

**ROCKLAND
ROCKPORT
COMMERCIAL
CORRIDOR
DESIGN STUDY**



prepared for
**Friends of
Midcoast Maine**
and for
**ROCKLAND +
ROCKPORT
MAINE**



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HNTB, Transportation

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November 26, 2013



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November 26, 2013



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ROCKLAND ROCKPORT COMMERCIAL CORRIDOR DESIGN STUDY

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(Concept sketches for six locations in Rockland and Rockport)
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I. Introduction and Acknowledgments

Addressing a wide range of goals - from economic opportunity to preserving scenic and natural resources for future generations - Rockland and Rockport have made an investment with their planning efforts.

Thanks to the leadership of the municipalities along with the guidance of Friends of Midcoast Maine (FMM), the process has been fruitful. There have been walking tours, visual preference surveys, public forums and workshops, economic analysis of the tax base and design charrettes. All of this work has been useful in creating a set of illustrative sketch plans to communicate and promote the shared vision.

These sketch plans present examples that could be applied the length of the corridor, and are but one or two possibilities applicable to each site. They are conceptual in nature and intended to explore potential development and redevelopment scenarios along Route One in both Rockland and Rockport. They should not be viewed as prescriptive or literal as they pertain to any particular parcel or location.

Base information was sourced from Google Earth Aerials, Google StreetView, TJD&A site photography, and the Maine Office of GIS, and has not been field verified with technical surveying.

The project owes its vitality and 'grounded in reality' vision to the willingness of the property and business owners who participated by allowing their parcels to be studied. The concept sketches illustrate the potential of each property through the application of the design principles developed by the community, and in no sense are they meant to dictate one vision or prohibit other solutions.

Special appreciation to Stuart Smith, owner of the Breakwater Marketplace, for not only putting his properties forward for these plans but for welcoming the team and community to use the Breakwater for many months of meetings and forums.

It has been an honor to work with Jane B. Lafleur of FMM, the Rockland Economic Development Advisory Committee (REDAC), the Rockland City Council and Rockport Select Board, and the many participants in the community design process.



TJD&A | Terrence J. DeWan & Associates,
HNTB Traffic & Transportation Planning, and
CML - C. Michael Lewis

Rockland City Council

Rockport Selectboard

Rockland Economic Development Advisory Committee (REDAC) Members

Joanne Billington, Chair
George Terrien
John Jeffers
Tina Plumber
Warren Bodine
Steve Roberts

Ex officio members:

James Smith, City Manager
John Holden, Community Development Director
Lorain Francis, Rockland Main St. Program
Robin McIntosh, Penobscot Bay Regional Chamber of Commerce



2. Executive Summary: Significance and Benefits

In an FMM report **Rockland – Shaping the Future through its past**, (2012), Joseph Minicozzi, AICP, of **Urban3** writes:

“... A community’s success depends upon its differentiation and growth. Not just any growth, but growth that comes from within Maine, by Rocklanders, cultivating unique businesses and reinforcing Rockland’s sense of place.”

It is a bold vision of success, one that inspires the hope for multiple benefits to the Rockland and Rockport communities from the work of FMM and the Commercial Corridor study.

SUMMARY OF REPORT

The **COMMERCIAL CORRIDOR DESIGN STUDY** included integration of the work done by FMM and REDAC over the last two years in developing visual preferences and verbal descriptions of a better public space to serve the future. The purpose of the study was to explore, illustrate, and affirm that vision.

Individual property owners volunteered their parcels for concept studies. Each of the six areas was given at least two design scenarios: one that uses the existing structures as the basis for a site plan, and another that imagines a clean slate.

The Camden Street (Rockland) / Commercial Street (Rockport) corridor adjacent to each of these properties has been evaluated for redesign based on a Complete Streets approach to traffic improvements such as roundabouts, bike lanes, shared lanes, on-street parking and planted medians, as well as pedestrian amenities such as crosswalks, curb bump-outs, site furnishings, esplanades, and mid-block alleys and open space pathways.



While the six study areas are not contiguous, they are strongly indicative of great potential for the corridor, for that bold vision.

The recommendations in **Chapter 7** are organized into General and then Site-Specific guidelines and suggestions. They should be reviewed in light of Rockland and Rockport’s respective community planning goals, and when the time is right, translated into planning code and ordinance to guide decisions and development for the greatest good.

COMMUNITY BENEFITS

In addition to the potential benefit to each stakeholder property in the Study area, there are many reasons to work toward 'differentiated' community development:

FINANCIAL: The analysis by **Urban3** indicated that acre for acre, the value of Rockland's Main Street, characterized by multi-story, mixed uses, tightly knit buildings and on-street parking contributes many times the tax revenue of highway commercial properties. Add to this the cost of infrastructure and maintenance, and infill compares well.

HEALTH: Active communities thrive. Walking and bicycling are viable ways for us to travel in our towns, if the routes are safe, even in the winter. Walking is low-cost and yields immediate health benefits. Connectivity between adjacent properties with sidewalks, lighting, and crosswalks is an easy way to encourage 'downtown' style walking between one business and other. People who live in neighborhoods with sidewalks are twice as likely to be active at least 30 minutes a day, which can reduce the risk of heart disease, high blood pressure, cancer and diabetes.

TRANSPORTATION: More people walking and biking benefits the wider community, reducing congestion on roads, diminishing our reliance on automobiles, and making it possible for children, seniors and many people who don't own or drive a car to enjoy the town and its open spaces.

LIVABILITY: Compact, walkable neighborhoods, a diverse mix of activities and business, and centrally located civic and open space functions – these goals support infill development and complete streets as priorities to revitalize cities and towns and limit sprawl.



3. Scope and Process

Public Design Workshop #1: gather input on Vision and Values, as well as guidance on selection of model sites: “targets of opportunity.”

Site Selection: final determination of 4 sites in Rockland, and 2 sites in Rockport.

Right-of-Way Concepts: assessment and preliminary recommendations for lane widths, ped/bike facilities, transit accommodations, access and circulation, and possible roundabouts.

Site Analysis: photographic inventory of opportunities and constraints, including visibility, views, topography, natural resources, existing uses.

Sketch Plans: two concepts (minimum) of each location, with preliminary cross-sections, perspectives, and character sketches.

Public Design Workshop #2: presentation of concepts, assessment of design preferences and expression of design principles. Subsequent design decisions between Team and FMM/REDAC to guide final documents.

Final Report: Final design illustrations for selected sites with 2 distinctly different design options for each, illustrating development on parcels as well as streetscape design solutions. Design Principles for each site and adjacent public ROW.

Narrative implementation plan for proposed public infrastructure, changes in policy and procedure, as well as anticipated benefits to stakeholders.



4. Common Ground: REDAC and Design Principles

The overall objective of the Camden Street initiative is to uphold the community's stated values while:

- Changing perceptions of the area
- Beautifying the area
- Creating economic opportunity for redevelopment
- Planning for the long term
- Evaluating economic viability and feasibility for redevelopment
- Enhancing the gateways to downtown and the City of Rockland
- Enhancing real estate values to support the city services provided
- Diluting highway focus without diminishing capacity by building a civilized street that enriches the experiences of all users of the corridor including pedestrians, vehicles, bicycles and transit
- Reinforcing mixed use including residential, commercial and recreational uses
- Enhancing all networks including wildlife, stormwater, transit, and pedestrian linkages, etc.
- Planning for future generations

- Increasing opportunities for the City, the property owners and the residents
- Providing incentives to make things happen
- Funding implementation by proposing phasing as well as funding sources and mechanisms, including public, private and public-private partnerships.



Rockland Value Statements

Drafted November 29, 2012 and revised January 3, 2013. Rockland, Maine

- 1) We value access to the harbor for our recreational, industrial, economic and cultural identity.
- 2) We recognize the benefit of serving as a strong and diverse economic and cultural center for the region.
- 3) We celebrate the vitality, historic character and diverse neighborhoods integrated into the downtown.
- 4) We embrace the hometown qualities of life that contribute to our comfort and safety including city-wide neighborliness, small town feel, feeling connected and part of the community and knowing our neighbors.
- 5) We appreciate the availability of comprehensive goods and services including commercial, retail, recreational, educational, religious and cultural.
- 6) We recognize the strong heritage and legacy of public service and volunteerism.
- 7) We treasure the beauty and natural resources immediately available for all including year round beauty that we provide, protect and enhance.
- 8) We benefit from our demographic, economic, social and cultural diversity.
- 9) We desire enhanced walkability, bicycling, and transit in order to promote personal health, safety, enjoyment and convenience.

5. Right-of-Way Concepts

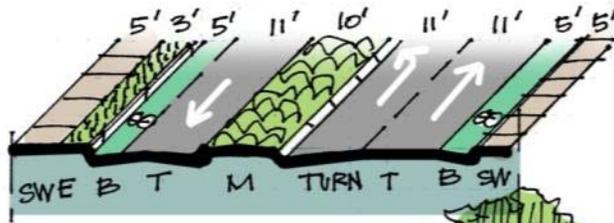
The Camden/Commercial Street Study Area was inventoried in terms of a public space.

The Right-of-Way width was determined to be 66' for the corridor. The Design Team developed a set of prototypical cross-sections to respond to the various conditions, with the goal of improving the corridor to support economic vitality as well as livability.

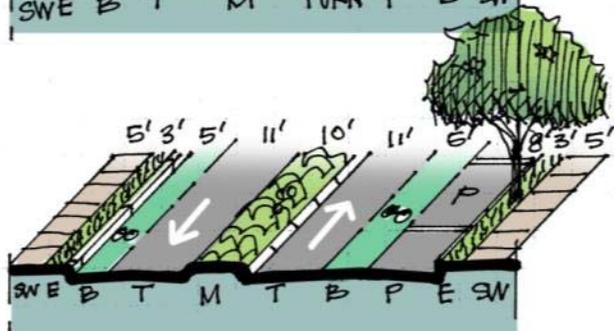


A Roundabout was determined to be feasible under current dimensional constraints at Camden Street & Waldo Avenue (though other intersections should also be evaluated), where the angle of the intersection and adjacent properties permits a 55' radius. A roundabout provides smooth flow of traffic and an opportunity for iconic landscape treatment or sculpture in the center. Other intersections, such as Maverick Street, are constrained by the configuration of the current properties and the type and level of traffic on Route One, which must accommodate the largest vehicles and their turning movements.

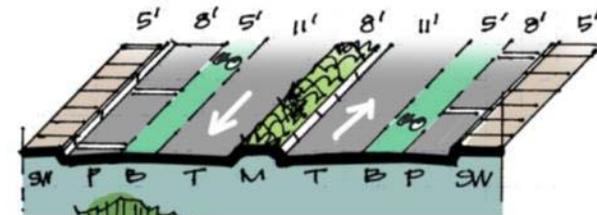
Approach to an Intersection



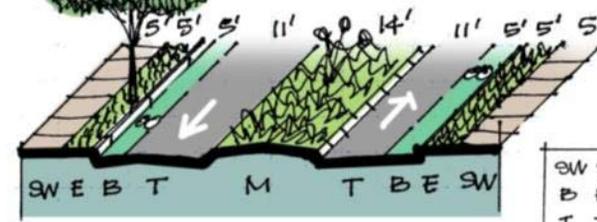
Parking on One Side



Parking on Both Sides



Esplanade on Both Sides



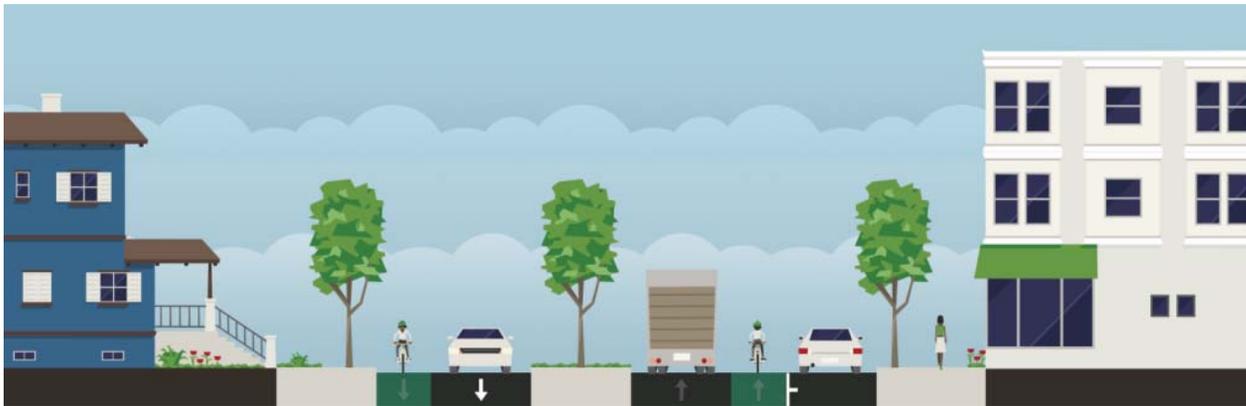
- SW SIDEWALK
- B BIKE LANE
- T TRAVEL LANE
- E ESPLANADE
- P PARKING LANE
- M MEDIAN

66' wide ROW



Streetmix is an interactive street cross-section builder that helps community members mock up the streets they'd like to live on and offer these mockups as future plans for city officials and planners. (<http://streetmix.net/>)
 The Camden/Commercial Street right-of-way is wide enough for any of the following scenarios:

← TURNING LANE & MEDIAN



← BIKE LANES & MEDIAN



← ON STREET PARKING

The right of way is not wide enough for all of the uses, all at the same time. Depending on the needs of adjacent properties and turning movements into driveways or side streets, a median width can vary and an esplanade can give way for on-street parking.

6. Applying the Principles in Rockland and Rockport

ty-pol-o-gy:

a system used for putting things into groups according to how they are similar: the study of how things can be divided into different types.

The following properties were selected (and volunteered) to be prototypical 'typologies'. The sketch plans and respective design principles and recommendations may be applicable to other properties of the same type, or in the same area.



