

5.0 RECOMMENDATIONS

5.1 Transportation Recommendations

The following sections identify transportation strategies that will guide actions by the Town and the MaineDOT such that future development can take place under a strategically planned process maintaining or improving Bath Road's mobility, safety and capacity. A key beneficiary of this effort will be private developers who are seeking local site plan and MaineDOT Traffic Movement Permits. The following actions are recommended:

- **Intersection Improvements** – Along roadway corridors, intersections tend to be the locations where crash frequency are higher and given traffic movement turn conflicts, mobility can become problematic. Accordingly, this Plan identifies strategies for providing capacity improvements at several key study intersections such that future development growth, both locally and regionally, can be accommodated. The plan recommends implementation mechanisms that will allow these improvements to be constructed under a shared or equitable program, thus not burdening one project applicant.
- **Corridor Improvements** – Similar to intersection improvements, recommendations have been identified to ensure safe and efficient travel corridor-wide. The analyses indicate one lane in each direction is sufficient from a traffic capacity perspective, with turn lane provisions. This action will be particularly beneficial as it relates to accommodating turn movements into and out of businesses located along Bath Road.
- **Street Connectivity** – Street connectivity involves establishing a network of streets that form a grid pattern, providing multiple routes and connections to get to origin and destination points. The plan suggests that improved street connectivity be implemented as a policy provision with improved connectivity suggested on the east and west sides of Bath Road between Route 144 and Old Bath Road (S) and on the east side of Bath Road from Birch Point Road towards the south. Additionally, a new street connection is suggested between Bath Road and Old Bath Road via a Birch Point Road Extension. Finally, inter-parcel connectivity (e.g. between Big Al's and the Car Wash) should continue to be encouraged. See Figures 5-1 and 5-2 for visual representations.
- **Access Management** – Access management is a set of techniques used to preserve highway capacity, manage highway congestion and reduce crashes. Examples include:
 - Traffic signal spacing;
 - Driveway location, spacing, and design;
 - Use of service and frontage roads; and
 - Land Use policies that control right-of-way access to highways.

The Plan includes information on why access management is an important part of development planning and permitting. It also provides information on existing local and MaineDOT standards and processes. While there is flexibility in waiving some access management standards, design and planning of driveways is a very important part of preserving the safety and efficiency of a corridor. Street connectivity (further described in Section 5.1.3) is an access management action and will be an important strategy for providing alternative access options for developments that otherwise may not be permitted on Bath Road.

- **Bath Road Safety Audit** – MaineDOT conducted a Route 1 Road Safety Audit in June 2012 from the Woolwich-Wiscasset town line to the Edgecomb-Newcastle town line. It identified improvement suggestions for addressing existing safety concerns as compiled by four teams totaling 24 individuals representing the Towns of Wiscasset and Edgecomb, regional planning, emergency service providers, business owners, residents and MaineDOT. A list of the short-, mid-, and long-term actions and recommendations for further evaluation are summarized later in Section 5.1.7.

5.1.1 Intersection Recommendations

Strategies have been developed for providing capacity improvements at several key study intersections such that future development growth (Year 2030), both locally and regionally, can be accommodated. The study area for the corridor comprises of five key intersections along Bath Road at Route 144, Shaw's/Wiscasset Market Place, Old Bath Road (S), Birch Point Road, and Old Bath Road (N). The following sections summarize proposed recommendations for each of these study intersections.

General (applicable to all intersections)

Review driveway openings and access management requirements to ensure access to affected properties is reasonable and does not pose traffic safety concerns.

Bath Road at Route 144

Long vehicle delays are projected in the future for vehicles turning from Route 144 onto Bath Road. If development and the associated traffic growth materialize, it is likely that a traffic signal will be warranted and necessary. It should be noted that a traffic signal is not currently warranted and the installation of a traffic signal can only be installed when the warrants contained in the Manual on Uniform Traffic Control Devices, (MUTCD) are met. The recommended improvements are illustrated in Appendix B, **Figure B-1**. **Table 5-1** summarizes the level of service benefit expected following the implementation of these improvements. As noted, level of service F conditions for Route 144 movements will be improved to an acceptable level of service C condition in the year 2030.

- Construct a formal left-turn lane and two-way center left turn lane on the southbound Bath Road approach
- Provide separate left and right turn lanes on the Route 144 approach
- Install a traffic signal (when warranted)
- Provide a future roadway connection to the north creating a 4th leg of the intersection when development occurs. Other changes to the intersection will be required when this fourth leg is constructed (e.g. adding a northbound left-turn lane and two-way center left turn lane to allow bus access to the Miss Wiscasset Diner; changing lane assignments; modifying the traffic signal, etc.).
- Possible need for northbound Bath Road right-turn lane in the future for smooth flow.
- Improved access control will be necessary in conjunction with intersection improvements.

Table 5-1 Bath Road @ Route 144 Level of Service Summary with Improvements PM Peak Hour

Movement	2012 Existing	2030 Without Improvements	2030 With Improvements
Route 144 Left	F	F	C
Route 144 Right			B
Bath Road NB Thru/Right	A	A	B
Bath Road SB Left	B	B	C
Bath Road SB Thru	A	A	A
Overall	B	F	B

Bath Road at Shaw's/Wiscasset Market Place

While this location currently and in the future operates at poor levels of service, criteria for the installation of a traffic signal is not met. It is suggested that both Shaw's and the Wiscasset Market Place connect to rear backage roads in an effort to provide access/egress options for customers. Refer to Section 5.1.3 Street Network Connectivity and **Figures 5-1 and 5-2** for more detail. **Table 5-2** presents the level of service conclusions. No significant change in level of service is noted, although improvements may occur if new roadway connections are incorporated and traffic volumes shift to locations that can better process traffic.

Table 5-2 Bath Road @ Shaw's/Shopping Center Plaza Level of Service Summary (No Improvements Proposed) PM Peak Hour

Movement	2012 Existing	2030 Without Improvements	2030 With Improvements
Shopping Center Left/Thru/Right	F	F	N/A
Shaw's Left/Thru/Right	E	F	N/A
Bath Road NB Left/Thru/Right	A	A	N/A
Bath Road SB Left/Thru/Right	B	B	N/A
Overall	A	A	N/A

Bath Road at Old Bath Road (S)

Movements from Old Bath Road (S) experience long delays during peak time periods due to heavy Bath Road traffic volumes. While traffic signal warrants are not met, the development of backage roads that shift traffic to Old Bath Road could trigger the need for a traffic signal in the future. The improvements noted below are recommended. **Figure B-2** in Appendix B illustrates the proposed improvements and **Table 5-3** notes level of service results with and without improvements.

Figure 5-1 Potential Future Street Southern Connections

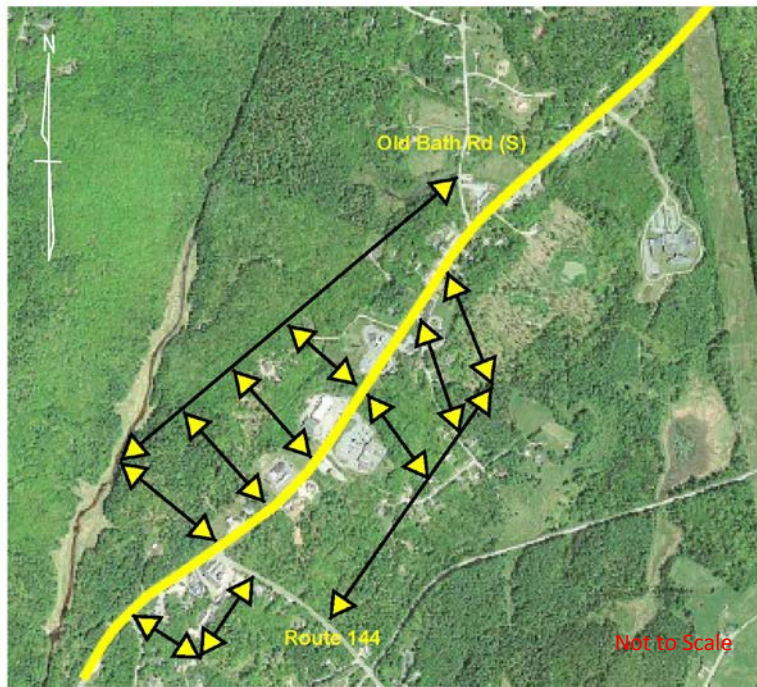
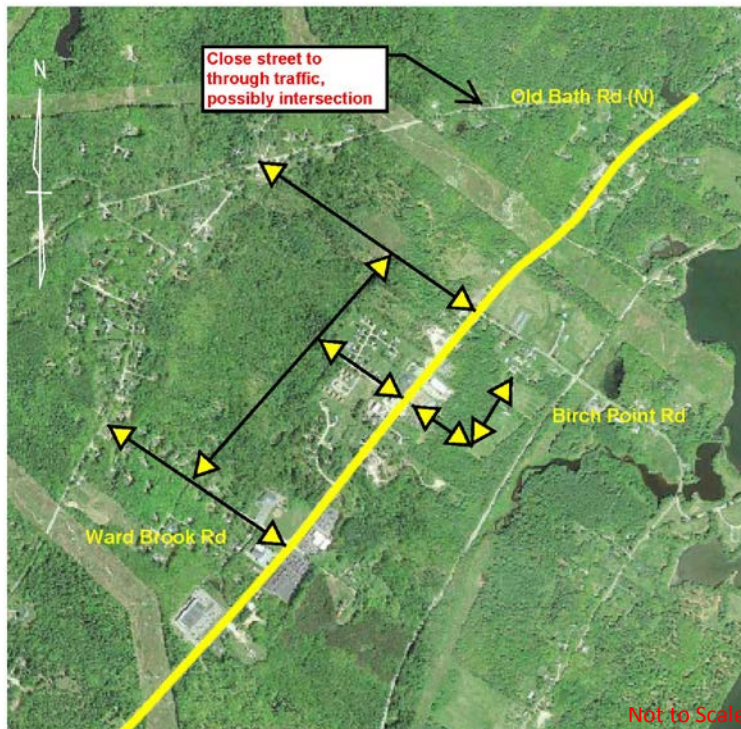


Figure 5-2 Potential Future Street Northern Connections



- Construct a left-turn lane on the northbound Bath Road approach
- Construct separate left and right turn lanes on Old Bath Road. This will ensure that right turn movements are not excessively delayed due to left-turning vehicles waiting to find a gap in Bath Road traffic.
- Widen the southbound Bath Road shoulder or provide a right-turn lane. This improvement is suggested to allow right-turning vehicles to complete their maneuver without significantly reducing south bound Bath Road traffic speed, thus reducing potential rear-end crash conflicts.

Table 5-3 Bath Road @ Old Bath Road (S) Level of Service Summary with Improvements PM Peak Hour

Movement	2012 Existing	2030 Without Improvements	2030 With Improvements
Old Bath Road Left	D	F	F
Old Bath Road Right			C
Bath Road NB Thru	A	A	B
Bath Road NB Left			A
Bath Road SB Thru	A	A	A
Bath Road SB Right			A
Overall	A	A	A

Bath Road at Birch Point Road

Long vehicle delays on Birch Point Road are projected in the future. If development and the associated traffic growth materialize it is possible that a traffic signal will be warranted and necessary. It should be noted that a traffic signal is not currently warranted and the installation of a traffic signal can only be installed when the warrants contained in the MUTCD are met. The recommended improvements are illustrated below and on **Figure B-3** in the Appendix. **Table 5-4** summarizes the level of service benefit expected following the installation of these improvements. As noted, level of service F conditions for Birch Point Road movements will be improved to an acceptable level of service C condition in the year 2030.

- Construct a left-turn lane on the southbound Bath Road approach
- Construct separate left and right turn lanes on Birch Point Road
- Install a traffic signal (only when warranted)
- Provide future road creating 4th leg of the intersection (When development occurs)
- Possible need for northbound Bath Road right-turn lane in the future for smooth flow

Table 5-4 Bath Road @ Birch Point Road Level of Service Summary with Improvements PM Peak Hour

Movement	2012 Existing	2030 Without Improvements	2030 With Improvements
Birch Point Road Left	E	F	D
Birch Point Road Right			C
Bath Road NB Thru	A	A	C
Bath Road NB Right			A
Bath Road SB Thru	A	A	E
Bath Road SB Left			A
Overall	A	F	B

Bath Road at Old Bath Road (N)

Traffic delays currently exist for northbound traffic entering Bath Road from Old Bath Road (N), and these delays are projected to be longer in the future (see **Table 5-5**). However, traffic volumes do not currently meet criteria for installing a traffic signal. Also, the number of left turning vehicles from Old Bath Road onto Bath Road is not sufficient to justify installing separate right and left lanes on Old Bath Road. Additionally, the 2012 Route 1 Road Safety Audit noted concerns regarding cut-through traffic on Old Bath Road. To discourage northbound Bath Road traffic from using Old Bath Road as a cut-through in order to avoid Bath Road delays, the north intersection of Old Bath Road should be closed at Bath Road if and when Birch Point Road is extended west (north) to connect to Old Bath Road (refer to Section 5.1.3 Street Connectivity and **Figures 5-1 and 5-2**). This change will not allow vehicles to use Old Bath Road for north/south travel but will allow local access to properties.

Table 5-5 Bath Road @ Old Bath Road (N) Level of Service Summary (No Improvements Proposed) PM Peak Hour			
Movement	2012 Existing	2030 Without Improvements	2030 With Improvements
Old Bath Road Left/Right	F	F	n/a
Bath Road NB Thru/Left	A	A	n/a
Bath Road SB Thru/Right	A	A	n/a
Overall	A	A	n/a

5.1.2 Bath Road Corridor Recommendations

A key measure of corridor traffic operation adequacy, particularly as it relates to roadway segment capacity requirements, is how well intersections function and how many through travel lanes are needed for an acceptable level of service. The Highway Capacity Manual does not currently have methods to evaluate the proposed center two-way left turn lane. Studies have conclusively shown that this type of facility will increase safety in the corridor – particularly in the form of rear-end collisions and increase the overall free-flow speed of the corridor, especially with the quantity of access points throughout the corridor. This roadway section is proposed to consist of one 12-foot travel lane in each direction, one 12-foot center lane, and a 5-foot minimum width shoulder. Some minor pavement widening will be required to implement the proposed recommendations. The existing right-of-way is approximately 75 to 100 feet and no property acquisition is expected (some may be necessary at intersections). It should be noted that while some shoulder pavement is available for the proposed widening, the cost estimates include necessary pavement sub-base improvements as well.

A portion of Bath Road from Page Avenue to Birch Point Road deviates from the general typical section noted above. For this section of Bath Road, curbing and sidewalks are proposed in addition to the three-lane roadway section.

The highway recommendations are listed below and **Figures B-4** through **B-15** in the Appendix illustrate the recommended improvements.

General Roadway Segment Improvements

- South of Route 144 – Three lane section (center two-way left turn lane) to Shady Lane. No changes are proposed between Shady Lane and the Woolwich town line.
- Between Route 144 and Wood Lane – Three lane section (with select intersection turn lanes)
- Between Wood Lane and Ames True Value – No Change
- Between Ames True Value and Birch Point Road – Three lane section (center two-way left turn lane)
- North of Birch Point Road – No Change

Roadway Widening Locations

- Widen shoulders where sufficient space for bicyclists is not provided. A minimum of 5 feet should be provided. While the provision of marked and signed bicycle lanes are not specifically part of the details of the Master Plan, consideration of formalized bicycle lanes should be considered in the future. Pavement widening will be required in the following areas for shoulder, intersection and driveway improvements:
 - Route 144 as it approaches the intersection with Bath Road to allow for separate turn lanes.
 - Bath Road northbound and southbound near Dunkin Donuts and Skillin Lane.
 - Old Bath Road (S) as it approaches the intersection with Bath Road.
 - Intermittently between Old Bath Road (S) and Wood Lane on both the northbound and southbound sides.
 - Intermittently between Ames True Value and Wood Lane on both the northbound and southbound sides.
 - Intermittently between Ward Brook Road and Page Avenue on both the northbound and southbound sides.
 - Birch Point Road as it approaches the intersection with Bath Road.
 - Bath Road northbound just north of Birch Point Road to allow for the southbound dedicated left turn lane.

Driveway Turn Lanes

- Construct right-turn lane on southbound Bath Road at McDonald's Restaurant.
- Construct right-turn lane on southbound Bath Road at Ames True Value.

