

June 19, 2007

Planning Commission

Proceedings by Authority

State of New York,
City of Jamestown, ss:
Mayor's Conference Room

The regular meeting of the Planning Commission for the City of Jamestown, New York was held on Tuesday, June 19, 2007 at 3:30 p.m.

Members Present: James Olson, Martha Zenns, Jeff Nelson, Douglas Champ and Paul Andalora

Members Absent: Chairman Gregory P. Rabb, Jeffrey Lehman, Mike Taylor

Others Present: Bill Rice, Amanda Bleck and Mark Schlemmer

Jeff Nelson called the meeting to order.

McDONALD'S RESTAURANT

Randy Bebout, FRA Engineering, 530 Summit Point Drive, Henrietta, N.Y.: I'm here on behalf of McDonald's USA and Tom Myers, the local owner/operator. Proposed is the redevelopment of the McDonald's at 1411 E. 2nd Street. Basically, what it amounts to is they're going to tear everything down and then rebuild it from the ground up. The proposed site layout is very similar to existing in that this west curb line is in exactly the same location. This driveway is in about the same location. This driveway's in the same location and actually, this green area between the east curb line and Tiffany Avenue is actually increasing slightly and the other changes we're pushing into the back hill a little bit. We have a proposed retaining wall along here. As far as the site configuration the way it operates – it's a one-way circulation coming in on the east driveway circulating around the building and exiting on the west driveway. Some of the features that are changing from existing are if you recall, there's an existing external cooler/freezer – that'll be removed and that will become part of the main building footprint tucked right inside the building so you won't have that. The other main feature that is being added is the side-by-side drive-thru. This allows for two orders to be taken at the same time. There's still only one window to pay and one window to pick up the food, but they can actually speed up the ordering process and make the whole drive-thru thing more efficient and just literally reduce the congestion on site and so forth. So from a site standpoint, that kind of summarizes everything. To give you an idea on the parking, currently there's 41 parking spaces; with the redevelopment there'll be 33 spaces where the Code requires 31 based on 92 seats, and that's 76 seats outside and 16 seats on the patio. There is a patio proposed on the front. The dumpster enclosure's location is again just about the same as existing – operates the same. The garbage truck will come in, access it back up and then exit the site. The dark green you see here is all new landscaping. There is an existing hedge row that's proposed to remain along Tiffany Avenue and then this dark green in the back is the existing trees and vegetation that are there – they'll remain – we will have to remove a little bit behind the wall just to get the reinforcing for the retaining wall in there. Then on the building architecture, what we had submitted was a split base block. In the meantime, we have had some discussions

with the City and McDonald's has agreed to change the building to a product that's called Footwork. Essentially, it gives you a brick exterior look and I will pass these out. This was a store that just opened last Thursday in Wolcott. Now this store is not the exact same footprint as what is being proposed. The only difference is on this store, this store is a little bit wider – there'll actually be one more yellow awning and window. That's the only change. But the rest of the building's looks will be the same. So, what you're seeing here is they use two different colors...what it is is a block that's painted to look like brick and instead of being 8 x 16 it's actually 16 x 4" high so it gives you the appearance of a brick, but just a little bit larger scale. They use three different colors to get some accent stripes and then the white columns here, that is construction with a foam insulation board and the stucco over top of it. The only other changes, of course, would be signage. We're proposing to add directional signs at both entrances. Currently there's a pole sign that sits right in front of the existing building and we're actually pulling the building a little bit closer to the road to accommodate the side-by-side drive-thru so what we're proposing is to reconstruct the pole sign we've submitted for the variance to the Zoning Board to get a variance to construct that pole sign. It'll actually be smaller than the one that is there currently. And then on the building signage, what you'll have on the building is this McDonald's fascia across the front. You will not have the fascia that's shown on the back – there'll be just one McDonald's fascia and then there'll be three McDonald's arches on the three sides, these two sides and then the front of the building; all new landscaping, lighting, utilities. Utilities are pretty straightforward. They're pretty much the same as existing, other than they're just brand new. With that – I can answer any questions.

Ms. Zenns: I assume the intent is then the double drive-thru – both will be open all the time?

Mr. Bebout: Correct.

Ms. Zenns: That's a good idea because there is the parking on that side of the building so it'll help increase that traffic flow around.

