



Freeport Downtown Vision Plan

Town Council Update
Phase 1 Completion, Phase 2 and 3 Funding
July 21, 2021

Project Timeline



Overview Phase 1: Community Feedback Informs Needs

116

Participants

Vision Workshop
February 25, 6-8PM

582

Responses

Survey
February-March 2021

280

Responses

Youth Survey
March - April 2021

85

Participants

Town Walk
March 20, 10AM

1,500+

Responses

Visitors Survey
April 2021



Community Connector Kick-off (January 2021)



Town Walk (March 2021))



Freeport Downtown Vision Workshop (February 2021)

Overview Phase 1: Early Action Plans Identified to “Test”



<https://www.freeportdowntown.me/early-action-plan>

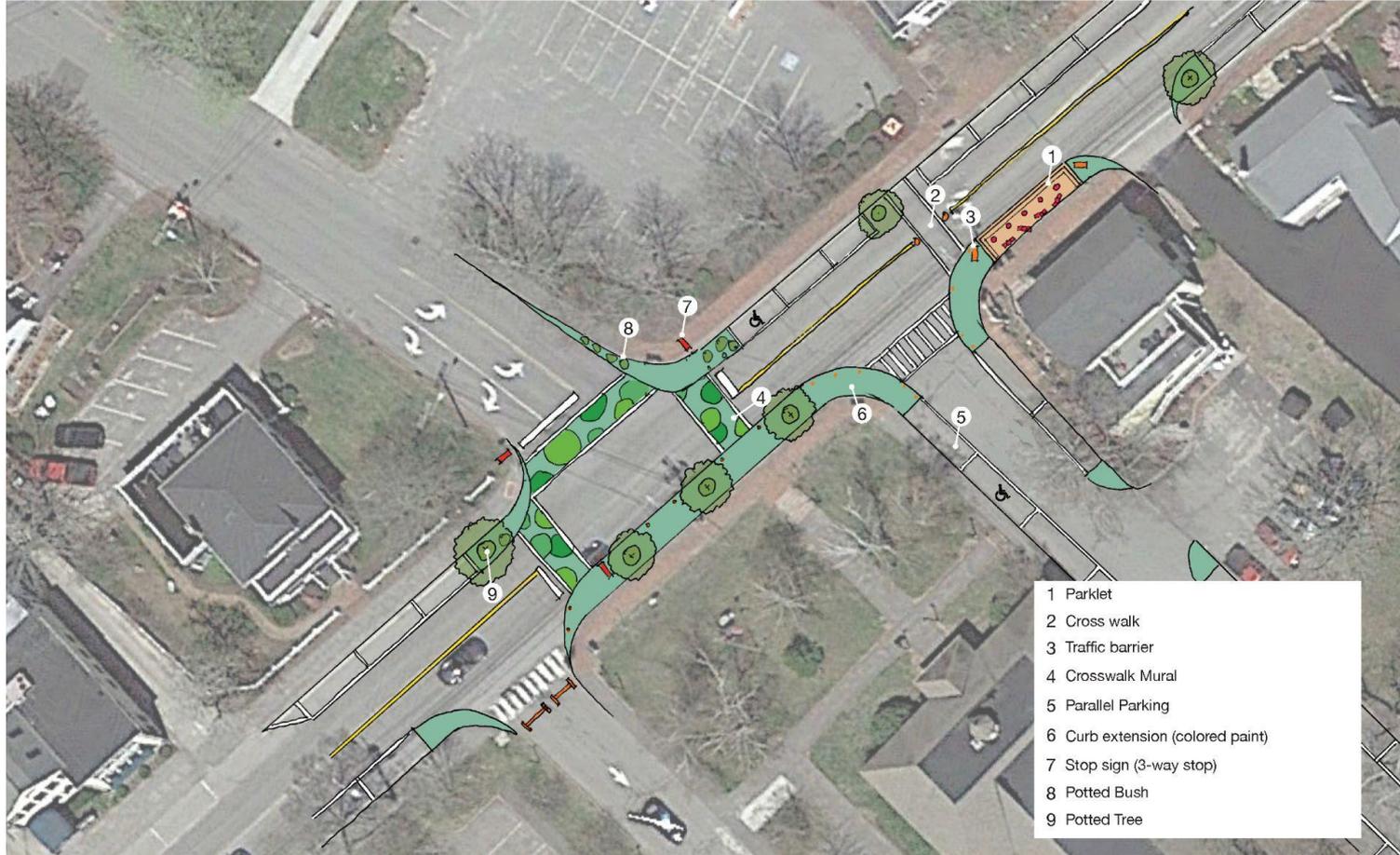
Overview Phase 1: Early Action Plans Prioritized and Moving Forward

