

September 21, 2017

Strategic Planning & Partnerships Commission

Proceedings by Authority

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

The regular meeting of the Strategic Planning & Partnerships Commission of the City of Jamestown, New York was held on Thursday, September 21, 2017 at 8:30 A.M in the Mayor's Conference Room, City Hall.

Members Present: Co-Chairman Greg Rabb, Co-Chairwoman designate Kathleen Eads, Paul Leone

Others Present: Bill Rice, Jeff Lehman, John Williams, Max Martin, Vince DeJoy, Dan Stone, Greg Lindquist, Lisa Hatch, Ali Johnson, Susan Moran Murphy, Luke Fodor, Pete Miraglia

Co-Chair Rabb called the meeting to order.

Mr. Rabb: As you all know, thanks to Kathleen's really good idea, we've decided to refocus the commission and look at, over the year, a series of meetings dealing with issues of concern to the downtown. Both as a place for people to come and shop and dine and have fun, but as Kathleen is very good at reminding me all the time and I'm glad she does, that downtown is also a neighborhood where people live. When we say neighborhood, we tend not to think of downtown, but in fact it is a neighborhood.

So, today's topic, I believe, is downtown aesthetics and so we invited as many interested parties as possible to talk to us because I know you, over the months have raised some concerns and maybe Kathleen, you could talk about what some of your concerns were.

Ms. Eads: I think, not so much concerns, but just the fact that it does need to be a coordinated effort and over this past year, obviously a lot of downtown businesses and entities have created projects and eventually the sidewalk will tie in to everything at one point. What I realized is that from what I was hearing through the grapevine, they're talking about a cobblestone look on the west side and yet, as I knew that I would have to address my sidewalks with my plan, I was thinking I was going to go with maybe a brick motive to compliment the brick streets and it occurred to me that that doesn't make for a very pretty, cute downtown, tourist-friendly, spot. So that's why I feel it's an especially important project because everybody is going to have a lot of very strong opinions about what should happen. I also, being new on the scene still, somewhat, I didn't understand about who has the say on what the sidewalks look like, who has to pay for them. I've talked to Dan about the trees and about planter boxes and all that, but what is the coordinated effort so that as businesses start to improve, that we all are following the same plan; that we don't look like we're all over the map. That's kind of where all that came from.

Mr. Rabb: I don't know where to start this discussion. Maybe, Bill, you could give us some insight into – because you're the one most familiar with the plans for downtown.

Mr. Rice: The streetscape design actually is the element that really ties your downtown into a district. It kind of blends it completely together. The material selection, the design that you encourage all the way through; the consistency is what really ties it into a district area. So, the materials are very important as to being very consistent about that. The type of trees, the lighting situation. All of that should be a coordinated effort all the way through it. Through the DRI we have two areas that we're going to be doing streetscape design and the intention is to use those two as a way to tie - come up with a palette that we repeat all over the place. But if you go back a little farther than that; and I'll give you an example. Winter Garden Theater; that plaza area was designed specifically with that intention. The streetscape and the material selection actually helps people to understand, psychologically understand, where they're encouraged to go. So, when you keep that in mind, that plaza itself was designed as a gathering spot. You have a field of brick pavers; that should be reinforced all the way through your design. You may take the sidewalks and flip that a little bit; where it becomes with concrete with accents of brick, but there's a consistency of material selections you're using all the way though. Even pocket parks; possibly the one that's going to be maybe redesigned. He should keep that in mind, because that helps people understand that they're encouraged to walk into that park; it's not a separate area and not part of the public realm. So, all the consistency is very important. The street trees are important. Lighting is critical and this is one thing I have been trying to do. Our façade program doesn't seem to be getting over very quickly, but it's something we need to start addressing. We seem to be trying to get too much out of our street lighting. There are other ways of getting it; accent lighting in the trees. There are two different ways you do it, we talked about it in the plaza. You've got up lighting; I'm not crazy about that because when you're walking it seems to blind you sometimes, hit you in the face. But there's another technique you can use. It's called moonlighting. You put the lighting in the canopy of the tree and it comes down and when you have the tree canopy there, it's the very soft and gentle way of lighting up the surrounding area.

The other thing you've got to start thinking about doing is when we have façade improvements, lighting in the facades, under the canopies. It starts to bring the light down. So, that whole thing is how you get this activity to go on. You talk about walkability. Everybody seems to use that phrase, but I don't think they understand what it really takes to make it work. Two top elements in walkability is the type of use you put in the first floor and the amount of transparency so people can see in. it's too get people to browse. Just like they do in a mall. They're specifically designed for that purpose; to get people to walk farther. Those are the things we've got to start thinking about when we design the downtown. Even more. To get to that level.

Mr. Rabb: Bill, you said out of the DRI, there are two areas that we're going to be doing a study of? To look to try to bring this about? These ideas that you mentioned.

Mr. Rice: The streetscape design. One is the block; Spring Street to I think it's Pine. That block is one and the other is Cherry Street between Fourth, down Cherry to Third and from Third to Washington. Those are the two spots that we're going to be looking at for design.

Mr. Rabb: When you're looking at them for design, I assume you're going to have opportunity for public input so that...

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Mr. Rice: Most definitely.

