



DOWNTOWN GREENVILLE MASTER PLAN

Greenville, Maine

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Greenville, Maine

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I INTRODUCTION

The Town of Greenville plays a key role in the Moosehead Lake Region and in the success of the recently completed “Americas Crown Jewel” branding initiative. Greenville provides the only school, police department, public water and sewer utilities, and full-capacity Town Office. The volunteer fire department and the Greenville-based Charles A. Dean Hospital Ambulance Service each have a coverage area equal to the size of Rhode Island. Downtown Greenville is the principal destination for casual dining, shopping, and other tourism based economic activities.

Despite its importance to the overall success of the region, it has been over 20 years since Greenville has invested in its downtown. Recognizing the need for action, the Board of Selectmen, working with business and community leaders involved with the Moosehead Lake Region Economic Development Corporation (MLREDC), began a master planning process for Downtown Greenville in 2016.

This current initiative is supported by the Town’s 2013 Comprehensive Plan, which emphasized revitalization efforts within the downtown area and encouraged the Town to create a concept plan for the village to help guide public and private investments. In addition, the recently completed branding analysis, prepared by consultant Roger Brooks, recommends 8 specific action items involving downtown Greenville

which are critical in helping successfully implement the regional brand goals.

Through this Master Planning process, the Town wishes to develop a comprehensive and feasible downtown revitalization plan that would dovetail with the wayfinding program being implemented by MLREDC as well as other streetscape enhancements being explored by local businesses.

This plan seeks to define the foundational issues that are critical to the overall vision for the downtown area and are in line with the regional branding initiative. These include elements such as infrastructure improvements, possible zoning changes, façade improvements, and pedestrian and streetscape enhancements. The Master plan includes a visual representation of the recommended improvements to help illustrate core principals and promote a common vision for the downtown. Lastly, the plan includes action items for implementing the plan as potential funding sources arise.



II OVERVIEW

Downtown Core

The Town of Greenville has always been the focal point for services and business for those working, living and recreating around the Moosehead Lake region. Situated on the southern side of the lake, downtown Greenville reflects the connection to the water. Many of the downtown buildings are only feet away from the shoreline and the main street - Pritham Avenue – offers direct water views to pedestrians and visitors.

The focus for this planning process is the area located at the bounded by three key intersections –Moosehead Lake Road/South Main Street; Moosehead Lake Road/Pritham Avenue; and South Main Street/Pritham Avenue. The study area also includes areas along Lily Bay Road and Lakeview Street. See Insert Map of Study Area showing commercial core (Figure 1.) This relatively small section of Town supports an eclectic mix of architectural styles and uses including retail shops providing gifts, clothes and sporting equipment to restaurants and residential use and office space.

The Town has developed a small pocket park on Pritham Avenue which helps to connect a short waterfront boardwalk to the Moosehead Marine Museum. This facility is home to the Katahdin Steam ship which is a historic landmark and the last remaining ship to ply the waters of Moosehead Lake.



Figure 1

Land Use Regulations

Downtown Greenville is located within the Village Zoning District, which is envisioned as medium to high density development, allowing a mixture of uses and a varied selection of housing modes. The Village District currently has a maximum density of 2 units per 10,000 square feet where Town sewer is available. The ordinance requires a 15-foot setback from all property lines, limits lot coverage to 50%, and has a maximum building height of 35 feet.

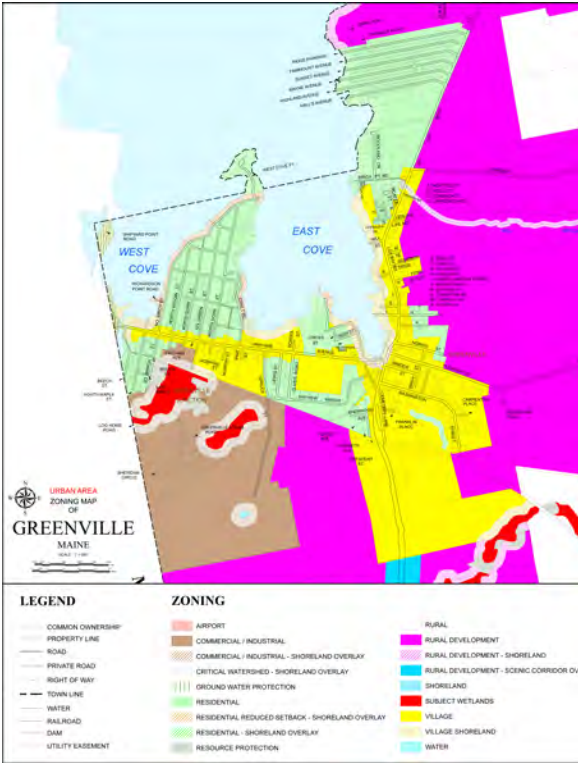


Figure 2

Due to its proximity to Moosehead Lake much of the Downtown is also within a Village Shoreland Overlay District, which regulates land uses in compliance with Maine’s mandatory Shoreland Zoning rules. See Zoning Maps. (Figure 2 & 3).



Figure 3

Infrastructure

Electrical/Telecommunications. Downtown is serviced by 3 Phase 34.5kV power running on overhead lines along Pritham Ave and Lily Bay Rd.

According to the National Broadband Map, the project area is serviced by two primary providers - Fairpoint Communications, Inc, and Axiom Technologies, which both advertise a 10-25 Mbps service. Wireless internet is also available within the downtown through ViaSat, Inc., Spacenet Inc., Lightyear Network Solutions, and AT&T. Additional available technologies include: DSL, Satellite, Mobile Wireless, and Fixed Wireless.

Sanitary Sewer. Sewer service in the downtown area consists of an 8-inch asbestos cement gravity main that is managed by the Moosehead Sanitary District (MSD). The following intersections/locations are the purported limit of the gravity system:

- Northerly – Lily Bay Rd and Scammon Rd
- Southerly – Lily Bay Rd and Sherwood Rd
- Westerly – Greenville Wharf along Pritham Ave

While there are no known issues with the sanitary sewer system in the Downtown area, the sewer lines were installed in 1973 making them almost 45 years old. Typical life span for a sewer line is 50 to 70 years. See Map of existing sanitary sewer lines in the Downtown area (Figure 4).

Potable Water Supply. Public water is supplied to the downtown study area by MaineWater. The age and location of the water mains are:

- Pritham Ave – 8-inch Cast Iron Water Main, approx. age 1915
- Lakeview St – 6-inch Cast Iron Water Main, approx. age 1915
- Lily Bay Rd: Cemetery Lane to Minden St – 8-inch Cast Iron Water Main, approx. age 1915
- Lily Bay Rd: Minden St to Pleasant St – 10-inch Cast Iron Water Main, approx. age 1915
- Lily Bay Rd: Pleasant St to Northern terminus – 8-inch Cast Iron Water Main, approx. age 1915
- Eveleth Hill: 8-inch Ductile Iron Water Main, approx. age 2000-Present

The typical life span of cast iron piping is estimated to be between 50 and 70 years.



