

**A RESOLUTION IN SUPPORT OF  
THE CITY OF ELLSWORTH  
2008 DOWNTOWN PLAN**

**Adopted by the City Council on November 17 2008.**

**WHEREAS**, since 1996, the City worked on five downtown studies involving significant community involvement: Quality Main Street Study, January 10, 1996; A Master Plan for the City of Ellsworth Waterfront Parts I and II, November 2002 (adopted by the City Council in early 2003); Waterfront Redevelopment September 2006 (adopted by the City Council in early 2007); Ellsworth Bicycle – Ped Plan August 7, 2007; and Downtown Parking Study, March 2008.

**WHEREAS**, the 1996 Quality Main Street Study provides an overall leading vision; the two Waterfront Plans call for walkability and mixed-use located amongst some green space with provision for waterfront access, with redevelopment concepts of certain lots adaptable in whole or in part to other riverfront lots; the Bike-Ped Plan focuses on having functional and connected walking and biking amenities; and the Parking Study addresses parking issues that have been discussed for decades.

**WHEREAS**, the Plan is acceptable to the City as a guide for the foreseeable future, not a legal mandate, for the future development of the Downtown with the goals of increasing private investment, employment, commerce, property tax base and vitality;

**WHEREAS**, the Plan seeks to coordinate the investment of the private sector with the Capital Improvement Program of the City. The use of City funding for Plan implementation shall be considered only after careful examination of overall community needs.

**WHEREAS**, the Plan reinforces the worth and depicts the role of the downtown to the community. It provides guidance to existing and future owners, developers, and users of the downtown as how their property or service fits into the present and future of the area.

**WHEREAS**, there is one agreed upon Ellsworth Downtown Area and that only Plan policies and recommended actions located within that Downtown Area are recognized as being part of the Plan.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ELLSWORTH, MAINE** that the 2008 City of Ellsworth Downtown Plan (the Plan) is approved by the City Council. The Plan will be used as a flexible framework for further downtown redevelopment efforts. Property owners, developers, and residents will be encouraged to follow the initiatives as property improvements are made. City staff will utilize the principles of the Plan in proposing future courses of action and Council will evaluate proposals from all sources by considering the relevance of proposals to the principles of the Plan. The endorsement of this resolution is in principle and does not preclude variations or exceptions.

Need to identify lead roles, priorities, and funding. "Ongoing" category includes both planning/construction sub categories

## INTEGRATED DOWNTOWN ACTION SUMMARY

### Overall Goals

1. To maintain and enhance the Downtown's prominence as the regional center for commerce, culture and government services.
2. To encourage growth and development in Downtown while preserving and strengthening the existing businesses and the unique identity and character of the downtown.
3. To provide services for and enhance the quality and vitality of the Downtown.
4. To preserve and enhance the viability, liveability and sense of place of Ellsworth's Downtown, for residents, workers and shoppers.
5. To manage traffic and parking in the Downtown, while maintaining a favorable pedestrian environment and village character.
6. To provide sufficient, well-managed parking and quality businesses.
7. To determine the existing parking supply and demand within the downtown.
8. To determine the future parking demand based on anticipated growth and development.
9. To formulate recommendations to manage the Downtown parking.
10. To coordinate parking with other modes of transportation in the City.
11. To support a vibrant mix of tax-generating uses set amongst parks, civic space trails, and historic exhibits.
12. To revitalize the waterfront with shore trail from Main Street to Harbor Park and Indian Point.
13. To further develop our role as a regional center for culture, recreation boating, government, commerce and in-town residential living.
14. To adapt the general concepts of the Morrison redevelopment plan to other key river lots.
15. To provide safe and accessible walking/biking systems for all users to the many inviting Downtown destinations.
16. To provide for daily walking and biking as transportation and/or recreation modes.
17. To encourage the inclusion of the bike/ped facilities in planning design.

### Downtown Organization

Develop an ongoing organization that can carry out the recommendations of the Downtown Plan, coordinate promotion and the marketing activities, and be an advocate for Downtown Ellsworth.

