

HUB

ELLSWORTH

Asset Mapping



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INTRODUCTION

In April of 2022, Heart of Ellsworth, the City of Ellsworth, local businesses, and engaged community members partnered to develop a community asset map to:

- gain a greater understanding of the assets that make up downtown Ellsworth
- define downtown's competitive position
- identify opportunities to enhance offerings through:
 - business retention and development
 - community growth and expansion
 - enhanced quality of life
- outline strategies and recommendations for bringing the envisioned future of the downtown to life



Framing the Conversation

WHAT IS ASSET MAPPING AND WHY IS IT IMPORTANT?

Asset mapping is a vital tool for mobilizing and sustaining positive changes within a community. Having a way to visualize a community's strengths and resources allows leaders to strategically assess how to build on these assets and address the needs of the community.

Asset mapping takes many forms depending on the circumstances and end goals. This report does not present new information; rather, it gathers and presents existing information in a new way. It defines an asset as anything of value, anything that can provide an advantage, whether tangible or intangible. Identifying and aligning assets (especially untapped ones) can achieve powerful results - first and foremost by creating a new, more expansive way of thinking about and framing your problems and opportunities.

For Ellsworth, we focused on defining and analyzing downtown as a place comprised of established assets - like

businesses, community centers and organizations - and experiential elements that collectively define a particular atmosphere, feeling, or overall impression a visitor to downtown may have.

We are also considering how this approach to asset mapping may clarify Downtown Ellsworth's entrepreneurial ecosystem. While all components of such an ecosystem - whether policy, human capital, business support systems, or funding opportunities - may and should be considered assets, this mapping initiative focuses in detail on the physical environment and place as foundational and fundamental to the direction and momentum of entrepreneurial growth.

Understanding the value of place



Frequently overlooked in ecosystem definitions is the value of place and the physical environment as central factors in creating and growing successful enterprises. By emphasizing the creation and support of great places and spaces for people to live and work, commercial districts can attract new businesses and new ideas, thus contributing directly to the development of the local entrepreneurial ecosystem.

- National Main Street Center

PROJECT APPROACH

Developing the asset map meant doing on-the-ground experiential observation, analyzing data and maps, talking informally with stakeholders and business owners, hosting structured workshops with community members - including seniors and high schoolers - and regular collaborations with a core working team from Heart of Ellsworth and the City of Ellsworth.

To understand more of our engagement process, review our full Findings Report in the appendix, page XX. There you'll find a summary of the data collection and outreach efforts conducted in preparation of the creation of a Downtown Asset Map and vision. We conducted this outreach to assess community, business owner, and stakeholder perception of Downtown Ellsworth, its biggest assets, most challenging problems, and what a long-term vision for the Downtown should be. We

collected data through a series of workshops and an online surveys seeking feedback from stakeholders and community members. A core stakeholder team with representatives from Heart of Ellsworth and the City of Ellsworth provided guidance and feedback at each step of the process.

Using our findings as a foundational tool, we then developed an organizational approach to plotting and categorizing assets in a way that would be most helpful to Downtown Ellsworth as it navigates a strategy for future growth. This included a critical reframing of how we define and talk about Downtown Ellsworth (see part II, page XX). We then looked at the overlaps, absences, and potential of various assets throughout the Downtown to determine a series of recommendations and future vision.

CORE TEAM

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EXECUTIVE DIRECTOR, HEART OF ELLSWORTH

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HEART OF ELLSWORTH AND LOCAL BUSINESS OWNER

PROJECT FUNDERS

Franklin Savings Bank

Maine Community Foundation

Heart of Ellsworth

PROJECT GOALS

- To define and mobilize the diverse skills and capabilities of the community
- Leverage assets to bring about change faster and in a sustainable manner
- To streamline efforts by tracking, sharing and celebrating current efforts and resources
- Building agency among residents to fully tap into your potential
- Fostering community involvement, ownership, and empowerment

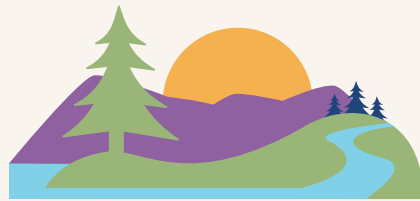
We want to:

- Build on and expand existing community strengths
- Facilitate community involvement
- Create a shared awareness and understanding of community assets
- Manage resources, community planning, and development
- Strengthen a sense of place within the broader downtown area

PART I:

FOUNDATIONAL ASSETS

Before focusing on Downtown Ellsworth, let's take a bigger view. Foundationally, Ellsworth possesses a major asset: its location in Maine, specifically coastal Maine, more specifically Downeast Maine. This self-evident, positional asset may be taken for granted, but it shapes much of what residents and visitors find so charming, enduring, and unique to Ellsworth. The history and allure of the state separates it from other parts of America, and even other parts of New England. To understand how this is an asset, we need to consider three distinct yet integral factors:



LAND

The allure of coastal Maine through the lens of the land focuses on the concept of a northern frontier, an unspoiled stretch of granite, evergreen, and water. For Ellsworth, the proximity to the coast, working river access, and surrounding abundant resources like lumber and apples situated the city within economic potential. Its proximity to the central coastal stretches of Maine and the landscape of Acadia National Park root Ellsworth's association with the scenic.



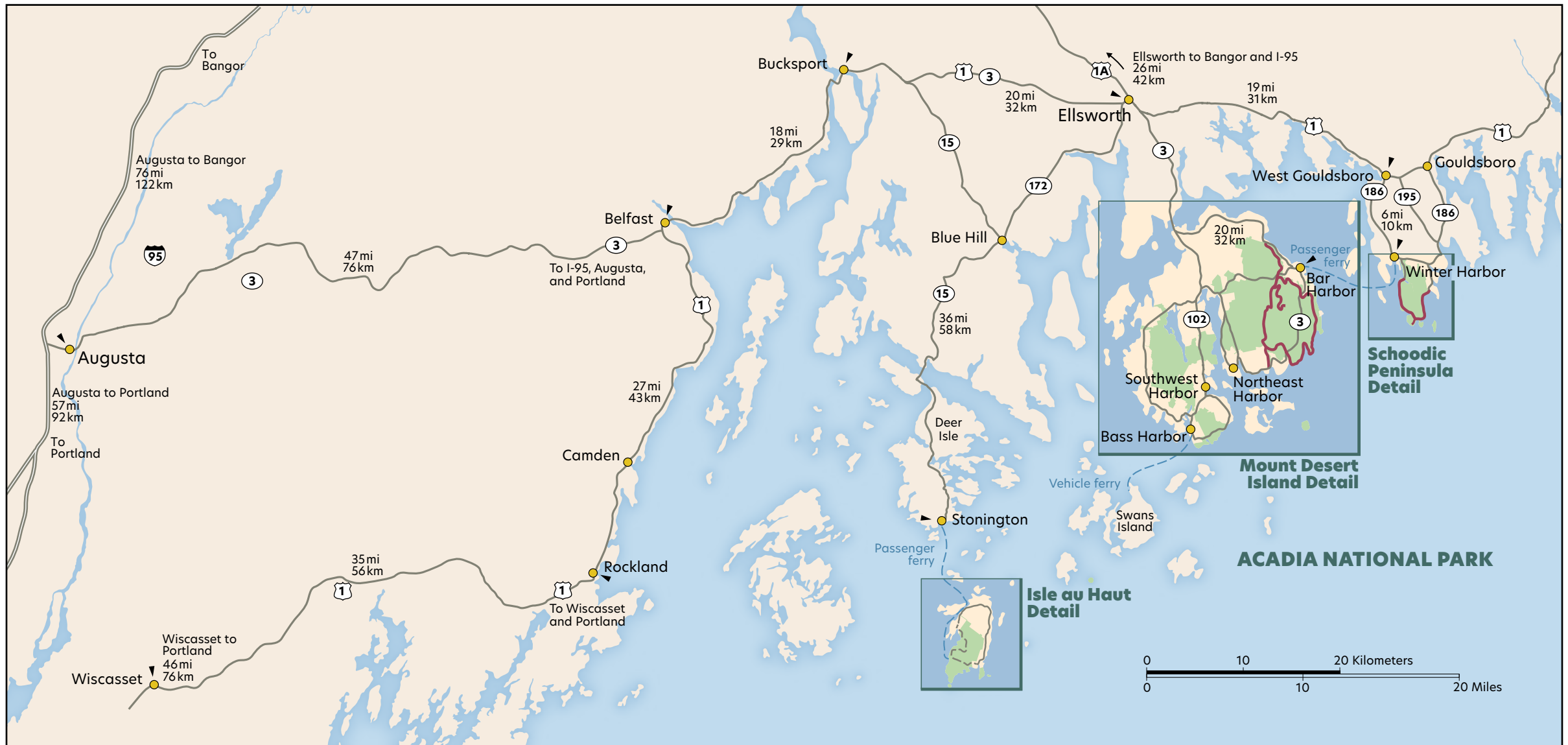
PEOPLE

The allure of the region through the lens of the people focuses on hard-working, salt-of-the earth qualities. The remoteness and seasonal extremes demand and instill a hardiness and endurance to those who have called Maine home, from indigenous groups to the first European settlers. The river and its provision and access to fishing and forestry encouraged people to commit to Ellsworth. Families stuck around, making a present-day community of established, longstanding people rooted in tradition.



PLACE

The allure of coastal Maine through the lens of place focuses on historic prestige and traditional small towns. As a rustication getaway for wealthy New York dynasties, Maine's seaside towns blossomed out of their desirable geography and scenery. As charming as it is, Ellsworth is not one of these towns. Rather the resources available and centrality of the city reveal its foundations on economic necessity. This has solidified Ellsworth's reputation over the decades as the Crossroads of Downeast. Not only do two major highways meet in Ellsworth, but, as the county seat it serves as an economic, communal, and educational hub for Hancock County and beyond.



Map Credit: National Park Service

Further, Ellsworth is a place on the way to *the* place: Acadia National Park, Bar Harbor and Mount Desert Island. Anyone traveling by road must pass through Ellsworth to visit Maine's most famous destination, which causes problems but is an essential asset that will always shape Ellsworth's sense of place. Like other Maine towns, Ellsworth possesses an intact, historic downtown center and has not been subject to the sprawling urban growth and development of the 20th century - not even a bypass like other small towns along Route 1.

CONTEXTUAL FRAMEWORK

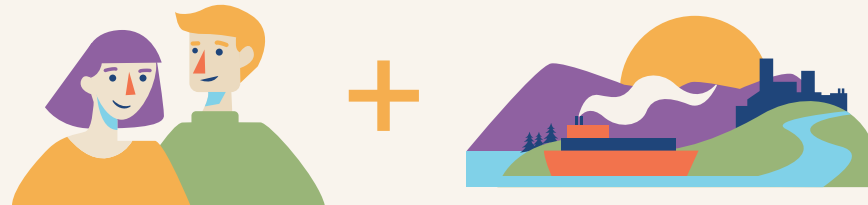
When people and place interact, communities form. When the land and place interact, destinations form. Ellsworth, and its downtown, can only thrive if both community and destination are cultivated in a way that reinforce each other. Understanding how that happens will always bring us back to fundamentally understanding the land, people, and place.



LAND

PEOPLE

PLACE



PEOPLE

PLACE

COMMUNITY



LAND

PLACE

DESTINATION

Understanding Our Audiences

Ellsworth is home to thousands, the county seat to Hancock County, a feeder city for school and industry, and a pass-through point for millions of tourists each year. Depending on what brings you to the downtown, your perception of its assets and experience exploring it can vary dramatically.



RESIDENTS

Ellsworth has an engaged, longstanding residential community. People have strong opinions, vested interests, and a loyalty to all things local. Residents frequently visit downtown for services and entertainment. The downtown is a place where locals gather, celebrate, work, and play.



REGIONAL

As the County seat, and commercial center of Hancock County, Ellsworth draws people from surrounding communities out of both necessity and entertainment. From the government offices and service industry that supports them to the long-standing businesses that employ residents from surrounding towns and cities, Ellsworth's downtown is well known and regularly used by regional audiences.



VISITORS

Ellsworth's location on the way to Acadia National Park, Mount Desert Island and other northern coastal destinations means that millions of tourists pass through the area every year as they make their way to their vacation destinations. Known as the last grocery store before the island, this is a popular spot to stop one last time along the route. As such, the downtown is a popular stop-over point for tourists looking to shop, dine, or just stretch their legs and run the children around a bit before the final leg of the journey.

PART II:

DEFINING TERMINOLOGY

DEFINING DOWNTOWN

Revitalizing Rural Downtowns

Rural downtowns are more likely to possess intact historic structures than their larger urban counterparts, because rural downtowns largely escaped the blight removal and redevelopment trend that struck many urban downtowns. Historic downtowns have long been viewed as an important built asset in rural communities, and their revitalization has been touted as a source of economic opportunity. Downtown revitalization has been credited with:

- creating jobs
- strengthening the local economy
- encouraging and supporting local entrepreneurship
- increasing housing options, and attracting tourism.

Some of the most successful revitalization efforts also result in higher levels of social and civic participation due to community engagement in the revitalization process.

“Building Assets for the Rural Future” - UNC, School of Government

<https://www.sog.unc.edu/resources/microsites/building-assets-rural-future/revitalize-rural-downtowns>

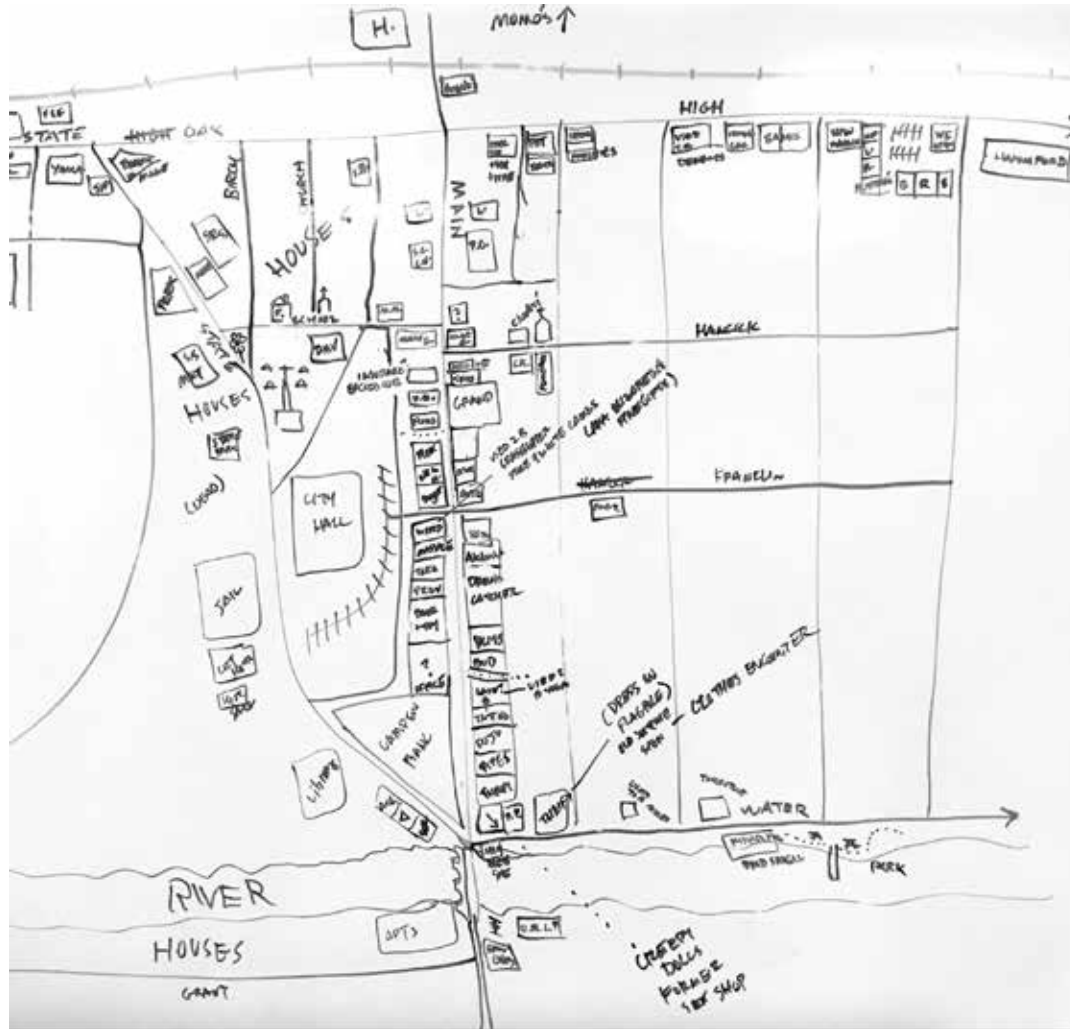


Gaining A Foundational Understanding Of Downtown

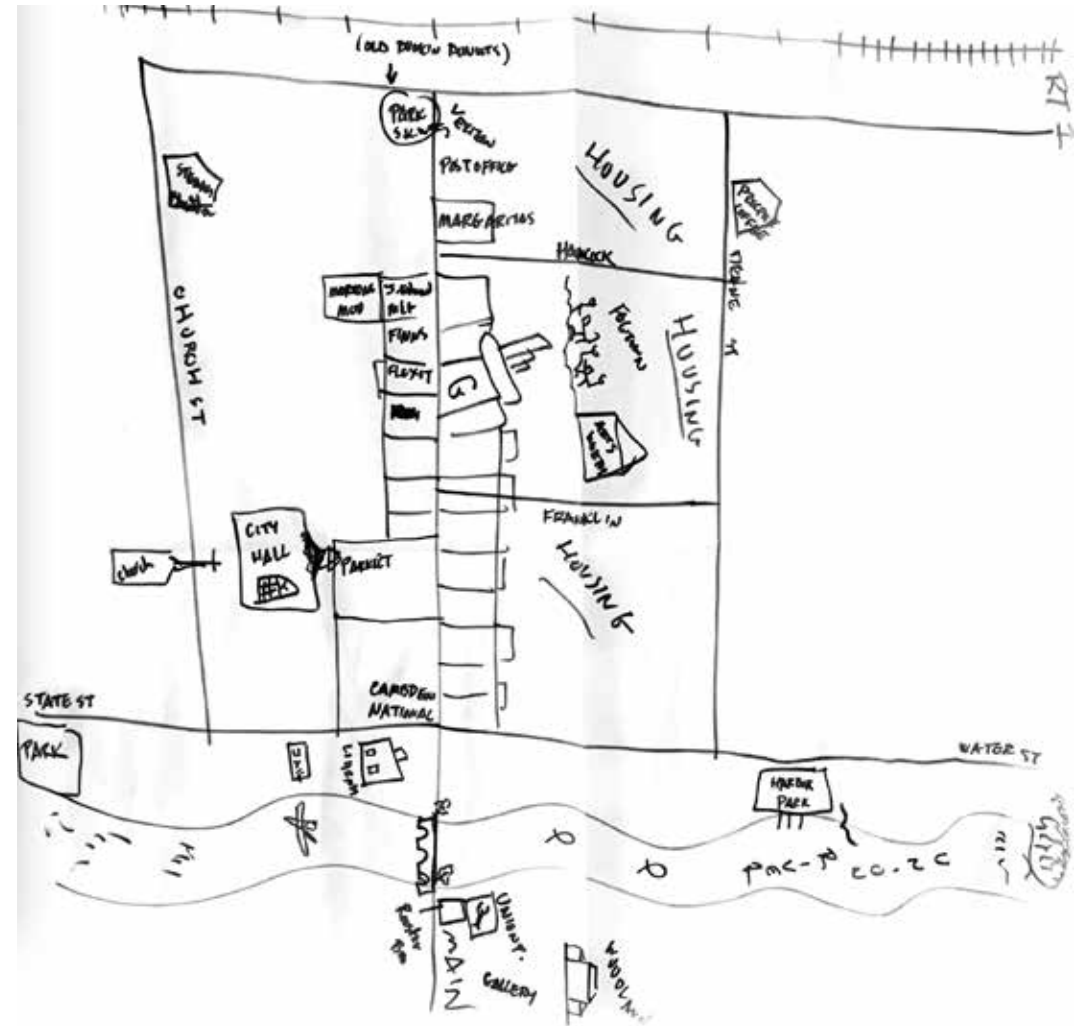
Downtowns often act as the central focus for business, commerce, and culture in cities and towns. To accurately catalog and map the assets of Ellsworth's downtown, we required a shared definition of its geographic boundaries: where did it start and stop? What was the center? What was included or excluded?

Community Recognition

When we asked community members to map downtown from memory, they focused on Main Street (and to a secondary degree, High Street). Beyond Main, their accuracy and notations faded, suggesting that the mental image of Downtown Ellsworth is strongest along Main Street and fades the further one travels from it.








mental map drawn by high school students



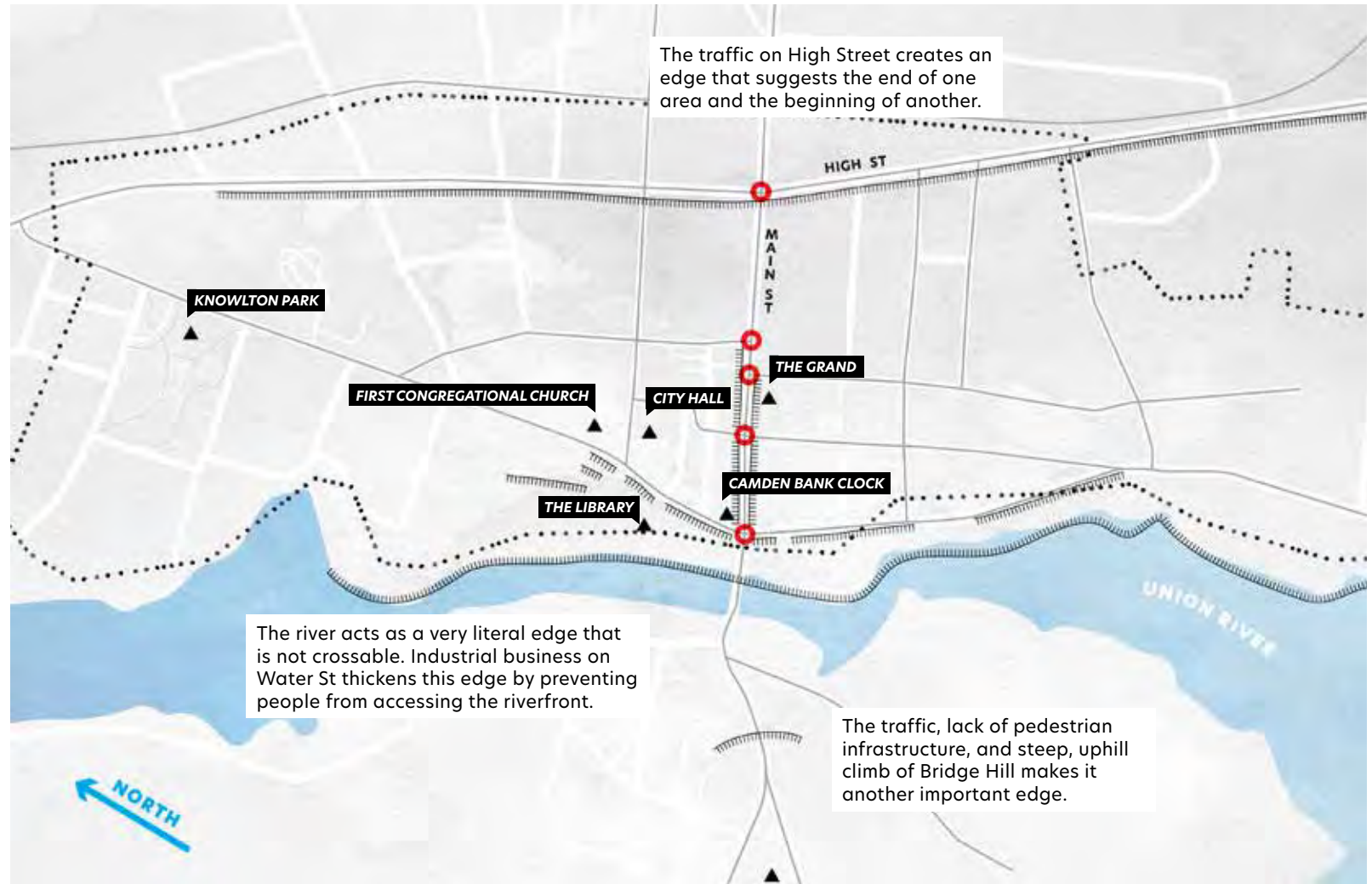
mental map drawn by community members

5 Defining Elements of a City

In *The Image of the City* urban planning researcher Kevin Lynch articulated five distinct elements that people use to guide and define where they are as the move about a city:

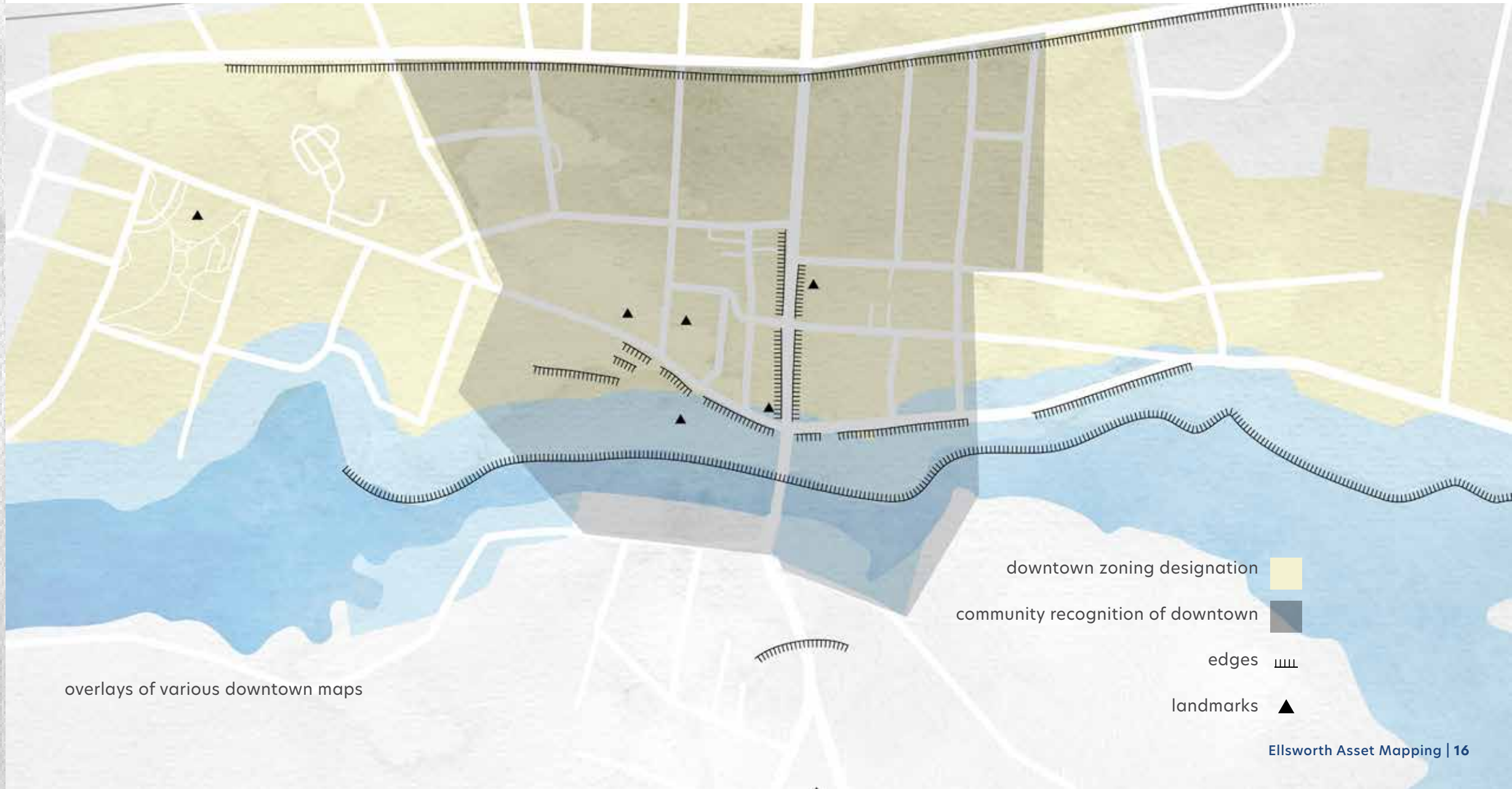
- paths 
- edges 
- nodes 
- landmarks 
- districts 

Based on our own perceptual analysis and the answers of community members, we mapped these elements on the right.



Downtown Defined

Based on the City's zoning map, the community's mental maps, and the map of the five defining elements, we constructed a hybrid map of the extents of downtown - bigger than what the community focused on, but not as large as the City's zoning. This working area allows us to understand how points of importance that lie outside the lower Main St hub may affect and interact with other areas and be considered downtown assets.



overlays of various downtown maps

- downtown zoning designation
- community recognition of downtown
- edges
- landmarks

Beyond the Boundaries

A number of significant community assets lie beyond the Main Street corridor. Rather than risking the potential for continuous debate about which of these assets belong or don't belong within Downtown Ellsworth, we want to acknowledge these assets as beyond the boundaries, but beneficial to the community and the development of downtown. These assets include:

Woodlawn Museum



Downeast Scenic Railroad



PART III:

UNDERSTANDING OUR ASSETS

UNDERSTANDING OUR ASSETS

For Downtown Ellsworth, we focused on two broad categories of assets: established and experiential. Established assets are the places and institutions where people go for a particular use, need or experience. Experiential assets are the things that comprise how someone feels in a particular place or as they move from one location to another.

EXPERIENTIAL

- BUILDING DENSITY
- TREE COVER
- STREET TRAFFIC
- SIDEWALKS & CROSSWALKS
- PARKING
- WAYFINDING & SIGNAGE

ESTABLISHED

ECONOMIC ASSETS

- Retail
- Dining
- Lodging
- Production
- Service

CULTURAL ASSETS

- Recreation
- Government
- Religious
- Learning

RESIDENTIAL ASSETS



Community Anchors

In addition to the five definers of a city, we are also using the concept of district anchors to organize our analysis of Ellsworth's assets. A community anchor is a crucial location - perhaps a business, civic space, park, etc. - that serves as a primary draw for community members and visitors. Anchors support surrounding spaces and businesses because visitors will make stops at secondary places on their way to or from the anchor.

Some of the important anchors we see in Ellsworth include the Library, the Grand, and Knowlton and Waterfront Parks.

EXPERIENTIAL ASSETS

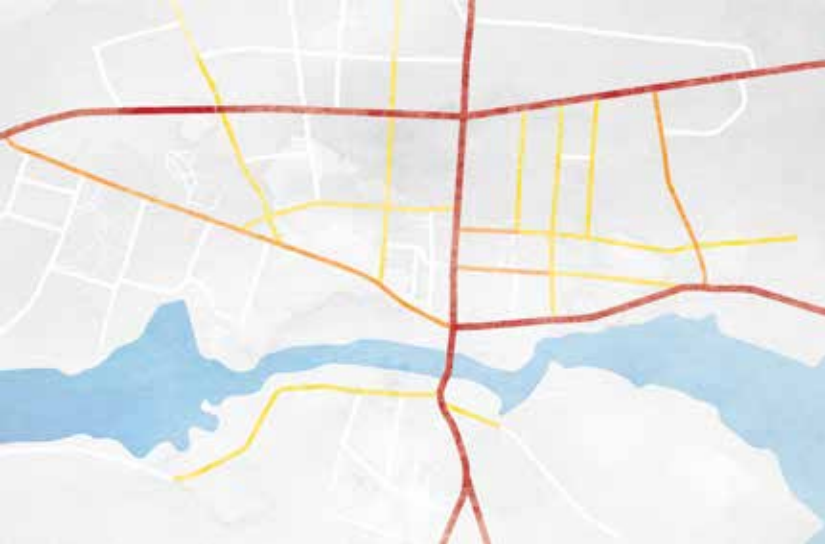
BUILDING DENSITY



TREE COVER



STREET TRAFFIC



PARKING



SIDEWALKS, CROSSWALKS AND SIGNAGE



STREET LIGHTING

FOR LARGER VIEWS, SEE APPENDIX PAGES 110-115

Building Density

WHAT IS BUILDING DENSITY AND WHY IS IT IMPORTANT?

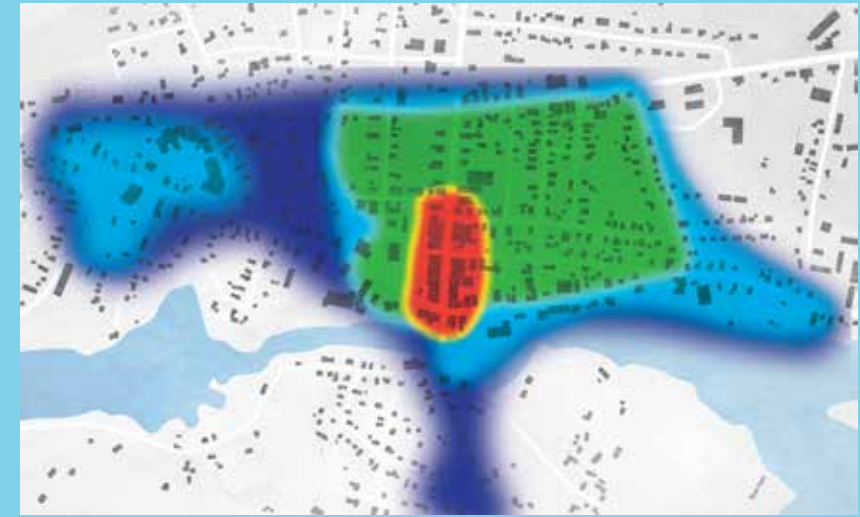
Building density considers the concentration of buildings within a given geographic area. A higher building density can create a stronger sense of place and increases walkability, fostering exploration. A lower density can make it challenging for a person to construct a cohesive identity of a place.

The building density of Downtown Ellsworth along lower Main Street visually and perceptually signals to travelers that they have arrived somewhere. This ideal density exists on Main Street between State and School Streets. Along this three-block stretch, closely packed stores, restaurants, and services create a commercial environment that makes walking from one destination to another easy and interesting. At this density, people find it easier to move from one place to another on

foot—leaving their car in a central place rather than move the car each time they want to visit a different venue.

Beyond lower Main St, building density decreases; structures don't abut each other and are set further away from the street. This shift even occurs on upper Main St past School St. (see right panel). Lower densities are more often associated with suburban and rural areas where driving is necessary to comfortably move between one place and another.

Heat map analysis of building density, with red being most dense and dark blue being least dense



Analysis of the building density throughout the downtown shows an ideal concentration of buildings along lower Main Street, with other areas having a lower, less ideal density for exploration. Below, comparisons of the same length (.11 miles) of block reveals that lower Main (the more vibrant block) has twice as many buildings as upper Main:



North side of Lower Main - 12 buildings and 1 park



North Side of Upper Main - 5 buildings and 1 park

Tree Cover

WHAT IS TREE COVER AND WHY IS IT IMPORTANT?

Tree cover is the amount of vegetation growing higher than human height in the defined area, providing shade, air purification, contributing to the shaping of space, and increasing the aesthetic appeal of an area.

The presence of robust tree cover speaks to an ideal quality of life for residents and visitors. It is often a proxy for green space, which, though not the same, is also an essential measurement of quality of life.

A dense tree cover provides practical benefits: trees purify the air, provide shade for those directly under them, and also play an integral role in reducing the heat island effect. Additionally, a dense enough tree canopy can play an important role in defining a space (by providing a sense of enclosure) as well as the quality of that space (open and expansive versus intimate and communal).

Ellsworth's tree cover is an asset to the downtown. Even from lower Main Street where no trees exist, the tree cover is visible

in surrounding blocks, adding a picturesque backdrop and signaling a change in spatial organization for those traveling along Main Street.

Residential areas have old growth tree coverage that is both inviting and indicative of the heritage of the area. Tree lined streets invite strolling, gathering, and are associated with rural life.

Increasing tree cover is a way to invite new usage of public space and can hide unsightly aspects of an urban environment. For Ellsworth, increasing tree cover along the Union River and the Water Street corridor could help initiate further development and usage of this industrial area.



Community Finding

"We already have nice alley ways and cross streets. We have a museum in the streets signage... need to keep going! Street trees would be a nice improvement, the downtown can get hot in the summer."

What is the heat island effect?

Heat islands are urbanized areas that experience higher temperatures than outlying areas. Structures such as buildings, roads, and other infrastructure absorb and re-emit the sun's heat more than natural landscapes such as forests and water bodies. Urban areas, where these structures are highly concentrated and greenery is limited, become "islands" of higher temperatures relative to outlying areas.

Daytime temperatures in urban areas are about 1-7°F higher than temperatures in outlying areas and nighttime temperatures are about 2-5°F higher.

source: EPA.gov

Street Traffic

WHAT IS STREET TRAFFIC AND WHY IS IT IMPORTANT?

Street traffic refers to how busy a route is for both pedestrians, cars, and other means of getting around. A delicate balance that results in neither too little activity or congestion must be maintained.

The presence of street traffic is a blessing and a curse. Busier streets mean people are visiting your downtown, and people will look for a critical mass of activity (and people) as a confirmation that a place is worth their visit.

Too much traffic, or too much traffic of the wrong kind at the wrong speed can deter visitation, however.

Streets that are primarily designed for cars will be unattractive places for pedestrians to visit, travel, or cross (like High St). A very quiet street may be nicer for a pedestrian, but it may also signal that there is nothing of interest along a particular route, thus discouraging someone from venturing further and finding something interesting (like Fogtown).

High traffic levels also come with air and noise pollution. Excessively loud streets will discourage people from lingering; as an example, noisy trucks travel regularly along Main St and disrupt the ability for conversation.

Traffic impacts walkability, and safety at intersections (even with crosswalks) was a notable issue communicated in the survey responses and captured during workshops.

Downtown Ellsworth's traffic is intensely seasonal, with tourists making their way to and from their destinations in warm months. Together with large volumes of truck and heavy machinery this creates an undesirable level of congestion and noise pollution.

The decision not to build a by-pass and redirect traffic away from downtown as has been done in other cities has both strengthened and compromised the downtown.

This also pulls a large volume of visitors into the downtown and forces them to travel at a rate where they can take in the amenities along their route, and evaluate the potential of stopping and experiencing the downtown.



Community Finding

"A lot of traffic is moving through Main St. Much of it is very focused on getting somewhere else" - Survey comment

"More crosswalks and build-outs to slow traffic."

"Re-route heavy traffic."

"...infrastructure to redirect traffic AWAY from the downtown as has been done in Belfast and Rockland (with good results in redirecting people back into those downtown areas."

Sidewalks & Crosswalks

WHY ARE SIDEWALKS AND CROSSWALKS IMPORTANT?

Sidewalks and crosswalks are conduits for pedestrian movement and access. The presence of these assets promotes walking and protects pedestrians as they move throughout the downtown.

The compactness of downtown creates a walkable and inviting pedestrian environment. The expansion of sidewalks and crosswalks beyond major roads could increase the walkability, and pull people into new pockets of the downtown. The addition of designated walking trails and connections to neighborhoods, parks, and the waterfront could open up new recreational opportunities.

Sidewalks invite people to a space, allowing them safe, accessible, and designated ways to socialize and access downtown businesses. The presence of crosswalks and sidewalks is an open invitation for people to enjoy a neighborhood or district.

Sidewalks and designated crosswalks enhance public health and maximize economic engagement.

The main roads in the downtown have sidewalks and designated crosswalks, welcoming pedestrians to explore and engage with the downtown businesses. However, the secondary and tertiary roads often lack these assets, discouraging exploration and enjoyment.

The lack of sidewalks and designated crosswalks leads to a perception that these roads are not intended for use outside of automobile traffic, and, in some cases, for residents only.



“The crosswalks at the bottom of main by the Union River bridge are terrifying. That light is really scary to cross at as a pedestrian and sometimes I drive from downtown just to Rooster Brother to avoid crossing the street. “

“More attractive and inviting sidewalks and green spaces.”

“More crosswalks and build-outs to slow traffic”

“Walkability should be a number one priority. The intersections are dangerous. The walk signals rarely work correctly and drivers seem to have no idea that pedestrians have any right to be there. I cross the intersection at Main and Water several times a day and have had many close calls.”

“...currently take your life in your hands walking up Bridge Hill especially if stuck on right hand side of road on way up. Left side not much better.”

“sidewalks through all of downtown would help residents enjoy Main Street more easily, there needs to be better signage directing people passing through the Main Street.”

Parking

WHY IS PUBLIC PARKING IMPORTANT?

Ease of access is a determining factor when residents and visitors are weighing options for recreation, commerce, and services. The ability to park and access items of interest is a primary motivation when planning outings.

Development over the past century has pushed populations out of urban cores and into rural suburbs. Commonly referred to as urban sprawl, this distribution of residential populations was brought about by cheaper land or acreage outside of the downtown and the affordability of personal transportation.

This expansive development has necessitated the creation and maintenance of parking options for those commuting into the city for work, recreation, services, and amenities.

Parking connects people to their destination points and is at the center of our day-to-day mobility.

At the same time, vast parking lots like the one between Main St and City Hall eat away at urban density, degrading a sense of place, creating paved-over vehicle storage that is not used for more meaningful purposes. Widespread and convenient parking may

also discourage people from using other more sustainable forms of transportation.

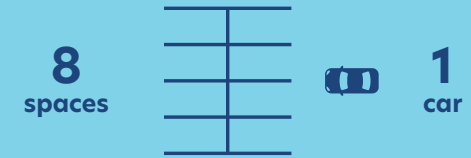
A good balance can include a set of smaller parking areas that each have four to eight parking spots in them scattered throughout an area of interest. Downtown Ellsworth already possesses many such lots, like those in front of the Old Creamery or In Bloom Spa.

For on-street parking, make sure visitors have clarity about how long they can leave their car in a space, or even where they can leave a car (if spaces aren't as clearly designated as they are on Main or the sections of State/Water near Main St.).

On the weekends, the City can pursue agreements with service businesses that are closed (like those on upper Main) so visitors can park in otherwise empty lots and relieve additional demand that weekend traffic may bring.

One factor that will stay constant throughout the infill of urban America is the importance of passenger vehicles and parking. Many cities are trying to figure out how to design and manage their parking infrastructures more efficiently. With urban revitalization efforts underway in many cities, the timing is opportune for instituting changes in parking infrastructure and transportation behavior.

For every passenger car in the U.S., there are eight nonresidential parking spaces in most urban areas,



and in some cities as many as 30 spaces per car. In some urban cities, parking lots cover an entire third of



the land area downtown. Annually, off-street parking costs three times more than on-street. Ultimately, parking is a dynamic aspect of urban development, as it involves the consideration of social, environmental, financial, economic, and developmental aspects.

- *International Parking and Mobility Institute, parking-mobility.org/2016/01/19/tpp-2013-12-urban-parking-as-economic-solution/*

Street Lighting

WHY IS STREET LIGHTING IMPORTANT?

Street and pedestrian lighting creates a welcoming environment after dark and improves, safeguards, facilitates, and encourages vehicular and pedestrian traffic.

Well-lighted roadways can improve visibility, in turn improving traffic speed and flow conditions and reducing accidents.

For pedestrians, well-lighted sidewalks make people feel safer and more welcome, encouraging an extension of time spent in public areas beyond daylight hours. This can reduce isolation and increase community pride.

The form of lighting can also serve purposes beyond functional illumination: streetlamps may express unique design characteristics or have a historic significance. The regular rhythm of streetlamps can create a visual guideline and space around a main street or thoroughfare. And of course, specialty lighting, like neon signs, marquees, and

the like, can create a unique sense of place, serve as landmarks, and express important aspects of the culture of a place.

The urban core of the downtown is well lit with both street lighting and business spotlighting. The lighting in many instances is both functional and aesthetically considered, adding to the ambiance.

Lighting in the downtown is a visual cue to visitors, where lower Main Street feels well lit and inviting, there is minimal lighting in more residential pockets, and lighting along State and Water feels brighter and more functional than aesthetic. To promote enjoyment beyond Main Street, adapting or adding lighting along side streets and in parks could help visually invite people into the area.

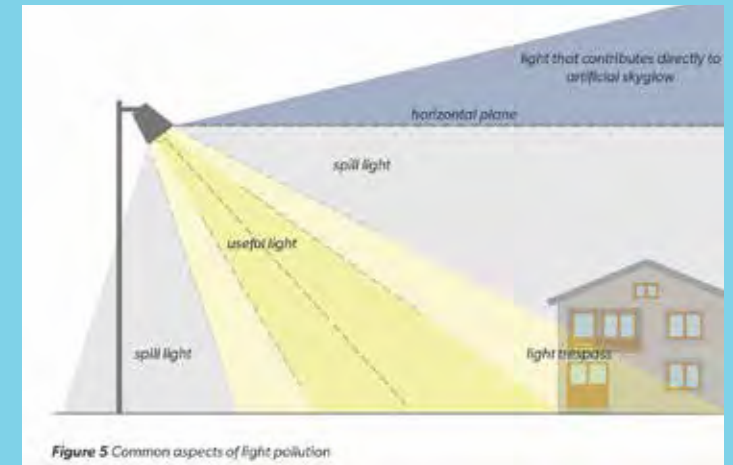


Figure 5 Common aspects of light pollution

Diagram from the Dark Sky Planning Guideline of New South Wales

Preserving Dark Skies

A downside of prolific street lighting includes light pollution, where the amount of ambient artificial light found in dense areas brightens night skies and obscures views of the stars and the purity of darkness. Responsible lighting design will incorporate approaches that direct light to the street or sidewalk yet minimize the amount of light projected upward to the sky.

For more details, view the lighting design toolkit from Utah State University: https://www.usu.edu/gnar/tools/dark_sky_tools/lighting_design

ESTABLISHED :

ESTABLISHED ASSETS



ECONOMIC ASSETS



CULTURAL ASSETS



ECONOMIC ASSETS

- RETAIL
- DINING
- LODGING
- PRODUCTION
- SERVICES

CULTURAL ASSETS

- RECREATION
- GOVERNMENT
- RELIGIOUS
- LEARNING

Retail

WHY IS RETAIL IN THE DOWNTOWN IMPORTANT?

Downtowns and Main Streets are mixed-use areas with history and placemaking attributes that welcome serendipitous strolling and shopping.

Downtown retail is typically small, locally owned businesses focused on products that are more desired than required. The mixed-use nature of the the real estate in a downtown lends itself to foot-traffic and experience-based visitorship. Visitors can shop, dine and take in a show or attend an event.

Where strip malls and large national chain stores focus on pricing and options, downtown stores can be more curated and custom. Shopping should feel like a fun experience, with a bit of surprise and delight.

The retail in the downtown meets these expectations. Among the retail options in Downtown Ellsworth, one may find high-end, imported food items, great toys for kids, low-cost thrift items, rocks and minerals, Maine memorabilia, lots of women's clothing, fresh flowers, and much more.



Dining

DINING IN THE DOWNTOWN

Restaurants offer hospitality in a downtown environment, welcoming patrons to share a meal, interact socially, and engage with local traditions and values.

Restaurants meet basic human needs - food and social interaction. The ability to meet these needs is essential to the success of a downtown environment. Restaurants also serve as informal entertainment venues and gathering places. The preparation and presentation of signature dishes and regional specialties has a well established audience appeal. A vibrant dining scene makes a downtown a destination.

Healthy downtowns feature a variety of dining options, with options for each meal of the day, as well as off hours options. From grab and go to fine dining, it is important that people feel that if they head downtown there will be something that they will enjoy, regardless of the time.

Ellsworth's downtown features a healthy makeup of dining choices, featuring different price points, entree types, and service levels. While retail is constrained to Main Street, dining options can be found tucked in unexpected places, pulling people into different parts of the downtown.

The community repeatedly mentioned the diversity of dining as a major asset, even as they expressed a desire for even more choices.



FOGTOWN

Imago Dei Cafe



36 This!



Margaritas

The Riverside Cafe



precipice coffee



Franklin Street Cafe & Bakery



Lodging

LIMITED LODGING

Downtown includes small, locally owned and managed bed and breakfasts; much of the multi-room lodging in Ellsworth is located further away.

Lodging is an economic driver for a community. Hotels bring leisure visitors and business travelers to the heart of a community. Visitors supplement local dollars at downtown businesses and institutions, generating sales for retail, dining, and services while generating tax revenue and providing demand for employment.

Lodging in the downtown also extends the active hours in a downtown, visitors stay out later and are out and about earlier. This incentivizes local businesses to extend their hours, which benefits locals as well.

Accommodations such as hotels, motels, short term rentals, and bed and breakfasts round out a variety of lodging needs and cater to different visitor experiences.

While Ellsworth offers a wide variety of lodging options, the Downtown options are constrained to a few bed and breakfasts, and AirBnB listings. Participants in the community workshops noted the lack of lodging as an issue for the downtown.

Though the city of Ellsworth possesses several major lodging establishments within its city limits, their location away from downtown creates missed opportunities for a self-supporting ecosystem of visitors primed to patronize local establishments that are within close walking distance.



The closest hotel, the Comfort Inn on High St, is a 0.7 mile walk to the Grand, a walkable distance, but a pedestrian would have to walk on or near the busy and uninviting High St for much of the distance.

Production & Industry

A LONG STANDING HISTORY OF PRODUCTION AND DISTRIBUTION

Grounded in its roots as a working waterfront, Ellsworth still possesses workplaces of industrial production - many tied to seafood and marine resources - along the Union River. This working waterfront is an increasingly unique quality, as many historically industrial waterfront communities have decommissioned their industry and revitalized with purely tourist-centric development.

Production facilities pose a challenge to downtown development, as they generally have a large footprint and minimal, if any engagement with the general public. That said, production facilities employ a greater number of workers year round than any other business type (outside of the government). These workers frequent local dining and retail operations, and provide a sense of activity within a downtown that should not be undervalued.

Ellsworth's downtown features a collection of production facilities, predominately along Water Street. Maine Shellfish, R.F. Jordans and Dead River Oil all maintain a fleet of vehicles and maintain lots for storage, loading, unloading, and fueling. With other commercial and industrial real estate available, many in the community desire a relocation of these businesses to open that real estate for businesses and amenities that would benefit the general public.



In response to the question around enhancing access and enjoyment of the Union River in the community survey, out of the 80+ comments received, 27 directly referenced moving the industrial businesses off of Water Street.

“move RF Jordans to a business park and develop a park or brew pub or some eating establishment along the river”

“Connect down town to Harbor Park by foot path. Connect the trail behind the library up to Knowlton Park. Get rid of industry that does not need to be in town or on the river, is not a driver for visitors or locals to come to town, and adds to big noisy trucks in down town...”

Service

BUSINESS THAT MEETS THE NEEDS OF THE BROADER COMMUNITY

Services provide essential needs for any functioning community - from lawyers to therapists, architects to doctors. These sorts of businesses play a positive role in downtown development because their presence can bring people to an area to benefit from the offered service.

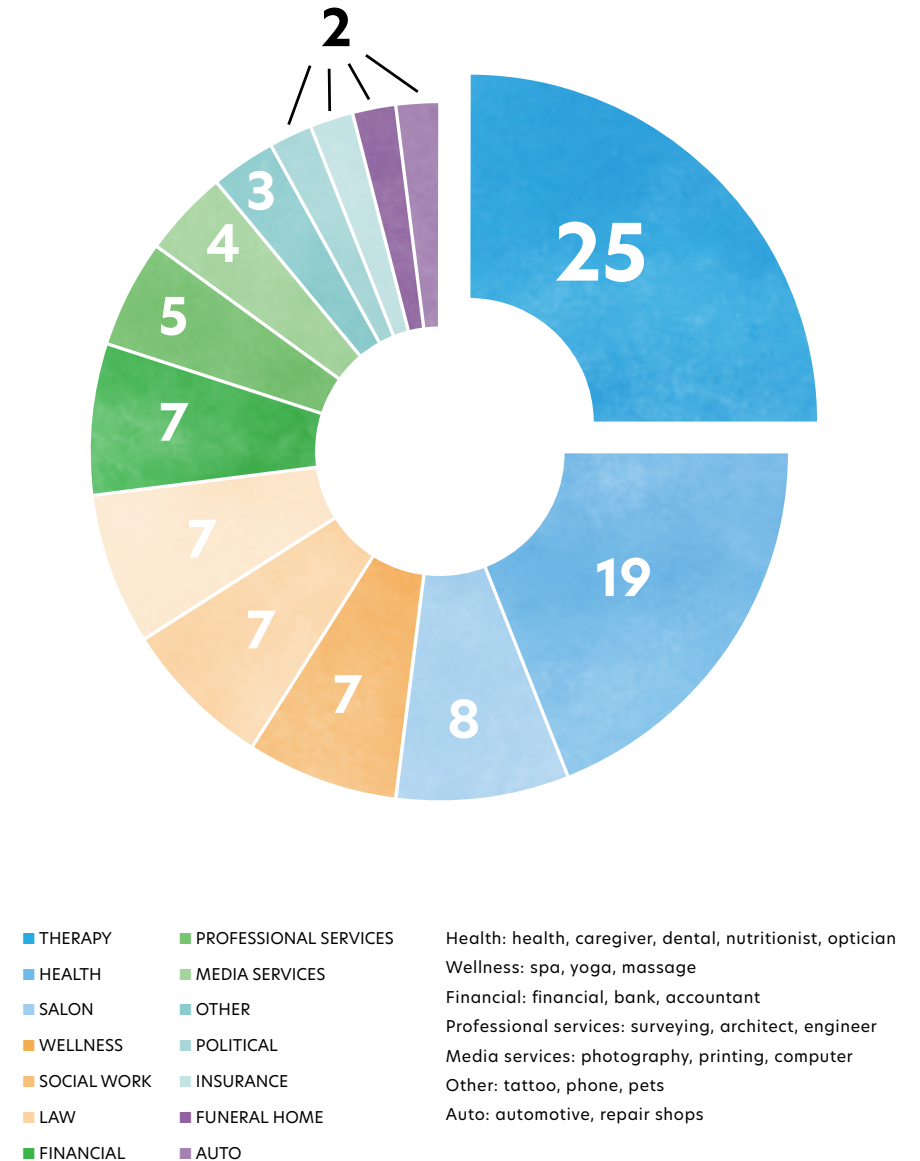
Service businesses are often routinely visited by clientele. The regular need and usage of service industry businesses brings repeat visitations to a downtown that is not seasonal or tourism/recreation dependent. Visits to these businesses typically take place during regular business hours, while retail and dining are open as well.

That said, having too many services in one area or occupying busy storefront space can be a disadvantage, however, as they only attract a limited number of customers during limited hour and are often by appointment only. This constrains visitation to local and regional patrons, and does not draw in casual foot traffic or tourists.

Given this, service businesses are ideal for second floor real estate and in spaces near but not directly in high traffic areas. Moving service businesses out of first floor real estate on Main, Water and State Streets would open these locations to businesses with higher foot traffic.

Ellsworth's downtown has a large number of service businesses, due to the fact that it is the county seat, and a commercial center for the area. Many of Ellsworth's businesses are located in prime real estate - first floor Main Street, historic properties, etc. This poses challenges for further economic development.

The downtown has an abundance of therapy and health services, which skews the balance of service options. Therapy has been classified as any business operated by psychologists, counselors, therapists or mental health professionals.



Recreation

SPACES OF CONNECTION, ACTION, AND JOY

Parks, trails, historic places, and waterfront or on-the-water activities offer residents the opportunity to connect to each other, the history of their community, and the surrounding landscape. They also offer visitors the opportunity to discover an unique or interesting experience and endear them to the area.

Recreational assets include public parks and spaces, indoor and outdoor cultural facilities, and experiential attractions. The role of these assets spans the health and wellness of a community, education, entertainment all of which work to enhance the quality of life for residents, regional visitors, and tourists.

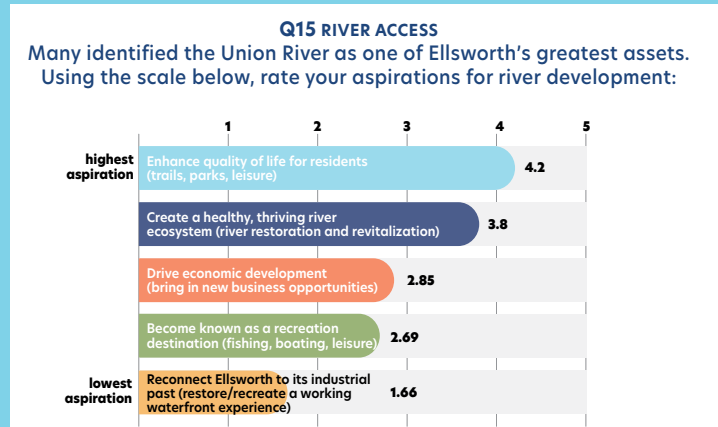
Recreation also facilitates economic development, as it plays a critical role in business site selection and employee retention. People who are recreating are also likely to patronize other businesses because of their proximity to recreation or because they need or want something.

Downtown features a diverse but shallow amount of recreation opportunities. There are public parks, but amenities are limited.

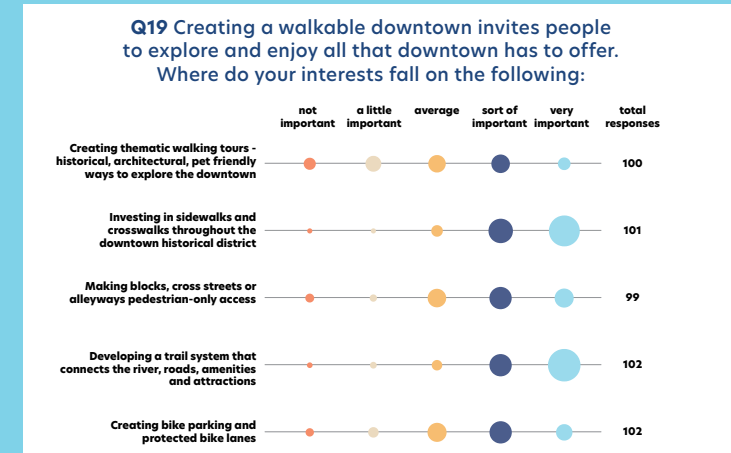
Public spaces are poorly connected, but plans like the addition of the Riverwalk trail has the potential to increase outdoor recreational opportunities in the downtown. Much of the historic wharf has been disassembled - a missed opportunity for waterfront access that other coastal towns have developed from historic infrastructure.

The Grand, Artsworth, and the Library offer recreational programming year round, where Harbor Park and the parklet offer seasonal programming.

The community attends, uses and appreciates all recreational opportunities and welcomes an expansion of public spaces and programming that entertains and engages.



For response analysis, full demographics, and other findings, view our community engagement summary.



The community consistently prioritized quality of life and recreation during the community workshops and follow up survey with a focus on the development and improvement of the riverfront in the downtown:

“Negotiating to acquire rights of way for a paved walking/ jogging/biking pathway on the Water Street river bank as far out as possible (beyond Harbor Park and connecting to Indian Point and Jordan Homestead trailheads.”

“Increasing greenspace. The harbor park and gazebo are really nice, but are not easily accessible on foot from downtown. A greenspace between downtown and the park would be nice.”

Government

SPACES OF ASSEMBLY, SERVICE, HISTORY, AND PROGRESS

Government assets span a variety of uses. Some, like the post office, offer practical daily needs. Others, like City Hall, may be visited only occasionally or for a special assembly. In any case, government buildings and presence provides a sense of legitimacy and stability to a community.

In Ellsworth, many government assets are important landmarks and architectural specimens that enrich the character of the Downtown. The fact that Ellsworth is the County Seat, and that the majority of governmental work is done within the downtown adds vibrancy and activity beyond Main Street.

Religious

SPACES OF ASSEMBLY, COMMUNITY, AND SPIRITUAL NOURISHMENT

Religious institutions have played a foundational role in the cultivation of strong community in America. Though they may not be as central to community life today, places of worship remain vital opportunities to gather, seek aid and support, feel grounded and connected, and create rhythm in one's life. Religious places with historic architecture also serve as important landmarks for navigating the city.

The religious places in Downtown Ellsworth span traditional to alternative. The First Congregational Church is a landmark for visitors and residents alike, and the historic Old Burial Ground Cemetery speaks to the local heritage, faith, and community. Spaces of spiritual practice are also available, from yoga studios to meditation centers.

Learning

EDUCATIONAL SPACES ENCOURAGE COMMUNITY GROWTH & DEVELOPMENT

Institutions of learning connect youth, families and communities. Learning assets include primary and secondary education, as well as non-traditional learning spaces and programming. Learning in all its forms and venues helps foster a healthy participatory culture.

While none of the schools are in the Downtown, there are several well loved learning assets in the downtown. From the well-established library program, to the thriving Union River Center for Innovation and expanding offerings through Artsworth, there are great opportunities for residents to learn and engage with others who share an interest in learning.

Residential

THOSE WHO LIVE CLOSE TO DOWNTOWN ARE MORE LIKELY TO PATRONIZE DOWNTOWN BUSINESSES

Especially in smaller communities, residential areas can fade into the background, since they don't contribute directly to the economic engine of business on Main St. But residential areas are an essential component of any urban fabric and in creating a cohesive, stable sense of community.

Residential properties are essential to creating an attractive, mixed-use environment. Residents create a constant flow of foot traffic and enhance the feeling of activity outside of business hours.

In historic downtowns, the character and quality of residential properties also matters. Well-maintained properties that are occupied year-round provide the feeling of safety and comfort that is appealing to locals and visitors.

Downtown Ellsworth's residential neighborhoods have walkable access to area businesses, though neighborhoods

lack sidewalks and other enhancements that would increase walkability. The historical architecture and green space is appealing and welcoming, but the character and upkeep is not consistent from one property to the next.

The downtown would benefit from an increase in rental options - conversion of second story real estate as well as infill or segmentation of historical properties would provide more options to live directly downtown, thus increasing the density and activity outside of business hours.

Creating a Lively Residential Downtown

Downtown living is best when it is diverse. To create this focus on the following:

Non-traditional housing options: having housing options outside of the ordinary helps build appeal. Traditional single occupancy homes are great, but creative repurposing of multi-level property and infill opportunities can draw residents with different lifestyles than traditional family unit housing.

Young Professionals: Attracting young residents isn't often a focus within real estate circles, but this demographic can be great in a downtown. Mostly renters, this group is often willing to trade space and amenities for convenience and location.

Community Builders: Middle aged engaged citizens that participate in and foster community development. Often time this group is comprised of families looking for single family housing, well lit streets and walkability .

Retiring in Place: Making sure that senior citizens are welcome and that accommodations are accessible and encourage aging in place. These efforts can encourage older residents to remain in the homes or neighborhoods they've called home for many years or attract new residents looking to relocate from more remote housing. This can avoid the segregation of the elderly into senior living facilities that are separate from other age groups.

Summary of Findings

Our workshops, survey, and analysis informed these themes that summarize the primary strengths of Downtown Ellsworth:

Strong, diverse dining - downtown features a healthy makeup of dining choices, featuring different price points, entree types, and service levels.

Union River - the proximity of the river and the heritage associated is a strong asset to the community. The bridge over the river is a formalized gateway into the downtown.

Historic Urban Environment - the historic buildings of Main Street, together with City Hall, the First Congregational Church, and Library create a historic core to the downtown. That paired with large, well maintained historic homes along Main Street and tucked back along tree lined streets, and creatively repurposed remnants of the city's industrial past work together to create a historic urban environment that is uniquely Ellsworth.

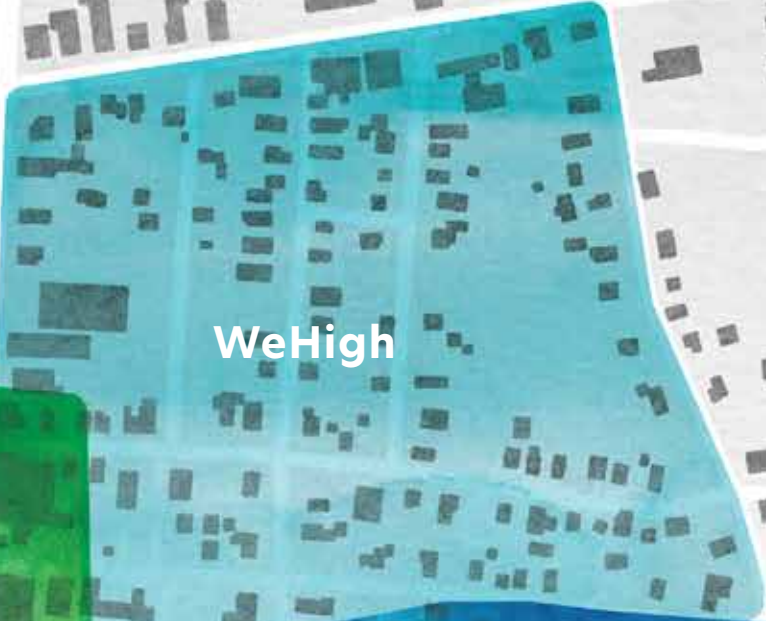
Down-home Feel - Compared to the growth of other communities along Route 1, Ellsworth has maintained a small, homey atmosphere while meeting the economic and commercial needs of the county.

