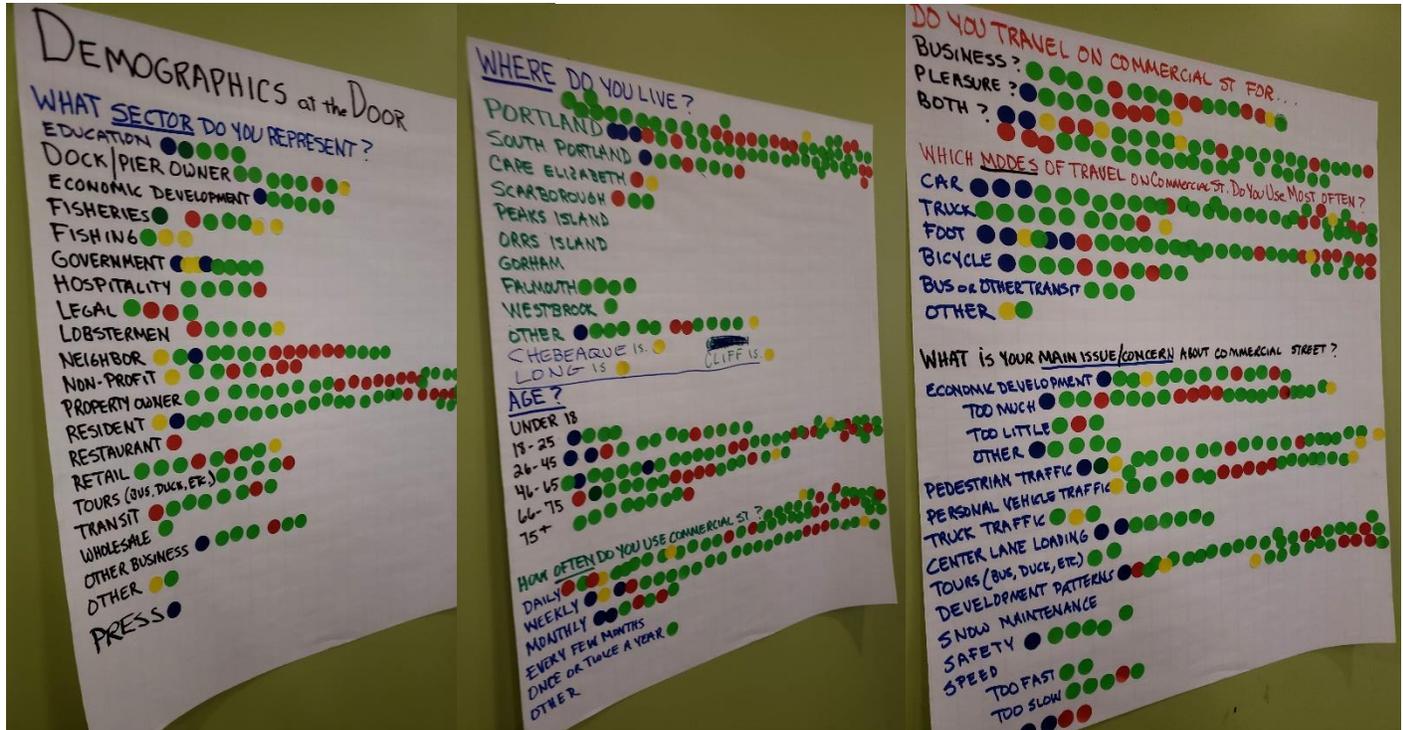


**Commercial Street Operations and Master Plan
Community Dialogue – Tuesday, December 11, 2018
Rines Auditorium, Portland, Maine**



More than 105 people attended a Community Dialogue on Tuesday, December 11, at 6-8 p.m. in the Rines Auditorium at the Portland Public Library. Upon arrival, community members were asked to sign in and participate in Demographics at the Door. The results of those informational questions are shown here.