Existing Water and Sewer Lines, Figure 4

Stormwater

Stormwater runoff in the study area is generally managed with a closed drainage system and accompanied by the occasional drainage ditch or swale. Information relative to the known infrastructure within the Maine DOT portion of the study area was provided to CES for this study.

Pritham Avenue – According to 1982 plans from Maine DOT, the general system along Pritham Avenue consists of catchment by a series of catch basins. There is both large and small diameter underdrain pipe along the length of Pritham Avenue. Pipe diameters for storm drain range from 12” diameter to 36” diameter. Given the age (35 yrs) of the pipe and that it is likely CMP , it has likely outlived its typical useful life .

Moosehead Lake Road – Based on as-built plans dated 1994 from Maine DOT, it appears that there are two separate systems serving a bulk of Moosehead Lake Road. Stormwater from above Eveleth Hill Road is conveyed to a location just beyond the Chamber building, where it discharges into a series of pipes and swales. The existing pipe network is comprised of approximately 36” diameter pipe (likely CMP) that ultimately discharges to an existing swale in a parking area behind commercial buildings in the Downtown. Stormwater from the south and east along Moosehead Lake Road is also captured with catch basins and directed via 12” diameter and 18” diameter CMP to a similar location where the water from further up Moosehead Lake Road towards coming from

Eveleth Hill discharges. The Town has evaluated this drainage area in the recent past given that there have been several floods that have occurred. Runoff inundates the 36” diameter pipe network from an area above (south of) Eveleth Hill Road. The water is said to be generated primarily from gated backwater in a headpond maintained by the Railroad.

The Town has applied for and not received grant funding to fix this issue.

The remainder of the Town Roads in the study area are comprised of either similar aged pipe and catch basin systems or conveys drainage through swales and ditches.



III FUNDAMENTAL ISSUES + OPPORTUNITIES

Moosehead Lake Road



Additional cross walks and signage should be located on Moosehead Lake Road to provide safe locations for pedestrians to cross.



Wide curb cuts and lack of pedestrian amenities discourages visitors from walking on road and visiting stores on the other side.



Underused pavement near intersection of Eveleth Hill Road/ and Moosehead Lake Road



Wide curb cuts, minimal landscaping, and lack of pedestrian amenities encourages higher traffic speeds when entering village. Intersection with Pritham Ave can be congested with motorists and lumber trucks turning left blocking traffic heading north.



Underutilized pavement, wide curb cuts, and minimal landscaping discourage pedestrians from walking along road.



Lack of landscaping and welcoming signage prevent visitors from recognizing the edge of the downtown village and encourages faster traffic.

Pritham Avenue



Need sidewalk on Pritham west of Lakeview St. to connect businesses and school to downtown.



Underutilized pavement with no defined pedestrian sidewalk or parking areas.



Cross walks and parking at intersection not well defined



Lack space for outdoor dining and landscape amenities near restaurants.



Existing stormwater drainage not a visual asset, need more pedestrian connections to interior parking and across street.

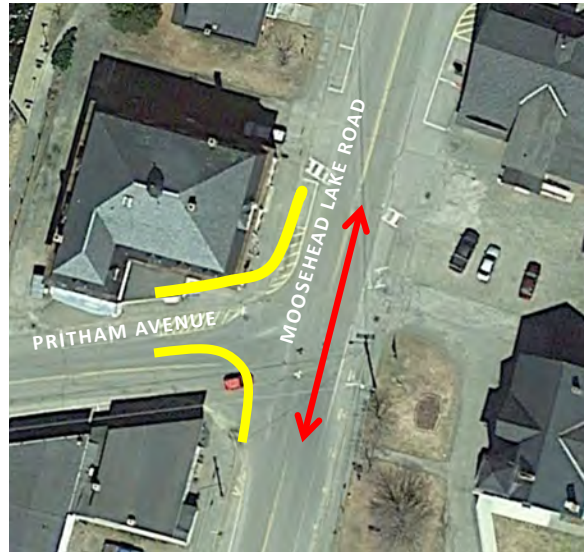


Lack of landscape amenities, and buffer between parking and sidewalk. Additional pedestrian scaled lighting could enhance walkways.

Intersections



View looking west on Pritham Avenue. The left hand turn at this intersection is a challenging for trucks. Wide cross walks is not ideal for pedestrians. Consider flush neck downs for cross walks. Need to preserve historic structures.



Traffic congestion and difficult left turn at the intersection of Moosehead Lake Road and Pritham Road.



View looking northeast at Moosehead Lake Road. On-street parking and cross walks need to be redefined. Conflict at intersection with left turning traffic and through traffic heading north.



View looking south toward Eveleth Hill Road. Underutilized pavement area on southwest corner may provide opportunity for re-alignment and infill development. Neighborhood impacts would need to be considered.



To relieve traffic congestion and the difficult alignment at the intersection of Moosehead Lake Road and Pritham Road - consider realigning the Eveleth Hill Road/Pritham intersection. Additional engineering review required.

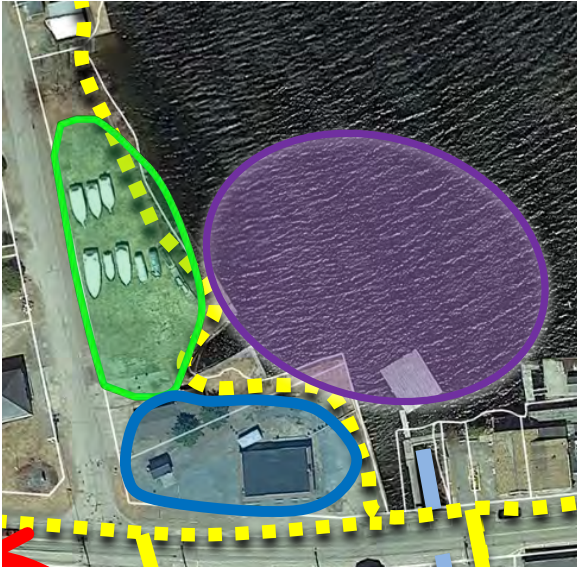


View looking north on Eveleth Hill Road towards Lakeview Street. Lack of gateway character with welcoming signage and landscape amenities lead to higher Traffic speed when entering downtown.

Open Space and Pedestrian Connections



View of underutilized land on west side of cove. Currently used as boat storage.



Underutilized open space on west side of cove. Potential to extend lakefront trail to capitalize on resource. Need for additional boat and float plane slips. Development potential connected to park and marina use.



Extend marina along west cove side of cove.



Parking area with minimal pedestrian amenities and connections between Moosehead Lake Road and the waterfront trail.



Existing park not ideally suited due to westerly winds off lake. Underutilized pavement south of bank. Minimal pedestrian connections between Moosehead Lake Road and the waterfront trail.



Existing park not ideally suited due to westerly winds off lake. Potential site for infill development.

