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Bath Road Master Plan, Wiscasset, Maine

T. Y. Lin International

MLRD Landscape Architecture + Urbanism

Kevin Hooper Associates

Planning Decisions Inc.

ADOPTED DECEMBER 17, 2013

BATH ROAD MASTER PLAN

prepared for: **Town of Wiscasset**

Existing

Recommended

prepared by:

T·Y·LIN INTERNATIONAL

in association with:

MRLD Landscape Architecture + Urbanism

Kevin Hooper Associates

Planning Decisions

Plan was developed through funding provided by the Maine Department of Transportation and the Town of Wiscasset

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Executive Summary

The Wiscasset Bath Road Master Plan (Plan) seeks to maximize development opportunities along Bath Road through the strategic coordination of traffic infrastructure improvements, land use policies and design standards while maintaining or improving the mobility and safety of U.S. Route 1. By planning for growth, Bath Road will increase safety, reduce congestion and enhance the visual character. Ultimately, this Master Plan is intended to help Wiscasset (the Town) shape a future for Bath Road and surrounding areas that reflects the needs and values of the community and preserves the Midcoast Region's most important arterial highway.

The Plan covers the areas adjacent to U.S. Route 1 (Bath Road) from the Woolwich-Wiscasset town line to the northerly intersection of Flood Avenue and Bath Road. Refer to ***Figure ES-1*** for a map of the Plan area.

The goals of the Plan are to:

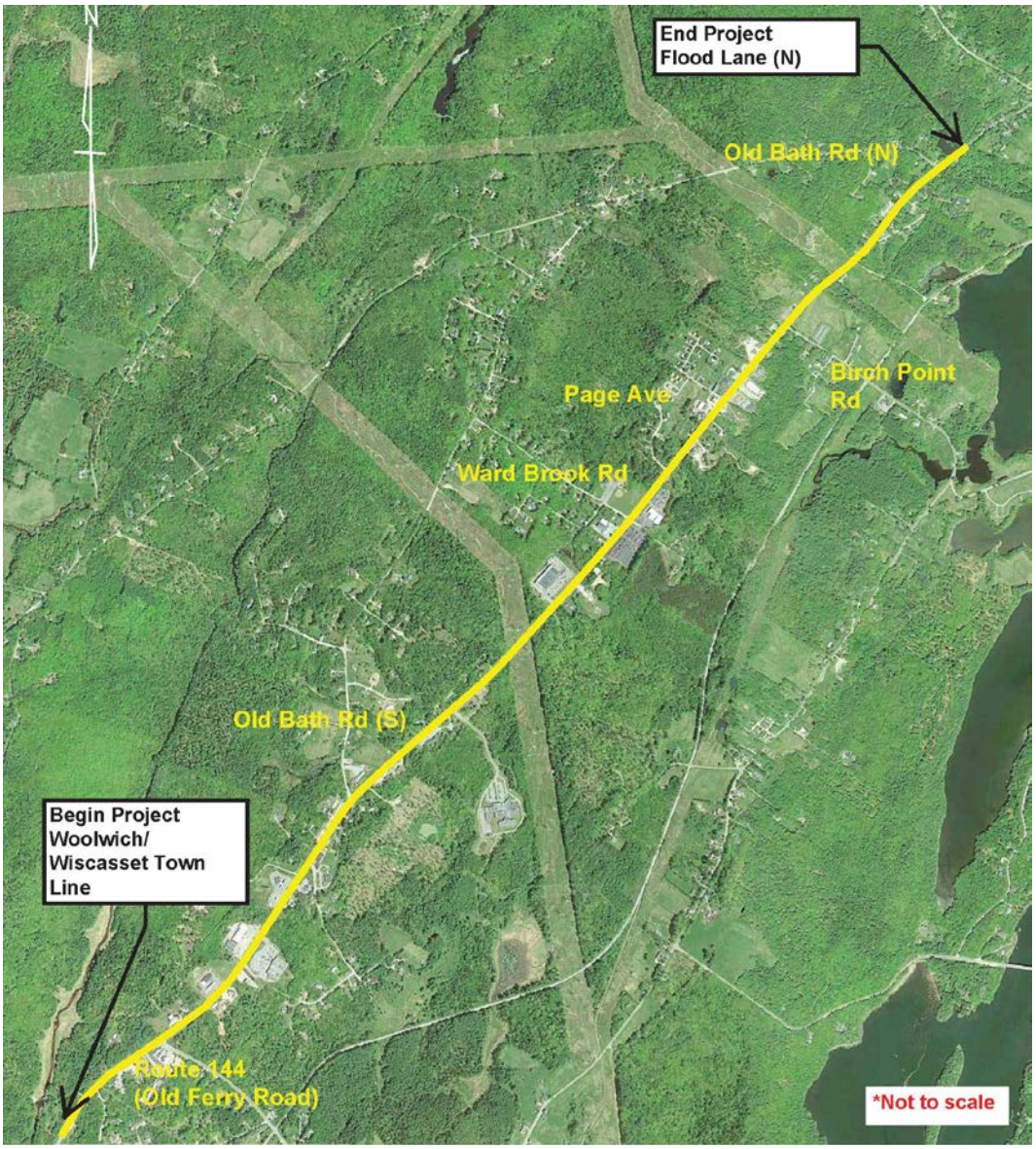
1. Identify traffic improvements within the highway and on adjacent, developed and developable properties to meet the needs of existing and future development, while maintaining or improving the highway's mobility, safety and capacity;
2. Provide concept plans and street networks demonstrating the potential for development adjacent to the corridor that improves local pedestrian and vehicular circulation;
3. Develop a responsible plan for coordinated highway infrastructure improvements and transportation enhancements as well as practical financing strategies needed to implement the plan;
4. Provide design standards for corridor preservation;
5. Identify transportation-related land use strategies incorporating best management practices to facilitate corridor preservation consistent with Wiscasset's Comprehensive Plan; and
6. Balance the needs of residents with those travelling through Wiscasset.

Town Staff, MaineDOT, the Lincoln County Planning Commission, the Bath Road Master Plan Steering Committee, area stakeholders and the community at large all have assisted in the development of this Plan.

The 2008 Comprehensive Plan identifies Bath Road for growth. However, development along Bath Road is occurring on a parcel-by-parcel basis with no overall community vision taking into account visual quality, the efficient use of adjacent lands, safety, and coordinated traffic improvements. As a result, the Town will likely experience haphazard development along Bath Road and lose opportunities to provide a more efficient traffic pattern and livable community.

It is a high priority of the 2008 Wiscasset Comprehensive Plan to create "different open space as well as business zones along Bath Road in order to leave some open space." The Comprehensive Plan further clarifies this by stating that planning policies and development standards should "not permit a continuous strip of development to emerge from the Woolwich line to the Village center. This would have negative effects on the Town's ability to grow as a tourist destination, as well as on the flow of traffic on U.S. Route One." Thus, a diversity of development options that are sensitive to the environment, safety and mobility are central to striking a good balance between growth and community character.

Figure ES-1 Study Area



The Plan is based on three guiding principles:

1. Context Sensitive Solutions (CSS)

The Plan is based on the Context Sensitive Solutions planning process (CSS). CSS is a response to the frustration that communities often experience with transportation planning by using a collaborative approach involving all stake holders. In particular, this frustration is with the long-term impacts and types of place that result when the movement of vehicles is favored to the exclusion of other modes of travel (such as pedestrians and bicycles). In the case of Bath Road, diverse mobility options are not the focus of the Plan, but instead on how the transportation infrastructure is sensitive to the context. By integrating land use with mobility, the whole is greater than the sum of the parts. Synergies are established allowing for responsible growth patterns that maximize investments in the Bath Road infrastructure improvements. The CSS approach mobilizes a community partnership around a place and working with goals and an implementation strategy leads to an articulated and attainable future.

2. Complete Streets

Bath Road is a regional arterial highway primarily serving vehicles, but it is also the coastal route for cyclists and as identified in the planning process there are areas where increased pedestrian infrastructure could encourage economic development and help differentiate Bath Road into a series of places, even if these places are linear in nature or nodes along the corridor. Specifically, shoulders (for bicycle use) are recommended for both sides of Bath Road. Sidewalks and other pedestrian amenities are recommended between Page Avenue and Birch Point Road.

New neighborhoods and street networks accessing backlands will accommodate local traffic, dispersing traffic and providing connectivity for all modes of travel. Neighborhoods should also include trail networks to link open space areas.

3. Location Efficient Design

Location efficient design incorporates the integration of best management mobility practices with coordinated development. Location efficient design is applied to new developments and retrofits of existing development to create street networks that maximize connectivity, new development frontage on backlands and ultimately guide vehicular movement to controlled access points on Bath Road. In terms of the proposed zoning for Bath Road, location efficient design is most applicable to the proposed Bath Road Mixed-Use and Bath Road Village Districts where there is a depth of developable land to the east and west of Bath Road. The third proposed District, the Bath Road Commercial District, has limited growth opportunities to the east and west due to existing residential neighborhoods and environmental constraints, thus the focus in this district is on access management versus creating a network of streets dispersing local traffic.

Master Plan Recommendations

The recommendations of this Plan are based on detailed review of existing traffic infrastructures, volumes and safety history, growth projections, the June, 2012 MaineDOT Bath Road Safety Audit, an analysis of existing land use patterns, a summary of the relevant goals, policies and standards of the Comprehensive Plan and the Zoning Ordinance as well as direct input from staff, the Steering Committee and the community.

The implementation of this plan through new traffic infrastructure improvements, ordinance amendments and development review will create a Bath Road that is a series of “places” rather than “zones” while improving the safety and capacity of Bath Road to support growth. Bath Road will always serve primarily as a major regional transportation corridor. Although it is a major transportation corridor, it does not need to evolve into “anywhere” USA. By responding to the specific needs of the community and addressing obstacles in a responsible manner, the corridor can reflect its context and, in turn, what is special about the Town of Wiscasset.

The Implementation of the Plan is divided into four basic categories:

1. Transportation;
2. Zoning and Land Use;
3. Design Standards; and
4. Finance

1. Transportation

Six types of transportation improvements are recommended:

1. Intersection Improvements along Bath Road;
2. Bath Road Widening where needed to accommodate 5-foot shoulders, turning lanes and medians;
3. New Connector Roads serving developable back lands and/or providing improved traffic circulation off Bath Road;
4. Inter-parcel connections where practicable to minimize unnecessary traffic turns onto Bath Road for vehicles patronizing abutting business;
5. Consolidating access points along Bath Road so as to improve safety and reduce through-traffic disruptions; and
6. Other Highway-Related Improvements.

