

## COMMUNITY PARTICIPATION & OUTREACH A PRIORITY

*(For backup and detailed Information, see Appendix A9.)*

Crafting the Master Plan with Community Participation was a high priority from the beginning and will remain so for the following reasons:

- Participation fosters ownership and communication.
- Ultimately, York’s citizens, businesses and their elected leaders must “own” the Master Plan.
- Communication is as important as design, because a lingering sour taste by stakeholders who feel not included or not heard can spoil the potential to implement a good plan.
- Community support is essential for moving the project forward in later stages. The community will be called upon for sustained involvement of many types at many levels and over many years.
- Improvements will last for decades, so their design should truly fit needs and aspirations. Designs that grow from significant user participation are typically better matched to their purpose.
- There is great power to be tapped when a community participates, then aligns behind a unified concept, proceeds on a shared path, and focuses its precious financial and human resources for a common purpose.
- Community participation proactively builds incremental understanding among citizens along the way, rather than reactive fear to a final product presented at the end. Proactive incremental understanding often shifts skeptics from negative to neutral positions.
- Graphic visual information gets everyone on the same page, leading to common understanding, rather than internal private images.

The following topics are addressed in this chapter:

- 9.1 Meetings and Events
- 9.2 Many Opportunities for Community Participation
- 9.3 YVSC Working Meetings Open to the Public
- 9.4 Special Meetings
- 9.5 Community Design Workshops
- 9.6 Outreach & Buzz
- 9.7 Recommendations



Citizens working together to design the village center.

## 9.1 MEETINGS AND EVENTS

This chart summarizes all of the Meetings and Events held. Please see the following pages for additional information.

	Meetings		Events		
	York Village Study Committee Meetings (all public)	Special Meetings	Community Design Workshops		
July	7.3.14 YVSC #1 7.17.14 YVSC #2 7.28.14 YVSC #3				
August	8.7.14 YVSC #4 8.21.14 YVSC #5				
September	9.4.14 YVSC #6 9.18 YVSC #7				
October	10.2.14 YVSC #8 10.16.14 YVSC #9			10.15/16.15 Business leaders, Property Owners and Merchants. 24 one-on-one interviews to gain information to guide the funding strategy	Saturday 10.4.14 Community Design Workshop #1, 3 hrs 60+ attendees
November	11.6.14 YVSC #10 11.20.14 YVSC #11			11.18.14 Non Profit Community Leaders (York Hospital, York Library, Museums of Old York, First Parish Church) 11.20.14 Water District, Sewer District, Public Works Department	Saturday 11.22.14 Community Design Workshop #2, 2 ½ hrs 80+ attendees
December	12.4.14 YVSC #12 12.18.14 YVSC #13			12.8.14. BOS Presentation	
January	1.15.15 YVSC #14 1.22.15 YVSC #15			1.30.15 Emergency Services (Fire, Police and Ambulance) 1.30.15 Veterans (VFW and Legion)	
February	2.5.15 YVSC #16 2.19.15 (no TDRC)		Saturday 2.7.15 Community Design Workshop #3, 2 ½ hrs 100+ attendees		
March	3.5.15 YVCS #17 3.19.15 YVSC #18				
April	4.2.15 YVSC #19 4.16.15 YVSC (no TDRC)				
May	5.7.15 YVSC #20		5.11.15 BOS Presentation		
<b>Totals</b>	<b>(21) York Village Study Committee Meetings</b>	<b>(30) Special Meetings</b>	<b>(3) Community Design Workshops 240+ attendees</b>		

## 9.2 MANY OPPORTUNITIES FOR COMMUNITY PARTICIPATION

This master plan was guided by significant input from many sources, including from 20 working meetings with the York Village Study Committee, one-on-one interviews with many Business Leaders, Property Owners and Merchants plus meetings with Non-profit Community Leaders, Emergency Services, Veterans and Utilities. Altogether, over 240 people attended three Design Workshops.

Overall there was an unusually high degree of engagement and collectively, the contributions were critical to ensure the plan truly reflects the community. Notably, there was consensus that recognized the social, cultural, and economic importance of a vibrant downtown. This in turn allowed the conversation to constructively focus on **how** to revitalize downtown, rather than to ineffectively debate **whether** downtown should be revitalized

Information exchange followed an iterative pattern throughout – sharing information > listening to feedback > adjusting > sharing new and revised information > listening to new feedback, etc. Specific concepts were “tested” with the YVSC, then after guidance, presented to citizens for feedback. Below is an outline summary of all community participation.

## 9.3 YVSC WORKING MEETINGS OPEN TO THE PUBLIC

Over the course of this 11 month project, the York Village Study Committee (YVSC) and The Downtown Revitalization Collaborative (TDRC) conducted 20 intensive working meetings open to the public, typically from 8:30 to 10:00am at the York Public Library. These joint meetings ensured a close working relationship and coordination of activities between the two groups.

