

Survey Narrative

This survey highlights the core of the downtown by individually assessing buildings ranging from 235 to 613 Main Street. It includes information such as: year built, ownership, zone, tax map identification number, historic status, number of floors, number of units, overall square feet, and a square foot breakdown of commercial, residential, and office space. It also has a description of condition, use, design guidelines, and employment estimates. This narrative will expand to cover the downtown beyond the survey's scope to provide a comprehensive overview of Downtown Rockland.

ZONING and Design Guidelines

The zoning in the survey area consists primarily of "Downtown" and Waterfront 2,3, or 4; however, outside the survey area, the number of zones expands to include Waterfront 1 and 3-A. Additionally, the Tillson Avenue TIF district overlays much of the downtown.

The purpose of the Downtown Zone is to preserve and promote a compact, historic commercial district to serve as the retail, office, institutional, financial, governmental, and cultural center of the community. This Zone should include mixed uses that are compatible with existing uses and architectural scale. Essentially the Downtown Zone restricts uses that detract from Rockland's sense of place, regarding the Downtown atmosphere.

Waterfront zone is broken down into several subsections, but the overall purpose of this zone is to further the maintenance of safe and healthful conditions; prevent and control water pollution; control building sites, placement of structures and land use; visual as well as actual points of access to coastal waters. As for the subcategories: WF-1 is restricted to uses that require direct access to the water, WF-2 is a commercial area that allows for some mixed use regarding multi-family housing, WF-3 is for commercial and maritime related use, WF-3A allows an additional use for industrial purposes, WF-4 allows for commercial and restrictive residential use along the waterfront.

The Tillson TIF (Tax Increment Financing) District covers the area along the Rockland waterfront that is located east of Main Street, north of Robinson Street, and south of Lindsay Street. Essentially this area covers properties in the Tillson Avenue and Park Street loop. This area is targeted for redevelopment.

Within the Downtown area there are three sets of design guidelines that buildings must adhere to. Buildings may be subject to one or all three depending on its location and status. The most overarching guidelines are found in Rockland Code of Ordinance 19-317. This ordinance is a general design guideline that encompasses the entire City of Rockland. Its essential purpose is to ensure that individual structures maintain, to a reasonable extent, the same character as the surrounding structures. The Tillson Avenue district must also abide by additional standards defined in Rockland Code of Ordinance 19-304. This ordinance specifies, in detail, the guidelines that must be followed when making changes to existing buildings. The purpose of these guidelines is to enhance redevelopment while maintaining the historic character of the area. The façade guidelines are referred to in Rockland's Downtown revitalization plans as part of their building façade improvement matching grant program. The facade guidelines only apply to the participating structures in the program.

Inventory of Retail/ Commercial Space

The survey contains seventy structures and nearly all have a commercial aspect to them. The survey lists the name of every ground level business on Main Street and provides information on employment and use. The survey shows that Main Street contains eighty-seven businesses that are visible and at street level. There are more less visible ones in upper levels. Only four buildings in the survey area (235 – 613 Main Street) did not have a use for the first level of the building. The issue in Rockland has been trying to find a way to develop the upper and basement levels. The survey shows that upper levels, if not residential, are primarily used as storage or are owner occupied office space. A few exceptions are the counseling offices at 375 and 474 Main Street and a lawyer's office at 429 Main Street. Much of upper levels on Main Street are used as inexpensive and affordable office space, typically for artists. It was found in an earlier survey that upper level office space on Main Street rent from \$0.70 to \$1.50 a square foot per month. This is about ten times less expensive than what ground levels are rented for. As far as basement usage goes, there is little to speak of beyond storage space. The survey shows there is significant space available for retail and commercial expansion, but it must be in the form of upper and basement levels redevelopment

Employment

The survey provides an employment estimate for each individual business on Main Street. Most commercial or retail businesses employ 3 to 5 people with varying ratios of full to part-time depending on the season. Restaurants employ more averaging 8-15 with varying ratios of full to part-time depending on season. The two largest employers on Main Street are Camden National Bank and the Island Institute. Both are estimated to employ about 20 people. Most offices only employ 1-2 individuals. There is an estimated 430 people employed on Maine Street with 260 being full and 170 being part-time. Most jobs on Main Street are either in retail or in the service/ hospitality industry.

Looking forward, job prospects for Main Street appear promising. 449 Main Street has been renovated and a restaurant is moving into the rear basement level that over looks the harbor and is adjacent to the Thorndike parking area and proposed harbor trail extension. With renovations of the parking lot to make it a more functional and friendly, the area behind 385 -449 Main Street will be the most likely place for economic growth in the Downtown. Redevelopment of these backside or rear basement levels could increase the employment opportunity by at least 20 percent. There are other development opportunities as well, but it would require utilization of the upper levels, many of which have no handicap access and are in need of renovation.

Residential

There are many apartments located on Main Street. The survey estimates that 106 units reside there; however, about half of these are section 8 dwellings. Nearby neighborhoods to Main Street are the "South End" and the area east of Broadway and west of Union Street. These neighborhoods have varying degrees of access to Downtown via pedestrian routes. The South End is well situated with preliminary construction of a harbor trail that takes pedestrians right into Main Street with little traffic interference. However, the neighborhoods east of Broadway have a slightly more difficult route as they must cross Union Street. Since Union Street is a one way double lane, Crossing is simpler because traffic flows the same direction and stops at the same time.

2011 DOWNTOWN SURVEY NARRATIVE:
Upper Level and Basement or Lower Level

By University of Maine @ Orono Graduate Intern Daniel Cutis

Purpose

The purpose of this survey was to gather information on basement and upper level occupancies in an area of Rockland's Downtown between 250 Main Street and 497 Main Street, including the lease rates per square foot for these spaces. This data not only yields insight into the current occupancy of Main Street, but also allows us to project potential for future growth.

Methodology

Through the use of the Vision Appraisal Technology's Assessor's Online Database for the City of Rockland, information on the number of floors, general square footages, whether or not the floors were usable, and number of units in each building in the Survey area was obtained. The Vision database lacked specifics such as lease rates per sq.ft. and occupancy. To gather this data, a building to building field survey was undertaken, and additionally an online search of local rental agencies was conducted to gather information on rents.

As a limitation, there may be a discrepancy in number of buildings when referencing other materials. For mail purposes, more numbers are assigned than actual buildings exist in the Downtown. For instance, 417 and 419 Main Street are consolidated in the Vision database, but are considered two buildings on Rockland Main Street's database. The number of buildings in this study comes from the Vision appraisal database. Another limitation is the guess work that is involved when deciding how many usable units actually exist, and what their square footages are. The Vision database lists total units, but some units have been partially renovated and the usability of units is, at times, in question.

Occupancy

Basements

Of basements being used, most basements are either in use by a business or used for storage. For example, The Strand Theatre (345 Maine Street), Camden National (300 Main Street), Key bank (331 Main Street), and Lily Bistro (421 Main Street) all use the basement as part of their business. At 425 Main Street (E.C. Moran Insurance Company), the basement is used as a garage; at 453 Main Street, there is an un-rented basement apartment. Most of the basement space in the survey is currently unusable or storage.

Second Level

The second levels consist primarily of office and apartment space. Of the 40 buildings with a second floor, 20 are at least partially occupied either as apartments or as office space. Of the 11 buildings in the survey that rent second floor apartments, only 7 buildings have tenants, while of the 12 buildings with usable office space, 9 are at least partially rented.

Third/Fourth Levels

The Third and Fourth levels primarily consist of office space and apartments. Of the 25 buildings with available third or fourth levels, 16 are finished and ready for use. Of these 16, 11 have at least partial use: 5 have upper level apartments and 4 have upper level offices. The remaining 2 buildings that use third or fourth levels are the Island Institute (386 Main Street) and the Masonic Temple (456 Maine Street).

