



Downtown Revitalization Initiative City of Jamestown

Project Kickoff | October 3, 2016

Agenda

1. Welcome
2. Introductions
3. Downtown Revitalization Initiative
 - Overview
 - Goals & Outcomes
 - LPC & Consultant Roles
4. Project Context & Goals
 - City Overview
 - Existing Efforts & Plans
 - DRI Application Priorities
5. Work Plan
6. Community Engagement Strategy
7. Discussion & Next Steps
8. Public Comment



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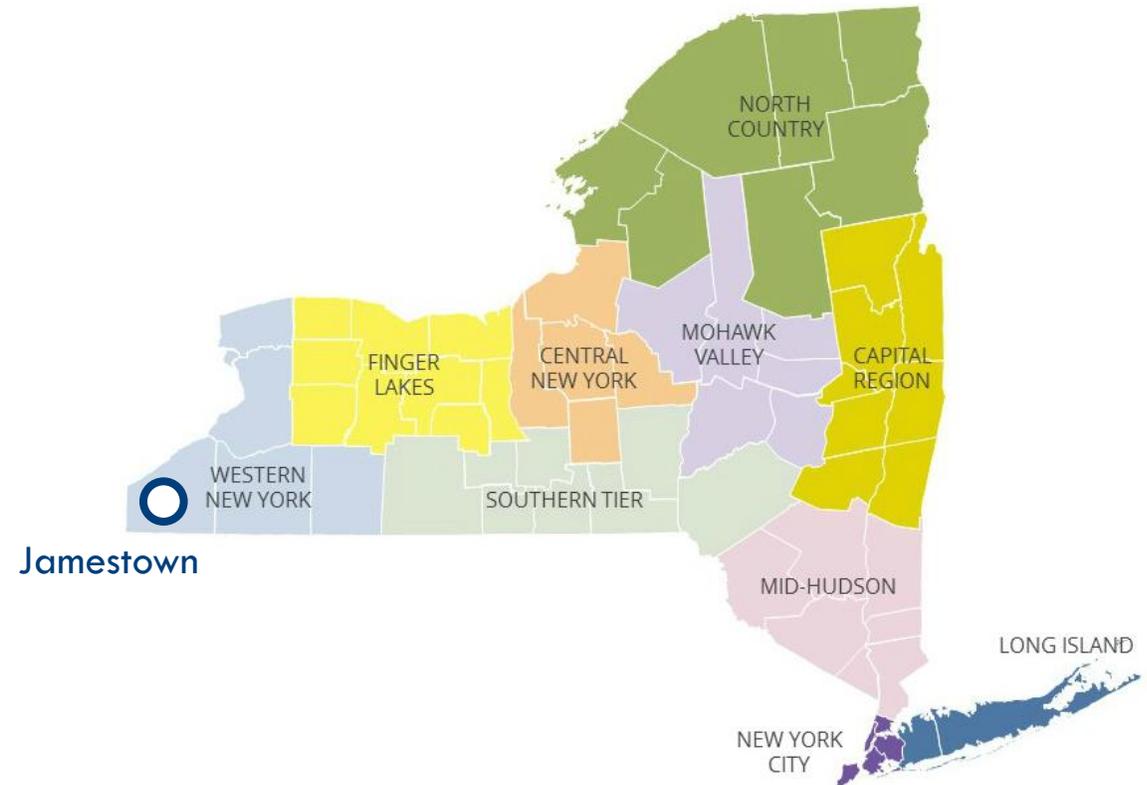


Downtown Revitalization Initiative: Overview

New York State's **Downtown Revitalization Initiative (DRI)** seeks to “transform communities ripe for development into **vibrant neighborhoods where the next generation of New Yorkers will want to live, work, and raise a family.**”

Selection Criteria

- Physical features that promote a livable, mixed-use downtown.
- Recent or impending job growth.
- Ability to leverage additional public and private investment.
- Commitment from local leaders.



DRI leverages years of local planning and visioning to advance strategic investments in the downtown core.

DRI allocates **\$10 million** to support the implementation of catalytic investment projects in Downtown Jamestown and the development of a longer-term strategy that will attract additional public and private investment to support downtown revitalization.