Connectivity



DACF Land on west side



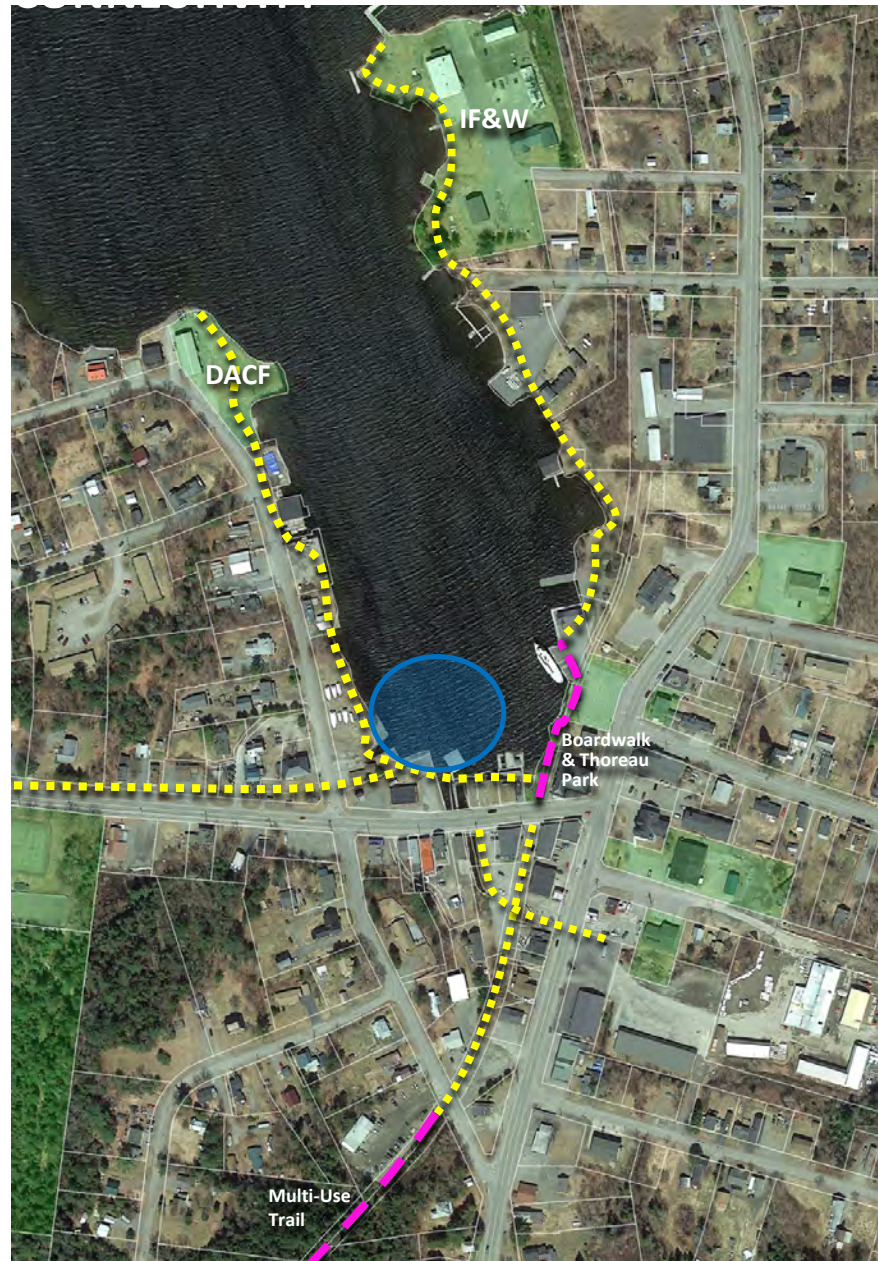
Grass area on west side



Behind Mud Puddle Mercantile/Gallery on the Lake



Multi-Use Trailhead on Eveleth Hill Rd



IF&W Land on east side



Moosehead Marine Museum/Katahdin dock



Boardwalk and interpretive signage



Thoreau Park

OPPORTUNITIES

Trail connections to DACF land

New community park on west side of cove

Expanded marina

Infill Development

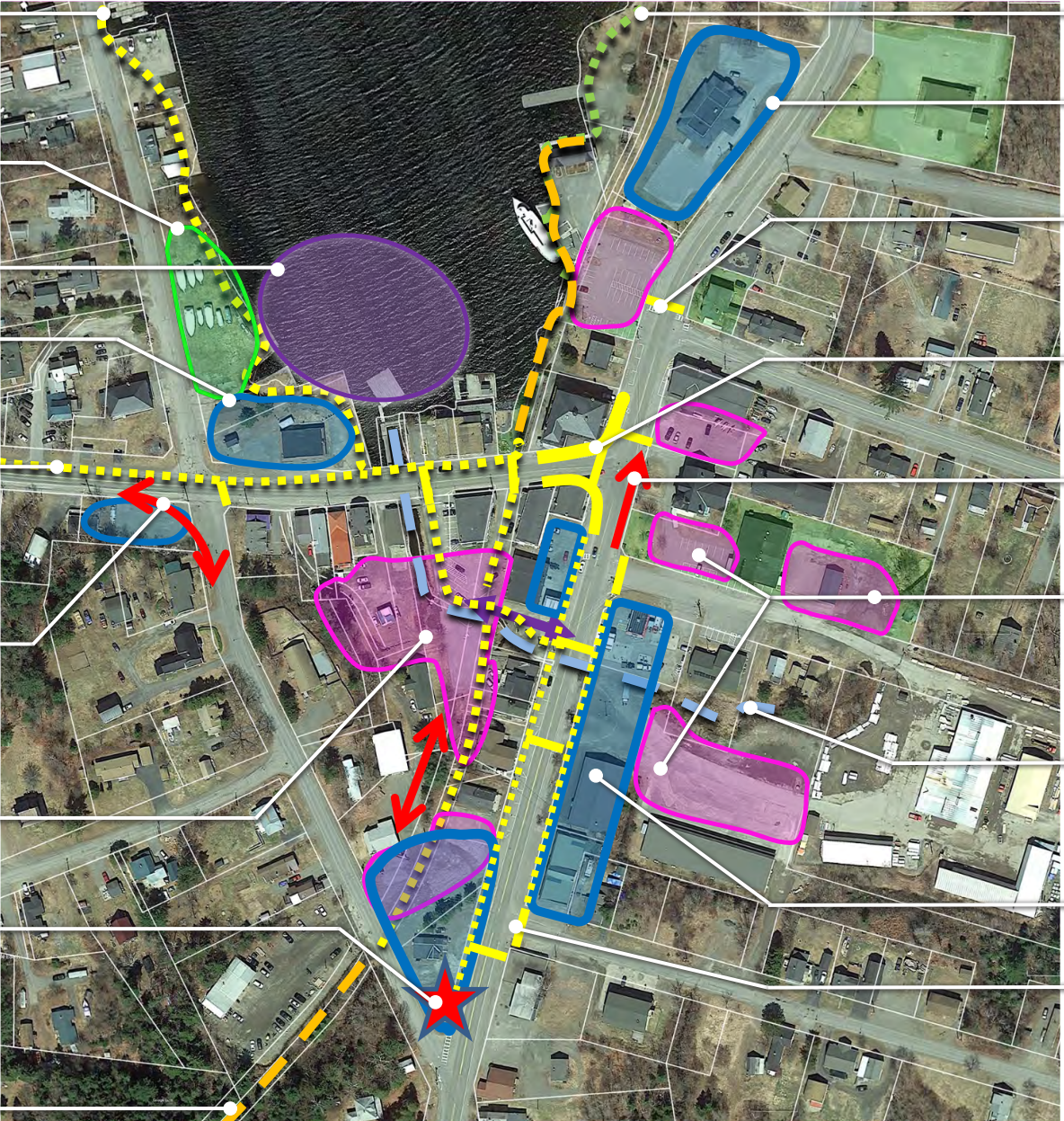
Connect businesses with sidewalk extension

