celebration, and effective use of a regions natural resources improves the quality of life and attracts consumers.**

- Protect Municipal Watersheds
- Provide Tourist Revenue
- Maintain “Sense of Place”
- Preserve Environmental Quality

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# ANATOMY OF A VIBRANT DOWNTOWN

## *8) Downtown Residential Options*

**Urban living - when made a desirable, and an affordable option has many advantages for residents and tax payers**

# ANATOMY OF A VIBRANT DOWNTOWN

## 8) *Downtown Residential Options*



**Most communities do not market urban living as a desired housing option - but communities that do have more vibrant downtowns.**



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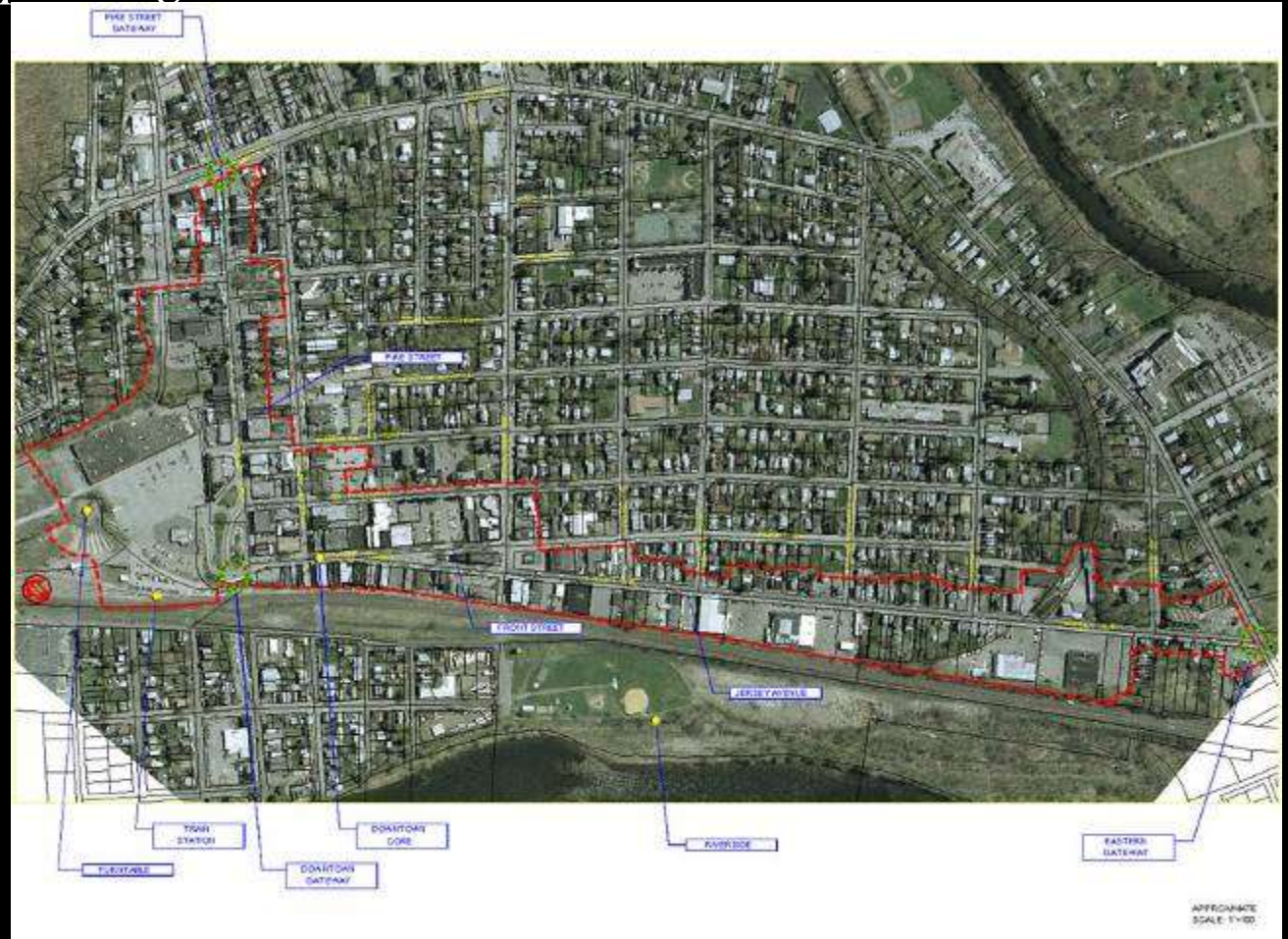
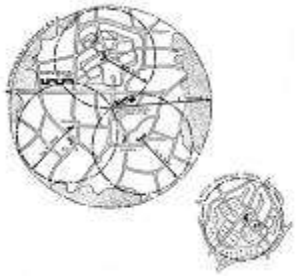


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# ANATOMY OF A VIBRANT DOWNTOWN

## 9) Supporting Commercial and Residential Districts



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### Proposed Improvements

- Façade Improvements
- Landscaping
- Uniform and regulated signage
- Consolidated curb-cuts
- Shared parking
- Street tree planting
- Continue downtown streetscape amenities into commercial corridor
- Setback requirement for new development
- Parking to side and rear for new development



# ANATOMY OF A VIBRANT DOWNTOWN

*What can kill your Downtown!*

Traffic is spread out through a network of linkages. Distances are short, vehicular travel easy, pedestrian routes safe.

Traditional Village Development

Traffic is concentrated on one road. Pedestrian safety is jeopardized, driving is a hassle, strip mall development springs up and drains economics and life out of downtown core.

Unplanned Suburban Development



# CASE STUDIES



# Regenerating an Urban Space



*“Good aesthetic  
breeds good  
economics”*

– R. Eats





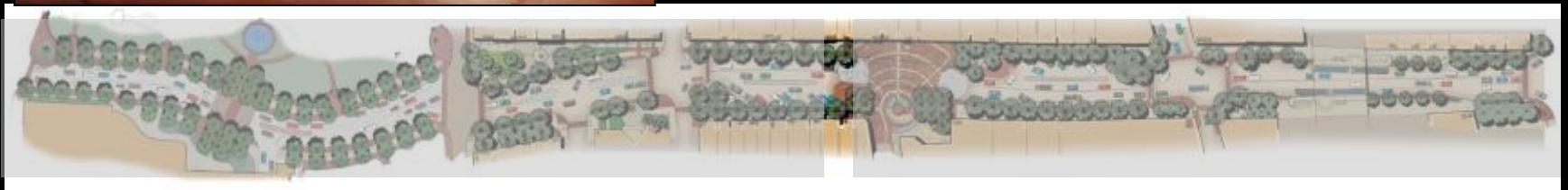
# Regenerating an Urban Space Schenectady, NY



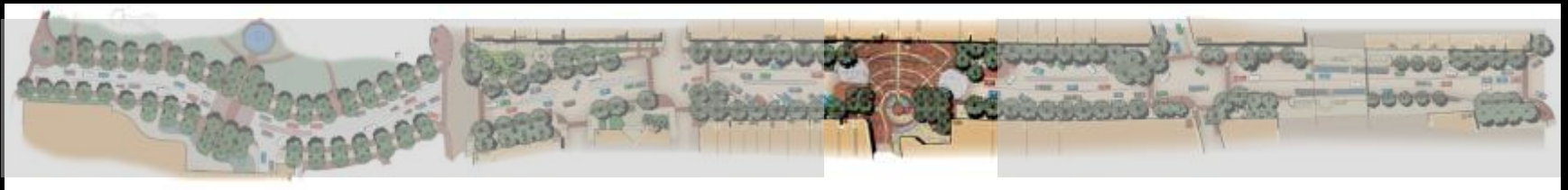
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# THE VISIONING PROCESS

PORT JERVIS, NY

THROUGH A SERIES OF MEETINGS THE COMMUNITY AND THE CONSULTANT TEAM WERE ABLE TO IDENTIFY THE ASSETS AND LIABILITIES WITHIN THE CITY OF PORT JERVIS.

SPECIAL CARE WAS TAKEN TO DIRECT THE COMMUNITY'S IDEAS TO CONCERNS AND ISSUES THAT WERE RELATED TO THE PHYSICAL DESIGN OF THEIR CITY (THE ANATOMY OF A VIBRANT DOWNTOWN).

# THE VISIONING PROCESS

## PORT JERVIS, NY

### Assets

- *Railroad – History/Access*
- *Riverfront Development Potential*
- *Geographic Location*
- *“First Steps”*
- *City Infrastructure*
- *Community Pride*
- *Walkable Downtown*
- *Low Crime*
- *History*
- *Delaware River*



### Liabilities

- *Lack of Passenger Rail*
- *Lack of Cultural Activities*
- *No Movie Theater*
- *Limited Hotels*
- *Apathy*
- *Welfare*
- *Garbage*
- *CDA*
- *Lack of Communication b/w City Depts.*
- *Absentee Owners*
- *Vacant Commercial*
- *No Train Station*
- *Lack of Coordination in Attracting Tourists*



**IDENTIFY THOSE THAT  
RELATE TO DESIGN!**

# THE VISIONING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED ASSETS





# THE VISIONING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED ASSETS



**THE FRAMEWORK FOR TRADITIONAL MULTI-USE BUILDINGS IN THE DOWNTOWN.**

# THE VISIONING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED ASSETS



## PUBLIC OPEN SPACE ADJACENT TO DOWNTOWN

# THE PLANNING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)



### UNDEVELOPED/ IGNORED PEDESTRIAN ACCESS LINKS



# THE PLANNING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)



**CONFUSING AND ISOLATED ACCESS TO DOWNTOWN**



# THE PLANNING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)



**POORLY DEFINED PEDESTRIAN SAFETY ZONES AND DRIVING CORRIDORS**

# THE PLANNING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)



### ARCHITECTURAL HOLES IN DOWNTOWN

# THE PLANNING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)



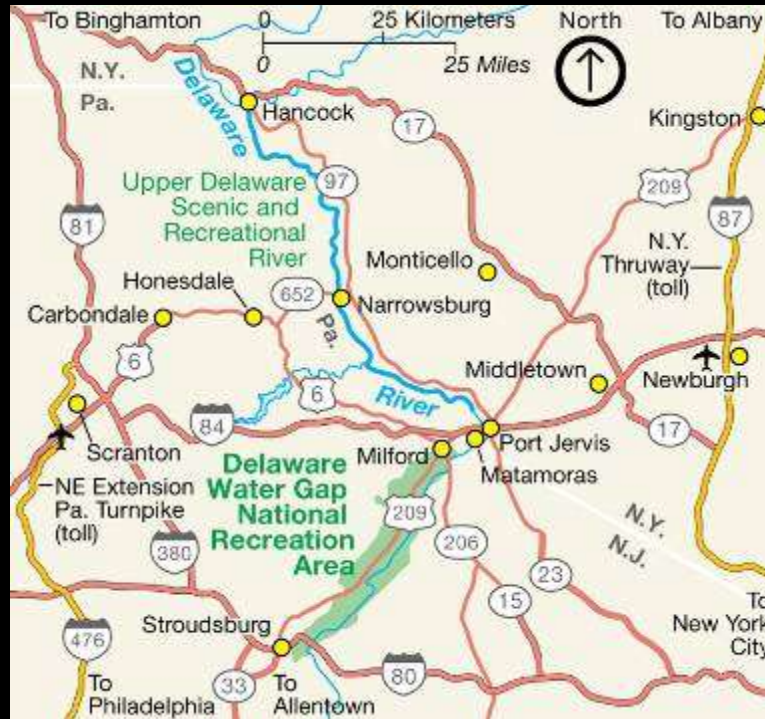
**SHOPPING/ RESIDENTIAL CORRIDORS**



# THE PLANNING PROCESS

# PORT JERVIS, NY

## EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)



*“Every year hundreds of thousands of visitors canoe and raft down the Delaware River” –*  
[www.portjervisny.com](http://www.portjervisny.com)



# THE PLANNING PROCESS

PORT JERVIS, NY

## EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)



**UNTAPPED POTENTIAL**

NO  
ECONOMIC  
ANCHOR

# THE VISIONING PROCESS

PORT JERVIS, NY

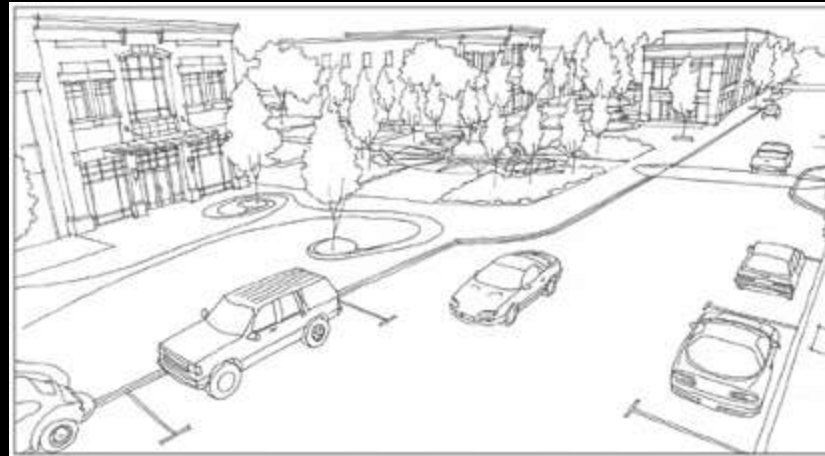
## SOME INNOVATIVE SOLUTIONS



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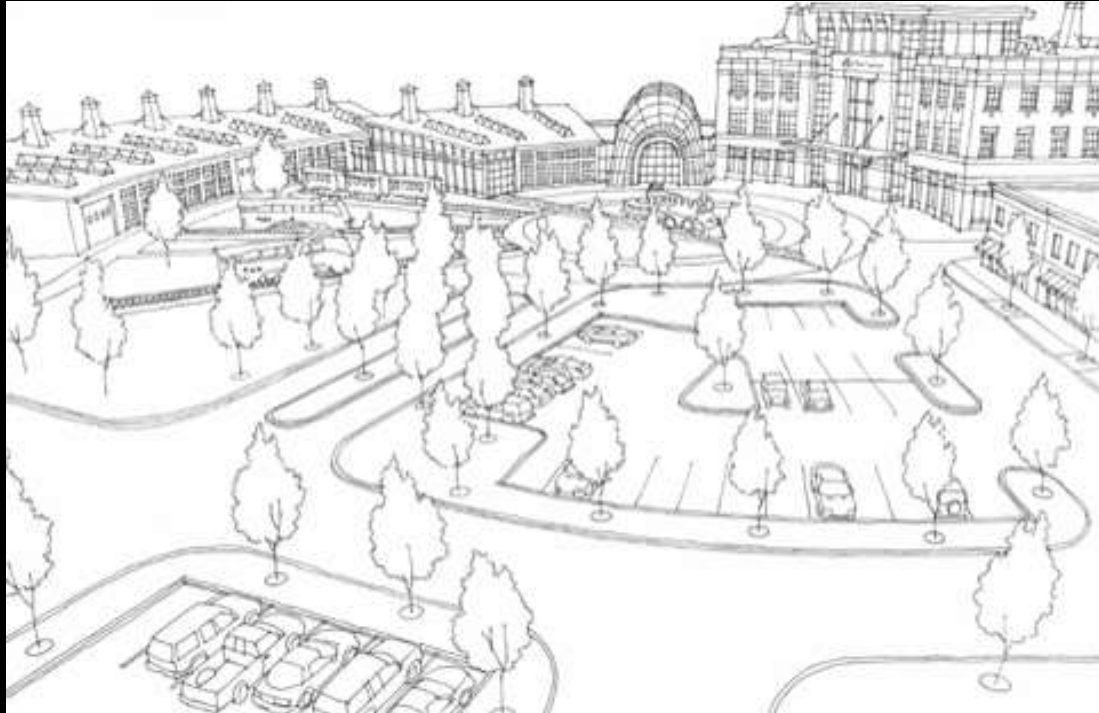