These “demographics at the door” give us a snapshot of who was in the room. All sectors were represented, multiple communities and the islands although most live in Portland; all ages except those under 18 were represented; Commercial Street is used daily and weekly for business and pleasure by almost everyone attending; people travel most frequently by car, foot, truck or bicycle; the predominant concerns are too much economic development, pedestrian traffic concerns, vehicular traffic concerns, and development patterns.



After a presentation by Portland City Staff of the City’s Comprehensive Plan and by WSP consultant Jennifer Conley on traffic counts and data collected to date, the community members were asked to answer the question “What is the #1 issue you want this study to address?”. The discussion was facilitated by consultant Jane Lafleur and led to the following suggestions:

Theme	Issue
Access	Access for all businesses
Access	Access to waterfront - # berthings, and ease of access
Access	Maintain public water access-visual and physical
Aesthetics	Preserve iconic views
Balance	Balancing needs of tourists with live/work
Balance	How to balance priorities
Character	Losing character
Character	Coastal city character
Character	Allow some dilapidation
Character	Concern about bulking up the environment at the waterside
Character	Keep the port in Portland (small vessels)
Character	Port is the heart of the City
Engagement	Clarity on public engagement
Engagement	Commitment to public information
Environment	Sea level rise
Environment	Environmental impact on Casco Bay
Fairness	Follow/enforce the comprehensive plan
Fairness, Equity	Balancing all socio-economic levels to live and work in the city

Funding and fairness	TIF district concerns - use of funds, etc.
Historic	Creative solution to maintain historic wharves
Parking	Concern regarding parking, locations, number spaces, costs
Parking	Remove unused parking lots
Safety	Make sure commercial street is safe and comfortable to walk
Safety and Mobility	More public transit options
Safety and Mobility	More bicycle infrastructure
Safety and Mobility	Safety on sidewalks (more room)
Traffic	Work on Franklin – Commercial Street signal
Traffic-safety-congestion	Reduce number of passenger vehicles on Commercial Street
Uses	Lobster and fish as priority
Uses	Too many hotels
Uses	Limit cruise ships
Uses	Who are cruise ships helping
Uses	Limit office space
Uses and development	Over-development



The community members then worked in table groups to answer three questions and select a priority by dot voting at each table.

Question #1: What are the words that describe your VISION for Commercial Street 10 years from now?

Table #	VISION	# votes at table
Table 1	(table merged with table 2)	
Table 2	Multi-modal	5
	Balanced	4
	Integrated	1
	Functional	1
	Efficient	1
	Less vehicular traffic	
	Prosperous	
	Vibrant	
	Transit Corridor	
	Safe	
	Passable	
	Busy	
	Community	
	Nimble	
	Excited	
	Modern	
Table 3	Be a world class example of a sustainable waterfront	5
	Restricting/limiting commercial deliveries	1
	Shift from personal vehicles to public transit while preserving freight and commercial access	1
	Resilient waterfront / climate change	1
	Historic nature of the area	1

Table #	VISION	# votes at table
	Clear up traffic for those users that need to use the street	1
	Provide/direct users to alternative routes	
	Alternative modes of transit	
	Commercial Street users and traffic dispersed	
	Vibrant working waterfront on 12 wharves	
	More pedestrian oriented	
	Less surface parking	
	No cruise ships	
	Zoning that segregates users based on waterfront use	
Table 4	Authentic water views and public access	4
	Harbor	1
	Parks	1
	Pedestrian paradise	1
	Island connections	1
	Coastal resilience	1
	Limit of private vehicles	
	Light	
	Balance	
	Islands	
	Livelihood	
Table 5	Riverwalk-Harbor Walk	2
	Mono-Rail	1
	Smooth Flow of traffic	1
	Run-off water treatment	1
	Parking-mass transit	1
	Green Scenery-developers	
	Cross generational	
	Pedestrian Mall	
	Affordable mixed use	
	Maine	
Table 6	Fish	7
	Accessible	3
	Walkable	1
	Workable	1
	Local	1
	Low conflict	
	Moving	
	Public	
	Vibrant	
	Quirky	

Table #	VISION	# votes at table
	Affordable	
	Character	
	Diverse	
	Open	
Table 7	Functional (and for trucks)	5
	Small scale organic growth	3
	No residential/hotel development on waterside	2
	Commercial traditional use	1
	Pier Infrastructure Maintenance	1
	Off-site parking for residents/visitors-shuttle to bring people	
	Visual access to water and marine businesses	
	Commercial Street bus/shuttle	
	Retain gritty aspect of waterfront	
	Contributing to the economic character of the city	
	Contributes to the economics of the city	
	Quality of place	
	Portland to continue looking like a marine focused town-not a condo + view redevelopment	
Table 8	Profitable properties to subsidize marine and fishing infrastructure	6
	Efficient public transit	3
	Better traffic and pedestrian flow	2
	No vehicle traffic (non-essential), commercial priority	2
	Land side traffic stays on land side	
	Fewer tourists	
	Balance and sustainability	
	Financial	
	Bicycling infrastructure	
	Enforce current zoning	
	Balanced zoning	
	Free shuttle	
	Signalized crosswalks and fewer	
	Cultural significance of fishing industry	
	Access for fisheries and all marine	
Table 9	Water access and commercial fishing	4
	Green space	1
	Ban offices on waterside	1
	Water access for public	
	Plan for rising seas	
	Dilapidation	
	Controlled grittiness	

Question #2: What are possible priorities? (examples: working waterfront, economic development, tourism and visitors, resident quality of life, through traffic, other employers and employees)

Table	Priority	# table votes
Table 2	Multi-modal corridor	6
	Working waterfront	3
	Respond to climate change	2
	Ocean economy	2
	Coordinate pedestrian crossings	1
	Deliveries	1
	Water transportation	
	Tourism	
	Business and commerce	
	Education	
	Transportation – all forms	
	Traffic	
	Recreation	
	Cultural tourism	
	Safety	
	Preservation	
	Logistics	
	Evolution	
	Authentic evolution	
	Waterfront access	
	Economic sustainability	
	Traffic flow (not back-up)	
	Maintain affordable livability	
	Crosswalk elimination	
	Prioritize transit	
	Better police/regulate vendors	
Table 3	Vibrant working waterfront	6
	Reduce auto traffic	1
	Maintain unique character of area	1
	Protect small commercial fishing	
	Balance revenue and spending (resilience and infrastructure)	
	Maintain water-dependent uses (space and access)	
	Balance tourism and residential needs	
Table 4	Working waterfront and access	5
	Balance of uses	1
	Pedestrians	

Table	Priority	# table votes
	Tourism	
	Traffic flow	
	Pedestrian walkability/management	
	Sea-level rise and preparedness	
	Limiting development	
	Mutually beneficial uses	
Table 5	Residential Quality of life	3
	Balanced access to water (fishing, tourists, residents)	2
	Green powered rail	1
	Better connections to PTC-Ferry terminal (1 hub not 2)	1
	Preserved views	
	Not just tourist services on Commercial Street	
	Profitability	
	Commercial part versus fishing part – better integration	
	Safety re: wharves and pedestrians	
	Climate change and rising sea level	
	Additional ferry service to other communities (So. Portland, Cape, Yarmouth, Camden, Boston)	
	Tunnel	
Table 6	Working waterfront/fishing	9
	Public transportation/shuttles	3
	Services/businesses for locals	2
	Walkability	1
	Limiting cruise ships	
	Priority parking for those who need it	
	Access for commercial transportation	
	Resident quality of life	
Table 7	Prioritize marine related development	5
	Commercial marine access/working waterfront	2
	Quality of place	1
	Recreational boat access	
Table 8	Reduce vehicular traffic and increase public transit and cycling infrastructure	4
	Balance zoning on either side of Commercial Street to support marine development and related uses/acknowledge boundaries of adjacent zones	3
	Balance marine and fisheries heritage with economic sustainability	3
	Keep water dependent uses a priority	2
	Limit number of national chain store	1
	Maintain balanced approach in current zoning	

Table	Priority	# table votes
	Access to water	
	Dredge periodically	
	Maintain mixed-use and marine compatibility	
	Mind the definition and impacts of the hierarchy presented from water dependent to related to commercial	
9	Stop building	4
	Use hierarchy but especially fishing industry	4
	Beauty	
	Green	
	Space	
	Pedestrian safety/crossings	
	Security	
	Historic character	
	Diversity in new building-fewer hotels	
	Financially maintain wharves-use city \$ to help	
	Public house access	
	More cobblestone	
	More small local businesses doing well	
	Trolley down commercial street, it's a long walk	
	Wider color palette on buildings	
	Ease congestion – improved air quality	



Question #3: What are the principles that should guide us? (examples: fairness, equity, speed, safety, convenience, truck traffic, balance)

Table #	PRINCIPLES	# table votes
Table 2	Sustainability	5
	Common ground/inclusivity	1
	Resiliency	1
	Fiscal component/economics	1
	Weighing historic waterfront	1
	Practicality	1
	Safety	
	Prosperity	
	Preservation to edge of waterfront	
	Transparency	
	Cost/benefit	
	Efficient process	
	Forward thinking	
Table 3	Protect water-dependent industries that generate long-term economic benefits to Portland residents and support socio-economic diversity	6
	Maintain Portland's history as a port and its character (brick Victorian city, lobster boats)	3
	Plan for future transportation options	3
	Identify why people visit/move here and preserve those characteristics	
Table 4	Balance	3
	Water access for boats and fishing	1
	Sense of place	1
	Consistency and predictability of regulations	1
	Economic vibrancy	
	Community	
	Equity	
	Resiliency	
	Island resident livability	
	ADA Compliance	
Table 5	Real developer responsibility	3
	Equity	1
	Coherence (ala Bath, Maine)	1
	Accountability	1
	Architectural charity (thoughtfulness for context and neighbor)	
	Public wants monthly and regular updates on this process	
Table 6	Preservation of working waterfront	5

Table #	PRINCIPLES	# table votes
	Sustaining nautical character	3
	Safety	2
	Benefit of local residents	1
	Community preservation	1
	Preserve visual access to water	
	Balance of business needs	
Table 7	Traditional Use	6
	Human scaled development pattern	3
	Community engagement	
Table 8	Recognize that the working waterfront alone cant support it (infrastructure of piers)	3
	Keep the Port in Portland – hierarchy of uses in zones, East, Central, West	2
	Assess the impact on water-dependent uses	1
	Don't just let outside money rule (hotels, cruise ships, etc.)	1
	Sustainability for property owners	1
	Let the waterside have more weight in terms of decisions (75%/25%)	1
	Environmentally responsiveness	
Table 9	Safety-travel-accessibility for all, elderly, disabled	4
	Fairness to existing business, fishing/working waterfront/public access	3
	Affordable living – parking, no condos, hotels, huge businesses	2
	Balance – green space, beauty, color, water views for all tourism, and working waterfront	1
	Well thought-out proactive not reactive, as in plan for rising sea level	

A representative from each table shared their top priority for each question with the entire room, based on the dot votes. Those are highlighted in green above.

The final part of the evening gave community members the opportunity to share any final thoughts. These included:

- *Plan for 2040 and 2050, not 2020.*
- *Be BOLD, include hourly restrictions on traffic, trucks, deliveries and other operations*
- *Consider sea level rise to +12 foot elevation or more*
- *Clarify Maine DOT jurisdiction, position and support for this project. Who has final say?*
- *Consider light rail on old tracks*
- *Better explain Tax Increment Financing*
- *Keep public informed and engaged.*

The meeting concluded with a summary of up-coming steps including the next public event in February 2019.