

JAMESTOWN URBAN DESIGN PLAN

VOLUME II—DESIGN GUIDELINES



GOODY
CLANCY

ARCHITECTURE
PLANNING
PRESERVATION

PREPARED FOR THE CITY OF
JAMESTOWN, NEW YORK

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JAMESTOWN CITY COUNCIL

- > Lynda B. Albert
- > A. John Calamunci
- > Anthony J. Dolce
- > Kimberly A. Ecklund
- > James F. McElrath
- > Dr. Lillian V. Ney
- > Stephen Szwejbka
- > Michael Taylor
- > James J. Ventura

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- > Steve Centi, *Department of Development*
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- > Lee Harkness, *Downtown Jamestown Development Corporation*
- > Jon Merino, *Gebbie Foundation*
- > Lillian Ney, *City Council*
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- > Randy Sweeney, *Community Foundation*
- > Samuel Teresi, *Mayor*
- > Kristy Zabrodsky, *Community Foundation*

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- > Victoria James, *Youth Services Department*
- > William Johnston, *Fire Department*
- > Jennifer Harkness, *Downtown Jamestown Development Corporation*
- > Jeff Lehman, *Department of Public Works*
- > Greg Lindquist, *Department of Development*
- > Sally Martinez, *Empire Zone*
- > Tony Purpura, *Parks Department*
- > Larry Scalise, *Department of Development*
- > Barry Swanson, *Police Department*
- > William Wright, Jr., *Board of Public Utilities*

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PLANNING AND URBAN DESIGN
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REAL ESTATE MARKET ANALYSIS
ZHA, INC

WATERFRONT SPECIALISTS
THE WATERFRONT CENTER

TRANSPORTATION ENGINEERING
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

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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.

DESIGN ELEMENTS

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

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.



- 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-level transparency
- Generous sidewalks
- Pedestrian-scaled signage and lighting

The Streetscape

The streetscape guidelines are intended to help improve the character of James-

town'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;
- expansion 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

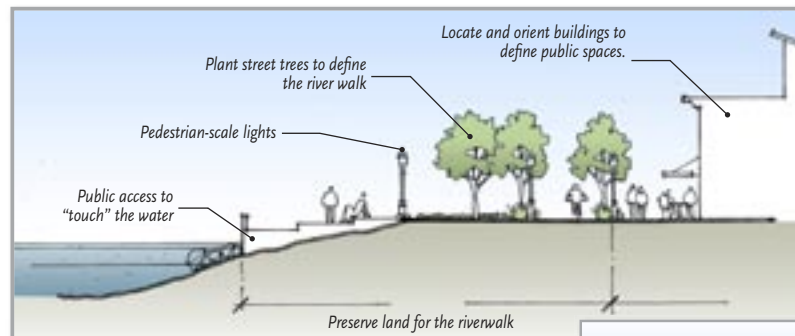
1. **Preserve land and/or right of way** where necessary to accommodate a continuous riverwalk and related parks and open spaces.
2. **Create strong physical connections** between public space and neighboring development.
3. Locate and orient buildings to **define public spaces** along the river.
4. **Forge connections to downtown** at specific locations:

a) high school	d) Washington Street
b) rail underpass	e) train station.
c) North Main Street	(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.



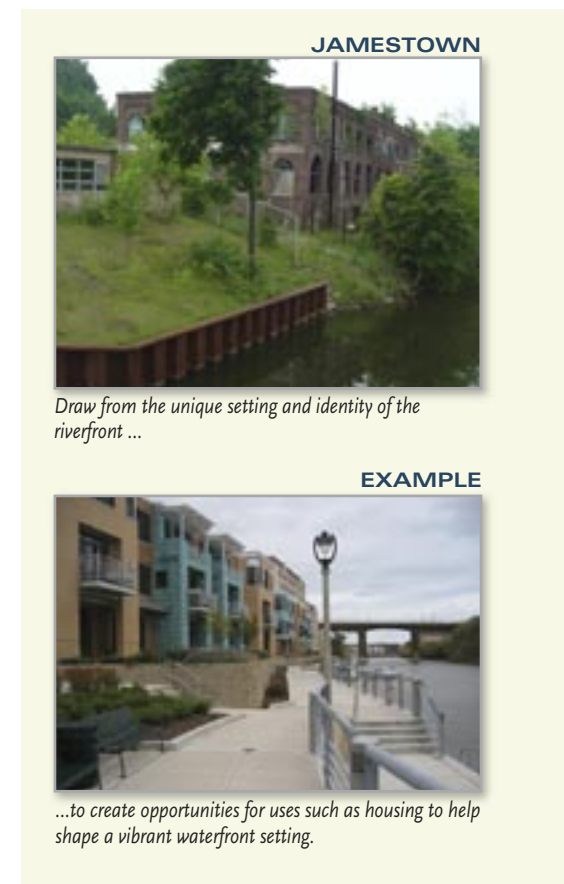
Provide multiple pedestrian pathways from parking to public places.