Unique, welcoming events - Ellsworth hosts a wide variety of events in the downtown. Events are well attended and attract a local and regional audience, with the potential to grow and expand.

Strong downtown community - The downtown community is strengthened and supported by the Heart of Ellsworth, engaged business owners and a working relationship with the city administrators. There is a vested interest in the health and well-being of the downtown, and a commitment to preserving and improving what is located there.

Pedestrian Friendly - The compactness of downtown creates a walkable and inviting pedestrian environment. The expansion of sidewalks and crosswalks beyond major roads could increase the walkability, and pull people into new pockets of the downtown. The addition of designated walking trails and connections to neighborhoods, parks and waterfront could open up new recreational opportunities.

PART IV: Downtown Ellsworth's
DISTRICTS



APPROACH :

Downtown Districts

Our hybrid downtown boundary offers us the advantage of mapping important assets that fall outside the hub of lower Main St, as we saw in Part III. Yet this boundary remains somewhat arbitrary, using different motivations to define boundaries on different sides and without noting important changes in character, density, or experience as one travels from one side of the boundary to the other.

We can keep a large scale but break it up into cohesive experiences

Rather than a singular downtown district, we may think of the varying experiences and qualities of a system of neighborhoods - each with their own assets, advantages, and challenges - that collectively contribute to a richer concept of Downtown. Such districts do not need to be artificially drawn - the experience of a visitor to Downtown intuitively shifts and changes as they pass across boundaries that already act as district borders. We can work with these experiential shifts and use them to the advantage of a more holistic definition of downtown.

So, what are our districts? We have defined six within the City's zoning of Downtown:



STRONG DISTRICTS:

HISTORIC DISTRICT

SUMMARY

Ellsworth's downtown has the charm and character that is common in small Coastal New England towns. The peace and scale is welcoming and calming. The buildings evoke a sense of nostalgia and community.

BOUNDARIES

Main Street from Water Street up to School Street.
Continuing up State Street to just north of School Street



AMENITIES/ATTRACTIONS

- City Hall
- First Congregation Church
Library
- Parklet
- Grand Theater

ATTRIBUTES

- Quaint/Cute
- Supportive
- Unique
- Compact
- Practical/Useful

STRONG DISTRICTS: HISTORIC DISTRICT

Plenty of parking but large areas of parking and working alley and between Main and City Hall are unattractive



Untapped Potential of State Street



Riverwalk



Lower Main Street



★ STRENGTHS

▼ WEAKNESS

□ ANCHOR

● GATHERING SPOT

■ UNTAPPED POTENTIAL

TAKEAWAYS

- Already working really well - matter of enhancement and smart expansion (like nightlife with more things open late)
- Opportunity to increase connection between Main St and historic areas - especially axis to City Hall - can the parking lot be redeveloped so there's more inviting space back there?
- Second floor spaces - more mixed use? But then there's the issue of noise
- Lack of Public Restrooms

STRONG DISTRICTS:

WORKING WATERFRONT

SUMMARY

Now an aesthetic feature, the Union River was central to the establishment and growth of the city. The river brought people to the area, and kept them there sustenance, industry, and commerce. From shipyards and wharfs to mills and factories, the waterfront was the epicenter of Ellsworth.



BOUNDARIES

Water Street from Main to Washington Street and the Harbor Park. Extending across the Union River to South Street.

AMENITIES/ATTRACTIONS

- Maine Shellfish / RF Jordan Parking Lot
- Harbor Park
- Union River Bridge
- Rooster Brother

ATTRIBUTES

- Hardworking
- Hardy
- Practical
- Durable
- Unassuming

STRONG DISTRICTS: WORKING WATERFRONT

★ STRENGTHS

▼ WEAKNESS

□ ANCHOR

● GATHERING SPOT

■ UNTAPPED POTENTIAL

Not very pedestrian friendly - lots of traffic
Some areas/buildings are ugly



Pepper's Pub

Zeppa's Pizza

Ties to industrial history



HARBOR PARK

Harbor Park, the river and access to it



Untapped Potential RF
Jordan Lot and various river access viewpoints



Mural at Coastal Interiors



TAKEAWAYS

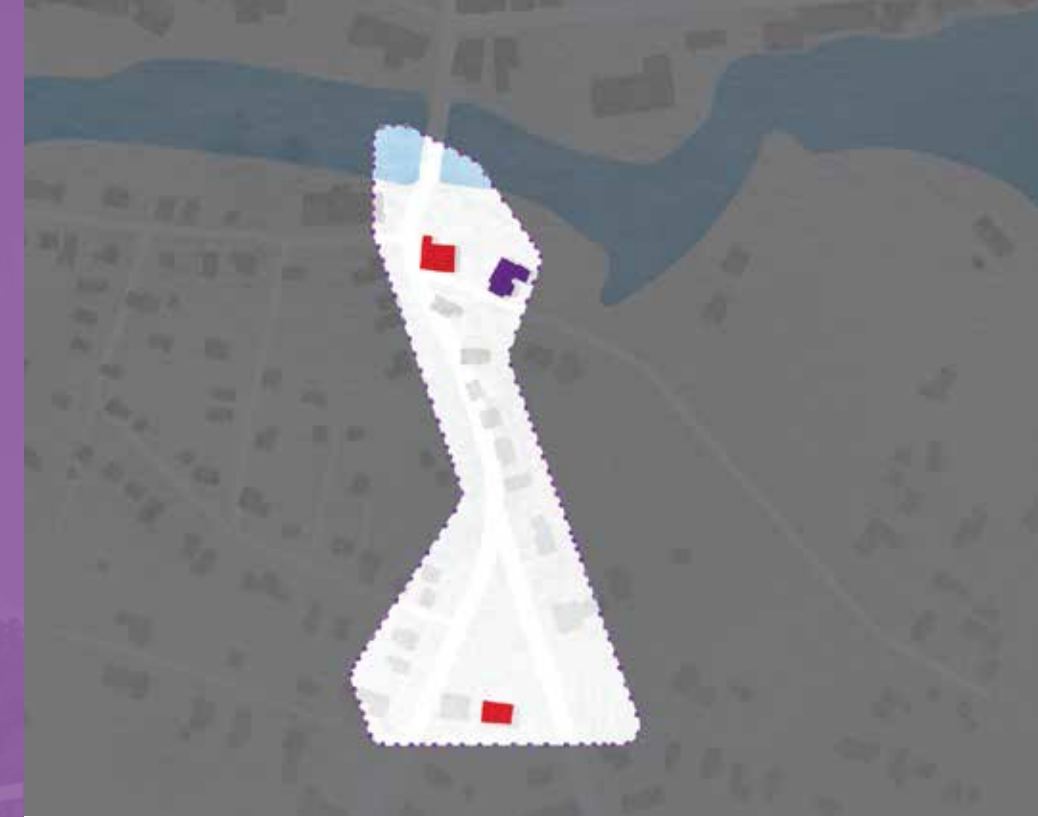
- Encourage new development that has ties to history of working waterfront - if it's retail, how can it reference or carry merchandise that speaks to the history of the district?
- Because it's a ways between Main and Harbor Park, work on some attractive stops along the route to keep a pedestrian interested in going that far
- Add public facing elements to industry - Interiors shop, Maine Shellfish, etc.
- Creative repurposing of open space - food trucks, events, etc. in parking lots, temporary installations, etc.
- Lack of Public Restrooms

STRONG DISTRICTS:

GATEWAY DISTRICT

SUMMARY

Commonly known as “The Triangle” on Bridge Hill, this descent into the downtown area has a long and storied history.



AMENITIES/ATTRACTIONS

- Rooster Brother
- Courthouse Gallery






ATTRIBUTES

- Overlooked
- Quaint/Cute

BOUNDARIES

Other side of the river extending up the Surry Road

STRONG DISTRICTS: GATEWAY DISTRICT

-  **STRENGTHS**
-  **WEAKNESS**
-  **ANCHOR**
-  **GATHERING SPOT**
-  **UNTAPPED POTENTIAL**

BRIDGE & UNION RIVER

Hard to access the river

ROOSTER BROTHERS

Hill - when going up feels like leaving downtown - also presents an obstacle to anyone wanting to travel up it

Geography pulling you down and creating the vista

Historic Houses/architecture



Not an inviting pedestrian space



Triangle point @ Surrey Rd + Rt 1



Attractive, massive Airbnb



COURTHOUSE GALLERY

Highway bringing people through but not designed to encourage people to stop here.

TAKEAWAYS

- This is a space to move through right now; there is no sense of place or arrival
- Cultivate areas of potential to create gathering spaces and reinforce landmarks that symbolize the start of downtown (signage/markers in the triangle, pole banners, etc.)
- Add reasons for people to use the bridge (i.e. photo opportunities)
- Incentivize refurbishing of historic properties up Bridge Hill
- Build infrastructure including visitor information and public restrooms

STRONG DISTRICTS:

SCHOOL DISTRICT

SUMMARY

This district's name speaks directly to its history, a place where the children of Ellsworth have learned and played over the years. While the district no longer contains any of the schools for the region, the buildings and parks retain the names, and in some cases, buildings that were once the school houses and playgrounds for the city.



AMENITIES/ATTRACTIONS

- Moore Community Center
- Knowlton Park

ATTRIBUTES

- Supportive
- Practical
- Durable
- Overlooked

BOUNDARIES

Between State and Oak Street, roughly North of Birch Avenue.

STRONG DISTRICTS: SCHOOL DISTRICT

★ STRENGTHS

▼ WEAKNESS

▭ ANCHOR

● GATHERING SPOT

■ UNTAPPED POTENTIAL



Community Programming (Moore Center & Knowlton Park)

MOORE CENTER

KNOWLTON PARK

Donald Little Park

Knowlton Park from State Street



TAKEAWAYS

- Develop welcome sign/wayfinding at School/Oak
- Donald Little Park can be a midpoint between Main and Knowlton - what can attract people to linger there?
- Add signage that welcomes visitors to the downtown
- Add signage in Historic Downtown promoting signature assets, encouraging exploration

STRONG DISTRICTS:

UPPER CHURCH

SUMMARY

This sleepy pocket of downtown Ellsworth has a long and storied history as home to some of Ellsworth's most known families, entrepreneurs, and leaders. The streets are quiet and uncrowded, and new businesses are breathing life into the historical homes.

BOUNDARIES

North of Main Street from School Street to Oak Street, extending North to Park Street.



AMENITIES/ATTRACTIONS

- Historic Homes
- SK Whiting Park

ATTRIBUTES

- Agile
- Overlooked
- Diverse

STRONG DISTRICTS:

UPPER CHURCH

SK Whiting Park



Buildings and experience on Upper Main is not inviting, disassociated from Lower Main



Lack of non-service businesses and no strong anchors



★ STRENGTHS

▼ WEAKNESS

□ ANCHOR

● GATHERING SPOT

■ UNTAPPED POTENTIAL

TAKEAWAYS

- Increase interest and purpose of SK Whiting Park - this can be a marker of downtown from High St (so people don't miss the turn); could be as a visitor center area and offer public services
- Formalize accessibility through walking trails, lighting, sidewalks and curated engagement points (local businesses)
- Consider dwelling points and invest in placemaking - green space, benches, etc.

STRONG DISTRICTS:

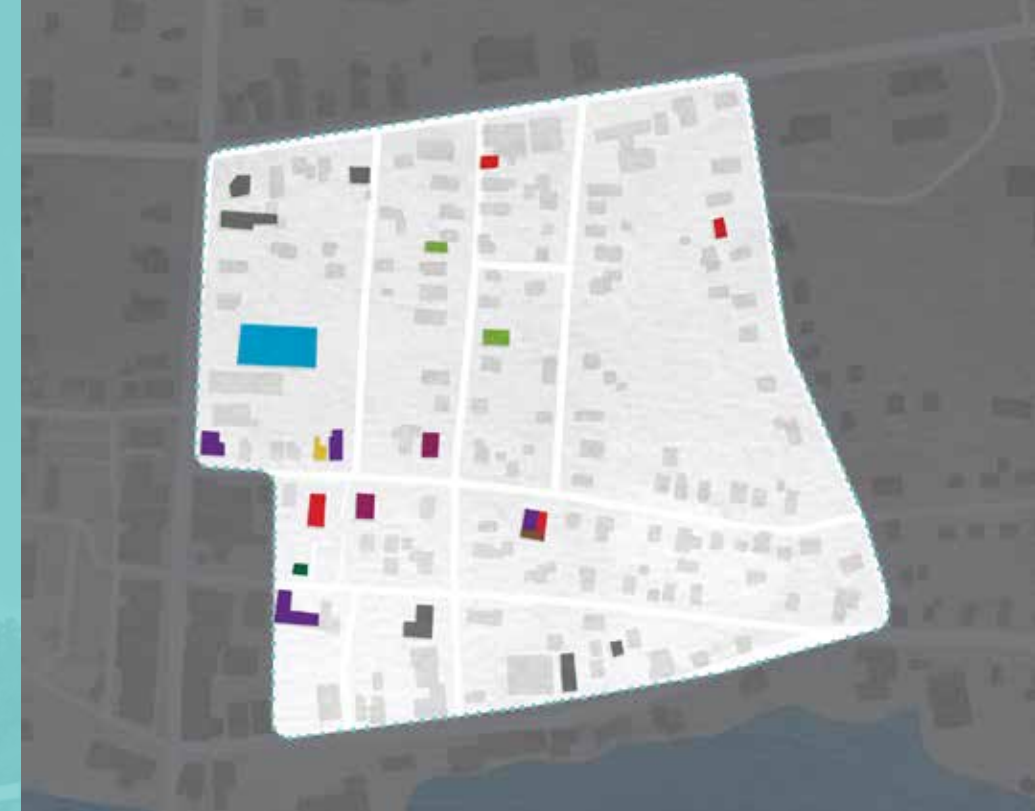
WEHIGH DISTRICT

SUMMARY

From historical homes and old growth tree-lined streets to iconic churches, this district is steeped in history. Many of the houses in this district survived the 1933 fire, preserving some of Ellsworth's older residences and the heritage associated with them.

BOUNDARIES

From Main Street to Deane Street between Water Street and High Street.



AMENITIES/ATTRACTIONS

- Artsworth
- Fogtown Brewery
- Old Creamery
- Precipice Coffee

ATTRIBUTES

- Cozy
- Artsy
- Unassuming
- Overlooked

STRONG DISTRICTS: WEHIGH DISTRICT

Spruce St doesn't read as a street - more like a back alley



Wayfinding - hard to turn left into WeHigh or turn left onto High to get out of Wehigh - also Franklin ending @ Water St

Untapped potential, Buildings on Upper Main - connection across to Uptown side of Main



Untapped potential - greater/better use of Merrill Park



Access to downtown and waterfront



Untapped potential Historic homes as an attraction








Quiet streets, but lack of sidewalks, parking potential conflict with residents. Available parking doesn't meet demand.



FOGTOWN/ARTSWORTH



-  **STRENGTHS**
-  **WEAKNESS**
-  **ANCHOR**
-  **GATHERING SPOT**
-  **UNTAPPED POTENTIAL**

TAKEAWAYS

- Mixed use neighborhood with great potential.
- Ability to fold residential and commercial strategically to expand attractions in the downtown.
- Formalize accessibility through walking trails, lighting, sidewalks and curated engagement points (local businesses)
- Consider dwelling points and invest in placemaking - green space, benches, etc.

RELATIONAL MAPPING

While many assets can be geographically located and plotted on a map, some aspects of a community are less tangible, less map-able. These assets include how people feel in and about a place, how sentiments, emotions, and motivations interact with the physical environment to create a community or define a destination. To map these, we have moved away from geography and maps and more to relationships.

THEMES

MOVEMENT PATTERNS

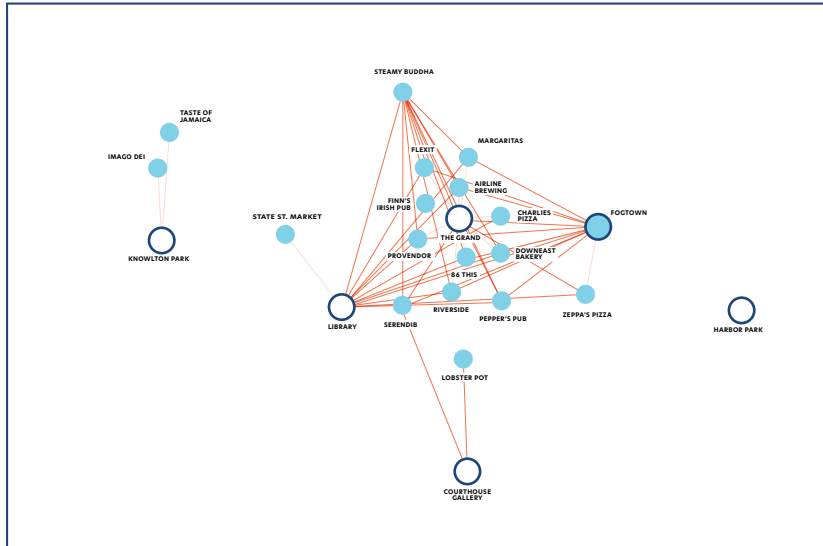
CREATING COMMUNITY

DEFINING A DESTINATION

AUDIENCE ENGAGEMENT

ASSET DISTRIBUTION

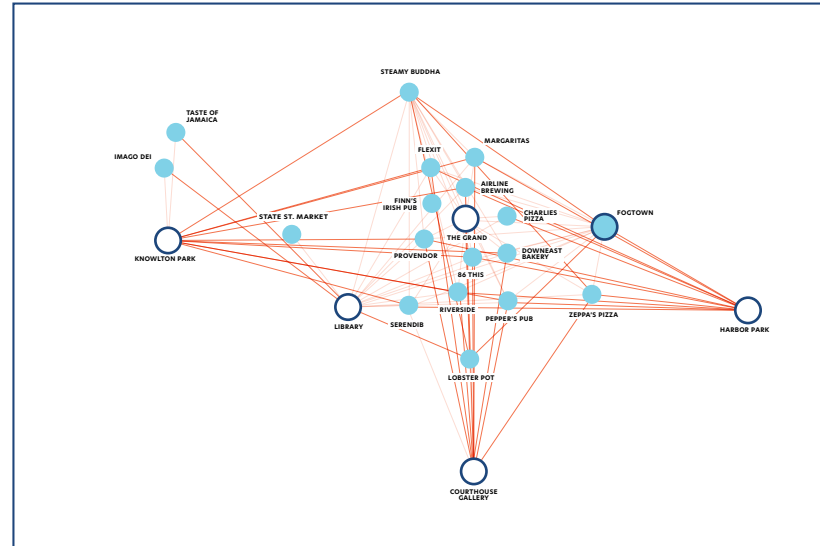
4-7 min



At 4-7 minutes, someone is looking for a directional pull to a next destination. In this case, some of our more isolated anchors (Fogtown, the Library) are more connected to other opportunities (many along Main St), but the Courthouse Gallery, Knowlton Park, and Waterfront Park remain isolated and disconnected.

This distance becomes important when considering how districts connections can be reinforced. The more attractions that are 4-7 minutes walk away the more likely a visitor will be to travel from one district to another. If, for example, there were more options 4-7 minutes from Fogtown in the direction of the Waterfront, these two districts might be seen as having more of a relationship.

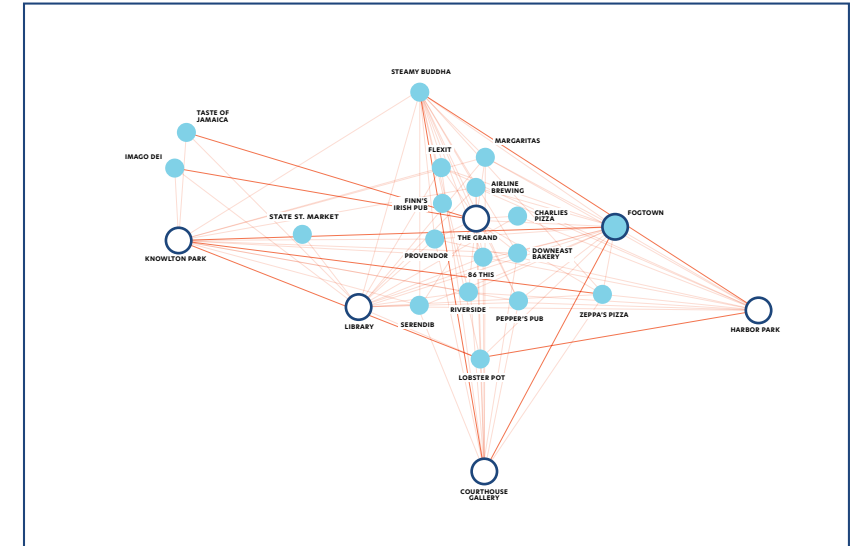
10-15 min



At 10-15 minutes many places become connected, but our more isolated anchors have a fewer number of pathways and routes to reach that 10-15 mark. Analyzing those paths for their desirability can be a good starting point when considering how to better connect districts. If there is just one path between Knowlton Park and Steamy Buddha that is walkable in less than 15 minutes, is that pathway well paved, lighted, and easy to follow? If not, this could be a good path to prioritize for improvements because it will reinforced the connectedness of two districts at the edge of Downtown.

When we look at how many attractions are reachable in 15 or more minutes, most of the downtown becomes accessible from every other starting point. The challenge to consider is what will convince someone to travel that distance and maintain their interest and energy. In some cases, the route between one destination and another may

15+ min



be a bigger impediment than the actual time (climbing up Bridge Hill to the Courthouse Gallery from the Union River, for example). But if there were a pleasant path, whether a trail or well-maintained street walk, that had a variety of attractions, businesses, or other stops of interest on it, then a 15 minute walk from one destination to another might not be a deterrent. It could even be a feature.

Consider a potential walk between Fogtown to Knowlton Park. Between each is Main St, so someone could make a stop to dine or shop before continuing on their way, choosing a route that takes them by historic buildings and on pleasant streets of historic homes. But such a route needs to be clearly marked and easy to follow. At the moment, a visitor may have difficulty figuring out to continue past Main St to Knowlton without walking up State St, which is busier and could be less pleasant.

RELATIONAL MAPPING : A Sense of Community

Relational Mapping

A community's strength is a balance of its offerings, its organizations, and the skills and abilities of those that are part of it.

Offerings

These are your established assets, the amenities and businesses that make up your downtown.

- Municipal Spaces
- Retail
- Dining
- Residential
- Public Parks

Organizations

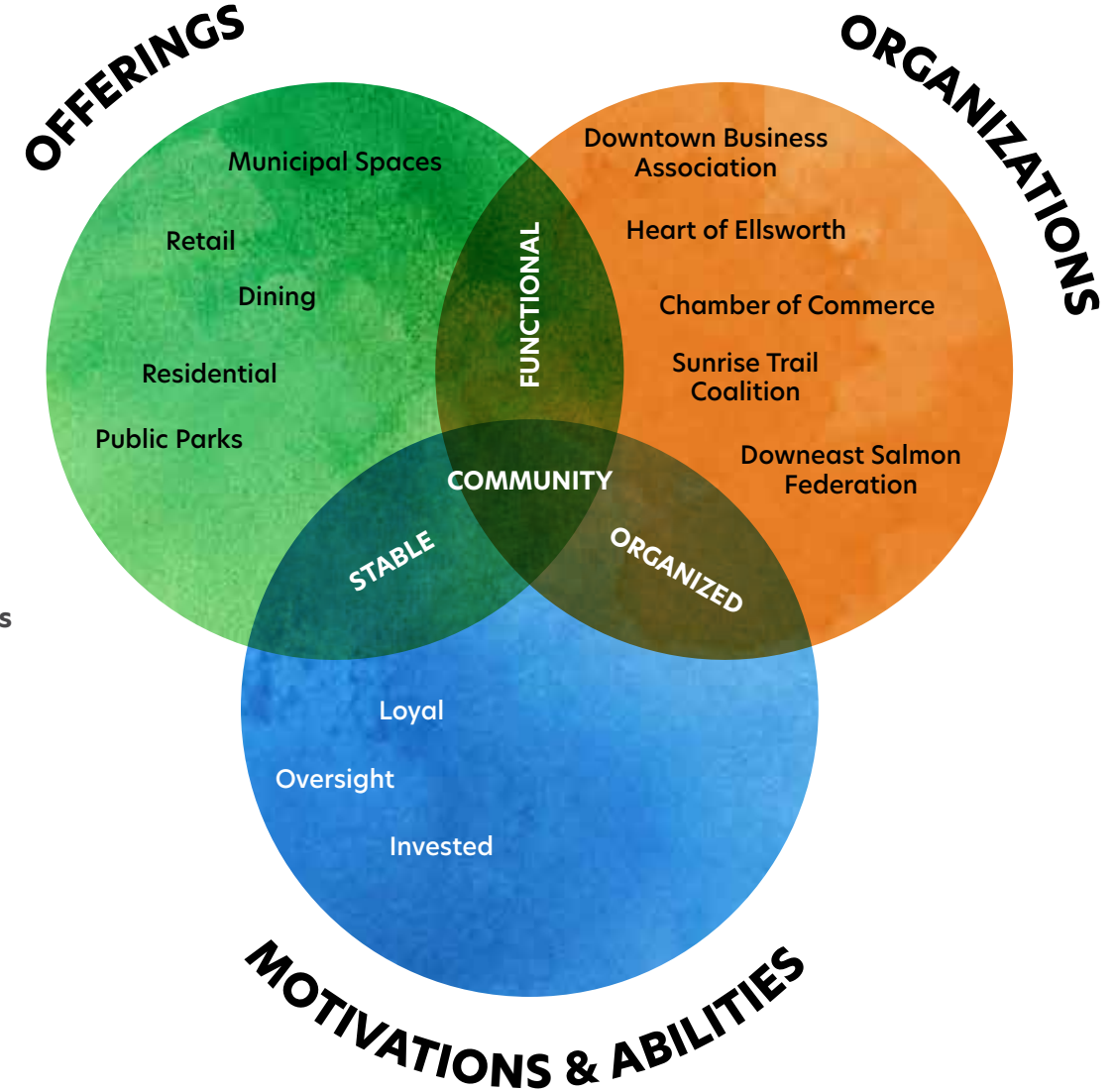
These are your established assets, the amenities and businesses that make up your downtown.

- Heart of Ellsworth
- Chamber of Commerce
- Sunrise Trail Coalition
- Downeast Salmon Federation

Motivations & Abilities

These are communally shared and expressed by organizations and individuals.

- Loyalty
- Oversight
- Invested
- Creative/Artistic



RELATIONAL MAPPING :

Destination Designation

Relational Mapping

A tourist destination is a physical place people intentionally visit with the intent of experiencing natural, cultural, historical, or commercial assets.

Attractions & Amenities

These are your visible assets, those that visitors can see and experience

- Historic Main Street
- Union River
- Boutique Shopping
- Locally owned Dining

Recognition & Reputation

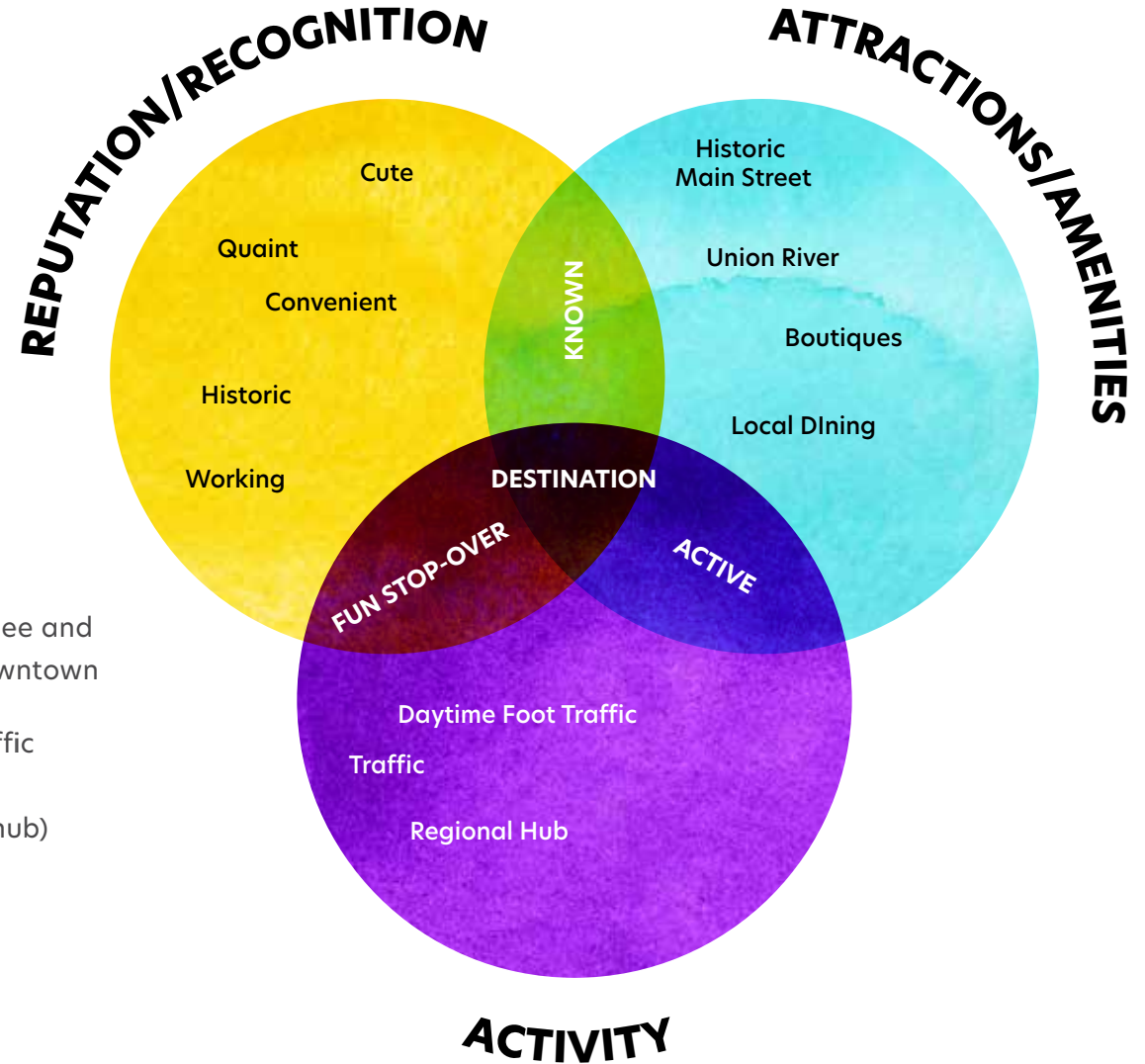
This is the perception of what you have and who you are

- Cute & Quaint
- Convenient
- Historic
- Working/Service-oriented

Activity

This is what visitors see and experience in the downtown

- Daytime foot-traffic
- Traffic
- Locals (regional hub)



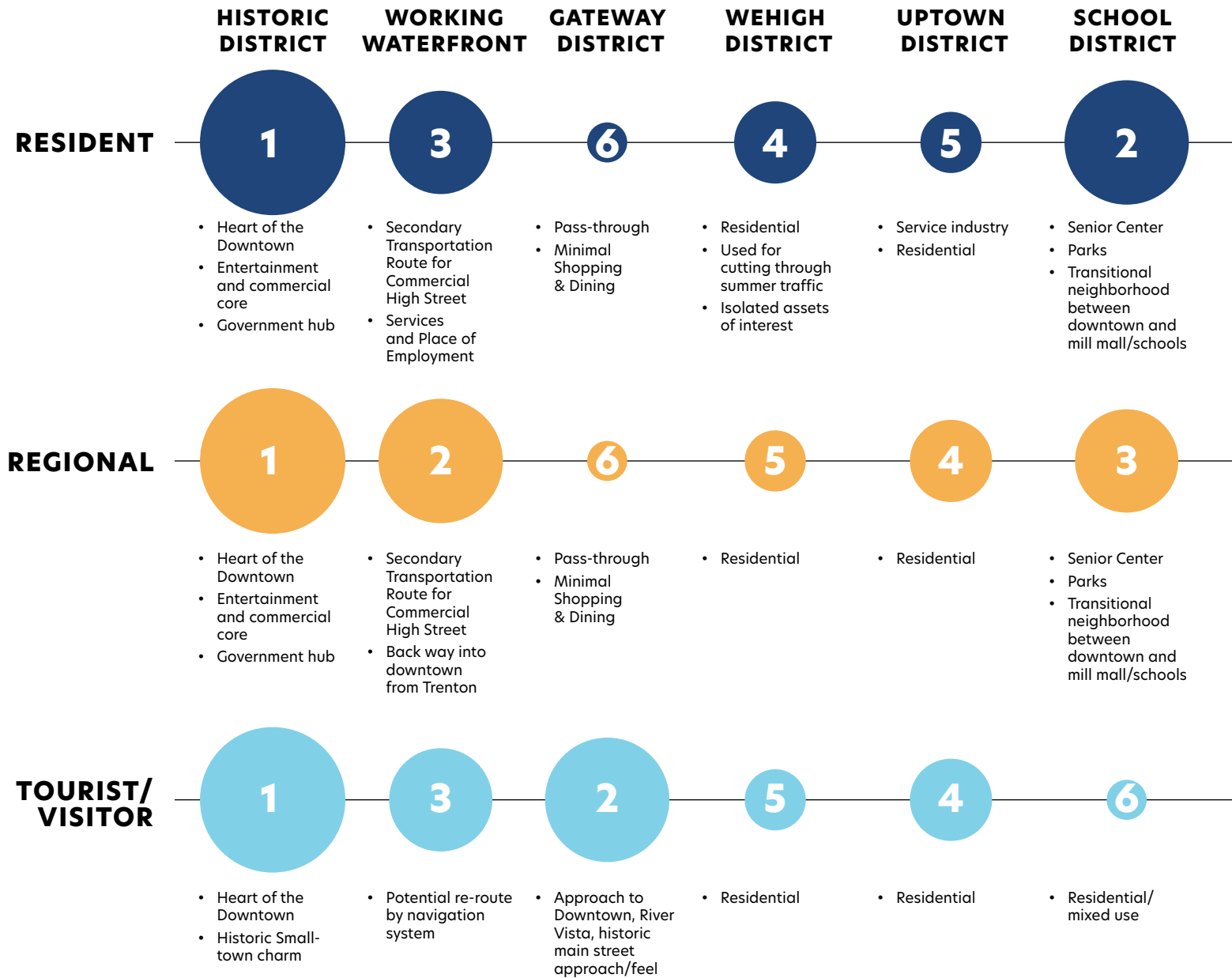
RELATIONAL MAPPING :

Audience Engagement

Understanding your Audiences

Downtown Ellsworth has three district audiences that it needs to consider to. Each has different motivations, priorities, and interests.