LOCATION 1

INTERSECTION OF CAMDEN STREET AND MAVERICK STREET:
PUBLIC SPACE, ROCKLAND

LOCATION 2

BREAKWATER MARKETPLACE

- 91 CAMDEN STREET
- 92 CAMDEN STREET

VACANT LAND NORTH OF BREAKWATER MARKETPLACE ON CAMDEN STREET, ROCKLAND

RESIDENTIAL GROUPING:
106, 122–124 (OLD CHURCH), ROCKLAND

LOCATION 3

INTERSECTION OF CAMDEN STREET AND WALDO AVENUE, + SAMOSET CORNER PROPERTY, ROCKLAND

LOCATION 4

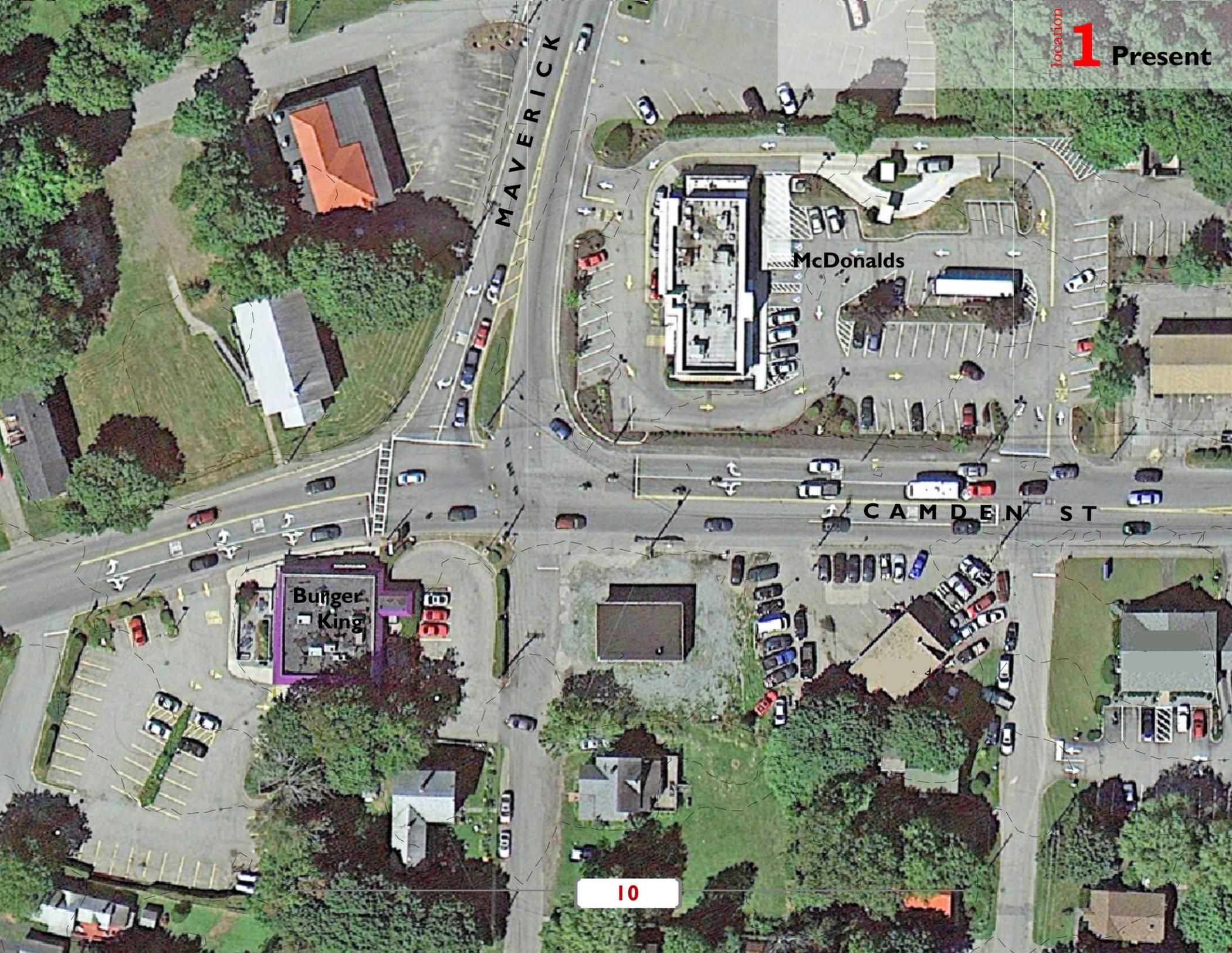
BAR HARBOR BANK AND TRUST:
245 CAMDEN STREET, ROCKLAND

LOCATION 5

WILLOW BAKE SHOP:
1084 COMMERCIAL STREET +
NICOLE'S HAIR SALON:
1088 COMMERCIAL STREET, ROCKPORT

LOCATION 6

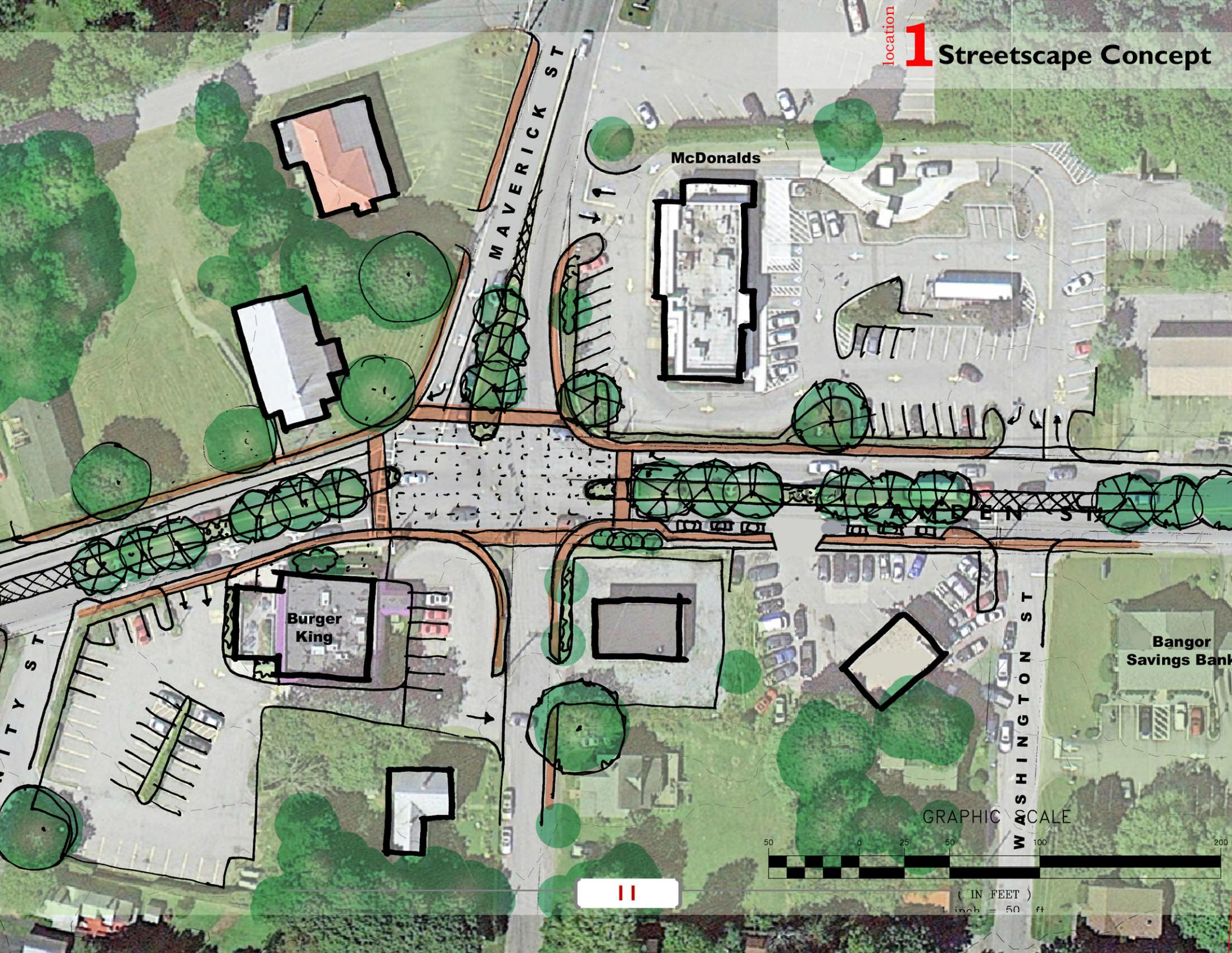
CLADDAGH MOTEL,
1044 COMMERCIAL STREET, ROCKPORT



location

1

Streetscape Concept



McDonalds

Burger King

Bangor Savings Bank

MAVERICK ST

CAMPEN ST

WASHINGTON ST

UNITY ST

GRAPHIC SCALE



(IN FEET)
1 inch = 50 ft

NOTE: 66' ROW and lot configuration plus current improvements at curbline prevent the possibility of a Roundabout.

To provide improved safety and amenities, the following is envisioned:

Design Principle: Bike Lanes alongside through lanes provide safety for bicyclists and a buffer between cars and people.

Design Principle: Critical mass of street trees and seasonal plantings will ameliorate traffic speeds and turning movements while maintaining appropriate sight lines.

grasses or daylilies in median visibly signify a gateway space

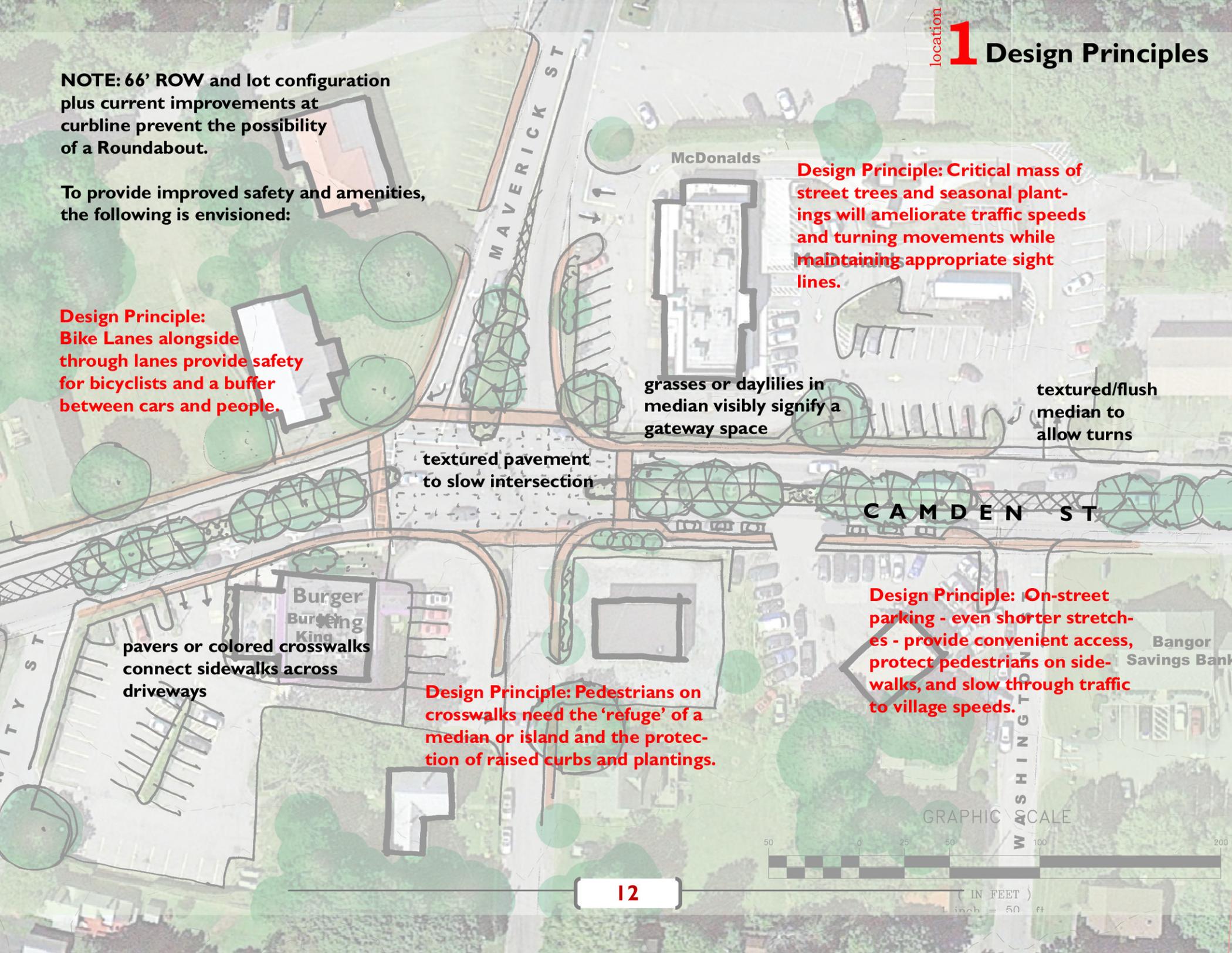
textured/flush median to allow turns

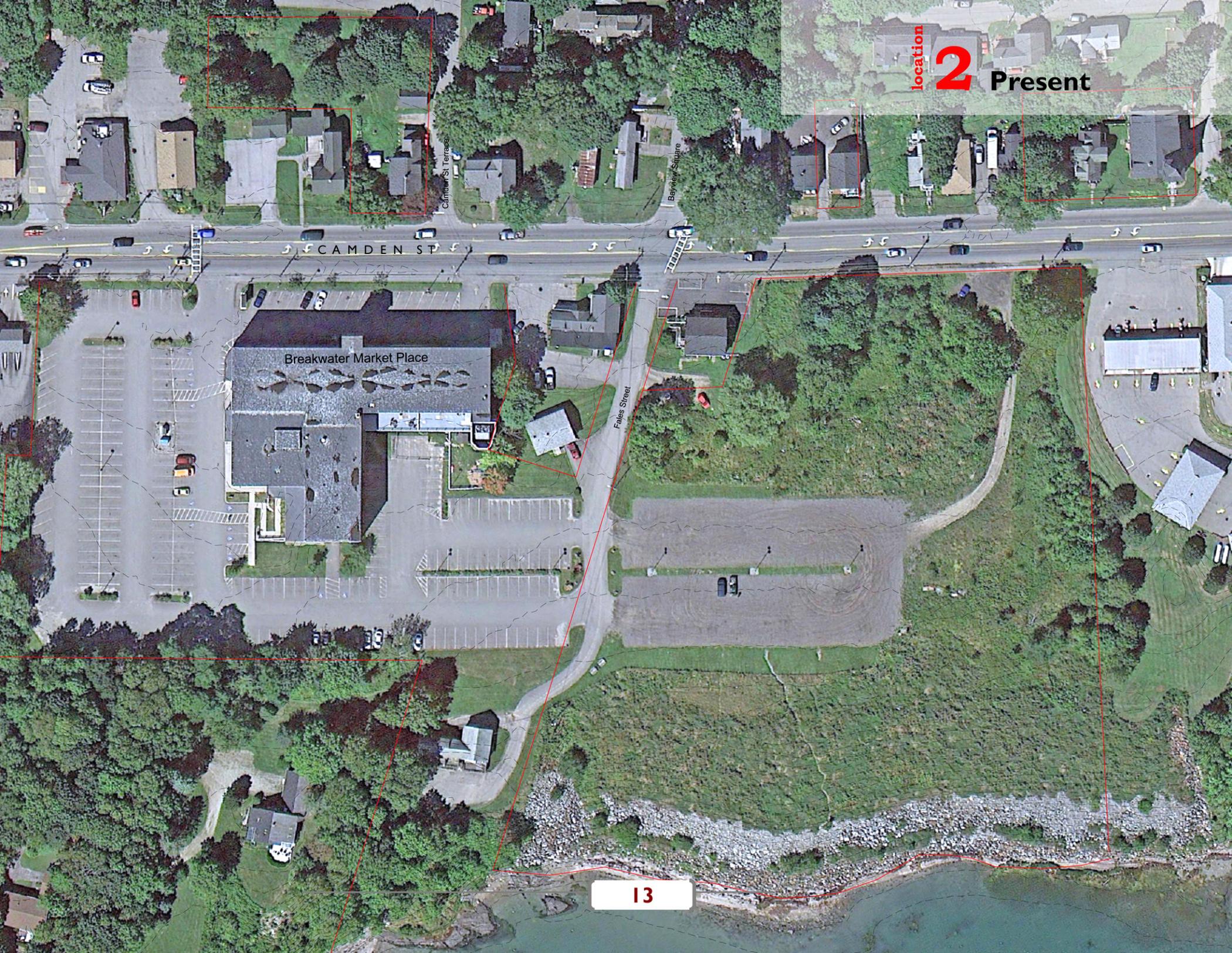
textured pavement to slow intersection

pavers or colored crosswalks connect sidewalks across driveways

Design Principle: Pedestrians on crosswalks need the 'refuge' of a median or island and the protection of raised curbs and plantings.

