



# Building Community Workshop

Lincolville Center: October 11, 2011

Belfast Maine: October 12, 2011

Friends of Midcoast Maine in Partnership

The Orton Family Foundation

The Project for Public Spaces

Dreherdesign



**ORTON** FAMILY  
FOUNDATION





# Main Street



Heart  
& Soul  
Community  
Planning

# 1. LAY THE GROUNDWORK

Get Organized  
Design Project

# 4. WALK THE TALK

Measure Progress  
Adjust to Change  
Support New Efforts

Spread the Word

# 2. EXPLORE YOUR COMMUNITY

Identify Values & Issues

Make Connections

Create a Vision

# 3. CHOOSE YOUR FUTURE

Take Action

Make Choices

Evaluate Alternatives





# The Damariscotta Story

community is involved



we live locally



sense of community



town is accessible



we work locally



culture & nature meet



# Values to actions

community is involved



we live locally



sense of community



Quality of Life



Stories



town is accessible



Land Use Changes



Codes & Ordinances



Themes



we work locally



Values



Comprehensive Plan



Vision




































culture & nature meet



# Values to actions

## DAMARISCOTTA HEART & SOUL PLANNING CHARRETTE DOWNTOWN

D = Downtown

	GOAL	IMPLEMENTATION STRATEGY	TIMELINE	PLAYERS	GIS	VALUES
D1	Implement the Illustrative Plan	Amend municipal regulations to encourage and allow the goals below. Consider adopting a form based code and adjust the zoning code accordingly.	Near term <b>Start now</b>	SB, PB, DPAC, TP, TM	H 	     
D2	Encourage compact, walkable development.	Amend municipal regulations to eliminate minimum lot size and frontage requirements, except as required by Shoreland Zoning Ordinance, in the Commercial 1 District.	Near term <b>Start now</b>	SB, PB, DPAC, TP, TM	H 	 
D3	Encourage compact, walkable development.	Maintain or create a pattern of sidewalks, shade trees, shallow building setbacks from the street, and mixed uses. Sidewalks should be brick <sup>2</sup> with width varying to fit available space, preference of 8' minimum and no maximum width. Given space limitations, it is unlikely that a continuous esplanade/planting strip with shade trees can be provided. Plant shade trees where possible. Provide granite curbs.	Mid to long term	TM, SB, TP, HD	L 	 
D4	Create workforce housing and mixed income/intergenerational buildings and neighborhoods.	Amend municipal regulations to encourage a mix of housing options from apartments to mixed residential and commercial uses in a single structure.	Near term <b>Start now</b>	SB, PB, DPAC, TP, TM, CEI, GEN		 
D5	Capture a greater share of retail sales.	Encourage merchants to coordinate marketing activities, including expanding evening hours.	Ongoing <b>Start now</b>	DRBA, DRCC		 
D6	Improve community design and address parking and circulation.	Make small changes at key locations, including paint, signage, and landscaping.	Near term <b>Start now</b>	DPAC, DRBA, DRCC, TM, PB		 
D7	Improve parking.	Develop a strategy for parking and development, including improvements to the Back Parking Lot and the Damariscotta Bank and Trust/Griffin property. Ensure that parking for new uses require at least 2.5 spaces per 1,000 square feet of commercial space.	Near term <b>Start now</b>	DRBA, DRCC, DPAC, TM, PC, PB, TP	M 	  
D8	Improve parking.	Encourage merchants to create a parking management plan and strategy in cooperation with the Town to more efficiently manage available parking and investigate additional parking locations and potential structures.	Near to mid term <b>Start now</b>	DRBA, DRCC, DPAC, TM, PC, PB, TP	L 	  
D9	Increase opportunities for new structures and on street parking.	Extend and connect side streets to create blocks that provide opportunities for new structures and on street parking. Keep new buildings close to the street. New structures should be three and four stories and respect a 0-5' build-to line, depending on available space for businesses, apartments, and on street parking. New streets through parking lots will be approximately 34' curb-to-curb with parking on both sides.	Mid to long term	SB, PB, DPAC, TP, TM, DRBA, DRCC	L 	  
D10	Encourage more water dependent uses close to the shore.	Seek water dependent uses to locate closest to the shoreline.	Ongoing	TM, SB, EDC, DRA		 

(Continued on next page)

<sup>2</sup> Brick is recommended because it is durable and provides an appropriate design focus for high traffic pedestrian locations. It is also easily repaired, provides ready access to utilities, and is permeable which reduces stormwater runoff.