Downtown Revitalization Initiative: Project Leadership

Jamestown Local Planning Committee

First Name	Last Name	Title	Organization
Samuel	Teresi	Mayor	City of Jamestown
Michael	Metzger	President	Blackstone Advanced Technologies LLC
Jeff	Belt	President	SolEpoxy, Inc.
Vince	DeJoy	Director of Development	City of Jamestown
Vince	Horrigan	County Executive	Chautauqua County
Greg	Lindquist	Executive Director	Jamestown Renaissance Corporation
Chloe	Smith	Reverend	Zion Tabernacle
Luke	Fodor	Reverend	St. Luke's Episcopal Church
Jarrold	Russell	Resident	N/A
Tim	Smeal	Director of Development	Jamestown Community College
Pamela	Reese	Dean	Jamestown Business College
Alexis	Singleton	Owner	El Greco Furniture
Jeff	James	Owner	Labyrinth Press Company
Reuben	Hernandez	Owner	Havana Cuban Café
Andrew	Nixon	Executive Director	Chautauqua County Visitors Bureau
Andrea	Magnuson	Associate Director	Gebbie Foundation
Jeff	Smith	Executive Director	St. Susan's Center

State of New York

Office of the Governor

Lori Cornell

Department of State

Chris Bauer

Amy DeGaetano

Homes and Community Renewal

Jerry Nagy

Empire State Development

Chris Schoepflin

Diego Sirianni

Consultant Team

HR&A Advisors + Partners

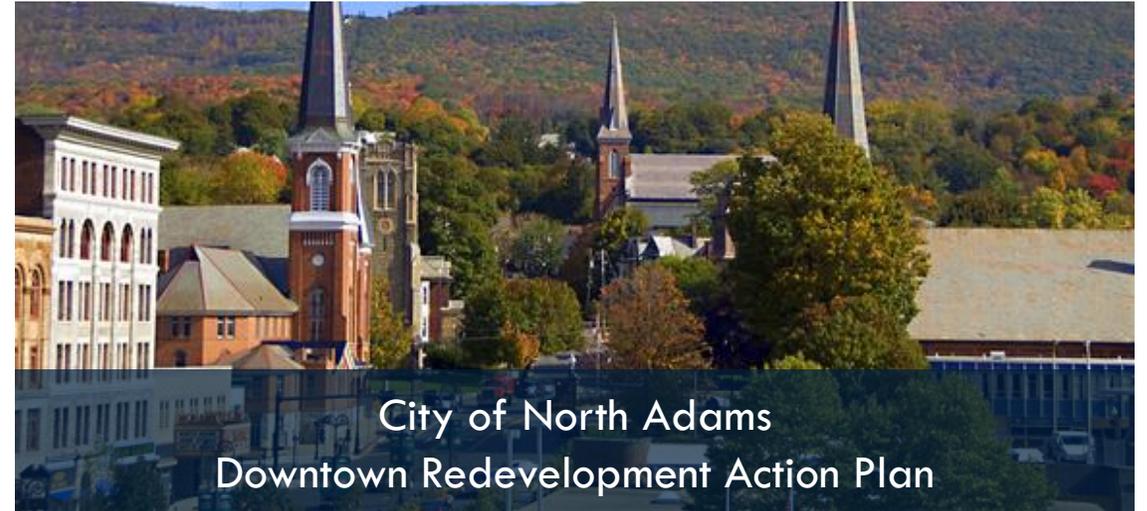
Downtown Revitalization Initiative: Consulting Team



HR&A and our partners specialize in priming revitalization concepts for implementation through planning and analysis.