Assess potential for improved alignment, infill development, and gateway amenities

Create shared and connected interior parking and pedestrian connections

Gateway element signage, infill development

Improve multi-use trail connections, signage and access to services



Trail connections to IF&W land

Infill development on prominent site

Improve pedestrian connections to existing waterfront trail

Create safer pedestrian crossings, neck downs

Create bypass lane for northbound motorists

Reorganize parking areas to improve appearance and efficiency, provide RV parking

Enhance stormwater facilities to improve functionality and aesthetics

Infill development with build-to lines

Improve landscape amenities to improve gateway character and slow traffic

IV MASTER PLAN

As part of this planning process we have developed the following vision for downtown Greenville:

Downtown Greenville will continue to be the center for community and economic development for the Moosehead Region. In downtown Greenville, the street not only acts as a critical transportation corridor, it also provides a place for residents to socialize, recreate, shop, eat, and find important services.

The visual elements of the streetscape – the road, sidewalks, buildings, trees, street furniture, signage, lighting, open spaces – all help to form the character of the downtown. More importantly, the number and variety of unique shops, restaurants and businesses on ground floors help to cultivate a sense of vitality throughout the year. Downtown living and office space is popular on upper stories. Public investment has contributed to upgrades to the utility infrastructure to support new development, such as a downtown hotel, conference center, and four-season public space. Pedestrian facilities, in the form of improved sidewalks, well-marked crosswalks, mid-block connections, comfortable seating, local artwork, and low-level lighting, create an atmosphere that encourages and supports walking throughout the downtown, and beyond.

Growth in the downtown area has been enhanced by the proximity to Moosehead Lake and through formal and informal access, abundant boating and seaplane facilities,



proper lighting, and environmentally friendly development. Along the waterfront, a continuous greenway provides an opportunity for residents and visitors alike to enjoy the waters of Moosehead Lake. As part of the greenway, boaters from around Moosehead Lake can now come to town and tie up within easy walking distance of shops and restaurants.

In the winter, snowmobiles and other visitors, have easy access to downtown amenities and connecting trail systems.

MASTER PLAN GOALS

- Preserve unique, friendly, & walkable atmosphere of downtown
- Improve connectivity, parking, and services for ATVs, snowmobiles, bikers, RV's and boaters into downtown
- Rethink zoning to allow infill with “Build-To” lines, and increased density
- Expand location and types of open space amenities
- Improve accessibility to existing public parking areas and create shared connected parking
- Review potential traffic improvements at major intersections
- Evaluate town owned and other parcels for highest and best use
- Consider locations for Community Center and Hotel
- Enhance public waterfront on west side of harbor with park and boat slips/docks
- Design guidelines to preserve the character



V KEY RECOMMENDATIONS

Based on discussions with the Town and our understanding of the overarching goals of the community for this area we offer the following recommendations.

Infrastructure Improvements

Infrastructure improvements are the foundation of a successful Master Plan. In order to develop a Downtown that can support the vision identified in this plan, infrastructure improvements will be required.

Water Main – Most of the water main in service in the study area is original cast iron main from the early 1900s. The main has likely suffered from tuberculation, which is the reduction in effective diameter. To satisfy future development, the mains and services should be considered for replacement. Normally, required fire flows dictate the sizing of a water main. This must be balanced with the demand on the main as well. While improving the water mains, there should be consideration to improve maintenance of the system by strategically installing gate valve clusters at important intersections and service locations. Coordination with Maine Water is required for future improvement considerations.

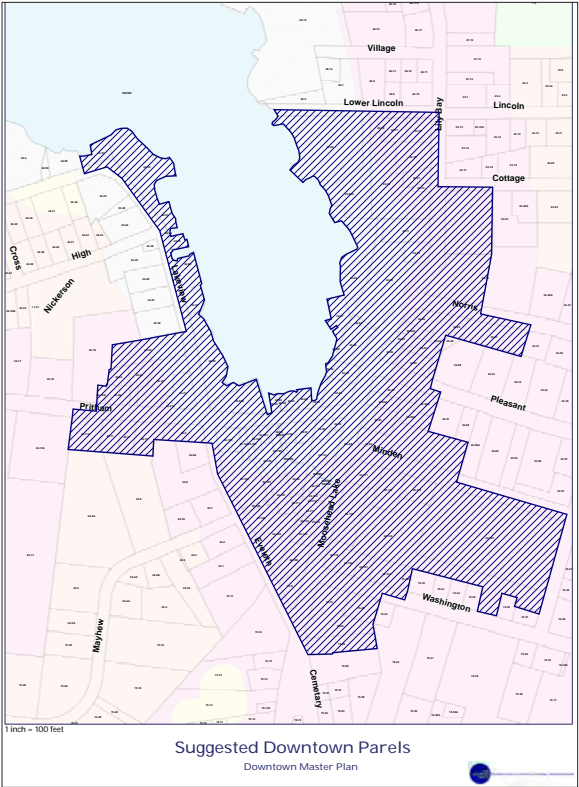
Sewer Main – The sewer main in the project area is comprised of a variety of different sized asbestos cement (AC) pipe. AC pipe used for sanitary sewer often has a life span of 50 to 70 years. An issue with replacing AC pipe is

the required disposal of the pipe materials, which are considered a special waste. Specialty contractors are required to remove the materials. Many communities are evaluating lining AC pipe with a strong and durable in-situ repair. The sewer mains in the study area may be candidates for sewer lining. Closed circuit television video inspection of the sewer mains is required to determine if they are candidates for lining. The sewer manholes are likely of similar age (>40 years old) and should be evaluated individually for signs of potential infiltration. Coordination with the Moosehead Sanitary District is required for future improvement considerations.

Stormwater – The majority of the stormwater collection and conveyance system is located within and owned and maintained by Maine DOT. If project improvements are considered, the drainage systems, given their age, should be upgraded at that time. We would recommend replacement of the pipes and catch basins. As noted earlier, CES has worked with the Town to improve an existing drainage problem that conveys stormwater from above Eveleth Hill Road to and through an existing parking area behind several businesses on Pritham Avenue. A concept design and cost estimate for improving this system has already been developed.

