Freeport Downtown Design Week

Thursday to Monday, February, 3-7, 2022

Scan to Register

Downtown Design Week Worksheet

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THURSDAY 2/3/22

Topic Session: Building a Business Ecosystem
3:00PM-4:00PM Virtual*
Facilitated Discussion on:
• Attracting local businesses • Trends in retail • Main Streets best practices

Kick-Off Workshop
6:00PM-8:00PM
Hybrid: Virtual & In-person
Cafeteria at Freeport High School 30 Holbrook St, Freeport, ME 04032
Presentation, Visual Preference Survey, Q+A session.

FRIDAY 2/4/22

Topic Session: Walking, Biking, and Accessibility
9:00AM-10:00AM Virtual*
Facilitated Discussion on:
• Improving walkability • Expanding bicycle infrastructure • Universal design

Topic Session: Arts & Culture: Growing Freeport's Creative Economy 11:00AM-12:00PM
Virtual* Facilitated Discussion on: • Space for artists & makers • Festivals & events • Public art

Topic Session: Economic, Environmental, & Social Sustainability Downtown
1:00PM-2:00PM
Virtual* Facilitated Discussion on: • Smart growth • Resiliency • Environmental responsibility

SATURDAY 2/5/22

Topic Session: New England Village Character & Housing Downtown
9:00AM-10:00AM Virtual*
Facilitated Discussion on: • Housing types • Neighborhood center • Historic architecture

Topic Session: Embrace the Outdoors: Open Spaces & Natural Resources 11:00AM-12:00PM
Virtual* Facilitated Discussion on: • Connections to downtown • Streets and open spaces

Topic Session: Design Guidelines, Zoning, and Regulations
1:00PM-2:00PM Virtual*
Facilitated Discussion on: • Downtown for locals & vistors • Supporting small businesses

Planning Open House
3:00PM-5:00PM
Lawn at Town Hall (weather permitting) 30 Main Street*

SUNDAY 2/6/22

Open Studio
The studio is open to the public by appointment on Sunday from 9:00AM to 6:00PM. Stop by and share your ideas with the Principle Team. Additional appointments will be available throughout Design Week. The Studio is at Town Hall 30 Main St, Freeport, ME 04032.