Mr. Bebout: Yes, that ordering point is actually – it's hard to see on here, but it's way over here so there's actually stacking for three or four cars there and then there's stacking for about three here before you get into the parking. So, it becomes really efficient, of course, during the peak hours and you can go even in non-peak hours to any lane for service.

Ms. Zenns: And I anticipate, will they sort of stagger so you don't have to worry about two cars then trying to come together...

Mr. Bebout: Yes. This started down south and they've studied this thing to death and it's a science of how we design these things. They have what they call a merge point here and just by the way they take your orders and the car proceeds, there's actually a stripe that's painted on the pavement and then on the monitors inside, they either put a piece of tape where they can see that stripe. Once that car crosses that stripe, the order is

stored so that's what keeps the orders in line. They've done stuff outside but they've changed their operations inside – extra cash registers to accommodate the two order points. What has happened – the trend has been that everyone used to go in and sit down, and now 65-70% of their business is drive-thru and that's why they went to this step to accommodate that.

Ms. Zenns: And, I think with that location they probably do see a greater amount of the drive-thru traffic so that would help accommodate it. Good.

Mr. Nelson: Any other questions? With the application, there was a Full Form Environmental Assessment and any questions on that? Could I have a motion to approve the Environmental Assessment Form?

Ms. Zenns moved to approve the EAF. Mr. Olson seconded the motion.

Motion carried.

Mr. Champ moved to approve the Site Plan. Ms. Zenns seconded the motion.

Motion carried.

WEST END DEVELOPMENT SITE – BWB CENTER

Mr. Nelson: We have the SEQR and we need to act on that. The Long Form has been completed. There's also a resolution that is the last three pages of your package. Does anybody have any questions concerning your review of the form?

Mr. Champ: The Impact and Aesthetic Resources indicated as "yes." What is the continuous national registered structure?

Mr. Rice: The train station. That's the reason why it is a Type 1 action because of it's proximity to that station.

Mr. Champ: Did you get approval from SHIPPO?

Mr. Rice: Yes we did.

Mr. Champ: That's not included in this?

Mr. Rice: No. Today we're acting on the negative declaration for this – not the total SEQR part of it. The findings on the negative declarations which you're looking at. But we do have response back from SHIPPO under the Restore New York Grant as well as an additional one that there's no impact on the resource.

Mr. Champ: Okay. The impact on energy – this is not identified as a major commercial/industrial use?

Mr. Rice: I wouldn't say it's anything out of the ordinary for a downtown setting.

Mr. Champ: So for Jamestown, it's not a major commercial development?

Mr. Rice: I would say it's a large scale development, but I don't think it's out of the ordinary for an urban area.

Mr. Champ: And I don't know on your presentation – are you folks going to represent this?

Mr. Rice: Okay. Maybe we just put in the presentation as to what the site is and what the drawing is and then remember again, this is coming back to the Commission next month for site plan and architectural review so this will just be a brief indication of what the project is and then we'll get back into the SEQR portions.

Rod Drake of Habiterria, 1279 N. Main Street: I wasn't here the last time the group came before you so I don't know exactly how much they got into the site, so what I'll do is I'll kind of start over again.

Mr. Rice: That'd be the best thing.

Mr. Drake: I'm sure you received site plans in the mail?

Mr. Rice: No, I didn't bring them in because I didn't want to get to that point because next month is the presentation for that. This will start it.

Mr. Drake: Greg Banks – he might have been here last time – from Peter Krog. Joe Lombardo – he's one of the architectural people in our office. This reflects the original proposal that was submitted to the Planning Commission as part of the competition in The Krog Corporation to get the designation to develop this parcel. It's a three story building located right on to Washington Street and right on to Third Street. It is set up to correspond with the Urban Design Plan – 40 feet back from the curb on Third and 20 feet on Washington. So we're trying to stick with the recommendations as part of that plan. This site does seem flat but it does have about an 8' drop from Washington Street to 2nd Street. So we have to contend with that 8' drop in the development and we've attempted to do that as well. On the original submittal, we had 62 parking spaces and on this submittal we have 62 parking spaces. As you know, the three story commercial building in a downtown area, you can rely on parking around the site, as well as parking on the site, but we also have the ice arena that we're talking about here where they're used to parking some time. So we have parking on the south side of the building and parking on the west side of the building. Our accessible parking is located right up here where you can come directly into the front of the entrance of the building. After going through all the grading and things, that was really the only place that we had that was flat enough in order to have the accessible parking. We have entrance and exit off of Lafayette, entrance and exit off of West 2nd Street and circulating all the way around, double-bay

