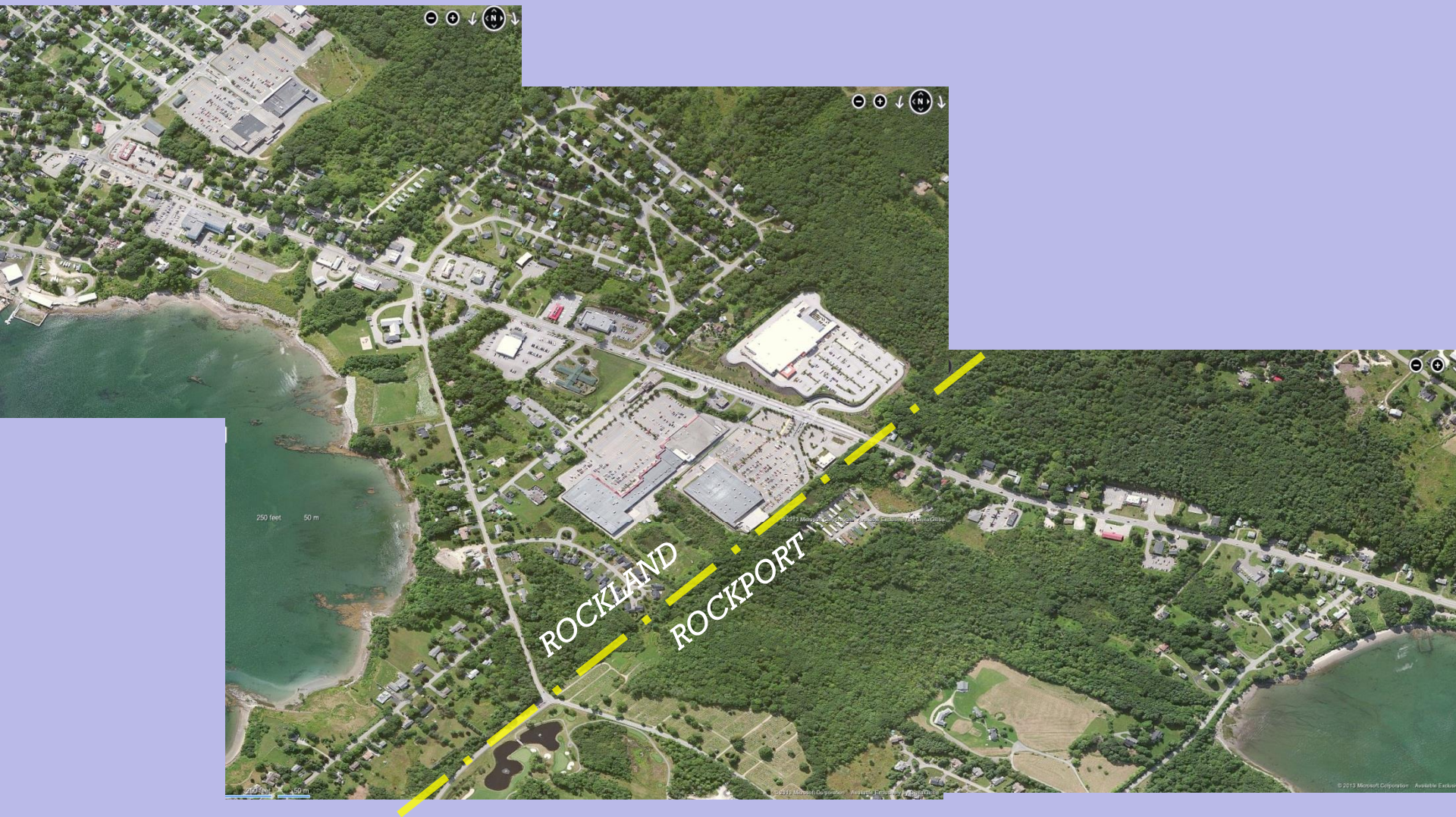
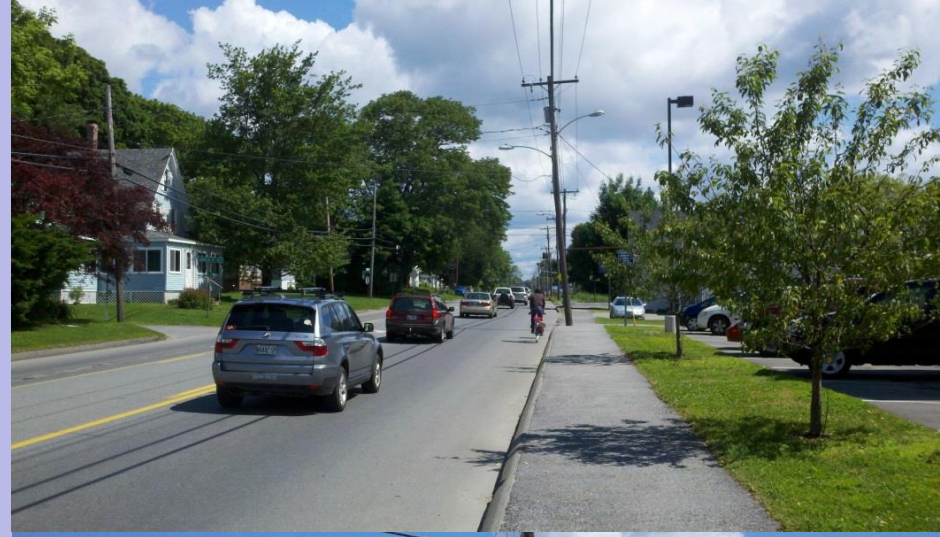




The Commercial Strip Project
Camden Street, Rockland & Commercial Street, Rockport
“Unlocking the Potential “
New Partners for Smart Growth
Denver
2014



Camden Street



Project Goals

- Changing perceptions of the area
- Beautifying the area
- Creating economic opportunity for redevelopment
- Planning for the long term
- Evaluating economic viability and feasibility for redevelopment
- Enhancing the gateways to downtown and the City of Rockland
- Enhancing real estate values to support the city services provided
- Diluting highway focus without diminishing capacity by building a civilized street that enriches the experiences of all users of the corridor including pedestrians, vehicles, bicycles and transit
- Reinforcing mixed use including residential, commercial and recreational uses
- Enhancing all networks including wildlife, stormwater, transit, and pedestrian linkages, etc.
- Planning for future generations
- Increasing opportunities for the City, the property owners and the residents
- Providing incentives to make things happen
- Funding implementation by proposing phasing as well as funding sources and mechanisms, including public, private and public-private partnerships.

Rockland's Values



1. Access to the harbor



2. Strong and diverse economic and cultural center

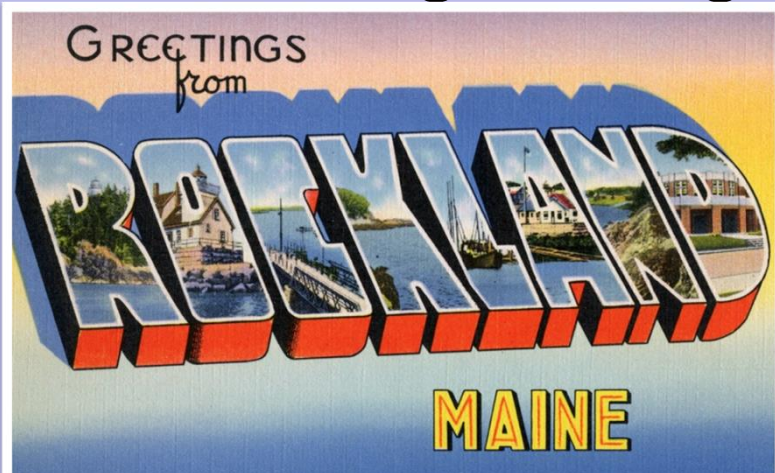
Rockland's Values

3. Vitality, historic character and diverse neighborhoods integrated into the downtown.



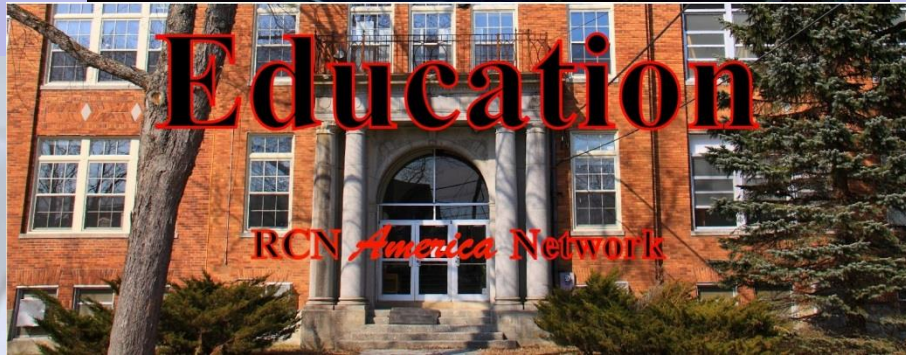
Rockland's Values

4. Hometown qualities of life that contribute to our comfort and safety including city-wide neighborliness, small town feel, feeling connected and part of the community and knowing our neighbors.



