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2009 DOWNTOWN REVITALIZATION PLAN UPDATE

The 2009 Rockland Downtown Revitalization Plan Update summarizes the key aspects of the 1996 and 2005 Downtown Plans and, expands on them; but more importantly it reflects the community's current values and concerns regarding the Downtown. Rockland has made tremendous efforts in revitalizing the Downtown since 1996, but with the awareness of the role of Main Streets as economic engines, the City continues to pursue and implement a range of initiatives to make the Downtown more vibrant, pedestrian-friendly and economically sustainable.

Increasing understanding of the cost of sprawl, changes in demographics favoring downtowns, context-sensitive transportation planning strategies and the evolving role of working waterfronts all situate Rockland for continued investment and revitalization. Specific initiatives such as the "Maine Department of Transportation Gateway One Corridor Action Plan: Brunswick to Stockton Springs, July 2009," The Brookings Institute's Quality of Place Strategies for Maine, Rockland's designation as a 2009 Main Street Maine community by the Maine Downtown Center, and the City's naming by the National Trust for Historic Preservation to its 2010 List of America's Dozen Distinctive Designation also make Rockland ripe for revitalization.

Rockland's Downtown core is successful because of the proximity of the harbor, the quality of architecture and the overall scale of Main Street. This sense of place is also due to on and off-street parking and an overall pedestrian-friendly environment. It is no coincidence that since 1996 the most successful implementation efforts for the revitalization of the Downtown have been façade improvements, streetscaping, traffic calming and private investment – a holistic approach to placemaking. The focus of these improvements has been from Park Street to Limerock Street.

The core of Rockland's Downtown has thrived economically and is an exemplary pedestrian friendly environment, however Main Street north of Limerock Street is not pedestrian oriented, but has the potential to become a safe and beautiful continuation of the revitalization efforts in the Downtown core. To that end, Phase II and III streetscapes, access management and traffic calming efforts north of Limerock Street are already designed and partially funded. Street trees, landscaping, park area, preservation of high value scenic views and the extension of the Harbor Trail will complement these efforts. All of these initiatives will create a more walkable and urban-scaled environment promoting economic development. By investing in the public realm, the City will encourage private (re)development of properties, ultimately positioning Rockland as one of the most desirable Midcoast and Downeast Maine communities.

In addition to revitalizing Main Street through strategic investments, it is also understood that the Downtown is dependent and will further thrive by creating safer pedestrian connections along Union Street and the surrounding residential neighborhoods to the south, west and north. These neighborhoods are part of the Downtown “pedestrian-shed” and creating safe vehicular and pedestrian connections between these neighborhoods and downtown is imperative.

The Action Plan falls within the following activities:

1. Pedestrian Improvements
2. Traffic Calming
3. Building Façade Improvements
4. Upper Floor & Basement Reuse
5. Harbor Trail
6. Street Tree Planting & Landscaping
7. Access Management
8. Downtown Parking Improvements
9. Scenic Views
10. Lermund Cove/Ferry Terminal & North End of Downtown
11. Historic Preservation
12. Gateways & Downtown Signage
13. Roadway/Intersection Improvements
14. Lindsey Brook Flood Mitigation
15. Community Recreation Center

This 2009 Downtown Revitalization Plan and related strategies were developed in collaboration with the Economic Development Advisory Committee and City staff as well as input from public workshops.

Acknowledgement for the preparation of the 2009 Plan:

- Rodney Lynch, AICP, Community Development Director, City of Rockland
- Rockland Economic Development Advisory Committee
- Rockland City Council
- Rockland Main Street, Inc.
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- MRLD LLC, Yarmouth, Maine
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The preparation of the Rockland Downtown Revitalization Plan Update was funded in part with a 2009 Community Development Block Grant (CDBG) Community Planning Grant provided by the Maine Department of Economic and Community Development.

The 2009 Downtown Revitalization Plan update was approved by the Rockland City Council on January 11, 2010.



STUDY AREA

The study area for this Downtown Revitalization Plan, as depicted below, is bounded to the south by Pleasant Street, to the east by North Street, to the north by Rankin Street, and to the west by Union Street.



The 1996 Downtown Plan provides the base from which both the 2005 and 2009 Plan Updates are developed.



The study area for the Downtown Plan, including Union Street and Main Street area between Pleasant Street and North Main Street.

CURRENT DOWNTOWN INITIATIVES

The Economic Development Advisory Committee and Community Development Department, and other City staff, have undertaken a number of studies in parallel with, and in coordination with, the consultants' work on downtown. These include:

1. A successful \$10,000.00 CDBG application to assist with an Assessment of the 2005 Main Street Revitalization Plan: this work identifies Plan accomplishments and actions that had not been implemented; it also called for better prioritization of Plan actions for future implementation.
2. A Survey and Analysis for expanding the existing Historic District.
3. An Infrastructure Master Plan for the Tillson District to guide investment and redevelopment in this area.
4. An Update of the 2005 Tillson District and Waterfront Master Plan.
5. An Update to the 2004 Façade Inventory that documented façade conditions, including materials, windows and signage. This update is more comprehensive than the 2004 Inventory in that the harborside façades of Main Street buildings are also documented in anticipation of creating basement level commercial space served by public parking and accessed by the potential continuation of the Harbor Trail across Lindsey Brook along Lermond Cove to the Park above the Ferry Terminal.
6. Reestablishing the Façade Improvement Program including Administrative Guidelines and Main Street Façade Design Guidelines (16 Main Street buildings have benefited from this program since 2005).
7. Improvements to façades and the construction of new buildings such as 214-218 Main Street (a strong precedent for how three buildings can be combined while maintaining the Main Street character); 449 Main Street, which is undergoing extensive improvements on the Main Street façade and the façade facing the harborside parking lot; and 453 Main Street, which has extensive improvements on Main Street and on the back facing Lermond Cove.
8. Ongoing coordination with Maine Department of Transportation's (Maine DOT) Gateway 1 Program to improve pedestrian and vehicular safety on Main Street, including crosswalks, traffic calming, on-street parking, intersection improvements, the identification of critical scenic views and analyzing alternatives to reroute truck traffic from Main Street.
9. Maine DOT funded FY09-FY10 Gateway 1 Traffic Calming grants in the amount of \$75,483 for new crosswalks for Main Street Route 1 including raised crosswalk(s) as a traffic calming measure as well as a 2010-2011 Transportation Enhancement Quality Community Program grant in the amount of \$130,000 for improved crosswalks along Route 1 Main Street that are ADA compliant.

10. Rockland Streetscape Master Plan including two Phase II and III focus areas: Limerock Street north of the alley accessing the harborside public parking lot as well as improvements between Summer Street and Rankin Street including on-street parking, traffic calming measures, new sidewalks, access management, extension of the Harbor Trail, landscaping, and the creation of an overlook park (directly across from Summer Street) providing views of Lermond Cove.
11. Concept Improvement Plans for Winslow-Holbrook Park (with an interim rotation of public art as a focal point. Robert Indiana's "Love" sculpture is currently on loan from the Farnsworth Museum).
12. Construction of a park and parking area serving the Lermond Cove Maritime Traditions Schooner Landing in Rockland Harbor strengthening a portion of the Harbor Trail from Tillson Avenue around the southern side of Lermond Cove to the public parking lot.
13. Concept master plan for the Rankin and Main, and Main and North Main streets intersection improvements.
14. Streetscape, Parking Master Plan.

UPDATING THE 2005 DOWNTOWN PLAN

The planning process identified those components of the 2005 Plan that continue to be important as well as expanded in scope and need to be addressed as part of the overall revitalization strategy for Downtown. The revitalization strategies from the 2005 Plan fall within the following categories:

1. Pedestrian Improvements
2. Traffic Calming
3. Building Façade Improvements
4. Upper Floor & Basement Reuse
5. Harbor Trail - additional 2009 Plan
6. Street Tree Planting & Landscaping
7. Access Management - additional 2009 Plan
8. Downtown Parking Improvements
9. Scenic Views - additional 2009 plan
10. Lermond Cove/Ferry Terminal & North End of Main Street
11. Historic Preservation - additional 2009 Plan
12. Gateways & Downtown Signage
13. Roadway/Intersection Improvements
14. Lindsey Brook Flood Mitigation
15. Community Recreation Center



Under this Downtown study effort, we have worked with the Community Development Department staff to update the 2005 Plan strategies and focus on items identified by the public in two workshops. These strategies are described in more detail in the Downtown Plan Description and Action Plan section that follows.

PLAN STRATEGIES ACCOMPLISHED

Since 2005, the following accomplishments have been achieved.

1. Improvements to the blighted and unsafe sidewalks along Main Street (as identified in the sidewalk assessment), particularly north of Limerock Street, providing wider sidewalks wherever possible along both sides of the north end of Main Street between the Rock Coast Sport (Masonic) building (456 Main Street) and the Rheel Day Spa building (453 Main Street) and Summer Streets. Improvements also include new handicap accessible sidewalks and crosswalks and the sidewalk in front of 491 to 501 Main Street on the east side of the street was widened. These improvements were performed under the Phase I Downtown Main Street Streetscape Improvement Project completed in 2008-2009. Streetscape improvements have also been completed within the downtown portion of Limerock Street between Main Street and Union Street.
2. Street tree plantings or other landscaping along north end of Main Street, between Limerock and Summer Streets. Seven trees planted under the Phase I Downtown Main Street Streetscape Improvement Project in 2008-9 between the alleyways by Rock Coast Sport (Masonic Building) and Rheel Day Spa northerly to Summer Street.
3. Street tree planting surrounding the Rite Aid Block-9 trees planted in Chapman Park adjacent to the Rite Aid Block.
4. Improvements to pedestrian safety and connections between downtown neighborhoods (west of Union Street) and the downtown, particularly at the Union Street intersections - under the Phase I Downtown Main Street Streetscape Improvement Project completed in 2008-9. New concrete handicap accessible sidewalks and crosswalks were re-constructed on Limerock Street between Main Street and Union Street. In 2009, the Maine DOT installed new traffic lights and handicapped accessible crosswalks at the intersection of Union Street and Limerock Street.
5. The installation of the southern gateway wayfinding signage in Chapman Park on Park Street, complementing the downtown wayfinding program (the northern gateway recommendation at the intersection of North and Main Streets has not been implemented).
6. The purchase of the Spear building by Camden National Bank, including extensive renovations. The upper floor is waiting for a tenant before the final renovations are completed.



