

Springvale Village
Sanford, ME

Village Plan & Design Guidelines



*Prepared for
The Sanford-Springvale Development Corp. & The Town of Sanford*

*By
Kent Associates Planning & Design, Gardiner ME*

Spring 2007

ACKNOWLEDGEMENTS

The Springvale Village Plan & Design Guidelines were prepared by Kent Associates Planning & Design Consultants, of Gardiner, Maine. Brian Kent, President of Kent Associates, and Amanda Walker, Planning & Design Associate at Kent Associates, were the principal design consultants.

Overall project administration and planning guidance was provided by the Sanford-Springvale Development Corporation (SSDC), in cooperation with the Town of Sanford. The consultants wish to acknowledge the guidance, assistance and cooperation of the members of the SSDC and Town staff who participated in the Village Plan process:

SSDC:

Hannah Ashley
Marcel Blouin (*Sanford Parks & Recreation & Public Property*)
Eugene Gaudette
Mark Green (*Sanford Town Manager*)
James Gulnac (*Sanford Planning & Community Development Director*)
Brad Littlefield (*Town Council*)
Johnathan Mapes
Andy Marby
Donna Ouelette

Also, for their participation and support, thanks go to:

Les Stevens, *Sanford Economic Affairs Director*
Lionel Sevigny, *7-E Properties*
Harland Eastman, *Sanford Historic Commission*

The consultants wish to acknowledge the cooperation of all the stakeholders, landowners, and other members of the community who participated in this project and the public workshops.

Funding for the Plan and Design Guidelines was provided by the SSDC with assistance from the Town of Sanford.

SPRINGVALE VILLAGE PLAN & DESIGN GUIDELINES

Contents

- I. Introduction & Plan Area
- II. The Village Plan
 - A. Plan Goals
 - B. Springvale Village Vision
 - C. Priorities for Springvale Village
- III. Village Plan Strategies
- IV. Design Guidelines



I. INTRODUCTION

The Springvale Village Plan & Village Design Guidelines presents overall strategies for maintaining Springvale’s character and enhancing the Village, and outlines a set of design guidelines for new development. This Plan was developed based on community input – at public workshops and with input from the SSDC and Sanford Town staff.

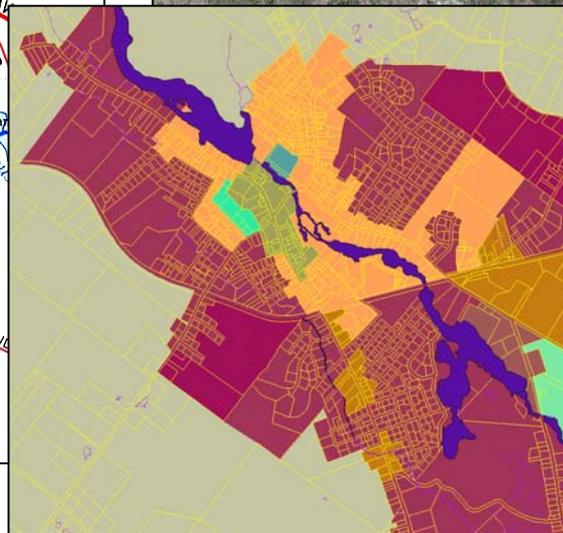
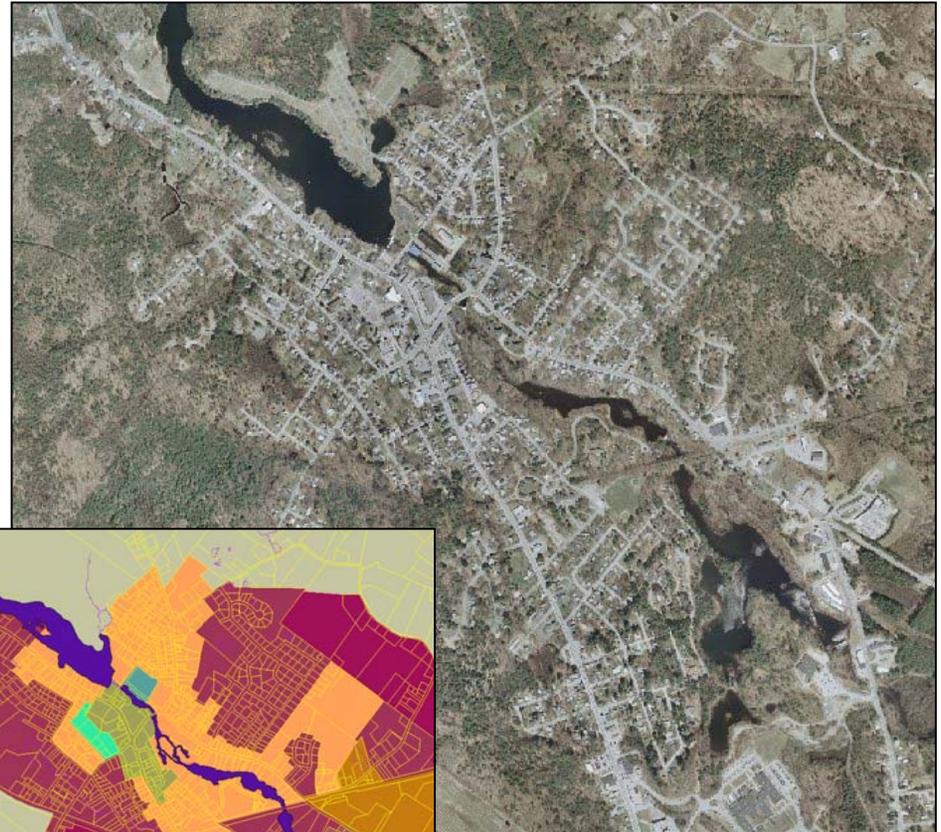
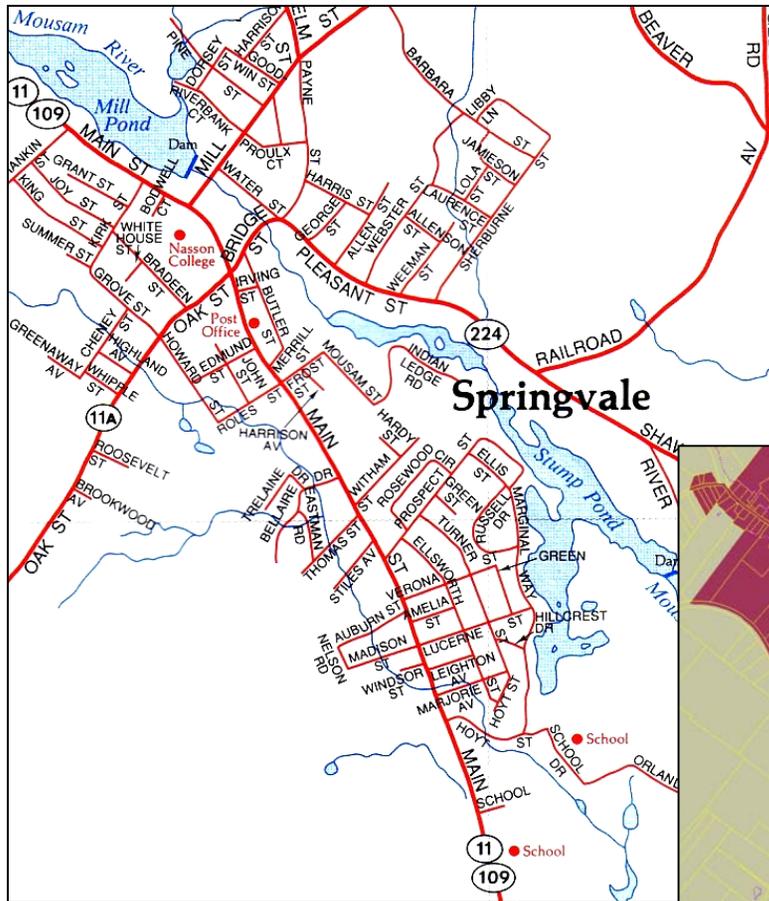
The Plan strategies encompass both public and private improvements; the private improvements recommended to existing development rely primarily on public-private partnerships and incentives. Partnerships between the Town, the SSDC, and private developers and owners have already proven to be visibly successful in the Village.

