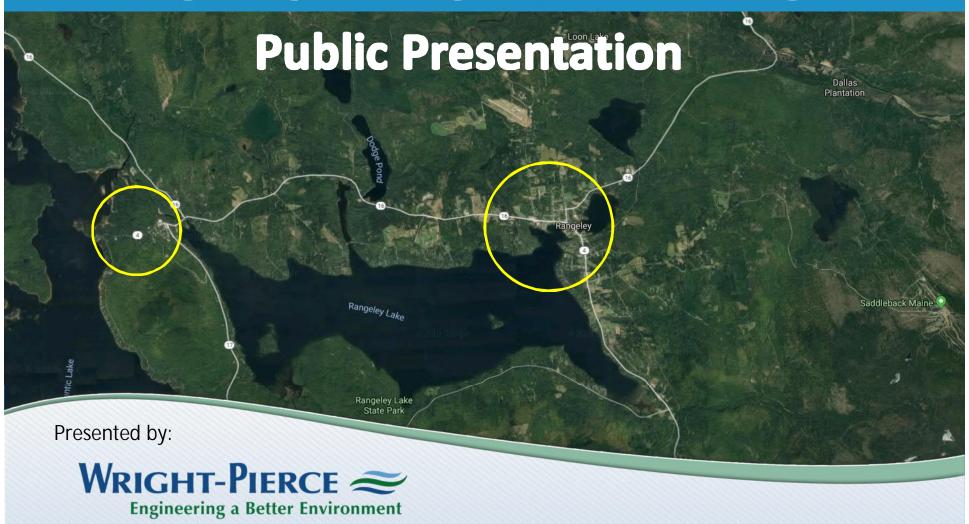
Draft Downtown Revitalization Plan Rangeley & Oquossoc Villages



Agenda

- Introduction (15 Minutes)
 - Project Background
 - Downtown Revitalization Plan Input To-Date
- Public Presentation
 - Draft Downtown Revitalization Plan Findings and Recommendations
- Next Steps (5 Minutes)
- Additional Questions? (15 Minutes)

Town Staff:

- John MadiganInterim Town Manager
- Darryl Sterling
 Economic Development
 Consultant

Wright-Pierce:

- Travis Pryor, RLA Lead Planner
- Jeff Preble, PEProject Manager

Economic Opportunity Committee

- Project Objective
- Develop a Downtown Revitalization Plan in Compliance with Maine Department of Economic and Community Development (MaineDECD) Guidelines

- Public Input Process To-Date
- Committee review meetings
- Initial public input meeting





- Public Input Process To-Date
- Public input survey (17 responses received)
- Site walks
- Interviews with local businesses, and community organizations



- Public Input Process
 - Present draft plan findings and recommendations for public input regarding prioritization of action items.
 - Incorporate public feedback and provide the full draft plan with prioritized action items electrically to the public on the Town's website for further review and comment during October.

Consensus Public Vision

The Downtown Revitalization Plan should preserve and support the Town of Rangeley's unique character, history and outdoor heritage on a year-round basis.

Consensus Public Goals

- Develop a Downtown Revitalization Plan that is actionable.
- Improve appearance and make it more welcoming to visitors.
- Host more activities and events.
- Preserve historic character / architecture.
- Improve bicycle and pedestrian systems and safety.

Consensus Public Goals

- Continue to support a diverse economy.
- Improve broadband and cell phone coverage.
- Improve healthcare services.
- Improve road conditions and vehicular traffic flow / safety.
- Improve year-round economic viability.

MaineDECD Downtown Revitalization Plan Components

- Downtown Study Area
- Zoning & Ordinances / Consistency with the Comprehensive Plan
- Building Inventory & Conditions Assessment
- Inventory of Retail / Commercial Space
- Employment Opportunities
- Inventory of Residential Units

MaineDECD DTR Plan Components (Continued...)

- Pedestrian / Bicycle Infrastructure and Accessibility
- Infrastructure Streetscape & Utilities
- Signage
- Parking
- Recreation
- Capital Improvements Program
- Action Plan / Funding Opportunities

DTR Plan Study Area – Rangeley Village

School

Manor Dr

Stratton Rd

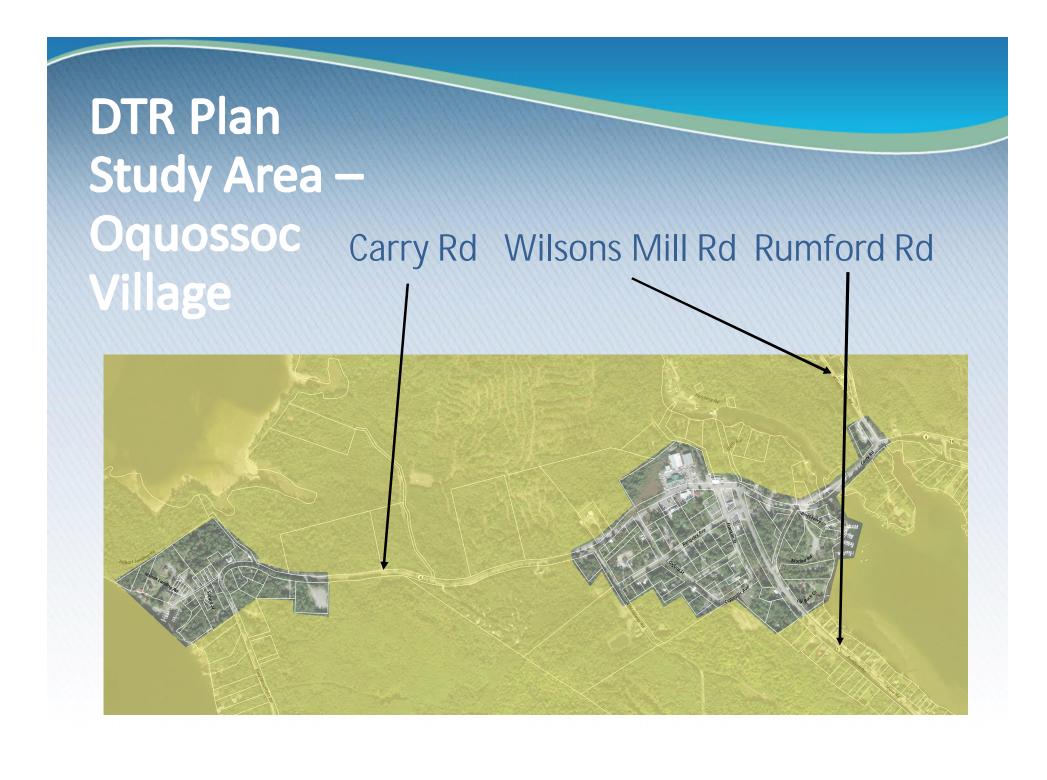
Dallas Hill Rd



- Public consensus for the Rangeley Village Study Area was delineated between Dallas Hill Rd and Manor Drive, at least one property deep on either side of Main St.
- Public consensus varied regarding additional Study Area neighboring properties abutting Main Street and along Stratton Rd, between Rangeley Lake and the Rangeley Lakes Regional School.

- The Study Area for Rangeley Village is somewhat limited physically by Rangeley Lake and rising terrain leading up to Dallas Hill Rd and beyond the cemetery heading west.
- Rangeley Village is the primary local service center for the Town and surrounding Plantations.
- There is a diversity of residential, civic and commercial development within the Rangeley Village.

- Regionally, Rangeley Village is influenced by its remote distance to other population service centers (Farmington) and by vehicular through traffic (industrial trucking).
- There are a large variety of community interests that support and are supported by the Village (Chamber of Commerce, Rangeley Lakes Land Trust, tourists, MaineDOT, residents, businesses, etc.).



Findings

 Public consensus for the Oquossoc Village Study Area was Wilsons Mill Road and Haines Landing, and within the local roads and a portion of Rumford Road within the center of Oquossoc Village.

- Oquossoc Village is a remote location with limited residential, civil and commercial development primarily serving outdoor recreational interests.
- Regionally, Oquossoc Village is significantly influenced by its remote distance to other population service centers (Rangeley Village, Farmington, etc.).
- There are a large variety of community interests that support and are supported by the Village (Chamber of Commerce, Rangeley Lakes Land Trust, tourists, MaineDOT, residents, businesses, etc.).

Recommendations

- A Study Area needs to be defined in the DTR Plan for State approval and subsequently for potential financial support, but it can evolve over time. The DTR Plan is NOT Static.
- Establish an entity to champion implementation of the plan going forward (e.g. "Main Street Program" coordinator).
- Continue to support a diverse pattern of development and activities in Rangeley and Oquossoc Villages.

- The Comprehensive Plan is current Latest adoption September 2012 and in compliance with State law.
- The Comprehensive Plan calls for an overhaul of local ordinances to reflect the updated Comprehensive Planning Vision and Goals.

CHAPTER 27, ROAD CONSTRUCTION

06/27/88 adopted 06/10/03 amended

27.1 <u>Authority/Purpose</u> 27.3 <u>Construction Standards</u>

27.5 Construction
27.7 Inspection Fees

27.2 Standards from Subdivision

27.4 Pavement

27.6 Appeal

Article 27.1 Authority / Purposes

Section 27.1.1 This Ordinance is adopted pursuant to and in accordance with the provisions of Title 30, M.R.S.A., Chapter 201-A, Section, 1917 (Municipal Home Rule).

Section 27.1.2 The purpose of this Ordinance is to assure public safety and general welfare through regulation of the design and construction of all roads proposed to be built within the Town of Rangeley. The legislative body may accept no road unless it meets the requirements and standards of this Ordinance.

Section 27.1.3 No road may be accepted as a town way unless the Town of Rangeley receives title in fee simple.

Section 27.1.4 To assure that all roads built in the Town of Rangeley are constructed to acceptable standards.

Section 27.1.5 A "road" as used herein shall also mean a "street".

Article 27.2.1 Street Design

Proposed streets shall be in harmony and conformance with existing and future streets. Street patterns shall give due consideration to contours and natural features. Every proposed street shall be laid out and constructed as required by the following minimum regulations.

Rangeley Town Code

3601

CHAPTER 36. TOWN PARKS

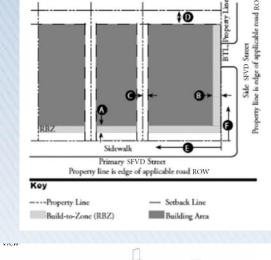
Section 1 The Board of Selectmen, in consultation with the Parks and Recreation Commission, shall establish rules governing the use of Town Parks.

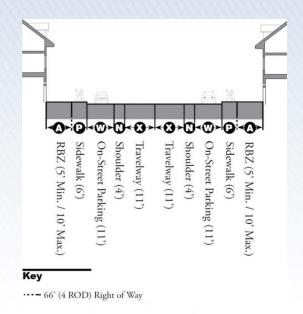
- Rangeley and Oquossoc Villages include a variety of ordinance defined land use zones: Commercial, Industrial, Village, Residential, Resource Protection and Shoreland Zones.
- No standalone ordinances are in place for historic districts, traffic and parking, signage etc.
 These specific elements are defined in varying applications under the various land use zones.

Recommendations

- Update DTR Plan Every 5 Years (Maintain eligibility for State and Federal Funds) and adopt the DTR Plan into the Comprehensive Plan.
- Perform a thorough redraft / expansion of Land Use Codes. Consider design standards vs guidelines in the code redraft.
- Consider new planning tools during the code redraft – "Form Based Codes", "Mixed Use Development", "Complete Streets", etc...).

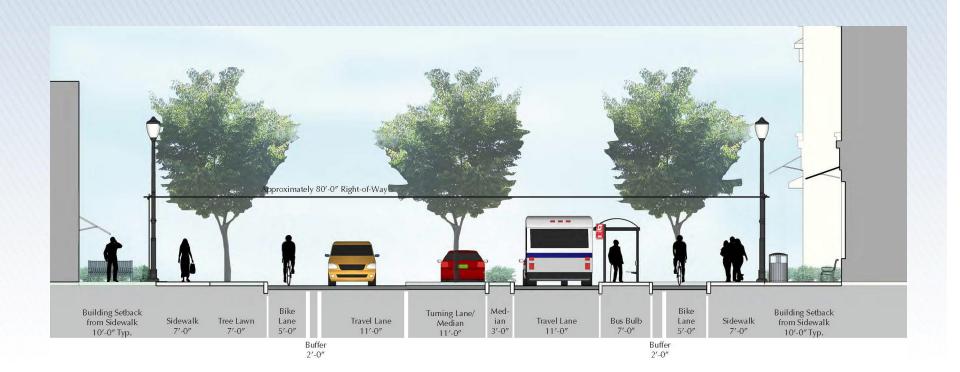
Examples of "Form Based Code"







Example of a "Complete Streets"



- Most buildings in the Rangeley and Oquossoc Villages are 1-2 stories in height.
- Historic buildings promote strong sense of architectural identity in the Rangeley and Oquossoc Village cores. There is also inconsistency in architectural building styles in both Villages, mostly between historic and modern buildings.
- Many buildings in the Rangeley Village are in need of façade improvements and may require interior improvements to meet current State buildings codes.











Recommendations

- Consider requiring "Mixed Use" zoning for new Commercial / Retail / Office development in the Rangeley Village.
- Establish a façade program with capital funding support and design assistance for building improvements, in keeping with the Rangeley and Oquossoc Village historic character (Improvements may include streetscape enhancement as well).

Recommendations

 Consider municipal investment in acquisition and site preparation of vacant parcels as well as other infrastructure improvements (e.g. expand broadband) in support of private development opportunities

Façade

Improvement

Examples







DTR Plan Inventory of Retail / Comm. Space

Findings

• The Town of Rangeley does not keep a data base of all currently available retail / commercial space in the Villages.

DTR Plan Inventory of Retail / Comm. Space

Recommendations

- Maintain and update a current data base of available commercial / retail space for marketing and promotion to potential developers.
- Utilize TIF, State and Federal Funds to make infrastructure improvements and assist private businesses supporting DTR Plan goals.

DTR Plan Employment Opportunities

- Currently there are an increasing diversity of employment opportunities (e.g. Farm House). Such evolving diversity of employment opportunities, especially those that are viable on a year round basis, need to continue to provide for a stable tax base to maintain viable Villages. Not being totally dependent on one or a few major employers (e.g. Saddleback) is key for long term sustainable employment.
- National trends, as recognized in the Town's Comprehensive Plan, note increasing opportunities to work from "anywhere" and the desire to move to downtown's where people can live, work and plan is growing.

DTR Plan Employment Opportunities

Recommendations

- Investment in infrastructure such as High Speed Broadband to support an increasing technology based economy.
- Assist existing / new business development by providing gap funding to private developers through TIF / Revolving Loan / State and Federal funds.

DTR Plan Inventory of Residential Units

Findings

- The majority of the housing units in the Rangeley and Oquossoc Villages, and throughout the Town of Rangeley in general, are single family homes (occupied seasonally or year round).
- There is some affordable housing in Rangeley Village.

DTR Plan Inventory of Residential Units









DTR Plan Inventory of Residential Units

Recommendations

- Consider updating Zoning Ordinances, allowing "Mixed Use" development.
- Work with development agencies (MEREDA, Main State Housing Authority) to fund affordable / workforce / senior housing.
- Consider Zoning Ordinance update that lower square footage requirements for residential units (Apartments, in-law apartments, tiny houses, AirBNBs) to encourage a greater diversity of housing opportunites for young families, seniors and visitors alike.

- Sidewalks are in place along most of Main Street in Rangeley Village and along several adjacent side streets.
- Many of these sidewalk segments and associated crosswalks are in fair to poor condition. When reconstructed, some will need to be updated to current American's with Disabilities Act (ADA) standards.
- The Town has had recent success obtaining State / Federal funding for pedestrian improvements in Rangeley Village.

Findings

- There are minimal sidewalks in Oquossoc Village and there are only a couple of non-ADA compliant crosswalks, located on Carry Rd.
- There are no dedicated bike lanes or off-road paved paths in the Rangeley or Oquossoc Villages.
- There is a growing interest in both on and off road cycling opportunities in the Rangeley Lakes region.



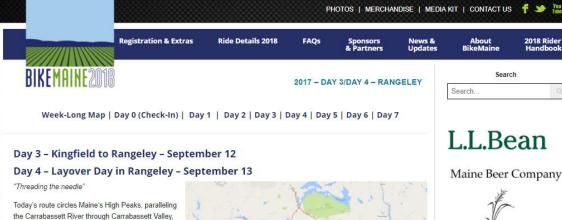






Recommendations

- Continue expanding pedestrian infrastructure in Rangeley Village and begin implementing pedestrian infrastructure in Oquossoc Village.
- Continue to support regional cycling interests and coordinate with MaineDOT, Bicycle Coalition of Maine, etc. on joint funded project opportunities to initiative bike lanes in the Rangeley and Oquossoc, and for connections to regional routes.



not until riders have a chance to cycle by the stately old growth Red Pine forest at Cathedral Pines. Heading south, the route turns west, along "Moose Alley" through Langtown Mill, into Rangeley, ending along the shores of Rangeley Lake.

- . Mileage: 54 miles
- . Flevation Gain: 2265 feet

home to Maine's third tallest peak, Sugarloaf Mountain, then climbs to the top of Bigelow pass, crossing the Appalachian Trail between Crocker Mountain and the Bigelow Range. North of Stratton,

the route provides beautiful views of both the North and South branches of the Dead River as they flow into Flagstaff Lake. The route reverses in Eustis, but

Rangeley:

Rangeley is at the center of the Rangeley Lakes Region, a resort area that includes the villages of Oquossoc, Haines Landing and South Rangeley. The area initially was inhabited by 5 different Native American tribes, who had the land exclusively to themselves until 1810. The area was first settled by a white person in the spring of 1817, when Luther Hoar of Phillips and his wife and 8 children snowshoed 26 miles, towing all their possessions on sleds, to homestead on a plot of land near what is now called Rangeley Lake. The following year, two other families settled nearby.

moved to the region in 1825. The town was a small but thriving farm community with a pounds at the confluence of the Rangeley and Kennebago Rivers. News quickly spread, and sport fishermen from Rhode Island and New York City began traveling to Rangeley to try their luck. Soon anglers and their families were coming from throughout the United States and beyond to fish, hunt and recreate in the

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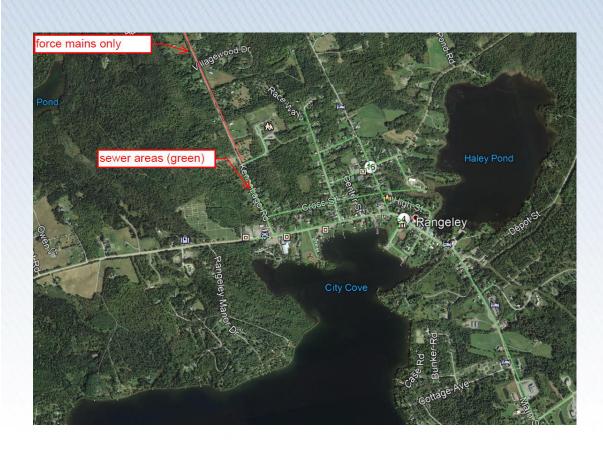


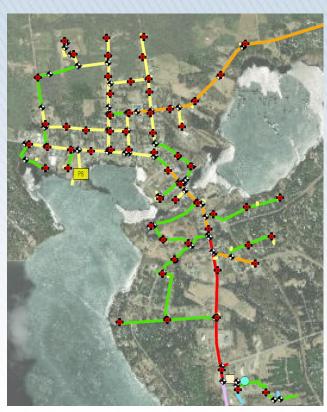
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The town was named after James Rangeley. Jr., who inherited the land from his father and developing trade in lumber, when townsmen began catching brook trout weighing more than 8

DTR Plan Infrastructure – Streetscape & Utilities Rangeley Village

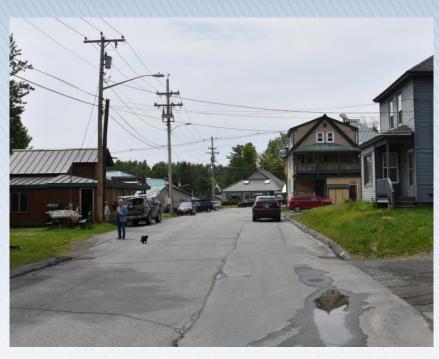




DTR Plan Infrastructure – Streetscape & Utilities Findings

- The majority of Rangeley Village is served by public water, sewer and overhead utilities.
- There are inconsistent streetscape elements along Main Street and minimal to no streetscape elements along adjacent streets.

DTR Plan Infrastructure – Streetscape & Utilities





- Define a streetscape standard for Main Street and Stratton Rd (sidewalks, bike lanes/shoulders, onstreet parking, signage, landscaping, site lighting with full cutoff fixture, site amenities – benches, trash receptacles, etc.)
- Define a streetscape standard for adjacent side streets (sidewalks, shoulders, signage and lighting with full cutoff fixtures).
- Raise capital funds for relocation of overhead utilities and consider changing ordinances to require new development to install underground service connections.

- Raise capital funds for streetscape improvements and consider amending ordinances to require new development to meet these standards.
- Continue to maintain and upgrade water and sewer distribution systems.
- Expand broad band / cell phone service in general and Wi-Fi service at public facilities.

- Coordinate with Rangeley Lakes Scenic Byway and MaineDOT Highway Signage Program to promote Rangeley Village.
- Coordinate with MaineDOT regarding highway improvements to Routes 4 and 16 in association with context sensitive design for improvement within the village, and in terms of opportunities to re-route / reduce industrial truck traffic through the Rangeley Village.

DTR Plan Infrastructure – Streetscape & Utilities Streetscape Element Examples



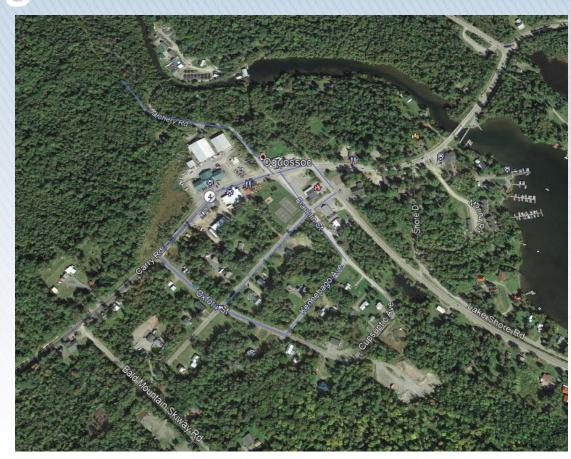


DTR Plan Infrastructure – Streetscape & Utilities Streetscape Element Examples





DTR Plan Infrastructure – Streetscape & Utilities Oquossoc Village



DTR Plan Infrastructure – Streetscape & Utilities Findings

- Portions of Oquossoc Village are served by public water and overhead utilities.
- There are minimal / no significant streetscape elements in Oquossoc Village.

DTR Plan Infrastructure – Streetscape & Utilities





- Define a streetscape standard for Carry Rd / Rumford Rd (Sidewalks, bike lanes/shoulders, signage, landscaping, site lighting with full cutoff fixture).
- Define a streetscape standard for adjacent side streets (Sidewalks, shoulders and signage).
- Expand broad band / cell phone service in general and Wi-Fi service at public facilities.

- Raise capital funds for streetscape improvements and consider amending ordinances to require new development to meet these standards.
- Continue to maintain and upgrade the water distribution system.

- Coordinate with Rangeley Lakes Scenic Byway and MaineDOT Highway Signage Program to promote Oquossoc Village at Route 4/17/Carry Rd intersection.
- Raise capital funds for relocation of overhead utilities and consider ordinances to require new development to install underground service connections.

Infrastructure – Streetscape & Utilities Streetscape Element Examples with Underground Utility Relocation (\$\$\$)





Findings

 There is a lack of consistent Gateway Signage and Wayfinding Signage programs promoting the Rangeley and Oquossoc Villages.









Recommendations

- Update sign zoning ordinance standards for private development within the Rangeley and Oquossoc Villages.
- Add Gateway Signage at entrances to the Rangeley and Oquossoc Villages.
- Develop consistent Wayfinding Signage within the Rangeley and Oquossoc Villages that is distinct from other present regional signage programs.
- Coordinate bicycle / pedestrian Wayfinding Signage within the Rangeley and Quossoc Villages with regional signage programs and make sure that the Rangeley and Oquossoc Villages are noted on regional signage/maps as well.