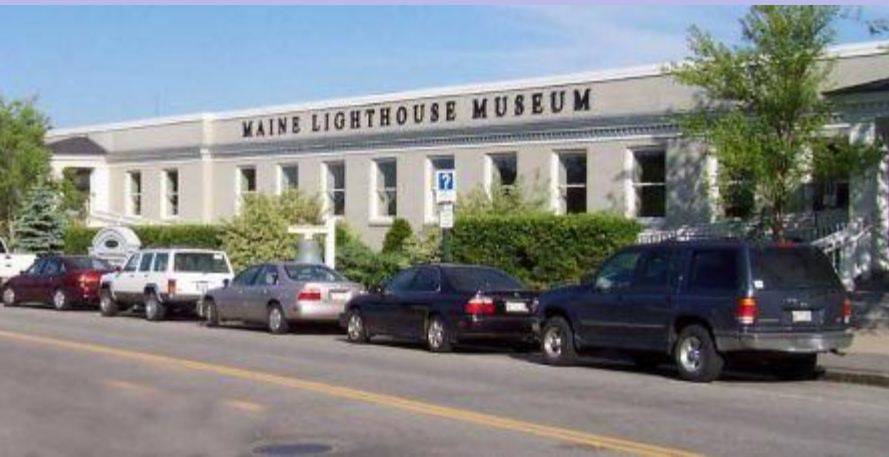
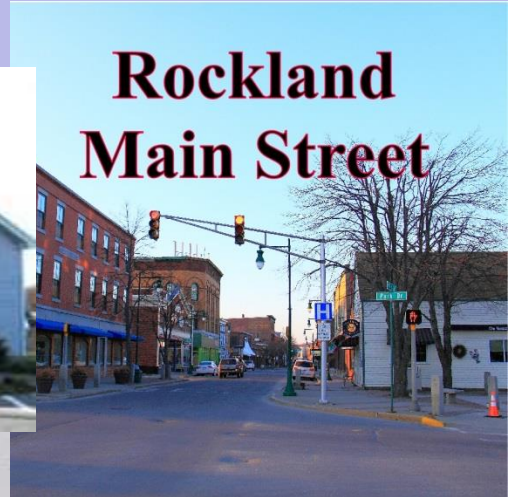
Rockland's Values