This plan has come together with the support and dedication of the SSDC, Town staff, and Springvale residents. Springvale clearly is a unique community within the Town of Sanford. It is Springvale’s community pride that will continue to drive Village improvements and success – and it is the community and community organizations like the SSDC that must champion the implementation of this Plan.



PLAN AREA (STUDY AREA)

The Village center and its surrounds are included in this Plan, generally defined as the area of greater neighborhood & development density, and by the configuration of current village zones (below). The Plan also includes the Main Street corridor extending south from the Village center towards Downtown Sanford.



II. SPRINGVALE VILLAGE PLAN

A) PLAN GOALS

The following goals were established at the beginning of the plan development process. The goals of this study are:

- ◆ To improve Springvale Village, as an important community center within the Town of Sanford
- ◆ To maintain and promote the Village character and improve the image of Main Street and surrounding neighborhoods
- ◆ To emphasize actions that build and maintain the sense of community, and community pride
- ◆ Identify physical improvements and redevelopment opportunities
- ◆ Identify possible public programs and initiatives to enhance the Village

B) SPRINGVALE VILLAGE VISION

The following vision statement was adapted from the current Sanford Comprehensive Plan:

The character and charm of Springvale will be retained. This will include protecting historic buildings and homes, maintaining a pedestrian-friendly village (locating new development in the downtown), and continuing redevelopment of the village center. The Mousam River will remain clean and become more accessible to the public as a result of new recreation areas and an expanded and improved trail system. Community facilities that serve Springvale and maintain its identity will be improved or created.

There will be a range of new development options in Springvale. Infill housing that respects the existing neighborhood's character will be created in the village. In other areas, clustered residential developments and multi-family housing will be created. Retail and other service buildings that mimic the buildings in the heart of the village (with apartments on the upper floors) will be created to ensure the downtown area of the village remains vibrant. Redevelopment of the former Nasson College campus will form the core of job-creation opportunities.

C) PRIORITIES FOR SPRINGVALE VILLAGE

From the outset, the core Village Plan issues were: how to maintain and improve the character and vitality of the Village; and how to deal with the potential threats to its character related to inappropriate land use and new development. At the core of the recommendations for Springvale Village are three key priorities, each addresses issues of future land use and development:

- 1) Continue to promote mixed use in the Village core.
- 2) Identify incompatible land uses for the Village and address through zoning.
- 3) Address Main Street “strip” development.
- 4) Maintain & enhance the character of the Village.

1) Continue to promote mixed use in the Village core.

Mixed uses within the Village are critical to its vitality. The existing mix of uses is certainly a success, and residents value the availability of services and businesses right in their own neighborhood. At the same time, these businesses thrive upon the residential neighborhoods proximal to the Village center and on their central location along a major artery. Mixed uses occur both next door to each other and in some cases within a single building, where residences or offices are located on upper floors above retail or restaurants.

The Town must ensure that the zoning continues to allow mixed uses (both on a single site and on a village-wide scale), but it must also address uses incompatible with the Village character.

2) Identify incompatible land uses for the Village and address through zoning.

While mixed uses are the hallmark of a vibrant, thriving village, there are some uses that would clearly be incompatible with the village setting and diminish the character of the community. Such uses would be those with issues of scale (too large a development for the Village), intensity (a land use that generates too much traffic, for example), or a use that gives a “dead” or abandoned appearance. Incompatibility must also be addressed within the residential neighborhoods;



Existing zoning

while home businesses or small businesses on main routes may enhance a neighborhood, an incompatible non-residential use can potentially disrupt the neighborhood character and home values. The Town must carefully consider what uses are incompatible versus what uses can work if properly/sensitively sited and designed.