Other Improvements

- Extend culvert at Ward Brook
- Extend culvert north of Old Bath Road (S)
- Reconstruct existing shoulder base pavement to accommodate traffic vehicle loads where shoulders are being used for vehicle travel.
- Between Page Avenue and Birch Point Road, Bath Road will consist of a similar three-lane section as previously discussed. In addition, curbing and sidewalks will be provided on both sides of the Bath Road. Crosswalks are suggested at Page Avenue and Birch Point Road. At the Page Avenue crosswalk a flashing warning light system shall be installed. It should be noted that the implementation of sidewalks and crosswalks is on an as needed basis and will required the reduction of the regulatory speed limit and impact corridor mobility.
- Raised islands are proposed at locations that don't impact driveway access/egress movements, have adequate illumination, and are visible to motorists. These islands may be landscaped, but plantings must not obscure sight distance and meet engineering standards. Final location and details of these islands will be determined during the design process.

5.1.3 Street Network Connectivity

Street connectivity involves establishing a network of streets that forms a grid pattern, providing multiple routes and connections to get to origin and destination points. A well connected area includes parallel routes and cross connections, few dead-end streets and many points of access. Benefits of Connectivity can include:

- Reduced traffic congestion on arterials.
- Reduced travel time.
- Shorter travel distances and reduced vehicle miles of travel.
- Continuous and more direct routes for pedestrians, bicyclists and transit users.
- Greater emergency vehicle access and reduced response times.
- Improved utility connections, easier maintenance and more efficient trash and recycling pick up.
- Reduced speeds and severity of accidents.

In effort to improve traffic access/egress opportunities to existing businesses on Bath Road and allow access opportunities for future development, given the need to meet access management standards (noted in Section 5.1.4), it is suggested that new streets be considered in the study area. The following (and illustrated on **Figures 5-1 and 5-2**) summarizes the suggestions for new street connections.

- Consider roads/connections parallel to Bath Road on both east and west sides from Route 144 to Old Bath Road (S).
- Consider a road/connection on the east side of Bath Road from Route 144 to the south.
- Consider a new road on the west side of Bath Road from opposite Birch Point Road to Old Bath Road.
- Consider roads/connections on the east side of Bath Road from Birch Point Road southerly to Page Avenue.
- Close Old Bath Road near its northerly intersection with Bath Road when the new road is constructed opposite Birch Point Road to Old Bath Road.

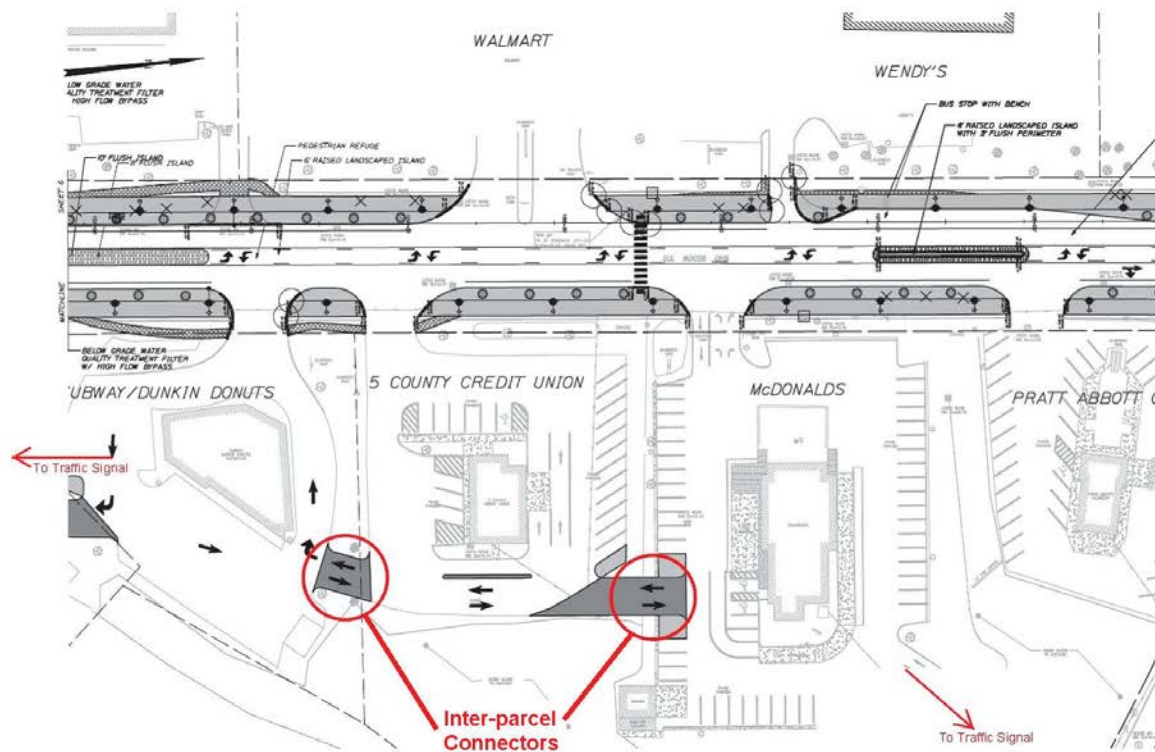
The above recommended street connections are conceptual only and will require engineering studies, environmental analyses and property acquisition details prior to being implemented. **Figures 5-1 and 5-2** illustrate the conceptual alignments but the ultimate location of these roadways will be a function of many factors including development proposals, environmental constraints, property/neighborhood impacts, topography, etc.

An example of a backage road is Monument Place in Topsham (see **Figure 5-3**). Monument Place was constructed in an effort to allow development activity to continue on Route 196 with access and egress movements to parcels provided to the rear of businesses. Direct access to Route 196 was also provided at select, well-managed signalized intersections.

In addition to planning and constructing new roadway connections, inter-parcel connections should be considered in conjunction with development applications. These connections provide great benefit by minimizing unnecessary traffic turns onto Bath Road for vehicles patronizing abutting business. Several examples exist in the corridor including the simple connection between Big Al's and the Car Wash. **Figure 5-4** illustrates proposed inter-parcel connections along Route 1 in Falmouth that will allow development traffic to access existing traffic signals.

Figure 5-3 Topsham, ME Connector Road Example



Figure 5-4 Example of Inter Parcel Connection, Route 1, Falmouth, ME

5.1.4 Access Management

This Plan does not identify specific recommendations on how to correct existing deficiencies, but provides the framework for how driveway design is an important part of a healthy transportation corridor and what factors will need to be considered during the development process for a local Site Plan, MaineDOT Driveway Permit or Traffic Movement Permit approval.

Town of Wiscasset and MaineDOT Driveway Standards

Appendix C summarizes existing driveway design standards per the Town of Wiscasset and MaineDOT. These standards include details such as sight distance, driveway spacing, driveway width, number of driveways, etc. It is important to note that these standards will be closely reviewed during the review of a new or modified project (both locally and at MaineDOT). The following notes key differences between Town and MaineDOT standards. The more stringent rules apply.

- **Sight Distance** – MaineDOT sight distance standards are less than Town requirements with the exception of roads with a speed limit of 55 mph.
- **Number of Driveways** – MaineDOT limits lots to one two-way driveway or two one-way driveways. The Town allows for two driveways for developments that generate 100 or more daily vehicle trips.

- Corner Clearance – MaineDOT requires 125 feet of corner clearance while the Town requires 50 feet of clearance to an unsignalized intersection and 150 feet to a signalized intersection.
- Driveway Spacing - MaineDOT standards are greater than Town requirements. For 45 mph (the most common speed limit in the study area), MaineDOT requires 265 feet of separation while the Town requires 75 feet.

MaineDOT Driveway / Entrance Permits

A MaineDOT Driveway or Entrance permit is required under the following criteria. Refer to Appendix C for greater detail and specific rules.

- Driveways: less than 50 passenger car equivalents (PCE) per day. Examples:
 - Up to 5 dwelling units
 - Home-based occupations
 - Forest management & farming
 - Low-impact industrial (i.e., substations)
- Entrances: more than 50 PCEs/Day. Examples:
 - Over 5 dwelling units and housing developments
 - Retail, office or service business including department store, strip mall, convenience store, gas station, auto repair shop, restaurant, etc.

MaineDOT Traffic Movement Permit Process

For developments that generate significant traffic volumes, a Traffic Movement Permit (TMP) may be required. In many cases the TMP requires developers to prepare a traffic impact study assessing the impact the project may have on the public street system. Details of the TMP process are noted in Appendix C.

Key Access Management Steps to a Healthier Bath Road

Due to the importance of access management in maintaining a safe and efficient corridor and being a consideration in the development and re-development of properties along Bath Road, the following is a list of key steps that should be considered in achieving good driveway design. This summary is meant to provide a list of actions/strategies that should be considered during the development planning process.

Restrict the number of driveways per lot.

Restrict the number of driveways to one per parcel (or two one-way driveways), with special conditions for additional driveways. Lots with larger frontages, or those with needs for separate right and left-turn entrances, could be permitted more than one driveway, in accordance with driveway spacing standards. (MaineDOT does limit one driveway per lot).

Locate driveways away from intersections.

Setting driveways and connections back from intersections reduces the number of conflicts and provides more time and space for vehicles to turn or merge safely across lanes. This spacing between intersections and driveways is known as corner clearance. Adequate corner clearance can also be assured by establishing a larger minimum lot size for corner lots.

Connect parking lots and consolidate driveways.

Internal connections between neighboring properties allow vehicles to circulate between businesses without having to re-enter the major roadway. Joint and cross access requirements can help to assure connections between major developments, as well as between smaller businesses along a corridor. Cross access also needs to be provided for pedestrians. Sidewalks are typically placed far away from buildings on the right-of-way of major roadways, or are not provided at all. Pedestrians prefer the shortest distance between two points and will walk if walkways are provided near buildings. Joint and cross access strategies help to relieve demand on major roadways for short trips, thereby helping preserve roadway capacity. They also help to improve customer convenience, emergency access, and access for delivery vehicles.

Provide residential access through neighborhood streets.

Residential driveways on major roadways result in dangerous conflicts between high-speed traffic and residents entering and exiting their driveway. As the number of driveways increase, the roadway is gradually transformed into a high speed version of a local residential street. Subdivisions should always be designed so that lots fronting on major roadways have internal access from a residential street or lane. Minor land division activity can be managed by establishing a restriction on new access points and allowing land to be further subdivided, provided all new lots obtain access via the permitted access point.

Promote a connected street system.

As communities grow and land is subdivided for development, it is essential to assure continuation and extension of the existing local street system. Dead end streets, cul-de-sacs, and gated communities force more traffic onto collectors and arterials. Fragmented street systems also impede emergency access and increase the number and length of automobile trips. A connected road network advances the following growth management objectives

- fewer vehicle miles traveled
- decreased congestion
- alternative routes for short, local trips
- improved accessibility of developed areas
- facilitation of walking, bicycling, and use of transit
- reduced demand on major thoroughfares
- more environmentally sensitive layout of streets and lots
- interconnected neighborhoods foster a sense of community
- safer school bus routes

Encourage internal access to outparcels.

Shopping center developments often include separate lots or "outparcels" fronting on the major roadway. The outparcels are leased or sold to businesses looking for highly valued corridor locations. Access to these outparcels should be incorporated into the access and circulation system of the principal retail center. This reduces the need for separate driveways on the major road, while maintaining overall accessibility to the site. To accomplish this, establish that development sites under the same ownership or those consolidated for development will be treated as one site for the purposes of access management. Then require a unified traffic circulation and access plan for the overall development site.

Coordinate with the MaineDOT

MaineDOT is responsible for access permits meeting certain conditions along Bath Road. The Town oversees land use, subdivision, and site design decisions that affect access needs. Therefore, State and local coordination is essential to achieve effective access management. Lack of coordination can undermine the effectiveness of regulatory programs and cause unnecessary frustration for permit applicants. Timely communication is key to an effective review procedure.

5.1.5 Cost Estimate and Implementation of Proposed Highway Improvements

Concept level cost estimates were prepared for the suggested transportation related improvements along Bath Road and a summary of the costs are provided below. The conceptual 2014 total cost estimate is approximately \$3,404,000. A very preliminary estimate of the connector/backage roads to serve development on the north side of Bath Road is approximately \$4,500,000 while the estimated cost for the connector/backage roads on the south side is \$7,000,000. Accordingly, the total cost for all improvements identified is \$14,904,000

- Select roadway widening for three-lane section and intersections - \$1,330,000
- Construction of three right turn lanes - \$415,000
- Construction of three left turn lanes - \$120,000
- Construction of sidewalk and curbing between Page Ave and Birch Point Rd - \$744,000
- Traffic signalization at Route 144 and Birch Point Rd - \$490,000
- Construction of two pedestrian refuge islands - \$25,000
- Construction of six landscaped islands and streetscape improvements - \$150,000
- Culvert widening/replacement at two locations - \$130,000

The above estimates include: 5% Maintenance of Traffic; 20% Ancillary; 10% Mobilization; 10% Preliminary Engineering; and, 12% Construction Engineering. The above estimate does not include right-of-way acquisition or inflation assumptions. A cost for pavement overlay is also not included. In some cases where significant lane assignment changes are incorporated, pavement overlay is included.

Implementation

Implementation of improvements has been characterized as being undertaken in the immediate or short-term timeframe, or have been identified, for funding purposes (see Section 5.3), as (1) an existing deficiency, (2) associated with background traffic growth, or (3) associated with future local development (with background growth).

The responsibility for funding the improvements necessary to address current safety and/or capacity problems rests primarily with the MaineDOT and the Town of Wiscasset. The cost sharing arrangement for various types of improvements between the state and the Town is set forth in MaineDOT's Local Cost Sharing Policy (the policy is available at www.maine.gov/mdot/docs/lcspolicy16nov2010.pdf).

The MaineDOT should program these improvements into its long-term plans in accordance with statewide and local priorities. Realistically, the bulk of MaineDOT's highway and bridge capital funding is dedicated to maintaining the existing system via bridge investment, pavement preservation, and light capital paving. Even with the \$100 million transportation bond approved by the Maine Legislature in August 2013 for voter referendum, MaineDOT estimates an annual capital

funding shortfall for bridge and highway needs of \$110 million. As a result, MaineDOT is encouraging increased municipal and private cost sharing. In the event that Wiscasset wants to accelerate funding for these capital projects, the Town could apply for a Municipal Partnership Initiative project. Under this initiative, state funding would be capped at \$500,000 and the state share of the project costs generally would be 50% or less.

Since the Town will be required to share in the cost of these improvements regardless of the state funding approach, the Town should consider establishing a “reserve account” to be funded on an annual basis to begin accumulating the Town’s match for these projects.

The recommended actions and their relative time line are summarized in **Table 5-6** on the following pages.

Short –Term

The items that are recommended to be implemented in the near term are identified in the MaineDOT Route 1 Road Safety Audit (refer to Section 5.1.7). Most of these recommendations are signage and pavement marking changes and are the responsibility of MaineDOT.

Existing Deficiencies Recommendations

Bath Road at Route 144

- Route 144 separate left and right lanes (\$100,000) – Required under existing conditions according to the level of service analysis. Given that the shoulder can be used to accommodate right-turning vehicles, the need for this improvement may be put off into the future.
- Bath Road southbound left lane (\$35,000) - Required under existing conditions according to left-turn lane warrant criteria contained in the MaineDOT Design Guide.
- The Town of Wiscasset currently is holding \$50,000 in an escrow account. The escrow was established to address Route 144 and Birch Point Road intersection needs. \$50,000 which is set to expire in December of 2014. This money should therefore be directed to address the turning lane improvements noted above.

Bath Road at Old Bath Road (S)

- Bath Road northbound left lane (\$35,000) – Required under existing conditions according to left-turn lane warrant criteria contained in the MaineDOT Design Guide.
- Bath Road southbound right lane (\$110,000) – Safety Audit Recommendation (Mid-Term 2 to 4 years).

Bath Road at Birch Point Road

- Bath Road southbound left lane (\$50,000) – Required under existing conditions according to left-turn lane warrant criteria contained in the MaineDOT Design Guide.
- The Town of Wiscasset currently is holding \$50,000 in an escrow account, which is set to expire in December of 2014. The escrow was established to address Birch Point Road intersection needs. This money should therefore be directed to address the turning lane improvements noted above.

Bath Road at McDonald’s

- Bath Road southbound right lane (\$185,000) – Safety Audit (it is noted that this work should be performed by the property owner).

Bath Road at Ames True Value Hardware

- Bath Road southbound right lane (\$120,000) – Safety Audit (it is noted that this work should be performed by the property owner).