By looking at how each audience would encounter, experience and value each of the districts of downtown, we can evaluate which districts are most important in shaping the experience and perception each of our audiences have of downtown as a whole. To the right we rate the district by audience and list the main perceptions each audience has of a district.

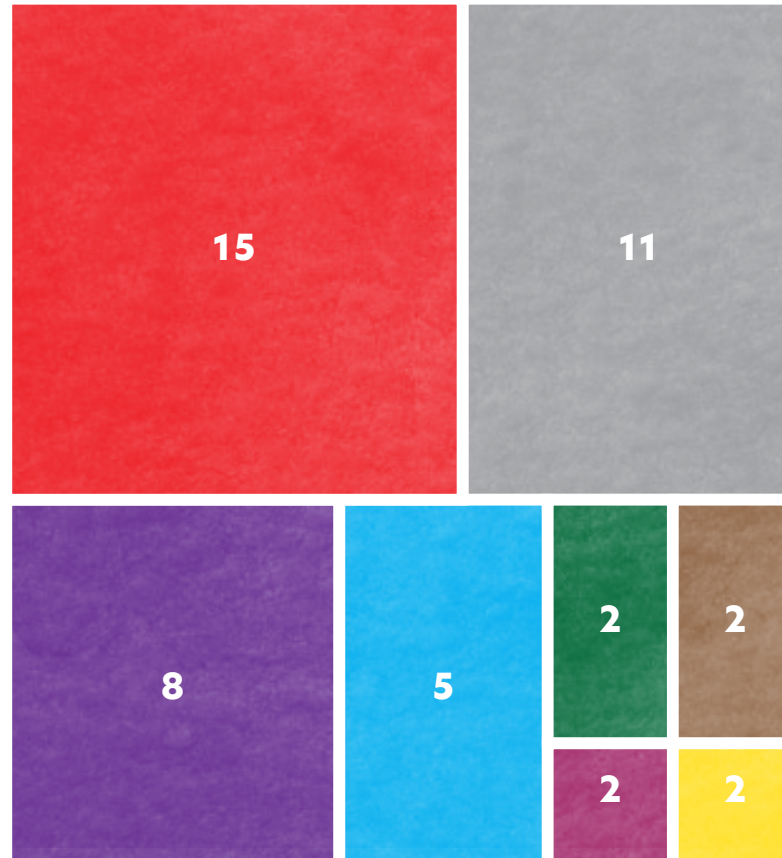


ASSET DISTRIBUTION

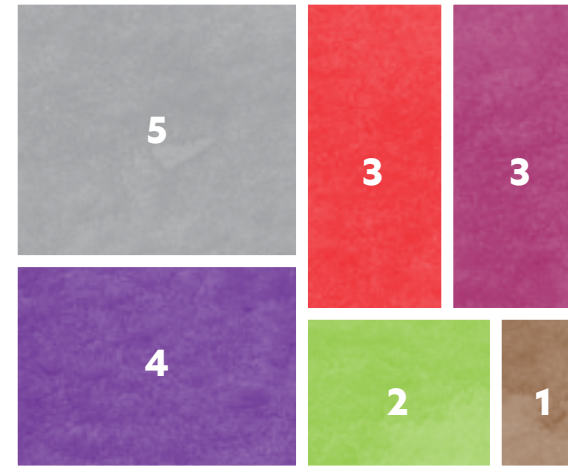
ESTABLISHED ASSETS

Within the districts of Downtown Ellsworth, one will find commercial businesses, working industry, and residences. This healthy mix of uses encourages all sorts of people to be downtown and stay downtown, which further increases the likelihood that Downtown remains a vital place of community-centered activity and connection.

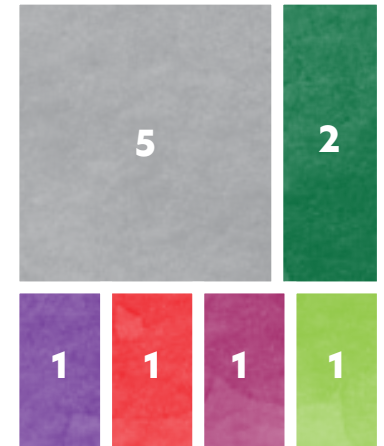
HISTORIC DOWNTOWN



WEHIGH



SCHOOL



WATERFRONT



UPPER CHURCH



GATEWAY



ECONOMIC ASSETS

- RETAIL
- DINING
- LODGING
- PRODUCTION
- SERVICES

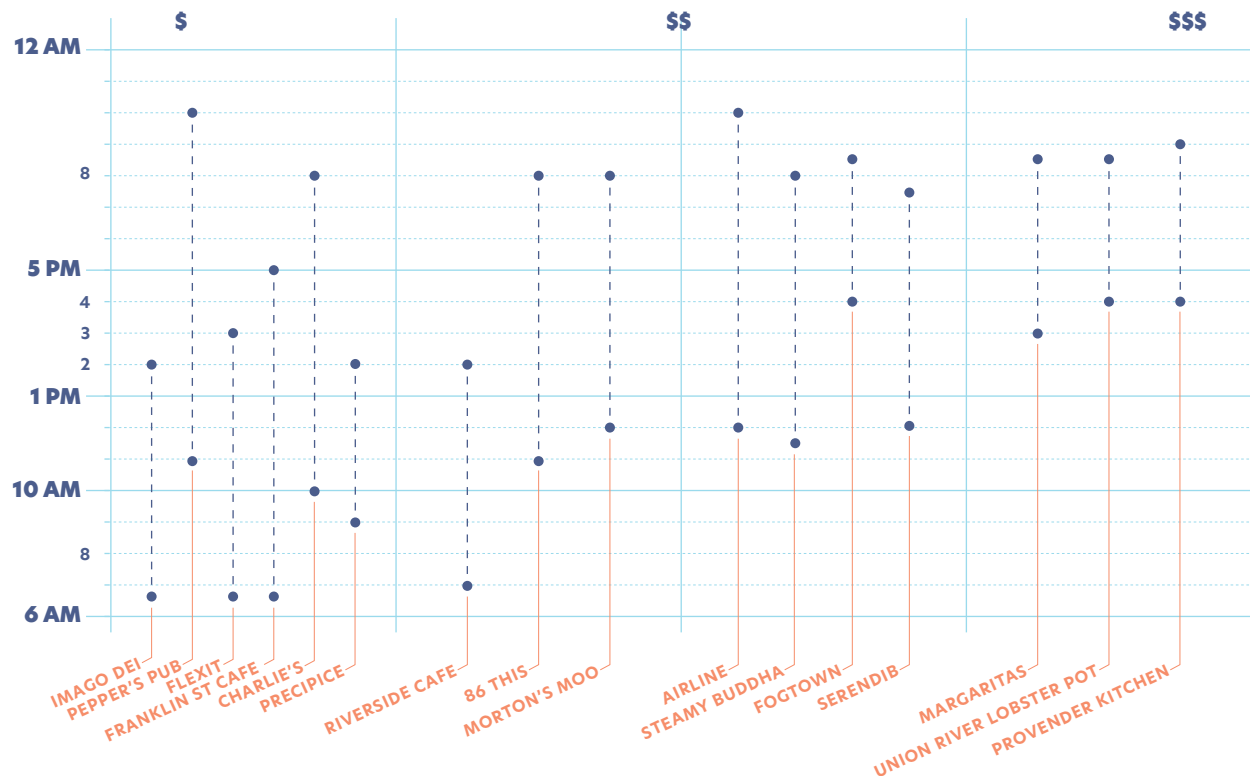
CULTURAL ASSETS

- RECREATION
- GOVERNMENT
- RELIGIOUS
- LEARNING

Dining

DINING IN THE DOWNTOWN

Downtown features a healthy make up of dining choices, featuring different price points, entree types, and service levels. In fact, the community repeatedly mentioned the diversity of dining as a major asset, even as they expressed a desire for even more choices. A review of open times at dining establishments in downtown reveals opportunities for dining to cater to a later evening crowd; after 8pm, choices become very limited.



FOR LARGER VIEW, SEE APPENDIX PAGES 123

Healthy downtowns have diverse dining options that span the different restaurant types:

Fine Dining: Having options for an upscale dining experience is key. Fine dining options help make sure your downtown is seen as a destination for special occasions or a nice night out. These establishments should offer notch services, atmosphere and food.

Grab And Go: Sometimes called Fast Casual, these establishments offer limited sit-down space and a focus on the ability grab a meal and get going - a priority for many. Having options that are easy, at a price point that rivals traditional fast food options, and that offer a variety of choices, can make a downtown feel easy to navigate and welcoming to on the go patrons.

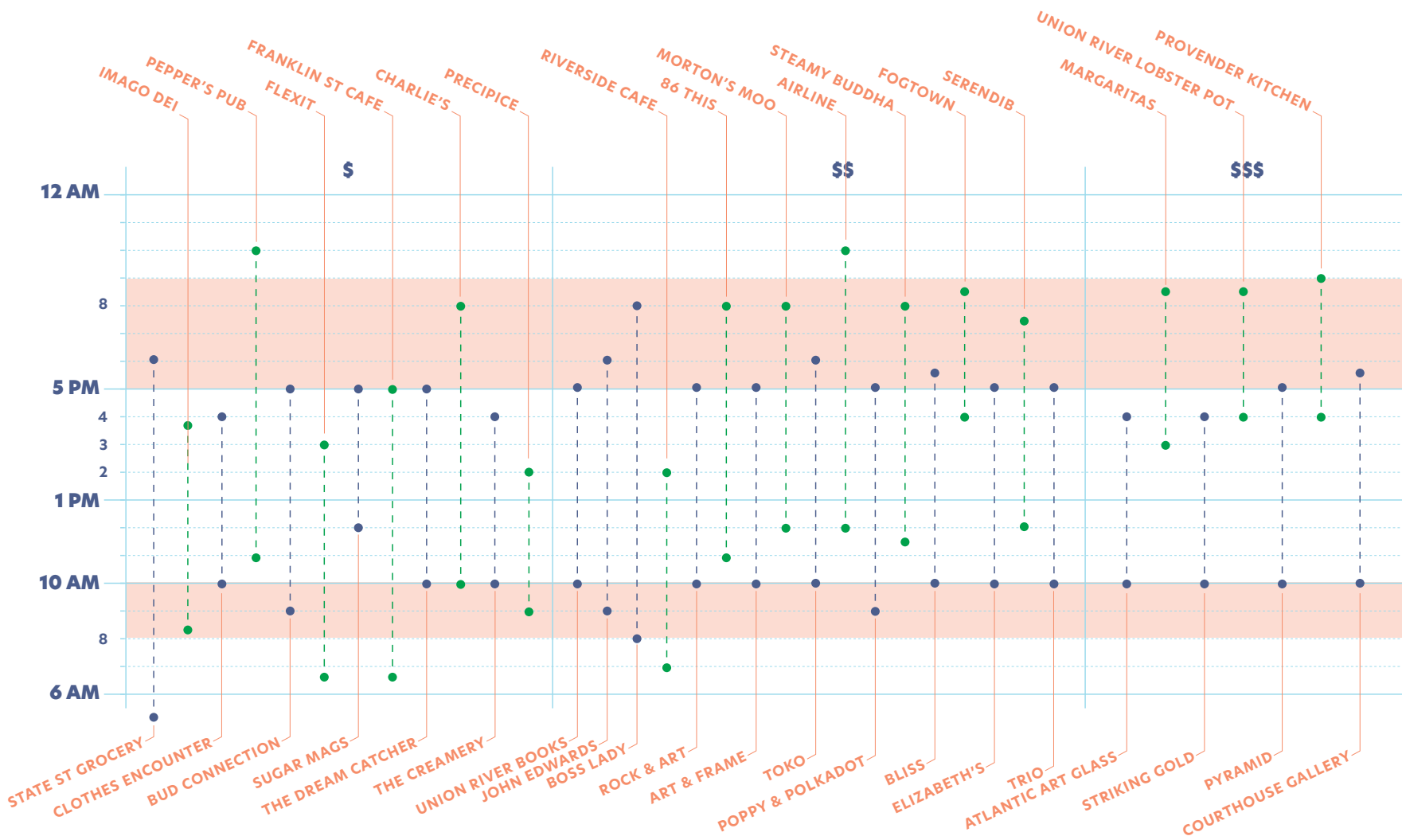
Casual Dining: Quality food, affordable prices, relaxed atmosphere, these are the characteristics of casual dining. Offering a large menu, with different price points, casual dining establishments are typically open for all three meals and are great meet-up points for friends, families, and business meetings.

Cafes & Coffee Shops: Built around an unrushed atmosphere, these are great meeting/gathering spots and offer locals a community spot for socializing, sharing and relaxation.

Pop-ups: From food trucks to event booths, these temporary attractions (though some can be quite permanent) pull people in. Usually filling a void in the brick and mortar offering, they are affordable fun options that round out the traditional dining scene.

Dining & Retail Open Hours

The chart below superimposes open hours for dining and retail downtown, with dining listed above and retail listed below:



5-8pm: This can be a crucial time for retail sales, as people are off of work or could be looking for a way to spend their time while they wait to go to dinner or an event at 6pm, 7pm, or later. This overlap shows, however, that while restaurants downtown remain open until 8pm, attracting people downtown, very few retailers remain open past 5pm, missing an opportunity to draw in that late dinner crowd.

8-10am: This is a less crucial window than the evening, but while restaurants are open early (as are some grocery stores), if someone is out in the morning there are no other retail or shopping options available until mid-morning.

FOR LARGER VIEW, SEE APPENDIX PAGES 124

VISION & RECOMMENDATIONS

A vision summarizes an ideal future state. It should be ambitious in its scope and aspirations but still be achievable starting from where you are now. It should also identify specific outcomes unique to Ellsworth as much as possible.

Downtown Ellsworth encompasses a set of distinct, thriving districts that are rooted in their own history and sense of place. Each district is well connected to the others, and as a whole, these districts provide diverse goods, services, and opportunities that encourage connections between the people of Ellsworth. Lower Main Street and the surrounding historic buildings anchor everything as a central hub of activity, and people access the Union River for all sorts of activities. Residents and visitors alike enjoy and look forward to their time in Downeast Maine.



THEMES

STRONG DISTRICTS

DIVERSITY OF OFFERINGS

CONNECTED CITY

LOCAL HERITAGE

HAPPY, CONNECTED PEOPLE

Themes

Distinct themes organize and elaborate on the important components of the vision. These themes help clarify and guide future action and priorities as you work to make the vision a reality:

STRONG DISTRICTS

Ellsworth's Downtown may be anchored by a vibrant historic core on lower Main Street, but surrounding Main various districts with their own focus and character provide a richer experience of life in small-town Maine. Each of these districts has a unique history that is celebrated through its present use. Anchors offer a point of attraction and activity, and each district enhances its strengths to create a welcoming and engaging space for people to linger and do business.

LOCAL HERITAGE

Ellsworth's longstanding history and heritage continue to shape the land, people, and place broadly and specifically. In Downtown, the historic urban fabric of buildings along Main Street, historic homes in surrounding neighborhoods, and historic, landmark buildings like City Hall, the Library, and First Congregational Church are vital and celebrated examples of built character contributing to a rich sense of place. Each Downtown District, too, presents its own unique experiential qualities rooted in the history of the district and those who have historically gathered there for business, residence, and community.

DIVERSITY OF OFFERINGS

In Downtown Ellsworth, residents and visitors alike confidently gather and explore, knowing that what they're looking for--whether a good, service, or experience--may be met at a variety of locations. This makes Downtown a prime destination to spend an extended period of time, with the promise of discovery and delight at something unexpected and satisfaction at a trip well-spent.

CONNECTED CITY

Ellsworth's Downtown Districts are thriving hubs in and of themselves, but strong connections between each create a system of easy movement that strengthens the identity, cohesiveness, and interdependence of the entire downtown. This means routes and connections are clear and inviting. Gateways mark important thresholds of entry and exit to reinforce a sense of place, or just stretch their legs and run the children around a bit before the final leg of the journey.

HAPPY CONNECTED PEOPLE

At any time of day, Downtown Ellsworth is full of people, not simply because they live or work there, but because that's where they find a strong sense of belonging and interaction with their friends and neighbors. Plentiful gathering spaces provide opportunities for people to linger and connect for long periods of time, and a density of street traffic ensures visitors will run into someone interesting as they go about their day. As residential offerings increase on and off Main Street, more people are living downtown, too, meaning they drive less and consider the city their backyard. Local makers also offer the opportunity to support local businesses and craftspeople.

THEMES:

STRONG DISTRICTS

Lower Main Street anchors Downtown Ellsworth. But beyond it a variety of neighborhoods and districts contribute to the cultural and urban fabric of the downtown experience. A truly thriving downtown considers how these districts can be healthy and vibrant on their own, as well as how they make the entirety of downtown even more engaging and essential. A strong Downtown Ellsworth includes strong districts. What makes a strong district?

RECOMMENDATIONS

CLEAR BOUNDARIES

EASY CONNECTIONS

ESTABLISHED ANCHORS

PLACES TO GATHER

CHARACTER AND APPEAL

Clear Boundaries

Boundaries don't need to be as explicit as walls or fences, but a combination of experiential factors intuitively alert someone to a change in space as they cross a strong boundary - from a busy, commercial-heavy area to a quiet, residential neighborhood, for example.

Some important boundary definers include:

- Streets, especially busy ones or ones that are hard to cross
- Building density, and the change from a dense closely packed buildings to buildings that are spread apart
- Character changes, like a shift from well-kept to run-down buildings, lots of tree cover to no tree cover,
- Pedestrian-friendly elements (or their absence) - if a sidewalk goes away, a pedestrian will likely register the end of one area and the unspoken suggestion to turn around



Above: as one approaches the Historic District from the Working Waterfront, the change in density and character of the buildings from low-scale, less crowded industrial to taller, more densely packed historic brick buildings signals a boundary from one district from another, even though no physical barrier prevents movement from one to the other.

Below: High St, on the other hand, presents a strong physical boundary because traffic makes it difficult to cross.



Easy Connections

Good connections break clear boundaries in an accessible and inviting way, encouraging people to keep moving and exploring even as the experience or atmosphere of a place changes. Easy connections should:

- Encourage movement, especially on foot. This becomes especially important when a connection cuts across a busy thoroughfare.
- Create inviting pathways that encourage people to take them. This includes things like sidewalks, lighting, benches, etc.
- Include interesting stops between the start and end destination to encourage people to keep going



Above: this colorful crosswalk on Main Street creates visual interest and reinforces the importance of the connection and priority of the pedestrian with its unique design.

Below: The Old Creamery can serve as an intermediary stop for someone traveling from Main St to Fogtown.



Established Anchors

ANCHOR AREAS & HOW THEY CAN SUPPORT GROWTH

Anchors center the activity in a district and support other businesses and activity because they draw people to a particular area. Initiatives and investments can strengthen a district's anchors and assets by maintaining, enhancing, expanding, or connecting.

MAINTAIN - paramount to strong district cultivation is maintaining what is already working. Keep existing momentum going by supporting long-standing businesses that provide exceptional value to the district. Celebrate experiential assets and develop plans and resources that preserve them.

EXAMPLES

- density of business on Main St
- community usages of places like the Library and Knowlton Park

ENHANCE EXPERIENCE - often the simplest district improvements involve enhancements that reinforce and improve the existing experience. This could involve many sorts of actions, like providing a better outdoor seating area to a restaurant that didn't have it (or had it in limited capacity) before, providing public restrooms, or upgrading a sidewalk by adding benches and better lighting.

EXAMPLES

- crossing Main St
- extend open hours
- public services, i.e. restrooms just off of Main St
- holiday lights in Merrill Park

EXPAND OFFERINGS - developing a critical mass of activity ensures a district remains busy and attractive, which is why expansion is always a pertinent consideration. For each district, expansion should consider the resources available, history and character of the district, and what in the long-term will best support the existing energy of that district. In some cases, expansion can be complementary (a bar next to a restaurant that doesn't serve alcohol, for example). In others, it can be competitive (a new restaurant near an existing one) to encourage better service and greater visitation to the general area.

EXAMPLES

- more nightlife and things open after 7pm

CONNECT TO OTHER ANCHORS - As districts and their anchors improve their internal experience, they should also consider how connections to other districts (and the anchors within them) can encourage an energetic circulation across the city. Making connections easy, obvious, and inviting can encourage visitors to travel between districts if something they need or want isn't found in the district where they began.

EXAMPLES

- river trail between Library/ Main St and Harbor Park

Places to Gather

Often overlapping with anchors, places to gather encourage people to spend time in particular districts, even if they don't have a particular goal (eg, making a purchase, eating a meal, etc.) beyond just hanging out. Many of these places are outside.

When people gather, they often do so for a variety of reasons:

Learning, discussing, debating, listening, sharing, conversing, enjoying, people-watching, relaxing, participating, delighting, creating, communing, exercising, moving, eating, drinking, discovering...



Character And Appeal

A grounded, consistent character strengthens sense of place, which increases an areas attractiveness to people.

A grounded, consistent character strengthens sense of place, which increases an areas attractiveness to people. Spaces that are boring, inhospitable, rundown, or out-of-scale with the human body don't encourage people to linger or visit. Character, on the other hand, relates to a shared history, often includes built elements at scale with the human body, and can include experiential elements like benches, flowers, and lighting that make a place feel attractive and safe to people.

High-character attributes in Downtown:

- historic buildings along Main St, historic homes throughout, and historic landmarks
- lowers along Main St in the warm months
- lighting, wreaths, and other holiday-themed character
- flags, banners, and benches



Well-kept historic buildings, lights, flags, and flowers create a space of rich character and appeal.

THEMES:

DIVERSE OFFERINGS

Diversity of types of established assets (retail, dining, etc.) and a variety of choices within each type fuels both the motivation for people to come downtown and to stay downtown. A diversity of establishment types means people can visit different businesses in the same trip, and a diversity of choice means people have an alternative if their original choice doesn't work out (if it's closed, if it doesn't carry what they're looking for, etc.).

RECOMMENDATIONS

A HEALTHY MIX

PROBABILITY OF SUCCESS

PERCEIVED DISTRIBUTION

Healthy Mix

ESTABLISHED ASSETS

Successful downtowns have struck the right balance of assets including, but not limited to apartments, office space, services, restaurants, entertainment, hotels and niche retail. This together with public administration buildings and industry within the downtown brings activity and vitality. A healthy mix creates a dynamic employment center with activity on the evenings, weekends and weekdays.

Thriving downtowns are a place of employment for residents, a central place for shopping, personal care, professional services and entertainment. Employees and residents create a consistent use of the downtown amenities and help to maintain a feeling of activity and engagement.

- Focus on first floor retail: retail and dining on the pedestrian level encourages people to walk further and experience more, resulting in longer stays, increased transactional probability and a pedestrian flow that is inviting to passersby.

Offices and businesses that are closed after five are not ideal for first floor spaces. These along with residential spaces interrupt flow, signaling to pedestrians they have reach the end of the experiential portion of your downtown.

- Short term & long term rentals: renters provide foot traffic, support alternative modes of transportation, and contribute to the downtown economy. Incentivizing mixed use buildings with retail on the first floor and apartments above, along with optimizing spaces in the surrounding residential neighborhoods, helps maintain a healthy dynamic downtown outside of traditional business hours.

MAKE THE MOST OF WHAT YOU HAVE

INCREASE AFTER HOURS OFFERINGS:

- Creatively use spaces outside of business hours - incentivize niche offerings such as board game nights, swing or line dancing, acoustic concerts and wine tastings.
- work with businesses and community groups to create special events such as side-street fairs or art walks in evenings where stores stay open later, perhaps offering.

OFF SEASON OFFERINGS:

- Expand event calendar to include more winter and shoulder season activities.

LOOKING AHEAD

DISPERSED DINING & RETAIL

- Focus on expanding beyond Lower Main Street, encourage development of buildings in other districts.

SECOND & THIRD FLOOR OPTIMIZATION

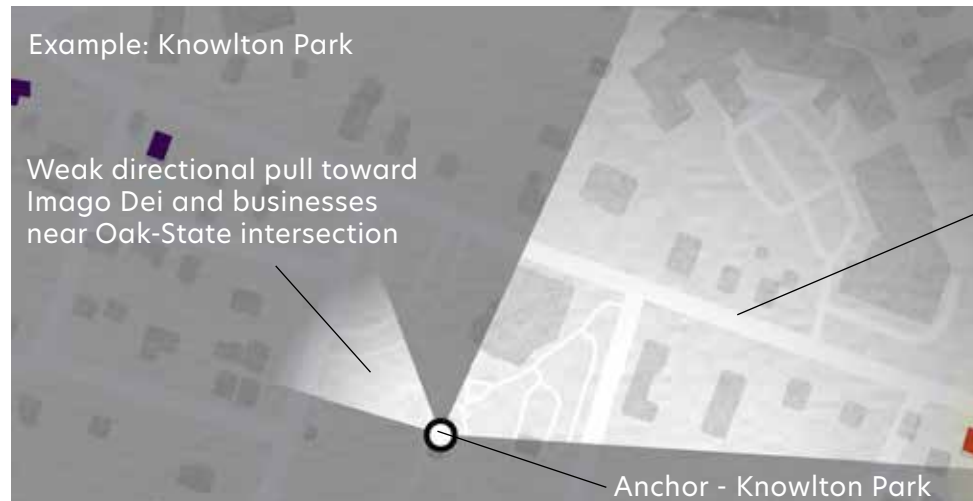
- Maximize existing real estate, encouraging businesses (especially service industry) to use second floor, infill and underutilized options.
- Encourage residential development of second and third story real estate to address housing shortages and increase activity in the downtown.

Directional Pull

What's the probability someone will successfully find something else of interest once they are downtown?

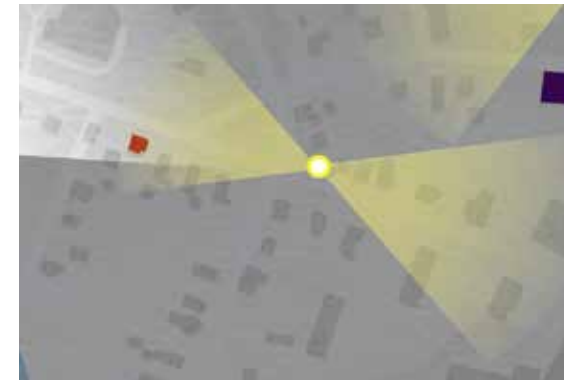
When leaving an established asset or anchor, we want increase the probability of successfully moving to another asset. What do you see or sense in any direction around the current asset that suggests activity or areas of interest? Is there a strong directional pull to a particular area because of crowds, light, density of businesses, etc?

On the following page, we've identified each of our anchors and then overlaid the strongest "directional pull" from those anchors - when you leave them, where are you most likely to go? This can show us which anchors are isolated and have a weak pull to another anchor, and which ones are well-positioned to be a hub of continuous activity.



NEW ANCHORS

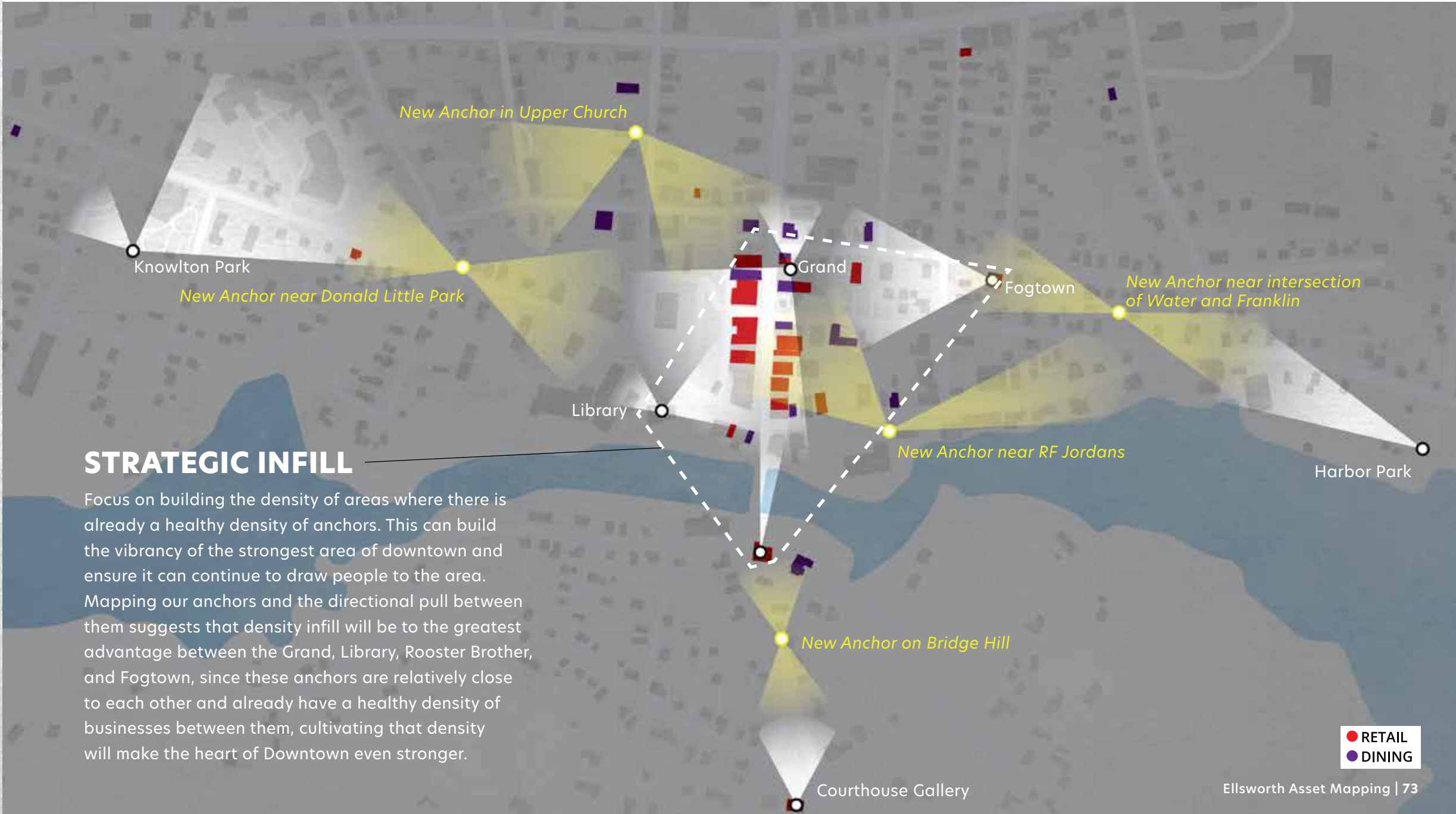
Based on the locations of our current district anchors and the directional pull between them, opportunities for new anchors that can better connect districts present themselves. New anchors can fill in gaps where a directional pull becomes weak.



Example: possible new anchor near/ at Donald Little Park

For example, from Knowlton Park, there's not much on the way to Main St that would attract someone's attention. Donald Little Park and the State St Grocery could be part of the pull, but they are not significant-enough anchors or populated enough to be anchors themselves. If the Park had more activity or new attractions, however, or if a new business that attracted many people throughout the day opened nearby, this could serve as a new anchor and strengthen the pull and connection between Knowlton and Main Street.

Directional Pull



STRATEGIC INFILL

Focus on building the density of areas where there is already a healthy density of anchors. This can build the vibrancy of the strongest area of downtown and ensure it can continue to draw people to the area. Mapping our anchors and the directional pull between them suggests that density infill will be to the greatest advantage between the Grand, Library, Rooster Brother, and Fogtown, since these anchors are relatively close to each other and already have a healthy density of businesses between them, cultivating that density will make the heart of Downtown even stronger.

● RETAIL
● DINING

DENSITY & DISTRIBUTION

ESTABLISHED ASSETS

By looking at the density and distribution of assets within each of the districts, there are opportunities for improvement. Ideally, we would see a balance of all asset types within each district, and for each asset type there would be multiple assets. Currently, the Historic Downtown has both a quantity and diversity of offerings, while other districts have room for improvement.



AN EASY TEST

A quick and easy test to mentally place yourself at the center of a district and ask:

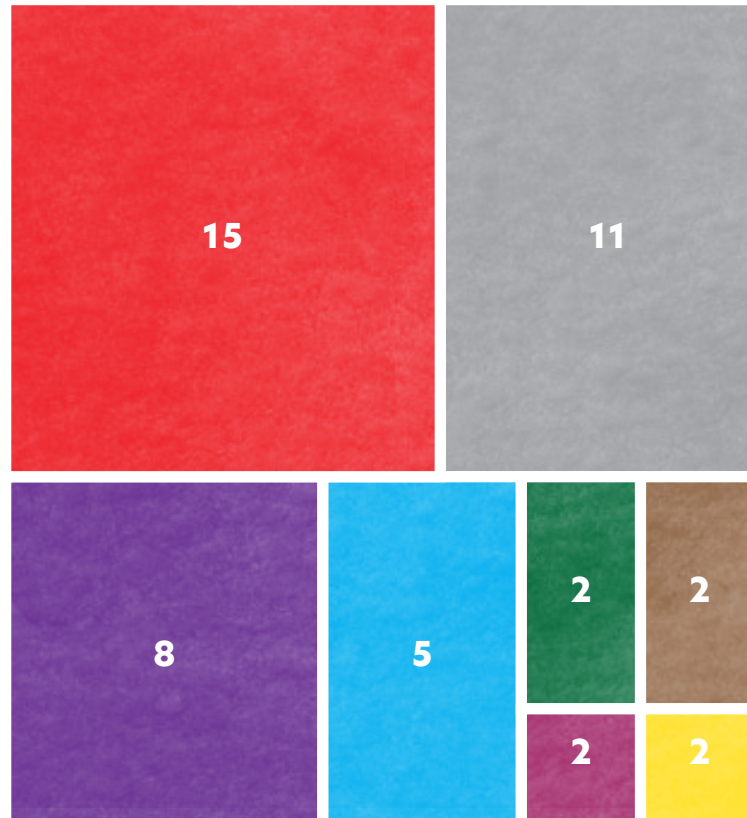
What could I do if...

- I had 15 minutes to spend here?
- I had 1 hour to spend here?
- I had 2 hours to spend here?
- I had a half a day?
- I had an Overnight Stay?

The Heart of Downtown

The Historic District features a health distribution of asset types with a density within it's boundaries that make a popular destination for visitors, tourists and residents.

HISTORIC DOWNTOWN



ECONOMIC ASSETS

- RETAIL
- DINING
- LODGING
- PRODUCTION
- SERVICES

CULTURAL ASSETS

- RECREATION
- GOVERNMENT
- RELIGIOUS
- LEARNING

If you had:

15 MINUTES

- Shopping On Main Street
- Grab & Go food - John Edwards, 86 This, Flexit Cafe

1 HOUR

- Shopping On Main Street
- Dining: Riverside Cafe, 86 This, Margaritas, Provender, Flexit Cafe
- Health & Wellness: Yoga Class, Hair Cut, Mani-pedi, Spa treatment

2 HOURS

- Shopping On Main Street
- Dining: Riverside Cafe, Margaritas, Provender, Serendib
- Health & Wellness: Yoga Class, Hair Cut, Mani-pedi, Spa treatment
- Take in a Show at the Grand

HALF DAY

- Shopping & Dining On Main Street
- Health & Wellness: Yoga Class, Hair Cut, Mani-pedi, Spa treatment
- Dinner & a show

OVERNIGHT STAY

- Shopping & Dining On Main Street
- Health & Wellness: Yoga Class, Hair Cut, Mani-pedi, Spa treatment
- Dinner & a show

Recommendations

The primary focus for this district should be maintaining and enhancing. Working to ensure that the district maintains its healthy density and diversity, growing in a balanced and considered way.

WeHIGH and Upper Church

Proximity of these districts to the the historic downtown makes them prime real estate for further development. Large historical houses, tree lined streets, and easy access to both upper Main Street and High Street could be better leveraged for development.

WEHIGH



UPPER CHURCH



ECONOMIC ASSETS

- RETAIL
- DINING
- LODGING
- PRODUCTION
- SERVICES

CULTURAL ASSETS

- RECREATION
- GOVERNMENT
- RELIGIOUS
- LEARNING

If you had:

15 MINUTES

- Grab & Go Coffee from Precipice, Pastry from Franklin Street Cafe & Bakery

1 HOUR

- Coffee from Precipice Pastry from Franklin Street Cafe & Bakery
- Dining: Fogtown
- Shopping: Old Creamery, Atlantic Art Glass

If you had:

15 MINUTES

- Grab & Go from Steamy Buddha

1 HOUR

- Dining: Steamy Buddha
- Health & Wellness: Yoga Class Steamy Buddha

2 HOURS

- Dining: Fogtown
- Shopping: Old Creamery, Atlantic Art Glass

HALF DAY

- Take A Class at Artsworth

2 HOURS

- Health & Wellness: Yoga Class Steamy Buddha

HALF DAY

Recommendations

For both of these districts, increasing the retail and dining offerings would facilitate growth. Both districts lack true anchor attractions and a shallow pool of amenities - though the ones they have are strong and have a loyal clientele.

School and Waterfront District

Both of these districts features a strong anchor - Knowlton and Harbor Parks, but few supporting attractions and amenities. Each anchor has the potential to pull people from the historic downtown, if promoted and supported through marketing and economic development. together with the Civil War Memorial, but few supporting attractions and amenities.

SCHOOL



WATERFRONT



ECONOMIC ASSETS

- RETAIL
- DINING
- LODGING
- PRODUCTION
- SERVICES

CULTURAL ASSETS

- RECREATION
- GOVERNMENT
- RELIGIOUS
- LEARNING

If you had:

15 MINUTES

- Grab & Go food - State Street Market, Imago Dei Bakery

1 HOUR

- Play at the Park: Knowlton Park
- Dining: Taste Jamaica

2 HOURS

- Play at the Park: Knowlton Park

HALF DAY

If you had:

15 MINUTES

- Grab & Go Meal from Zeppa's

1 HOUR

- Dining: Zeppa's, Pepper's Pub
- Walk in Harbor Park

2 HOURS

- Dining: Zeppa's, Pepper's Pub
- Walk in Harbor Park

HALF DAY

Recommendations

Traditional expansion has been from Main Street outward, however the strength of these assets could be used to focus on building out the area around each. Encouraging development along School and Water Street along these anchors to achieve a diversity of offerings, could not only increase visitation of these parks, but extend visitation lengths.

Gateway District

As one of two primary entry points for hundreds of thousands (if not millions) of tourists each year, enhancing this districts attractions and amenities would enhance the visitor experience and provide a stronger sign that you have arrived in the downtown.



If you had:

15 MINUTES

- Grab & Go coffee from Rooster Brother

1 HOUR

- Shopping: Rooster Brother, Courthouse Gallery
- Dining: Union River Lobster Pot

2 HOURS

- Shopping: Rooster Brother, Courthouse Gallery
- Dining: Union River Lobster Pot

HALF DAY

Recommendations

The approach to the downtown should be an experience, welcoming you into town, and enticing you to stay a while. To accomplish this, signage and wayfinding in addition to stopping points can enhance the feeling of arrival. Adding assets that encourage people to stop and enjoy themselves may balance out the frustration of the traffic and congestion that is often found along this route. As real estate becomes available, adding a visitor or information center, park or new dining and retail businesses will increase the feel of being in the dwontown prior to crossing the river.

ECONOMIC ASSETS

- RETAIL
- DINING
- LODGING
- PRODUCTION
- SERVICES

CULTURAL ASSETS

- RECREATION
- GOVERNMENT
- RELIGIOUS
- LEARNING

THEME:

CONNECTED CITY

SUMMARY

Strong districts alone won't make a healthy downtown. Cultivating and maintaining inviting, navigable, easy connections between districts is essential for the collective support and improvement of the entire downtown.

RECOMMENDATIONS

CULTIVATING CONNECTIONS

MOVEMENT PATTERNS

Cultivating Connections

Encouraging Pedestrian Traffic

When connections are strong, districts don't have to fulfill all needs within themselves. One district may be the go-to destination for one type of service, and, if the connection to another district is easy, another district can entice a visitor for a different service or need. Ideally connections encourage pedestrian traffic to move about the downtown rather than making a series of stops in a vehicle. This can help reduce the traffic issues in the summer and increase the vitality of downtown life.

Cultivating city connections is less about defining new routes from one anchor to another. Rather it involves an understanding of how people intuitively move from one space to another. This includes understanding how people interact with several elemental components of the urban environment - landmarks,

nodes, paths, edges, and districts. It also involves understanding what environmental factors will change a person's perception about a path (its distance, ease of use, etc.). Priorities and recommendations can then stem from changes that will encourage and clarify movement in an intuitive way.



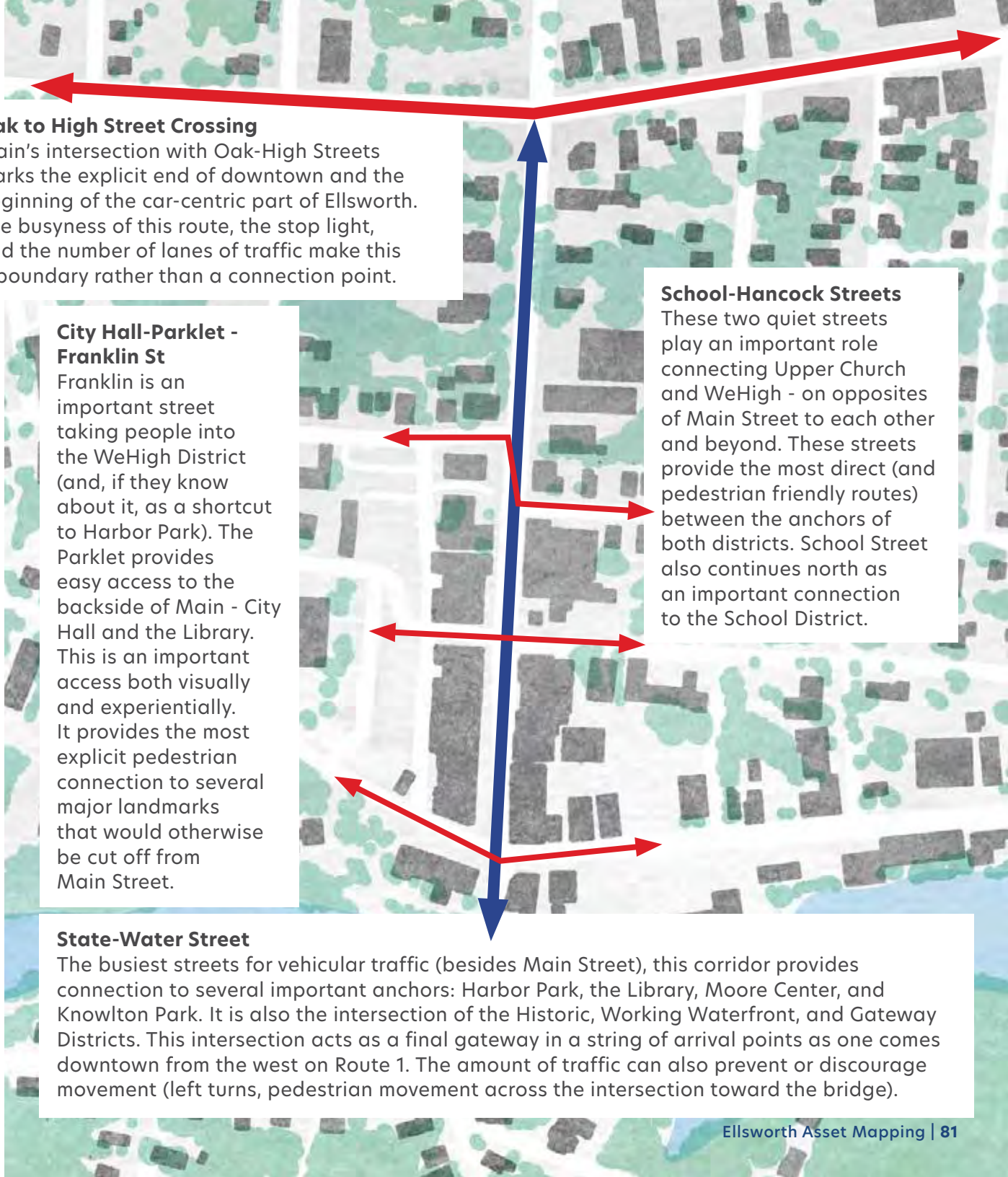
Activating and using spaces like the summer parklet (like this Summer Concert series) can reinforce important nodes between districts.

Cultivating Connections

The Connective Spine of Downtown Ellsworth

In Ellsworth, as in many cities, Main Street is the central connective artery through downtown. It is the busiest road, and it brings traffic passing through town, going from one side of town to another, and traffic coming downtown. The density of business development along Main Street further reinforces the established and experiential qualities that make it the foundational corridor for movement. Looking at our districts, Main Street runs centrally through two (Gateway and Historic), provides an important boundary between two more (WeHigh and Uptown), and is an important hinge to the other two (Waterfront and School).

Because Main Street is so dominant in experience and traffic, movement up or down it is reinforced, simple, and easy. Movement across Main Street becomes more difficult, and, because of that, essential to understand and cultivate.



Oak to High Street Crossing
Main's intersection with Oak-High Streets marks the explicit end of downtown and the beginning of the car-centric part of Ellsworth. The busyness of this route, the stop light, and the number of lanes of traffic make this a boundary rather than a connection point.

City Hall-Parklet - Franklin St
Franklin is an important street taking people into the WeHigh District (and, if they know about it, as a shortcut to Harbor Park). The Parklet provides easy access to the backside of Main - City Hall and the Library. This is an important access both visually and experientially. It provides the most explicit pedestrian connection to several major landmarks that would otherwise be cut off from Main Street.

School-Hancock Streets
These two quiet streets play an important role connecting Upper Church and WeHigh - on opposites of Main Street to each other and beyond. These streets provide the most direct (and pedestrian friendly routes) between the anchors of both districts. School Street also continues north as an important connection to the School District.

State-Water Street
The busiest streets for vehicular traffic (besides Main Street), this corridor provides connection to several important anchors: Harbor Park, the Library, Moore Center, and Knowlton Park. It is also the intersection of the Historic, Working Waterfront, and Gateway Districts. This intersection acts as a final gateway in a string of arrival points as one comes downtown from the west on Route 1. The amount of traffic can also prevent or discourage movement (left turns, pedestrian movement across the intersection toward the bridge).

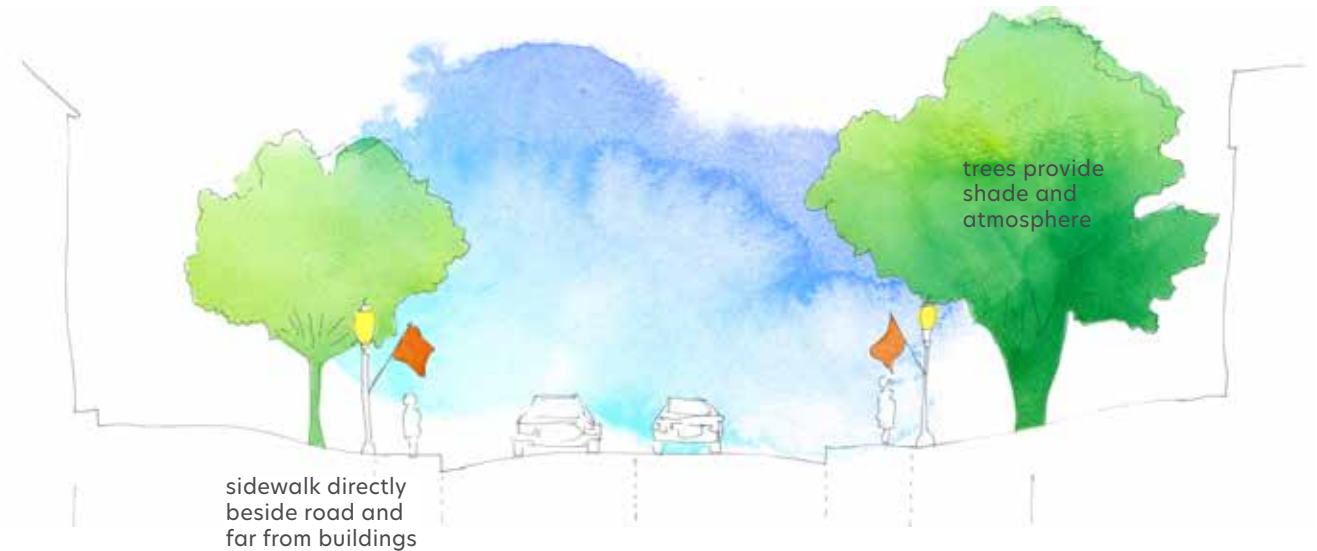
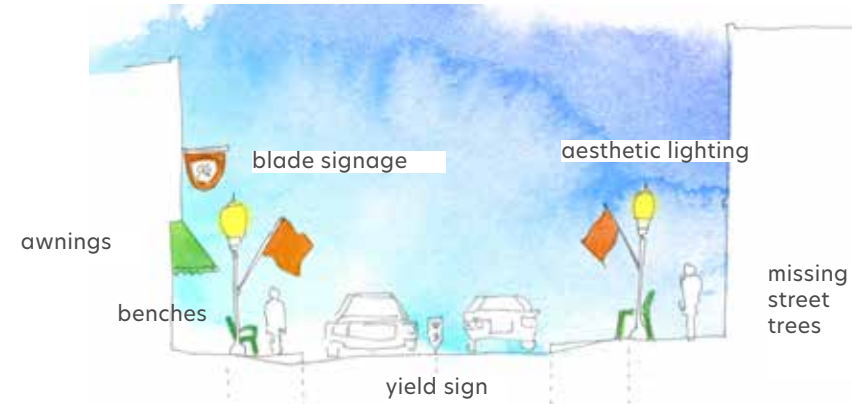
Movement Patterns

Movement & Experience

As important to decisions about movement, the experience of the space one moves through dictates feeling. Feeling brought on by environmental perception may not be as consciously felt in decision-making, but it often has a far more influential role in whether we choose to be or pass through a space. Our experience of movement is shaped by all our senses; if a path is too noisy, too dark, too obstructed, or if it smells bad, we will be less likely to complete the route and even less likely to travel it again. Another important experiential aspect involves clarity. Even with the rise of map-guiding apps to navigate one's way around a city, the presence or lack of a clear path (and markers that reinforce you are going the right way) have a huge effect on one's confidence and enjoyment of movement along a path.

Lower Main - the ideal

creates an inviting space for pedestrians to move through. With buildings and businesses close to the sidewalk and street, a pedestrian sense a defined space of experience. Benches, people-scaled lighting, good signs, and things like awnings also create a comfortable and inviting environment.



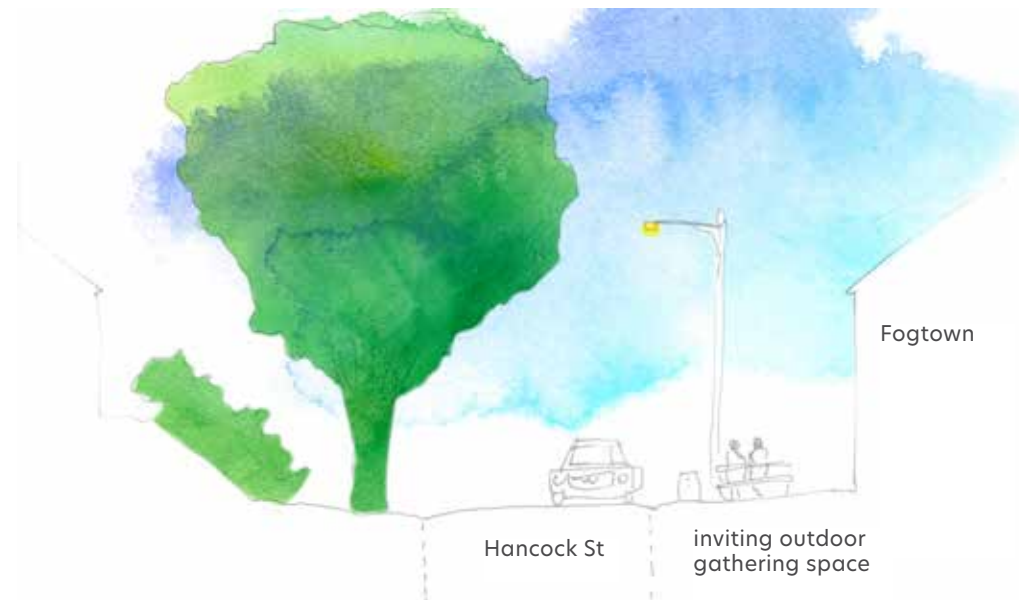
Upper Main - walkable, but not as inviting

Upper Main has positives and negatives. Sidewalk exists on both sides of the street, as does aesthetically pleasing and human-scaled lighting. The Well-defined tree canopy also provides shade and a pleasant backdrop for pedestrians. But without parking spots, the road is wider and traffic can move faster. Buildings are set back from the road and are freestanding, compromising the sense of a defined space, or that such a space holds things of interest for a pedestrian.

Movement Patterns

Analyzing Movement in Downtown

Downtown Ellsworth presents a variety of experiences for a pedestrian moving through it depending on where they are. Lower Main provides the highest quality experience and should be used as a standard of best practice. Other streets have their own challenges, from busy traffic to lack of pedestrian infrastructure.

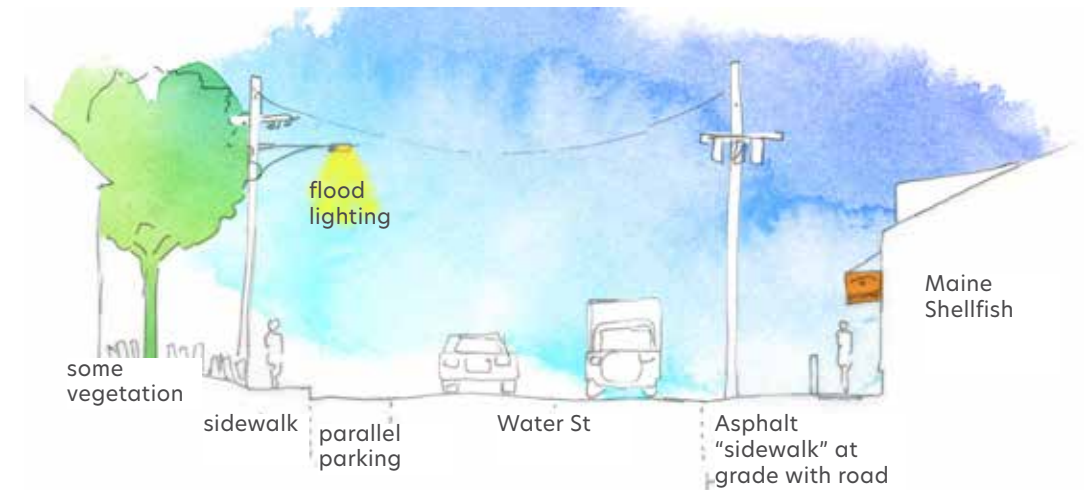
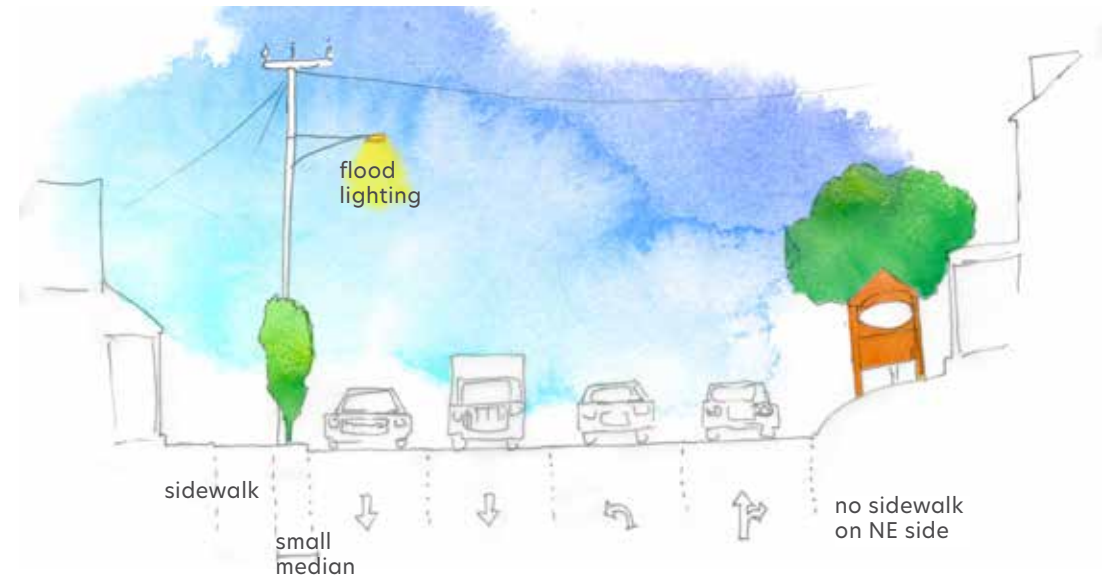


Hancock at Fogtown - quiet, but not pedestrian-friendly

Hancock St is narrower and quiet with lovely trees and historic homes, but no sidewalks and a muddy shoulder means pedestrians are forced to walk in the street. The high flood-lighting is dispersed at sizable intervals.

High St south of intersection with Main - car-dominant

High St, with its four lanes of traffic and inconsistent sidewalks is not designed for pedestrians. The scale of the street and spacing between businesses doesn't make it conducive for pedestrian travel, nor does the experience with lots of traffic noise, danger of crossing, and unpleasant scale.



Water St at Maine Shellfish - busy and uninviting

Water St sees lots of freight and car traffic and lacks consistent pedestrian infrastructure.

THEME:

LOCAL HERITAGE

SUMMARY

Ellsworth is a city rooted in the past and transitioning to a vibrant future. For over 300 years, people have called this area home, and though the languages, cultures, and communities have shifted and changed, one thing has remained: a connection to the land and the strong sense of community. The downtown area embodies the history and heritage of the region (Ellsworth and Hancock County). It is critical that the heritage stays visible, experiential, and essential as the downtown grows and expands.

RECOMMENDATIONS

VISIBLE HISTORY

STORYTELLING

CREATIVE REPURPOSING

Visible History

Putting history front and center

Ellsworth’s downtown has a long and interesting history. Outside of the historical architecture, this history is not as prominent as it could be.

SIGNAGE

Historical photos of the downtown show hand-lettered signage on buildings, advertising the type of business or products sold. Old fashioned hardware and wooden signs speak to the history and longstanding business corridor that runs through the downtown.

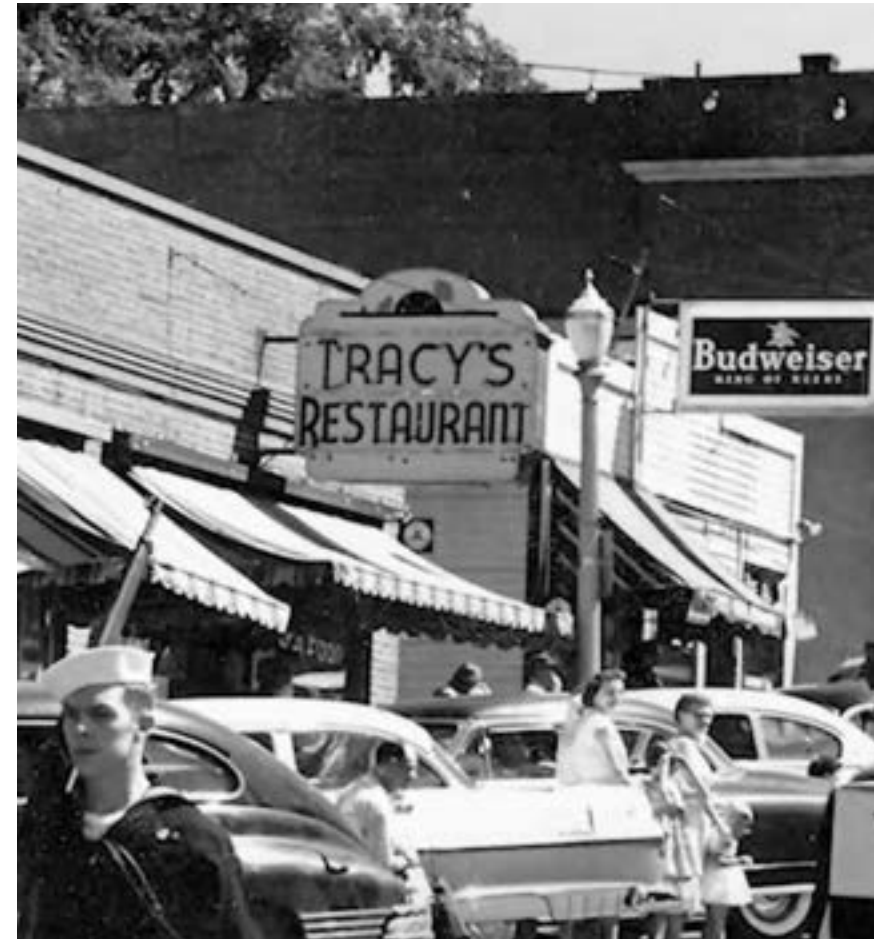
While many businesses along Main Street have maintained or restored the traditional fascia signs, others have not, leaning toward more modern signage. The businesses along Water and State Street lack the visible history. Incentivising upgrades that match the architectural era of the building is a cost effective way to enhance the historical feel of the downtown.

AWNINGS & BANNERS

Awnings, flags and banners can restore the historical feel of a downtown. Choosing a design that is aligned with the architecture, or era, and customizing the fringe, skirt or paneling not only provides a nod to the history of the building, but provides shade and dimension to the overall sightline along a business corridor (Main, State and Water Street would benefit from awnings and business banners).

FACADE UPGRADES

The commercial and industrial buildings along Water Street, signal to visitors that they have left the downtown, the lack of historical architecture, is a barrier to engagement, while this area was once a thriving industrial waterfront. Facade upgrades, along with signage and street beautification would welcome visitors and extend the experiential boundaries of the downtown.



Storytelling

Putting history front and center

While the Historic Preservation Commission and Ellsworth Historical Society partnered to create Museum in the Streets, interpretive panels that celebrate signature events and locations, the city could invest in downtown improvements that are historical in nature.

HYPER LOCAL HISTORY

Celebrating the history and heritage should be a priority for all businesses. Work with business owners to document the history of the buildings and the businesses that have occupied that space over the years. Work with local historical societies, historians, and researchers to capture this content, visual and written, and encourage businesses to display it both physically and digitally. Timelines, stories, and photographs can be used on social media, websites and as plaques, signage and displays to help preserve and promote local heritage. Visitors may be interested in knowing how old the Grand Marquee is, and which buildings were rebuilt after the 1933 fire. Reward curiosity whenever possible.