Zoning Changes

- *Define a new “Downtown” district.* An examination of the existing development within the downtown core shows that the current zoning does not reflect existing conditions. Actual lot sizes are typically smaller than the minimum required by code. Most structures do not meet setback requirements and often the overall footprint of the buildings and associated development is greater than the allowable lot coverage. A new Downtown district should be created to help eliminate non-conformities and to encourage appropriate commercial and residential uses. This new district should emphasize or require the use of ground floors for retail shops, restaurants, and other complementary businesses while promoting office space, residential and lodging opportunities on upper floors. In addition, the new district should review the allowable uses to assure that hotels and inns area permitted and that the type of pavilion that was described in the Roger Brooks study could be developed.
- *Increase Residential Density.* The town should consider increasing the allowable density in the downtown core above the 2 units per 10,000 square feet currently allowed. Additional units, with proper life safety compliance, could provide opportunities for critical workforce housing. A side benefit is that additional residents

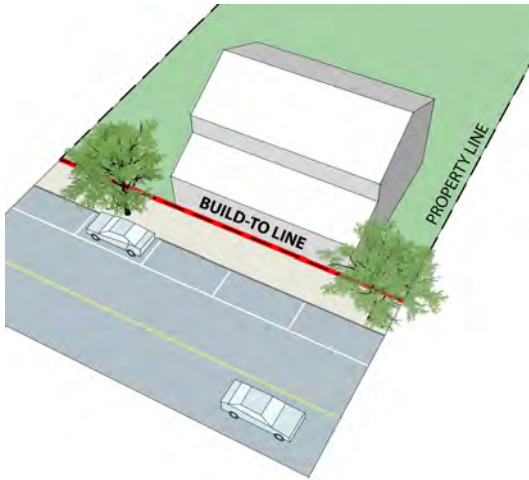


would help maintain a vibrant downtown environment year round. One possible option would be to explore a “floor area ratio” or to decrease the lot area per dwelling unit ratio (e.g. allow 3 units per 2500 square feet of lot area).

- Increase allowable lot coverage.* Current regulations limit lot coverage in the downtown area to 50% of the total lot area. A recent analysis by the Code Enforcement Office and Planning Board shows that over 65% of the properties within the downtown area exceed the lot coverage requirements. The Town should increase the allowable lot coverage within the downtown to 90%, which would more closely match existing conditions and allow some properties to expand or improve off-street parking. Proper municipal stormwater management will be important to help protect water quality. Additional landscaping elements – in the form of planters, rain gardens, street trees, or flowering shrubs – should also be considered.
- Decrease Setbacks.* The current setback of 15 feet from the side property line and from the road ROW does not reflect existing development patterns. The ordinance should be amended to eliminate sideline setbacks (subject to fire codes and life safety construction between buildings) and to require buildings to be at or near the sidewalk. The town should consider adopting a “built to line” rather than a

“set back line” for downtown structures to maintain the continuity of the existing streetscape and to maximize the amount of land that can be developed.

- Shoreland Zoning and Floodplain Management.* The Town should work with the MaineDEP to develop ordinance language to promote positive development near the lake that is in compliance with Maine’s mandatory Shoreland Zoning Act but also reflective of existing patterns of development. In addition, floodplain construction standards should be examined to determine if additional code requirements might be necessary for new development in downtown.



Waterfront

Moosehead Lake is one of the key assets to downtown Greenville. Future development should maximize this resource, either through formal points of access – docks/slips – or informal – waterfront path, realigned public park and other waterfront improvements.

- In addition, businesses should be encouraged to take advantage of the proximity to the waterfront by having options for outdoor seating and dining.
- Encourage a strong pedestrian linkage between future hotel/conference center/ other similar venues and the downtown, similar to Bar Harbor, Belfast, and other coastal Maine communities.
- Acquire land for Waterfront Park. There is a large undeveloped parcel on the wester side of the shore which would be ideal for a new public park and waterfront access. This side of the shore gets less wind and weather and would offer the opportunity to add



The Katahdin, a Structure on the National Register of Historic Places.

additional floats for docking space as well as additional draw for visitors.

- Katahdin steamship. The Katahdin is a major tourist draw, iconic presence, and significant focal point to the waterfront. Provisions should be maintained for proper docking and access.



Greenville Waterfront

Landscape Guidelines

- Coordinated plantings of trees, flowering shrubs, perennial bulbs, ornamental grasses, hanging baskets, etc. on public and private properties can add richness and visual interest to the downtown. Many of Maine's other downtowns have installed hanging baskets and window boxes to add a note of seasonal color.
- Street trees should be incorporated into the streetscape design to provide shade, add visual interest, and help to unify and add scale to the downtown.
- Trees, large shrubs, and commercial signage should be located to avoid blocking the views of the waterfront from Pritham Avenue.
- Low-maintenance perennials and flowering shrubs should be planted at strategic locations within the esplanades along Route 6 (Moosehead Lake Road) to add color to the downtown and help break up the pavement that is now characteristic of the road.
- Tree selection should emphasize native species with interesting physical characteristics (bark patterns, spreading form, leaf/flower color, etc.) and minimum problems (large leaves, dripping sap, thorns, etc.).
- Tree locations should consider overhead and underground utilities, sight distance, sidewalk width, visibility for entrances and commercial signage and other issues related to public safety. The ultimate height and width of the canopy should be considered when selecting tree species.
- Winter maintenance. Streetscape design should consider the needs of Greenville Public Works Department to remove snow and ice in a timely manner. Planter boxes, benches, and other elements can be removed in the winter.
- Benches should be installed at strategic locations to provide periodic resting places and to encourage walking throughout the downtown and to other points of interest in adjacent areas.
- Artwork (sculptures, paving patterns, artist-designed street furnishings, wall murals, etc.) can add character and historic references to the streetscape and other public open space.



Sidewalks

- Sidewalks should be installed or maintained on both sides of the street to encourage walking and connectivity to downtown businesses and nearby points of interest.
- Sidewalks should be extended west on Pritham Avenue to connect the restaurants (e.g. Stress-Free Moose, Kraken, etc.) and other attractions with the rest of the downtown.

- House-side shields should be installed where fixtures are near/adjacent to residential structures. Cut off fixtures should be used to prevent light trespass onto private properties.

Lighting

- Pedestrian scale lighting should be used throughout the downtown area to encourage nighttime activity and provide a measure of safety/security. A lighting professional should be involved in the selection of new fixtures to provide the minimum amount of lighting required to provide safe conditions for both pedestrians and motorists, as defined by the IESNA (Illuminating Engineering Society of North America).
- The design of pedestrian light fixtures should be simple, attractive, and reflective of the historical nature of Greenville.
- Lighting should be energy efficient (the use of LED fixtures is recommended) and designed to complement the plantings and other streetscape elements.



Existing pedestrian light fixture in Thoreau Park



Existing bench on Pritham Ave



Traffic Management

- Overall, the Master Plan recognizes that the streets in downtown Greenville serve as both an important transportation corridor and a critical public space where people are able to interact and engage in various activities.
- Moosehead Lake Road (from Indian Hill) should be re-designed to encourage slower speeds for vehicles entering downtown, and to extend the area that is recognized as downtown Greenville. This can be accomplished by adding additional sidewalks and street trees, encouraging business owners to add landscaping between their buildings and the road, and allowing buildings to be built or rebuilt close to or at the ROW line.
- Pritham / Moosehead Lake Road intersection could be improved to facilitate traffic turning and safer pedestrian crossing via a shorter crosswalk.

