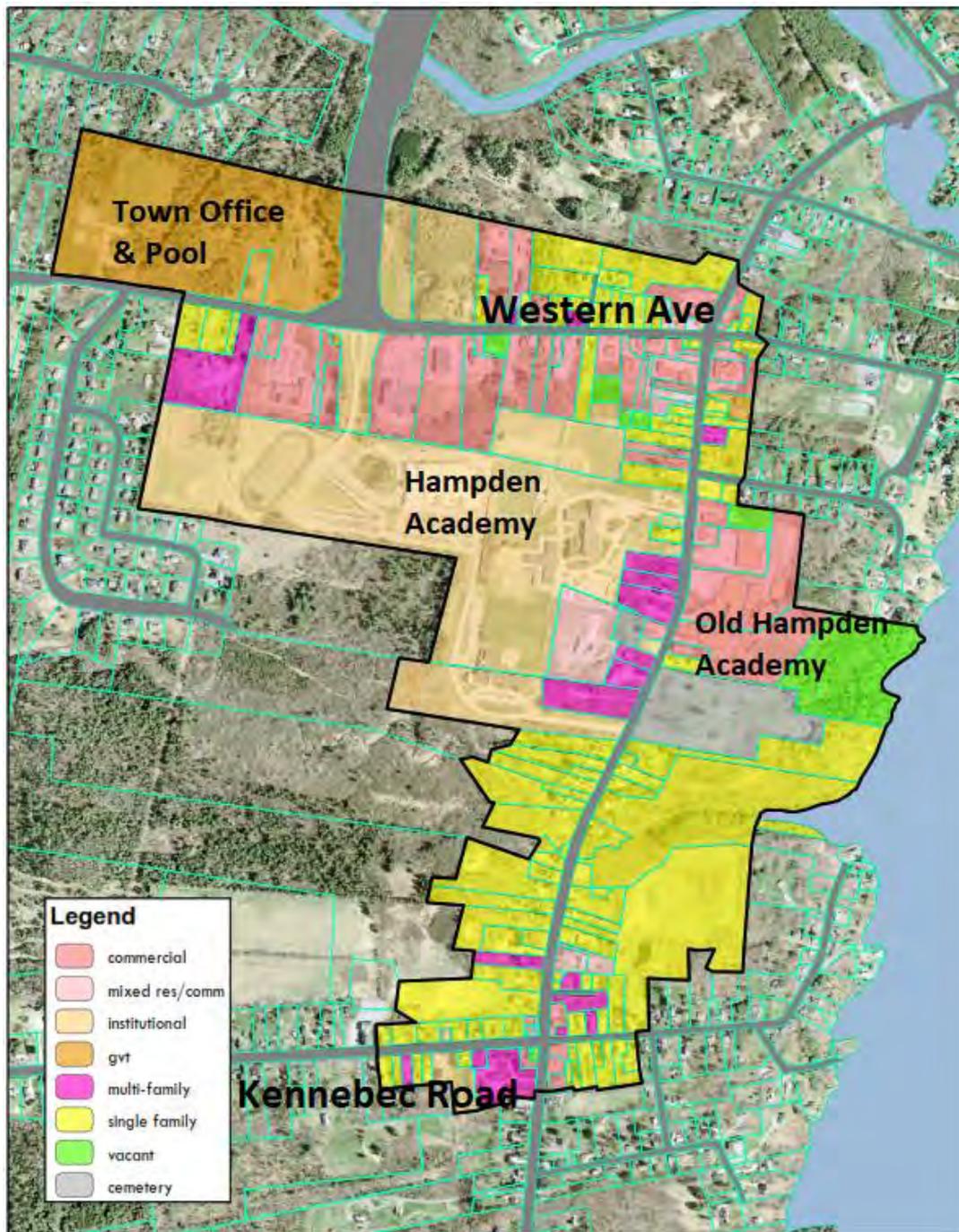


HAMPDEN TOWN CENTER

Public
Workshop
September 25,
2018

TOWN CENTER PLAN

- The purpose of this planning effort is to review zoning and infrastructure changes that will enable the development of a Town Center, the vision and goals for which will be defined through this process.



