

# WELCOME!

## Downtown Waterville Vision Plan

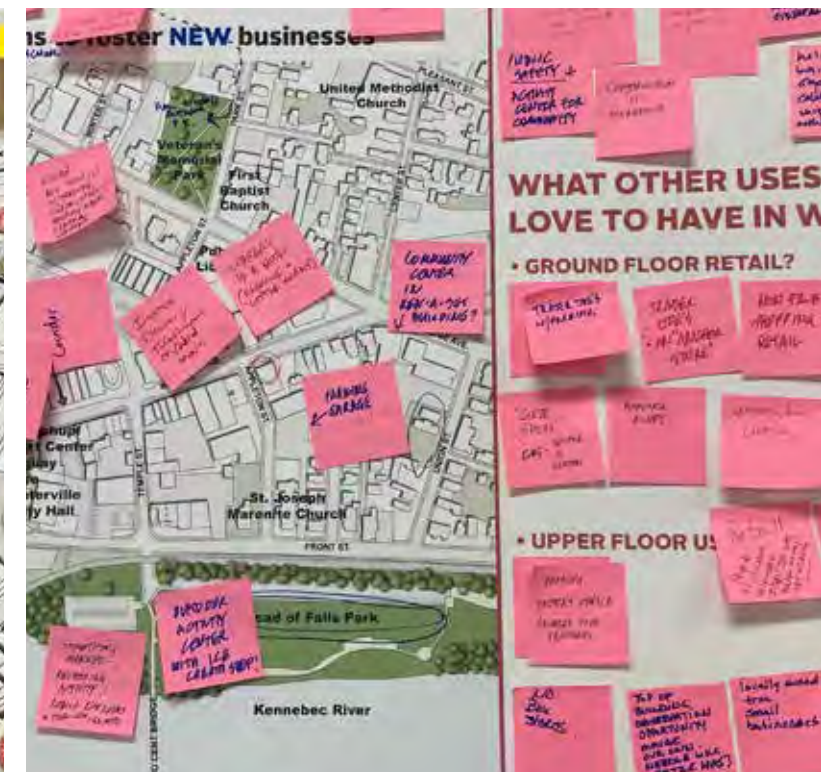
29 June 2023



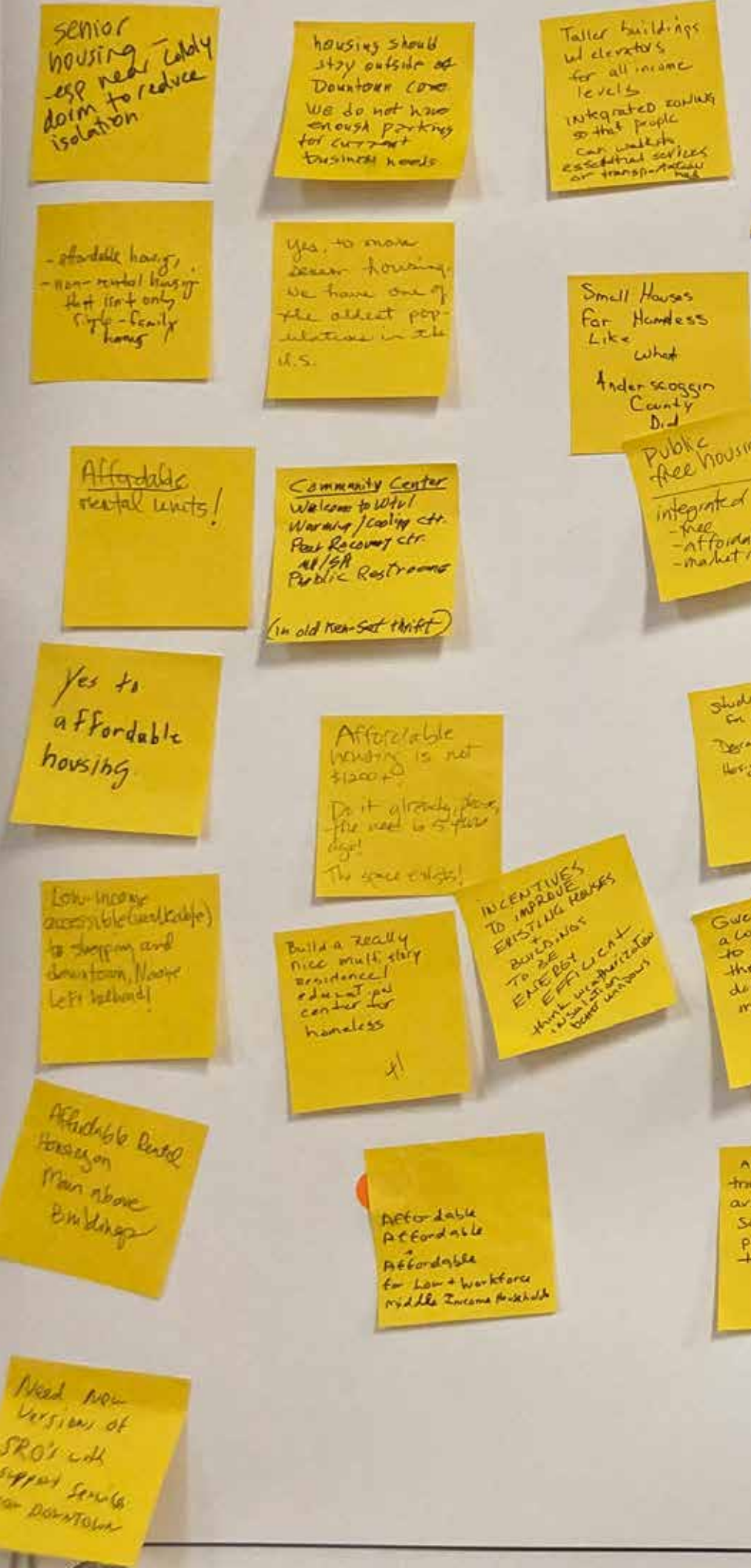
BEYER  
BLINDER  
BELLE

BEJ Planning

Mitchell  
& Associates  
LANDSCAPE ARCHITECTS







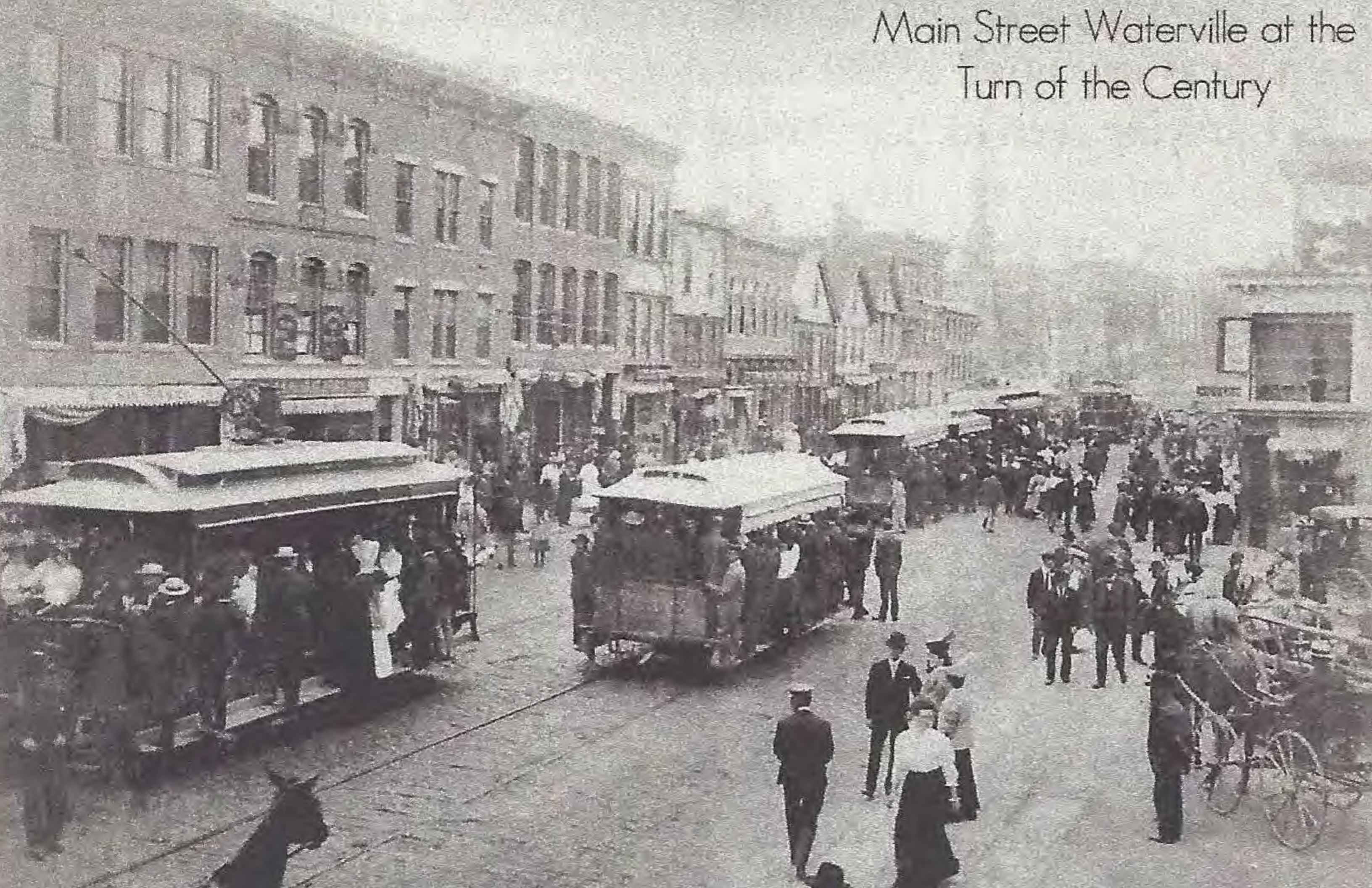
# AGENDA FOR THIS EVENING

- INTRODUCTION
- VISION PLAN PROCESS & OUTCOMES
- IMPLEMENTATION & NEXT STEPS

*THEN, PLEASE JOIN US ALL FOR A CELEBRATORY RECEPTION!*



Main Street Waterville at the  
Turn of the Century







RGE  
FINANCES

Butler's  
BEAUTY  
Salon

Butler's

U.S. MAIL

O.J. MCGUIRE & SONS  
REAL ESTATE BROKERS

PURITAN

PURITAN  
CLOTHING STORE

DEPT. SHOE STORE

WORDS

2878





PAUL J. SCHUPP ART CENTER

ART

NEOKRAFT SIGNS

NEOKRAFT

NEOKRAFT SIGNS

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***“I haven’t seen this level of excitement about downtown Waterville in 35 years.”***

