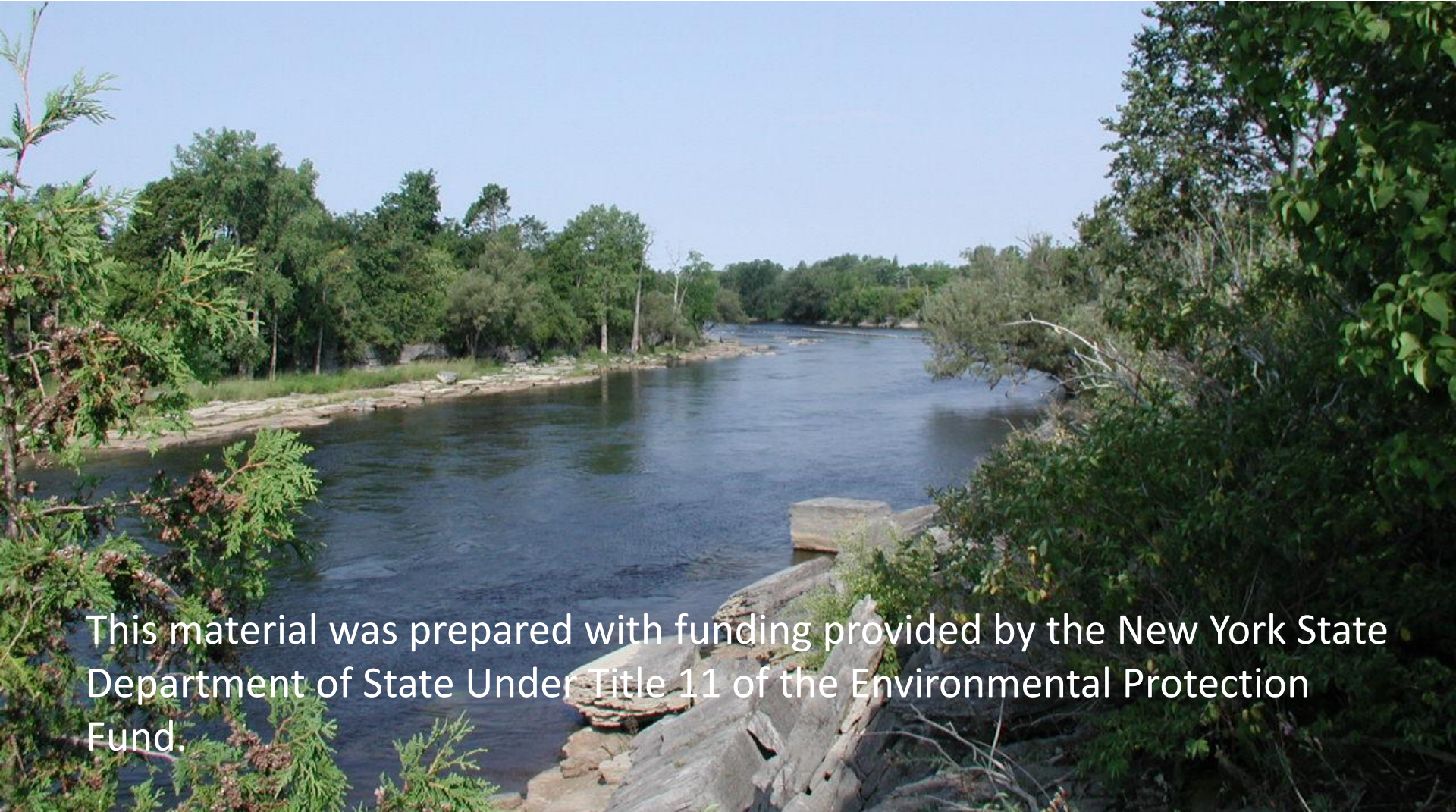


## Local Waterfront Revitalization Program



Welcome to this presentation for the City of Watertown's Local Waterfront Revitalization Program (LWRP).