Design Principle: On-street parking - even shorter stretches - provide convenient access, protect pedestrians on sidewalks, and slow through traffic to village speeds.





location **2** Present

Breakwater Market Place

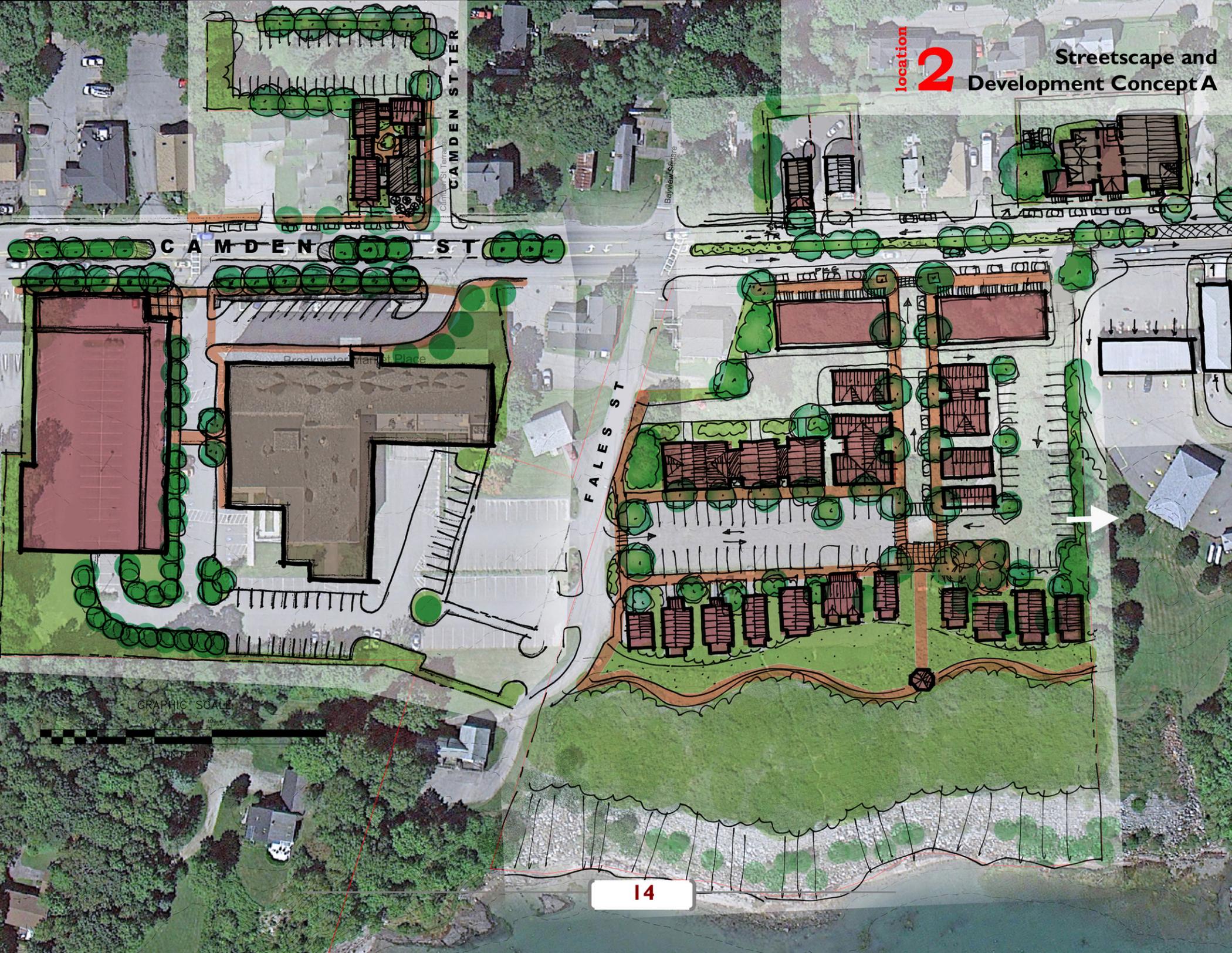
CAMDEN ST

Camden St Terrace

Bayview Square

Fales Street

13



GRAPHIC SCALE



FALES ST

CAMDEN ST

CAMDEN ST TER

location

2

Concept A Design Principles

parking behind buildings

historic structures combined with new of similar scale to create courtyard mixed use development

Design Principle: Planted medians, on-street parking, and pedestrian amenities create safer pedestrian and bike travel

Design Principle: infill construction to make smaller structures marketplace competitive

mixed use development at street line

protect legacy trees wherever possible

Design Principle: maintain views of water with corridors and extensions of street grid.

cottage homes or live-work units

Design Principle: Preserve possibility of connecting adjacent lots

Design Principle: wrap parking decks and parking garages with liner buildings: buildings which hold the street form

gazebo

trail

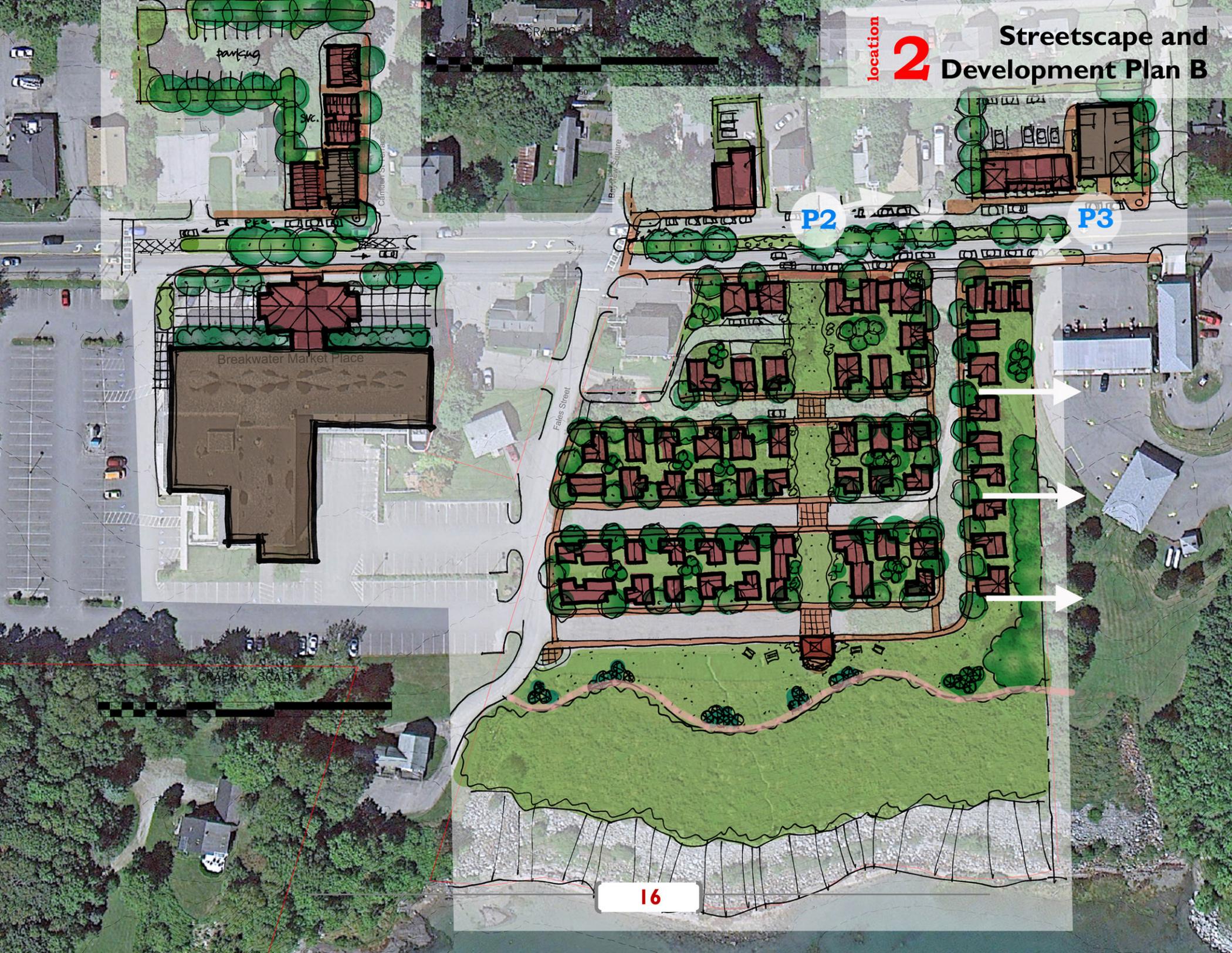
open space for public access to waterfront

buffer vegetation kept low for views

location

2

Streetscape and Development Plan B



Breakwater Market Place

Fales Street

parking

SVC.

Chatham Street

P2

P3

GRAPHIC SCALE

GRAPHIC SCALE

16

parking
behind buildings

historic structures
combined with new of
similar scale to create
courtyard mixed use
development

two-story or more
buildings as infill,
mixed-use development
at street line

Design Principle:
Planted medians, on-street parking,
and pedestrian amenities create safer pedestrian
and bike travel while maintaining
road capacity for vehicles

consider converting
front parking into plaza
and addition with transparency
at streetline.

cottage homes with
on-street parking and
common open space and
amenities

protect
legacy trees
wherever possible

public plazas and covered outdoor spaces
provide places for seating, eating,
and social interaction

Design Principle:
maintain views of water
with green corridors and
extensions of street grid.

Design Principle:
retain option of roads
connecting through
to adjacent parcels

GRAPHIC SCALE

buffer vegetation
kept low for views

open space for
public access to
waterfront

gazebo

public access trail/
potential waterfront
greenway system

location **2** Current Streetscape



Opportunities:

Large parking lots provide space for village scale site design

Large Breakwater building has height and presence on Camden street

Historic homes and church buildings can be renovated and joined in mixed-use development with parking on-street and behind

Issues:

Sidewalk on one side only

Long stretches between crosswalks

Lack of shade

Overhead utilities



Design Principle:
infill construction
to make smaller structures
marketplace competitive

Design Principle:
Wrap parking decks and parking
garages with high-transparency
liner buildings that
hold the street form and create
a more interactive surface.

Design Principle:
Planted esplanades
make sidewalk use
more comfortable,
pleasant, and safe.

Design Principle:
Planted medians, on-street parking,
and pedestrian amenities create safer pedestrian
and bike travel while maintaining
road capacity for vehicles

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historic structures
combined with new of
similar scale to create
courtyard mixed use
development

Design Principle:
infill construction
to make smaller structures
marketplace competitive

location

2 Perspective from P2



Design Principle: Pedestrian scale light fixtures convey a message of neighborhood and safety

Design Principle: Planted medians, on-street parking, and pedestrian amenities create safer pedestrian and bike travel while maintaining road capacity for vehicles

Design Principle: Planted esplanades make sidewalk use more comfortable, pleasant, and safe.

Issues:

Overhead utilities

Speed of travel (actual)

Distance between amenities and attractions for pedestrians

Opportunities:

Large lot with ocean frontage

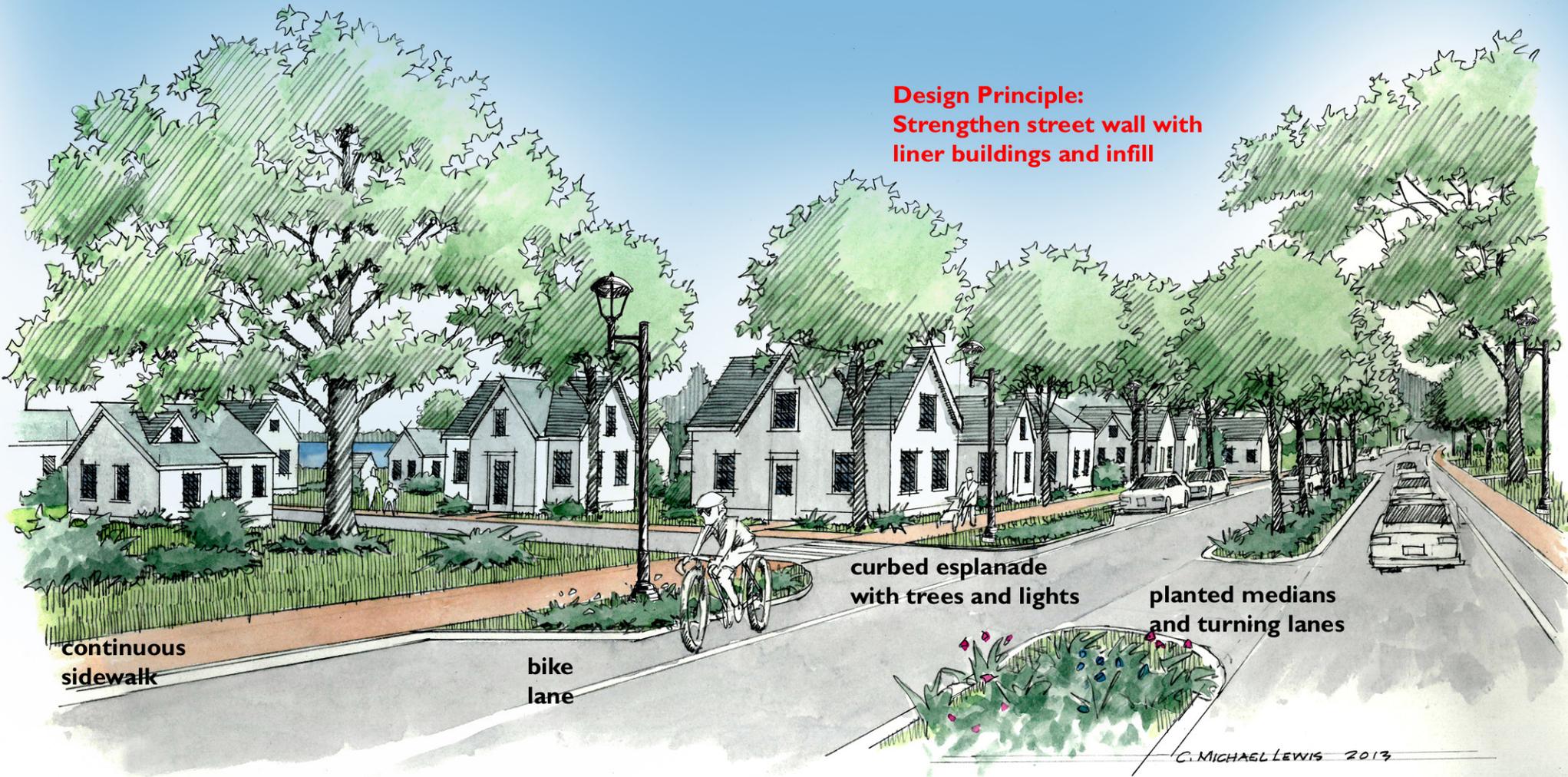
Mature trees

Visibility

Sidewalk connectivity



**Design Principle:
Strengthen street wall with
liner buildings and infill**



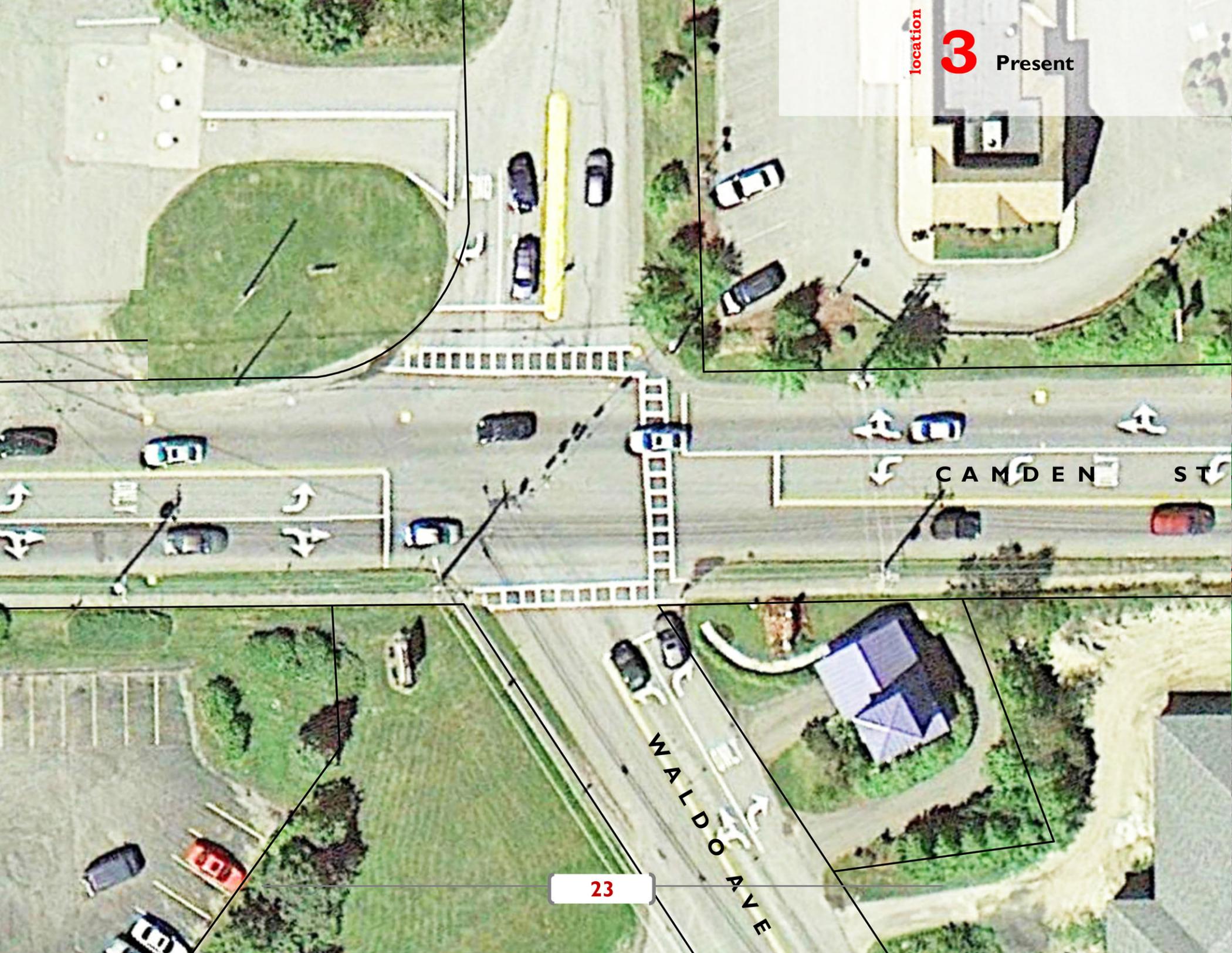
continuous
sidewalk

bike
lane

curbed esplanade
with trees and lights

planted medians
and turning lanes

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location

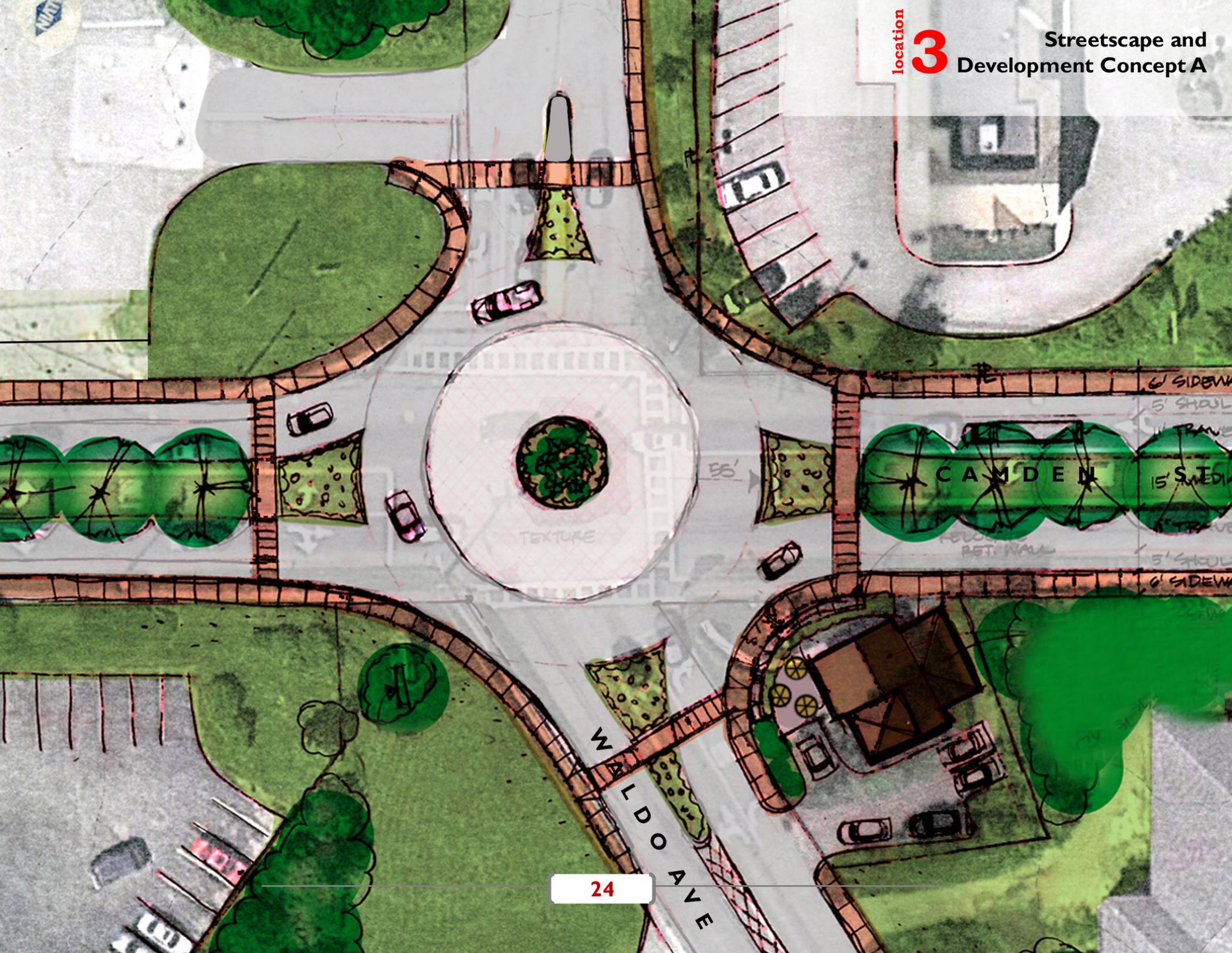
3

Present

CAMDEN ST

WALDO AVE

23



Design Principle:
A roundabout can achieve many planning goals:
 - 'Slow-flow' traffic without obstacles
 - Open visibility of the businesses on all corners
 - Opportunity for gateway or significant node design
 - Safe pedestrian crossings thanks to medians

use textured pavement at back section of median

bike lanes and crosswalks for 'Complete Streets'

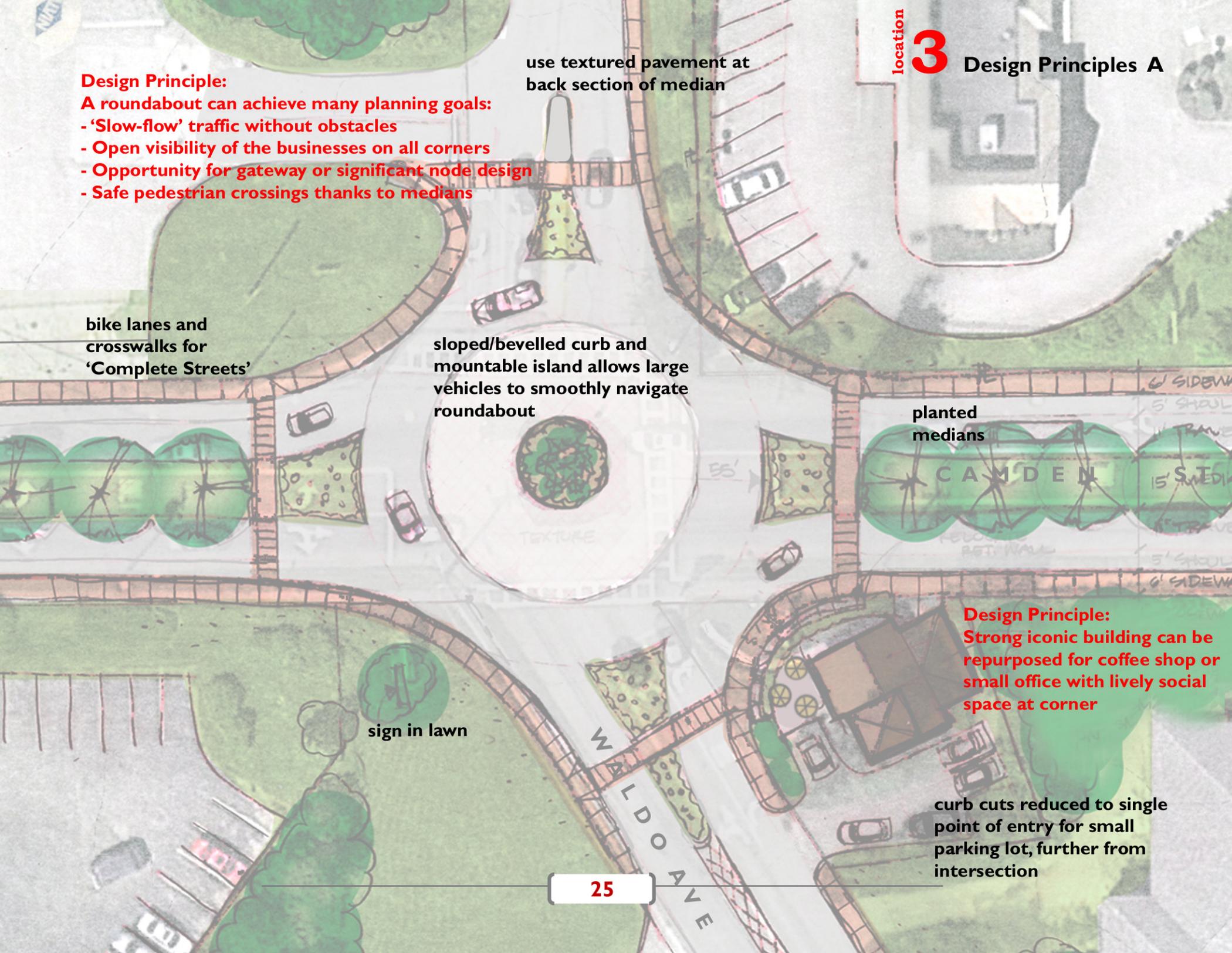
sloped/bevelled curb and mountable island allows large vehicles to smoothly navigate roundabout

planted medians

Design Principle:
Strong iconic building can be repurposed for coffee shop or small office with lively social space at corner

sign in lawn

curb cuts reduced to single point of entry for small parking lot, further from intersection

