



FOCUS AREA 1  
CENTRAL BUSINESS DISTRICT (CBD)

FOCUS AREA 2  
ECO / RECREATIONAL  
TOURISM COORIDOR

FOCUS AREA 3  
AGRICULTURE HUB





Improved access to and announcement of Creekside Park should be considered an imperative part of any future redevelopment plan. In addition to parking lot improvements, as described above, observation and creek access points for watercraft and fishing will increase creek activity and facilitate a renewed perception and relationship with the water.



Streetscape Improvements are a low hanging fruit opportunity and vital to the revitalization of the CBD. Traffic calming measures should be introduced to facilitate pedestrian safety and increase walkability in the downtown core.



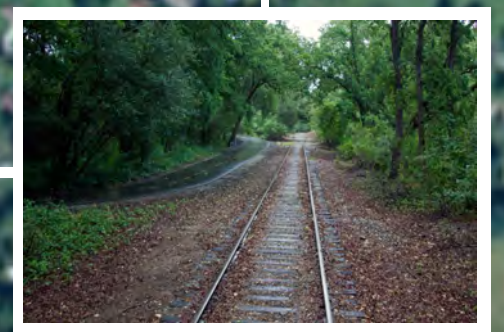
## FOCUS AREA 1

Central Business District (CBD) – consisting of the downtown Village core defined by Buffalo Street South West to E. Main Street, bordered by North and South Water Street to the East, Jamestown Street, Walnut Street, and North and South Chapel Street to the West.

Small and inexpensive improvements such as fixing broken windows in storefronts, replacing burned out streetlight bulbs, hanging planters, weeding and cleaning up sidewalks can serve as a catalyst for other small streetscape improvement projects. Incentives for business owners to repair their building facades, freshen up paint, and update signage are a great way to make a large impact at a low cost to the Village and business owners.

Versatile public space should be a priority and can be achieved by introducing a variety of paving materials that provide delineation between spaces that can be utilized as parking when needed but transformed into community gathering space for Village festivals, open markets and events, or during peak tourism periods when pedestrian traffic is heaviest. The Village of Gowanda has a number of opportunities for this type of treatment including Mechanic Street and the plaza that connects Shop'n Save, Creekside Park, and E. Main Street; the parking lot that runs behind The Wicked Glen and connects to the former Burger King Parking lot; and the parking lot next to La Via Pizzeria that connects Jamestown Street to W. Main Street.

The connections throughout the Village of Gowanda to the existing rail provide an opportunity for a variety of economically stimulating rail themed activities. The Village should continue to pursue the expansion of the passenger excursions as well as increase the types of excursions offered (ie. Murder Mysteries, weddings, parties, and holiday themed rides). Exploring opportunities for extending rail service into the Buffalo-Metro or south to Jamestown should be a priority.



Rails with Trails are another opportunity for the Village of Gowanda to leverage building upon its existing infrastructure. The Village has expressed its desire to keep its existing railroad infrastructure and does not want to convert it to rails to trails. However, there is potential to extend the trail system and connect it with the rail line to provide an additional layer to the recreational tourism industry that could flourish in the Village of Gowanda.

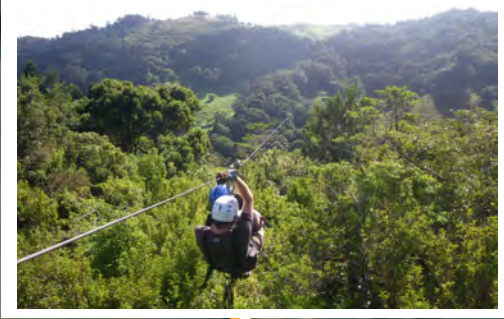




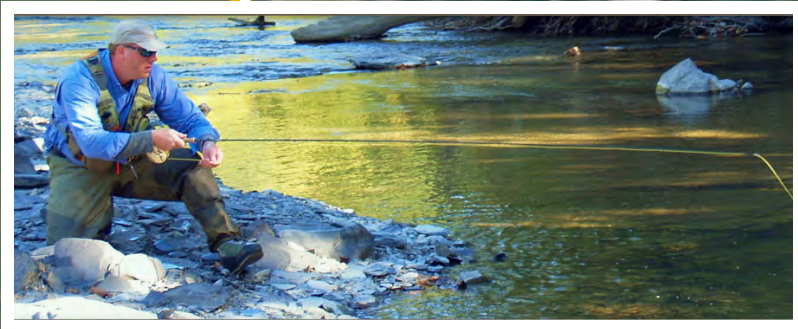
Gowanda has an opportunity to leverage its access to Cattaraugus Creek and its proximity to Zoar Valley and to market the Village as a recreational and ecotourism tourism destination. Promoting activities such as fishing, kayaking, and canoeing which Gowanda is already well known for is an easy, inexpensive and fast way to start marketing the Village as a recreational corridor.