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.



Pedestrian enhancements—including distinctive lights, awnings, and paving—should contribute to a unified design

riverfront building design

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.

JAMESTOWN



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

EXAMPLE



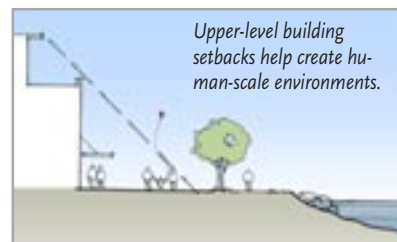
New development should respect the scale, massing and materials of adjacent buildings and landscape.



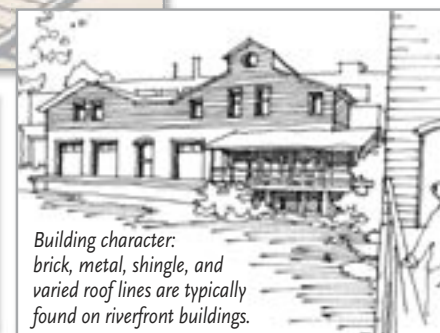
Restored train station

Reuse of substation building

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

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.

JAMESTOWN

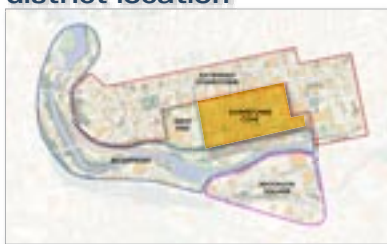


EXAMPLE



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



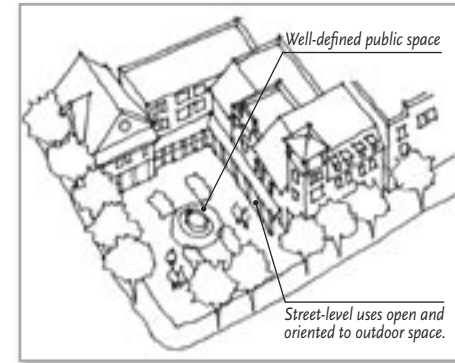
downtown core site planning

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.

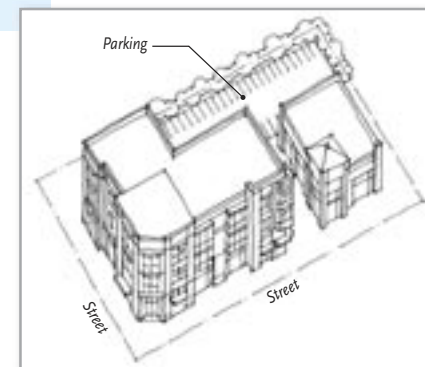
SITE PLANNING GUIDELINES

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
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.