7. The expansion of the Farnsworth Museum into the JJ Newberry Store.
8. The 2006-2008 CDBG façade improvement program assisted 16 downtown buildings. Three of these were in the target area between Limerock and Rankin and one building, 453 Main Street, received upper level rehabilitation and façade improvement assistance under the City's economic and business development loan program.
9. Adjusted traffic lights at Park and Union, and Park and Main street intersections. Maine DOT completed these upgrades in 2005-2006.
10. A new park and parking along the wastewater drive. The Harbor Trail along Lermond Cove has been constructed and the old trail behind the treatment plant leading to the downtown is being repaired and made useable again.
11. The former Sears building has been renovated into a restaurant, offices for financial and government services and for personal services.
12. The construction of a Maritime Traditions pier and float system adjacent to the Treatment Plant serving three schooners in Lermond Cove in Rockland Harbor.
13. The adoption of a Tillson Avenue Area Overlay Zone and Architectural Review amendment to the Rockland Zoning Ordinance, which provides for design review for new buildings and substantial rehabilitation of buildings on Main Street from Pleasant Street northerly to North Main Street.



DOWNTOWN REVITALIZATION STRATEGIES

1. Pedestrian Improvements

1. Make improvements to blighted and unsafe sidewalks along Main Street (as identified in the sidewalk assessment), particularly north of Limerock Street; provide wider sidewalks wherever possible.
2. Improve pedestrian safety and connections between downtown neighborhoods (west of Union Street) and the downtown – particularly at Union Street intersections.
3. Create a walking trail from the library and neighborhoods (Union Street) to Main Street in the Lindsey Brook area (between Limerock and Lindsey Streets).
4. Create two through-block pedestrian walkways between Museum and School Streets.
5. Convert Myrtle Street into a one-way street that emphasizes the pedestrian connection (key to the pedestrian connection between the Union Street railroad station and downtown).

2. Traffic Calming

1. Implement traffic calming measure(s) at the northern gateway to downtown.
2. Implement traffic calming

measure(s) at the intersection of Union and Lindsey Streets.

3. Implement traffic calming measure(s) at the intersection of Union and Elm Streets.
4. Implement traffic calming measures on Main Street, Limerock to Rankin Street.

3. Building Façade Improvements

1. Reestablish a Façade Improvements Grant Program for downtown buildings including upper floor and basement (rear) reuse.

4. Upper Floor & Basement Reuse

1. Consider the building blocks between Tillson Avenue and Summer Street in the central area and northern end Main Street as priority candidates for upper floor renovation and façade improvements.
2. Obtain grant/funding to conduct an upper floors engineering assessment of key downtown buildings, including cost estimates for building renovations.
3. Update Building Survey and Inventory documenting ground floor and upper floor uses and vacancies.
4. Consider basement level reuse and

access.

5. Harbor Trail

1. Continue planning efforts to develop a permanent Harbor Trail through the Tillson District and Downtown.

6. Street Tree Planting & Landscaping

1. Street tree planting or other landscaping along north end of Main Street, between Limerock and Summer Streets.
2. Street tree planting or other landscaping buffer along north end of Main Street, between Summer and Rankin Streets.
3. Street tree planting along Myrtle Street.
4. Street tree planting along both sides of Rankin Street.
5. Street tree planting on Union Street, south of Museum Street.

7. Access Management

1. Institute access management controls on Main Street between Summer Street and Rankin/North Main/Main Streets by narrowing or eliminating existing curb cuts wherever possible.
2. Increase the length of sidewalks on Main Street between Summer Street and Rankin/North Main/Main Streets

by narrowing or eliminating existing curb cuts turning portions of former curb cut space into sidewalk space wherever possible.

3. Investigate eliminating parking spaces next to crosswalks to enhance driver and pedestrian visibility.

8. Downtown Parking Improvements

1. Work with the State to explore options to increase parking at the Ferry Terminal.
2. Redesign public/private parking and access road between School and Limerock Streets.
3. Investigate redevelopment (parking or other) for mid-block lots on Lindsey Street.
4. Possibly redesign parking between Orient and Oak Streets.

9. Scenic Views

1. Protect and enhance the identified distinctive views of the harbor and Penobscot Bay along Main Street from Park Street to the Rankin, North Main and Main Streets intersection (see diagram below).
2. Protect and enhance the distinctive scenic corridor from Limerock Street northerly to the Rankin, North Main and Main Streets intersection.
3. Replace the existing vegetative cover in front of the Ferry Terminal with new low-lying landscaping to open up harbor views.

4. Convert the existing lawn area in front of the Ferry Terminal into a passive low maintenance park for viewing Rockland Harbor and the schooners at the Maritime Traditions wharves at Lermond Cove, which are on or eligible for the National Register of Historic Place Listings.

10. Lermond Cove/Ferry Terminal & North End of Downtown

1. Develop a park along Main Street at the Maine State Ferry Terminal site.
2. Make parking & landscaping improvements behind Main Street buildings at Lermond Cove.
3. Extend the Harbor Trail over Lindsey Brook (via pedestrian bridge), onto the Ferry Terminal parcel, connecting with Main Street.

11. Historic Preservation

1. Consider expanding the Historic District.
2. Pursue grants and work with property owners to take advantage of tax credits.

12. Gateways & Downtown Signage

1. Set a design standard for downtown gateways and signage.
2. Establish downtown gateways at north end of Main Street.
3. Consider options for traffic calming

measures at gateways.

4. Other informational/directional signage should be consistent in design and materials with the gateway signage.

13. Roadway/Intersection Improvements

1. Redesign intersection of North Main and Main Streets.
2. Redesign intersection of Rankin and Main Streets.
3. Examine the need for Talbot Street redesign.

14. Lindsey Brook Flood Mitigation

1. Mitigate the flooding from Lindsey Brook which has caused flooding and water damage to Downtown Main Street buildings over the years. Undertake flood mitigation activities, including the installation of a storm drainage interceptor on Summer Street, which support the revitalization of the downtown area.

15. Community Recreation Building

1. The Community Recreation Building is within a short walking distance of Main Street. Since 2007 it has been undergoing extensive health, safety, and building improvements. Continue improvement activities to the buildings which support the revitalization of the downtown area.

DOWNTOWN STRATEGIES DESCRIPTION

A description of the recommended Downtown Revitalization Strategies is outlined herein. These Strategies are a synthesis of the 2005 Plan recommendations and revised or new recommendations.

1. Pedestrian Improvements

Pedestrian safety, connectivity, and redirecting the primary focus of Main Street away from being vehicular centered to being pedestrian oriented continues to be important to Rockland residents, business owners, and city planners. Key improvements to pedestrian infrastructure and safety include improved, widened and safer and handicapped accessible sidewalks and crosswalks which are American with Disabilities Act (ADA) compliant; bolder, better defined and sign-posted crosswalks, especially on Main and Union Streets; and traffic calming, particularly on Main and Union Streets. Each of the recommendations herein are identified on the graphic below.

1. Make improvements to blighted and unsafe sidewalks along Main Street (as identified in the sidewalk assessments in Appendix B), particularly the section of Main Street between Limerock Street and the alleyways by 456 and 453 Main Street (Rock Coast Sport and Rheel Day Spa) and Summer Street (to the intersection of Rankin/North Main and Main Streets). Provide wider sidewalks, crosswalks and alleyways that are ADA compliant, wherever possible. This should entail replacement of the existing cracked in-laid concrete sidewalks with textured pavers with new or reset curbs from Limerock Street north to the alleyways at 456 and 453 Main Street, and asphalt pavement and light pole relocation from Summer Street north to the intersection of North Main and Main Streets by the Rankin Block which will necessitate narrowing the width of Main Street from Summer Street to the Rankin Street intersection extending the sidewalk curbing and reconfiguring the parking layout in order to accommodate these pedestrian transportation needs.
2. Provide for new ADA compliant crosswalks that are handicapped accessible, contain detectable warning devices, and constructed with textured pavers.
3. Relocate sidewalk obstacles or redesign sidewalk layout in locations north of Limerock where existing overhead light poles or bases are an impediment to pedestrian passage; for disabled persons in wheelchairs or on scooters, or who are visually impaired or need the assistance of a cane.
4. Improve pedestrian safety and sidewalk, crosswalk and intersection connections between downtown neighborhoods (west of Union Street) and the downtown – particularly at Union Street intersections.
5. Create a walking trail from the library and neighborhoods (Union Street) to Main Street in the Lindsey Brook area (between Limerock and Lindsey Streets).
6. Create two through-block pedestrian walkways between Museum and School Streets.
7. Convert Myrtle Street into a one-way street that emphasizes the pedestrian connection (key to the pedestrian connection between the Union Street railroad station and downtown).



2. Traffic Calming

What follows are recommendations for traffic calming measures; each is defined on the graphic below.

1. Change the focus of Main Street from being predominately vehicle oriented to being primarily pedestrian oriented through traffic calming and other related design and physical measures.
2. Implement traffic calming measure(s) at the northern gateway to downtown (near intersection of North Main, Rankin and Main Streets – see Paragraph 13. Roadway/Intersection Improvements).
3. Implement traffic calming measure(s) at the intersection of Union and Lindsey Streets.
4. Implement traffic calming measure(s) at the intersection of Union and Elm Streets.
5. Implement traffic calming measures on Main Street between Limerock and Rankin/Union/North Main Streets by extending the curb line to widen the sidewalks and narrow the width of the traffic lanes, installation of bump outs, tighten the turning radius at intersection corner, re-configuration of the on-street parking, and installation of raised crosswalks (speed table) and level or flushed crosswalks with textured pavers.
6. Consider the appropriate vehicular level of service, per the Maine DOT Flexibility in Design Guidelines (Highway Design Manual Chapter 15), that will create the appropriate balance between vehicle mobility and pedestrian safety.



Above: Two examples of traffic calming, a neck-down or choker (top photo) and a center island; both designs could incorporate a pedestrian crossing.