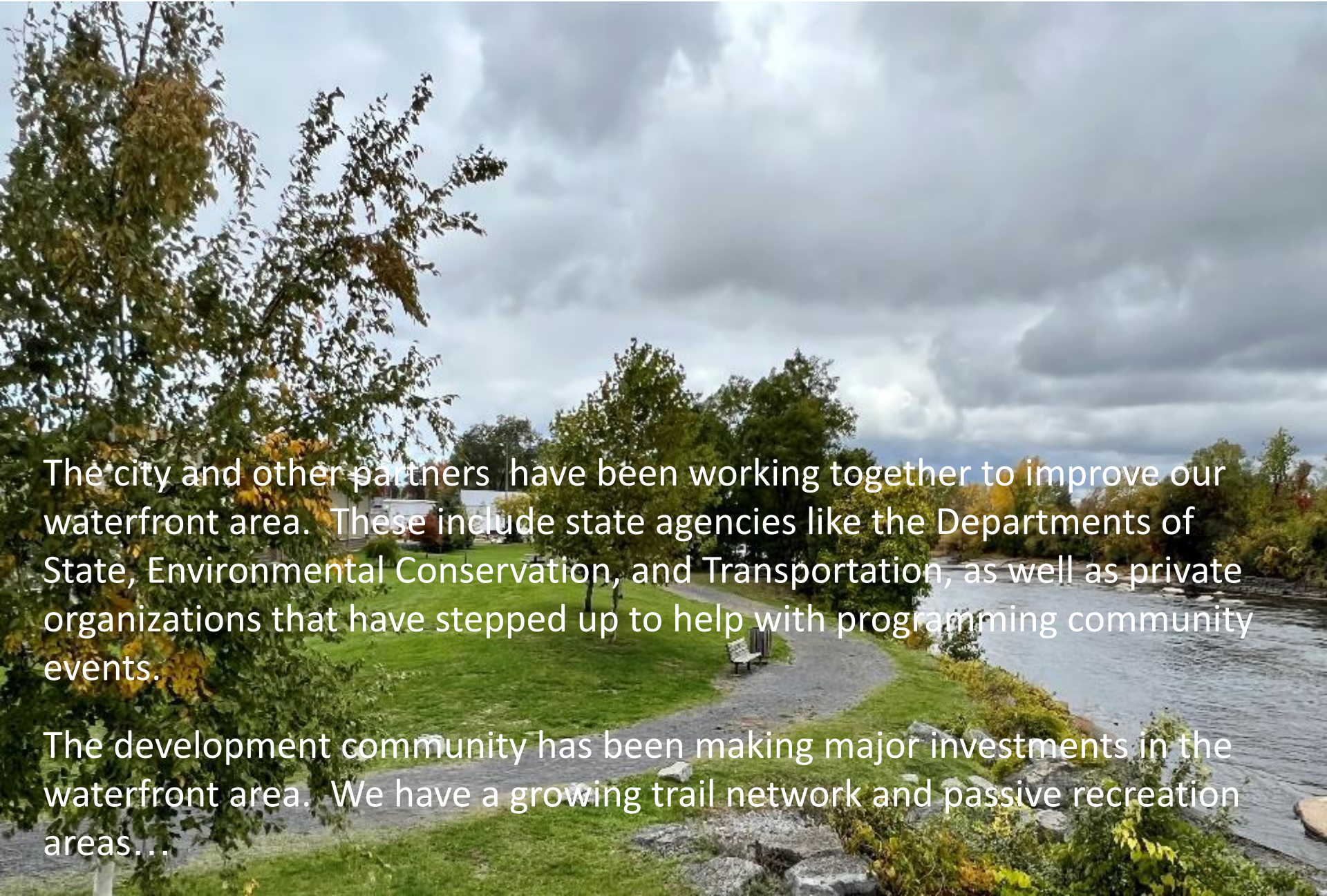


This material was prepared with funding provided by the New York State Department of State Under Title 11 of the Environmental Protection Fund.