In addition to interested citizens coming to learn more or share concerns, many of these meetings included invited guests from town departments and boards, utility districts, business and property owners, and citizen’s groups such as Cycle York.

## 9.4 SPECIAL MEETINGS

In addition to bi-monthly working meeting, the YVSC and TDRC also conducted many special meetings.

- **Business Leaders, Property Owners and Merchants**

On Oct. 15 and 16, 2014, TDRC’s Economist met one-on-one with members of the village business community to talk about their experiences in the village, including many of the issues previously identified: parking, walkability, economics, their Village identity and the potential for grant-writing in support of Village revitalization. All of this information helped guide the funding strategy.

- **Non Profit Community Leaders** On Nov. 18, 2014, we met with the York Hospital, York Library, Museums of Old York and First Parish Church to learn how their organizations interact with physical aspects of the village center and understand how proposed improvements might impact and be impacted by them.

- **Utilities** On Nov 20, 2014, we met with the Water District, Sewer District, Public Works Department, Central Maine Power Time Warner Cable and Fairpoint representatives to learn existing conditions and understand how different utilities might impact and be impacted by the surface improvements.

- **Board of Selectmen** On Dec 8, 2014, we made a 50 percent complete update presentation to the York Board of Selectmen.

- **Emergency Services** On Jan. 30, 2015, we met with representatives from both Fire departments, Police and Ambulance Services to better understand their needs relative to emergency vehicle movement and their preferences relative to lane widths and intersection design.

- **Veterans Organizations** On Jan. 30, 2015, we met with the Veterans of Foreign Wars and the American Legion to discuss how to protect and honor the monument. After understanding the issues related to intersection design including traffic movement and pedestrian safety, attendees were amenable to the possibility of shifting the monument and promised to bring the issues back to their organizations.

## 9.5 COMMUNITY DESIGN WORKSHOPS

In addition to open-to-the-public working meetings, YVSC and TDRC purposefully engaged citizens by inviting them to three interactive Community Design Workshops. The purpose was to inform, to obtain feedback, and to foster a collaborative neighborly atmosphere where we could discuss the future of their Village center. The events are summarized below and described in greater detail on the following pages.

### ***Community Design Workshop #1*** (October 4, 2014)

A Saturday morning three hour interactive event in three parts: presentation + small group activity + small groups reporting on their activity. The focus was to lay groundwork for design by identifying what makes a good village, community values, and their convergence. Small groups looked at points of arrival and destinations they frequent when in the Village, pedestrian connectivity options, natural features and open spaces, special events they either enjoy or would like to see, and ideas about models of successful revitalization. Data from the six small groups are factored into the developing Master Plan. More than 60 people attended.

### ***Community Design Workshop #2*** (November 22, 2014)

A Saturday morning 2½ hour interactive event in three parts: presentation + small group activity + small groups reporting on their activity. Results from the first workshop were reported and answered the question "did we hear you?" Attendees were asked to review three options for traffic circulation, parking, and open space at the heart of the village. More than 80 people attended.

### ***Community Design Workshop #3*** (February 7, 2015)

A Saturday morning 2½ hour interactive event in three parts: presentation + small group activity + small groups reporting on their activity. The focus was recapping Workshops #1 and #2 (summarizing technical and planning efforts, reviewing master plan diagrams) to get all attendees on the same page, then introducing, reviewing and referencing the Preferred Concept. More than 100 people attended.

- ***York Street Tee Intersection Concept Favored*** - People attending this workshop were strongly disposed to the 'York Street Tee' design which brings traffic coming down Long Sands Road to a 90 degree connection with York Street. Interactive Computer modeling of the alternatives also supports this option as the best for minimizing traffic back-ups in the Village. In addition to improved traffic flow, the audience was also enthused about the sense of open space and its potential as a great place for people.
- ***East End of York Street Business District*** - The workshop also brought attention to the narrowest and most challenging portion of York Street, the area between the Berger and Ciampa buildings. Sketches for various roadway design options were presented and people were asked to assess their value. The preferred design would allow sidewalks and parallel parking on both sides of the street, shared bike/auto travel lanes, street trees and lighting.
- ***Public-Private Partnership for Parking*** - Discussion at the workshop highlighted the opportunity that would be presented if private parking lot(s) behind the rear of York Street business buildings and the Library property could be utilized. There was a great deal of encouragement from attendees to create a partnership wherein the Town of York and the owners might reach an accord to combine and rationalize the parking areas in this location.

## 9.6 OUTREACH

Over the past three years, the YVSC has conducted significant public outreach at voting places and community events such as MarketFest. The committee recognizes continuing importance of this outreach to the success of this revitalization effort.