Presently the focus is on getting vehicles through Main Street as quickly as possible. Through pedestrian improvements, traffic calming and design and physical measures Main Street can become more pedestrian oriented rather than to primarily serve the needs of getting vehicular traffic through the Downtown. Traffic speeds and pedestrian safety are of particular concern along Main Street and Union Street and especially at the northern end of Main Street (between Summer Street and North Main Street) where the Maine DOT 2007 Annual Average Daily Traffic (AADT) count is 10,690. Pedestrians and businesses in the downtown have continuously complained over the years to the City about speeding traffic and unsafe street crossings on Main Street and have made numerous suggestions on how to address the problem. Maine Department of Transportation traffic engineer and private engineering consultants and planners have been consulted for options to safely calm traffic in these locations. Several of the acceptable options put forth by the public and the experts are listed above. A key design factor for preparing intersection improvement plans is the vehicular level of service (LOS).

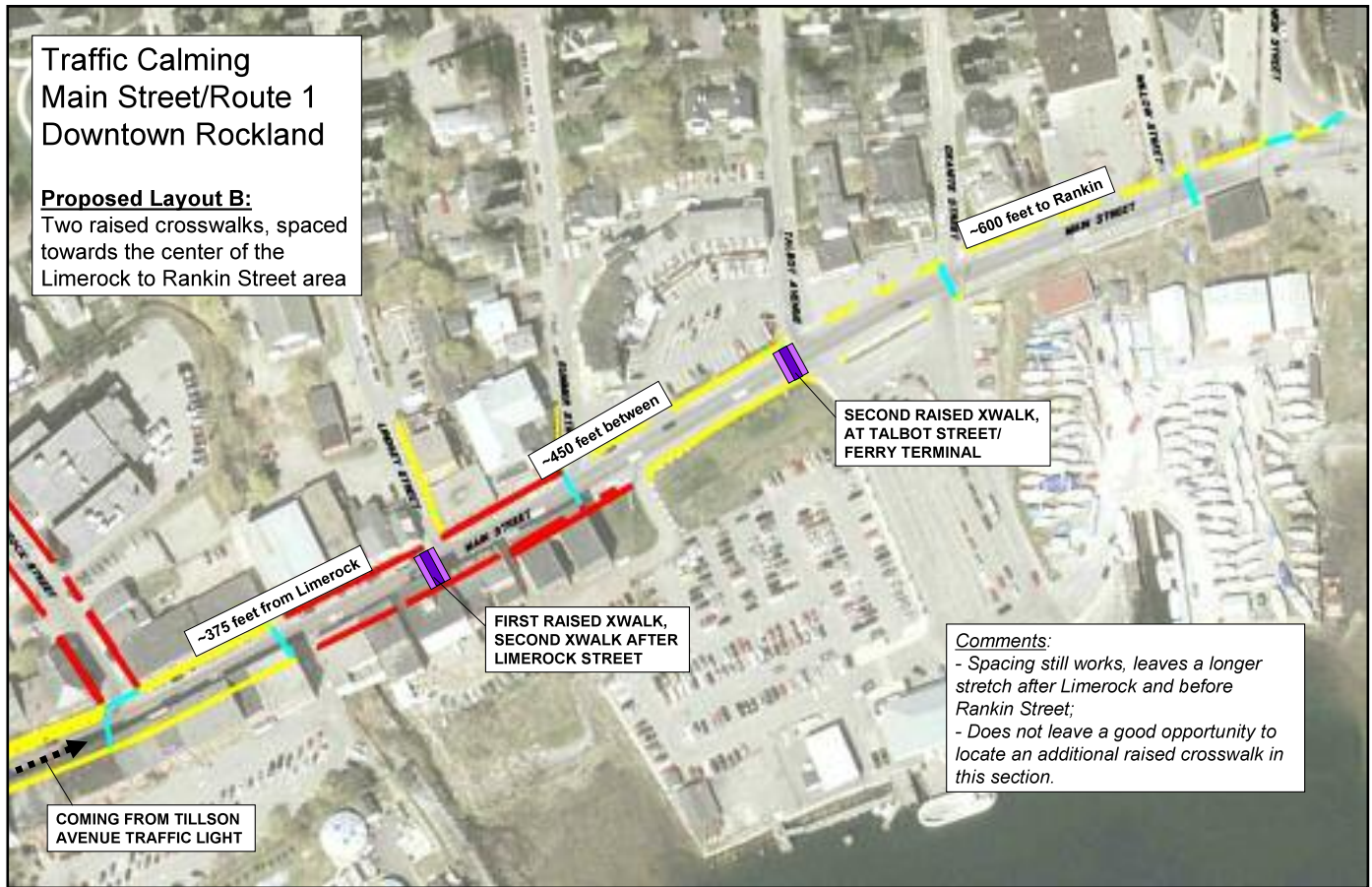




In the core of downtown, on-street parking is one component of a “complete” street creating a context sensitive solution for through traffic. Drivers become more aware of the environment and reduce speed in anticipation of pedestrians. Other aspects of the “complete” street include the 2:1 proportion of building height to building face to face, sidewalks, curbs, street trees, street lights and other pedestrian amenities.



In contrast to the Downtown the portion of Main Street north from Limerock, specifically from Summer Street to Rankin Street, has no on-street parking, curbs or streetscaping. Vehicles leave the “outdoor” room aspect of the Downtown core and increase speed north of Summer Street because of the wide and undefined nature of the street. This area is designated as Phase III of the streetscape master plan and the proposed improvements, including on-street parking, will play an important role in calming traffic.



Phase II and III of the Downtown streetscape improvements include a number of traffic calming solutions as summarized in the above graphic. The City should continue efforts to implement such measures, particularly with the anticipated growth projections of the redevelopment of the Tillson District and the more regional growth projections of the Gateway 1 Program. (Graphic courtesy of Wright-Pierce)

3. Building Façade Improvements

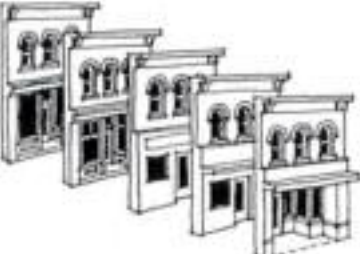
1. Re-establish a façade improvements grant program for downtown buildings, offering design guidelines and grants to building owners for front, side and rear façades and rear basement level improvements.

4. Upper Floor & Basement Reuse

1. Consider the building blocks between Tillson Avenue and Summer Street in the central area and northern end of Main Street as priority candidates for upper floor renovation and rear façade improvements.
2. Obtain grant/funding to conduct an upper floors engineering/architectural assessment of key downtown buildings, including cost estimates for building renovations.
3. Redesign the City-owned parking lot located behind the buildings, the Custom House and Kimball Block, on the water side of Main Street and make it more attractive and safer with new layout, lighting, sidewalks and landscaping (see diagrams below).
4. Seek private matching funds and Community Development Block Grant (CDBG) funding and/or Communities for Maine's Future Program funding for the upper floor residential and commercial rehab façade, and basement and parking lot improvements.
5. Consider basement level reuse and accessibility.

Rockland was able to obtain a 2006 CDBG for a 50/50 matching façade grant improvement program for Downtown Main Street buildings. Between 2006 and 2008, the program assisted 16 downtown buildings with front façade improvements. Because of recent building improvements on the water side of Main Street involving the rear façades and basement levels, the City should apply for further grant funding, and use part of the funding as an opportunity to assist other businesses and property owners with rear façade and basement level improvements, turning them into shops, galleries, restaurants and residential units. Such rear building improvements need to be accompanied by physical improvements to the City-owned parking lot between these buildings and the Waste Water Treatment Plant. Improvements to the City-owned parking lot was listed in the 1996 Downtown Plan (Downtown Revitalization Strategies: A Quality Main Street Project) as one of the strategies for revitalizing Downtown Rockland.

STOREFRONT DESIGN



We have looked at the evolution of the traditional Main Street facade and seen the changes that have been, and will continue to be made. Many are concentrated on the storefront. Generation after generation, storefronts change while upper facades and building cornices remain the same, deteriorate or disappear behind cover-ups.

Because of their relatively permanent nature, the upper facade and the building cornice are primarily maintenance and repair problems. (See guidelines on "Cornices" and "Upper-Story Windows.") The appearance of the storefront, on the other hand, is a design issue.

If you wish to restore the original storefront, a little research can be invaluable. Look in the local library for historic photos or postcards of your building. Ask previous owners if they have the original plans. Look for old maps or lithographs of your town; they often contain drawings of downtown buildings. Or your building may have been depicted in an old newspaper advertisement. Finally, examine the facade itself; you may find evidence of its original appearance.

However, you don't necessarily need to recreate the storefront's exact historic appearance. The following are ideas to consider if you are planning to change your storefront. Although each is founded on the traditional storefront, these ideas are not "historic" in nature. They are functional and designed to make the storefront more attractive and accessible to shoppers.

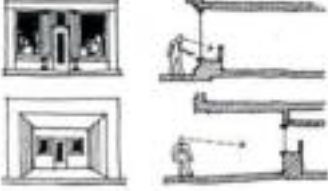
Keeping the Storefront in Its Place
 Every traditional Main Street building facade has a well-defined opening which the original storefront filled. It is the area bounded by the enframing storefront cornice and piers on the sides and top and by the sidewalk at the bottom.

Many problems with facades today arise from remodelings in which the storefront has been allowed to stray out of its natural surroundings. In such cases, the storefront no longer looks contained. Instead, it looks as if it has been pasted on. One senses that the storefront is "out of control" that it dominates the building facade as a whole.

A general rule for future renovations can be stated as follows:
 The storefront should be designed to fit within the opening originally intended for it and not extend beyond it.

The Slightly Recessed Storefront

To emphasize the feeling of containment a storefront might be set back slightly (six inches to a foot) from the front of the building.




It is common to see a remodeled storefront recessed as a whole or punched far back (3 to 15 feet) into the facade. Except for buildings constructed in the 1920s and '30s, this treatment is almost never historically accurate. Unless specifically designed to lure customers to the entry, deep recesses tend to isolate the storefront from the street. The pedestrian is not so tempted to stop, look in the window, and enter the store.