Special Cases

The Strand Theater (345 Main Street), Harbor Square Gallery (374 Main Street), the Island Institute (386 Main Street), the Masonic Temple (456 Main Street), and the business at 494 Main Street are all special cases. The buildings' upper levels are all in use by the owners for unique purposes and are not applicable to this assessment. However, they were still counted and are represented as being used.

Pricing

When all tallied, there are currently 19 upper levels in use that are not owner occupied. Of these 19, rental information and square footage estimates were acquired for 7 buildings: 328 Main Street, 385 Main Street, 399 Main Street, 409 Main Street, 419 Main Street, 469 Main Street, and 491 Main Street. The second and third levels of 328 Main Street have studio offices with rental rates of about \$1.50 a sq. ft. per month. Apartments in 385 to 399 Main Street rent for about \$2 per sq. ft.. Studio offices in 409 Main rent for about \$1.50 sq. ft.. In 419 Main, the second floor office rents for \$1 a sq. ft. and the third floor office rents for \$0.70 sq. ft.. Apartment units in 469 and 491 Main Street rent for about \$1 sq. ft..

Summary of Findings

Much of basement and upper levels are unused, unfinished, or underutilized. Of the units that are occupied, the rents are about \$1 to \$2 per square foot. This survey shows that there is plenty of space to fill regarding basement and upper levels in survey area buildings; with investments and rehabilitation of upper levels on Main Street, there is great potential for growth of the Downtown. Upper level rents are about 10 times less, according to Rockland Main Street estimates, than that of street level units. They are inexpensive, and largely vacant due to a lack of demand. This lack of demand stems from a wide variety of issues. One reason is limited handicap access to the upper levels of the buildings. Another is simply a greater preference for street level commercial units due to visibility. This lack of demand has translated into substandard upper level units in some buildings due to years of neglect. Sometimes the best solution to this problem is a change of ownership or investment by current owners. For example, the 412 Main Street upper levels are mostly vacant for the time being, but since changing owners in 2007 the building has been renovated and a penthouse apartment has been added on. This building is ready to be used and is in good condition. The problem is, much of upper level Main Street is not.

**Comprehensive 2011 Survey of Downtown Structures
Prepared by Daniel Curtis: Community Development Intern**

235 Main Street



| | | | |
|--------------------------------------|--|--------------------|------|
| Year Built | 1890 | Overall Sq. Ft. | 3795 |
| Owner | OKOTH, NOELLE, A. L/ ONYANGO, DENIS L. O | Number of Floors | 1.5 |
| Tax Map # | 5B9 | Number of Units | 2 |
| Zone | Downtown | Commercial Sq. Ft. | 0 |
| National Register of Historic places | No | Office Sq. Ft. | 1260 |
| Proposed National Register | No | Residential Sq Ft. | 2535 |

Description

Condition/ Use: This Building is vacant and needs interior improvements, but none the less partially rented as an apartment.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: No employees. Possible uses with renovation could be offices, retail, restaurant, or residential. This building is right on the waterfront and poised for infill development.

252 Main Street



| | | | |
|--------------------------------------|---------------|--------------------|------|
| Year Built | 1876 | Overall Sq. Ft. | 6240 |
| Owner | WARD, SUSANNE | Number of Floors | 2 |
| Tax Map # | 5C8 | Number of Units | 3 |
| Zone | Downtown | Commercial Sq. Ft. | 2100 |
| National Register of Historic places | No | Office Sq. Ft. | 1020 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is currently being used as a coffee shop and roaster by the building owner. The second floor is being used by the owner as an office

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This business employs 3 full-time individuals

256 Maine Street



| | | | |
|--------------------------------------|------------------------------|--------------------|------|
| Year Built | 1796 | Overall Sq. Ft. | 3646 |
| Owner | LEE, S. STEVEN & JEANNINE K. | Number of Floors | 2 |
| Tax Map # | 5C7 | Number of Units | 3 |
| Zone | Downtown | Commercial Sq. Ft. | 1174 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 1761 |

Description

Condition: This building is in good condition. Half of the first floor is rented and operated as John Paul Salon and the remainder of the building contains 3 apartments.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 1 person is employed full-time

266 Main Street



| | | | |
|--------------------------------------|--------------|--------------------|------|
| Year Built | 1967 | Overall Sq. Ft. | 2252 |
| Owner | BRICK'S INC. | Number of Floors | 1 |
| Tax Map # | 5C6 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 2252 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is operating as a local restaurant called Bricks.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 3 full-time 7 part-time

271 Main Street



| | | | |
|--------------------------------------|-------------------|--------------------|------|
| Year Built | 1924 | Overall Sq. Ft. | 4260 |
| Owner | ROCKLAND, CITY OF | Number of Floors | 1.5 |
| Tax Map # | 5B5 | Number of Units | 2 |
| Zone | Waterfront-2 | Commercial Sq. Ft. | 0 |
| National Register of Historic places | No | Office Sq. Ft. | 3195 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and home to Rockland's Harbor Master's Office

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 1 full-time

273 Main Street



| | | | |
|--------------------------------------|------------------------|--------------------|------|
| Year Built | 1950 | Overall Sq. Ft. | 2007 |
| Owner | WATERFRONT GROUP, INC. | Number of Floors | 1 |
| Tax Map # | 5B14 | Number of Units | 1 |
| Zone | Waterfront-2 | Commercial Sq. Ft. | 1975 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: vacant

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: No Employees: A restaurant is a potential use for this building, as it housed one for many years. It also is a potential retail location. This building is located on Rockland's waterfront.

273 Main Street



| | | | |
|--------------------------------------|------------------------|--------------------|------|
| Year Built | 2006 | Overall Sq. Ft. | 6397 |
| Owner | WATERFRONT GROUP, INC. | Number of Floors | 1 |
| Tax Map # | 5B14 | Number of Units | 1 |
| Zone | Waterfront-2 | Commercial Sq. Ft. | 4303 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This Building is in Good Condition and currently being used as a local restaurant called the Pearl .

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This Building Employs 8 Full-time and 12 part-time individuals depending on the season.

275 Main Street



| | | | |
|--------------------------------------|------------------------------------|--------------------|------|
| Year Built | 1978 | Overall Sq. Ft. | 7004 |
| Owner | BEAULIEU, JAMES & THYNG, KATHERINE | Number of Floors | 1 |
| Tax Map # | 5B4 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 6600 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and operated as a local bar called the Timeout Pub.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This business employs 4 Full time and 2 Part time individuals

279 Main Street



| | | | |
|--------------------------------------|---------------------|--------------------|-------|
| Year Built | 1953 | Overall Sq. Ft. | 25396 |
| Owner | FERRAIOLO, FRANK A. | Number of Floors | 1 |
| Tax Map # | 5B1 | Number of Units | 9 |
| Zone | Downtown | Commercial Sq. Ft. | 14600 |
| National Register of Historic places | No | Office Sq. Ft. | 10000 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: Office Building in good condition: Contains Park Street Grill, Computer Solutions, Edward Jones Investment, Franks Barber Shop, and a chiropractor's office

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Park Street Grill employs 4 Fulltime and 10 partime depending on season. Computer solutions employs 2 full-time individuals, Edward Jones employs 2 individuals, Franks barber Shop employs 2 individuals, the chiropractor's office employs 2 individuals. There are up to 22 individuals employed at this building.

300 Main Street



| | | | |
|--------------------------------------|----------------------|--------------------|-------|
| Year Built | 1854 | Overall Sq. Ft. | 29108 |
| Owner | CAMDEN NATIONAL BANK | Number of Floors | 3 |
| Tax Map # | 1J3 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 7110 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: The first floor is in good condition and being used commercially as Camden National Bank. The two upper floors are unfinished and unused. The building does contain a working elevator.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Camden National bank employs 18 individuals. Downtown Zone allows for many potential uses for redevelopment of the upper levels, but there are some functional limitations. Lack of parking limits the ability for residential use, so office space is a more likely choice for development.