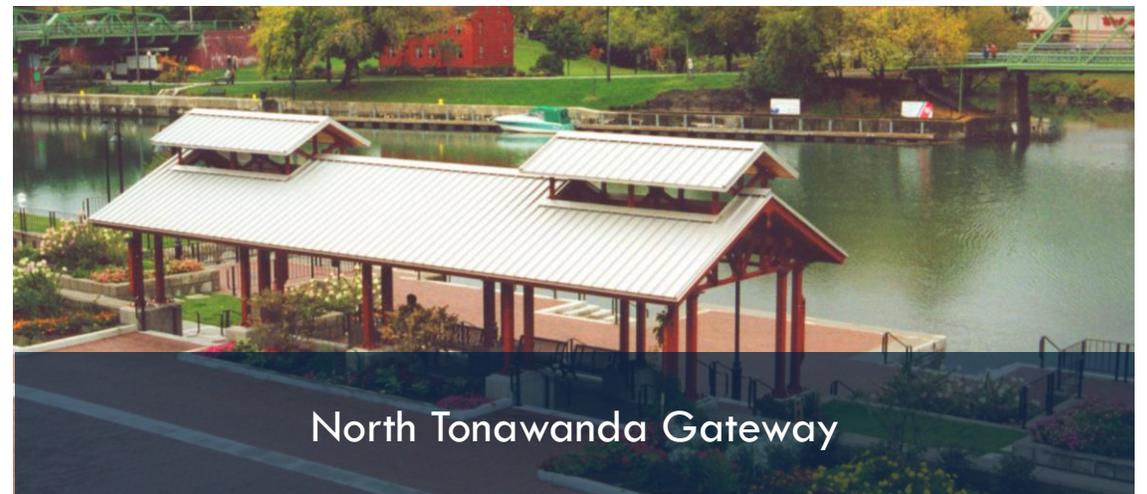
New York Rising Resiliency Planning



City of North Adams
Downtown Redevelopment Action Plan



Village of Avon
Downtown Walkability Audit



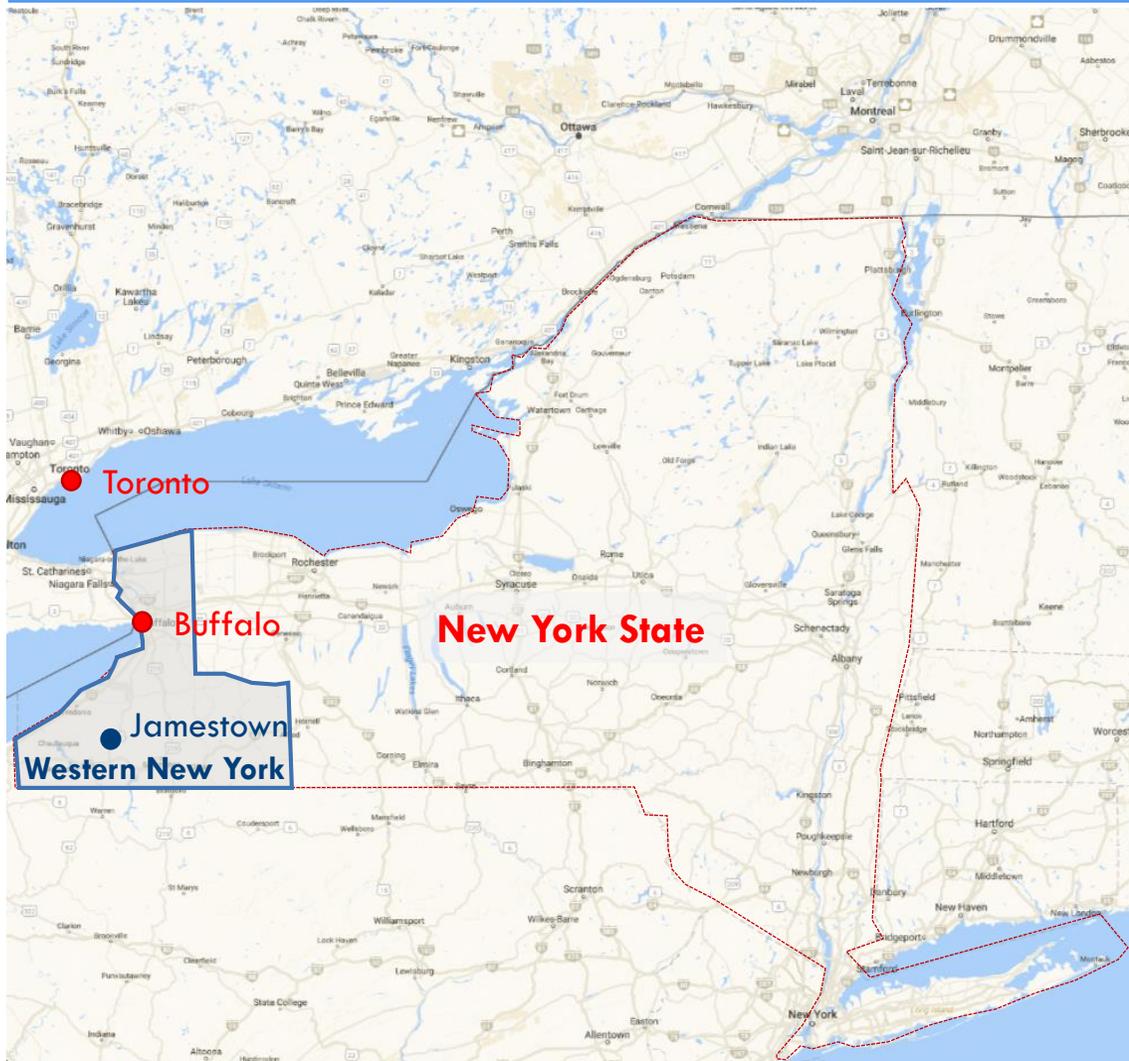
North Tonawanda Gateway

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The City of Jamestown is working to address key opportunities and challenges to reposition itself for 21st century growth in New York State.



