

# 2007-08 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.**

- Provide design education on topics such as window displays through at least one article in the WMSt newsletter.
- Establish a menu of free design services that will be made available to any downtown business.
- Finalize and publicize design board/binder containing examples of good design that can be used to encourage business and property owners to make improvements.
- Seek Façade Improvement Grant funding through the 2008 CDBG program.

## **Objective 2: Improve public spaces.**

- Use Downtown TIF funds to hire a local landscaping company to provide basic landscaping services in Castonguay Square, Post Office Square, Spring Street, and Concourse.
- Work with the City, volunteers, and/or civic groups to enhance gardens and plantings.
- Use Downtown TIF funds to purchase new and improved streetscape amenities, including benches, trash cans, and banners. Work with the Waterville Arts Council to consider options for “functional art.”
- Help coordinate at least one downtown clean-up day per season in both the spring and fall.
- Establish a committee, including representation from the City and the Waterville Opera House, to explore possible re-design of Castonguay Square.
- Continue and expand the downtown flowerbox program.
- Continue and expand the holiday wreath and garland program.
- Raise awareness of accessibility issues as they relate to downtown.
- 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.
- Edit and reprint the historic walking tour of Downtown Waterville; organize periodic guided tours.