***“You see Waterville in a whole new way – you see so much more of the storefronts and notice the buildings.”***

***“Everything slows down, its more enjoyable to walk and to cross the street.”***

***“We need businesses, we need housing, we need to make residential more affordable.”***

***“Main Street turns its back to the Concourse – let’s knit them together again.”***

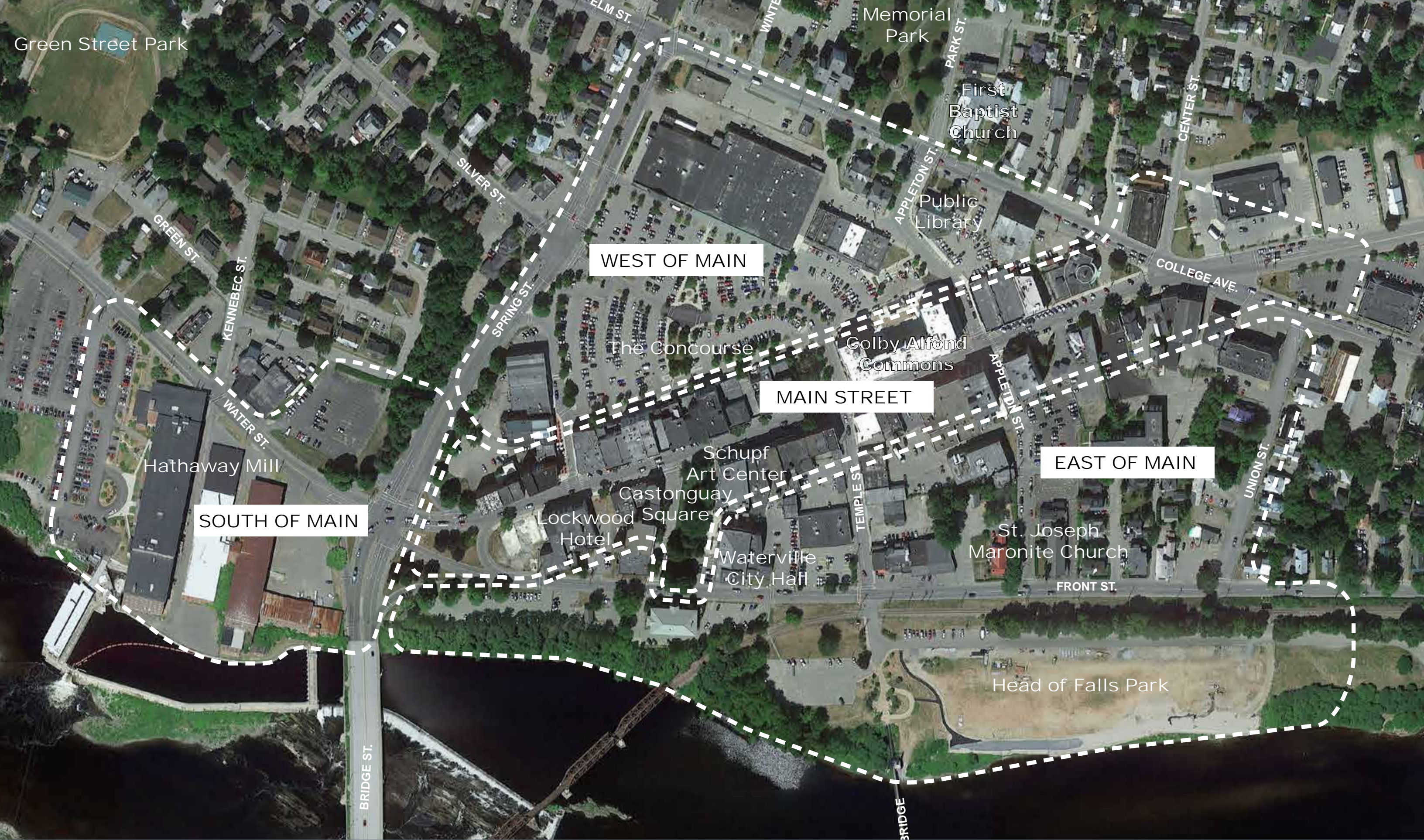
***“Affordable retail is a lifeline of the communities.”***



# STUDY GOALS

1. Many goals of the 2016 plan have been achieved – **plan for what's next**
2. **Respond to downtown's continuing needs, challenges, and opportunities**
3. **Prioritize inclusivity** so downtown supports the whole Waterville community





# STUDY AREAS



# VISIONING PROCESS



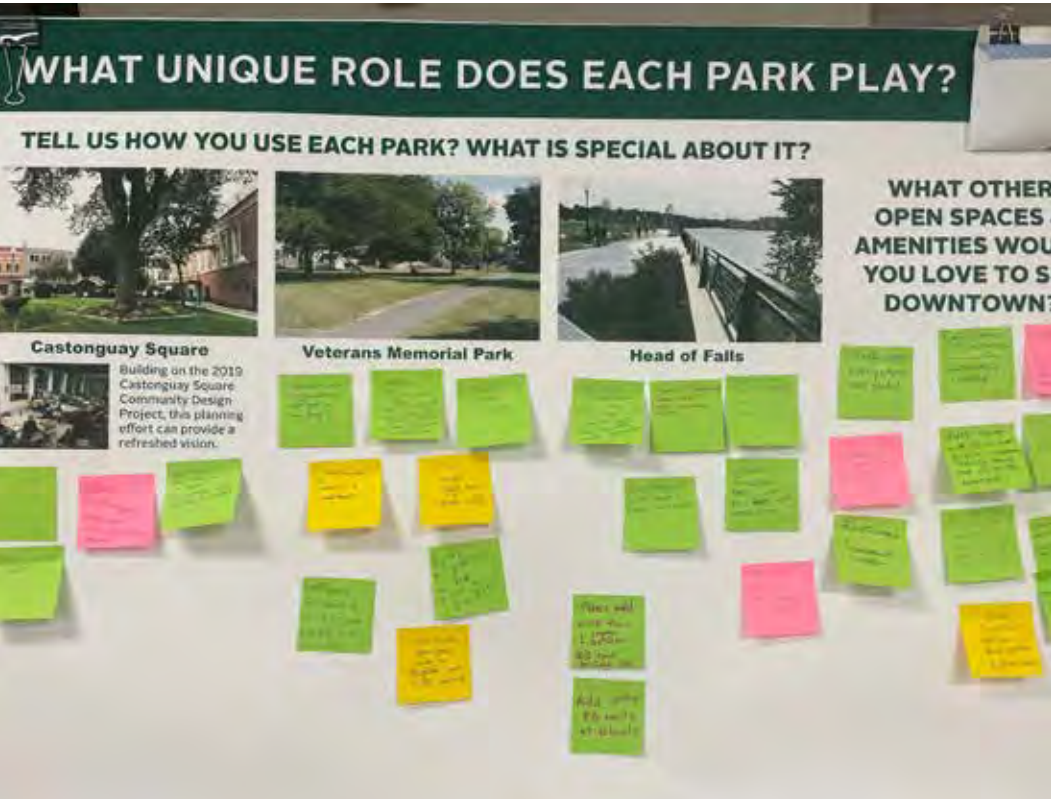
**The inclusive process has engaged residents, community leaders, business owners, and many others!**

**Inclusive engagement will continue throughout implementation of the plan.**



# #1 - December 2022

## Gathering Ideas



# #2 - February 2023

## Co-Creating



# #3 - March 2023

## Refining Concepts



INCLUSIVE PROCESS



**1**

Leverage  
**strengths and  
new energy**

**2**

Continue  
**activating Main  
Street**

**3**

Support  
**existing and  
new businesses**

**4**

Build  
**economic  
fundamentals:**  
jobs, housing,  
visitors

**5**

Get Waterville  
to the **water**

**6**

Keep  
downtown  
**inclusive  
and multi-  
generational**

**7**

Make  
downtown  
**accessible**

**8**

Keep the  
**momentum**  
going



# 4 RECURRING PLANNING THEMES:

**OPEN SPACE & ACCESSIBILITY**

**HOUSING & COMMUNITY**

**MOBILITY, PARKING &  
TRANSIT**

**BUSINESS & ECONOMIC  
DEVELOPMENT**



**DOWNTOWN WATERTOWN VISION PLAN**



## OPEN SPACE & ACCESSIBILITY

- 1 Spring St Intersection
- 2 Silver St Plaza
- 3 Appleton St Connection
- 4 Temple St Connection
- 5 Art Walk
- 6 Castonguay Square
- 7 Head of Falls Park

## HOUSING & COMMUNITY

- 13 Main Street Upper Floors
- 14 New Integrated Housing (above Retail)
- 15 Spaces for Inclusive Community Uses

## MOBILITY, PARKING & TRANSIT

- 8 Bicycle facilities
- 9 Improved public transit
- 10 Parking management
- 11 Parking improvement district
- 12 Long-term structured parking