TOWN CENTER STUDY AREA

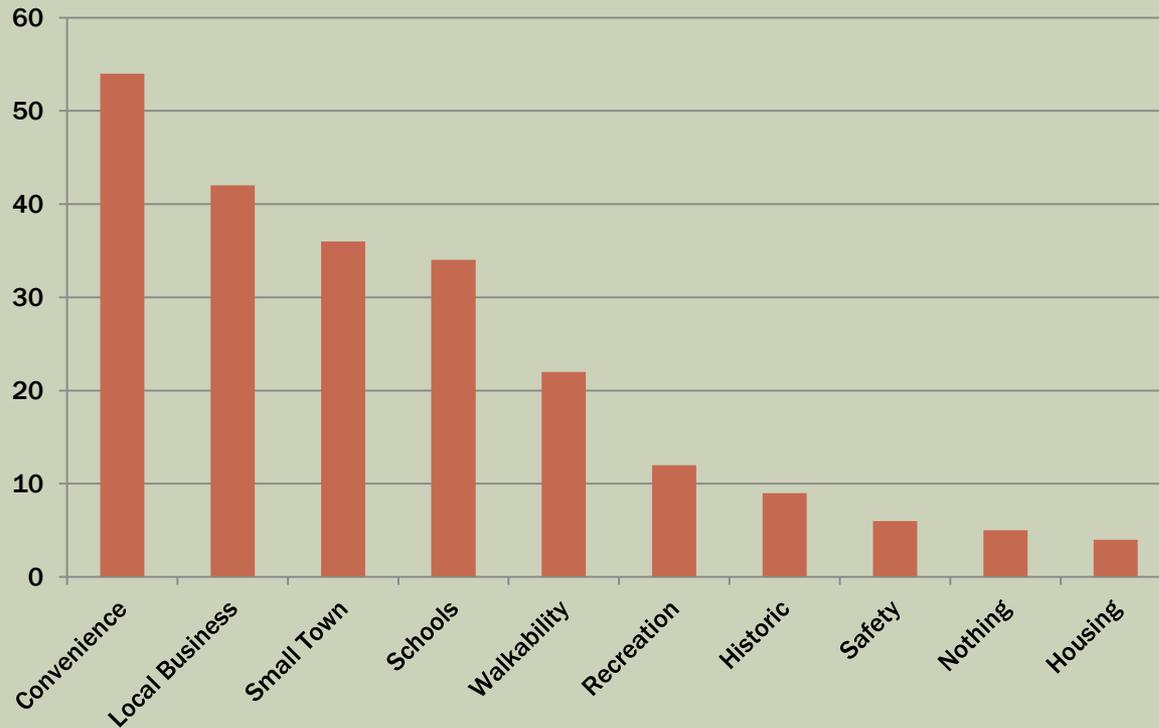
Could still change based on what we have heard and will hear going forward

BEFORE WE BEGIN...

- **1st Public Meeting – July 31**
 - 24 attendees - worksheets, maps, group discussion