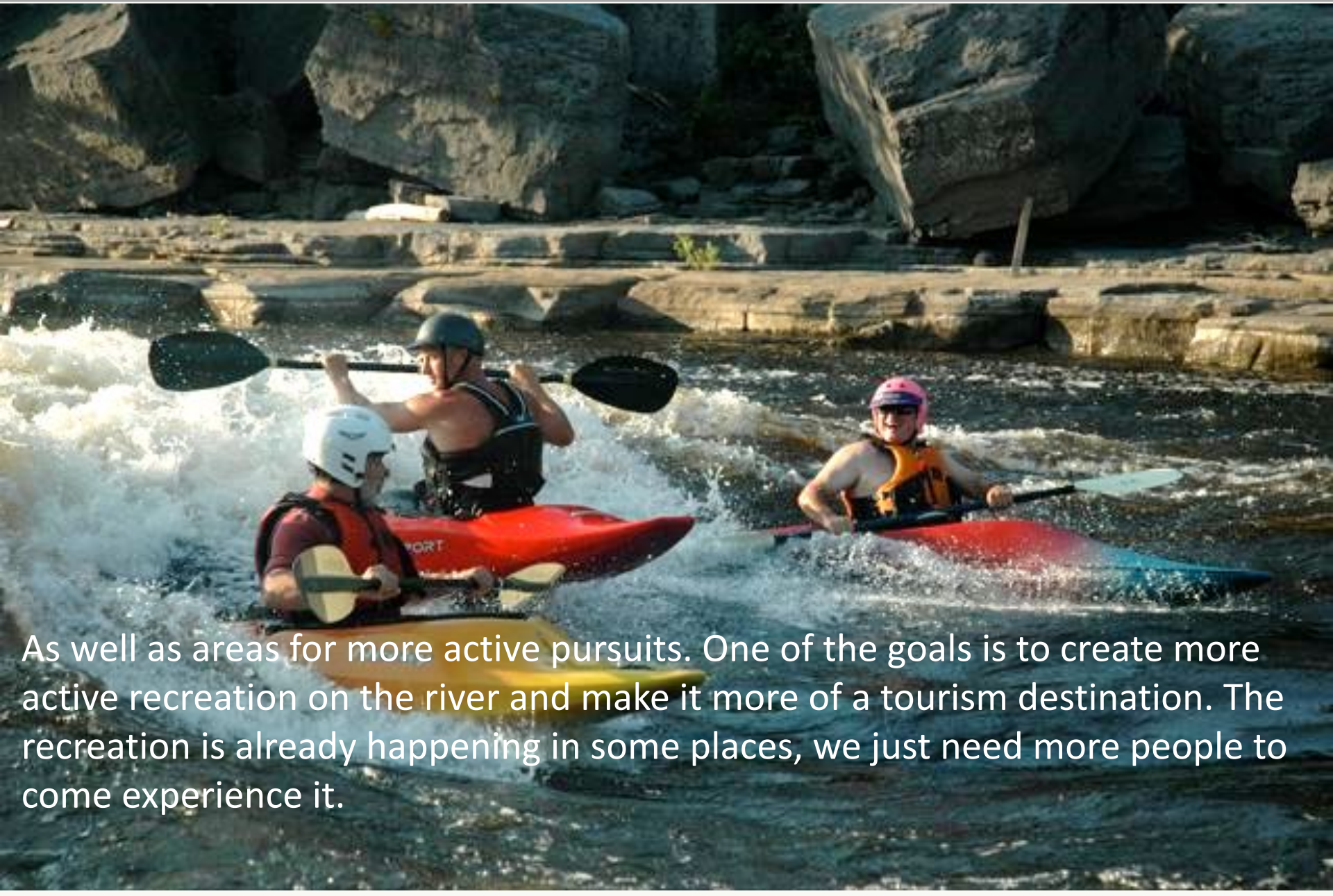
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A scenic view of a waterfront area. In the foreground, a paved path leads towards a river. A bench is placed on the path. The river flows on the right side. The sky is overcast with grey clouds. Trees with green and yellowing leaves are scattered throughout the scene.

The city and other partners have been working together to improve our waterfront area. These include state agencies like the Departments of State, Environmental Conservation, and Transportation, as well as private organizations that have stepped up to help with programming community events.

The development community has been making major investments in the waterfront area. We have a growing trail network and passive recreation areas...



As well as areas for more active pursuits. One of the goals is to create more active recreation on the river and make it more of a tourism destination. The recreation is already happening in some places, we just need more people to come experience it.

Our community has received a grant to help us complete the development of our own local waterfront revitalization program—a program that will help our city position our riverfront area for a bright future.



The community has been working on transitioning the riverfront into a community waterfront and recreational amenity—like many other cities in upstate New York that were once manufacturing centers.