Findings

- For new development, parking ordinances are in place requiring provision of parking on-site.
- Public parking is provided throughout the Rangeley and Oquossoc Villages (Both on-street and off street).
- Parking is perceived to be a problem, mostly in terms of close proximity to Main Street and the center of Oquossoc Village. These distances can also create a sense of safety concerns (visibility).











Recommendations

- Improve Wayfinding Signage with clear, consistent directions to off-street parking lots.
- Establish continuous lighting and streetscape segments between off all street parking lots and Main Street / Stratton Rd, Rumford Rd and Carry Rd as applicable.
- Consider adding "Mixed Use" ordinances for which can reduce parking requirements for developments with upper-story residential units.

Recommendations

- Consider performing a Parking Master Plan study in the future, depending on how economic and social factors may change in the villages. (More commercial / retail growth may need more parking. More "Mixed Use" growth, public transit, and autonomous cars may require less parking.)
- Consider capital reserve funds for proactive purchase of property within the Village cores for development of strategically located public parking facilities.
- Consider requiring parking to be sited behind buildings on Main Street, Stratton Rd, Rumford Rd and Carry Rd.

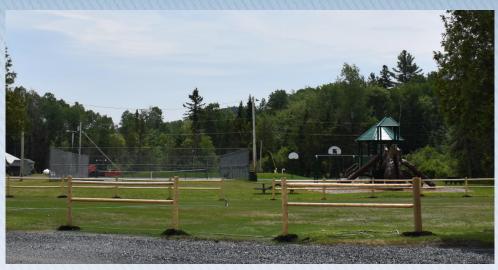
DTR Plan Recreation

Findings

- Recreational opportunities in the Rangeley and Oquossoc Villages are primarily outdoors and at the Rangeley Lakes Regional School and waterfront parks in Rangeley Village, and at the public park along Franklin St and Rangeley Ave in Oquossoc.
- There are a host of outdoor regional recreational opportunities that are well known outside of the Rangeley and Oquossoc Villages (hiking, canoeing, ATV, biking, snowmobile, camping, skiing, hunting, fishing, birding, boating, etc.

DTR Plan Recreation







DTR Plan Recreation

Recommendations

- Promote seasonal recreation events hosted at the parks, or that serve as beginning / ending stations for regional events.
- Improve parking, public transit, and bicycle and pedestrian connections to Rangeley and Oquossoc Village parks from other areas of the villages, and from other regional recreation destination points (e.g. A-T Trailhead on Route 4)

DTR Plan Overall Branding and Promotion

Findings

- The Rangeley Lakes Region is a well known "brand" that will likely continue to draw visitors to the area, primarily for outdoor recreation.
- There are a variety of local, regional and state programs in place to promote the Rangeley Lakes Region (Chamber of Commerce, Scenic Byway Program, Maine Tourism Bureau, etc.).

DTR Plan Overall Branding and Promotion

Recommendations

funded by the Town.

 There are still opportunities for improved coordination between the Town and these programs to strengthen the Rangeley Lakes Region brand. This coordination may be best served by a point person such as an economic/community development staff position

New branding effort promotes Moosehead Lake region as 'America's Crown Jewel'



PHOTO / COURTESY OF MOOSEHEAD LAKE REGION BRANDING INITIATIVE COMMITTEE

Prioritization of Plan Components

- Zoning & Ordinances / Consistency with the Comprehensive Plan
- Improve Commercial Building Conditions / Standards
- Promote / Expand Retail / Commercial Space
- Expand / Support Employment Opportunities
- Support expansion of Residential Housing Units
- Pedestrian / Bicycle Infrastructure
- Infrastructure Streetscape
- Infrastructure Utilities
- Signage
- Parking
- Recreation

Next Steps

- Incorporate Additional Public Input into Final DTR Plan (October 2018)
- Submit Plan to MaineDECD for review / acceptance (December 2018)
- Final Presentation of Plan (November 2018)
- Town Adoption of Plan (January / February 2019)

Next Steps

- Establish Committee to Oversee
 Implemention of Action Plan (Spring 2019)
- Develop Downtown TIF (Spring 2019)
- Begin Implementing Action Plan
 (Spring 2019 Near Term 1-3 Year Items)