CITY OF JAMESTOWN

Opportunities

Investment in cultural and destination anchors

- The National Comedy Center
- DoubleTree Hotel and Conference Center

Emerging digital and media sector

- Digitell (60 employees)
- The Connection (300+ employees)

Renewed interest in downtown living

A committed group of local foundations and sponsors

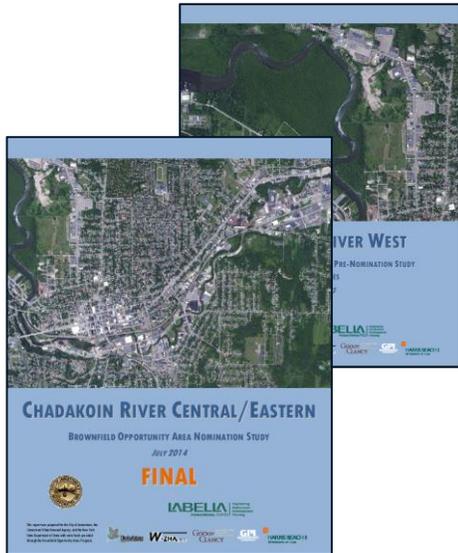
Challenges

Slow economic growth

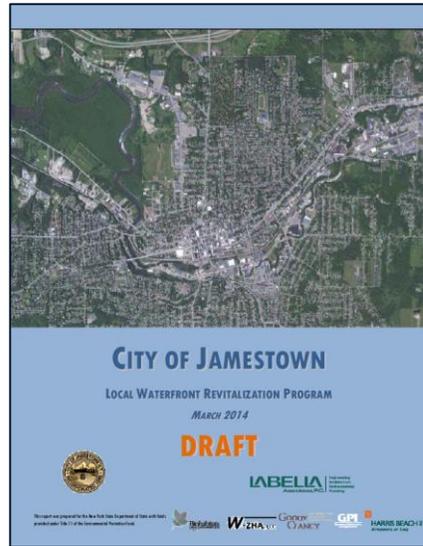
High poverty rate (28% citywide, >50% downtown)

Aging and underutilized downtown structures

Recent planning studies lay the groundwork for public and private investment.



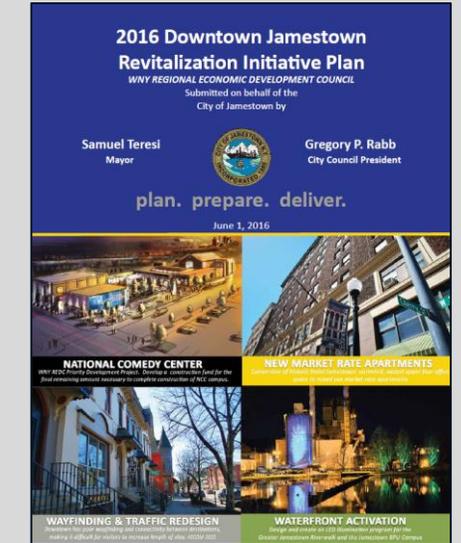
2013-2014



2014



2015



2016

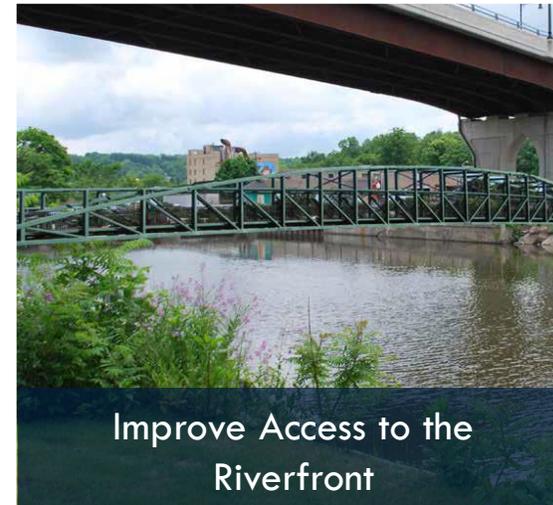
*Chadakoik River West
Pre-Nomination Study
&
Chadakoik River Central-Eastern
Nomination Study*