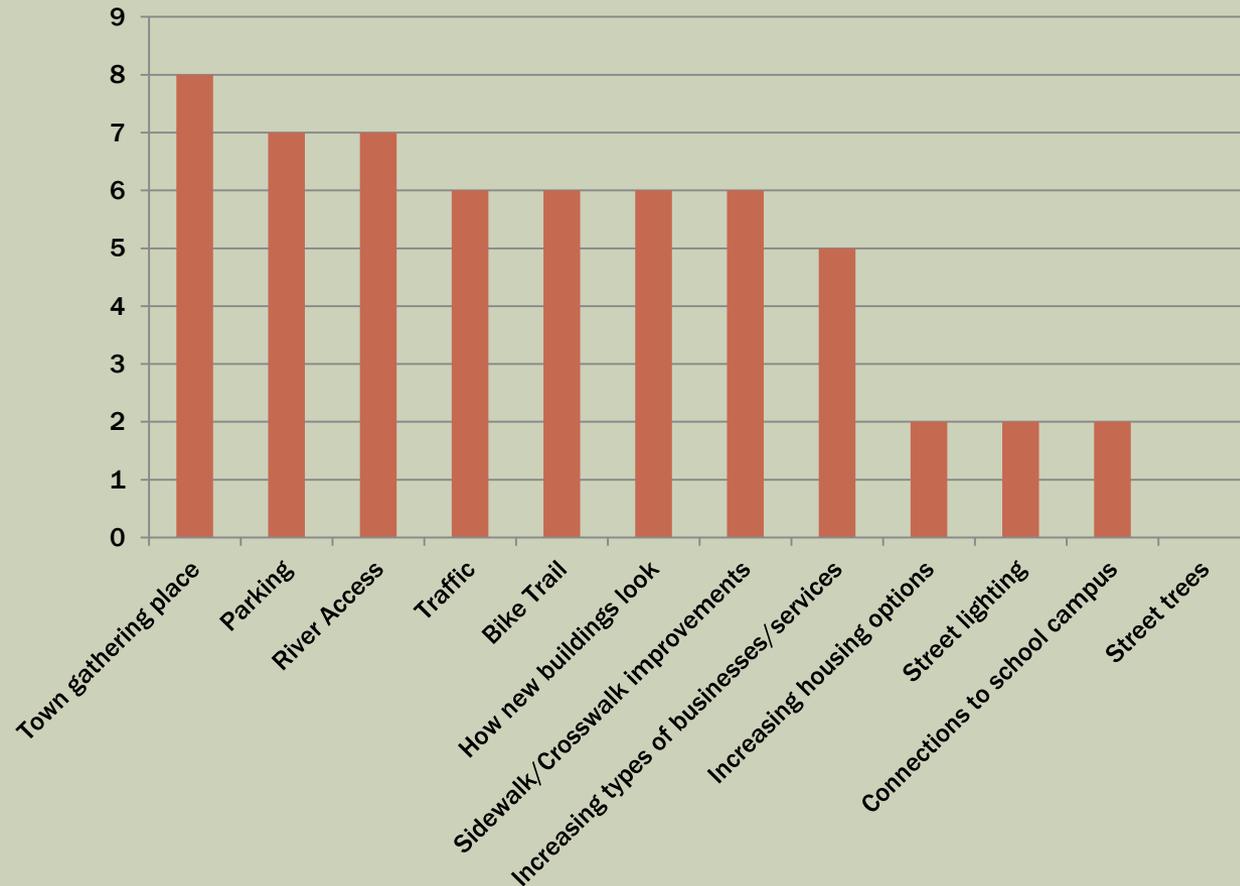
- **Online Survey**
 - 153 responses

LIKE ABOUT THE CENTER TODAY? ONLINE RESPONSES

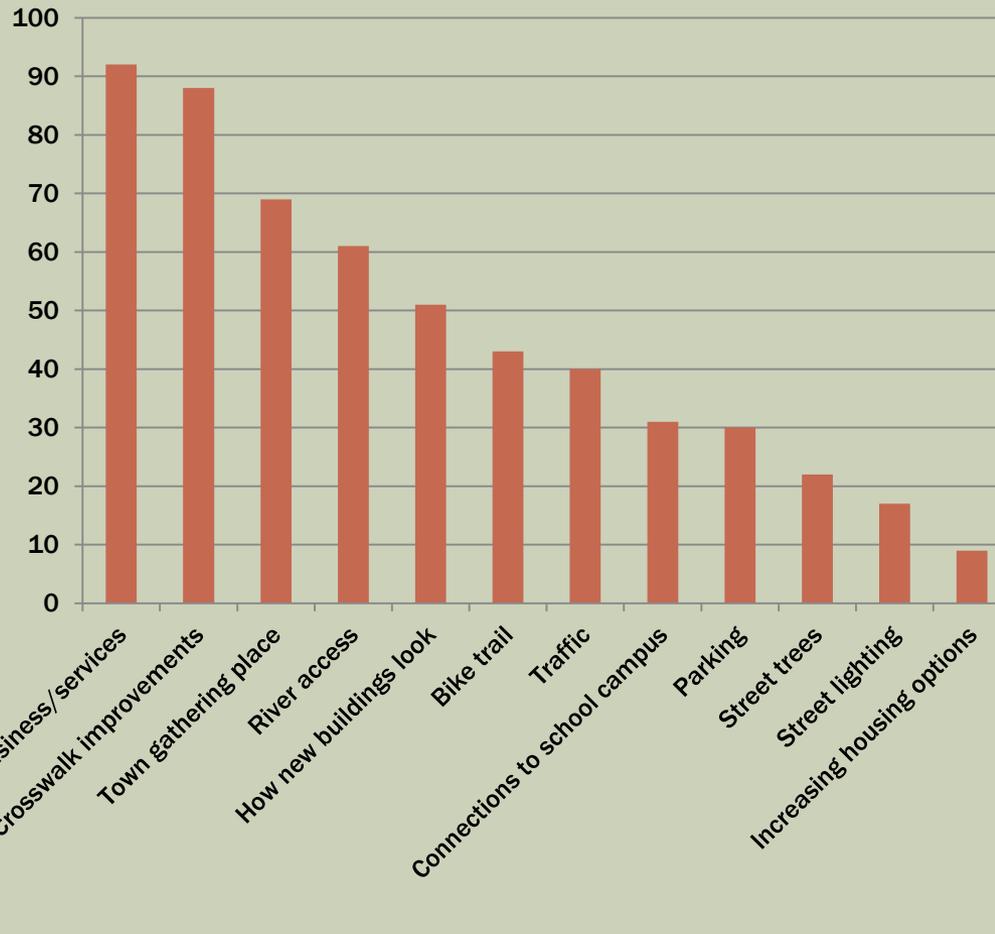


Convenience	54
Local Business	42
Small Town	36
Schools	34
Walkability	22
Recreation	12
Historic	9
Safety	6
Nothing	5
Housing	4

3 MOST IMPORTANT ELEMENTS IN PERSON RESPONSES



3 MOST IMPORTANT ELEMENTS COMBINED RESPONSES



Increasing types of business/services	92
Sidewalk/Crosswalk improvements	88
Town gathering place	69
River access	61
How new buildings look	51
Bike trail	43
Traffic	40
Connections to school campus	31
Parking	30
Street trees	22
