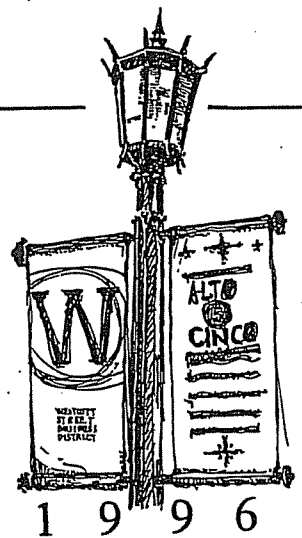
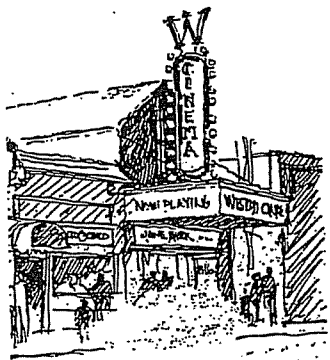


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October 1996

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## I. INTRODUCTION

This study has been requested, organized and sponsored by the Westcott East Neighborhood Association (WENA) with grant from the City of Syracuse, Office of Community Services.

WENA is a not-for-profit organization of volunteers who generally reside and/or work in the neighborhoods immediately surrounding the Westcott Street Business District. WENA applied to UNSAAC (University Neighborhood Service Agreement Advisory Committee) for the funds to initiate this study. The purpose of WENA is to promote and foster the tradition and character of the Westcott St. area of the City of Syracuse, and to promote the continuing vitality of both the merchant and residential environments.

Carl Jahn Associates (CJA) worked closely with the WENA "Steering Committee," providing the Landscape Architectural, Planning and Architectural expertise to produce this plan. The Orange Consulting Group were contributing market consultants to CJA.

## ACKNOWLEDGMENTS

Westcott East Neighborhood Association (WENA).  
WENA "Westcott Renaissance Steering Committee"

Ollie Clubb, Coordinator  
Tony Gigliotti, Coordinator  
Zoe Artemis  
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Susan Rainer  
Chris Tzetzis  
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### Ad Hoc Participants

Vic Cohen - East Thornden Neighborhood Assoc. (ETNA)  
Grace Flusche, University Neighborhood Preservation Assoc. (UNPA)  
Bea Messenger, Thornden Park Association.

### City of Syracuse

Maria de Lourdes Fallace, Director of Community Services  
Mary McGraw  
Vito Sciscioli, Director of Community Development.

A special mention should be made to the Landscape Architects, students, and Faculty of the Environmental Science and Forestry ESF/SUNY, for their 1994 Community study titled "University Neighborhood Strategy".

Thanks also to all the residents and merchants of the Westcott Street area for their contribution to this effort.

