

Veronica L. Costa  
vcosta@eatonpeabodyconsulting.com



77 Sewall Street, Suite 3000  
Augusta, Maine 04330  
Telephone 207-622-9820  
Fax 207-622-9732  
eatonpeabodyconsulting.com

November 25, 2013

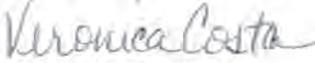
Laura Santini-Smith  
Director of Tax Incentive Programs  
Dept. of Economic & Community Development  
59 State House Station  
Augusta, ME 04333-0059

RE: Town of Farmington Downtown TIF

Dear Smitty,

Enclosed is an application for a Town of Farmington Downtown Municipal TIF District and Omnibus Development Program. Please contact me directly if you have any questions or if there are items that need to be addressed for approval of this application.

Thank you,

  
Veronica L. Costa

Enclosure

Cc: Richard Davis, Town of Farmington

# Town of Farmington

153 Farmington Falls Road, Farmington, Maine 04938

Tel: 207-778-6538 Fax: 207-778-5871

E-mail: [info@farmington-maine.org](mailto:info@farmington-maine.org)

TDD (Emergency): 911 / TDD (Administration): 207-778-5873



November 18, 2013

Commissioner George Gervais  
Maine Department of Economic and Community Development  
Burton M. Cross Office Building  
59 State House Station  
Augusta, ME 04333-0059

Re: Town of Farmington Downtown TIF

Dear Commissioner Gervais:

In accordance with Chapter 206 of Title 30-A of the Maine Revised Statutes, as amended, enclosed for approval herewith is an application for the *Town of Farmington Downtown Municipal Tax Increment Financing District and Downtown Omnibus Development Program*. The application was approved by Town vote at a Special Town Meeting on October 29, 2013. A record of that municipal approval is included.

Further, this letter is to certify that all information contained in this TIF application is true and correct to the best of my knowledge.

The Town of Farmington appreciates DECD's attention to this application, and we look forward to approval once your review has been completed. This application was prepared with the assistance of Eaton Peabody Consulting Group, and Veronica Costa of their staff is prepared to answer any of your questions regarding this submittal. If I can be of further assistance, please don't hesitate to call my office at the number shown.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Davis".

Richard Davis  
Town Manager

cc: Veronica Costa, Eaton Peabody Consulting Group

**APPLICATION COVER SHEET  
MUNICIPAL TAX INCREMENT FINANCING**

**A. General Information**

1. Municipality Name: <b>Town of Farmington</b>		
2. Address: <b>153 Farmington Falls Road, Farmington, ME 04938</b>		
3. Telephone: <b>207-778-6530</b>	4. Fax: <b>207-778-5871</b>	5. Email: <b>rdavis@farmington-maine.org</b>
6. Municipal Contact Person: <b>Richard Davis, Town Manager</b>		
7. Business Name: <b>N/A</b>		
8. Address: <b>N/A</b>		
9. Telephone: <b>N/A</b>	10. Fax: <b>N/A</b>	11. Email: <b>N/A</b>
12. Business Contact Person: <b>N/A</b>		
13. Principal Place of Business: <b>N/A</b>		
14. Company Structure (e.g. corporation, sub-chapter S, etc.): <b>N/A</b>		
15. Place of Incorporation: <b>N/A</b>		
16. Names of Officers: <b>N/A</b>		
17. Principal Owner(s) Name: <b>N/A</b>		
18. Address: <b>N/A</b>		

**B. Disclosure**

1. Check the public purpose that will be met by the business using this incentive (any that apply):		
<input type="checkbox"/> job creation	<input checked="" type="checkbox"/> job retention	<input type="checkbox"/> capital investment
<input type="checkbox"/> training investment	<input type="checkbox"/> tax base improvement	<input checked="" type="checkbox"/> public facilities improvement
<input type="checkbox"/> other (list):		
2. Check the specific items for which TIF revenues will be used (any that apply):		
<input type="checkbox"/> real estate purchase	<input type="checkbox"/> training costs	<input type="checkbox"/> debt reduction
<input type="checkbox"/> machinery & equipment purchase	<input checked="" type="checkbox"/> other – Improved street lighting and sidewalks, multi-use bridge connecting West Farmington to Downtown, Grange improvements and other capital costs within district.	

**C. Employment Data**

List the company's goals for the number, type and wage levels of jobs to be created or retained as part of this TIF development project (please use next page).
---

No jobs are anticipated to be created or retained as a result of this TIF at this time.

# Town of Farmington, Maine

---

*Downtown Municipal Tax Increment Financing District and Downtown Omnibus Development Program*

*Approved by the Farmington Board of Selectmen on October 29, 2013*

INTRODUCTION .....	1
I. THE DEVELOPMENT PROGRAM .....	2
A. Statement of Means and Objectives.....	2
B. Brief Description of Financial Plan. ....	2
C. Description of Public Facilities to be Constructed .....	3
D. Uses of Private Property. ....	4
E. Plans for Relocation of Displaced Persons .....	4
F. Proposed Regulations and Facilities to Improve Transportation.....	4
G. Environmental Controls.....	4
H. Plan of Operation upon Completion .....	4
I. Calculations of Tax Shifts.....	5
J. Duration of the Program .....	5
K. Physical Description of the District .....	5
II. FINANCIAL PLAN.....	6
A. Estimates of Development Costs .....	6
B. Description of the Financing Structure and Amount of Indebtedness to be Incurred .....	6
C. Estimates of Captured Assessed Value of the District.....	6
D. Captured Assessed Value to be Applied to the Development Program.....	6
E. Impact of TIF on all Taxing Jurisdictions.....	6
F. Statistical Data .....	6
G. Financial Data. ....	7
III. RECORD OF MUNICIPAL APPROVALS.....	7
Exhibit A: Farmington Downtown Plan	
Exhibit B: Tax Shift Calculations and Projections	
Exhibit C: District Maps	
Exhibit D: Assessor’s Certificate	
Exhibit E: Statutory Requirements and Thresholds Worksheet	
Exhibit F: Public Notice	
Exhibit G: Attested Minutes of Public Hearing	
Exhibit H: Attested Warrant Articles	

## **INTRODUCTION**

In April 2013, the Town of Farmington approved a “Farmington Downtown Development Plan” (the “Plan”), which is attached hereto as Exhibit A. The Plan calls for the use of a designated Downtown Tax Increment Financing District and Municipal Omnibus Development Program (“Downtown TIF District” and “Development Program”). The Downtown TIF District and Development Program are enacted as a means of putting the recommendations outlined in the Plan into action.

Tax increment financing is a proven method of strengthening ties between businesses, the community, and the broader regional economic base. In order to redevelop the downtown, it is imperative to leverage investments that occur within the TIF District to provide incentive for other downtown development. Additionally, a Downtown TIF may make use of new taxable value captured in other TIF Districts so long as 100% of the new taxes generated within the Downtown District are captured during that tax year.

With the creation of the *Town of Farmington Downtown Tax Increment Financing District*, the Town will be able to shelter the increase in municipal valuation anticipated as the Downtown continues to develop, allowing the Town to utilize the tax revenues received from investments within the District. Without the TIF, the increased valuation would reduce the Town’s share of Essential Programs and Services Aid to Education and Municipal Revenue Sharing, and would increase its county tax assessment.

Creating a TIF district serves a number of public purposes, including the diversification of the municipal tax base; maintaining and increasing property tax revenues generated within the district; providing a means to pay for investment in public facilities and construction of public infrastructure needed to provide incentives for development; and creating and maintaining employment opportunities.

The proposed District encompasses approximately 229.56 acres. The District is a portion of the Downtown Core and Mixed Use Areas designated in the Plan. It includes a combination of commercial and mixed-used properties. The proposed Downtown TIF District will support community development objectives by:

- Addressing any blight conditions and the continued overall improvement to the look and image of the downtown;
- Improving the marketing of the downtown and exploration of new and appropriate economic potential;
- Creating a downtown that continues to expand its capacity to attract visitors and serves local residents;
- Financing public infrastructure improvements that will continue to help improve the District; and
- Identifying potential funding options that the Town may wish to pursue to implement its Downtown Development Plan.

This TIF District and associated Downtown Omnibus Development Program provides a range of municipal investments making use of TIF District revenues, as outlined in **Table 1**. Further, this Omnibus Development Program allows the Town, by vote of its Board of Selectmen, to enter into Credit Enhancement Agreements (“CEA”) with private enterprises to further encourage investment and development in the District.

## **I. THE DEVELOPMENT PROGRAM**

**A. Statement of Means and Objectives.** To assist in facilitating the project, the Town of Farmington is designating certain properties as a Municipal Downtown Development and Tax Increment Financing (TIF) District, pursuant to Chapter 206 of Title 30-A of the Maine Revised Statutes, as amended. A thirty (30) year TIF Development Program is proposed. The majority of TIF revenues will be used for implementation of the Town’s Downtown Development Program for public infrastructure in support of the Downtown area. The purpose of the TIF is to provide funds for the Town to implement the municipal investment priorities identified in its Downtown Development Plan. Whenever possible, TIF revenues will be used to leverage federal and state grant money. The planned improvements will make the area more attractive for private investment.

TIF revenues will be made available for projects that are general in nature and others that are site or use specific. The Town is proposing to capture 100% of the new assessed value in real estate property within the District over the original assessed value for the proposed 30 year period. However, as part of this Development Program, the Town, by vote of its Board of Selectmen, may capture any value less than 100% on any year of the Program. The projections in Exhibit B represent 100% capture every year for 30 years.

Creation of the proposed TIF district will encourage and enable a number of properties to be redeveloped, stimulate new businesses and employment opportunities, and establish a funding program for the development of new or improved infrastructure in Farmington’s Downtown. These investments will benefit residents, businesses, consumers, and visitors alike. The project will also advance the Town’s economic goals, as well as the State of Maine’s goals of providing new employment opportunities, broadening the tax base, and improving the State and local economy.

It is further specifically the primary intention of this program to support brick and mortar projects within this district.

This Omnibus Development Program shall allow current or future Boards of Selectmen to enter into CEA’s that allow for a portion of new taxes paid on projects within the District to be returned to the Developer for financing purposes.

**B. Brief Description of Financial Plan.** A 30 year investment schedule is included in Exhibit B. Estimates of assessed values from 2005 to the most recent tax year were used to establish an average annual increase in assessed value in the District of one and a half percent (1.5%). The projections are conservative estimates to demonstrate the new value, and thusly new TIF revenues generated annually, without any single significant investment. Town projects will be financed using TIF revenues, state and federal economic development incentives, and the issuance of general obligation bonds, if and when appropriate.

**C. Description of Public Facilities to be Constructed.** The Downtown Development Plan will continue to be a guide for selecting projects for this TIF Program. The Town of Farmington anticipates using the TIF revenues for a variety of public infrastructure projects both within and outside of the designated District. Table 1, below, provides a list of projects anticipated to be funded with the TIF revenues generated within the District boundaries. TIF revenues may also be used as match to generate additional sources of funding, and to fund economic development efforts that support downtown revitalization. Should the Town issue general obligation bonds or incur other debt for any of these projects, TIF revenues may be used toward the financing or interest costs associated with these projects. In that event, the Town will notify the Maine Department of Economic and Community Development.

**TABLE 1: Municipal Development Program Projects**

Ref #	Project	Eligibility Under Title 30-A	Estimated Cost
<b>MUNICIPAL INVESTMENTS WITHIN THE PROPOSED TIF DISTRICT</b>			
1	Capital Improvements to the historic Grange, including but not limited, use for commercial purposes, Farmer's Market, access to public restrooms. <sup>1</sup>	§5225(1)(A)	\$10,000
2	Administrative costs, including, but not limited to, reasonable charges for the time spent by municipal employees in connection with the implementation of this and other development programs.	§5225(1)(A)(5)	\$10,000
3	Organizational costs related to the establishment or future amendment of the District	§5225(1)(A)(7)	\$10,000
4	Costs to design and build a multi-use bridge over the Sandy River connecting West Farmington to the "core" of Farmington Downtown.	§5225(1)(A)(1-4)	\$2,600,000
5	Improved street lighting, sidewalks, and other infrastructure amenities in the Downtown, including but not limited to those referenced within the Downtown Plan.	§5225(1)(A)(1)	\$250,000
6	Eligible development district signage capital costs and other capital costs within the District, including but not limited to public restrooms, cultural center, expanded downtown parking.	§5225(1)(A)(1)	\$100,000
7	Professional service costs for market study for business expansion and attraction, cultural center study, and downtown parking study.	§5225(1)(A)(4)	\$25,000
<b>MUNICIPAL INVESTMENTS OUTSIDE THE PROPOSED DISTRICT BUT DIRECTLY RELATED TO OR MADE NECESSARY BY ITS ESTABLISHMENT</b>			
8	Costs to fund mitigating and adverse impacts of the district upon the municipality including public facilities or improvements located in the District. This includes, but is not limited to, Projects referenced in the Downtown Plan and includes the transfer of TIF funds from other Districts that have an impact on the Downtown District, if needed, and only if 100% of the new value in the Downtown District is captured.	§5225(1)(B)(2)(3)	\$200,000
<b>COMMUNITY-WIDE MUNICIPAL INVESTMENTS</b>			
9	Capital to support the community's existing or a newly established grant or Revolving Loan Fund that supports allowable costs.	§5225(1)(C)(3)	\$250,000
10	Skills development and training programs, and equipment for	§5225(1)(C)(4)	\$40,000

	such programs for jobs created or retained in the Town, including costs for training funds to provide skills and training, to include scholarships to in-state educational or on-line programs when in-state options are not available. <sup>1</sup>		
11	Matching funds for grants the Town may eligible to apply for to support economic development projects. <sup>1</sup>	\$5230	\$100,000
12	Costs of funding economic development program(s) and projects including, but not limited to, those projects herein, as well as events developed by the municipality for marketing itself as a business or arts location; consultants to carry out allowable programs or projects; and membership in economic development agencies such as AVCOG, Chamber of Commerce, etc. <sup>1</sup>	\$5225(1)(C)(1)	\$90,000
<b>TOTAL:</b>			<b>\$3,685,000</b>

<sup>1</sup> This project is part of another TIF Program in the Community.

**D. Uses of Private Property.** Creation of a TIF District is a proven method for encouraging investment in the community. In order to continue its efforts to develop the Downtown, it is imperative to leverage investments that occur within the TIF District to provide for other Downtown development. The purpose of this TIF District and Development Program is to provide funds for the Town to implement the municipal investment priorities identified in the Downtown Development Plan. TIF funds will be used, together with any federal and state grant money, to finance public infrastructure improvements that will make the area more attractive for private investment.

**E. Plans for Relocation of Displaced Persons.** No displacements are anticipated as a result of this Program.

**F. Proposed Regulations and Facilities to Improve Transportation.** Any improvements considered in the TIF District found to be critical to the enhancement of the downtown will be made in accordance with the standards for vehicular traffic of the Maine Department of Transportation. Any such improvements would be intended to accommodate all necessary vehicular traffic related to the project and provide capacity for development and growth in the future.

**G. Environmental Controls.** Any improvements proposed in the Development Program will comply with all federal, state and local rules and regulations and applicable land use requirements. Projects that are undertaken by private developers will need to be in compliance with applicable local and state rules and regulations. Each individual developer will be solely responsible for seeing that all applicable compliance measures are adhered to.