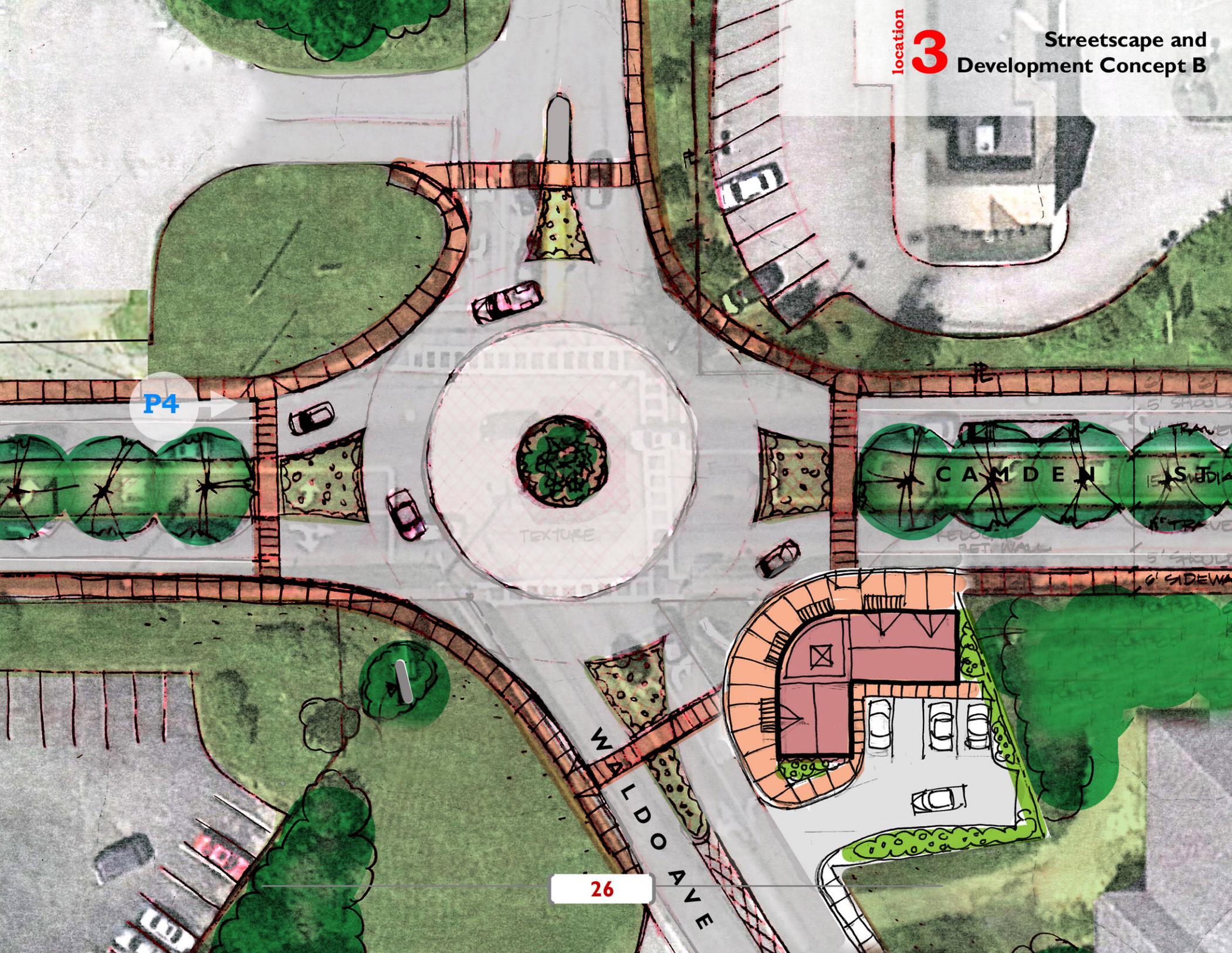


P4

TEXTURE

CAMDEN

WALDO AVE



Design Principle:

A roundabout can achieve many planning goals:

- 'Slow-flow' traffic without obstacles
- Open visibility of the businesses on all corners
- Opportunity for gateway or significant node design
- Safe pedestrian crossings thanks to medians

use textured pavement at back section of median

sloped/bevelled curb and mountable island allows large vehicles to smoothly navigate roundabout

planted medians

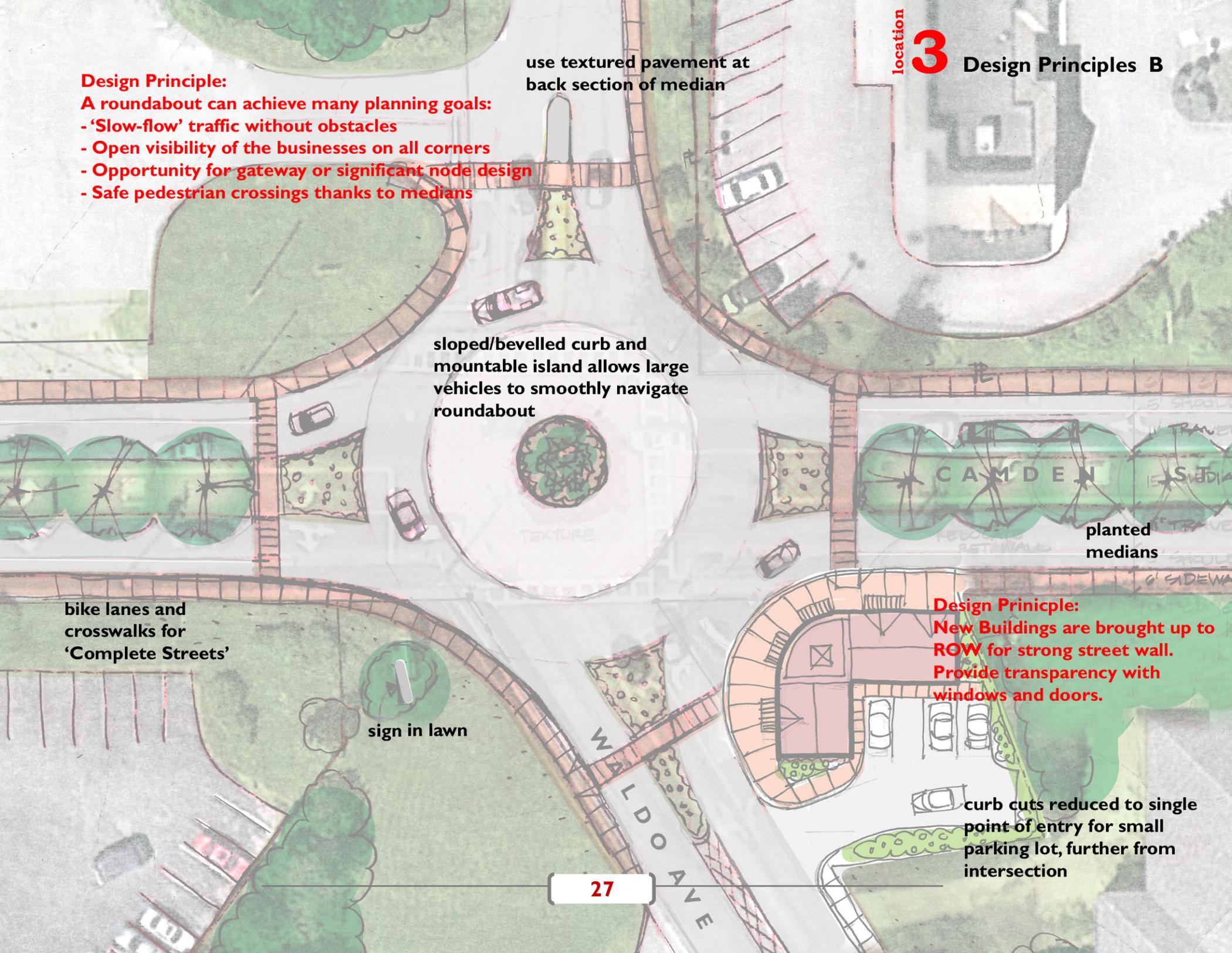
bike lanes and crosswalks for 'Complete Streets'

sign in lawn

Design Principle:

New Buildings are brought up to ROW for strong street wall. Provide transparency with windows and doors.

curb cuts reduced to single point of entry for small parking lot, further from intersection



Issues:

Overhead utilities
Long crossing for peds
No designated bike lane
Lack of consistent building form at the edge of the ROW

Opportunities:

Adequate space in intersection for roundabout
Sidewalks are present
Iconic building at corner serves to visually hold corner



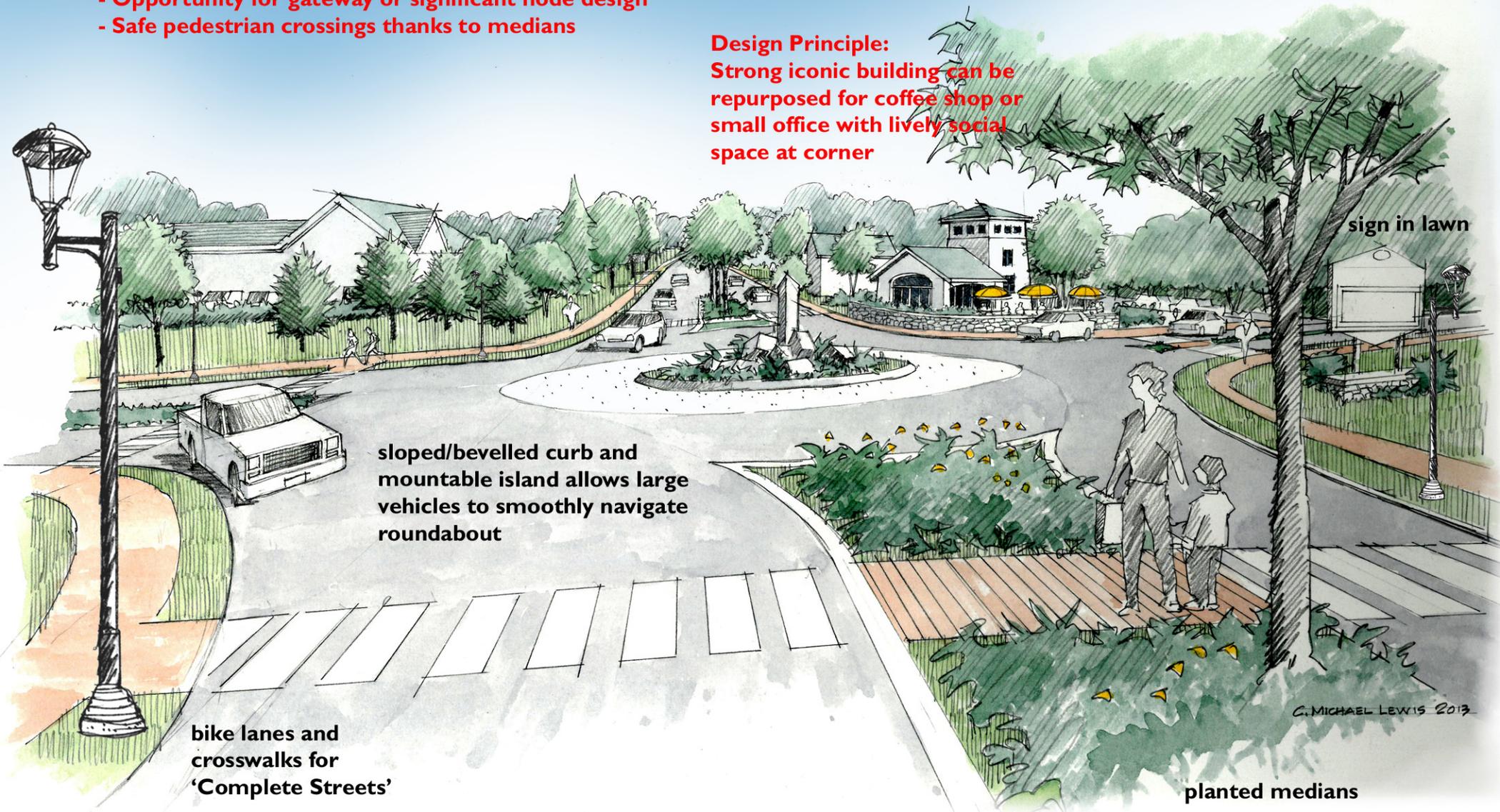
Design Principle:

A roundabout can achieve many planning goals:

- 'Slow-flow' traffic without obstacles
- Open visibility of the businesses on all corners
- Opportunity for gateway or significant node design
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Design Principle:

Strong iconic building can be repurposed for coffee shop or small office with lively social space at corner



sloped/bevelled curb and mountable island allows large vehicles to smoothly navigate roundabout

bike lanes and crosswalks for 'Complete Streets'