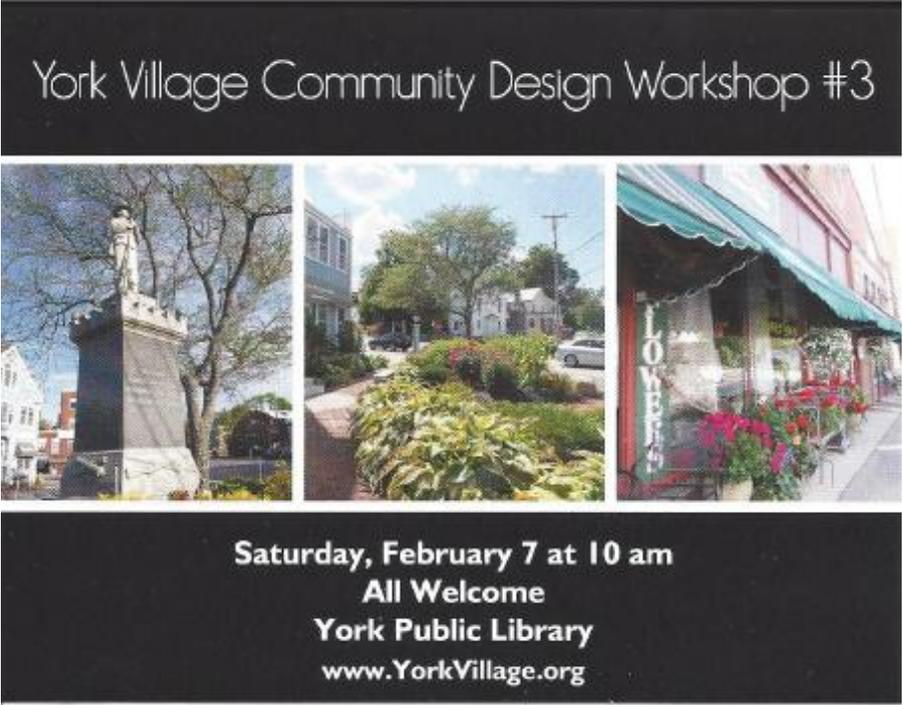
Outreach is a multi-step process of building public awareness and interest in the project, helping to ensure that people are given every opportunity to buy into the revitalization of the Village, and helping to increase the probability of a positive result when related warrants come to a vote.

Specifically, the goals of Outreach are to help citizens:

- stay informed and in the loop,
- understand the topics and consequences to them,
- get excited about possibilities,
- and feel included in the process.

## 9.7 RECOMMENDATIONS

- **Maintain momentum to assure that the Master Plan remains a Town priority**
- **Sponsor engaging community-wide events to keep people informed and involved**
- **Continue outreach to maintain a high profile**
- **Use related activities to keep public focus on the Master Plan**
- **Maintain connections with stakeholders and special interest groups**



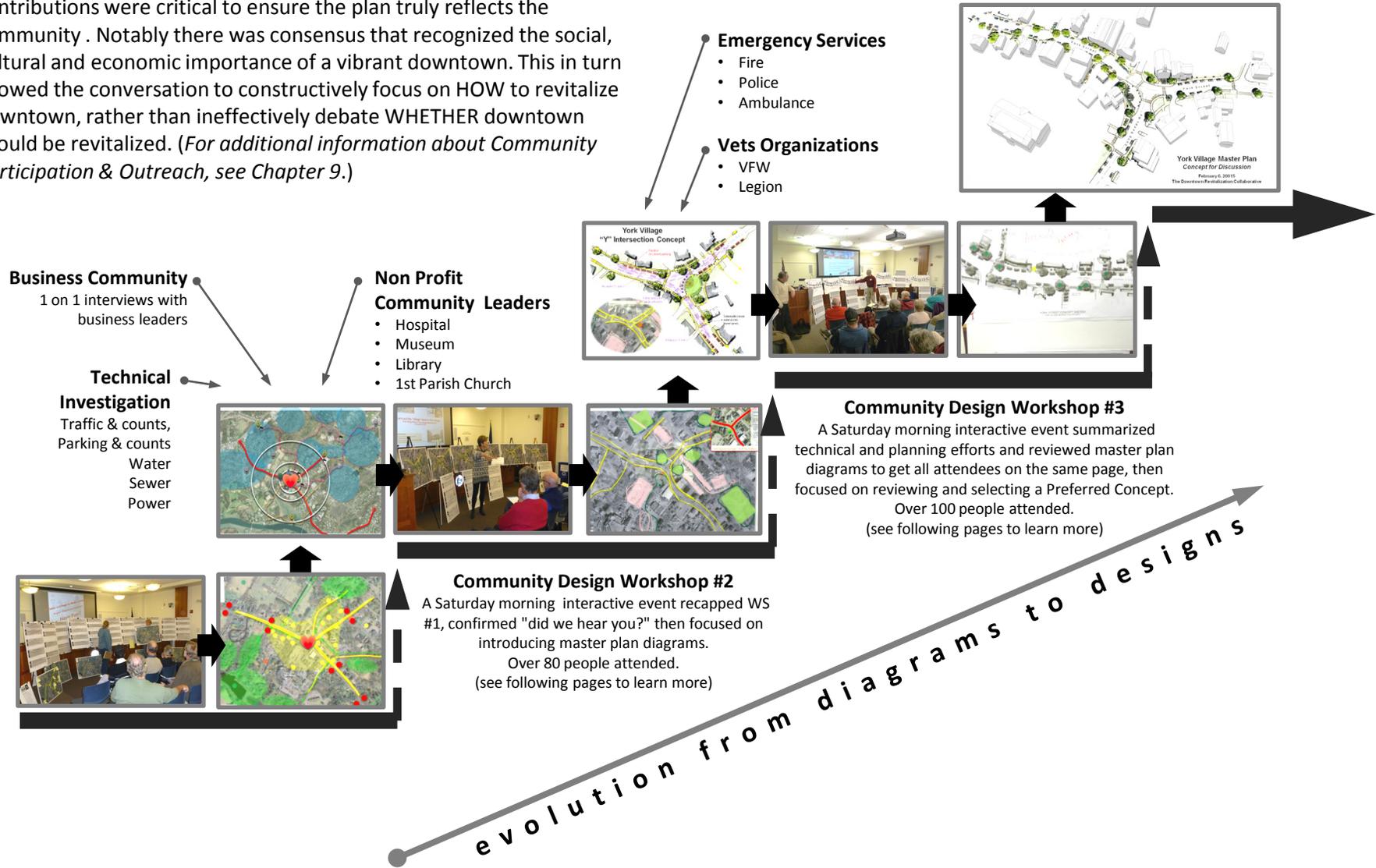
The poster features a black background with white text. At the top, it reads "York Village Community Design Workshop #3". Below this is a row of three photographs: a statue on a pedestal, a landscaped garden area, and a storefront with a green awning. At the bottom, it says "Saturday, February 7 at 10 am", "All Welcome", "York Public Library", and "www.YorkVillage.org".