parking and parking to the curbs all the way around. There's no good place for a trash place here on this particular site. For right now, we put it right there (on 2nd Street). We don't really want it up next to our building. A transformer will be located right in this little island. Landscaping all the way around the building, well, a portion of the building. We have pushed the parking because of the configuration of the site and the need for parking. We've pushed the parking out to the property line so we don't have the shrub buffer – I guess it's called – all the way around the parking like you're accustomed to seeing. Being an urban setting, I'm not sure, in my opinion at least, a shrub buffer really isn't all that necessary in an urban setting. It's different if you're at a McDonald's or someplace else in a neighborhood someplace. Since you have pavements all the way around, to have a little tiny five foot green buffer, doesn't really do much for you. So, we would much rather use it to get to our 62 parking spaces. We did originally have the buffer there and we were down to less than 40 parking spaces – just because of the way this thing lays out. So we really do need to have you allow us to come right out to the street line. Plus over on the Lafayette Street side, in order for us to have a little sidewalk in front of our handicapped parking, we've shown some encroachment on the wide Lafayette Street. Stops the green space, I think by about three feet in order for us to have that little sidewalk in front. If we don't encroach, the parking would be pushed up right next to the building and handicapped parking would be someplace else because we do have to have that walk in front of the parking.

Because of the slope of the site, as I said, there's an eight foot drop across the site. This particular concept shows four risers in back, so you have to come up steps to get into the back of the building, where currently, we're really working hard to try to eliminate those steps by either lowering the building, raising the back, or doing some other concepts in order to eliminate that. Mr. Krog really does not want to have steps back there. So we're doing our best to do that, but that doesn't affect the site plan – it just affects how we have to create the area.

One important thing is there's an area up here (corner of Lafayette St. and W. 3rd St.) that if you remember the original plan that was submitted, there was kind of a "best pocket park or a focal point" right in this area. That's been maintained. It's been shrunk up just a little bit in order for us to get parking, but still is really a sizeable piece of land there as far as a developer's concerned. That would be for a focal point; you know we've talked about clocks, statues, sculpture pieces, whatever it should be to build in this corner and it could just one of the major urban centers that can basically act as a way-finder for you. It hasn't been designed yet. It's kind of being designed by committee.

Mr. Rice: When it comes to that space, that really is, in my opinion, a little bit over and above what the developer really is responsible for, but there might be a way to work out some ways within the community, and I do believe the Krog Corporation is open to this, is to come up with some way to enhance that space, as Rod is talking about, with some kind of an element; maybe a clock tower that could be a focal point and landmark that draws people to that point. Statues is another good way of doing it. So that's something that really needs to progress a little bit farther, and in my mind, I don't like that space, but how do we attach across the street with parking areas and things like that

and how do we draw this all together as a space that organizes people? Those things are in the works as to kind of organizing this too. It's really above what the developer's responsible for on the site plan.

Mr. Drake: The 40' setting back from the street – that's a big space if you can imagine that. It really does eat into the normal site but that's by itself – a very wide area that would be mostly pavement.

Ms. Zenns: Rod, with the parking...is the intent for those who are working in that building and then there will be customers for use, is there a way of - for that purpose – and not having people come and park there overnight and use it because they see there's free parking, has that been considered?

Mr. Drake: I don't know if it has yet. But we're working with the office building in Bradford right now, and they're finally going to the activated gates – that's about the only way they can see...and then what happens is you can get into the gate, but you can't get out. So, it'd let you in. My point is if you can't get out...

Mr. Rice: If you do it with a one-way system of roads you can get away with gating the one side and exit the other way, but you're talking about two ways on both sides.

Mr. Drake: And we might have to look at that – making it a one-way and do some kind of gating, or whatever, but I know exactly what you're talking about and at night, there's no one going to be in the building and if you want to leave it open for hockey, we can just leave the arms up, but that's something we haven't really gotten into discussing yet. See, it's really getting the number of parking spaces that we feel we need in order to make this building functional – that's the important thing about the building, because it is a three-story building. It's not a giant building, by any means. I'd say the scale of this is terrific for right now. It's when in the future, there's going to be another building here, and that could happen at some point. Then maybe a ramp or something would be required.