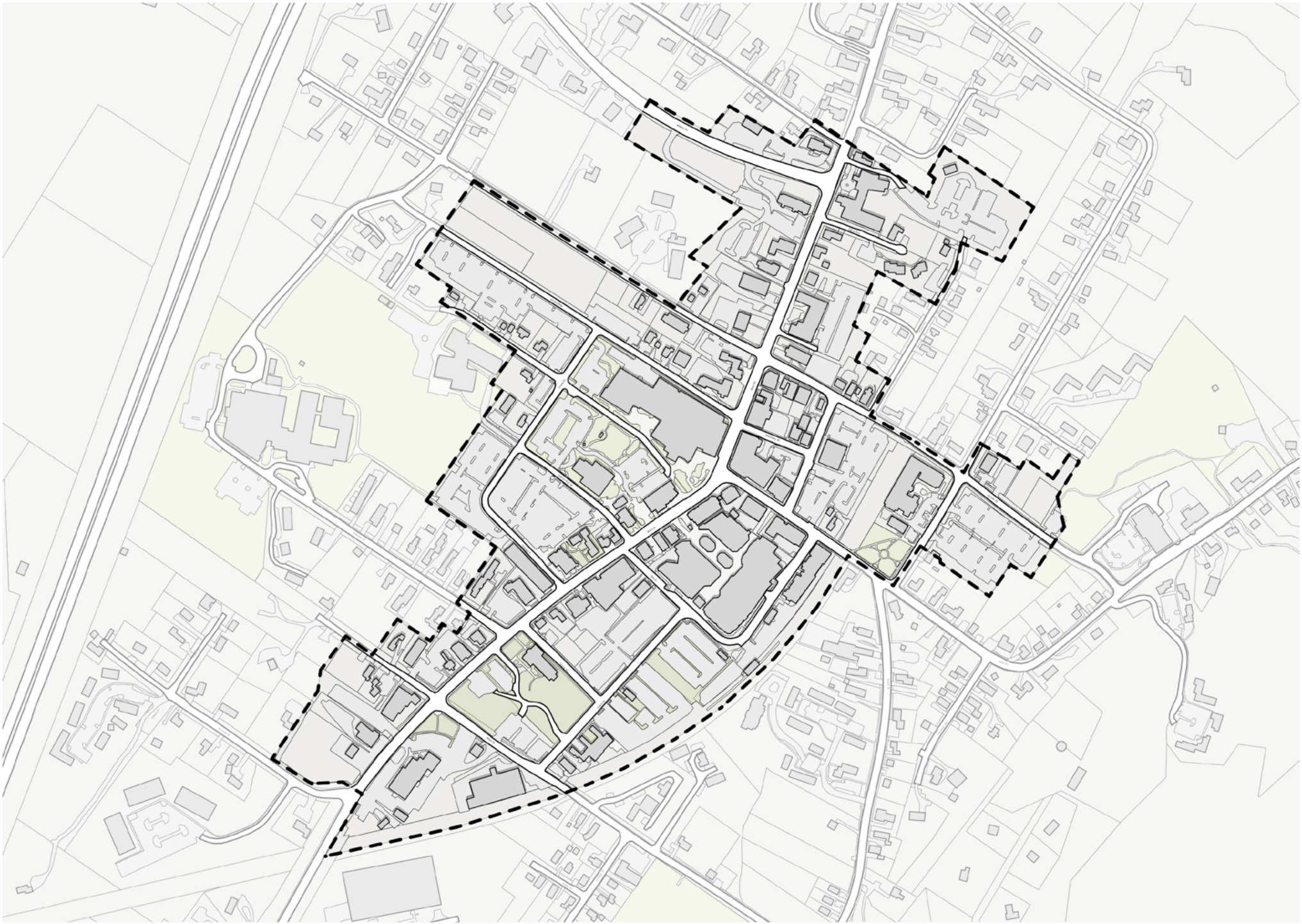
MONDAY 2/7/22

Closing Workshop
6:00PM-8:00PM
Hybrid: Virtual & In-person
Freeport Performing Arts Center 30 Holbrook St, Freeport, ME 04032
Debrief presentation, open house of all draft plan material, Q+A session.

* Updated on 1/24/22.
All events are free and open to the public. Registration strongly encouraged. If you do not have access to a computer or internet or need special assistance to participate, call the Freeport Town Office (207) 865-4743 option 5.
More info visit https://www.freeportdowntown.me/downtown-design-week

FEDC Freeport Economic Development Corporation

TOWN OF FREEPORT INCORPORATED 1789 MAINE



Freeport Downtown: Area of Study

0 200 350 500 FT

SCALE | 1:6,000 | 1"=500'

PRINCIPLE

Agendas

Kick-Off Workshop

The Kick-off Workshop is a hybrid event (in-person at Freeport High School 30 Holbrook St, Freeport, ME 04032) with a presentation to set the stage for Design Week with group activities and a Q+A.

6:00 - 6:05pm: Welcome and Introduction
6:05 - 7:05pm: Presentation by Principle Group
7:05 - 7:50pm: Group Activities
7:50 - 8:00pm: Q+A

Topic Sessions

Topic Sessions are virtual-only in-depth facilitated discussions where everyone gets the chance to participate. Video and audio participation is encouraged!

20 min - Introduction and Presentation by Principle Group
20 min - Facilitated Breakout Group Discussions
20 min - Report out to the group

Planning Open House

The Planning Open House is a hybrid event (in-person at Town Hall 30 Main St) or via Zoom. This mid-week progress check-in is an opportunity for the public to provide feedback to the planning team prior to the closing workshop.

3:00 - 5:00PM - Open office hours

Closing Workshop

The Closing Workshop is a hybrid event (In-person Freeport Performing Arts Center 30 Holbrook St) with a final presentation of all draft material produced duriing design week.