Implementation of the recommended highway improvements is based upon the timing of the needs and their causative factors. The recommended actions and their relative time line are summarized in the following **Table ES-1**. The timelines and associated major funding sources are defined as follows:

- Existing Deficiency – the need exists now and is related to current mobility and safety needs of Bath Road. Costs would be borne in the usual MaineDOT-municipal cost share formulas, depending on the type of work being conducted.
- General Future Growth – the needs will occur over time and are primarily due to regional traffic growth, not by developing properties in the Town of Wiscasset. The fund shares would be the same as above.
- Future Local Development – the needs will arise over time as a result of land use changes in Wiscasset within the Plan area. The costs of the needed improvements would be borne primarily by the developers and/or the Town of Wiscasset.

Table ES-1 Proposed Highway Improvements, Estimated Costs, Timelines and Fund Sources [1]

Location	Highway Improvement (Priority)	Estimated Cost [2]		
		Existing Deficiency	**General Future Growth**	**Future Local Development**
Bath Road at Route 144 [3]	Construct Left Turn Lane on SB Bath Road Approach *(Mid-Term)*	$35,000	n/a	n/a
	Provide Separate Left & Right Turn Lanes on Rte. 144 Approach *(Mid-Term)*	$100,000	n/a	n/a
	Install Traffic Signal when Warranted *(Long-Term)*	n/a	n/a	$245,000
	Create 4th Leg of Intersection for Back Land Development Access *(Long-Term)*	n/a	n/a	X
Bath Road at Old Bath Road (S)	Construct Left Turn Lane on NB Bath Road Approach *(Mid-Term)*	$35,000	n/a	n/a
	Widen SB Bath Road *Shoulder* or Provide Right Turn Lane *(Mid-Term)*	$110,000	n/a	n/a
	Construct Separate Left & Right Turn Lanes on Old Bath Road *(Long-Term)*	n/a	n/a	$120,000

Table ES-1 Proposed Highway Improvements, Estimated Costs, Timelines and Fund Sources				
Bath Road at Birch Point Road [3]	Construct Left Turn Lane on SB Bath Road Approach *(Mid-Term)*	$50,000	n/a	n/a
	Construct Separate Left & Right Turn Lanes on Birch Point Road *(Long-Term)*	n/a	$50,000	n/a
	Install Traffic Signal when Warranted *(Long-Term)*	n/a	n/a	$245,000
	Create 4th Leg of Intersection for Back Land Development Access *(Long-Term)*	n/a	n/a	X
Bath Road - Add 3rd Lane	South of Route 144 to Shady Lane *(Long-Term)*	n/a	n/a	$120,000
	Route 144 to Wood Road *(Long-Term)*	n/a	n/a	$30,000
	Ames True Value to Birch Point Road *(Long-Term)*	n/a	n/a	$260,000
Bath Road - Shoulder Widening (for Bicycle Access)[4]	NB and SB near Dunkin Donuts and Skillin Lane *(Mid-Term)*	$50,000	n/a	n/a
	NB & SB Intermittently Old Bath Road to Wood Lane *(Long-Term)*	n/a	n/a	$250,000
	NB & SB Intermittently Ames True Value to Wood Lane *(Long-Term)*	n/a	n/a	$250,000
	NB & SB Intermittently Ward Brook Road to Page Avenue *(Long-Term)*	n/a	n/a	$100,000
Bath Road - Driveway Turn Lanes	SB Right Turn Lane at McDonald's Restaurant *(Mid-Term)*	$185,000	n/a	n/a
	SB Right Turn Lane at Ames True Value *(Mid-Term)*	$120,000	n/a	n/a
Connector Roads	Rte. 144 to Old Bath Road (east side of Bath Road) *(Long-Term)*	n/a	n/a	$3,000,000
	Extend Rte. 144 west and north to connect to Old Bath Road *(Long-Term)*	n/a	n/a	$3,500,000
	Rte. 144 to south, vicinity of Shady Lane *(Long-Term)*	n/a	n/a	$1,000,000
	Extend Birch Point Road west to Old Bath Road *(Long-Term)*	n/a	n/a	$1,500,000
	Birch Point Road to Page Avenue *(Long-Term)*	n/a	n/a	$1,000,000
	Close north intersection of Old Bath Road at Bath Road *(Long-Term)*	n/a	n/a	$1,500,000
Other Improvements	Upgrade Culvert at Ward Brook (Long-Term)	n/a	$65,000	n/a
	Upgrade Culvert north of Old Bath Road (S) *(Long-Term)*	n/a	$65,000	n/a
	Reconstruct Shoulders Where Used for Vehicle Travel *(Long-Term)*	*	n/a	n/a
	Sidewalks Between Page Avenue & Birch Point Road *(Long-Term)*	n/a	n/a	$744,000
	Crosswalk & Ped Warning Lights at Page Road *(Long-Term)*	n/a	n/a	$15,000

	Crosswalk at Birch Point Road when Signal is Installed *(Long-Term)*	n/a	n/a	$10,000
	Raised Islands Where No Impact to Traffic and Well-Lit and streetscape improvements*(Long-Term)*	n/a	$150,000	n/a
	Inter-parcel Connections *(Long-Term)*	n/a	n/a	X
	Access Management *(Long-Term)*	n/a	n/a	X
Totals		$685,000	$330,000	$13,889,000

1 - Refer to Appendix B for visual presentations of proposed highway improvements
2 - Planning-level estimates excluding Right-of-Way and extraordinary environmental permitting and utility extension costs.
3 - Traffic Movement Permit escrow account funds are available to help fund improvements if they are expended prior to December 2014.
4 - While the provision of marked and signed bicycle lanes are not specifically part of the details of the Master Plan, consideration of formalized bicycle lanes should be considered in the future.
X not estimated in this study
* accounted for in the 3 lane costs
Priority – *Mid-Term* 2 to 4 years; *Long-Term* 5 Years or Greater

2. Zoning

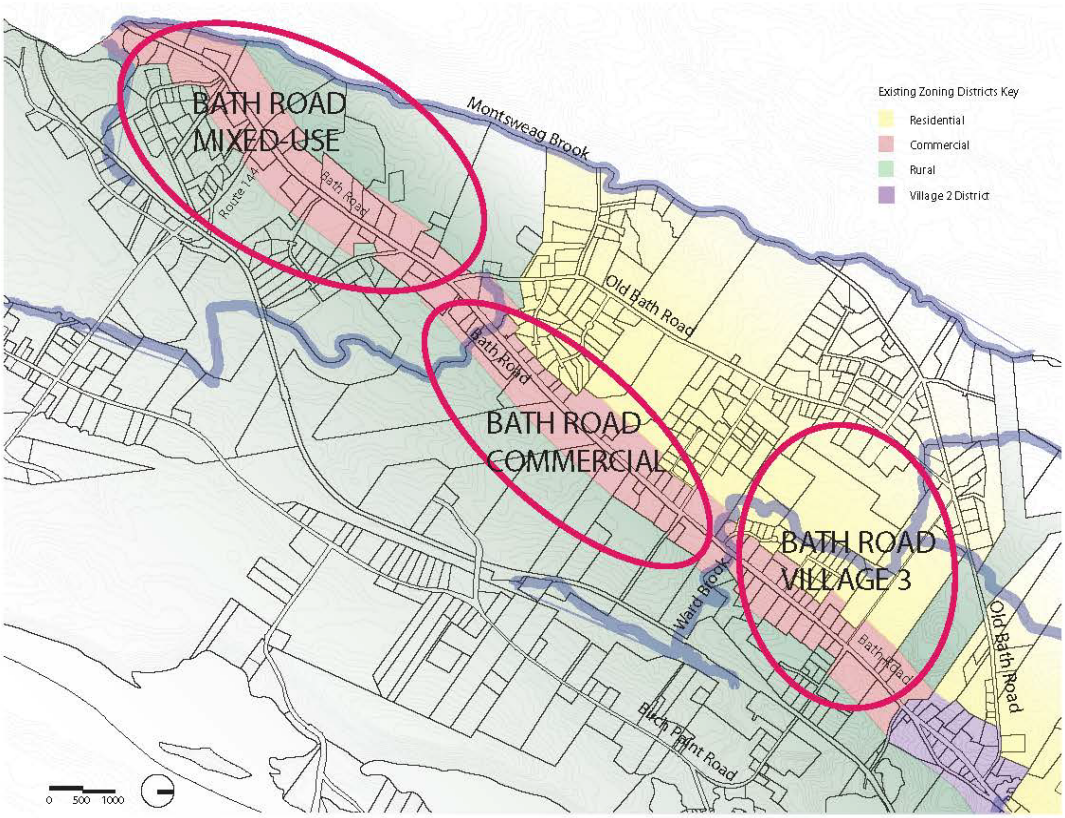
The Bath Road Master Plan area is currently zoned commercial from the Woolwich town line to the Village 2 District. It is recommended that this approximate 4-mile stretch of road be rezoned into three Districts to accommodate different types of growth, and to better integrate infrastructure improvements with the context and ultimately different thematic character areas along Bath Road in order to avoid a continuous strip of development as cautioned by the 2008 Comprehensive Plan. The three proposed Districts include the Bath Road Mixed-Use District, the Bath Road Commercial District and the Bath Road Village District 3. The Districts are defined in the paragraphs following and are illustrated in ***Figure ES-2.***

Proposed Bath Road Mixed-Use District

The Bath Road Mixed-Use District supports a range of residential, commercial and professional uses by utilizing an improved Route 144 intersection, new street networks accessing backlands and coordinated access management on Bath Road. Development to the west should at a minimum include the required buffer for Monstweag Brook, while development to the east should maintain the integrity of existing residential neighborhoods. Implementing the Bath Road highway infrastructure recommendations will improve the safety and viability of frontage development. By planning for traffic infrastructure and connectivity improvements, permitting could be expedited and cost sharing for area improvements should be more equitable than they are today.