**H. Plan of Operation upon Completion.** Improvements in the TIF District within the public way will at all times be owned by the Town of Farmington, or its successors and assigns, which will be responsible for payments of all maintenance expenses on said improvements. Improvements made to private properties will be owned and maintained by each individual owner of record. During the life of the TIF District, the Town Manager or his/her designee will be responsible for all administrative matters concerning the implementation and operation of the TIF District.

**I. Calculations of Tax Shifts.** The “Tax Shift Methodology” uses local property tax valuation as a basis for calculations to estimate any shifts to the municipal share of county taxes, revenue sharing, and education costs. The following is the process used to derive these tax shifts.

**County Tax Shift.** In order to produce this result, information must be obtained from the Maine Revenue Services and the County government of which the District will reside in. First, the most recent County State Valuation should be obtained. The averaged Captured Assessed Value for the District for the life of the project will then be determined. The averaged Captured Assessed Value is then divided by the Current County State Valuation. To find the estimated average county tax over the life of the District, you must obtain the County Tax for the Town for the last five years. The average change is then determined and projected to the middle of the districts life. This projected tax was multiplied by the factor developed above to arrive at the County Tax Shift.

$$\frac{(Captured Assessed Value)}{(Captured Assessed Value + Current County State Valuation)} \times Estimated Average Annual County Tax$$

**Revenue Sharing Shift.** The total Municipal Revenue Sharing amount was obtained for the State Treasurer in order to complete the following formula:

**Step 1:**  $\frac{Municipal Population \times Local Property Tax Levied}{State Local Valuation} = Current Factor$

**Step 2:**  $\frac{Municipal Population \times Local Property Tax Levied}{State Local Valuation + Captured Assessed Value} = Adjusted Factor$

**Step 3:**  $\frac{Current Factor}{Adjusted Factor} = 1.X$

**Step 4:**  $1.X - 1.0 = .X$

**Step 5:**  $.X (Total Municipal Revenue Sharing Amount) = Revenue Sharing Shift$

**Education Tax Shift.** State law requires that an estimate be made of how much of a loss in State aid to education a community would experience had the TIF District not been created. The premise for this requirement is that if the TIF did not exist and the development still occurred, other taxing jurisdictions would benefit by the (TIF) Town paying more *and receiving less*. Changes in the distribution of State funding for education have required TIF applicants to develop other methodologies that more accurately reflect the “Education Shift”.

**J. Duration of the Program.** The Downtown Tax Increment Financing District shall be for a term of thirty (30) years commencing April 1, 2014 and concluding March 31, 2044.

**K. Physical Description of the District.** The TIF district will encompass approximately 229.56 acres of the core downtown area of Farmington, Maine as defined in the Farmington Downtown Development Plan, encompassing both public and private buildings and open public spaces, and is integral to the vitality of the Town’s overall economic development.

1. Maps delineating the properties in the proposed District and a municipal map showing the site location of the proposed TIF District relative to the municipal boundaries are attached as Exhibit C.

2. The original assessed value of taxable real property within the district boundaries is \$52,747,100 as of April 1, 2012 (March 31, 2013). A certification by the Town of Farmington's Assessor that the original assessed value established represents the taxable real estate within the district's physical description, as delineated on the attached map, is attached as Exhibit D.

## **II. FINANCIAL PLAN**

The Development Program Fund is pledged to and charged with the payment of the project costs in the manner provided in 30-A M.R.S.A. §5227(3)(A)(1) (Supp.2004).

**A. Estimates of Development Costs.** The Town is using a conservative estimate of development costs. The projections outlined in Exhibit B estimate a 1.5% increase above the OAV each year with no new investments. Using this methodology, additional value within the District over the 30 years totals approximately \$30,146,361.

**B. Description of the Financing Structure and Amount of Indebtedness to be Incurred.** The Town does not anticipate incurring any debt at this time but reserves the right to incur debt to facilitate, in part or in whole, any of the aforementioned projects within the Development Program at a later date.

**C. Estimates of Captured Assessed Value of the District.** Estimates of the captured assessed value for the TIF district during the life of the Development Program are included in Exhibit B.

**D. Captured Assessed Value to be Applied to the Development Program** (Allocation of TIF Revenues). Up to 100% of increased assessed real property values will be applied to the Development Program. Any funds not applied to the Development Program will be put into the general fund. If any funds that are anticipated to be applied to the Development Program are instead returned to the general fund, then the corresponding amount of local valuation may not be included as part of the captured (sheltered) assessed value as specified by the Town.

On a case-by-case basis the Town, through its Board of Selectmen, may allocate a portion of TIF revenues generated on a parcel of land within the District under a CEA with the Developer of that project. To the extent the Board does subsequently negotiate and execute an agreement with a Developer, the Town expects that such future CEAs approved by the Board will allocate between 0% and 100% of the tax increment generated by the project to the Developer. The actual percentage shall be negotiated on each case at the Board's discretion.

**E. Impact of TIF on all Taxing Jurisdictions.** The tax shifts which may result from the project during the term of the District, using information provided by the Town of Farmington, the State of Maine Department of Education, and the Maine Revenue Service is also included in Exhibit B and is for illustration purposes only.

**F. Statistical Data.** A Statutory Requirements and Thresholds Worksheet is attached as Exhibit E to verify that (1) at least 25% of the real property within the proposed District is either a blighted area; in need of rehabilitation, redevelopment or conservation work, or is suitable for commercial or arts district uses; (2) the total area of a single development district does not exceed 2% of the total acreage of the municipality and the total area of all development districts does not exceed 5% of the total acreage of the municipality; and (3) the original assessed value

of the proposed District plus the original assessed value of all existing TIF districts within the municipality does not exceed 5% of the total value of taxable property within the municipality as of April 1, 2012.

**G. Financial Data.** The Development Program requires establishment of a Development Program Fund pledged to, and charged with, the payment of the project costs in the manner outlined in 30-A M.R.S.A. §5227 (3)(A) (Supp. 2005). Over the 30 year TIF term, the Development Program provides for up to 100% of the incremental tax revenues retained from the increase in assessed real property value within the TIF District to be captured by the Town within this Development Program Fund, to the extent that the then current assessed value exceeds the OAV.

The TIF District Development Fund is established consisting of (1) a project cost account (“Project Cost Account”) pledged to and charged with payment of project costs outlined in the financial plan; and (2) in the event of municipal indebtedness, a development sinking fund account(s) (the “Sinking Fund Account”) pledged to and charged with the payment of debt service on any municipal debt issued to finance the Town improvements.

The Project Cost Account shall consist of one or more Town cost sub accounts (the “Town Cost Sub Account”) pledged to and charged with the payment of costs of the Town’s project costs.

TIF revenues allocated to the Town will be deposited into one or more Sub Accounts of the Project Cost Account to finance the costs for the infrastructure improvements or other projects outlined in Table 1 undertaken by the Town. In the event the Town issues any municipal debt, TIF revenues shall be deposited into the Sinking Fund Account.

Should the Town choose to enter into a Credit Enhancement Agreement with a Company or Developer, payments to the Company or Developer will be made from the Developer’s Cost Sub Account. The proceeds of the Board-approved Credit Enhancement Agreement will be utilized by the Company or Developer to defray the costs of the Company or Developer’s project as described in the Agreement. In any fiscal year, payments made under any Credit Enhancement Agreement will be made periodically following the payment of the associated property taxes on the Company or Developer’s project to the Town.

The Town reserves the right to make transfers between development program fund accounts as required, provided that the transfers do not result in a balance in the development program sinking fund account that is insufficient to cover the annual obligations of that account, consistent with 30-A M.R.S. § 5227(3)(C) (Supp. 2005).

### **III. RECORD OF MUNICIPAL APPROVALS**

Pursuant to Maine Statute, the Town of Farmington was required to hold a public hearing before submitting an application to the State of Maine Department of Economic and Community Development for the designation of the Municipal Development and Tax Increment Financing District and for approval of the Omnibus Development Program for said District. The Town of Farmington held a public hearing for these purposes on October 29, 2013 at 6:30 p.m. at the Farmington Community Center, 127 Middle Street, Farmington, Maine.

Maine law also requires that notice of the public hearing be published at least 10 days prior to the hearing in a newspaper of general circulation. Attached as Exhibit F is a copy of the Notice of Public Hearing which appeared in the *Morning Sentinel* on October 11, 2013.

A Special Town Meeting was held for the Town to consider the proposed Farmington Downtown Tax Increment Financing District and Omnibus Development Program on October 29, 2013. The minutes of that meeting are included as Exhibit G. A record of the Town vote approving designation of the Municipal Downtown Development and Tax Increment Financing District and adopting the Omnibus Development Program for said District is included as Exhibit H.



**Town of Farmington**  
**Downtown Development Plan**

April 9, 2013

## **Introduction**

This Plan provides an outline of the projects and programs for continued development in Farmington Downtown. Downtown Farmington is an asset to the entire community. As the home of the University of Maine at Farmington, together with its history, location, architecture, and business make Downtown Farmington unique in Maine and beyond. The entire community is focused on development of the Downtown as broadly described in this Plan.

The Plan offers the community a list of tasks, categorized as either Projects or Programs that, as implemented, will provide for continued development of Downtown Farmington. There are many organizations, groups, businesses or individuals that play and may continue to play a role in the Downtown. This Plan is intended to provide the community a range of tasks that may be implemented by any range of those groups and organizations.

This Plan is the result of many months of work and a series of community workshops. It captures, as much as possible, the hopes for continued development in Downtown Farmington.

The community has deliberately “redefined” downtown more broadly as a larger geographic area than might be expected. This larger downtown is intended to expand the focus of Downtown development beyond Main Street and is inclusive of more places and business. It further extends the opening for all citizens and businesses located Downtown or residents across the community to become involved in Downtown development.

The entire community shall be involved in the implementation of this Plan. The Town (government) of Farmington encourages individuals, groups, and business to become engaged and work in a collaborative way to coordinate on this work with the common goal of improving Farmington’s greatest asset—its Downtown.

This Plan is the result of community engagement and it has become the Town’s Plan for continued improvement in its Downtown. Every citizen of Farmington has a right and is encouraged to be involved in the implementation of this Plan.

## Contents

Introduction.....	i
Summary Overview.....	1
Where is Downtown Farmington?.....	2
University of Maine, Farmington.....	4
Development Tasks: Projects & Programs.....	5
Program: Coordination Meeting.....	5
Program: Downtown Tax Increment Financing District.....	5
Project: Downtown Public Restrooms.....	7
Project: Bridge over Sandy River.....	7
Program: Market Analysis.....	9
Project: Signage.....	9
Program: Branding, a Precursor to Effective Advertising.....	11
Program: Web Presence, Social Media Communications.....	11
Program: Advertising Campaign.....	12
Program: Signature Event.....	13
Program: Façades.....	14
Program: Continued Bus Tours.....	14
Project: Streetlights and Sidewalks.....	14
Program: Shop Local Campaign.....	15
Program: Downtown Cultural Center.....	16
Program: Clarify a New Business Opportunity in Partnership with UMF—a Copy and Shipping Center.....	16
Project: Downtown Parking Structure.....	17
Summary of Projects and Programs.....	17
Acknowledgments.....	17
Downtown Farmington Development Tasks: Projects & Programs.....	18

## Summary Overview

Downtown Farmington is a vibrant and growing center of commerce in Franklin County. As the home to the University of Maine at Farmington, the County Seat, and the historical and current center of business and commerce, the Downtown is a shining example of a rural center of commerce in Maine.

This Downtown Development Plan was commissioned by the Town of Farmington. It has been guided through the efforts of many groups, business owners, and the Board of Selectmen. In this Plan, the Downtown and its areas of influence and growth are defined and range of tasks is proposed for continued development.

The Plan represents a vision and goal for the continued economic growth of the Downtown within the context of the entire Town's growth and future. The Town is refining its economic development tools with a community wide vision. *Because Downtown Farmington is an asset utilized by the entire community, implementation will require the involvement of all citizens and business' of Farmington to make this vision a reality.* The Town seeks input and assistance in the implementation of this Plan from any and all interested and concerned citizens and businesses.

The Plan is organized as and presents a number of "tasks" categorized as either a Project of Program. Each task requires coordination, organization, and collaboration in order that it be accomplished in an efficient manner. The Town (government) shall be charged with promoting coordination and collaboration in the implementation of this Plan.

### The Plan

- Tasks
  - Projects: "Bricks & Mortar"
  - Programs: "Soft", planning, organizational

A Project is a concrete, "bricks and mortar" task. A Project may be public infrastructure or it may be non-public (owned by a private or not-for-profit organization). Projects may be financed with public, private, or a combination of public and private funds.

A Program is a planning, administrative, organizational or "soft" task. Programs too, require funding. An organization (or the Town government) may organize and complete a Program task but that requires time. Time is money. The Town recognizes the value of individual, business, and organization time required to complete Program Tasks.

Some Projects and Programs may be financed, in part, by Tax Increment Financing (TIF) funds, if a TIF District is established. The establishment of a TIF District is

recommended Program. Some aspects of this Plan, however, may not be eligible for TIF funding.

The Plan begins by defining Downtown Farmington. The Plan then outlines Programs and Projects. These are presented in an order that may be considered as sequential but not necessarily so. Many of the Programs and Projects are overlapping in nature. One may require the completion of the other. The order of the Programs and Projects is not necessarily a priority order but may be considered as such, based in part on the community workshops held in preparing this Plan.

The Plan

- Defining Downtown
- Tasks: Projects & Programs

## Where is Downtown Farmington?

Through a series of workshops, this Plan has defined “Downtown”. This definition of Downtown is based on a community sense and desire for a greater downtown. The community clearly wishes to consider Downtown more than “just Main Street.” It was determined that the Downtown was not defined by any distinct boundaries, but rather as an area with three ‘softly defined’ areas. *The Downtown and “areas” presented in this Plan are not in any way zoning districts, or defined exactly by street boundaries or property lines. Rather the downtown ‘areas’ gives this Plan a geographic definition of Downtown Farmington that reflects a community “feel” and provides a vision for a stronger, larger, and more vibrant downtown community.*

If one thinks of larger cities, a downtown is typically defined by small areas or neighborhoods. It is not suggested, here, that Downtown Farmington has three neighborhoods, but rather that the downtown has three areas that all complement one another and create a vibrant and expanded vision for Downtown Farmington.

The attached Map identifies Downtown Farmington and its three areas. From the center going outward, there is clearly an area that we call the *Downtown Core Area*. In general this area stretches from South Street and continues north along High Street to Anson Street, west across Main Street, then south roughly along Pleasant and Front Streets to Main Street, wrapping back up Main to South Street. From here it stretches east along South Street and back up to High Street. This area includes traditional and historical architecture and is, generally speaking, the core of Downtown Farmington. The Downtown Core Area does not correspond directly with the Town’s Village Business District or the Village Business Historic District. Our Plan is not intended to directly correspond with these or any other zoning districts, but rather serve as a plan for the Downtown in its entirety as we are defining it.

The second area of our Downtown Plan includes residential areas as well as commercial areas that we propose are directly interrelated with the continued growth and development of the Core Area in the future. We call this the *Downtown Mixed Use Area*. It includes neighborhoods that house many of the residents, students, and walking traffic that support the Core Area. For the first time, it also includes the business and community areas near the Town Offices and West Farmington.

Finally, the third area, the *Downtown Commercial Connection Area*, is a non-contiguous area representing the gateway to Downtown and to the other commercial regions of the community that we believe have important growth potential. Growth in this Area would further “connect” the downtown to incoming traffic, business customers, visitors, and the balance of the residents of Farmington. It should be noted that this area is also home to some residences. Our characterization of the area as ‘commercial’ is in no way meant to minimize the importance of residences in this area, but rather we propose the businesses in this Area become more connected to the Mixed Use and Core areas as part of this Plan.

Downtown Farmington More than Main Street
• Core Area
• Mixed Use Area
• Commercial Connection Area

The Town of Farmington believes it is critical to the future of the entire Downtown that all these areas collectively be considered “downtown”. This Plan includes the development of the long planned multi-use bridge over the Sandy River, connecting West Farmington to the Core Area. The Plan also includes new and redesigned signage to define the ‘larger’ Downtown. The full integration of West Farmington and other areas into the organization and design of Downtown Farmington is a key component to continued development of the areas comprising the newly defined downtown.

The balance of the Plan outlines Projects and Programs recommended to enhance and continue to develop Downtown Farmington. These Programs and Projects (tasks) are presented, generally, in an order for implementation, but the final decision on when and how a task is accomplished is up to the Town (government) and the organizations and citizens that help implement this Plan. Some of the task may be accomplished by private business or citizens. Some may be accomplished by organizations in the community. Many, if not most, may require coordination and collaboration between all. Some may need to be implemented by the Town (government). *Regardless of how and who does any proposed task, any recommendations regarding public funds or activities are, of course, directed by the Board of Selectman representing the citizens of Farmington*

First, however, given the unique nature and physical layout of the University of Maine at Farmington with Downtown, a short review of its role in Downtown development is presented.

## **University of Maine, Farmington**

As UMF is clearly an integral part of the physical, social and economic fabric of downtown, it is worth, as an aside, to comment on the role of UMF in the Downtown and make some recommendations with regard to this Plan.

Established as the first center for public higher education in Maine, UMF is preparing to celebrate its 150th year. It intends to do so through a number of events on the anniversary of its “charter,” October 9, 2013. It is also planning a yearlong celebration as the state’s first public institution of higher education. President Foster has made it clear that this is a celebration of “place” and is also a celebration of strong and enduring relations between the University and the Town of Farmington. There is intent that the 150-year celebration become a recurring event in some way, or spawn recurring programs—this represents an opportunity to partner with the Town, and other organizations in the design of an event that may become the “signature” annual event for Farmington.

UMF faculty, staff, and students have played and should continue to play a role with a number of downtown Projects and Programs. UMF as an institution wants to encourage this participation and intends to reengage its faculty and staff with downtown efforts. This may include faculty working to help organize or bring more focused attention to existing events (e.g., the Fiddlehead Festival or Chester Greenwood Day). UMF students may continue to serve or be encouraged to take a role in organizations through volunteering, internships, or the Partnership for Civic Advancement (the Partnership).

The Partnership will encourage outside business or organizations to take advantage of the applied knowledge and skills of UMF students. An organization may, for example, develop an internship for one or more students to support the tasks of this Plan.

The University is clearly an asset to Downtown Farmington. UMF and Downtown have evolved together and will continue to do so. With new leadership at UMF, there may be any number of opportunities to plan and seek to grow and develop UMF and the Downtown, together. President Foster may renew previous ideas or present some of her own for new development projects that support UMF programs and downtown efforts. One such Project, explored further on page 16, would see UMF students, faculty, and staff collaborate with community members to convert a currently vacant downtown location into a new business. Another would have the University partnering with the Historical Society to create a community gathering space, showcasing perhaps the diversity of town and regional talent in art, music, and culture and filling a retail niche to be determined.

## **Development Tasks: Projects & Programs**

The balance of this Plan summarizes a wide range of Projects and Programs to be considered and implemented for the continued development of Downtown Farmington. There is no specific priority order of the Projects or Programs presented. They are generally presented in a potential sequential order, but many may overlap in terms of the way they are implemented and some may become prioritized by the community sooner rather than later. Some general recommendations on funding are presented, notably but not exclusively with respect to the use of Tax Increment Financing. Each Development Task is labeled as either a Program (“soft costs”) or Project (“hard costs” e.g., infrastructure).

### **Program: Coordination Meeting**

*It is critical for efficiency’s sake that the implementation of this Plan be lead by the Town. This is not to say the Town Government do or finance all projects. Indeed, there are a number of organizations that may play a role in implementing this Plan.* The first recommended Program is a facilitated “Coordination Meeting” between groups all working for a common goal (development in downtown). The purpose of this Program is to identify possible overlap of efforts and thus efficiencies to be gained through cooperation, shared costs, and shared benefits of working together.

This meeting should be facilitated so that all interests are heard and common action items are met. It is likely that such a meeting may identify more specific roles and costs for some organizations, need for consultants, or additional recommendations. Such additional roles, costs, or recommendations may be considered as input or perhaps even official “amendments” to this Plan as the community better identifies who shall do what and the costs for Programs or Projects that rise to the level of immediate priority.

### **Program: Downtown Tax Increment Financing District**

*The creation of a Downtown Tax Increment Financing (TIF) District is recommended.* A TIF District is a geographic area within a municipality designated for the purpose of capturing new tax revenues over a period of time and reinvesting those into allowable economic development infrastructure, programs, and capital (public and private) investments. A TIF District works like this.

- A geographic area (the District) is established.
- The term (number of years) that the District shall be in place is identified.
- The assessed value of the properties in that District are certified and declared as the “original assessed value” OAV of the District.
- In the subsequent years of the District a portion of the new value above the OAV is “captured”.

- The captured value is “sheltered” from the following subsidy and tax calculations:
  - State Revenue Sharing
  - State Aid-to Education
  - County Tax

The sheltering value is estimated when the TIF is established. In essence the sheltering “hides” the new assessed value from the above subsidy and tax calculations, resulting in more net revenue to the municipality. The above calculations assume that as a community’s assessed value increases, it should get fewer subsidies and be taxed more. As a result of sheltering those values, the *new* increased value not being factored into those formulae.

The taxes generated on the new sheltered value are used in the approved TIF Development Program. State statute limits the use of TIF revenues for economic purposes. TIF revenues may be used for allowable costs within the District as well as outside the District. Those uses are limited but the following uses of future TIF revenues are recommended:

- A. Continued capital costs of infrastructure within the Downtown District including:
  - i. Sidewalk and lighting extensions
  - ii. Public restrooms – as allowable in portion of Old North Church (recommended)
  - iii. Additional engineering, other professional services for work in the District
  - iv. Additional engineering and capital costs for the Sandy River Bridge
- B. Extension of public infrastructure outside the District necessitated by the future growth and expansion in the District. Such projects might include, for example, but are not limited to:
  - i. necessary sidewalk or other infrastructure extensions outside the TIF District but into other *Areas* of the Downtown
  - ii. Allowing the Downtown TIF District’s Municipal Development Program and account shall accept municipal TIF revenues from other designated TIF Districts to mitigate any adverse impact of the District as a result of those Districts. In this event, 100 percent of the tax increment of the Downtown District shall be committed to its Program.
- C. Community wide programs or projects that support the Downtown

- i. Funding of the downtown economic development program based on this Plan and the Strategic Marketing Plan, including hiring of consultants to implement these Plans. This might include promotional activities that promote the Downtown as a place of business or a location of arts.
- ii. Portion of municipal staff salaries as per their time on the administration or implementation of this Plan
- iii. Funding for continued capital and maintenance improvements of multi-use recreation trails around the town that connect to the Downtown
- iv. Signage and banners that direct visitors to the Downtown

It is also recommended that the Town establish the opportunity to offer Credit Enhancement Agreement(s) (CEAs) to commercial property owners that invest in their property. The Town may wish to establish a threshold above which CEAs will be entertained. There may be a range of CEAs offered for future business and job creation but also, as noted, as part of the existing Façade RLF Program.

The TIF District will include a detailed “Development Program” that will outline the public expenditures from the TIF District revenues. All such expenditures will be approved following the Development Program guidelines and municipal (Farmington) standard budgeting and expenditure procedures.

### **Project: Downtown Public Restrooms**

There are currently no *public restrooms in the Downtown Core*. There is, however, increased public attraction to the Downtown. The recent expansion of tour bus traffic into the downtown creates greater demand. The investment and maintenance of such infrastructure is important for the addition of the bridge and continued increased traffic into Downtown as a result of potential future development. The Farmington Historical Society’s Old North Church may be considered as a site for such facilities. In exchange for the location of public restrooms, municipal tax increment financing (TIF) dollars may be used for a portion of the building renovation. The Historical Society current renovation plans may be altered to consider public restrooms, re-engineered costs, and presented to the Town as a potential use of TIF funds. Additionally, other properties (the Octagon and Titcomb houses), owned by the Historical Society may be considered for other developments in the Downtown.

### **Project: Bridge over Sandy River**

The community has long discussed a bridge over the Sandy River connecting West Farmington to the Downtown Core. As importantly, this would extend the Jay-Farmington Rail Trail into the Downtown Core. We believe the long-term economic impact as a result of the increased multi-use traffic into the core would be significant.

And, as noted, this would truly signify the inclusion of West Farmington as part of Downtown Farmington.

The Louis Berger Group, Inc. prepared the most recent Preliminary Design Report for the proposed multi-use *bridge over the Sandy River*. The recommended design aligns the bridge along the current right-of-way from the abandoned Maine Central Rail Road. The path is designed as a 10-foot wide path that would extend the existing Jay-Farmington trail to the Sandy River and into Downtown. Easements would be required from abutting neighbors and the University of Maine. There is an easement that allows snowmobiles and non-motorized traffic on the west side of the River to the bank – this easement does not allow all-terrain vehicle use.

The recommended bridge design is estimated to cost \$1.65MM. Funding may be requested from federal and state bond sources but the Town will need to have \$330,000 “in hand” to file an application. Currently there is no local funding plan for the bridge. There is \$5,000 in a reserve fund that came from donations before the cost magnitude of the bridge was known. There is currently no active fundraising effort.

Maine DOT facilitates a number of federally funded safety programs to encourage and enable safe bicycling and walking in Maine. The program uses dedicated federal sources to provide funding assistance in partnership with communities to improve the quality of the community environment. The two primary funding sources, both federal, are Transportation Enhancement (TE), and Recreation Trails Program (RTP).

The TE Program was renamed and programmed as the Transportation Alternatives (TA) funding program under the 2012 Transportation Bill. Maine DOT’s program principally supports locally-initiated projects that improve the community transportation environment, economic vibrancy, safety for pedestrians and bicyclists, downtown revitalization initiatives and environmental mitigation. There is a required 20 percent local share under this program. Applications are typically available and funded in the spring of even numbered years.

Transportation Alternatives funding opportunities are available to help expand transportation choices and enhance the transportation experience through eligible activities related to surface transportation, including pedestrian and bicycle infrastructure and safety programs, scenic and historic highway programs, landscaping and scenic beautification, historic preservation, and environmental mitigation. A key element to successful TA (formerly TE) projects are their ability to demonstrate that project will provide improved access or improve safety conditions. TA funds may not fund motorized trails. Thus, as the Sandy River Bridge is intended as multi-use (including motorized), TA funds are not a viable source.

The Maine Recreation Trails Program (RTP) is an annual funding program. The maximum grant allowed in 2013 is \$100,000 (for bridges). The deadline for funding in 2013 has passed. Applications for 2014 will likely be required by the fall of 2013.

The Northern Border Regional Commissions may be another source of funds. NBRC projects include and focus on transportation infrastructure across its multi-state region. The projects must demonstrate job generation, business development and other public services for the distressed counties in the region, including Franklin. Further, the projects should also promote resource conservation, tourism, recreation, and preservation of open spaces in a manner consistent with economic development goals. Most significantly, NBRC funding is considered “non-federal” and thusly may be used as part of the local or non-federal match for federal program.

*A renewed effort focused on funding for the Sandy River multi-use bridge during 2013 with a targeted funding application in 2014 is recommended.* The Androscoggin Valley Council of Governments (AVCOG) and others could be approached to assist.

### **Program: Market Analysis**

A recently completed Strategic Marketing Plan identified a goal to “Strengthen Existing Business and Recruit New Ones to Develop a Viable Economic Base in Downtown.” The objectives in this goal follow the basis of business retention and expansion. As an initial start, *the Town may consider an analysis of the current retail and service market in the Downtown in comparison to nearby or comparative communities to support a business expansion and attraction program.*

A market analysis will better serve the existing business and serve as a guide to attracting new business. The University of Maine Community Retail Trade Area may be considered. There are other types of market assessments available as well.

### **Project: Signage**

There are a variety of *signs* as one enters Downtown Farmington but there appears to be no consistency. *It is recommended that additional signs and a proposal to collaborate with UMF on signage or banners in the Downtown are undertaken.* There are two existing signs welcoming and directing visitors to Farmington and Downtown. There is a “Farmington Events” Sign as one enters Farmington from the west on Route 2/4 Wilton Road. This sign is managed by the Town and provides space for announcements of public or non-profit events. There is also a “Farmington” (welcome) sign as one enters from the east along Route 2/27 the Farmington Falls Road. There is a “Downtown Directional” sign as one enters from the east on Route 2/27, Farmington Falls Road. This sign includes space for downtown events. It directs traffic to turn right onto Main Street and into the Downtown Core.

The Farmington Events and Downtown Directional signs are not designed the same. *It is recommended that, to coincide with a common "brand" signs for downtowns are all alike.* This provides the visitor with common design elements and comfort in the directions provided by the common signs. There are additional sites where signs may be considered, welcoming and directing visitors to the Downtown, as defined in this Plan.

Within the Downtown, signage may be improved and better integrated with UMF. Indeed, President Foster has pledged UMF financial support to a coordinated and integrated signage program. What has been proposed is a common banner bracket that denotes Farmington and UMF with interchangeable banners for different seasons, events, or other occasions (e.g., graduation). *To begin, an RFP for a banner or signage program may be issued and coordinated between UMF the Town and other organizations with funding derived from UMF and the Town.*

The following signage (or common sign/banner) locations are recommended for consideration:

- a) "Farmington Events" Sign. In place, Route 2/4 Wilton Road facing west. Keep in place, redesign in time to match others.
- b) "Downtown Directional" Sign. In place, Route 2/27, Farmington Falls Road facing east. Keep in place, redesign in time to match others.
- c) "Historic Downtown Farmington" Sign. New sign, corner of Main and Front Streets (the south end of Front). This sign may provide banner location as well as direction to "Front Street District" and "Main Street and UMF".
- d) UMF and Downtown signs and banners. A number of locations may be identified by UMF in concert with the FDA to provide directions to UMF locations, downtown locations, and banner locations.
- e) "Welcome to Downtown Farmington" Sign. New sign, facing north to welcome drivers traveling south along Route 4/27, Fairbanks Road.
- f) "Downtown West Farmington" Sign. New sign. A directional sign clearly denoting both Downtown Farmington and West Farmington at the intersection of Route 2/4 Wilton Road and Oakes Street. Consideration of this sign and the "Welcome to Farmington" Sign (number 1) should be made to avoid overlap or confusion.
- g) "Welcome to Downtown Farmington" Sign. New sign. A welcome sign to be considered for those traveling east along Route 2/27 at High Street. The sign should direct travelers along Route 2/27 so that they enter from that route. However, it might be considered to denote to all the entire downtown as outlined in this Plan.

The Town maintains and improves much of the above noted infrastructure by its continued applications and engagement with the Maine Community Development

Block Grant (CDBG) Program. The CDBG Program should continue to be used as a source of revenue for infrastructure improvements.