6:00 - 6:05pm: Welcoming and Introduction
6:05 - 7:05pm: Presentation by Principle Group
7:05 - 7:30pm: Q+A
7:30 - 8:00pm: Exit Survey

Topic Session: Building a Business Ecosystem

Thursday, 3:00PM-4:00PM
Virtual Meeting Link:
https://us02web.zoom.us/meeting/register/tZwoduqqqz4pGtC0-S3Ex9q7JkjwOwsclP0K

Breakout Room Facilitator: _____

Name: _____

Email: _____

Discussion Questions:

1. How can the messaging, branding, and identity of Downtown be improved to align with the community's vision for the future of downtown? Is the outlet mall identity still relevant?
2. Does Freeport have guidelines for people who want to start businesses?
3. How do we attract and create an environment for local retail and local businesses to thrive?
4. How can Downtown adapt to be more experiential?
5. How can Downtown adapt to the changing nature of the service economy?
6. Are there any retail spaces Downtown that are vacant because previous national tenants are holding the lease without releasing the vacant space to be re-tenanted?
7. Is there uniform coverage of high-speed internet Downtown? If not, why?
8. What are the state programs and initiatives that Freeport can take advantage of in the near term?
9. Tenancy/Leasing: Challenges to leasing and filling empty commercial spaces. What is keeping you from filling spaces? What type of businesses are interested?
10. How can we address the challenges of seasonality in Freeport and increase business traffic during the "slower" season from mid-January to mid-June?
11. What other industries/businesses should be in downtown?
12. What business obstacles do potential entrepreneurs face when trying to open a new shop and/or business on Main Street?
13. How can businesses in downtown adapt to changes in technology and how can the physical character of downtown respond? (For example, as mobile orders and online pickup become more popular, are there shared "short term loading zones" to make it easy and convenient for customers to temporarily park and pick up a mobile order.

Report Out:

Top 3 Ideas that you like or support:

Top 3 Ideas that need improvement:

Notes:

Topic Session: Walking, Biking, and Accessibility

9:00AM-10:00AM
Virtual Meeting Link:
https://us02web.zoom.us/meeting/register/tZYpfuigrjIpGt36btzhvusuUMSrUAT12Qio

Breakout Room Facilitator: _____

Name: _____

Email: _____

Discussion Questions:

1. What has the Freeport Complete Streets Committee been working on? What are their priorities?
2. Walk score - how walkable is downtown and how can it be improved?
3. What is the existing bicycle infrastructure and how can it be improved?
4. Where are their accessibility concerns in Downtown? Are their plans being developed to improve these facilities?
5. What type of wayfinding improvements are needed and where? What destinations need better signage?
6. What are the state programs and initiatives that Freeport can take advantage of in the near term?
7. How can we connect to other outdoor opportunities around Freeport?

Report Out:

Top 3 Ideas that you like or support:

Top 3 Ideas that need improvement:

Notes:

Topic Session: Arts & Culture: Growing Freeport's Creative Economy

11:00AM-12:00PM
Virtual Meeting Link:
https://us02web.zoom.us/meeting/register/tZYsceyvqjksHdWsPrrA6ffcpYxpKGE0rIya

Breakout Room Facilitator: _____

Name: _____

Email: _____

Discussion Questions:

1. What types of festivals or events do you want in Downtown that you don't have already?
2. What types of funding streams are you utilizing to fund public art Downtown?
3. How do you formalize the pop-up shop program? How can it be made easier for pop-up tenants to fill vacant spaces? What has not worked?
4. What facilities do you need to improve the arts & culture in Downtown?
5. How can we incorporate art into functional streetscape (i.e. bike racks, bus shelters)?
6. What type of festivals, concerts, and events would you like to happen in Downtown?
7. Where could studio spaces for creatives go in Downtown? How could new studios, venues, or galleries attract the creative economy to Freeport?
8. Where are there non-traditional spaces for events and performances? Alleys, storefronts, parking lots, etc.
9. How can the existing vacant storefront public art program be improved?
10. What are the state programs and initiatives that Freeport can take advantage of in the near term?
11. Are there opportunities for "street performances"?
12. Is the art community coordinated in communication/marketing?