From Values to Placemaking



# Field Work

## BUILDING EDGE/PLACE INVENTORY

### ELEMENTS

SKETCH

- \_\_\_\_\_ STOREFRONTS—% OF GLAZING (GLASS/OPENING)
- \_\_\_\_\_ DOORS/ENTRIES, FREQUENCY & DISTANCE BETWEEN, PUBLIC OR PRIVATE
- \_\_\_\_\_ BUILDING PROJECTIONS
- \_\_\_\_\_ STOOPS AND PORCHES
- \_\_\_\_\_ STREET WALLS
- \_\_\_\_\_ OTHER

NOTES

### SITING

SKETCH

- FRONTAGE**
- \_\_\_\_\_ PERCENT BUILD-OUT
- \_\_\_\_\_ PERCENTAGE OF GLAZING (GLASS/ WINDOWS AND OPENINGS)
- \_\_\_\_\_ FREQUENCY & DISTANCE BETWEEN OPENINGS—PUBLIC OR PRIVATE
- \_\_\_\_\_ FRONTAGE WIDTH
- \_\_\_\_\_ OTHER
  
- LOT COVERAGE**
- \_\_\_\_\_ BUILDABLE AREA, % OF COVERAGE
- \_\_\_\_\_ PARKING?—SIDE?, REAR?, FRONT?, GARAGE?
- \_\_\_\_\_ LOT LINE TREATMENT
- \_\_\_\_\_ ALLEY(S)
- \_\_\_\_\_ OTHER

NOTES

# Field Work

## BUILDING ENVELOPE/PLACE INVENTORY

### HEIGHT

SKETCH

- GROUND LEVEL
- GROUND FLOOR HEIGHT(S)
- UPPERSTORY HEIGHT(S)
- PERCEIVED HEIGHT
- OTHER

NOTES

### USES

SKETCH

- GROUND LEVEL
- UPPER LEVELS
- PARKING-FRONT, REAR, SIDE, ON STREET
- OTHER

NOTES

### HOW DOES THE PLACE FEEL?




# Field Work

**CONSIDER:**

- \_\_\_ TOTAL STREET WIDTH
- \_\_\_ TRAVEL LANE WIDTH
- \_\_\_ VEHICLE SPEED- IS IT INTIMIDATING OR COMFORTABLE FOR IN STREET?
- \_\_\_ PARKING ABILITY
- \_\_\_ CURBSIDE
- \_\_\_ SIDEWALK (IF NOT IS SHOULD THERE ONE?) WIDTH AND APPROPRIATENESS OF WIDTH?
- \_\_\_ FURNITURE- PLANTING (STREET TREES, ETC) LIGHTING, BENCHES, TRASH RECEPTACLES, BIKE RACKS, ETC.
- \_\_\_ ADJACENT LAND USES-CONTEXT- DOES IT CONTRAST TO THE SCENE? A SENSE OF PEDERIAN PREFERENCE?
- \_\_\_ BUILDING HEIGHT(S) PROJECTIONS, RECESSES, OVERHANG (THESE ARE CODEABLE)
- \_\_\_ # AND FREQUENCY OF PUBLIC ENTRANCES
- \_\_\_ STOPS, PORCHES
- \_\_\_ CROSSWALKS/CROSSING WIDTH?
- \_\_\_ BIKE LANES? LOCATION? WIDTH?
- \_\_\_ TRANSPORTATION MODES, BUSES, BIKES, ETC.
- \_\_\_ OTHER

## STREET SPACE ATTRIBUTES/INVENTORY



EXAMPLE

**HOW DOES THIS STREET FEEL?**

--	--	--	--	--	--	--	--	--	--	--

40' 30' 20' 10' 0' 10' 20' 30' 40'

TRAVEL LANE

TRAVEL LANE

DIVIDING LINE  
(NOT NECESSARILY CENTERLINE OF PUBLIC REALM/STREET)