### **Program: Branding, a Precursor to Effective Advertising**

Farmington has generally not marketed itself or its Downtown. Advertising should, of course, follow the designation of a clear, concise, and often repeated brand. *A “brand” for Downtown Farmington would be a “name” that distinguishes Downtown Farmington from other places and easily communicated and marketed.* It is not clear that Downtown Farmington has a well defined brand. The Greater Franklin Development Corporation is currently undertaken a branding effort for the entirety of Franklin County. Establishing a brand is the recommended next step to be followed by a strategic advertising campaign for the Downtown.

The brand should drive a consistent message and look to advertising. To proceed, it may be worth considering a simple brand for Downtown Farmington. Development of a brand is often challenging even in a hierarchical business organization. It is often contentious and very difficult in a membership-driven and community process. Still, the Town may wish to pursue contracting for the advice of a marketing consultant for such a process.

An alternative process is to offer a recommendation for community and membership feedback. A proposed “brand” is offered, here, for that purpose. Clearly, the community and municipal leaders want Downtown Farmington to belong to all the residents of Farmington. Projects and programs are designed to attract the residents of Franklin County to the downtown; to make Downtown Farmington their downtown. With no offense to any other community in the County, in many ways - if nothing else as the County seat - Farmington is the County’s downtown. The recent inclusion of motor coach traffic has enticed non-residents to make Farmington their downtown. *We propose the brand “Your Downtown.”*

The brand *Your Downtown* can be used in all promotion materials, whether the target market is the Town of Farmington, Franklin County, or even out-of-state residents. It can be used by all organizations and businesses that work to promote a program, product, or service. The brand *Your Downtown* can be embraced by residents and Downtown business.

### **Program: Web Presence, Social Media Communications**

To be most efficient and effective in the “marketplace” there should be a consistent and updated web presence to promote Downtown. A Google search of “Farmington downtown” results in Farmington Michigan and a map link to Farmington Connecticut. The Downtown Farmington Maine link is next in line. A constant web presence requires constant updating and activity that can only be generated by constant updating and

interest. *The Downtown web presence should be for the Downtown, not any one organization or another, but targeted to the interests of the potential customer.* Individual organizations that host events should have their own page describing their organization and of course linked to the "Downtown" page.

Likewise a Facebook page can be used, as well, to communicate and promote Downtown. "Likes" and links to other downtown business pages (as on the web in general) are critical. A common site that allows Downtown business and organizations to add events or sales may be an option as well.

A common web presence and social media presence should be created and maintained for the Downtown. It should include events, information, programs from any and all organizations that provide such for the Downtown. This will require coordination among the interested organizations. The sheer number of events, communications, and proposed advertising efforts underway and contemplated may require additional professional assistance. Efficient and effective web presence may require contracting to a web developer and perhaps event coordinators or advertising consultants.

Design, coordination and implementation of a brand campaign and renewed web and social media presence, designed to promote Downtown Farmington as a place for business and the arts may be funded as part of a Tax Increment Financing District Development Program. The oversight, coordination, and contracting of such work may, as well, be funded by TIF but coordination is of the utmost importance in the implementation of an efficient and successful program. The Town might consider a staged approach.

Initially, the community and partnering organizations may consider a contractual part-time Operations Coordinator. This may be structured in any number of ways, including through UMF (intern), contractually with the Town, or some kind of multiple organization contract or memorandum of understanding. An innovative agreement or Memorandum of Understanding between a number of organizations is proposed. The Town may take leadership to develop and construct such an MOU.

To do so, the Town should request "job descriptions" from organizations that may wish to collaborate. A contract through the Town may be forged that supports the needs of a number of groups in the community, with a focus on Downtown. A shared position would, of course, require additional coordination, funding support, and contracting between all partners.

Secondly, the community may create a committee of volunteers that may coordinate for any or all of the Downtown (and community wide) events. The Committee would help organize, budget, and implement the wide variety of events taking place in Downtown. Volunteers may run and most importantly evaluate the value of each event.

### **Program: Advertising Campaign**

With a clarified brand, web presence, and coordinated organizations, a logical next step is the development and implementation of an advertising campaign. UMF may be approached as part of a campaign if it aligns with their efforts for student recruitment. Likewise, in coordination with all organizations, such a campaign should be focused on the entire (expanded) Downtown. There are many tasks associated with preparing a campaign, the least of which is what medium and how to measure success. A Downtown advertising campaign should be supported by a number of businesses and organizations and may include joint funding and clearly must have a measurement model.

### **Program: Signature Event**

We recommend the development of a signature event in concert with the UMF 150<sup>th</sup> year celebration. As summarized below, *Summer Fest* is a multi-organizational event and may have lost its presence as a “signature event.”

As the major Downtown event, *Summer Fest* deserves some specific attention as part of this Plan. *Summer Fest* has evolved over many years to what it is today. The event has appeared to become a lot of different small fund raising events all on one day.

*Summer Fest* now includes a number of activities around the Downtown that are organized, financed, and delivered by a variety of organizations. The Town’s Fire Department holds the chicken barbeque; Up Country Artists host the “Art in the Park”; Mount Blue High School puts on the 5K road race; the Congregational Church hosts “Pie on the Porch”; and the Farmington Downtown Association organizes and hosts other vendors and activities on Broadway in the heart of downtown.

A Signature Event, by its very nature, should be new and innovative, yet keep to the traditions of Farmington and its Downtown. As noted above, such an event may be and perhaps should be coordinated and planned in partnership with UMF and its 150<sup>th</sup> year celebration. And, based on collaboration, such an event may be a “shared” event, hosted by the Town (municipality), operated by various organizations, and sponsored by businesses across the community.

*We recommend that representatives of any and all organizations working for the betterment of Downtown and all of the community discuss the development of a signature event along with the planning committee for the UMF 150th year celebration.* The development of such an event is likely best planned for the Fall of 2013, at the earliest. We suggest that the Town and other organizations partner with UMF in the initial design of an event that “belongs” to UMF as part of its 150<sup>th</sup> celebration, but in following years becomes the Farmington’s Downtown Signature Event. This gives the

community a year to develop and “test” the event, making 2014 the year it becomes a revenue generator.

### **Program: Façades**

A Façade Program is offered as part of the Town’s Revolving Loan Fund (RLF). The Town has an RLF that offer loans to businesses for expansion and development. The RLF specifically sets aside a zero percent loan for up to \$25,000 with a 15-year term. To date, however, there have been no façade funds awarded. We suggest, here, an additional incentive that may encourage future façade improvements.

Companies and property owners may be further encouraged to improve their façades and use the Façade Program by incorporating an incentive based agreement into the proposed Downtown Tax Increment Financing District (DT TIF)—see Page 5. *If the Town approves a Downtown TIF District, a Credit Enhancement Agreement (CEA) may be offered under certain conditions to property owners for the purposes of encouraging façade improvements and historic preservation and restoration.* A CEA may return a certain percentage of increased taxes on the property as a result of its (assumed) increased assessed value. The Façade Program Committee and ultimately the Town may require job creation or other conditions on the CEA. The property owner (business) may use the CEA to further pay down the Façade Program financing.

Certain properties in the Downtown are subject to historic codes as regulated in the signage ordinance. These are and have been valuable to help create and retain the “feel” and “look” of downtown. As the “definition” of Downtown in this Plan is expanded beyond the traditional core Downtown, continued review and revisions to the Town’s façade program may be warranted for the continued preservation and restoration of properties in the Downtown including all Areas defined in this Plan.

### **Program: Continued Bus Tours**

The recently organized and current bus tours appear to have been very successful in bringing in new customers to the Downtown. The “familiarization tours” with operators have successfully identified and secured some new tours. They have not been, of course, without some logistical challenges. Those challenges have been identified and addressed, including clarifying the bus parking areas, coordination of calls from tour operators, and establishing a designated phone line for inquiries. *The continued development and focus on the bus tour operators, assuring as much Downtown participation and expansion of the bus services as possible is recommended.*

### **Project: Streetlights and Sidewalks**

*Streetlights* have been installed and have been maintained. *Sidewalks* have been maintained and extended. The design of the lights has been consistent to reflect the common “feel” for Downtown. Streetlights and sidewalks “tie” a downtown together.

The continued integration of the downtown to include Front Street, West Farmington, and other areas will require an annual capital improvement fund. *The Town may consider the use of tax increment financing (TIF) for the purpose of continued investment in sidewalks and streetlights to fully integrate the Downtown community.*

The importance and value of extending the common lighting and sidewalks must be emphasized. Farmington has become and could become much more of a “walkable community”. Of particular importance is the comfort, safety and “feel” these infrastructure elements provide. This is important to the students and faculty at UMF, but even more so to the residences in Downtown Mixed Use and Commercial Connection Areas (see Downtown Map).

The following is a recommended schedule for new streetlight and sidewalk extensions:

- Upgrade decorative streetlights to match Granville fixtures on Cony Street
- Improvements and extensions north along Front Street (to “connect” Front to Main).
- Extend sidewalks south along High Street to Maple Avenue
- Extend the decorative lighting along High Street to South Street
- Improvements to sidewalks in West Farmington to match design and lighting characteristics in the Core Area—with intent that future bridge crossing over Sandy River match but also that the extensions meet the bridge on Bridge Street and continue on the east side into the Core.

As part of the above recommended schedule, it is highly recommended that additional input from business and residential stakeholders in the above noted areas is gathered. Of course, additional engineering and costing for the build out of these infrastructure elements is required.

*It is a primary premise of this Plan that West Farmington is and should be considered and planned as a part of Downtown.* The investment in sidewalks, lighting and pedestrian ways that extend from the Core into West Farmington will emphasize that much more than the words on this page.

### **Program: Shop Local Campaign**

A Bate’s College Student and Farmington resident has offered the community a stepped approach to design a shop local campaign. It is a well thought-out and concise series of eight steps to create such a program. The “report” also provides samples, including development of “cash mobs” to generate local sales.

Shop local efforts can be very effective at recalculating income in a community. They require, however, significant time and energy to establish and effectively operate—on a

regular basis. There are a number of variations on this theme, but all require local business participation and local promotion and participation. Because of the details associated with establishing and operating a successful shop local campaign. *It is recommended that the community further define the theme, goals and structure of a shop local campaign in 2013 and recommend a program, if any, in 2014.*

#### **Program: Downtown Cultural Center**

A new (or perhaps renewed) project that has surfaced during the creation of this Plan is the development of a Center for Arts & Culture in downtown. It would be a location where residents, UMF students, and visitors would be drawn to view, engage in, and be entertained by local, UMF, and regional art and artists and musicians. The Center would showcase the diversity of local and regional talent in art, music, and culture. The Center might be a collocated at the Historical Society's Old North Church. If collocated at the Old North Church along with the public restrooms, additional foot traffic will likely be generated up and down Church Street. *The Historical Society, interested organizations, and UMF are encouraged to begin talks on the possible collocation of such a Center at the Old North Church.*

#### **Program: Clarify a New Business Opportunity in Partnership with UMF—a Copy and Shipping Center**

During the preparation of this Plan, it was learned that Downtown Farmington no longer has a copy or printing center or shipping location. There may be a need for those services and a combined Copy and Shipping Center may be viable. The unique and innovative "twist" proposed is that students from UMF operate the center.

There are a number of universities that allow for the creation of faculty owned business. Nothing may prohibit the creation of one other than the faculty's own business acumen, interest, risk averseness, and resources. At the same time students may be organized as owner\operators. There is interest from faculty (and the President) at UMF to consider if and how UMF students may participate in for-profit business learning experience. UMF faculty and staff would need to identify their particular role, as well as that of the student workers.

It is beyond the scope of this Plan to complete any additional secondary or market research to validate or refute this suggestion but provide it here as an Action Item for the Committee. The business may be designed, leased, or owned in some public or private partnership. *It is recommended that an organization identify some possible locations, determine the market need (or not), and if market conditions are favorable gather UMF students, faculty, and staff that might collaborate to operate such a business.* To be clear, this recommendation for additional research is intended to develop a business that is privately operated (i.e., not subsidized) to fill a retail or service niche as determined.

### **Project: Downtown Parking Structure**

Proposed in the past and as a “solution” to a Downtown parking problem, considerable attention to the need of a parking structure or alternative parking areas should be made. Relative to the other two significant Projects (bridge, public restrooms) this becomes a third priority.

A parking structure (garage) for the downtown has also been identified as a future infrastructure need. A 2011 survey by Good Group Decisions included a survey of customers and their comments on parking as well as a “parking occupancy survey” of spaces on various days and times. As in many downtowns, the “parking issue” in Downtown appears to be one of perception, not reality.

Customers generally want the most convenient parking space. Further, drivers generally seek those spaces out ahead or before looking for “public parking” that is (as in Farmington) not in front of stores. Farmington’s public parking lots are very accessible and well signed. During the survey, at no times were these lots full. As the case in many downtowns the “parking issue” is more perception than actual. However, this perception is one that may need to be targeted to be overcome in the community.

*At this time the recommendation is to continue to review and improve parking signage and to revisit the parking structure question in 2015.*

## **Summary of Projects and Programs**

The recommended tasks, Projects and Programs are organized and summarized below. The list of tasks are categorized and ordered sequentially – in a recommended timeline order.

### **Acknowledgments**

It is important to recognize the efforts of all of the citizens, businesses and organizations that participated in the creation of this Plan. The Town Manager, staff, and Board of Selectmen played a leadership role in its creation. Representatives from a number of organizations including the Downtown Farmington Association, Historical Society, University of Maine Farmington, Greater Franklin Development Corporation and others provided valuable input and guidance. Finally, but of significant value was the input from citizens and business owners and managers from across the entire community. .