Ms. Zenns: But you have spaces for people using the building?

Mr. Drake: Yes. And, there's spaces all around too. I mean, it's not like there's not parking downtown. There's a whole ramp up above that can be used so it's not like we're going to be out.

Mr. Champ: And it is – it's in the walkable downtown...

Mr. Drake: I think there's probably spaces opened up at the Cherry Street Ramp. I don't think the Plan has changed that much since the last time we came. We're being pushed very heavy to get this thing done so that they can break ground in September. We'll go from there.

Mr. Champ: Rod – some mechanical questions. Are you going to utilize the district's system for cooling and hot water?

Mr. Banks: We're in conversations - the final decision hasn't been made yet.

Mr. Drake: Do you have a recommendation?

Mr. Champ: I do. I think you should use it. But you have to do your own assessments. I would think that a development such as that to show community support would be a good way of connecting up to our new systems. I'm biased. I built the thing, retired now, but I'm trying to advocate that every time a development comes in front of this Committee. In addition, that system could help support you for snow removal because you're going to have problems with snow removal in that area the way you've got it set up. You're going to limit your parking in the wintertime – just the fact that you've got snow on site. So snow melting could be an application – maybe not all of it, but some selected areas closer to the building especially on that side because you're going to be trucking that stuff out of there and that could eliminate the possibility for that if you consider it's very low temperature – you'll just tap off existing line inside, come out and have that on a separate system.

Mr. Drake: Do you have other people that are doing that?

Mr. Champ: Well, the parking ramp has it, and I think we had JAMA that did some for the handicapped through there. I think it's a way that should be considered in the City because we've got such a unique system. It certainly should be evaluated. I understand it costs money to do it, but the pipe that you put into the ground, and it's not too difficult. We did have it down and still do have it down at the BPU garages. It's a fairly low temperature in return so it can be accomplished. I would urge you - because I think you're going to have problems with snow removal.

Mr. Drake: Yes – we'll look at that.

Ms. Zenns: Is it the 2nd and Main ramp that has that?

Mr. Rice: I believe so.

Mr. Champ: And I think when a new building is created and they have parking area that's going to support it, that's the time to have it accomplished.

Mr. Drake: Any other questions? Of course, we'll still be here to answer questions. This part is floor plans – we just want to talk a little bit about the building and what it's going to look like.

Mr. Lombardo: For the time being what you see on the floor plans does not reflect how tenant space will be delegated and of course these are possibly going to be open to who rents the space. At the moment, the concept is your first floor would be a mixed use

of business/commercial space, retail space is a possibility. Second and third floors are office space. Third floor being BWB Accounting being the anchor tenant. The plan what you've seen originally, the 3rd Street side maintains 45 degrees on the corners for line of site and to help the building wrap around both 3rd and Washington. We have a rhythmic brick pattern on the outside that will give us a nice punched window rhythm through the building. As you enter in your main entry, it allows us to break off to different portions of the building – same with your rear entry which would be your 3rd Street and 2nd Street sides. We're not doing anything complicated. Your exterior would look something like this. Here again, the rhythmic spacings that you can see to help tie the building and its surrounding environment, you don't want to mimic what's there with the ice arena, the Best Western, the Chadakoin; we don't want to try to imitate what's there, but we do want the building to have a conversation with what's there. And we've accomplished that by projecting our second and third floor out beyond the building line a little bit. This will create conversation with the entrance of the ice arena. With the materials and the different play of textures, this also helps us play with or have a conversation with the Best Western and the Chadakoin across the street. So, it fits very well into that setting – it's not trying to overpower what's there, it's just trying to work with the buildings that are there. Any questions?

Mr. Nelson: Any parts of this that you wanted to draw special attention to?