sign in lawn

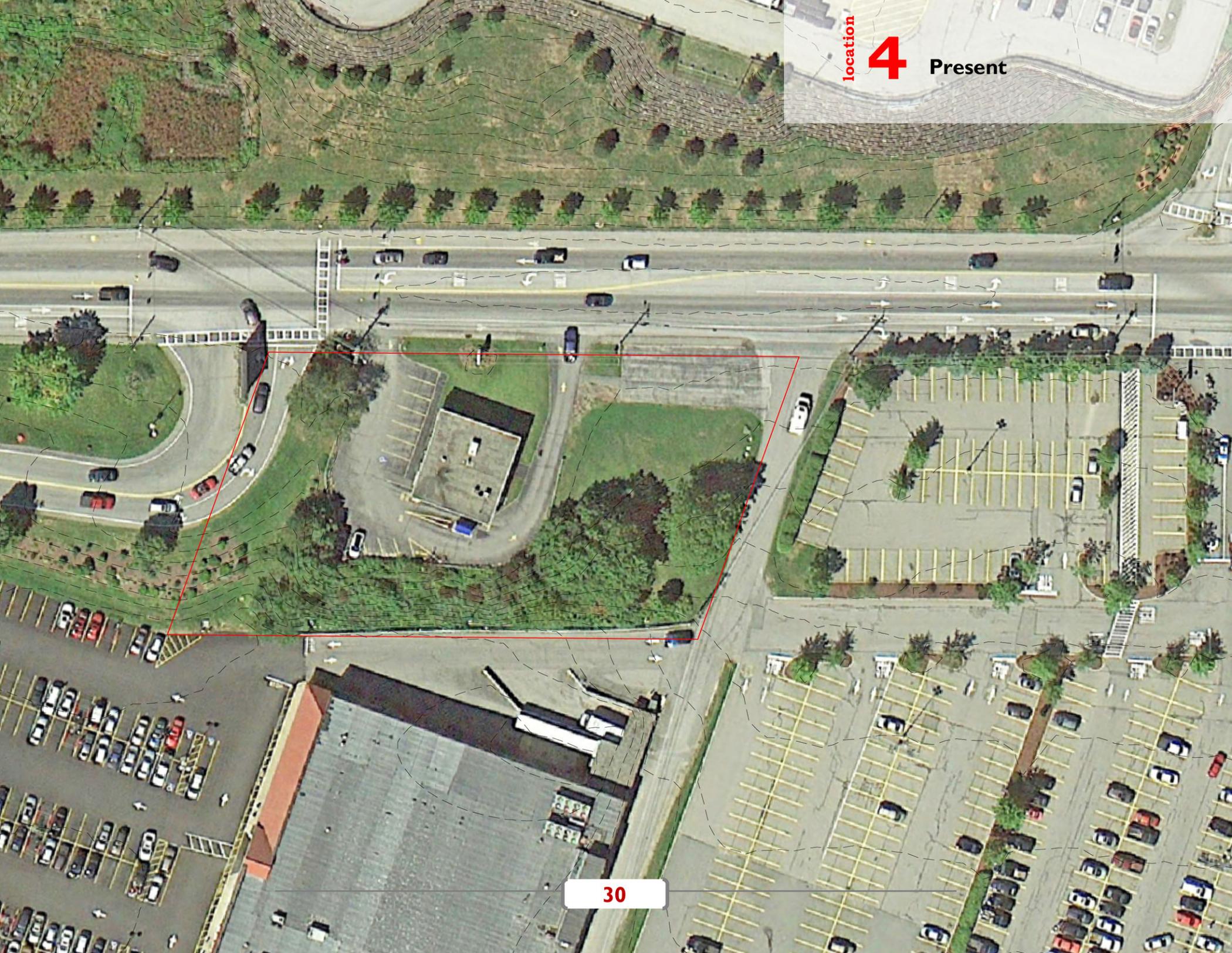
planted medians

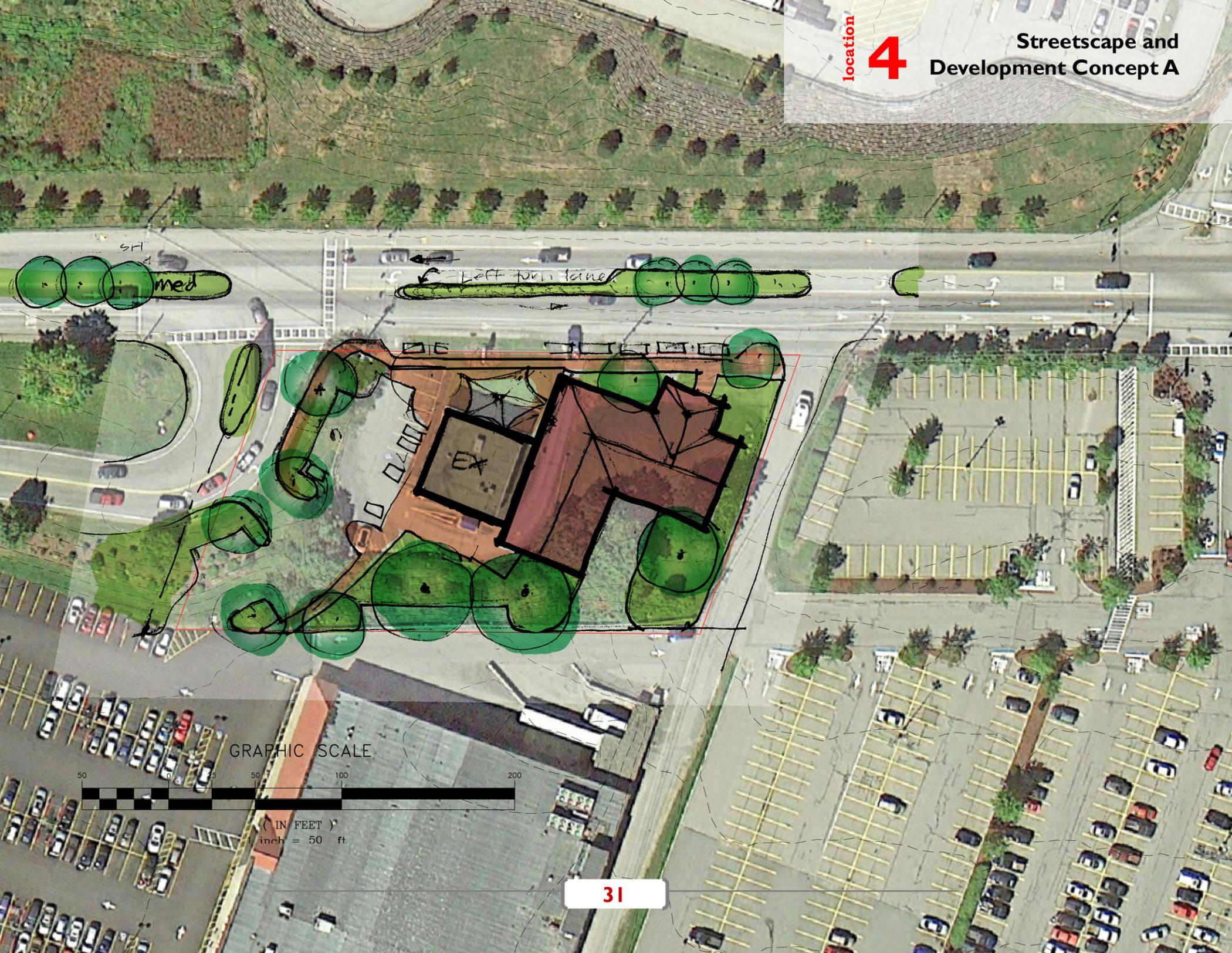
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location

4

Present





SR1
med

Left turn lane

GRAPHIC SCALE



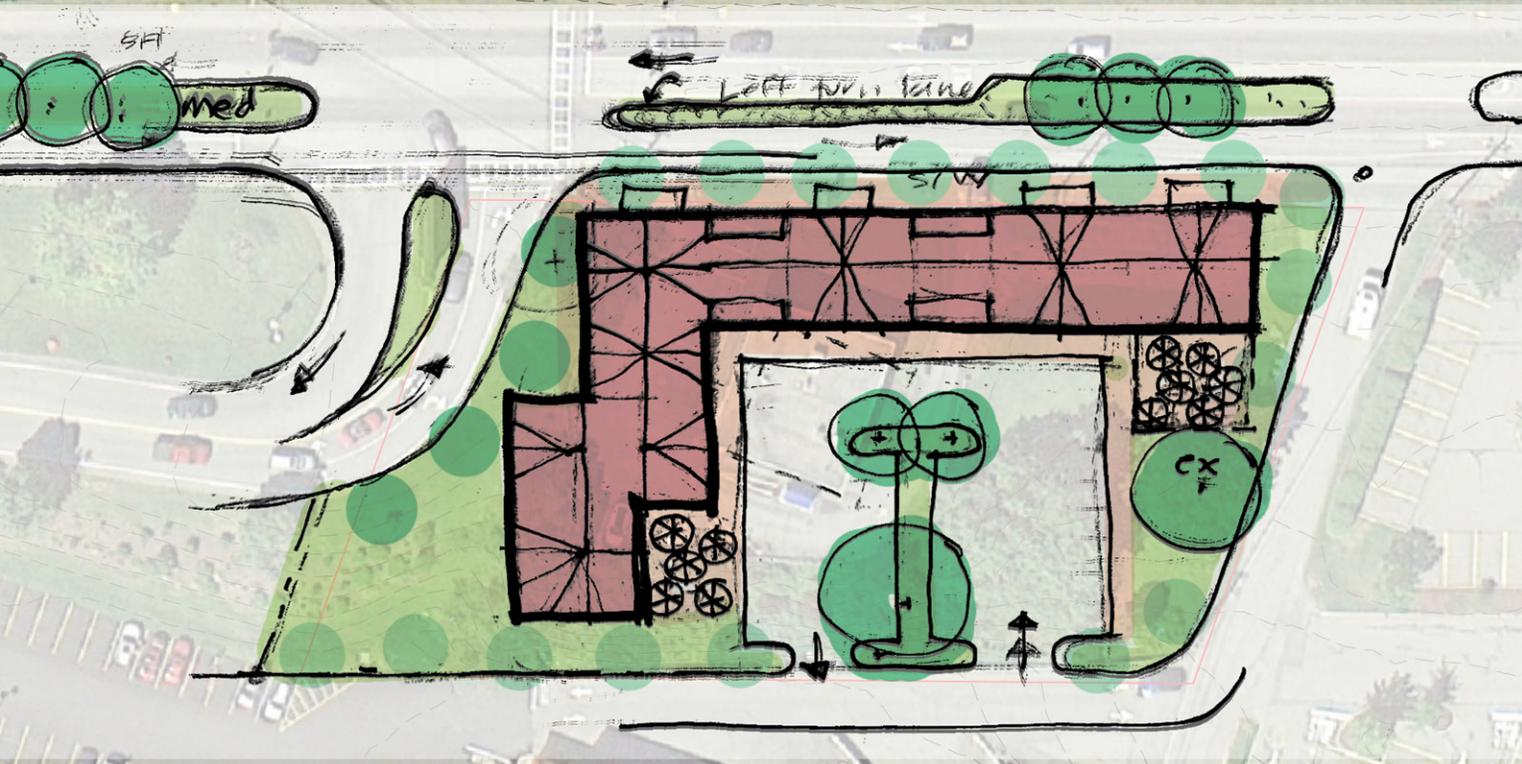
(IN FEET)
inch = 50 ft

P4

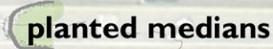
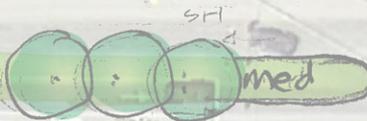
location

4

Streetscape and Development Concept B



Design Principle:
Planted medians and on-street parking allow through traffic to flow, while sending a message of village-character frontage and business viability.



new development at ROW creates pedestrian scale street

Design Principle:
Invest and infill Camden Street frontage in areas where business already exists. Provide places where people can meet for lunch, coffee, networking, and access to wifi.

Design Principle:
Develop 'complete streets' connectivity from Rockland downtown to the extent of Camden Street, emphasizing active living and strong connections

large trees protected in design process

interconnected 'pooled' parking

GRAPHIC SCALE



(IN FEET)
inch = 50 ft

Issues:

- Multiple curbcuts**
- Lack of connection between adjacent lots**
- Overhead utilities**
- Building entry is on the side**
- Building is set back from ROW**

Opportunities:

- Mature trees**
- Adequate space for infill**
- Potential connection to adjacent parking**
- Grade change can create daylight lower level and additional commercial frontage**



Design Principle:
Develop 'complete streets' connectivity from Rockland downtown to the extent of Camden Street, emphasizing active living and strong connections

Design Principle:
Invest and infill Camden Street frontage in areas where business already exists. Provide places where people can meet for lunch, coffee, networking, and access to wifi.

location

4

Perspective from Point 4

large trees protected in design process

interconnected 'pooled' parking

utilize grade change for daylight frontage on both sides

turning lane

planted medians

Design Principle:
Planted medians and on-street parking allow through traffic to flow, while sending a message of village-character frontage and business viability.

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location

5

Present



location

5

Streetscape and Development Concept A



Design Principle:
Respond sensitively to current scale of buildings with additions and infill.

location **5** Design Principles A

on-street parallel parking

service and parking behind buildings

mixed use cottage scale with on-street parking

bump-outs to shorten crosswalks, create greater pedestrian safety, and slow traffic



(exist.)



(exist.)

service and parking behind buildings

gazebo

use open space to connect people parks and trails

Design Principle:
both buildings and bold landscape forms can hold a corner and make a strong entry.

Design Principle:
Promote village scale street network by reserving ROW to allow for future connections between parcels



5 Design Principles B

Design Principle:
Respond sensitively to current scale of buildings with additions and infill.

on-street parallel parking

service and parking behind buildings

mixed use cottage scale with on-street parking

cohousing with shared farm and open space

gazebo

bump-outs to shorten crosswalks, create greater pedestrian safety, and slow traffic

use open space to connect people parks and trails

service and parking behind buildings

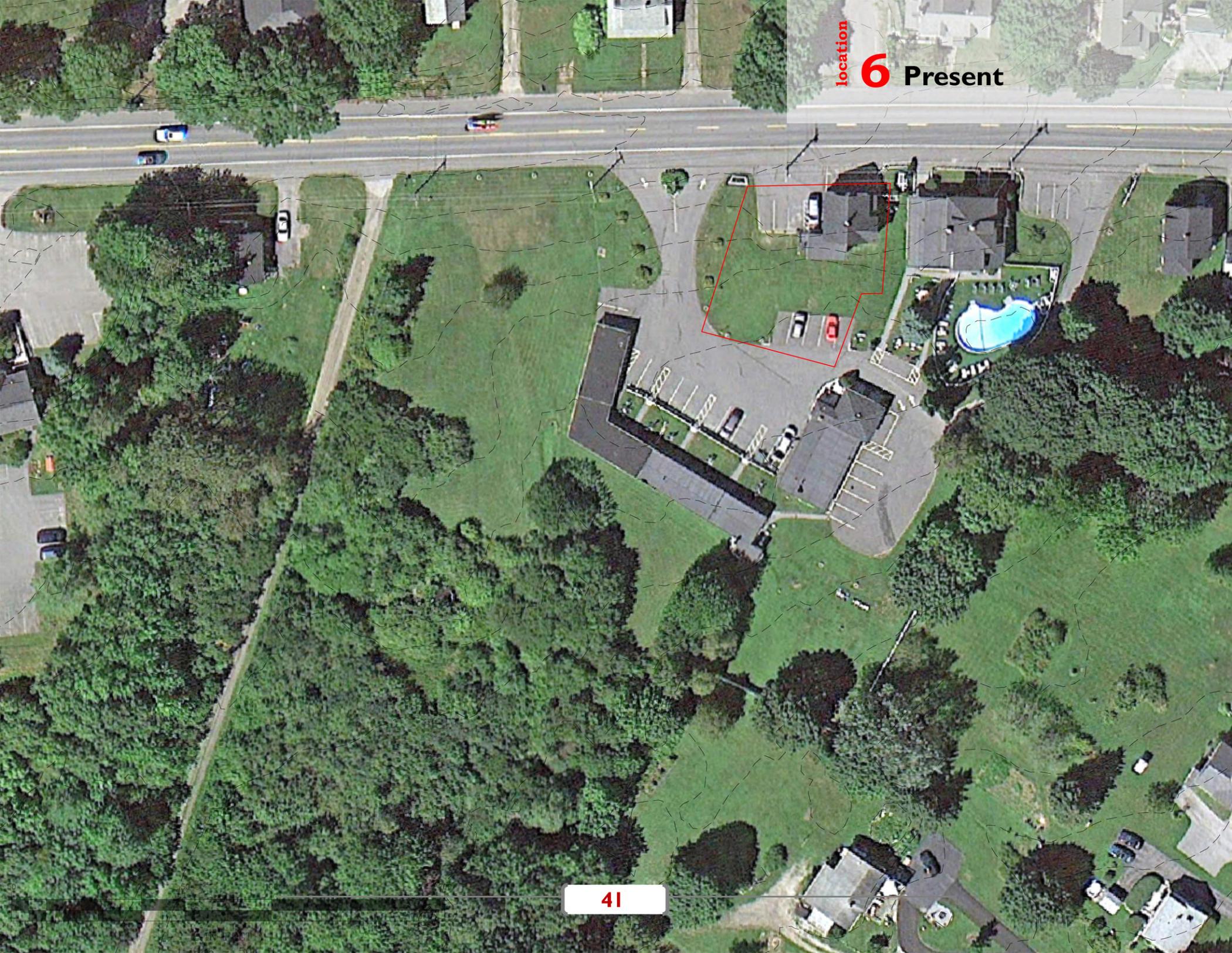
Design Principle:
both buildings and bold landscape forms can hold a corner and make a strong entry.

