



CITY OF WATERVILLE

CITY COUNCIL

RESOLUTION 38-2016

A RESOLUTION PROVIDING FOR:

ADOPTION OF A DOWNTOWN REVITALIZATION STRATEGY

BE IT RESOLVED by the City Council of the City of Waterville, acting as the Municipal Officers, as follows:

THAT, the attached strategy serve as the City's statement of goals and objectives for the downtown revitalization effort.

This is with the understanding that this statement will evolve over time as required changes and improvements in the downtown become more clear.

IN THE CITY COUNCIL

Feb. 2, 2016 Read and Approved.

CITY CLERK

APPROVED:

MAYOR

## Downtown Revitalization Strategy

The following goals and objectives were developed as part of a six month long downtown planning effort conducted from March to September, 2015.

This planning initiative involved the City, Colby, the business community, arts organizations and other community leaders. It was supported by a team of architects, urban planners and economic development specialists.

All agreed that **leveraging our existing strengths and creating a sense of place** would **attract more visitors and residents, thereby increasing economic activity.**

Strategy	➔	Action
<b>Increase residential density to stimulate economic activity</b>		<ul style="list-style-type: none"> <li>- Colby student apartment building on empty section of Main Street</li> <li>- Boutique hotel</li> <li>- Hathaway Phase II</li> <li>- Additional residential on upper floors</li> </ul>
<b>Waterville as a regional destination for the arts, shopping, etc.</b>		<ul style="list-style-type: none"> <li>- Support Waterville Creates! in its effort to make arts &amp; cultural events a central feature of our downtown</li> <li>- Examine the value of public arts installations in the downtown</li> <li>- Infill and revitalize retail environment</li> </ul>
<b>Improve physical environment to foster long-term growth</b>		<ul style="list-style-type: none"> <li>- Examine question of two-way traffic on Main Street</li> <li>- Support improved connections to Hathaway and the riverfront</li> <li>- Look at the need for streetscape improvements</li> <li>- Conduct comprehensive study of parking needs</li> <li>- Address derelict properties</li> </ul>
<b>Longer-term business and economic growth</b>		<ul style="list-style-type: none"> <li>- Connections with area colleges for small business development</li> <li>- Coordinate efforts to attract new businesses to Waterville – especially the downtown</li> <li>- Provide financial assistance through the Downtown TIF fund</li> </ul>