Development fronting Bath Road must meet the MaineDOT and Town of Wiscasset standards for access management and Site Plan Review. Incentives should be considered by the Town to encourage property owners to meet higher standards for parking, landscaping, building placement, landscaping and connectivity. Creating new development frontage on new connector roads, providing a network for vehicular connectivity, and maximizing compatible uses are the primary goals for parcels to minimize direct access to Bath Road.

Figure ES-2 Proposed Zoning Districts



Proposed Bath Road Commercial District

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

Of the three proposed Districts, the proposed Bath Road Commercial District is the most similar to the existing Commercial District. No land use changes or major infrastructure improvements are envisioned for this District, although it is recommended that a three lane cross-section should be provided on Bath Road the length of the proposed District. As with the proposed Mixed-Use District, direct access to Bath Road should be discouraged where other access opportunities exist, such as frontage or connector roads and shared access with abutting properties.

Proposed Bath Road Village 3 District

The Bath Road Village 3 District includes many small locally owned businesses. There is an opportunity to build on the history of the area and differentiate this District from the proposed Bath

Road Mixed-Use District and the Bath Road Commercial District through unique design standards and land uses. The District recommendations include a streetscape retrofit to Bath Road creating an area of local character that is pedestrian friendly by introducing sidewalks, crosswalks, streetscape elements, reduced or shared curb cuts and interconnected parcels. It should be noted that the construction of sidewalks/crosswalks is on an as needed basis and that these noted improvements will require a reduction in the regulatory speed limit as such may impact corridor mobility. It is anticipated that most pedestrians will cross Bath Road at the future Birch Point Road signal and this should minimize conflicts with vehicles and pedestrians. Existing buildings are already set closer to Bath Road than in the other proposed Bath Road Districts and redevelopment or infill buildings should be similarly located close to the streetscape in order to encourage pedestrian activity. Page Avenue and Birch Point Road intersections will guide traffic to common access points, providing connectivity to back lands and future street networks. Uses to the west and east of Bath Road should be compatible with existing residential uses and complement the commercial uses on Bath Road.

There is a diversity of uses from Ward Brook Road to Birch Point Road that would typically be considered incompatible in a "Village" setting, however, this area is meant to complement the historic downtown and act as a transitional zone The goal of the Bath Road Village 3 District is to encourage this diversity, but to limit the scale and intensity of uses in order to maintain the local character. This is a tight-knit area and parcels fronting on Bath Road should not include uses that require large parking lots.

The zoning and land use recommendations are summarized below in **Table ES-2**.

Table ES-2 Zoning and Land Use Policy Recommendations

Recommendation	How	Responsible Party	Timeframe	Implementation
Incorporate Bath Road Master Plan into Comprehensive Plan	Revise Comp Plan	Board of Selectman Planning Board Staff	Short-term	Town
Revise Zoning Map	Revise ordinance	Board of Selectman Planning Board Ordinance Review Committee Staff	Short-term	Town
Revise Land Use Table	Revise ordinance	Board of Selectman Planning Board Ordinance Review Committee Staff	Short-term	Town
Revise Site Plan Review and Subdivision Standards to Improve Safety and Visual Issues	Revise ordinance	Board of Selectman Planning Board Ordinance Review Committee Staff	Short-term	Town

Revise residential density standards for proposed Bath Road Mixed-Use and Bath Road Village Districts	Revise ordinance	Board of Selectman Planning Board Ordinance Review Committee Staff	Short-term	Town
Revise and cross-reference Road Ordinance with Subdivision and Site Plan Ordinance to promote connectivity.	Revise ordinance	Board of Selectman Planning Board Ordinance Review Committee Staff	Short-term	Town
Examine adoption of a complete streets policy	Adopt Policy/Ordinance	Board of Selectman Planning Board Ordinance Review Committee Staff	Short-term	Town
Adopt "connectivity" ordinance"	Revise ordinance	Board of Selectman Planning Board Ordinance Review Committee Staff	Short-term	Town
Prepare and adopt Access Management Master Plan for proposed Bath Road Commercial District	Master planning process	Consultant Board of Selectman Planning Board Staff	Short-term	Town
Consistently apply connectivity standards to maximize development potential and investments in traffic infrastructure.	Monitor growth	Town State Staff	Ongoing	Town
Implement "connectivity" ordinance	Monitor growth	Town State Staff	Ongoing	As development occurs

3. Design Standards

The site and subdivision design standards work in conjunction with the zoning and traffic transportation recommendations to guide and encourage a range of economic development opportunities, leading to a Bath Road that is comprised of functionally and visually distinct thematic zones. The recommendations include, but are not limited to landscaping, building placement, connectivity, parking, stormwater management, signage and scale of development. The design standards recommendations, as with the zoning and transportation recommendations, are meant to encourage the highest and best use for a particular area. In many cases, the standards build on the inherent qualities of a location with the goal of fostering this character in relationship to sustainable economic growth.

4. Finance

The funding sources for the various types of transportation improvements are described in the following paragraphs.

Improvements to address current safety and/or capacity problems

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

The MaineDOT should program these improvements into its long-term plans in accordance with statewide and local priorities. Realistically, the bulk of MaineDOT's highway and bridge capital funding is dedicated to maintaining the existing system via bridge investment, pavement preservation, and light capital paving. Even with the $100 million transportation bond approved by the Maine Legislature in August 2013 for voter referendum, MaineDOT estimates an annual capital funding shortfall for bridge and highway needs of $110 million. As a result, MaineDOT is encouraging increased municipal and private cost sharing. In the event that Wiscasset wants to accelerate funding for these capital projects, the Town could apply for a Municipal Partnership Initiative project. Under this initiative, state funding would be capped at $500,000 and the state share of the project costs generally would be 50% or less.

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

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

The Master Plan identifies the future need for the widening of the Birch Point Road approach to the Bath Road intersection to create separate left and right turn lanes. If significant development occurs in the Birch Point Road traffic-shed (including redevelopment of Mason Station) this could trigger the need for this improvement and will move the project to the "developer" funded category. However, if significant development in this area does not occur, this improvement will still be needed if there is a growth in background traffic on Bath Road. Because of the uncertainty of the timing and cause for the need for this improvement, this improvement should be periodically re-evaluated if development in and adjacent to the corridor does not trigger the need for a developer-funded improvement. Alternatively, if traffic movement permit fees have been collected, they could be used to at least partially fund the improvements.

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

Funding for transportation improvements needed due to local development should be borne by the developer(s) and/or Town. The following strategy is suggested to allow the Town (in conjunction with MaineDOT) to accumulate the funding to undertake intersection improvements as the needs arise:

- The Town should create a Bath Road Traffic Improvement Account to enable it to hold and accumulate funding from a variety of sources.

- The Town should review and revise the traffic impact requirements in the Site Plan Review Ordinance to allow developments subject to that ordinance to mitigate traffic impacts through the payment of an in-lieu-of fee.
- The Town should also review and revise its subdivision requirements to include traffic impact requirements similar to the Site Plan Review ordinance including the payment of in-lieu-of fees.
- As part of the review and approval of development projects subject to either site plan or subdivision review, the Town should require the applicant to make needed traffic improvements if warranted by the volume or type of traffic generated by the development provided that the project is not subject to the MaineDOT Traffic Movement Permit (TMP) system.
- As part of the review and approval of development projects subject to either site plan or subdivision review, the Town should require the payment of an in-lieu-of intersection improvement fee for developments that are not subject to the MaineDOT TMP system and are not required as part of the local approval to make off-site traffic improvements. This requirement should apply to all projects that increase the volume of traffic on Bath Road.

The following strategy is suggested to fund corridor improvements as the needs arise in the future:

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

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

The Master Plan proposes some improvements intended to make the Bath Road corridor more visually appealing and to create more of a Village-like area in a portion of the corridor. Funding for the sidewalk and streetscape improvements could be done by the Town from the General Fund. Other possible approaches are:

- Create a Tax Increment Financing District
- Create a Special Assessment or Business Improvement District
- Seek Outside Grants

Status of Existing Traffic Movement Permits

The Town of Wiscasset currently is holding $100,000 in an escrow account, which is set to expire in December of 2014. The escrow was established to address Route 144 and Birch Point Road intersection needs. This money should therefore be directed to address the turning lane improvements noted previously in **Table ES-1**. No other TMP fees are available to the Town or MaineDOT at this time.

1.0 INTRODUCTION

The Bath Road Master Plan (Plan) encompasses the areas along U.S. Route 1 (Bath Road) from the Woolwich/Wiscasset town line to the northerly intersection of Flood Lane and Bath Road (See **ES-1**). The purpose of the Master Plan is to provide for continued development within the Plan area while maintaining or improving the mobility and safety of Bath Road, which is the Midcoast region's primary arterial highway. The goals of the Bath Road Master Plan are to:

1. Identify traffic improvements within the highway and on adjacent, developed and developable properties to meet the needs of existing and future development, while maintaining or improving the highway's mobility, safety and capacity;
2. Provide concept plans and street networks demonstrating the potential for development adjacent to the corridor that improves local pedestrian and vehicular circulation;
3. Develop a responsible plan for coordinated highway infrastructure improvements and transportation enhancements as well as practical financing strategies needed to implement the plan;
4. Provide design standards for corridor preservation;
5. Identify transportation-related land use strategies incorporating best management practices to facilitate corridor preservation consistent with Wiscasset's Comprehensive Plan; and
6. Balance the needs of residents with those travelling through Wiscasset.

This document presents the Plan and contains highway improvement, zoning and land use policy recommendations. The recommendations are based on reviews of pertinent municipal plans and ordinances and assessments of current and future conditions in the Plan area.

Acknowledgements

The Bath Road Master Plan was funded by the Maine Department of Transportation (MaineDOT), the Federal Highway Administration and the Town of Wiscasset. A Master Plan Study Team, comprised of representatives from MaineDOT, the Lincoln County Regional Planning Commission and the Town of Wiscasset developed the Master Plan Scope of Services and through a public process selected the consultant team consisting of T.Y. Lin International (TYLI) Team, comprised of TYLI, Planning Decisions (PD), Mitchell Rasor Landscape Design + Urbanism (MRLD), and Kevin Hooper Associates (KHA).

The Study Team and the Consultant Team worked with the Bath Road Master Plan Steering Committee to inform and help guide the development of this Plan.