## BUSINESS & ECONOMIC DEVELOPMENT

- 16 Activate storefronts with diverse retail
- 17 Attract new employers
- 18 Wayfinding and signage
- 19 Support year-round events
- 20 Business Improvement District

# DOWNTOWN WATERVILLE VISION PLAN







“

Unstructured & wild spaces for creative play

The Head of Falls needs to stay open. No other green space on the river exists in downtown Waterville

Outdoor seating

Connect to the water – celebrate it, see it, connect with it

Lighting

Movie & concert nights

Connect to trails

More trees downtown

Active recreation / sports at Head of Falls

”



## OPEN SPACE & ACCESSIBILITY

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### SOUTH END NEIGHBORHOOD







# DOWNTOWN WATERVILLE VISION PLAN



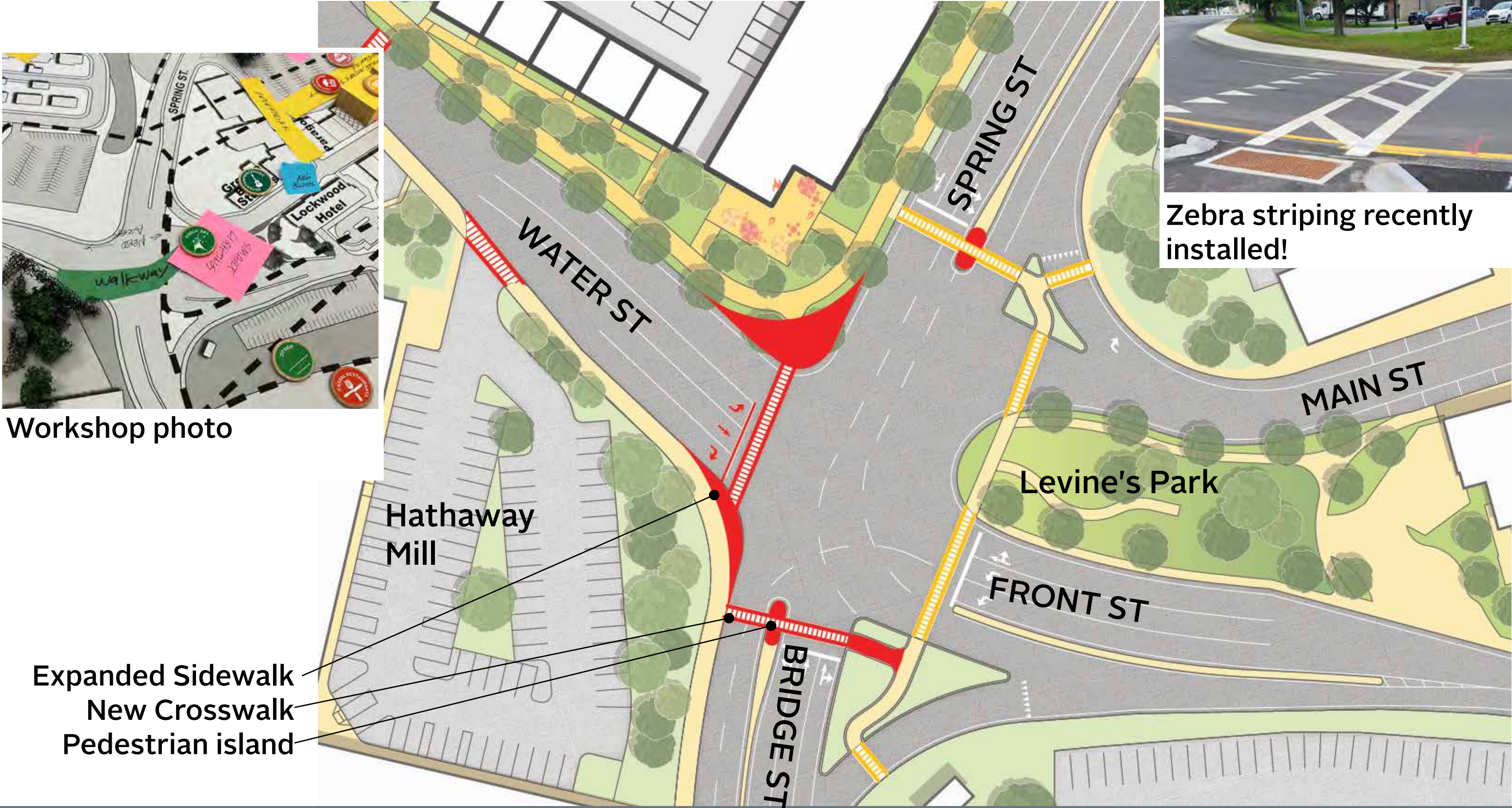
# 1. SPRING STREET INTERSECTION



Workshop photo



Zebra striping recently installed!



