



Town of Putnam, Connecticut
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Downtown Putnam Revitalization Plan

Putnam, CT

When traditional urban renewal created an urban mall from a flood-ravaged site in the early 1960's, Putnam's historic retailing core floundered. Contributing to the decline of the area were vacant buildings, lack of maintenance, and pedestrian/parking access problems, and numerous traffic hazards, The Jones Payne Group, in association with RKG Associates created an innovative revitalization strategy which addressed the economic and physical decline in a comprehensive manner. The firm's involvement in this revitalization effort extended over a seven-year period. The Putnam Plan Revitalization Strategy:

- Developed an overall Urban Design Plan, including development opportunities and a coordinated public investment Strategy.
- Created a Commercial Development Program for new construction, building facades and signage improvements.
- Developed a reuse strategy for the historic Ward Building and prepared a developer's kit which led to its successful conversion to a mixed-use project.
- Designed Downtown streetscape Improvements, including parking, landscaping, signing, lighting and public open space.
- Designed a major school conversion under State Department of Housing's Moderate Rental Rehab Program.
- Conducted a Citywide Historic Resources Inventory.
- Won Small City Grants totaling \$2.5 million and created a \$2.0 million locally sponsored matching loan pool.