5. Comprehensive goods and services including commercial, retail, recreational, educational, religious and cultural.



Rockland's Values

6. Heritage and legacy of public service and volunteerism.



Rockland's Values

7.
Beauty
and
natural
resources



8. Demographic,
economic, social
and cultural
diversity.



Rockland's Values

9. Walkability, bicycling, and transit in order to promote personal health, safety, enjoyment and convenience



Workshop #3 – The Economics of Strip Development



Workshop #4-Walkabout

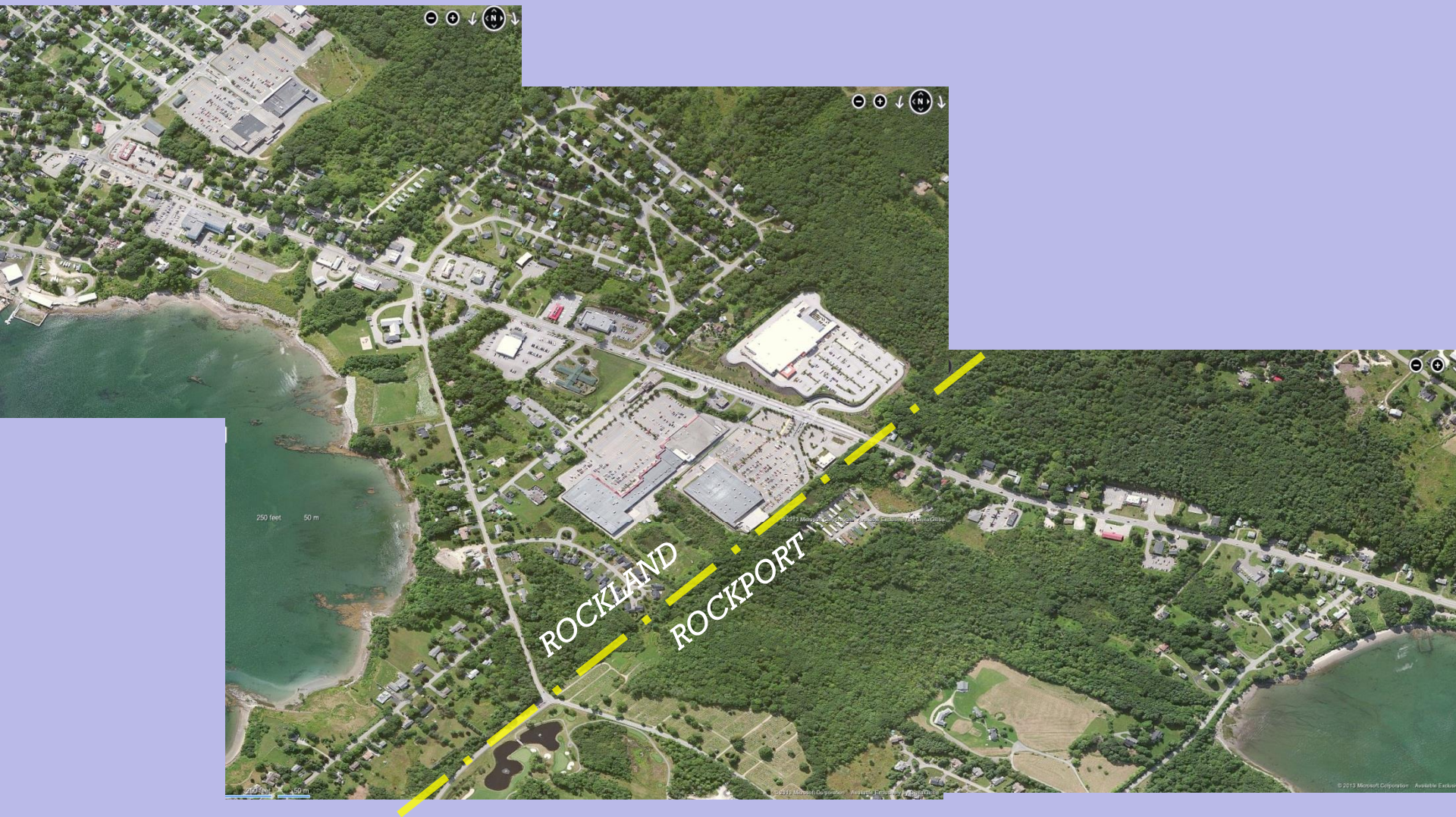


Workshop #5- Examples of other Similar Projects in Maine

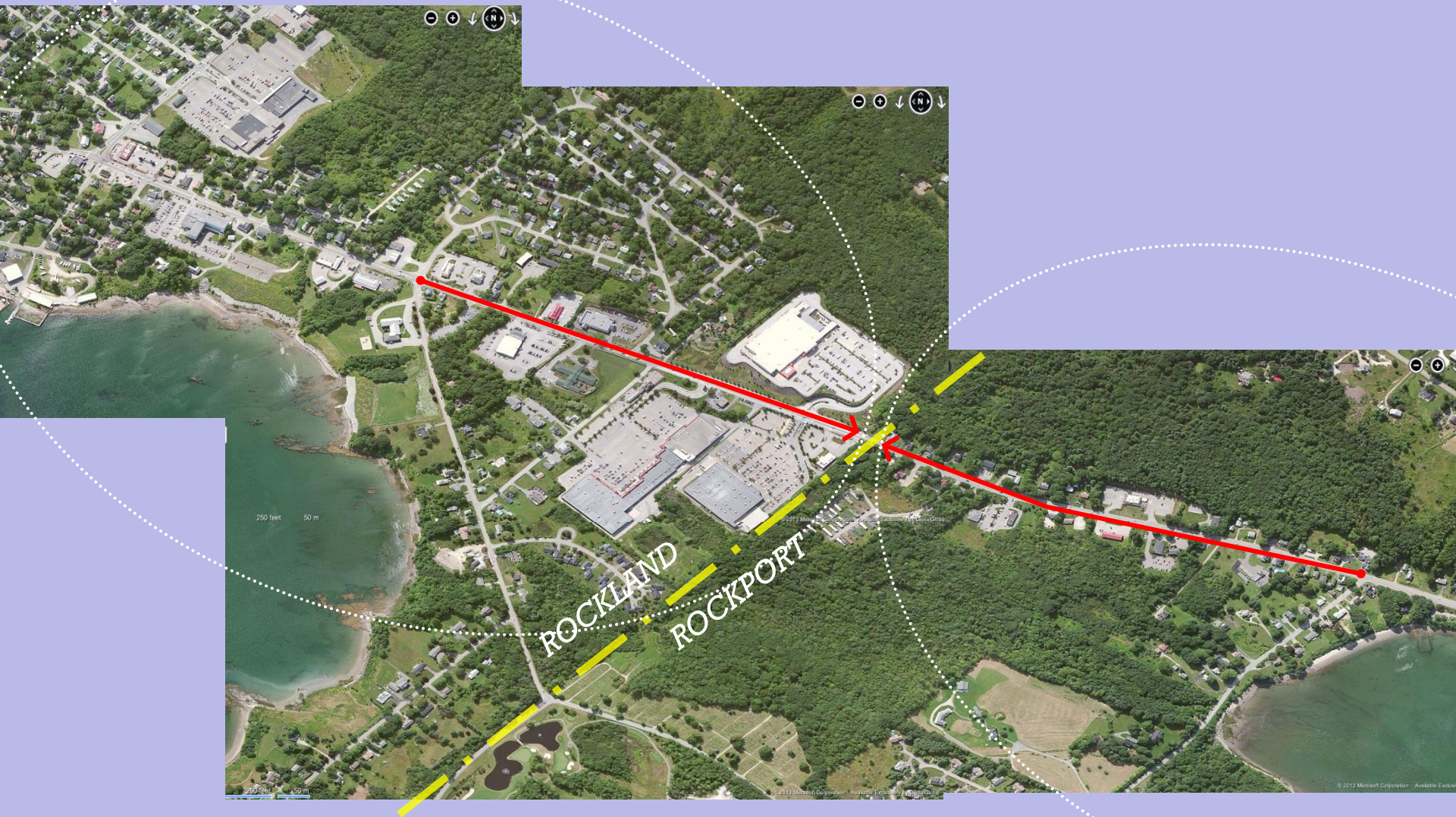


Workshops #6 and #7





Camden Street



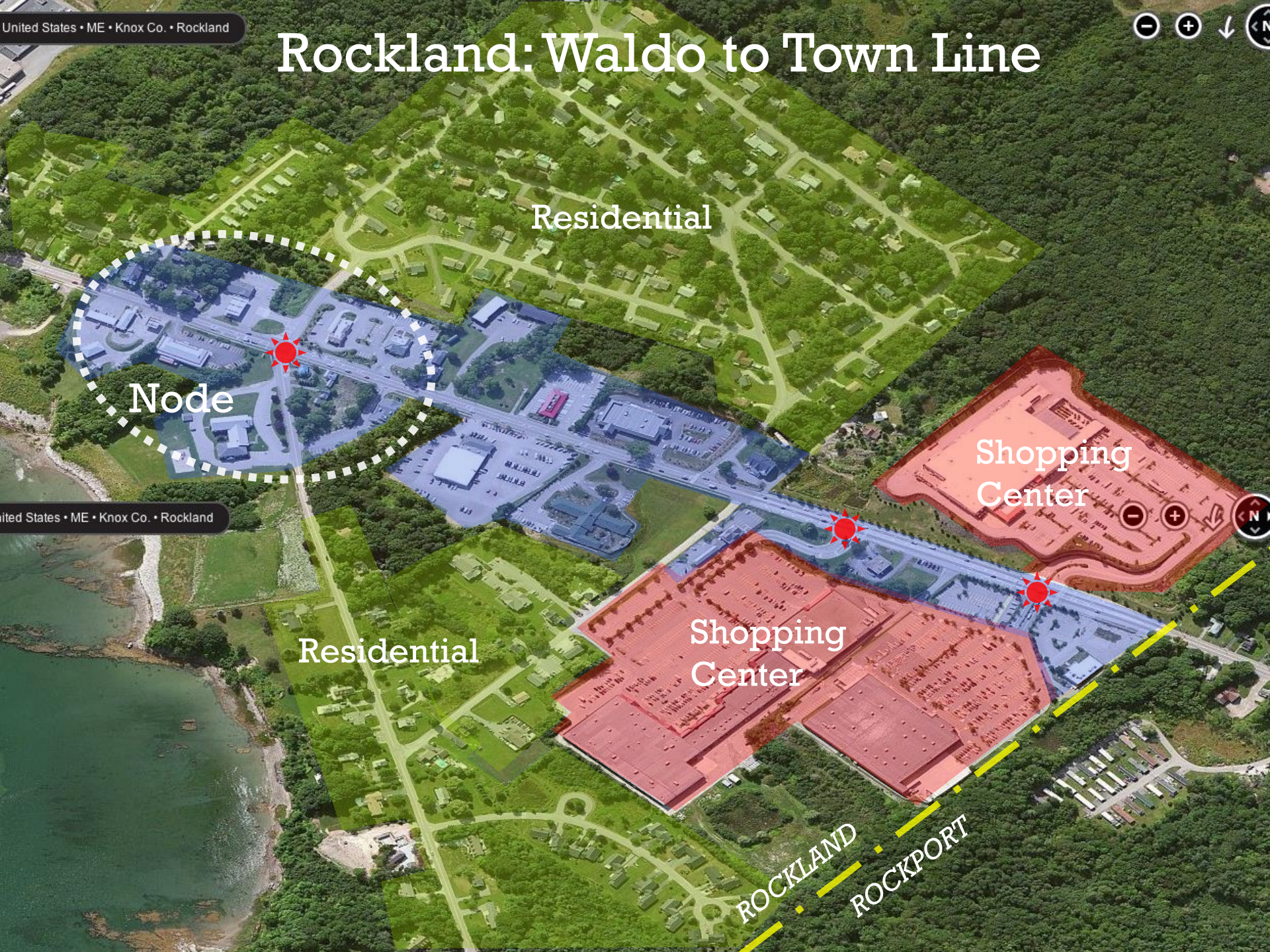
10-Minute Walk...0.5 Mile



Rockland: Maverick to Waldo



Rockland: Waldo to Town Line



Residential

Node

Shopping Center

Residential

Shopping Center

ROCKLAND

ROCKPORT



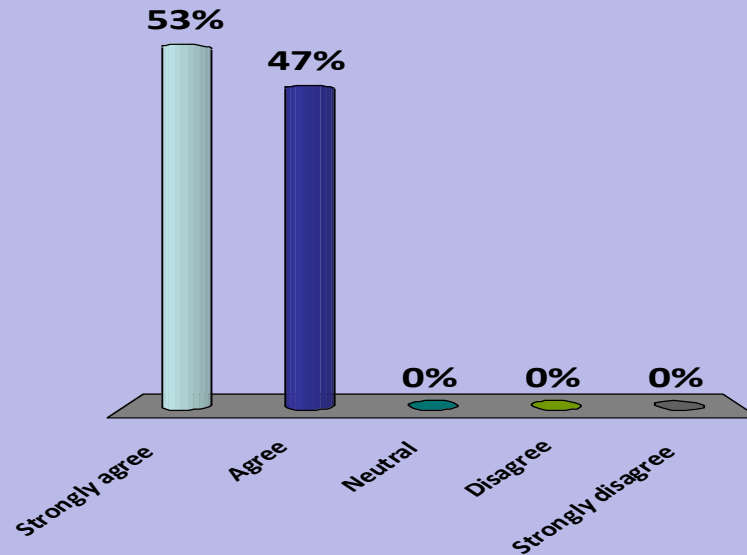
Rockport: Town Line to Warrenton





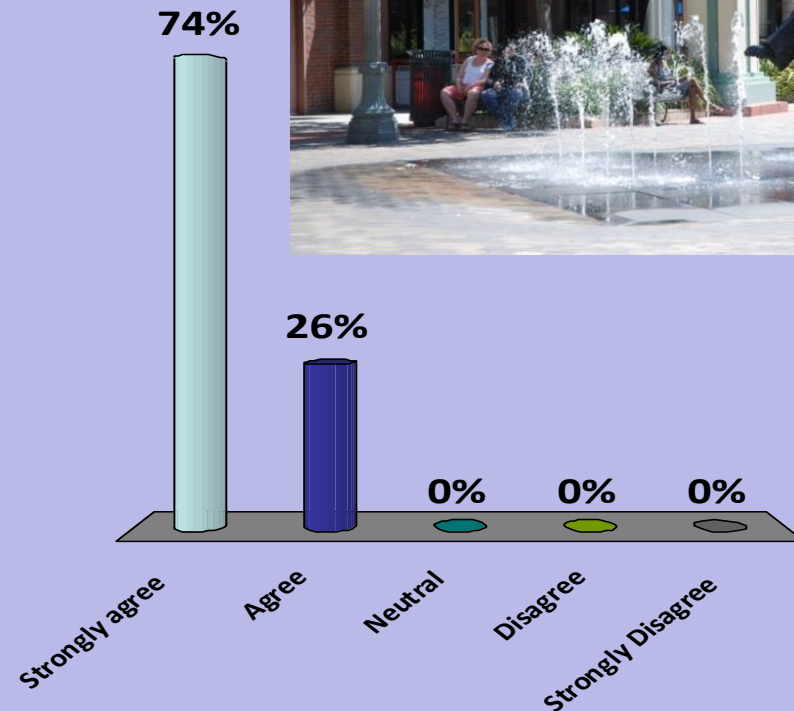
In the future, along Camden Street in Rockland, sidewalks should be provided on both sides of the street:

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree



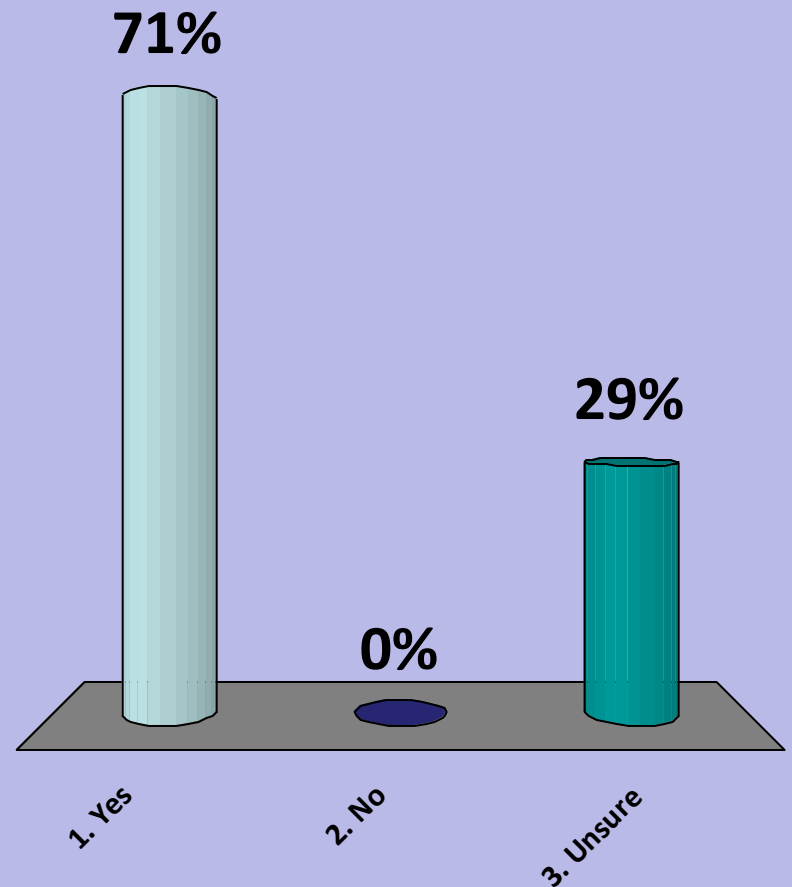
In the future, in the Camden Street neighborhood of Rockland, public spaces such parks and plazas should be provided along the corridor where possible.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



In the future, should on-street parking be created along Camden Street in Rockland?

1. Yes
2. No
3. Unsure

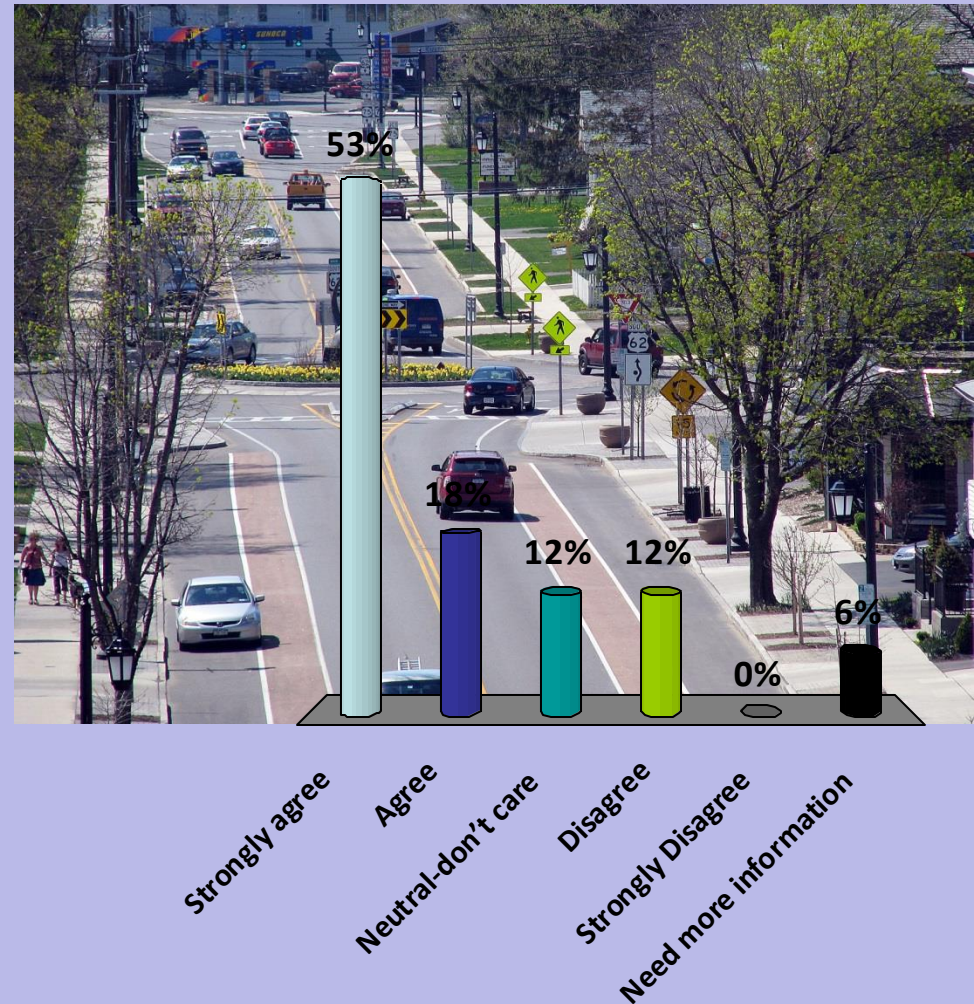


Waldo Avenue intersection

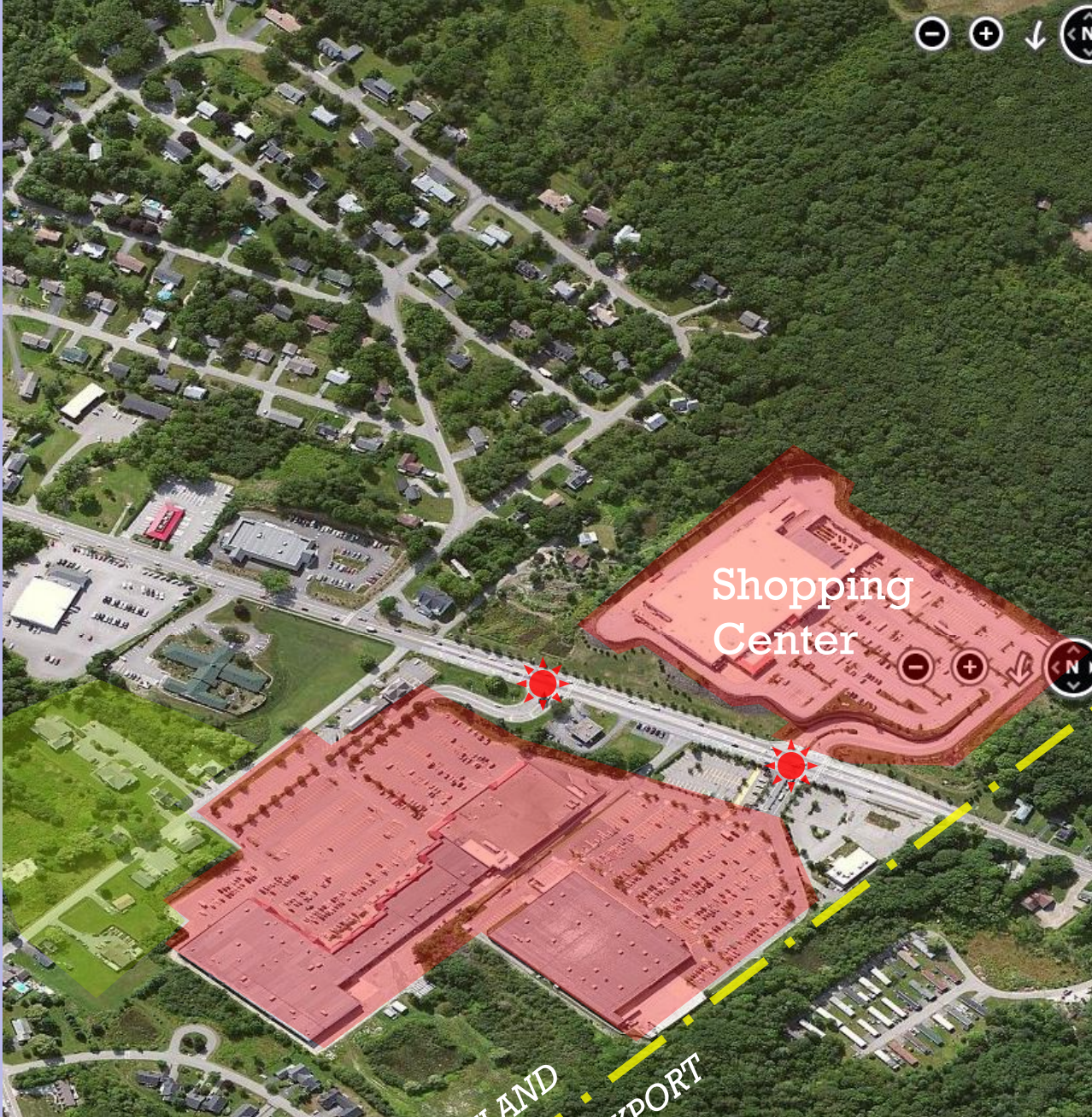


At Waldo Avenue, a round-about makes sense for this intersection.