The current zoning in the Village is a hodge-podge of small districts, each with slightly differing allowed uses and standards. There are uses allowed in one or more of these zones that should be considered inappropriate for the Village (or more appropriate for another location in Town). The creation of a single Village Zone could help create consistency and allow for more flexibility while being tailored to maintain the character that residents and businesses enjoy.

3) Address Main Street “strip” development.

A growing concern, one driving this plan, is the encroachment of incompatible new development coming into the Main Street (Route 109) corridor, at the edge of the Village. As is seen across the state and the country, chain or corporate development rarely attempts to fit with local character; the goal is to market their product and promote their brand or business. Although the particular service or product may bring an economic benefit, the local community ultimately is negatively impacted, especially as such development makes them look like “anywhere U.S.A.” The worst scenario may be when existing buildings that are a part of the local character are removed and replaced by such development.

Springvale is at an increasing risk of seeing this kind of strip development on its Main Street corridor. Sanford is a growing community, and the Route 109 corridor between Downtown Sanford and Springvale Village is a prime target for strip development with its good access and traffic volumes (lots of potential customers). The reality is that places like Springvale can still accommodate these chain/corporate commercial businesses and not sacrifice local character, when the right tools are in place. There are many examples,



(Above) Strip development is typically low-density, and vehicle oriented rather than pedestrian oriented. Buildings that are set back too far from the road and/or frontage dominated by parking and vehicle circulation are not in keeping with the Village character. Design features such as landscaping and architecture may also be incompatible. Often the design and site layout are more the issue than the use is.

even within Maine, of thriving chain businesses that are sensitively designed and sited. Holding development along the Main Street corridor to the same design standards as in the Village center can allow for economic development while not sacrificing the Village character.

4) Maintain & enhance the character of the Village

Residents and business owners are proud of the Village. Springvale also provides services and jobs important to the community and the Town. In order to maintain its character and vitality, the community must continue to enhance the Village and invest in improvements.

The success of the Village depends on public and private efforts to enhance the character. It depends on the commitment of large, local ownership and investment. The Town, through this plan, should work to support private investments, while making its own investment in Village improvements.



III. VILLAGE PLAN STRATEGIES

This section presents a set of strategies for improving Springvale Village, capitalizing on its assets and looking at opportunities for the future. These strategies fall under the following categories:

1. Village Initiatives
2. Gateways
3. Public Streetscape Improvements
4. Roadway/Traffic Improvements
5. Private Improvements
6. New Development
7. Village Neighborhoods



1. VILLAGE INITIATIVES

1.1 Strategy: Encourage arts initiatives in the village.

Explanation: The Town and/or Village organizations should encourage and support art/cultural displays & events in the Village. Promoting arts in the Village also supports economic and community health. Projects could include temporary/changing art displays in public spaces; indoor or outdoor murals; permanent or temporary outdoor sculpture; events showcasing local artists, such as outdoor art shows or an “art walk” (perhaps with Village/Town artists).

Timeframe: Immediate & On-going

Funding Opportunities: Chamber of Commerce
Private/business donations

Left to right: a mural to enhance a blank façade or wall; outdoor sculpture; public art with a theme (e.g. lobsters in Rockland); a unique bicycle rack.



1.2 Strategy: Encourage the promotion of historic resources in the Village.

Explanation: The historic resources of the Village are important; they define its unique character and provide a sense of community and continuity. The Town and/or Village organizations need to support and promote these irreplaceable resources. Initiatives include: creating a self-guided historic walking tour (already in progress); landowner outreach for historic building maintenance; the proactive preservation of historic buildings and artifacts; support for and publicity of the new Historic Society facility on Main Street; and Village event(s) that celebrate the communities heritage and historic resources.

Timeframe: Immediate & On-going

Funding Opportunities: Federal historic preservation tax credits
Private/business donations

1.3 Strategy: Promote and support private historic building maintenance through a Village preservation program.

Explanation: There have been many comments throughout this planning process on the wonderful architectural character and heritage of Springvale Village, and on the lack of promotion or protection of private historic buildings. Educating owners of historic buildings is an important first step in helping to protect and maintain them, as can efforts to encourage owners to have their buildings added to the National Register. There should also be in place the appropriate regulatory tools to prevent the unnecessary or premature demolition of historic buildings; this could include ordinance language that requires alternatives to demolition be explored, before the destruction of a historic building is considered.

The Town’s Historic Society and its musuem is a wonderful asset and resource, and must continue to be supported. This organization is the most logical for establishing a private historic building maintenance program. Funds to support such an initiative would be a well-placed investment.

Timeframe: Short-term (2-5 years) & On-going

Funding Opportunities: Federal historic preservation tax credits
Town funding and/or CDBG funding for historic façade maintenance and/or reconstruction

2. GATEWAYS

2.1 Strategy: Create welcoming gateways to the Village on Main Street (north and south), Pleasant Street, and Oak Street.

Explanation: Well-placed and well-designed gateways welcome visitors into the village, and celebrate the village as a special place. Gateway signage should have readable lettering and a style that fits the village – such as a design that reflects the Village’s traditional architecture. Landscaping can also be added to enhance the gateway area. Signage and landscaping must be placed so not to block sight lines or impair visibility for vehicle traffic.

Timeframe: Immediate (1-2 years)

Funding Opportunities: MDOT Gateway Program
SSDC funds or Town funds
Private donations of time, materials, or money



Left: Gateway treatments should be located at the main gateways into the Village center. An additional gateway at Mill Street/Payne Street could also be included.



Right: Examples from other communities of welcoming gateway signs, located just outside their downtowns.