Street lighting	17
Increasing housing options	9

GOALS FOR TONIGHT

- **Key concepts**
 - Activity center hierarchy
 - Maine Street Maine elements
- **Topics to develop**
 - Place: Community Space & Placemaking
 - Mobility: Traffic & Parking, Pedestrian & Bike
 - Design: Guidelines & Standards

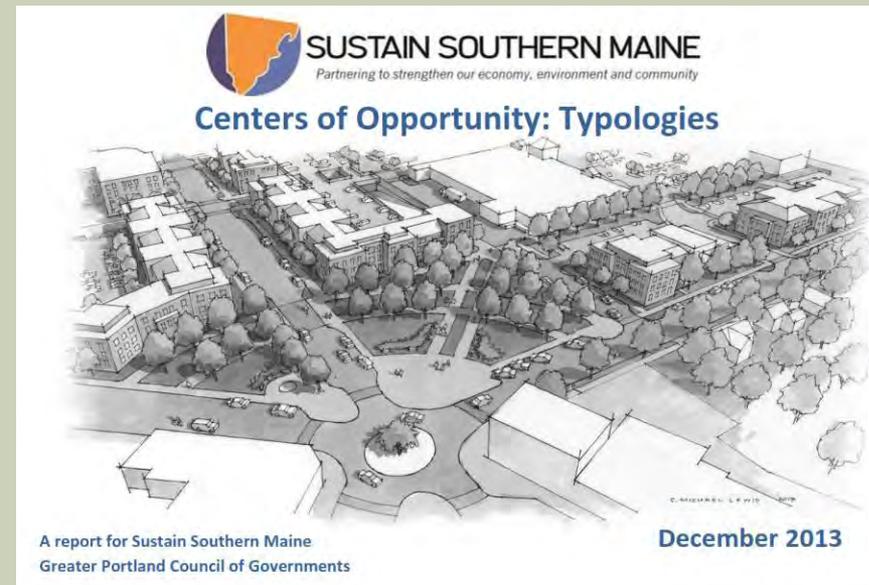
ACTIVITY CENTER HIERARCHY

Sustain
Southern
Maine
Project

TYPES OF CENTERS

- **Convenience Center**
 - Several/town
- **Neighborhood Center**
 - 1 or 2/town, sometimes regional, could be small downtown
- **Community Center**
 - 1/multitown, could be large downtown