## Downtown Farmington Development Tasks: Projects & Programs

Task	Category	Description	Detailed Steps (recommended)
<b>Coordinating Meeting</b>	Program	Facilitated meeting to identify ways to coordinate and collaborate on implementation of this Plan	<ol style="list-style-type: none"> <li>1. Town organize and host</li> <li>2. Revise (amend) this Plan as appropriate</li> </ol>
<b>Downtown TIF</b>	Program	Seek community support and secure approval of Downtown TIF	<ol style="list-style-type: none"> <li>1. Establish TIF Committee to oversee creation</li> <li>2. Hold public information meeting</li> <li>3. Draft Development Program with consultant and District application;</li> <li>4. Design CEA options as part of Development Program</li> <li>5. Town holds Public Hearing;</li> <li>6. Special Town Meeting Vote;</li> <li>7. Submit and secure approval from DECD</li> </ol>
<b>Downtown Restrooms</b>	Project	Direct TIF funds to the final design and installation of restrooms into the Old North Church	<ol style="list-style-type: none"> <li>1. Review plans, confirm as eligible TIF project</li> <li>2. Develop financing and timeline for completion</li> <li>3. When complete, signage to direct visitors</li> </ol>
<b>Bridge over Sandy River</b>	Project	Multi-use bridge connecting West Farmington to Downtown Core	<ol style="list-style-type: none"> <li>1. Hold funding meeting with various agencies to develop funding timeline</li> <li>2. Assure pre-engineering details sufficient</li> <li>3. Review and clarify necessary permits, easements</li> <li>4. Submit for funding, savings, borrowing (option), sponsorships</li> <li>5. Final engineering, permitting, construction</li> </ol>
<b>Market Analysis</b>	Program	Prepare or contract for market assessment to advise business expansion and attraction	<ol style="list-style-type: none"> <li>1. Craft additional local assessment needs from business</li> <li>2. Develop RFP (if need be)</li> <li>3. Contract, deliver, present</li> </ol>
<b>Signage</b>	Project	Coordinate with UMF for new signage for downtown and campus	<ol style="list-style-type: none"> <li>1. Establish signage needs, in detail (Town appointed sub-committee, UMF)</li> <li>2. Clarify and secure support of design</li> <li>3. Prioritize locations, finalize budget</li> <li>4. Placement</li> </ol>

<b>Task</b>	<b>Category</b>	<b>Description</b>	<b>Detailed Steps (recommended)</b>
<b>Consider Brand for Downtown</b>	Program	Consider recommended brand in Plan or to establish another	<ol style="list-style-type: none"> <li>1. Present proposed brand to stakeholders;</li> <li>2. Based on feedback, is proposed brand agreeable:               <ol style="list-style-type: none"> <li>a. If yes, proceed with advertising around brand</li> <li>b. If no, consider options to adopt County Brand or own</li> </ol> </li> </ol>
<b>Web Presence</b>	Program	Create single Web and Facebook presence for Downtown Farmington, following agreed upon brand	<ol style="list-style-type: none"> <li>1. Review current web sites promoting Downtown</li> <li>2. Develop plan to amalgamate into single page(s)</li> <li>3. Establish mechanism and responsibility for updating including costs as necessary</li> <li>4. Monitor, evaluate, consider options of improvements</li> </ol>
<b>Establish advertising campaign</b>	Program	Clear, targeted advertising using revised web and social media presence as well as newly established and widely accepted brand.	<ol style="list-style-type: none"> <li>1. Identify geographic and demographic market</li> <li>2. Seek out publications for identified market, costs</li> <li>3. Establish methods of measurement</li> <li>4. Run campaign</li> <li>5. Evaluate, revise</li> </ol>
<b>Plan Signature Event</b>	Program	In cooperation with UMF develop a plan for such event	<ol style="list-style-type: none"> <li>1. Request seat on UMF 150 Planning Committee</li> <li>2. Consider role of various organizations</li> <li>3. Identify a market and budget for such event</li> <li>4. Spin-off initial event done by UMF as part of planned future event</li> <li>5. Set plans for event in 2014</li> <li>6. Hold inaugural Signature Event</li> </ol>
<b>Facades</b>	Program	Review and incorporate TIF and CEA into façade program and expand program into other portions of Downtown	<ol style="list-style-type: none"> <li>1. Review and revise existing façade program</li> <li>2. Include revisions as part of Downtown TIF</li> <li>3. Expand (perhaps altered) façade improvements in other areas, e.g., West Farmington</li> </ol>
<b>Bus Tours</b>	Program	Continue, improve, expand bus tours given capacity to serve	<ol style="list-style-type: none"> <li>1. Clarify (identify) designated parking area;</li> <li>2. clarify and share single contact and phone number;</li> <li>3. Report on activity, plan new "fam tours"</li> </ol>

<b>Task</b>	<b>Category</b>	<b>Description</b>	<b>Detailed Steps (recommended)</b>
<b>Streetslights &amp; Sidewalks</b>	Project	Extend sidewalks and streetlights in Core and into Mixed Use Area, notably West Farmington	<ol style="list-style-type: none"> <li>1. Based on recommendations, detail costs for improvements annually</li> <li>2. Confirm design to conform and "tie" Downtown together</li> <li>3. Budget for extensions of each annually, install</li> </ol>
<b>Shop Local</b>	Program	Review shop local proposal, coordinate among groups to identify lead	<ol style="list-style-type: none"> <li>1. Identify organization willing and with capacity to undertake "campaign"</li> <li>2. Identify promotion campaign, most effectively with common Downtown brand</li> <li>3. Implement campaign</li> </ol>
<b>Cultural Center</b>	Project	UMF and Historical Society possible collaboration to develop site for Farmington cultural center	<ol style="list-style-type: none"> <li>1. UMF and Historical Society confirm interest, site, costs, plans.</li> <li>2. Identify role and commitment of other organizations</li> <li>3. Fundraising, project development</li> </ol>
<b>New Business: Copy &amp; Print Center</b>	Program, Project	Market analysis and business plan for such demand, then corporate organization before site selection and business development	<ol style="list-style-type: none"> <li>1. Lead organization clarify market niche, demand, and business plan</li> <li>2. Identify site, if market feasible</li> <li>3. UMF consideration of staff, student interest and capacity</li> <li>4. Review legal, other issues, costs, project development</li> </ol>
<b>Downtown Parking</b>	Project	Assess current issues and need for structure in future	<ol style="list-style-type: none"> <li>1. Review and assess signing needs for current parking</li> <li>2. Monitor for future need of new structure</li> <li>3. If market demand, begin siting, costing, etc.</li> </ol>

**EXHIBIT B:**  
**Farmington Downtown TIF Revenue and Tax Shift Projections.**

base:	Est. Annual Investment - Real Estate	Projected Cumulative Investment	Real Estate	Projected Annual Assessed Value	Annual Assessed Value Retained (CAV)			Mill Rate	Gross New Taxes	Total TIF Revenues		
					%	\$	\$ Total					
1	\$791,207	\$791,207	\$803,075	\$803,075	100%	\$	803,075	16.60	\$	13,331	\$	13,331
2	\$791,207	\$791,207	\$815,121	\$815,121	100%	\$	815,121	16.60	\$	13,531	\$	13,531
3	\$791,207	\$791,207	\$827,348	\$827,348	100%	\$	827,348	16.60	\$	13,733	\$	13,733
4	\$791,207	\$791,207	\$839,758	\$839,758	100%	\$	839,758	16.60	\$	13,939	\$	13,939
5	\$791,207	\$791,207	\$852,354	\$852,354	100%	\$	852,354	16.60	\$	14,149	\$	14,149
6	\$791,207	\$791,207	\$865,139	\$865,139	100%	\$	865,139	16.60	\$	14,361	\$	14,361
7	\$791,207	\$791,207	\$878,117	\$878,117	100%	\$	878,117	16.60	\$	14,576	\$	14,576
8	\$791,207	\$791,207	\$891,288	\$891,288	100%	\$	891,288	16.60	\$	14,795	\$	14,795
9	\$791,207	\$791,207	\$904,658	\$904,658	100%	\$	904,658	16.60	\$	15,017	\$	15,017
10	\$791,207	\$791,207	\$918,227	\$918,227	100%	\$	918,227	16.60	\$	15,242	\$	15,242
11	\$791,207	\$791,207	\$932,001	\$932,001	100%	\$	932,001	16.60	\$	15,471	\$	15,471
12	\$791,207	\$791,207	\$945,981	\$945,981	100%	\$	945,981	16.60	\$	15,703	\$	15,703
13	\$791,207	\$791,207	\$960,171	\$960,171	100%	\$	960,171	16.60	\$	15,938	\$	15,938
14	\$791,207	\$791,207	\$974,573	\$974,573	100%	\$	974,573	16.60	\$	16,177	\$	16,177
15	\$791,207	\$791,207	\$989,192	\$989,192	100%	\$	989,192	16.60	\$	16,420	\$	16,420
16	\$791,207	\$791,207	\$1,004,030	\$1,004,030	100%	\$	1,004,030	16.60	\$	16,666	\$	16,666
17	\$791,207	\$791,207	\$1,019,090	\$1,019,090	100%	\$	1,019,090	16.60	\$	16,916	\$	16,916
18	\$791,207	\$791,207	\$1,034,376	\$1,034,376	100%	\$	1,034,376	16.60	\$	17,170	\$	17,170
19	\$791,207	\$791,207	\$1,049,892	\$1,049,892	100%	\$	1,049,892	16.60	\$	17,428	\$	17,428
20	\$791,207	\$791,207	\$1,065,640	\$1,065,640	100%	\$	1,065,640	16.60	\$	17,689	\$	17,689
21	\$791,207	\$791,207	\$1,081,625	\$1,081,625	100%	\$	1,081,625	16.60	\$	17,954	\$	17,954
22	\$791,207	\$791,207	\$1,097,849	\$1,097,849	100%	\$	1,097,849	16.60	\$	18,224	\$	18,224
23	\$791,207	\$791,207	\$1,114,317	\$1,114,317	100%	\$	1,114,317	16.60	\$	18,497	\$	18,497
24	\$791,207	\$791,207	\$1,131,032	\$1,131,032	100%	\$	1,131,032	16.60	\$	18,775	\$	18,775
25	\$791,207	\$791,207	\$1,147,997	\$1,147,997	100%	\$	1,147,997	16.60	\$	19,056	\$	19,056
26	\$791,207	\$791,207	\$1,165,217	\$1,165,217	100%	\$	1,165,217	16.60	\$	19,342	\$	19,342
27	\$791,207	\$791,207	\$1,182,696	\$1,182,696	100%	\$	1,182,696	16.60	\$	19,632	\$	19,632
28	\$791,207	\$791,207	\$1,200,436	\$1,200,436	100%	\$	1,200,436	16.60	\$	19,927	\$	19,927
29	\$791,207	\$791,207	\$1,218,443	\$1,218,443	100%	\$	1,218,443	16.60	\$	20,226	\$	20,226
30	\$791,207	\$791,207	\$1,236,719	\$1,236,719	100%	\$	1,236,719	16.60	\$	20,529	\$	20,529
31												
32												
	\$		\$ 30,146,361	\$ 30,146,361	100%	\$	30,146,361		\$	500,414	\$	500,414
			\$ 1,004,879	\$ 1,004,879			1,004,879		\$	16,680	\$	16,680

**ASSUMPTIONS**

Years in projection 30  
 Mill Rate (per thousand) 16.60  
 Annual Appreciation 1.5%  
 Original Assessed Value \$52,747,100



**EXHIBIT B:  
Farmington Downtown TIF Revenue and Tax Shift Projections**

	COMMUNITY			COMPANY		State/County Projected Tax Shift				
	New General Fund	TIF %	TIF Revenues	Total Revenues	%	TIF Revenues	EPS Education Shift	Revenue Sharing Shift	County Tax Shift	Total Tax Shift
base										
1	\$ -	100%	\$ 13,331	\$ 13,331	0%	\$ -	\$ -	(\$ -)	\$ -	\$ (0)
2	\$ -	100%	\$ 13,531	\$ 13,531	0%	\$ -	\$ 6,264	\$ 1,016	\$ 780	\$ 8,060
3	\$ -	100%	\$ 13,733	\$ 13,733	0%	\$ -	\$ 6,358	\$ 1,031	\$ 836	\$ 8,225
4	\$ -	100%	\$ 13,939	\$ 13,939	0%	\$ -	\$ 6,453	\$ 1,046	\$ 897	\$ 8,397
5	\$ -	100%	\$ 14,149	\$ 14,149	0%	\$ -	\$ 6,550	\$ 1,062	\$ 962	\$ 8,574
6	\$ -	100%	\$ 14,361	\$ 14,361	0%	\$ -	\$ 6,648	\$ 1,078	\$ 1,032	\$ 8,758
7	\$ -	100%	\$ 14,576	\$ 14,576	0%	\$ -	\$ 6,748	\$ 1,094	\$ 1,107	\$ 8,949
8	\$ -	100%	\$ 14,795	\$ 14,795	0%	\$ -	\$ 6,849	\$ 1,111	\$ 1,187	\$ 9,147
9	\$ -	100%	\$ 15,017	\$ 15,017	0%	\$ -	\$ 6,952	\$ 1,127	\$ 1,273	\$ 9,353
10	\$ -	100%	\$ 15,242	\$ 15,242	0%	\$ -	\$ 7,056	\$ 1,144	\$ 1,366	\$ 9,566
11	\$ -	100%	\$ 15,471	\$ 15,471	0%	\$ -	\$ 7,162	\$ 1,161	\$ 1,465	\$ 9,788
12	\$ -	100%	\$ 15,703	\$ 15,703	0%	\$ -	\$ 7,270	\$ 1,179	\$ 1,571	\$ 10,019
13	\$ -	100%	\$ 15,938	\$ 15,938	0%	\$ -	\$ 7,379	\$ 1,196	\$ 1,685	\$ 10,260
14	\$ -	100%	\$ 16,177	\$ 16,177	0%	\$ -	\$ 7,489	\$ 1,214	\$ 1,808	\$ 10,511
15	\$ -	100%	\$ 16,420	\$ 16,420	0%	\$ -	\$ 7,602	\$ 1,232	\$ 1,939	\$ 10,773
16	\$ -	100%	\$ 16,666	\$ 16,666	0%	\$ -	\$ 7,716	\$ 1,251	\$ 2,079	\$ 11,046
17	\$ -	100%	\$ 16,916	\$ 16,916	0%	\$ -	\$ 7,831	\$ 1,269	\$ 2,230	\$ 11,331
18	\$ -	100%	\$ 17,170	\$ 17,170	0%	\$ -	\$ 7,949	\$ 1,288	\$ 2,392	\$ 11,630
19	\$ -	100%	\$ 17,428	\$ 17,428	0%	\$ -	\$ 8,068	\$ 1,308	\$ 2,566	\$ 11,942
20	\$ -	100%	\$ 17,689	\$ 17,689	0%	\$ -	\$ 8,189	\$ 1,327	\$ 2,752	\$ 12,268
21	\$ -	100%	\$ 17,954	\$ 17,954	0%	\$ -	\$ 8,312	\$ 1,347	\$ 2,952	\$ 12,611
22	\$ -	100%	\$ 18,224	\$ 18,224	0%	\$ -	\$ 8,437	\$ 1,367	\$ 3,166	\$ 12,970
23	\$ -	100%	\$ 18,497	\$ 18,497	0%	\$ -	\$ 8,563	\$ 1,388	\$ 3,396	\$ 13,117
24	\$ -	100%	\$ 18,775	\$ 18,775	0%	\$ -	\$ 8,692	\$ 1,408	\$ 3,642	\$ 13,496
25	\$ -	100%	\$ 19,056	\$ 19,056	0%	\$ -	\$ 8,822	\$ 1,430	\$ 3,900	\$ 13,894
26	\$ -	100%	\$ 19,342	\$ 19,342	0%	\$ -	\$ 8,954	\$ 1,451	\$ 4,190	\$ 14,595
27	\$ -	100%	\$ 19,632	\$ 19,632	0%	\$ -	\$ 9,089	\$ 1,473	\$ 4,494	\$ 15,056
28	\$ -	100%	\$ 19,927	\$ 19,927	0%	\$ -	\$ 9,225	\$ 1,495	\$ 4,820	\$ 15,540
29	\$ -	100%	\$ 20,226	\$ 20,226	0%	\$ -	\$ 9,363	\$ 1,517	\$ 5,170	\$ 16,051
30	\$ -	100%	\$ 20,529	\$ 20,529	0%	\$ -	\$ 9,504	\$ 1,540	\$ 5,545	\$ 16,589
31	\$ -	100%	\$ 20,836	\$ 20,836	0%	\$ -	\$ 9,646	\$ 1,563	\$ 5,948	\$ 17,157
32	\$ -	100%	\$ 21,148	\$ 21,148	0%	\$ -	\$ 9,792	\$ 1,587	\$ 6,388	\$ 17,777
	\$ -	100%	\$ 500,414	\$ 500,414	0%	\$ -	\$ 235,142	\$ 38,112	\$ 76,418	\$ 349,672
	\$ -	100%	\$ 16,680	\$ 16,680	0%	\$ -	\$ 7,838	\$ 1,270	\$ 2,547	\$ 11,656