The seemingly interchangeable use of the word business association, merchant association, and DT organization is confusing		STATUS				
		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
<b>Activities</b>	<b>1</b> Establish a permanent Downtown organization to manage and coordinate downtown revitalization efforts to include the City, merchants association, property owners, and others with a stake in Downtown. Ideally the new organization should be a private, nonprofit organization whose sole purpose is the promotion of Downtown Ellsworth. Once established, this new Main Street Ellsworth Group will need to:		✓			
	a) Establish a clear vision for Downtown Ellsworth and a work plan for how the mission will be accomplished.		✓			
	b) Establish a reasonable budget and source of funding for the organization.		✓			
	c) Develop a program for routine staff support of the Main Street Ellsworth Organization.				✓	
<b>2</b>	Establish an economic development entity, including economic development director and board, with the tools needed to acquire, hold, lease, manage land and/or buildings; contract for services; administer a bond; finance projects; and enter into cooperative agreements.				✓	
<b>3</b>	Strengthen the Downtown Businesses Association by expanding membership, funding and hiring a downtown manager, joining the Main Street Program, etc.				✓	

		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
4	Involve a broad spectrum of local and regional groups who have interest in Downtown (i.e. historic conservation, economic development, recreation, tourism, etc.)			✓		
5	Promote public/private economic development.			✓		
6	Purchase and redevelop the Morrison parcel and/or other key river parcel				✓	
7	Assign a transportation coordinator to manage and promote parking recommendations.				✓	

## Business Attraction/Retention and Marketing

Increase Downtown's market share of retail sales generated by residents of Ellsworth's trade area.

Increase the market share of year-round retail expenditures made in Ellsworth by seasonal residents of the trade area.

Increase the market share of retail expenditures by visitors to the area captured by Downtown businesses.

Expand the range of retail offerings in the Downtown by building on the district's existing strengths and capitalizing on market opportunities.

Encourage facade improvements and building upgrades.

Ensure existing and new businesses have access to services.

		STATUS				
		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
<b>Activities</b>		✓			✓	
1	The new downtown organization should develop a "logo" for Downtown Ellsworth, projecting a quality image for Downtown and used by both the downtown organization, and individual merchants in marketing and promotional activities.				✓	
2	The Downtown organization, in conjunction with the merchants association, should develop a series of joint promotions aimed at increasing consumers' awareness of the goods and services available in Downtown Ellsworth to promote it as a unique shopping district rather than as a collection of individual stores.			✓	✓	
3	The City and Downtown organization should work to have the Ellsworth farmer's market located in Downtown a least one day a week and provide promotional support for this activity.	✓				
4	The Downtown organization, in conjunction with the merchants association, should develop a marketing program targeted at consumers living east of Ellsworth along Route 1 to encourage consumers who visit the High Street/Wal Mart strip to come into Downtown as well.					✓
5	Once the physical improvements in Downtown are completed, the Downtown organization and merchants association should develop a promotional event targeted at higher income consumers in the Greater Bangor market promoting Downtown Ellsworth as a unique shopping environment that provides an attractive, entertaining shopping experience.				✓	
6	The downtown organization, in conjunction with the merchants association, should organize a "homecoming" festival for June designed to encourage seasonal residents to visit Downtown, participate in events, and become familiar with what Downtown has to offer.				✓	

		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
7	The Downtown organization, in conjunction with the merchants association, should organize a Christmas shopping promotion in late August/early September to encourage seasonal residents to do part of their holiday shopping in Ellsworth before they leave the area. The promotion could include Christmas activities, special services such as delivery of packages in December, and possibly special discounts on holiday purchases.				✓	
8	The merchants association should develop a holiday shopping catalogue to be mailed to seasonal residents from away. The catalogue should residents as holiday gifts or for their personal use. The catalogue should be simple but project a quality image.				✓	
9	The Downtown organization should organize a series of low-cost "street events" throughout the summer season to create a reason for people to stop in or return to Ellsworth. The key is to have the events in a location that is visible from Main Street and that allows people to stop in. The most desirable component of these events is music and should draw on locally available talent.				✓	
10	The Downtown organization and merchants association should develop an attractive brochure dealing with shopping, eating, entertainment, parking and events in the Downtown Area. This should focus on the unique shopping environment of Downtown Ellsworth. This brochure should be available at tourist information centers. In addition, the organization should work with area motels and B&Bs to distribute the brochure to people staying in the Ellsworth area.				✓	
11	The Downtown organization should work with Downtown landlords and non-retail businesses that occupy first floor space on Main Street within the retail core to free up space for retail use if potential retail tenants can be identified.				✓	
12	The Downtown organization should review the results of the market analysis with individual Downtown businesses to determine if existing businesses can capitalize on these opportunities by expanding their merchandise line or establishing companion businesses.				✓	
13	The Downtown organization should work to identify existing businesses in the Downeast region that fit into the categories identified in the market analysis and develop a program of personal contacts supported by market information to encourage the businesses to consider relocating to Downtown Ellsworth.				✓	
14	The Downtown organization should actively promote the success of Downtown businesses to create a climate that encourage other businesses to look at Downtown as a potential location for their businesses. This should include use of the general media as well as special businesses trade publications.				✓	

