

River-wide Projects

- **Zoning** and land use law revisions
- Review and revise **comprehensive plan** to ensure consistency w/LWRP

River-wide Projects

- River-wide **interconnected park and trail system**
- **River-wide sign and access program** to improve “visual access” to the river



21 miles of continuous waterfront trail

City Of Watertown:
Local Waterfront Revitalization Program (LWRP)
for the Black River

DRAFT Conceptual Trail and Access Map

LEGEND

Existing Access Points	Trail Alignment
Public	Existing, Long-term
Private	Existing, Short-term
Proposed Neighborhood Waterfront Gateway	Proposed, Long-term
LWRP Boundary	Proposed, Short-term

Note: existing access and park labels in black text; all caps, proposed in blue text.



Links together:

- Parks, access and viewing areas
- Shopping destinations
- Residential neighborhoods



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River-wide Projects

- **Building stabilization program**
- **Upgrade water quality classification to allow for recreational contact**
- **Detailed architectural site assessment for adaptive reuse of buildings (“top 10”)**

River-wide Projects

- **Design guidelines** for waterfront development
- **Expanded tourism plan** for the Black River including gateway information area
- **Marketing program** and incentives for adaptive reuse in proposed districts

Recap

1. VanDuzee Street Barns



1

2

3

4

5

Recap

2. Newell Street Loft District



1

2

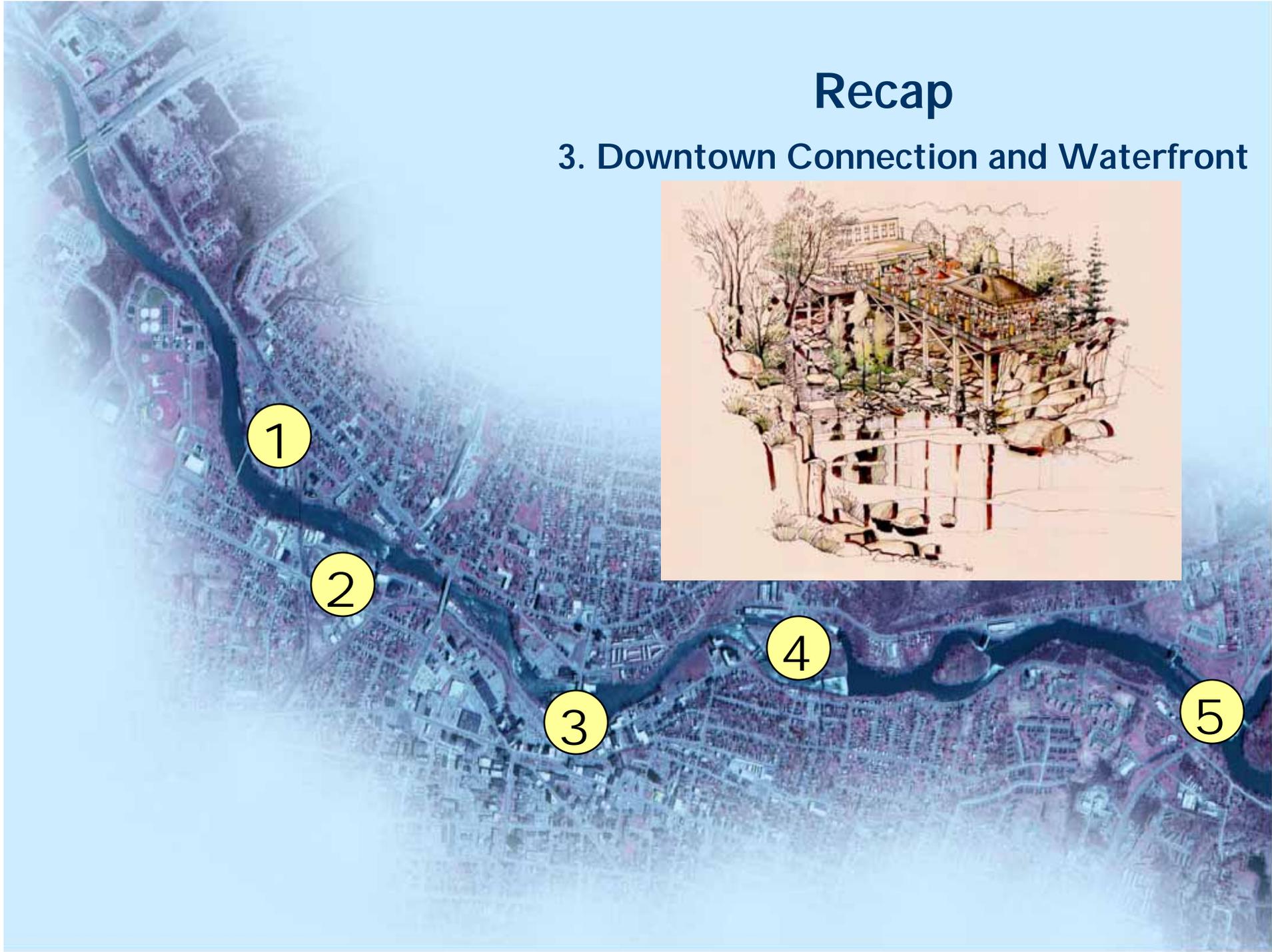
3

4

5

Recap

3. Downtown Connection and Waterfront



Recap

4. Factory Square/Sewall's Island



1

2

3

4

5

Recap

5. Route 3 Wave/the Islands



1

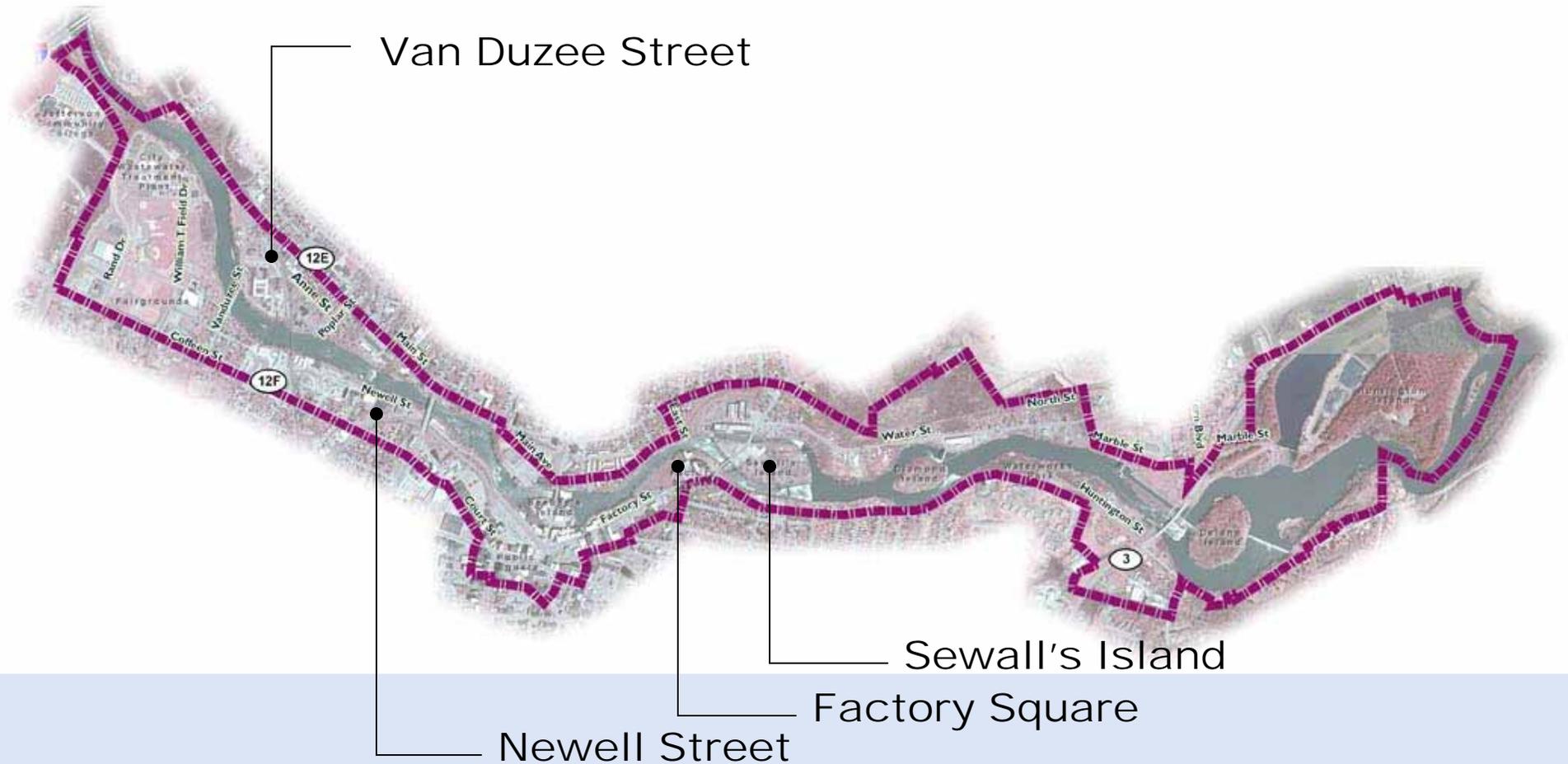
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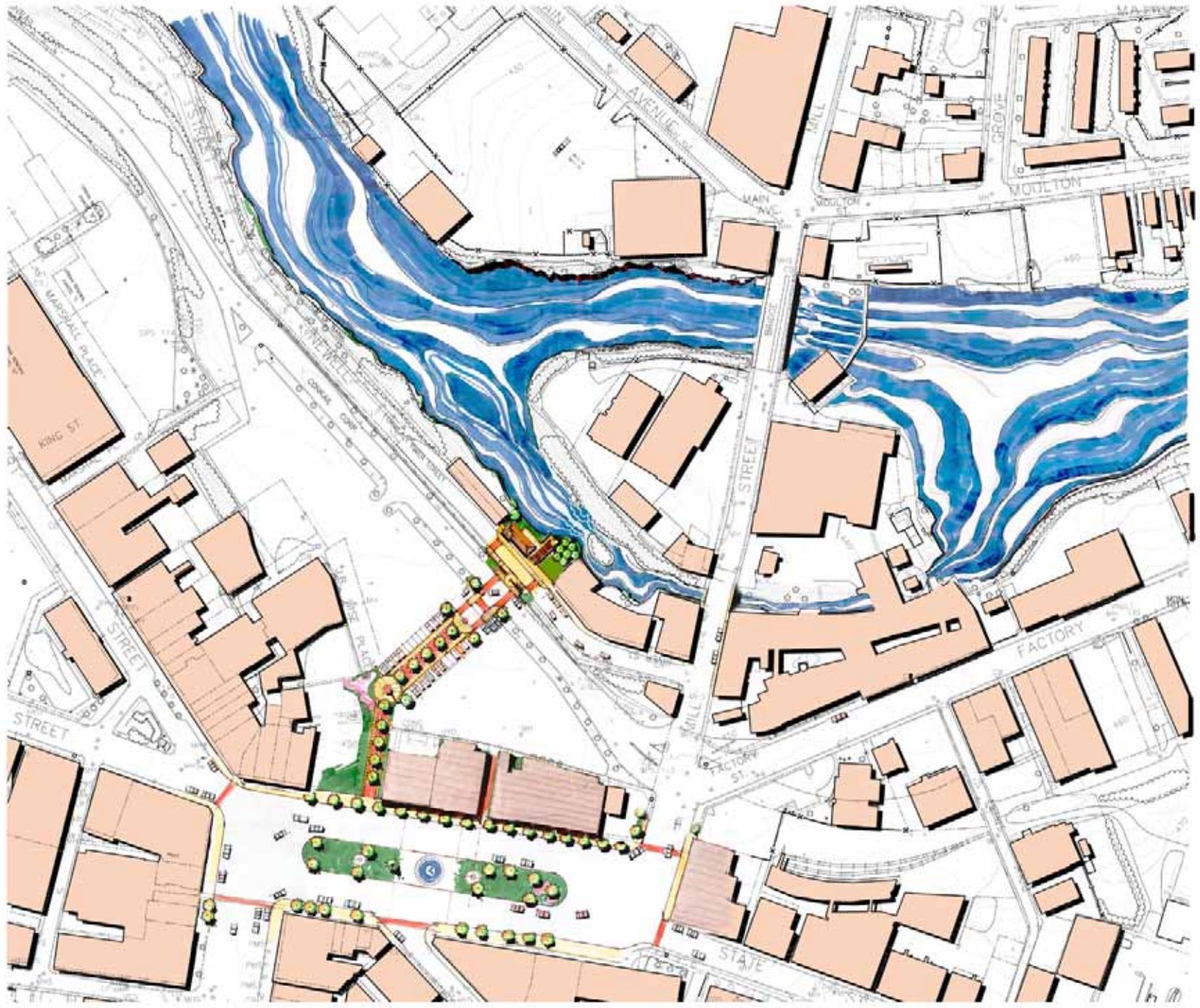
Recap: Residential Opportunities



Implementation:

**Realistic
Opportunistic
Phasing Plans**

Phasing: An Example











Market Support for the Vision

- Incomes are rising
- Large, wealthy seasonal market
 - Fort Drum market
 - Riverfront opportunities
- New opportunities for retirees and existing residential

Market Support for the Vision

Expansion Opportunities:

- Restaurants: fine dining & ethnic
- Clothing: mid and high end
- Specialty foods: gourmet, ethnic, year-round farmer's market, produce
- Destination entertainment/recreation

Next: Break-out groups

- Review draft vision statements and proposed projects for opportunity areas
- Help to define project priorities
- Report your findings back to the group

Next Steps

- Integration of water and land-use vision and projects
- Market assessment of project priorities
- Draft and Final LWRP

Thank You!