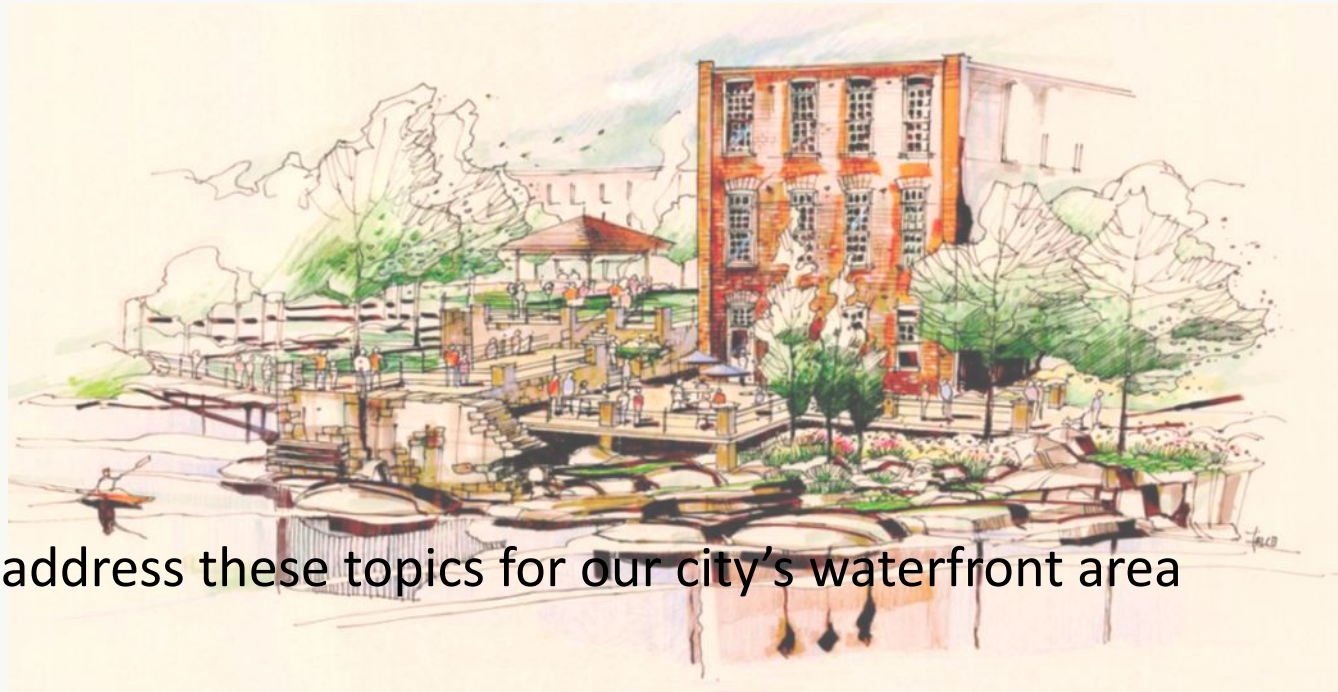
## Local Waterfront Revitalization Program

What is an LWRP?

Benefits of an LWRP

LWRP Planning Process

Implementing the LWRP



This presentation will address these topics for our city's waterfront area

For Example Buffalo rediscovered its historic roots and developed “Canal Place”



### WILLIAM G. FARGO TRANSPORTATION PIONEER



William Fargo, who built what is the largest and most successful express company in the world, was born in 1804 in Vermont. He moved to Buffalo in 1825 and founded the firm that became the express industry. He was a pioneer in the use of the telegraph and the first to use the electric telegraph. He was also a pioneer in the use of the steamship and the first to use the steamship for the express business.

The Express was organized in 1838 and was the first express company in the world. It was the first to use the telegraph and the first to use the electric telegraph. It was also the first to use the steamship and the first to use the steamship for the express business.



### First Class Express

First Class Express was the first express company in the world. It was the first to use the telegraph and the first to use the electric telegraph. It was also the first to use the steamship and the first to use the steamship for the express business.

For example, Buffalo has been transforming its waterfront’s natural, architectural, and historic resources into a revitalized economic asset.

NEW-YORK  
CANAL PLACE

Buffalo's old  
industrial Inner  
Harbor

Like Watertown, Buffalo's old industrial waterfront sat desolate and underutilized.