York Village Community Design Workshop #3

Saturday, February 7 at 10 am  
All Welcome  
York Public Library  
[www.YorkVillage.org](http://www.YorkVillage.org)

# From Diagrams to Designs with Community Participation

One of the cornerstones of revitalization is community participation. From the start of this Master Plan, community participation was a priority. The plan was guided by significant input from multiple sources, who shared their thoughts and interest. Overall there was an unusually high degree of engagement and collectively their contributions were critical to ensure the plan truly reflects the community. Notably there was consensus that recognized the social, cultural and economic importance of a vibrant downtown. This in turn allowed the conversation to constructively focus on HOW to revitalize downtown, rather than ineffectively debate WHETHER downtown should be revitalized. (For additional information about Community Participation & Outreach, see Chapter 9.)



# Community Design Workshop #1, October 4, 2014

**Village Design Workshop #1**  
October 4, 2014  
*Small Group Hands on Activity*



**Village Design Workshop #1**  
October 4, 2014  
*Small Group Hands on Activity*

**2** **Arrival ....**  
is experiencing the distinct beginning of the village.

- Where does the village begin? Why?
- Think qualitatively – what shifts or changes clue us to village arrival?  
*Using red dots on the plan, identify where arrival clues should occur.*
- Imagine how better or new Arrivals might enhance the village and reinforce the vision.

**3** **Anchors & Destinations ....**  
are cultural, civic, commercial or spiritual icons & destinations that help define a community's identity. In addition, "3rd places" (neither home nor work) offer places to pause, gather and linger.

- What and where are village Anchors and Destinations?  
*Using yellow dots on the plan, identify the most significant. Are any lacking? Why?*
- Imagine how improved or new Anchors might enhance the village and reinforce the vision.

**Village Design Workshop #1**  
October 4, 2014  
*Small Group Hands on Activity*



**Village Design Workshop #1**  
October 4, 2014  
*Small Group Hands on Activity*

**4** **Village Pedestrian Connectivity ....**  
allows people to safely get to, from and between Destinations.

- Is there a clear, convenient and safe network connecting Anchors & Destinations? Why? Why not?  
*What works, and what does not?*
- Using yellow strips, identify 3 improved or new connections that should receive top-priority.*
- Imagine how Connections might enhance the village and reinforce the vision.

**5** **Natural Features, Recreation & Open Space ....**  
are essential to Quality of Life.

- Using green dots and strips, identify Features & Open Space in and around the village.*
- Are there undiscovered or unused features?
- Imagine how a network of Features, Trails & Open Space might enhance the village and vision.

**6** **Village Special Events & Activities ....**  
such as parades, festivals, celebrations and markets, bring people together and help define community identity.

5 min

- What Special Events and Activities occur in the village? List them and their season.
- Imagine how improved or new Special Events and Activities might enhance the village and vision.