Mr. Rice: As I stated, the reason why this became a Type One Action is because of the proximity to the former railroad station which is a national register structure. We have since, in two separate letters from SHIPPO, that there is no impact in their mind on that former train station so that really takes care of the issue for the Type One Action. Doug brought up the issue about is this a major development – it's a major development, but I think it's one that really is what an urban area is so I don't see it anything out of the ordinary, although a magnitude of maybe 10 or 15 times that size, so I think this is very comfortable with that so the energy issue, I think in my mind, is pretty consistent with the downtown and it's not out of the ordinary so that's the reason why that was not flagged. Other than that, I don't have anything else really to indicate. If you have any questions, I can answer them, and of course again, next month we'll be looking at the architectural and the site plan for an approval time for that. So, this is a beginning point. You can digest what's there. I do have drawings downstairs that I can give to you with the floor plan and the elevations and I'm sure Rod is going to be providing us with additional sets that will be sent out to before the next meeting anyways, because there's been some massaging of the ones, I think, since even what I've gotten and they've been updated, so we can send those out as soon as we get them and you'll be able to review it even in more depth for those two things. Today's meeting, we're looking at an action on the Negative Declaration as well as there was a resolution that was provided by Krog Corporation's environmental lawyer, and I think it would be a good thing just to accept that as part of the record and then act on the Negative Declaration, if you are inclined to do so.

Mr. Nelson: Was there a review of that by the Counsel?

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Mr. Rice: No. I reviewed it myself as being consistent with what the environmental negative declaration indicates.

Mr. Nelson: Okay. Any further comments by anybody?

Ms. Zenns made a motion to approve the Environmental Assessment Form. Mr. Olson seconded the motion.

Motion carried.

Mr. Nelson: We need to approve the Negative Declaration Form. Does anybody have any questions on that – I know I didn't quite understand it exactly but I do now. May I have a motion then to approve the Negative Declaration?

Mr. Andalora moved to approve the Negative Declaration.

Ms. Zenns seconded the motion.

Motion carried.

Mr. Nelson: We're adopting the resolution that was presented for our use in the package.

Mr. Andalora moved to adopt the resolution that was attached.

Ms. Zenns seconded the motion.

Motion carried.

PINE STREET

Mr. Schlemmer: I'm a Civil Engineer with the Department of Public Works. Jeff Lehman asked me to be here on his behalf to go over a Short Form SEQR for the work the DPW is doing on Pine Street and this is a little map he put together. Public Works is reconstructing one block of Pine Street between East 5th and East 6th. The work involved is removing the existing pavement and existing curbs and replacing them.

Mr. Rice: So there's actually no changes...

Mr. Schlemmer: There's no changes to the curb line, to the grades – everything is getting replaced essentially as it is right now but just with new material.

Mr. Nelson: Question – from the people working there – what was the wood they dug out? It appeared to be vertical.

Mr. Schlemmer: There were some sections that appeared to have like a wood brick, I guess is the best explanation you could have, but that was the pavement.

Mr. Nelson: That is something from ancient history in there, right?

Mr. Drake: I think it was around the rails.

Mr. Schlemmer: I didn't actually see it myself.

Mr. Drake: It's a block that's six inches x four x four, possibly.

Mr. Schlemmer: I've encountered wood ties before, but I didn't actually see what these were so...

Mr. Nelson: They must have been there a long time.

Mr. Schlemmer: I'm sure it has.

Mr. Nelson: So I'll explain that to a couple of people back there.

Mr. Schlemmer: So, it's very limited in its scope and it came about as a last minute project because of some funding, some CDBG funding I guess.

Mr. Rice: That's the reason why you haven't received it in your packet – it was because of timing issues. As I talked to Jeff yesterday, he prefers that we go through SEQR process, but in mind, it's an unlisted action, or I should say a Type Two Action, it's a maintenance thing that really doesn't require SEQR, but he preferred that we go through the procedure of accepting a SEQR.

Mr. Schlemmer: I know you haven't received this because I just had Jeff sign it this morning, but I can just run through it real quick – the Short Form here. The location, like I said, is Pine Street between 5th and 6th. It's proposed action is a modification and it's described as removal of existing road curb and pavement and replacing in kind. Land affected is .3 acres and the action complies with existing zoning. The land use in the vicinity of the project is mostly commercial – it's office space. No permits, approvals or funding, federal, state or local are needed. It was signed by Jeff.

Mr. Rice: What I suggest is that we formally adopt this next month after I fill out the second part because I haven't had this enough time to fill it out. I technically have to respond on the second part of the SEQR. In my opinion, if there's any environmental impact by what they're doing, and again, I don't think there is because in my mind, it's a Type Two Action – it's a maintenance – there's no change to configuration whatsoever. We can act on that next month.