NATURAL HISTORY

Think beyond the people and built environment and celebrate the stories of the river and natural environment. The river was a thriving ecosystem long before industry made it a working waterway, the natural history of the Union River should be celebrated through stories and experiences that raise awareness and appreciation. Wildlife viewing on the river and at Harbor Park can be quite spectacular. Formalize this association with birding groups, lunch and learn events, and walking tours during peak viewing windows and that talk about how the wildlife have changed over time, and how our interaction with it has changed (from fishing and hunting to farming and preserving).



History on Display

The city's new mural celebrates the history and heritage of the area, with vignettes of significant events, a celebration of the arts and a nod to the many animals and people that call this special place home.

Creative Repurposing

Breathing new life into historic places

Historic structures exist in various states of preservation and reuse throughout Ellsworth. Finding ways to creatively reimagine historic places can breathe new possibilities into significant structures, preserving history and introducing new entrepreneurial opportunities simultaneously.

RESTORATION & REPURPOSING

The downtown has many historical properties, many of which have not been designated on the National Register of Historic Places, but could be. The costs of maintaining these properties and restoring them is significant. Given the zoning of the downtown, these properties are ideal for creative repurposing or conversion to commercial spaces. Once designated as historic, preservation funds can off-set restoration costs and help the downtown expand it's visible history.

Many of the historic properties have been converted, but house businesses that are more service oriented than experiential. Seeking out opportunities for high-end dining, lodging and retail inside of these historic properties would help Ellsworth further showcase its local history. Fogtown and the Old Creamery are excellent examples of creative commercial repurposing that helps maintain these historically important assets, while showcasing the unique local heritage.



A Major Project Underway

Just north of Main St, the Ellsworth Power House and Dam has been producing hydroelectric power since 1907, and has been on the National Register of Historic Places for over 30 years.

As the dam and power house near the end of their expected uses, rethinking the place the power house can play in a reinvigorated and expanded downtown ecosystem should be a priority. Creative uses that pull visitors and community members to regularly interact with the power house and dam can expand the boundaries of downtown to include Leonard Lake.

THEME:

HAPPY, CONNECTED PEOPLE

SUMMARY

The most enduring places are filled with invitations for people to enter them with a sense of discovery. At its best, Downtown Ellsworth can be such a space, where the people of Ellsworth come not just to buy something or eat something but to connect with neighbors and engage with others in their community. These sorts of gatherings can happen every day, and they can be augmented by special events that bring even more of the community together in celebration. Below we evaluate the potential for Downtown to serve as a space of connection, whether between a few people or many.

The downtown is every community's "Front Porch." It demonstrates that a town has good self esteem if the streets are nicely paved, the sidewalks are clean and store fronts sparkle with light and interesting displays. Scruffy paint, dead plants in window boxes, and buckled pavements are not inviting, safe places for people to walk and shop.

RECOMMENDATIONS

TAILORED SPACES

COMMUNITY ENHANCEMENT

DESTINATION DEVELOPMENT

Tailored Spaces

Balancing audience wants and needs

To create a welcoming environment for all, it may be necessary to consciously tailor spaces to make them accessible and appealing to specific demographics. It takes work to ensure that all ages and abilities are drawn to the downtown.

ENGAGING YOUTH

High schoolers tend to gravitate toward liminal spaces or non-places like parking lots, fast food restaurants that have a greater sense of anonymity, or areas away from crowds, like the Shore Road. Such places provide an oppositional spatial quality to what one may find (or what we may want to cultivate) in Downtown Ellsworth. We want to encourage Downtown to be a place of connection and interaction across generations, yet high schoolers tend to congregate in spaces where they will be left alone (and spaces with easy parking). To counter this, consider opportunities to put on more events that may be of interest to high schoolers and work with their schedules - especially those who live out of town and may be more likely to spend time Downtown immediately after school but not stay beyond the evening.

ATTRACTING AN OLDER AUDIENCE

During our visit to the senior living center, very few residents mentioned going downtown, even though it was very close by. If they ventured out, they were more likely to make stops at places along High St. This seemed to be a matter of convenience (shopping trips involved necessities picked up at larger stores, and parking is easy and always available). But it may also be a matter of opportunity.

As with engaging youth, finding reasons that the elderly may want to come downtown and stay downtown can be key. Consider partnerships with organizations that provide regular events geared toward seniors that could be located in various areas of downtown. Senior discounts or value programs actively welcome seniors.

Furthering Community Development

ESTABLISHED

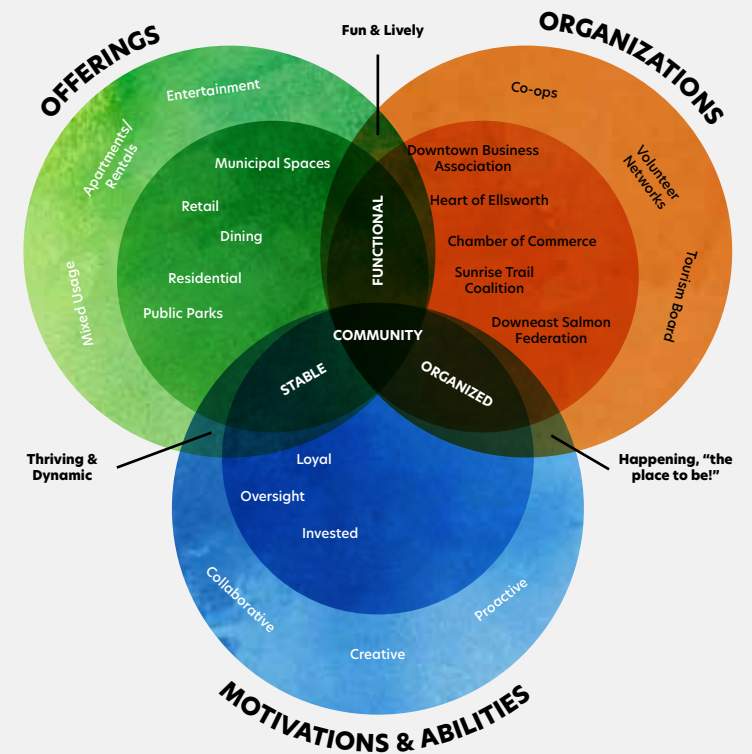
Sometimes it isn't about fixing what is broken, but enhancing what is working.

Downtown Ellsworth has a good balance and variety of offerings. It is the urban core of a sprawling city, and as such it holds in it the essence of the community. Community is a physical and social unit with commonality of place, values, customs and context. Creating and enhancing the sense of community through the downtown was identified as a central goal for residents, business owners and leadership alike. Downtown's offerings, organizations and motivations make it a community that is stable, well organized and functioning for residents.

To achieve the vision for downtown, there is an opportunity to expand offerings, increase organizational offerings/programs, and foster

new attitudes and perspectives to reach the downtown's potential of being a fun, lively downtown that feels dynamic, thriving with activity.... The place to be. Through our workshops and survey we captured the types of assets that would be needed.

People want a pedestrian-centric downtown, with safe crossings, sidewalks, paths and parks that facilitate foot traffic. The desire to have more of what makes the downtown great was also captured throughout the project, showing an appreciation of and dedication to the existing assets of the downtown - rather than a desire to change or undo what has been done to date.



Destination Development

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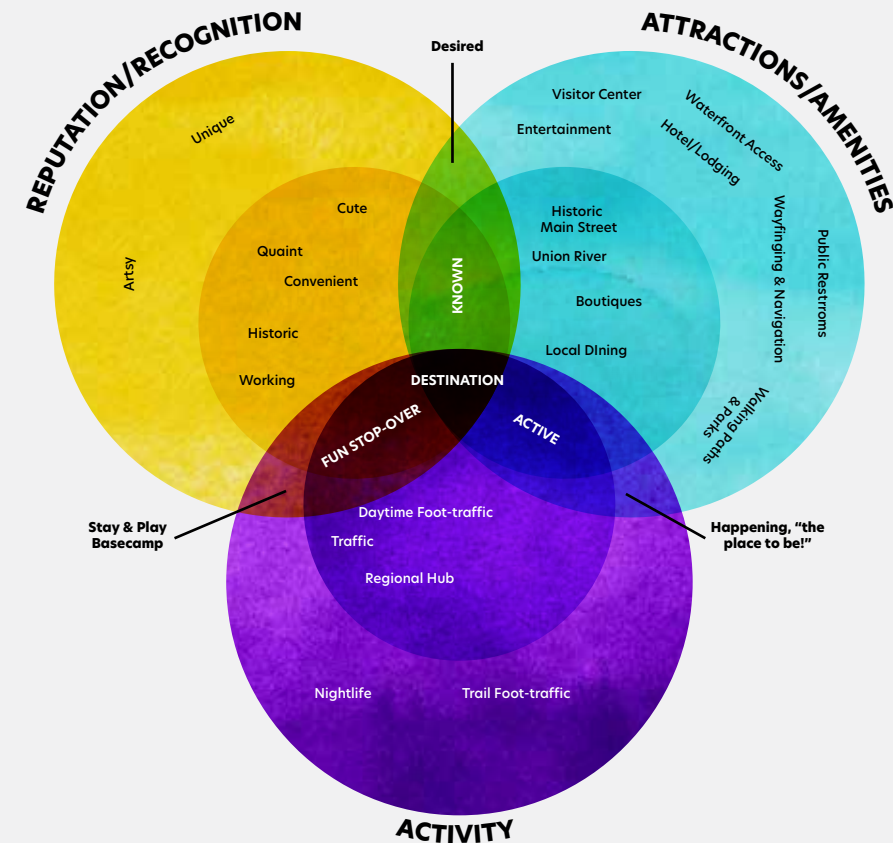
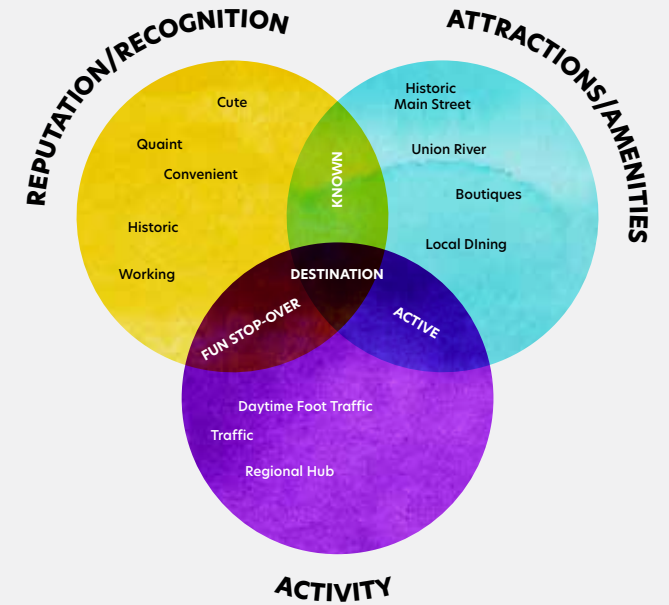
To be a destination is to be a place worth of travel for an intentional visit. To get more specific, you can be a shopping destination, a dining destination, or a tourism destination, all of which have different requirements and impacts on the local economy.

For the intent of this report, we are looking at what the downtown has to make it a destination, and what it needs to further that designation. Ellsworth has a reputation of having a cute, historic downtown that offers convenient, locally owned dining and shopping. It's location is both an asset and a detriment, as other small towns offer similar amenities.

Known as a convenient stop-over point for those traveling to MDI, with a lively, active main street, the downtown offers food

and shopping, but has the potential to be much more. To elevate the downtown to a destination - one which people intentionally travel to, rather than stop at along the way, there needs to be an expansion of offering, a feeling of activity and "going-ons" and a shift in perception.

captured throughout the project, showing an appreciation of and dedication to the existing assets of the downtown—rather than a desire to change or undo what has been done to date.



BIG IDEAS

EMBRACING INCREMENTAL CHANGE

A downtown vision should be bold yet achievable. To that end, embracing and encouraging incremental change can set a pace for achievement, clarify progress, and still give people an end goal to anticipate. By no means the only big goals for downtown, these six address major issues the community has voiced, and the incremental steps create a guide to achievement that doesn't require a giant, expensive investment at the outset.

THINKING IN STEPS

Rather than just outline a final big idea, we are marking some incremental steps to get closer to achieving the main goal even if funding, resources, or support are limited:

STEP 1: what can be done quickly and without a lot of funds?

STEP 2: what can be a mediary step that gets closer to our final goal but doesn't require so much investment? This step may still involve major fundraising, community input, design or investment.

STEP 3: this will be the most intensive step, requiring major investment, construction, or development. Achieving the final version of this step could take years or decades, but it will provide a constant target to point towards with smaller projects.

GOALS

Place for visitors to stay downtown

Reinvigorated community space between Main and City Hall

Greater clarity and incentive for visitors to stop in Downtown

Greater public connection to the water and industry

More prominence to the working/maker history of Ellsworth

BIG IDEAS

Place for visitors to stay downtown

SUMMARY

Right now visitors staying in Ellsworth have the choice of a few national chains along the main highway toward Bar Harbor. These lodgings are too far away from downtown for walking and don't provide a uniquely Ellsworth experience. Providing places for visitors to stay downtown can further create a sense of destination and provide a client base for establishments open late into the evening.

STEP 1. INCREASE PROMINENCE/QUALITY OF LODGING IN DOWNTOWN DISTRICTS

Currently short-term rentals exist in the Downtown Districts, but they are not high-profile options. Support marketing efforts and quality improvements to make existing stays enviable lodging that remains booked.

STEP 2. Short Term Rentals

Encourage overnight rentals in second floors along Main Street and short-term rentals in apartments in WeHigh and Uptown.

STEP 3. Add a boutique hotel

Or other locally run lodging in the Downtown.



conceptual sketch of hotel in the current Camden National Bank building

BIG IDEAS

Reinvigorated community space between Main and City Hall

SUMMARY

Descending Bridge Hill, the cupola of City Hall serves as a clear landmark of Downtown. Yet from Main Street City Hall only becomes visible and accessible at the site of the summer parklet - and between Main and City Hall lies an underused back street and a sea of parking. Even though this parking area is a prime place for visitors to leave their cars, it makes for an unsightly and disconnected experience on the back side of Main Street.

STEP 1. MAKE PARKLET A YEAR-ROUND DESTINATION AND ENLIVEN STORE STREET

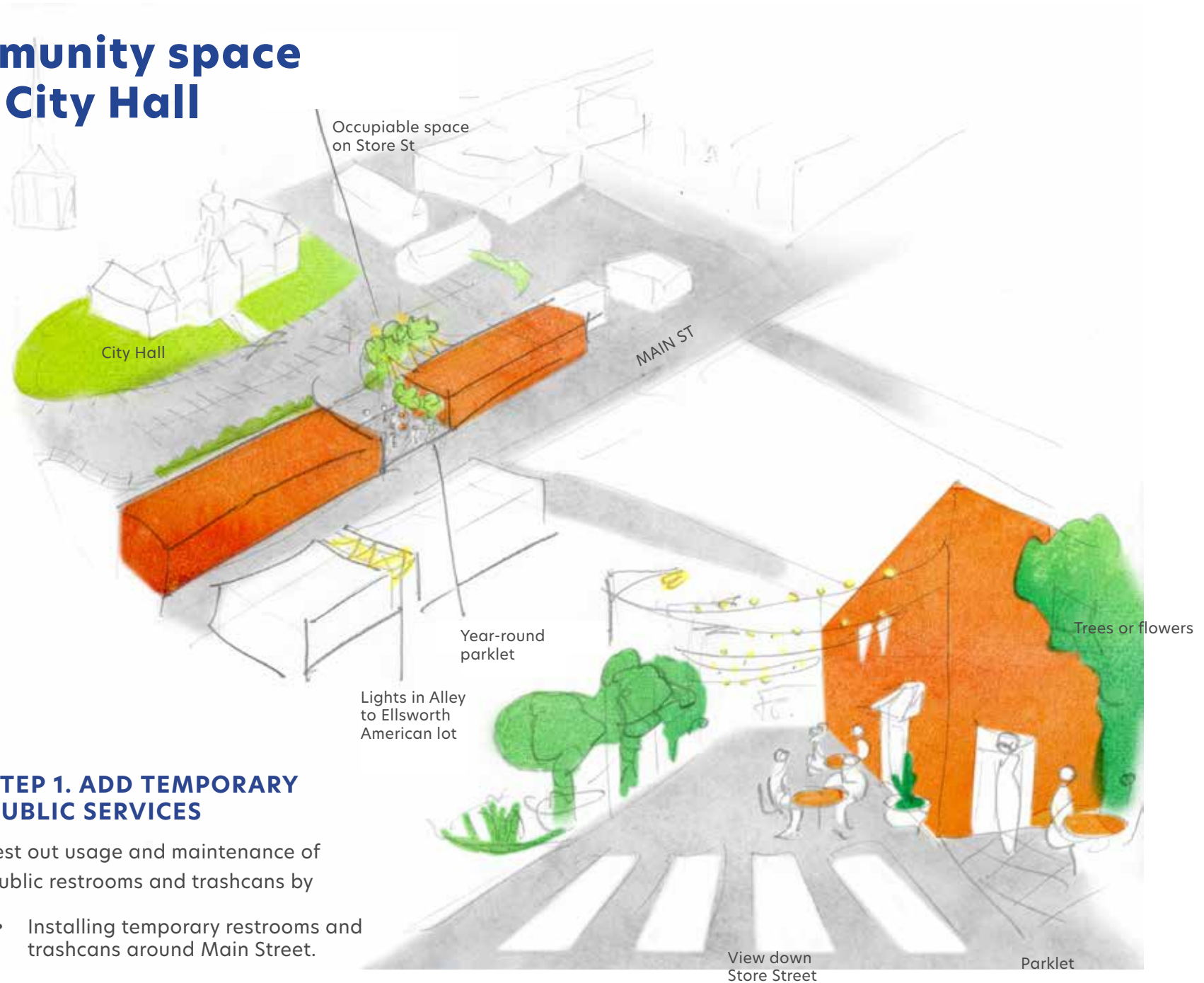
Through creative use of the thoroughfare

- make these spaces for dining, a night market, small events, people watching, etc. Consider how the space could be of best use in the winter months - are portions covered to be kept dry?

STEP 1. ADD TEMPORARY PUBLIC SERVICES

Test out usage and maintenance of public restrooms and trashcans by

- Installing temporary restrooms and trashcans around Main Street.

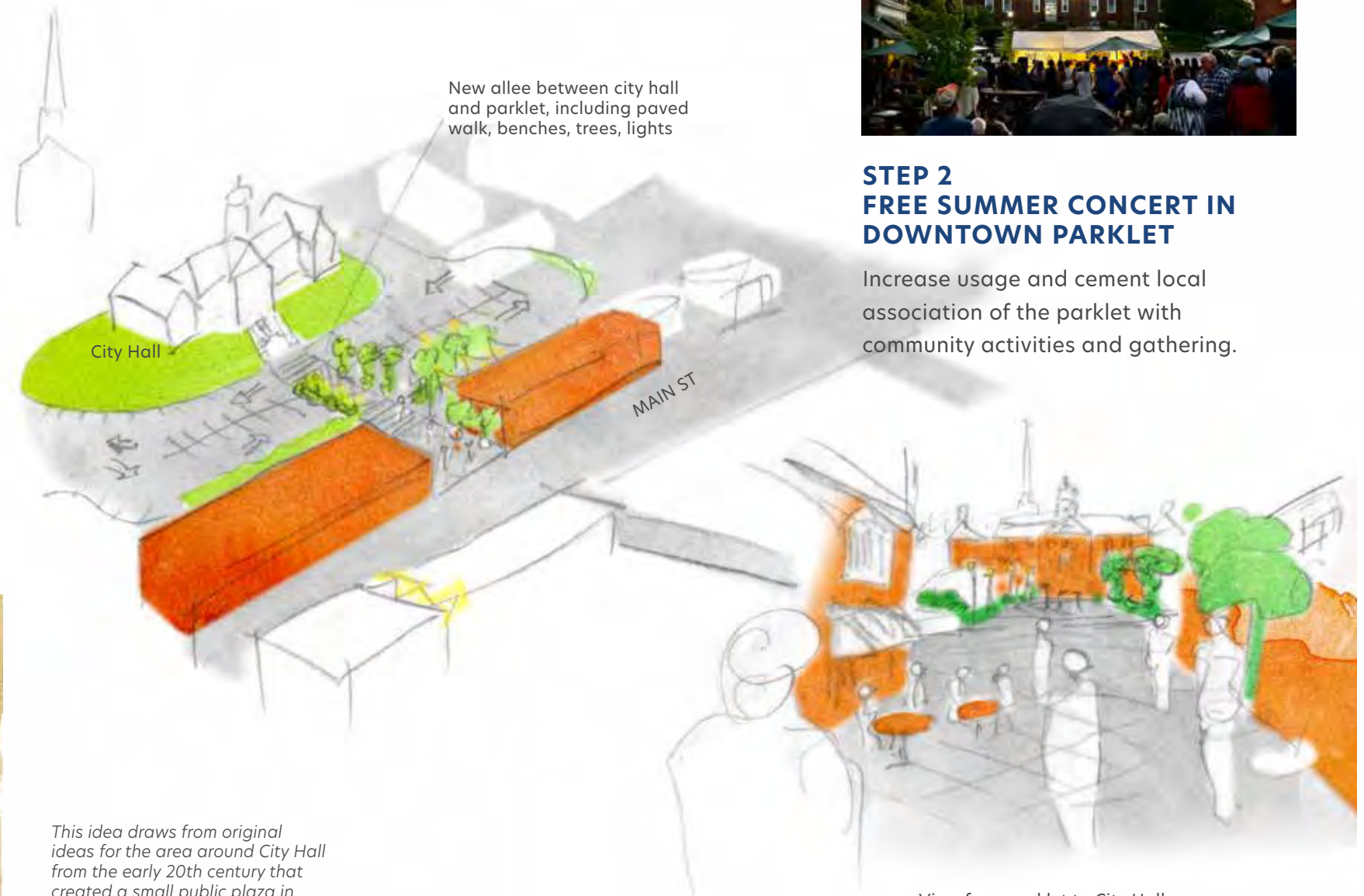


BIG IDEAS

Reinvigorated community space between Main and City Hall

STEP 2 REINFORCE AXIS FROM FRANKLIN TO CITY HALL

This is an important cross-axis for Main Street, so reinforces it visually and physical through added trees, lights, or benches, removing the parking that blocks the walk to City Hall (relocate it to where the vehicle right-of-way cuts through), etc.



New allee between city hall and parklet, including paved walk, benches, trees, lights

This idea draws from original ideas for the area around City Hall from the early 20th century that created a small public plaza in front of City Hall and a stronger axial connection to Franklin St.



STEP 2 FREE SUMMER CONCERT IN DOWNTOWN PARKLET

Increase usage and cement local association of the parklet with community activities and gathering.

View from parklet to City Hall

BIG IDEAS

Reinvigorated community space between Main and City Hall

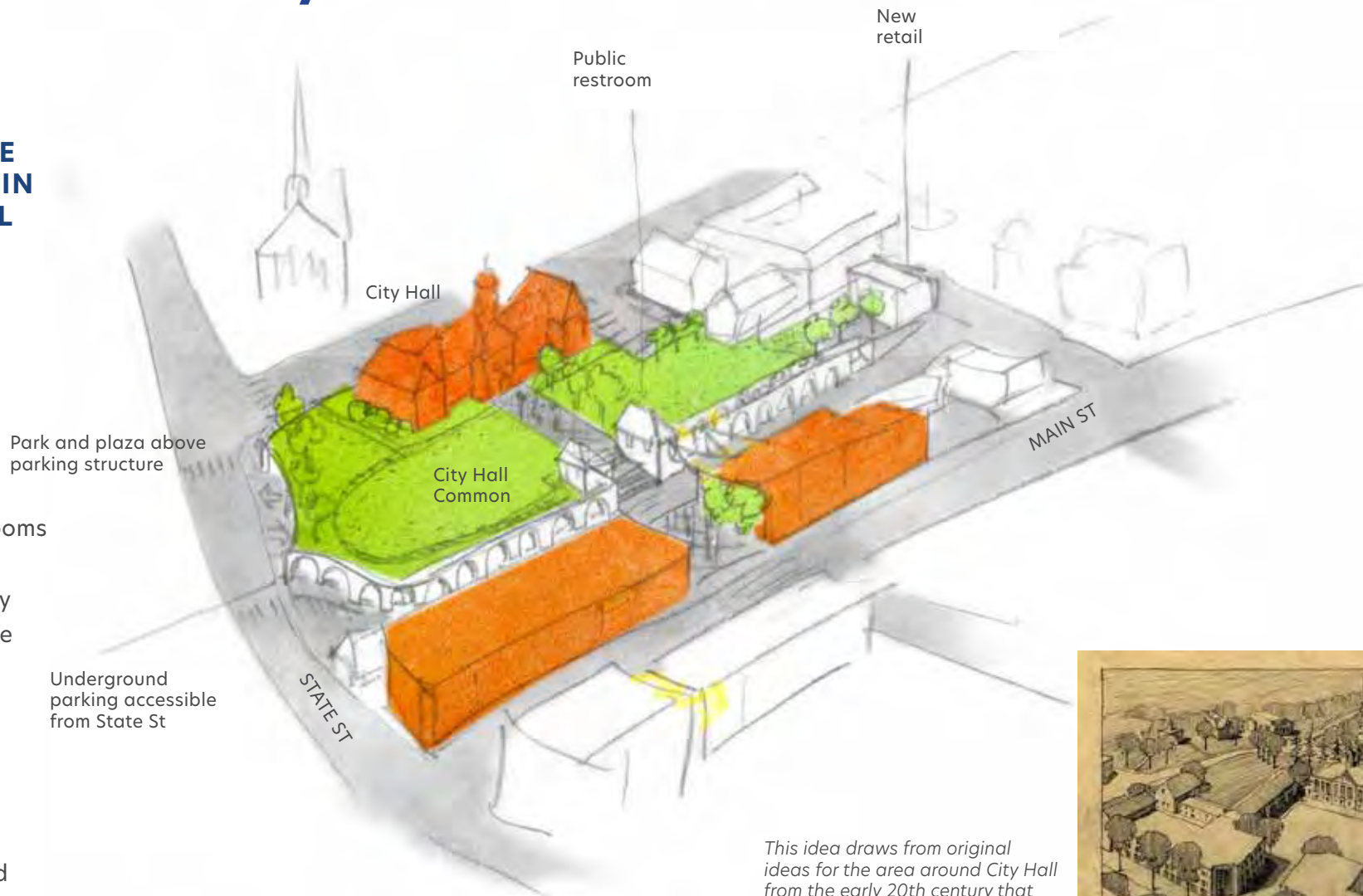
**STEP 3
PARKING STRUCTURE WITH PARK ON TOP IN FRONT OF CITY HALL**

To maintain parking but activate space for people to use and enjoy.

Public restrooms

Currently now public restrooms are available near Main St, unless the Library or City Hall are open. Some private businesses provide easy access to restrooms, but many businesses require patronage to use them.

Any improvement to the area between City Hall and Main St should consider options to construct a permanent public restroom that is open year-round.



This idea draws from original ideas for the area around City Hall from the early 20th century that created a small public plaza in front of City Hall, connecting it to the urban density of Main St while creating a more pastoral, park-like landscape closer to the river.

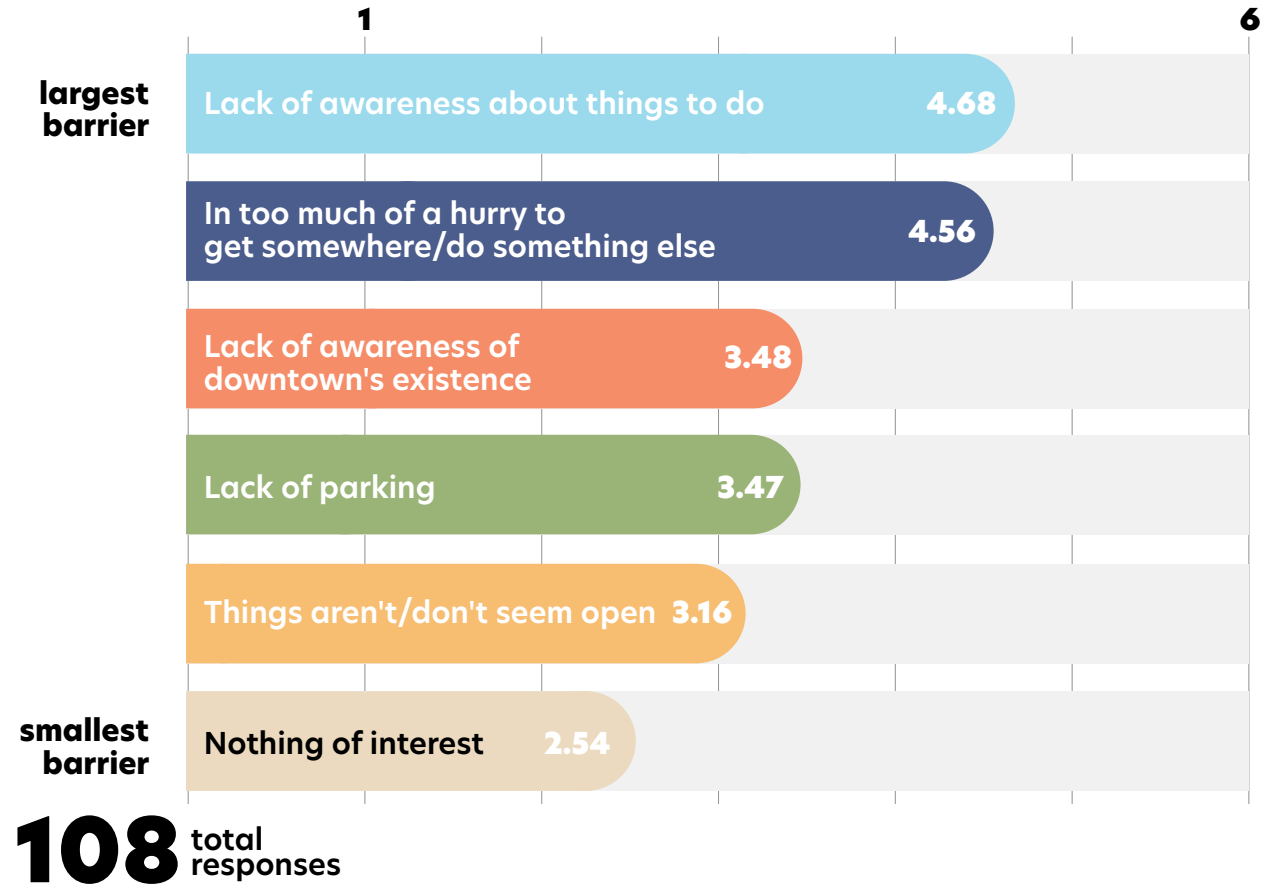


BIG IDEAS

Greater clarity/incentive for visitors to stop (when not already on Main)

SUMMARY

Survey respondents highlighted a lack of awareness that there is a downtown, that there are things to do there and that there are places of interest that are open and there for their enjoyment. Incrementally addressing these issues with the goal of ultimately establishing a visitor/information center where people can learn about the downtown and more can address this. There's also the opportunity to enhance the sense of arrival at the base of Bridge Hill by filling occupancy of unused or private buildings.