A1	Project													
	A	B	C	D	E	F	G	H	I	J	K	L	M	
	Project	Action	Short-term (2021) Impact	Lasting (long-term) Impact [1=Low impact; 10=High impact]	Ease of Implementation (Feasibility) [1=Hard; 10=Easy]	Cost Est.	Maine DOT Involvement (Rte 1 Projects)	Permits Required	Safety Precautions (Liability waivers, etc)	Measurable Goals	Current identified lead	Potential Local Partners	Impact	
3		8 Town Hall Block	?	7	2	\$50,000					Adam Bliss	Town Hall, Town Council, Adajacent Landowners, Active Living Committee	Pedestrian safety, vehicular safety, traffic calming, family friendly and local atmosphere	
4	New	Indoor Skate Board Park	TBD	8	2	\$50,000					Al Yebba			
5		10 Freeport Co-op Public Market	TBD	8	3	\$10,000					Chip Gray	FEDC, Freeport Village Station	The intent is to create a large all weather indoor/outdoor year round space in Freeport Village Station to have a co-op public market featuring Maine Artists, Crafters, Prepared and preserved food vendors, and educational and entertainment offerings popular with both residents and visitors alike. Provide the opportunity for small scale vendors to get exposure in a premiere destination they would otherwise be unable to afford, and create a strong	
6	In process	Skate Board Park	7August	8	3	\$50,000					Willie Wright	Sarah Haggerty/youth coordinator, Vally		
7	In Process	Wayfinding	July	6	4	\$25,000					Jay Paulus	Visit Freeport, DPW, Jay Paulus Design	Streamlining vehicular traffic, Promotes pedestrian traffic and safety	
8	In thinking	Visitor "Trolley"	TBD	6	4	\$100,000					Ed Bradley	Wolf Neck, Pettingal Farm, parks, Maine Beer Co. Restaurants on Route 1, Desert of Maine	Pedestrian safety, exposure to all Freeport has to offer. Visitor satisfaction, traffic calming	
9	In process	Mountain Bike Park	TBD	8	4	\$1					NEMBA	Town.	Experiential opportunity	
10		3 Howard Place Intersection	TBD	6	5	\$2,500	x				??	Arts and Cultural Alliance of Freeport (ACAF), Historic Society, Complete Streets, DPW	Improve pedestrian and vehicular safety. Traffic calming to improve interactions between pedestrians and drivers. Improve pedestrian walkability of Main Street	
11		5 Holbrook Street Intersection	July Painting	3	5	\$10,000	x				??	DPW, MaineDOT, Complete Streets	Pedestrian safety, vehicular safety, traffic calming	
12	Priority	Nathan Nye Intersection (street closure & park)	June/July painting and park clean up	4	5	\$10,000					Keith McBride park and updates Jim Cram for parklets behind historical	Complete Streets, Freeport Historical Society (Jim Cram),	Pedestrian safety, vehicular safety, traffic calming	
13		7 Village Station Crosswalk	July	3	5	\$10,000	x				Maura Pillsbury	Freeport Village Station, LL Bean, DPW, MaineDOT, Complete Streets	Community involvement, pedestrian safety, vehicular safety, traffic calming, bring in more pedestrians, looks more inviting and aesthetically pleasing	
14		11 Food Truck Summer Fridays	July	8	6	\$2,500					Margaret, Visit Freeport Joyce Vellux		Food Truck Friday can be a regular Friday evening gathering spot for locals, and visitors looking to experience a variety of food options. Lack of food and dining options is seen by residents as one of the top challenges facing Freeport. A culture of welcoming new food truck vendors to Freeport can help bring new and unique food options to Freeport on a weekly basis.	
15	Planning	Slow Roll Town Bike Ride	August	3	6	\$5,000	x				Angela King, (Maine Bike Coalition)	Active Living Committee, East Coast Greenway (Krisin Keeney), FEDC, Maine Beer Co (Steve Mills), Advice from Julie Batticella	Pedestrian safety, vehicular safety, traffic calming, creates family friendly fun and could introduce others to awesome parks	
16		2 Bow Street Courtyard	June/July	7	7	\$15,000					Tawni Whitney	Bow Street Realty, Fred Leighton, Al Yebba Berenson Associates, Take 2 LLC /Brickyard Hollow, Linda Bean, Dave Intraversato, Alex Intraversato	Improve a private public space for pedestrians. Increase pedestrian foot traffic and retail sales of surrounding businesses. Partner with food cart vendors, local businesses, arts & culture organizations for volunteers, programming, and street murals.	
17	Priority	Main Street North Parklet	July	4	7	\$2,500	x				Adam Bliss	Derosier's, DPW, MaineDOT, Complete Streets	Places to sit and hang out, enhances local businesses	
18	Priority	Rainbow - Bow St Crosswalk		3	7	\$2,500					Maura Pillsbury			
19	Priority	Maroon/White - Holbrook St Crosswalk		3	7	\$2,500					Sarah Haggerty			
20	Priority	Mill St Crosswalk		3	7	\$2,500					someone from ACAF??			
21	Priority	Town Hall Sidewalk - Girl Scouts		3	7	\$2,500					Leanne Nichols			
22		12 Better Block Tactic	TBD	5	8	\$5,000						FEDC, Town Council, Active Living Committee	An opportunity for local artists, musicians, and potential business owners to temporarily program vacant storefronts and reclaim public space.	
23		Farmers Market?												
24		Geocaching with merchants?									Doug Reighly?			
25														
26														