- Winter - Christmas (parade), Festival of Lights
- Spring - Memorial Day (parade), Village Firemen's Muster (parade)
- Summer – Book sale at Library, Movies, Concerts – 4th of July
- Fall - Halloween Parade, Market Fest, Turkey Trot
- More events for residents

**7** **Models of Success ....**  
of villages that "work" well are informative and inspiring for others.

10 min

- Identify a villages or villages that work well. Why?
- How does York Village compare?
- Identify 3 things that might help make York Village a model of success for others.

- Kennebunk:** historic nature emphasized, pedestrian friendly, revitalization: lights, storefronts, flowers, sidewalks"
- Kittery** great example of restructuring. Focus on parking once and walk from there.
- Portsmouth** – Sidewalks, lights, crosswalks, parking
- Newburyport:** shops, food, walkability, beauty, off-street parking





## SUMMARY OBJECTIVES for YORK VILLAGE REVITALIZATION

- Create 21st century function along with cherished historic qualities.
- Balance competing pedestrian and vehicular needs.
- Foster economic prosperity.
- Put the "village" back in York Village.

# Community Design Workshop #1, October 4, 2014

**Village Design Workshop #1**  
October 4, 2014 *Small Group Hands on Activity*

**Village Design Workshop #1**  
*Composite Design Diagram from All Groups*

● Arrival  
● Anchors & Destinations  
— Pedestrian Connectivity  
— Trails & Open Space

**Village Design Workshop #1**  
*Community Input & Common Themes*

**TRAFFIC CALMING & VEHICLE SAFETY.**  
Slow traffic through the village  
Clarify traffic patterns so that vehicle movement is more predictable

**PEDESTRIAN & BICYCLE SAFETY.**  
Provide a safe, continuous sidewalk network between Village, neighborhoods and Town destinations  
Improve pedestrian crossings  
Mitigate potential hazards between vehicles, bikes and pedestrians  
Improve bike path pavement markings & signage

**PARKING**  
Provide safe, convenient parking in the Village  
Consider opportunities to enhance off-street parking

**Village Design Workshop #1**  
*Community Input & Common Themes*

**STREETScape & BEAUTIFICATION**  
"It's the little things that count."  
Partner with local businesses and community groups to beautify the village  
Move overhead utilities underground  
Provide signage, street lighting, landscaping and pedestrian amenities  
Integrate parks and open spaces

**ASSETS & OPPORTUNITIES.**  
*Emphasize history as a key asset and opportunity for the future*  
*Support existing businesses*  
*Integrate new businesses to fill existing gaps in products and services*  
Develop a Village that is supportive for residents, locals and tourists  
Enhance trail network and improve use of Town land for recreation and green spaces

# Community Design Workshop #1, October 4, 2014

## Village Design Workshop #1

October 4, 2014  
Small Group Hands on Activity



2

### Arrival ....

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## Village Design Workshop #1

October 4, 2014  
Small Group Hands on Activity



4

### Village Pedestrian Connectivity ....

allows people to safely get to, from and between Destinations.

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### Natural Features, Recreation & Open Space ....

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# Community Design Workshop #2, November 22, 2014

**A fresh design for York Village that ... creates 21st century function along with cherished historic qualities, balances competing pedestrian and vehicular needs and fosters economic prosperity...**

**GREATER VILLAGE DESIGN STRATEGY**

**VILLAGE ASSETS**  
Capitalize on York Village DESTINATION RESOURCES: Town Hall, First Parish Church, Library & Museum Sites

**PARKS & RECREATIONAL OPPORTUNITIES**  
Integrate open spaces and trails to enhance quality of life for locals and to draw visitors to the Village area

**ENHANCE CONNECTIVITY**  
Enhance the existing trail network to provide connecting links between residential areas, schools and the Village

**VILLAGE DESIGN STRATEGY**

**REINFORCE VILLAGE HEART**  
First Parish Church, Library, York Museum & Historic Sites, Hospital

**STRENGTHEN CONNECTIONS**  
Improve accessibility and connections through higher density centers, such as the library, museum sites and hospital.

**FOSTER VIBES OF PLACE**  
Preserve the traditional village character and facilitate uses to foster vitality and sense of community.

**VILLAGE CENTER STRATEGY**

**HERITAGE DISTRICT**

**INDUSTRIAL DISTRICT**

**VILLAGE CENTER**

The Downtown Revitalization Collaborative

## Community Design Workshop #2 Three Concepts at the Heart

**VILLAGE CENTER STRATEGY**

**DESIGN IMPLICATIONS**

Minimal change to existing street pattern.

Roadway alignment may favor higher vehicle speeds, but less congestion.

Equal weight given to York Street & Long Sands Road.

Town Common and bus lanes along E are read as the most important part of the Village.

**Town Common Concept - "Y" Pattern**

**DESIGN IMPLICATIONS**

Continuity of York Street

Roadway alignment curved to allow vehicle speed through lanes

Heart space is the historic common, extending across the southern edge of the Village Center

Breaks Village into equal parts, with emphasis at the message of the Heritage & Business Districts

**Town Square Concept - York Tee Pattern**

**DESIGN IMPLICATIONS**

Continuity of Long Sands Road

Roadway alignment along southern village center, that north side of the Village is separated.