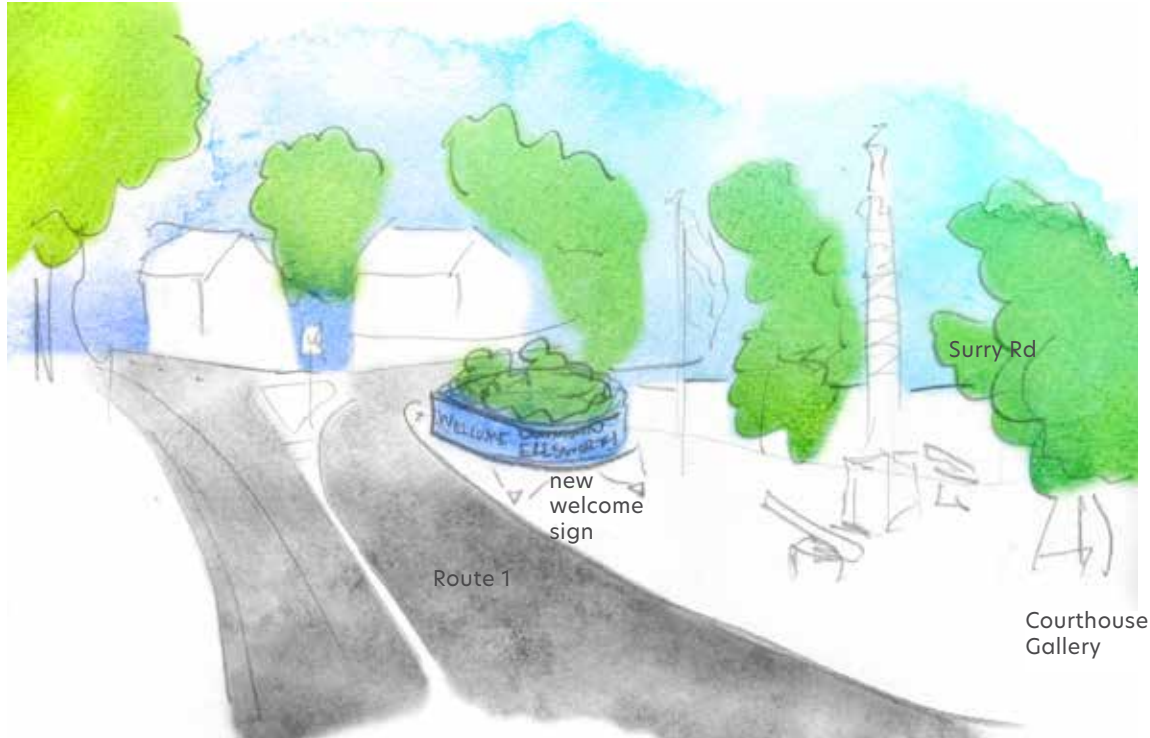


For response analysis, full demographics, and other findings, view our community engagement summary.

BIG IDEAS

Greater clarity/incentive for visitors to stop (when not already on Main)

STEP 1: INSTALL WELCOME SIGNS



Approaching Downtown from Route 1, the triangle at the intersection of Route 1 and the Surry Road presents a good opportunity for an initial welcome sign. Travelers are about to descend quickly down Bridge Hill and cross the river into downtown. Alerting them here that they have entered Ellsworth will prime their anticipation and preparedness to stop.



Approaching Downtown from the Bangor Rd, add signage that directs travelers to bear right onto State Street to reach downtown. An additional welcome sign can signal that travelers have arrived at the center of the city and should keep a lookout for any services or attractions that may be of interest.

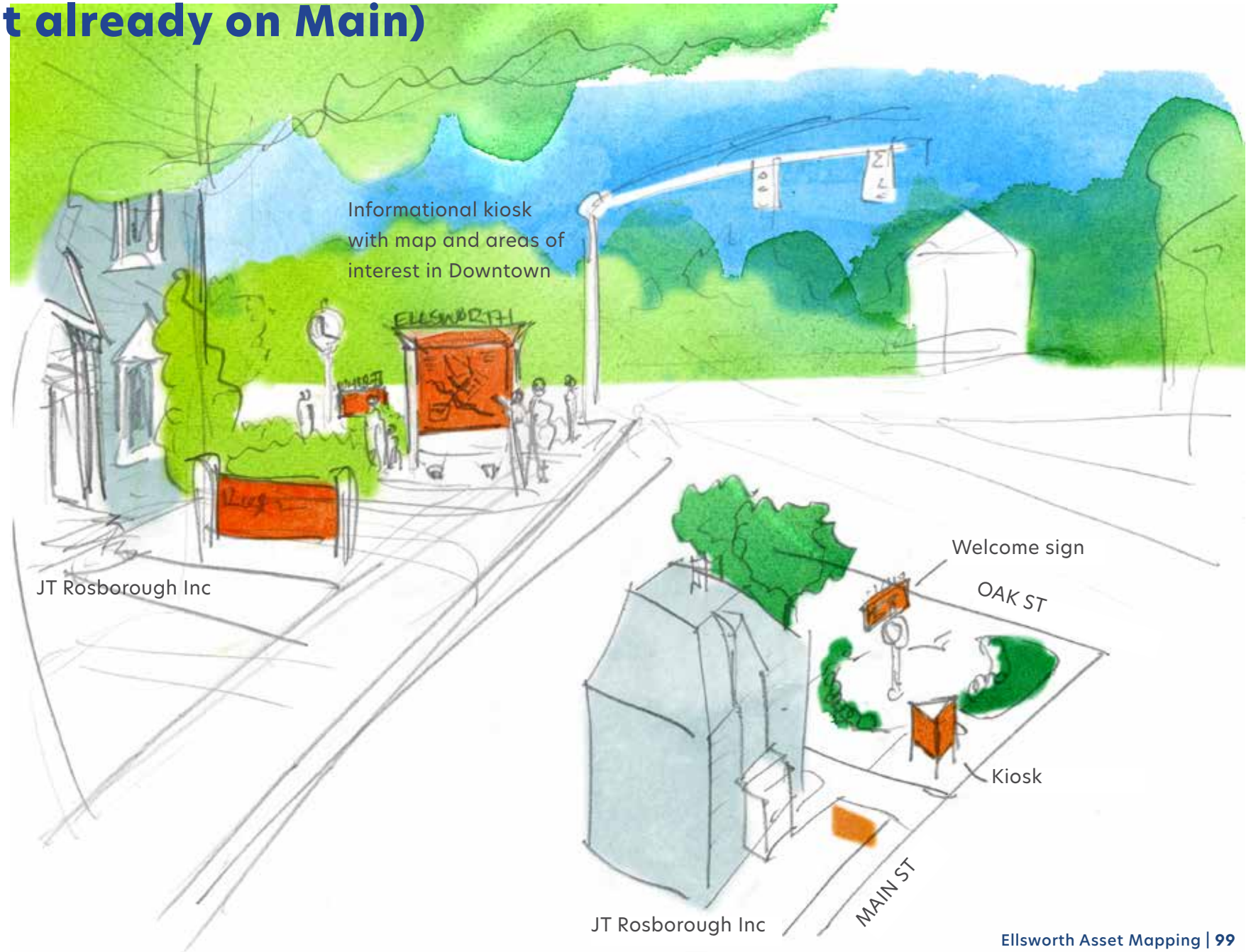
BIG IDEAS

Greater clarity/incentive for visitors to stop (when not already on Main)

SK Whiting Park's location at the intersection of Main and High makes it a prime spot for draw attention to downtown. It can serve as a gateway to Upper Main in the way that the bridge over the Union serves a similar purpose for Lower Main:

**STEP 1
INSTALL WELCOME SIGNS**

Along Main and Oak Streets at the perimeter of the park; include a more detailed kiosk with visitor information.



BIG IDEAS

Greater clarity/incentive for visitors to stop (when not already on Main)

SK Whiting Park's location at the intersection of Main and High makes it a prime spot for draw attention to downtown. It can serve as a gateway to Upper Main in the way that the bridge over the Union serves a similar purpose for Lower Main:

**STEP 2
MOBILE VISITOR CENTER**

To provide an in-person interaction for visitors. This mobile center can travel around town or the region for special events.



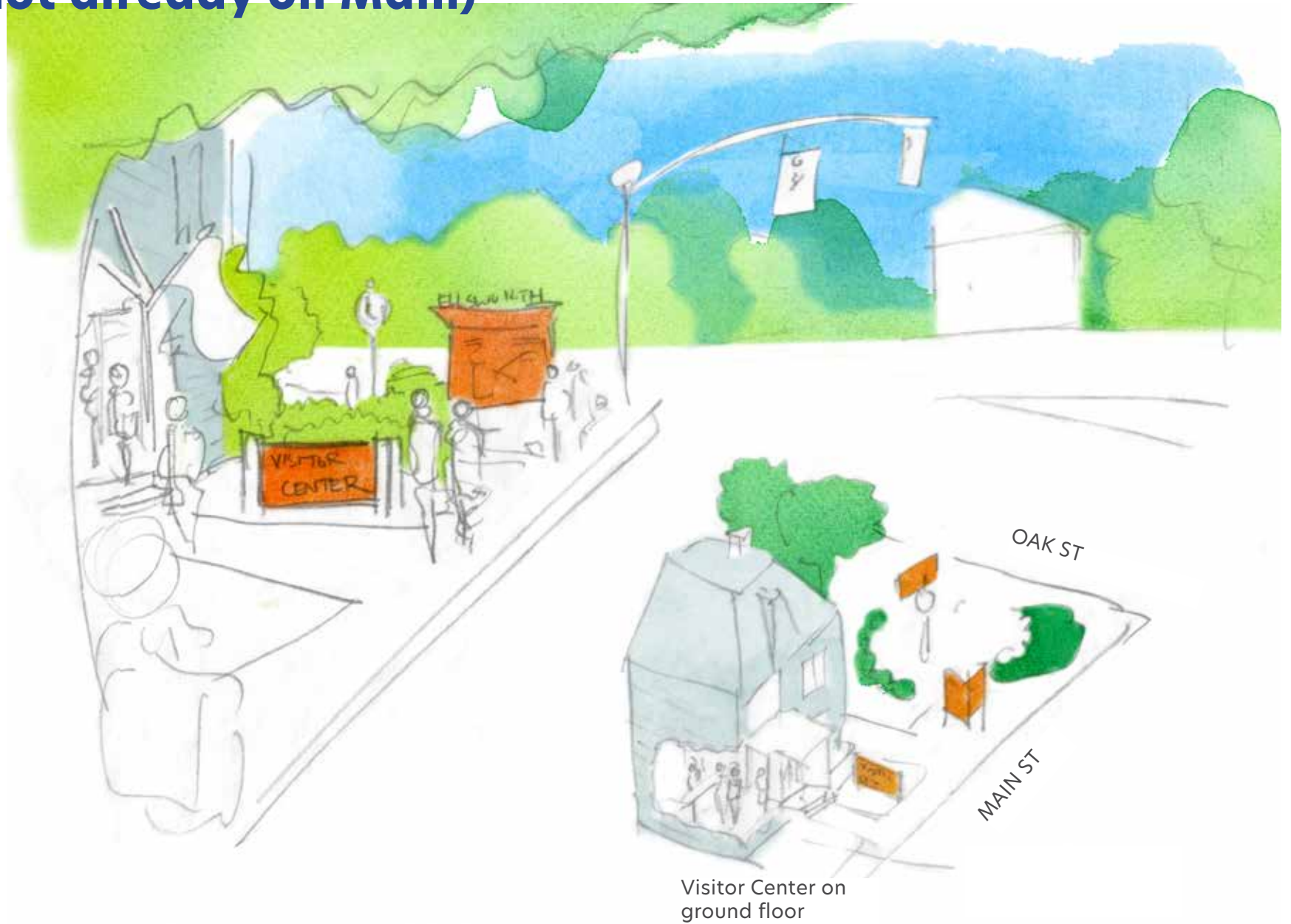
BIG IDEAS

Greater clarity/incentive for visitors to stop (when not already on Main)

SK Whiting Park's location at the intersection of Main and High makes it a prime spot for draw attention to downtown. It can serve as a gateway to Upper Main in the way that the bridge over the Union serves a similar purpose for Lower Main:

**STEP 3
PERMANENT
VISITOR CENTER**

In JT Rosborough House to create an anchor point at this major intersection to encourage visitors to stop or to alert them to something of interest down Main Street.



BIG IDEAS

More prominence to the working and craft history of Ellsworth

SUMMARY

Ellsworth’s history is tied to economic production and harvesting the sea and land. Even though the Working Waterfront hosts industry, the ability to experience the history and present reality of making and production could be enhanced throughout downtown.

STEP 1: MAKERS FAIR EVENT

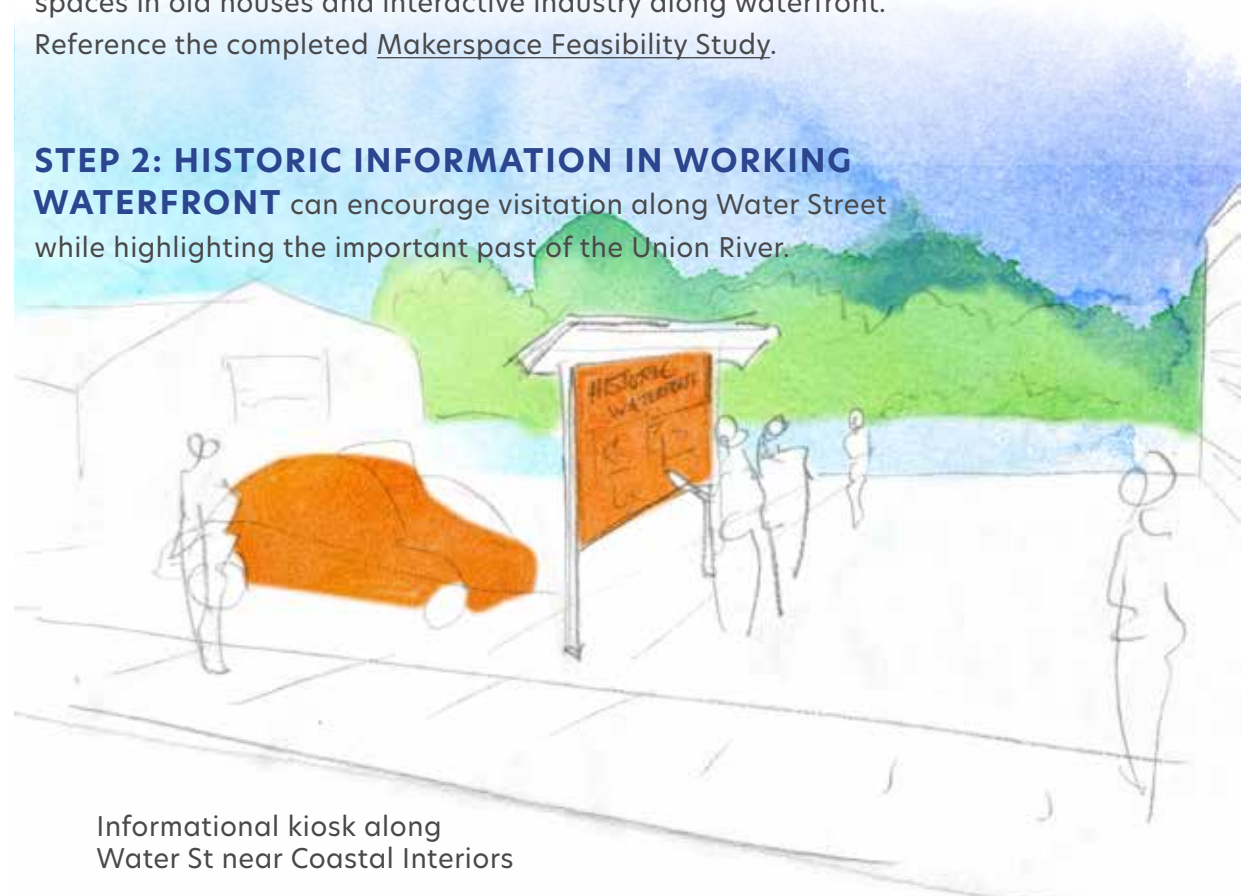
To create an activity and venue to celebrate arts, craftsmanship, and production.

STEP 1: HISTORIC SIGNAGE ON T-SHIRTS AND OTHER MERCHANDISE can be a great way to celebrate the past and build a sense of pride in the community. It’s also a way for Downtown Ellsworth to move beyond its physical boundaries.



STEP 2: ENCOURAGE MAKER SPACES like WeHigh maker spaces in old houses and interactive industry along waterfront. Reference the completed [Makerspace Feasibility Study](#).

STEP 2: HISTORIC INFORMATION IN WORKING WATERFRONT can encourage visitation along Water Street while highlighting the important past of the Union River.



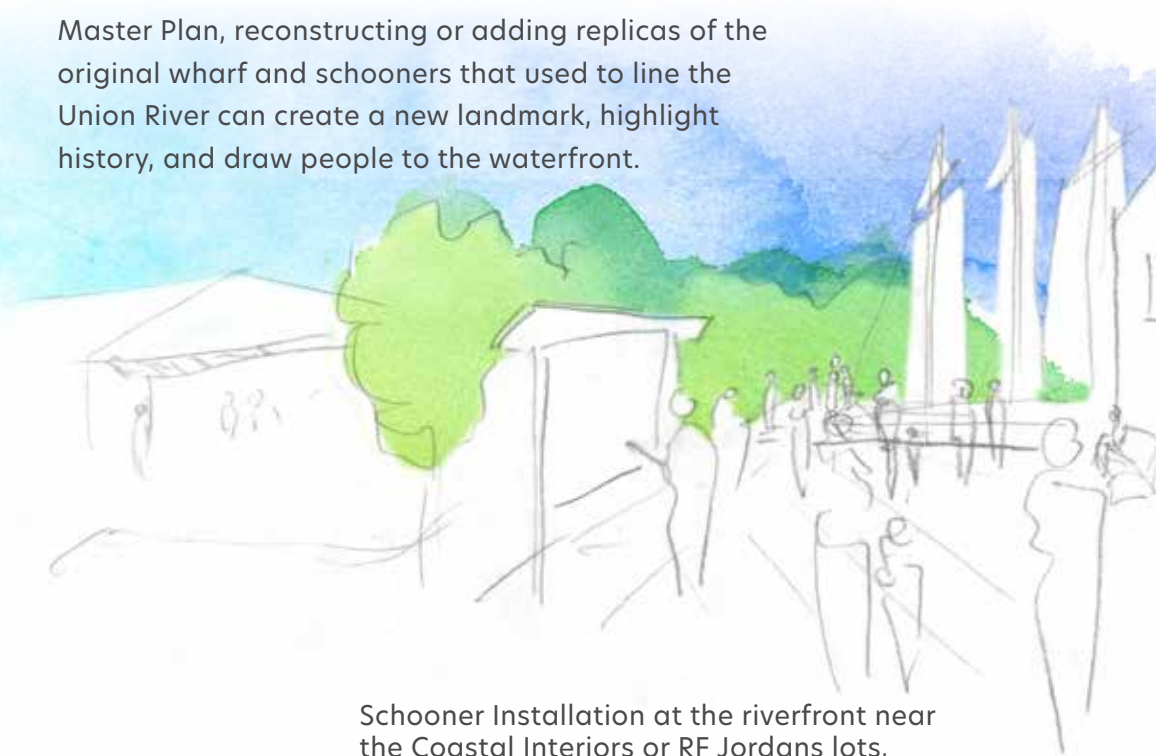
Informational kiosk along Water St near Coastal Interiors

BIG IDEAS

More prominence to the working and craft history of Ellsworth

STEP 3: EXPAND THE DOWNEAST CIDER AND CHEESE FESTIVAL to bring the heritage story to the forefront of these events.

STEP 3: WHARF REPLICAS Drawing from some of the ideas in the 2002 Ellsworth Waterfront Master Plan, reconstructing or adding replicas of the original wharf and schooners that used to line the Union River can create a new landmark, highlight history, and draw people to the waterfront.



Schooner Installation at the riverfront near the Coastal Interiors or RF Jordans lots, with information kiosk near Water St.



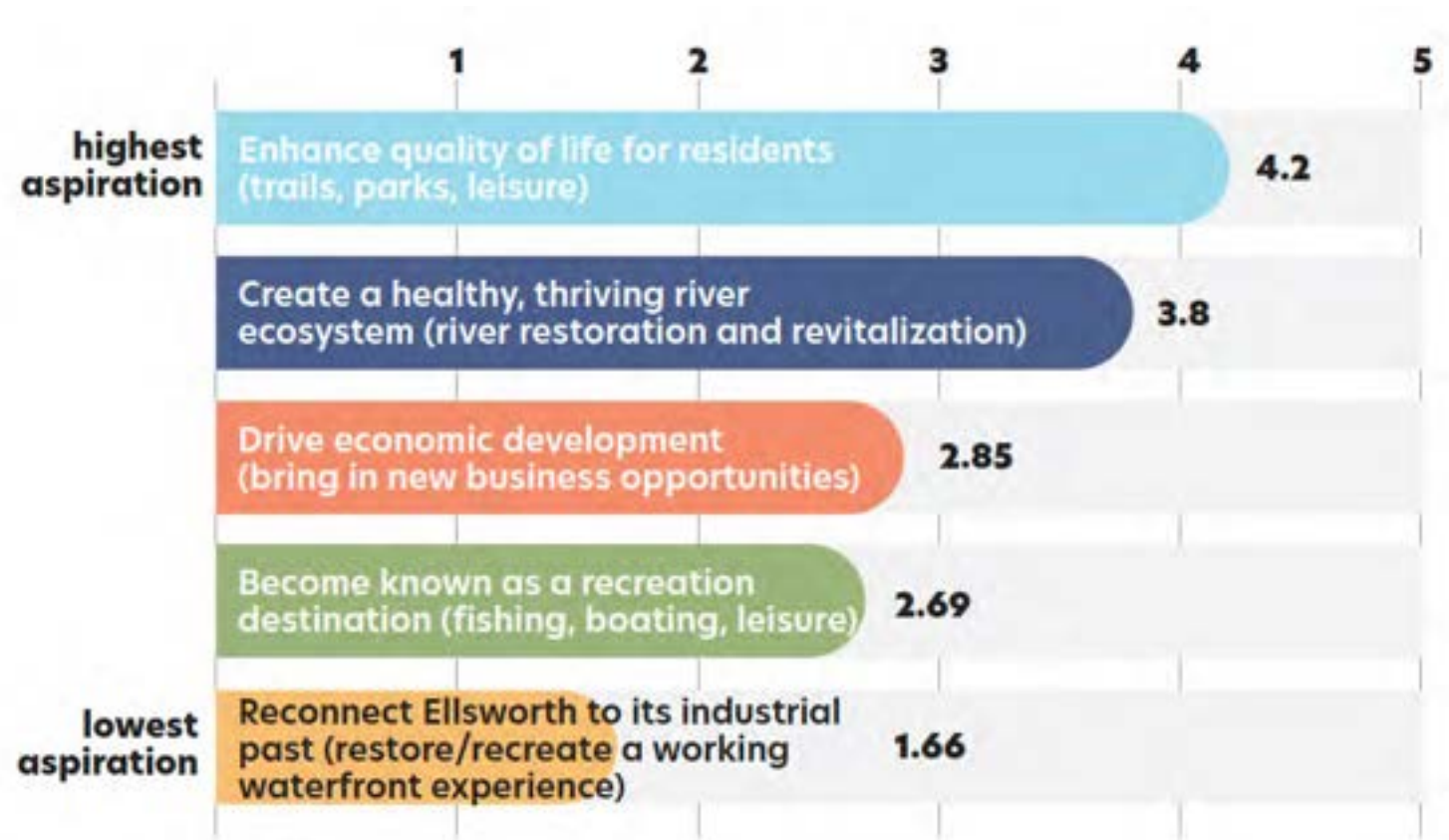
2002 Waterfront Plan rendering of abstracted schooner installation

BIG IDEAS

Greater public connection to the water and industry

SUMMARY

The Union River is one of the Downtown’s best, and most underused assets. The potential to add trails, parks, and access points not only serves to enhance the quality of life for residents, but fosters appreciation for and attention to the health of the river ecosystem. By increasing access to and enjoyment of the river, we can drive economic development and make the river a destination for all to enjoy.



103 total responses

For response analysis, full demographics, and other findings, view our community engagement summary.

BIG IDEAS

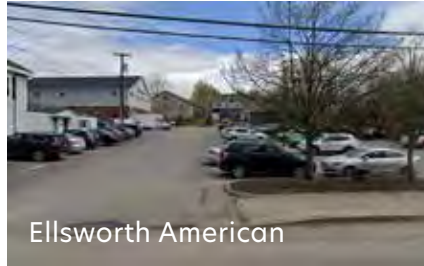
Greater public connection to the water and industry

STEP 1 REFERENCE PUBLIC MARKET STUDY

From 2018, this study encourages reengagement with farmers and possesses other useful analyses and recommendations.

STEP 2 RELOCATE THE FARMER'S MARKET TO A WATER STREET LOCATION

Such as Harbor Park or one of many parking lots (RF Jordans, Coastal Interiors (pictured), or the Ellsworth American lots).



Ellsworth American



Waterfront Park



Coastal Interiors



conceptual sketch of Farmers Market at the Coastal Interiors lot

STEP 2 PUBLIC SPACE ON UPPER MAIN

Partner with Desert Harvest to create an additional public outdoor seating area to reactivate this section of Main St.

BIG IDEAS

Greater public connection to the water and industry

STEP 2: INCENTIVIZE MIXED USE SPACES FOR PARKING LOTS

- Food Cart Pods, Pop-up Shops & Maker Fairs

STEP 2: INCENTIVIZE A PUBLIC STOREFRONT AREA AT WATER STREET INDUSTRIES (Coastal Interiors, Maine Shellfish).

These primarily business-to-business industries can engage the public and encourage activity along Water Street with a small but desirable business-to-consumer outfit. Simply put, give someone wandering the street the opportunity to buy something that you produce, process, or manufacture.



Example of public storefront at the Chukar Cherries Factory in Washington State and conceptual sketch of Maine Shellfish

Possible Merchandise:

Print shop: cards, postcards, posters

Maine Shellfish: seafood counter, visible tanks

Coastal Interiors: retail items (Bud Connection is a good example)

BIG IDEAS

Greater public connection to the water and industry

STEP 2: ROUTE 1 APPROACH BEAUTIFICATION

Landscaping on the north side of the bridge to enhance view from Bridge



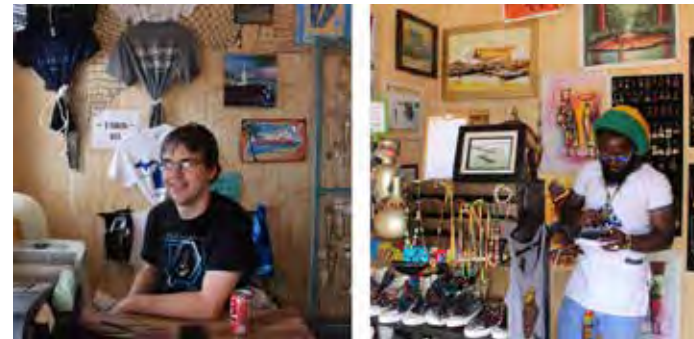
Currently, spotty vegetation seems unkempt and gives downtown a run-down appearance



Full vegetation and landscaping provides a green backdrop for the entry into town and creates special vistas directly up Main St and toward the historic library

STEP 2: CREATE BUSINESS INCUBATOR POPUP

In an open parking lot like RF Jordans. This can provide up-and-coming businesses a cheap space to get established and figure out a successful business model before moving to a permanent location. It can also activate currently underused spaces.



Example: Western Market "Chalets" in Muskegon, MI - 12 90-150 sq. ft. buildings provide low rent space for new businesses.

See the whole case study at Strong Towns: shorturl.at/iGIJ9

STEP 2: ADD A SCULPTURE TRAIL Along or near the riverwalk that can connect and build upon the new mural and provide a short diversion for visitors stopping in downtown for an hour or two.



Example: Guardians of the Seeds at the Coastal Maine Botanical Gardens includes five larger-than-life wooden sculptures of trolls spread throughout the garden paths. See the whole example at shorturl.at/EGKY3

BIG IDEAS

Greater public connection to the water and industry

STEP 3: INSTALL DISCREET RIVER OVERLOOK WITH OWNER PERMISSION

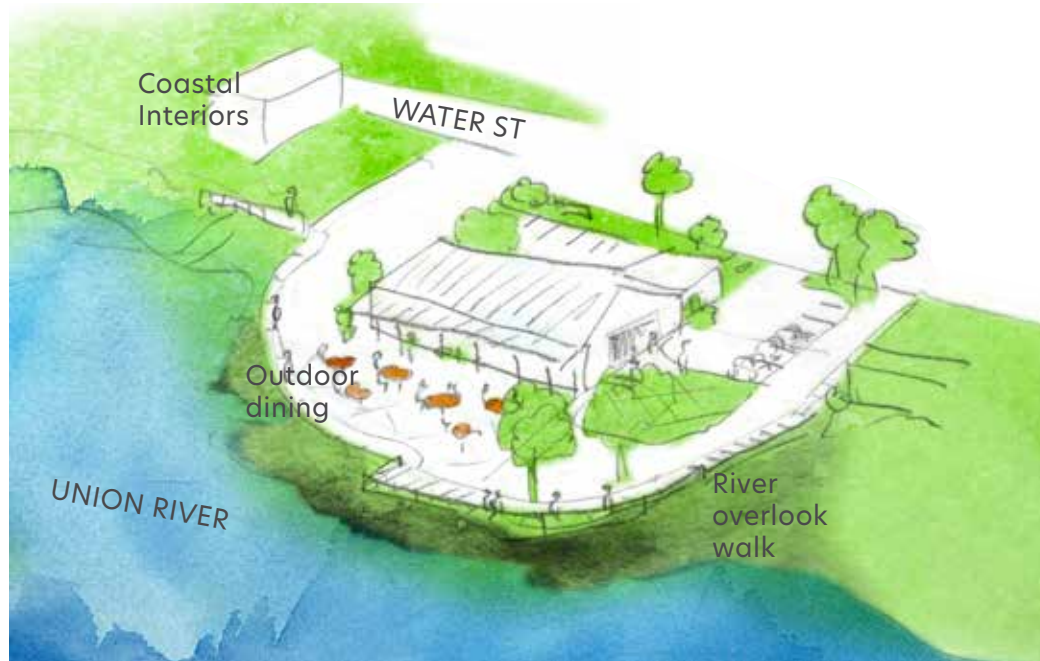
This can tie into any river trail that is built at a later date. Route 1 Approach beautification - landscaping to enhance view from Bridge



view from Water St toward the public river overlook



STEP 3: INTERACTIVE INDUSTRY/ RETAIL/DINING ESTABLISHMENT with river access at RF Jordan's



view from river up to new public space overlooking the river

CONCLUSION

Making a great place even better

Ellsworth’s Downtown is in a good place. With a healthy mix of dining and retail, a strong core along Main St, a beautiful historic urban fabric, natural beauty along the river, and an engaged community group and leadership. This document should be seen as one of many essential tools that leaders use to take that good place to a great place for generations to come. Below are additional goals that will further legitimize and build the momentum for an even better Downtown Ellsworth:

Become a Main Street America Community

Receive support from a network of national Main Streets, including resources and grant opportunities that would otherwise be unavailable.

Receive Historic District Designation

Create notoriety and officially recognize the historic qualities of the built environment and the areas significance.

Federal and state designations can bring attention and resources, while local designation can lead to policy that preserves or directs usage of historically designated spaces.

Welcome Packets for New Residents & Business Owners

Provide digital and physical copies of resources, advantages, and general community experience that newcomers will find helpful as they establish a new home or business in Ellsworth. This will help them get adjusted more quickly.

Work with the City, Chamber, real estate companies, etc. to promote and share.

Complete Essential Feasibility Studies

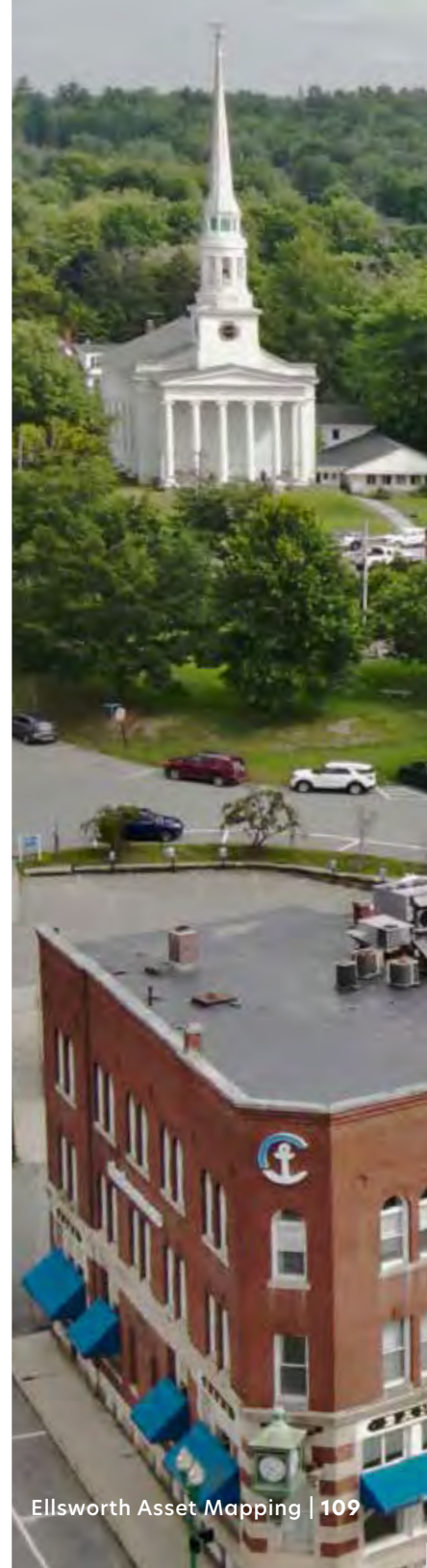
Complete:

Makerspace Feasibility Study
Public Market Study

To-Do:

Traffic abatement study - what approaches can best tackle the issue of traffic volume and noise? Many community members have ideas, but the feasibility/cost of each needs to be evaluated.