- Expanded Sidewalk
- New Crosswalk
- Pedestrian island



# 1. SPRING STREET INTERSECTION

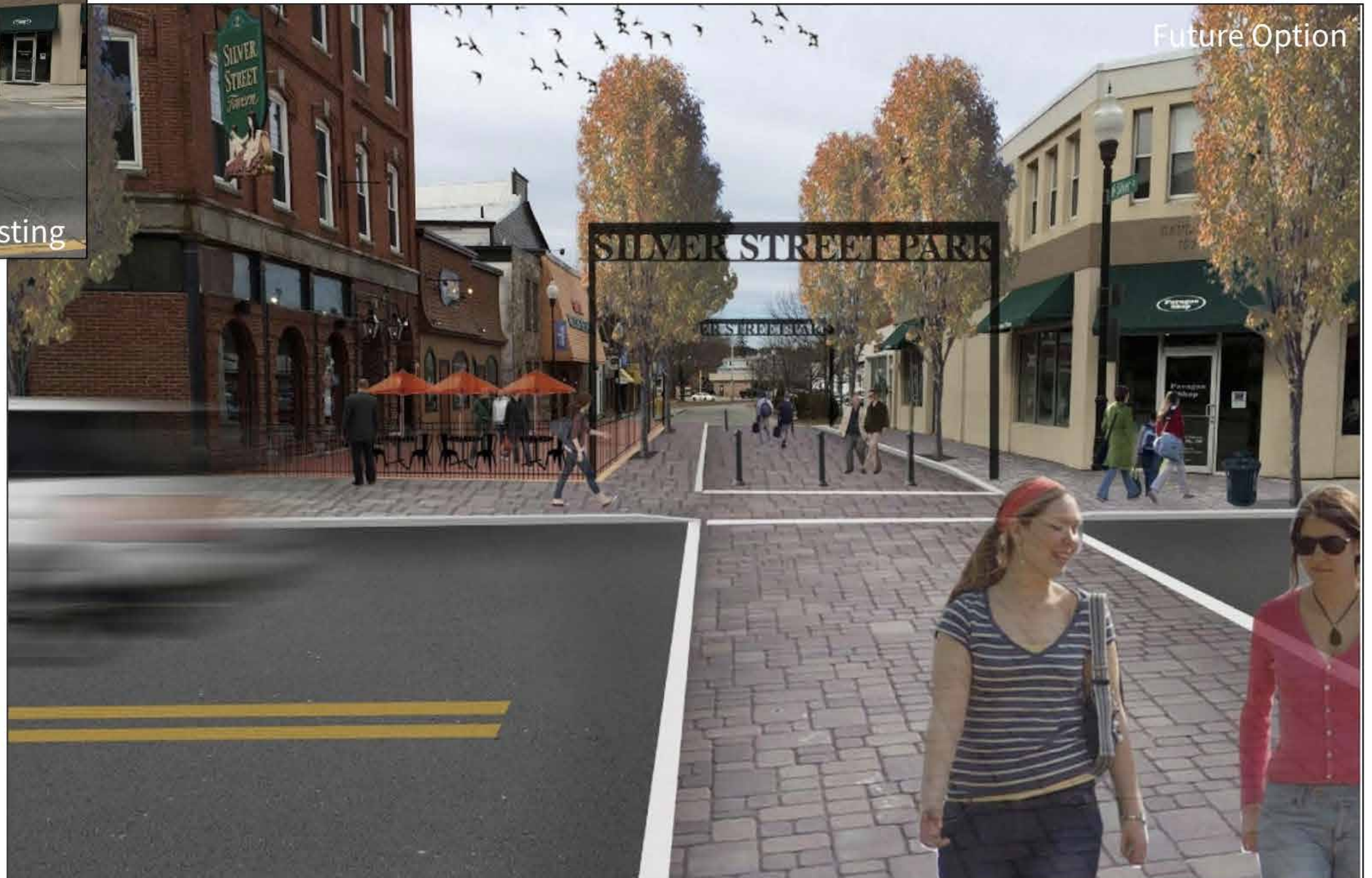




## 2. SILVER STREET PLAZA

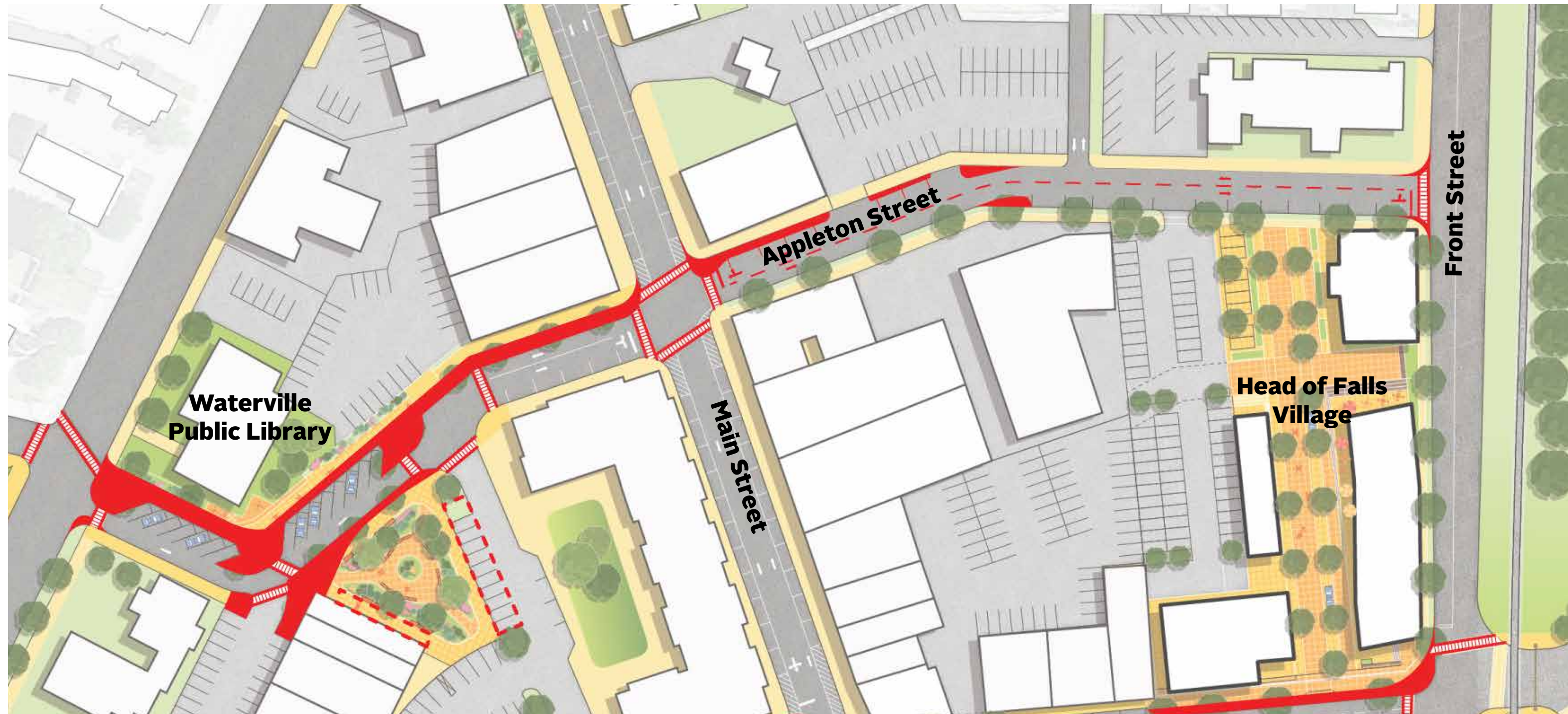


Waterville Downtown  
Transit Corridor,  
Gateways, and  
Revitalization Project



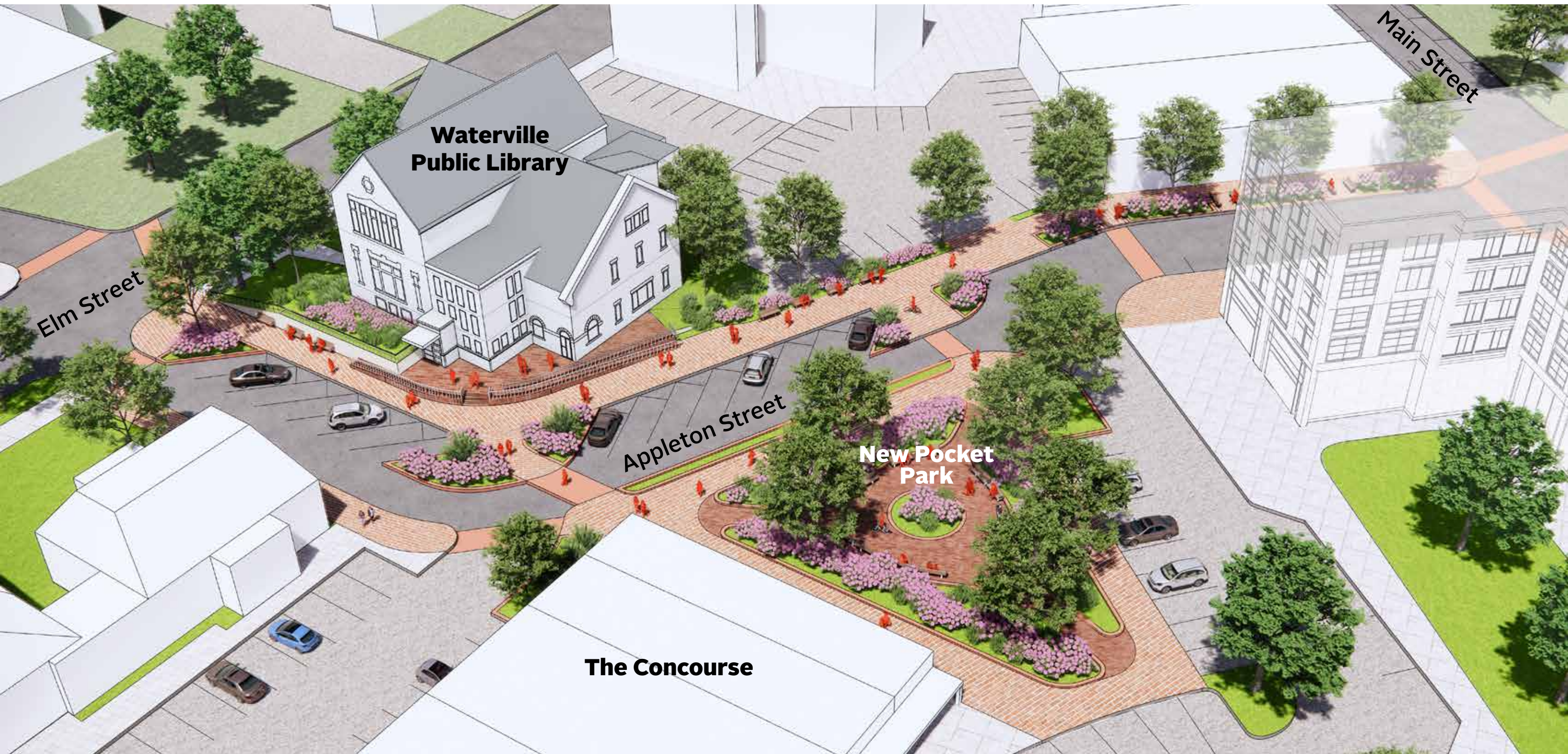


# 3. APPLETON STREET CONNECTION





# 3. APPLETON STREET CONNECTION





### 3. APPLETON STREET CONNECTION



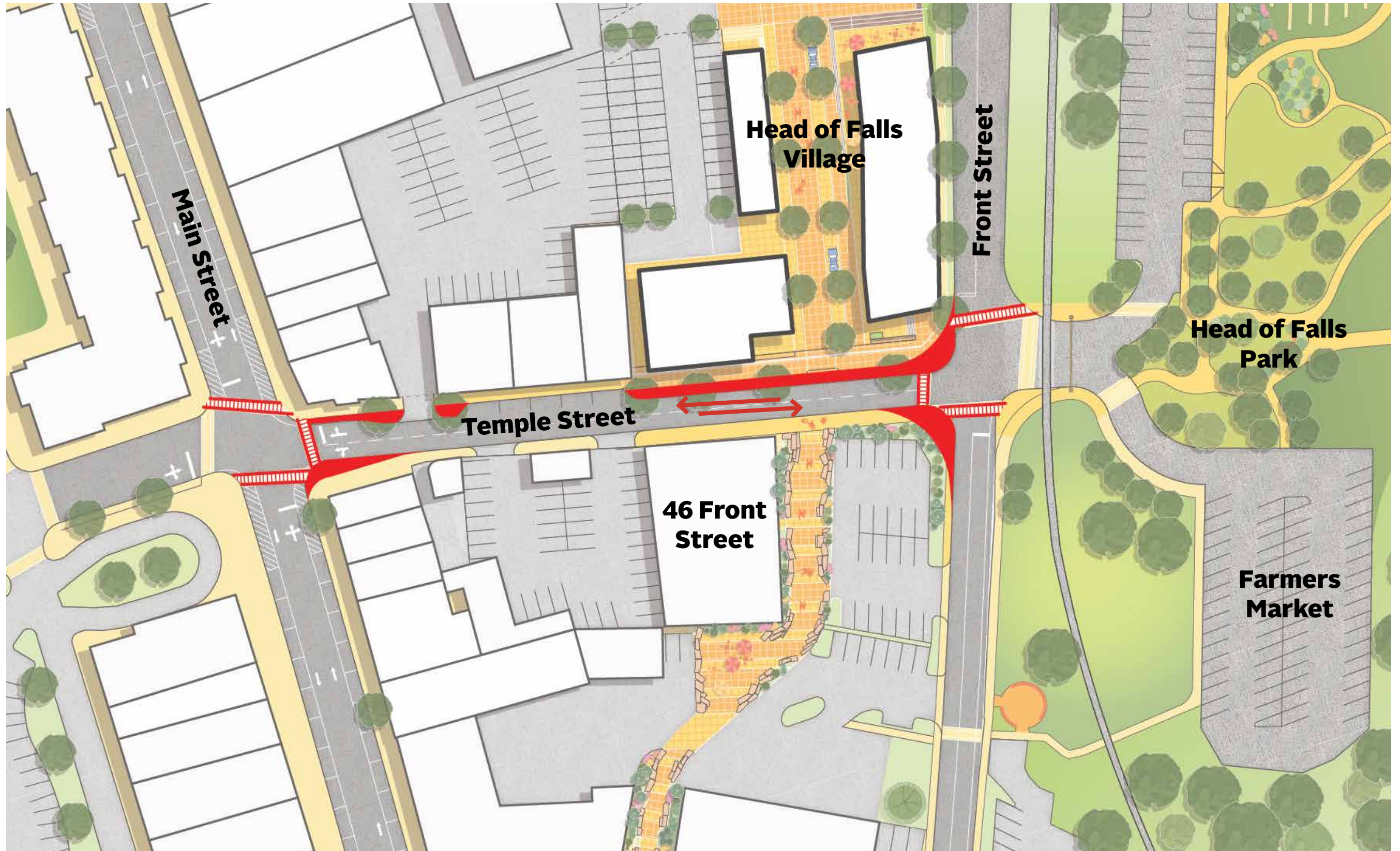


### 3. APPLETON STREET CONNECTION





# 4. TEMPLE STREET CONNECTION





## 4. TEMPLE STREET CONNECTION



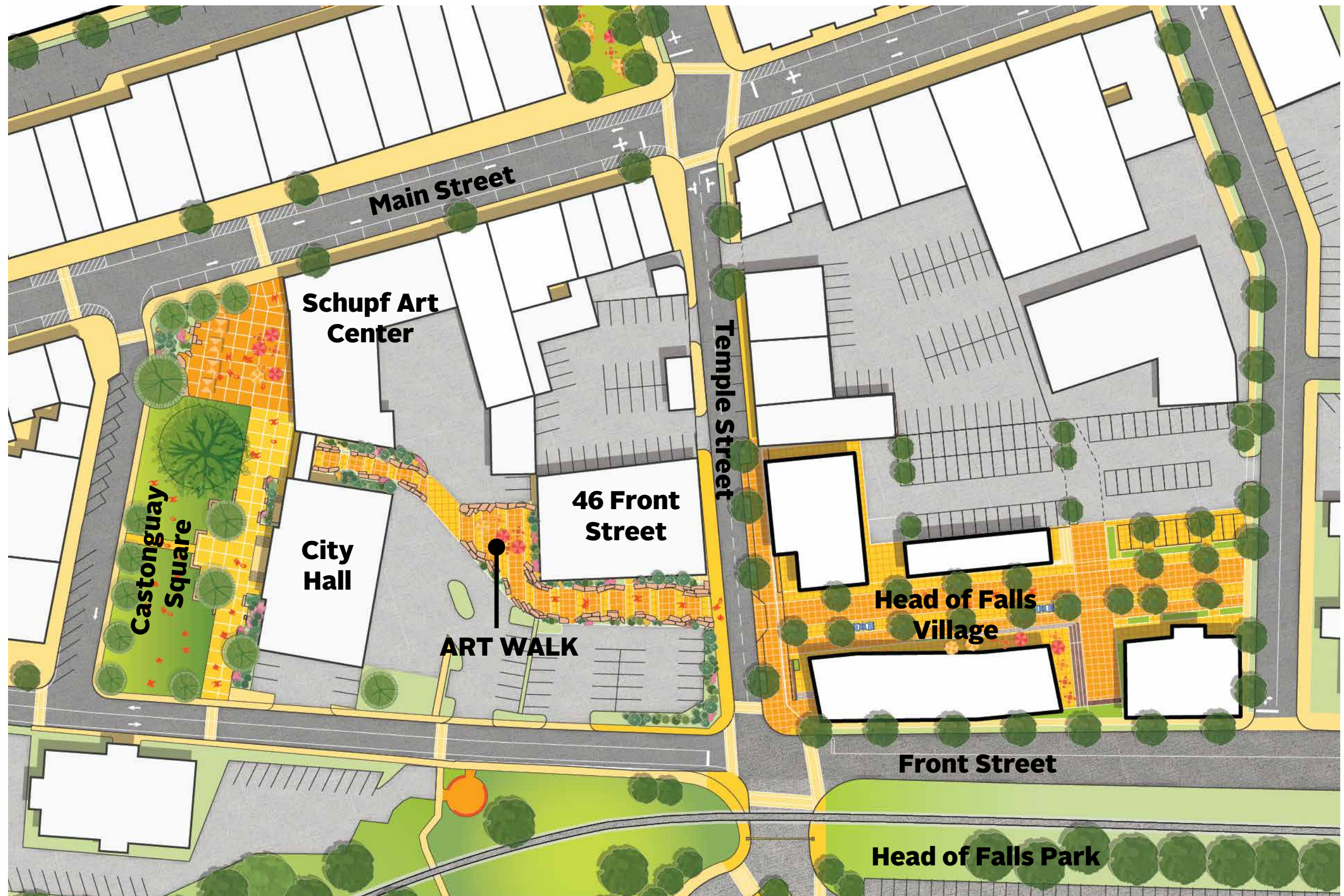


## 4. TEMPLE STREET CONNECTION



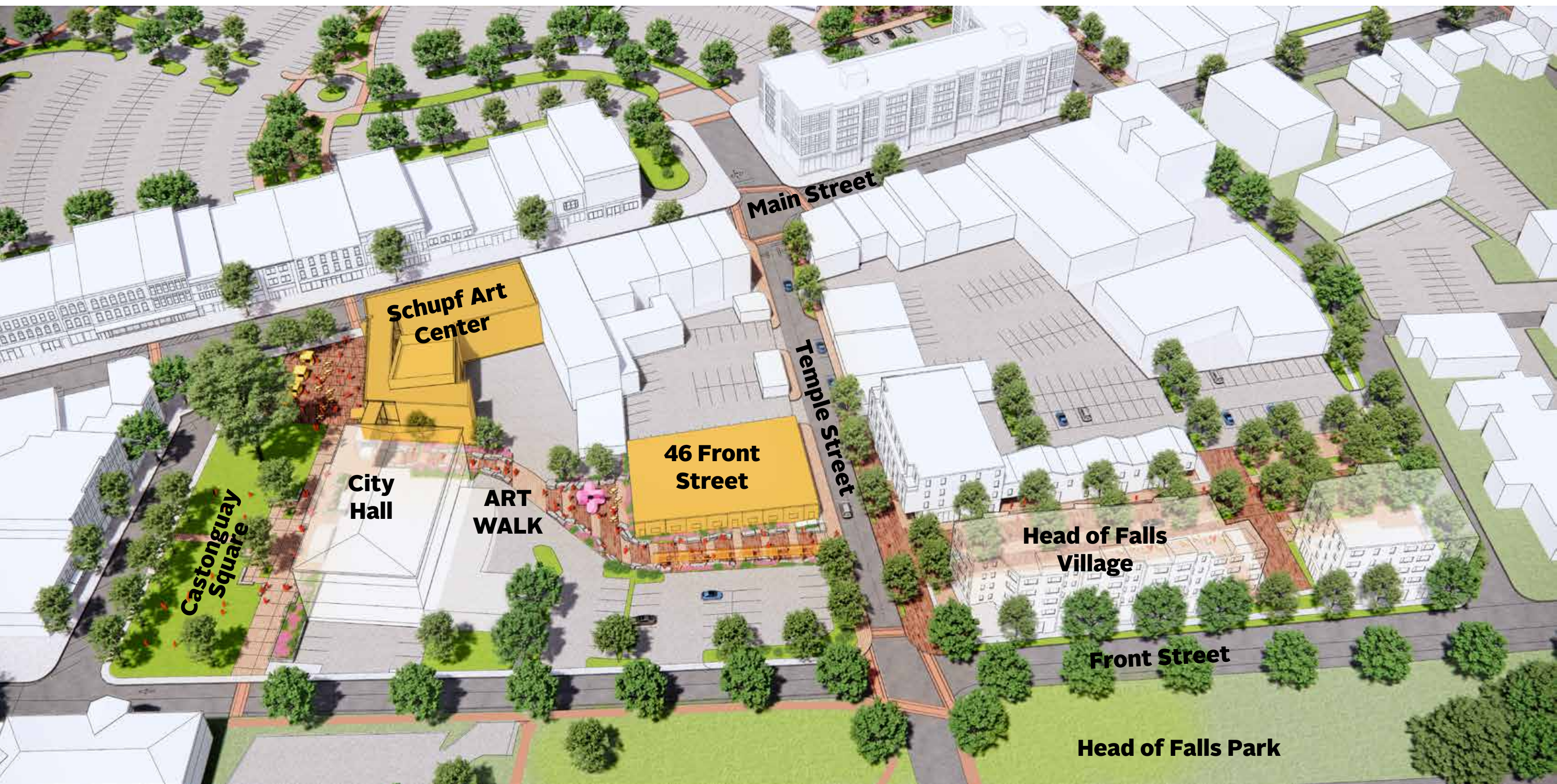


# 5. ART WALK





# 5. ART WALK





## 5. **ART WALK**





## 5. ART WALK





## 5. ART WALK





## 6. CASTONGUAY SQUARE





## 6. CASTONGUAY SQUARE





## 6. CASTONGUAY SQUARE





# 7. HEAD OF FALLS





# 7. HEAD OF FALLS





# 7. HEAD OF FALLS







## MOBILITY: CIRCULATION & PARKING

### PARKING MANAGEMENT

Parking management refers to a rationalized system based on actual demand that includes payment scales, enforcement, incentives, and other strategies to provide predictability for users.

#### Data Collection

A prior parking survey demonstrated that the concourse parking is significantly underutilized. An updated survey will be conducted to understand current conditions.

#### Turn-over

Turn-over of parking in the downtown core is the most important parking management strategy to help downtown businesses.

#### Shared use of parking spaces

by office users, retail and restaurant users, cultural and recreational users, and residential users can reduce the amount of required supply.

- Greater land-use efficiencies, preserving land for future development and tax base
- Takes advantage of different peak demands
- No assigned or reserved parking spaces

#### Effective parking strategies

take into consideration short-term parkers (ex: shoppers, visitors) and long-term parkers (ex: employees, residents) in order to facilitate short-term use and turn-over.

### Which strategies do you think are best for Waterville?

**Tiered pricing for parking \***

**Paid flat-rate parking**

**Enforced time limits**

\* This concept refers to paid parking in the core of downtown, with tiers based on proximity to downtown, length of stay, user type, etc.