Bath Road Widening

- Widening at Dunkin Donuts (for shoulder space) (\$50,000) – Required under existing conditions given that no shoulder space is provided.
- Three lane section between Oxhorn Road and Old Bath Road (S) (\$250,000) – Based upon the fact that the northbound lane at Old Bath Road (S) is currently warranted, this is considered to be an existing condition requirement.

With Background Growth (Only) Recommendations

Bath Road at Birch Point Road

- Birch Point Road separate left and right lanes (\$50,000) – Required with background growth only.

With Future Wiscasset Development Recommendations

Bath Road at Route 144

- Installation of traffic signal (\$245,000) – Required with future Wiscasset Development

Bath Road at Old Bath Road (S)

- Old Bath Road separate left and right lanes (\$120,000) – Required with future Wiscasset Development

Bath Road at Birch Point Road

- Installation of traffic signal (\$245,000) – Required with future Wiscasset Development

Bath Road between Page Avenue and Birch Point Road

- Sidewalk and Streetscape improvements (\$919,000)

Bath Road Widening (\$890,000)

- Three lane section south of Route 144 – Required with future Wiscasset Development
- Three lane section between Route 144 and McDonald's - Required with future Wiscasset Development
- Median at Shaw's – Aesthetic and not driven by traffic deficiencies
- Three lane section between Old Bath Road (S) and Wood Lane - Required with future Wiscasset Development
- Three lane section between Ames True Value and Page Avenue - Required with future Wiscasset Development

Table 5-6 Proposed Highway Improvements, Estimated Costs, Timelines and Fund Sources 1

Location	Highway Improvement (Priority)	Estimated Cost 2		
		Existing Deficiency	General Future Growth	Future Local Development
Bath Road at Route 144 3	Construct Left Turn Lane on SB Bath Road Approach (<i>Mid-Term</i>)	\$35,000	n/a	n/a
	Provide Separate Left & Right Turn Lanes on Rte. 144 Approach (<i>Mid-Term</i>)	\$100,000	n/a	n/a
	Install Traffic Signal when Warranted (<i>Long-Term</i>)	n/a	n/a	\$245,000
	Create 4th Leg of Intersection for Back Land Development Access (<i>Long-Term</i>)	n/a	n/a	X
Bath Road at Old Bath Road (S)	Construct Left Turn Lane on NB Bath Road Approach (<i>Mid-Term</i>)	\$35,000	n/a	n/a
	Widen SB Bath Road Shoulder or Provide Right Turn Lane (<i>Mid-Term</i>)	\$110,000	n/a	n/a
	Construct Separate Left & Right Turn Lanes on Old Bath Road (<i>Long-Term</i>)	n/a	n/a	\$120,000
Bath Road at Birch Point Road 3	Construct Left Turn Lane on SB Bath Road Approach (<i>Mid-Term</i>)	\$50,000	n/a	n/a
	Construct Separate Left & Right Turn Lanes on Birch Point Road (<i>Long-Term</i>)	n/a	\$50,000	n/a
	Install Traffic Signal when Warranted (<i>Long-Term</i>)	n/a	n/a	\$245,000
	Create 4th Leg of Intersection for Back Land Development Access (<i>Long-Term</i>)	n/a	n/a	X
Bath Road - Add 3rd Lane	South of Route 144 to Shady Lane (<i>Long-Term</i>)	n/a	n/a	\$120,000
	Route 144 to Wood Road (<i>Long-Term</i>)	n/a	n/a	\$30,000
	Ames True Value to Birch Point Road (<i>Long-Term</i>)	n/a	n/a	\$260,000
Bath Road - Shoulder Widening (for Bicycle Access)⁴	NB and SB near Dunkin Donuts and Skillin Lane (<i>Mid-Term</i>)	\$50,000	n/a	n/a
	NB & SB Intermittently Old Bath Road to Wood Lane (<i>Long-Term</i>)	n/a	n/a	\$250,000
	NB & SB Intermittently Ames True Value to Wood Lane (<i>Long-Term</i>)	n/a	n/a	\$250,000
	NB & SB Intermittently Ward Brook Road to Page Avenue (<i>Long-Term</i>)	n/a	n/a	\$100,000
Bath Road - Driveway Turn Lanes	SB Right Turn Lane at McDonald's Restaurant (<i>Mid-Term</i>)	\$185,000	n/a	n/a
	SB Right Turn Lane at Ames True Value (<i>Mid-Term</i>)	\$120,000	n/a	n/a

Table 5-6 Proposed Highway Improvements, Estimated Costs, Timelines and Fund Sources 1

Connector Roads	Rte. 144 to Old Bath Road (<i>east side of Bath Road</i>) (<i>Long-Term</i>)	n/a	n/a	\$3,000,000
	Extend Rte. 144 west and north to connect to Old Bath Road (<i>Long-Term</i>)	n/a	n/a	\$3,500,000
	Rte. 144 to south, vicinity of Shady Lane (<i>Long-Term</i>)	n/a	n/a	\$1,000,000
	Extend Birch Point Road west to Old Bath Road (<i>Long-Term</i>)	n/a	n/a	\$1,500,000
	Birch Point Road to Page Avenue (<i>Long-Term</i>)	n/a	n/a	\$1,000,000
	Close north intersection of Old Bath Road at Bath Road (<i>Long-Term</i>)	n/a	n/a	\$1,500,000
Other Improvements	Upgrade Culvert at Ward Brook (<i>Long-Term</i>)	n/a	\$65,000	n/a
	Upgrade Culvert north of Old Bath Road (S) (<i>Long-Term</i>)	n/a	\$65,000	n/a
	Reconstruct Shoulders Where Used for Vehicle Travel (<i>Long-Term</i>)	*	n/a	n/a
	Sidewalks Between Page Avenue & Birch Point Road (<i>Long-Term</i>)	n/a	n/a	\$744,000
	Crosswalk & Ped Warning Lights at Page Road (<i>Long-Term</i>)	n/a	n/a	\$15,000
	Crosswalk at Birch Point Road when Signal is Installed (<i>Long-Term</i>)	n/a	n/a	\$10,000
	Raised Islands Where No Impact to Traffic and Well-Lit and streetscape improvements (<i>Long-Term</i>)	n/a	\$150,000	n/a
	Inter-parcel Connections (<i>Long-Term</i>)	n/a	n/a	X
	Access Management (<i>Long-Term</i>)	n/a	n/a	X
Totals		\$685,000	\$330,000	\$13,889,000

1 - Refer to Appendix B for visual presentations of proposed highway improvements

2 - Planning-level estimates excluding Right-of-Way and extraordinary environmental permitting and utility extension costs.

3 - Traffic Movement Permit escrow account funds are available to help fund improvements if they are expended prior to December 2014.

4 - While the provision of marked and signed bicycle lanes are not specifically part of the details of the Master Plan, consideration of formalized bicycle lanes should be considered in the future.

X not estimated in this study

* accounted for in the 3 lane costs

Priority – *Mid-Term* 2 to 4 years; *Long-Term* 5 Years of Greater

5.1.6 MaineDOT Route 1 Road Safety Audit

MaineDOT led a Road Safety Audit along Route 1 from the Woolwich-Wiscasset town line to the Edgcomb-Newcastle town line in June 2012. The purpose of that effort was to review Route 1 (Bath Road) to identify existing safety and mobility concerns and to identify suggestions for strategies to correct the deficiencies. A Road Safety Audit (RSA) differs from an engineering review

in that all road user interests are considered. For the Route 1 RSA, four teams totaling 24 individuals were assembled representing the Towns of Wiscasset and Edgecomb, regional planning, emergency service providers, business owners, residents and MaineDOT. Though led by MaineDOT, all comments noted were captured and discussed with the group immediately following the field review to identify common issues and suggested approaches to improve mobility and safety along Bath Road. Some of the suggestions were agreed to while others required further analyses by MaineDOT.

Table 5-7 presents the RSA recommendations for Route 1 within the Bath Road Master Plan Study area. Most if not all of the short-term suggestions have been completed at the time of this writing. No action has been taken on the mid- and long-term suggestions within the Master Plan area pending completion of the Master Plan.

Table 5-7 Wiscasset Road Safety Audit 2012 - All Potential Strategies Identified						
NOTE: Strategies for Woolwich to Flood Avenue May be Superseded by the Wiscasset Rte 1 Master Plan						
Note: Bold Items Added or Revised per 9/26 Joint Boards of Selectmen Meeting						
Issue	Suggestion	Timeline¹	MaineDOT Support	Town Support	Lead Agency	Comments
¹Timeline Notes: Short-Term = Less Than 1 Year; Mid-Term = 2 to 4 Years; Long-Term = 5 Years or Greater						
Intersection of Rte 144 (Old Ferry Road) and Rte 1						
High speed Rte 1 traffic	Increase police enforcement	On-going	YES		Town	
High speed Rte 1 traffic	Reduce Rte 1 speed limit	Short-Term	YES		MaineDOT	Move the 45 NB sign south of the intersection, align it with the 50 SB or move both further south
Rte 1 SB bypass lane being used to pass	Clearly mark both Rte 1 SB lanes	Short-Term	YES		MaineDOT	Striping
Rte 1 SB bypass lane being used to pass	Create exclusive left turn lane	Long-term	YES		MaineDOT	Capital funding required
Rte 1 SB bypass lane being used to pass	Install "Lane Merges" signage	Short-Term	YES		MaineDOT	Sign for "Left Turn Only" lane
Rte 144 traffic stops at bad angle	Reconfigure the island on Rte 144	Long-term	NO		MaineDOT	Will not markedly improve safety
No stop bar for Rte 144 traffic	Provide a stop bar	Short-Term	NO		MaineDOT, Town	Reference point is understood; support only if MaineDOT paints first, then Town maintains
Turning vehicles causing delays	Install Right-turn lane on Rte 144 to Rte 1	Long-term	NO		MaineDOT	Sufficient space, not necessary

Table 5-7 Wiscasset Road Safety Audit 2012 - All Potential Strategies Identified						
NOTE: Strategies for Woolwich to Flood Avenue May be Superseded by the Wiscasset Rte 1 Master Plan						
Note: Bold Items Added or Revised per 9/26 Joint Boards of Selectmen Meeting						
Issue	Suggestion	Timeline¹	MaineDOT Support	Town Support	Lead Agency	Comments
Turning vehicles causing delays	Install Right-turn lane on Rte 1 NB to Rte 144	Long-term	YES		MaineDOT	
Turning vehicles causing delays	No left turns off Rte 144, add a jug handle reverser further north	Long-term	NO		Maine DOT	This would be cumbersome & have little effect on safety
Poor sight distance looking south from Rte 144	Relocate business signs in Rte 1 right of way	Short-Term	Possibly, if Supported by Town		Business Owners	While in the R-O-W, signs are not a sight distance issue
Culvert depression across entrance on Rte 144	Repair the culvert depression	Short-Term	Possible		MaineDOT	MaineDOT will look into (Work Completed)
Rte 1 Commercial Area from Route 144 to Southerly Intersection with Old Bath Road						
Center left-turn lanes are not consistent through this area	Continue the center left-turn lane throughout this corridor	Long-term	YES		MaineDOT	Requires capital funding
McDonald's -- difficult to enter from Rte 1 Southbound	Provide a Right-Turn Lane on Rte 1 SB	Mid-term	Yes		Property Owner	Work should be performed by the property owner
Market Street Plaza entrance too small for large trucks	Widen the entrance/exit to this plaza	Long-term	NO		Property Owner	The entrance is properly sized for truck access
High Speed/Safety Concerns for Rte 1 traffic at Shaw's	Consider connecting Shaw's to Oxhorn Rd for alternate access	Long-term	Possibly, if Supported by Town		Town, Property Owner	Would place traffic on local roads
Rear-end collisions at Dunkin' Donuts	Sign and stencil the right-turn lane properly	Short-Term	YES		MaineDOT	Stencil & sign for "Right Lane Must Turn Right"; requires annual maintenance
Intersection of Old Bath Road (South End) and Rte 1						
North of the Border access points on Rte 1	Consolidate entrances and pave aprons at remaining entrances	Short-Term	YES		MaineDOT, Town, Business Owner	Close most northerly access on Rte 1 & consolidate others
North of the Border access points on Rte 1	Relocate one of the entrances onto Old Bath Road	Mid-term	NO		MaineDOT, Town, Business Owner	Access must be at least 75'-100' from intersections

Table 5-7 Wiscasset Road Safety Audit 2012 - All Potential Strategies Identified						
NOTE: Strategies for Woolwich to Flood Avenue May be Superseded by the Wiscasset Rte 1 Master Plan						
Note: Bold Items Added or Revised per 9/26 Joint Boards of Selectmen Meeting						
Issue	Suggestion	Timeline¹	MaineDOT Support	Town Support	Lead Agency	Comments
Poor sight distance for vehicles leaving Wiscasset Motor Lodge	Cut back the vegetation restricting sight lines	Short-Term	YES		Property Owner	Appears to be a property owner issue
Poor sight distance of Rte 1 traffic from Old Bath Rd	Install intersection warning signage on Rte 1	Short-Term	YES		MaineDOT	Sign
Poor sight distance of Rte 1 traffic from Old Bath Rd	Install flashing beacon	Mid-term	NO		MaineDOT	Not necessary
Poor sight distance of Rte 1 traffic from Old Bath Road	Install Stop bar on Old Bath Rd	Short-Term	NO		MaineDOT	Point of Reference is clear - Not necessary; maintenance issue
Rte 1 SB right turn angle is very sharp	Add Rte 1 SB right-turn/deceleration lane	Mid-term	NO		MaineDOT	Widening the gravel shoulder will suffice
Rte 1 SB right turn angle is very sharp	Widen Southbound Shoulder	Mid-Term	Yes		MaineDOT	Requires capital funding
NB Rte. 1 Traffic Conflict with Left-Turning Traffic onto Old Bath Road	Install NB Rte 1 Left-Turn Lane	Long-term	YES		MaineDOT	Requires capital funding
Insufficient Lighting at Intersection -- General Issue as well	Install Street Light	Short-Term	Possibly		MaineDOT	MaineDOT will assess and evaluate
Ames True Value Entrance/Exit on Rte 1						
Rte 1 NB traffic can't see store entrance	Install advisory signage on Rte 1	Short-Term	YES		MaineDOT, Property Owner	Sign for "Left Lane Must Turn Left"
NB Two-Way Center Left-Turn Lane (TWCLTL) begins too late	Create a center left-turn lane further south	Short-Term	YES		MaineDOT	Change TWCLTL to NB Left Turn Lane and sign accordingly
Inadequate sight distance for traffic leaving Ames	Provide new access point at north end of Ames	Long-term	NO		Property Owner	Sight distance of entrance is adequate; SD at new entrance would be worse

Table 5-7 Wiscasset Road Safety Audit 2012 - All Potential Strategies Identified						
NOTE: Strategies for Woolwich to Flood Avenue May be Superseded by the Wiscasset Rte 1 Master Plan						
Note: Bold Items Added or Revised per 9/26 Joint Boards of Selectmen Meeting						
Issue	Suggestion	Timeline¹	MaineDOT Support	Town Support	Lead Agency	Comments
Inadequate sight distance for traffic leaving Ames	Prohibit left-turn exits and provide jug handle reverser further south	Long-term	NO		Property Owner	Not needed. Turning traffic can use the TWCLTL to accelerate.
Inadequate sight distance for traffic leaving Ames	Narrow this exit so only one vehicle can exit at a time	Long-term	NO		Property Owner	Entrance width is needed for truck deliveries
Unpaved NB road shoulder	Widen shoulders to 5 feet north to Wiscasset Ford.	Long-term	NO		MaineDOT	Would require road reconstruction
Unpaved road shoulder	Install "Share the Road" Signs	Short-Term	YES		MaineDOT	Currently problematic for bicyclists
SB traffic uses center lane to pass turning vehicles	Provide Right-turn pocket for SB traffic to enter Ames	Mid-term	YES		Property Owner	Ames would have to build it
Poor sight distance for traffic exiting Ames	Install flashing beacon	Mid-term	NO		MaineDOT	Flashing beacons are not installed for business entrances
Traffic Exiting Ames has Obstructed Views Due to Dual Exit Lanes	Install Offset Stop Bars or Reduce the Exit to Single Lane by Striping the Pavement and Installing a "Single Lane" Sign	Short-Term	YES		Property Owner	Single Lane Exit is Likely the Safest Approach
Intersection of Old Bath Road (North End) and Rte 1						
Old Bath Road being used to bypass Rte 1 congestion	Install "No through traffic" signage on Old Bath Road	Short-Term	YES		Town	Sign
Old Bath Road being used to bypass Rte 1 congestion	Reduce speed limit or use traffic calming on Old Bath Road	Mid-term	YES		Town	Speed Limit is OK; Traffic calming/speed enforcement is responsibility of town
Poor sight distance of this intersection for Rte 1 SB traffic	Install Intersection Warning signage on Rte 1	Short-Term	YES		MaineDOT	Sign
Poor sight distance of this intersection for Rte 1 SB traffic	Lower the hill just north of this intersection	Long-term	NO		MaineDOT	Very costly, minimal safety benefit

Table 5-7 Wiscasset Road Safety Audit 2012 - All Potential Strategies Identified						
NOTE: Strategies for Woolwich to Flood Avenue May be Superseded by the Wiscasset Rte 1 Master Plan						
Note: Bold Items Added or Revised per 9/26 Joint Boards of Selectmen Meeting						
Issue	Suggestion	Timeline¹	MaineDOT Support	Town Support	Lead Agency	Comments
Left-turn off Rte 1 NB too difficult	Install Left-turn lane on Rte 1 NB	Long-term	NO		MaineDOT	Not necessary - Counted only 30 turns in 12 hours
Catch basin Depression on South Side of Old Bath Road is Too Deep	Reduce Depression to Avoid Safety Hazard	Short-Term	Yes		MaineDOT or Town	MaineDOT to Determine Who Owns the Catch basin
Intersection of Flood Avenue (North End) and Rte 1						
High speed of traffic and history of collisions	Relocate speed limit signs for more gradual transitions	Short-Term	YES		MaineDOT	Move Speed Zones and use oversize (36"X48") signs
High speed of traffic and history of collisions	Install Intersection Warning signage on Rte 1	Short-Term	YES		MaineDOT	Signs
No stop bar on Flood Avenue	Provide stop bar	Short-Term	NO		MaineDOT	Not necessary; maintenance issue
Flood Avenue being used to bypass Rte 1 congestion	Install "Local Traffic Only" signage	Short-Term	YES		Town	Sign
Poor sight distance on Rte 1 south from Flood Avenue	Cut back the vegetation	Short-Term	NO		MaineDOT	Sight Distance not a problem

5.2 Land Use Recommendations

5.2.1 Bath Road Vision Overview

This Plan seeks to maximize development opportunities along Bath Road in a responsible manner through strategically coordinated design standards, zoning / policies and traffic infrastructure improvements. By planning for growth, economic development is used as a tool to leverage the creation of areas of distinct character as well as strengthening the tax base. As noted in the Mission Statement, “through an intensive study of traffic and land use along Bath Road, the Bath Road Master Plan will provide guiding principles, strategies, and opportunities to facilitate sustainable growth along the commercial corridor while maintaining the capacity for the safe movement of local and pass thru traffic.” Sustained growth will:

- Maintain the vehicular capacity and safety of Bath Road
- Anticipate required traffic infrastructure improvements such as traffic signals and turning lanes
- Respect the rights of property owners and businesses
- Preserve sensitive natural areas and valued scenic views
- Improve the visual quality of development
- Promote diversity by differentiating the scale and type of growth along Bath Road
- Establish networks of vehicular connectivity to create new development frontage and serve local traffic
- Expedite the permitting process
- Establish equitable cost sharing for infrastructure and connectivity improvements
- Represent the values of the community

The vision for Bath Road as an attractive, functional corridor supporting growth is consistent with the goals and strategies of the 2008 Comprehensive Plan, the 2012 Land Use Ordinance and the detailed analysis of existing mobility conditions, transportation infrastructure, growth patterns, land uses and policies as outlined in Section 2 of the Plan.

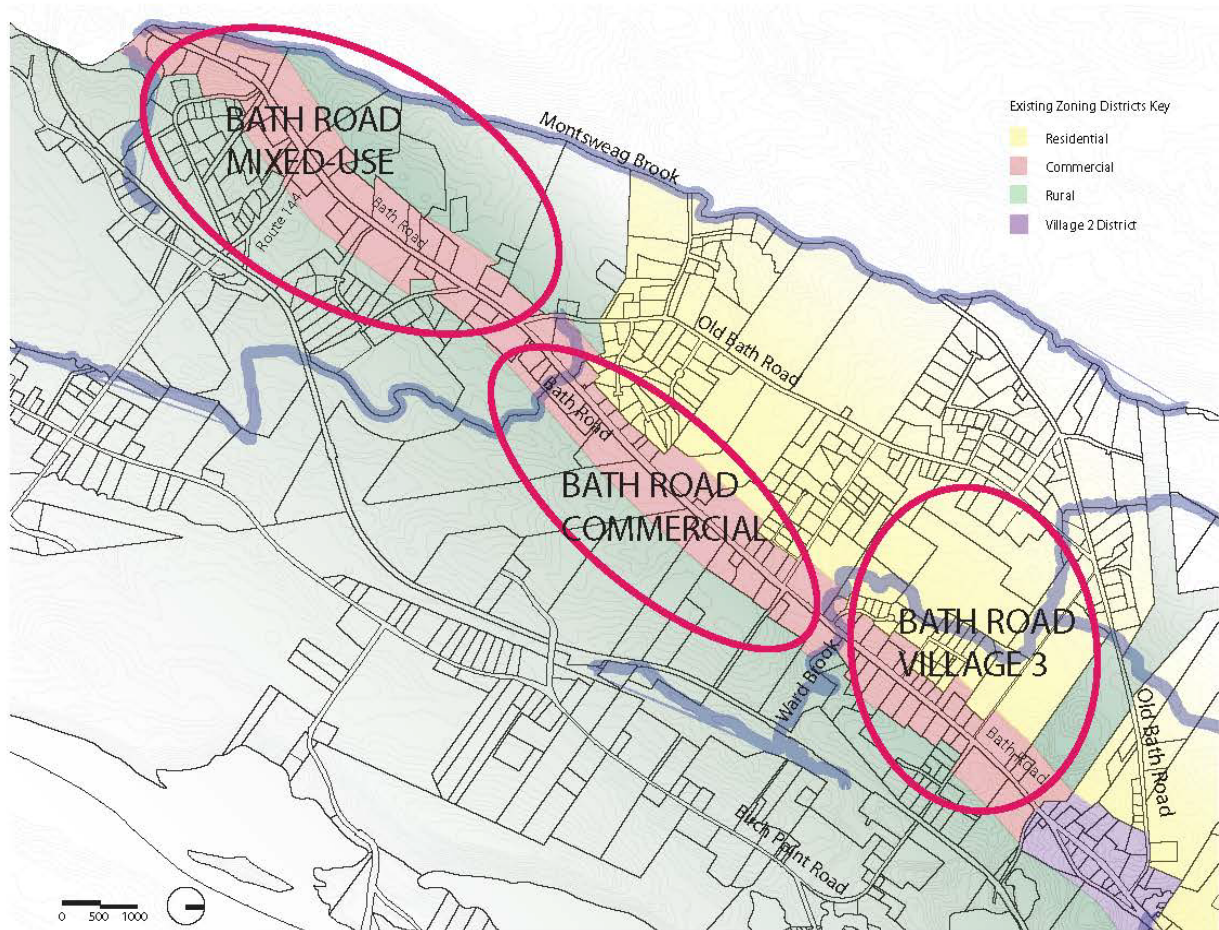
It is a high priority of the Comprehensive Plan to create “different open space as well as business zones along the Bath Road in order to leave some open space.” The policy in the Comprehensive Plan regarding the pattern of development along Bath Road “is to not permit a continuous strip of development to emerge from the Woolwich line to the Village center. This would have negative effects on the Town’s ability to grow as a tourist destination, as well as on the flow of traffic on U.S. Route One.”

Furthermore, the vision for Bath Road that evolved during the planning process reflects direct input from the Bath Road Master Plan Steering Committee, stakeholders and the community.

This section of the Plan reviews proposed zoning and design standards that in conjunction with the transportation improvements will shape Bath Road as a series of thematically differentiated segments rather than a continuous strip of development. In summary, the recommendations are context sensitive, integrating land use, economic development, environmental constraints, the availability of public water and sewer, mobility options, visual character and public policy. While there are recommendations specific to each zone, a common recommendation for Bath Road is to locate consistently designed signage at each of the four stream and brook crossings along this length of Bath Road to make users aware of the environmental context.

As noted on **Figure 2-15**, the existing zoning for Bath Road is uniform from the Woolwich town line to the Village 2 District. This uniformity does not encourage growth in legible patterns, but instead reinforces the linear and pass-thru nature of the corridor. However, Bath Road as demonstrated in the character area mapping has both existing and emerging trends that can become increasingly distinct over time.

The proposed Bath Road Mixed Use, Bath Road Commercial and Bath Road Village 3 Districts are recommended to replace the existing Bath Road Commercial District and parts of the adjacent Districts while maintaining the integrity of established residential neighborhoods, sensitive environmental areas and the current and future mobility and safety needs of Bath Road. See **Figure 5-5**

Figure 5-5 Proposed Zoning.

5.2.2 Proposed Bath Road Mixed-Use District

Vision

The Bath Road Mixed-Use Commercial District will support a range of residential, commercial and professional uses by utilizing an improved Route 144 intersection, new street networks accessing backlands and coordinated access management on Bath Road. Development to the west will maintain the required buffer for Montsweag Brook, while development to the east will maintain the integrity of existing residential neighborhoods. Bath Road traffic infrastructure improvements will improve the safety and viability of development. By planning for traffic infrastructure and connectivity improvements, permitting will be expedited and cost sharing for area improvements will be equitable.

Development fronting Bath Road will be required to meet the Town and MaineDOT standards for access management and Site Plan Review. Wherever possible, consolidation of access and multi-development access sharing should be encouraged in order to minimize negative safety and mobility impacts to Route 1 traffic. Incentives should be considered to further encourage property owners to

meet higher standards for parking, building placement, landscaping and connectivity. Development should be discouraged from having direct access to Bath Road by creating new development frontage, providing a network for vehicular connectivity and maximizing compatible uses.

General Location and Relationship to Existing Zoning

The proposed Bath Road Mixed-Use District runs from the Woolwich town line north to the intersection of Old Bath Road (S) and west to Montsweag Brook and east to the established residential neighborhoods located behind Shaw's. See **Figure 5-5**.

The area is currently zoned Commercial 500' either side of Bath Road and Rural for the remaining lands. See **Figure 2-15**.

Existing Character and Growth Trends

Most new development on Bath Road is occurring in this area recommended for rezoning to Mixed Use. While the frontage development along Bath Road is predominantly automobile-oriented, there is a mix of uses serving everyday needs of residents. These uses include but are not limited to banks, restaurants and food service, gas stations, car dealerships, a hotel, an outfitter and the area's largest grocery store. There remain a number of lots fronting on Bath Road with development potential.

There also is a significant amount of land that does not front on Bath Road to the east and west that is suitable for development. Due to the availability of unconstrained lands with access to public water and sewer, the Proposed Bath Road Mixed-Use District has a depth to support a range of uses and establish a network of local roads. Professional, commercial, light industrial and residential uses should be guided to this area whereas more industrial uses and rural uses should be guided to other better-suited parts of the town such as the Industrial Park. Currently there is a general consistency between the allowable uses in the Commercial and Rural Districts. This does not encourage different types of growth patterns.

Environmental Constraints

The proposed Bath Road Mixed-Use District has minimal environmental constraints as noted on **Figure 2-42**. The topography is relatively flat, except towards the west where the land drops to Montsweag Brook. There are no mapped natural areas, streams or wetlands of significance, though there are several drainage ways in the area west of Bath Road. Any area specific development would require professional assessment as part of a Site Plan or Subdivision application.

Existing Infrastructure

As noted on **Figure 2-35**, water and sewer serve Bath Road. All new development in the proposed District should be served by public water and sewer.

Steering Committee Visioning Exercise

In general, the Steering Committee Visioning Exercise located the highest concentration of mixed-use (retail, non-retail, and residential) future growth in this area when considering development opportunities from the Woolwich town line to the existing Village 2 District. This area was mapped "New Development" in the character area inventory. The proposed Mixed-Use District is consistent with established policy, proposed traffic infrastructure improvements, existing conditions analysis, market forces and public input.

Future Transportation Infrastructure and Connectivity

It is anticipated that the Route 144 intersection will require significant upgrades, including signalization, in order to support ongoing growth. See **Figure 5-6** for before and after concept visualizations of the intersection. The improved intersection will be a critical factor in stimulating economic development in the proposed Bath Road Mixed-Use District. Development to the west of Bath Road will utilize the new traffic signal at Route 144 as an access point to an envisioned parallel road intersecting with Old Bath Road.

Figure 5-7 is an illustrative concept plan of this area including the ideal location of a road accessing lands to the west and the placement of new development to either side of the new road. There are recommendations for improving the Old Bath Road (S) intersection, but they do not include signalization at this time. There is an opportunity to make the improved Route 144 intersection both a crossroads for the District and a distinct southern approach to Wiscasset, particularly if buildings are placed to define the corners of the intersection. See **Figure 5-6**.

As part of ensuring that a future signal serves mobility needs and promotes sustainable growth, the Town should establish Site Plan and/or Subdivision standards in conjunction with a right of first refusal policy in order to secure right-of-ways that channel development to controlled access points on Bath Road – be it a traffic signal or not. This will encourage the development of backlands and improve connectivity throughout the District.

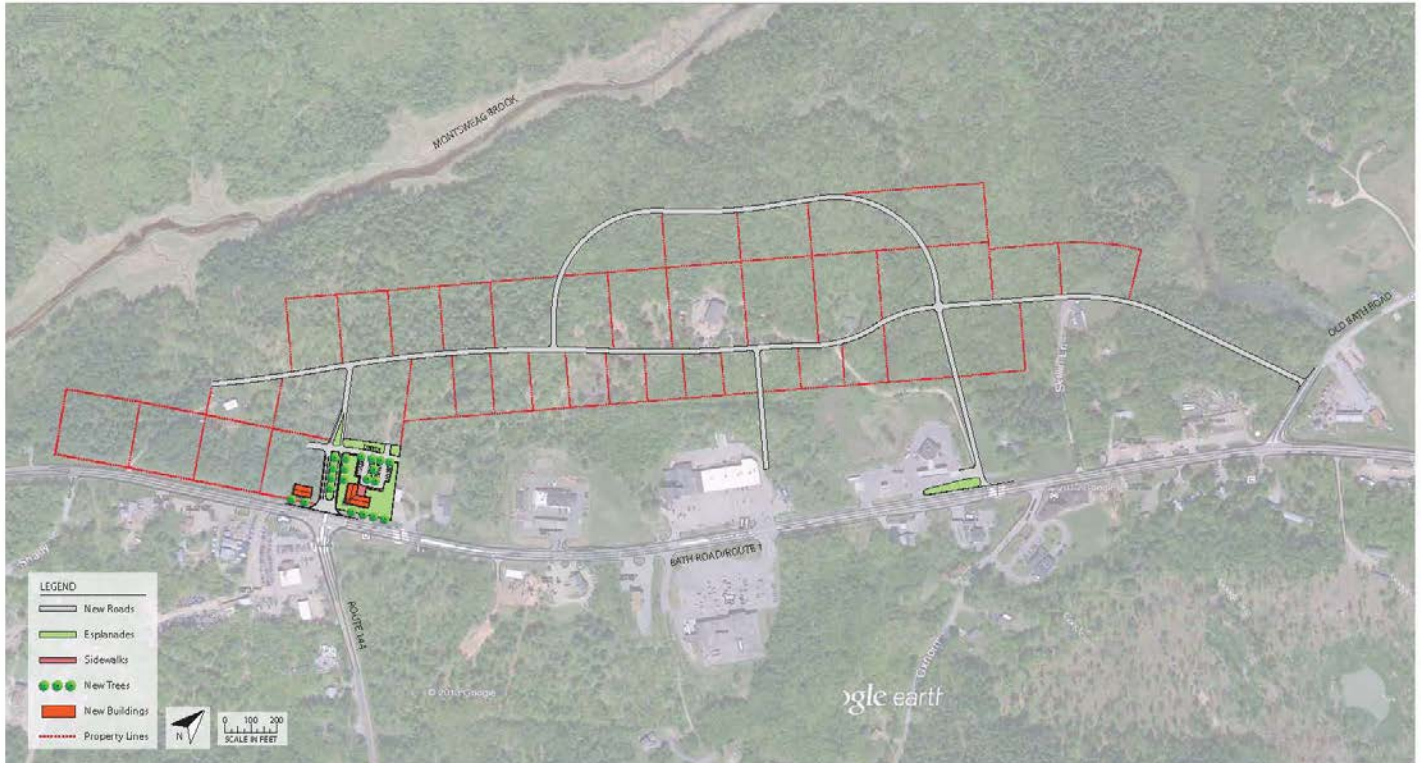
Figure 5-6 Route 144/Bath Road Proposed Intersection Improvements



Existing Conditions



Proposed Improvements

Figure 5-7 Illustrative Connectivity Master Plan

Connectivity can be achieved in the short-term with such improvements as connecting existing parking lots (see **Figure 5-10** on following pages) or with long range planning by anticipating how each development can provide future links to abutting parcels, thus allowing for phased growth.

Figure 5-8 is an illustrative plan showing how growth can occur in phases in order to maximize both traffic infrastructure investments and connectivity. This is just an illustrative plan and phased growth will either happen under the control of one owner or the cooperation of multiple property owners. Phasing will occur as growth happens, but the Town should adopt a connectivity ordinance to promote the interrelationship between connectivity and economic development.

To the east of Bath Road new development would be supported by a parallel road connecting Route 144 with undeveloped land while maintaining the integrity of the existing residential neighborhoods. Over time, a network of streets should evolve, providing both development frontage as well as opportunities to circulate through the area without having to access Bath Road. Planning ahead for how traffic infrastructure will support future growth is central to the Plan.

Land Use

Professional, commercial, light industrial and residential uses should be guided to this area whereas more industrial and rural uses should be guided to different parts of the town such as the Industrial Park. Currently there is a general consistency between the allowable uses in the Commercial and Rural Districts. The Industrial Park is currently underutilized and by limiting certain uses in the proposed Bath Road Mixed-Use District these uses will be strategically guided to a more appropriate area.

The land in the proposed Bath Road Mixed-Use District has excellent development potential due to the relative lack of environmental constraints, good access to Bath Road, Route 144 and Old Bath Road, and the availability of water and sewer. Large scale, low impact uses such as agriculture or racetracks would not contribute to realizing the highest and best use of the proposed Bath Road Mixed-Use District.

In addition, to encourage density that will help support the creation of street networks and generate revenues for infrastructure improvements, the minimum lot size for a residential unit should be lowered to 10,000 square feet. This will create smaller lots and will increase densities when planning for Open Space (cluster) Subdivisions and Planned Residential Developments. This will further differentiate the Proposed Bath Road Mixed-Use District from the Rural and Residential Districts.

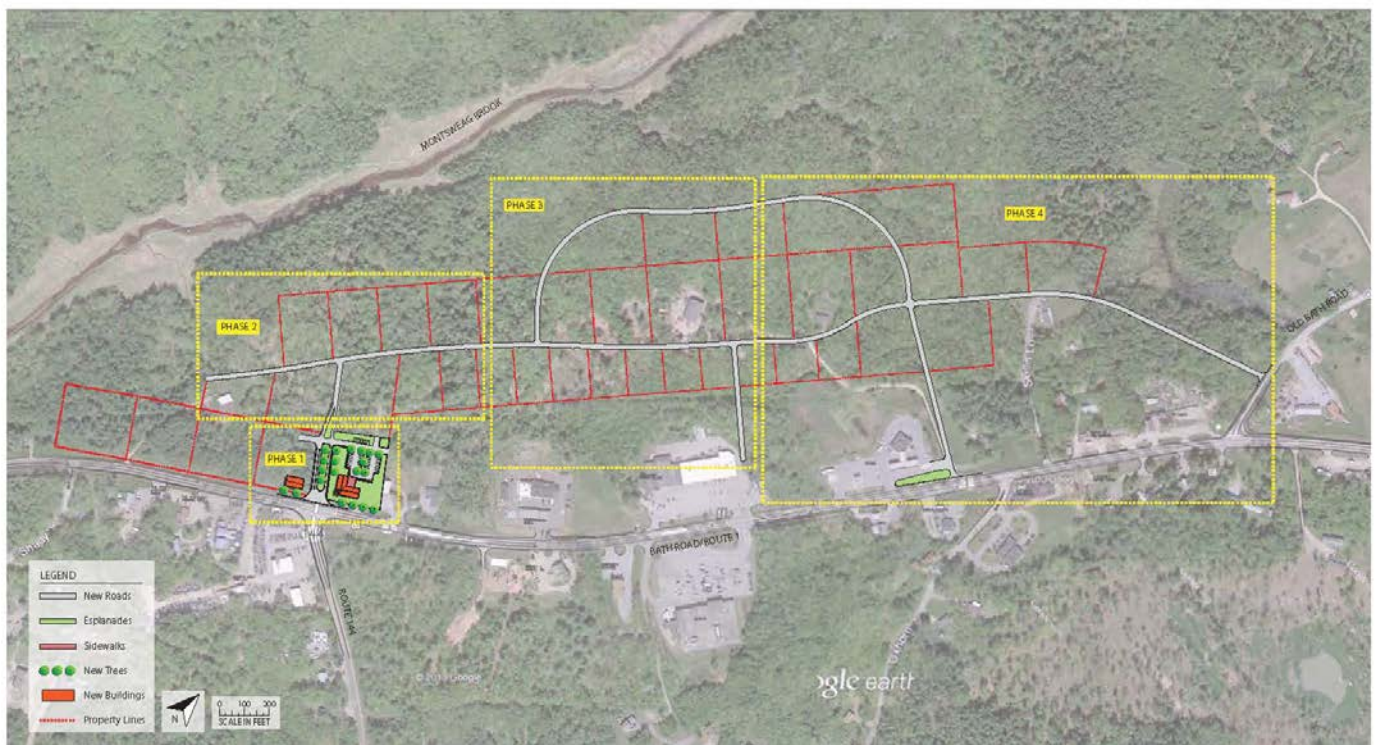
Residential uses within 500' of Bath Road should be located on the second floor of buildings.

See the land use recommendations matrix in **Table 5-8**, Section 5.2.5.

Design Standards

The existing Site Plan and Subdivision Ordinances are thoughtful and well organized. For example, a standard requiring cross easements is required in anticipation of vehicular connections to abutting undeveloped property. Required parking can be reduced if the parking lot is shared by uses that require parking at different times.

Figure 5-8 Illustrative Connectivity Master Plan With Phasing



While these standards create a strong baseline for attractive and functional development along Bath Road, there are opportunities to create more specific standards that would further enhance visual character, preserve the environment and improve the experience for patrons of the area. The Town should consider revising standards to include the following:

- Preserve existing trees with a 5" caliper or greater within the front 25' setback
- A 25' minimum front setback landscape area with 3" minimum caliper trees spaced no greater than 40' apart
- If the site is already cleared, place the building no more than 25' from the front property line with a landscape area, including street trees, between the building and property line.
- Parking to rear or side
- Drive thru facilities at rear of building.
- Maximum of one two-way curb cut
- If development is located at a strategic controlled access point to Bath Road, access to the site will accommodate connectivity to adjacent lands. See **Figure 5-9**.
- The utilization of decentralized rain gardens / green infrastructure to treat stormwater within the parking lot and on edges of the development instead of standard stormwater treatment designs that are not integrated with the overall site plan.
- Reserved cross easements for connectivity to adjacent land as required by the current Site Plan standards
- Inter-parcel parking lot connections as required by current Site Plan standards
- Underground utilities to minimize visual impacts
- No outdoor display of goods. If the applicant can demonstrate a reduced need for parking – up to a 20% reduction – this area can be grass over gravel to reduce impervious surface and development costs.
- Where feasible, one coordinated freestanding sign at a shared entrance rather than a series of uncoordinated freestanding signs.

Figure 5-9 is a sketch of an idealized site plan for a building locating at an intersection. Features include:

- Access from the new road created as part of the intersection improvements
- Parking to rear and side of the building
- Placement of the building to both the Bath Road and new road frontage in order to define the corner as a gateway to the backlands
- Landscaping and street trees between the building and Bath Road
- Trees and rain gardens dispersed throughout the site
- Grass over gravel overflow parking
- Reduced parking count (20% reduction for a 10,000 two floor building)
- Reserved cross easements to adjacent undeveloped parcels

Figure 5-9 Conceptual Ideal Site Map

Figure 5-10 on the following pages is an illustration of the development parcel adjacent to McDonald's. A cross easement is already recorded as part of the Site Plan approval and is depicted in the graphic as an access drive to parking behind the yellow building

Right-of-Way Design

Design within the corridor can enhance the experience of Bath Road in terms of safety and aesthetics.

Figure 5-11 is a before and after illustration of a center lane retrofitted as a median. The design of the median needs to take into account MaineDOT regulations, long-term maintenance and coordination with access management.

Medians play an important role in guiding traffic movement. Decorative or landscaped medians help integrate the corridor with the surroundings without blocking signage or compromising sight lines. Planted medians are often viewed at an oblique angle and therefore have a strong impact on improving the visual experience of the corridor. Landscape medians are an effective traffic-calming tool and can mitigate stormwater impacts. Landscape medians along Bath Road must meet MaineDOT standards. The 12' wide median depicted in **Figure 5-11** includes two 2' offsets between the sloped curbs and the travel lanes.

Figure 5-10 Bath Road Development with Inter-Parcel Connectivity



Existing Conditions



Proposed Improvements

Figure 5-11 Concept Retrofitted Center Lane



Existing Conditions



Proposed Retrofit

5.2.3 Proposed Bath Road Commercial District

Vision

The Bath Road Commercial District includes a range of potential economic development and redevelopment opportunities with a focus on professional and commercial frontage uses. Traffic infrastructure improvements such as landscaped medians integrated with access management and site design standards will promote safe mobility, access and visual quality. By planning for traffic infrastructure improvements and access management, individual developments will be easier to permit and incremental parcel-by-parcel growth will not contribute significantly to long-term congestion.

Of the three proposed Districts, the Bath Road Commercial District is the most similar to the existing Commercial District. There are no extensive recommendations for use changes and no major traffic infrastructure improvements are envisioned such as the Route 144 intersection other than upgrading the road segment to three lanes. Access management should be pursued as noted in Appendix A

General Location and Relationship to Existing Zoning

The proposed Bath Road Commercial District runs from Old Bath Road (S) north to Ward Brook Road. The depth of the proposed District to the East and West is similar to the existing 1000' wide Commercial District. See ***Figure 5-5***.

The area is currently zoned Commercial 500' either side of Bath Road, Rural to the east and Residential to the west. See ***Figure 2-15***.

Existing Character and Growth Trends

As noted previously on ***Figure 2-17*** this segment of Bath Road was identified as “Strip Development.” With the exception of Ames, most of the development is to the eastern side of Bath Road. There are a number of residences directly fronting Bath Road on the western side. Due to this low intensity land use, the western side of Bath Road is primarily wooded. However with future development pressure the removal of these mature trees could impact the visual character of the area. This is evident on the eastern side of Bath Road with long stretches of development where trees were not preserved.

There are little to no personal service oriented businesses, restaurants, nor developments such as banks or chain restaurants with drive thrus. These types of uses are located in either the proposed Bath Road Mixed-Use District or the proposed Bath Road Village 3 District.

Due to residential uses to the west and environmental constraints to the east, the trend for growth will continue to be development or redevelopment of frontage lots. The transmission lines crossing Bath Road in this District further limit development opportunities and also impact visual quality.

This stretch of Bath Road as noted previously on ***Figure 2-28*** includes long sight lines due to the rolling terrain and straight road geometry. Therefore, development in this area is highly visible.

There are no clear emerging growth trends in this area in terms of land uses.

Unlike the Route 144 or Birch Point Road intersections, there is no emerging crossroad serving as an anchor or center for the area. The predominant character is linear.

Environmental Constraints

As noted previously on **Figure 2-43** a mapped deer wintering area runs parallel to the eastern side of Bath Road. There are two stream crossings along this segment of Bath Road. These habitats and natural features, as with the presence of residential neighborhoods to the west, limit the depth for growth and opportunities for backland connectivity. Any area specific development would require a professional assessment as part of a Site Plan or Subdivision application.

Existing Infrastructure

As noted previously on **Figure 2-43** water and sewer serve Bath Road. There is adequate capacity for development.

Steering Committee Concept Visioning

Of the three proposed Districts, the Bath Road Commercial District was identified as having the least development potential as part of the Steering Committee Visioning exercise. Several parcels scattered along Bath Road, particularly on the western side of Bath Road, were identified as having potential for commercial development.

Future Transportation Infrastructure and Connectivity

There are no major transportation improvements recommended for the proposed Bath Road Commercial District. It is recommended to make the cross-section three lanes the length of this District. While this will aid turning movements, the increase in lanes will further widen the open, unbroken views. Several medians are proposed. These are located in areas that do not currently impact access. Access management in this District should include more opportunities to place planted medians in order to mitigate visual impacts and calm traffic. **Figure 5-12** depicts how the placement of landscaped medians in coordination with access management can improve the visual quality and safety along this segment of Bath Road. The description of an access management process is discussed below in the section on enhanced design standards for the Bath Road Commercial Corridor.

Land Use

Unlike the proposed Bath Road Mixed-Use District, the vision for the future of the proposed Bath Road Commercial District is not that different from the current conditions. There are no unique emerging or historic trends to reinforce. However, as with the proposed Bath Road Mixed-Use District there is an opportunity to refine zoning in this area with the goal of guiding particular uses to an area where there has been considerable investment in infrastructure and the zoning has already been amended such as the Industrial Park. It has been noted that the Industrial Park is one of the best areas for development in the region due to location and the physical environment. By limiting particular commercial / industrial uses in other parts of Wiscasset, but allowing them in the Industrial Park (which is in the Rural District) the Town can capitalize on this effort. It is outside the scope of this Plan, but further consideration should be given to guiding certain uses to the Industrial

Park by creating a special zone for this area and limiting certain uses in the Rural District, which is the most permissive District in Wiscasset.

No parcels currently zoned Residential should be rezoned. Consideration should be given to rezoning some of the Rural District located to the east of Bath Road to the proposed Bath Road Commercial District, if appropriate.

Residential uses within 500' of Bath Road should be located on the second floor of buildings.

See the land use recommendations matrix in **Table 5-8**, Section 5.2.5.

Design Standards

As noted in the review of standards in regards to the proposed Bath Road Mixed-Use District, the existing Site Plan and Subdivision Ordinances are thoughtful and well organized. As discussed in Section 2.2 on the character of the proposed Bath Road Commercial District, frontage development and redevelopment is highly visible in this area and there are a number of residential lots on the western side of Bath Road that could be redeveloped, impacting the visual character of the corridor by widening the “cone of vision.”

Figure 5-12 Bath Road Commercial District with Improvements
(Infrastructure, Landscape, Signage and Access Management Improvements)



Existing Conditions



Proposed Improvements

The Site Plan Review Ordinance already requires the preservation of vegetation, however when parking can be as close as five feet (5') to the right-of-way and a building can be set back 75', it is impractical to preserve mature vegetation. The Site Plan Review Ordinance should require the preservation of mature trees. This can in part be accomplished by increasing the minimum front setback for parking from 5' to at least 20' as well as requiring the integration of mature trees into the site plan, particularly in parking areas. Mature trees do not screen development; however, they mitigate stormwater impacts and help preserve the natural character along Bath Road. See below in the discussion on enhanced standards for strategies for preserving mature trees.

Businesses in this proposed District have extensive curb cuts and high visibility. Parcel-by-parcel development combined with thru traffic has created a situation where accessing businesses can be inconvenient and unsafe. Assuming that the trend of new development investment will continue to take place in the proposed Bath Road Mixed-Use District, the focus in the proposed Bath Road Commercial District should be on affordable and incremental coordinated access management and landscaping. Because the depth of development potential is shallow in this area, the relationship between parcels is critical to creating a safe and attractive District that is appealing and convenient. By strategically identifying curb cuts to share, curb cuts to reduce in width and curb cuts to close, land can be reclaimed for a combination of landscaping, parking and internal circulation. These types of mutual access management efforts combined with right-of-way improvements such as medians will create a District that can continue to grow by channeling traffic movement to controlled points. See below for more information on how an area specific access management master plan can promote economic development, improve safety and enhance visual quality.

The following Site Plan Review standards are recommended to help improve visual quality and safety while encouraging consistency in development review.

- All existing trees with a 5" caliper or greater preserved in the front 20' setback
- Mature trees integrated into over all site plan including parking areas
- A 20' minimum front setback landscape area with 3" minimum caliper trees spaced no greater than 40' apart unless existing mature trees are preserved to the same effect
- Parking to rear or side
- No curb cut or a shared curb cut
- If development is located at a strategic controlled access point to Bath Road, access to the site will accommodate connectivity to adjacent lands. See **Figure 5-7** as an example although a controlled access point of this magnitude is not recommended for this area. A localized access management plan may accommodate similar opportunities
- The utilization of decentralized rain gardens / green infrastructure to treat stormwater within the parking lot and on edges of the development instead of standard stormwater treatment designs
- Reserved cross easements for connectivity to adjacent land as required by the current Site Plan standards
- Inter-parcel parking lot connections as currently required by current Site Plan standards
- Currently most uses in this area operate during daylight hours. Besides signage lighting, site lighting should not be allowed when businesses are closed to minimize light pollution as well as help differentiate the proposed Bath Road Commercial District from the other Districts
- No outdoor display of goods
- Where feasible, one coordinated freestanding sign at a shared entrance rather than a series of uncoordinated freestanding signs

- If the applicant can demonstrate a reduced need for parking – up to a 20% reduction – this area can be grass over gravel to reduce impervious surface and development costs
- Underground utilities to minimize visual impacts

Right-of-Way Design

The importance of coordinated right-of-way improvements has been discussed above and as illustrated in **Figure 5-12**. While design within the corridor is outside the control of business and property owners, strategic coordination with other businesses, property owners, the Town and MaineDOT can lead to a safer, more attractive and functional corridor in the proposed Bath Road Commercial District. The Bath Road Commercial District includes long straight road segments with open views accentuated by the rolling terrain. Reforesting or preserving mature trees along the corridor will enhance visual character without limiting the visibility of businesses. Where feasible, trees planted in a center median will further integrate Bath Road with the context. The specific design and placement of medians will require review from the Town and MaineDOT.

5.2.4 Proposed Bath Road Village 3 District

Vision

The Bath Road Village 3 District includes an area of many small locally owned businesses. There is an opportunity to build on the history of the area and differentiate this District from the proposed Bath Road Mixed-Use District and the Bath Road Commercial District through unique design standards and land uses. The District includes a streetscape retrofit to Bath Road uniting the uses, improving vehicular access and reinforcing local character by introducing sidewalks, crosswalks, streetscape elements, reduced or shared curb cuts and interconnected parcels.

Existing buildings are already set closer to Bath Road than in the other proposed Bath Road Districts and redevelopment or infill buildings should be similarly located close to the streetscape in order to encourage pedestrian activity. Page Avenue and Birch Point Road intersections will guide traffic to common access points, providing connectivity to backlands and future street networks. Uses to the west and east of Bath Road will be compatible with existing residential uses and complement the commercial uses on Bath Road.

There are a number of uses from Ward's Brook Road to Birch Point Road that are incompatible with Wiscasset's historic Village, however they are in general appropriate for the proposed Bath Road Village 3 District. The goal of the Bath Road Village District 3 is to encourage this diversity, but limit the scale and intensity of uses in order to maintain the local character. This is a tight-knit area, therefore parcels fronting on Bath Road should not include uses that require large parking lots and building footprints should be limited to the scale of existing buildings or smaller.

General Location and Relationship to Existing Zoning

The Bath Road Village 3 District runs from Ward's Brook north to the Village 2 District and has an approximate depth to Old Bath Road to the west and approximately 1,500 feet to the east of Bath Road as shown on **Figure 5-5**.

The area is currently zoned Commercial 500' either side of Bath Road. Beyond 500' to the east the area is currently zoned Rural. Beyond 500' to the west the area is currently zoned Residential. See **Figure 2-15**.

Existing Character and Growth Trends

As noted on **Figure 2-17** this segment of Bath Road was identified as “Traditional Roadside Development.” There are a number of restaurants, a hotel, a market, residences, a ministry, a tavern, home businesses, Big Al’s and vehicular related services and sales. In addition, the Concord Trailways Wiscasset bus stop is located here. The area is surrounded by a high concentration of residential neighborhoods within walking distance of Bath Road. The creation of the Bath Road Village 3 District is a strategic effort to preserve and encourage existing and future businesses, preserving a competitive market share.

The area does not have a distinct New England feel like downtown Wiscasset, but the area functions as a Village – it is just currently auto-oriented.

Currently there are a number of vacant and underutilized buildings and parcels along this portion of Bath Road. Investment in public infrastructure will encourage private investment along Bath Road.

There are extensive lands with development potential located to the west of Bath Road in the Page Avenue vicinity.

As with the envisioned Route 144 intersection improvements, improving the Birch Point Road intersection, including extending Birch Point Road to Old Bath Road, would create a northern crossroads to the proposed District. The improved Birch Point Road intersection would include accommodations for pedestrians, allowing for safe passage to residential neighborhoods and the commercial center. As noted previously the construction of sidewalks and crosswalk will be implemented on an as needed basis and will require a reduction in the regulatory speed limit and therefore may impact corridor mobility. It is anticipated that most pedestrians will cross Bath Road at the future Birch Point Road signal and this should minimize conflicts with vehicles and pedestrians.

Environmental Constraints

As noted on **Figure 2-42** there is a wetland system to the west of Bath Road. This can become a unique natural area and resource around which new neighborhoods emerge.

Existing Infrastructure

As noted on **Figure 2-43** water and sewer serve Bath Road. Wastewater extends from Old Bath Road (N) to a point just north of Beechnut Hill Road. Water does not serve this segment of Old Bath Road. Water and sewer extend to the east on Birch Point Road. All new development in the proposed District should be served by public water and sewer in order to meet the requirements for lots less than one acre as well as to minimize impacts on natural resources.

Steering Committee Concept Visioning

Of the three proposed Districts, the proposed Bath Road Village District 3 was identified as having the greatest concentration of residential development with several retail / commercial uses located on the parcel on the eastern side of Bath Road near the Birch Point Road intersection. There was an assumption that a potential Birch Point Road extension connecting to Old Bath Road would provide

access to retail / commercial development in this area and then serve a series of residential neighborhoods integrated with the Page Avenue residential neighborhoods. The existing development on Bath Road between Ward Brook Road and Birch Point Road was assumed to remain or be redeveloped at a similar scale and with a similar range of existing uses.

Future Transportation Infrastructure and Connectivity

In addition to creating a three-lane cross-section in this area, the Birch Point Road intersection is specifically targeted for improvements including signalization. There is also an opportunity to create an unsignalized road alignment across from Page Avenue providing controlled access to abutting parcels. Other mobility and connectivity improvements include the streetscape and sidewalks on both sides of Bath Road running from Page Avenue to Birch Point Road. **Figure 5-13** is a section through Bath Road and **Figure 5-14** illustrates how the recommended streetscape improves visual quality, access management and creates a more pedestrian-friendly environment. It is recommended that the sidewalk have a width of 10' in order to accommodate an amenity zone with street trees, street lights and for snow storage.

An important goal of the Bath Road Master Plan is to create thematic zones along the corridor promoting economic development while remaining responsive to the need to coordinate land use with traffic infrastructure improvements. The portion of Bath Road between Page Avenue and Birch Point has the highest concentration of local businesses as well as surrounding residential neighborhoods. While the area currently does not have high pedestrian counts, retrofitting the area with phased streetscape improvements will not just improve pedestrian safety, but improve access management and visual quality.

This area includes a number of parcels that have more than one curb cut or there is no defined edge between the property and the street. **Figure 5-14** illustrates that one of many benefits of strategically closing curb cuts is that valuable parking spaces can be gained.

As with the Bath Road Mixed-Use District, street networks are envisioned to the west of Bath Road eventually connecting to Old Bath Road with an extension of Birch Point Road. Connectivity to the east is limited due to the proximity of established residential neighborhoods, but opportunities for providing a parallel road accessing existing businesses and creating new frontage has been identified.

The option of closing the Old Bath Road (N) intersection when new connectivity to Old Bath Road is created, such as through the extension of Birch Point Road is under consideration in order to minimize cut-through traffic on Old Bath Road.

As required by the current Site Plan Review standards and recommended in this Plan, parcel-to-parcel interconnectivity should be stressed to allow vehicles to move from business to business without having to use Bath Road.

Land Use

It is the goal to preserve the existing mix of land uses along Bath Road and in the lands to the east and west in the creation of the Bath Road Village 3 District. To accomplish this, areas zoned residential will see few changes to current land use standards. However, the commercial core on Bath Road will require a number of changes to help differentiate this area from the proposed Bath Road Commercial District and the proposed Bath Road Mixed Use District. In general, uses with large buildings (requiring extensive surface parking), formula restaurants and uses with drive thrus

will not be allowed and should be guided to the other two proposed Districts or other existing Districts. Uses that do not encourage pedestrian activity, such as auto sales, should not be permitted.

In addition, to encourage density that will help support the creation of street networks and generate revenues for infrastructure improvements, the minimum lot size for a residential unit should be lowered to 10,000 square feet. This will create smaller lots and will increase densities when planning for Open Space (cluster) Subdivisions and Planned Residential Developments. This will further differentiate the Proposed Bath Road Mixed-Use District from the Rural and Residential Districts.

Residential uses within 500' of Bath Road should be located on the second floor of buildings.

See the land use recommendations matrix in **Table 5-8**, Section 5.2.5.

Design Standards

Unlike the proposed Bath Road Commercial District and the proposed Bath Road Mixed Use District, development in the Bath Road Village 3 District should become integral to an overall form and pattern where Bath Road is a part of this matrix, while still providing mobility capacity. As the vision for the area and the available land does not allow for large developments, there has to be reasonable expectations for the level of private sector development. This is evident in the quality of the existing architecture and much of the landscaping in the area. But it is important to look beyond this when understanding the future of this area.

In some ways, the proposed Bath Road Village 3 District has the most evident historic trends upon which to shape a sustainable future. For example, restaurants in the area are not going to compete with McDonald's and small auto sales are not going to compete with Wiscasset Ford. The area already meets a niche market. This niche market should be embraced by limiting uses and creating design standards that reinforce the scale of the area and focus on making access to businesses safe and convenient. The area is compact and walkable. Pedestrian infrastructure will create a safe pedestrian environment, calm traffic, unify the street edge conditions and help with access management.

In terms of order of importance in achieving the desired function and aesthetics for the Proposed Bath Road Village 3 District, most of the critical improvements are within the right-of-way, but these improvements have to be carefully coordinated with the businesses as part of access management. There are currently too many curb cuts in the area and as previously noted some parcels provide no differentiation between the right-of-way and the parcel. There are four issues that need to be coordinated to maximize the potential of this area:

- Parking
- Access
- Inter-parcel connectivity
- Sidewalks and crosswalks

An access management and streetscape master plan is recommended from Ward Brook Road to Birch Point Road. This focused master plan will need to involve all stakeholders so they can understand the mutual benefits of a unified approach to design and economic development.

The following Site Plan Review standards are recommended to help improve the visual quality, encourage consistency in development review and improve safety within the Bath Road Village 3 District:

- Integration of site design with the front streetscape (light fixtures, street trees, pavers, signage)
- A maximum building footprint to encourage smaller, less intense developments
- Buildings placed as close to the streetscape as possible to reinforce the scale and character of the area and encourage pedestrian activity
- No curb cut or a shared curb cut
- No drive-thru facilities
- If development is located at a strategic controlled access point to Bath Road, access to the site will accommodate connectivity to adjacent lands. See **Figure 5-7** as an example although a controlled access point of this magnitude is not recommended for this area (accept for Birch Point Road). A localized access management plan may accommodate similar opportunities
- Reserved cross easements for connectivity to adjacent land as required by the current Site Plan standards
- Inter-parcel parking lot connections as currently required by current Site Plan standards
- No outdoor display of goods
- Where feasible, one coordinated freestanding sign at a shared entrance rather than a series of uncoordinated freestanding signs

Benefits that could result from coordinated pedestrian, vehicular and streetscape improvements might include:

- Parking can be shared if used at different times (the number of required spaces can be reduced)
- Parking spaces can be gained by closing curb cuts with a streetscape. What would normally be an access drive can be converted to parking stalls
- Visitors to the area can park once and then patronize a number of businesses on foot
- Required landscaping on site can be reduced or waived because the focus is on the streetscape
- The minimum required lot size could be reduced in order to accommodate small locally owned businesses
- Required site lighting can be reduced if it is demonstrated that streetscape lighting functions to serve the business as well

Right-of-Way Design

The importance of coordinated right-of-way improvements has been discussed above. Of the three proposed Districts, the right-of-way design for the proposed Bath Road Village 3 is the most critical for supporting economic development on adjacent lands. The addition of the center turning lane, the streetscape, improved access management and the proposed signal at Birch Point Road work together to improve the functionality, safety and visual quality of the area. These improvements will help make this area, rather than one use, a destination. However, it is important to emphasize that this segment of Bath Road does not compete and will not compete with the historic Village. But implementing the vision for this area is important for sustainable growth, branding, as well as meeting the goals of both the Comprehensive Plan and this Master Plan. See **Figures 5-13** and **5-14** for the recommended right-of-way design improvements.

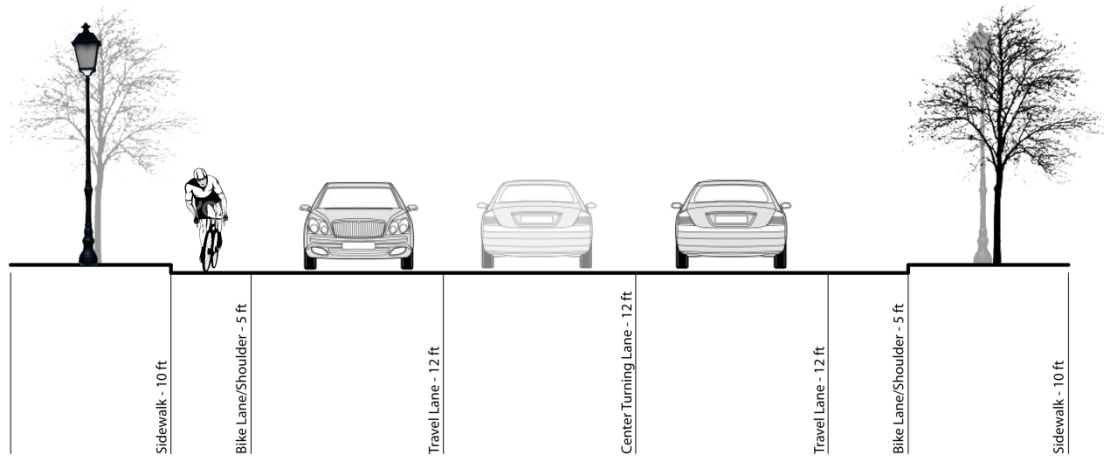


Figure 5-13 Cross-section through Bath Road in the proposed Bath Road Village 3 District. *Improvements would be within the right-of-way creating a safe, attractive and unified design.*

Figure 5-14 Bath Road Village 3 District with Corridor Improvements



Existing Conditions



Proposed Improvements

5.2.5 Proposed Bath Road Zoning

Traditional zoning practices, particularly relating to allowable land uses, is typically a mapping or mirror of existing uses. This approach does not use zoning as a strategic economic development tool. There is a tendency to maximize the amount of allowable uses in each District, as this is considered equitable. However, by maximizing uses, rather than taking a more selective look at allowable uses, the different Districts are potentially too consistent and a particular use loses value because it is ubiquitous. The careful selection of uses guides growth to an appropriate area, promoting a diversity of economic development opportunities. If economic diversity is encouraged and enabled through zoning, then the allowable uses in each District have a higher valuation on the market. Therefore, a higher degree of selectivity, particularly along Bath Road, will promote economic development and encourage the three desired character areas.

In summary, when considering allowable uses in Districts, the benefits for that District and other Districts should be weighed. To provide an example, by creating a proposed Bath Road Mixed-Use District that is distinct in uses from the Rural District, this new District will not compete with the investment and long-term planning that went into the establishment of the Industrial Park, which is located in the Rural District. In this case, what might be considered a loss for the Bath Road Mixed-Use District is a gain for the Industrial Park, which is currently under utilized. There needs to be a give and take between uses in different Districts in order to promote growth in a logical, diverse and sustainable manner.

Table 5-8 includes the Rural, Residential and Commercial Districts, which comprise the proposed Bath Road Mixed-Use, Bath Road Commercial and Bath Road Village 3 Districts. The allowable uses in the three existing Districts are part of a matrix including the proposed Districts, allowing for a quick read of the recommended changes.

Table 5-8 Proposed Use Table

Use	Residential	Commercial	Rural	Proposed Bath Road Mixed Use	Proposed Bath Road Commercial	Proposed Bath Road Village	Proposed Bath Road Village Within 500'
Open Space Uses							
Community garden, greenhouse, nursery or similar agricultural use	CEO*	CEO	CEO	CEO	CEO	CEO	
Agriculture	PB**	PB	PB			PB	
Park, playground	PB	PB	PB	PB	PB	PB	PB
Parking lot		PB ³	PB ³	PB ³	PB ³		PB
Public park	PB	PB	PB	PB	PB	PB	PB
Campgrounds, commercial			PB	PB ⁸			
Cemeteries			PB				
Confined feeding operations			PB				
Storage of fishing, clamming and similar gear	Yes	Yes	Yes	Yes ⁸		Yes	
Golf course/driving range		PB	PB				
Commercial outdoor recreation		PB	PB	PB			
Timber harvesting			PB				
Aquaculture			PB				
Residential Uses							
Single-family dwelling	CEO	CEO	CEO	CEO ⁸	CEO ⁸	CEO	CEO ⁸
Two-family dwelling	PB	CEO	CEO	CEO ⁸	CEO ⁸	PB	CEO ⁸
Multi-family dwelling for 3 or more families	PB	PB	PB	PB ⁸	PB ⁸	PB	PB ⁸
Renting of rooms in a private dwelling		Yes	Yes	Yes ⁸	Yes ⁸	CEO	Yes ⁸
Home occupation	PB	CEO	CEO	CEO ⁸	CEO ⁸	PB	CEO ⁸
Planned residential development		PB	PB	PB ⁸	PB ⁸	PB	PB ⁸
Open space (cluster) subdivision		PB	PB	PB ⁸	PB ⁸	PB	
Mobile home park			PB	PB ⁸	PB ⁸		
Institutional Uses							
Charitable or educational institution	PB ⁴	PB	PB	PB ⁴	PB	PB ⁴	PB ⁴
Church, parish house	PB	PB	PB	PB	PB	PB	PB
Clinic, medical or dental	PB ⁴	PB	PB	PB ⁴	PB	PB ⁴	PB ⁴
Convalescent or rest home, nursing home or elderly congregate housing	PB ⁴	PB	PB	PB ⁴	PB	PB ⁴	
Day nursery	PB ⁴	PB	PB	PB ⁴	PB	PB ⁴	PB ⁴
Day care facility	PB ⁴	PB	PB	PB	PB	PB ⁴	PB ⁴
Municipal use	PB ⁴	PB	PB	PB	PB	PB ⁴	PB ⁴
Public Utility Installation	PB	PB	PB		PB	PB	
Group home with more than 8 residents	PB ⁴	PB	PB	PB	PB	PB ⁴	

	Residential	Commercial	Rural	Proposed Bath Road Mixed Use	Proposed Bath Road Commercial	Proposed Bath Road Village	Proposed Bath Road Village Within 500'
Hospice	PB ⁴	PB	PB	PB	PB	PB ⁴	
Library	PB ⁴	PB	PB	PB	PB	PB ⁴	PB ⁴
Museum	PB ⁴	PB	PB	PB	PB	PB ⁴	PB ⁴
Civic service facilities, clubhouses, social and fraternal organizations	PB ⁴	PB	PB	PB	PB	PB ⁴	PB ⁴
Municipal solid waste facility			PB				
Social and fraternal organizations	PB ⁴	PB	PB	PB	PB	PB ⁴	PB ⁴
Commercial Uses							
Antique shop		PB	PB	PB	PB		PB
Convenience store		PB	PB	PB	PB		PB
Convenience store with fuel sales		PB	PB	PB ⁹	PB		
Restaurant		PB	PB	PB	PB		PB
Restaurant with drive-thru		PB	PB	PB ⁹	PB ⁹		
Drinking establishment		PB	PB	PB	PB		PB
Funeral home		PB	PB	PB	PB		
Hotels, motel		PB	PB	PB	PB		PB
Marina, boatyard							
Marine research facility			PB				
Offices	PB ⁴	PB	PB	PB	PB	PB ⁴	PB
Professional building	PB ⁴	PB	PB	PB	PB	PB ⁴	PB
Recreational use such as a bowling alley, theater, dance hall		PB	PB	PB	PB		PB
Retail business unless otherwise listed		PB	PB	PB	PB		PB
Retail and wholesale outlet		PB	PB	PB	PB		PB
Service establishment such as a bank, barbershop, tailor, Laundromat		PB	PB	PB	PB		PB
Adult bookstore/adult video store		PB	PB	PB	PB		
Adult entertainment facility		PB	PB	PB	PB		
Airports			PB				
Bed and breakfast		PB	PB	PB	PB		PB
Race track			PB				
Farm market/farm stand		PB	PB	PB	PB		PB
Grocery store		PB	PB	PB	PB		PB
Kennel/Dog daycare		PB	PB	PB	PB		
Small engine repairs		PB	PB	PB	PB		
Vehicle body shops		PB	PB	PB	PB		
Vehicles sales and/or service		PB	PB	PB	PB		
Auction barn		PB	PB	PB	PB		PB

	Residential	Commercial	Rural	Proposed Bath Road Mixed Use	Proposed Bath Road Commercial	Proposed Bath Road Village	Proposed Bath Road Village Within 500'
Boat building and repair		PB	PB	PB	PB		
Veterinary clinic		PB	PB	PB	PB		PB
Shopping center		PB	PB	PB	PB		PB
Redemption center			PB	PB			
Recycling facility		PB	PB	PB ⁸	PB		
Transportation facilities			PB	PB ⁸			
Spas, health clubs		PB	PB	PB	PB		PB
Indoor/outdoor boat storage		PB	PB	PB ⁸	PB		
Agricultural/lawn equipment sales and service		PB	PB	PB	PB		
Lumber yard		PB	PB	PB	PB		
Industrial Uses							
Gravel pits			PB				
On-site manufacturing		PB	PB	PB	PB		
Trucking/distribution terminal			PB				
Industrial			PB				
Light industrial			PB	PB ⁸			
Abattoir			PB				
Auto graveyards/junkyards			PB				
Bottling facility			PB				
Breweries and distilleries		PB	PB	PB	PB		
Microbreweries and brew pubs		PB	PB	PB	PB		PB
Hazardous materials manufacturing/storage/distribution		PB	PB				
Sawmills		PB	PB		PB		
Research laboratories		PB	PB	PB	PB		
Warehousing		PB	PB	PB ⁸	PB		
Other Uses							
Essential services	CEO	CEO	CEO	CEO	CEO	CEO	CEO
Essential service buildings	PB	PB	PB	PB	PB	PB	PB
Uses similar to use requiring permit from the CEO	CEO	CEO	CEO	CEO	CEO	CEO	CEO
Uses similar to use requiring Planning Board approval	PB ⁴	PB	PB	PB	PB	PB ⁴	PB ⁴

- (1) See Article VI Section 9 for Development Standards related to new construction requirements for Village 1, Village 2, and Village Waterfront District.
- (2) Uses must be located entirely within 500 feet of the centerline of Routes 1 or 27 and on lots that directly abut or have direct legal access to Routes 1 or 27. Said access to Routes 1 or 27 must serve as the only access for the use except the Planning Board, pursuant to Site Plan Review, may allow

access to be located on a less traveled road. New buildings shall not exceed 6,500 square feet in total floor area.

- (3) Proposals to pave, strip, grade, or remove earth materials from areas of more than 10,000 square feet within a five-year period shall receive site plan review.
- (4) Permitted uses provided buildings are not more than 3 stories in height, and are of the same general architectural appearance as existing buildings in the immediate neighborhood, and provided there are adequate off-street parking areas for the normal amount of vehicles expected to be used by inhabitants, clients and employees.
- (5) All streams in the Nequasset Lake watershed shall be protected by state shoreland regulations extended to the uppermost source of each stream. Public sewer lines, public waterlines, and municipal sewage treatment plants are not permitted.
- (6) Permitted per State Regulations.
- (7) Timber harvesting is permitted only in accordance with the standards established in Article VI Section A.3.[3-92]
- (8) Notes used not allowed within 500' feet of Bath Road. If it is a residential use within 500' of Bath Road it must be on the second floor of a building.
- (9) Not allowed further than 500' of Bath Road.

*CEO = Code Enforcement Officer

**PB = Planning Board

5.3 Potential Funding Strategy

5.3.1 Bath Road Corridor Transportation Improvements

The total cost for implementation of all recommendations associated with the Master Plan inclusive of Bath Road Corridor improvements as well as construction of connector/backage roads is \$14,904,000. The Master Plan identifies approximately \$3,404,000 of potential improvements to the Bath Road corridor. These improvements address current capacity and safety issues, capacity and safety issues that may develop in the future due to growth in traffic resulting from development in and adjacent to the corridor as well as increases in through traffic on Route One, and the development of a more Village-like environment in a portion of the corridor. Funding these improvements will require the creative use of a variety of mechanisms on an ongoing basis. This section of the Master Plan identifies the various funding mechanisms that are currently available and how those mechanisms may be able to be used to implement the proposals set out in the Master Plan.

In addition, the Master Plan proposes the construction of connector/backage roads on both sides of Bath Road that would carry traffic from development on land that is not directly adjacent to Bath Road to existing or planned intersections. The cost of these roads will be subject to the nature of the development, the design of the individual projects, and the actual field conditions in these areas. A very preliminary estimate of the connector/backage roads to serve development on the north side of Bath Road is approximately \$4,500,000 while the estimated cost for the connector/backage roads on the south side is \$7,000,000.

5.3.2 Financial Responsibility

While it is tempting to simply say the Maine Department of Transportation (MaineDOT) will provide the entire funding to implement the Master Plan, this is not realistic. Even though MaineDOT will be a partner in carrying out some of the recommendations, additional funding will

need to come from other sources. This section creates a conceptual framework for who should be responsible for paying for various types of improvements and then identifies specific funding mechanisms that may be able to be used. In the following section, this conceptual framework is then applied to the various improvements proposed in the Master Plan.

1. Improvements to address current safety and/or capacity problems

The need for some of the improvements proposed in the Master Plan is driven by existing deficiencies in the corridor. The financial responsibility for these improvements should rest primarily with MaineDOT and with the Town of Wiscasset through the state's cost-sharing formula. Funding of these improvements should be provided by MaineDOT through its normal budgeting process. The Town's share of the cost of these improvements can be funded through the General Fund. The Town could establish a Bath Road Improvements reserve account that it funds regularly through the annual operating budget or through the issuance of a bond which is repaid through the General Fund.

2. Improvements to address future capacity and/or safety issues caused by growth in background or through traffic using the corridor

The Master Plan includes one project (Birch Point Road) that could be driven by development adjacent to the corridor, but that will likely be needed through growth in background traffic whether or not such development occurs. In the case where that improvement is needed due to growth in background traffic in the corridor, the financial responsibility for that improvement should rest primarily with MaineDOT and with the Town of Wiscasset through the state's cost-sharing formula and be funded in the same manner as 1 above.

3. Improvements to address future capacity and/or safety issues caused by increased traffic generated by development in or adjacent to the corridor

Many of the traffic improvements proposed in the Master Plan are driven by traffic increases at specific locations resulting from new or expanded development in or adjacent to the corridor. In the case where the need for the improvement is caused by development, the primary responsibility for funding the needed improvements should rest with the property owner or developer creating or contributing to the need for the improvement. There are a number of potential mechanisms for implementing these improvements:

MaineDOT Traffic Movement Permits – The Maine Department of Transportation administers the state's Traffic Movement Permit (TMP) system. This system requires developments that generate significant amounts of traffic to undertake a traffic study to assess the impact of the additional traffic on the adjacent road network. If the development will have a negative impact on the system, the developer is required to either make improvements to mitigate the impacts or, in some cases, to pay an in-lieu fee to the MaineDOT to be used in funding improvements to address the impacts. Larger development projects in the Bath Road corridor and adjacent areas will be subject to these requirements and will have to participate financially in needed improvements. The Town is currently holding \$100,000 of in-lieu-of payments made in conjunction with the Shaw's development. In addition, the Town has earned interest on this account making a total of approximately \$117,000 available for Route One improvement projects. Approximately half of this amount

can be used for improvements at the Route 144 intersection and half at the Birch Point Road intersection.

Local Development Exactions – A development exaction is a requirement in local development standards that requires property owners or developers to undertake off-site improvements to provide the infrastructure needed to support a proposed development. This includes off-site traffic improvements, sidewalk extensions, and similar projects. The Town of Wiscasset has such a requirement in its Site Plan Review Ordinance and has the ability to impose similar requirements on subdivisions if necessary to meet the standards of approval. Some communities use these local requirements to address situations that do not generate enough traffic to require a state Traffic Movement Permit from MaineDOT. This could be the situation in Wiscasset since the threshold for a traffic study can be lower in the Town’s Site Plan Review requirements than under the state system.

Impact or In-Lieu-of Improvement Fees – A weakness of both the state TMP system and local development exactions is that they can result in unequal treatment of similar projects depending on the specific situation and the size of the project. For example, under the state TMP system a project that generates one or two fewer peak-hour trips than the review threshold may not be responsible for traffic issues while a project with only a few more trips may incur significant costs for improvements. Similarly at the local level, Planning Boards are often reluctant to impose substantial costs on small projects when the project is creating only part of the problem or using only a small share of the capacity created by an improvement. An alternative is the creation of a local in-lieu-of fee structure in which development projects that generate additional traffic that may cumulatively create the need for future improvements contribute to a fund to pay for the improvement(s) when it is needed. Such a system can provide for the equitable treatment of all new development that contributes to the need for traffic improvements. In the Bath Road situation, the Town could require in-lieu-of payments from new development in the Bath Road corridor and in adjacent areas that add traffic to the Bath Road corridor and use this revenue to fund the improvements identified as development-related in this Master Plan.

Tax Increment Financing – Tax Increment Financing (TIF) is a tool that allows the Town to shelter increases in property valuation within a designated development district thereby resulting in lower state assessed valuation. Since state valuation is used in the determination of state education aid, state revenue sharing, and the Town’s share of the county tax, the creation of a TIF District can result in a so-called “tax shift” that retains more of the property taxes paid by new development in the Town. The incremental property taxes paid by the real estate subject to the sheltering must go into a separate development fund rather than the general fund and be used only for the purposes set out in the development plan and approved by the state. The “sheltered revenue” can be used to pay for traffic improvements and other infrastructure within or that supports the development district. In this situation, the Town could create one or more TIF Districts as development is proposed and use some or all of the incremental property tax revenue from the sheltered incremental valuation to fund the proposed improvements.

4. Improvements to create a Village environment between Page Avenue and Birch Point Road and improve the visual environment of the corridor

The Master Plan proposes a few improvements that are intended to make the Bath Road corridor more visually appealing and to create more of a Village-like area in a small segment of the corridor.

Funding for these improvements is probably the most problematic but some possibilities do exist. The Town could choose to fund these types of improvements through the General Fund although that is probably unlikely. Here are two other possible approaches for funding:

Tax Increment Financing – If substantial investment is likely to occur in the portions of the corridor where these improvements are planned, the Town could create a Tax Increment Financing (TIF) District as described above to shelter this new property valuation. The property tax revenue resulting from the incremental valuation in the district could then be used to support the proposed beautification and pedestrian improvements. This approach is worth considering only if there is a reasonably high degree of certainty that investment will occur and will be of a sufficient magnitude to generate a reasonable revenue stream over time to pay for the improvements.

Special Assessment or Business Improvement District – State law allows a municipality to create a special district in which property owners pay a higher property tax rate than property owners outside of the district. Historically, municipalities used these districts to pay for projects such as the extension of sewers, water mains, and sidewalks in which the costs were shared by the property owners who benefitted from the improvement and the municipality. More recently, a few Maine communities have used this approach to fund business improvement programs primarily in downtown areas. For example, Portland and Bangor both use this approach to provide additional services in their downtowns. Use of this approach requires the substantial consent of the property owners who will pay the higher property taxes – by law most of the owners have to agree to this program for a community to adopt it. In the Bath Road situation, the Town, with the consent of the property owners, could create a special assessment district in the area where the sidewalk and streetscape improvements are proposed. The district would run for say 15 or 20 years with all revenue from the supplemental property taxes earmarked to pay for the specified improvements.

5. Improvements to create connector or backage roads to serve development adjacent to Bath Road

The Master Plan proposes the construction of connector/backage roads on both sides of Bath Road that would carry traffic from development on land that is not directly adjacent to Bath Road to existing or planned intersections. The costs for these improvements should be borne entirely by the owners of the land served by these roads. These improvements can be funded through the same mechanisms outlined in 3 above.

