

Chadakoin Activation Strategy Overview



Prepared for:



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Introduction

The concept of creating a strategic business plan to guide development along the Chadakoin River was a collaboration of the Gebbie Foundation, County of Chautauqua Industrial Development Agency, Jamestown Board of Public Utilities, and City of Jamestown; with the goal of activating the River Corridor and downtown Basin areas for greater public use.

The initiative sought to build on a variety of projects undertaken by the Gebbie Foundation and City of Jamestown that address public access and use of the Chadakoin River, and envisioned enhanced navigability to the Basin area as a stimulus for increased economic activity throughout the city's downtown.

With a study area following the river from McCrea Point Park to the Warner Dam in downtown Jamestown, the Project Team developed activities, recommendations, and strategies within three primary focus areas:

The **North Basin** includes all of the properties behind the National Comedy Center and extending from the river

bank across from Panzarella Park east to the Warner Dam. This area has limited commercial development opportunities due to land ownership and site access issues, but offers exceptional recreational and entertainment venues capable of drawing substantial numbers of visitors to the area and complementing the National Comedy Center's activities and other downtown attractions.

The **South Basin** encompasses the area between Steele Street and the riverbank and extending from Panzarella Park east to the Chautauqua Brick property. This area offers an abundant variety of recreational and commercial opportunities limited only by site control issues.

The **River Corridor** refers to the Chadakoin River and adjacent properties extending from McCrea Point Park to the western entry to the downtown Basin area at Panzarella Park. While the Corridor offers somewhat limited commercial development opportunities due primarily to topography and existing land uses, it represents an outstanding example of an urban waterway with exceptional recreational and eco-tourism opportunities.

The Chadakoin Activation Strategy provides activities and recommendations that address economic development, recreation, entertainment, education, tourism, and the environment in a comprehensive manner, with the goal of maximizing visitation in the River Corridor and Basin areas.

The diversity of activities and events will allow broad marketing opportunities to all ages and to a wide variety of interests, offering recreation and education in the Corridor, tourism and civic events in the North Basin, and commercial activity in the South Basin.

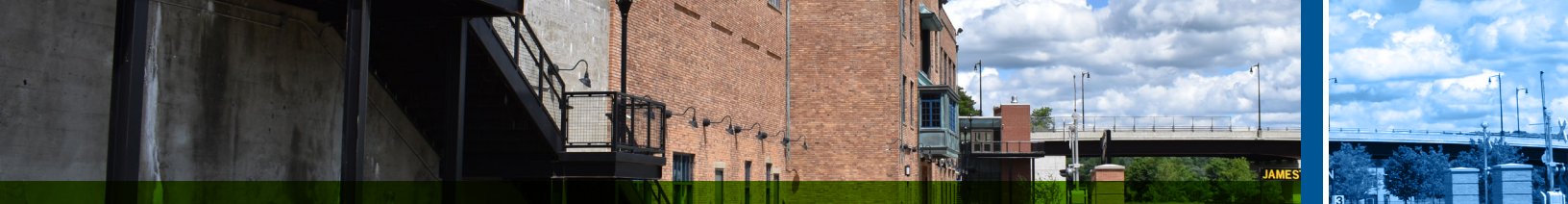
Strategic Business Plan Activities

The following table lists all recommended activities in the Chadakoin River Strategic Business Plan by location and provides relative assessments of cost and visitor impact. While the indicated phasing is based primarily on visitor impact, cost, and site control, it should not be considered absolute as several other factors may ultimately influence sequencing.