Heart space is equally divided in the Town Square, offering placemaking & activity opportunities

**Town Square Concept - Long Sands Tee**

## Village Design Workshop #2

**Put the "village" back in York Village by...**  
creating 21st century function along with cherished historic qualities; balancing competing pedestrian and vehicular needs; fostering economic prosperity.

**1 Start with Scenarios at the Village Heart**  
15 min

- Review the 3 scenario diagrams. Play around with them.
- Think qualitatively over 5 years, 10 years and 20 years. Based on what you know or can envision, select 1 diagram that best balances competing pedestrian and vehicular needs.
- Tape the selected diagram in place.

Summarize top points here. If more space is needed use pad.

**STRATEGY - GREATER VILLAGE**

**Town Common Concept - "Y" Pattern**

**Town Square Concept - York Tee Pattern**

**Town Square Concept - Long Sands Tee**

**2 Add Other Considerations Around the Heart**  
15 min

- monument - use a red dot (example here)
- sidewalks & crosswalks - use yellow color lines or areas (example here)
- on-street & off street parking - use pink color lines or areas (example here)
- open spaces, green spaces and trails - use green color lines or areas (example here)

Where space is limited - balance is required. What might be gained and what might be sacrificed?

**3 Name Your Concept**  
15 min

- Stand back and admire your concept
- What is the most exciting or ambitious part of your concept?
- Summarize your concept. What is the theme or theme?
- What are your concept's greatest strengths and challenges?
- Name your concept. Have fun! What were the candidates? Why did you choose this name?

Summarize top points here. If more space is needed use pad.

**4 Wrap Up**  
15 min

- Adjust any previous work
- Select a spokesperson and the facilitator. Review and help prep for the presentation.
- Add group names and move back to meeting room - bring boards & easel.

**Group #**


Names

## Put the "village" back in York Village by....

creating 21st century function along with cherished historic qualities;  
balancing competing pedestrian and vehicular needs;  
fostering economic prosperity.

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- Tape the selected diagram in place.

Summarize top points here. If more space is needed use pad.

**2 Add Other Considerations Around the Heart**  
15 min

- Think qualitatively over 5 years, 10 years and 20 years and add the following considerations:
- monument - use a red dot (example here)
- sidewalks & crosswalks - use yellow color lines or areas (example here)
- on-street & off street parking - use pink color lines or areas (example here)
- open spaces, green spaces and trails - use green color lines or areas (example here)

Where space is limited - balance is required. What might be gained and what might be sacrificed?

# Community Design Workshop #2, November 22, 2014



# Community Design Workshop #3, February 7, 2015

## Village Design Workshop #3

### York St. Concepts

### Intersection Concepts

**York Village Master Plan  
Concept for Discussion**

February 6, 2015  
The Downtown Revitalization Collaborative

**Complete Streets Choices and Trade-offs**  
 Designs that balance traffic, sidewalks, parking, bikes, lights and trees are called **Complete Streets**. How our village streets function and look today are the consequence of choices and trade-offs made a half century ago. Likewise, choices and trade-offs we make through our current Master Plan will set the stage through the next half century for our children and their children.

## Complete Streets Choices & Trade-offs

Designs that balance traffic, sidewalks, parking, bikes, lights and trees are called **Complete Streets**.

How our village streets function and look today are the consequence of choices and trade-offs made a half century ago.

Likewise, choices and trade-offs we make through our current Master Plan will set the stage through the next half century for our children and their children.

**1**  
15 min

### Intersection Concepts ("Y" or "Tee")

- Which intersection concept are you most excited or concerned about? Why?
- Think qualitatively over the next half century, which concept makes choices and trade-offs/gains and sacrifices that strike the best balance between pedestrians, streetscape and vehicles? Why?
- Help inform the Master Plan - which is your Preferred Concept?

Summarize here. If more space is needed use pad.

**2**  
25 min

### York Street Concepts (from Berger to Bagel)

- Think qualitatively over the next half century, what about the plan most excites or concerns you?
- Keeping Complete Streets Choices and Trade-offs in mind, do you think the plan strikes the best balance between pedestrians, streetscape and vehicles?
- If changes might improve the it, please so indicate on the plan:
  - ✓ sidewalks & crosswalks – use yellow color dots (yellow dot)
  - ✓ on-street & off street parking – use red color dots (red dot)
  - ✓ trees & green space – use green color dots (green dot)
  - ✓ benches/tables – use blue dots (blue dot)

Summarize here. If more space is needed use pad.

**3**  
5 min

### Wrap Up

- Quick Straw Poll – Support the Town proceeding towards implementation? Yes, Undecided, No
- Select a Spokesperson (not the facilitator). Review and help prep for the presentation.
- Add group number and names & move back to meeting room – bring boards & easel!