North Main Street Parklet

Early Action Project #4 is the North Main Street Parklet.



Intersection Mural at Holbrook Street

Early Action Project #5 proposed temporary installation of new crosswalks and an intersection mural at Holbrook Street and Main Street.



Kids Outdoor Adventure Park at Town Hall

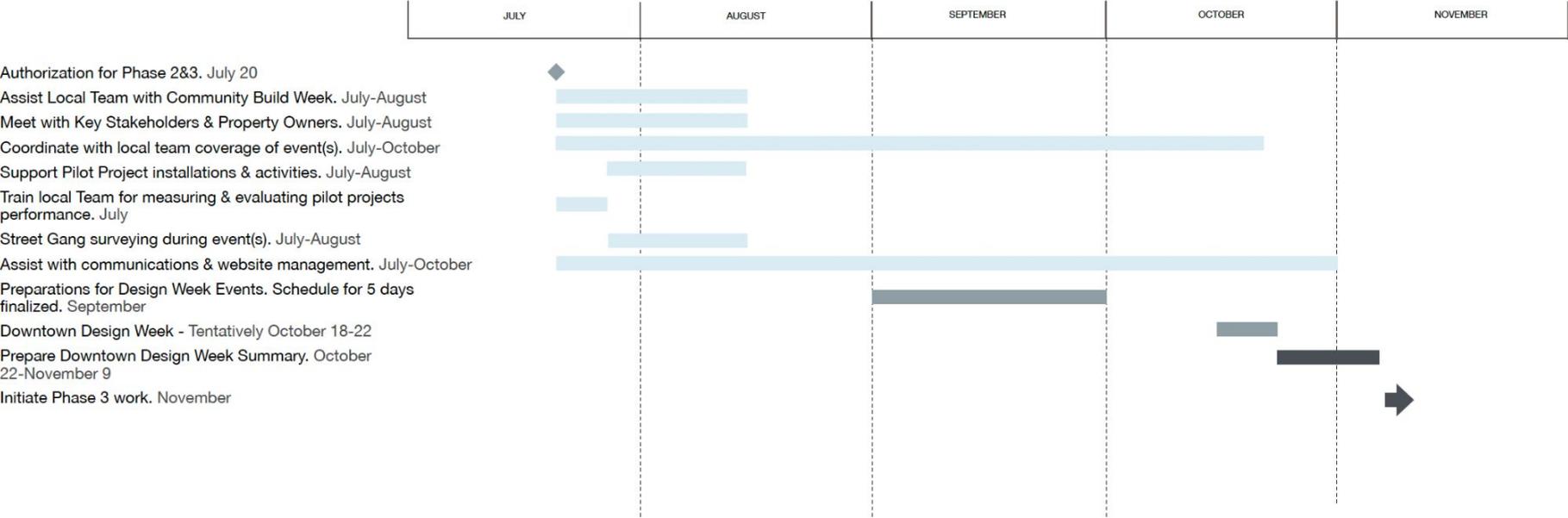
We heard feedback from the community that the Skate Park proposed as Early Action project #8 can serve more kids as an Outdoor Adventure Park.



Early Action Plan: Testing Ideas for Creating Places to Be

Early Action Project #2 Bow Street Courtyard - Testing creating a public space with seating and live music, together with the property owner and surrounding businesses.

Phase 2 Work Plan



Design Week Schedule (draft)

A vision plan for
Downtown Freeport

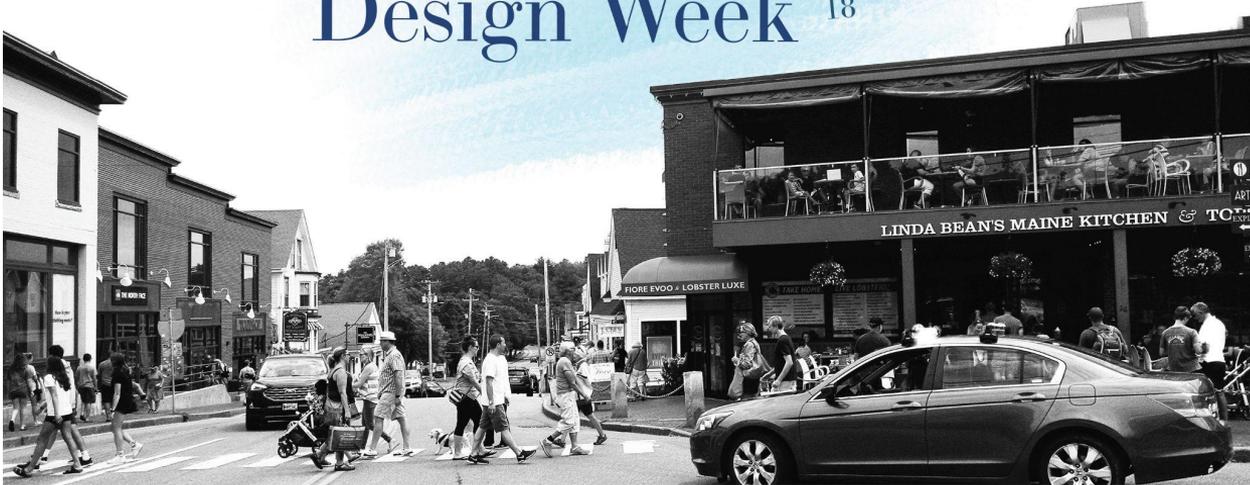
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RSVP at...

Downtown Design Week

Please join in the public
design week Thursday
October 14 - Monday October
18



Help shape the
future of Downtown
Freeport!

Downtown Design Week!

Pop Up Workspace

THURSDAY, OCTOBER 14TH—
MONDAY, OCTOBER 18
9:00 AM to 8:30 PM
Drop in anytime to see work-in-
progress and give us your feedback.
Location TBD

RSVP at...

For more information visit:
<https://www.freeportdowntown.me/>
t:+1 786 361 5285

If you require assistance to the venue,
please contact...

All hands **DRAFT**
Please attend!
Family friendly!

Key Events!

Kick-Off Workshop
THURSDAY, OCTOBER 14TH
6:00 PM Kick-Off Workshop
Location TBD

Community Block Party & Planning
Open House
SATURDAY, OCTOBER 16TH
5:00–6:00 PM Planning Open House
6:30–8:00 PM Community Block Party! Music, food
+ games
Location TBD

Presentation & Workshop
MONDAY, OCTOBER 18TH
6:30 PM Presentation & Workshop
Location TBD



Freeport
Downtown
Vision

Topic Sessions

Join us for a more focused conversation at the
workspace @ TBD

Housing Downtown
Thursday, October 14th @ 1:00 PM

Getting Around Downtown: ADA
Accessibility, Walking, Biking, & Parking
Thursday, October 14th @ 3:00 PM

Art's & Culture: Growing Freeport's
Creative Economy
Friday, October 15th @ 9:00 AM

Mixed-Use Downtown
Friday, October 15th @ 11:00 AM

Sustainability: Downtown Resiliency
Planning
Friday, October 15th @ 1:00 PM

Embrace the Outdoors: Freeport's Open
Spaces & Natural Resources
Friday, October 15th @ 3:00 PM

Downtown Historic Resources & Character
Saturday, October 16th @ 9:00 AM

Downtown Design Week

- October 14-18
- Alternative Date: October 21-25
- Design week consists of:
 - Opening Workshop
 - Topic Sessions
 - Block Party
 - Open House
 - Closing Workshop



The Design Week studio is typically set up in an empty storefront in the study area.



The studio is open to the public all week. Design Week is an opportunity for the community come together to share ideas and give feedback as the project team works.



Opening Night Workshop

Opening night starts with a kick-off presentation, group brainstorm activities, and group discussion. This is Opening Night for the Hello Washington Street Vision Plan in Newton, MA. We will design specific activities for Freeport to dive deeper into areas of interest that we discovered during Phase 1 of the planning.



Topic Discussions

Offer an opportunity to have conversations about specific topic areas that the community identified during Phase 1 of the planning. These sessions are deep dives and allow for things to “get into the weeds” on specific topics. The photos are focus groups in Newton, MA and Topsham, ME.



Block Party

The Block Party is a way to bring the community together around food, drinks, and family-friendly activities. It's a great way for community members to meet and share ideas. These are Block Parties in Higgins Beach, ME and Newton, MA.



Mid-Week Open House

The Mid-Week Open House is review of the draft work and an opportunity to present our progress. We post all of our work on the walls so people can comment directly on drawings, plans, texts, and tables. The project team is there to answer the community's questions.



Open Studio

The design studio is typically centrally located in the study area and open to the public all week while the team works. Open Studio is a chance for the community to interact with the planning team. If you cannot attend one of the scheduled Workshops, Open House, or Topic Discussions one can stop by the studio at their convenience to speak with the team.



13. would love walkable restaurants/shops - love ^{clock tower}
14. REALLY LIKE THIS. - ESPECIALLY w/ HOTEL/RESTAURANT
15. This is really nice - would love to see new shopping - / hotel area in this style
- 16.
17. Really like it, great outdoor seating.
18. Yuppy USA. People think they up everywhere. ^{love this, but it's popping outdoor spaces}
19. YES! MORE MULTI-USE CLASSIC SPACES w/ OUTDOOR SEATING
20. Lighting is good - cozy
21. Welcoming & walkable! ♡
22. Cute & seems friendly and a perfect date

Planning Activities

Visual Preference surveys are an example of planning activities that we will do with the community throughout the Design Week. We post all of our drawings and process on boards so the community can give us feedback in real-time.



Closing Workshop

At the end of the Design Week, we share a presentation and gallery review of the work created together. Just like the Mid-week Open House, we post all of our work on boards so people can comment directly and the project team is there to answer the community's questions.



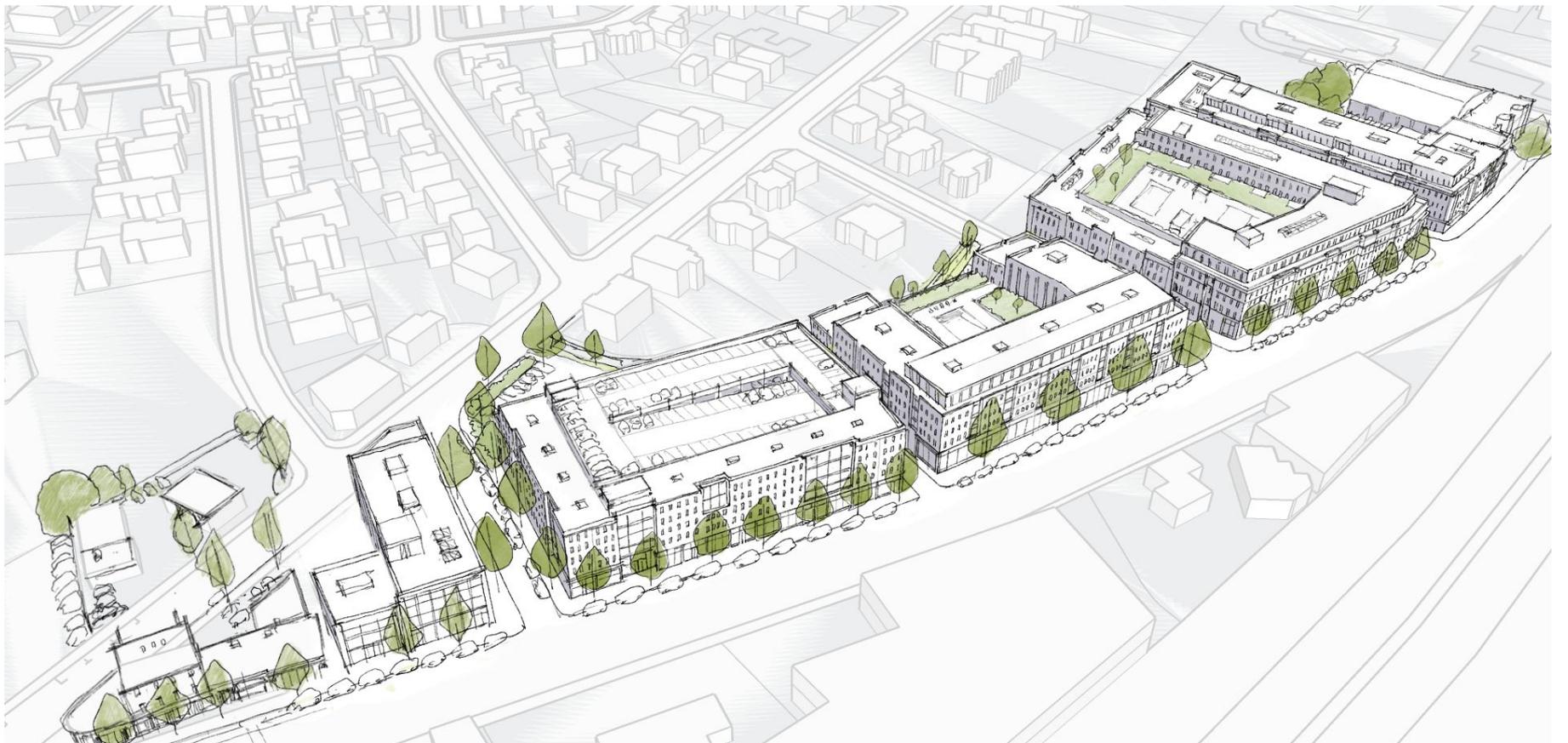
Phase 3: Vision Plan Open House

After the Design Week, our team goes to work producing the graphics, drawings, and data analysis for the Vision Plan. After this production period, we will come back to the community at an Open House event to share the Draft Vision Plan with the Community. Feedback on the draft will be taken both in person at the event and online following the Open House.

Examples of Phase 2

“Postcards”:

The Value of a Visual Plan



Infill Housing Sketch - Conventional Parking Solution

This illustration depicts how a possible series of underutilized parcel might be developed to produce mixed-use buildings with shops at the ground floor and housing above. This approach relied on conventional, above ground parking.



Infill Housing Sketch - Underground Parking Solution

This illustration depicts the same site to produce mixed-use buildings with shops at the ground floor and housing above with the added bonus of additional public space with parks, courtyards, and plazas. This approach relied on shared, underground parking.



Existing Condition

The economic analysis done during the planning identified this site as likely to be redeveloped.