	Activity	Location	Type	Visitor Draw	Timing	Cost	Requires Site Control
NORTH BASIN	Open-Air Shops and Beer Garden	North Basin	Commercial	High	Phase 1	High	N
	Outdoor Performance Venue and Stage	North Basin	Public Facility	High	Phase 1	Low	Y
	Food Truck Parking/ Staging Area	North Basin	Public Facility	Medium	Phase 2	Low	N
	Signature Gardens	North Basin	Public Facility	Medium	Phase 2	High	Y



	Activity	Location	Type	Visitor Draw	Timing	Cost	Requires Site Control
SOUTH BASIN	Kayak Launch	South Basin	Public Facility	High	Phase 1	Low	N
	South Bank Commercial Development	South Basin	Commercial	High	Phase 1	High	Y
	Safety Barrier	South Basin	Infrastructure	Low	Phase 1	Low	N
	Dock at South Basin	South Basin	Public Facility	Medium	Phase 2	High	N
	Watercraft Rental Facility	South Basin	Commercial	Medium	Phase 2	High	Y
	Welcome Center	South Basin	Public Facility	Low	Phase 3	Medium	Y
RIVER CORRIDOR	Interactive Mobile App	Corridor	Public Facility	High	Phase 1	Low	N
	Obstacle Removal	Corridor	Public Facility	Low	Phase 1	Low	N
	Ecological Interpretation	Corridor	Public Facility	Medium	Phase 2	Low	N
	Water Taxi	Corridor	Commercial	Medium	Phase 2	High	N
	Navigation Aids	Corridor	Infrastructure	Low	Phase 2	Medium	N
	Docks at McCrea Point Park	Corridor	Infrastructure	Medium	Phase 3	High	N
	Trail Design and Construction	Corridor	Public Facility	Medium	Phase 3	High	N
	River Flow Study	Corridor	Public Facility	Low	Phase 3	Low	N
OTHER	Basin Area Infrastructure Analysis	Other	Planning	Low	Phase 1	Low	N
	Basin Master Planning and Permitting	Other	Planning	Low	Phase 1	Medium	N
	Parking Study / Traffic Impact Analysis	Other	Planning	Low	Phase 1	Medium	N
	Fluvanna DPW Site Redevelopment Study	Other	Commercial	Low	Phase 2	Low	N
	Lennox/DPW Property Evaluation	Other	Commercial	Low	Phase 2	Low	N



Following are brief activity descriptions. More detailed descriptions including costs, feasibility issues, and funding options are provided in the Chadakoin River Strategic Business Plan

North Basin Activities

Outdoor Performance Venue and Stage

Comedy Park is the ideal location for an outdoor performance venue and stage for concerts, plays, community events, and other public gatherings. The project will include the purchase of a movable stage, the installation of utilities and lighting, and area improvements to accommodate restroom facilities and other crowd control and support requirements.

Open Air Shops and Beer Garden

The north bank of the Chadakoin River Basin near the eastern pedestrian bridge provides an excellent setting for an open-air marketplace with adjoining beer garden that will appeal to a wide demographic of visitors. The project can initially be developed with modest construction and improvements, with future upgrades based on demand.

Food Truck Parking / Staging Area

Food trucks have become increasingly popular across the country, especially in conjunction with festivals and events. With the National Comedy Center's interest in the development of parking at the Train Barn site on West 2nd Street, an opportunity exists to accommodate a food truck staging area for use during outdoor events at Comedy Park and to generally support increased activity in the Basin area. This project will require collaboration with the National Comedy Center for design and funding.

Signature Gardens

The signature gardens will create a walkable, nature-focused, immersive experience for visitors to the North Basin. Situated behind the National Comedy Center and close to the riverbank, the project will include an overlook allowing visitors to enjoy the sights and sounds of the river, a gazebo with shaded seating, and native flowering plants. The project will double as environmentally friendly infrastructure that will mitigate long-term erosion issues on the riverbank.

South Basin Activities

Kayak Launch

The kayak launch located at McCrea Point Park, which was installed in 2020 as part of the City of Jamestown DRI, is currently the only launch located within the Chadakoin River Strategic Business Plan Study Area. The paddling experience along the Chadakoin River Corridor is exceptional, and a kayak launch within the Basin itself is essential for allowing paddlers to enjoy existing area attractions as well as the proposed commercial development in the South Basin area.