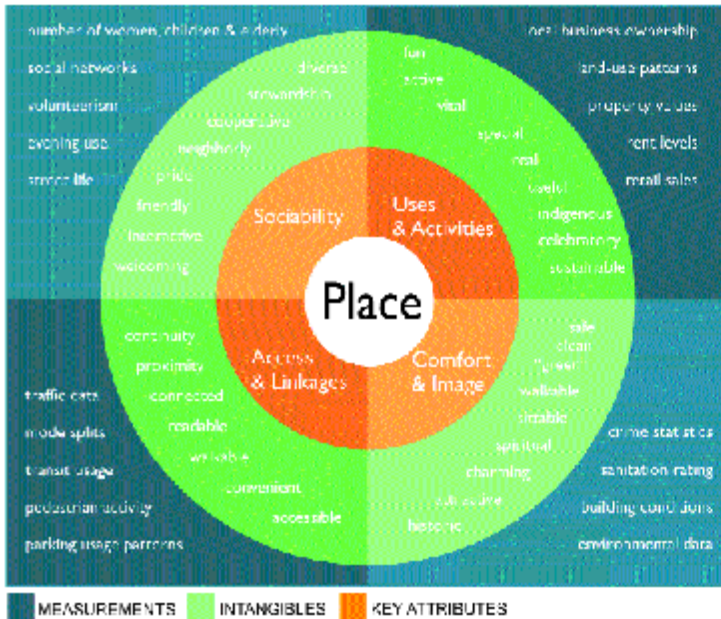
PLACE BASED CODE FIELD EXERCISE

STREET CROSS SECTION

# What Makes a Great Place?

In evaluating over 2,000 public spaces around the world, Project for Public Spaces (PPS) has found that successful ones have four key qualities: they are accessible; people are engaged in activities there; the space is comfortable and has a good

image; and finally, it is a sociable place: one where people meet each other and take people when they come to visit. PPS developed The Place Diagram as a tool to help people in judging any place, good or bad:



Imagine that the center circle on the diagram is a specific place that you know: a street corner, a playground, a plaza outside a building. You can evaluate that place according to four criteria in the red ring. In the ring outside these main crite-

ria are a number of intuitive or qualitative aspects by which to judge a place; the next outer ring shows the quantitative aspects that can be measured by statistics or research.



## Streets as Places Training Seminar

This exercise is a tool to evaluate how well the pedestrian environment connects destinations in downtowns. Working in teams, participants will identify short and long term opportunities for improving the safety and attractiveness of streets from the perspective of people on foot.

Project for Public Spaces  
New York, New York

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# Field Work-Belfast

Group #1: High Street from  
Library to Bridge Street  
(both sides of High Street)

Group #2: Upper Main Street  
left and right sides, west of  
traffic light to post Office;

Group #3: Lower Main Street  
left and right sides, east of  
traffic light to Front Street