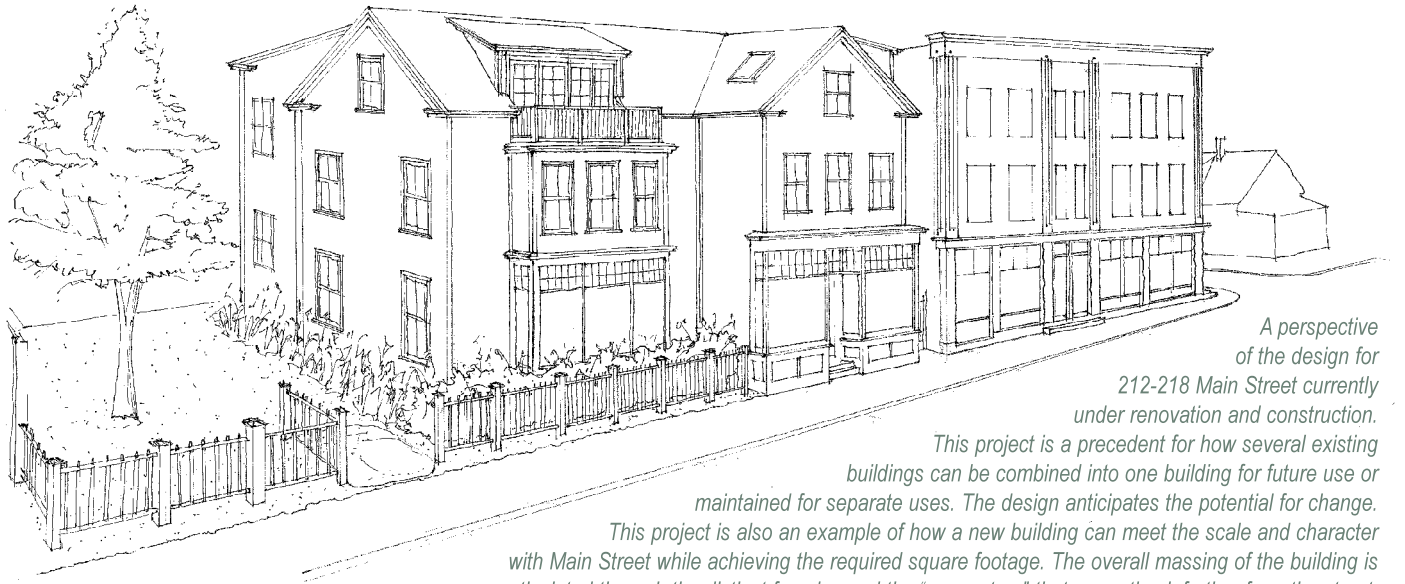
The Recessed Entry

The traditional storefront had a recessed entry at the front door. This configuration accomplished two important things. First, it kept the display windows right next to the sidewalk, in full view of passersby. And, because the entry was recessed, this design emphasized the door. The intimacy of the enclosed and sheltered doorway seemed to invite the pedestrian inside.

This is a simple and logical storefront design. Regrettably, many storefronts no longer retain this form.



Façade and storefront designs on Main Street should reflect historic proportions and building scale to create a lively and comfortable Main Street experience. Renovations and new construction on Main Street are now reviewed under the Tillson Avenue Area Overlay Zone and Architectural Review Ordinance, which provides for design review on Main Street from Pleasant Street to North Main Street.



A perspective of the design for 212-218 Main Street currently under renovation and construction.

This project is a precedent for how several existing buildings can be combined into one building for future use or maintained for separate uses. The design anticipates the potential for change. This project is also an example of how a new building can meet the scale and character with Main Street while achieving the required square footage. The overall massing of the building is articulated through the distinct façades and the "connectors" that are setback further from the street. (Image courtesy of Van Dam Architecture and Design)



214-218 under construction and renovation. Renovations to 218 to the far right have been completed. Eventually a new building will be constructed to the left of 216 Main Street.



A Main Street building on a corner lot addressing both frontages with consistent, high quality materials and renovations.



Strand Theatre exterior renovations completed since 2005. This is an example of how careful detailing and maintenance add value to Main Street.



453 Main Street with recently renovated 1st and 2nd floors. This building frames the alley to the public parking lot behind the Custom House Building. The façade has been carefully restored and the proportions of the 1st floor and 2nd floor windows emphasize the traditional use of the 1st floor for commercial uses and the 2nd floor for commercial or residential uses. This image shows the completed Phase 1 streetscape improvements.



The harbor side of 453 Main Street showing how more contemporary renovations and additions can be incorporated into the character of Downtown. The two floors appear to be residential uses and back on to the drainage way, which flows into Lermond Cove. Long-range plans include a bridge to span the Lindsey Brook allowing the Harbor Trail to be located between Lermond Cove and the Custom House Block. To the left of the image is the City parking lot behind the Custom House Block.



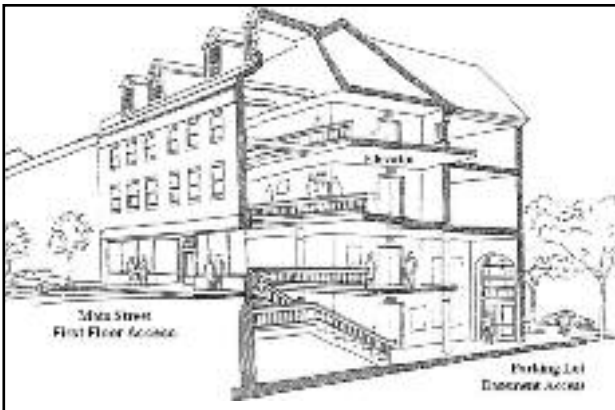
Front façade improvements to 449 Main Street. Also rear façade or harbor side improvements have been made as well as interior renovations.



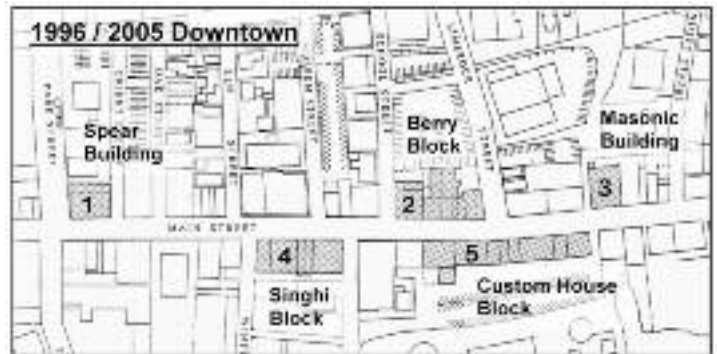
The back of 449 Main Street currently under renovation. This row of buildings makes up the Custom House Block and is an area envisioned with parking lot level access to commercial uses. 441 Main Street, the red building with the blue expansion has access to the Rockland Cafe.



While access to lower level businesses from the parking lot behind the Custom House Block is an important opportunity for maximizing the revitalization of Downtown, careful attention has to be given to all aspects of design and support services.



Upper floor reuse recommendations outlined in the 2005 Plan are still valid. Many downtown buildings, including the ones identified in the diagram above, are in need of upper floor renovations; these particular blocks are also opportunities to have shared elevators serving multiple buildings — like the Custom House Block. Over time, the City should initiate an elevator/access program.



5. Harbor Trail

1. Wherever possible utilize publicly owned property and sidewalks for the Harbor Trail.
2. Complete the public and private segments of the Harbor Trail from Mechanic Street northerly along the edge of the harbor to the intersection of Main, Rankin and North Main Streets.
3. Include in the Downtown Main Street segment of the Harbor Trail the publicly owned alleyway between 449 Main Street and 453 Main Street leading from the Waste Water Treatment Plant and the public parking area behind the buildings on the east side of Main Street to the Main Street sidewalks, and continuing on the east side of Main Street past the Ferry Terminal to the intersection of Main, Rankin and North Main Streets.
4. For this segment of the Harbor Trail, the texture of the sidewalk and/or pathway may either be brick pavers, duratherm implants, asphalt or white lined asphalt.

The process involving the planning and development of the Rockland Harbor Trail has been on-going since 1991. The first efforts to develop a harbor trail were undertaken by the citizen's Rockland Harbor Trail Coalition. The trail concept and coalition were the outcome of a recommendation by an international conservation exchange study of the Penobscot Bay region in 1991. The citizen's group worked for over 3 1/2 years to try to create a waterfront/harbor trail (see diagram) that would be a lasting asset to the quality of life in Rockland as well as providing people with a view of, and involvement with the future development and care of Rockland Harbor. When completed, the trail will connect the south end of Snow Marine Park (on Mechanic Street) to the Breakwater in the north end of the harbor. As part of the financial center constructed off Water and Ocean Streets on the former Fisher Engineering site MBNA (now Harbor Park LLC and Boston Financial) constructed a 12-foot wide harbor walk consisting of an estimated 745 feet of wooden planks and 740 feet of concrete pavement for a total distance of approximately 1,385 feet. The boardwalk links the 770 foot City-owned Sandy Beach Park Harbor Trail pathway (along Scott Street) to Harbor Park. The Sandy Beach Park portion of the trail was completed in October 2009 utilizing brick pavers and open space. Together the boardwalk and pathway partially wrap around the south end of the harbor.

Plan developed by the Rockland Harbor Trail Coalition.





Existing Harbor Walk constructed by MBNA.



The Harbor Trail is envisioned to run along the edge of the harbor between the sea wall and the City parking. The 2005 Plan depicted the parking moved to a different location on the site with a park created along the shore.



Work is completed on the Schooner parking area and adjacent park along the Wastewater Treatment Drive. This is an important construction of a section of the Trail, but the Harbor Trail will have to be carefully integrated into a sidewalk and open space system with the redevelopment of the Tillson District in order to create a strong connection to the existing Harbor Walk constructed by MBNA.



After running along the Wastewater Treatment Drive, the Harbor Trail currently runs along the south side of Lermond Cove to the City parking lot behind the Custom House Block. At this point in time it is recommended to continue the trail to Main Street via the alley, however the long-term goal is to create a pedestrian bridge over Lindsey Brook (shown in the center of the picture above) then running behind the Main Street building at Lermond Cove and behind the C.E. Bicknell Block to the Ferry Terminal.