1. Strongly agree
2. Agree
3. Neutral-don't care
4. Disagree
5. Strongly Disagree
6. Need more information



Northern Gateway Area



ROCKLAND
ROCKPORT

Rockport: Town line to Warrenton St.



250 feet 50 m

© 2013 Microsoft Corporation Available Exclu



**ROCKLAND
ROCKPORT
COMMERCIAL
CORRIDOR
DESIGN STUDY**



prepared for
**Friends of
Midcoast Maine
and for
ROCKLAND +
ROCKPORT
MAINE**



Terrence J. DeWan
& Associates

HNTB, Transportation
C. Michael Lewis, Illustrator

November 18, 2013



DESIGN

PRINCIPLES



Complete

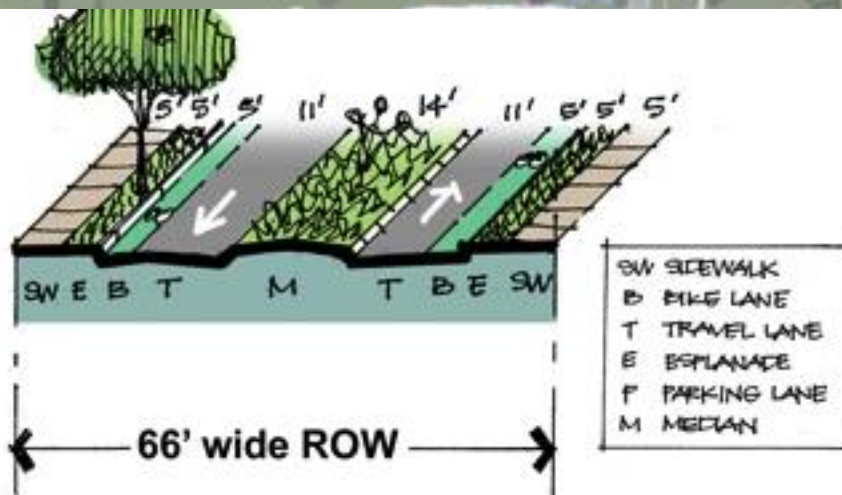


Streets



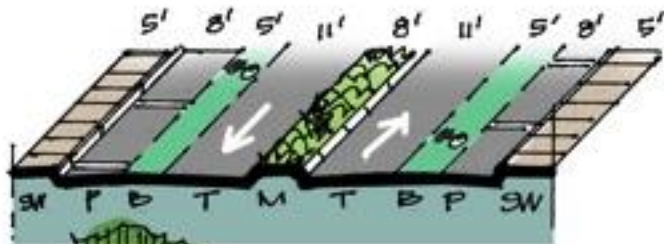


Esplanade
on Both
Sides

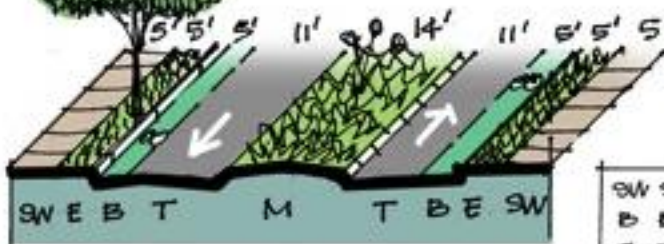




Parking on Both Sides



Esplanade on Both Sides

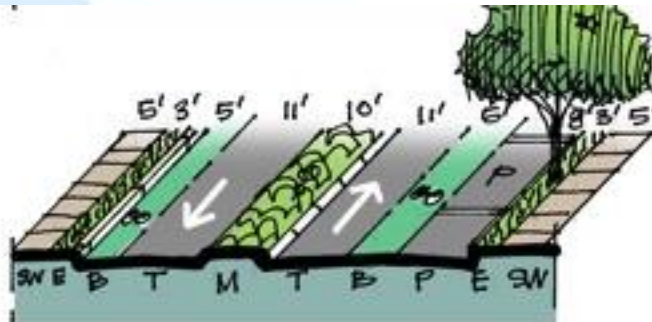


- | | |
|----|--------------|
| SW | SIDEWALK |
| B | BIKE LANE |
| T | TRAVEL LANE |
| E | ESPLANADE |
| P | PARKING LANE |
| M | MEDIAN |