Mr. Rabb: Anybody who's interested in the downtown area can come and say this is what I think we should be doing.

Mr. Rice: Yes. But, you've got to really be careful though because...

Mr. Lehman: I think we need to also put the parameters in. This isn't a total street reconstruction. This was a finite amount of money. We're not tearing it out and redoing it.

Mr. Rice: If it's done correctly, you will not have to revamp drainage and all the rest of the stuff. It's more of surface treatments.

Mr. Lehman: And as part of this, we'll come up with a standard. I get that. I just want to make sure that everybody knows that we're not doing a reconstruction.

Mr. Rabb: Right, but even if it's not reconstruction and we eventually do this, it's going to try to create a standard that we can encourage the rest of downtown to follow. So that we don't have that situation that Kathleen talked about. The whole thing is there's a sort of a uniform look to it so people are encouraged to walk because it all seems to be connected.

Mr. Lindquist: I was just wondering, Bill, will this, will you be able to integrate any of the 2000 Bergman Streetscape Plan, or is this going to be a new plan that kind of starts from ground zero?

Mr. Rice: Well, the Bergman Plan really looked at more of the overall picture of the downtown core itself. This will be more individualized. It could be adapted all the way through the downtown.

Mr. Lindquist: From off the Bergman Plan...

Mr. Rice: Probably, yes because that had some good ideas in there.

Mr. Lehman: This isn't first time we've scratched our head and said what should we do with the downtown.

Mr. Rice: No. We just haven't had the money to do it.

Mr. Lehman: Even as far back as the ice arena. When it was first proposed it was all pretty sterile concrete and we thought we'll put some strips of brick in every 20' or something and I think they're a little underwhelming actually if you go down and look at it, I mean, they're there, but it doesn't really pop. But that was kind of a last-minute thing.

Mr. Rice: It was an individualized effort. Instead of looking at the bigger picture.

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Mr. Lehman: But, still trying to utilize the same concept of bringing the brick in to it because the building doesn't exactly fit the motif of the downtown corridor.

Mr. Rice: Yes, but that consistency has been critical to making this whole thing work.

Ms. Eads: So, your office creates the plan, is that correct? So, after you get input on everything, you're like okay, these are the components and this is how we're going to establish the consistency. So then as projects roll in and people are addressing their sidewalk, at that point, you're like no, what we're doing is you need to do this. Is that kind of the process?

Mr. Rice: Yes.

Mr. Rabb: So Bill, would this then go to the Planning Commission for adoption? As a guideline?

Mr. Rice: Yes and then recommended to City Council.

Mr. Rabb: Right. So, then we would have to adopt it. So, we would have a guideline there, as Kathleen mentioned.

Mr. Rice: Yes.

Mr. Lehman: It's difficult with a guideline. Because Luke's got one idea of what he wants to see out there, you've got another idea and it's no different than your house; trying to meld it all together and you can go to some of the other bigger cities. They use all the same concepts, but it's mish-mashy.

Ms. Eads: If you look at historic downtown districts that are cute as a button that people just put on their breaks as they're driving through because they just want to walk around, it's all very consistent and it's really easy to see where is what and that's kind of the ballgame that we seem to be moving towards.

Mr. Bill: And the consistency really tells you where that district is. It defines it. So that's the intent of what the streetscape is.

Mr. Rabb: At least with the guideline when people are proposing something, we can say look here's what we're trying to accomplish even though some people may still choose to go a different way, we've got something to point them to.

Ms. Eads: That's my question. Are people going to be – so somebody's like I absolutely want a paved sidewalk and that's just the way it's going to be - that's not going to be allowed, right? Because the city owns the sidewalks. So, it's the city who will enforce what the guidelines are.

Mr. Lehman: And that being said, it's difficult even from the city's standpoint where red clay brick this year doesn't look exactly the same as the red clay brick next year and then it's aged over the year. We've talked about that, it kind of pinks out. So, it's difficult to really make it blended. Unless you do a whole street which, again, we don't have the money, with this round of funding, to do that. At least it standardizes it.

Mr. Lindquist: Take a look at that because the downtown is a nationally registered historic district. Greg, I'll leave these questions for you, can the guidelines be further codified into the national regulation and I hesitate to go that far because I work for some private property owners now, but –

Mr. Rabb: And you're calling for more regulation?

Mr. Lindquist: Standardization. Standards that would eliminate the bumblebee building that occurred down, I can't remember what street it was a number of years ago. On Cherry Street. And if you get everybody on board and also that would allow the city and not-for-profits, but also private sector to more easily usher a project through and we're working right now on a project right now in the district that's a type of how projects apparently now in the historic district, the type of SEQR actions. So, every project, whether it's a façade improvement, or a streetscape improvement I think would have to go through Type 1 SEQR action, which is pretty stringent.

Mr. Rice: And it's long-term too. That potentially could be over a ninety-day period.

Mr. Lindquist: And also all properties that are directly adjacent to the historic district are also under those guides. I agree that starting this process is great and I think that getting to the endpoint and what happens so that Kathleen when you're doing your improvements on the sidewalk that it is at least in the general direction of what the eventual downtown landscape is intended to look like.

Mr. Rabb: Bill, do you have any idea when this process might start or we're still waiting for the money or the contracts?