It is recommended that the plant material along the southern side of Lermond Cove be replaced with low growing and low maintenance plant material to enhance this portion of the trail, create a safe environment and maintain views of Lermond Cove.

The 2005 Plan recommended the development of a park between Lermond Cove and behind the Main Street buildings.

6. Street Tree Planting & Landscaping

1. New or replacement street tree planting or other landscaping or decorative fencing along north end of Main Street between Limerock and Summer Streets and, between Summer and Rankin/Union Streets, particularly in front of the ferry terminal that would improve the views of the harbor and the historic working schooners at the Lermund Cove wharves.
2. Street tree planting or other landscaping buffer along north end of Main Street between Summer and Rankin/Union Streets.
3. Street tree planting along Myrtle Street.
4. Street tree planting along both sides of Rankin Street.
5. Street tree planting on Union Street, south of Museum Street.



This is an example of a well-designed pocket park for a cafe at the corner of Elm and Main Streets. The design helps maintain the “street wall” with the row of birches and provides interest by using a range of plant material with seasonal character, different textures, form, height and color. It is important to maintain clear views at intersections for the safety of pedestrians and vehicles. It is also important to select the correct plant material that does not interfere with utilities, lighting or create maintenance issues.



Landscaping and trees in the central core of the Downtown help create a safe and beautiful pedestrian environment. It is important to limb lower branches on street trees for pedestrian clearance as well as provide clear views of building signage and storefronts. In this case, the landscaping is planted in an amenity zone between the sidewalk and the street. This area allows for snow storage, lighting, sandwich boards, hydrants, bike racks, trash receptacles and other streetscape elements.



Compared to the core of the Downtown, the area north of Limerock Street, specifically between Summer and Rankin Streets has a poorly defined streetscape lacking street trees and other streetscape components. Plans for improving this area, as shown in Section 10, will create a streetscape environment similar to the core of the Downtown. An important missing component will be the building “street wall” which ends just south of the area depicted in this image.

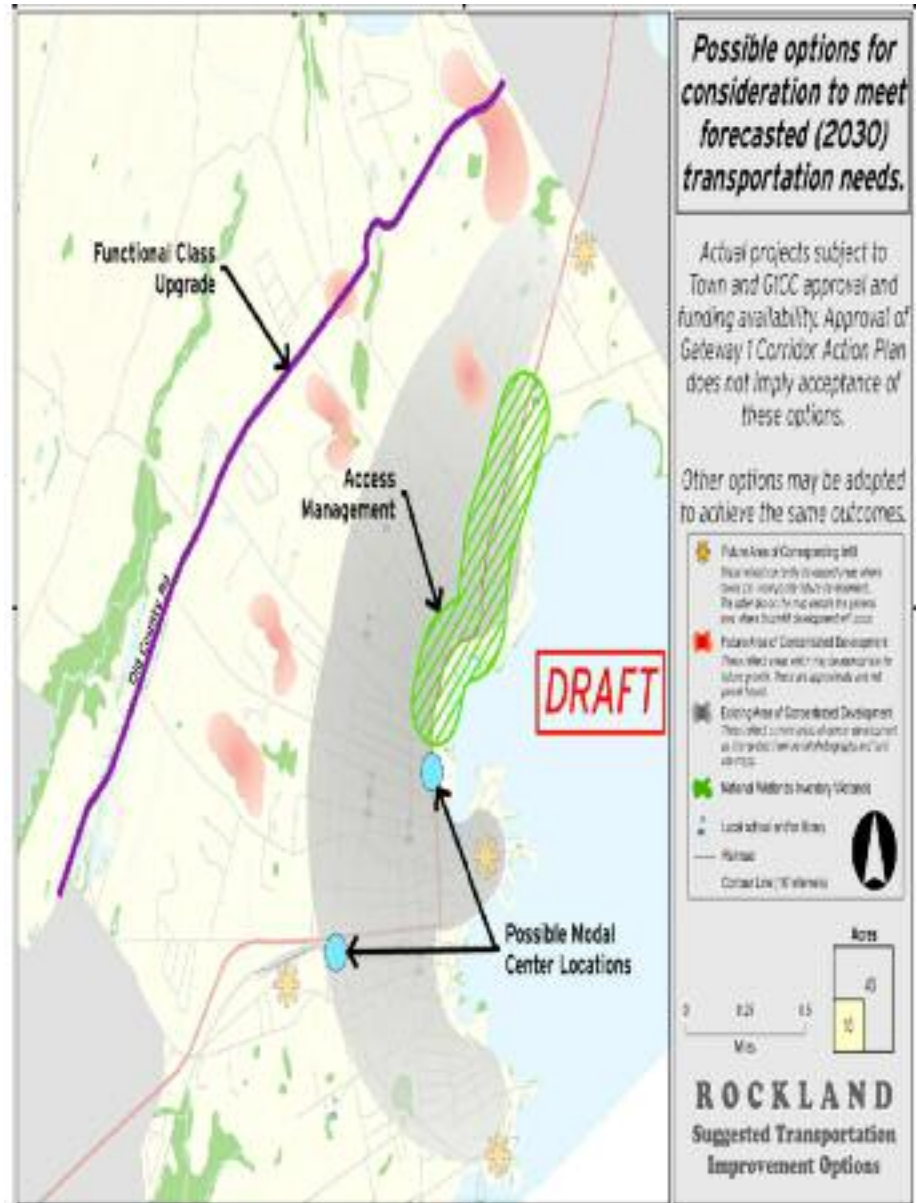


Street tree planting and location plan.

7. Access Management

1. Institute access management controls on Main Street between Summer Street and Rankin/North Main/Main Streets by narrowing or eliminating existing curb cuts wherever possible.
2. Increase the length of sidewalks on Main Street between Summer Street and Rankin/North Main/Main Streets by narrowing or eliminating existing curb cuts turning portions of former curb cut space into sidewalk space wherever possible.
3. Investigate eliminating parking spaces next to crosswalks to enhance driver and pedestrian visibility.

Main Street north of Summer Street to Rankin/Union Street for a distance of 570 feet contains nine business driveway and side street curb cuts ranging in size from 16 feet to 58 feet which pose a traffic hazard as there can be too many left-turns onto a fast moving two lane one-way street in a relatively short distance. This can create a dangerous situation for pedestrian traffic as drivers are too busy watching fast approaching vehicles from the right and not paying attention to walkers to their left or pedestrians using adjacent crosswalks. Narrowing or eliminating curb cuts along this stretch of Main Street will reduce the potential traffic and pedestrian hazard in this area. The Gateway 1 Corridor Action Plan: Brunswick to Stockton Springs, July, 2009 has identified Main Street for suggested access management improvement options.



In addition to the access management target areas noted in this graphic, specific access management recommendations are included in Sections 1, 3, and 10. (Courtesy of the Gateway 1 Corridor Action Plan: Brunswick to Stockton Springs.)

8. Downtown Parking Improvements

What follows are the recommendations for improvements; each is identified on the graphic below.

1. Work with the Maine DOT to explore options to increase parking at the Ferry Terminal and perhaps gain capacity during peak times by using the proposed parking garage on Tillson.
2. Examine the possibility of recovering spaces recently “yellowed-out” (removed parking near intersections and crosswalks for pedestrian safety) along Main Street by incorporating intersection bump-outs. These enhance the visibility of pedestrians attempting to cross the street, and provide a safe place to wait where they can make eye contact with oncoming traffic.
3. Consolidate and improve private/public parking and relocate access road between School and Limerock Streets.
4. Investigate redevelopment (parking or other) for mid-block lots on Lindsey Street.
5. Possibly redesign parking between Orient and Oak Streets.
6. Utilize on-street parking as an alternative traffic calming measures.
7. Re-configure the number of spaces and layout for on-street parking from Summer Street to the Rankin/North Main/Main Streets intersection to allow for the narrowing of the roadway for traffic calming.
8. Enhance the use of the parking lot on the harborside of the Main Street (below picture) buildings through improved layout, circulation, landscaping and safety lighting.

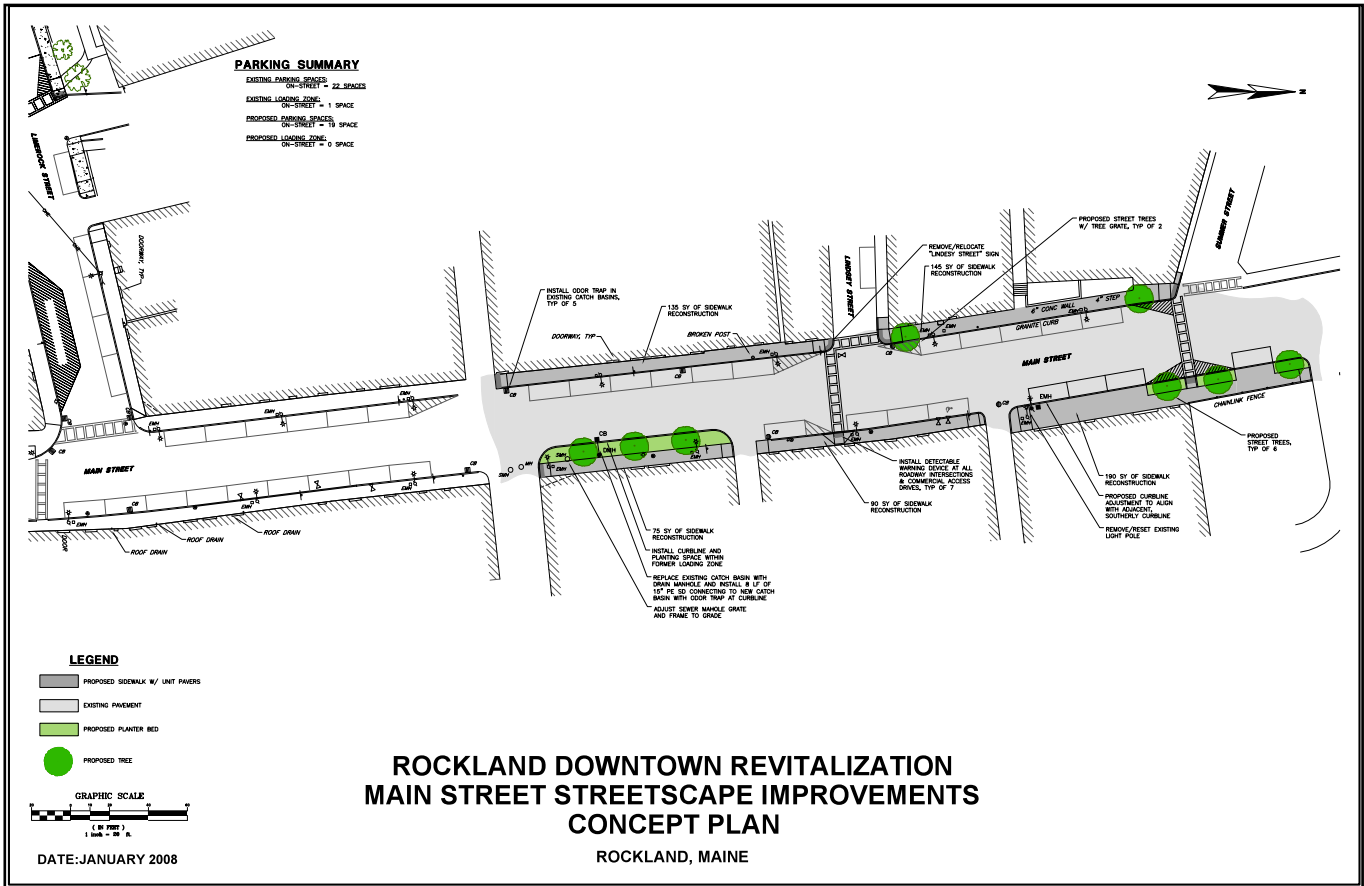
The Tillson Avenue & waterfront district east of Main Street includes public parking that serves downtown as well, however, as the Tillson District is redeveloped and future redevelopment occurs in the Downtown, particularly in second floors and above as well as in lower level spaces on the harborside, the need for adequate parking to support revitalization efforts will only increase. Also, as the Tillson District is redeveloped, large areas of surface parking will be displaced, creating further demand for parking.