*Local Waterfront
Revitalization Program*

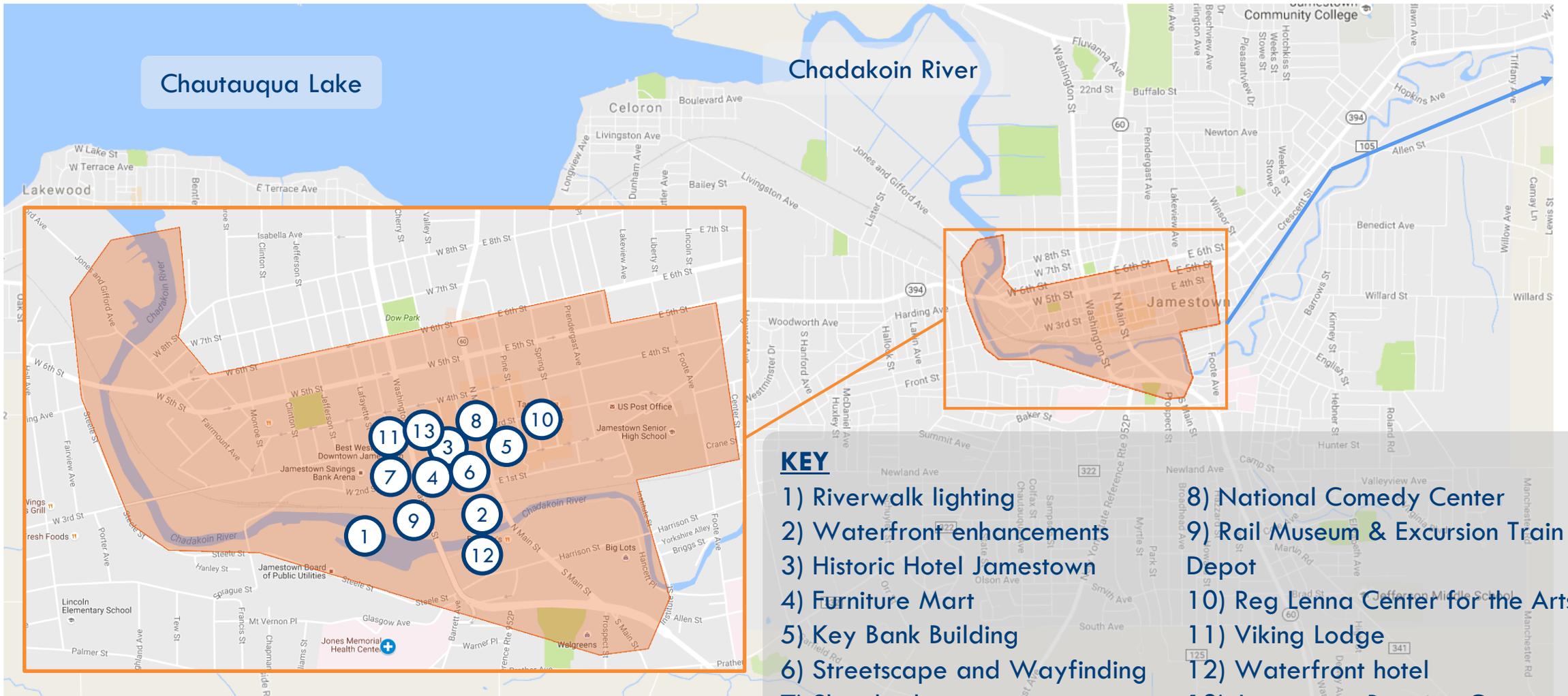
*Downtown Jamestown
Economic Development Strategy*

DRI Application

Through these studies, the City has articulated a set of strategies to catalyze downtown revitalization and local economic development.



Jamestown has identified a list of potential projects to advance through DRI.