Ms. Zenns: We gave him a hard time that one time where the parking lot...so I think he's covering his bases...

Mr. Rice: I think so too.

Mr. Nelson: When I read the Agenda, I thought we're going to talk about the work – all of these plans, 4th Street work, which is probably half done already. I'm located at what they call the Medical Arts Building so we've been watching it ever since it started and enjoying the difficult access to our parking lot that goes with the building.

Mr. Schlemmer: That was my very first question too when he asked me to be here today and he just said it was an oversight on his part.

BANNER PROGRAM – ENTRANCES TO THE CITY

Mr. Drake: A few years ago, this is kind of a Rotary Club project, I'm not a member of the Rotary Club, a few years ago, and maybe they've been before the Planning Commission. The Rotary Club set aside some funds to construct an entrance sign coming in off Rt. 86 and went so far as to even go before the Town of Ellicott Zoning Board of Appeals. Didn't get permission, but since then, which is kind of lucky because since then, there's been all sorts of utilities, poles and McDonald's signs and everything else put in in that area. So this money has been set aside at Rotary trying to figure out how to improve or welcome people to our community. That's basically what it's all about. There wasn't a sign saying "Rotary Club of Jamestown," or anything like that; it was more of a "Welcome to a Jamestown." That was the whole concept. Obviously, when you think about doing it, you think about doing it at the entrance to the City. Since then, since they can't do it there and when you look up and down North Main Street, there's really no place for a sign that's mounted on the ground and no – you can't do it at Habiterra's offices. There's already signs there. They talked about doing it at Mark Olson's - Axiom – he's kind of got a little tiny green space on his side yard and I think that's a little out of scale. There really isn't a lot of space there for something like that – the setting's not good. So, the concept that Bill's been talking about for quite some time – it might even be covered in the Urban Design Plan, I don't know, but talking about improving the appearance of our entrance and so the idea of a series of banners, whether it be down 2nd Street, whether it be on 3rd Street, on Fluvanna, on North Main, kind of "Welcome to Jamestown," or whatever you'd put on those banners. We had talked about mounting them on the utility poles, but as I go back and look at the utility poles – they're not necessarily plumb. I don't know if the utility companies would want that on their poles anyway, because they have service people going up and down those poles. But, I do think that the more I got to thinking about having a sign planted at an entrance to the City, we're trying to de-emphasize lines, I guess you could say. That kind of re-emphasizes a line like putting it smack-dab at the entrance of the City. So, if the function is to welcome people to the community, I would think that a series of banners – now I'm not talking about on every single pole as you go down the street – I'm talking maybe four or five banners between the entrance to the City and downtown. And you could put some kind of website, I don't know what you'd put on, but nevertheless it would be a greeting to people coming and leading people to the downtown area, rather than just having the sign at the entrance. So, I wanted to talk to the Planning Commission about that.

Actually Randy Sweeney, Jennifer Harkness and Mark Olson wanted me to represent them to talk to you about it to see if the Planning Commission has any particular opinions about (1) do you think it's a good idea and (2) talk a little bit about implementation if you think it's a good idea. It seems like some money is available for this. It's been put in over at the Community Foundation for right now to be used by something that's appropriate and I think this body is the proper organization to go to. There will be no business names on them. That might happen downtown. We used to have them downtown. It's not the same thing as you'd see downtown. This is more "welcoming" signs rather than logos.

Ms. Zenns: I was in Mayville today, and they just put up banners, and of course, they have those nice lights coming down Erie Street from the...and they have Mayville and Lakeside Park and the Fourth of July with Fireworks and a series of different ones and it really looks sharp. I mean it is very nice – I don't know if you've seen them. I don't know if that's something you envisioned...

Mr. Drake: It could be.

Mr. Nelson: Are these signs that are extending across the roadway?

Ms. Zenns: Well, they put in new light poles as part of the whole reconstruction of Erie Street and they're nice light poles. And, then there's two poles that are close to where the light is.

Mr. Nelson: Just hung on one pole? Okay.

Ms. Zenns: But Erie's done all the way on both sides and they look real sharp.

Mr. Nelson: Where the concept fails, is if you don't have proper maintenance.