South Bank Commercial Development

With commercial development opportunities on the north bank of the Basin severely restricted by existing land uses, access and parking issues, and unavailable infrastructure, the properties along Steele Street and Harrison Street that adjoin the South Bank of the Basin area clearly offer the superior commercial sites. None of those land uses currently takes advantage of its waterfront location, and the Activation Strategy provides detailed strategies and recommendations designed to leverage appropriate redevelopment opportunities.

Safety Barrier

Increased paddling activity in the Corridor and Basin areas will demand the installation of a safety barrier above the Warner Dam. Several designs are available that will facilitate boater safety and collect debris.

Dock at South Basin

The project involves the construction of a dock along the southern shore of the Chadakoin River Basin near land owned by Riverwalk Self Storage and in proximity to the proposed Welcome Center, Rental Facility, and the western pedestrian bridge to the North Basin area. This project will establish a landing point for the Chadakoin River Taxi and provide limited docking facilities for boaters in the Basin. It is anticipated that the dock would be owned by the City of Jamestown and leased for use by the water taxi operator.

Watercraft Rental Facility

The project involves the establishment of a rental facility for storage and ticket sales for water-based recreational equipment to be located near the banks of the south shore of the Chadakoin River Basin. Options include a new facility or use of an existing BPU storage facility. Rental options would include kayaks, pedal boats, paddle boards, and water bikes.



Ideally, the rental facility would either be owned and operated by a private entity or managed by a private entity through a lease or operating agreement. The business would be seasonal, operating during the summer and shoulder seasons, with the owner/operator being responsible for maintaining adequate staffing and appropriate safety protocols. The project will require an initial investment in equipment that can be increased based on demand.

Welcome Center

The Chadakoin Basin area, because of its size, geography, and variety of available activities and attractions, is an ideal location for a Welcome Center that will feature information related to lodging, dining, recreation, and entertainment options. The preferred location for the Welcome Center is on the south bank of the Chadakoin River Basin to the east of the Board of Public Utilities buildings, adjacent to the existing Riverwalk, and close to the proposed water taxi dock. The Welcome Center is intended to be an eye-catching interactive facility that provides visitors with accurate and up-to-date information on the events and activities available in the Chadakoin Area and downtown Jamestown.

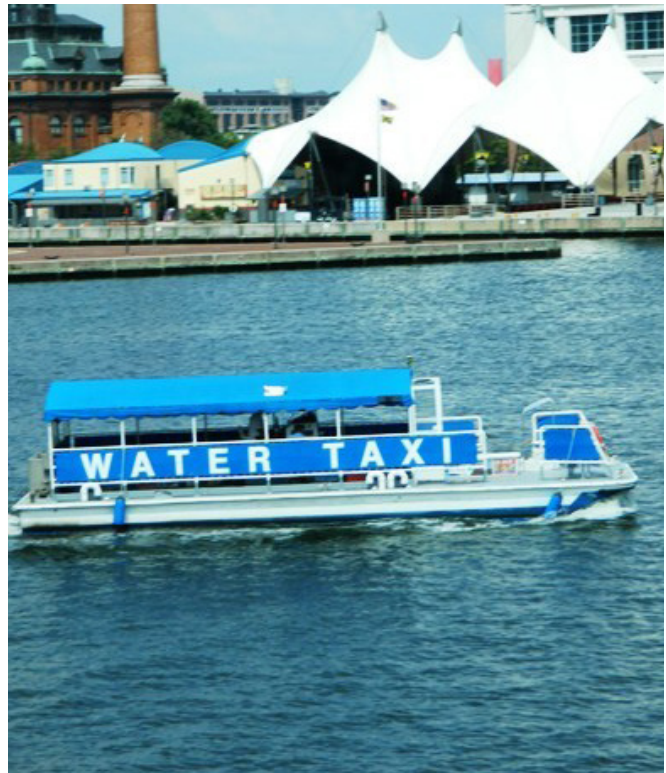
River Corridor Activities

Interactive Mobile App

This activity involves the development of an interactive mobile phone app that will use GPS technology to provide virtual guided tours to paddlers, hikers, and bikers within the River Corridor area. Interpretation of the urban portion of the River is a critical asset for driving ecological tourism, which represents a substantial market opportunity due to the wide variety of wildlife including over 100 bird species, rare spiny soft-shelled turtles, nesting areas, and an abundant array of trees and aquatic plants. Beyond being an exceptional interpretive aide, the App will have the capacity to deliver a remarkable amount of information to Basin area visitors regarding attractions, events, and dining options throughout the Basin and downtown Jamestown.