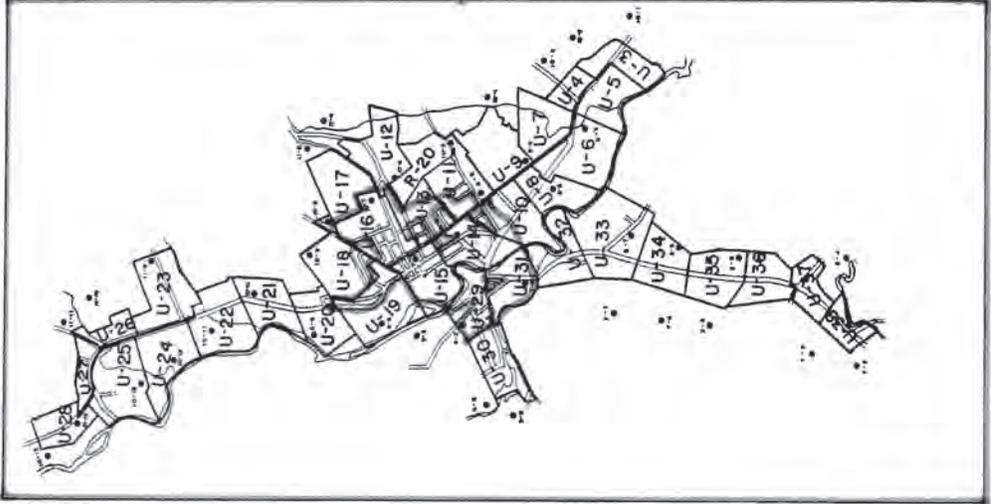
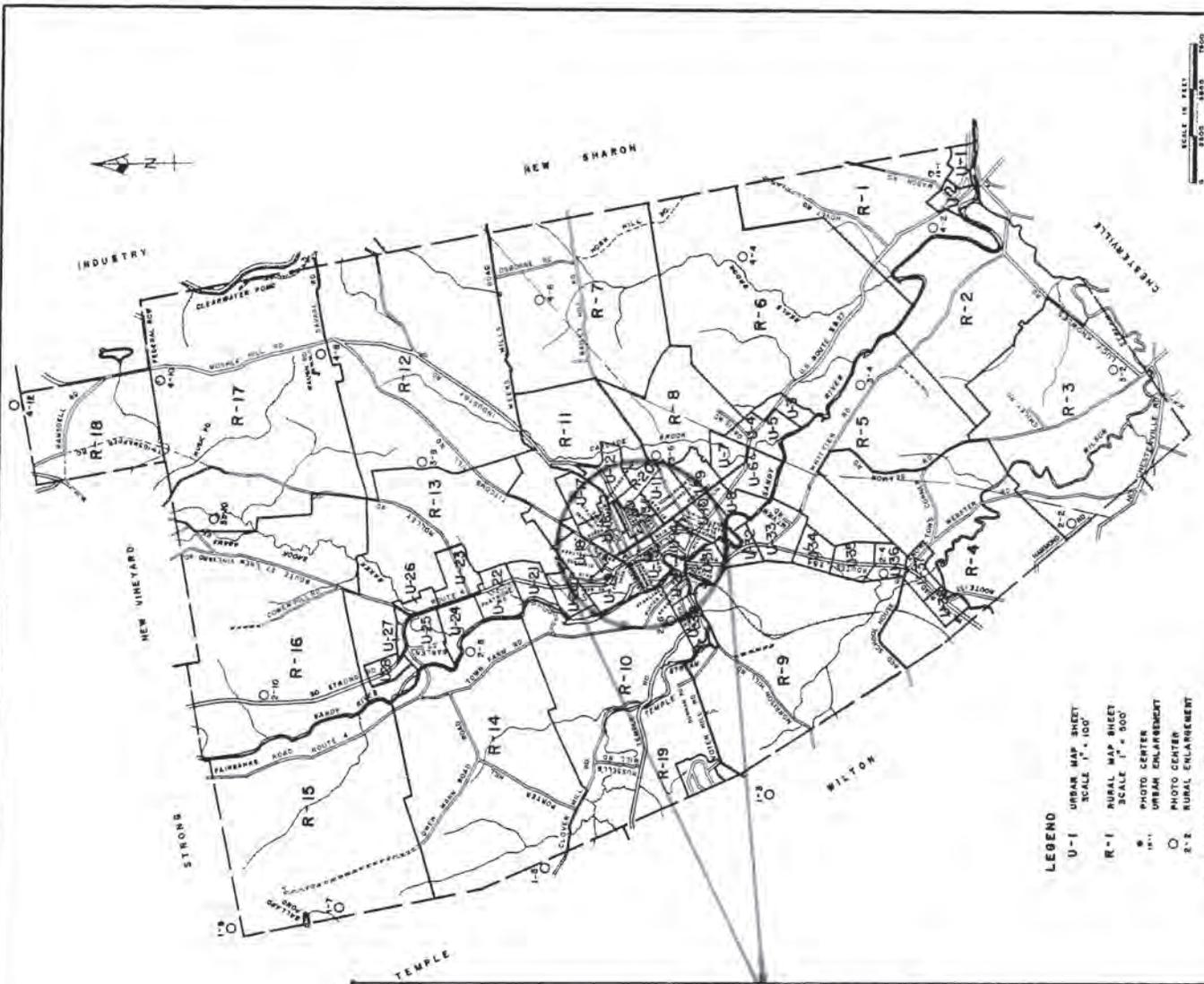


INDEX

FARMINGTON, MAINE

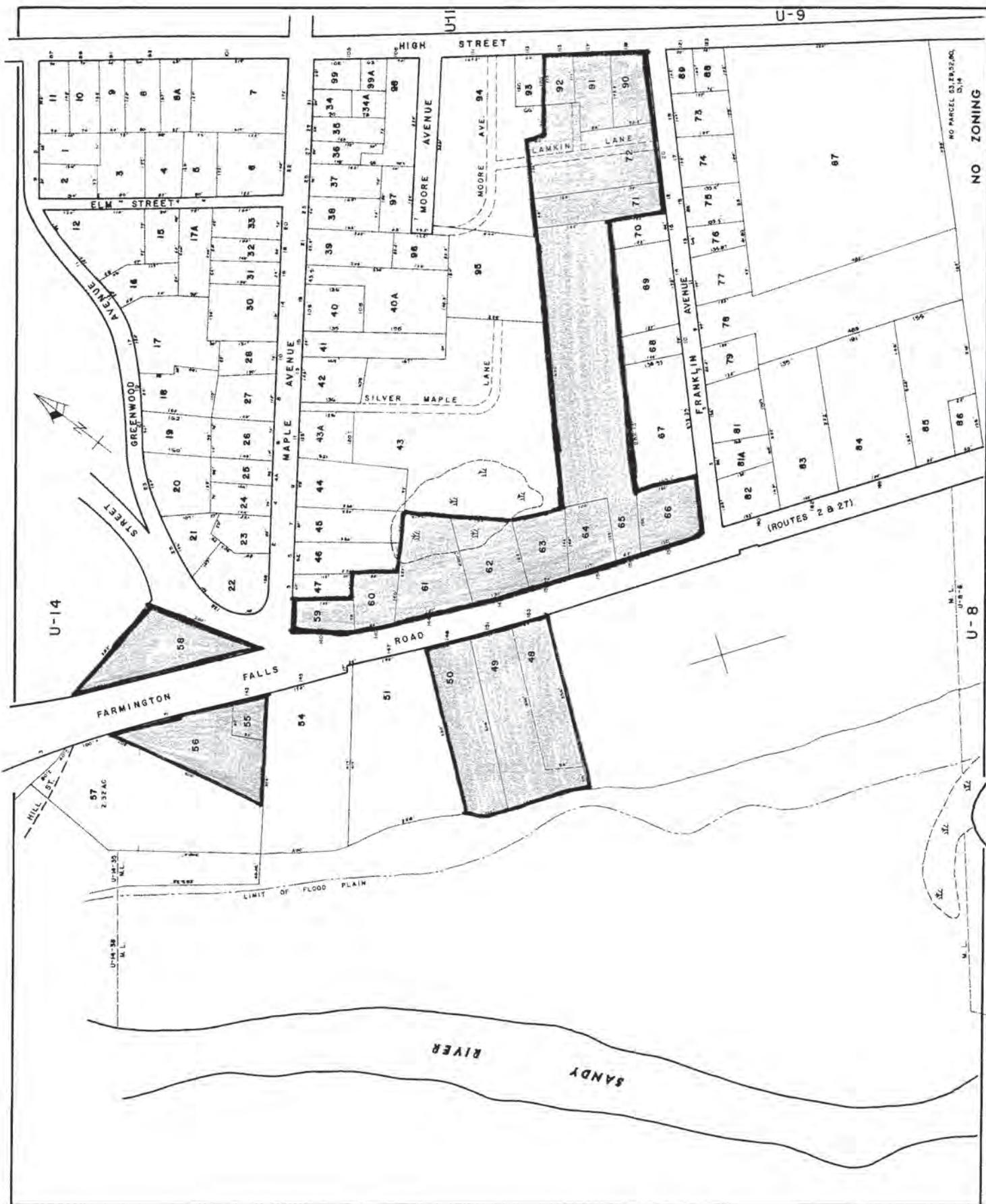
PROPERTY MAP

JOHN E. O'DONNELL & ASSOCIATES  
AUBURN, MAINE  
1988



**LEGEND**  
U-1 URBAN MAP SHEET  
SCALE 1" = 100'  
R-1 RURAL MAP SHEET  
SCALE 1" = 500'  
● PHOTO CENTER  
○ URBAN ENLARGEMENT  
○ PHOTO CENTER  
○ RURAL ENLARGEMENT