Improved and additional access and watercraft launch points to Cattaraugus Creek are vital to the growth of recreational tourism as an industry in Gowanda. Additionally, constraints such as low water levels or other challenges resulting from the inconsistent water flow can become an opportunity for the introduction of a variety of types of water craft.

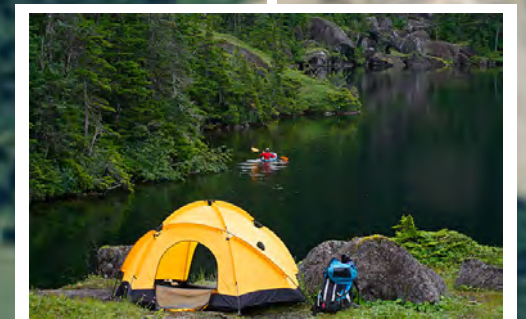


The introduction of adventure tourism activities such as zip lining over the gorge, mountain biking trails, rock climbing, high ropes courses, and even better promotion of white water rafting has the potential to set Gowanda apart from other communities bordering Cattaraugus Creek. There is ample opportunity for Gowanda to host a number of extreme sporting events such as motocross, obstacle races such as Tough Mudder or Warrior Dash, and X Games.



Ecotourism is an industry that has barely been tapped, giving Gowanda an advantage given its wealth of natural assets: Cattaraugus Creek, surrounding rural areas, Zoar Valley. Gowanda should leverage activities such as birding, hiking, and educational events to grow the ecotourism industry in tandem with the potential recreational and agri-tourism industries.

With the potential increase in tourist activities, there is a need to provide retail and services that support the tourism industries. Outfitters, watercraft liveries and rentals, bait and tackle shops, restaurants, and grocers are vital to the long term sustainability of the tourism industry.



## FOCUS AREA 2

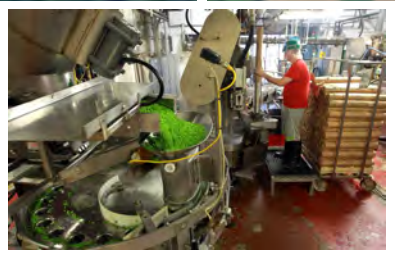
Eco/Recreational Tourism Corridor – defined by Cattaraugus Creek to the East and North and South Water Street, Commercial Street, and Palmer Street to the West.

Opportunities for several different types of lodging to support the recreational, agriculture, and ecotourism industries exist in Gowanda making it perfectly poised to offer a variety of lodging options which could include second floor boutique style hotel space in the heart of downtown, tent camping, large rustic retreats, Creekside cottages, and multi-story luxury hotels.





Large scale events such as weddings, yoga retreats, and farm to table festivals that are supported by the region's Agritourism industry could potentially attract the recreational tourists that are already visiting Gowanda because of its quaint downtown and natural features and amenities such as Cattaraugus Creek or the Zoar Valley Gateway Park.



A year round Farmer's Market and small scale food processing and manufacturing facility has enormous potential to succeed as a central distribution site for farmers in Gowanda and its surrounding communities. Connections have been made with the Southtowns Community Enhancement Coalition and Southern Tier West Regional Planning & Development Board to discuss the possibility of establishing a temporary market with the intention of leveraging Gowanda's central location and explore the potential for pursuing Agri-tourism as an industry and developing into an "Agri-hub" for the region.

## FOCUS AREA 3

Agri-hub/ Agri-Tourism District – centered at the former AVM industrial site, situated between Industrial Place and Torrence Place, and bordered by Thatcher Brook and the New York & Lake Erie Railroad

This Agri-hub should cater to a variety of uses in order to provide a truly holistic experience as well as to be considered a tourist destination. Incorporating a cooperative space for farmers to process and package their products as well as provide a true farm to table experience for visitors would be ideal. Indoor and outdoor space should accommodate farmers and artisans market space, public gathering space, and provide entertainment opportunities such as music, a brewery/pub, even ice skating and other seasonal activities.

Cooperatively maintained raised bed gardens can provide an opportunity for community education as well as participation in the continued redevelopment of this community anchor.



The proximity of the "Agri-hub" to the Rail provides ample opportunity for connectivity for passenger as well as freight excursions between the "Agri-hub", potential waterfront amenities, the downtown core, as well as expanded routes to Buffalo and Jamestown.