- **Regional Center**
 - Bangor Mall area, Maine Mall
- **Seasonal Center**
 - Bethel, Bar Harbor
- **Employment Center**
 - Business or Industrial Park



CONVENIENCE CENTER

- Every town has one, some have more
- Convenience/gas station, general store & take out
- Along suburban roads, 4-corners
- Minutes away from customers
- Trade area = 3-5K



NEIGHBORHOOD CENTER

- Full line grocery anchor, mix of retail and everyday goods/services
- Relies on nearby residential base.
- Tight neighborhood in city or larger area in rural town
- Trade area = 12-25K



NEIGHBORHOOD CENTER

- Hardware, banking, drug store, salons, coffee shop/small restaurants, small retail/service
- Professional and medical offices
- Town hall, post office, places of worship, schools



COMMUNITY CENTER

- Everyday goods & comparison goods
- Grocery & general merch (maybe discount department store)
- Big Box in the 'burbs
- People will travel to these places – not one in every town
- Trade Area = 30-40K
- Downtowns used to be these places, though highway strip centers more common
- Wilson Street, Brewer; High Street, Ellsworth; Route 1, Rockland; Route 2& 7, Newport; downtown Belfast?

MAINE STREET MAINE ELEMENTS

Maine
Downtown
Center

4-POINT APPROACH

■ Organization

- Who speaks for the Town Center?
 - HBA?
 - Chamber?

■ Promotion

- Focus on positive image, special events/activities

■ Design

- Visual message
- Buildings, windows, displays, landscaping
- Signs, sidewalks, street lights

■ Economic Restructuring

- Expand and diversify
- Filling empty or underused spaces

HAMPDEN TOWN CENTER TOPICS

Topics to
develop for
the plan

PLACE: COMMUNITY SPACE

- How do you know when you're in the Town Center?
- Is there a definite boundary to this place or a gradual transition from one place to another?
 - Is it based on how close the houses are together?
 - Is it based on where you see businesses?
 - Is it when you start to see street lights, or based on light spacing?
 - Is it based on signage (intersections, signals, schools)?
- How do you know when to slow down?

PLACE: COMMUNITY SPACE



PLACE: COMMUNITY SPACE



borders and other items in the 3D viewer

COMMUNITY SPACE: STREETSCAPE



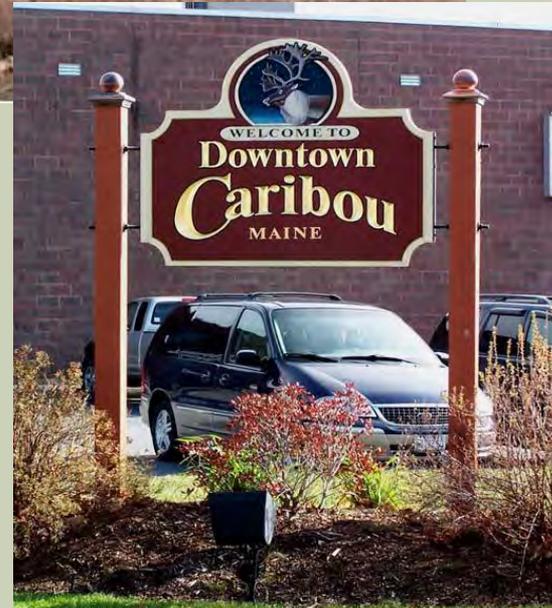
LANDMARKS & GATHERING PLACES



POTENTIAL OPTIONS?



COMMUNITY PLACE: SIGNS



COMMUNITY PLACE

What's right for Hampden?