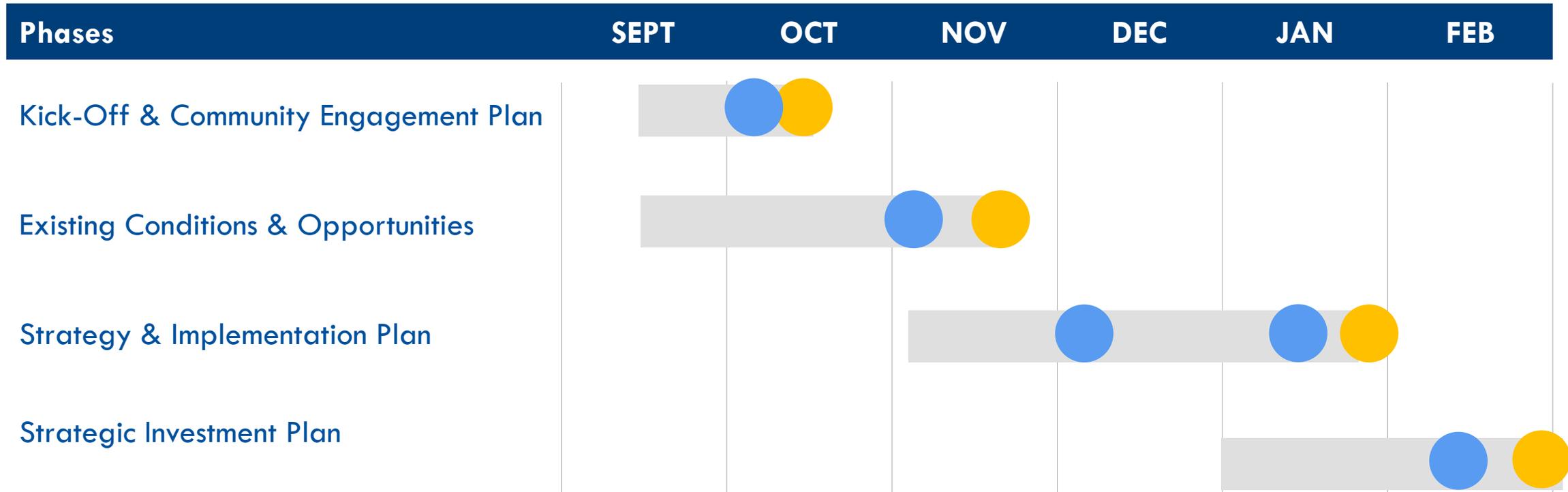


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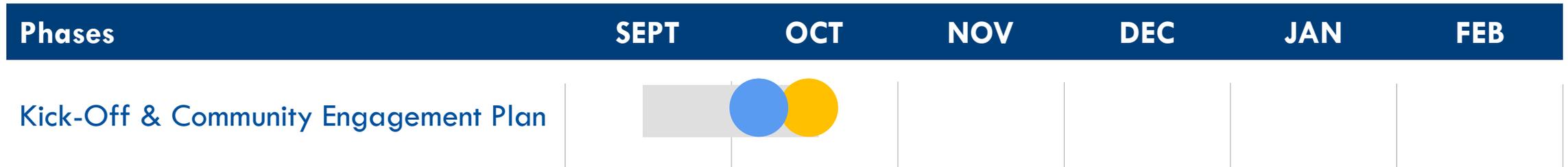
DRI Work Plan & Timeline



- Local Planning Committee Meetings & Work Sessions
- Key Work Product

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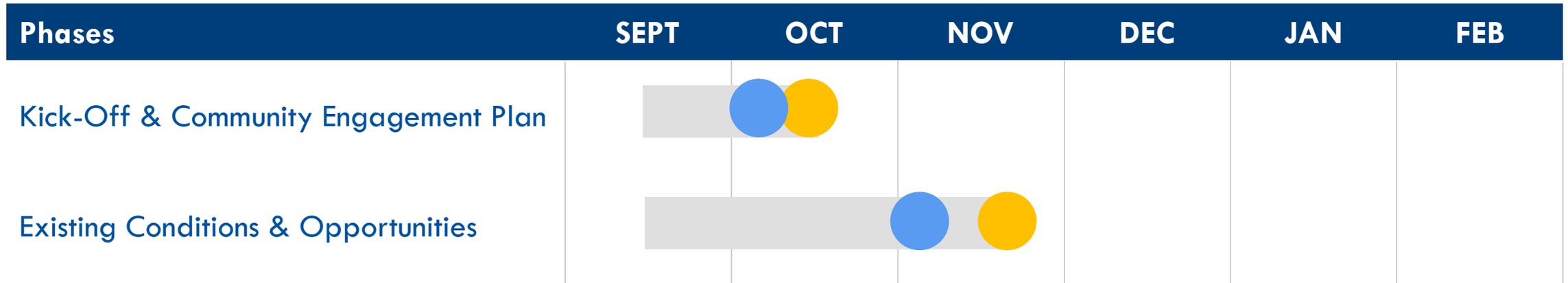
Meeting #1: Kickoff

Work Product #1: Kickoff meeting notes and an updated project scope and timeline

Work Product #2: Community Engagement Strategy to specify format and purpose of public input

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Work Product

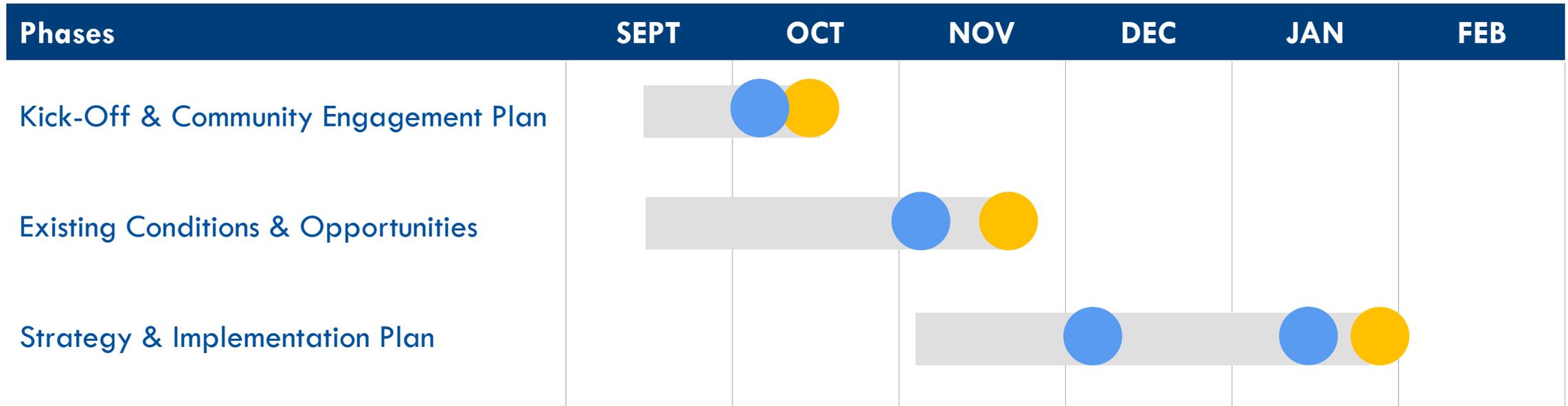


Meeting #2: Visioning and goal-setting work session

Work Product #3: Strategic Investment Plan Outline to summarize existing downtown profile, establish a vision for the future, and identify goals and objectives to achieve that vision