2 Park Drive



| | | | |
|--------------------------------------|-----------------------------------|--------------------|--------|
| Year Built | 1968 | Overall Sq. Ft. | 101525 |
| Owner | LIBERTY HOSPITALITY OF MAINE, LLC | Number of Floors | 4 |
| Tax Map # | 1H10 | Number of Units | 3 |
| Zone | Downtown and Tillson ave TIF zone | Commercial Sq. Ft. | 81616 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and operated commercially as the Trade Winds hotel.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. This building is also governed by guidelines in Rockland Code of Ordinances 19-304 and 19-317.

Employment:This building employs 6 full-time and 6 part-time and more depending on the season.

305 Main Street



| | | | |
|--------------------------------------|----------------------------|--------------------|------|
| Year Built | 1900 | Overall Sq. Ft. | 3540 |
| Owner | ALEX, LUCILLE FAMILY TRUST | Number of Floors | 1 |
| Tax Map # | 1H9 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 1600 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This unit is currently being operated as the Bass Compass restaurant. This building is in good condition

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This Building employs 4 full-time and 8 part-time individuals

309 Main Street



| | | | |
|--------------------------------------|---------------------|--------------------|------|
| Year Built | 1975 | Overall Sq. Ft. | 2957 |
| Owner | 309 MAIN STREET LLC | Number of Floors | 1 |
| Tax Map # | 1H11 | Number of Units | 2 |
| Zone | Downtown | Commercial Sq. Ft. | 0 |
| National Register of Historic places | No | Office Sq. Ft. | 2139 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is home to an Audubon Society office and an accounting office

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Both renters employ 2 individuals full-time

315 Main Street



| | | | |
|--------------------------------------|-------------------------------------|--------------------|-------|
| Year Built | 1934 | Overall Sq. Ft. | 18678 |
| Owner | LEHRKE, WILLIAM R. & DONNELLY, ANNE | Number of Floors | 2 |
| Tax Map # | 1H8 | Number of Units | 9 |
| Zone | Downtown | Commercial Sq. Ft. | 12344 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 0 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: The first level is operated as a local restaurant called Rustica. The remainder of the building is under renovation

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Rustica employs 3 Full and 7 part-time employees. The upper floors have potential as office space or apartments.

318 Main Street



| | | | |
|--------------------------------------|-----------------------|--------------------|-------|
| Year Built | 1950 | Overall Sq. Ft. | 17460 |
| Owner | ORIENT ST. PROPERTIES | Number of Floors | 1 |
| Tax Map # | 1I5 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 8670 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition. It is currently being rented and operated as Planet Toy.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: They employ 2 full-time and 3 part-time employees

328 Main Street



| | | | |
|--------------------------------------|---------------------------------------|--------------------|--------|
| Year Built | 1892 | Overall Sq. Ft. | 24000 |
| Owner | SEELIG, WARREN N. & GIBSON, SHERYL S. | Number of Floors | 3 |
| Tax Map # | 1G12 | Number of Units | 18 |
| Zone | Downtown | Commercial Sq. Ft. | 5958 |
| National Register of Historic places | No | Office Sq. Ft. | 18,042 |
| Proposed National Register | Yes | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and rents two commercial units on the first level, Rock City Coffee and the Black Parrot. The upper level consists of studio offices that are partially filled.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Rock City Coffee employs 12 part-time people and the Black Parrot employs 2 full-time

331 Main Street



| | | | |
|--------------------------------------|-------------------|--------------------|-------|
| Year Built | 1970 | Overall Sq. Ft. | 10284 |
| Owner | KEY BANK OF MAINE | Number of Floors | 1 |
| Tax Map # | 1H3 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 5012 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is currently being operated commercially as Key Bank

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 8 full-time employees and 2 part-time

338 Main Street



| | | | |
|--------------------------------------|--------------------|--------------------|------|
| Year Built | 1870 | Overall Sq. Ft. | 2580 |
| Owner | FISCHER, ARIANA S. | Number of Floors | 2 |
| Tax Map # | 1G11 | Number of Units | 2 |
| Zone | Downtown | Commercial Sq. Ft. | 860 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: The first floor of this building is in good condition and is rented and operated as Carver Hill art gallery. The second floor is unfinished and in need of renovation.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Carver Hill employs 2 part-time employees. With renovation, the upper level could be used for office space or a residence.

340 Main Street



| | | | |
|--------------------------------------|------------------|--------------------|------|
| Year Built | 1870 | Overall Sq. Ft. | 4032 |
| Owner | MORAN SMITH, LLC | Number of Floors | 2 |
| Tax Map # | 1G10 | Number of Units | 3 |
| Zone | Downtown | Commercial Sq. Ft. | 1344 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: The first floor of this building is in good condition and rented and operated as Arts Space Gallery. The second floor is unfinished and in need of renovation.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: No employees, all volunteer. The upper level could be renovated and used as a residence or office space.

344 Main Street



| | | | |
|--------------------------------------|---------------------|--------------------|-----|
| Year Built | 1900 | Overall Sq. Ft. | 495 |
| Owner | CARTER, BRADFORD J. | Number of Floors | 1 |
| Tax Map # | 1G9 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 495 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and used commercially as Doug's Barber Shop.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 1 full-time employee

345 Main Street



| | | | |
|--------------------------------------|----------------------|--------------------|------|
| Year Built | 1922 | Overall Sq. Ft. | 7244 |
| Owner | ROCKLAND STRAND, LLC | Number of Floors | 1 |
| Tax Map # | 1H2 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 7244 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is home to the Strand Theater

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This business employs 2 full-time and 2 part-time workers.

346 Main Street



| | | | |
|--------------------------------------|-----------|--------------------|-----|
| Year Built | 2008 | Overall Sq. Ft. | 150 |
| Owner | ADF, INC. | Number of Floors | 1 |
| Tax Map # | 1G8 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 150 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and used as a takeout stand.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: seasonal business – 1 full-time and 2 part-time employees

351 Main Street



| | | | |
|--------------------------------------|------------------------------|--------------------|------|
| Year Built | 1954 | Overall Sq. Ft. | 3793 |
| Owner | ATLANTIC BAKING COMPANY, LLC | Number of Floors | 1 |
| Tax Map # | 1H1 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 3793 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and operated as Atlantic Baking Co.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This business employs 2 full-time and 5 part-time workers

357 Main Street



| | | | |
|--------------------------------------|---------------|--------------------|------|
| Year Built | 1870 | Overall Sq. Ft. | 7800 |
| Owner | STARFIRE, LLC | Number of Floors | 3 |
| Tax Map # | 1D6 | Number of Units | 5 |
| Zone | Downtown | Commercial Sq. Ft. | 3900 |
| National Register of Historic places | Yes | Office Sq. Ft. | 975 |
| Proposed National Register | NA | Residential Sq Ft. | 975 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building is in good condition and is used commercially as Dowling Walsh art gallery on the first two floors. The third floor is an owner occupied office and an un-rented apartment

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 1 full-time employee

365 Main Street



| | | | |
|--------------------------------------|-------------|--------------------|-------|
| Year Built | 1847 | Overall Sq. Ft. | 14824 |
| Owner | AURORA, LLC | Number of Floors | 3 |
| Tax Map # | ID5 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 3629 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This Building is in good condition and also used as Dowling Walsh gallery

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 1

367 Main Street



| | | | |
|--------------------------------------|-------------------------------|--------------------|------|
| Year Built | 1870 | Overall Sq. Ft. | 4158 |
| Owner | CHRISTENSEN, MARCELLA D. MACE | Number of Floors | 2 |
| Tax Map # | ID4 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 1392 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building is in good condition. The first floor is used commercially as Mace's and the second is used as storage for that business.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This business employs 2 full-time and one part-time worker

369 Main Street



| | | | |
|--------------------------------------|-----------------------------|--------------------|------|
| Year Built | 1870 | Overall Sq. Ft. | 3516 |
| Owner | SULIDES, JANETTE E. & ELLEN | Number of Floors | 2 |
| Tax Map # | 1D3 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 1163 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: The first floor of this building is in good condition and is occupied by an art gallery, Lynn Snow Watercolors. The second floor is unfinished and needs renovations

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Lynn Snow Watercolors employs 2 full-time employees. With renovations, the upper level could be used as an Office or residence.

