

<b>Vision: Downtown</b>	<b>Goals</b>	<b>Land use Strategies</b>	<b>Other strategies</b>
<p><i>Water Street displays its historic character through its well-preserved architecture and its interpretative signs.</i></p> <p><i>The look and feel of downtown is maintained by its multi-story brick buildings, sitting close to the street, with compatible heights and rooflines. The buildings contain small retail stores, restaurants, art galleries, and bars playing live music on the first floors, and a mix of apartments and residences above.</i></p> <p><i>Water Street has a range of transportation modes coexisting comfortably and safely together – driving, bicycling, and walking.</i></p> <p><i>Along the Kennebec, buildings have turned their faces to the River. The new waterfront park at the north end is filled with people picnicking and relaxing under shade trees; enjoying performances at an outdoor theater-in-the-round; coming ashore from commercial passenger boats; fishing from piers; putting in kayaks and canoes; docking their pleasure boats; and enjoying festivals and fireworks. At the south end, people continue to put in their boats and enjoy the shaded park.</i></p> <p><i>The Kennebec River Rail Trail, which enters the downtown from both ends, is connected by a safe and well-marked pathway.</i></p>	<p>Maintain historic feel and character</p>	<p>Develop <u>design standards</u> to ensure that new buildings – and renovations of older buildings - are compatible with regard to setbacks, materials, height, and scale.</p>	<p>Support Museum in the Streets</p>
	<p>Discourage office uses on first floors of Water Street buildings</p>	<p>Create zoning incentives to reward retail and cultural uses on first floors</p>	<p>Provide small business low-interest loans for retail and cultural uses downtown.</p>
	<p>Encourage businesses to face the river</p>	<p>Revise standards to allow for additional deck and patio development</p>	<p>Encourage owners to landscape and buffer parking areas</p>
		<p>Revise RP zone to allow for easier boat access for property owners</p>	
	<p>Support a trail along the waterfront to connect the two rail trail entrances</p>	<p>Revise RP zone to allow for trail development</p>	<p>Work with landowners to obtain trail easements</p>
	<p>Promote waterfront park development: kiosk, docks, restrooms, signs, public art</p>	<p>Rezone park area to allow for additional uses</p>	<p>Obtain grants to pay for improvements</p>
	<p>Provide sufficient parking to meet the needs of stores, offices, restaurants, residents, shoppers, and rail trail users.</p>		<p>Work with employers, landlords, office managers, retail store managers, and the Maine Department of Transportation, to create and implement a parking plan</p>
			<p>Create parking options for Kennebec River Rail Trail users at both ends of Water Street.</p>
<p>Encourage second floor residential development</p>	<p>Create zoning incentives to reward residential uses – including affordable housing – on the second floors of downtown buildings.</p>	<p>Develop downtown residential TIF</p> <p>Use CD grants to help landlords upgrade apartments.</p>	

Vision: Gateways	Goals	Land use Strategies	Other strategies
<p><i>At both ends of Water Street -- from the railroad bridge to the Augusta line, and from Temple Street to the Farmingdale line – there is a lower density and scale than in the downtown, yet the buildings continue the same historic design, materials, and feel. These areas include offices, restaurants and small retail shops, as well as multifamily housing that serve people with a mix of incomes.</i></p>	<p>Extend the look of historic Water Street on both sides</p>	<p>Develop <u>design standards</u> that ensure that new buildings – and renovations of older buildings - are compatible to the downtown with regard to setbacks, materials, height, scale, parking -- though at a lower density.</p>	
	<p>Preserve the Wilder Street/Densmore Court Neighborhoods</p>	<p>Rezone area as residential</p>	
	<p>Encourage mixed-use development</p>	<p>Create incentives for mixed use: first floor commercial, second floor residential</p>	
		<p>Promote conversion incentives: for every residential unit removed another should be built in its place somewhere in the City</p>	
	<p>Discourage auto dealerships and other large-scale developments</p>	<p>Change zoning uses to discourage auto dealerships, theme restaurants, and big box development</p>	
	<p>Preserve the cemetery</p>	<p>Rezone cemetery as open space</p>	
	<p>Develop Exxon Mobile site as a park</p>	<p>Rezone to allow for park development</p>	<p>Explore funding sources to purchase and clean up brownfield site</p>
	<p>Preserve public works building</p>		<p>Buffer public works storage from view</p>
			<p>Obtain a grant to protect the public works building facade</p>
	<p>Enhance the image of the Gateway</p>	<p>Develop landscaping standards for Water Street gateways</p>	<p>Explore funds to paint the rail overpass</p>
<p>Obtain new “bolder” gateway signage</p>			
<p>Enhance look of rail trail including buffering, and signage</p>			
<p>Encourage the development of sidewalks, bike lanes, and landscaped esplanades</p>			