Group #4: Front Street from  
boat launch to Boat House



# Discussion





# Form Based Codes



**T1**  
**Natural**

**T2**  
**Rural-  
Transition**

**T3**  
**Neighbor-  
hood**

**T4**  
**Village**

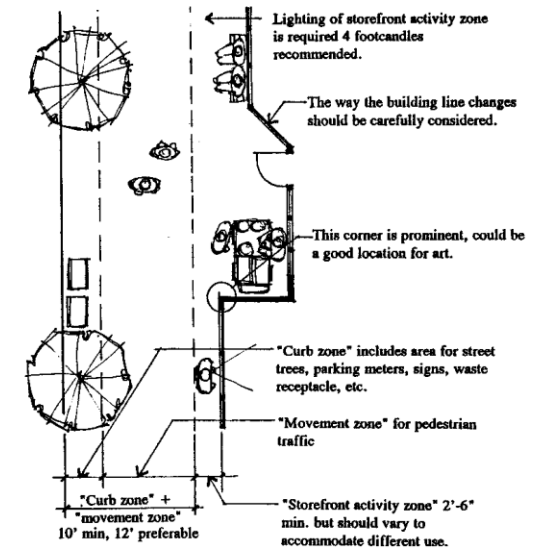
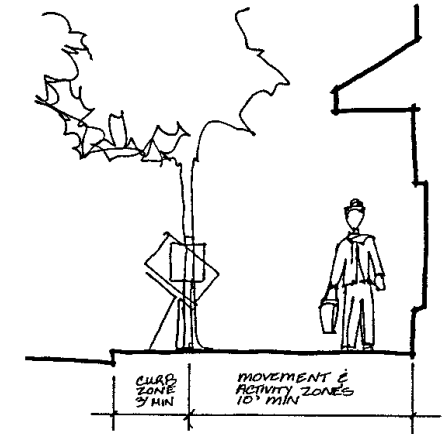
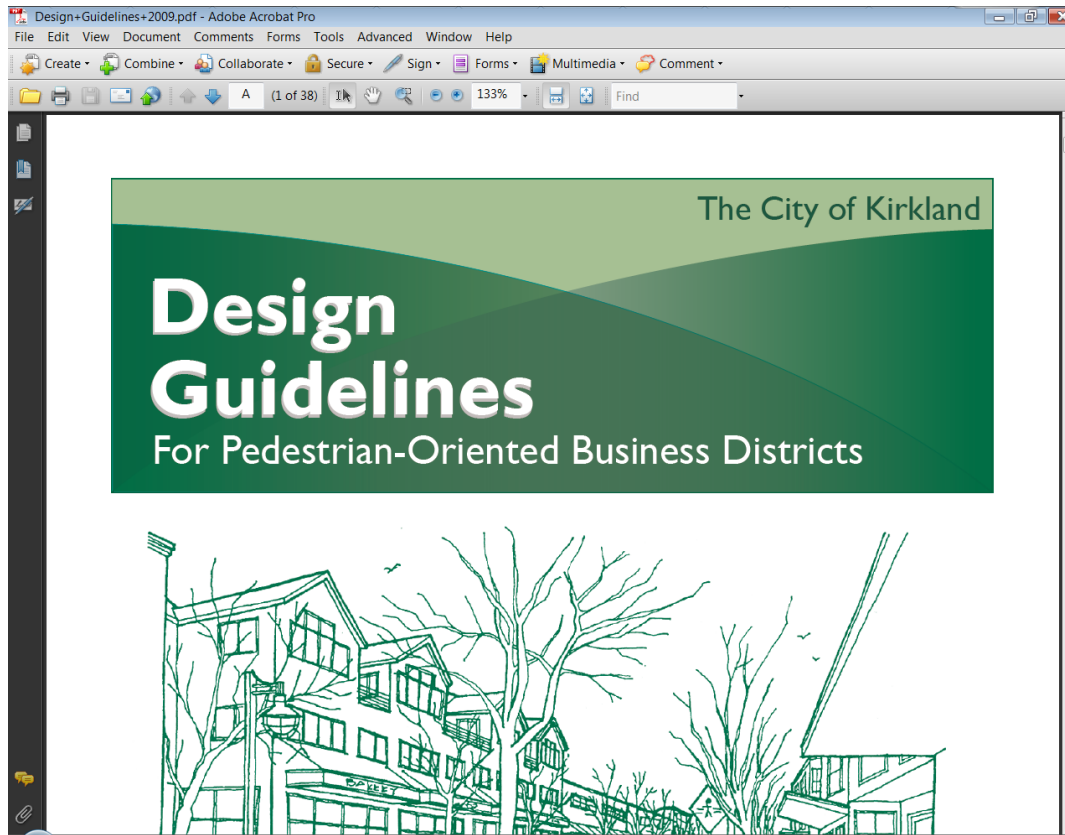
**T5**  
**Downtown**

**SD**  
**Special  
District**

# Beyond the Code...

## Planning for Great Places

### Design Guidelines



# Beyond the Code...

## Planning for Great Places


### Character/overlay districts

Design Guidelines Section 3.pdf (application/pdf Object) - Mozilla Firefox

http://www.gardnerville-nv.gov/images06/Design Guidelines Section 3.pdf

Design Guidelines Section 3...

Section Three



### 3.1 Old Town

**Guiding Principle:** New development should reflect the pedestrian scale, orientation and character of Gardnerville's traditional commercial, residential and mixed-use buildings.

Urban Design Concepts for Old Town

New investment is to revitalize Old Town Gardnerville into a pedestrian friendly traditional town center for the community. New projects have to be designed to coexist with commercial and residential uses. Soundwalls, blank walls, locating parking lots in front of buildings, and providing service access to buildings without regard of their impact on existing and future residents and tenants will be discouraged. Old Town has distinctive traditional and planned gateways

the north. New investment in these areas has to reinforce their role as gateways.