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



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



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

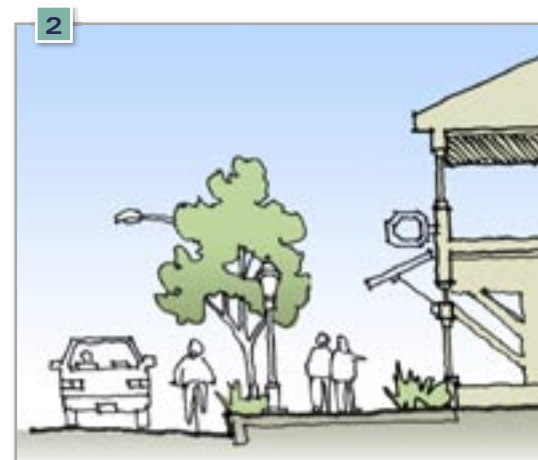
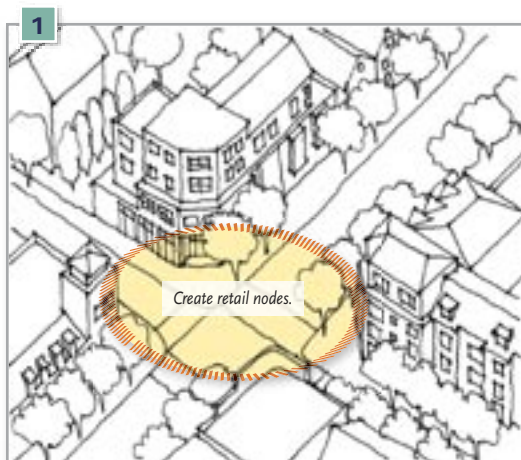
The character of its public spaces determines a downtown's vitality. New and old buildings, through their location and orientation to sidewalks and other spaces, shape outdoor space. Streets play an especially important role as public spaces; accommodating public use at ground level along downtown streets 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 streetscape precedents: (Top) Multiple street-level storefronts with signs help distinguish downtown as a special place. (Bottom) Recessed entries welcome without interrupting the continuity of street frontage.



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 façades employ a base, middle and top.



Signs add richness and variety to a walkable downtown.

downtown core building design

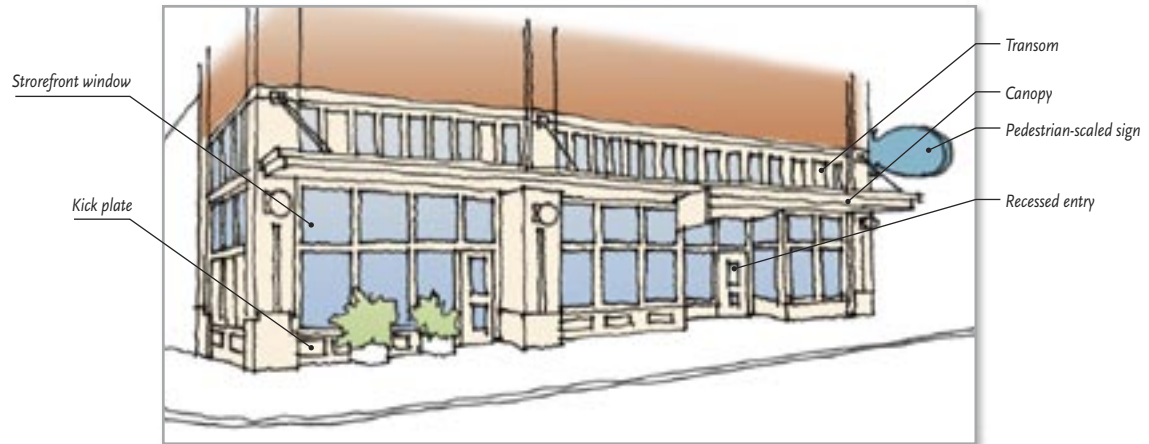
downtown core



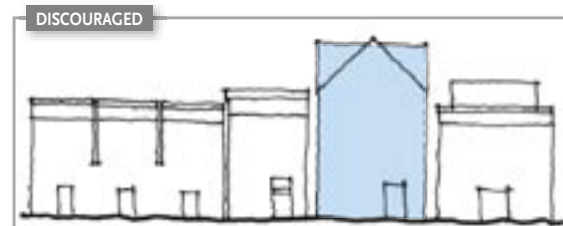
Downtown precedent: quality materials express the fact that buildings are long-term civic investments.



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

EXAMPLES

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
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.



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

DISTRICT 3 ► WEST END DISTRICT

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.



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.

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.**

LEGEND

-  Extend the pedestrian environment
-  Building orientation to improve continuity between the north and south sides of the city
-  River basin
-  New node

west end streetscape

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 encour-**

age 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.



The ice arena.



Opportunity site.



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

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

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.

EXAMPLE



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

JAMESTOWN



Large surface parking lots now dominate the streetscape.