The members of the Steering Committee are:

- Wayne Averil – Ames True Value
- Don Jones – Member of the former Town Transportation Committee
- Gary Crosby – Wiscasset Marketplace
- Al Cohen - Big Al's Super Values Odd Lot Outlet
- Heather Pitcher – Wiscasset Trading Post
- Peter West - Bicycle and Pedestrian representative
- Troy Cline - Police Chief
- Judith Colby - Selectman
- Ed Polewarczyk - Selectman
- Laurie Smith – Town Manager
- Misty Parker – Town Planner

- Gerry Audibert – Maine Department of Transportation
- Bob Faunce - Lincoln County Regional Planning Commission
- Tim Merry - Selectman

Disclaimer
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2.0 EXISTING CONDITIONS

2.1 Transportation Data

2.1.1 Existing Average Annual Daily Traffic Volumes

Traffic volume counts within the study area were collected in 2010 and 2012 by MaineDOT and TYLI. These counts were converted to Annual Average Daily Traffic (AADT) and presented in ***Figure 2-1***. The 2012 data was collected by TYLI. Older data is from MaineDOT. AADT represents a 24-hour volume at a specific location and includes vehicles in both directions. It basically represents an average volume for a 365 day period. AADT volumes in the study area are noted below:

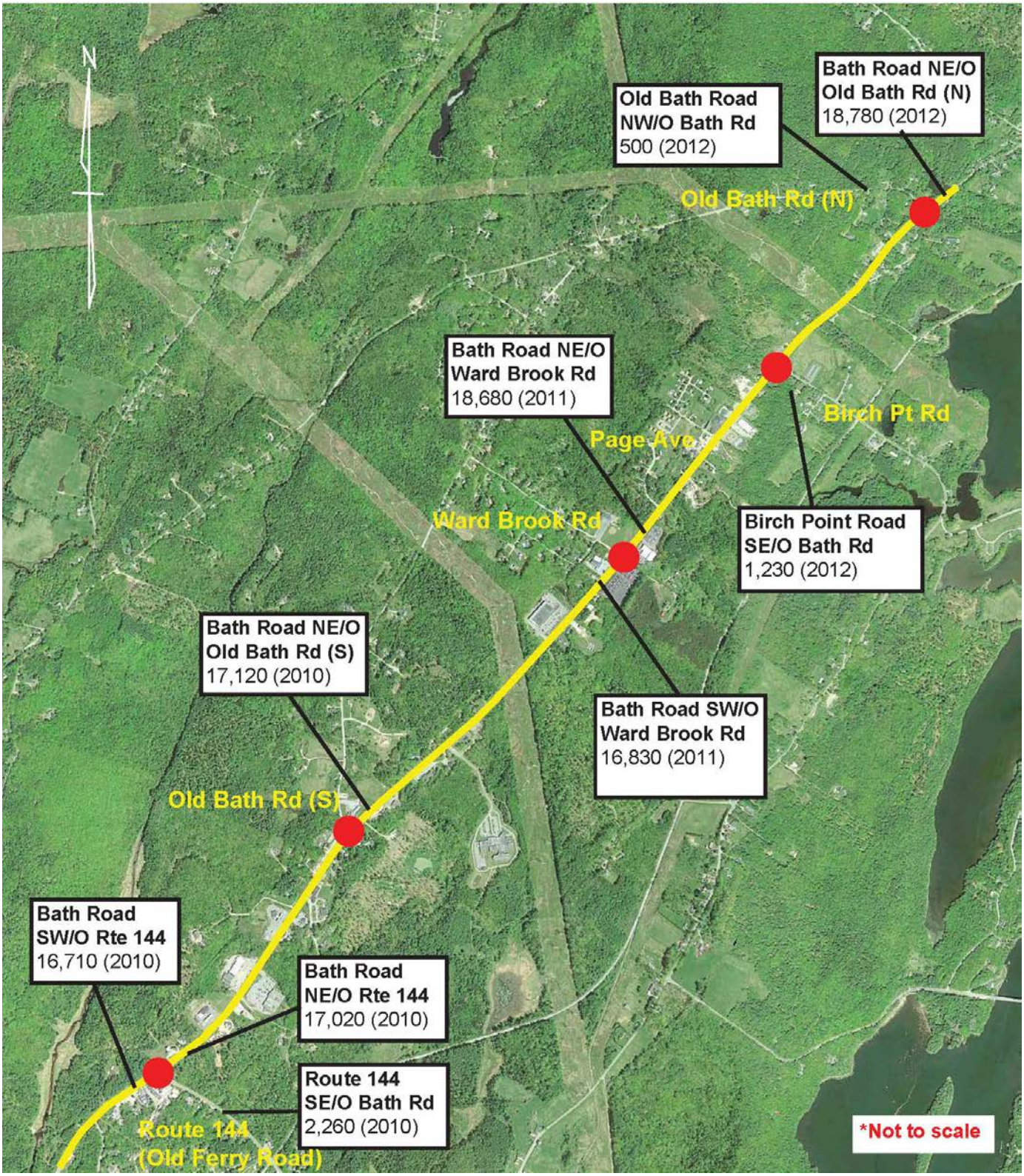
- Bath Road just south of Route 144 - 16,710 vehicles (2010)
- Bath Road just north of Route 144 - 17,020 vehicles (2010)
- Bath Road near Ward Brook - 16,830 vehicles (2011)
- Bath Road north of Old Bath Road (N) - 18,780 vehicles (2012)
- Route 144 - 2,260 vehicles (2010)
- Birch Point Road - 1,230 vehicles (2012)
- Old Bath Road (N) - 500 vehicles (2012)

Bath Road has an AADT of 18,780 vehicles, exceeding 20,000 vehicles per day during summer months. As a comparison, Route 1 in Brunswick carries 25,000 vehicles; Route 1 in Falmouth carries 15,000 vehicles, in Scarborough Route 1 carries 30,000 vehicles and in Camden Route 1 carries 6,900 vehicles. The Bath Road AADT of 18,780 vehicles generally can be accommodated on a two-lane facility with consideration given for intersection/driveway turn lanes and passing opportunities.

2.1.2 Hourly Traffic Volume Variation

The Maine Department of Transportation (MaineDOT) collected year-round traffic volumes on Bath Road (Route 1) southwest of Ward Brook at their permanent count station for the year 2011. ***Figure 2-2*** represents hourly volume distributions for the months of July and August as observed in 2011 and generally indicates the peak travel time in the corridor occurred from 10:00am to 6:00pm with the greatest peak between 3:00-6:00pm.

Figure 2-1 Existing Average Annual Daily Traffic Volumes



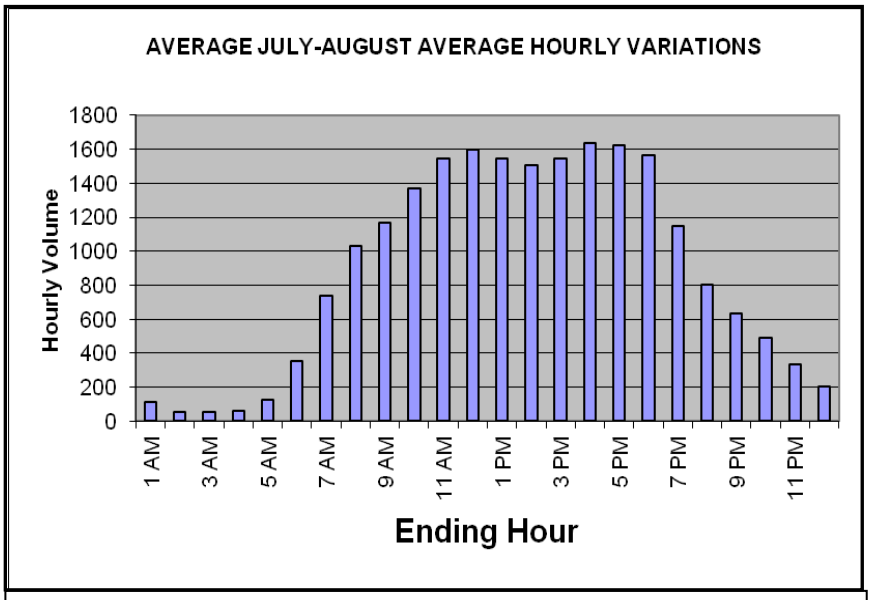


Figure 2-2 2011 Existing Hourly Traffic Volumes

2.1.3 Monthly Traffic Volume Variation

From information collected at the MaineDOT permanent count station on Bath Road, the 2011 monthly traffic volumes were graphed to determine peak seasonal traffic periods in the corridor during the year. See ***Figure 2-3.*** The months of July and August experience the highest traffic volumes during the year.

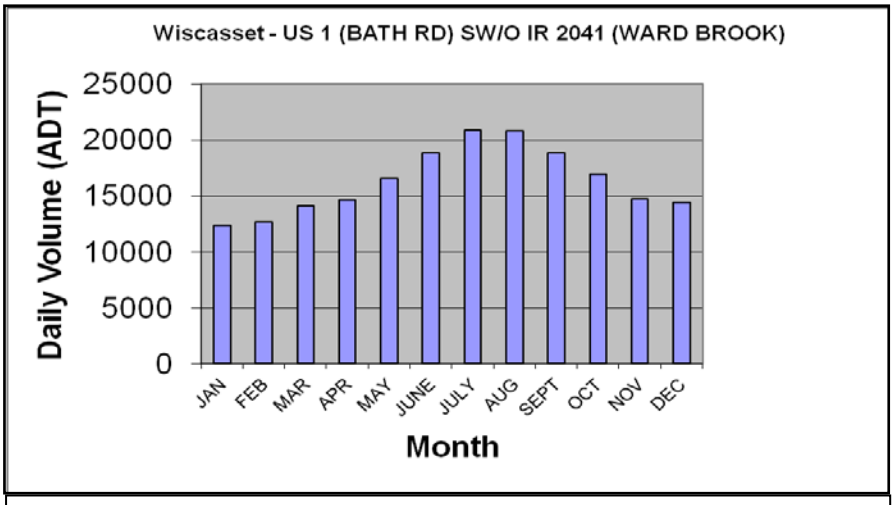


Figure 2-3 2011 Existing Monthly Traffic Volumes

2.1.4 Weekday Traffic Volume Variation

From information collected at the MaineDOT permanent count station on Bath Road, weekday volumes were reviewed to determine daily influence. ***Figure 2-4*** presents total two-way volumes, ***Figure 2-5*** illustrates northbound volumes, and ***Figure 2-6*** presents southbound volumes. The weekday variations for the entire year (blue) as well as the weekday variations for the months of July and August (red) are shown. As noted the peak day of the week is typically a Friday, both in total volumes and in northbound and southbound directions.