Focal Points

The intersection at Gilman and Main Street is Old Town's "number one corner". Hotels clustered here because it was a crossroad and arrival point. It was the traditional location for Gardnerville's substantial buildings. This location has important opportunity sites that should frame the intersection and activate it with ground floor commercial uses.

Heritage Park

Heritage Park is an important civic focal point and plays an important social role in the community. The park is surrounded by vacant development sites providing a unique opportunity in Carson Valley for activating a traditional town center public park.

Find: kirt



# Beyond the Code...

## Planning for Great Places

### Tree protection bylaws



# Beyond the Code...

## Planning for Great Places

### **Tax Increment Financing**

What is Tax Increment Financing?

A public economic development financing program, funded by property taxes on the incremental new value generated by a development project

# Beyond the Code...

## Supporting Local Business

Public markets





# Beyond the Code...

## Supporting Local Business

### Relax parking requirements



<http://www.wikithreads.com/>

# Beyond the Code...

## Supporting Local Business


### Micro-equity



# Beyond the Code...

## Supporting Local Business

Buy local campaigns



A photograph of a man wearing a grey beanie and a plaid shirt, sitting at a bar. A penguin is sitting on the bar next to him. The bar has a sign that says 'Hoegaarden' and another sign that says 'OPEN 5:30 21 & OVER No Smoking'.

“A Health Inspector walked into Rope and told me I had to take the penguin to the zoo. When he came back the next day, the penguin was still there, wearing sunglasses. ‘I told you to take that penguin to the zoo!’ he said. ‘Well I did... and today we’re going to the beach.’”

FRANK

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# Beyond the Code...