Mr. Rice: We have not been contacted by the DRI project. In fact, I'm not even sure, I think the Department of State is the one handling that. The DRI funds are – all the projects within that have different agencies that have been assigned those projects and Kathleen was lucky to get DHCR. Each one of them has different requirements so it's not always the same. And we're doing two things with yours. We're doing the local review process that we do through planning, as well as the DRI at the same time. So, we're overlapping the stuff like that. I don't know what the Department of State is going to require for the streetscape, Jeff. And we'll have to go out and hire a consultant, go through the RFP process and all that just to get that part started.

Mr. Lindquist: There was another grant that was recently approved also. The CMAQ grant. Does that tie in with the streetscape design or traffic studies?

Mr. Rabb: That was the one we just approved; about the wayfinder, right?

Mr. Rice: Yes. That's wayfinding and parking strategy. The intent of the CMAQ is congestion mitigation and reduction of remissions. The way to do that is two things; we have to do wayfinding, signage and getting people around the community so they know where they're going. And second thing is to have real-time availability of parking. And that's the two elements that really justify reductions of emissions for the DOT. That really doesn't get into that part though. Although it's related, it's not directly into it. Going back a little bit if we could, to the streetscape design. There could be some spots that maybe are unique; maybe your theater area has a unique element to it that could be integrated and meshed into the streetscape design. I don't know how this could happen, but maybe there's a way to put mosaics to kind of lead out into it a little bit farther. Something like that to give you a little pizzazz. But, you don't want to do that everywhere; just the unique spots like a theater, something like that could be done. And I don't even know if that would work; slip resistance and all that. How they actually construct it is important.

Mr. Lehman: From a timeline standpoint; we're trying to be ready so that next spring we can jump into it.

Mr. Martin: If you go to Barcelona, you should really take a trip there, because all of the streets are exactly that. At the entrance, they sand the floor to go right into it. So it's really nice and it leads right into the building, but you know the importance of the building. Immediately.

Mr. Rice: Yes. But the bigger picture is still there.

Mr. Martin: Yes.

Mr. Lehman: It matches.

Ms. Eads: You can't have three different kinds of trashcans going down the street.

Mr. Rice: Believe it or not, the consistency of those elements is very, very important. Trash cans, seating, benches, bike racks, gates. If you start repeating those elements, all of the sudden you start getting that consistency and you know exactly where you are.

Mr. Fodor: Is the hope to create a guide? We've talked about bike racks at St. Luke's. I've looked at many different kinds, but it's hard to know which one to pick out without an overall guideline.

Mr. Rice: I think that's going to be something we're going to try to create though, is a standardization of what we do as part of this. We're going a little past the streetscape.

Mr. Rabb: The other thing that could happen like what you're bringing up Luke, or other people, is before you embark on a project, maybe you could talk with Bill or whoever about what are we trying to achieve and I think that's sort of the point of this meeting was to bring everybody together who had an interest in this because I think we all might talk to each

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other individually, but we're not all talking to each other together so I think that was the intent that Kathleen had; that we were going to start doing this this year. I would say if you're going to do something, maybe check with Bill about how this fits into the city plans.

Mr. Fodor: Well and it's advantageous. There's more collective power if we were to say we were going to buy twelve bike racks like this and the city can coordinate that and get a better rate than me at St. Luke's paying for one. So, that would be helpful as well.

Mr. Lehman: And we've done that, actually, through some of the foundations. We've had, how many years ago, ten or twelve, bike racks and we're looking for areas to put them, so if you have an interest let us know.

Ms. Eads: So maybe outside seating, would this be above and beyond the few benches that are scattered or are you talking about – for example, I would like to put outside seating once my sidewalk is actually passable, I'd like to have tables and chairs out front for people. Obviously, there's an encroachment fee to be paid there. Is it at that level that they would say well it needs to look like – you can have this kind of chair, this kind of chair, or this kind of chair, or this kind of bench.

Mr. Rice: We would have to figure out what would trigger that. It could be an encroachment. I'm not quite sure how that's going to work yet.

Mr. Williams: We also have to be careful looking at the benches and stuff that we put downtown because there are problems in the wintertime with us plowing around all this stuff. Even with the sidewalks and such. We've got to be careful what kind we put down because we could actually ruin them.

Ms. Eads: I would love to hear, is anybody dreaming about what kind of trees or planter boxes or anything?

Mr. Stone: What we have existing downtown has seemed to work really well in all aspects. One, we plant honey locust trees that have a smaller leaf. So, then you don't have a big leaf mess in the downtown area. Change of colors, you still get that involved with it. They have a nice enough canopy too that we're able to hang the Christmas lights. So, you get that feeling too, when you're talking about hanging the lights out of the trees. One of the things about the honey locust is it offers the filtered sun and shade. So, it's not going to be really hot underneath, but it's also not going to be freezing cold from the shade from the buildings combined with it. They handle all the elements; the salt, the pollution and everything else we throw at them. We're looking at, over the next couple of years, some bigger tree removals. Over on Pine Street, we've got some sweet gum trees. Probably weren't best ones to be planted at the time, but it survived really well, so we've never had to take them down. But they create, on the opposite side, they create a lot of work.

Ms. Eads: Is that the messy stuff that's all over?