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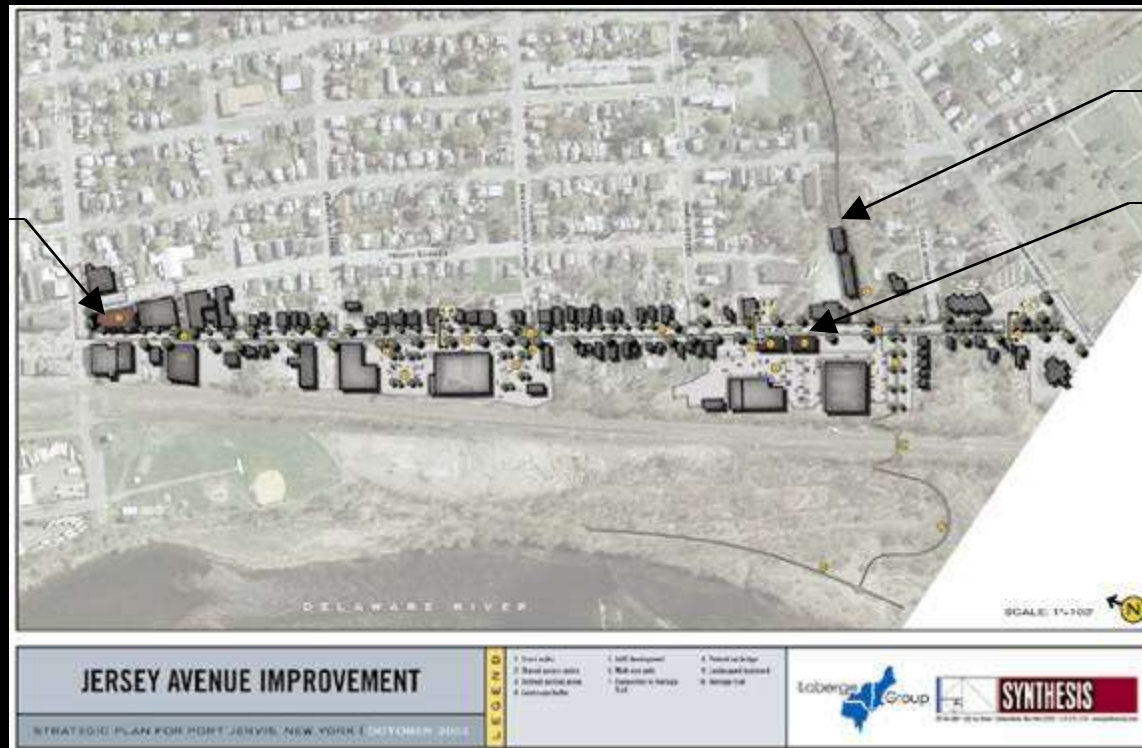
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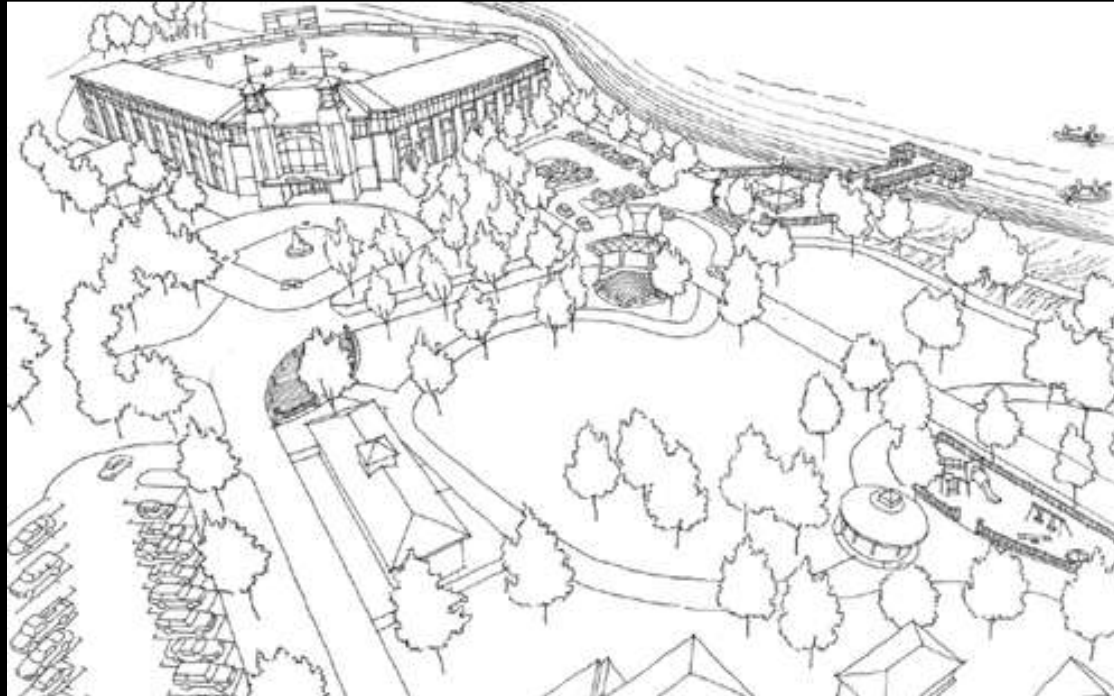
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# Anatomy of A Vibrant Downtown

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