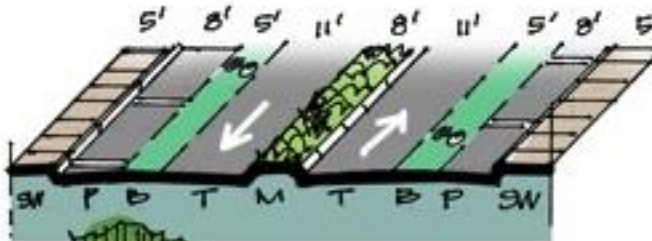
← 66' wide ROW →



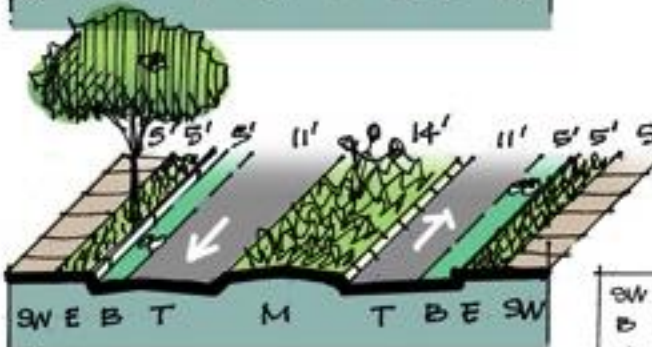
Parking on One Side



Parking on Both Sides



Esplanade on Both Sides



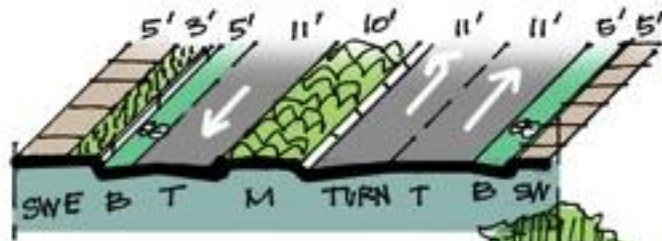
66' wide ROW

- SW SIDEWALK
- B BIKE LANE
- T TRAVEL LANE
- E ESPLANADE
- P PARKING LANE
- M MEDIAN

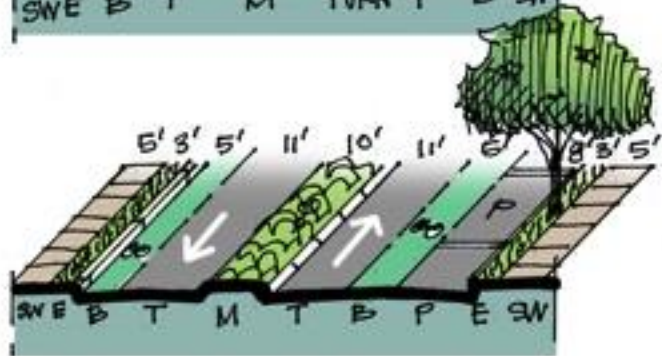




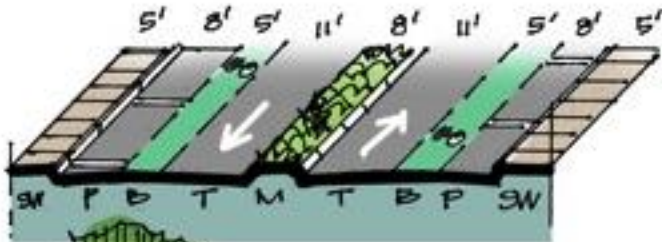
**Approach
to an
Intersection**



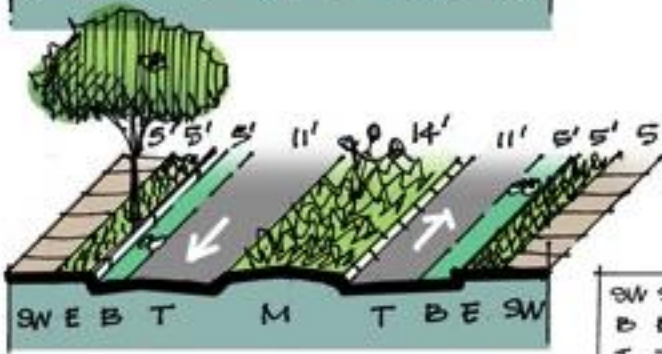
**Parking on
One Side**



**Parking on
Both Sides**



**Esplanade
on Both
Sides**



- SW SIDEWALK
- B BIKE LANE
- T TRAVEL LANE
- E ESPLANADE
- F PARKING LANE
- M MEDIAN

66' wide ROW



Sidewalks





Public Open Space



Small Lots / Small Frontage



Outdoor Rooms



Parking

Plantings





Median Strips



Maintenance

Utilities



Private Properties



ROCKLAND

ROCKPORT





1 Intersection:
Maverick Street &
Camden Street

2 Breakwater Marketplace Church,
Residential Properties



3 Intersection: Waldo Ave / Camden St Samoset

4 Bar Harbor Bank and Trust



5 Willow Bake Shop
Nicole's Hair Salon

6 Claddagh Motel

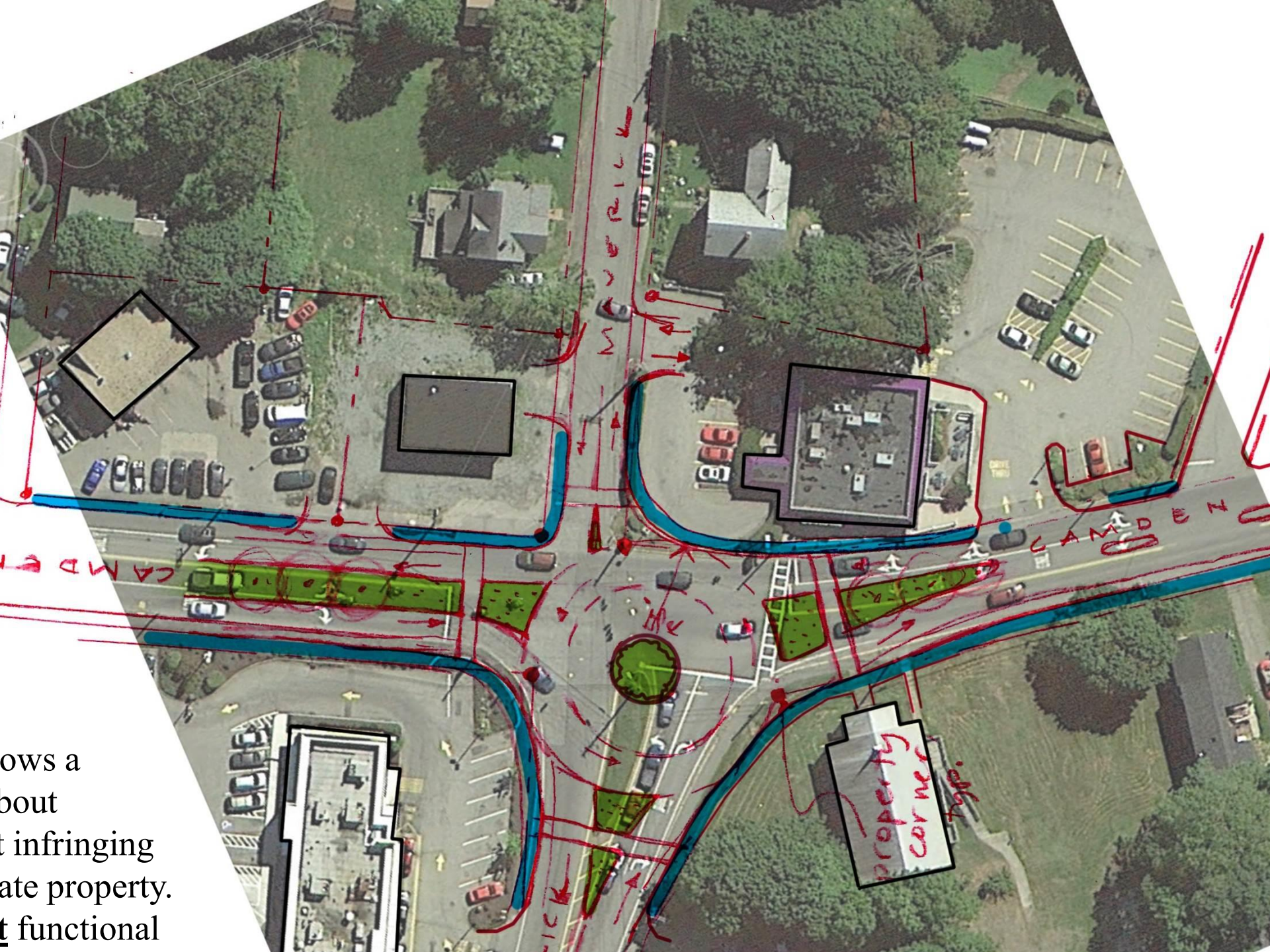


1 Intersection: Maverick Street & Camden Street

Roundabout
Pedestrians
Bike Lanes
On-Street Parking
Median Strip
Street Trees



1 Intersection: Maverick Street & Camden Street



ows a
bout
t infringing
ate property.
t functional

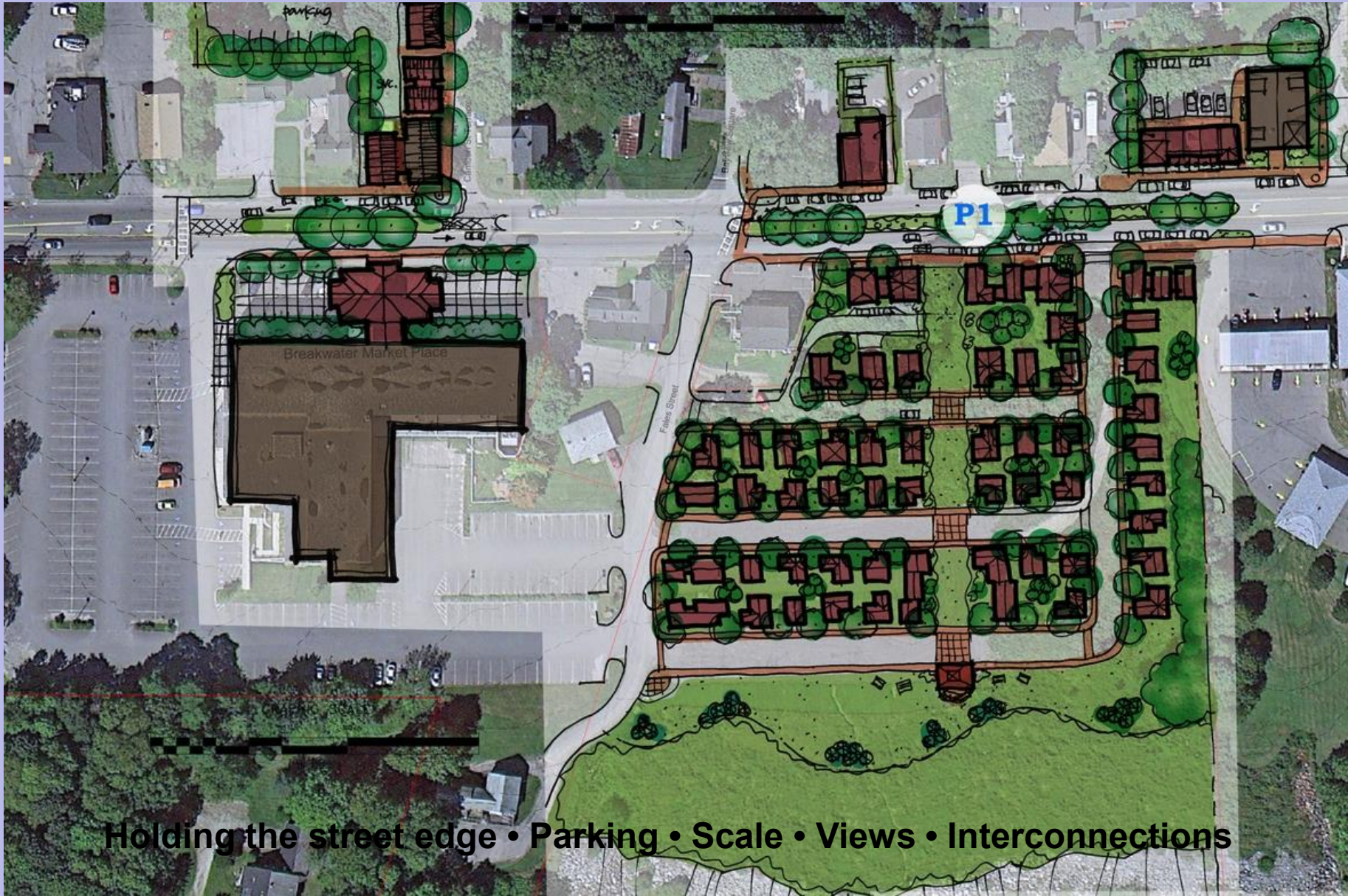


2 Breakwater Marketplace, Church, Residences



Holding the street edge • Parking • Scale • Views • Interconnections

2 Breakwater Marketplace, Church, Residences



Holding the street edge • Parking • Scale • Views • Interconnections

2 Breakwater Marketplace, Church, Residences

P1

C A M D E N S T

Liner Blg.