Proposed Redevelopment

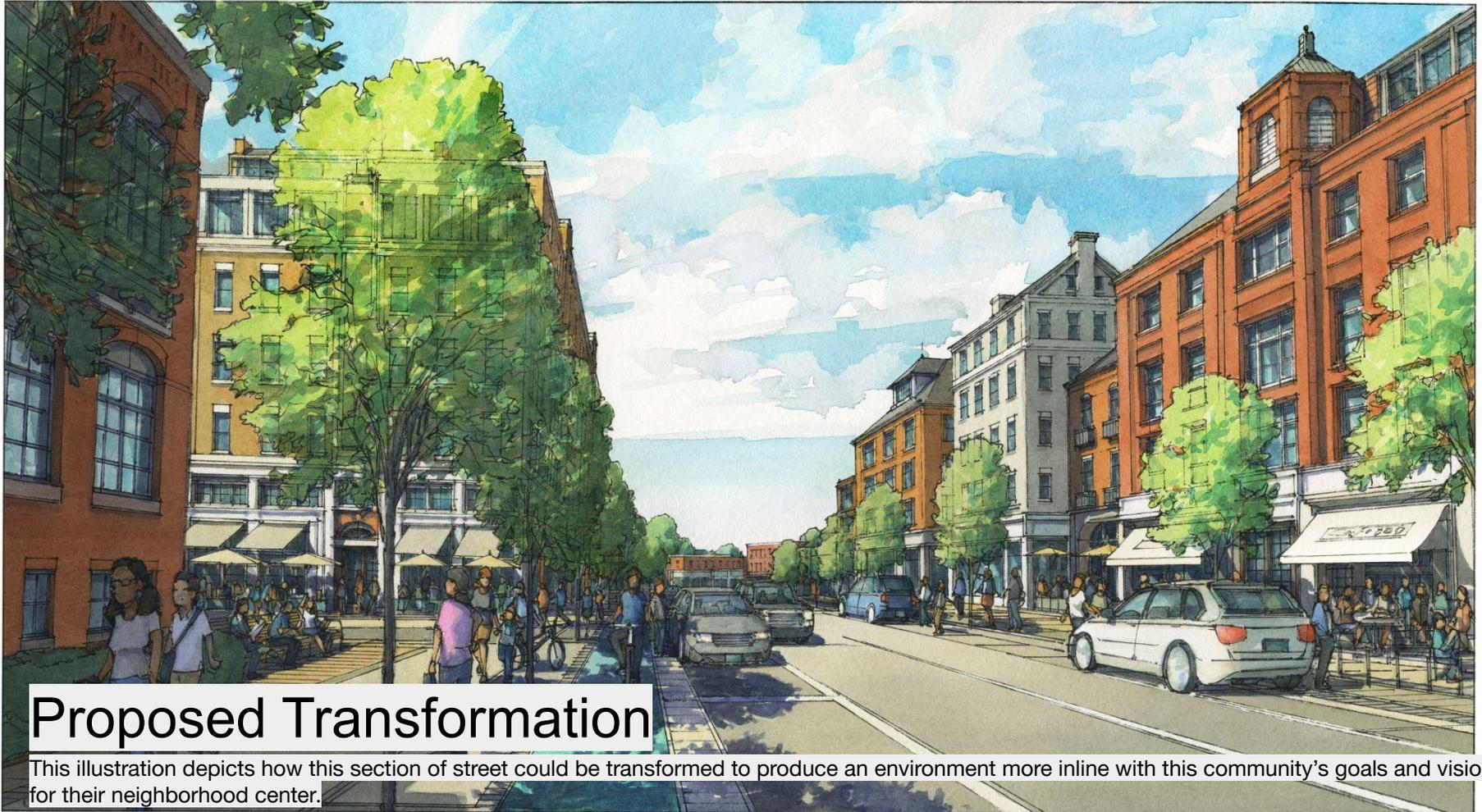
This sketch illustrates one possible design for how this site could be redeveloped. This sketch was presented to the community and refined based on their input to produce a clear guideline for how this site should be redeveloped.