## II. PURPOSE/SCOPE/STUDY AREA

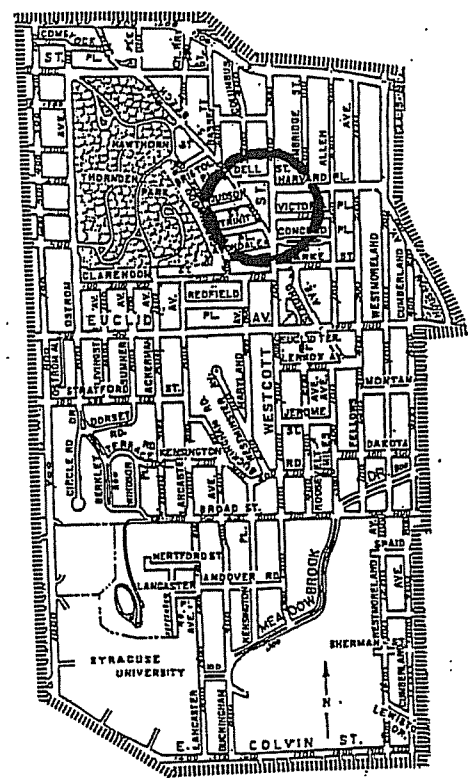
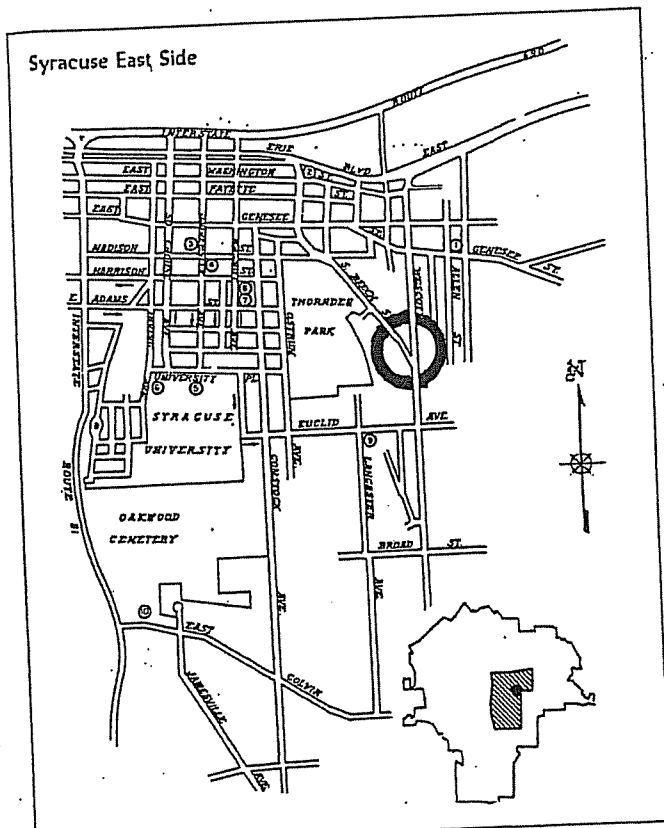
In December 1995, WENA outlined a scope of services to engage landscape and planning professionals to study the physical conditions of the Westcott Business Community area, and prepare a plan for its revitalization.

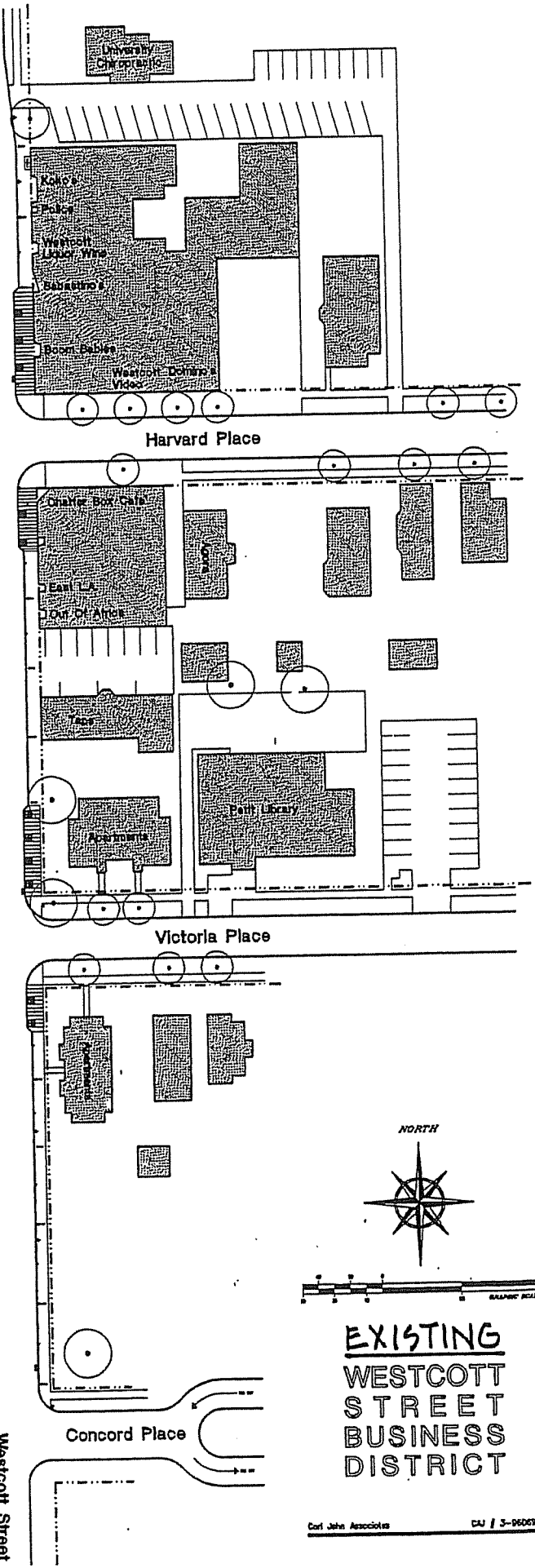
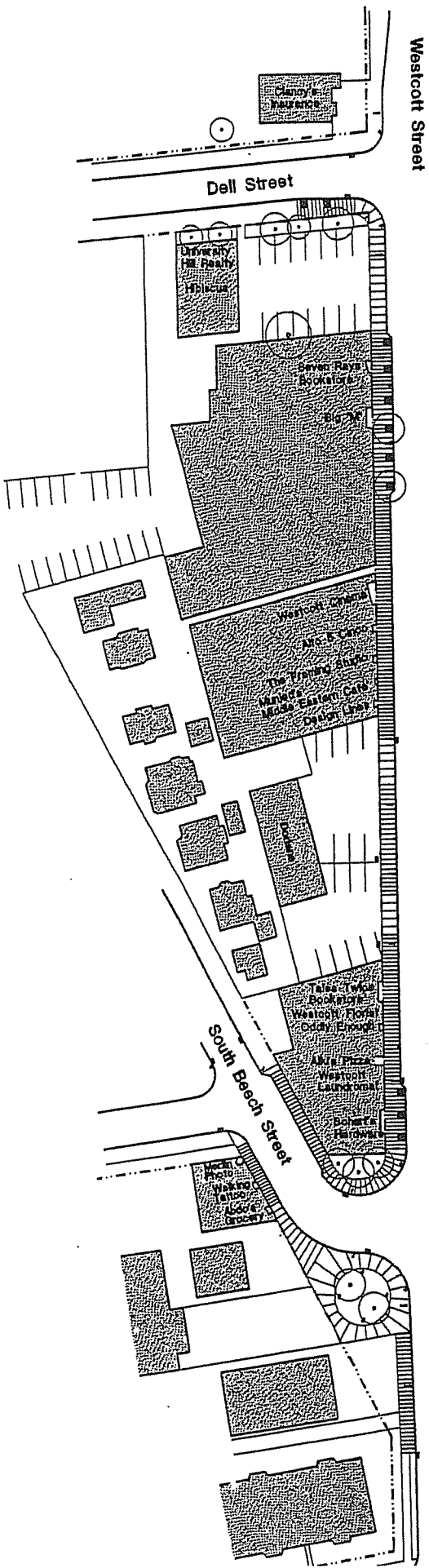
The scope of this study includes:

1. Research the perceptions of both the residents and merchants working and utilizing the Westcott Street Business District.
2. Survey the existing physical conditions of the Westcott Street Business District to identify and prioritize improvements.
3. Develop a comprehensive physical plan to address the needs identified by the merchants and residents utilizing the Westcott Street Business District.

The immediate project area of the Westcott Street Business District includes the area of Westcott Street beginning at Dell Street to the north and extending south to Concord and Avondale Streets, and extending half a block to the east and west to Beech Street.

The resident survey and study area looked at the neighborhoods surrounding the Westcott Street Business District to an area generally defined by the University Neighborhood Preservation Association (UNPA) service area, extending from Comstock on the west to Cumberland Avenue on the east and from Genesee Street to the north, to Colvin Street on the south.





**EXISTING  
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### III. STUDY METHODOLOGY

#### A. Organization

WENA established a "Steering Committee" of its members and included area Business persons to work with Carl Jahn Associates to verify scope, establish schedules and to evaluate the results of the plan.

#### B. Surveys

A primary objective of WENA was to identify current "perceptions and needs" as expressed by both the residents of this east side neighborhood, as well as the needs and perceptions of the Westcott Street merchant community.

To this end, resident surveys were developed with WENA to gain a better understanding of how the Westcott Street Business District is "perceived" by the people of the neighborhood it serves. Working with WENA, CJA and its consultant, the Orange Consulting Group of the Syracuse University School of Management Graduate program, developed resident surveys to evaluate shopper perceptions of the Westcott Business area. Additional demographic information regarding neighborhood residents was also obtained.

To address the merchant needs and perceptions for a better business future, personal interviews were conducted where possible, and additional surveys were returned for compilation and evaluation.

#### C. Research

1. Review of City surveys, ownership, zoning and land use data.
2. Walking tour with WENA Steering Committee of project area.
3. Individual visual and photographic surveys of both the site and architectural environments.

#### D. Public Meetings

Two public neighborhood meetings were advertised and held at Levy Middle School during this project. Neighborhood residents and merchants were invited to participate in the problem identification and preliminary design phases of this project. The first meeting of over 50 people dealt with the mission, goals and objectives of this project. Second meeting of over 70 participants listened to resident and merchant survey results, looked at preliminary plan and design ideas, evaluated and critiqued preliminary studies and concluded with group work sessions to further identify goals and objectives and possible design solutions.

E. Consensus Design

A **consensus plan** was developed from the group design sessions and public meeting conclusions. This plan represents consensus building and decision making by putting the results of this study on paper for further evaluation, refinement and implementation. This is **not a final and absolute plan** to be built as is, but rather a specific proposal to be used for making further decisions. The information contained in these plans and drawings documents the needs, goals and objectives of the people involved in this study, and represents a building block as a basis for further project initiation and implementations.

F. Report/Recording

The results of this study, its methodology, record of meetings, and plan conclusions are recorded and compiled in this report. This report summary is supplemented with an appendix of the full survey results, meeting minutes, and alternate ideas studied.

# Westcott Street Business District Plan

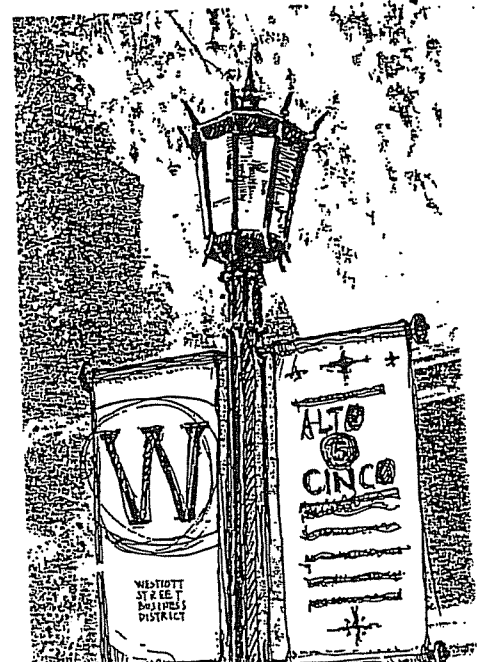
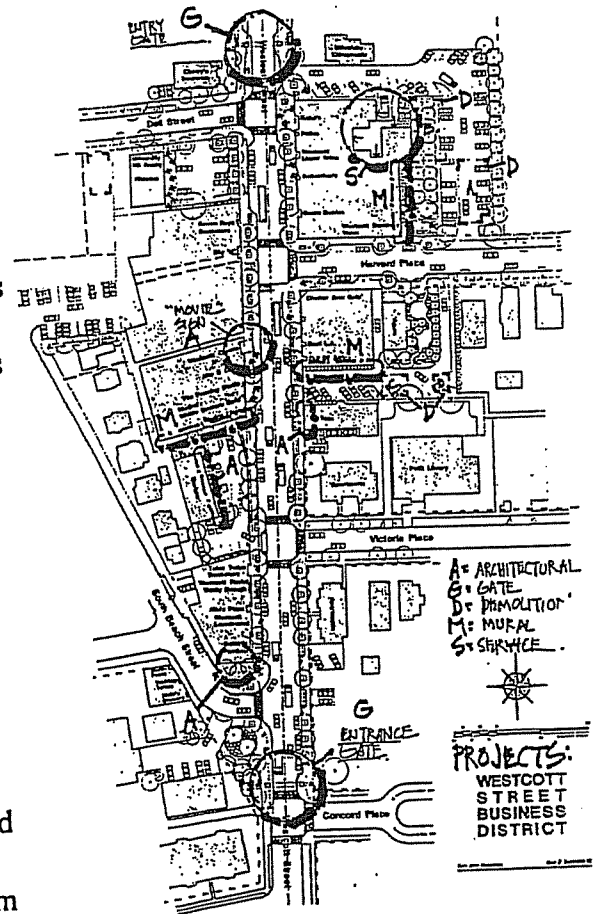
## Summary

Over the spring and summer of 1996, the Westcott East Neighborhood Association (WENA) has developed a plan for improvements to the Westcott Street Business District. This plan was supported by a grant through the City of Syracuse Office of Community Services with funds from a service agreement with Syracuse University. This plan conducted resident and merchant surveys to obtain perceptions and goals for possible improvements to the business district. Physical conditions of streets and buildings were evaluated as the basis for the proposed plan.

