

2011-12 Design Committee Work Plan

Overall Objective for Design Committee:

To shape the physical image of downtown Waterville as a place that is attractive to shoppers, investors, business owners, and visitors, while maintaining its functionality and historical integrity.

Objective 1: Provide design assistance and encourage building improvements.

- Offer at least one training on visual merchandising and storefront displays.
- Work to create window displays for empty storefronts.
- Continue and expand the holiday storefront decorating contest with prizes to include a customized plaque, free advertising, etc.
- Work with the City to implement the Downtown Signage Grant Program with remaining CDBG funds.

Objective 2: Improve public spaces.

- Make improvements to the seating area / green space in the Concourse behind Barrels. Name the project!
- Continue to oversee and implement the purchase and installation of the following streetscape amenities, to be funded through CDBG funds:
 - Seasonal Banners (holiday, fall, etc.)
 - Lebanese Heritage Mural Signage
 - Street signs
 - Concourse gateway signage
- Help coordinate at least one downtown clean-up day in the spring.
- Continue and expand the downtown flowerbox program.
- Continue and expand the holiday wreath and garland program, working with the Sunrise Rotary Club.
- Continue to examine downtown traffic issues and make recommendations for traffic calming in downtown, making sure to work closely with the City.

Objective 3: Encourage preservation of historic resources.

- Investigate historic preservation ordinances and demolition ordinances from other communities and evaluate relevance for Waterville.
- Work with a consultant to submit a Downtown Waterville Historic District nomination to the National Register of Historic Places.
- Schedule a workshop to educate the public about the positive impacts of historic districts.
- Work to highlight at least one historic building per month in the What's Up in Downtown E-newsletter using pre-written material from the Downtown Waterville Historic Walking Guide.

Objective 4: Encourage more interest in Downtown design issues!

- Recruit at least 3 new Committee members.
- Send at least 2 Committee members to Downtown Design training.