Downtown 2nd and 3rd story housing study - how can optimizing available real estate address lack of housing and increase residential density in the downtown.



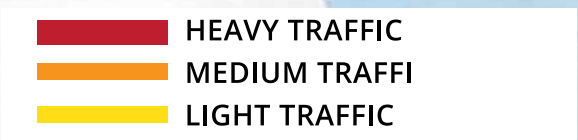
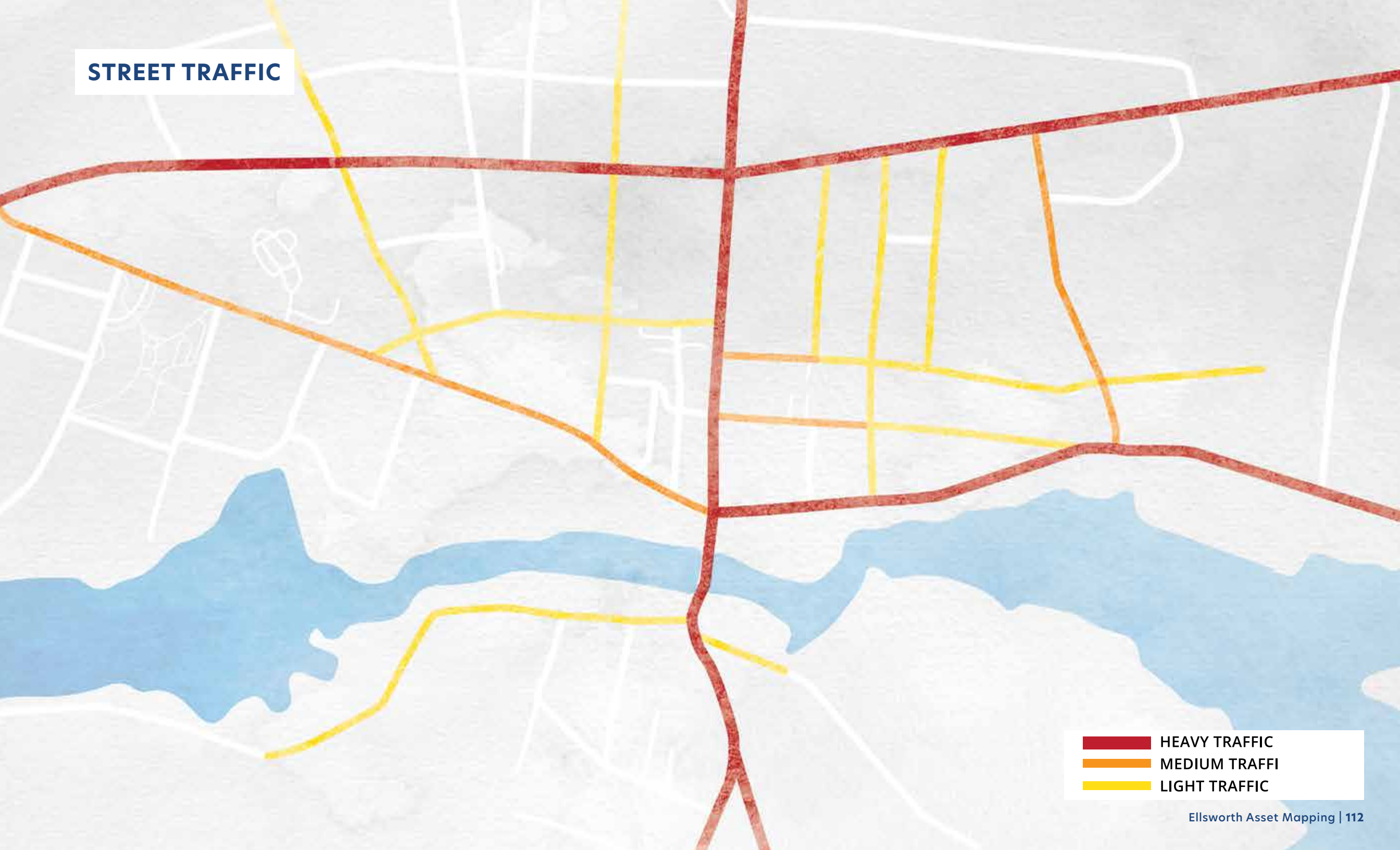
BUILDING DENSITY



TREE COVER



STREET TRAFFIC



PARKING

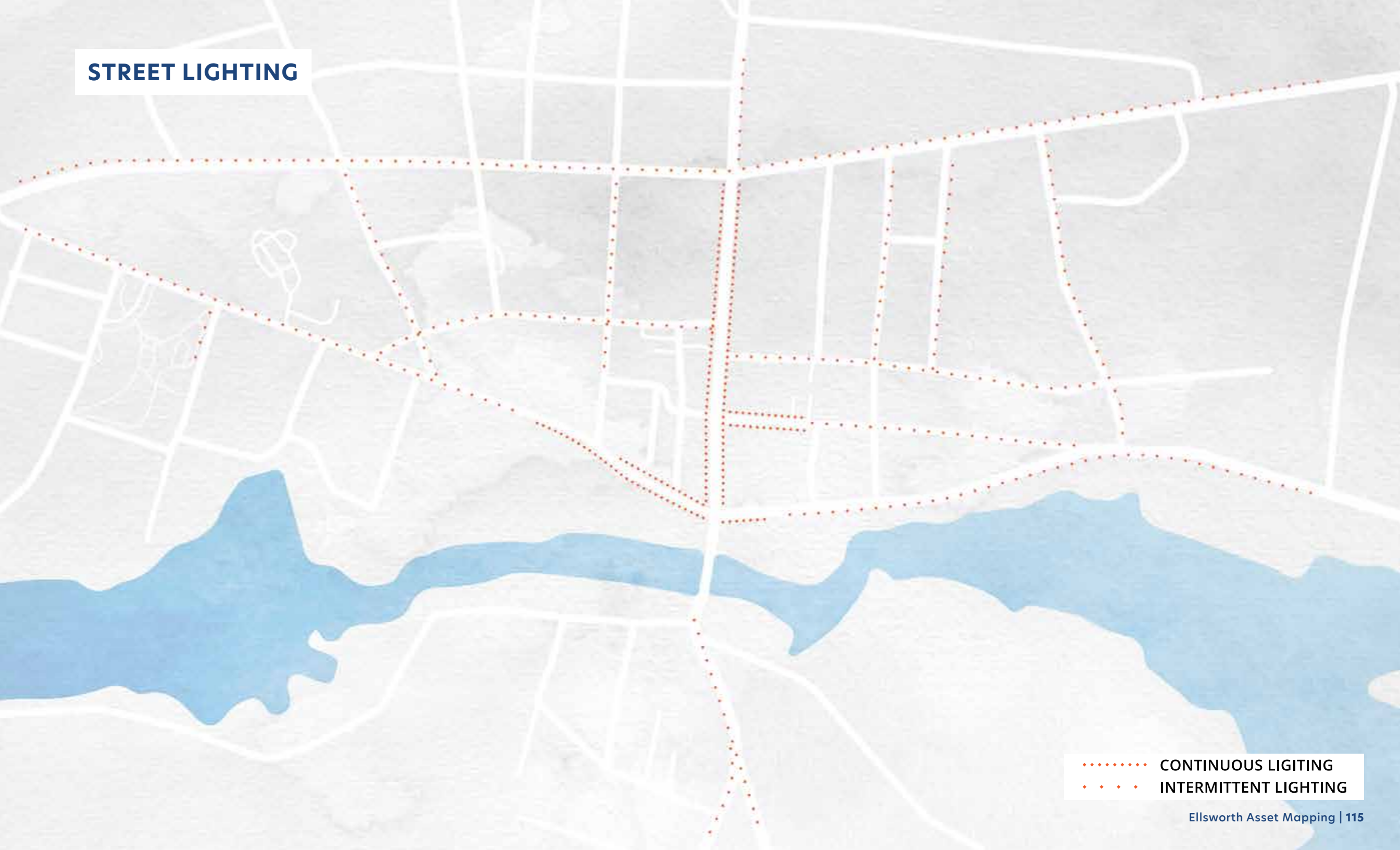


SIDEWALKS, CROSSWALKS, AND SIGNAGE



P	PARKING SIGN
*	DOWNTOWN SIGN
	SIDEWALK
	CROSSWALK

STREET LIGHTING



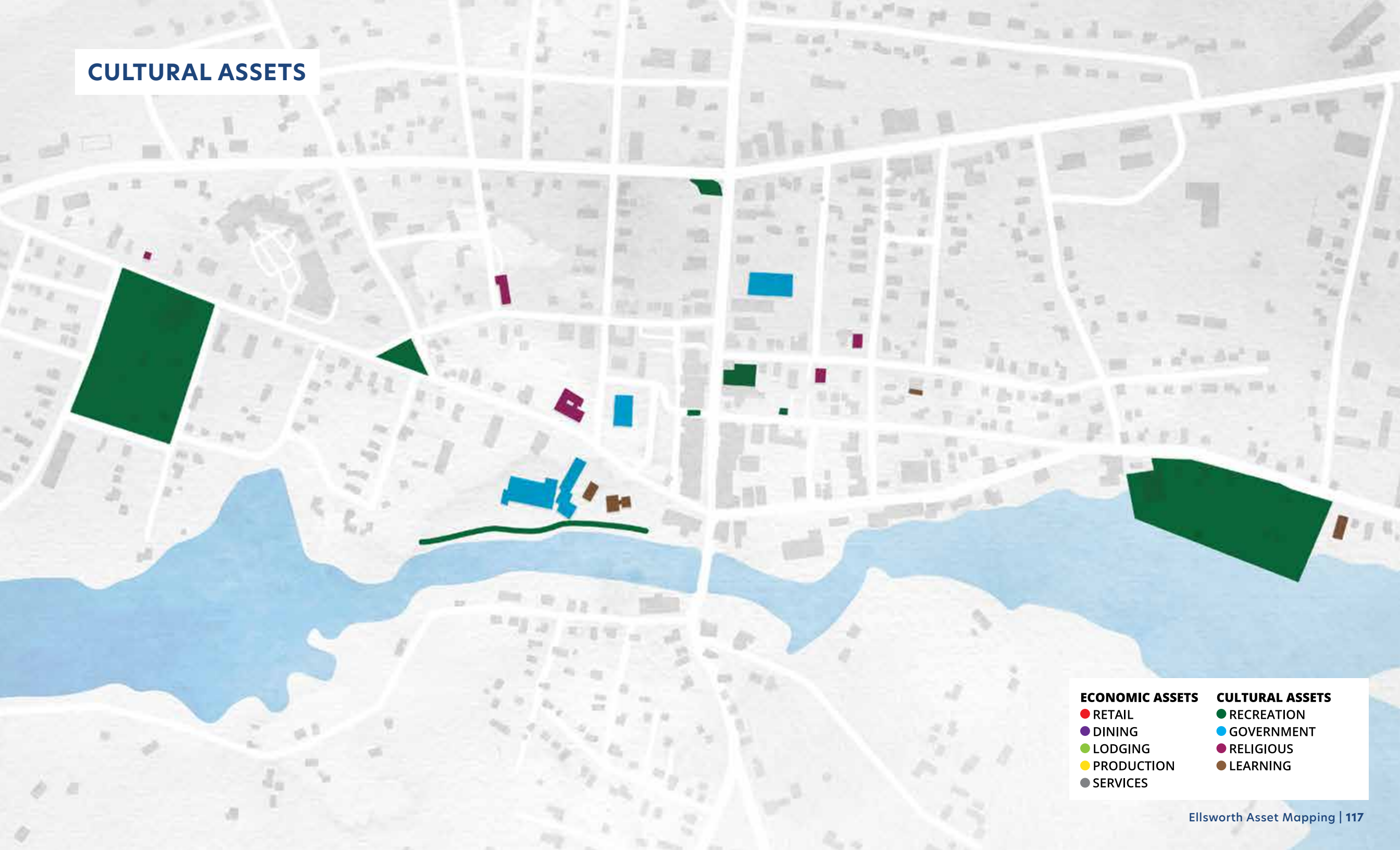
- CONTINUOUS LIGHTING
- INTERMITTENT LIGHTING

ECONOMIC ASSETS



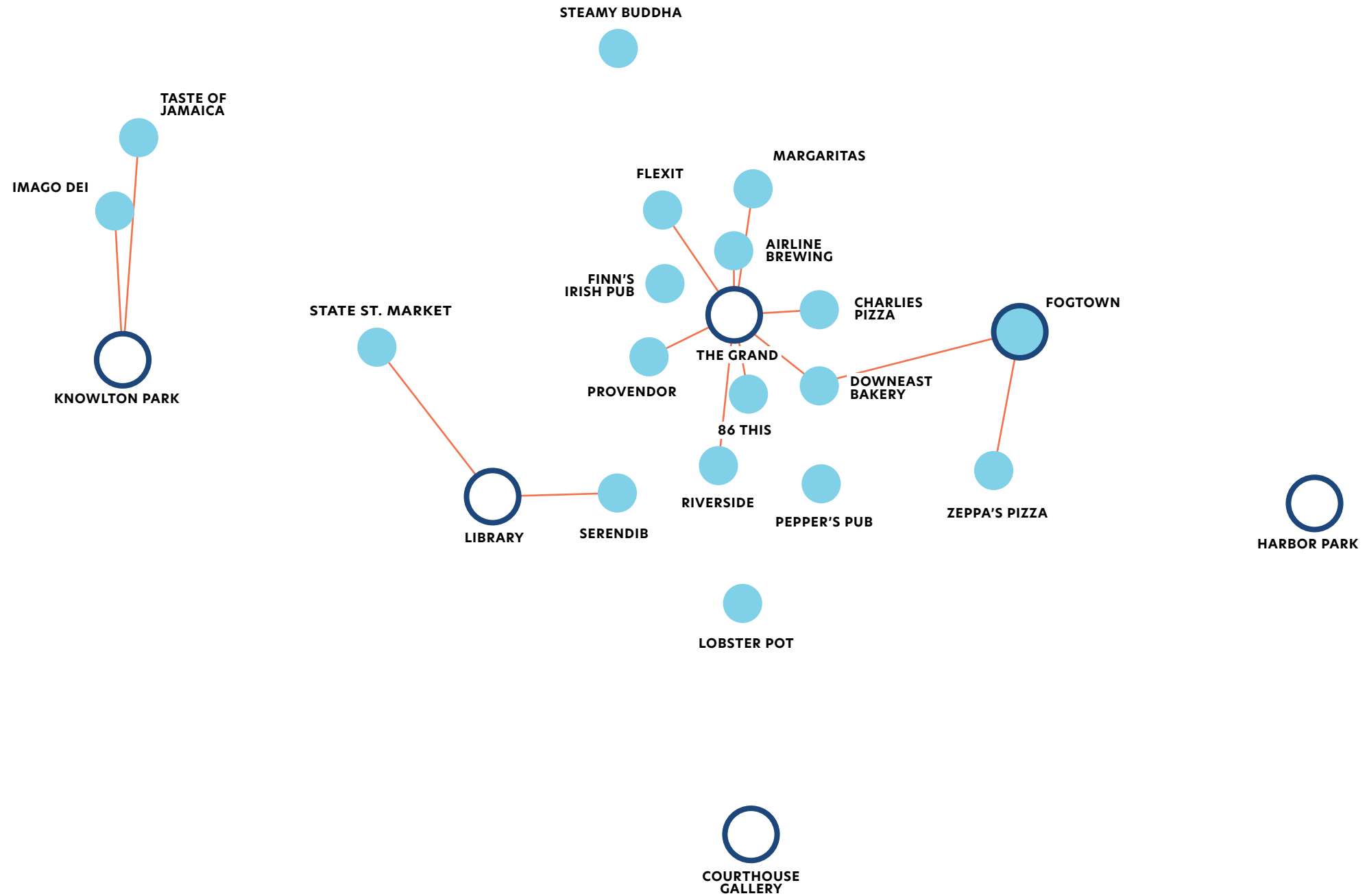
ECONOMIC ASSETS	CULTURAL ASSETS
● RETAIL	● RECREATION
● DINING	● GOVERNMENT
● LODGING	● RELIGIOUS
● PRODUCTION	● LEARNING
● SERVICES	

CULTURAL ASSETS

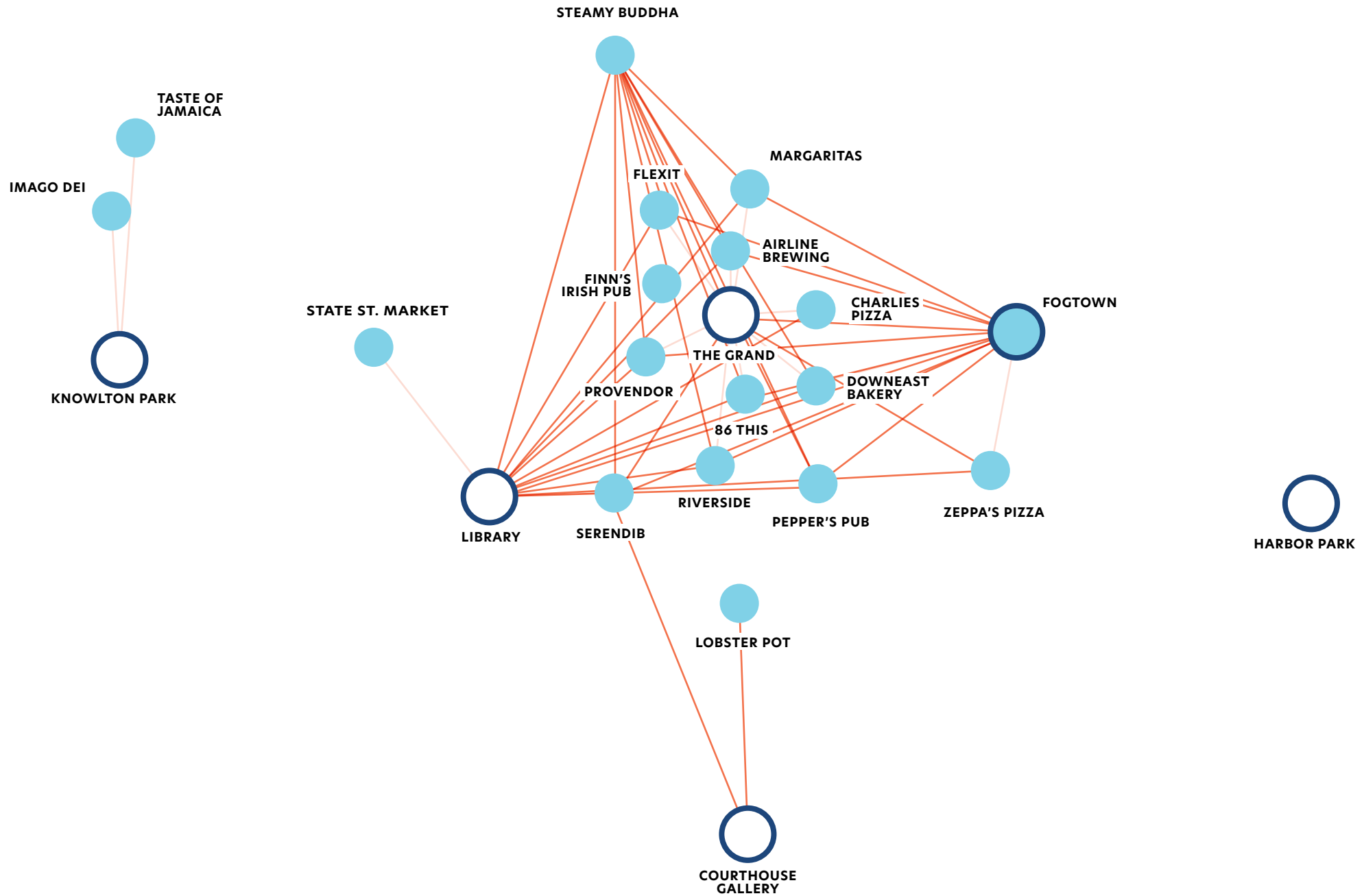


- | ECONOMIC ASSETS | CULTURAL ASSETS |
|------------------------|------------------------|
| ● RETAIL | ● RECREATION |
| ● DINING | ● GOVERNMENT |
| ● LODGING | ● RELIGIOUS |
| ● PRODUCTION | ● LEARNING |
| ● SERVICES | |

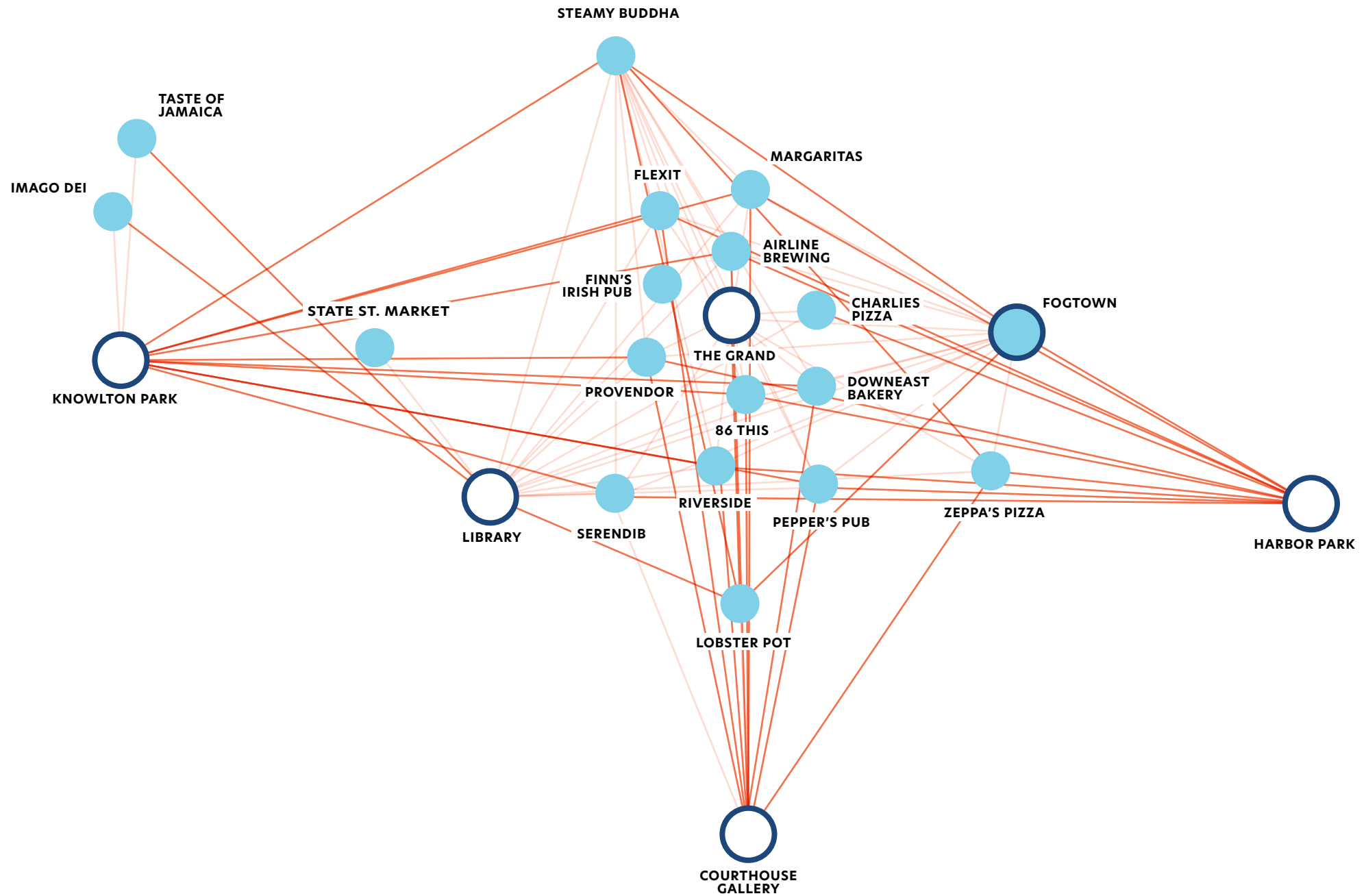
WALKING DISTANCE 2-3 MINUTES



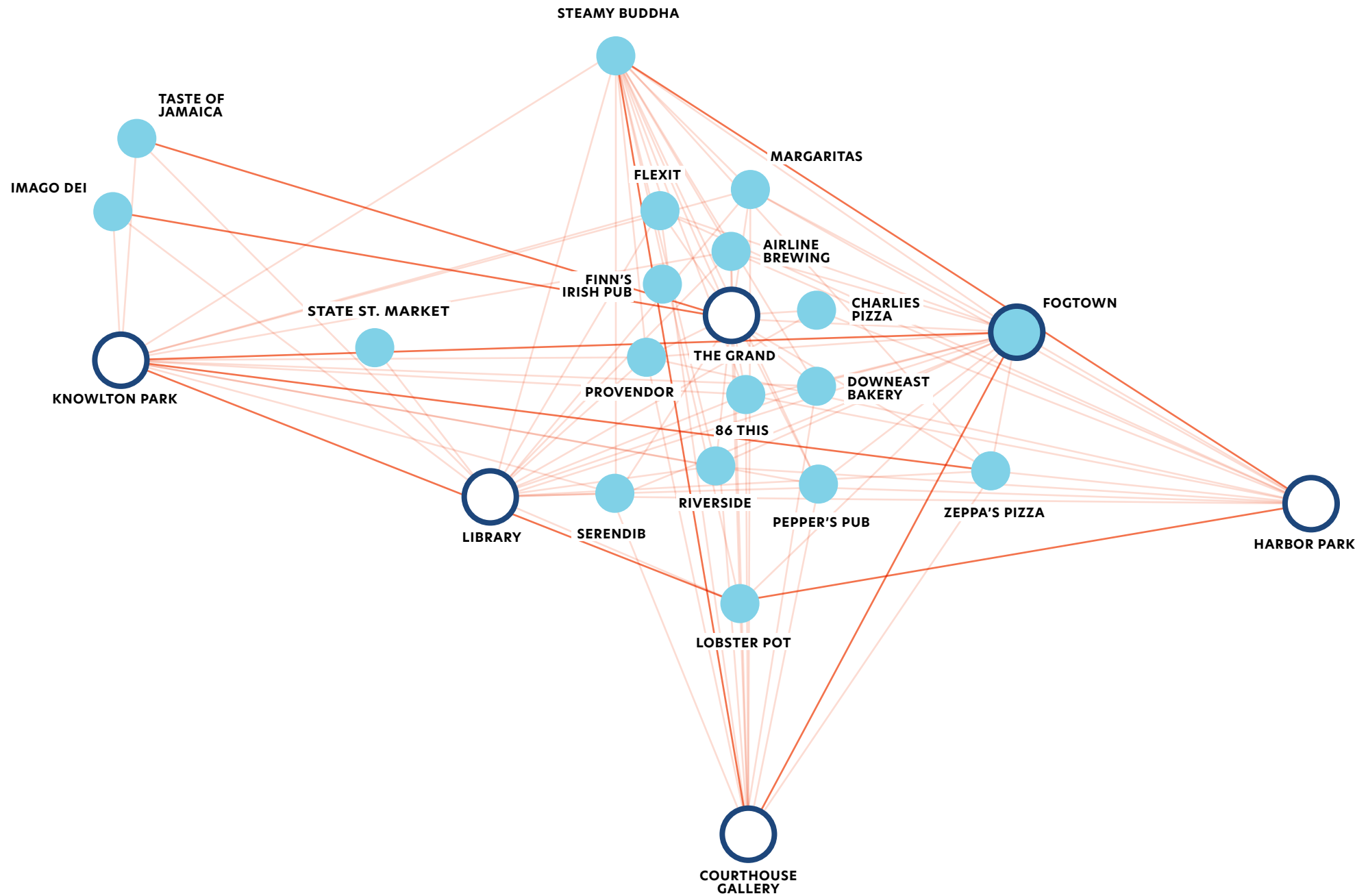
WALKING DISTANCE 4-7 MINUTES



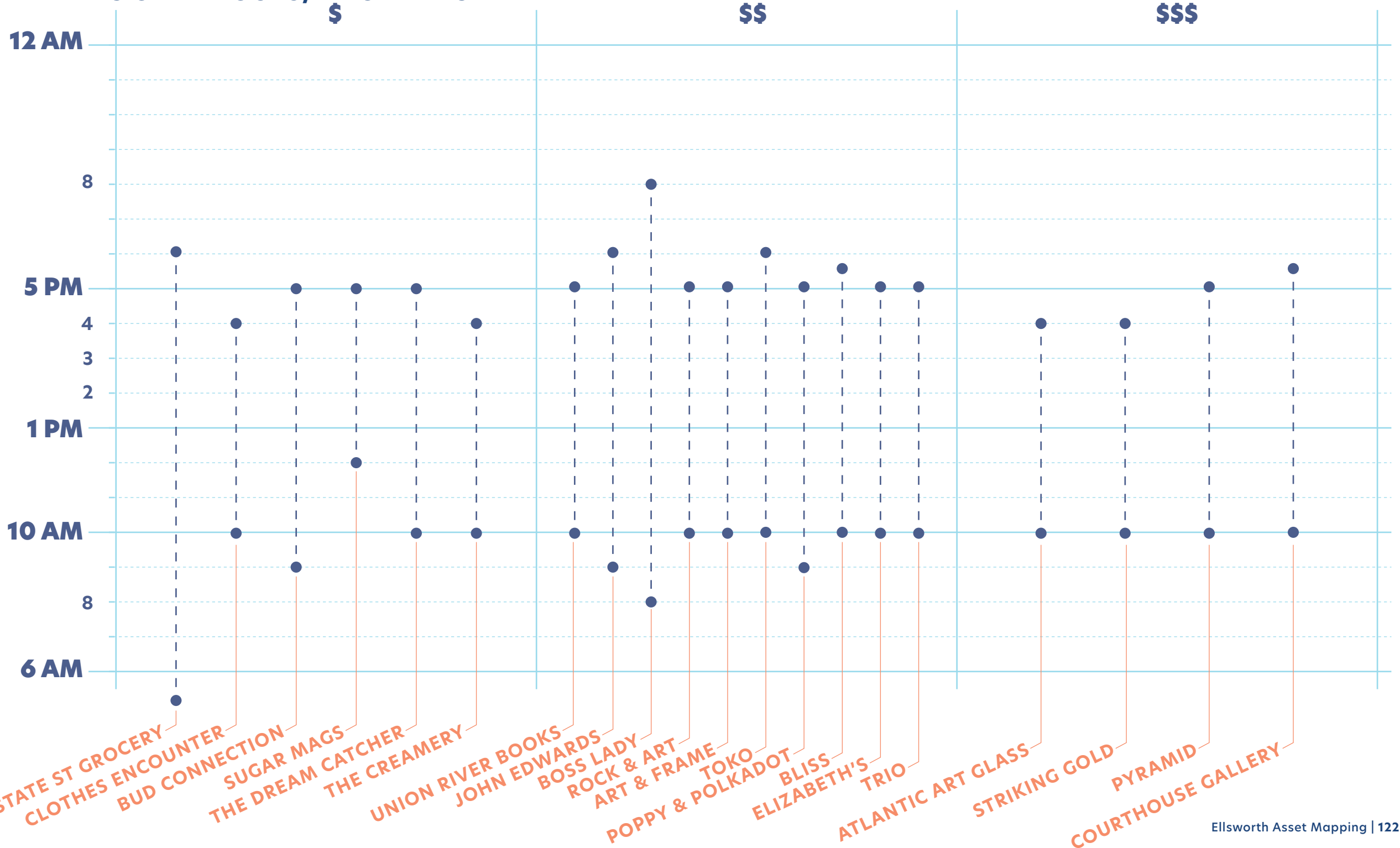
WALKING DISTANCE 10-15 MINUTES



WALKING DISTANCE 15+ MINUTES



DINING OPEN HOURS/PRICE RANGE



RETAIL OPEN HOURS/PRICE RANGE