NOTE: FLOOD PLAIN ON TAX MAPS  
PER JULY 3, 1955 FIRM MAPS



U-10

NO ZONING

SCALE IN FEET  
0 100 200

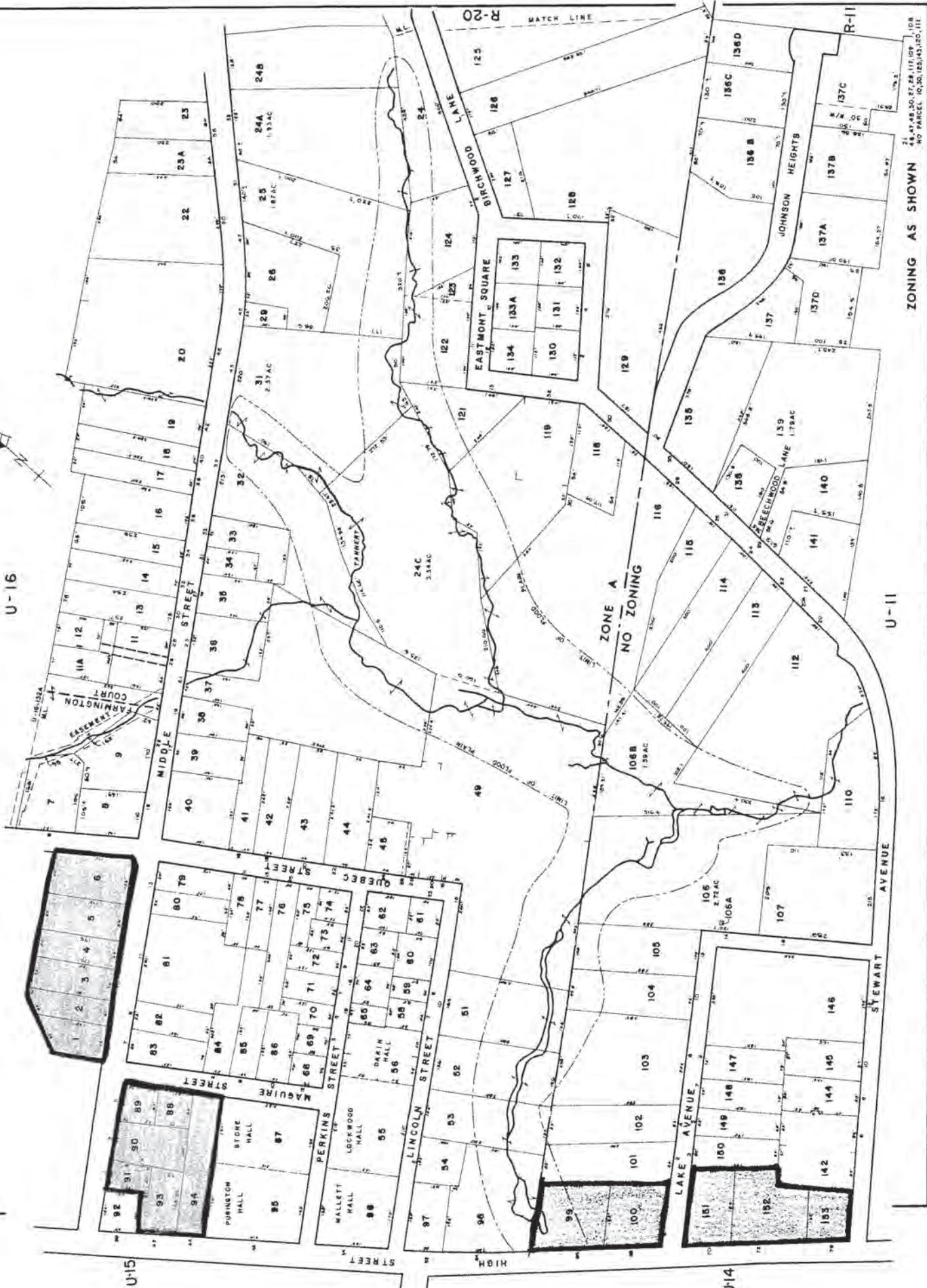
FARMINGTON, MAINE

PROPERTY MAP

JOHN E. O'DONNELL & ASSOCIATES  
AUBURN, MAINE  
1969



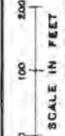
U-16



U-15

U-14

ZONING AS SHOWN



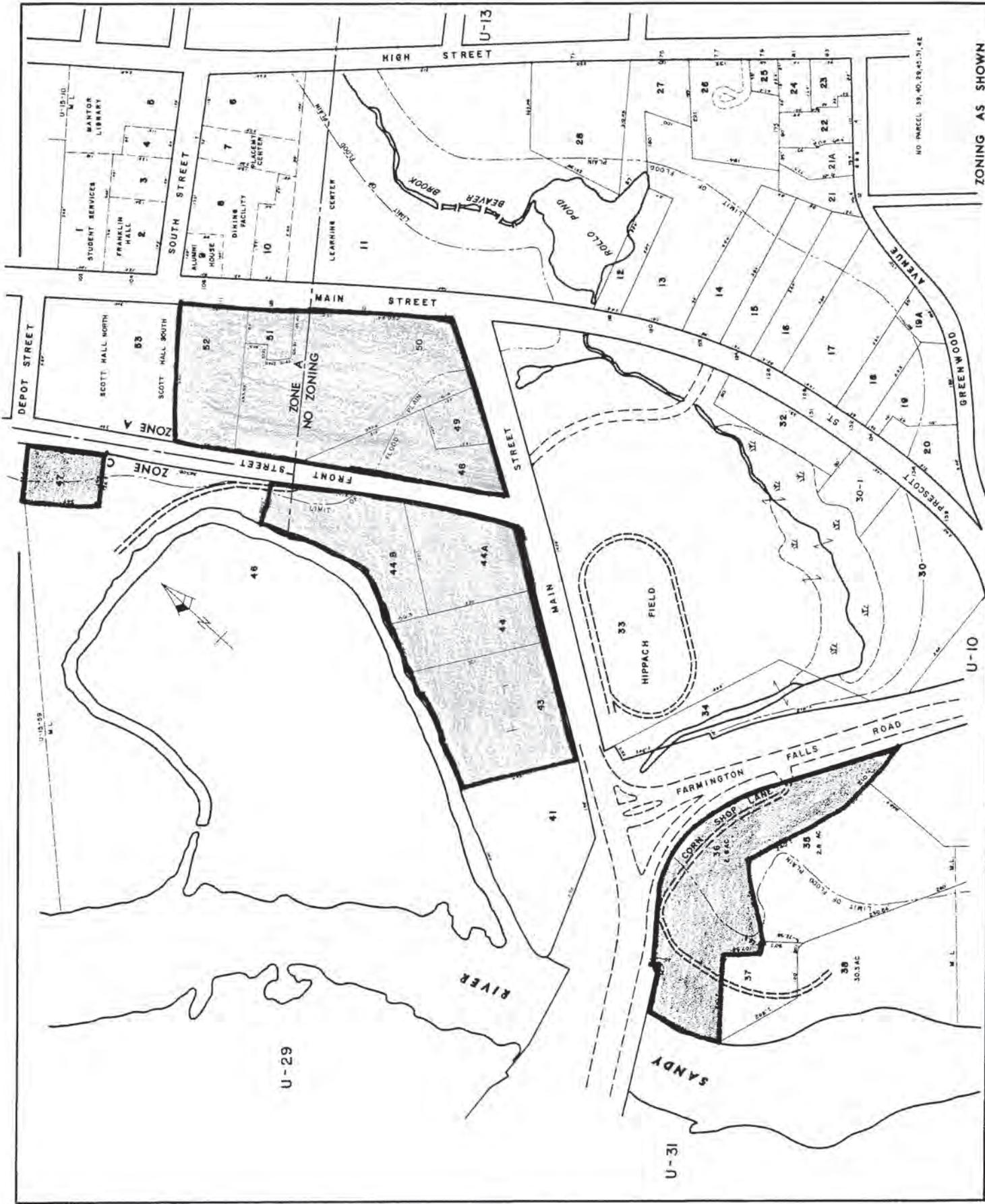
PROPERTY MAP

# FARMINGTON, MAINE

JOHN E. O'DONNELL & ASSOCIATES  
AUBURN, MAINE  
1989

# U-13

24 AT 48.50, 27, 28, 117, 109, 108  
NO PARCEL 10, 30, 125, 143, 120, 111



ZONING AS SHOWN

U-14

PROPERTY MAP

FARMINGTON, MAINE

JOHN E. O'DONNELL & ASSOCIATES  
 AUBURN, MAINE  
 1989







NO PARCEL E.L.S., 1951

SCALE IN FEET

0 100 200 300 400 500

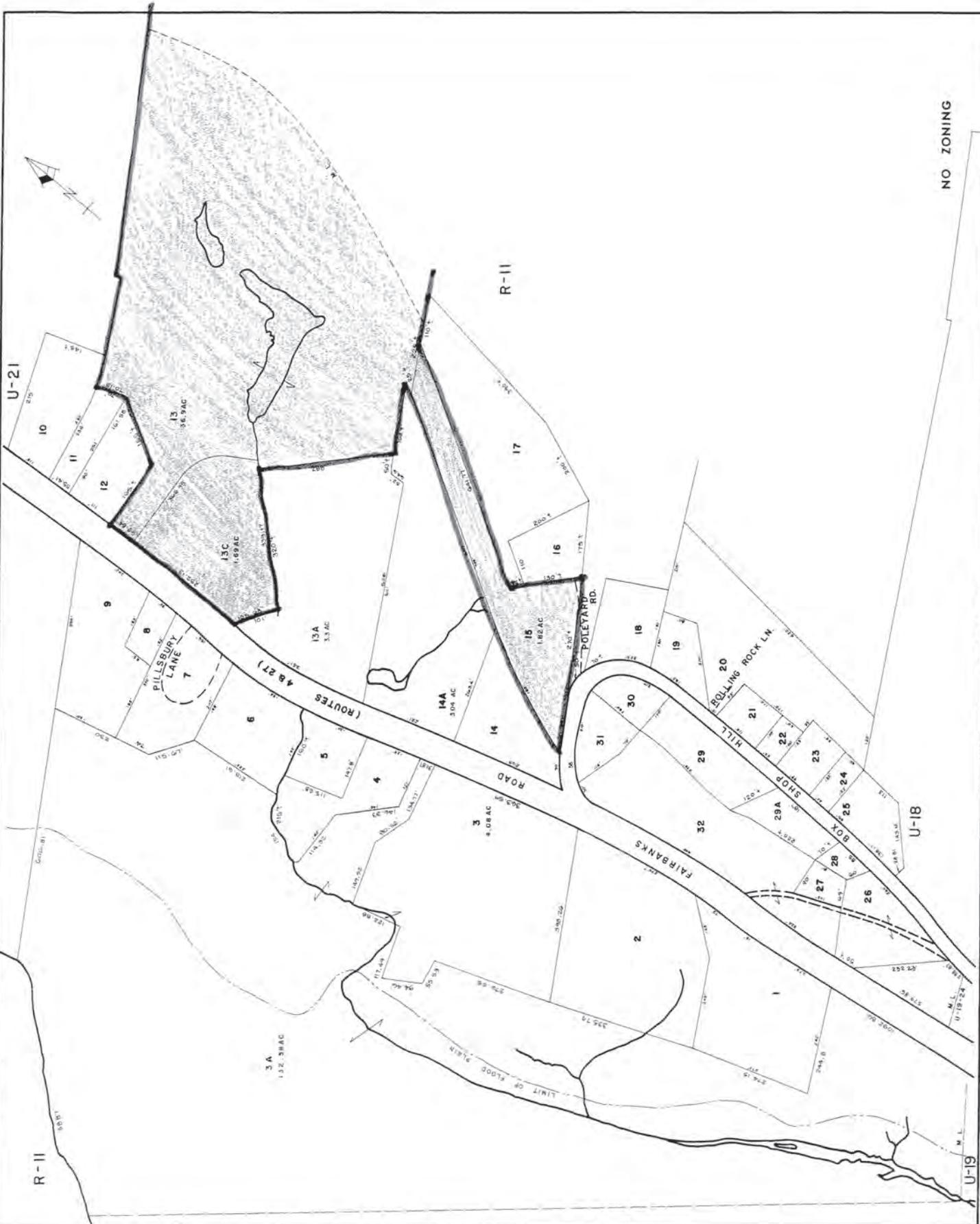
PROPERTY MAP

FARMINGTON, MAINE

U-19

ZONING AS SHOWN

JOHN E. O'DONNELL & ASSOCIATES  
AUBURN, MAINE  
1989

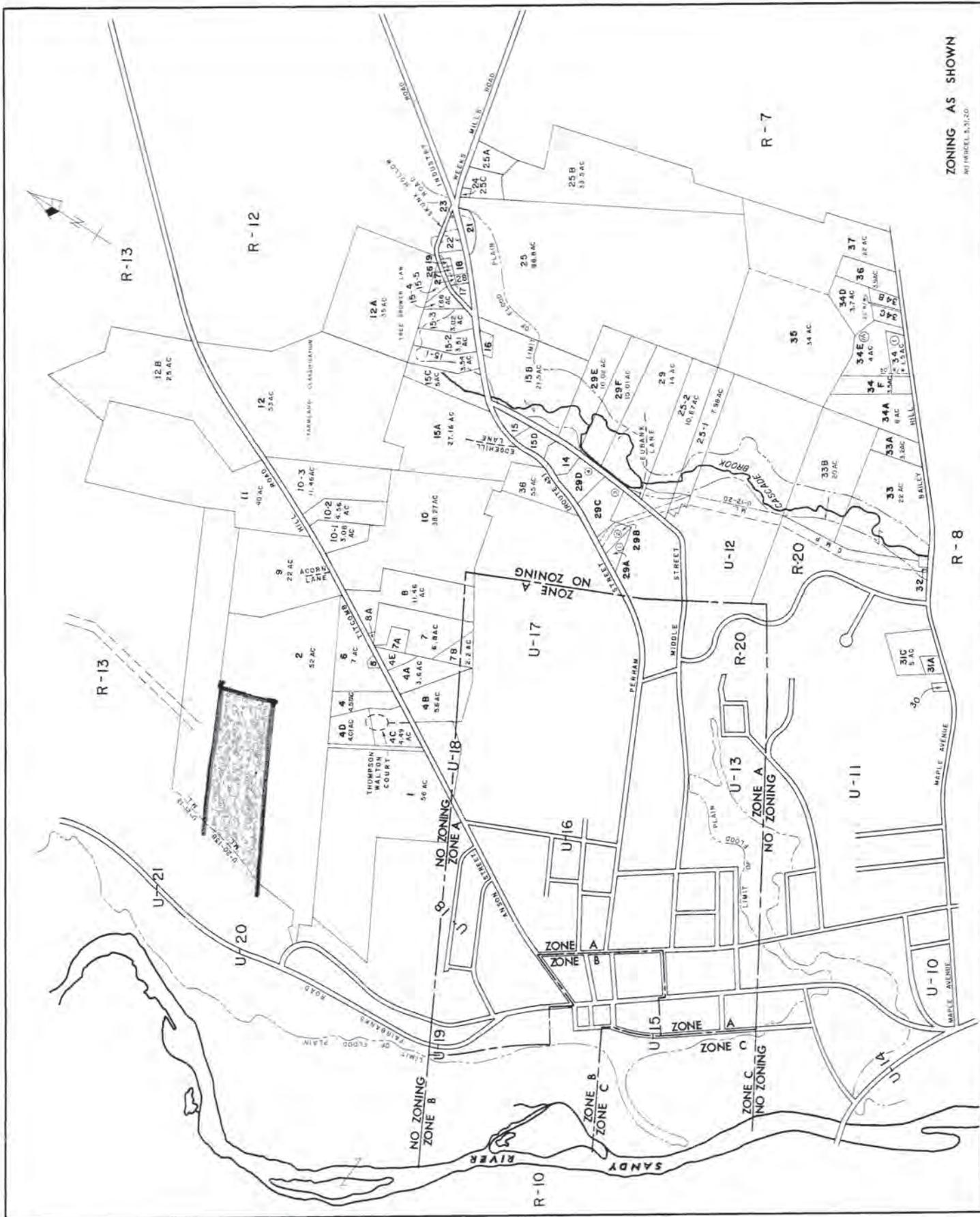


NO ZONING

U-20

PROPERTY MAP  
**FARMINGTON, MAINE**

JOHN E. O'DONNELL & ASSOCIATES  
 AUBURN, MAINE  
 1969



ZONING AS SHOWN  
BY PARCEL 5, 3, 20



PROPERTY MAP  
**FARMINGTON, MAINE**

JOHN E. O'DONNELL & ASSOCIATES  
AUBURN, MAINE  
1969

**R-11**



SANDY RIVER

U-14

U-29

LIMIT OF FLOOD PLAIN

R-10

NO PARCEL IS  
NO ZONING

0 100 200  
SCALE IN FEET

PROPERTY MAP  
FARMINGTON, MAINE

JOHN E. O'DONNELL & ASSOCIATES  
AUBURN, MAINE  
1969



U-30

U-31

46

47A

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

201

202

203

204

205

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

282

283

284

285

286

287

288

289

290

291

292

293

294

295

296

297

298

299

300

301

302

303

304

305

306

307

308

309

310

311

312

313

314

315

316

317

318

319

320

321

322

323

324

325

326

327

328

329

330

331

332

333

334

335

336

337

338

339

340

341

342

343

344

345

346

347

348



NO IMPROVEMENTS PERMITTED IN THIS ZONING

SCALE IN FEET

U-32

PROPERTY MAP

FARMINGTON, MAINE

U-31

JOHN E. O'DONNELL & ASSOCIATES  
AUBURN, MAINE  
1989



CERTIFICATE OF ASSESSOR  
TOWN OF FARMINGTON, MAINE

I, Mark Caldwell, Assessor for the Town of Farmington, Maine, do hereby certify pursuant to the provisions of 30-A M.R.S.A. § 5227 (2) that the assessed value of taxable real property in the District described in the *Town of Farmington Downtown Municipal Tax Increment Financing District and Downtown Omnibus Development Program*, with which this Certificate is included, is \$52,747,100 as of March 31, 2013 (April 1, 2012).

IN WITNESS WHEREOF, this Certificate has been executed as of the 12<sup>th</sup> day of November, 2013.

TOWN OF FARMINGTON, MAINE

  
Mark Caldwell, Assessor

**TOWN OF FARMINGTON  
DOWNTOWN TIF**

**STATUTORY REQUIREMENTS AND THRESHOLDS**

<b>A. ACRE LIMITATION</b>		
1. Total Acreage of Municipality		35,000
2. Total Acreage of Proposed Municipal TIF District		229.56
3. Total Downtown acres contained in the Proposed Municipal TIF District		229.56
4. Total Transit acres contained in the Proposed Municipal TIF District		0.00
5. Total acreage of Proposed Municipal TIF District counted towards 2% cap <i>(A2-A3-A4)</i>		0.00
6. Percentage of total acreage in proposed municipal TIF District (cannot exceed 2%) <i>Divide A5 by A1</i>		0.0%
7. Total acreage of all existing and proposed municipal TIF districts in the municipality. <i>Add A2 to sum of all existing TIF district acreage.</i>		235.33
8. Total acreage of an existing or Proposed Downtown TIF District in the municipality.		229.56
9. Total acreage of all existing Pine Tree Development Zone TIF Districts in the municipality.		0.00
10. Total acreage of all existing or Proposed Transit TIF Districts in the municipality.		0.00
11. Total acreage of all existing and Proposed Municipal TIF Districts in the municipality counted toward 5% cap. <i>Subtract A8+A9+A10 from A7.</i>		5.77
12. Percentage of total acreage in all existing and proposed Municipal TIF Districts (cannot exceed 5%) <i>Divide A11 by A1.</i>		0.02%
13. Total Acreage of all real property in the Proposed Municipal TIF District that is:		
(Note: a, b, or c must be at least 25%)	Acres	%
a. Blighted (Divide acres by A2)	0	0%
b. In need of rehabilitation/conservation (Divide acres by A2)	0	0%
c. Suitable for industrial/commercial site (Divide acres by A2)	229.56	100%
<b>TOTAL</b>	<b>229.56</b>	<b>100%</b>
<b>B. VALUATION LIMITATION</b>		
1. Total Aggregate Value of Municipality (TAV) <i>Use most recent April 1st</i>	\$	408,029,860
2. Original Assessed Value (OAV) of Proposed Municipal TIF District. <i>Use March 31st of tax year preceding date of municipal designation</i>	\$	52,747,100
3. Total OAV of all existing and Proposed Municipal TIF Districts in the municipality. <i>Add B2 to sum of all existing TIF district OAVs</i>	\$	55,392,400
4. OAV of an existing or proposed Downtown TIF District in the municipality.	\$	52,747,100
5. OAV of all existing Pine Tree Development Zone TIF Districts in the municipality.	\$	-
6. OAV of all existing or Proposed Transit TIF Districts in the municipality.	\$	-
7. Total OAV of all existing and Proposed Municipal TIF Districts in the municipality counted toward 5% cap <i>Subtract B4+B5+B6 from B3</i>	\$	2,645,300
8. Percentage of total OAV to TAV in all existing and Proposed Municipal TIF Districts (cannot exceed 5%) <i>Divide B7 by B1</i>		0.65%

**ANNOUNCEMENTS**

100 Legals

**Legal Advertisement**

**NOTICE OF PUBLIC SALE**

Notice is hereby given that in accordance with the Judgment of Foreclosure and Sale entered June 11, 2013 in the action entitled **Nationstar Mortgage, LLC v. Peter J. Massey et al.**, by the Maine District Court, Division of Skowhegan, Docket No. RE-12-30, wherein the Court adjudged the foreclosure of a mortgage granted by Peter J. Massey and Nancy E. Bell to Bank of America, N.A. dated June 30, 2009 and recorded in the Somerset County Registry of Deeds in Book 4167, Page 77, should the period of redemption have expired without redemption of the property by the mortgagor(s), a public sale of the property described in the mortgage will be conducted on

**October 30, 2013 commencing at 11:30 a.m. at 45 Court Street, Houlton, Maine 04730.**

The property is located at 5 Winter Street, Madison, Somerset County, Maine, reference as described in said mortgage.