Ms. Zenns: Absolutely.

Mr. Nelson: So, what we have talked about is setting up a fund in the Community Foundation so you wouldn't necessarily be relying on City forces to maintain these things. There would be money there you could pay somebody to go and fix it, if something should happen, and I think that's about the only way...because you know it's just canvas, or vinyl, or whatever they make these things out of...I don't know. So you know that things will happen. They'll get faded and they'll need to be replaced. Whether you use a particular color coming in from Main Street and different than you would have coming in from 2nd Street, or whatever...I almost think Bill and I talked about this...the pole concept doesn't work – utility pole. I almost think without nice street lights to put these things on, you're almost going to have an individual pole designated for this.

Mr. Rice: You know, one of the issues that always came up in my mind was the distance between the entry point and the downtown – is how do you signify that over a pretty good stretch? But your spacing could be related to the speed people are moving on

Main Street. You wouldn't have to have a number of banners really close together to really get the effect, as long as if you're moving at a certain speed, and you start relating from one and you can see the next one, that's sufficient to really keep that progression going. So your spacing could be a little bit farther even than what you were thinking. In my mind, I think it's probably one of the most cost effective ways to enter into the City and signify that's the entry, plus the distance requirement. When you have one stationary type of monumental pole or ground sign, first of all there's an issue when you deal with wintertime because of snow removal and how do people relate to something that's covered with snow anyway? This is up high enough that your point of vision is perfect and you can continually see that the entry point is signified in some way. So, I think it's a good idea. The other question I have is – what kind of poles are you thinking about putting them on? Utility poles are one thing, but those – if you really look at them – there are so many different angles that you have on there it would probably look so haphazard if you mounted them on there, it would give you a negative feeling. So maybe the next thing is a flag pole, or a decorative type of lamppost if you can buy just the lower part and have the arms extending out – that's something I think that needs to be kind of thought of because those aren't cheap. Maybe it's a flag; maybe it's more something that waves. I don't know. Maybe they're done like at every street corner – something related to the corner if that's a sufficient amount of distance between the two.

Mr. Drake: Yes, there's a lot of variations. If you would think about it as a Planning Commission and if it's nothing that you would be interested in on the street – that's one thing. But if you think it's something that could be investigated some more, we can certainly do that.

Mr. Champ: Would you do the same thing on Rt. 60 going down Foote Avenue?

Mr. Drake: I think so.

Mr. Champ: ...so they'd be on both major entrances...

Mr. Drake: I think on 2nd Street and 3rd Street too.

Mr. Nelson: ...Foote Avenue – I only drive down there every day. Doesn't Foote Avenue has regular light poles?

Mr. Drake: It'd be wonderful if you had regular light poles...

Mr. Nelson: Aren't they individual poles rather than hanging off utility poles?

Mr. Rice: I think they're utility poles if I'm not mistaken.

Mr. Nelson: On Foote Avenue?

Mr. Rice: I think so – I could be wrong though – it's something...

Mr. Nelson: It's such a new street – I would have to believe they didn't put the lights on the utility poles.

Mr. Champ: I don't think the BPU is allowing you to do that. I think they would have severe reservations about that because we don't allow any signs at all for safety reasons.

Mr. Nelson: Utility – it really makes a difference, but if it's a light pole strictly for a light, usually they'll do all the servicing on that from a bucket.

Mr. Champ: Well, it might be possible now with the capability of new lighting that you could create little used LED applications for something along those lines so you wouldn't have to have nothing to worry about, but at night, you're going to lose the impact of your signs if they don't show up. Nobody's going to see it so it's like a daytime sign and everybody whizzes by and won't even know it's there. So, you've got to make a decision – you want to have it some kind of knowledge or ability to see it at night. And, if that's the case – how are you going to do it? If we lived in a high sun area – you'd put solar adaptation there and you'd use that kind of thing.

Mr. Champ: Would it be possible to open this up to the community in the form of maybe getting concepts for what type of signage you'd like to see...

Mr. Drake: The Planning Commission could. Well, it's going to be done anyway...in the end you're going to have people either complaining about them or loving them and somehow they'll evolve into something that we all like.

Mr. Champ: And when you say a sign, what are you going to have on the sign?

Mr. Drake: It would be a "welcome" sign. It could be a logo of various...like the Jackson Building, various historic buildings that are part of the city's fabric...