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Work Product



Meeting #3: Review of core strategies and priority project selection

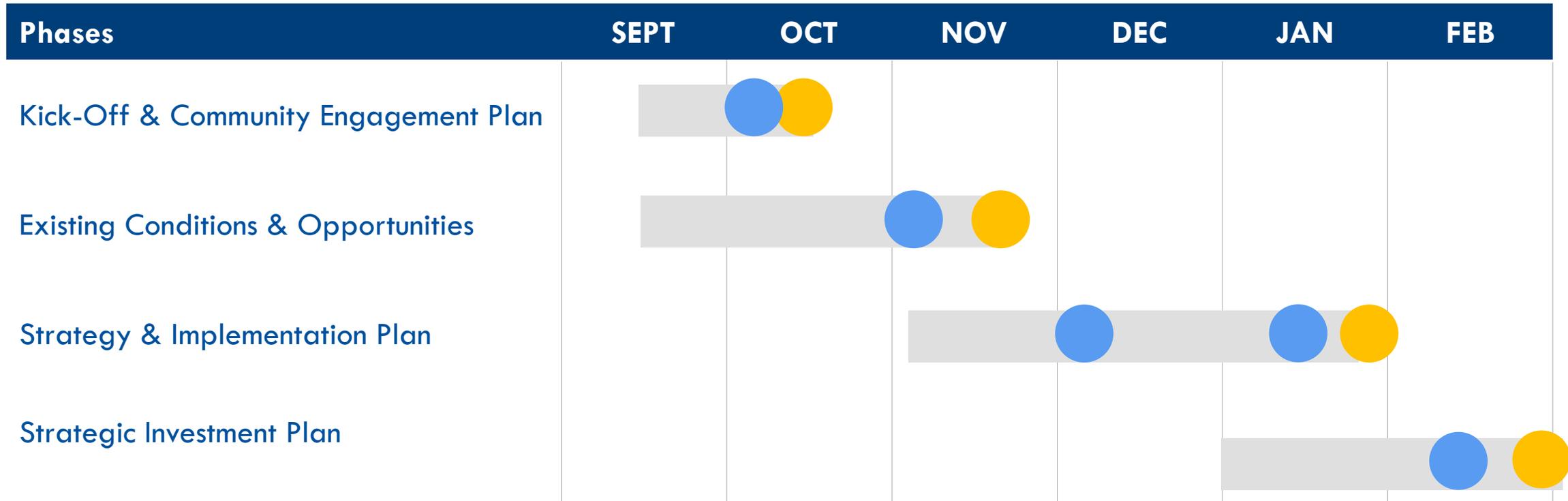
Meeting #4: Review of draft Priority Project Profiles and implementation strategy

Work Product #4 - #7:

- Revitalization Strategy and Action Plan to achieve downtown vision
- Priority Projects Briefing Book including alignment with goals and clear rationale for public investment
- Implementation Strategy, including timeline, responsible parties, initial funding guidance, and next steps
- Draft Management Report, including framework for project tracking and performance evaluation

DRI Work Plan & Timeline

- Local Planning Committee Meetings & Work Sessions
- Key Work Product



Meeting #5: Presentation of Draft Strategic Investment Plan

Work Product #8: Draft Strategic Investment Plan

Work Product #9: Final Strategic Investment Plan

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Community Engagement Process Development



