

Downtown Revitalization and Economic Feasibility Analysis City of Watertown, New York

Behan Planning Associates, LLC, worked closely with the city officials and the business community in preparing a conceptual plan to help organize the opportunities for continued economic development and revitalization of the downtown area. As part of these efforts, the city and the Greater Watertown Chamber of Commerce received a grant from the Empire State Development Corporation to prepare an economic development strategy for the area around the western end of Public Square in downtown. Behan Planning Associates, LLC, was retained to prepare the strategy.

The strategy focused on the Paddock Arcade, the historic F. W. Woolworth building and three structures at the northeast corner Arcade and Arsenal Streets referred to as the American Block located within the Public Square National Register Historic District. The strategy reviewed a conceptual reuse study of the buildings and a phase 1 environmental site assessment on the physical conditions of the buildings. These earlier studies evaluated the major building system components and the historic significance of the buildings, rehabilitation opportunities and limitations and preliminary cost estimates. Behan Planning Associates, LLC, integrated the material from the studies into an investment strategy and action plan for the Arcade area. Behan Planning Associates worked closely with staff from the City of Watertown including the Office of the City Manager and City Planner. The owners of the Paddock Arcade and the Woolworth building, the Greater Watertown Chamber of Commerce, and the Downtown Development Office of the Jefferson County Job Development Corporation were participants in the development of this strategy. The Arcade revitalization area presents an excellent opportunity for cooperative community economic development, one which has the potential to become an anchor project for the continued revitalization of Watertown's central business district.



Watertown's Public Square National Historic District



From left to right the Smith & Percy building, the Paddock Arcade, and the historic F.W. Woolworth building-- all important assets of Watertown's central business district.