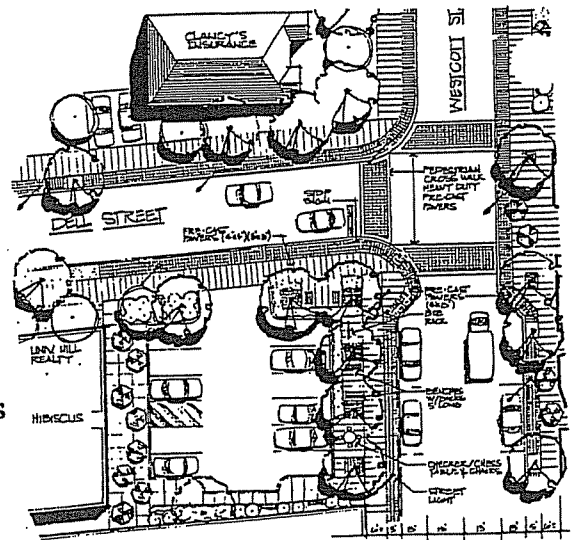
Public meetings were held at Levy Middle School to inform and involve neighborhood residents and business interested. Professional guidance by architects, planners, and landscape architects managed the development of this plan.

The "Proposed Plan" is illustrated in a site plan of Westcott Street from Dell Street to Concord Place, and includes portions of Dell Street, South Beach Street, and Harvard Place. To improve the quality of the pedestrian environment along Westcott Street, common parking is proposed in shared lots behind existing buildings. Accessibility to Westcott Street businesses will be enhanced with convenient short-term and long-term parking for more cars within the area. A few buildings and garage structures are proposed to be removed to provide this overall amenity.

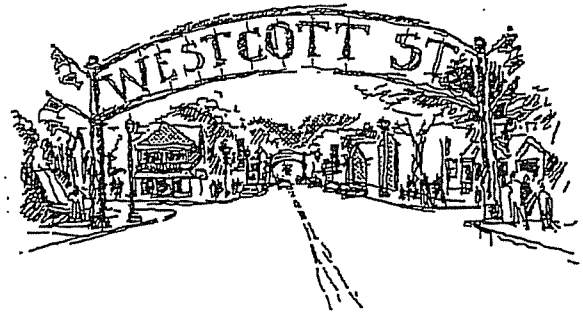
A new streetscape has been proposed to improve the pedestrian sidewalk environment and storefront image. Historic street lights, similar to those on Clark and Cambridge Streets, are proposed along the entire length of the Westcott Street Business District. Permanent locations for hanging banners will be integral to the new street light poles. A program for removing power poles from the streetscape to rear building access is also proposed. This will reduce much of the visual clutter and improve storefront facade appearances.



Individual landscape projects have been identified, such as creating a Children's "Tot Lot" at "Agora Park." Additional pedestrian landscaping including benches, wastebaskets, bike racks, tables and chairs are proposed for project areas of "Harvard Yard," "Dorian's Walk," "South Beech Beach," "Hibiscus Plaza." Parking lot projects include Harvard parking lot, Agora parking lot, Dorian's parking lot, and possible parking expansion to the rear of the former Big "M" Market. New district identification features include gateways on the sidewalks and overhead at the entrances to Westcott Street from the north and from the south.



A community Murals Program is also proposed to identify and implement new murals of the kind which have made Westcott Street unique within the City. Individual facade improvements suggestions are also included in this plan. Many facades have retained their original quality of storefront window and trim detail. Other facades have been changed over time and in use, increasing the impact of the automobile in this neighborhood shopping district. Some properties would benefit from modest renovations to enhance and improve the visual quality of Westcott Street.



This planning effort has focused attention on the goals and improvements possible for Westcott Street, as a shopping district for both the neighborhood and the east side. Equal effort must be given on two fronts. First, a continuing effort to develop appropriate new businesses for Westcott Street. This may take the form of a Business Development Association with a permanent part-time staff member. Secondly, use this Proposed Plan as the basis for both municipal and private planning projects to improve the physical condition of both the streetscape and individual buildings. This plan identifies projects and a specific physical streetscape plan to focus the efforts of both City agencies and private business owners towards a better Westcott Street Business District.