Parking

- Support on-street parking. On-street parking provides a visual cue to motorists that they are entering a downtown. On-street parking should be added wherever possible, as indicated on the sketch plans.
- Off-street parking should be located at the rear or sides of buildings and not occupy the front setback.

- Off-street parking should be interconnected with abutting parking facilities where possible.
- Discourage the removal of existing buildings that define the street wall to provide on-site parking.
- Remote parking areas should connect to the downtown with well-defined sidewalks and pedestrian street lights.
- Streetscape improvements should minimize the loss of on-street and off-street parking spaces.

- Shared parking. The ordinance should allow the greater use of shared parking; i.e., consider downtown parking to be a community resource that benefits everyone.



Architectural Guidelines

- In general, new buildings should be individual structures and not connected to adjacent buildings. However, there may be situations where an existing structure could be expanded to provide additional commercial space. In these situations, the addition should be designed to complement the architectural style and detailing of the original structure.
- New buildings should be designed to fit the specific characteristics of their particular site, taking into consideration topography, surrounding and abutting land uses, views, entrance locations, street frontage(s), visibility, and other factors.
- *Human Scale.* Buildings and site elements should be designed to human scale. The forms, massing, and openings of buildings should be proportional to the size of the human figure. Many architectural elements can add scale to a building – recessed openings, divided pane windows, building mounted light fixtures, dormers, cupolas, projecting rooflines, covered walkways, colonnades, and similar features – provided they are designed as integral parts of the overall structure.
- *Architectural Traditions.* The design of new buildings within the downtown area should reflect the architectural traditions

that already exist in terms of building forms, roof pitches, materials, window placement, and detailing. While there is no one predominant architectural style that defines Greenville, in general, the existing structures are built to a pedestrian scale and create an eclectic and highly unique downtown environment.



The Shaw Block preserves the Greenville's architectural heritage as one of the oldest buildings in downtown



Contrasting architectural styles of adjacent buildings create a unique downtown experience

- *Americans with Disabilities Act.* All new or renovated buildings and site development should be designed to comply with the current standards of the Americans with Disabilities Act. Building entrances especially must comply with all current accessibility regulations. The use of sloping entry walks, covered entryways, porticos, arcades, and covered porches is encouraged; the use of ramps and lifts is discouraged. Where grade separation of an entrance is required because of topography, accommodation should be provided in the entry detailing to allow barrier free use by building residents and visitors.
- Mixed use buildings, with both residential uses (on the upper floors) and commercial uses (on the ground floor) should be encouraged in the downtown.
- While the town should not discourage economic development in the downtown, franchise architecture should be strongly controlled through the use of design guidelines for building form, materials, signage, and site layout. Buildings for franchises should be designed for the specific site. Historical and traditional design elements are encouraged.
- *Entranceways.* New/renovated buildings should have ground-floor entrances that face the street.

- Blank walls facing main roads or other areas of significant use should be prohibited.
- Historic structures should be preserved wherever possible and highlighted by appropriate site planning and detailing. Redevelopment of historic properties should be undertaken with the advice of professionals (e.g., Greenville Historical Society or Maine Preservation) knowledgeable in the area of historic resources and funding sources for infrastructure and other improvements.
- Freestanding Accessory Structures (e.g., ATMs, garages, canopies, storage units, recycling sheds, trash enclosures, utility buildings) that are allowable under the zoning ordinance should meet the same design standards as the principal building(s). The design of these structures should be coordinated with the principal building through repetition of architectural forms, materials, colors, and detailing.
- Additions or renovations should complement or match the materials, form, color, and detailing of the original structure. Renovations should retain distinctive architectural features or examples of skilled craftsmanship and incorporate them into the addition where possible. In some situations, the existing building may have undergone inappropriate renovations in the past that changed the original character of the structure. Contemporary

renovations offer an opportunity to correct past architectural mistakes while breathing new life into the building. Contact with the Greenville Historical Society prior to undertaking extensive renovation is strongly encouraged to gain perspective on the evolution of the building and its relationship to its site.

- Corner buildings should be a minimum of two stories in height to add mass and visual prominence to the street. Corner locations should not be used for parking, outdoor storage, or similar uses.
- *Functional Elements.* All vents, downspouts, electrical conduits, service meters, HVAC equipment, service areas, loading docks, service connections, and other functional elements of the building should be treated as integral parts of the design. Meters, utility banks, HVAC equipment, and other exterior service elements should be contained in service closets, screened with walls or fences, or located out of view from the public.
- *Roof-Mounted Equipment.* Mechanical, HVAC, and other equipment mounted on rooftops should be screened from public view or grouped in a location where visibility is limited. Screening for roof-mounted equipment should be designed as an integral part of the architecture to complement the building's mass and appearance.



Signage

- **Sign Character.** One of the distinguishing characteristics of downtown Greenville is its commercial signage. While the town has not had design guidelines for signs in the past, the majority of the ones that are present are excellent examples of tasteful, simple, well-designed, and often humorous graphic art that express the function of the use within the building. Proposed signage should demonstrate an appreciation of the role that environmental graphics can play in establishing an individual sense of place.



Classically illustrated sign for local pub

- **Sign Design.** Commercial establishments should be identified by attractive, legible signs that serve the needs of the individual businesses, complement the site and the architecture, and are legible to both the motorist and pedestrian. The shape, materials, and details of the sign should complement the architectural features on the building. Simple geometric shapes are preferred for all signage.

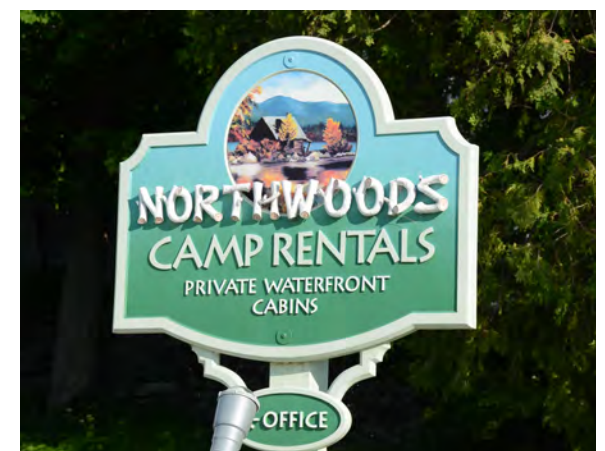
- **Lettering Size.** Lettering for identification signs should allow the sign to be read at the posted travel speed. As a general rule, for signs visible from main roads, lettering should be at least six inches in height.
- **Design.** Building-mounted signs should be designed as an integral element of the architecture. Text should fit within the frame of the sign without appearing crowded. As a general rule, the space between the letters and the edge of the sign should be at least 1/4 the height of a letter.
- **Location.** Signs should not obscure architectural details on the building. In general, flush mounted signs should be located a minimum of 18" from the corner of the building. Where fascia trim for signs are provided, the sign should not extend over the borders of the trim.