Obstacle Removal

The stretch of the Chadakoin River between McCrea Point Park and the Basin should be part of a major link between downtown Jamestown and Chautauqua Lake. However, the presence of numerous obstructions in the waterway, most of which are remnants of the historical use of the Chadakoin as



a channel for timber conveyance, have discouraged boaters from entering the Corridor. This activity will include the identification and removal of many of those obstacles.

Ecological Interpretation

New ecological, historical, and other interpretation assets in the Chadakoin River Corridor are designed to draw, educate, and entertain visitors of all ages. Paddlers, hikers, and bikers in the Corridor will enjoy enhanced introduction to the urban river experience and its wide array of natural resources. Signage and other interpretive information at Panzarella Park, coupled with ongoing and planned habitat restoration, will entertain Basin area visitors.

Water Taxi

Drawing visitors to the Basin area from as far away as Chautauqua Lake is a key goal of the Chadakoin River Strategic Business Plan. The proposed water taxi would provide an enjoyable and affordable mode of transportation with regular service from the head of the river in Celoron to McCrea Point Park and the Basin. New dockage at the South Basin will be constructed, while existing docking facilities are available at the Chautauqua Harbor Hotel in Celoron, Lawson Boat & Motor, and McCrea Point Park for potential route stops.



Navigation Aids

To facilitate increased use of the River by motorized and non-motorized boats, including the water taxi, navigational safety improvements are proposed in parts of the channel that will include the design and installation of lighted and non-lighted buoys and beacons.

Docks at McCrea Point Park

Seasonal Chautauqua Lake boaters and permanent residents represent a substantial market for Basin area activities and events. While the narrow River Corridor does not allow Basin access to any substantially sized motor craft, there are no such limitations from the Lake to McCrea Point Park. The Plan proposes the addition of docking facilities in the River just north of the Fairmount Avenue Bridge in the area of McCrea Point Park. A variety of water and shore options would be available to move visitors to the Basin area including the water taxi, paddling and other small watercraft rentals, trolly service, and bicycle rentals. While there are several options for siting of the docks, some level of supportive infrastructure and commercial services will be required regardless of the selected location.

Trail Design and Construction

The current Riverwalk does not provide a convenient connection between the Basin area and McCrea Point Park. The project proposes to utilize abandoned rail right-of-way to extend the Riverwalk from the North Basin area across the Chadakoin River to an area easily accessible to McCrea Point Park.



River Flow Study

The northern bank of the Basin is currently experiencing significant erosion that demands immediate attention. The southern portion of the Basin experiences very limited flow which causes water stagnation, sediment deposits, and shallow water levels. An engineering study is proposed that will seek ways to deflect flow from the north bank and increase flow in the southern portion of the Basin.

Additional Activities

Basin Area Infrastructure Analysis

High levels of activity near the riverbanks will dictate the need for utility and infrastructure extensions as appropriate to support commercial and public facilities. Sanitary and storm sewer facilities, in particular, will be an issue due to topography.

Basin Master Planning and Permitting

The prospect of substantial additional activity in the Basin area, combined with pedestrian access, parking, and safety concerns, will ultimately require the preparation of a Master Plan for the area.

Parking Study / Traffic Impact Analysis

The Strategic Business Plan calls for the introduction of civic events and related attractions in the North Basin area that, combined with the ongoing activities at the National Comedy Center and Northwest Arena, will exacerbate existing parking issues and likely require an analysis of traffic patterns and pedestrian safety.