Pkg. Deck

Parking
Liner Blgs
Setbacks
Medians
Plantings

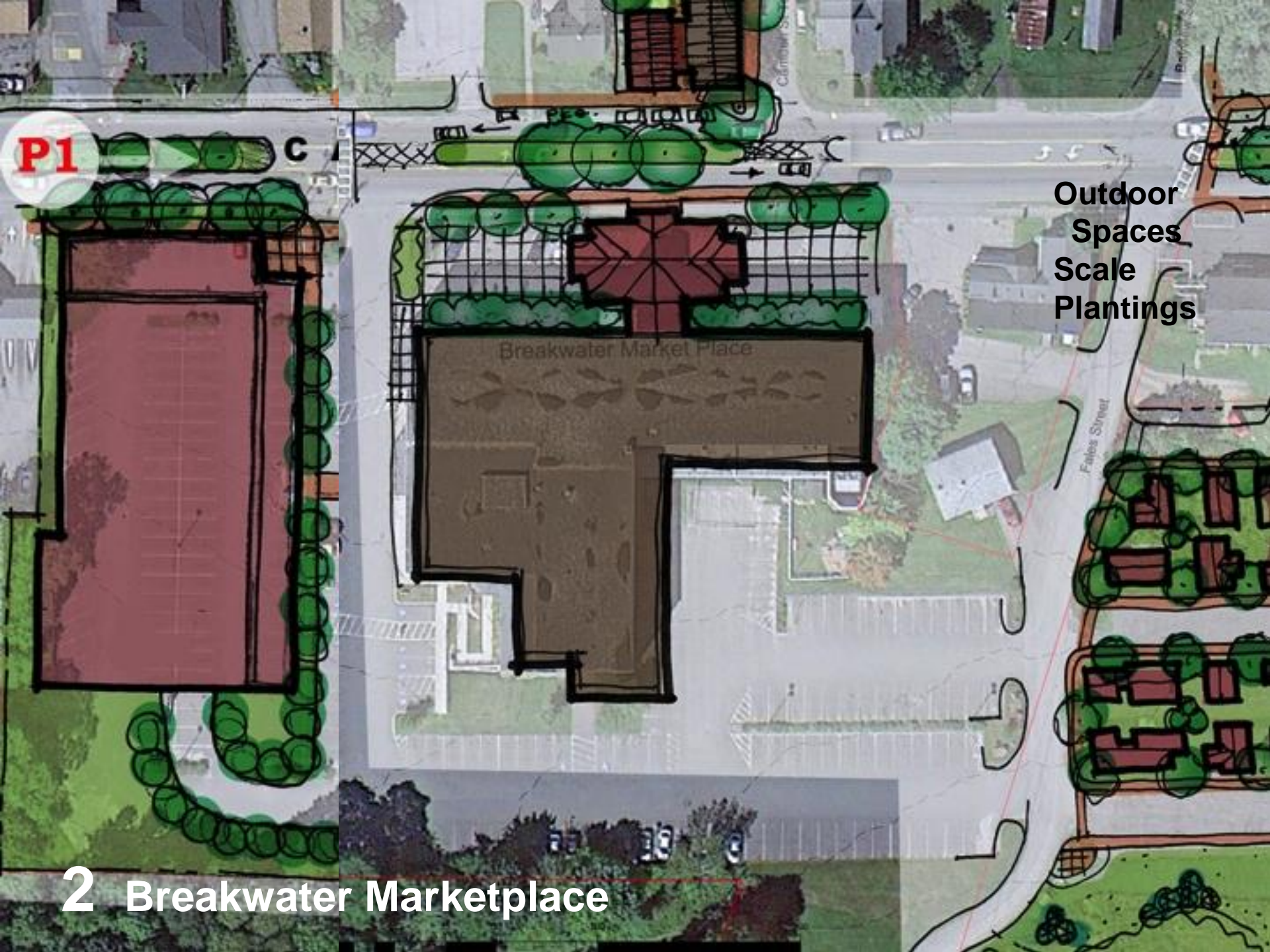
F A L E S S T

2 Breakwater Marketplace

2 Breakwater Marketplace



Outdoor
Spaces
Scale
Plantings



P1

C

**Outdoor
Spaces
Scale
Plantings**

Breakwater Market Place

2 Breakwater Marketplace



2 Breakwater Marketplace



2 Breakwater Marketplace



2 Breakwater Marketplace

Liner Bldgs
Street Line
Median
Plantings
Complete Streets



2 Breakwater Marketplace



2 Breakwater Marketplace

C. MICHAEL LEWIS 2013



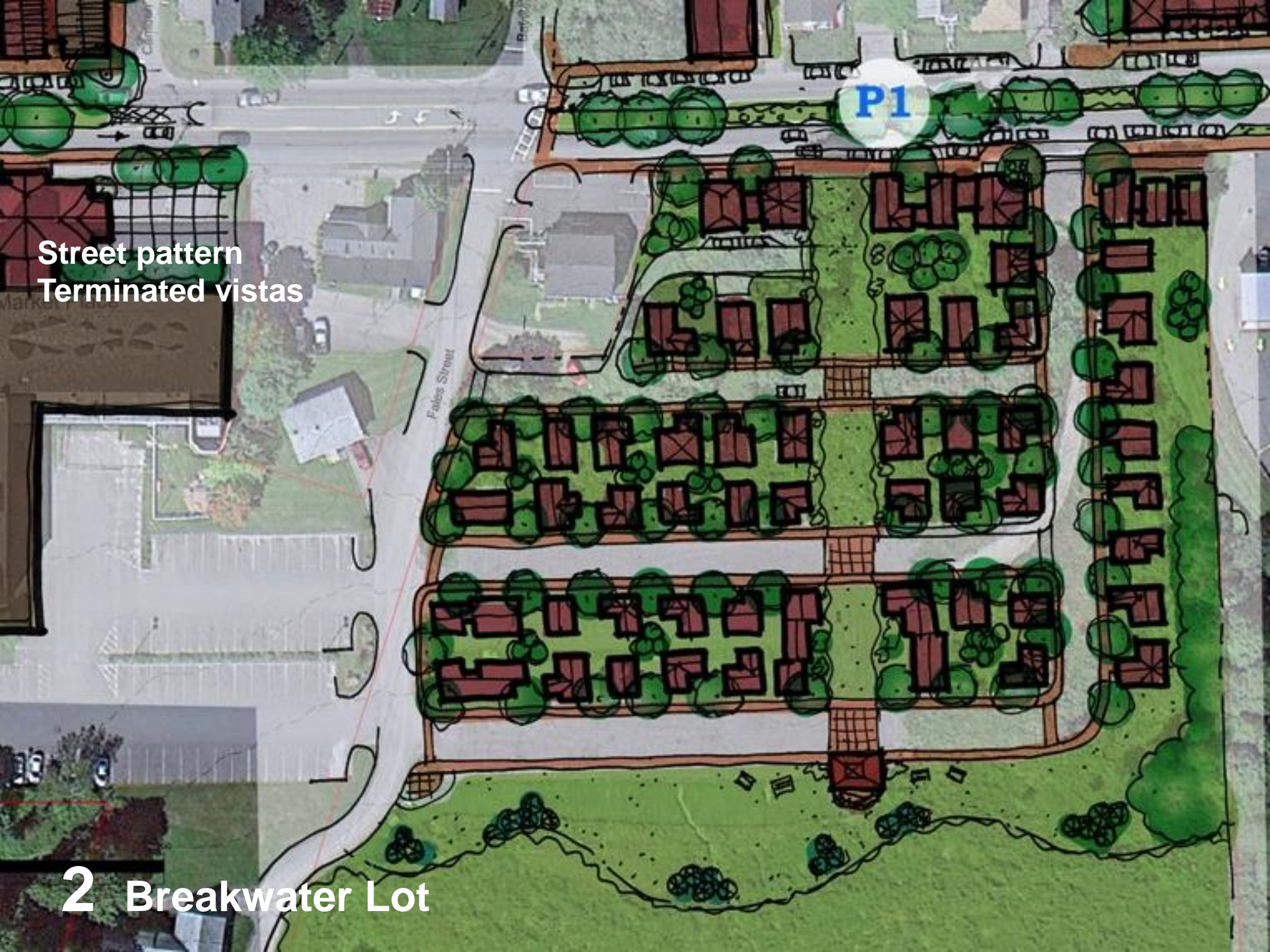
2 Breakwater Lot

Scale
Street line
Water views
Waterfront walk
Interconnections

FALES ST

2 Breakwater Lot





P1

Street pattern
Terminated vistas

2 Breakwater Lot

Clairemont

Bay Street

Fales Street



2 Breakwater Lot



C. MICHAEL LEWIS 2013

2 Breakwater Lot

Infill
Street Line
Water views
Legacy trees



2 Breakwater Lot



2 Breakwater Lot



2 Church



2 Church



2 Church



2 Church



2 Church

Infill / mixed use
On-Street parking
Medians
Street lights



2 Church





3 Intersection: Waldo Ave / Camden St. • Samoset



- Roundabouts
- Slow-flow traffic
- Gateway design
- Pedestrians
- Re-purposed buildings