Simple sign design also complimenting the architecture



Simple, rustic signage adds a distinguished sense of place to the downtown



Clever use of material adds memorable character to sign

- *Advertising.* The use of “sponsor” logos, slogans, or other messages on a sign, where the “sponsor” is not the occupant of the property or a franchiser of a business located on the property, is strongly discouraged. If a sign is sponsored, the name of the sponsor and/or its logo, should not occupy more than 25% of the total face of the sign.
- Readerboards (i.e., areas for changeable messages incorporated into the sign) should not be allowed within the downtown.
- Sandwich boards should be permitted during hours of operation provided they do not impede pedestrian movement. Sandwich board should be a maximum of four square feet in size.
- Lighting (both for internally and externally lit signs) should be designed as an integral part of the sign design. Lighting must not create glare that would distract motorists or pedestrians. The degree of illumination should not disturb surrounding residential areas or contribute to light pollution. Neon signs should not be permitted.
- *Light Level.* The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.
- *Lighting fixtures* should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights should not be aimed toward adjacent streets, sidewalks, or abutting properties. Ground mounted lights should be carefully considered given winter conditions. If used they should be screened or partially buried to minimize the view of the light source.
- *Internally lit* signs should consist of light lettering and/or symbols set against a dark background to minimize the amount of light coming from the sign. Internally-lit signs should not act as light fixtures or cause glare on nearby pathways or roadways. Internally-lit letters and symbols are preferred over whole panels that are internally lit. Letters and/or symbols on panels should constitute no more than 40% of the sign’s surface area.
- *Mounting Systems.* Signs should be mounted in a manner that provides adequate support for the weight of the sign. Mounting systems should be designed to be compatible with the architecture in terms of color, forms, and style. Electrical connections, wiring, junction boxes, and other similar devices should not be visible from pedestrian pathways or roadways.



Paths and Trails

- The existing multi-use path should be incorporated into the fabric of the downtown and provide connections to critical locations such as Pritham Street and Moosehead Lake. This is especially important in the winter months where snowmobile access is an important recreational activity.



Public Restrooms

- One of the most fundamental visitor amenities is the availability of clean and convenient public restrooms. If consumers have to get in their car to go find a restroom they are not likely to return. Public restrooms are particularly important in pedestrian-oriented downtown areas, and they are essential during festivals and events.
- The town should keep the current restrooms next to the museum open at least from 8 am to 10 pm daily, or develop new restrooms as part of the downtown revitalization project.
- The restrooms should be identified by prominent signage. If free-standing, the restrooms should be developed in an architectural style that is complementary to the existing character of the community, include exterior lighting, and landscaping. The closer the restrooms are to high activity areas, the less likely they will be subjected to vandalism and illegal uses.



VI ACTION PLAN

- Infrastructure improvements
 - Water, Sewer and Stormwater infrastructures needs to be updated in order to support future growth
 - Grant proposal for infrastructure improvements, lighting, sidewalks, street furniture, etc.
- Zoning
 - Agree on new downtown district zone lines
 - Create allowed uses chart that permits those uses that complement the overall goals for the downtown – see roger brooks
 - Incorporated into the land use ordinance, depending on political acceptability
- Development of guidelines promotional materials with recommendations and examples (informational brochure, website materials, PowerPoint presentation) The town should seek grant funding to develop these materials)
- Seek grant proposal for facade upgrades. Northern Forest Center
- Informational brochure to anyone contemplating making changes in the downtown.

VII - FUNDING SOURCES

There are a number of alternatives available to pay for the development of the proposed public water, wastewater, and stormwater systems. The alternatives fall into two different categories: user based; and infrastructure/economic development based. Generally, a combination of these two categories is used to fund projects such as Greenville's.

User based revenue is generated from the use of the water system and sewer system through user fees. User fees are generated from both residential and commercial users. Infrastructure/economic based revenue are generated by grants obtained from the Federal or State government agencies that can be used to reduce the capital requirements of the project. This reduces the need for borrowing, thereby, effectively reducing the revenue required to fund the debt.

We have outlined funding based on that required to fund water/wastewater projects and that required to fund stormwater projects.

WATER/WASTEWATER

Infrastructure/Economic Development Revenues

Grant programs are available from various State and Federal agencies such as Rural Development (RD), the Maine Department of Environmental Protection (MDEP), the Department of Economic and Community Development (DECD), and often through

Congressional earmarks for worthy projects. Each funding agency has their own unique requirements, but they often collaborate to fund projects.

Rural Development

Rural Development (RD) funds numerous utility projects for Towns and Districts which meet their criteria. The population of the town must be below 10,000 people. In recent years, grant/loan packages have been on the order of 50-percent grant and 50-percent loan, however the grant portion is tending to be decreasing. Applications are accepted throughout the year, but must be accompanied by an Engineering Report and Environmental Review.

Maine Department of Environmental Protection

The MDEP also offers grant/loan packages for towns to improve their wastewater treatment systems. In addition, loan money is available through the Clean Water State Revolving Loan Fund (SRF) at 2-percent below the market interest rates for terms up to 20-years. Grant eligibility is determined by comparing user rates to Median Household Income (MHI). A Town will be classified as disadvantaged, and therefore grant eligible if rates exceed a certain percentage of the MHI. Applications to the SRF program generally occur twice per year in

April and October to coincide with the Maine Municipal Bond Bank (MMBB) schedule of bond sales. MMBB assists the MDEP in the administration of the SRF program.

Maine Drinking Water Program State Revolving Loan Program

The Maine Drinking Water Program administers the State Revolving Loan fund to help districts and communities fund water system projects. Each year the DWSRF staff prepares a priority list of projects developed from applications. Factors considered in developing the priority list are:

1. Does the project address a serious risk to human health?
2. Is the project necessary to ensure compliance with the Safe Drinking Water Act?
3. Are funds needed to make sure that customer rates meet State affordability criteria at the conclusion of the project?
4. Is the public water system prepared to proceed with the project?

A mass mailing is sent out to all water systems, engineers, and other interested parties soliciting worthy projects. Those, that score the highest, will make the Intended Use Plan (IUP), which is finalized in early September.

The DWPSRF staff submits the grant application to the EPA in late October and as long as the State match money is obtained in November via the passage of a bond issue the DWP can release funds in early spring.

Loan money is available at 2-percent below market interest rates for terms up to 20 years. Grant eligibility, referred to as principle forgiveness by the DWP, is determined by comparing user rates to MHI. A community is classified as disadvantaged, and therefore grant eligible, if rates exceed a certain percentage of the MHI. Disadvantaged communities also have up to 30 years to pay back the loan portion of their financing.

Department of Economic and Community Development

Community Development Block Grant (CDBG) funding is administered by the Department of Economic and Community Development under two programs: the Public Infrastructure Facilities (PFI) Grant; and the Economic Development Infrastructure (EDI) Grant. The PFI Grants are aimed at providing low to moderate income communities with the ability to upgrade their infrastructure, so eligibility is based on community income levels. EDI Grants are directed toward projects that will encourage or support employment opportunities for low to moderate income people and can therefore be used to benefit business that employ low to moderate income people.