### In Waterville, where are the best locations for long-term parkers?

**Concourse**

**Riverfront / Head of Falls**

**Distributed / Flexibility with tiered pricing**

**Other?**

*Handwritten notes on board: "NEED MORE PARKING ENFORCEMENT!"*

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## PRELIMINARY PARKING CONCEPTS - TELL US WHAT YOU THINK

### Support the economic development and existing businesses and the City's overall goals for Downtown

#### GOALS

- Parking policies need to support the economic development of downtown
- Improve land-use efficiencies, optimize use of municipal land
- Make parking always available in core area through parking-turnover
- Make parking user friendly
- Develop short-term and long-term parking strategies that are supportive of the redevelopment goals of the City
- Encourage shared parking

#### PRINCIPLES

- Maintain the practice of municipal/shared parking, no assigned parking
- Encourage parking turn-over to make spaces available
- Encourage park-and-walk behavior
- Replace parking displaced by development
- Encourage long-term parkers (employees, merchants) to park in Head of Falls lots
- Enforce parking regulations on a consistent basis
- Improve bicycle infrastructure (covered bike racks, bike lanes, sharrows)
- Adjust zoning regulations to conform with parking ratios

### MANAGEMENT STRATEGIES

Implement equitable parking pricing:

- Implement paid all-day parking permits in concourse to disincentivize all-day use
- Maintain free parking in Head of Falls lots (about 255 spaces)
- Long-term, as parking demand increases over time, implement paid 2-hour parking to encourage parking turn-over

Improve Head of Falls lots and pedestrian connections to the lots (lighting, pedestrian paths and crossings)

Consider upgrading parking enforcement technologies (with license plate readers)

Consider parking improvement district for downtown with small property tax increment

All revenues from increased user fees or improvement district should be put back into downtown

### Preliminary Parking Utilization Statistics:

	SUMMER FRIDAY JULY 2023			THURSDAY FEB 2, 2023		
	Spaces	Maximum Occupancy	Vacant spaces at peak	Spaces	Maximum Occupancy	Vacant spaces at peak
Concourse	632	62%	232	536	95%	177
Balance of Downtown	276	80%	141	220	88%	75
Total Downtown, incl. Head of Falls	908	75%	372	756	92%	252
Head of Falls Parking	255	100%	0	255	100%	0

\* Occupancy to be verified with further data in throughout 2023

### STRUCTURED PARKING FOR MORE EFFICIENT LAND USE:

Compact parking structures and mixed-use buildings enable more activity per square mile of downtown area.

Palmer Sq, Princeton, NJ  
2 garages, 1,000 spaces  
Short-term & long-term, all shared parking  
Garage "wrapped" with housing

Fourth St Garage, Columbus, IN  
Wrapped with retail  
Architecture appropriate to Downtown

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## MOBILITY, PARKING & TRANSIT

- 8 Bicycle facilities
- 9 Improved public transit
- 10 Parking management





## **Parking System Goals:**

- **Support the economic development of downtown**
- **Optimize use of municipal land**
- **Parking should always be available in core area**
- **Handicap accessible & user-friendly parking**

## **Parking System Key Principles:**

- **Continue the practice of municipal/shared parking**
- **Encourage park-and-walk behavior**
- **Replace parking displaced by development**
- **Prioritize short -term parkers in Concourse**
- **Encourage long-term parkers to park in Head of Falls**
- **Adjust zoning regulations for downtown parking**



# 10. PARKING MANAGEMENT

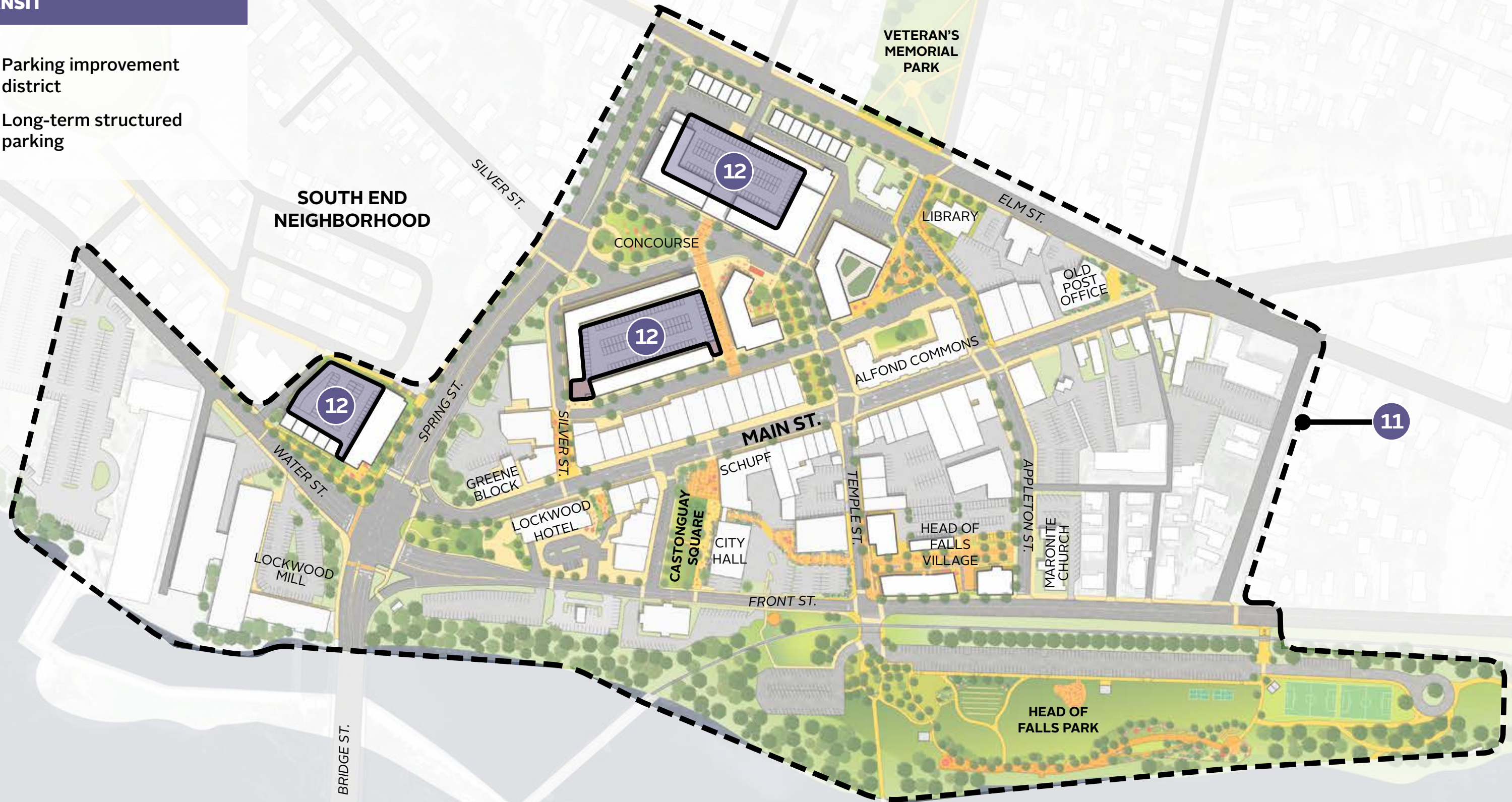
## Short-term Recommendations:

- Establish Downtown Parking Overlay Zone
- Maintain & Encourage Municipal/Shared Parking System
- Right-Size Downtown Parking Ratios
- Eliminate Exclusive Use Requirement for Downtown Residential Developments
- Require Reasonable In-Lieu Parking Fees for any New Development exceeding 2,000 SF
- Monitor Parking Occupancies and Discourage Long-term Parking in Concourse
- Establish Paid All-Day Parking in Concourse



## MOBILITY, PARKING & TRANSIT

- 11 Parking improvement district
- 12 Long-term structured parking





# 11 & 12. PARKING IMPROVEMENT DISTRICT & STRUCTURED PARKING

## Long-term Considerations:

- Paid Short-Term Parking in Concourse and On-Street
- User-Friendly Payment System
- Upgrade Parking Enforcement Technologies
- Consider Parking Improvement District
- Monitor Downtown Parking Demand
- Consider Parking Decks in conjunction with New Developments Downtown



**Princeton, NJ**

*Downtown parking garaged, “wrapped” with housing and ground floor retail. Provides 1,000 shared parking spaces for short-term and long-term uses.*



“

***“We need to focus on supportive housing”***

***“Center the needs of the poorest among us - when we lift from the bottom everyone rises”***

**DESIRE FOR MORE HOUSING IN DOWNTOWN:**

**senior, affordable, integrated, workforce, multi-story, rental & condo, above Main St stores, studios for retirees... with daycare, multi-generational, etc.**

**Revitalize without excluding people**

**YOUTH & SOCIAL SERVICES:**

**community gathering spaces, adult & teen classes, public restrooms, playground, services for recovery groups with mental health and substance abuse, housing & services for homeless.**

**Make downtown kid and youth friendly**

**CULTURAL FACILITIES:**

**celebration of local history and culture, music, black box theater, walk-in art studios**

”





## DOWNTOWN HOUSING

**WHAT TYPES OF HOUSING DOES WATERVILLE NEED?**

**LEARNING FROM OTHER DOWNTOWNS:**

Having a variety of housing types downtown supports a diverse population of people as well as economic development.

- affordable rental units
- affordable owner units
- market-rate units
- artist housing
- workforce housing
- multi-story buildings
- mixed-use development
- retrofit & adaptive reuse

**Place a dot where new housing should be located**

**DOWNTOWN WATERVILLE TODAY:**

- 2,200 permanent residents
- 250 students

**DOWNTOWN WATERVILLE VISIONING**

**COMMUNITY OPEN HOUSE**

**DECEMBER 7, 2022**

BEYER BLINDER BELLE  
BFJ PLANNING MITCHELL & ASSOCIATES





## HOUSING & COMMUNITY

Significant housing projects are being planned and currently underway!