Design Principle:
Promote village scale street network by reserving ROW to allow for future connections between parcels

planted medians with breaks for turning into properties

location

6 Present



P6

location

6

Streetscape and Development Concept B



6 Design Principles B

P6

Design Principle:
Strengthen street wall' with
liner buildings and infill

Design Principle:
Use open space in proportion
to blocks and streets

curbed esplanade
with trees and lights

planted medians
and turning lanes

bike
lane

continuous sidewalk

curb bump-outs
shorten crosswalks,
slow traffic, and
create mini-plazas on
corners

(exist.
bldg.)

(add'n.)

service

public green
space

plaza

focal
point

diagonal
on-street
parking

flexible and joinable
buildings for
housing, professional,
mixed use, or live-work

Design Principle:
Reserve ROW at sides of
projects for future inter-
connection and street
network.





6 Design Principles C

planted medians and turning lanes

curbed esplanade with trees and lights

flexible and joinable buildings for housing, professional, mixed use, or live-work

Design Principle: Strengthen 'street wall' with liner buildings and infill

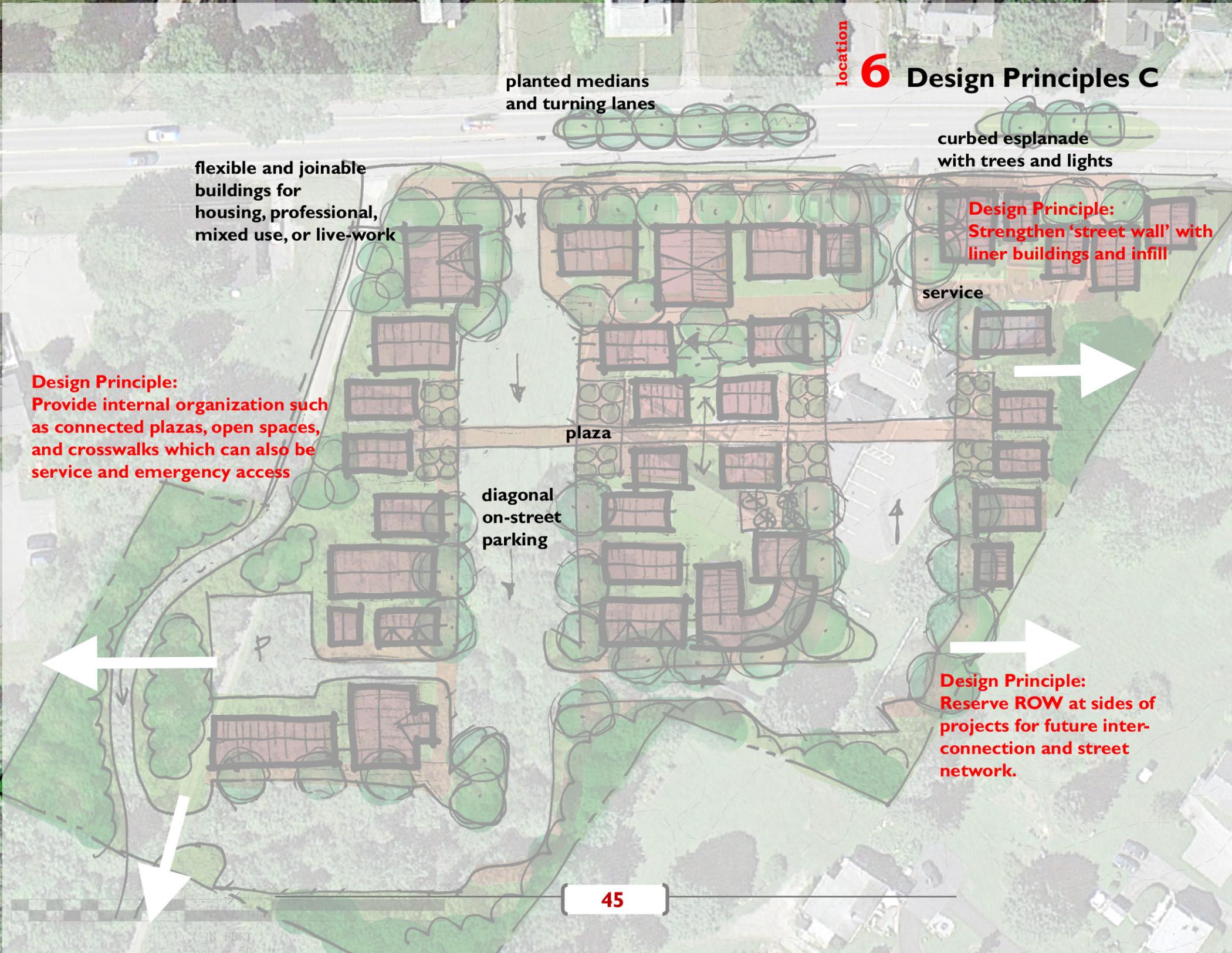
service

Design Principle: Provide internal organization such as connected plazas, open spaces, and crosswalks which can also be service and emergency access

plaza

diagonal on-street parking

Design Principle: Reserve ROW at sides of projects for future inter-connection and street network.



Issues:

- Lack of sidewalk
- Open multiple curbcuts
- No shade
- No median or center turning lane
- Overhead utilities

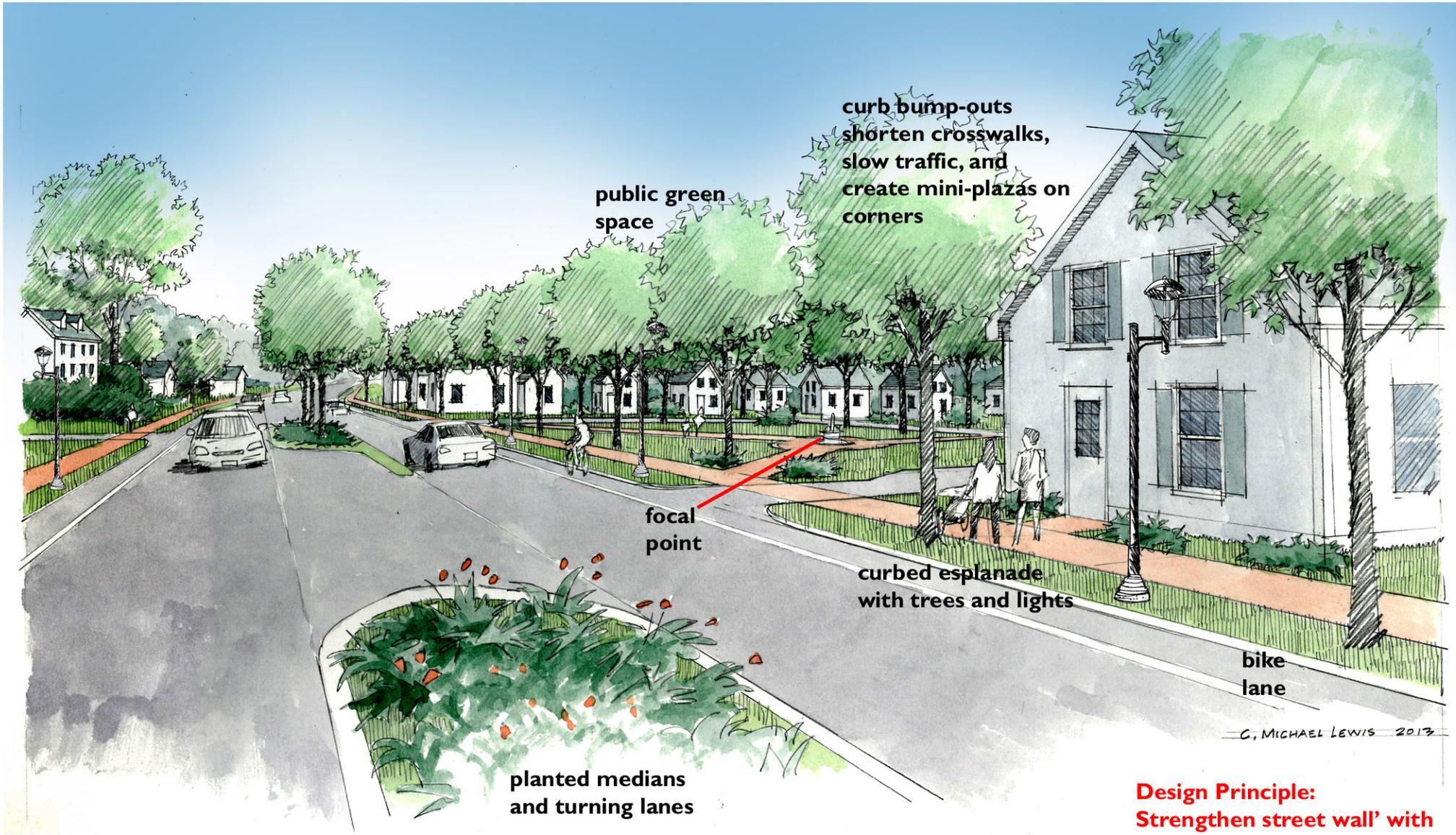
Opportunities:

- Small scale buildings with openings for infill
- ROW width



6 Perspective from Point 6

Design Principle:
Use open space in proportion
to blocks and streets



—C. MICHAEL LEWIS 2013

Design Principle:
Strengthen street wall' with
liner buildings and infill

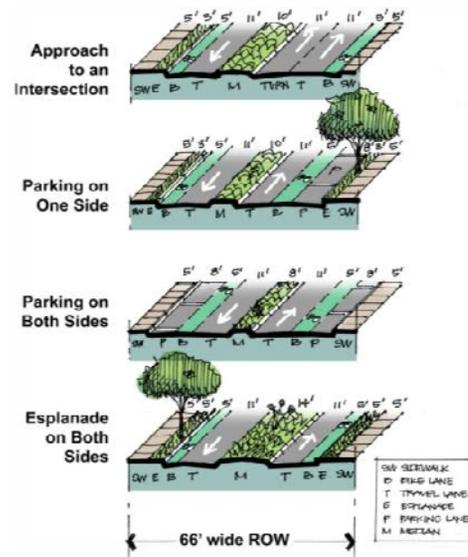
6. On our way: Implementation of Proposed Public Infrastructure

GENERAL RECOMMENDATIONS

The following guidelines should be reviewed in light of Rockland and Rockport’s respective community planning goals, and when the time is right, translated into planning codes and ordinances to guide decisions and development for the greatest good.

Complete Streets. Consider all forms of transportation – passenger cars, emergency vehicles, walkers, bicyclists, trucks, busses, wheelchair users, joggers, etc. – for the design of streets in the future to provide the Rockland and Rockport communities with safe and sustainable infrastructure. Complete streets, which may incorporate vehicle travel and turn lanes, bike lanes, on-street parking, median strips, sidewalks, planted esplanades, pathways, lighting, artworks, signage, and public transit accommodations, not only improve traffic flow and safety but provide social, economic, environmental and health benefits.

Sidewalks. Treat the land adjacent to the street as linear parks and well-designed, pedestrian-oriented outdoor space, rather than the leftover land between the road and the buildings. These linear spaces should be the common thread that ties Camden and Commercial Streets – and the surrounding neighborhoods – together, in both Rockland and Rockport. Many of the sketches illustrate walkways that lead pedestrians safely into a site and provide connections between adjacent parcels. *“Improving walkability tends to increase community cohesion through positive interactions among neighbors, which in turn tends to improve public safety and security.” (D. Burden & T. Litman, ITE Journal April 2011)*



User Needs. Consider the users of this space (including pedestrians, joggers, wheelchair and walker users, people with disabilities, bus riders, and elderly) as decisions are made regarding scale, sidewalk and crosswalk widths, street furnishings, lighting, plantings, artwork, location of driveways, and the siting of bus shelters and other design features.

Parking. Parking should be decentralized and multi-purpose. Where possible, it should be shared by adjacent uses and designed in a way that does not dominate the landscape or the view from the road. On-street parking can be an effective tool to buffer pedestrians from moving traffic and reduce the visual width of the street, thus slowing traffic speeds. In some high-density situations, the use of structured parking (decks or parking garages) may provide a workable alternative to large parking lots, freeing up valuable land for more appropriate development and/or open space.

The sketch plans and perspectives illustrate several types of parking solutions that might be used along the Route One corridor, including head-in, parallel at the curb, screened small off-street lots, and parking garages incorporated into mixed-use developments.

Plantings. Tree plantings can have a dramatic effect on our perception of 'livability' in a mixed-use corridor by bringing a welcome touch of nature into the urban environment. They provide much-needed shade while creating interesting spatial shapes and volumes along the road and in pedestrian areas. Trees in consistent formation – along with lighting and other site furnishings – on both sides of the road and in the median will lead the eye and help to unify the corridor.



Median Strips. The Visioning Sessions identified numerous goals that call for the potential benefits of median strips: improve the overall visual streetscape, increase greenscape while decreasing asphalt, and improve traffic flow from Camden Street to site streets. The 66' wide ROW will allow for median strips ranging from 8 to 14' wide. In this space, depending on context and need for turning movements and sight lines, plantings can include grasses, hardy perennials, low shrubs, and ornamental or shade trees.

Maintenance. Infrastructure maintenance within the public ROW should be an important consideration for any future improvements. Higher quality materials may cost more initially. However, their life-cycle costs – what it will take to keep the streetscape clean, safe, and functional on a yearly and long-term basis – may be considerably lower in the long run than less expensive materials.

Underground / Buried Wire Utilities. The sketches envision a time when the wire utilities that now line the major streets in both communities could be put underground or re-routed to a less visible location. While this is always an expensive proposition, there may be substantial functional and aesthetic benefits to the community, e.g., less clutter, better sight lines, more reliable utility service, and more room for tree plantings.



Private Properties. The illustrations have only dealt with properties where the owners agreed to

participate in this planning exercise; none of the adjacent private properties have been included in the recommended actions or sketches. However, the principles that the sketches are based upon are applicable to a wide range of land-use situations in Rockland and Rockport where the community is contemplating ways to make their streets more attractive and pedestrian-friendly.