Right: A sketch showing an option for a southern Main Street gateway sign and landscaping. Planted curb bump-outs for traffic calming are also shown.

Below: A photosimulation showing a gateway sign on Oak Street, at the Railroad Trail.



3. PUBLIC STREETSCAPE IMPROVEMENTS

3.1 Strategy: Establish a streetscape design style for the Village, distinct from Downtown Sanford.

Explanation: The village streetscape should include pedestrian-scale lighting, a consistent sidewalk and crosswalk design, and other streetscape amenities (see next). Elements such as street trees, planters, sidewalk paving or other landscaping should be of a consistent design but do not have to be continuous throughout the Village.

Timeframe: Intermediate (5-10 years)

Funding Opportunities: CDBG funds
Town CIP
TIF funds (if a TIF district were to be established for the Village)

On Main Street, the existing streetscape in the Village.



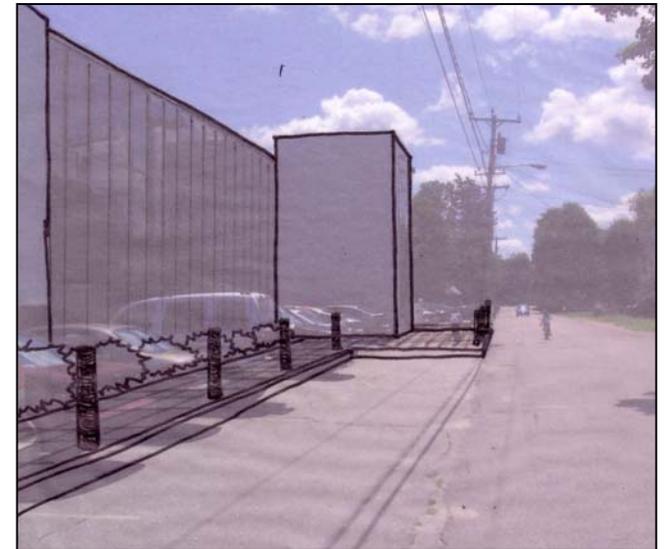
An example illustrating design elements that would be used throughout the Village center (sidewalks, lighting, etc).



Below: New lighting with hanging baskets, as part of the possible streetscape improvements. Lampposts could be placed along the street or moved back to the inside of the sidewalk to reduce hits from plows or vehicles.

Right, above: Streetscape improvements photosimulation. The sidewalk design, lighting, landscaping, and crosswalks should be consistent in the Village center to maintain continuity.

Right, below: Streetscape improvements could be used in other parts of the Village center (either as public or private improvements).



3.2 Strategy: Enhance the village streetscape with street furniture & other amenities.

Explanation: Streetscape amenities are the “extras” which the Town can add within the public right-of-way to further enhance the character of the Village. These could include new light-pole banners, benches, bike racks, or other street furniture.

Timeframe: Short-term (2-5 years)

Funding Opportunities: CDBG funds
Town CIP
TIF funds (if a TIF district were to be established for the Village)

Examples of streetscape amenities such as benches, planters, and trash receptacles.



A photosimulation showing banners, benches, and hanging baskets.



3.3 Strategy: Make crosswalk improvements, to enhance crosswalk visibility and pedestrian safety.

Explanation: Improving and maintaining the walkability of the Village is important to both safety and vitality of the community. Crosswalks in the Village should be wide enough and bold enough to establish a visual presence that drivers will notice. The addition of curb bump-outs (see illustration) for crossings should also be considered.

Additional crosswalks could be added, particularly on Main Street in the Village center, for better pedestrian access. Creating a “rhythm” of crosswalks can also contribute to traffic calming, as can the addition of bump-outs at crossings.

Timeframe: Short-term (2-5 years)

Funding

Opportunities: MDOT Enhancement funds
CDBG funds
Town CIP
TIF funds (if a TIF district were to be established for the Village)

A photosimulation showing bolder crosswalks on Main Street.

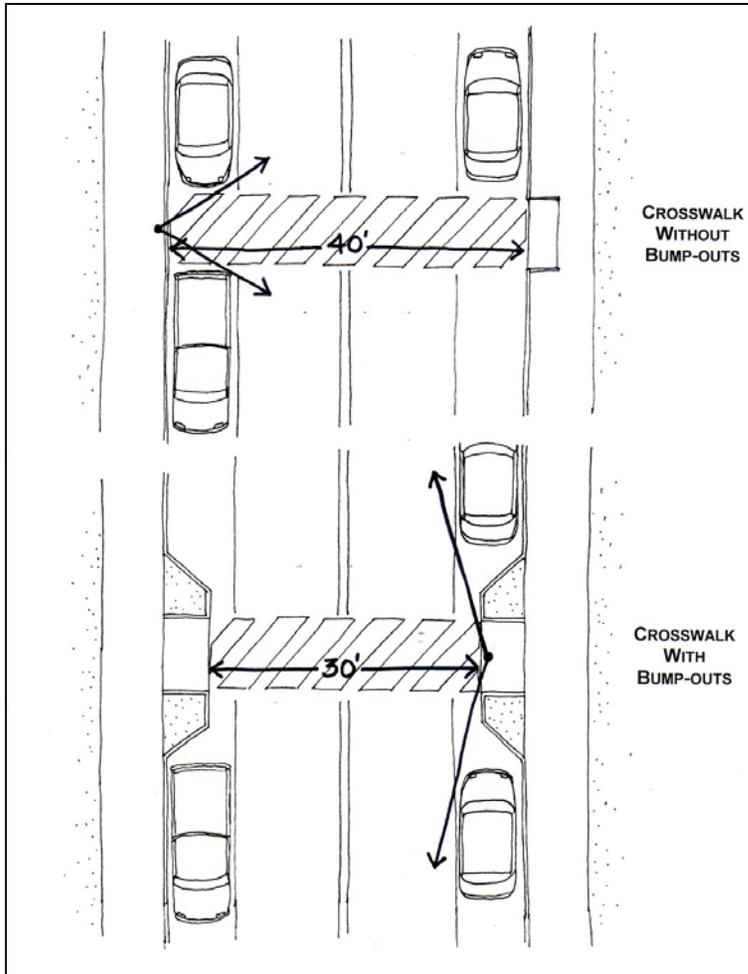


An example of a colored, “stamped” crosswalk (asphalt).