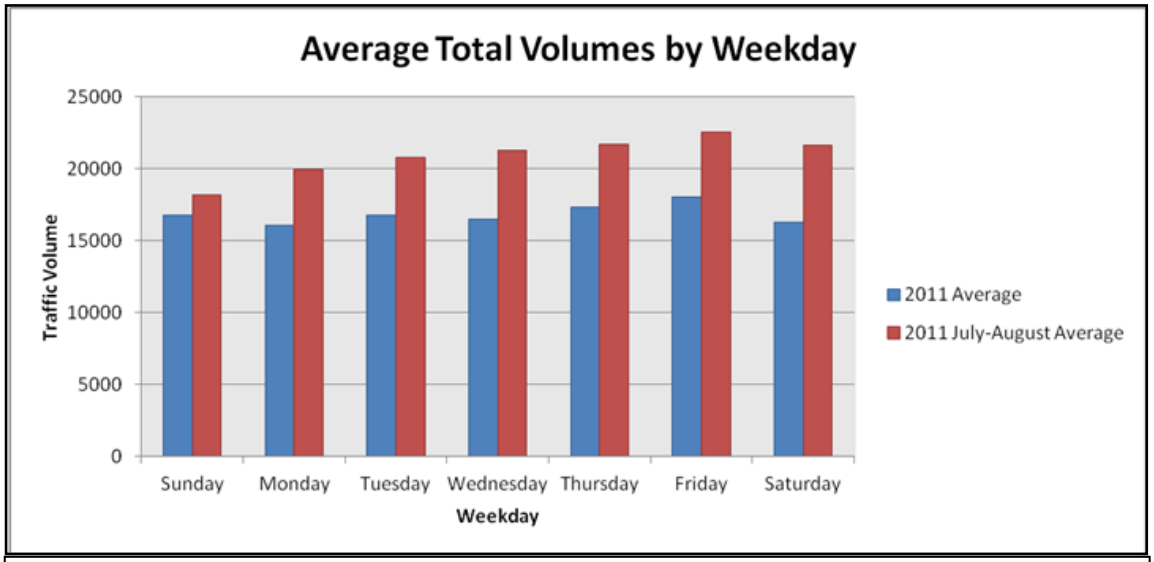


Figure 2-4 2011 Total Weekday Traffic Volumes

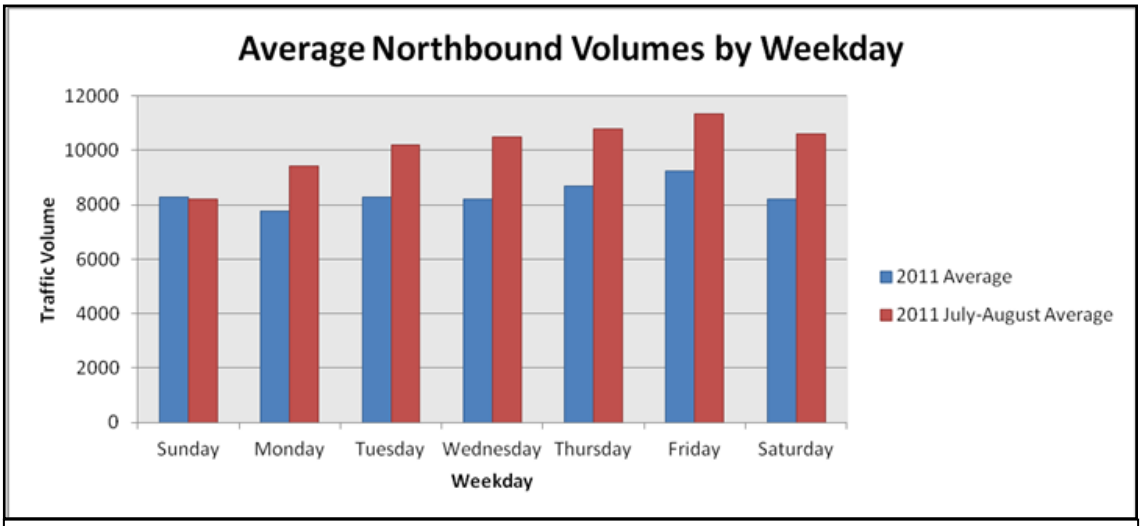


Figure 2-5 2011 Northbound Weekday Traffic Volumes

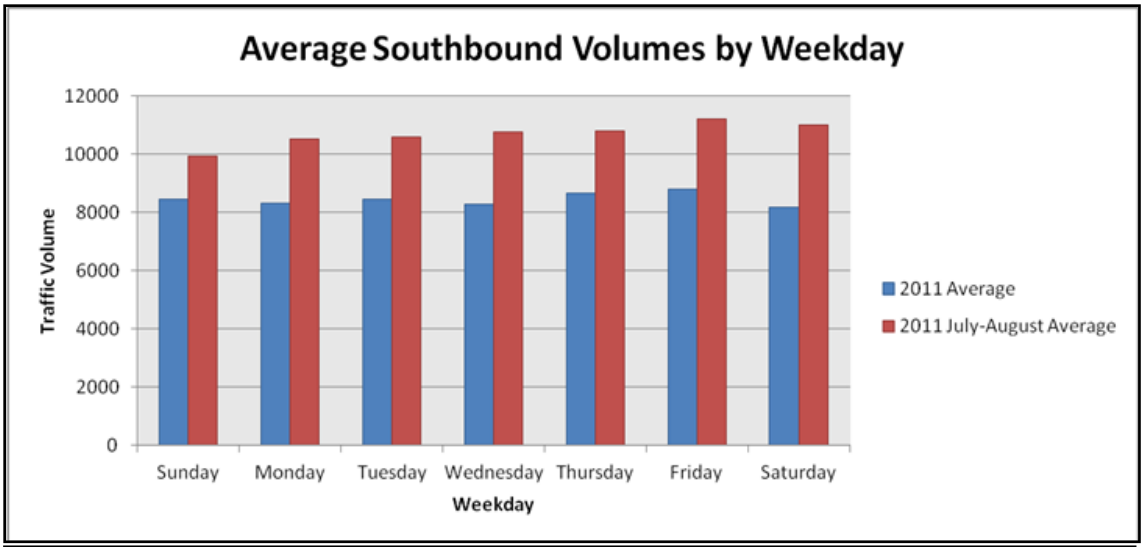


Figure 2-6 2011 Southbound Weekday Traffic Volumes

2.1.5 Intersection Turning Movement Volumes

In addition to the MaineDOT turning movement counts at Birch Point Road and Old Bath Road (N), three additional intersection turning movement counts were performed by TYLI at Old Bath Road (S), the main drive to Shaw's Supermarket/Shopping Center, and at Route 144. The counts were conducted between Tuesday August 28, 2012 and Thursday August 30, 2012 between 3:00pm and 6:00pm. PM peak hour volumes are available for those counts conducted by TYLI and AM, Mid-day, and PM Peak hour volume information is available for the two intersection counts conducted by MaineDOT. A summary of the dates and times of the intersection counts is noted in **Table 2-1**.

Table 2-1 Intersection Count Information

Location	Counter	Date	Duration
Bath Rd and Birch Point Road	MaineDOT	Wednesday 8/8/12	6am-6pm
Bath Rd and Old Bath Road (N)	MaineDOT	Wednesday 8/8/12	6am-6pm
Bath Rd and Old Bath Road (S)	TYLI	Thursday 8/30/12	3pm-6pm
Bath Rd and Shaw's/Shopping Ctr	TYLI	Wednesday 8/29/12	3pm-6pm
Bath Rd and Route 144	TYLI	Tuesday 8/28/12	3pm-6pm

MaineDOT conducted two 12-hour intersection turning movement counts at the intersections of Bath Road/Old Bath Road (N) and Bath Road/Birch Point Road. TYLI conducted PM Peak Hour intersection turning movement counts at the Bath Road and Old Bath Road (S), Bath Road and Shaw's/Shopping Center, and Bath Road and Route 144. The AM, midday and PM peak hours at the study intersections are noted in **Table 2-2.**

Table 2-2 Intersection Peak Hours			
Intersection	**AM Peak Hour**	**Mid-day Peak Hour**	**PM Peak Hour**
Birch Point Road	7:45 – 8:45	11:00-12:00	3:45-4:45
Old Bath Road (N)	10:15-11:15	12:30-1:30	3:15-4:15
Old Bath Road (S)	N/A	N/A	3:00-4:00
Shaw's/Shopping Center	N/A	N/A	3:15-4:15
Route 144	N/A	N/A	3:15-4:15

The total approach volume during the AM, Mid-day, and PM peak hours are in **Table 2-3**. As noted previously the highest traffic volumes along Bath Road occurred during the afternoon time period.

Table 2-3 Existing Peak Hour Traffic Volume Comparison			
	AM Peak Hour	*Mid-day Peak Hour*	*PM Peak Hour*
Bath Road/Birch Point Road			
Bath Road SB	778	876	839
Birch Point Road	52	53	38
Bath Road NB	569	849	993
Total	1399	1778	1870
Bath Road/Old Bath Road (N)			
Old Bath Road (N)	19	14	23
Bath Road Northbound	850	809	1032
Bath Road Southbound	945	783	858
Total	1814	1606	1913

Figure 2-7 presents the AM, Mid-Day and PM peak hour volumes for the study area intersections. No adjustment to the traffic volumes were incorporated because the counts were conducted during the peak summer period and generally represents Design Hour Volume conditions.

2.1.6 Vehicle Classification

Vehicle classification (types of vehicles) information was obtained from the MaineDOT intersection turning movement counts conducted at Old Bath Road (N) and Birch Point Road. **Table 2-4** presents the percent of trucks (single-unit and large semi-trailers) for noted study intersections. Approximately four percent of the traffic on Bath Road is trucks.