# Buffalo's old Inner Harbor is "Canal Place" today

The City of Buffalo along with Erie County and New York State worked together to create a local waterfront revitalization program that leveraged Buffalo's waterfront assets into a keystone of its economic development strategy.



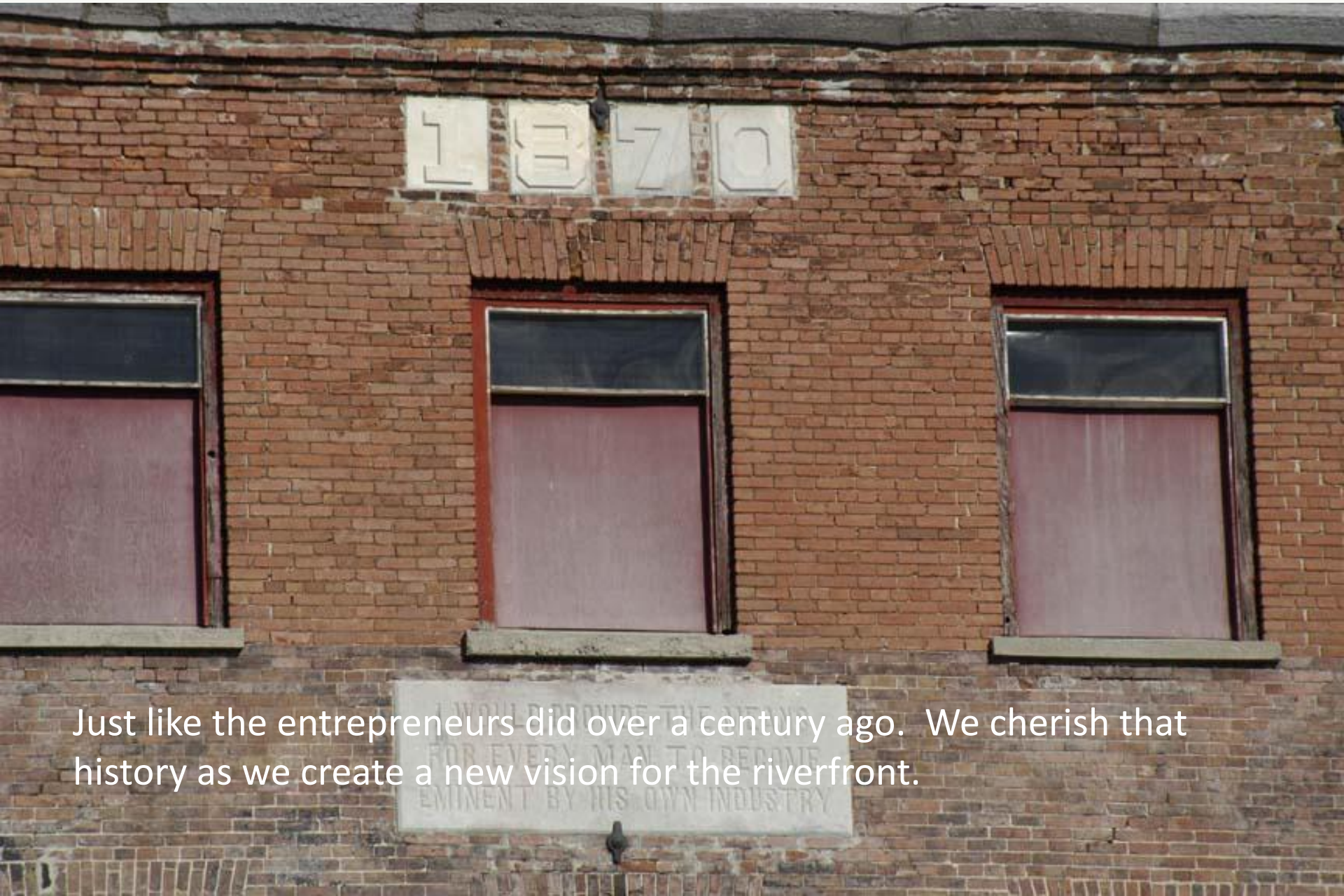
# LWRP Overview

BLACK RIVER CORRIDOR—CITY OF  
WATERTOWN, NY

Sewell's Island historic aerial image



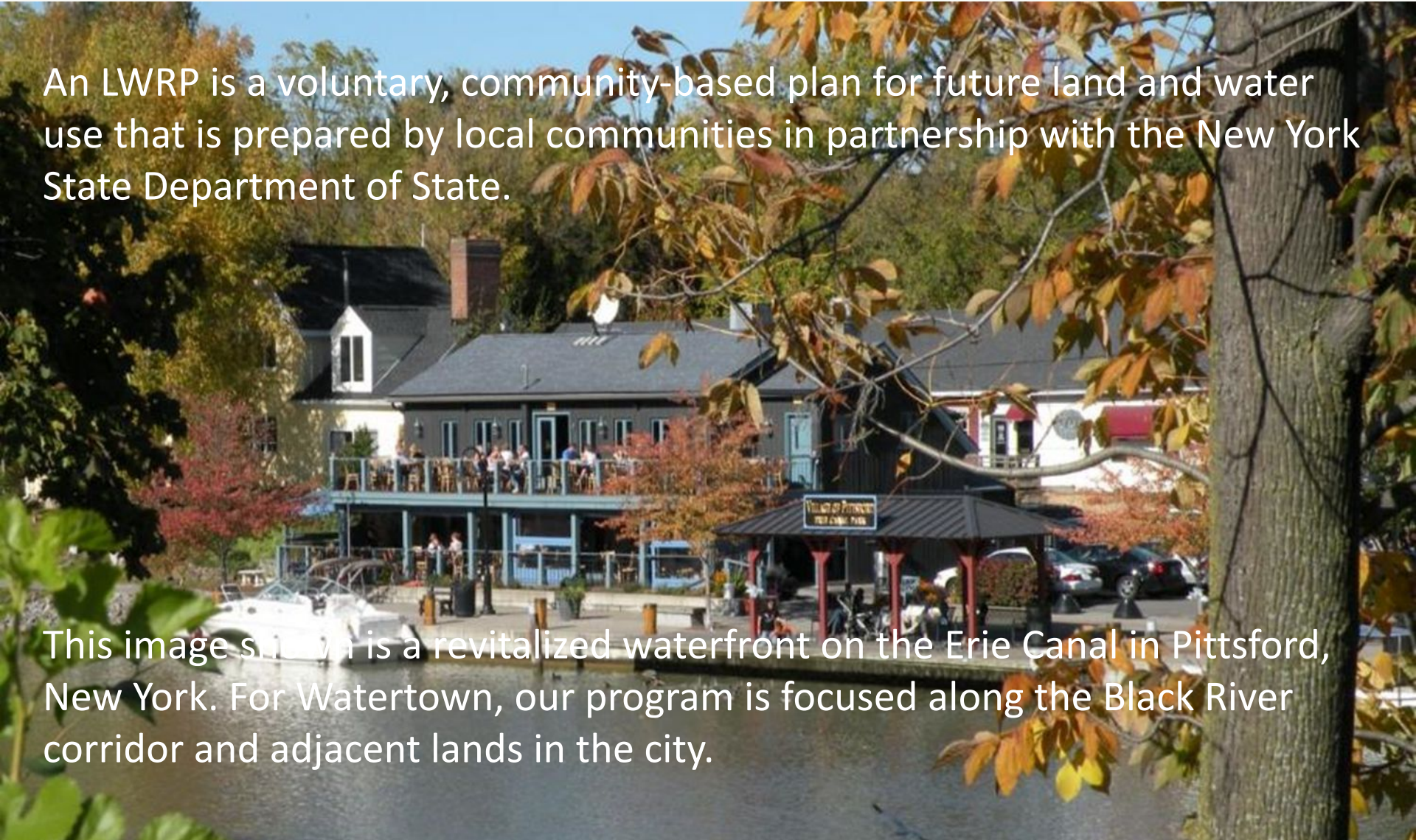
Like Buffalo, our river corridor in Watertown was once lined with industry. Today we must look to the future. We can look to the river, once again.



Just like the entrepreneurs did over a century ago. We cherish that history as we create a new vision for the riverfront.

## What is a Local Waterfront Revitalization Program?

An LWRP is a voluntary, community-based plan for future land and water use that is prepared by local communities in partnership with the New York State Department of State.