### SOUTH END NEIGHBORHOOD

SILVER ST.

SPRING ST.

WATER ST.

BRIDGE ST.

CONCOURSE

GREENE BLOCK

LOCKWOOD HOTEL

CASTONGUAY SQUARE

SILVER ST.  
SCHUPF  
CITY HALL

MAIN ST.

FRONT ST.

VETERAN'S MEMORIAL PARK

LIBRARY

ELM ST.

OLD POST OFFICE

ALFOND COMMONS

APPLETON ST.

HEAD OF FALLS VILLAGE

HEAD OF FALLS PARK

Planned Project:  
Lockwood Mill Ph1

LOCKWOOD MILL

Planned Project:  
Upper Floor Residential

Planned Project:  
Head of Falls Village



# TWO-PART STRATEGY FOR INTEGRATED HOUSING:

**1) Renovate existing buildings**

**2) Build new housing**



**Wilmington, DE**

*“Upstairs Fund” gap financing*

*--Put more feet in downtown*



**Greenville, SC**

*New Housing & Mixed-Use*

*--Variety of housing types for different life stages & income levels*



## HOUSING & COMMUNITY

### 13 Main Street Upper Floors

9% of upper floor space on Main St and side streets are currently vacant  
Vacant spaces could provide up to approximately 75 housing units





## HOUSING & COMMUNITY

- 13 Main Street Upper Floors
- 14 **MEDIUM TERM**  
New Integrated Housing  
(above Retail)

### SOUTH END NEIGHBORHOOD

Potential Future Project:  
Lockwood Mill Ph2





# 14. NEW INTEGRATED HOUSING: ABOVE EXISTING RETAIL





# 14. NEW INTEGRATED HOUSING: ABOVE EXISTING RETAIL





## 14. NEW INTEGRATED HOUSING: ABOVE EXISTING RETAIL

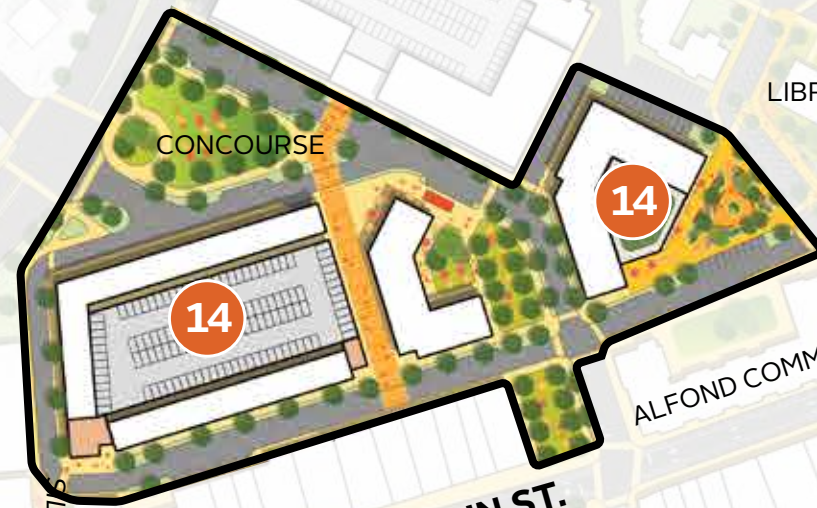




## HOUSING & COMMUNITY

- 13 Main Street Upper Floors
- 14 **LONG TERM**  
New Integrated Housing  
(above Retail)

### SOUTH END NEIGHBORHOOD





# 14. NEW INTEGRATED HOUSING: ABOVE NEW RETAIL





## 14. NEW INTEGRATED HOUSING: ABOVE NEW RETAIL





## 14. NEW INTEGRATED HOUSING: ABOVE NEW RETAIL





## HOUSING & COMMUNITY

### Existing Community Spaces in & near Downtown

- Alfond Youth & Community Center
- Chace Forum



- Greene Block + Studios
- Mid-Maine Homeless Shelter
- Muskie Center



- Public Library



- Schupf Art Center





## HOUSING & COMMUNITY

15

### SHORT TERM

Spaces for Inclusive  
Community Uses

#### SOUTH END NEIGHBORHOOD





## 15. SPACE FOR COMMUNITY USES: SHORT-TERM





## HOUSING & COMMUNITY

15

### LONG TERM

Spaces for Inclusive  
Community Uses

#### SOUTH END NEIGHBORHOOD

VETERAN'S  
MEMORIAL  
PARK

LIBRARY

ELM ST.

OLD  
POST  
OFFICE

CONCOURSE

ALFOND COMMONS

SILVER ST.

SPRING ST.

SILVER ST.

MAIN ST.

SCHUPF

TEMPLE ST.

HEAD OF  
FALLS  
VILLAGE

APPLETON ST.

MARONITE  
CHURCH

CASTONGUAY  
SQUARE

CITY  
HALL

FRONT ST.

GREENE  
BLOCK

LOCKWOOD  
HOTEL

WATER ST.

LOCKWOOD  
MILL

BRIDGE ST.

HEAD OF  
FALLS  
PARK

15

15

15



“Small businesses are the heart and soul of downtown”

“Planting and maintenance of green spaces and streetscapes”

“A downtown association is badly needed!”

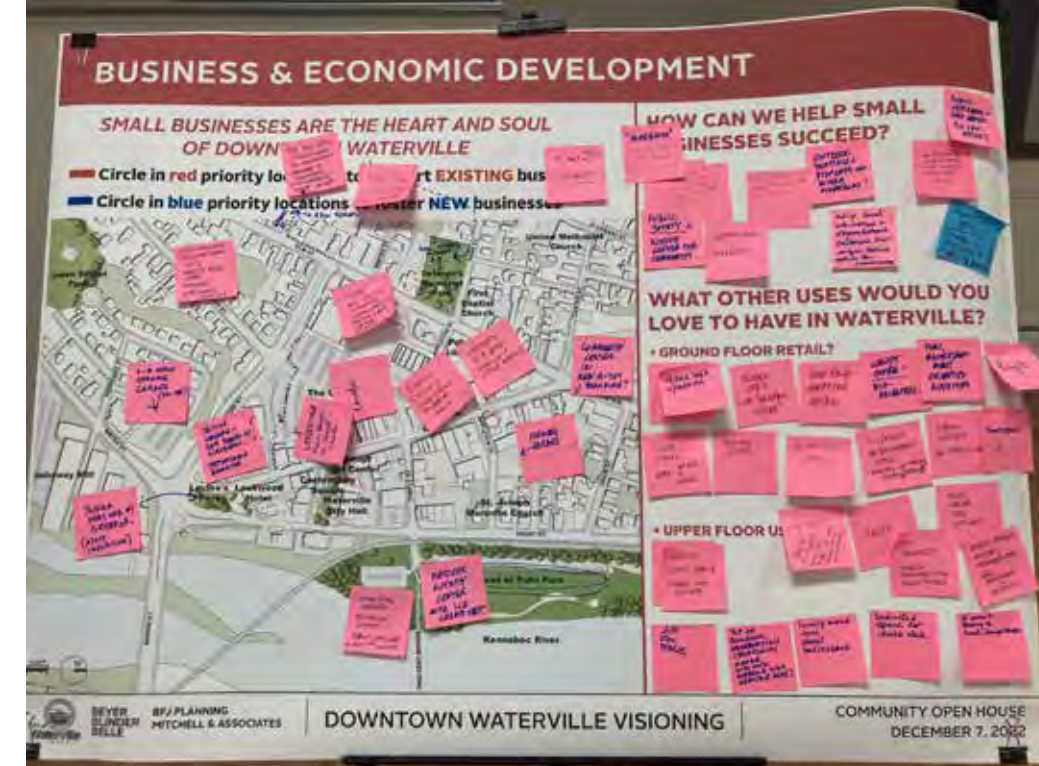
“Affordable restaurants for families”

“Diversification of retail”

“Let’s close Main Street for events!”

“What can we do to get these buildings populated?”

“Wayfinding signage and increased walkability”





## BUSINESS & ECONOMIC DEVELOPMENT

- 16 Activate storefronts with diverse retail
- 17 Attract new employers
- 18 Wayfinding and signage
- 19 Support year-round events
- 20 Business Improvement District



 Ground floor commercial space

# DOWNTOWN WATERVILLE VISION PLAN



# 16. ACTIVATE STOREFRONTS WITH DIVERSE RETAIL

***8% of the ground floor space  
on Main St and side streets are  
currently vacant***

## DINING:

- Cafés/lunch
- Casual restaurants
- Fast & fresh
- Brewery/pub
- Ice cream shop
- Food trucks at Head of Falls