Figure 2-7 2012 Intersection Turning Movement Volumes

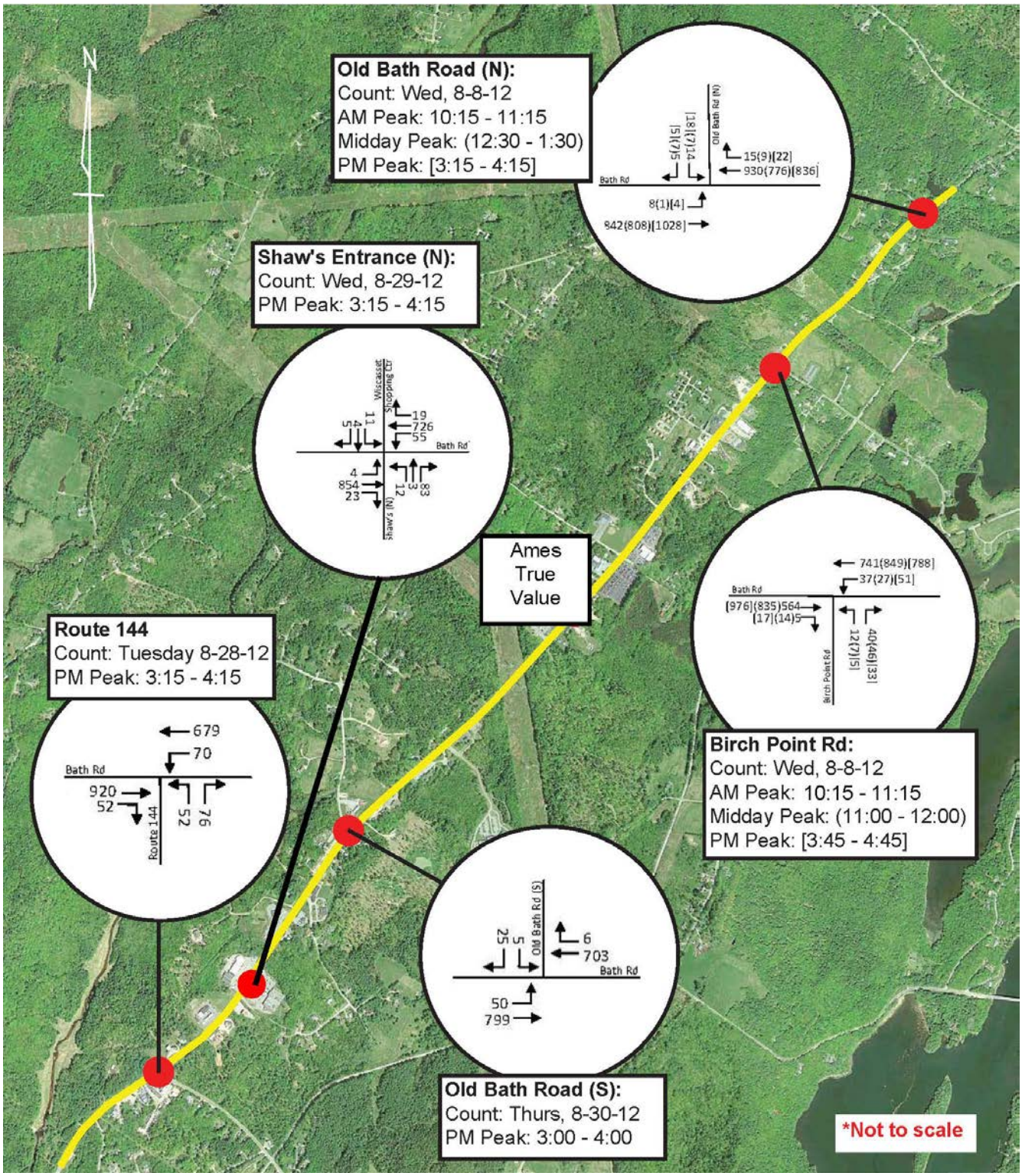


Table 2-4 Percent Trucks between 6:00AM – 6:00PM	
Bath Road and Old Bath Road (N)	
Old Bath Road	0%
Bath Road Northbound	4%
Bath Road Southbound	5%
Bath Road and Birch Point Road	
Birch Point Road	3%
Bath Road Northbound	4%
Bath Road Southbound	5%

2.1.7 Pedestrian Volumes

The study corridor does not provide any sidewalks or crosswalks. Very few pedestrians were observed in the corridor area during the conduct of the intersection turning movement counts. No pedestrians were observed at the Old Bath Road (N), Birch Point Road, Route 144 and Old Bath Road intersections. Five (5) pedestrians were counted at the Shaw's Supermarket intersection (a group of 3 pedestrians and another group of 2 pedestrians).

2.1.8 Bicycle Volumes

Minimal bicycle activity was observed during the intersection turning movement count time period. One bicyclist was counted at Birch Point Road intersection during the PM peak period and 4 bicyclists were counted at Old Bath Road (N). Three bicyclists were observed during the PM peak period and one during the morning time period.

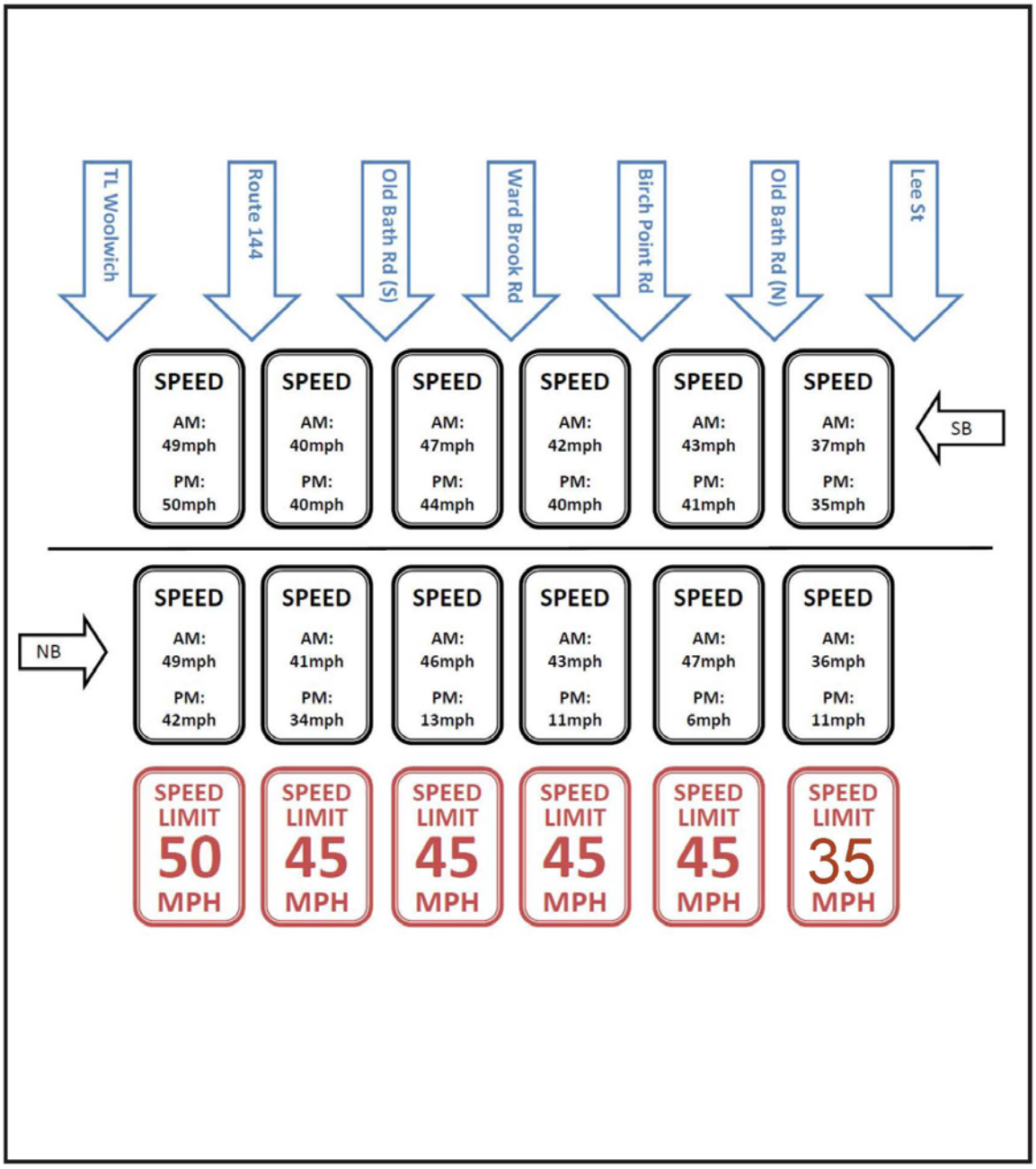
2.1.9 Speed Study

A speed study was conducted by MaineDOT on Friday, August 10, 2012. The day and time of day for the study were selected as being representative of peak summer traffic conditions. The study used a floating car survey method and consisted of driving along Bath Road noting travel times at various points along the corridor. There were 10 travel runs between 8:53 am and 5:39 pm in the northbound and southbound directions. ***Figure 2-8*** depicts the average speed during the AM and PM peak periods at various points along the corridor (as well as the posted speed limit). Key findings are summarized below.

- During the AM peak hour vehicle speeds closely matched the posted speed limit in both northbound and southbound directions. The only exception is that speeds north of Old Bath Road (N) were approximately 10 MPH above the posted speed limit of 25 MPH.

- During the PM peak hour, vehicle speeds closely matched the posted speed limit in the southbound direction, with the exception of north of Old Bath Road (N), where speeds were approximately 10 MPH above the posted speed limit. In the northbound direction, vehicle speeds were generally lower than the posted speed limit, particularly north of Old Bath Road (S), where speeds were around 10 MPH. These slow speeds were caused by traffic congestion in Wiscasset Village.

