

VI. ACTION PLAN

A. BUILDING CAPACITY

Project	Description	Responsibility	Cost/Funding	Time Frame
1. Create new development corporation	501(c)3 - vehicle to promote/ develop downtown	Town Manager, Town Council, E.D.C., Business Community, Consultant	\$2-5,000 in-kind legal/accounting; town funding, private funding	45 days
2. Establish Betterment Assessment District	Funding vehicle builds capacity, encourages participation	Town Manager, Consultant, Town Council	\$3,000 per town	60 days

B. MARKETING PLAN

Project	Description	Responsibility	Cost/Funding	Time Frame
1. Logo	Promotion for downtown	LDC	\$0	60 days
2. Marketing materials	Collateral materials used to promote downtown and community	LDC	\$5-10,000 Assessment District, Town, Private	120 days
3. Inventory space	List of all available space, buildings, and sites downtown	LDC, Realtors	\$0	60 days
4. Targeted list of business prospects	Contact list of retailers and others	LDC, Realtors, Consultants	\$3-5,000 Town, Betterment Assessment	90 days
5. Implementation	Direct mail solicitation / website	LDC, Consultants	\$2,000	120 days

C. DEVELOPMENT/REDEVELOPMENT

Project	Description	Responsibility	Cost/Funding	Time Frame
1. Depot Street Vacant Lot Site	River view residential potential	Town Manager, LDC, Consultant, Town Council		6 month process
a. Survey	Identification list	Consultant	\$2,000	3 months
b. RFP process	Advertise mailings	Consultant, LDC, Town Manager	\$3,000	6 months
c. Incentives	Attract investors	Town Council, Town Manager, Consultant	To be negotiated	3 months
2. Gendron block	Rehabilitate waterfront access, fill space with new businesses			See below
a. Meet with owner; review options		Town Manager, LDC	To be negotiated	90 days
b. Consider incentive package		Town Manager, Town Council, LDC	To be negotiated	120 days
c. Consider RFP process	Identification list, advertise, mailings	Town Council, Town Manager, Consultant	\$3,000	6 months, co-terminates with Upper Main Street lot
3. Gateway Route 4 Information Center	Key focal point	LDC, Town Manager, Consultant	\$10,000	6 months
4. Gateway Route 4 -architectural connector	Key focal point	LDC, Town Manager, Consultant	TBD	TBD

D. FUNDING THE PROGRAM

Project	Description	Responsibility	Cost/Funding	Time Frame
Establish downtown TIF District	Capture new investment for funding downtown prospects	Town Manager, Town Council, LDC, Consultant	\$5,000	6 months

E. IMPLEMENTATION PRIORITIES

Project	Immediate Action Recommended	Responsibility	Cost/Funding	Time Frame
1. Gateways/Nodes	a. Establish Gateway Steering Sub-Committee	Town Manager, Town Council, LDC	n/a	45 days
	b. Research grant opportunities for gateway improvement	Town Manager, Town Council, LDC, Consultant	\$2,500	
	c. Create logo/slogan for gateway and other signage	Town Manager, Town Council, LDC, Consultant	\$2,500	
	First priority: Downtown and Southern Gateways	<i>See report</i>		
	Second priority: Eastern and Western Gateways	<i>See report</i>		

E. IMPLEMENTATION PRIORITIES (cont'd)

Project	Immediate Action Recommended	Responsibility	Cost/Funding	Time Frame
2. Downtown Zone	a. Establish a Downtown Improvement Sub-Committee	Town Manager, Town Council, LDC	n/a	45 days
	b. Install permanent material crosswalks and stop signs at the Chuck Wagon corner	Town Manager, Town Council, LDC, Consultant	TBD	120 days
	c. Create a logo for the Downtown Center that can be integrated in town's signage	Town Manager, Town Council, LDC, Consultant	\$2,500	120 days
	<p>First priority improvements:</p> <p>Undertake a more detailed streetscape study:</p> <ul style="list-style-type: none"> • visual improvements • enhancing pedestrian scale/safety • visual and physical links to the waterfront 	<i>See report</i>	TBD	6 months

E. IMPLEMENTATION PRIORITIES (cont'd)

Project	Immediate Action Recommended	Responsibility	Cost/Funding	Time Frame
3. River Front	a. Establish River Front Park Steering Sub-Committee	Town Manager, Town Council, LDC	TBD	45 days
	b. Develop a park name to establish park identity	Town Manager, Town Council, LDC, Consultant	n/a	120 days
	c. Create/use group to manage invasive plant growth on the river's edge	Town Manager, Town Council, LDC	n/a	60 days
	d. Create a map of current resources related to the park	Town Manager, Town Council, LDC, Consultant	TBD	120 days
	First priority improvements: <ul style="list-style-type: none"> Undertake detailed study looking for recommendations for connecting downtown to riverfront safely; reorganizing vehicular activity with respect to the park; improving and establishing new path systems, seating, etc. 	<i>See report</i>	TBD	120 days
	Second priority improvements: <ul style="list-style-type: none"> Establish sign standards and install signs in key park locations 	<i>See report</i>	TBD	120 days

E. IMPLEMENTATION PRIORITIES (cont'd)

Project	Immediate Action Recommended	Responsibility	Cost/Funding	Time Frame
4. Upper and Lower Business Zone	a. Establish a Business Zone Sub-Committee -- work with private sector and MDOT	Town Manager, Town Council, LDC	n/a	45 days
	First priority improvements: Undertake a more detailed study focusing on: <ul style="list-style-type: none"> • vehicular needs, curb cuts and sidewalks off Rt. 4 • improvements to street scape and access management 	<i>See report</i>	TBD	120 days
	Second priority improvements: Establish sign standards and install signs in key locations	<i>See report</i>	TBD	6 months

E. IMPLEMENTATION PRIORITIES (cont'd)

Project	Immediate Action Recommended	Responsibility	Cost/Funding	Time Frame
5. Bridge Arrival Zone	a. Plant street trees along both sides of the Bridge Street arrival corridor	Town Manager, Town Council, LDC, Consultant	TBD	Spring 2005
	b. Install a vegetative buffer to screen views from Bridge St to the parking lot behind the bank	Town Manager, Town Council, LDC, Consultant	TBD	Spring 2005
	First priority improvements: <ul style="list-style-type: none"> • install directional signs near the Water St. intersection to highlight local attractions • provide ornamental, pedestrian-scale street lights along both sides of the Bridge St. arrival corridor between Water St. and the bridge 	<i>See report</i>	TBD	Spring 2005
	Second priority improvements: <ul style="list-style-type: none"> • Install ornamental lights along both sides of the bridge, consistent with those lights already installed • work with the MDOT to paint the bridge a more enticing and distinctive color 	<i>See report</i>	TBD	Spring 2005