Vision: Urban Neighborhoods	Goals	Land use Strategies	Other strategies
<p><i>Going up the hill, from Second Street to the Maine Turnpike are Hallowell's in-town residential neighborhoods. There is relatively high density, reflecting a 19th century development pattern mixing young and old, large and small families and a variety of incomes. The neighborhoods are primarily single-family homes yet in appropriate places there are condominiums and apartments, accessory apartments, places of worship, bed and breakfast inns, home occupations, and boarding homes.</i></p>	<p>Develop one consistent historic district</p>	<p>Based on historic survey, create a new historic district boundary that is consistent for both the City and federal designations.</p>	<p>Update historic survey</p>
	<p>Encourage historically compatible development/redevelopment</p>	<p>Revise historic standards to maintain historic character of area, while allowing energy conservation and compatible, cost-effective building materials</p>	<p>Provide financial and technical help to homeowners seeking to maintain the historic character of their homes.</p>
	<p>Encourage affordable housing development</p>	<p>Provide a density bonus in the zoning ordinance for affordable housing</p>	<p>Obtain grants to encourage private and nonprofit developers to build affordable housing.</p>
	<p>Provide safe and adequate pedestrian access throughout the neighborhoods</p>	<p>Make it easier to create accessory dwelling units</p>	<p>Create a town-wide pedestrian and trail plan to connect residents to downtown, to schools, and to recreation areas.</p>

Vision: Transition	Goals	Land use Strategies	Other Strategies
<p><i>Along the west side of the Turnpike from the Augusta line to the power line right-of-way, and on both sides of Winthrop Street between the turnpike and Town Farm Road, a well-planned business area has emerged. There are offices, light manufacturing and commercial uses, motels, recreation facilities, and institutional housing. The area has moderate-sized buildings, serving as a transition from the large-scale development in Augusta to the small-scale development of downtown Hallowell. There is quality landscaping and buffering of buildings from the street, careful traffic management, and environmental safeguards.</i></p>	<p>A well-designed business area</p>	<p>Develop <u>design standards</u>:</p> <ul style="list-style-type: none"> <li>» Define building size maximum (less than ice arena)</li> <li>» Maximum building height - 35 FT</li> <li>» Allow minimum lot size of one acre for projects that are connected to sewer and water in both BB and BC zones</li> </ul>	
	<p>Encourage preservation of significant natural resources</p>	<p>Reduce size of BC zone east of the turnpike</p>	
	<p>Restrict inappropriate business development</p>	<p>Develop standards that encourage no net loss of significant wetlands</p>	
		<p>Change zoning uses to discourage towers, big box stores, chains, and other high traffic businesses</p>	
		<p>Change zoning uses to discourage “moderate” to “small” scale manufacturing, assembly, warehouse in the BC zone</p>	
	<p>Encourage appropriate business development</p>	<p>Change zoning uses to discourage campgrounds in BB zone</p>	
		<p>Change zoning uses to allow hotels and inns in BB zone</p>	
		<p>Change zoning uses to allow “moderate” to “small” scale manufacturing, assembly, warehouse in the BB zone</p>	
	<p>Restrict the development of an Augusta connector road</p>	<p>Change zoning uses to allow community centers in the BC zone</p>	<p>Purchase land or right-of-way to permanently foreclose road.</p>
	<p>Create a connector from Whitten Road to Litchfield Road to reduce traffic on Middle Street.</p>	<p>Encourage development of offices throughout transition area</p>	<p>Study the feasibility of developing a road to connect Litchfield Road and Whitten Road along the west side of the turnpike.</p>

<b>Vision: Rural Neighborhoods</b>	<b>Goals</b>	<b>Land use Strategies</b>	<b>Other strategies</b>
<p><i>Hallowell is a community where people respect each other and property rights are respected by all. Hallowell property owners are honored for managing and developing their lands in ways that protect the environment and preserve the community's natural and historic character.</i></p>	Support conservation subdivisions, cluster housing	Provide zoning incentives for cluster development and conservation subdivisions	Provide technical assistance to landowners looking to use conservation and cluster housing techniques.
	Allow for appropriate multi-family development throughout rural area	Change zoning to allow for townhouse-style cluster development throughout rural area	
	Encourage development to be compatible with rural character	Develop <u>design standards</u> to ensure that new buildings are compatible with regard to setbacks, height, and scale.	Provide technical assistance to landowners looking to preserve rural character.
	Restrict inappropriate development	Change zoning uses to restrict towers and permanent sand and gravel piles	
	Limit development that is more appropriate to the urban areas	Change zoning uses to restrict libraries	
	Preserve City Forest	Rezone city forest as open space	Implement City Forest's Management Plan
	Encourage preservation of significant natural resources	Update Shoreland Zoning to meet new state requirements	Assess Stream Protection: review definition of streams, update stream mapping, assess the need for additional stream protections throughout Hallowell
		Allow usable land within a stream protection area to be counted toward lot size/density outside the area	
	Promote recreational access and open space preservation	Expand the open space zone where appropriate	Work with land owners to voluntarily develop trail connections between "The Res" and Jamies Pond
			Identify significant open space areas and set aside funds to purchase them
			Provide technical assistance and financial incentives to landowners looking to preserve open space
	Promote continued farm and agricultural development		Identify existing and potential farms, educate landowners on regional farming programs
Develop local/regional partnerships for projects such as a farmers market and Farm-to-School programs			