## Supporting Local Business

Local currency

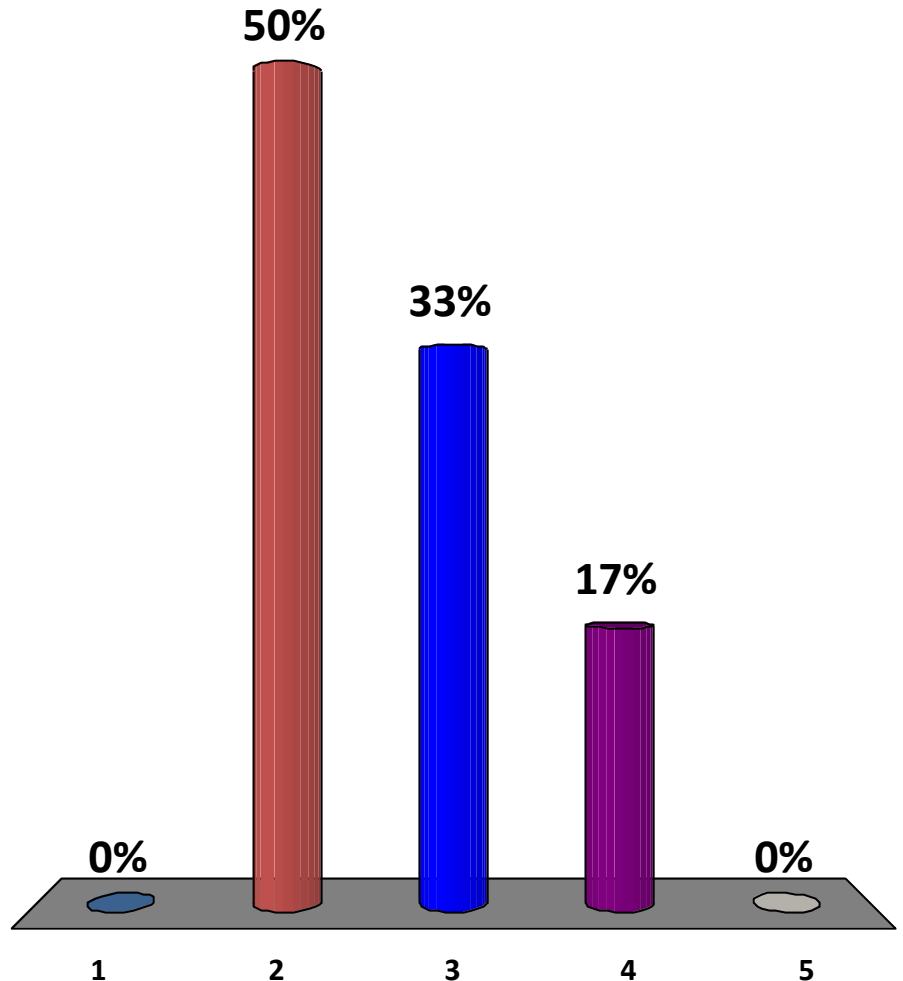


WE TAKE  
Berk\$hares



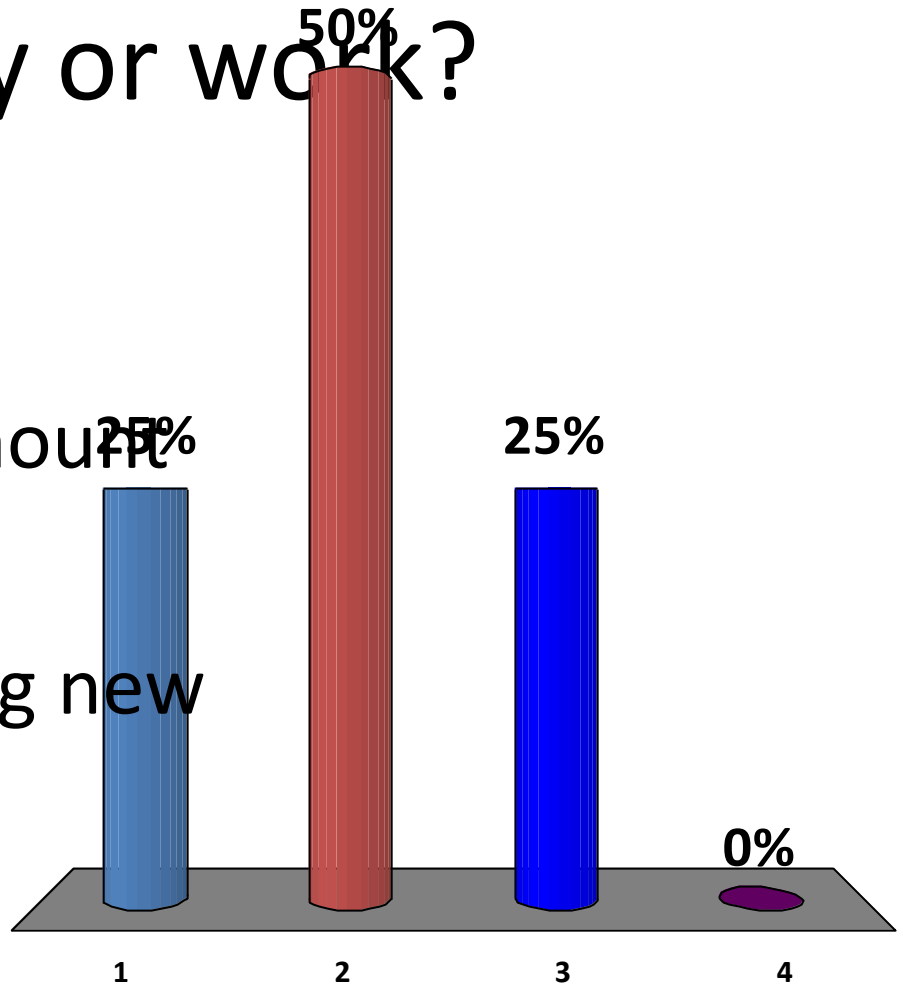
# How valuable was this workshop?

1. Extremely valuable
2. Very valuable
3. Somewhat valuable
4. Modestly valuable
5. Not at all valuable



# How much new information did you learn that you will use in your community or work?

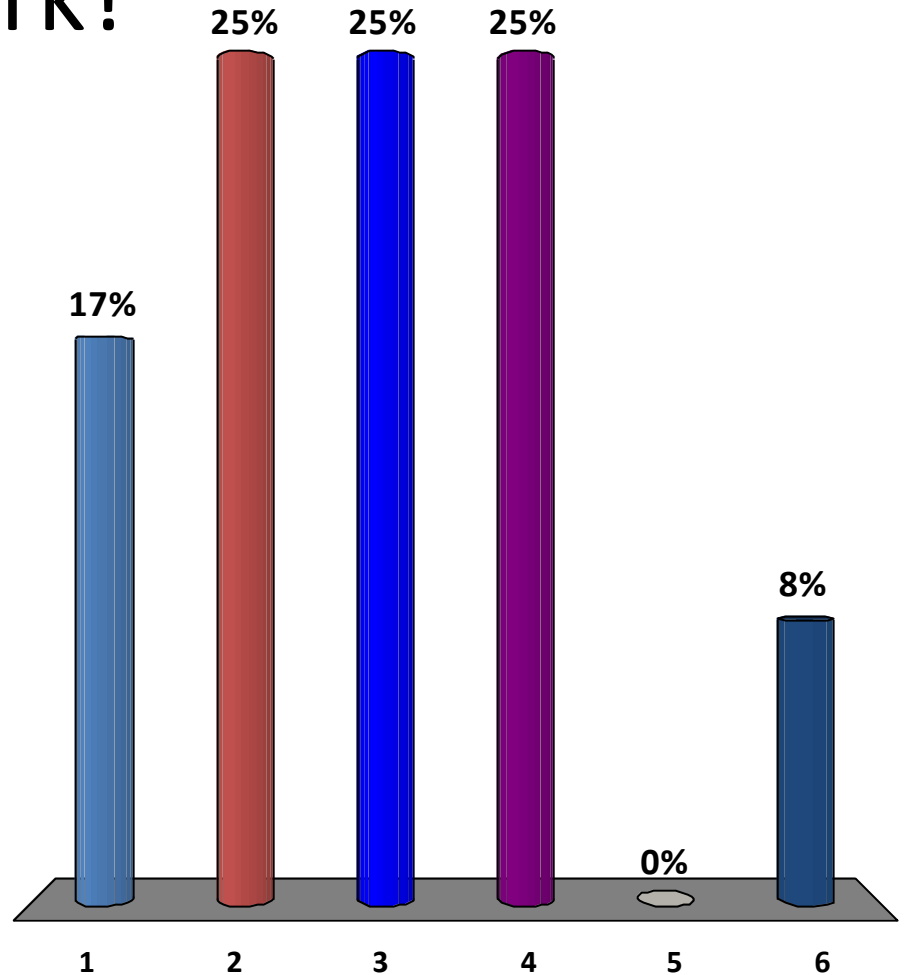
1. I learned a lot
2. I learned a modest amount
3. I only learned a little
4. I did not learn anything new





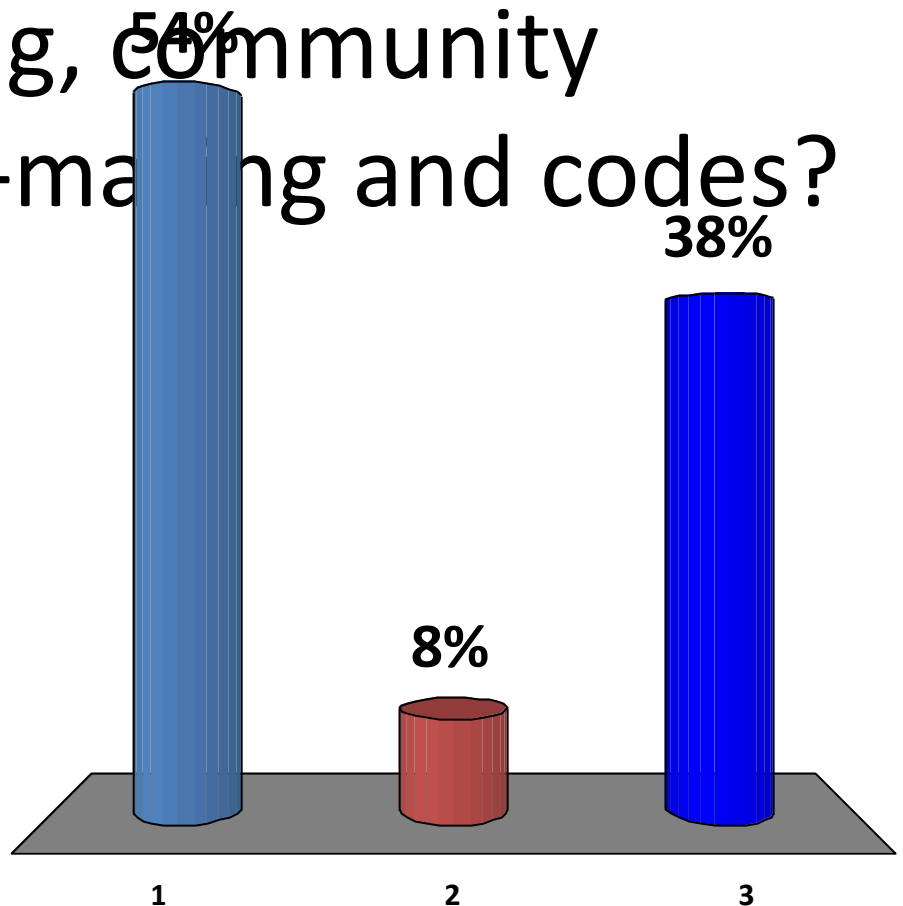
### 3) How valuable was the field work to you, you community and/or your work?

1. Extremely valuable
2. Very valuable
3. Somewhat valuable
4. Modestly Valuable
5. Not at all valuable
6. I do not know yet



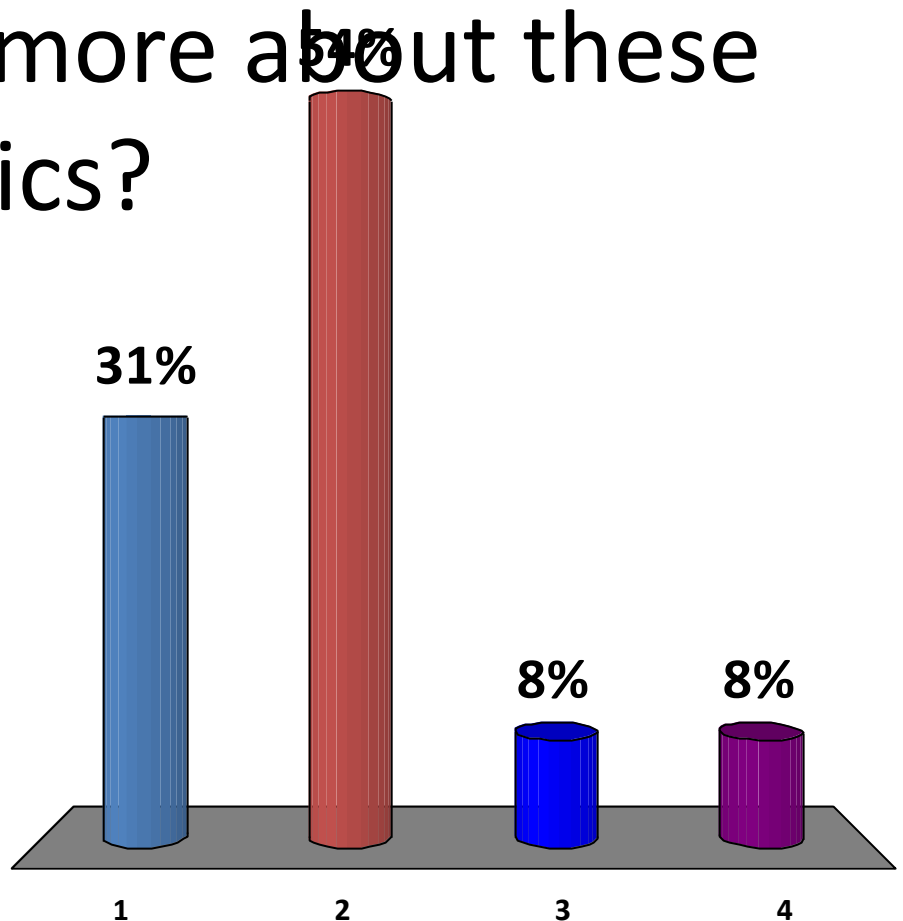
4) Do you think your community might be interested in this process of *community building* by merging values based planning, community engagement, place-making and codes?

1. Yes
2. No
3. Not sure



7) Would you like to schedule a more in depth workshop or team visit with Friends of Midcoast Maine and partners to learn more about these topics?

1. Yes, definitely
2. Possibly
3. No
4. Not sure





# Wrap Up And Conversation

The Integration of  
PUBLIC ENGAGEMENT

VALUES  
PLACES  
STREETS  
And  
FORM...



To build community

Thank you!

FRIENDS OF  
MIDCOAST  
MAINE



Heart  
& Soul  
Community  
Planning

PPS  
PROJECT FOR  
PUBLIC  
SPACES



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