Right: Traffic calming with pedestrian crossings. These examples show a center island (above) and "neck-downs" in the shoulders (below), both which improve safety at crossings.

Below: This diagram illustrates how a bump-out reduces the crossing distance and increases the visibility of a pedestrian to drivers.



3.4 Strategy: Incorporate tree plantings and/or landscaping.

Explanation: Some of the private development sites in the Village center have already made enhancements such as tree planting and landscaping with flowers, shrubs, fencing or stonewalls; similar embellishments should be incorporated in the public right-of-way.

Timeframe: Intermediate (5-10 years)

Funding Opportunities: Project Canopy (MFS, MDOC)
CDBG funds
Town CIP
TIF funds (if a TIF district were to be established for the Village)

Street trees added in the appropriate places can greatly enhance the Village center without blocking drivers' or businesses' visibility. Below, a photosimulation with street trees; right, landscape improvements such as a raised planting bed along the street with street trees set back from the street.



Right: A sketch illustrating the option for a landscape planting strip that could be added along sidewalks (shown on Bridge Street).

Below, left: Adding landscaping to the streetscape with a planting strip and hanging baskets rather than street trees.

Below, right: A generous planting strip with street trees, in Rockland, Maine.



3.5 Strategy: Extend streetscape elements throughout the Village core.

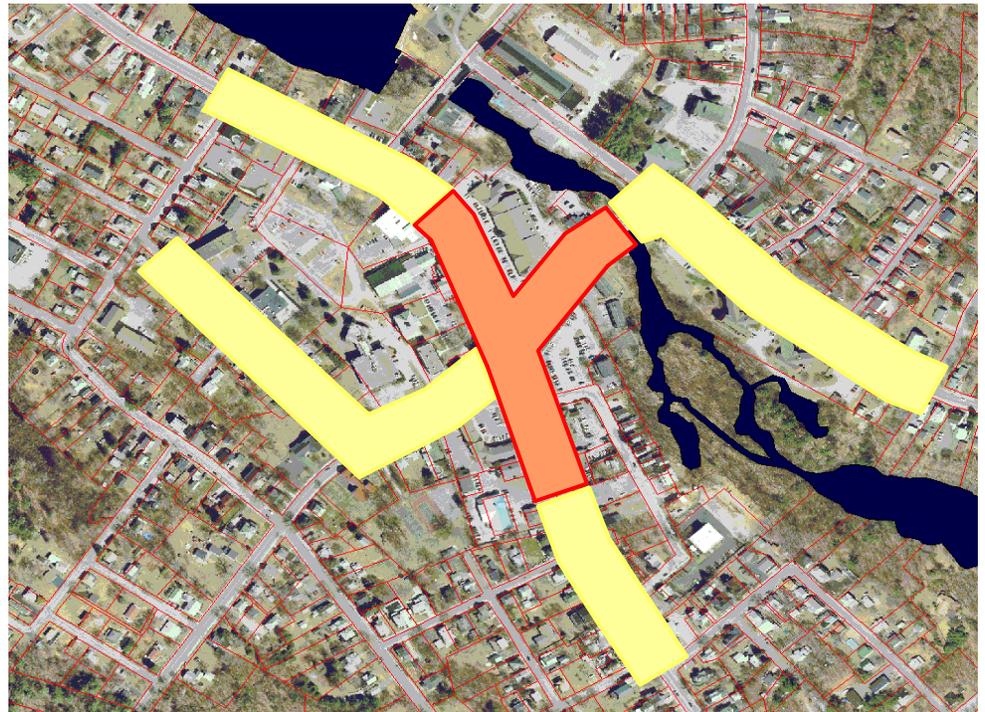
Explanation: The incorporation of streetscape elements helps define and unify the Village center. Components of the Village streetscape (lighting, sidewalk and crosswalk improvements, and banners in particular) should extend along Main Street at least from Kirk Street to Frost Street, as well as on Oak Street (to Bradeen Street) and Bridge & Pleasant Street to Webster Street; priority for extending the streetscape should be given to Main Street. Further expansion to include Bradeen, Water and Mill Streets should be considered in the long term as well.

Extension of the Village streetscape could be done in prioritized phases. The Town should consider burying utility wires as part of the streetscape enhancement and extension.

Timeframe: Intermediate (5+ years) – streetscape on Main Street
Long-term (7+ years) – streetscape on other Village streets

Funding Opportunities: CDBG funds
Town CIP
TIF funds (if a TIF district were to be established for the Village)

In red, the area of Main and Bridge Street that currently has buried overhead wires and amenities (banners). In yellow, the area for extending the streetscape (and burying overhead wires), including Main Street, Pleasant Street, Oak Street, and Bradeen Street.



4. ROADWAY/TRAFFIC IMPROVEMENTS

4.1 Strategy: Implement traffic calming measures, especially on Main Street (Route 109).

Explanation: Although no specific traffic calming measures have been recommended for the Village, there may be several that would be appropriate for Route 109 and other major Village routes. Any traffic calming measures must be approved by a traffic engineer, and in particular by MDOT on state roads such as Route 109.