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Mr. Stone: They're big spiky balls all over the place. On the west end, we've gone with a flowering variety of tree over by the hotel and the ice arena. We've transitioned from some older, smaller maple trees to flowering Japanese lilacs and cherries so then we get a contrast. You get the spring flower; the crab apples and the cherries, but then in June, you still have another flower for lilacs. We're limited on what we can use because of the amount of pollution, the amount of salt, the amount of traffic that gets put down, but that is starting to widen out with the new varieties of trees coming.

I try not to plant anything too small in front of a building because ideally you still want to see the building. So, if I plant a small tree it's not do anything in the front. So, we try to go with something more coloner and straight up that we can use and we still see the signage and see inside the buildings themselves; that transparency you were talking about, being able to see what's going on. With the honey locust, it's nice in the locations where we're using it because there's really nothing on those buildings. We've got the parking lot here, we've got the old M&T building where there's nothing really. No façade in front of the building, but it provides everything we're looking for a tree to provide. I'm always up for any thoughts; any ideas. The planter boxes the last few years we've gotten rid of our older European willows that we've had in there. They just kind of aged out and phased out of the thing. We started on the corner of Pine again with some coloner trees, but you'll have flowers. So, we'll see how those adapt and make it through and that might be something we continue down that end of Pine Street. Three years ago, thanks to the Community Foundation, we were finally able to plant cherry trees on Cherry Street. Most of that stuff is fruitless now so we're not dealing with litter and we're not dealing with those kinds of issues. I think the trees are important. They soften up the hardscapes in the landscape, they make it feel more welcoming, more warm, and provide an area of shade on a hot day as well.

Ms. Eads: Are you moving towards making them all in-ground because the planter boxes are eventually going away or am I the only one that has the weird, square ones?

Mr. Stone: There's one still on the corner of Pine that we've planted and there's a few up on Fourth street that are raised beds. All part of what comes out of the design; whether it be raised planters again or it be permanent planter structures, even for the flowers or we do tree wells. One thing that we've been talking about is now in our tree wells we have grates that go over the trees. Again, back in the 1970s that was the way to go. As the tree matures, those are getting lifted up and creating a walking hazard and a plow hazard and everything else. So, we come up with different things. The City of Buffalo, they have the gates, more or less that surround the tree; mostly wrought iron. Different designs. I'm sure we can get them in different colors to match whatever we're looking at doing downtown to make it a smooth transition and welcoming place to be.

Ms. Eads: And it keeps the roots down. They have a way now to keep the roots going down so it doesn't interfere.

Mr. Rice: There's a collar that they can put on that forces the root system down deeper, which is actually healthier for the plant because it stays a little bit more consistent and taps into the nutrients below. Even things like the planters, you've got to start thinking about, as John was saying, is about the wintertime. How do we deal with that? Is it better to have

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permanent type of planters or ones that can be removed in the wintertime and get out of the way of the snowplow.

Mr. Williams: Same with the benches. When they start moving downtown, if they don't see them, they won't be there. And you won't like what they look like.

Ms. Eads: There's also the snow melt system idea. If maybe some of the larger businesses downtown install these, that it could be something that other businesses would be willing to try. Just because that would make a huge difference.

Mr. Rabb: Are you talking about in the sidewalks, Kathleen?

Ms. Eads: Yes. The Reg, we're looking at doing a snowmelt system from 108 all the way through to the corner. Because I am essentially a 24-hour, seven day a week business and my maintenance guy, he can only shovel so much snow five days a week. Even with the city clearing the sidewalks, it's just not enough as we all know.

Mr. Rice: But there's cost involved.

Ms. Eads: There is cost, but I think on the other end, it's going to really pay for itself very quickly. I think that it will be a worthy investment. And we're also tapping into district heat. So, if other businesses have that opportunity as well, I think it's going to save. It's not going to be as expensive as I think they used to be. We're trying to be a trendsetter on the corner.

Mr. Rice: You could be that with the lighting. I think you should start thinking about that.

Ms. Eads: It's that walkability thing. The company that I've been in touch with actually he said he's been doing so many little, rural towns where the city is actually purchasing x-amount of blocks of snowmelt system because they want to keep people coming downtown during the winter to go shopping and to eat and drink and all that. It's an interesting trend.

Mr. Rice: You've got to look at through the seasons; the changes you have, but you've also go to look at the difference between night and day. And if you want to extend the hours of operation and it looks like it's active, you've got to start thinking in those terms. And lighting is really important for evening time. Right now, when you come out, the streetlamps have, the edges of the buildings kind of recede because of them. If you start lighting the front facades a little bit, it starts going up, it starts being more inviting. So, you've got to start thinking in different terms all the time when you're designing. That's when you get the lighting installed.

Mr. Leone: Let me ask you, Dan, I have this fantasy and I hope to see it someday before I die, of trees on Washington Street because that would dress up that street immeasurably. Is that feasible at all?

Mr. Stone: We've got a few behind the BWB building. We were able to keep some planters along through there. We widened the sidewalk and eliminated the parking lot that used

to be there. There are a few there. I know the old JRC building, the Lillian Ney building, there's a couple in the back through there. I've tried growing some from Fourth up to Fifth and I think I've got one that's half dead and one that's really straggly with not much success at all. The top one right there at AAA, I have. I'm not saying I'm giving up, I'm just going to try a different variety of something. I've had that same issue down here on Second Street just past the high school. We've tried different varieties to see what we can get going and get established. Any place I can find a place to plant a tree, Paul, I'm going to try.

Mr. Lehman: That whole Washington Street corridor... Vince, the Mayor and I went to the DOT this spring; trying to get that on their radar. It needs a lot of work. The infrastructure is bad, the sidewalks are terrible, the crosswalks.

Mr. Leone: It's not pleasing driving by there.

Mr. Lehman: It really isn't. but, that's one of the factors is trying to get something to tone it down.

Mr. Leone: That whole section down to Second Street and Second Street with all of this imagining of around the comedy center. It would just dress that place up.

Mr. Rice: Even an element like street trees if they're consistent from a distance, that's how you judge your speed is when you go by the elements. That actually helps.

Mr. Leone: Is it the soil underneath that's bad?

Mr. Stone: The soil, the utilities. They're just so close to the road and it's such a small space that everything gets thrown up on them, whether it be road salt or debris; dirt or rubble. And utilities are really – because you've got street lighting going down through, so they have to go somewhere too, so they're on the terrace. So that limits where you can go. It's a combination of things, just like all of Washington Street is.

Mr. Leone: That's a whole issue beyond what the main downtown is now. So that's well into the future that that could happen.

Mr. Lehman: Right. It's not going to happen next fall.

Mr. Lindquist: Is the DOT on board with some type of traffic calming on Washington and Second?

Mr. Lehman: They were very receptive to our thoughts, but it's what we want versus – they still have to get traffic through. The traffic is their number one concern, but yes, they were very receptive to what we were proposing.

Mr. Lindquist: With the comedy center opening and the brewery opening next year, the pedestrian safety factor is huge in that corridor.

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Mr. Rice: And not only there, but it's through the Chadakoin Park. It's how you blend the two things together.

Ms. Johnson: There's no art down there either. When you look at other busy areas or other intersections throughout the city there's art. There's visual art to be seen and that helps slow people down and there isn't any of that down there. Other than the brick work.

Mr. Lehman: You are going to have the big screens at Second and Washington on the comedy center which will slow you down.

Mr. Martin: When you see that side...

Mr. Rice: That's exactly what the DOT is going to look at and ask how does that affect traffic.

Mr. Martin: It's definitely going to affect it. When something goes on, you're going to immediately focus on it.

Mr. Lindquist: One of the things I've seen other communities do is utilize utility boxes as pallets for artists' work. You've got the two huge utility boxes that are on Lafayette that are just sticking out of the ground, but you could use those as a pallet for artwork and even the concrete planter boxes. Those could also be utilized, if not just painting them one color, but maybe have an artist competition to decorate and invite the public to better explore the downtown. I've seen some communities that have also given up one or two parking spots on an annual basis to supply street side café settings.

Ms. Eads: Parkettes.

Mr. Lindquist: Parkettes. Sidewalk cafes, there are many communities that have them and it's an annual application process and they go to the city and they basically control what the furnishings are going to be for the outside café and make sure that the ADA regulations are complied with. There are a number of things that even before you get to the final adoption of the full streetscape plan for the downtown, that could be taken in small bites. And Lisa maybe you can go into this better, but I know that JRC has \$5,000.00 that was received a year or two ago for street pole planters. I don't think that ever really took hold.

Ms. Hatch: JRC is looking at obtaining additional funds to work with arts in the community and in the short order, I've been working with the high school principal. He's applying for ESPRI grants and one of the things we want to do is work with the students and local artists. So, we're going to get wood and we're going to make huge pieces of furniture and we're going to have the students decorate them and we're going to try to put them out. So that you attract people to them; because everybody wants to sit in a huge chair. That's been my life experience from Buffalo. It's a nice draw. That's just the beginning part of what we'd like to do, but we would like to partner with different agencies and we thought the same thing about the electrical boxes. We could have every one of them painted amazingly. We keep talking about all these different things. In East Aurora, all of their fire hydrants are painted like tools. So, I think if

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enough of us get together who have an interest in the arts, it sounds like you and I are on the same page, we could really do some great work in Jamestown.

Mr. Miraglia: Just to add on to that, we talked about this a little bit at our JRC meeting today, I'd like to see, especially in the pocket parks, maybe some types of attractions, maybe small water features, we get the bubbles with the fountains coming through the sidewalks because families love to bring kids and splash around and that sort of stuff. If we can do features like that – not a lot – just here and there and it will help draw people in. I love the tie in with the aesthetics and the sidewalks and the things like that, but they're sidewalks. Benches are benches. But if we get something, like Lisa's idea; furniture, some type of features that will attract people and give them another reason to come out.

Mr. Rice: The sound of water is very important.

Ms. Eads: Obviously, there are layers that need to be established and I think sidewalks, although that's very boring, that is the foundation. You can't put artwork and chairs and benches out on sidewalks where nothing can sit. Obviously, it's a nice layer cake here that you take care of the foundation and then we can really add some interesting features at the end which really will be unique to the Downtown Jamestown Cultural District.

Mr. Rice: But that's the reason why it's so important to be consistent on that streetscape part of it; to get the framework and then when you get these elements it doesn't become a hodgepodge or get chaotic. It becomes organized enough, but unique enough. It's that balance you've got to strike.

Ms. Eads: So, for people who have projects currently in the works and obviously for me the first sign of that groundhog, we need to hit the sidewalk, so that's April, May. So, when do you perceive that there's some sort of roadmap for people? So, when Luke really needs his bike rack, when are we going to know when that's going to happen?

Mr. Rice: To be honest with you, I don't even know. We haven't even been contacted by the Department of State regarding that streetscape. You know with your project how much time it takes to do that.

Mr. Lehman: And to be fair, you know this, but we've got to put in for this money. The DRI thought it was very important to put money into the downtown streetscape, so they gave us the money and they said we're not really, we didn't have a preliminary plan in place, let's put it that way. So, we're playing catch up right now.

Mr. Leone: How much does the state have to buy in to this or approve?

Mr. Lehman: They already have. You mean as far as the actual...

Mr. Rice: There's still a (inaudible) factor.

Mr. Lehman: That wasn't part of the original DRI clearance, was it?

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Mr. DeJoy: There will be some approvals like any other project that we do.

Ms. Eads: The approval system, yes. SHPO. But, I'm finished. I'm signed off.

Mr. Rice: You signed off with them, but you still have the SEQR to go through.

Ms. Eads: Yes, but fortunately that building has been the same use since the 1920s at least. The whole SHPO process was extremely eye-opening. Considering that I had tried really, really hard to not ever have to do it. But, even if I had only ever had private money, thanks to the historical district that we now are in, I would have had to deal with them anyway. Which was not something that I realized in the beginning.

Mr. Lindquist: In all due fairness, the historic district yields the incentive of being able to do projects that just don't financially make sense. On your side, you've got tons of money that are being poured in from foundations. Private citizens have to rely upon not only private capital and lending, but also whatever incentives are available to make a project work financially.

Ms. Eads: I think it's important that people realize that when the historic district was established, that those types of advantages, especially tax credits, are really only advantageous for projects that are above the \$5 million price tag. And I think that that's something that wasn't really apparent in the very beginning. Because I am below a \$5 million price tag and it did not behoove me, nor was there any advantage to pursuing the tax credit route.

Mr. Lindquist: That's for a not-for-profit. The private sector projects that are much, much lower yield quite a benefit.

Mr. Rice: What makes sense, the amount of paperwork and procedure you've got to go through, or the economics? That's part of it.

Ms. Eads: Part of this meeting is about, yes, there are for profits and there are non-profits downtown. No, we don't live at Chautauqua where everybody has to pay and there's only a certain pallet that's available, but it is about stepping back and looking at the greater good. So, even if you don't like brick accents in the sidewalk, that's what we're doing and everybody just needs to get on the bus. It's stepping outside of what you would normally just want and looking at the greater good.

Mr. Rice: It's looking at the bigger picture.

Ms. Eads: Yes, which doesn't always happen.

Mr. Rice: Most of the time it doesn't.

Ms. Eads: Which is why we're all here. Because we want to be a part of the bigger picture.

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Mr. Rabb: And to add to that Kathleen, I think that was the idea that you came up with that I thought was a great idea, that there wasn't any place where we all got together. Because the Strategic Planning Commission makes recommendations and so this idea of recommending that we all start working together and looking at the bigger picture, this was the ideal place to do it. Because we're all busy with all of our other little things all over the place and there was no place for people to come together. And as you can see, goes into official minutes, so we'll have something to refer back to always. I guess one of my concerns is, because we've got some themes for the next few meetings, is keeping people coming back as it relates because I think we're still trying to do lighting and garbage in October, hopefully, even though that's the Thursday I can't be here, but it doesn't mean you can't do it without me. I think we want to encourage people to come back if they have an interest and I think all of you have an interest.

Ms. Moran Murphy: So, what will actually define the roadmap or the parameters?

Ms. Eads: It's the planning office, right?

Mr. Rice: We will be hiring a consultant for those projects, but we will direct them as creating not only a design for those areas, but to create guidelines as to how we keep moving the same consistency all the way down through.

Ms. Moran Murphy: For the whole city. For the whole downtown. So, that is in the works from your office with using this consultant, so eventually...

Mr. Rice: It's not in the works yet. We still have not heard from the department that's going to be shepherding that project.

Ms. Moran Murphy: So, you're waiting to hear from the state as to who is going to – you've already got the consultant?

Mr. Rice: No, we will still have to go through an RFP process because it's public funds, which would be the first thing. Your project is underneath community renewal. You've already got that. We haven't had any contact from who's going to be doing that project yet.

Ms. Moran Murphy: Okay. I'm just trying to understand who's actually going to be putting together this plan and what kind of timeframe that there is so that Kathleen or anyone looking to do their project will have that definition for them going forward.

Mr. Rice: It will be a collaboration in house between the Department of Development and the Department of Public Works and Parks. All of us working together with a consultant on it.

Mr. Rabb: But, we have to wait for the state to tell you who's going to be sitting in, then do the RFP, then hire the consultant. And then, I know eventually it goes to the Planning Commission, but also anything that you're proposing can still come to this body.