A photograph of a waterfront area on the Erie Canal in Pittsford, New York. The scene features a large, two-story blue building with a balcony where several people are gathered. In the foreground, a white boat is docked at a pier. To the right, there is a gazebo with a sign that reads "Village of Pittsford Waterfront Park". The water is calm, and the background is filled with trees showing autumn foliage in shades of yellow, orange, and red. The sky is clear and blue.

This image shown is a revitalized waterfront on the Erie Canal in Pittsford, New York. For Watertown, our program is focused along the Black River corridor and adjacent lands in the city.

A photograph of a waterfront park area. In the center, there is a brown wooden gazebo with a grey roof. To the left, a paved walkway runs along a dark metal railing. Several black lampposts with white lanterns are spaced along the path. In the foreground, there are several wooden picnic tables. Two people are sitting at one of the tables, looking at something together. The background is filled with lush green trees and a paved area where a blue car is parked. The sky is overcast.

The program will build on recent improvements to the waterfront area along the Black River.

The program will help maintain and protect water quality, the environment, enhance access to the river, provide new recreational opportunities, restore and revitalize formerly industrial land on the water, and stimulate economic development for the city.


## LWRP Benefits



By developing a clear consensus and vision, our community is in a good position to attract the type and quality of development that adds to our long-term community assets.

Private developers are more likely to invest when community priorities are clear—and that fit into the best long term uses for the riverfront.

## LWRP Benefits



Important natural resources can be protected and provide numerous benefits including recreation, scenery, wildlife habitat, and protection from flooding and storm events.

# LWRP Overview

## BLACK RIVER CORRIDOR—CITY OF WATERTOWN, NY



The LWRP establishes the long-term partnerships needed to see projects and programs through to implementation.



Development of an LWRP builds a foundation between local government, community groups, and state agencies that is necessary for successful implementation.





One of the advantages of having an approved LWRP is the consistency review process. All actions originating from or coming before a local, state, or federal agency are reviewed for consistency with the policies and standards in the city's LWRP.

## LWRP Planning Process

A group of people is gathered on a concrete walkway overlooking a river. The walkway is bordered by a metal railing. In the background, there is a large brick building with several windows. The sky is cloudy. There are colorful balloons (red, green, blue, yellow, purple) scattered around the group. The river is visible on the right side of the image.

The LWRP process is a concerted effort between our recently appointed Waterfront Advisory Committee, the community, and the state.

To help implement the vision for the riverfront, the LWRP provides a framework to identify revitalization projects and programs along with other actions needed to implement the plan.

## Implementing the LWRP



Finally the last stage, one that is on-going, is the actual implementation of our city's waterfront revitalization strategy.

## Implementing the LWRP



We can continue to work together to secure additional recreation access improvements to the river.

## Implementing the LWRP

A photograph of a public square in Watertown, NY. In the foreground, a bronze statue of a man in 18th-century attire stands on a stone pedestal. The square is paved with light-colored stone and surrounded by a black metal fence. In the background, there are several large, multi-story brick buildings with arched windows, and several trees with green and yellowing leaves. A person is walking in the distance on the right side.

We will gain knowledge from other communities to learn from their successes. For example, Syracuse's Franklin Square, a former industrial area shown here.

# LWRP Overview

BLACK RIVER CORRIDOR—CITY OF  
WATERTOWN, NY



Together we can collaborate to revitalize Watertown's riverfront corridor.



## Implementing the LWRP



We will work together on programming events, securing funding for capital projects, apply for grants, and establish appropriate local land use management strategies.

# LWRP Overview

BLACK RIVER CORRIDOR—CITY OF  
WATERTOWN, NY



There are so many opportunities along the riverfront for both current and future generations.



A photograph showing three children sitting at a table outdoors, engaged in drawing. They are using markers and colored pencils on various pieces of paper. One child is drawing a fish, another is drawing a cartoon character, and the third is drawing a landscape. There are boxes of 'Mr. Sketch' markers on the table. In the background, an adult woman is watching them. A white speech bubble with the text 'Thank you' is overlaid on the top left of the image.

Thank you

Thank you for your time and attention. If you wish to stay in touch, please visit the planning department on the city website.

<https://www.watertown-ny.gov/departments/PlanningandZoning>



Department  
of State





WEBSITE-

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