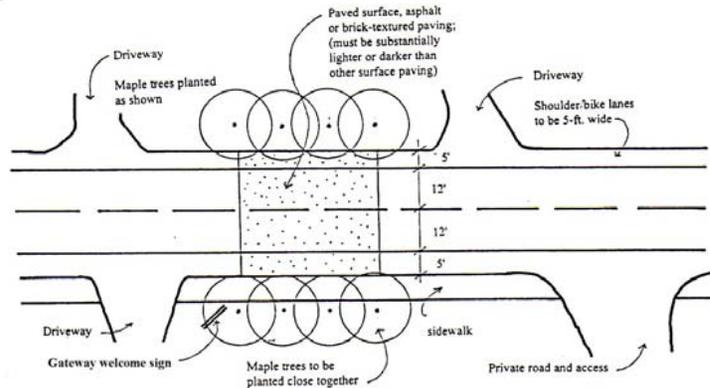
Traffic calming measures that may be appropriate for the Village include bump-outs for crosswalks; narrowing of the lane striping, to include bicycle lanes, for example (not a physical narrowing of the roadway); or possibly short center medians. Other elements that can contribute to traffic calming include street tree plantings, and the placement of crosswalks in a regular pattern or rhythm.

Timeframe: Intermediate/Long-term (5+ years), perhaps depending on any MDOT projects on Rt. 224

Funding

Opportunities: MDOT Enhancement Funds
Town funds, partner with State/MDOT funds

Traffic calming for a gateway.



Example of Gateway with Traffic Calming

*Raised crosswalks or speed humps would **not** be appropriate for high traffic areas or truck routes (such as the Village).*



Right, above: A center island for traffic calming; shown here with a pedestrian crossing.

Right, below: A bump-out at a pedestrian crossing, with sloped or mountable curbing and a crosswalk sign in the street.

Below: Adding texture (such as pavers or cobblestones) can help calm traffic, but can take more cost and effort to maintain.



4.2 Strategy: Make improvements to Pleasant Street/Water Street/Payne Street intersection (Route 224).

Explanation: This wide, curving intersection accommodates truck traffic very well, but poses potential safety issues for both pedestrians and passenger vehicles. Pedestrians not only have a greater distance to cross than other intersections in the Village, but the poor visibility of vehicles coming from either direction on Rt. 224 make crossing precarious. The lack of adequate signage and/or painted lines on the street, in combination with sight distances at the intersection, contribute to the problem. Traffic calming measures should also be considered at (and leading up to) this intersection.

Having small, planted islands similar to the Main Street/Oak Street intersection, for example, might enhance the look and safety of this intersection. (These islands provide an added measure of safety for pedestrians crossing at wide intersections, and can also be designed with sloped curbs to accommodate a truck’s wide turning radius.)

As with the strategy above, any improvements to this intersection will need to be reviewed by a traffic engineer and coordinated with MDOT.

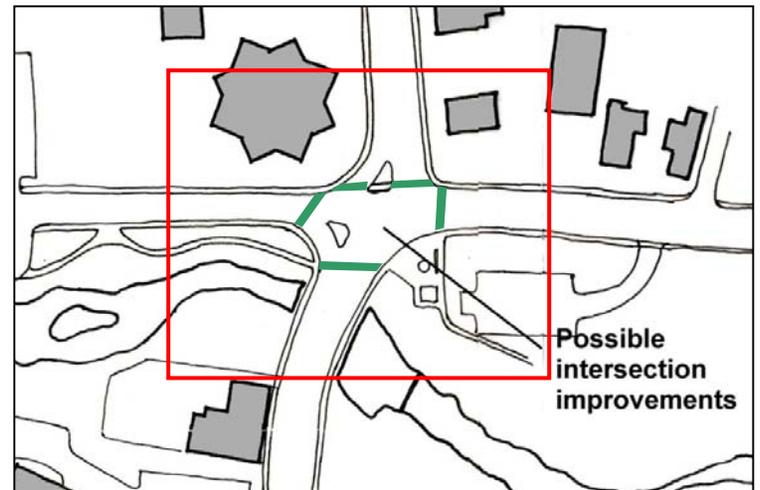
Timeframe: Intermediate/Long-term (5+ years) (perhaps depending on any future MDOT work on Rt. 224)

Funding Opportunities: MDOT Enhancement Funds
Town funds, partner with State/MDOT funds



Left: Islands at the Main Street intersection add both safety and aesthetics.

Right: Pedestrian crossing improvements may be the most important improvement at the intersection



4.3 Strategy: Explore the need for on-street parking on Main Street in the Village center.

Explanation: Much discussion was generated over on-street parking on Main Street during the course of this plan. There has been both suggestions to replace on-street parking along more of Main Street in the Village center, as well as comments that the few spaces just north of the traffic light are too close to the intersection and turning traffic at the Village Green. On-street parking is clearly needed for some existing businesses in the Village center. At the edges of the Village core, residential units park on-street on the shoulders.

In traditionally laid out villages and downtowns, marked on-street parking spaces are important for businesses to attract and keep customers and clients who want convenient, short-term parking. This is true even in downtowns where heavier traffic makes it more difficult to get in and out of parallel parking spaces. Another benefit to on-street parking is an incidental effect on traffic speeds. While having on-street parking is not in-and-of itself a traffic calming measure, it has been determined that cars parked on-street can cause drivers to reduce speeds.

Springvale must have adequate on-street parking to serve existing businesses, and should consider the need and possible benefit to adding on-street parking in the Village center. However, at this time there is not a pressing problem that needs immediate resolution. The Town will need to consult with a traffic engineer and with MDOT on the feasibility given traffic volumes along the major arterials.

Timeframe: Long-term (7+ years)

Funding Opportunities: n/a



Left: On-street parking in downtowns and village centers not only support businesses but can also contribute to traffic calming.

Right: Only a small section of Main Street in Springvale has on-street parking. One concern is on-street parking that is too close to the lighted intersection.