374 Main Street



| | | | |
|--------------------------------------|---------------------------|--------------------|------|
| Year Built | 1913 | Overall Sq. Ft. | 6062 |
| Owner | HARBOR SQUARE GALLERY LLC | Number of Floors | 2 |
| Tax Map # | 1E9 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 5500 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building is in good condition and currently operated as the Harbor Square Gallery

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Harbor Square Gallery employs 2 full-time workers

375 Main Street



| | | | |
|--------------------------------------|----------------------|--------------------|-------|
| Year Built | 1860 | Overall Sq. Ft. | 11139 |
| Owner | HOME COUNSELORS INC. | Number of Floors | 2 |
| Tax Map # | ID2 | Number of Units | 5 |
| Zone | Downtown | Commercial Sq. Ft. | 3633 |
| National Register of Historic places | Yes | Office Sq. Ft. | 3713 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This Building is in good condition. The first floor contains GM pollock, Lucky Dog Gallery, and Uptown Studio. The upper level houses Home Counselors.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Gm Pollock employs 3 full-time and 1 part time, Lucky Dog employs 2 full-time, Uptown Studio employs 1 full and 2 part-time workers, and Home Counselor's employs 3 full-time

376 Main Street



| | | | |
|--------------------------------------|-------------------|--------------------|------|
| Year Built | 1900 | Overall Sq. Ft. | 4592 |
| Owner | HOLMES, GEORGE B. | Number of Floors | 1 |
| Tax Map # | 1E8 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 2272 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

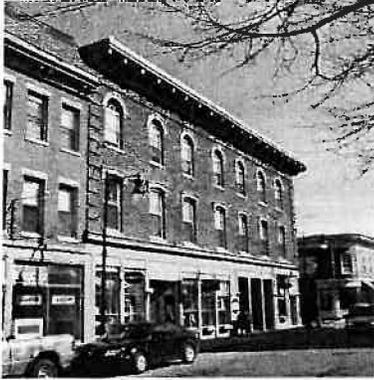
Description

Condition/ Use: This building is in good condition is rented and operated as Jewelers by George.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This business employs 1 full and 2 part-time workers

385 Main Street



| | | | |
|--------------------------------------|---------------------|--------------------|-------|
| Year Built | 1854 | Overall Sq. Ft. | 48635 |
| Owner | WILLIAMS TRUST, THE | Number of Floors | 3 |
| Tax Map # | 1C3 | Number of Units | 44 |
| Zone | Downtown | Commercial Sq. Ft. | 5972 |
| National Register of Historic places | Yes | Office Sq. Ft. | 5972 |
| Proposed National Register | NA | Residential Sq Ft. | 36691 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building is in good condition on the first level and rents out its first floor for a number of commercial purposes; however, the upper apartments are in substandard condition and need of improvement. The Thorndike Creamery and Seagal Cottage are Main Street store fronts and several offices are occupied in the rear of the building.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: he Thorndike Creamery employs 2 full and 6 part-time workers, Seagal Cottage employs 2full and 1 part time worker, and the back offices employ 3 full-time employees

386 Main Street



| | | | |
|--------------------------------------|------------------|--------------------|-------|
| Year Built | 1909 | Overall Sq. Ft. | 19577 |
| Owner | ISLAND INSTITUTE | Number of Floors | 4 |
| Tax Map # | 1E7 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 0 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: The Island Institute is a non profit community development organization and they own and occupy the entire building.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The Island Institute employs 20 full-time and 4 part-time employees

399 Main Street



| | | | |
|--------------------------------------|------------------------|--------------------|-------|
| Year Built | 1854 | Overall Sq. Ft. | 14160 |
| Owner | WILLIAMS TRUST, THE | Number of Floors | 3 |
| Tax Map # | 1C2 | Number of Units | 17 |
| Zone | Downtown | Commercial Sq. Ft. | 3464 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 10696 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building is in good condition on the first level and rents out its first floor for a number of commercial purposes; however, the upper apartments are in substandard condition and in need of improvement. The store fronts include: The Embroidery Shop, Seastreet Graphics, and Clan McLaren.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The Embroidery Shop employs 1 full and 1 part-time, Seastreet employs 1 full-time, and clan McLaren employs 2 Full and 2 Part-time workers

400 Main Street



| | | | |
|--------------------------------------|------------|--------------------|-------|
| Year Built | 1870 | Overall Sq. Ft. | 10668 |
| Owner | CAZAM, LLC | Number of Floors | 1.2 |
| Tax Map # | 1B6 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 5678 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building is currently in good condition and is being rented for a commercial purpose.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The Grass Hopper Shop employs 3 full and 4 part-time workers

404 Main Street



| | | | |
|--------------------------------------|---------------------------|--------------------|------|
| Year Built | 1850 | Overall Sq. Ft. | 5124 |
| Owner | BODINE, WILLIAM W. III | Number of Floors | 3 |
| Tax Map # | 1B6-1 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 1445 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 700 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This Building is in good condition. The first floor is rented and operated as Huston Tuttle and the second floor is vacant

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: They employ 2 workers, 1 full and 1 part-time

408 Main Street



| | | | |
|--------------------------------------|---------------------------|--------------------|-------|
| Year Built | 1850 | Overall Sq. Ft. | 10256 |
| Owner | BODINE, WILLIAM W. III | Number of Floors | 3 |
| Tax Map # | 1B5 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 2715 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: The first floor is in good condition and rented and operated as the Reading Corner. The rest of the building is unfinished and in need of improvement

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: This business employs 2 full and 2 part-time workers

409 Main Street



| | | | |
|--------------------------------------|-------------------|--------------------|-------|
| Year Built | 1800 | Overall Sq. Ft. | 16203 |
| Owner | PEASE, WILLARD D. | Number of Floors | 2 |
| Tax Map # | 1C1 | Number of Units | 4 |
| Zone | Downtown | Commercial Sq. Ft. | 5302 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This Building is in good condition. The first floor is rented out for a number of commercial uses and the second floor is office space. The first level store fronts are occupied by Freedom Jewelers, Asymmetrick Arts, and David Scriven Crowley Gallery. The Upper level is 407 Studios.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Freedom Jewelers has 2 full-time employees, Assymetrick and David Scriven have 1 each, and the upstairs studios employ 5 people.

410 Main Street



| | | | |
|--------------------------------------|----------------------|--------------------|-------|
| Year Built | 1860 | Overall Sq. Ft. | 10892 |
| Owner | 410 MAIN STREET, LLC | Number of Floors | 3.5 |
| Tax Map # | 1B4 | Number of Units | 5 |
| Zone | Downtown | Commercial Sq. Ft. | 3171 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 4358 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building is newly renovated and is occupied on the first floor by a store named 412 and Nuthatch manufacturing. The upper levels are vacant apartments.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Nuthatch and 412 both employ 2 full and 2 part-time workers each.

