



Downtown Revitalization Initiative



North Country Downtown Revitalization Initiative: Watertown Awards

Governor Andrew M. Cuomo

Project Name	Project Description	Award
Masonic Temple Performing Arts Center Development	Make necessary improvements to the historic Masonic Temple, an anchor building in the downtown, to facilitate its conversion into a Performing Arts Center and public event space. The façade of the historic Masonic Temple will be restored, thereby enhancing the downtown aesthetic and community character, and accessibility will be addressed through a new ADA compliant entrance and the addition of an elevator that will provide universal access to both commercial and performance space.	\$2,200,000
Historic Lincoln Building Co-Working Innovation Center	Renovate the Lincoln Building to create a centrally-located co-working space. The project will attract entrepreneurs and artists by providing collaborative co-working space, dedicated desks, private furnished offices, and a conference room, studio, and kitchenette. Renovations will also include a new event space on the fifth floor, and a new elevator and stair tower to improve access to all floors.	\$825,000
Franklin Street Façade Enhancement	Restore the façades of three key historic buildings on Franklin Street in the downtown core. The buildings include the Commerce Building, Lamon Building, and Solar Building, which comprise of more than 700 feet of historic street frontage and include 25 storefronts. Planned improvements will augment public perception of the corridor and create an inviting space for merchants, residents, and visitors.	\$1,243,500
Community Café and Grocery Initiative	Build-out and outfit the Community Café and Grocery at 138 Court Street, the site of the Court Street Commons redevelopment project. The project will support the local food and farm-to-table movements and augment community health and nutrition programming.	\$149,568
Upgrade Paddock Arcade Public Space	Enhance the 167-year-old Paddock Arcade by improving the glass roof structure, installing radiant in-floor heat and air conditioning in the “covered street,” and improving the interior streetscape. Funds will also be used to remodel the second-floor commercial space, install a new elevator to provide ADA accessibility to upper floors, as well as improve the function and appearance of the south side exterior. These upgrades will improve a historic public space in the downtown area and attract new businesses and events.	\$435,000
Paddock Arcade Building Housing Renovation	Rehabilitate the upper stories of the historic Paddock Arcade Building to create five market-rate apartment units in the overlooking the Public Square. Creating new housing downtown meets intergenerational demand and encourages walkable, mixed-use neighborhoods.	\$123,000
Streetscaping for Downtown Walkability	Design and install enhancements to Franklin Street, Court Street and Coffeen Street to make the public realm more inviting to pedestrians and strengthen the downtown business environment.	\$1,500,000

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Jefferson Community College Downtown TechSpace Creation in Conjunction with SUNY2020	Rehabilitate a downtown building to house the Jefferson Community College (JCC) TechSpace, which will support entrepreneurs and offer workforce training and applied learning opportunities. Corporate training space will accommodate heavy equipment training, two classrooms, locker rooms, and office space. A fabrication lab will provide space for students and entrepreneurs to design and test new ideas using metalworking equipment, 3-D printers, and CNC machines. SUNY2020 is contributing an additional \$4 million toward the project.	\$1,212,332
Strauss Memorial Walkway Beautification and Public Art Project	Enhance the Strauss Memorial Walkway to provide a more inviting and safe pedestrian connection between Public Square, the JB Wise parking lot, and JB Wise Place. Improvements will include new lighting, plantings, repairs to building walls, and a painted mural or other public art.	\$375,000
Public Square Fountain Enhancement	Improve the vicinity of the Public Square Fountain by installing a replica of the wrought-iron decorative fence that once surrounded the fountain and repainting the fountain itself. The project recognizes the integral role of the fountain in one of Watertown's premier public spaces by undertaking necessary aesthetic improvements	\$55,000
Small Business Revolving Loan and Grant Fund	Create a fund to provide matching grants to property owners for downtown façade improvements and to support small businesses. The program will enhance the downtown and help attract small business owners to Public Square.	\$600,000
Wayfinding Signage and Branding Initiative	Create a branded and coordinated wayfinding signage system to provide direction to downtown attractions and parking facilities. The project includes brand development, location strategizing, and fabrication and installation of the signage.	\$320,000
Coordinated Public Art Installations	Partner with local arts organizations to conceptualize and develop a cohesive group of sculpture projects to be installed in a manner which highlights pedestrian paths throughout the downtown and waterfront area.	\$155,000
Jefferson County Historical Society Museum Modernization	Make improvements to the Jefferson County Historical Society Museum building and exhibit space, including the installation of an elevator for improved access and exhibit rotation, development new interactive exhibits utilizing tablets and touch screens, and installation a new HVAC system to help preserve artifacts and remove a roadblock to museum accreditation.	\$506,600