5. PRIVATE IMPROVEMENTS (THROUGH PUBLIC/PRIVATE PARTNERSHIPS)

5.1 Strategy: Promote and support private building façade & signage improvements.

Explanation: While addressing the design and appropriate image for new development in the Village is a high priority, encouraging improvements to existing development is also important to maintaining and improving Village character. Establishing a formal program for façade (and signage) improvements is an effective way to foster improvements to existing private buildings. A façade program, similar to successful programs in other Maine downtowns, would provide grant or loan funds to Village building owners or businesses; through an application process, funds would be distributed for projects that follow a set of established guidelines, as to the types of improvements that can be funded, and appropriate design criteria.

Timeframe: Short-term (2-5 years) & On-going

Funding Opportunities: Façade grant funds (CDBG)
Local financial institutions
SSDC funds or Town funds
TIF funds (if a TIF district were to be established for the Village)

An example of façade improvement sketches, as part of a town's façade improvement program.



5.2 Strategy: Promote and support private landscaping & site improvements.

Explanation: Along with building and signage improvements, the Town should support site improvements for existing businesses (e.g. parking, pedestrian amenities, landscaping, art, etc.). This could involve cooperative efforts along the street front in conjunction with public streetscape improvements, or could mean making sure there are no regulatory obstacles to property owners making needed improvements. Businesses that do make improvements that reflect well on the Village should be publicized, as a way of promoting and encouraging the investment private businesses make in the Village.

Timeframe: On-going

Funding Opportunities: n/a



Private site improvements that reflect well on the Village.

5.3 Strategy: Continue to explore Nasson Commons redevelopment opportunities.

Explanation: The SSDC has already had great success in seeing much of the former Nasson campus redeveloped. The remaining buildings (Marland Hall, the Science Center building, in particular) are still good opportunities for new, mixed uses. Alternatively, the building sites may have greater use than the structures themselves. This can best be determined by an architectural/structural engineering analysis to evaluate functional structural, financial and energy efficiency issues. Given the importance and value of the location of the Commons, such an evaluation would help prospective developers (and the Town) plan for the future.

Potential tax incentives are a good “carrot” and reward for developers; continued public/private cooperation and SSDC assistance and involvement are also needed.

Timeframe: Immediate & On-going

Funding Opportunities: Explore applicability of New Markets Tax Credits Program
TIF program incentives (if a TIF district were to be established for the Village)

5.4 Strategy: Expand parking at Nasson Commons.

Explanation: Any redevelopment of vacant buildings or the building sites at Nasson Commons will likely mean the need to provide additional parking spaces. Future uses of Marland Hall or increased use of the Anderson Learning Center building could also increase the need for parking.

The options for expanding the current parking at Nasson Commons are limited, but additional spaces could be gained on the Oak Street side of the Science Center building, and/or if the rear/interior portion of that building were removed. A parking need study should accompany any evaluation of this area.

Timeframe: Intermediate/Long-term (5+ years)

Funding Opportunities: CDBG funds
Private development funds, matched with public funds
TIF funds (if a TIF district were to be established for the Village)

Right: Redevelopment opportunities at Nasson Commons.

(A) Marland Hall, which may soon be redeveloped as housing, and (B) the Science Center. Additional parking (C) would likely be needed for the Science Center, either in front or behind the building.

Below: The Science Center, as it stands now, in need of much work.



5.5 Strategy: Consider other redevelopment opportunities in the Village (e.g. on Main Street, on Water Street).

Explanation: Other redevelopment opportunities in the Village, besides at Nasson Commons, include locations on Water Street, Mill Street/Main Street, or southern Main Street (between Merrill and Frost Streets, or sites along Route 109 between the Village center and the High School). These sites would be suitable for commercial or mixed-use development. These redevelopment opportunities depend on timing, landowner willingness, and developer interest. The Town and SSDC should look at these potential sites and others with an eye to the future; setting the stage for new development that is appropriate to the Village in land use and design is as important as their economic development potential.

Timeframe: On-going

Funding Opportunities: Explore applicability of New Markets Tax Credits Program TIF program incentives (if a TIF district were to be established for the Village)



Potential private redevelopment sites must include property or properties that are buildable and can accommodate off-street parking. Sites on Main Street or within the Village core provide appeal for commercial/retail businesses.

6. NEW DEVELOPMENT

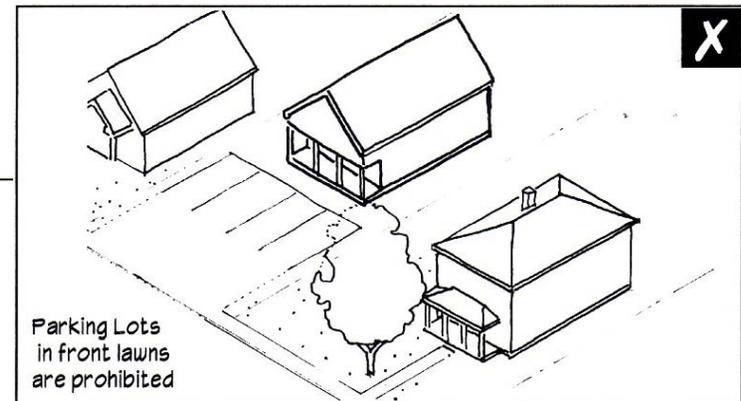
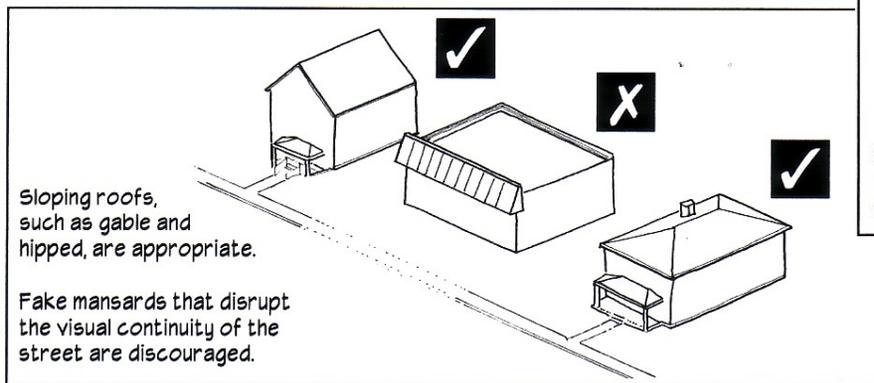
6.1 Strategy: Develop design standards for new development in the Village.
(See Section IV of this plan.)