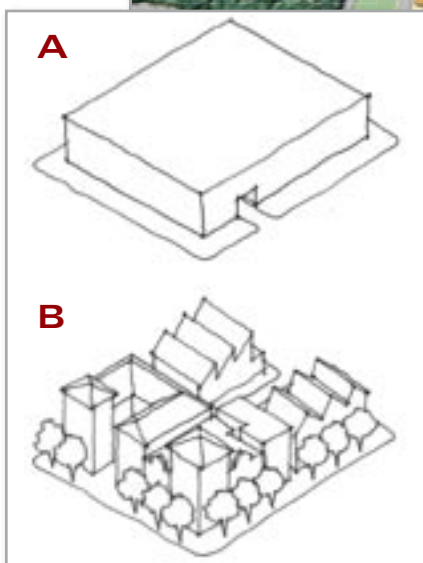


district location



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.



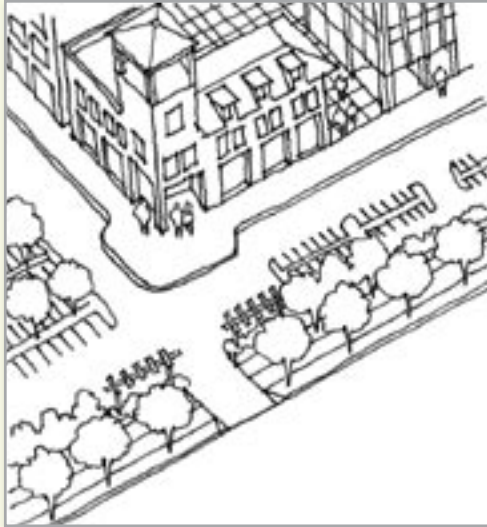
Avoid monolithic site planning and massing (a). Instead, break up large developments with smaller building forms, internal roads, and passageways that can be developed over time (b).

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

brooklyn square



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.



Multiple walkways through parking lot and generous landscaping connect the site to the adjacent street(s) and create smaller parking areas in place of one large lot.

Streetscape features such as decorative pavement along entrances to main buildings.



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

the extended downtown

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 **recycling 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.