3 Intersection: Waldo Ave / Camden St. • Samoset



3 Intersection: Waldo Ave / Camden St. • Samoset



3 Intersection: Waldo Ave / Camden St. • Samoset



3 Intersection: Waldo Ave / Camden St.

Roundabouts
Gateway design
Pedestrians
Re-purposed buildings





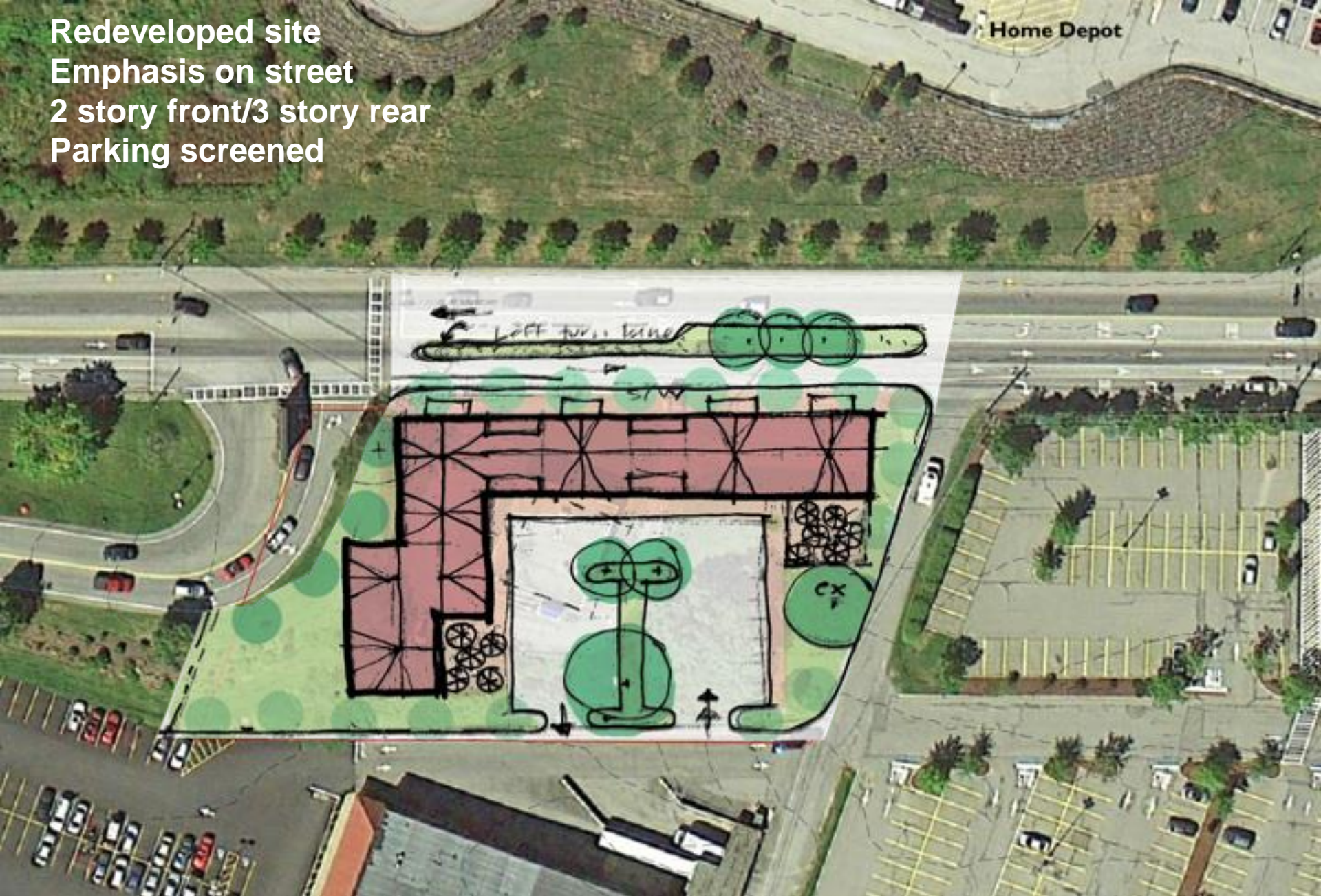
4 Bar Harbor Bank and Trust

Planted median
On-street parking
Expansion toward street



4 Bar Harbor Bank and Trust

Redeveloped site
Emphasis on street
2 story front/3 story rear
Parking screened



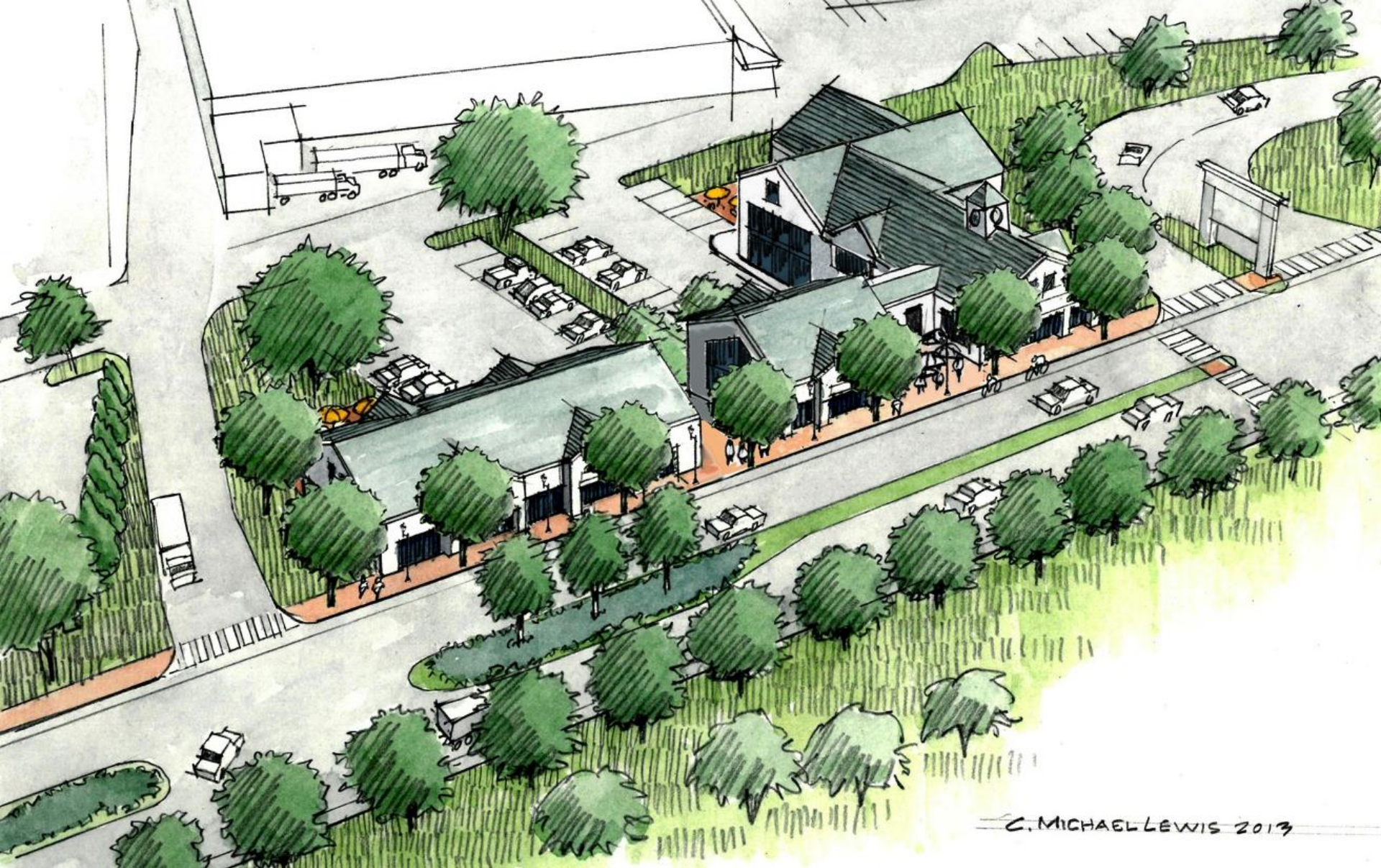
4 Bar Harbor Bank and Trust



4 Bar Harbor Bank and Trust



4 Bar Harbor Bank and Trust



4 Bar Harbor Bank and Trust

Linear buildings
Corners
Meeting places



4 Bar Harbor Bank and Trust



4 Bar Harbor Bank and Trust



5 Willow Bake Shop • Nicole's Hair Salon



5 Willow Bake Shop • Nicole's Hair Salon

P5

Scale of new buildings
Re-use of ex. buildings
Entries
Future connections

COMMERCIAL

100 FT

100 FT

100 FT



5 Willow Bake Shop • Nicole's Hair Salon



5 Willow Bake Shop • Nicole's Hair Salon



6 Claddagh Motel

COMMERCIAL

Scale of new buildings
Maintain street wall
Future connections



6 Claddagh Motel

P6

COMMERCIAL

- Scale of space/building
- Reuse ex. Buildings
- Future connections
- Open space



6 Claddagh Motel



6 Claddagh Motel



Scale of new buildings
Dynamic spaces
Street/tree wall

6 Claddagh Motel



6 Claddagh Motel

Project Update



- Rockland City Council adopted the values statements to guide planning and all actions in the city
- City Council accepted the final report and design study
- Referred to Planning Board and Comprehensive Plan Committee for specific zoning changes
- Have begun discussions with Maine DOT to change road design and add roundabout
- Discussions with property owners about possibility of second roundabout and plans for expansion and reconstruction
- Additional economic analysis of tax benefits with absorption rates for rezoning.



Thank you.



Jane Lafleur

Friends of Midcoast Maine

5 Free Street, Camden, Maine 04843

www.friendsmidcoast.org