Explanation: Although new development in Springvale Village has by and large been well-designed and appropriate for the Village in character, there are, in fact, no tools in place for the community to ensure that a development keep in character. In combination with adjustments to the Village zoning, design guidelines or standards are needed to ensure new development does not detract from the Village’s image.

Design standards cover elements such as architecture and building materials, building scale/proportion, site layout and setbacks, accessory structures and parking, and landscaping and lighting. Section IV of this document presents design guidelines that could be incorporated into the regulatory tools to protect Village character.

Timeframe: Immediate (1-2 years)

Funding Opportunities: n/a



6.2 Strategy: Establish a TIF District for the Village to capture funds from new development and improvements.

Explanation: As the Village Plan is implemented and new private investments are made in the Village, the Town could capture these funds to be directed towards public improvements. TIF funds could also be used as a financial incentive for property owners and developers who invest in the Village, by returning a portion of the TIF funds for the initial investment. The district boundaries should match the proposed Design Guidelines district (*see Section IV*) boundaries, perhaps extending south along Main Street towards Downtown Sanford as well.

Timeframe: Immediate (1-2 years)

Funding

Opportunities: (*This strategy creates funds towards village improvements*)

Traditional TIF	Downtown TIF
At least 25% of district must be blighted, in need of rehabilitation, or suitable for commercial use	No limitation
District may not exceed 2% of total acreage of municipality	No limitation on size of district
Total acreage of all TIF districts may not exceed 5% of municipality	Not counted against total municipal TIF acreage limitation
The original assessed value of all TIF districts within a municipality may not exceed 5% of total value of taxable property as of April 1 preceding a district designation	Not counted against 5% of municipal valuation limit
The aggregate value of general obligation debt financed by TIF proceeds in any county may not exceed \$50,000,000 (adjusted)	Does not impact TIF-related general obligation debt limit within the county
Only TIF proceeds generated by the activities within the district can be used to fund projects and activities within the district	TIF proceeds generated by other TIF districts within the municipality that impact the downtown can be used to fund the projects and activities of the downtown district's

Qualified Development Program Costs	
Capital cost - such as: <ul style="list-style-type: none"> Acquisition of property & demolition of structures Parking development & debt service payments Construction & modification of public infrastructure Streetscape improvements 	Administrative costs - such as: <ul style="list-style-type: none"> Downtown manager program Staff devoted to downtown efforts Marketing: collateral material, advertisements Promotions, events, festivals
Financing Costs - such as: <ul style="list-style-type: none"> Capitalization of a Revolving Loan fund Site-specific credit enhancements Common elevator program Facade program 	Site-Specific Real Estate Projects <ul style="list-style-type: none"> Targeted site re-use Blighted buildings
Professional services - such as: <ul style="list-style-type: none"> Engineers, architects, planners & consultants Downtown development planning over life of TIF district 	Use-Specific Projects <ul style="list-style-type: none"> Desired retail Restaurants, cafes Art & cultural attractions Lodging
Tips for Effective TIF District <ul style="list-style-type: none"> Support local goals & objectives Put a decision-making process in place Establish guidelines around use of credit enhancement Allow as much flexibility as feasible Delineate boundaries thoughtfully 	Steps to Create a Downtown TIF District <ul style="list-style-type: none"> Downtown redevelopment plan Downtown TIF Program <ul style="list-style-type: none"> Boundaries Development program Financial Plan Municipal approval State DECD approval Credit Enhancement Agreements

7. VILLAGE NEIGHBORHOODS

7.1 Strategy: Maintain neighborhood character & walkability.

Explanation: The vitality of Springvale is certainly in part attributable to the scale and close proximity of neighborhoods, and their connection to the Village center (walkability). Creating private interest in maintaining neighborhoods and properties is also an important tool for neighborhood revitalization. A public program to hear ideas and concerns for neighborhoods improvement and housing could be developed, perhaps also encouraging the formation of small neighborhood improvement groups that get neighbors involved. The community/Town should also reach out to landlords (local or not) to better address housing issues. For housing and neighborhood assistance, partner with MSHA and/or CEI.

Also, as the village housing grows, the density and pattern of housing should be maintained. New housing that is too spread out will diminish the walkability/connectivity and the neighborhood character that makes Springvale attractive.

Timeframe: Short-term (2-5 years) & On-going

Funding

Opportunities: MSHA (Maine State Housing Authority), CEI (Coastal Enterprises, Inc) assistance
Town funds (to support a neighborhood program)
Private donations

7.2 Strategy: Make public improvements (e.g. sidewalks, lighting, crosswalks) in Village neighborhoods.

Explanation: Public investment in the upkeep of the Village neighborhoods encourages the sense of community, support for the Village businesses and services, and use of public spaces such as the parks. While most of the neighborhoods surrounding the Village center have sidewalks, many of these sidewalks are in need of improvements. Existing crosswalks could be enhanced, and even some crossings added. Lighting should be assessed to ensure safety issues are addressed. Following the same streetscape design style/elements used in the Village center will help create continuity throughout the Village.

Where opportunities come up, “pocket parks” or other small green spaces would enhance neighborhoods (especially on the east side of the River).

Timeframe: Intermediate (5-10 years)

Funding

Opportunities:

CDBG funds

Town CIP

TIF funds (if a TIF district were to be established for the Village)