PLACE: DESIGN GUIDELINES/STANDARDS

- Beyond what's allowed & where new buildings go on a lot
- Quality of building design
- Quality of site design
- Interaction between a property and its neighbors & property and the street

PLACE: DESIGN GUIDELINES/STANDARDS

■ Baseline

- Landscape/Screening
- Parking lot design
- Type of buildings/roof pitch
- Signage requirements
- No unbroken building facades
- Connections to sidewalk, abutting properties

■ More Robust

- Building materials and colors
- Amount of windows and entrance requirements
- New street building requirements
- Signage, lighting, landscaping coordination

DESIGN MATTERS



DESIGN

What's right for Hampden?

MOBILITY: TRAFFIC & PARKING

- Is there really a parking issue in this area?
- Is there ever a time someone can not find a parking space?

- Is there a traffic problem on Main Road?
- Is there a traffic problem on Main Road outside the hours of 7:30am – 8:30am or 2:00pm – 3:30pm?

MOBILITY: TRAFFIC & PARKING



MOBILITY: TRAFFIC & PARKING

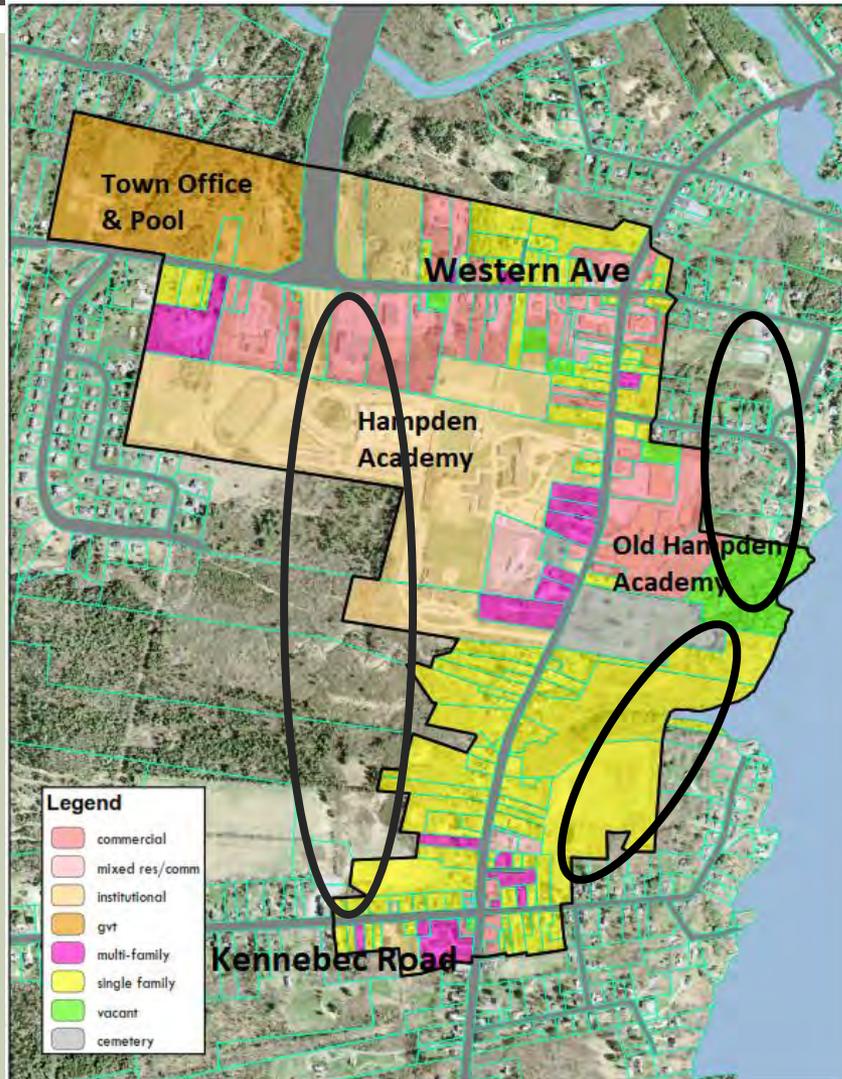


MOBILITY: DESIGN MATTERS

Main Road (remix)



MOBILITY: PEDESTRIAN & BIKE



MOBILITY

What's right for Hampden?

ZONING