**KEY - PLAN FEATURES**

- T-style intersection with bracketed pedestrian crossings. Stop at Long Sands Road westbound. Stop lanes on York St. eastbound and Long Sands Rd. westbound.
- Central town green & plaza space with monument, interpretive sign, lighting, seating & plantings
- New sidewalks with shade trees, seating, lighting & green space
- Open space with plantings and seating opportunities
- New sidewalk with seating, directional signage & street lights
- Pedestrian plaza with plantings, seating, street lights & directional signs
- Footwalk with pedestrian ramps near library and park space

**KEY - SYMBOLS**

- Sidewalk / Xwalk
- Street Light
- Bench seating
- shade tree
- evergreen tree
- shrub grouping
- Plantings
- Easement

DATE: February 7, 2015

**"TEE" INTERSECTION CONCEPT**  
 YORK VILLAGE MASTER PLAN PROJECT 2015

Project Team:  
 Downtown Revitalization Collaborative  
 Sachin Architects & Planners (Project Leader)  
 Design Services: R.L.P. (landscape architecture)  
 Moore & Matheson (Civil)  
 Landmark Construction (Civil)

SPONSORED BY:  
 YORK VILLAGE  
 1710P COMMITTEE  
 TOWN OF YORK  
 1700 YORK STREET  
 YORK, MAINE 03906

**1**  
15 min

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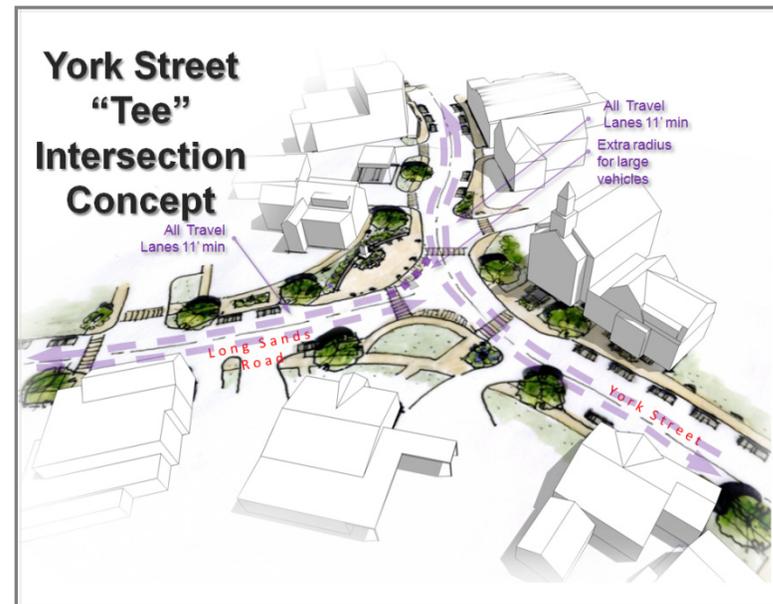
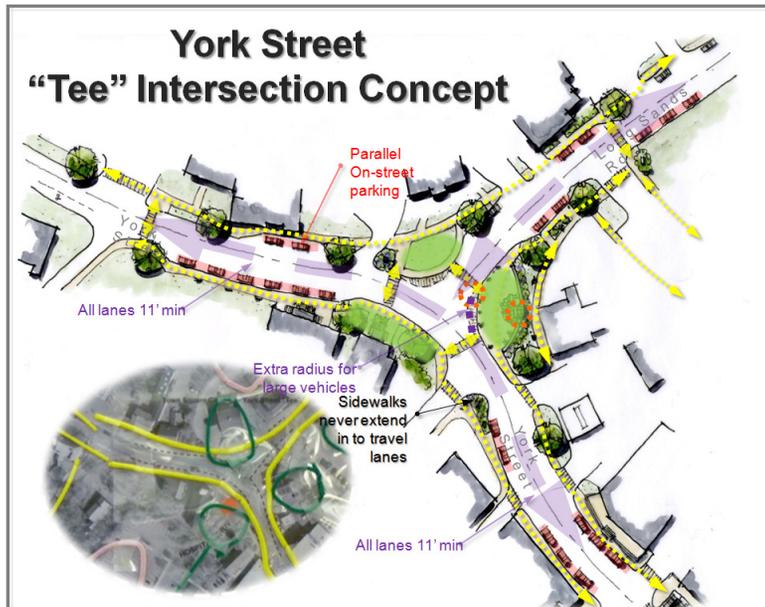
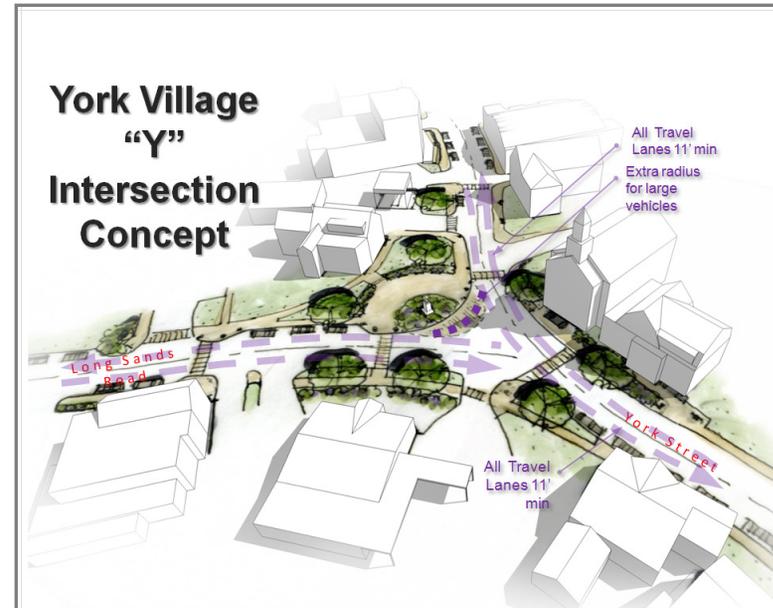
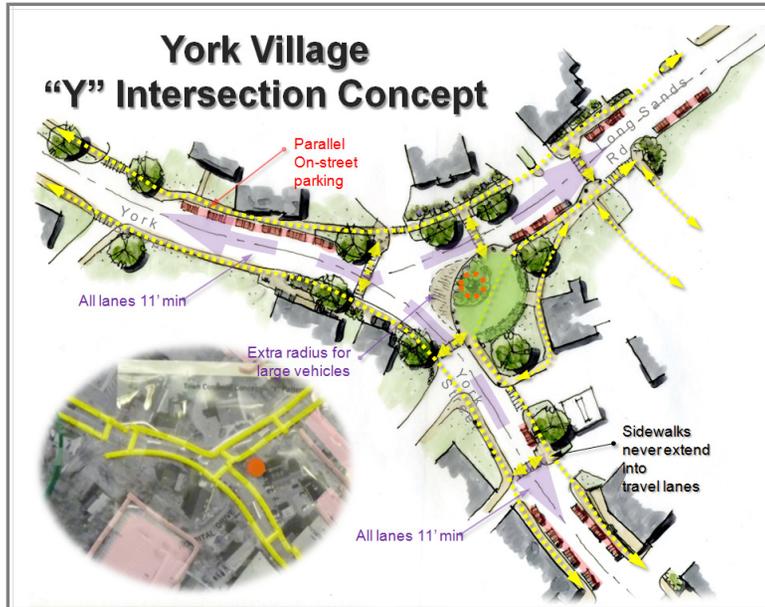
**2**  
25 min