extended downtown gateway districts

Downtown gateways

NORTH

North Main Street & Sixth Street

EAST

East Third Street & East Second Street

SOUTH

Route 60 & North Main Street

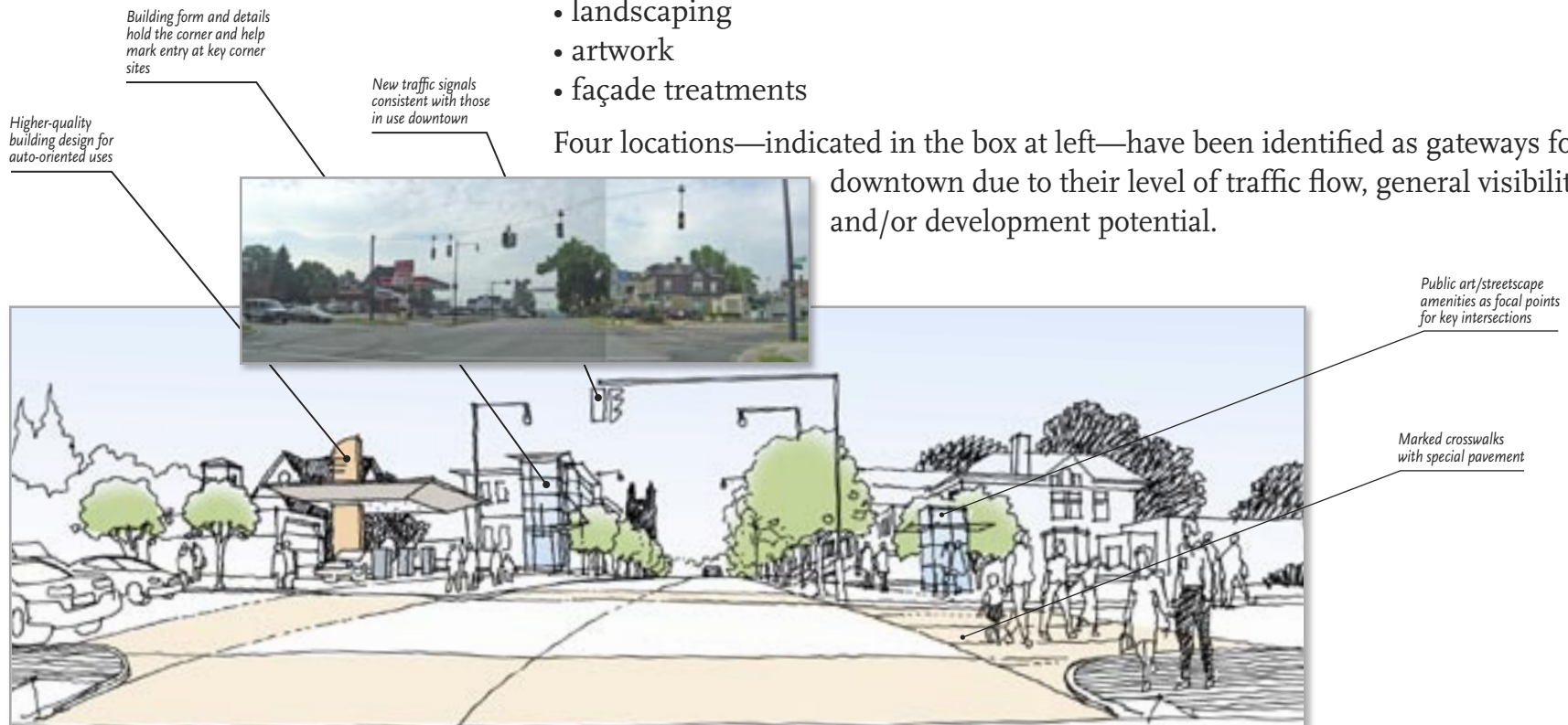
WEST

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:

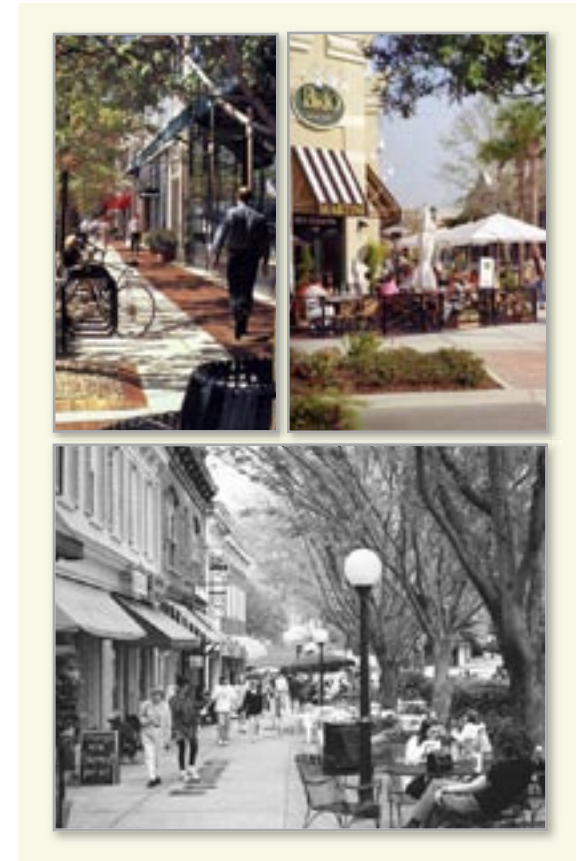
- setbacks to allow for pedestrian-friendly spaces
- signage
- landscaping
- artwork
- façade treatments

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 street-scape 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:

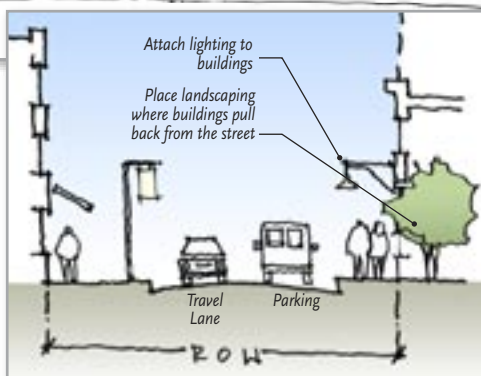
- Incorporation of cobblestone-stamped sidewalk into the design of ADA-accessible street improvements.
- Public art installations, including the work of artists from Jamestown and the region.