Report Out:

Top 3 Ideas that you like or support:

Top 3 Ideas that need improvement:

Notes:

Topic Session: Economic, Environmental, & Social Sustainability Downtown

1:00PM-2:00PM
Virtual Meeting Link:
https://us02web.zoom.us/meeting/register/tZwpcOuorToiHN1cVVBb1DzFouYokSK5OjZb

Breakout Room Facilitator: _____

Name: _____

Email: _____

Discussion Questions:

1. How can future development fit into a larger framework of smart growth and sustainable development?
2. How can we capitalize on the existing transportation system - Amtrak- The Breeze? Is there potential for Transit-Oriented Development?
3. What are the priorities of the Sustainability Advisory Board?
4. What are the priorities of Freeport Climate Action Now?
5. What are the state programs and initiatives that Freeport can take advantage of in the near term?
6. What organizations outside of downtown (within Freeport) can help make an impact in Downtown?
7. Are we prepared for: heat waves, floods, hurricanes, blizzards? What other climate-related threats or impacts is Freeport facing?
8. What type of sustainability is most important to you?
9. How does new development impact the sustainability of Freeport?

Report Out:

Top 3 Ideas that you like or support:

Top 3 Ideas that need improvement:

Notes:

Topic Session: New England Village Character & Housing Downtown

9:00AM-10:00AM
Virtual Meeting Link:
https://us02web.zoom.us/meeting/register/tZ0sd-iopz4sG9yD2ZEb91R3LslA_qCJbfvC

Breakout Room Facilitator: _____

Name: _____

Email: _____

Discussion Questions:

1. What are the barriers to housing development?
2. What is the target market? What is the target and current mix of market/ affordable units?
3. What should housing Downtown look like?
4. What is the appropriate height and density of future housing downtown?
5. Why has there not been any housing developed in Downtown in recent years?

Report Out:

Top 3 Ideas that you like or support:

Top 3 Ideas that need improvement:

Notes:

Topic Session: Embrace the Outdoors: Open Spaces & Natural Resources

11:00AM-12:00PM
Virtual Meeting Link:
https://us02web.zoom.us/meeting/register/tZEvd-qqqTkiGdFedAIygkEtX0F1i6snjj1f

Breakout Room Facilitator: _____

Name: _____

Email: _____

Discussion Questions:

1. How can the downtown best support Freeport's natural resources?
2. How can people better connect with Freeport's natural resources from the downtown?
3. How do we better utilize existing open spaces in the downtown?
4. Interior open space?
5. What natural resource connections identified in the Active Living Plan are being implemented?
6. How can Downtown become a hub for connection to the outdoors and Freeport's natural resources?
7. How can Downtown businesses help promote outdoor recreation and Downtown as a gateway to the outdoors?

Report Out:

Top 3 Ideas that you like or support:

Top 3 Ideas that need improvement:

Notes:

Topic Session: Design Guidelines, Zoning, and Regulations

1:00PM-2:00PM
Virtual Meeting Link:
https://us02web.zoom.us/meeting/register/tZUsc-msqTkoHNZhNHspK25txtggppWnqaYe

Breakout Room Facilitator: _____

Name: _____

Email: _____

Discussion Questions:

1. Does the current zoning provide a framework for the type of development that Freeport wants in the downtown?
2. Does the current zoning support small businesses?
3. How can the zoning better support small businesses?
4. Does the current zoning support outdoor seating for restaurants & cafes?
5. Is the development process clear if you want to develop Downtown?
6. Are there clear guidelines for food trucks?
7. Are home-based businesses allowed in the Downtown?
8. What do you think of this statement? “The first step to long-term planning is to admit growth will occur, the second step is to focus on it’s quality”
9. Should the town consider revisiting standards for home-based businesses in the downtown area?
10. What can we do to encourage ADUs (additional dwelling units) downtown?

Click to Email Completed Form

Report Out:

Top 3 Ideas that you like or support:

Top 3 Ideas that need improvement:

Notes: