imagine, explore, and celebrate the Black River & Watertown
Introduction

The Local Waterfront Revitalization Plan

Step 1. Community participation in development of a vision plan

Step 2. Preparation of the Local waterfront Revitalization Plan that supports the vision plan
process

- community visits and field investigations
- review planning studies
- conduct workshops
- draft the vision
- illustrating the vision
• Reviewed planning studies

Action Planning Process 2002
The Black River Development – Education – Promotion 2001
Downtown Watertown Plan 2001
Black River Corridor Economic Adjustment Plan 2001
Black River Recreation Plan 1988
• First workshop
  • Ways in which residents use and value the community
  • Issues of concern
  • Opportunities
Second workshop

Activities along the river

City center pedestrian connections to the river

Tourism opportunities

Revising the Draft vision
Vision Statement: The City of Watertown is a regional center between Lake Ontario, the Thousand Islands and the Adirondacks that boasts a friendly small town atmosphere. It values its location on the Black River and its rich cultural, industrial and architectural heritage; it seeks to strengthen its economic base and broaden the diversity of opportunities for local community and visitors.
vision goals

**Goal 1**: Recognize, improve and maintain the environmental quality of the Black River and adjacent lands.

**Goal 2**: Embrace the River as an economic and a recreational resource within the community by expanding opportunities along it that stimulate a balance of public and private growth.

**Goal 3**: Establish a strong relationship between downtown and the River which provides year-round businesses and services tailored to the needs of the community and visitors.
vision goals

**Goal 4**: Create an inviting pedestrian network that connects neighborhoods, Public Square and the Black River and minimizes the conflict between pedestrians and vehicles.

**Goal 5**: Recognize Watertown's role in the larger regional and national context to coordinate the development of tourism on the Black River.

**Goal 6**: Build on the tradition of community participation to implement the River vision.
Activities along the river

Local Waterfront Revitalization Plan Vision Study

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community and river character

Local Waterfront Revitalization Plan Vision Study

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conceptual strategy

- Two levels of consideration
  - the organizational strategy
  - the design proposals for the individual sites
illustrating the concept

- Proposals at specific sites on the river
- Drawings illustrate
  - Design inspiration and character
  - Activities
  - Pedestrian treatment
- Drawings illustrate development on privately held land. The realization of your vision will be dependent on private/public partnership
- Evaluation and feedback
Downtown and River Walk Plan

- Pedestrian Loop and Connections
- Consistent Design Vocabulary
Downtown and the River Walk

Local Waterfront Revitalization Plan Vision Study

Sacred Places: 80% were in Public Square

Walkway Connections: Continuous walkway connection through J B Wise Plaza
Entry from Public Square

Local Waterfront Revitalization Plan Vision Study
Amphitheater

Local Waterfront Revitalization Plan Vision Study
Terraced Plaza Behind the Amphitheater

Local Waterfront Revitalization Plan Vision Study

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Farmers Market in J B Wise Plaza

Local Waterfront Revitalization Plan Vision Study
River Garden Behind Liberty Christian

Local Waterfront Revitalization Plan Vision Study
Downtown and River Walk Plan

- Pedestrian Loop and Connections
- Historical References
- Consistent Design Vocabulary
River Walk Cross Sections

Cantilevered Deck
River Walk Overlook

Local Waterfront Revitalization Plan Vision Study
Newell Street and Hole Brothers Plan

Local Waterfront Revitalization Plan Vision Study

- Creating Connections
- River Access
- Providing Facilities
Bicycle Path Leading to River Walk

Local Waterfront Revitalization Plan Vision Study
Bicycle Path Next to Newell Street

Local Waterfront Revitalization Plan Vision Study
Court Street Bridge Stairs

Local Waterfront Revitalization Plan Vision Study

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Hole Brothers Kayak Entry

Local Waterfront Revitalization Plan Vision Study
Sewall’s Island/Factory Square/ABE Cooper

Local Waterfront Revitalization Plan Vision Study

- Reveal industrial past
- Two kinds of atmospheres
  - Commercial, civic, and residential
  - Recreational Park
Sewall’s Island

Sewall’s Island Plaza

Sewall’s Island Walk
Hydro Park

- Neighborhood Park
  - Playground
  - Baseball field
  - Picnic area
  - Kayak viewing
  - Rest area
  - Parking
  - Fishing
Hydro Park - playground
Hydro Park – river views

Local Waterfront Revitalization Plan Vision Study
Poplar Street Park

Neighborhood park
- Open play space
- Picnic area
- Fishing
- Views of the river
- River walk
- Kayak access at Edmund St.
Poplar Street Park

Local Waterfront Revitalization Plan Vision Study

Open Play Space

Fishing Platform
Circulation Framework

- Linking Nodes and Neighborhoods
- Criteria for choosing routes
- Walkability between nodes
Circulation Framework – Factory Street

Local Waterfront Revitalization Plan Vision Study

• Balancing pedestrians, bicyclists, and vehicles

• Improving safety and aesthetics
Circulation Framework – Coffeen Street

Local Waterfront Revitalization Plan Vision Study

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