5.3.3 Potential Funding Strategies

The prior section identifies the financial responsibility for various classes of improvements and possible mechanisms to fund each type. This section applies that framework to the individual improvements proposed in the Master Plan. The strategy looks at the components of improvements piece-by-piece since the need for various components may be driven by different factors. For example, an intersection may have an existing deficiency that requires a turning lane while other improvements may be required in the future if there is growth in traffic resulting from development.

Table 5.9 provides the 2013 estimated cost for each element of the Bath Road improvements. This total cost is then apportioned among the MaineDOT, the Town, and property owners/developers based on the following considerations. In determining the share of improvement costs that would be paid by the state, we have assumed that MaineDOT will continue to pay 80% of the costs with the

Town responsible for 20%. We understand that this cost sharing formula is currently under review by MaineDOT and that the local share may increase for projects done in the future. It should be emphasized that these cost allocations are preliminary and are based on judgments of likely funding arrangements but the actual arrangement may differ based on local decisions. For example, the allocations assume that the Town will choose to have developers pay for some or all of the cost of certain improvements but the Town may alter that cost sharing arrangement.

It should also be noted that the funding approach and related cost sharing may change depending on whether significant development occurs in or adjacent to the corridor. For example, if significant redevelopment occurs at the Mason Station, improvements to the Birch Point Road intersection may be required to support that redevelopment and be paid for or made by the developer. If, however, that does not occur, cumulative growth in traffic on Bath Road may result in the need for the improvement to be made even if redevelopment does not occur. In that case, other funding for the improvement will be necessary.

Table 5.9 2013 Estimated Costs for Bath Road Improvement Elements

Project Description	2013 Estimated Cost	State Share	Local Share *		Avail. Funding
			Town	Develop ers	
Widen Rte 144 approach to 2 lanes	\$100K	✓	✓	\$0	\$50K
Create NB left turn lane at Old Bath Rd (south)	\$35K	✓	✓	\$0	
Create 3-lane section - Oxhorn to new Old Bath Rd turn lane	\$100K	✓	✓	\$0	
Create SB right turn lane at Old Bath Rd (south)	\$110K	✓	✓	\$0	
Widen Bath Rd near Dunkin Donuts	\$50K	✓	✓	\$0	
Create SB left turn lane at Birch Point Rd	\$50K	✓	✓	\$0	
Widen Birch Point Rd approach to 2 lanes - with development	\$50K	\$0	✓	✓	
Create SB left turn lane at Rte 144	\$35K	\$0	\$0	✓	\$50K
Widen Old Bath Rd (south) approach to two lanes	\$120K	\$0	\$0	✓	
Create SB right turn lane at McDonald's driveway	\$185K	✓	✓	✓	
Create SB right turn lane at Ames Hardware driveway	\$120K	✓	\$0	✓	
Install traffic signals at Rte 144 intersection	\$245K	\$0	\$0	✓	
Install traffic signals at Birch Point Rd intersection	\$245K	\$0	\$0	✓	
Create 3-lane section - south of Rte 144; 144 to McDonalds; Old Bath Rd (S) to Wood Lane and Ames to Page Avenue	\$1,040K	\$0	\$0	✓	

Project Description	2013 Estimated Cost	State Share	Local Share *		Avail. Funding
			Town	Develop ers	
Construct sidewalks - Page Avenue to Birch Point Rd	\$744K	✓	✓	✓	
Install streetscape improvements - Page Avenue to Birch Point Rd	\$150K	\$0	\$0	✓	
Create a landscaped island in vicinity of Shaw's and Wiscasset Marketplace	\$25K	\$0	✓	\$0	
Construct Connector/Backage Roads	\$11,500K	\$0	\$0	✓	
TOTAL ESTIMATE	\$14,904K				
* Note: Local Share includes costs to be paid by the Town and/or developers of projects that generate traffic on Route One					

1. Improvements to address current safety and/or capacity problems

The need for the following improvements identified in the Master Plan is driven primarily by current problems in the corridor. As such, the funding for these improvements should rest primarily with the Maine Department of Transportation (MaineDOT) and with the Town of Wiscasset through the state's cost-sharing formula:

- a. The widening of the Route 144 approach to the Route 144/Bath Road intersection to create separate left and right turn lanes. The estimated cost for this improvement is \$100,000.
- b. The establishment of a northbound left turn lane on Bath Road at the southern Old Bath Road intersection. The estimated cost for this project is \$35,000 that will be split between the state and the Town.
- c. The creation of a three lane section on Bath Road from Oxhorn Road north to the new left turn lane at the southern Old Bath Road intersection. The estimated cost for this improvement is \$100,000 that will be split between the state and Town.
- d. The establishment of a southbound right turn lane on Bath Road at the southern Old Bath Road intersection as identified in the MaineDOT Safety Audit. The estimated cost for this improvement is \$110,000 that will be split between the state and Town.
- e. The establishment of a southbound left turn lane on Bath Road at the Birch Point Road intersection. The estimated cost of this project is \$50,000. The Town is currently holding an in-lieu-of fee of \$50,000+ paid by Shaw's that can be used for this project so there will be no additional state or local cost.
- f. Widening of Bath Road in the vicinity of the Dunkin Donuts to re-create a shoulder that is wide enough to accommodate bicyclists. The estimated cost for this improvement is \$50,000 that will be split between the state and Town.

The MaineDOT should program these improvements into its long term plans in accordance with statewide priorities and the priorities established in the Master Plan. Since the MaineDOT will require that the Town share in the cost of these improvements (currently 20% but likely to increase), the Town should consider establishing a "reserve account" to be funded on an annual

basis to begin accumulating the Town's match for these projects. The total local cost for these improvements is estimated to be approximately \$80,000.

2. Improvements to address future capacity and/or safety issues caused by growth in background or through traffic using the corridor

The Master Plan identifies the future need for the widening of the Birch Point Road approach to the Bath Road intersection to create separate left and right turn lanes. The estimated cost of this improvement is \$50,000. If significant development occurs in the Birch Point Road traffic-shed (including redevelopment of Mason Station) this could trigger the need for this improvement and will move the project to the "developer" funded category. However, if significant development in this area does not occur, this improvement will still be needed if there is a growth in background traffic on Route One. Because of the uncertainty of the timing and driver of the need for this improvement, the need for this improvement should be periodically re-evaluated if development in and adjacent to the corridor does not trigger the need for a developer-funded improvement.

3. Improvements to address future capacity and/or safety issues caused by increased traffic generated by development in or adjacent to the corridor

Many of the improvements identified in the Master Plan will be needed if and when development occurs that increases the amount of traffic in the Bath Road corridor and/or moving on to and off of Bath Road at the various road intersections. In a broad sense, the potential improvements can be divided into two categories: 1) intersection improvements needed due to increased traffic moving on and off Bath Road to get to developments in the traffic-shed served by that intersection, and 2) improvements needed due to increased traffic on Bath Road. Obviously these are not mutually exclusive and the need for a specific improvement may be driven by a combination of these factors.

Intersection improvements - The following improvements are likely to be needed primarily to provide adequate access to developments serviced through an intersection. The following improvements fall into this category:

- 1) The creation of a southbound left turn lane on Bath Road at the Route 144 intersection. The estimated cost for this improvement is \$35,000. The Town is currently holding an in-lieu-of fee of \$50,000+ paid by Shaw's that can be used for this project so there will be no additional state or local cost.
- 2) The widening of the southern Old Bath Road approach to the Bath Road/Old Bath Road intersection to create separate left and right turn lanes. The estimated cost of this project is \$120,000.
- 3) The widening of the Birch Point Road approach to the Bath Road/Birch Point Road intersection to create separate left and right turn lanes. The estimated cost of this improvement is \$50,000. This project should be developer funded unless increased traffic on Bath Road makes the improvement necessary before development occurs.
- 4) The creation of a southbound right turn lane at the existing McDonald's driveway entrance to serve additional development. The estimated cost for this project is \$185,000. This project received a traffic movement permit that did not require construction of this lane. If the lane is needed in the future, the cost should be shared by the state and Town unless future development uses this drive for access to Route One. In that situation, the developer should be required to construct this lane.

5) The creation of a southbound right turn lane at the existing Ames's Hardware driveway entrance. The estimated cost for this project is \$120,000. This project received a traffic movement permit that did not require construction of this lane. If the lane is needed in the future, the cost should be shared by the state and Town.

Overall Bath Road Corridor Improvements – The following improvements are likely to be needed as a result of cumulative growth in traffic on Route One although a large-scale development project could trigger the need for a specific improvement:

- 1) The installation of traffic signals at the intersection of Bath Road and Route 144. The estimated cost is \$245,000.
- 2) The installation of traffic signals at the intersection of Bath Road and Birch Point Road. The estimated cost is \$245,000.
- 3) The creation of a three-lane section on Bath Road (S) of Route 144; Route 144 to McDonalds; Old Bath Road (S) to Wood Lane; and Ames Hardware driveway to Page Avenue. The estimated cost is \$1,040,000.

The total cost for these improvements is approximately \$1,500,000 in 2013 costs. Using the funding techniques outlined in the previous section, the following funding strategy is proposed to allow the improvements included in the Master Plan to be made as sufficient development occurs in and adjacent to the corridor to warrant the improvement.

The principal tool for funding needed intersection improvements in conjunction with large-scale development should continue to be the MaineDOT TMP system in which owners/developers are required to make the necessary improvements to provide adequate and safe access to their development. In reviewing development projects under this system, MaineDOT should be guided by this Master Plan so that developer funded improvements are consistent with the overall Master Plan. To better facilitate the use of in-lieu-of improvement fees to meet TMP requirements, the Town should create a dedicated Bath Road Traffic Improvement Account to allow for the accumulation of in-lieu-of fees from a variety of sources.

The funding of intersection improvements needed as a result of the cumulative impact of a number of development projects is more problematic. The following strategy is suggested to allow the Town (in conjunction with MaineDOT) to accumulate the funding to undertake improvements as the need arises:

- As discussed above, the Town should create a Bath Road Traffic Improvement Account to enable it to hold and accumulate funding from a variety of sources.
- The Town should review and revise the traffic impact requirements in the Site Plan Review Ordinance to allow developments subject to that ordinance to mitigate traffic impacts through the payment of an in-lieu-of fee.
- The Town should also review and revise its subdivision requirements to include traffic impact requirements similar to the Site Plan Review ordinance including the payment of in-lieu-of fees.
- As part of the review and approval of development projects subject to either site plan or subdivision review, the Town should require the applicant to make needed traffic improvements if warranted by the volume or type of traffic generated by the development provided that the project is not subject to the MaineDOT TMP system.
- As part of the review and approval of development projects subject to either site plan or subdivision review, the Town should require the payment of an in-lieu-of intersection

improvement fee for developments that are not subject to the MaineDOT TMP system and are not required as part of the local approval to make off-site traffic improvements. This requirement should apply to all projects that increase the volume of traffic on Bath Road.

The need for the overall Bath Road Corridor Improvements including providing three-lane sections is more diffuse and includes increased traffic related to development, more through traffic on Route One in the future, and a higher volume of turning movements at both existing driveways, road intersections, and accesses to new development along the corridor. Therefore a broader, more inclusive approach is needed toward the funding of these improvements. This recognizes that there should be a shared responsibility for the funding of these improvements among the MaineDOT, the Town of Wiscasset, and development in the broader Bath Road Corridor. The following strategy is suggested to fund these improvements as the need arises in the future:

- If a large-scale development is proposed that will have a substantial impact on Bath Road traffic, the Town should consider creating a TIF District for that project and using a portion of the incremental property taxes from that development to fund overall Bath Road improvements in addition to improvements that may be required as part of a TMP.
- If the volume of traffic in the corridor begins to grow significantly in future years, the Town should explore the possibility of creating a regional impact fee in conjunction with MaineDOT and Lincoln County to pay for the local share of the future cost of these improvements. Under this system, all new development in the Route One corridor that results in additional traffic on Route One in Wiscasset would share in the cost of the necessary improvements to accommodate the increased traffic.

4. Improvements to create a Village environment between Page Avenue and Birch Point Road and improve the visual environment of the corridor

The Master Plan proposes a few improvements that are intended to make the Bath Road corridor more visually appealing and to create more of a Village-like area in a small segment of the corridor. These improvements include the conversion of the existing painted island in the center lane between Shaw's and the Wiscasset Marketplace into a landscaped median (estimated cost of \$25,000) and the construction of sidewalks (\$744,000) and related streetscape improvements (\$150,000) in the portion of the corridor between Page Avenue and Birch Point Road.

Funding for the construction of the landscaped median is probably limited to the use of Town funds. This project does not improve traffic flow or safety and is unlikely to be fundable through other sources. Funding for the sidewalk and streetscape improvements could be done by the Town from the General Fund although this is unlikely. Other possible approaches are:

Other Funding Opportunities: – The Maine Department of Transportation operates the Transportation Alternatives Program (TAP). TAP is a replacement of the former Transportation Enhancements (TE) Program. The provision of facilities for pedestrians and bicycles will continue to be an eligible activity under TAP. Historically the TE program provided 80% funding for approved projects. Projects were selected based upon a competitive application process. The funding situation for these types of improvements regularly changes and should be monitored periodically to see if there are programs for which this project could be eligible. Similarly, this type of project is not one that private foundations have typically been interested in funding but the idea of trying to convert a

commercial strip into more of a second Village for the community is one which currently has a lot of interest both in the private and public sectors. For example, GrowSmart in Maine is involved in a project looking at the conversion of older commercial strips to more Village-type centers. Therefore, it might be worthwhile to “shop” this project to foundations and other funders to see if there is any interest in Wiscasset as a demonstration or model project.

Create a Tax Increment Financing District – If substantial investment is likely to occur in this portion of the corridor, the Town could create a Tax Increment Financing (TIF) District as described previously to shelter this new property valuation. The property tax revenue resulting from the incremental increase in valuation in the TIF district could then be used to support the proposed beautification and pedestrian improvements. The improvements could be financed through a municipal bond which is then repaid with the revenue from the TIF District. This approach is worth considering only if there is a reasonably high degree of certainty that investment will occur and will be of a sufficient magnitude to generate a reasonable revenue stream over time to pay for the improvements.

For discussion purposes, if the Town bonded \$1,000,000 to pay for the sidewalk and streetscape improvements for 20 years at 3% interest, the total debt service costs depending on the principal repayment schedule would be approximately \$1,300,000. In simple terms this would be an annualized debt service cost of approximately \$65,000. With a tax rate of approximately \$16/\$1000 of assessed valuation, this would require approximately \$4 million in new sheltered valuation in Year 1 or larger amounts if this occurred incrementally over time. For comparison purposes, the properties along Bath Road between Birch Point Road and Page Avenue have a combined assessed valuation of approximately \$4.1 million.

Special Assessment or Business Improvement District – The primary beneficiaries of the sidewalk and streetscape improvements are the owners of the property in and immediately adjacent to this portion of Bath Road. The Town could explore the creation of a special tax district with the property owners in this area. The basic concept would be that the property owners would agree to pay a portion of the cost of the improvements (say 2/3s) through higher property taxes over a specified period of time (possibly twenty years) with the Town paying the balance thorough the General Fund. State law typically requires that the owners of at least 75% of the property in the proposed district agree to this approach. As with a TIF District, the revenue from the incremental property taxes would go into a dedicated fund that could be used only to pay for the cost of the improvements. The improvements could be financed through a municipal bond which is then repaid with the revenue from the special tax assessment.

Using the same figures as in the TIF scenario and assuming that 2/3's of the cost is paid for through this approach, the supplemental property taxes for the Bath Road properties between Birch Point Road and Page Avenue would be about \$10-11/\$1000 of assessed value over the 20 year period. This probably makes this approach as the only funding source infeasible but if the Town is able to obtain a grant for some of the costs, this could be a viable funding mechanism especially if combined with a Town contribution from the general fund. For example, if the Town was able to obtain funding for 80% of the sidewalk construction and streetscape improvements costs through the TAP, that would leave 20% of the cost or approximately \$200,000 to be paid locally. If this cost was split 50-50 between the Town and the Bath Road property owners, the property owners' share would be approximately \$100,000 or an annualized debt service cost for a 20 year bond of approximately \$6,500. Based on the current assessed value of the properties along Bath Road where the sidewalks

are proposed, this would result in a supplemental property tax of approximately \$1.65/\$1000 of assessed value .