### York Street Concepts (from Berger to Bagel)

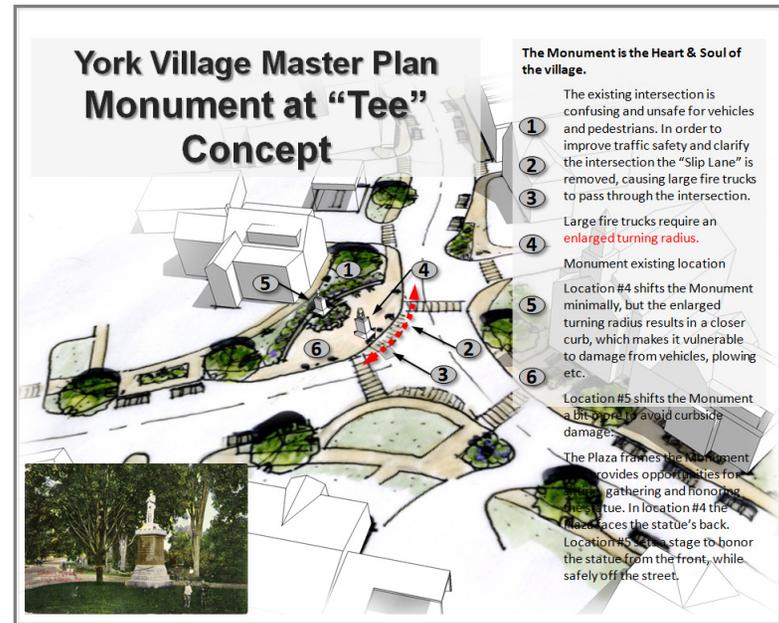
- Think qualitatively over the next half century, what about the plan most excites or concerns you?
- Keeping Complete Streets Choices and Trade-offs in mind, do you think the plan strikes the best balance between pedestrians, streetscape and vehicles?
- If changes might improve the it, please so indicate on the plan:
  - ✓ sidewalks & crosswalks – use yellow color dots (yellow dot)
  - ✓ on-street & off street parking – use red color dots (red dot)
  - ✓ trees & green space – use green color dots (green dot)
  - ✓ benches/tables – use blue dots (blue dot)

Summarize here. If more space is needed use pad.

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