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Mr. Lehman: It's not going to hold up a project either. If you get to the point where you're ready to design your frontage, we'll have at least a preliminary idea of what we want and we'll work with you.

Mr. Fodor: Every consultant you hire, who facilitates that process, it still goes through bodies that are really making the planning process happen. You can at least give us...

Mr. Lehman: They're just helping us formulate our own ideas.

Ms. Moran Murphy: We don't have any plans at the Jackson Center to redo our sidewalk, but if Kathleen's project involves sidewalks and if you've got a project involving sidewalks, I'm just wondering if that timeframe is earlier than what it sounds like your timeframe needs to be.

Mr. Lehman: We've been meeting, pretty much, on a regular basis talking about these kinds of things. So, it's not going to be any big surprise to us that Kathleen wants to do something in front of the Reg. Kathleen and I have been...

Ms. Eads: It's been a long time.

Mr. Rice: Some projects themselves have contractual parts of DRI to be solved too. You've been working on that. The paperwork is the contract. That hasn't been done for this project yet. So, those are the things we're kind of waiting for with the contact from the state. Get those things ironed out and then we can go through the process or hire a consultant, getting started on the project. It'll take a little time.

Mr. Fodor: I think one of the strengths of this DRI process was the fact that we were having local planning committees doing the work irrespective of whatever the state said. So, it was waiting on the state. And we can continue to come together as a community to create that vision that we want. And I think that's the real strength of it. So, doing this kind of meeting is so essential because we have a tight timeline, we don't know how things are working out, we're at least doing the preliminary work to get in place. I think that's the key.

Mr. Rabb: I think that's why Kathleen brought up this idea so that we agreed we'd focus on downtown this year. I don't know what other bodies are out there right now, but since this is an official commission of the city where we make recommendations, I think this is the perfect place to bring people back together; all of you who are interested, to talk about where we are in the process, so that you don't have to keep asking. We can just come here and say this is where we are and this is what we're doing in addition to all of you working on your individual projects. This is a great place to come and do this.

Mr. Lindquist: I'm wondering, Greg, would it be appropriate to form a subcommittee and have the DRI projects and other projects feed through that sub, so that the commission meetings aren't just about the downtown, but it'd be more or less a committee report feeding out to the commission.

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Mr. Rabb: I suppose eventually, but I think because we're just doing this for the first time, I think the point was to try to get everybody to the same table and I wouldn't be opposed to that idea, but I think personally it's really good that we're all here in this room and we're sort of like a committee of a whole for now until that could be a possibility. Especially once we get the notification and the study starts and all that. But, I like the idea of us all coming together because everybody here is involved in something with downtown.

Mr. Lindquist: And the DRI, each project is moving on different lanes. Our incentive proposal is currently in New York City, we're going through Empire State Development for the brewery project, so everybody is going through different agencies. It seems like no one knows what the other project is. Kathleen, I didn't know that you were going through HCR. So, all of the individual projects, there's no unifying tying force that you can communicate through until you've struggled through SHPO. I'm going through struggles right now with them.

Ms. Eads: That was kind of in the back of my mind. We are all on different schedules and different projects and if everybody's in the same room, that's when you hear about it. And that's why we kind of picked some very broad subjects to discuss as a committee through 2017-18. It does make sense that it becomes a subcommittee at some point. I think it's good for everybody to hear everybody in the beginning.

Mr. Rabb: Kathleen and I have a tentative agenda for 2017-18 because, as I remind Kathleen, it would be presumptuous of me to assume that I will be in this chair in January, so I simply will say September, October, November, December. Because it's still up to the people and my colleagues because I'm ex-officio as president of the council and I defer to the judgement of the people. But at least through December.

Mr. Leone: I'll throw something else out. Signage? And what I'm thinking is signage in Spanish. Street signs as well as English in downtown.

Ms. Eads: Is there a separate – is that a different DRI that you got?

Mr. Rice: It's not a DRI, it's another grant.

Ms. Eads: It was just a grant, right? And that's wayfinding?

Mr. Rice: Wayfinding, yes.

Mr. Lindquist: That would be part of wayfinding. Maybe that can be brought up through that wayfinding process.

Mr. Rice: It's part of that half a million-dollar grant.

Mr. Miraglia: A lot of the signage is kind of like international symbols.

Mr. Leone: Well, I just want to recognize the number of Spanish speaking people that we have in this community now.

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Mr. Rice: For parking, that's recognized as an international symbol. The "P" is for that, but any kind of street signage; names of streets might be considered for that.

Mr. Lehman: Say that again.

Mr. Rice: The street signage.

Mr. Lehman: You're saying the names of the streets?

Mr. Rice: You might consider it a disadvantage. English first and maybe Spanish second, but the problem you've got to deal with, with that is if you get too much on a sign, nobody knows what's going on. That's the thing we have to deal with involving the DOT.

Mr. Lehman: But, you're not going to do that. You're not going to change a street name. But, even the interpretation.

Mr. Rabb: I think what Paul is suggesting; and I can't speak for Paul, but I think what he wants us to do, and correct me if I'm wrong, is to just start thinking, is there a way that we could put some Spanish language signs in the downtown to make the population that's growing in this community feel more welcome. And I don't necessarily know how to do that, but maybe that's something we should start thinking about with everything that we all do.