Fluvanna DPW Site Redevelopment Study

The former Jamestown DPW dump site that extends south from Fluvanna Avenue and lies between Washington Street and the River offers significant redevelopment potential because of its size, Chadakoin River access, topography, and location. Geological analysis is required to determine what, if any, construction limitations exist.

Lennox/DPW Property Evaluation

This site lies just west of W. 2nd Street and the Sprague Street Bridge on the north bank of the Chadakoin River and is currently utilized by the Jamestown DPW. Because of its strategic location and potential availability, an analysis of its feasibility for commercial redevelopment is appropriate.



River Corridor

- Interactive Mobile App
- Obstacle Removal
- Ecological Interpretation
- Water Taxi
- Navigation Aids
- Docks at McCrea Point Park
- Trail Design and Construction

North Basin

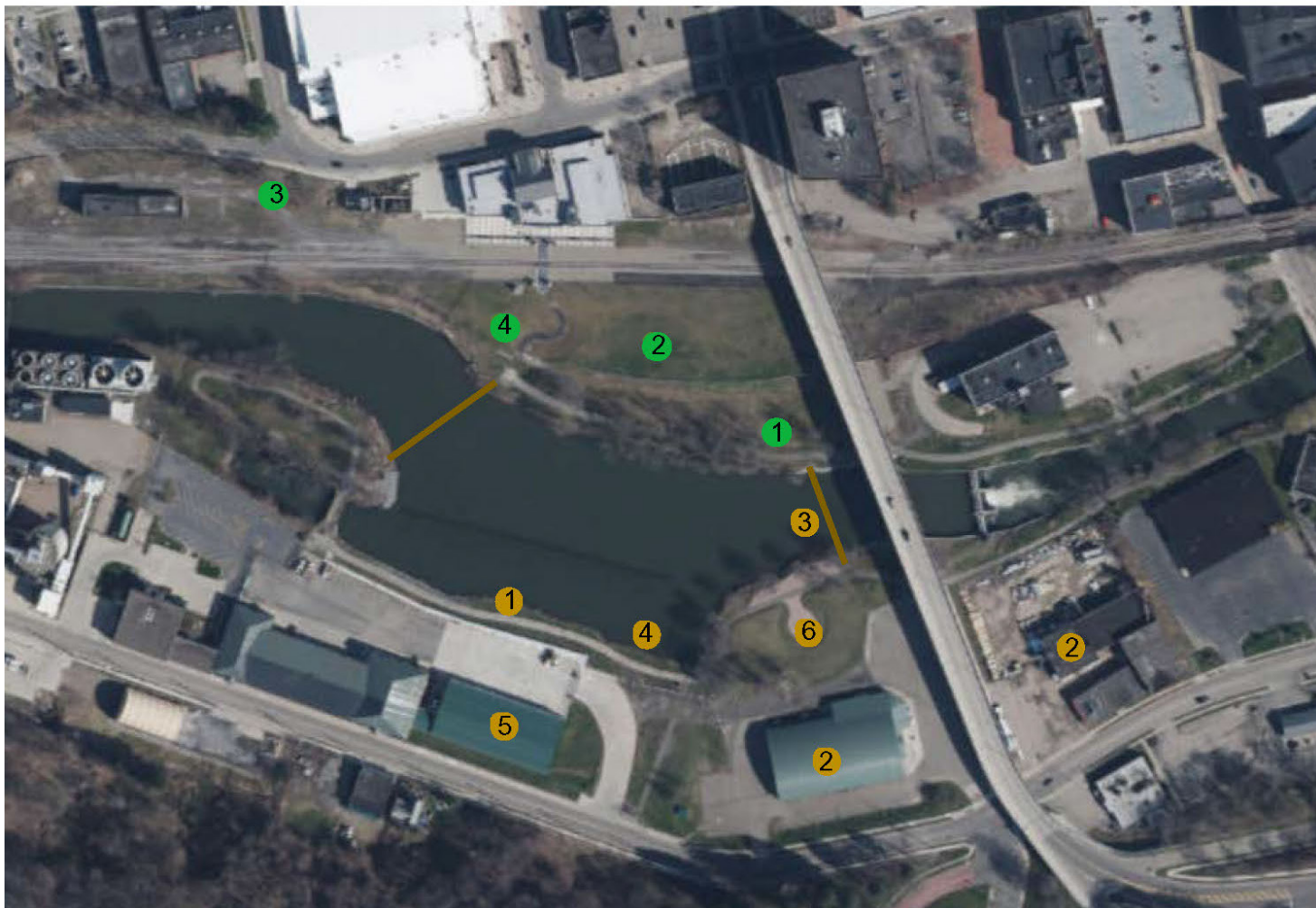
- Open-Air Shops and Beer Garden
- Outdoor Performance Venue & Stage
- Food Truck Parking/Staging Area
- Signature Gardens

