

Major Recommendations

1. *Develop an ongoing organization that can carry out the recommendations of the Downtown plan, coordinate promotion and marketing activities, and be an advocate for Downtown Ellsworth.*
2. *Develop an identity for Downtown Ellsworth as a cohesive business district.*
3. *Create the feeling that Downtown Ellsworth is a pedestrian-friendly business district.*
4. *Improve the availability of customer parking in the Downtown area .*
5. *The downtown organization should work to expand the range of retail offerings in the Downtown by building on the district's existing strengths and capitalizing on market opportunities.*
6. *Increase Downtown's market share of retail sales generated by residents of Ellsworth's trade area.*
7. *Increase the market share of year-round retail expenditures made in Ellsworth by seasonal residents of the trade area.*
8. *Increase the market share of retail expenditures by visitors to the area captured by Downtown businesses.*
9. *The City and downtown organization should work to reinforce and expand Downtown Ellsworth's role as a regional office and service center.*
10. *The Public Improvements identified in the Downtown Streetscape Plan such as ornamental streetlights, pedestrian friendly sidewalks, and the Downtown Square should be coordinated with the proposed MDOT Main Street Reconstruction.*
11. *Transportation improvements identified in this report such as gateway/signage areas, intersection improvements and directing traffic flow should be coordinated with the MDOT proposed Main Street Reconstruction to meet Downtown Ellsworth's revitalization goals.*
12. *The role of Historic Preservation in Ellsworth's Downtown revitalization program should be emphasized.*
13. *Zoning regulations need to be revised to reflect the goals and objectives of Ellsworth's Downtown revitalization plan.*
14. *The Public Relations and Promotion of Ellsworth's Downtown Revitalization plan needs to continue.*