419 Main Street



| | | | |
|--------------------------------------|----------------------|--------------------|-------|
| Year Built | 1853 | Overall Sq. Ft. | 15255 |
| Owner | MAIN STREET VENTURES | Number of Floors | 3 |
| Tax Map # | 4B18 | Number of Units | 13 |
| Zone | Downtown | Commercial Sq. Ft. | 3769 |
| National Register of Historic places | Yes | Office Sq. Ft. | 7548 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This Building is in good condition and rents the first floor for a number of commercial purposes. The upper levels are offices. The first level is occupied by Caravans, In Good Company, and Suzuki.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Caravans employs 1 person, In good company employs 2 full-time and 4 part-time, Suzuki employs 2 full-time and 4 part-time, and the upper offices have 3 full-time and 2 part-time workers

420 Main Street



| | | | |
|--------------------------------------|-----------------------------|--------------------|-------|
| Year Built | 1840 | Overall Sq. Ft. | 11760 |
| Owner | PEASE, WILLARD D.& CHERYL L | Number of Floors | 3 |
| Tax Map # | 1B3 | Number of Units | 4 |
| Zone | Downtown | Commercial Sq. Ft. | 2882 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 8879 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: The first level is in good condition, but currently unrented. The second floor contains apartments but they are in very poor condition and are not rented. The third floor contains offices and one is partially rented. It is being used as an art studio.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: No employees. A restaurant will likely rent out the first level and with renovations, the second level could be usable apartments

421 Main Street



| | | | |
|--------------------------------------|------------------------|--------------------|------|
| Year Built | 1850 | Overall Sq. Ft. | 6630 |
| Owner | HIGGINS, RICHARD W. | Number of Floors | 4 |
| Tax Map # | 4B16 | Number of Units | 4 |
| Zone | Downtown | Commercial Sq. Ft. | 1326 |
| National Register of Historic places | Yes | Office Sq. Ft. | 2652 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: The first floor is in good condition. It is rented and operated as a restaurant called Lily Bistro. The upper levels are used as offices

Design Guidelines: The Main Street Façade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25, 2006 have been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Lily Bistro employs 2 full-time and 3 part-time workers. The offices upstairs employ 3 full-time workers

425 Main Street



| | | | |
|--------------------------------------|---------------------------|--------------------|------|
| Year Built | 1853 | Overall Sq. Ft. | 4000 |
| Owner | MORAN, E. C. CO., INC. | Number of Floors | 3 |
| Tax Map # | 4B15 | Number of Units | 4 |
| Zone | Downtown | Commercial Sq. Ft. | 980 |
| National Register of Historic places | Yes | Office Sq. Ft. | 1000 |
| Proposed National Register | NA | Residential Sq Ft. | 1000 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building is in good condition. The base of this building is commercially occupied by EC Moran, the second floor contains offices for rent, and the third floor is the owners apartment.

Design Guidelines: The Main Street Façade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25, 2006 have been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: EC Moran employs 2 and the offices upstairs have 2 employees

428 Main Street



| | | | |
|--------------------------------------|---|--------------------|-------|
| Year Built | 1920 | Overall Sq. Ft. | 17236 |
| Owner | SPEAR, EVERETT L. II, HEIRS AND DEVISEES | Number of Floors | 1 |
| Tax Map # | 4D9 | Number of Units | 6 |
| Zone | Downtown | Commercial Sq. Ft. | 4534 |
| National Register of Historic places | No | Office Sq. Ft. | 4000 |
| Proposed National Register | Yes | Residential Sq Ft. | 0 |

*Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: This building is in good condition and is rented for a number of commercial purposes. They include: Kenniston Realty, Loyal Biscuit, Hall's Antiques, Coastal Cobbler, and a bookstore.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Kenniston Realty employs 3, Loyal Biscuit employs 1 full and 1 part-timer, Hall's Antiques employs 2, Coastal Cobble employs 1, the bookstore seasonally employs 2 workers.

429 Main Street



| | | | |
|--------------------------------------|-----------------------------|--------------------|------|
| Year Built | 1853 | Overall Sq. Ft. | 5200 |
| Owner | VOLPE-HENDRICK, ANITA M. | Number of Floors | 3.5 |
| Tax Map # | 4B14 | Number of Units | 2 |
| Zone | Downtown | Commercial Sq. Ft. | 1270 |
| National Register of Historic places | Yes | Office Sq. Ft. | 1300 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: The first floor of this building is in good condition and rented out and operated as Maxfield's Antiques. The second floor is the building owner's law office. The third floor is storage

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The antique shop employs 1 and the law office employs 1.

435 Main Street



| | | | |
|--------------------------------------|----------------|--------------------|-------|
| Year Built | 1825 | Overall Sq. Ft. | 17942 |
| Owner | FOLTZ, SARA E. | Number of Floors | 3 |
| Tax Map # | 4B12 | Number of Units | 6 |
| Zone | Downtown | Commercial Sq. Ft. | 3542 |
| National Register of Historic places | Yes | Office Sq. Ft. | 14400 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: The first floor is in good condition and is operated as The Store. The second floor contains offices and is in good condition. The third floor is unfinished and needs improvements

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The Store employ 2 full and 2 part-time employees. The offices on the second floor employ 3.

441 Main Street



| | | | |
|--------------------------------------|--------------------------|--------------------|------|
| Year Built | 1800 | Overall Sq. Ft. | 5770 |
| Owner | STEEVES, WAYNE & CARLENE | Number of Floors | 3 |
| Tax Map # | 4B11 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 1550 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: The first floor is in good condition and is rented for a commercial use as the Rockland Cafe. The upper floors are unfinished and in need of improvement

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The Rockland Cafe employ 3 full-time and 5 part-time employees

449 Main Street



| | | | |
|--------------------------------------|----------------------|--------------------|-------|
| Year Built | 1877 | Overall Sq. Ft. | 10400 |
| Owner | 449 MAIN STREET, LLC | Number of Floors | 3 |
| Tax Map # | 4B10 | Number of Units | 3 |
| Zone | Downtown | Commercial Sq. Ft. | 0 |
| National Register of Historic places | Yes | Office Sq. Ft. | 0 |
| Proposed National Register | NA | Residential Sq Ft. | 0 |

*This is a contributing structure to the nationally recognized Rockland Historic District

Description

Condition/ Use: This building has recently been renovated and is in the process of renting the basement space as a restaurant.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Currently, there is no employment in the building.

453 Main Street



| | | | |
|--------------------------------------|----------------------|--------------------|-------|
| Year Built | 1929 | Overall Sq. Ft. | 10602 |
| Owner | 453 MAIN STREET, LLC | Number of Floors | 2 |
| Tax Map # | 4B9 | Number of Units | 5 |
| Zone | Downtown | Commercial Sq. Ft. | 3534 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 5500 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: The first floor is in good condition and operated as Rheal Day Spa. The basement and second floor are apartments. They are all in good condition.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The spa employs 2 full and 4 part-time employees.

456 Main Street



| | | | |
|--------------------------------------|------------------------------|--------------------|-------|
| Year Built | 1941 | Overall Sq. Ft. | 24640 |
| Owner | ROCKLAND MASONIC TEMPLE INC. | Number of Floors | 3 |
| Tax Map # | 4D8 | Number of Units | 2 |
| Zone | Downtown | Commercial Sq. Ft. | 6142 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 0 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: This building is in good condition. The first floor is rented and operated as Rock Coast Sports. The rest of the building functions as a Masonic Temple.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Rock Coast Sports employs 2 full and 2 part-time employees

463 Main Street



| | | | |
|--------------------------------------|--|--------------------|------|
| Year Built | 1923 | Overall Sq. Ft. | 8815 |
| Owner | SPEAR, EVERETT L. II, HEIRS AND DEVISEES | Number of Floors | 2 |
| Tax Map # | 4B8-1 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 0 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 0 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: This building is vacant and needs renovations

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: No employment in this building

464 Main Street



| | | | |
|--------------------------------------|------------------------------|--------------------|-------|
| Year Built | 1914 | Overall Sq. Ft. | 15752 |
| Owner | SIMMONS, RONALD A. & JEAN E. | Number of Floors | 2 |
| Tax Map # | 4D7 | Number of Units | 3 |
| Zone | Downtown | Commercial Sq. Ft. | 10076 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 0 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

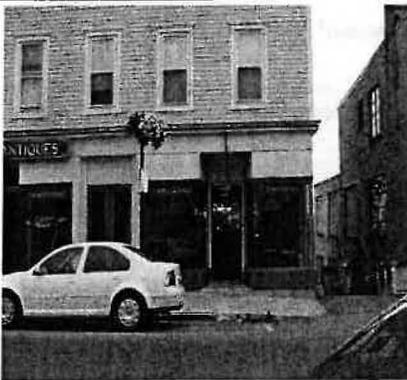
Description

Condition/ Use: The first floor has two occupied units. One is rented commercially as the Puffin's Nest. The other is rented by the American Lighthouse Foundation, a non profit. The second floor is vacant and is in need of improvement.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Both the Puffin's Nest and the American Lighthouse Foundation employ 2 workers

469 Main Street



| | | | |
|--------------------------------------|--|--------------------|-------|
| Year Built | 1923 | Overall Sq. Ft. | 16470 |
| Owner | SPEAR, EVERETT L. II, HEIRS AND DEVISEES | Number of Floors | 4 |
| Tax Map # | 4B8 | Number of Units | 16 |
| Zone | Downtown | Commercial Sq. Ft. | 3294 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 6588 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: The first floor is operated commercially as Gamage Antiques and is in good condition. The second and third floors contain apartments and they are in good condition.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The antique shop employs 2 full and 4 part-time employees.