The sale will be by public auction. All bidders for the property will be required to make a deposit of \$5,000.00 in cash, certified or bank check at the time of the public sale made payable to Shechtman Halperin Savage, LLP, which deposit is non-refundable as to the highest bidder. The balance of the purchase price shall be paid within thirty (30) days of the public sale. In the event a representative of Nationstar Mortgage, LLC is not present at the time and place stated in this notice, no sale shall be deemed to have occurred and all rights to reschedule a subsequent sale are reserved.

Additional terms will be announced at the public sale.

Nationstar Mortgage, LLC, by its attorneys, Shechtman Halperin Savage, LLP, Jeffrey J. Hardiman, Esq., James M. Garnet, Esq., 1080 Main Street, Pawtucket, RI 02860, (401) 272-1400 (6003743)(Massey)(09-27-13, 10-04-13, 10-11-13)(302465)

**Legal Advertisement**

**NOTICE OF PUBLIC SALE**

Notice is hereby given that in accordance with the Judgment of Foreclosure and Sale entered June 3, 2013 in the action entitled **Wells Fargo Bank, NA v. Mark A. Young**, by the Maine District Court, Skowhegan, Docket No. RE-11-94, wherein the Court adjudged the foreclosure of

100 Legals

**Legal Advertisement**  
**TOWN OF FARMINGTON PUBLIC NOTICE**

Notice is hereby given that the Board of Selectmen of the Town of Farmington will hold a Public Hearing, followed by a Special Town Meeting, on Tuesday, October 29, 2013 at 6:30 p.m. at the Farmington Community Center, 127 Middle Street, Farmington, Maine.

Pursuant to the provisions of Chapter 206 of Title 30-A of the Maine Revised Statutes, as amended, the purpose of this hearing will be to receive public comment on (1) the designation of the proposed Town of Farmington Downtown Municipal Tax Increment Financing (TIF) District and the adoption of an omnibus development program for the said TIF District; and (2) a second amendment to the Town of Farmington Franklin Printing Municipal TIF District and Development Program.

**Downtown Municipal Tax Increment Financing (TIF) District**

The proposed Downtown Municipal TIF District and Development Program will be comprised of approximately 185.35 acres of land in downtown Farmington, Maine, as designated in the proposed development program for the District, and would provide financial support to a variety of municipal economic development projects.

**Franklin Printing Municipal Tax Increment Financing (TIF) District, Second Amendment:**

The proposed Franklin Printing Municipal TIF District and Program Amendment will revise portions of the Development Program to make use of allowable activities under statute, to extend the term of the TIF to its maximum allowable term of 30 years, and to expand the TIF District to include an additional property acquired by Franklin Printing that is eligible under statute for TIF funding to improve the economic conditions in the community in the event a future expansion on this land takes place.

A copy of the proposed development program for the Downtown TIF district, and a copy of the proposed Second Amendment to the Franklin Printing TIF District and Development Program will be on file with the Farmington Town Clerk as of Tuesday, October 15, 2013 and may be reviewed at the offices of the Town Clerk during normal business hours.

All interested parties are invited to attend the public hearing and will be given an opportunity to be heard at that time.

100 Legals

Mott to Mortgage Electronic Registration Systems, Inc. acting solely as the nominee for Franklin American Mortgage Company, its successors and/or assigns dated November 21, 2008 and recorded in the Somerset County Registry of Deeds in Book 4078, Page 275, should the period of redemption have expired without redemption of the property by the mortgagor(s), a public sale of the property described in the mortgage will be conducted on

**November 14, 2013 commencing at 11:30 a.m. at 45 Court Street, Houlton, Maine**

The property is located at 101 Mercer Road, Norridgewock, Somerset County, Maine, reference as described in said mortgage.

The sale will be by public auction. All bidders for the property will be required to make a deposit of \$5,000.00 in cash, certified or bank check at the time of the public sale made payable to Shechtman Halperin Savage, LLP, which deposit is non-refundable as to the highest bidder. The balance of the purchase price shall be paid within thirty (30) days of the public sale. In the event a representative of Bank of America, N.A. is not present at the time and place stated in this notice, no sale shall be deemed to have occurred and all rights to reschedule a subsequent sale are reserved.

Additional terms will be announced at the public sale.

Bank of America, N.A., by its attorneys, Shechtman Halperin Savage, LLP, James T. Garnet, Esq., 1080 Main Street, Pawtucket, RI 02860, (401) 272-1400 (5505754)(Mott)(10-11-13, 10-18-13, 10-25-13)(302963)

104 Community Announcements

HIV+? Need medical, dental or counseling services? Call HealthReach Harm Reduction, 821-3783.

106 Lost & Found

FOUND: set of keys in front of Aspen Dental, Waterville. Call to identify 696-3720

108 Personals

ADAM & EVE Adult Entertainment. In/out calls. Now Hiring! 323-6802

CINNAMON & CANDY a quick pick massage in/out calls Mon-Sat 10-9pm 680-6458

FAWN Companionship with class, confidentiality comes first. Waterville. 859-8940.

**RELAXALON**  
873-6509

Private ~ Live Adult One on One Entertainment

204 Co Re

\* HOME IMPROVEMENTS \* Windows, doors, siding, kitchens, bathrooms, decks, insurance repairs. Senior \* discount Steve 634-2488 \*

206 Contractors

**JACKING** Camps, barns, etc. by D.L. McKaage & Sons. Call 453-8194

**JACKING** camps, garages, barns. 30 yrs experience. Rick Jandreau, General Construction 873-1070

**PETER ROBINSON** Jacking - Sides, Garages and Additions. Call 453-2835

208 Carpet/Flooring Services

\* **HARDWOOD FLOORS** \* Sanded and Refinished. New floors installed, old floors made new. Call 207-313-6600

216 Chimney Services

**P.S. MASONRY** All your chimney needs Call 463-0128 PSMasonryServices.Com

226 Fix-It Handy Person

**CARPENTRY**, Siding, roofing, painting, camp cars, decks, garages. 609-5347/426-8115

**DANIELS**, Carpentry, Painting and Handyman Services Call 207-629-5610

**HANDYMAN/Painter**: Projects, odd jobs, yard work. Veteran. TCM Co. 215-3950

232 Home Health Care

**HELPING HANDS TRUSTED HOMECARE SERVICES SINCE 1994** 873-0011 or 1-800-777-8978

236 Insulation

**NORTHEAST POLY INSULATION** 16 years Experience Spray foam & free estimates. 453-7767 or 592-7867

242 Lawn Landscaping

**D & J FIELD & YARD**, Rototilling, Field mowing, bushhogging and more! Call 872-5482

244 Loom/Sand/Gravel

**SCREENED GRAVEL**: septic systems, pads, driveways, camp roads. Call 474-5185.

245 Masonry

\*\* **ARTISAN'S** \*\* Chimneys, Fire Places, Cleaning, Repair, Lining 31 yrs. experience. 509-0818

246 Moving/Shipping

**JIM'S MOVING** Small \* Local \* Dependable Great rates - Fully Insured Call 453-0070 Free estimate form at goodwins-unlimited.com

248 Painting/Papering Plastering

204 Co Re

Available Replacing, siding, gutters, decks. 40 y Member BB estimates. C2

**BERNATCHEZ** Siding 30 yrs \* LOW PRICE

**D.L. McKaage** Full Insured, experience

**Kennebec Roofing** Special & Steel, Estn

258 Rubb

**DUMI** Basement, and apt. Fully insured www.thedi

**NELSON'S** Residential, Oakland only

260 Snow

**Brandon's Law** Commercial 453-2911

261 Stor

**BrownHouse** In town \* Call today

**Evergreen S** at Hamm Exit 132 453-7131 or 785-446 1st mo. free, 1 evergreenstr

**INDOOR**: Boats, motors, cars. All: Sidney town Farmers (465)

**JOE'S STORAGE** low: Cheapas 5x10 to 10x

**STORAGE**: Equ RV's, Cars, 2 Bridge, 696-3

**STORAG** Sized to suit. Norridgewock

**WINTER STOI** Campers Oct. a season Call

263 Tree S Forest

**ARBORMORE** Free Estimate Insured. Rom

**HORSE L** Experienced specializing in timber harvest horses. Offeri Forestry, Cust Stand Thinni Wood Yardin

**RH TREE SPE** Removal, Trim Free Estimate

**BUSINESS**

**CHILD CARE**

**FARMINGTON BOARD OF SELECTMEN**  
**Special Town Meeting**  
**Tuesday, October 29, 2013**



Chairman Ryan Morgan called the meeting to order at 6:30 P.M. with the following members present: Andrew Hufnagel, Jessica Berry, Joshua Bell, and Dennis Pike. Town Manager Richard Davis, Town Clerk Leanne Pinkham, Channel 11, and members of the press and public were also in attendance.

**ITEM 1: Pledge of Allegiance to the Flag**

Chairman Ryan Morgan led those present in the Pledge of Allegiance to the Flag.

**ITEM 2: To Hold a Public Hearing on the proposed Second Amendment to and Restatement of the Franklin Printing Municipal Development Tax Increment Financing District and Development Program in accordance with the requirements of 30-A M.R.S. § 5226**

Chairman Ryan Morgan opened the Public Hearing under Item 2 at 6:31 P.M.

Town Manager Richard Davis explained the proposed renewal of the TIF program that was adopted in 1988, and proposed parcel addition. Consultant John Holden was present to assist with answering questions from the public. Questions asked and discussed included: if this is an expansion or a continuation, and the term of the Agreement.

Chairman Ryan Morgan closed the Public hearing under Item 2 at 6:39 P.M.

**ITEM 3: To Hold a Public Hearing on the proposed establishment of the "Downtown Municipal Tax Increment Financing District and Downtown Omnibus Development Program" as a means of putting the recommendations outlined in the "Town of Farmington Downtown Development Plan" into action in accordance with the requirements of 30-A M.R.S. § 5226**

Chairman Ryan Morgan opened the Public hearing under Item 3 at 6:40 P.M.

Richard Davis explained the proposed establishment of the "Downtown Municipal Tax Increment Financing District and Downtown Omnibus Development Program". Questions asked and discussed included: how the district was determined and how it aligns with the Downtown Plan; why is village residential being included, and concern that it is ultimately being targeted for commercial development; why were only portions versus the entire Town included; will developed parcels be allowed to be included at a later date; concerns with the adjustment of the formula in regard to revenue sharing and education funding; and, is there any flexibility with redesign, changes or adjustments within the thirty year period. John Holden again assisted with answering questions from the public.

**ITEM 3: To Hold a Public Hearing on the proposed establishment of the “Downtown Municipal Tax Increment Financing District and Downtown Omnibus Development Program” as a means of putting the recommendations outlined in the “Town of Farmington Downtown Development Plan” into action in accordance with the requirements of 30-A M.R.S. § 5226 (Cont.)**

Chairman Ryan Morgan closed the Public hearing under Item 3 at 7:11 P.M.

Andrew Hufnagel asked for clarification of Subsection 2 of the proposed Downtown Plan, ie. “payment of municipal staff salaries.....”, as well as Subsection 1, ie. “hiring of consultants to implement these plans.....”. John Holden and Richard Davis made those clarifications for Mr. Hufnagel.

**ITEM 4: To Hold a Special Town Meeting pursuant to Warrant dated October 29, 2013**

Town Clerk Leanne Pinkham opened the Special Town Meeting under Item 4 at 7:17 P.M. and called for nominations for moderator under Article First. Paul Mills was declared and sworn in as moderator after receiving the nomination and second, as well as three written ballots.

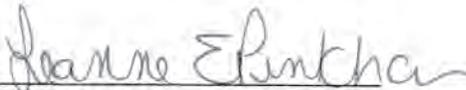
See results of Article Second and Article Third in the Special Town Meeting minutes of the Town Clerk.

There being no further business to come before the Board, **Andrew Hufnagel moved to adjourn at 7:30 P.M.; Ryan Morgan seconded.**

**VOTE                      AFFIRMATIVE      5                      MOTION CARRIED**

Minutes respectfully submitted by Linda H. Grant.

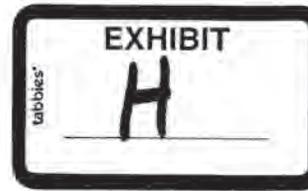
  
Dennis C. Pike – Secretary

A true copy, attest:   
Leanne E. Pinkham, Town Clerk  
11-8-13

SPECIAL TOWN MEETING

OCTOBER 29, 2013

7:00PM



Attending: (Selectmen) Ryan Morgan, Andrew Hufnagel, Jessica Berry, Joshua Bell, Dennis Pike, Richard Davis-Town Manager, Leanne Pinkham-Town Clerk, Paul H. Mills

**Residents: 19**

**Article 1:** Paul Mills

**Article 2:**

Motion made (Ryan Morgan) and seconded (Dennis Pike) to accept as written.

Article passes as written

Yes ---15

No---0

**Article 3:**

Motion made (Ryan Morgan) and seconded (Dennis Pike) to accept as written.

A motion to amend this article by John Moore to add the statement below on page two under The Development Program in the paragraph beginning "Creation of the Proposed TIF District..."

The amendment: It is further specifically the primary intention of this program to support brick and mortar projects within the district.

This was seconded by Ryan Morgan.

Vote on the amendment:

Yes ---18

No --- 0

The amendment passed.

Then an amendment was made (Andrew Hufnagel) and seconded (Byron Davis) to include on the map and in the district all potential projects on lots on the east side of Fairbanks Road across from Sunny Hill drive assessed to Farmington Land LLC and Fairview Housing LLC and Brookside Partners LP.(Map U20, Lots 13, 13C & 15)

Vote on the amendment:

Yes---16

No --- 0

The amendment passed

The article was then voted on with the approved amendments.

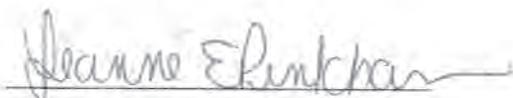
Article Vote

Yes --- 18

No --- 0

**Meeting closed at 7:31pm**

Certified Copy



Leanne E Pinkham-Town Clerk

11-8-13