Public Open Space. An opportunity exists to create a linear public open space from Maverick Street in Rockland to Warrenton Street in Rockport. It could provide connectivity, healthy walking, economic benefits, pedestrian and bicycle safety, and positive social interaction space. Communities such as Topsham, Raymond, Yarmouth, and Falmouth have developed greenway trails and pedestrian linkages. Camden is working on the Riverwalk, two and a half miles from Shirt Tail Point to the Harbor. The trail could go in front of, through, or behind businesses and neighborhoods in the Rockland+Rockport commercial corridor, as deemed appropriate along its course. It could link neighborhoods to churches, schools and businesses, and people to parks and natural resources. Density and zoning incentives may help the community to partner with businesses in the incremental realization of this goal.

SPECIFIC RECOMMENDATIONS By Location

LOCATION I

INTERSECTION OF CAMDEN STREET AND MAVERICK STREET: PUBLIC SPACE, ROCKLAND

Intersection Design

- While a roundabout would ordinarily be considered in this type of traffic situation, there does not appear to be sufficient room within the existing public ROW to accommodate the turning movements of larger vehicles, the approach lanes, and the bicycle/pedestrian infrastructure necessary to make it work.
- If additional land outside the ROW became available, the roundabout concept should be explored as a viable way to handle the volume of traffic currently using this intersection.
- When properly designed (if additional land were to become available), a roundabout could create a dynamic gateway into Camden Street while safely accommodating pedestrian and bicycle traffic.

Gateway Treatment

- Install planted median strips on the three major legs of the intersection to separate traffic, provide places for pedestrian refuge, and reduce the scale of the wide streets.
- Use slope-granite curbing to define the edge of the median strips and encourage motorists to allow more room for bicyclists nears the opposite curbline.
- Introduce the landscape elements (sidewalks, signage, lighting, crosswalks, plantings, etc.) that will be used throughout Camden Street.
- Consider a textured/patterned paving surface (an urban welcome-mat, as it were) for the middle of the street to make the space more distinctive and signal the start of the re-visioned streetscape).
- Install flush cobble (or similar textured) rumble strips at breaks in the median strips and the approaches to maintain a sense of continuity in the street.
- Select tree species that are tolerant of urban growing conditions, relatively maintenance free, and attractive throughout the year.
- Install low-maintenance groundcovers, perennials, and ornamental grasses in the islands to add welcoming notes of color and texture to the streetscape.

Pedestrian Improvements

The junction of Camden Street (Route One) and Maverick Street is one of the distinctive gateways into the community. At this major intersection, there is currently no legal way for a pedestrian to cross Maverick Street.

- Install crosswalks at all four street crossings, using textured pavers or wear-resistant marking material.
- Design medians with breaks at the crosswalks to act as refuge islands for pedestrians.
- Reduce curb radii on all four corners as much as possible to minimize the length of the crosswalks.
- Incorporate pedestrian-actuated phases into the traffic signals.
- Select plantings with four seasons of interest for use in the median strips and any available land within the ROW.
- Use caution in selecting plants that do not block motorists' view of pedestrians within or approaching the crosswalks.
- Provide room for on-street parking between the intersection and Washington Street. Parked cars create a buffer to further separate the pedestrian from moving vehicles.

LOCATION 2

BREAKWATER MARKETPLACE

- 91 CAMDEN STREET
- 92 CAMDEN STREET

VACANT LAND NORTH OF BREAKWATER MARKETPLACE ON CAMDEN STREET



RESIDENTIAL GROUPING: 106, 122-124 (OLD CHURCH) CAMDEN STREET, ROCKLAND



Liner Buildings / Infill Development

- Use liner buildings (primarily commercial uses) to screen parking lots and structures from view. Liner buildings are holding a street wall and defining the public space.
- Wrap liner buildings around at least two sides of parking structures for maximum effect.

New Structures and Build-to Lines

- Establish maximum setbacks or build-to lines to bring future buildings closer to the road to allow for greater density along the street.
- New buildings should be highly articulated and designed to provide visual interest at the pedestrian level.
- New outside doorways on buildings should be spaces no more than 30' apart to maintain an active streetlife.
- New structures should have 75% or more glazing on the street wall to maintain the transparency that promotes a safe and friendly pedestrian environment.
- New structures should have main entranceways facing the sidewalk.
- Parking areas for infill and new structures should be at the back or side of the structures, and not in the front setback.

- Consider requiring two or more story buildings in order to maintain the current forms of development.
- Scale new houses to the patterns of small market rate cottages on the west side of Camden Street.
- Require mixed use structures with retail and offices on lower level and residential uses above in order to increase the use, activity, income and lease potential and marketability of the buildings.

Screening Existing Parking

- Stone walls and dense plantings should be used to screen existing parking lots and visually separate them from the sidewalk.
- Plantings/walls should be a maximum of 3.5' in height to maintain views of the buildings and allow for surveillance.

Street Trees

- Incorporate street trees to provide shade, add visual interest, and help to unify and add scale to Camden Street.
- Tree selection should emphasize native species with interesting physical characteristics (bark patterns, spreading form, leaf/flower color, etc.) and minimum maintenance requirements.

- Tree locations should consider overhead and underground utilities, sight distance, sidewalk width, visibility for entrances and commercial signage, and other issues related to public safety.

Planted Medians

- Install planted median strips to separate traffic, provide places for pedestrian refuge, and reduce the scale of the street.
- Use slope-granite curbing to define the edge of the median strips and encourage motorists to allow more room for bicyclists near the opposite curbline.
- Install flush cobble (or similar textured) rumble strips at breaks in the median strips to maintain a sense of continuity in the street.
- Select tree species that are tolerant of urban growing conditions, relatively maintenance free, and attractive throughout the year.
- Install low-maintenance groundcovers, perennials, and ornamental grasses in the islands to add welcoming notes of color and texture to the streetscape.

Maintaining Village Scale and Character

- Incorporate architectural elements in new construction that complement existing styles found in Rockland/Rockport.
- Protect specimen trees wherever possible. Relocate transplantable trees that are in unavoidable locations, either on site or within the neighborhood.

Re-Use of Residential / Institutional (church)

Properties

- Preserve remaining historic structures – such as the church – wherever possible. Combine with new building elements of similar scale and style to create bolder, more marketable buildings.

Protecting / Enhancing View Corridors

- Maintain and enhance views from Camden Street to the water. New development should frame views with trees and building walls, terminating at the harbor.

Walkability

- Incorporate sidewalks on both sides of Camden Street; extend to Waldo Avenue, major side streets, and nearby residential areas and institutional uses.

- Wherever possible, incorporated a planted esplanade between the sidewalk and the street to buffer pedestrians and provide an additional layer of safety and separation.
- Establish a formal waterfront trail system, incorporating existing pathways where possible, to provide an attractive pedestrian/bicycle link that parallels Camden Street.
- Extend pathways/walkways from the public sidewalk into development sites, and to the waterfront pathway, to encourage pedestrian activity.
- Provide on-street parking where possible on Camden Street to separate the pedestrian from moving vehicles and reduce the visual scale of the street.

Streets and Blocks

- Require new development on large lots to have a public street network of blocks with perimeters of 1500-2000 feet.
- Require each project to provide public ROW stubs for connections to future adjacent projects and streets.

LOCATION 3

INTERSECTION OF CAMDEN STREET AND WALDO AVENUE, AND SAMOSET CORNER PROPERTY, ROCKLAND



Designing Roundabouts

- A roundabout at Waldo Avenue should be designed to facilitate through-traffic and turning movements of large trucks.
- Treat the center island as a gateway to the waterfront. The treatment could include plantings, sculpture, light and water features, or other devices to create a focal point in this highly visible portion of Camden Street.
- Allow sufficient room for a paved apron surrounding the central island to accommodate trucks, ambulances and other large vehicles.

- The design shown is the minimum that may be required by MDOT. Final design will need to respond to survey of existing conditions and a thorough analysis of the types and volumes of anticipated traffic.

Options for Small Scale Buildings

- The existing structure at the corner of Waldo Avenue and Camden Street could be re-purposed as a small office, non-drive-through coffee shop, or similar type of pedestrian-oriented use.
- On-site parking should be expanded to provide up to 4 spaces or as much as required for the expanded interior space.
- Additions to the building should bring it closer to the street to set the pattern for future development along Camden Street.

Future Nodal Development

- Future development in this area should consider the Camden Street/Waldo Avenue intersection as a node of higher density, with allowances for multi-story mixed used buildings that afford closer interactions between the pedestrian and the building, as well as setting the pattern for a street life beyond store hours.

Pedestrian Accommodations

- Incorporate well marked crosswalks into the median strips leading to the roundabout.
- Incorporate sidewalks on both sides of Camden Street, extending to Waldo Street, major side streets, and nearby residential areas and institutional uses.
- Wherever possible, incorporate a planted esplanade between the sidewalk and the street to provide an additional layer of separation.

LOCATION 4

BAR HARBOR BANK AND TRUST: 245 CAMDEN STREET, ROCKLAND



Liner Buildings

- Use liner buildings (primarily commercial uses) to screen parking lots and structures from view.
- Avoid continuous buildings that may block views toward the water or significant green spaces.
- Consider mixed-use, multi-story buildings as an alternative in this area.

Relating to the Street

- Establish maximum setbacks or build-to lines to bring future buildings closer to the road.

These dimensions may vary to accommodate outdoor use areas (gardens, patios, sidewalk cafes).

- Provide breaks in linear buildings to allow pedestrian circulation between the street and the parking in the rear.
- Site buildings parallel and perpendicular to the street to establish or maintain a strong street line.
- Angled buildings should be expanded toward the street. Angular spaces can offer opportunities for interesting outdoor spaces to add visual interest to the pedestrian environment.
- Design new buildings with a high degree of detail to provide visual interest for both the pedestrian and the passing motorists.
- Provide main entrances facing the street, designed, signed, and lit to differentiate them from the other parts of the façade.
- Parking areas for infill and new structures should be at the rear or side of the structures, and not in the front setback.
- Grade changes can be taken up effectively in the building: e.g., a two-story building facing the street can have a three-story façade on the rear. Likewise, grade changes can be used to screen service areas, loading docks, and other functional aspects of the building.

Importance of Corners

- Buildings on corners should be two or three stories in height to add mass and visual prominence to the street. All buildings on corner lots should have a second story with a usable floor area.
- Upper floors should be visually related to the ground floor through repetition of design elements, e.g., color, materials, window treatment, and detailing that will unify the structure and help frame the ground floor.
- The main entrance to the building should be located on the major street or on the corner and designed to be visible from both streets.
- Corner locations offer opportunities for distinctive architectural elements: signs, sculpture, lighting, or landscaping.

Streets and Blocks

- Require new development on large lots to have a public street network of blocks with perimeters of 1500-2000 feet.
- Require each project to provide public ROW stubs for connections to future adjacent projects and streets.

LOCATION 5

**WILLOW BAKE SHOP:
1084 COMMERCIAL STREET AND
NICOLE'S HAIR SALON: 1088
COMMERCIAL STREET, ROCKPORT**

Relating New Development to Surrounding Use Patterns

- Inventory existing structures, specimen trees, stone walls, and other memorable design elements at the start of the planning process to understand what gives the site its individual character.
- Plan development around these features to preserve the visual qualities of Commercial Street.
- Where possible, incorporate significant structures (such as older single family homes, outbuildings, and barns) into the overall design of new mixed-use development. These types of buildings can provide a good scale reference for new construction and help integrate new buildings into the community.



Streets and Blocks

- Require new development on large lots to have a public street network of blocks with perimeters of 1500-2000 feet.
- Require each project to provide public ROW stubs for connections to future adjacent projects and streets.

Terminated Vistas

- Provide a focal point at the end of new streets to terminate the view and provide a memorable image for new community development
- Focal points could be simple structures (e.g., gazebo or bandstand), a significant public building with a steeple or other prominent architectural element, a large-scale sculpture, or a similar feature.
- Avoid placement of single-family homes to terminate views, unless they contain significant architectural or site features, such as cupolas or specimen trees.
- Frame view corridors with new, existing, and re-purposed buildings.
- Site buildings at the entrance to new multi-unit developments to create a gateway effect and interesting spatial experiences between the public street and the more private parts of the site.

Treatment/Scale of Parking Areas

- Avoid siting parking spaces with more than a dozen cars within view of Commercial Street.
- Use new buildings facing the street, stone walls, hedges, and similar devices to screen parking lots and service areas from view.
- Utilize pervious pavement and other Best Management Practices to control and treat stormwater runoff on site.

Streetscape Treatment

- The streetscape treatment for Rockport (including sidewalk widths and materials, lighting, esplanade, plantings, etc.) should underscore the change in scale of development and land use as the motorist and pedestrian travels north from Rockland.
- Continue the pattern of planted median strips throughout Commercial Street, utilizing a planting palette and detailing that is Rockport-specific.
- Provide street lighting that meets IESNA minimum standards. Select fixtures that reflect the aesthetics and cultural outlook of Rockport.
- Provide on-street parking where possible to create a buffer to further separate the pedestrian from moving vehicles.

LOCATION 6

CLADDAGH MOTEL, 1044 COMMERCIAL STREET, ROCKPORT



A Variety of Options

Large redevelopment sites offer a variety of opportunities to advance the goal of strengthening community cohesion and livability. The principles developed in **Location 5** above are demonstrated in the three options developed for this site. In all examples, the design could be adapted to a variety of uses, including residential, professional office, small-scale retail, or mix-use. And in all concepts, the street network is envisioned as a system of public streets and spaces, with sidewalks and on-street parking.

Option 6A preserves many of the existing structures (assuming it makes economic sense to retain/reuse them) and incorporates them into an overall plan for the site. New buildings are brought close to the street, existing and expanded buildings anchor the development and set a pattern for style and scale. Convenient on-street parking encourages mixed-use development (with commercial on the ground floor). Off street parking is located out of site behind the front row of building, and connected by landscaped walkways.



Option 6B retains existing structures next to Commercial Street and used them, along with a variety of new, similarly-scaled buildings, to define a public community green space and plaza. Focal points within this space add variety and richness, while providing a functional and attractive space to a variety of possible uses.

New buildings are located near to the street to create a highly-walkable, pedestrian-scaled village environment. Parking is both on-street and in nodes at the rear of buildings. Roads are designed to extend and connect laterally into surrounding properties when they are ready for similar development, thus reducing the need for additional curb cuts in the future.



Option 6C creates a community of new structures – residential, commercial, office, or preferably mixed-use with apartments above commercial on the first floor – designed around a U-shaped circulation system. Internal walkways provide both lateral and perpendicular connections for pedestrians. Building setbacks vary to lend visual interest and encourage a variety of usable spaces between the front of the building and the street. A separate driveway provides an alternative access back out to the street. Most of the parking is on-street, with some smaller lots established behind several of the buildings.



Streets and Blocks

- Require new development on large lots to have a public street network of blocks with perimeters of 1500-2000 feet.
- Require each project to provide public ROW stubs for connections to future adjacent projects and streets.