Figure 2-8 Average AM and PM Vehicle Speeds



T·Y·LIN INTERNATIONAL
engineers | planners | scientists
MRLD
Landscape Architecture + Urbanism

Bath Road Master Plan
Wiscasset, Maine

Figure 2-8
Average AM and PM Vehicle Speeds

2.1.10 Crash History

Crash data was obtained from MaineDOT for the most recent available three-year (2009-2011) period for Bath Road between the Woolwich/Wiscasset Town Line and the northern Master Plan area limit of the project at Flood Lane (N). No locations (intersections or roadway segments) were identified as a High Crash Location per MaineDOT criteria (8 or more crashes and a Critical Rate Factor (CRF) greater than or equal to 1.0). The CRF is defined as the ratio of the crash rate at the location of interest compared to the statewide crash rate for similar urban-rural and highway classifications, adjusted to provide a 95% confidence level. The following notes locations with 3 or more intersection crashes and 10 or more road segment crashes:

- Bath Road/Route 144 – 6 Crashes (CRF=0.95)
- Bath Road/Beechnut Hill Road – 4 Crashes (CRF=0.88)
- Bath Road/Flood Avenue (N) – 3 Crashes (CRF=0.61)
- Bath Road/between Route 144 and Oxhorn Road – 15 Crashes (CRF=0.91)
- Bath Road/between Old Bath Road (S) and Beechnut Hill Road – (CRF= 0.88)

Figure 2-9 graphically illustrates intersection crash statistics in the corridor and ***Figure 2-10*** illustrates roadway segment crash statistics.

2.1.11 Existing Level of Service

The standard used to evaluate traffic operating conditions of the transportation system is referred to as the Level of Service (LOS). This is a qualitative assessment of the quantitative effect of factors such as speed, volume of traffic, geometric features, traffic interruptions, delays, and freedom to maneuver. LOS analysis was based upon procedures detailed in the 2010 Highway Capacity Manual, produced by the Transportation Research Board. One of the standard programs used in traffic modeling – Synchro (vs. 8) – was used to perform this analysis.

Level of Service provides a measurement of the delay experienced at an intersection as a result of traffic operations at that intersection. In general, there are six levels of service: Level of Service A through Level of Service F. The highest, Level of Service A, describes a condition of free-flow operations where the effects of incidents are easily absorbed. Level of Service B, describes a state in which maneuverability and speed limits are beginning to be restricted by other motorists although level of comfort is still high. In Level of Service C, experienced drivers are still comfortable but maneuverability is noticeably restricted. Level of Service D brings noticeable congestion and driver comfort levels decrease. In Level of Service E, roadway capacity is reached and disruptions are much more prevalent – driver comfort has declined. Finally, Level of Service F is the result of volumes greater than roadway capacity with congestion and possible stopped conditions. MaineDOT has determined that Levels of Service A-D are acceptable conditions for intersections.

Figure 2-9 2009–2011 Intersection Crash History

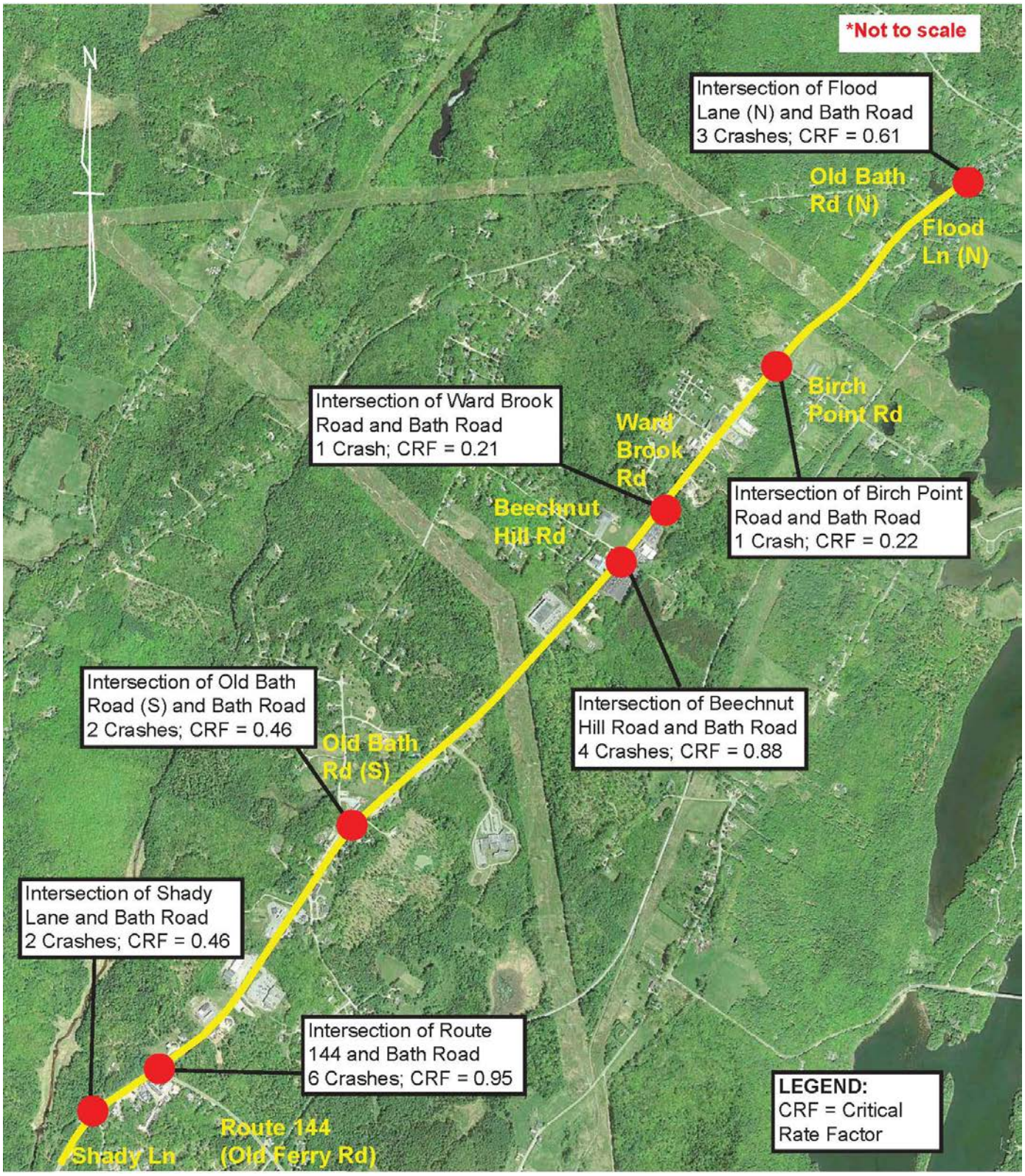
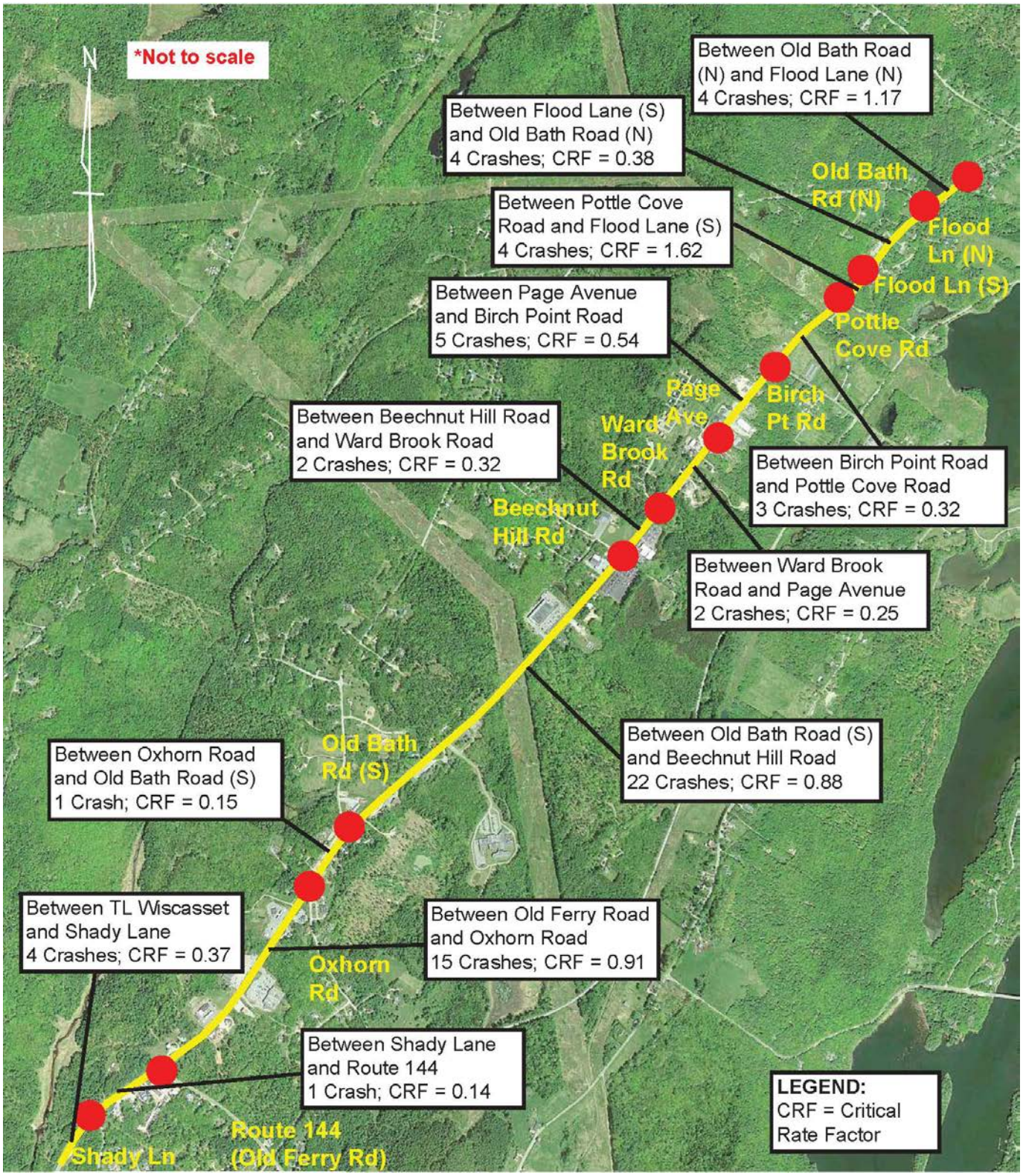


Figure 2-10 2009-2011 Roadway Segment Crash History



The measures of delay for each level of service rating for signalized and unsignalized intersections are found in **Table 2-5**.