As additional development occurs in lower level of harbor side buildings, such as with the Custom House Block, more attention will have to be given to the management of parking to support revitalization efforts.



Large areas of the Tillson District are currently dedicated to surface parking and areas of on-street parking. The image above shows city parking to the right and angled parking on Tillson Avenue to the left. As this area develops, surface parking and on-street parking may not be sufficient and not the highest and best use of land. A structured parking facility may be required benefitting Downtown and the Tillson District.



Sidewalk and streetscape improvements to Main Street were completed in 2008-2009 as part of the Phase 1 Downtown Main Street Streetscape Project. (Graphic courtesy of Wright-Pierce Engineering, Topsham, Maine)



Sidewalk and streetscape improvements to Limerock Street were completed in 2008-2009 as part of the Phase 1 Downtown Main Street Streetscape Project. (Graphic courtesy of Wright-Pierce Engineering, Topsham, Maine)

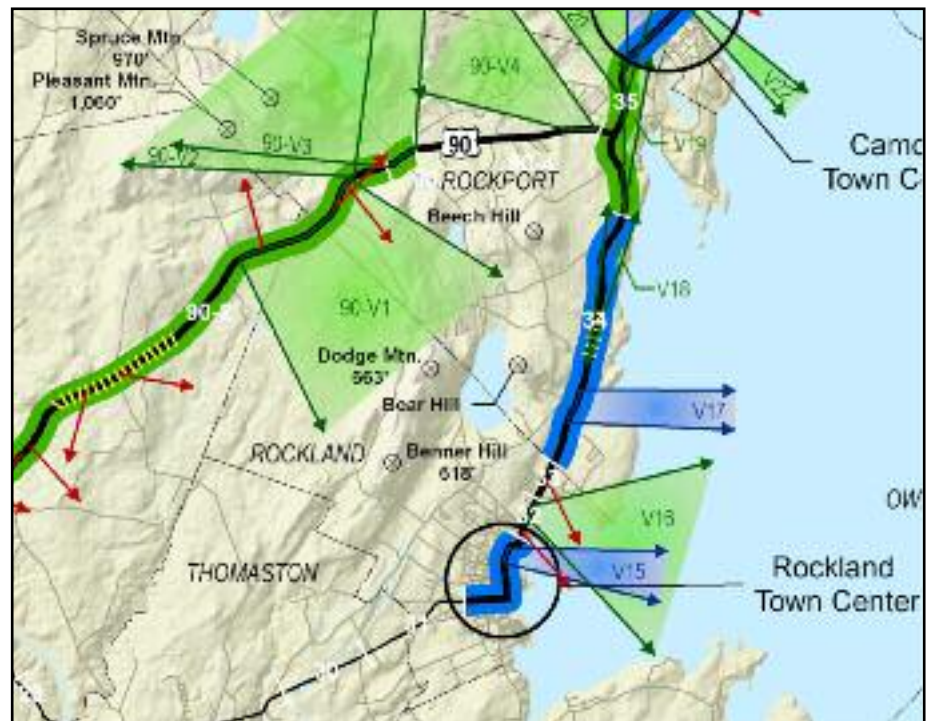
9. Scenic Views

1. Protect and enhance the identified distinctive views of the harbor and Penobscot Bay along Main Street from Park Street to the Rankin, North Main and Main Streets intersection (see diagram below).
2. Protect and enhance the distinctive scenic corridor from Limerock Street northerly to the Rankin, North Main and Main Streets intersection.
3. Replace the existing vegetative cover in front of the Ferry Terminal with new low-lying landscaping to open up harbor views.
4. Convert the existing lawn area in front of the Ferry Terminal into a passive low maintenance park for viewing Rockland Harbor and the schooners at the Maritime Traditions wharves at Lermond Cove, which are on or eligible for the National Register of Historic Place Listings.



A view of Penobscot Bay from North Main Street north of the Rankin intersection. This view was considered to have the highest level of scenic quality according to the Maine DOT Gateway 1 Study.

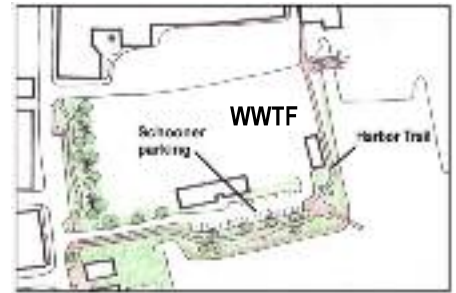
The Gateway 1 Corridor Action Plan: Brunswick to Stockton Springs, July 2009 identified Rockland Main Street from Park Street northerly to the Rankin, North Main and Main Streets intersection as having distinctive roadway views, the highest level of scenic quality. According to the corridor study such views are essential to the tourist industry which is 15% of the Maine economy. The entire Gateway 1 assessment can be found in the Gateway 1 publication entitled, Scenic Resource Assessment, Gateway 1 Corridor May 2008. Replacement of the existing vegetation in front of the Ferry Terminal, and turning the lawn area in front of the Ferry Terminal parking area into a small park will enhance the scenic views of Rockland Harbor and the working historic schooners with their tall masts at Lermond Cove while either driving along the section of Main Street from Summer Street northerly to the Rankin, North Main and Main Streets intersection, or walking along this section of the Harbor Trail.



The Gateway 1 Corridor Action Plan: Brunswick to Stockton Springs, July 2009 identified Rockland Main Street from Park Street northerly to the Rankin, North Main and Main Streets intersection as having distinctive roadway views, the highest level of scenic quality.

10. Lermond Cove/Ferry Terminal & North End of Downtown

1. Make streetscape improvements including sidewalks, crosswalks, traffic calming, parking landscaping, access management, along Main Street between from Limerock and Rankin/Union/North Main.
2. Develop a park along Main Street at the Ferry Terminal site.
3. Work with property owners to make parking & landscaping improvements behind Main Street buildings at Lermond Cove (between Lindsey Brook and the Ferry Terminal), including the extension of the Harbor Trail around the Treatment Plant across Lindsey Brook to Main Street and/ or the alleyway from the City-owned parking lot behind Main Street, connecting with Main Street sidewalks for inclusion and continuation of the Harbor Trail (see diagrams below).
4. Seek easements to extend the Harbor Trail over Lindsey Brook (via pedestrian bridge), onto the Ferry Terminal parcel, connecting with Main Street sidewalks as part of Harbor Trail.



Completed improvements as recommended in the 2005 Plan include the Maritime Traditions Schooner parking, a park, pier and float system serving three schooners. The existing Harbor Trail to the south of Lermond Cove is being upgraded. The City should continue to negotiate for a crossing of Lindsey Brook behind 453 Main Street.



The latest details for Main Street improvements between Summer and Rankin Streets prepared for the City. Proposed improvements include an overlook park, new ADA compliant sidewalks and on-street parking to create a more pedestrian-friendly environment and calm traffic. Other proposed improvements include access management, landscaping and crosswalks. Section 13 of this report shows a potential alternative design for the Rankin and Main Street Intersection. (Graphic courtesy of Wright-Pierce)



Sidewalk conditions between Summer Street north to North Main Street are often dangerous and not ADA compliant. In this photo the placement of light posts and the large bases forces pedestrians to walk off the sidewalk. The vegetation has been trimmed back to accommodate pedestrian movement.



The new schooner pier and float system at Lermond Cove. The Harbor Trail continues along Lermond Cove to the right side of the picture.



View of the general vicinity of North Main Street including Lermond Cove, the Maine State Ferry Terminal and the stretch of Main Street between Summer and Rankin Streets requiring extensive streetscape improvements.

11. Historic Preservation

1. Expand the Downtown Main Street Historic District to include properties north and south of the District from Summer Street to Park Street. (see diagram).
2. Educate business and property owners about Federal and State rehabilitation tax credit benefits for buildings within the Historic District.
3. Make better use of the Historic District as a means or tool for Downtown economic development and redevelopment.