Community Engagement Overview

Local Planning Committee Meetings with Public Participation

Public Meetings

Interviews, Online Survey, and Focus Groups

Educational Material and Social Media

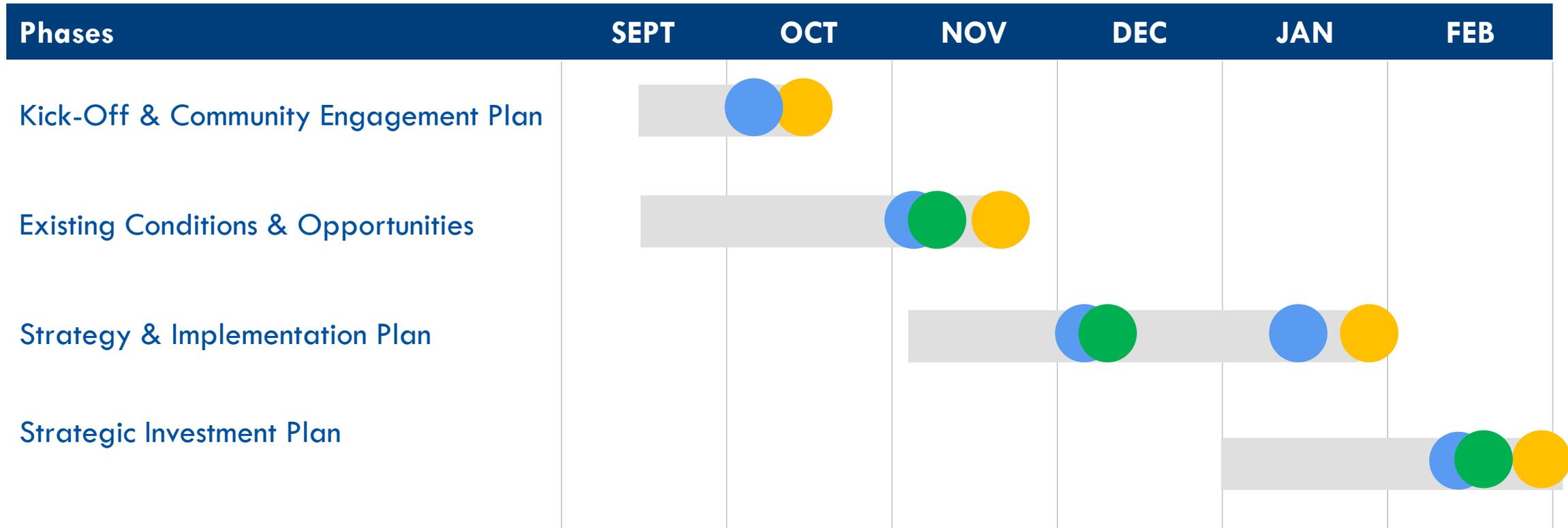
Ongoing Coordination with State Agencies

Public Presentation of Final DRI Plan

We have embraced **bottom-up planning with significant public participation** not only to be inclusive, which is our obligation, but to get the varied viewpoints in the open to discuss and take into account while formulating a plan for implementation. The **two-way interaction** encourages open and frank discussions but also can dispel myths and inaccuracies in what the community is trying to achieve. **A great planning process results in a harmonious balance** between the objectives of the plan with the needs of those affected.

- *Jamestown DRI Application*

Community Engagement Timeline



- Local Planning Committee Meetings & Work Sessions
- Key Work Product
- Community Meeting

Public Meeting #1

Early November 2016 to share:

- Findings from the Downtown Profile
- Emerging Vision, Goals & Objectives
- Preliminary list of strategies and potential projects

Large group presentation, discussion of findings, and brainstorm of visionary ideas in a design-focused workshop to advance potential priority projects.

EVENT OUTREACH

- Content for City and State DRI websites
 - <https://www.ny.gov/downtown-revitalization-initiative/western-new-york-jamestown>
- Stakeholder Contact Database
- Public Notices
- E-mail Blast
- Social Media
- Educational Materials on DRI Process

Public Meeting #2

Early December 2016 to share:

- Strategy outline
- Expanded recommendations for projects and actions

A series of Priority Project stations with data summaries and graphics, to gather feedback on the emerging ideas and on how the DRI investment might be used.

EVENT OUTREACH

- City and State website updates
 - <https://www.ny.gov/downtown-revitalization-initiative/western-new-york-jamestown>
- Core tools used for first workshop
- Educational Materials on Potential Priority Projects

Public Meeting #3: Final Community Presentation

Early February 2017 to share:

- Final DRI Strategic Investment Plan
- Implementation strategy
- Next steps

Part education/part celebration, this event will be designed to solicit public input and build momentum for implementation among municipal partners, residents, the business community, regional leaders, and likely developers and funding partners.

EVENT OUTREACH

- City and State website updates
 - <https://www.ny.gov/downtown-revitalization-initiative/western-new-york-jamestown>
- Core tools used for earlier events
- Wide distribution of graphic flyer or executive summary of the DRI Strategic Investment Plan
- Strong social media push
- Strong face-to-face invitation push

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Discussion: Needs & Opportunities

1. Are there **additional key strategies** we should be considering at the outset?
2. Are there **additional potential projects** or impending investments we should be aware of?
3. What are your **goals for public engagement**?
4. What **other goals** should we be aware of as we launch this process?

Next Steps

- Refine project scope and timeline
- Confirm dates for LPC meetings and public workshops
- Formalize Community Engagement Strategy
- Update project vision and existing conditions analysis

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