Mr. Rice: When we deal with the consultant, it's going to be one of the questions.

Ms. Johnson: It starts with even just putting a welcome sign in Spanish. Law NY has one of those on their door. It's worth having the discussion in front of business owners and suggesting that. Anybody can type on a piece of paper.

Mr. Lehman: The kiosks through the whole downtown, they're not really being used as well as they should be, but that'd be a great place to start I would think.

Ms. Johnson: Absolutely. Even just directional signage for where businesses are. How many people come into the theater looking for the offices across the street or vice versa. If they're not English speaking, they're out of luck. Where do you refer them to?

Mr. Rice: Those kiosks; maybe one side can be in Spanish and the other can be in English.

Ms. Johnson: Is there some digital signage in the kiosks or somewhere downtown?

Ms. Eads: I want to say that that fell through. Wasn't JRC the ones who had it.

Ms. Hatch: It was before my time, but yes that would have been an easy...

Mr. Rice: There's a barcode...

Ms. Hatch: Yes, there's a barcode system that was given by...

Mr. Rice: When we do the wayfinding, we deal with two different levels. One is on a vehicle level, one is on a pedestrian level. The pedestrian level might be the best spot to introduce that.

Mr. Rabb: I even think with the new marquee, there can be times when the message is in Spanish.

Ms. Eads: Sure. Fortunately, I have a board member who can actually make that work, saying what we should be saying.

Ms. Johnson: Max gets to come to the table at these meetings and is invited and active in the community, but he's not the only Spanish speaking person in our community. The school has teachers. That would be a great way to involve students in the community.

Mr. Martin: Absolutely. What Paul said is true. The community is growing. The Latino community, I've been here nine years, and it's a steady 10-15% a year, increasing. I just met three new families moved from Puerto Rico about three months ago. And what happened to Puerto Rico yesterday; I guarantee you, a bunch are coming. I already have people in Dunkirk, Jamestown, I'm going to bring my aunt, my cousin, my nephew. Because for the next three to five months, Puerto Rico is (inaudible.) So, they are coming. And if they get comfortable here and they bring their kids and put them in school, they're staying. So, the growth is there. It's not to overtake them, but to be aware that they are here. That's it. It's very simple. The kiosk would be perfect; just to begin with, make a big deal out of it and ensure that we're going in the right direction. A little step like that, makes a big difference.

Mr. Lehman: And it's an easy step.

Mr. Martin: An easy step and it makes a huge difference. To recognize that they know that there are Latinos in Jamestown. They would love to see that.

Mr. Rabb: I want to see if there's anything else that anybody thinks we should be discussing that we didn't bring up this morning.

Ms. Eads: Does anyone have any crazy ideas they want to throw at Bill? Mosaics. Pavers versus stamped concrete. Anybody have any strong feelings either way there? I've been reading way too much about sidewalks.

Mr. Martin: This gentleman decided to make the little city an important city and they're going through in El Paso and they're building the largest mailbox in the world. And people just love to go there. They largest chair, the largest pen in the whole city. They made the largest shoes and people are coming. Because they make a deal; you see people taking pictures of the mailbox. You can go up the mailbox and look down on the whole city.

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Ms. Hatch: I was stuck in traffic for 4 ½ hours trying to get back on my boat based on the fact that there was a blow-up duck floating. 4 ½ hours. And it was a blow-up duck. They literally blew it up with a vacuum. It's perfect. People love big furniture.

Mr. Lehman: Shark Girl.

Ms. Hatch: I don't know anyone who hasn't had their picture taken with Shark Girl. And these are things that people love because it gives you something to do.

Mr. Rabb: I think, if I may, on that note, we're still planning on October still trying to do the BPU, still trying to do the third Thursday. We might change that only because I have to be in Washington that day.

Ms. Eads: Yes. We have garbage and lighting so BPU will come over and talk to us about that as it applies specifically to the downtown area and with the number of new businesses coming in, it should actually be a very interesting discussion. And then we're going to talk about special events, street closures and encroachments at one point.

Mr. Rabb: Is that November?

Ms. Eads: That was originally going to be October. But, we could switch that. And then we're going to talk about parking ramps and tour busses. So that should be a fun one. That one is set for November. That one is set for sure. So, it's just October and December that we can switch around depending on the BPU. December was Downtown Aesthetics, so if Dave wants to go to December, we can do that. Parking for sure is November. I know that. Future topics will be hopefully signage, downtown hospitality and attitudes, zoning and downtown landlords.

Mr. Rabb: If you're not on the Strategic Planning list, I know Kathleen you reached out to some people, and if you want to be, just let me know and then I can let Todd know.

Ms. Eads: Yes, so then that way you'll get the agenda.

Mr. Martin: Are we going to welcome Todd?

Mr. Rabb: As I said that, I just realized, because I'm so used to – I was joking with Monday night that I said Mr. Olson, please call the roll, but unfortunately, Jim Olson retired, but fortunately, we have Todd Thomas to step in who will now be working very closely with us. I'm sorry I didn't welcome you sooner.

There being no further business, the meeting was adjourned.

Todd M. Thomas, Director of Administrative Services/
City Clerk