470 Main Street



| | | | |
|--------------------------------------|------------------------|--------------------|------|
| Year Built | 1900 | Overall Sq. Ft. | 3591 |
| Owner | DAYBOCH, JAMES & PAULA | Number of Floors | 2.5 |
| Tax Map # | 4D6 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 1197 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 0 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: The first floor is in good condition and is rented commercially. It operates as Candy Harbor. The upper floor is unfinished and in need of improvement

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The business employs 2 full-time workers.

474 Main Street



| | | | |
|--------------------------------------|----------------------------|--------------------|------|
| Year Built | 1850 | Overall Sq. Ft. | 3733 |
| Owner | HOHFELD, WESLEY & RUTHANNE | Number of Floors | 2.5 |
| Tax Map # | 4D5 | Number of Units | 2 |
| Zone | Downtown | Commercial Sq. Ft. | 1192 |
| National Register of Historic places | No | Office Sq. Ft. | 847 |
| Proposed National Register | Yes | Residential Sq Ft. | 0 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

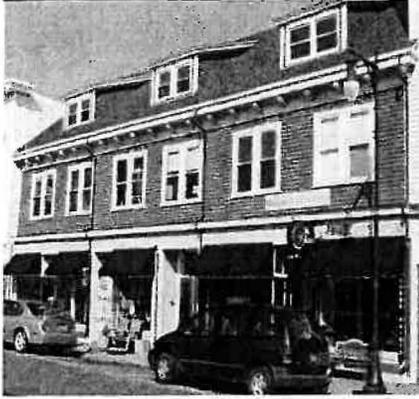
Description

Condition/ Use: The first floor is in good condition and is rented commercially. It operates as Timeless Treasures. The upper floor is used as a counselor's office and is in good condition.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Timeless Treasure employs 3 part-time individuals. The counselor's office employs 2 full-time.

475 Main Street



| | | | |
|--------------------------------------|--------------------------------------|--------------------|-------|
| Year Built | 1900 | Overall Sq. Ft. | 13952 |
| Owner | STAFFORD, ROBERT & SAMPSON, PATIENCE | Number of Floors | 2.5 |
| Tax Map # | 4B7 | Number of Units | 9 |
| Zone | Downtown | Commercial Sq. Ft. | 3940 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 4534 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: The first floor is in good condition and is rented commercially for a number of purposes. The store fronts are Pinnacle Creative, ROC Adventures, and Bikesenjaya. The upper floors are in poor condition and are un-rented. Building has code violations

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Pinnacle Creative Employs 1 full-time, ROC Adventures employs 1 full-time, Bikesnjaya employs 1 full and 1 part-time.

488 Main Street



| | | | |
|--------------------------------------|---------------------|--------------------|------|
| Year Built | 1928 | Overall Sq. Ft. | 6204 |
| Owner | FERRAILOLO, VINCENT | Number of Floors | 1 |
| Tax Map # | 4C6 | Number of Units | 3 |
| Zone | Downtown | Commercial Sq. Ft. | 3102 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is rented out as a restaurant and a salon It is operated as the Sunfire Mexican Grill and Seaside Salon. The restaurant uses 2 units.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The restaurant employs 3 Full and 2 part-time workers. The salon employs 3 part-time.

491 Main Street



| | | | |
|--------------------------------------|-------------------------------------|--------------------|------|
| Year Built | 1912 | Overall Sq. Ft. | 9139 |
| Owner | MORRISON, STEPHEN D. II & DEBORAH C | Number of Floors | 3 |
| Tax Map # | 4B6 | Number of Units | 5 |
| Zone | Downtown | Commercial Sq. Ft. | 1997 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 4070 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: This building is in good condition. The first floor is an owner operated business. The second and third are apartments for rent.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 2 full-time employees

494 Main Street



| | | | |
|--------------------------------------|--------------------------------------|--------------------|-------|
| Year Built | 1959 | Overall Sq. Ft. | 30873 |
| Owner | PASTERNAK, JEREMIAH D. & PATRICIA M. | Number of Floors | 2 |
| Tax Map # | 4C5 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 17595 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and operated by the owner as a collectibles store.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 1 part-time

497 Main Street



| | | | |
|--------------------------------------|--------------|--------------------|-------|
| Year Built | 1922 | Overall Sq. Ft. | 11144 |
| Owner | 501 MAIN LLC | Number of Floors | 3 |
| Tax Map # | 4B5 | Number of Units | 10 |
| Zone | Downtown | Commercial Sq. Ft. | 2330 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | Yes | Residential Sq Ft. | 4660 |

* Building would be a contributing structure to the current nationally recognized Rockland Main Street Historic District

Description

Condition/ Use: This building is in good condition. The first floor is rented commercially to 3 businesses: Fiore, Micheal Good Jewellery, and Playing with Fire. The second and third floors are apartments for rent.

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: Fiory employs 2 full and 3 part-time, Micheal good employs 1 full and 1 part-time, Playing with Fire emplys 2 full-time

517 Main Street



| | | | |
|--------------------------------------|-----------------|--------------------|-------|
| Year Built | 1970 | Overall Sq. Ft. | 10110 |
| Owner | MAINE, STATE OF | Number of Floors | 1 |
| Tax Map # | 4B1 | Number of Units | 1 |
| Zone | Waterfront-3 | Commercial Sq. Ft. | 0 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and serves as Rockland's Ferry Terminal

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 2-3 full-time

519 Main Street



| | | | |
|--------------------------------------|--------------|--------------------|------|
| Year Built | 1975 | Overall Sq. Ft. | 4200 |
| Owner | ACK, LLC | Number of Floors | 1 |
| Tax Map # | 12C3 | Number of Units | 1 |
| Zone | Waterfront-3 | Commercial Sq. Ft. | 4200 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is operated as Knight Marine Service.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: They employ 2-6 workers on a seasonal basis.

520 Main Street



| | | | |
|--------------------------------------|--------------------------------|--------------------|-------|
| Year Built | 1971 | Overall Sq. Ft. | 55854 |
| Owner | LIBERTY, ROBERT L. & DOROTHY C | Number of Floors | 5 |
| Tax Map # | 4A3 | Number of Units | 2 |
| Zone | Downtown | Commercial Sq. Ft. | 55854 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is operating as a hotel

Design Guidelines: The Main Street Facade Improvement Program Administrative and Design Guidelines created by the Economic Development Advisory Committee on May 25,2006 haven been adopted for this structure. Additionally, they are governed by guidelines in Rockland Code of Ordinance 19-317

Employment: they employ 6 full and 6 part-time, and that fluctuates seasonally.