South Basin

- Kayak Launch
- South Bank Commercial Development
- Safety Barrier
- Dock at South Basin
- Watercraft Rental Facility
- Welcome Center

Other

- Basin Area Infrastructure Analysis
- Basin Master Planning and Permitting
- Parking Study / Traffic Impact Analysis
- Fluvanna DPW Redevelopment Study
- Lennox/DPW Property Evaluation



North Basin

- 1 Open-Air Shops and Beer Garden
- 2 Outdoor Performance Venue/Stage
- 3 Food Truck Parking/Staging Area
- 4 Signature Gardens

South Basin

- 1 Kayak Launch
- 2 South Bank Commercial Development
- 3 Safety Barrier
- 4 Dock at South Basin
- 5 Watercraft Rental Facility
- 6 Welcome Center



Strategic Priorities

While substantial additional analysis is provided in the Chadakoin Activation Strategy, the following initial priorities should be addressed early in the implementation process to establish momentum and leverage additional development:

Priority #1 - Increase activity in the Basin area

Prioritize the implementation of activities that will bring large numbers of people to the Basin area, are relatively low-cost, and have no major feasibility issues. Quickly increasing activity in the Basin area will demonstrate demand that will influence commercial development and leverage future funding applications. The following activities should be given immediate priority:

- Outdoor Performance Venue and Stage at Comedy Park: Establish legal rights to the site and test the access, infrastructure, and servicing of the venue.
- South Bank Kayak Launch: Installation of the launch is key to quickly putting paddlers into the Basin and

to establishing access to the Basin by Corridor paddlers.

- Mobile Interpretive App: Relatively low-cost and with no feasibility obstacles, the App has the potential to substantially enhance the Chadakoin visitor experience, act as a marketing asset, and produce advertising revenue.
- South Basin Commercial Development: While a variety of implantation factors will have to be addressed, there will be no greater impact on activity in the Basin area than the introduction of dining and entertainment offerings.

Priority #2 – Market the Strategic Business Plan

Using a variety of marketing techniques, spread the word that the Chadakoin River is coming to life in Jamestown. Building broad local and regional support for the initiative will leverage enthusiasm in both the public and private sectors and enhance funding efforts. The Chadakoin River Strategic Business Plan itself should be well-publicized, and efforts should be made to announce all implementation

milestones with press releases, e-mail notifications, and regular interface with area businesses and civic groups.

Priority #3 – Develop Organizational Oversight

The implementation of the Strategic Business Plan will require substantial organizational oversight to address a wide variety of issues including:

- Project sequencing and coordination;
- Property acquisition and access;
- Asset ownership and ongoing management and maintenance;
- Fundraising including grant applications; and
- Development and promotion of attractions and events

The Chadakoin River Strategic Business Plan is a highly favorable endeavor for driving tourism in Jamestown. It is situated in an amenity-rich market with activities for all types of travelers, primed to capitalize on trends in tourism, and focused on creating a sustainable methodology for ongoing attractions. The entire project will contribute to the overarching success of wealth acquisition to downtown Jamestown.