The City of Rockland is fortunate to have a significant number of Main Street buildings located within the exiting Downtown Main Street Historic District which because of their historic integrity, architecture, character and proximity to each other contribute towards making the Historic District. The District is listed on the National Register of Historic Places. Contributing buildings within a National Register district are eligible for State and Federal Rehabilitation Tax Credits; specifically, a 20% tax credit under the Federal Tax Credits for the Rehabilitation of Historic buildings which is administered by the National Park Service and the Maine Historic Preservation Commission, and a 25% Maine State Rehabilitation Tax for both large and small projects which is administered by the Maine Historic Preservation Commission, Christi Mitchell, State Historic Preservation Officer. In addition to having a Main Street Historic District for historic preservation the City Council adopted on September 14, 2009 the Tillson Avenue Area Overlay Zone and Architectural Review amendment to the Rockland Zoning Ordinance which provides for historic preservation and architectural review for all new building construction or substantial rehabilitated in the Downtown District along Main Street from Pleasant Street northerly to North Main Street, whether they are contributing or non-contributing building towards the Historic District.



The area outlined in yellow is the existing Historic District. The area outlined in purple is the proposed expansion of the District. Additional discrete blocks that may be eligible for listing on the National Register include the blocks outlined in red and blue. Christi A. Mitchell completed this survey for the City and a letter from her dated July 13, 2009 as well as an excel spreadsheet is included in the appendix of this update.

12. Gateways & Downtown Signage

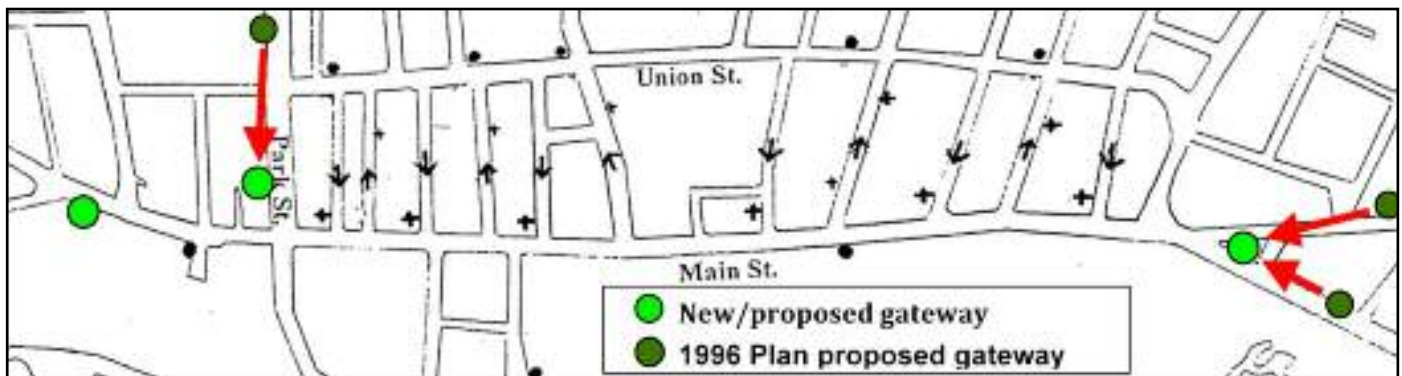
1. Set a design standard and layout plan for the north gateways to the downtown, including consistent signage design and materials with the southerly Park Street Route 1 gateway or Chapman Park, and incorporating a logo or slogan; gateways should be enhanced with landscaping wherever possible. Since the 2005 Plan a gateway sign has been placed in Chapman Park along with additional landscaping.
2. Establish downtown gateways with “Welcome to Downtown Rockland” sign at the northern end of Main Street (see diagram below).
3. With input from a traffic engineer, consider options for traffic calming measures (“neck-downs”, for example) at gateways to the downtown.
4. Other informational/directional signage, supplementary to gateway signage (i.e. locating public parking, the ferry terminal, rail station, etc.) should be consistent in design and materials with the gateway signage. A Signage Master Plan should be developed, particularly with the anticipated redevelopment in the Tillson District.
5. Utilize iconic signage such as Robert Indiana’s “Love” and “Eat” signs as well as the Strand Theatre sign as wayfinding landmarks.
6. Encourage future iconic signage that is creative and adds to the vitality of Downtown.



Main Street includes iconic signage such as Robert Indiana’s “Eat” sign on top of the Farnsworth Museum and the Strand Theatre sign. These signs make Main Street a dynamic place and aid wayfinding as they are landmarks.



Locations of gateway signage to Downtown.



13. Roadway/Intersection Improvements

1. Redesign intersection of Rankin/North Main/Main Streets. This intersection is currently not operating efficiently, with difficult geometry and high potential for traffic conflicts. There are a number of alternatives that could be evaluated for their suitability, including closing North Main Street and rerouting next to Dunkin Donuts' parking, or a single lane modern roundabout.
2. Approach Maine DOT about a Gateway 1 study for Route 1 through the downtown, especially Main Street south of Limerock Street to Park Street, to address concerns of how best to balance pedestrian safety and traffic flow on Main and Union Streets (see Section 1. Pedestrian Improvements).
3. Examine need for Talbot Street redesign. Options to address this corridor include consideration of one-way vs. two-way design, ability to handle ferry traffic, etc.

See Section 10. Lermund Cove/Ferry Terminal and the North End of Downtown Phase III Concept Plan, for additional information and graphics for roadway and streetscape improvements between Summer and Rankin Streets.



North Main as "T" Intersection and tight radius at Rankin Street.



North Main as a roundabout intersection with channelized turn at Rankin Street.

14. Lindsey Brook Flood Mitigation

1. Mitigate the flooding from Lindsey Brook which has caused flooding and water damage to Downtown Main Street buildings over the years. Undertake flood mitigation activities, including the installation of a storm drainage interceptor on Summer Street, which support the revitalization of the downtown area.
2. To significantly avoid flooding in the Downtown area, install a stormwater interceptor northwesterly of the Downtown on Summer Street to divert stormwater from any Lindsey Brook flooding away from the Downtown, prior to its entering Main Street and causing flooding-related damage (see diagram below).
3. Seek grant funding for Lindsey Flood Mitigation projects.

Presently most stormwater from Tributary 'C' of Lindsey Brook is discharged across Union Street near the Library, then under the north end of Main Street to be discharged at Lermond Cove or in the harbor. Problems with Lindsey Brook Tributary 'C' in the Downtown have included basement flooding and furnace damage to 456 Main Street or the Masonic Temple on February 14, 2008, and corrections to the brook facilities by the owners of 453 Main Street where the brook flows underneath the building before lighting on the other side of Main Street and discharging into Lermond Cove. Since the two seminal floods of January 1999 the Rockland Public Works Department has completed many small yet significant projects related to Lindsey Brook flood mitigation, Capital Improvement Program (CIP) funds have been set aside for brook improvements, and the City has undertaken several planning and engineering studies involving flood mitigation solutions and costs. Flooding from Tributary 'C' of Lindsey Brook have contributed to blighting conditions on the north end of Main Street.



(Graphic courtesy of Wright-Pierce)

15. Community Recreation Building

1. Continue with the planned phased health, safety, recreational, energy and building upgrade improvements and renovation activities to the Community Recreation Building in support of Downtown revitalization
2. Seek Community Development Block Grant (CDBG) grants and other grants and private and public donations for the renovation work.
3. Expand the recreational programs that would benefit Downtown day-time workers and residents.
4. Once the renovations are completed use the facility as a warming center and/or emergency shelter for Downtown residents.

The Community Recreation Center was built in 1936 as a Depression Era Work Project Administration (WPA) project. As a result the Community Recreation Building is on the National Register of Historic Places as a contributing structure within the Rockland Residential Historic District. In the ensuing 73 years no substantial renovations were made to the building resulting in health issues associated with mold from water seeping into the building, aging locker rooms unfit for use, an old out-dated gym floor, continuous water in the basement causing damage to the boiler and shortening its expected life, and lack of adequate handicap accessibility to name several of the major problems with the building. After coming to the realization that the City would not fund a new multi-million dollar recreational facility, the City in 2006 hired the services of an architectural firm to prepare an inspection report identifying the problems with the building and how to address them, and begin to search out grant funding sources to make the needed health and safety renovations to the building that would keep it open and in the Downtown area.



PRIORITY INITIATIVES

These initiatives were generally well-supported by the public. They were prioritized by consensus through the one-on-one meetings conducted by the Rockland Community Development Department and Rockland Main Street, Inc. with Main Street business and property owners during August, September and October 2009; the Community Design Workshop held on September 3, 2009; the October 19, 2009 City Council and public meeting on Downtown Streetscapes Phases 2 & 3 improvement plans; the December 2, 2009 public participation and informational workshop on the 2009 Downtown Revitalization Plan Update; and the January 4, 2010 City Council meeting on the updated plan; as well as various follow-up meetings with the Economic Development Advisory Committee, the Comprehensive Planning Committee, the Planning Board and the Parking Committee in which the participants were presented with streetscape proposals and asked to complete and return survey questionnaires. For several of the initiatives, the north end of Main Street (beyond Limerock Street to Rankin/North Main/Main Streets) is emphasized as a priority over other parts of downtown. Continue with projects within these categories to show visible progress to residents & downtown property owners.

- 1. Pedestrian Improvements.** Rockland has a very walkable Main Street, and this pedestrian environment can both be improved in places and be extended beyond Main Street. The 2005 and the updated 2009 Sidewalk Inventory & Assessments revealed a particular need for sidewalk improvements on both sides of Main Street north of Limerock Street with ratings of 4=not great condition bordering poor, and 5=poor condition. The unsafe pedestrian connections across Main Street and Union Street (the one-way loop) have been strongly noted by residents and downtown business owners. The City's partnership with Maine DOT (since Main Street is Route 1) is addressing pedestrian safety and traffic flow downtown through the Transportation Enhancement Quality Community Program and Route One Gateway 1 Corridor grants.
Timeframe: 2010-2011 & on-going through 2015
Funding: CDBG, Communities for Maine's Future Program, City Engineering funds, Maine DOT Quality Community and Gateway 1
- 2. Traffic Calming.** One of the continuous complaints from property and business owners and pedestrians along Main Street especially north of Limerock Street to Rankin/North Main/Main Streets has been fast moving traffic and the need to

institute traffic calming measures to slow traffic speeds. Effective traffic calming involves a mixture and combination of measures includes strategically places raised crosswalks or speed tables and approach warning signage, crosswalks textured with pavers and granite liners, narrowing of the roadway width, bump outs, widened sidewalks, re-configured on-street parking, and landscaping and viewshed enhancement.