Examples of Phase 3 Finish Plan Graphics and Full Written Plan



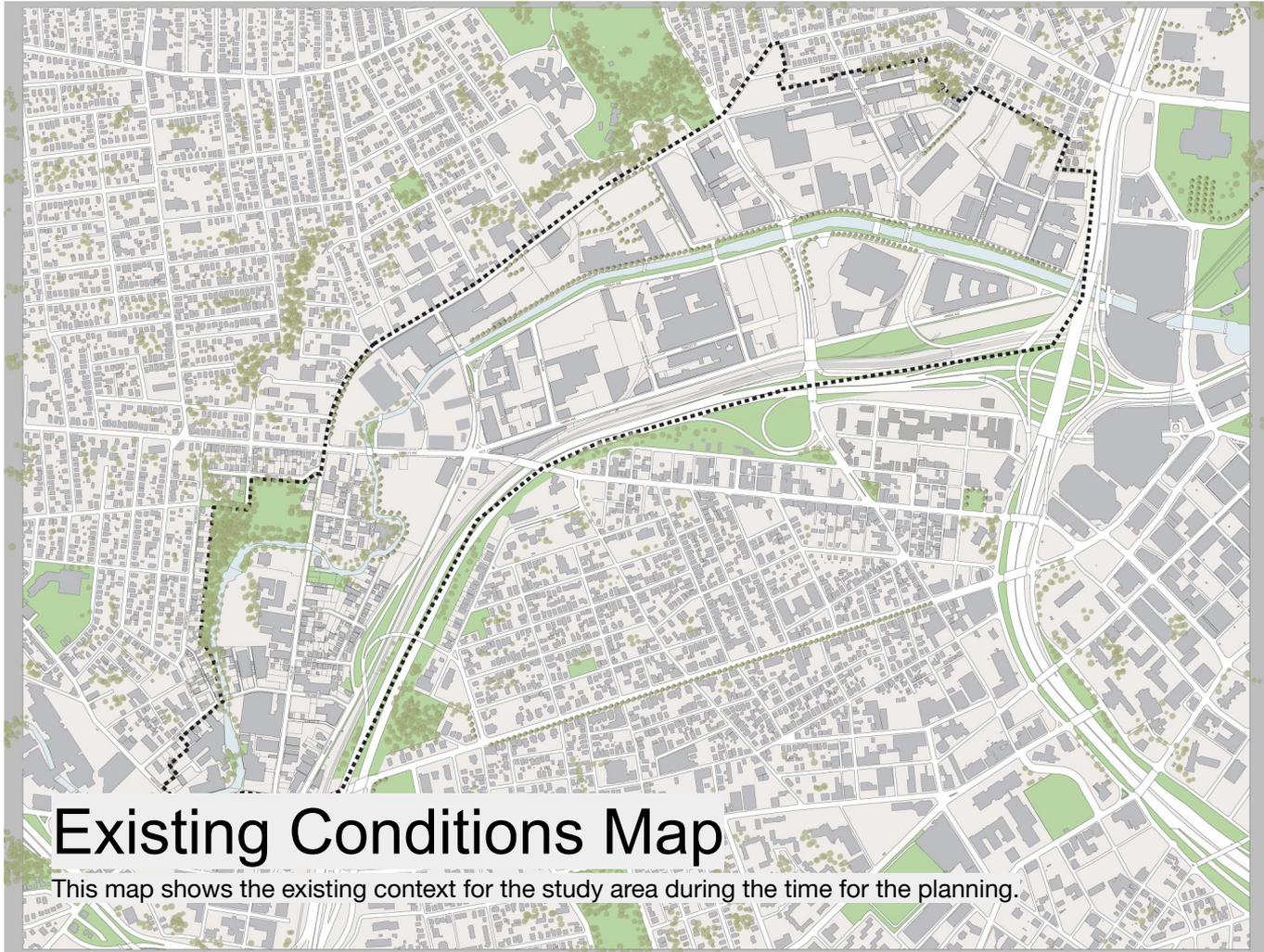
Existing Conditions

This portion of the neighborhood was identified during the planning as needing improvement. It was also recognized as a location that could have more dense development created to serve the housing needs of the community.



Proposed Transformation

This illustration depicts how this section of street could be transformed to produce an environment more inline with this community's goals and vision for their neighborhood center.



Existing Conditions Map

This map shows the existing context for the study area during the time for the planning.



Illustrative Site Plan

This site plan depicts the various projects, proposals, and infrastructure investments that might be produced by the Vision Plan over the course of the 25 year time horizon contemplated in the plan.



Real World Outcomes

The Vision Planning, when done effectively with the Community, can lead to the implementation of real world outcomes quickly. New public spaces can be created, new businesses opened, and a community ready to move forward together is possible.

Downtown Vision Plan - Project Budget

Freeport Downtown Plan - 6/30/2021

	Length	Total	Notes
Phase 1 - Early Action Plan	26 Weeks	\$ 49,802	
Phase 2 -Community Visioning	TBD	\$ 50,652	tentative upon further funding
Phase 3 - Community Design & Planning	TBD	\$ 49,581	tentative upon further funding
Total Fee		\$ 150,035	

Funds requested - Phase 2

Phase 2 -Community Visioning

Activities

Stakeholder Meetings

Design Week Preparation

Community Survey #2

Communications & Website Management

Deliverables

Downtown Design Week

Design Week Visioning Workshop

Design Week Open House Event

Design Week Community Forum Event

Community Design Week Report

Update to Early Action Report

Fee Summary for Scope

Total Hours

Sub-Total Fee \$ 48,240

Direct Expenses \$ 2,412

Total Fee for Scope \$ 50,652

Funds requested - Phase 3

Phase 3 - Community Design & Planning

Activities

Communications & Website Management

Open House Prep

Community Office Hours

Stakeholder Meetings

Deliverables

Renderings

Downtown Plan Report Draft

Community Open House Event

Downtown Plan Report Final Draft

Town Council Working Sessions (3)

Downtown Plan Report Adoption Draft

Fee Summary for Scope

Total Hours

Sub-Total Fee \$ 47,220

Direct Expenses \$ 2,361

Total Fee for Scope \$ 49,581