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

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

“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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ANATOMY OF A VIBRANT DOWNTOWN

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

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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.
ANATOMY OF A VIBRANT DOWNTOWN

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Important axial relationship ignored

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ANATOMY OF A VIBRANT DOWNTOWN

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Gateway to open space

Quality pedestrian spaces should provide effective and inviting links between important parts of the City.
Outdoor urban spaces should provide areas for safe active and passive use.

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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
ANATOMY OF A VIBRANT DOWNTOWN

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ANATOMY OF A VIBRANT DOWNTOWN

7) Natural Resources/ Environmental Context

Preservation, celebration, and effective use of a region's natural resources improves the quality of life and attracts consumers.

- Protect Municipal Watersheds
- Provide Tourist Revenue
- Maintain “Sense of Place”
- Preserve Environmental Quality
ANATOMY OF A VIBRANT DOWNTOWN

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8) Downtown Residential Options

Urban living - when made a desirable, and an affordable option has many advantages for residents and tax payers
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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ANATOMY OF A VIBRANT DOWNTOWN

9) Supporting Commercial and Residential Districts
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9) Supporting Commercial and Residential Districts

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

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What can kill your Downtown!

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

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.
Regenerating an Urban Space

“Good aesthetic breeds good economics”

– R. Eats
Regenerating an Urban Space  Schenectady, NY

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Regenerating an Urban Space Schenectady, NY
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Anatomy of a Vibrant Downtown
THE VISIONING PROCESS

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
THE VISIONING PROCESS

PORT JERVIS, NY

EXAMPLES OF SELECTED ASSETS
THE VISIONING PROCESS

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PORT JERVIS, NY

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

EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)

UNDEVELOPED/ IGNORED PEDESTRIAN ACCESS LINKS
THE PLANNING PROCESS

EXAMPLES OF SELECTED LIABILITIES (OPPORTUNITIES)

CONFUSING AND ISOLATED ACCESS TO DOWNTOWN
THE PLANNING PROCESS

PORT JERVIS, NY

EXAMPLES OF SELECTED LIABILITYs (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
“Every year hundreds of thousands of visitors canoe and raft down the Delaware River” – www.portjervisny.com
THE PLANNING PROCESS

PORT JERVIS, NY

EXAMPLES OF SELECTED LIABILITYs (OPPORTUNITIES)

UNTAPPED POTENTIAL

Anatomy of a Vibrant Downtown
THE PLANNING PROCESS

PORT JERVIS, NY

NO ECONOMIC ANCHOR
THE VISIONING PROCESS

PORT JERVIS, NY

SOME INNOVATIVE SOLUTIONS

FUTURE STREET IMPROVEMENT

ANATOMY OF A VIBRANT DOWNTOWN

PROVIDE SAFE, ACCESSIBLE PEDESTRIAN ZONES AND DEFINED DRIVING AREAS.

PROVIDE LINKS TO IMPORTANT PARTS OF THE CITY.
THE VISIONING PROCESS

SOME INNOVATIVE SOLUTIONS

PORT JERVIS, NY
THE VISIONING PROCESS

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SOME INNOVATIVE SOLUTIONS

PORT JERVIS, NY

[Diagram of Waterfront District Improvement, Strategic Plan for Port Jervis, New York | October 2000]

SOME INNOVATIVE SOLUTIONS

WATERFRONT DISTRICT IMPROVEMENT

STRATEGIC PLAN FOR PORT JERVIS, NEW YORK | OCTOBER 2000

Laborge Group

Synthesis

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THE VISIONING PROCESS

SOME INNOVATIVE SOLUTIONS
Anatomy of A Vibrant Downtown

Laberge Group
Benjamin H. Syden, AICP
Director of Planning & Community Development
4 Computer Drive West
Albany, NY 12205
TEL: 518-458-7112

SYNTHEISIS
Ian C. Law
Graduate Landscape Architect
162 Jay St
Schenectady, NY 12301
TEL: 518-370-1576