The application process for PFI grants usually begins toward the end of the calendar year with grant disbursement the following spring in order to coincide with the construction season. EDI Grant applications usually occur three times per year, typically in February, May, and August. Competition for CDBG grants is significant and applicants usually retain grant writers to prepare the applications.

Stormwater

Unlike public utilities such as water and wastewater, there are not as many options available for funding stormwater improvement projects. Given that municipal stormwater systems are not operated and maintained from user rates, improvements through construction projects are typically voted on by the Town and are considered as Capital Improvements funded in large part by taxation. If it were more common for stormwater utilities to be funded by user rates, like water and wastewater systems, then more options would likely be available. Because of this, most projects of this type are funded by loans secured by the town and paid back like other costly purchases made by towns, through taxation. Grants or grant/loan packages for this type of work are not common. Low interest rate loans from the MMBB and RD are available.

Although it is not common, some communities in Maine, like Augusta, Bangor, and Lewiston, have established stormwater utility districts.

The purposes of the districts are to develop a structure that can enforce regulation at the local level and to provide a mechanism to fund stormwater utility improvements throughout the community. Fees are assessed to properties within the community based on the amount of impervious area that exists. The fees are typically one-third to one-fourth that of an average wastewater or water user fees. This provides equity throughout the community as it funds Capital Improvements by all contributors to the system. By funding projects through taxation, many non-profit and tax-exempt properties do not contribute and therefore the project costs are spread amongst a smaller group of individuals which results in raising their taxes.

To help promote system improvements and protect watersheds, a few funding opportunities in the forms of grants are available through the Environmental Protection Agency (EPA) and MDEP. Based on the selection criteria for the funding it is very unlikely that any of the projects recommended in this report will qualify. The grants are typically awarded to applicants with the goal of restoring or protecting a valuable watershed which could be a sensitive lake or stream or a drinking water supply.

Rural Development

As with sewer and water projects, Rural Development and the Department of Economic and Community Development fund numerous utility projects for Towns and Districts which meet their criteria. Often drainage systems are improved through this type of funding. The requirements for these programs are listed above.

Maine Department of Environmental Protection

Sewer improvements projects may likely qualify for funding through this program. Loan money is available through the Clean Water State Revolving Loan Fund (SRF) at 2-percent below the market interest rates for terms up to 20-years. Applications to the SRF program generally occur twice per year in April and October to coincide with the MMBB schedule of bond sales. MMBB assists the MDEP in the administration of the SRF program.

Maine Department of Transportation

As we previously discussed, many of the proposed improvements are within State maintained roadways. It is likely that many improvements can be implemented along with some of Maine DOT's future road construction projects. The Town should reach out to Maine DOT staff and share the information contained in this report. The more aware of the Town's intentions, the more likely they will incorporate your ideas into their routine maintenance and construction projects and provide some level of cost sharing.



APPENDIX A - PHOTOSIMULATIONS

Moosehead Lake Road



1. Existing conditions panoramic view looking south on Moosehead Lake Road.

Google Street View 8/2011



2. Photosimulation looking south on Moosehead Lake Road showing proposed sidewalks, relocated crosswalks, grass esplanades, on-street parking, and north bound bypass lane.

Google Street View 8/2011



3. Photosimulation of Moosehead Lake Road showing infill addition to The Corner Shop on the west side, the relocated 'sign' shed, removal of Porter's Garage canopy, infill building in parking lot in front of Moosehead Center Mall, and painting, new windows and doors on Porter's Garage.

Google Street View 8/2011



4. Photosimulation of Moosehead Lake Road showing food truck/tents in front of Porter's Garage and a second floor on Porter's Garage.

Google Street View 8/2011



5. Photosimulation showing street trees.

Google Street View 8/2011



6. Photosimulation of Moosehead Lake Road showing a new convenience store close to street (with gas station canopy behind the structure), and overhead utilities removed.

Google Street View 8/2011



Caption



Caption



Caption

Pritham Avenue



1. Existing conditions panoramic view looking west on Pritham Ave.

Google Street View 8/2011



2. Photosimulation looking west on Pritham Ave with proposed redirected access to parking, pedestrian bump-outs, crosswalks, and sidewalks.

Google Street View 8/2011



3. Photosisimulation of Pritham Avenue showing plantings, lighting, benches, and amenities. An overlook with sculptures and interpretive signage is shown along the lake front. An addition to the Puckerbrush is shown on the right.

Google StreetView 8/2011



4. Photosisimulation of Pritham Avenue showing a two-story infill building on the north side with an outdoor market within the relocated town park on the west side of the cove, a two-story infill building on the south side on the Varney Agency Insurance building site, and overhead utilities removed.

Google StreetView 8/2011



Caption



Caption



Caption

APPENDIX B - HISTORICAL COMPARISONS



Historic - Moosehead Lake Road Intersection Greenville Historical Society



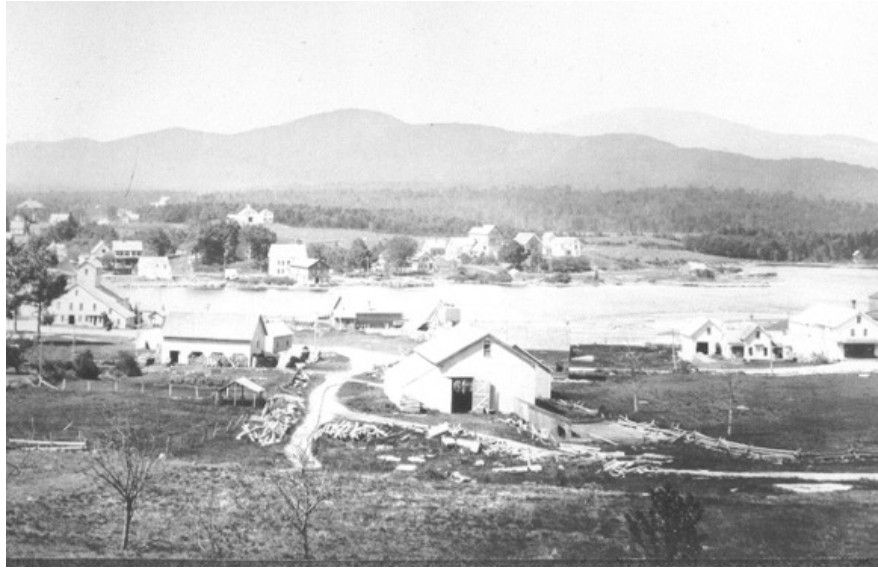
Historic - Pritham Avenue Greenville Historical Society



Present - Moosehead Lake Road Intersection Google StreetView 8/2011



Present - Pritham Avenue Google StreetView 8/2011



Historic

Greenville Historical Society



Historic - Pritham Ave

Greenville Historical Society



Present

Google Street View 8/2011



Present - Pritham Ave

Google Street View 8/2011



Historic

Greenville Historical Society



Historic

Greenville Historical Society



Present

Google StreetView 8/2011



Present

Google StreetView 8/2011