		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
15	Continue meeting with key landowners to discuss their plans and goals.			✓	✓	
16	Improve building facades, signs, and window display			✓		

## Land Use

**The City and Downtown organization should work to reinforce and expand Downtown Ellsworth's role as a service center.**

**A slow but purposeful transition from auto sales and other such uses along the river to a mix of retail, service, office, residential, and cultural/institutional uses, compatible with Main Street and riverfront walkway.**

		STATUS				
		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
<b>Activities</b>		✓		✓		
1	The City's Land Use Regulations should promote the utilization of buildings on the fringe of Downtown for office and service businesses.	✓		✓		
2	Verify that the waterfront redevelopment is feasible from a regulatory stand point (floodplain, ACOE, brownfield, etc.).	✓		✓		
3	Revise existing ordinance provisions to achieve the vision of the Downtown Plan	✓		✓		
4	Establish reasonable design standards for new building, parking, landscaping, signs, etc, to ensure that historic issues are addressed and quality development results.	✓		✓		

## Bike/Ped

**Create the feeling that Downtown Ellsworth is a pedestrian friendly business district**

**Build a waterfront trail linking the existing rivertrail at the library, to the waterfall and to Indian Point.**

**Make strong pedestrian connections to water Street and Franklin Street.**

**Provide safe routes for bicycles and pedestrians.**

**Provide bicycle/pedestrian access to and between significant destinations and Downtown and enhance connections with the network of other bicycle/pedestrian facilities.**

		STATUS				
		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
<b>Activities</b>		✓				
1	The reconstruction of Main Street should provide upgraded crosswalks that enhance a feeling of pedestrian safety, clearly indicating that pedestrians have the right-of-way, while being visually compatible with the Downtown environment. The primary focus should be on the following areas:					
	a) Crosswalk at Franklin Street	✓				
	b) State Streets mi-block/library crosswalk	✓				
	c) Crosswalk at Hancock/School Streets	✓				
	d) Crosswalk at State Street	✓				
2	Upgrade the pedestrian ways between City Hall and Franklin Street parking lots and Main Street.	✓				
3	As part of the reconstruction of Main Street, the sidewalks along Main Street and Franklin Street should be widened and improved and benches should be provided at key location.	✓				
4	Explore requiring trucks to use Water Street at certain times during the day as an alternative to Main Street.				✓	
6	Create a waterfront trail from the falls to Indian Point				✓	
7	Create and maintain pedestrian crosswalks on key routes.	✓		✓		

		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
8	Improve existing pedestrian crossings on High Street.	✓		✓		
9	Create pedestrian crossing on Water Street to access the marina.	✓		✓		
10	Ensure safe routes between Downtown and schools.			✓		
11	Use signage and other traffic calming measures to enhance safety on key bike/ped routes.	✓		✓		
12	Build awareness of existing bicycle/pedestrian assets.	✓		✓		
13	Create a publicly accessible website with local bicycle/pedestrian information and maps.	✓		✓		
14	Develop and install signage for trails and walking/biking routes.	✓		✓		
15	Provide educational programs about bicycle/pedestrian safety.	✓		✓		
16	Encourage schools to promote bicycling and walking to school.	✓		✓		
17	Hold public events that encourage use of bicycle and pedestrian infrastructure.	✓		✓		
18	Locate bike racks in visible and high traffic areas.		✓	✓		
19	Create bicycle/pedestrian routes from Downtown to DeMeyer Field complex, Ellsworth Falls, schools, shopping areas, recreation areas, Birdsacre, Woodlawn, Indian Point, and between neighborhoods.			✓		
20	Complete sidewalks on side streets connecting to High Street		✓	✓		
21	Enhance connectivity with network of other bicycle/pedestrian facilities.		✓	✓		
22	Separate pedestrians from high speed traffic.	✓		✓		
23	Study the feasibility of pedestrian over/under passes.	✓		✓		✓
24	Encourage and support local bike and kayak rental businesses.	✓		✓		
25	Safe Routes Connecting K8 School to YMCA and Ellsworth Library		✓	✓		
26	Main Street and State Street: Safe pedestrian crossing and Pedestrian exclusive time on light		✓			
27	Main Street: Complete sidewalks to Maine Community Foundation and Union Street				✓	
28	Stop, look, listen warning signs at crosswalks				✓	

## Parking

The availability of customer parking in the Downtown area should be improved.