Timeframe: 2010-2011 & on-going through 2015

Funding: CDBG Community Enterprise, Communities for Maine's Future Program, City Engineering funds, Maine DOT Quality Community and Gateway 1

3. **Building Façade Improvements.** The City has already completed a successful building façade program in 2006 and 2007 for the Downtown Main Street, which only assisted front façades. However, because of the current on-going efforts by private property owners to rehabilitate both the front and rear of their Main Street buildings for residential and commercial uses, the City should assist and expand these efforts by initiating a second Downtown façade program for front, side and rear façades.

Timeframe: 2011-2013

Funding: CDBG, Communities for Maine's Future Program funds combined with private funds

4. **Upper Floor & Basement Reuse.** An economic and business development loan program similar to the façade improvement program has been established for upper floor renovations and improving access (i.e. elevator service) and for correcting Building and Life Safety Code violations in Downtown buildings, particularly buildings noted in this and the 2005 and 1996 Downtown Plans. This initiative should be followed-up with an engineering study of key Downtown buildings, assessing upper floor & structural conditions and access (stair/ elevator), along with cost estimating for renovations. Grant moneys or possibly funds from local financial institutions could be partnered with private (building owner) funds to make improvements. In addition, the economic and business development loan program needs to be re-capitalized and expanded to include basement level reuse and access.

Timeframe: Intermediate (depends on property owner cooperation/ partnership)

Funding: CDBG, loan repayments, funds from local financial institutions, private (building owner) funds and Tax Increment Financing (TIF) revenues, state and Federal historical tax credits, New market tax credits and lower interest loans

5. **Harbor Trail.** From 2003 to 2009 the City was able to establish an unofficial Harbor Trail from Atlantic Street to North Main Street. The Trail follows the harbor from the new Sandy Beach Pathway (2009) connecting to the former MBNA Rockland Harbor Walk, which leads to the City-owned Harbor Park and then up Park Street across Tillson Avenue to the new pathway and Maritime Tradition pier at Lermond Cove, which now provides berthing for three historic schooners. The Trail then runs along the gravel path behind the Wastewater Treatment Plant crossing the municipal parking lot behind the Main Street buildings to the public alley way and turning right onto the City sidewalk on

the easterly or water side of Main Street terminating with distinctive views of Lermond Cove, Rockland Harbor and Penobscot Bay. This is the location of a proposed overlook park designed as part of Phase III of the Rockland Main Street Master Plan. The Trail continues to the intersection of Rankin/North Main/Main Streets. The next phase is extending the trail to the Breakwater and the Rockland Lighthouse.

Timeframe: 2009 and Intermediate (depends on property owner cooperation/partnership and City funding and cooperation)

Funding: CDBG, Municipal Investment Trust Fund (MITF), Communities for Maine's Future Program, Maine DOT, Department of Conservation Recreational Trail Grant Program, TIF revenues

6. **Street Tree & Planting.** An overall planting schedule for the downtown should be created, in coordination with street tree plantings for the Tillson District. Street trees (or other landscaping) along the northern section of Main Street (Limerock to Summer Street, and Summer Street to Rankin Street) should be considered a priority. A priority is the replacement of the overgrown vegetation in front of the ferry terminal with appropriate landscaping.

Timeframe: Immediate (2010-2011 & long-term)

Funding: TIF revenues, Project Canopy, CDBG, City funds

7. **Access Management.** The Gateway 1 Corridor Action Plan: Brunswick to Stockton Springs, July, 2009 has identified Main Street starting at Rankin Street for suggested access management improvement options. In addition, the Community Development Department and its engineering consultants have identified the section of Main Street from Summer Street to Rankin Street as also in need of both access management and curb cut controls. Specifically the City and its consultants need to work on a one-on-one basis with the individual commercial abutters to close the width of curb cuts wherever possible.

Timeframe: Immediate (2010-2011 & long-term)

Funding: TIF revenues, CDBG

8. **Downtown Parking Improvements.** It is the City's policy to retain on-street parking along Main Street and to enhance the use of off-street parking, especially public parking lots. On-street parking is also a traffic calming measure. On-street parking on both sides of Main Street from Summer to Rankin Streets is often underutilized even during the Summer tourist season making this section of Main look barren and vacant. Reconfiguring the parking layout and number of spaces and narrowing the roadway will make parking a more effective traffic calming measure while improving the visual quality in this area and stimulating economic development. The municipal off-street parking lots on Limerock Street and on Tillson Avenue are usually full. However the larger municipal parking lot behind the Custom House and Kimball Block buildings on the east or waterside of Main Street is not fully used except when festivals and other special events are going on at Harbor Park. Redesigning this City-owned parking lot along with streetscape improvements will make it safer and more attractive for parking, pedestrians, and for rear and basement level redevelopment.

Timeframe: Immediate (2010 & long-term)

Funding: TIF revenues, CDBG

9. **Scenic Views.** Main Street from Park Street northerly to the Rankin, North Main and Main Streets intersection has been classified as having distinctive and noteworthy views by the July, 2008 Gateway 1 Corridor Action Plan: Brunswick to Stockton Springs. These are the highest level of scenic quality; which should be protected, enhanced, and enjoyed, specifically, the noteworthy and rare Route 1 public views and glimpses of the harbor and Penobscot Bay along Summer Street to Rankin/North Main/Main Streets corridor should be enhanced by the inclusion of a scenic turnout for vehicles and a small destination park. The park should include low vegetation, landscaping, hardscaping and streetscape amenities.

A park on Main Street at the Ferry Terminal would also provide for scenic views of the ferry operations, the harbor and the new Maritime Tradition schooner landing at the wastewater treatment facility (WWTF) and Lermond Cove.

Timeframe: Immediate (2010-2011)

Funding: TIF revenues, CDBG

10. **Lermond Cove/Ferry Terminal & North End of Downtown.** Although this project is dependent upon the cooperation and interest of the State (as it is located on the ferry terminal parcel), it should be considered a priority initiative. The City should bring this proposal to Maine DOT and begin a discussion of a partnership to build a park and possible parking structure.

Timeframe: 2009-2011 and long term (requires cooperation/partnership with the Maine DOT)

Funding: CDBG, partner with Maine DOT and Gateway 1

11. **Historic Preservation.** The City has an existing Downtown Main Street Historic District which ensures that any rehabilitation or other significant changes to a contributing building in the District is reviewed and approved by the Maine Historic Preservation Commission to ensure that the historic integrity of the building is retained after the rehabilitation work is completed. The District also allows for Federal and State tax credits for contributing buildings to assist with any rehabilitation work. So that more buildings become eligible for these tax credits, the boundaries of the present Downtown Main Street Historic District should be expanded to include additional buildings identified by the Maine Historic Preservation Commission as contributing towards an enlarged District.

Timeframe: 2010-2013

Funding: TIF revenues, City and private funds, state and Federal historic tax credits

12. **Gateways & Downtown Signage.** The City has begun to implement gateway improvements as well, beginning with the completion of the gateway at Chapman Park (at Park & Main Streets) for the southerly approach to the City. The design, layout, landscaping and tree planting and signage for this gateway will set the standard for the remaining gateways and other informational signage in the downtown. The gateway at Main Street & North Main Street should also

be a priority and be integrated with the possible redesign/relocation of the North Main Street/Main Street intersection.

Timeframe: 2012-2014

Funding: Maine DOT Gateway program, Project Canopy, City funds

13. **Roadway/Intersection Improvements.** This project should be combined with the proposed gateway improvements at this end of Main Street. The City should bring this proposed improvement to Maine DOT for discussion. Several options are possible and should be evaluated in an alternatives study. Realignment of North Main to form a “T” intersection with Main Street would improve the safety and efficiency of this intersection, and would reduce speeds of turning traffic. Another option that may be worthy of consideration is a modern roundabout, which would dramatically improve the capacity and safety, and also result in a traffic calming effect, as speeds are greatly reduced with a roundabout.

Timeframe: Longer term

Funding: City funds, partner with Maine DOT Gateway 1

14. **Lindsey Brook Flood Mitigation.** The Lindsey Brook channel system which handles a significant amount of the stormwater generated from the urbanized areas of the City does not have enough capacity to carry flood flows. There have been several studies conducted on its capacity problem and recommended solutions. Capacity has been reduce over the years from the obstructions in the brook, and buildings built over the brook such as in the Downtown where Brook’s Tributary C flows underneath Main Street buildings to day light on the east side of Main Street discharging into Lermond Cove causing property damage during peak flows. To help address this problem a portion of the system’s Tributary C needs to be diverted away from its Downtown Main Street outlet through a large buried or underground enclosed conduit or interceptor pipe from its inlet on Summer Street to a new outlet in Rockland Harbor on Lermond Cove north of the present Downtown outlet by the Ferry Terminal. A diversion pipe or interceptor was first recommended in the May 1992 Flood Plain Management Study, City of Rockland, Knox County, Maine, U.S. Department of Agriculture, Soil Conservation Service (SCS), and later in the December 2009 Lindsey Brook Flood Mitigation for the City of Rockland, Maine.

Timeframe: 2010-2011

Funding: City Lindsey Brook Rehab capital reserve funds; CDBG Public Infrastructure

15. **Community Recreation Building.** The Rockland Community Recreation Building has been included in the designated area encompassing the Rockland Main Street Maine Community Program because it is within a short walking distance of Main Street which has been undergoing revitalization efforts. Since 2007, funded in part with \$450,000 in CDBG Public Facilities funds, the building has been undergoing extensive health, safety, and building upgrade improvements including renovations to the Rockland District Nursing Association (RDNA) offices, repointing of the exterior brick work to prevent seepage, new roofs, and replacement locker room and shower facilities, gym floor and bleachers, and a new central heating system. The newly renovated building will

be better able to serve those elderly RDNA clients who reside in the Downtown and Central Core areas of the City as well as providing noon time and after work recreation activities and programs for persons living or working in the Downtown and Main Street areas. The community and recreation program activities at the Community Recreation Building supports the physical and economic development revitalization efforts on Main Street and in the Downtown area.

Timeframe: 2009-2012

Funding: City of Rockland, CDBG Public Facilities, and private donations