532 Main Street



| | | | |
|--------------------------------------|------------|--------------------|------|
| Year Built | 1880 | Overall Sq. Ft. | 1462 |
| Owner | WARE, JOHN | Number of Floors | 1 |
| Tax Map # | 12F6-1 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 1462 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is operating as a Verizon Wireless store

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: They employ 2 full-time

546 Main Street



| | | | |
|--------------------------------------|---------------------------|--------------------|-------|
| Year Built | 1840 | Overall Sq. Ft. | 12460 |
| Owner | HANTZ, JOAN H. & EDWIN C. | Number of Floors | 2.5 |
| Tax Map # | 12F5 | Number of Units | 12 |
| Zone | Downtown | Commercial Sq. Ft. | 6753 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and operates as a bed and breakfast

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: They employ 2 full and 1 part-time

558 Main Street



| | | | |
|--------------------------------------|----------------------|--------------------|------|
| Year Built | 1886 | Overall Sq. Ft. | 5340 |
| Owner | CREELMAN, G. BRENTON | Number of Floors | 2 |
| Tax Map # | 12E3 | Number of Units | 4 |
| Zone | Downtown | Commercial Sq. Ft. | 3300 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

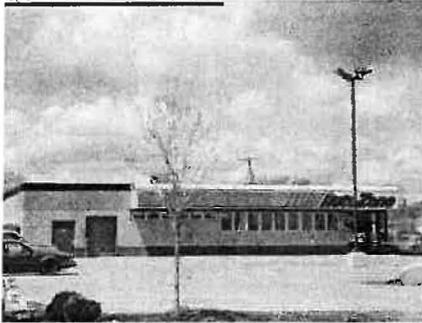
Description

Condition/ Use: This building is in good condition and operates as Museum Custom Publishing

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: They Employ 4 full-time

574 Main Street



| | | | |
|--------------------------------------|-----------------------|--------------------|------|
| Year Built | 1961 | Overall Sq. Ft. | 8270 |
| Owner | AUTOZONE, INC. # 3211 | Number of Floors | 1 |
| Tax Map # | 12E2 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 8270 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and operates as an Auto Zone

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: They employ 3 full and 3 part-time employees

579 Main Street



| | | | |
|--------------------------------------|--------------------|--------------------|------|
| Year Built | 1946 | Overall Sq. Ft. | 6996 |
| Owner | RUBENSTEIN, MARTIN | Number of Floors | 1 |
| Tax Map # | 12C2 | Number of Units | 1 |
| Zone | Waterfront-3 | Commercial Sq. Ft. | 3434 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is owner operated as a furniture store

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 1 full-time

582 Main Street



| | | | |
|--------------------------------------|-------------------------------------|--------------------|-------|
| Year Built | 1995 | Overall Sq. Ft. | 11290 |
| Owner | ROCKLAND SAVINGS & LOAN ASSOCIATION | Number of Floors | 2 |
| Tax Map # | 12D3 | Number of Units | 1 |
| Zone | Downtown | Commercial Sq. Ft. | 7208 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is operated a Rockland Savings Bank

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: 8 full-time 2 part-time are employed

606 Main Street



| | | | |
|--------------------------------------|------------------------------------|--------------------|-------|
| Year Built | 1853 | Overall Sq. Ft. | 12740 |
| Owner | SUMMER STREET HOUSING PRESERVATION | Number of Floors | 3.5 |
| Tax Map # | 12A8-2 | Number of Units | 17 |
| Zone | Downtown | Commercial Sq. Ft. | 3640 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 7280 |

Description

Condition/ Use: This building is in good condition. The first level is rented commercial space, and it operates as the Brown Bag. The remainder of the building is operated as the Rankin Center

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

Employment: The Brown Bag employs 3 full and 6 part-time. The Rankin Center employs 3 full-time workers.

613 Main Street



| | | | |
|--------------------------------------|------------------------|--------------------|-------|
| Year Built | 1916 | Overall Sq. Ft. | 33893 |
| Owner | SPEAR, EVERETT L. INC. | Number of Floors | 2 |
| Tax Map # | 12C1 | Number of Units | 7 |
| Zone | Waterfront-4 | Commercial Sq. Ft. | 14044 |
| National Register of Historic places | No | Office Sq. Ft. | 0 |
| Proposed National Register | No | Residential Sq Ft. | 0 |

Description

Condition/ Use: This building is in good condition and is rented for a commercial purposes. The business is Quilt Divas.

Design Guidelines: This building is governed by guidelines in Rockland Code of Ordinance 19-317

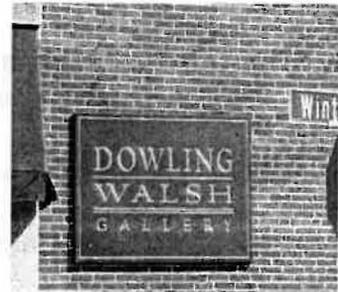
Employment: They employ 2 full and 1 part-time.

Signage in the Downtown

Regarding Signage in the Downtown area, there are three types that need to be addressed. We have private signs for businesses and advertising; we have pedestrian signs to guide individuals after they park their cars, and we have traffic signs that are oriented towards motorists. All of these various signs are governed by ordinance and enforced by the code enforcement office. The biggest focus for the City should be on improving pedestrian signage to make way finding simpler in the Downtown.

Business Signs

Main Street has appealing and quality signage, with regards to business storefronts. Up and down Main Street the signs are tasteful and fit the theme of Mid-Coast Maine. This adds to the allure of Rockland and pedestrians can easily identify businesses. The quality of the signage is partially due to the Facade Improvement program implemented by the City of Rockland. Below are some examples of inviting signage for visitors to the downtown.



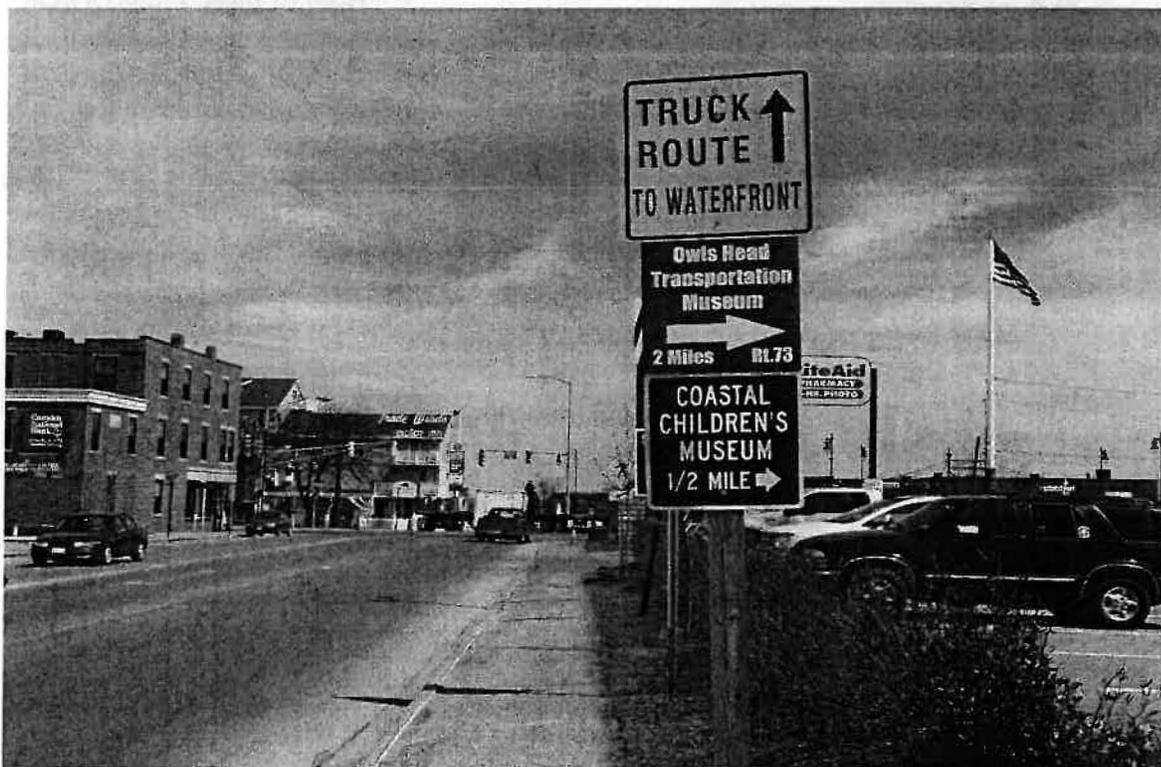
When pedestrians find Main Street, they have no trouble getting what they seek. They can choose from scores of restaurants, antiques shops, clothing stores, art galleries, museums, and coffee shops. The signs are clear, in good taste, and serve their purpose well. They both provide information and contribute to the Main Street persona that attracts visitors.