## DAILY NEEDS:

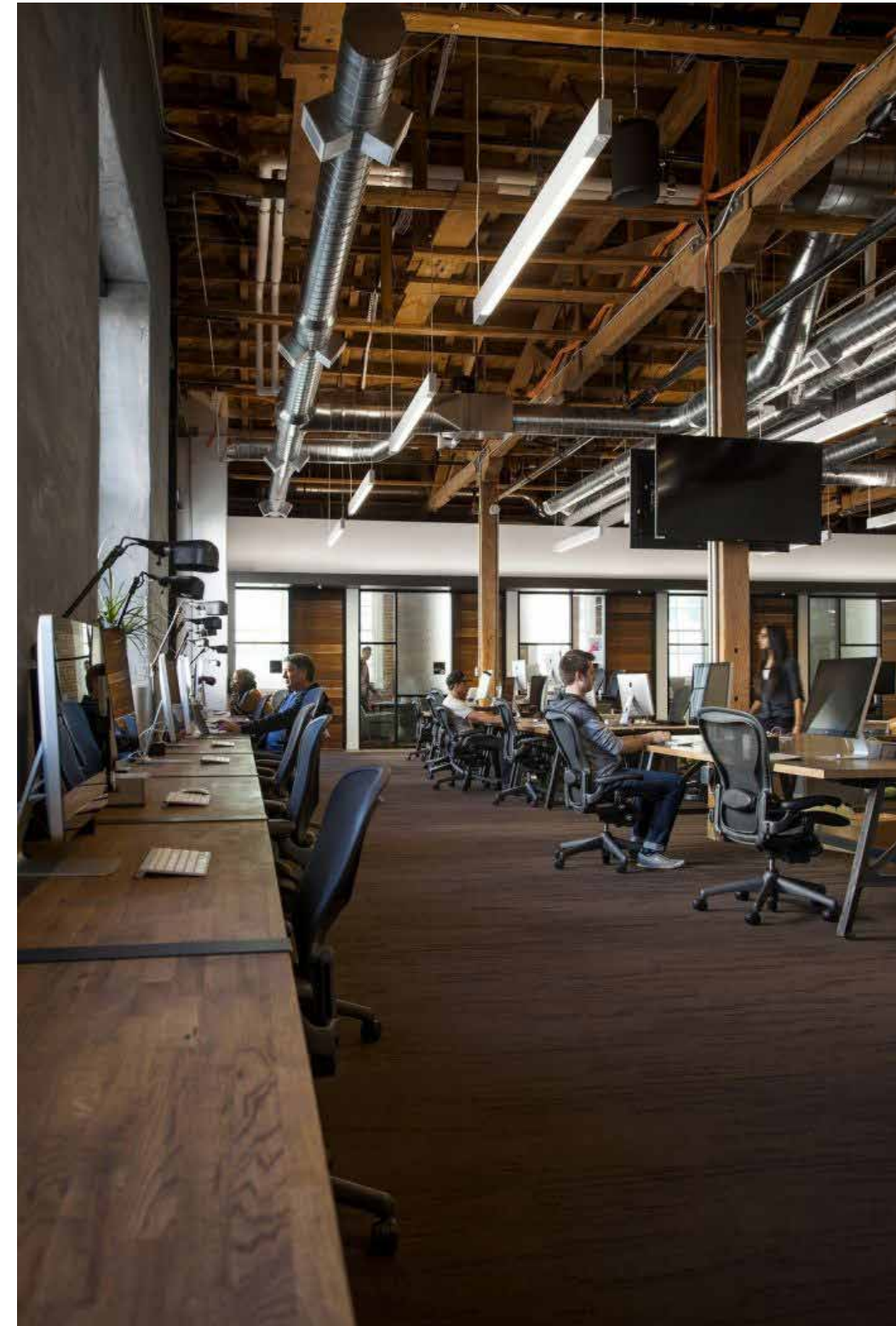
- Grocery store/market
- Low-cost retail
- Convenience Store
- Indoor farmers market
- Bodega
- Candy store
- Wine store

## SHOPPING & EXPERIENCE:

- Home & décor
- Bookstore
- Gift shop
- Electronics
- Gardening & hardware
- Indoor entertainment (bowling, rock climbing)
- Indoor playground
- Ninja warrior gym
- Art galleries
- Furniture store

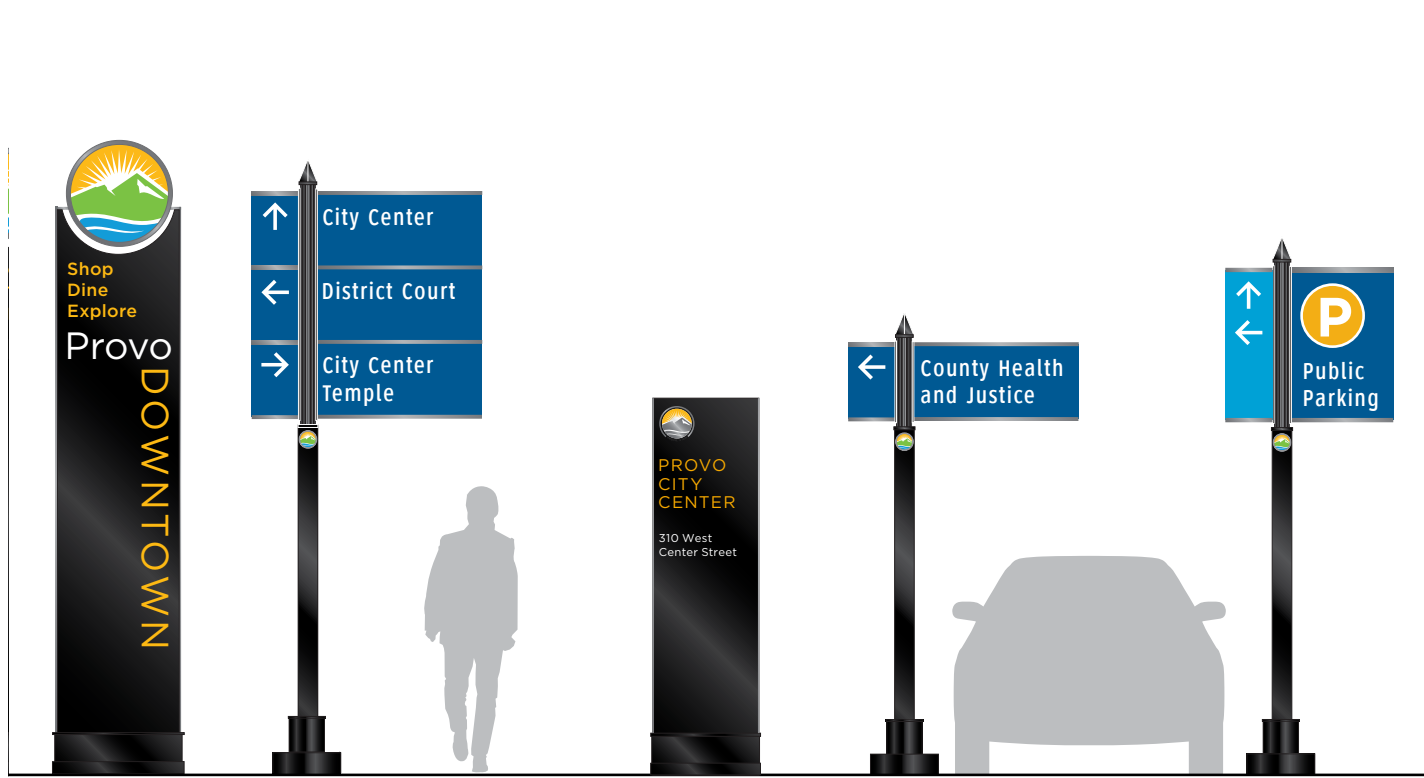


# 17. ATTRACT NEW EMPLOYERS



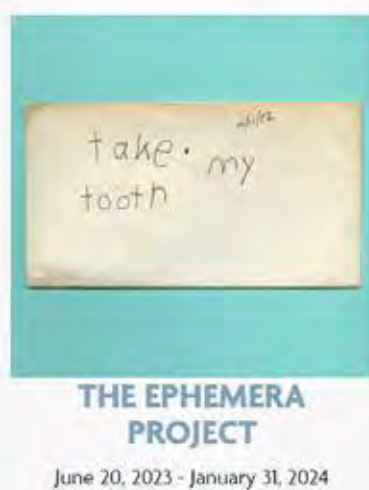
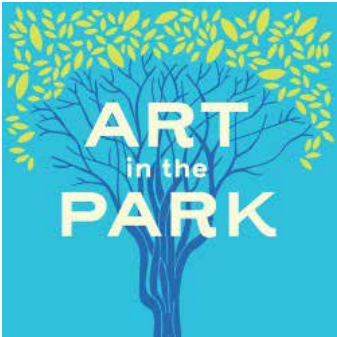


# 18. WAYFINDING AND SIGNAGE





# 19. SUPPORT YEAR-ROUND EVENTS





# 20. BUSINESS IMPROVEMENT DISTRICT (BID)

## MARKETING AND EVENTS

- Downtown branding and marketing
- Support and promote events
- Support farmers market
- Arts and culture

## PLACEMAKING AND EXPERIENCE

- Parking District management
- Transit and transportation
- Improve visual character
- Clean and safe programs

## ECONOMIC VITALITY

- Grant programs (storefronts, upper floors)
- Business & retail recruitment and retention
- Coordinate infrastructure improvements
- One-stop shop



**Downtown Columbus, IN (pop. 50,000)**



**Downtown Hendersonville, NC (pop. 15,000)**



## OPEN SPACE & ACCESSIBILITY

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## HOUSING & COMMUNITY

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- 14 New Integrated Housing (above Retail)

## MOBILITY, PARKING & TRANSIT

- 8 Bicycle facilities
- 9 Improved public transit
- 10 Parking management

## BUSINESS & ECONOMIC DEVELOPMENT

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- 20 Business Improvement District

# DOWNTOWN WATERVILLE VISION PLAN - MEDIUM TERM





## OPEN SPACE & ACCESSIBILITY

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- 4 Temple St Connection
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## BUSINESS & ECONOMIC DEVELOPMENT

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- 18 Wayfinding and signage
- 19 Support year-round events
- 20 Business Improvement District

# DOWNTOWN WATERVILLE VISION PLAN - LONG TERM





# NEXT STEPS

## Implementation Committee Responsibilities:

- **Prioritize projects & determine next steps**
- **Identify funding sources**
- **Assess city actions & regulations**
- **Build partnerships & identify roles**
- **Maintain inclusive public engagement**
- **Support business recruiting efforts**
- Prepare a **Downtown Action Plan**



# **NEXT STEPS**

- **Downtown Vision Plan report**
- **City adopts Downtown Vision Plan**
- **Establish Implementation Committee**
- **Plan for ongoing public engagement**
- **Coordinate with Comprehensive Plan process**



# Thank you!



***Please join us for a  
celebratory reception!***