Provide parking to support waterfront business growth.

Create additional parking spaces at the Harbor Park.

Bring streets and sidewalks up to Main Street standards.

Upgrade all streets and sidewalks.

		STATUS				
		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
Activities						
1	The City and Downtown organization should work together to increase the public's awareness of parking available in the Downtown. This should consist of two parts:					
	a) The City should undertake a directional sign program that provides visitors with information about available parking and provides directions to off-street parking locations.	✓				
	b) The Downtown organization should provide customers and visitors with information about available parking in the Downtown.				✓	

		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
2	The City and Downtown organization should develop a parking management program to encourage Downtown employees, court visitors, and other long-term parkers to leave on-street parking spaces in the City Hall lot for customers and other short-term visitors.				✓	
3	The City should encourage the use of underutilized off-street parking such as the new Franklin Street lot for long-term employee parking and to expand the available supply of long-term parking on the fringe of Downtown through the use of existing lots (i.e., Post Office, churches, etc.) and in longer term, the development of additional off-street parking.				✓	
4	Improve existing parking lot at Water Street (curbing, resurfacing, lighting, landscaping).	✓		✓		
5	Promote the creation of parking behinds the buildings.			✓		
6	Pull down the Schaeffer building to expand parking	✓				
7	Short-term parking: Limit time for parking spaces in those closest to downtown businesses to allow for the optimal parking opportunity and turnover of customers and clients.	✓				
8	Employee parking: Provide dedicated spaces in distant parking lots such as on Franklin Street.				✓	
9	Permit parking: Develop a system (paid or free) for residents and regular commercial users.					✓
10	Resident parking: Issue stickers for overnight permit parking in designated spaces.					✓
11	Shared Parking: Develop a shared parking ordinance and/or revise other ordinances accordingly.	✓				
12	Overnight parking: Require a residence permit sticker for overnight stays in City lots.				✓	
13	RV and tour bus parking: Provide daytime only spaces in a downtown lot.				✓	
14	Handicapped parking: Periodically reviewed the supply of spaces as land uses change or develop.	✓		✓		
15	Downtown Parking District: Establish a downtown parking district with enforcement revenues dedicated to parking improvements within the district.				✓	
16	Parking fines: Periodically review fine levels for violations and uses of enforcement revenues.	✓		✓		
17	Time limits: Periodically review parking time limits for effectiveness.	✓		✓		
18	Alternative modes: Encourage car pooling, alternatives and public transportation with incentives.				✓	

		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
19	Education: Emphasize the importance of parking management, and participation of downtown business owners and employees. Provide information in a brochure with a color-coded schematic map of the Downtown area showing preferred customer parking as well as preferred locations for employee parking, including pedestrian connections.				✓	
20	City Hall parking lot: Expand the employee parking area off Church Street to provide more designated customer parking near the ground-level entry.				✓	
21	Courthouse: Decision makers should consider the needs and usage patterns of the County Courthouse when formulating parking policy for the City Hall vicinity.	✓				
22	Snow Plowing: The signage and policy for managing vehicles during snow storms needs to be reviewed and revised to maximize access to areas for plowing.			✓	✓	
23	Signs: Add regulatory signs as needed and way finding signage with a Downtown logo.		✓	✓	✓	
24	City Hall parking lot: Pave and stripe the unpaved portion near School Street.			✓		
25	Pedestrian connections: Improved walkways to parking areas, including appropriate lighting.		✓	✓		
26	Parking garage: Construct a deck over the surface lot on Water Street or the City Hall Lot if parking needs surpass 80% of capacity as explained above.				✓	
27	Parking meters: Install meters along Main Street if signage and enforcement are not effective enough in promoting the parking turnover desired in the downtown.				✓	

## Gov/Culture/Entertainment/Recreation

An expanded downtown, from Franklin Street to the Morrison lot, with a mix of public and private uses.

Improve the Downtown Waterfront

Reconnect Main Street to the waterfront.

Create a new quality image for the Waterfront.

A riverfront walk from the bottom of the waterfall to Indian Point, and linked to Franklin Street.

An expanded harbor/park area with new marine, boating and recreational uses.

A street system infrastructure that's functional and attractive.

Conservation of historic and natural areas.

Conserve historic and natural areas especially near the waterfront, adopt historic themes, and educate visitors about Ellsworth's history.