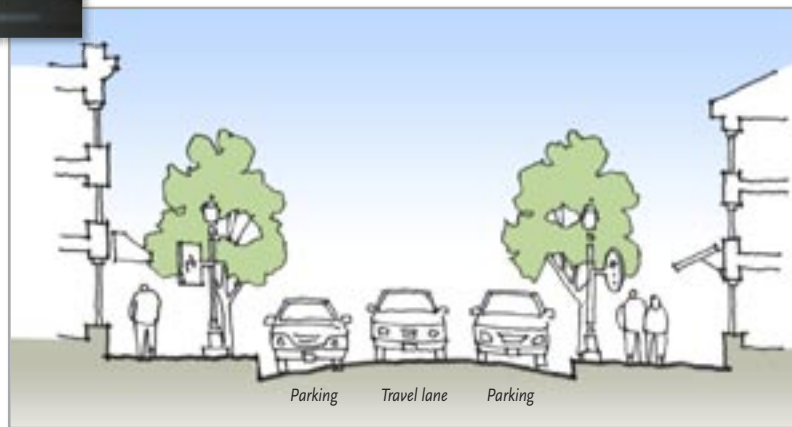
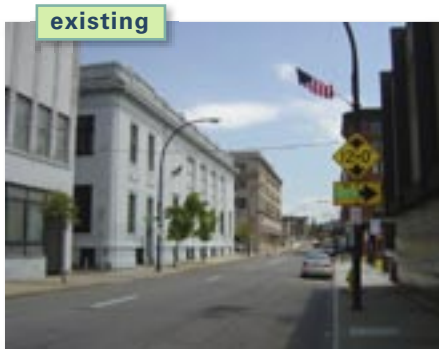
existing



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.



▶ 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 hardware 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
 - > Bollards
 - > Litter and recycling receptacles
 - > News racks
 - > Bike racks
 - > Planters

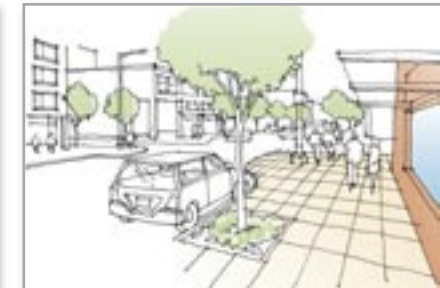
existing



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



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.

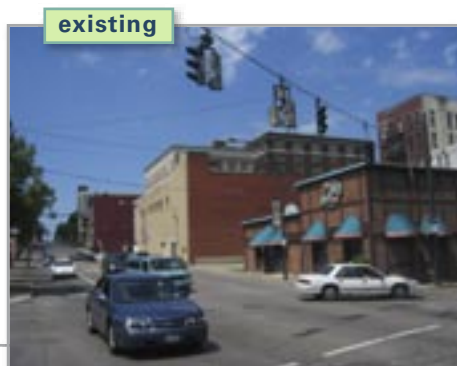
► NORTH MAIN STREET

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.

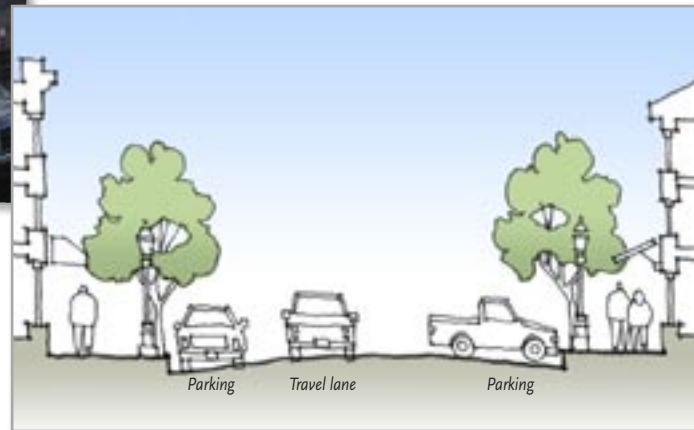
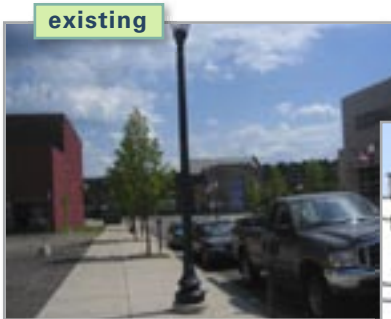
WASHINGTON STREET

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.



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



► 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.