Motorist Signs

We also have signs that guide motorists towards the Downtown, there are three directions that visitors come to Rockland by, north and south on route one, and north on route 73 from Knox County Regional Airport. However, the majority of visitors travel to Rockland by Car on Route 1. Those coming northbound to Rockland on route 1 are taken right down Main Street and are met with a sign that illustrates the downtown, waterfront, and information, as seen below.



However, those traveling southbound on Route 1 are not met with signage that directs them towards Rockland's Downtown. The way the traffic is directed, cars do not flow there and drivers must make a detour. This is less of an issue because most tourists that may not know about Rockland are driving up from Southern Maine, and those traveling southbound on route 1 typically know where to find Rockland's Downtown. That said, more signage on Union Street could help direct southbound motorists to Downtown Rockland. Signs should also be positioned along Broadway which is a heavily used road that runs parallel to Main Street. There is minimal directional signage for motorists, and the signage that exists typically guides drivers away from the Downtown.



Many of the signs direct motorists to Owls Head, or businesses such as the Limerock Inn instead of towards Main Street. Rockland should add signage along Union Street at the Union Park Street intersection, the Union Limerock Street intersection, and when southbound Route 1 transitions to Union Street on Rockland's rotary. It should also improve existing signage at the Park Street and Broadway intersection that caters to northbound traffic. Key places for improved traffic signage along Broadway are the intersection of North Main and Maverick Street, Broadway and Rankin Street, and Broadway and Limerock Street.



Both of these Pictures help illustrate, not only the lack of signage highlighting the core of the Downtown, but also how it actually directs traffic away from it. The current signage situation is counter productive. Placing signage along Union Street would help mitigate the directional issues. I feel it is important to mention that we do not seek to replace signs to regional attractions, but simply to better highlight Rockland's Downtown as a potential option by adding new signs.

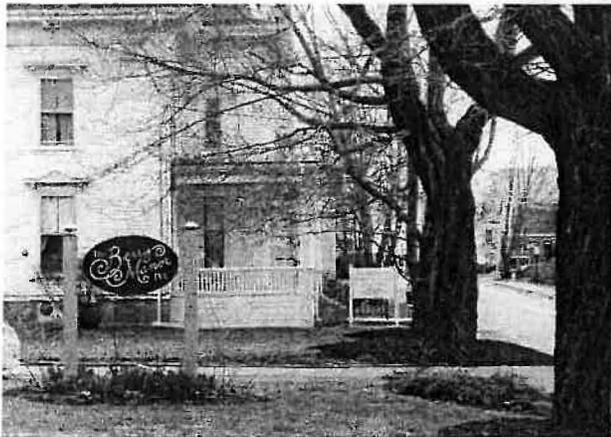
Pedestrian Signs

The pedestrian way-finding signs in Rockland are poor. In general, people are forced to wander and ask for help. Rockland is trying to fix this problem as part of their harbor trail initiative. The vision is to have a trail that begins in snow marine park (near the Owls Head town line) and have a path stretch about 5 miles all the way around the harbor, finally ending at the Rockland Breakwater (near the Rockport town line). Much of this trail will go right through Rockland's Downtown area. In the Downtown segments, additional information could be placed on the trail maps directing individuals to other sites that may be just off the trail. Along with the addition to the harbor trail, Rockland needs to focus on improving signage in areas west of Union Street but east of Broadway. Simple directional signage pointing east that say " Downtown", "Harbor Park", or Farnsworth would be very helpful to

visitors. There are several Inn's in the area between Union and Broadway that people stay at. Signage in these areas may make visitors more likely to walk the short distance to Main Street rather than use their cars. This area east of Union Street has additional sites such as portions of the Farnsworth, the Historic Knox County Courthouse, the Rockland Public Library, community recreation building, and playgrounds for children to play in. This is all directly adjacent to Rockland's Downtown, all less than and 8th of a mile a way. Signage in key areas of the City would greatly improve way-finding for the many visitors that stay in this section of the City.



This picture illustrates well that pedestrian signage would be helpful in this part of the City. A visitor may not know that a Historic Courthouse (visible in Picture), playground, Library, and museum are right up the street in walking distance. Additionally, Main Street and the Harbor are just beyond that.

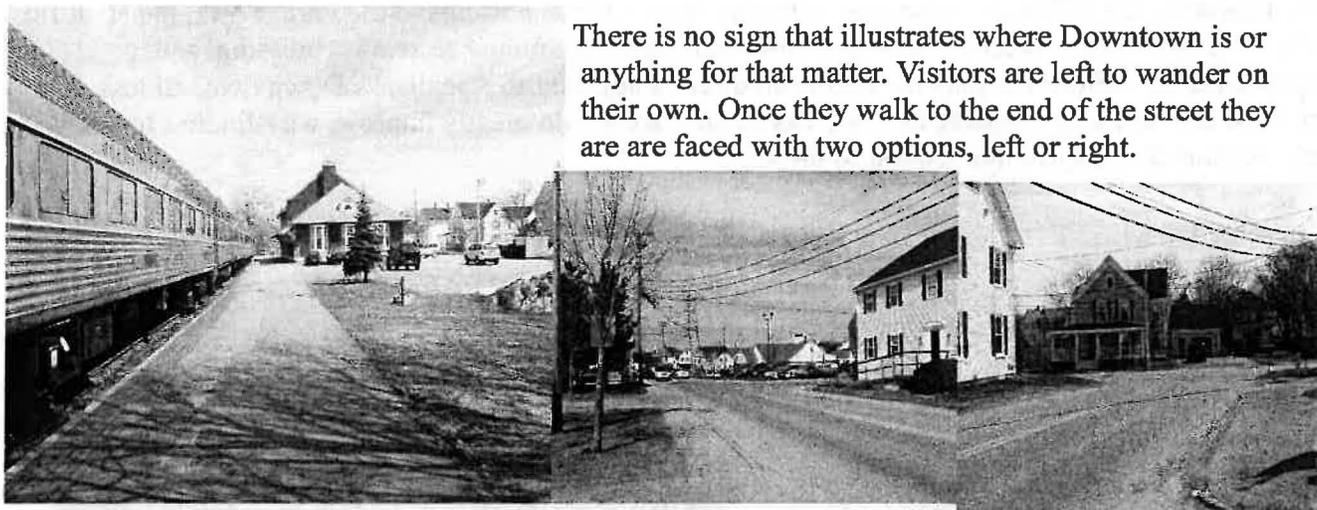


The Barry Manor on Talbot Avenue is located within walking distance of Main Street and Rockland's Ferry Terminal. Simple Signage would help direct pedestrian traffic.



Styles like they have in Portland, where they place simple signs of street lights, would be sufficient for Rockland's purposes.

Additionally, Rockland has a train station just south of Park Street. Once passengers exit the train, this is what they see.



When leaving the train station passengers are left direction less. A simple sign pointing to Downtown would greatly improve the situation.

Another non-traditional access point for pedestrians is the Public Landing. Several cruise ships come to Rockland harbor during the summer and shuttle passengers to shore. When they arrive at the Public Landing this is what they are faced with:

Once visitors walk to the front of the dock, they are faced with no directional signage to aid them. To the left we have a nice boardwalk that is part of the developing harbor trail. To the right we have and uninviting parking lot. An issue for this access point is that the nature of the path influences visitors to walk left (away from the Downtown) while simple signage would help direct them towards Main Street.

Overall Rockland's signage needs improvement. Visitors to the area have trouble finding their way on foot and motorists are directed away from Downtown by signage to regional attractions. Additionally, Rockland contains little signage highlighting Main Street's attractions. One bright spot for Rockland is the business signage on Main Street. It is in excellent condition. Rockland should focus on improving both pedestrian and motorist signage to help bring more people into Rockland's Downtown.