Consider a maritime museum on Water Street

Develop area specific master plans to improve access and circulation, increases parking, upgrades property values, and open redevelopment opportunities

Upgrade Water, Franklin, and Pine Street with streetscaping (e.g. lighting, landscaping, and street furniture)

Consider tax generating uses on the Schaefer property.

Enhance Harbor Park

Expand docking and mooring facilities

Upgrade and expand shore-side recreation

Provide additional marine services at the harbour.

Work with private, west shore owners to conserve these lands

Re-vegetate and restore riparian vegetation.

Support outside events under permanently-established.

The redevelopment of key waterfront property should provided a place(s) for social gathering and draw people in.

Emphasize river views.						
Outside events under permanently-established tented area or a pavilion are desired on the river						
		STATUS				
		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
<b>Activities</b>				✓		
1	Emphasize Downtown's civic building and cultural facilities		✓			
3	Develop a historic waterfront attraction to promote heritage tourism (riverwalk, lighting, landscaping, restroom, new retail/office)				✓	
4	Develop area specific plans, based on the "framework" plan, for the highest priority areas.		✓		✓	
5	Physical improvements within the Downtown area should establish a visually consistent environment that sets it apart from other sections of Ellsworth.	✓				
6	The City, in conjunction with the downtown organization should develop "gateways" to Downtown at the following locations:					
	a) The intersection of High Street and Main Street		✓	✓	✓	
	b) Route 1 entry across the river		✓	✓	✓	
	c) Intersection of Route 1A and State Street		✓	✓	✓	
7	Improve City Hall parking lots and signage (curbing striping, retaining wall on bank, steps and ramps, landscaping and lighting)		✓	✓		
8	Develop civic spaces		✓	✓		
9	Develop streetscape improvements to create a pedestrian friendly environment		✓	✓		
10	Improve Water Street streetscape ( concrete sidewalk and lighting)		✓	✓		
11	Revegetated riverbank, shaded riverwalk, and three prominent river overlooks.			✓		
12	Complete the dredging and build additional docks for boaters	✓				
13	Re-sculpt and expand amphitheatre				✓	
14	Build a new wharf to allow for larger vessels, if feasible.		✓	✓		
15	Develop a boat house, with seasonal restaurant and marine facilities				✓	
16	Purchase the health Center and convert it for marine uses				✓	
17	Continue to upgrade landscaping, lighting, and other public facilities in the harbor park.		✓	✓		
18	Evaluate all below grade infrastructure on Water Street to assure that existing sewer, water, and storm drains are adequate to support new development and consider the feasibility of installing below grade electric lines.		✓	✓		
19	Redesign of Water Street should emphasize quality and safety, for all users. Priority should be given to:					
	a) Providing wide (8 ft) sidewalks on both sides of Water Street linked to sidewalks on Franklin, and Pine Streets		✓			
	b) Providing 10 foot travel lanes with minimal access ( curb cuts)			✓		
	c) Providing on-street parking only where the right-of-way allows				✓	
	d) Installing streetlights that match those on Main Street		✓		✓	
	e) Planting street trees, where feasible		✓		✓	
	f) Building neck-downs on Water and Franklin Streets to facilitate pedestrian crossings, install bollards		✓		✓	

		DONE	PARTIALLY DONE	ONGOING	RETHINK	OBSOLETE
	g) The elimination of overhead lines and utility poles				✓	
	h) Granite curbs with patterned, concrete, sidewalks		✓		✓	
	i) Trash receptacles, benches, and quality signs		✓		✓	
20	Waterfront - Place interpretative signs, with illustrations, along the main walkways, trails and overlooks				✓	
21	Waterfront - Display interesting artefacts outdoor, e.g. ship's bells, large anchors, masts and sails, ship models, etc.				✓	
22	Waterfront - Use nautical lighting, flags, sculpture etc. To highlight Ellsworth's marine connections				✓	
23	Waterfront - Consider placing a full size replica of a sailing vessel on shore, and/or on the water, next to a maritime museums				✓	
24	Acquire the development right of full fee ownership of Indian Point. This is a historically significant property (tied to the Black House estate) that could become the southern trailhead for the waterfront trail		✓		✓	
25	The City, along with Frenchman's Bay Conservancy (Land Trust) should work with willing west shore owners to protect the immediate, scenic, shoreline across from downtown and harbor park.				✓	
26	Partner with the recreation commission and other groups to hold outdoor music programs, festivals, and other events.	✓		✓		