Mr. Champ: So as you drive down, you're going to have a logo that's going to identify a specific neighborhood, or a building, that's close to that street?

Mr. Rice: I'm not sure as to what the actual content of the sign's going to be...

Mr. Drake: The idea is to welcome people to Jamestown and to kind of show them the way to go either by color or texture or shape...

Ms. Zenns: You keep talking in terms of downtown of Jamestown – are you looking more of a downtown focus or so you'd use Roger Tory Peterson – I mean there's a lot of different things that could be...

Mr. Rice: But I think you've really got to indicate it's Jamestown. It's the key. But there could be other things on there that indicate the things that are of interest in Jamestown.

Mr. Champ: Yes, and then when you get in the downtown district, that's a whole different area down there.

Ms. Zenns: ...tourist destinations or just an overall welcome – that would have to be determined too.

Mr. Drake: Yes. Something to make you feel like you're in a good, solid community, that there are things in this community that we really want you here. Like Mike Sullivan says, if you have a billboard and you have over eight words – you lose your message. So you don't need to have "Hello – Welcome to Jamestown. We're happy to have you here..." You just need a picture that people feel comfortable with and they know they're in a good place.

Mr. Champ: It would probably have to be somewhat vandal proof, otherwise it'd be snipped off real easy.

Mr. Drake: Oh yes. It would have to high enough so it's not easily vandalized, but you know how that works. It'll be in someone's bedroom someplace. But that's what the maintenance thing is – if you were to do this without having some kind of form of maintenance to be provided, possibility of maintenance, forget it. The banners downtown and the Parks Department do maintain them...but I think the maintenance was so much that they just didn't have the time to do it.

Mr. Champ: Would it be a bad idea to have one large banner that goes across the street at that location?

Mr. Drake: That's been talked about...

Mr. Champ: ...rather than having a whole bunch of little banners?

Mr. Drake: That's been talked about. I forget who brought that up.

Mr. Nelson: Actually, when you go across Foote Avenue you go about 20 feet inside the City Line and put it there, that is one stretch of cords to put it up on – to support it.

Mr. Rice: But the other thing you have to think about is when you go someplace to visit and I think we probably all have been in this boat, particularly when you're looking for a route number or something like that, if you go a certain distance and you see a sign and you go a little farther and see another sign, you're know you're on the right road. If you don't see another sign for a number of blocks, you feel like you missed the boat. The same thing happens in your mind when you're trying to signify something like that. You need to provide that indication at certain distances so you realize you're still on the same pathway you want to travel. So, one big sign isn't going to get you there. Particularly when you have probably about two miles between an entry point and the downtown that most likely is your destination – then you're going to have a problem because it's not repetitive enough that you know that you're still on the same path you should be. So,

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you've always got to keep that in mind as to how to keep reminding people that they're going in the right direction. The other thing is that you can overdo it with that too. If you have these things too often it gets kind of tacky. It gets a little bit too redundant, so the distance is something you've got to play with to see what's appropriate.

Mr. Drake: Okay. Well, I'll bring the comments back to the group.

Mr. Nelson: It surely sounds like something to pursue. It's not far enough along to make really a decision yet one way or the other...

Mr. Drake: I just didn't want to take the second step if this group wasn't there to accept it.

Mr. Nelson: Good idea. I've seen it in a number of communities and it is nice, and I think Bill's last comment is really important in a lot of these communities too. Some of them are very difficult to get around in so the signs are very nice to follow – it's something that keeps you on where you think you're trying to go.

Mr. Rice: And you know, when it comes to the banner across the street – that's not a bad way of signifying that you're entering the downtown area. It might be a good way of doing as a rather inexpensive thing than trying to create some kind of gateway. That acts as a gateway.

Mr. Drake: And that's what the inground sign would have been that Mark's office would have been more of a "Welcome to Downtown Jamestown," because you're already well into Jamestown. And that really didn't seem to work for me.

Mr. Rice: Actually the site – I went over there and met with him and there's so many things happening around there with poles and other things – I think it would have gotten lost, to be honest with you. There's too many things in front of you that would block your view, and I don't think it would have been very effective.

There being no further business, the meeting was adjourned.

James N. Olson
Director of Financial Services/City Clerk