Table 2-5 Level of Service Criteria for Intersections

Level of Service	Average Delay Per Vehicle (sec.)	
	Signalized	Unsignalized
A	≤10	≤10
B	>10 and ≤20	>10 and ≤15
C	>20 and ≤35	>15 and ≤25
D	>35 and ≤55	>25 and ≤35
E	>55 and ≤80	>35 and ≤50
F	>80	>50

Tables 2-6 through 2-10 summarize each intersection and movement - providing the delay (in seconds) followed by the Level of Service (A-F) for each movement. An overall Level of Service for each intersection is also provided. The analysis was conducted for the weekday PM peak hour.

Key findings for each of the study intersections are summarized in the following tables. The analysis concludes that little vehicle delay occurs in both northbound and southbound directions but that traffic turning onto Bath Road has significant delays. It should be noted that traffic conditions on Bath Road are poor during peak summer time periods and those conditions are not represented in the analysis. The source of traffic congestion is generally not related to capacity issues at intersections within the study corridor, but from congestion spilling back from the Village.

Table 2-6 Existing PM Peak Hour – Capacity Analysis Bath Road @ Route 144

Movement	Level of Service	Delay (sec/veh)	95th% Queue (feet)
Route 144 Left/Right	F	136.8	189
Bath Road NB Thru/Right	A	0	0
Bath Road SB Left	B	10.9	9
Bath Road SB Thru	A	0	0
Overall	B	10.7	N/A

Table 2-7 Existing PM Peak Hour – Capacity Analysis Bath Road @ Shaw's/Shopping Center Plaza

Movement	Level of Service	Delay (sec/veh)	95th% Queue (feet)
Shopping Center Left/Thru/Right	F	151.7	55
Shaw's Left/Thru/Right	E	36.3	39
Bath Road NB Left/Thru/Right	A	0.2	0
Bath Road SB Left/Thru/Right	B	10.6	7
Overall	A	4.7	N/A

Table 2-8 Existing PM Peak Hour – Capacity Analysis Bath Road @ Old Bath Road (S)			
Movement	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (feet)**
Old Bath Road Left/Right	D	28.0	22
Bath Road NB Left/Thru	A	2.3	6
Bath Road SB Thru/Right	A	0.0	0
Overall	A	1.9	N/A

Table 2-9 Existing PM Peak Hour – Capacity Analysis Bath Road @ Birch Point Road			
Movement	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (feet)**
Birch Point Road Left/Right	E	36.2	31
Bath Road NB Thru/Right	A	0.0	0
Bath Road SB Thru/Left	A	2.5	7
Overall	A	1.9	N/A

Table 2-10 Existing PM Peak Hour – Capacity Analysis Bath Road @ Old Bath Road (N)			
Movement	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (feet)**
Old Bath Road Left/Right	F	76.8	39
Bath Road NB Thru/Left	A	0.2	0
Bath Road SB Thru/Right	A	0.0	0
Overall	A	1.3	N/A

A two-lane segment analysis was performed according to HCM 2010 methods for the corridor and concluded that given the number of lanes, passing opportunities, and geometry Bath Road functions at an LOS of E. This level of service conclusion in based upon passing opportunities and travel speed and is not a function of roadway capacity. Field observations do not support this conclusion: the calculations show the road has plenty of capacity for this condition – 0.69 and the intersections have plenty of capacity along Bath Road. Therefore, it is concluded the corridor is operating acceptably under current conditions, from a capacity perspective.. As noted previously, traffic conditions on Bath Road are poor during peak summer time periods due to traffic delays in Wiscasset Village. Those conditions are not represented in the analysis.

2.1.12 Transportation Infrastructure Inventory

Sidewalks

There are no sidewalks along Bath Road in the study area.

Crosswalks

There are no marked crosswalks in the study area along Bath Road.

Bicycle Facilities

While there are no specific accommodations for bicyclists, shoulders in the corridor are paved and generally wide with pinch points by Monkey C Monkey Do and Ames True Value.

Regulatory Signage

Figure 2-11 and **Table 2-11** summarize regulatory signage within the study corridor. It should be noted that all distances are approximate and (N) or (S) refers to the northerly or southerly tie-in of Old Bath Road or Flood Avenue.

Figure 2-11 Existing Regulatory Signage

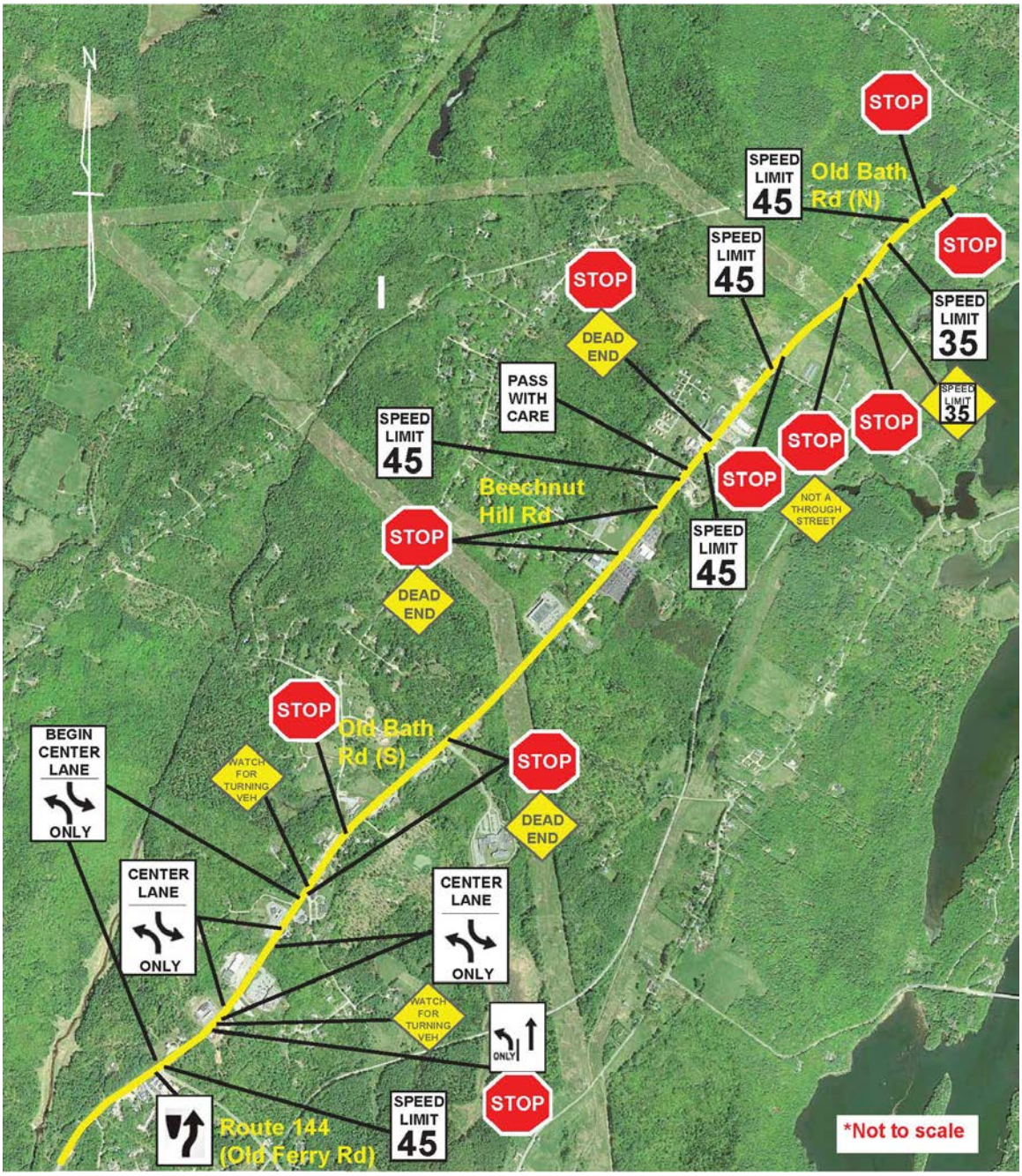


Table 2-11 Regulatory Signage Summary			
Sign Type	**Direction of Travel**	**Sign**	**Identifying Characteristics**
Speed Limit	Bath Road NB	Speed Limit 45 mph	360 ft north of Route 144
		Speed Limit 45 mph	375 ft north of Ward Brook Road
		Speed Limit 35 mph ahead (warning)	125 north of Flood Ave(S)
		Speed Limit 35 mph	600 ft north of Flood Ave (S)
		Speed Limit 45 mph	275 ft south of Birch Point Road
		Speed Limit 45 mph	450 ft north of Ward Brook Road
Keep Right	Route 144	Keep Right around median	At Route 144 Intersection with Rte 1
Lane Assign	Bath Road NB	Lane assignment	750 ft north of Route 144
Warning	Bath Road NB	Watch for turning traffic	800 ft north of Route 144
Lane Assign	Bath Road NB	Center two-way left turn lane only	1000 ft north of Route 1444
	Bath Road SB	Center two-way left turn lane only	1050 ft north of Route 1444
	Bath Road SB	End Center two-way left turn lane	850 ft south of Oxhorn Rd
	Bath Road NB	Begin Center two-way left turn lane	750 ft south of Oxhorn Rd
	Bath Road SB	Center two-way left turn lane only	425 ft south of Oxhorn Rd
	Bath Road NB	Center two-ways left turn lane only	375 ft south of Oxhorn Rd
	Bath Road SB	Begin Center two-way left turn	Across from Oxhorn Rd
Warning	Bath Road SB	Watch for Turning Traffic	100 ft north of Oxhorn Rd
Warning	Bath Road NB	Bus Ahead	1550 ft south of Beechnut Hill Rd
Stop	Ward Brook	Stop	Intersection of Rte 1 and Ward Brook
Warning	Ward Brook	Warning – Dead End	Intersection of Rte 1 and Ward Brook
Passing	Bath Road SB	Pass with Care	500 ft south of Page Ave
Warning	Page Ave	Warning – Dead End	Intersection of Page Ave and Bath Road
Stop	Flood Ln (S)	Stop/ dead End	Intersection of Flood Ave (S) and Bath Road
	Old Bath Rd (N)	Stop	Old Bath Rd (N) and Bath Road
	Flood Ln (S)	Stop	Flood Ln (S) and Bath Road
	Pottle Cove Rd	Stop	Pottle Cove Rd and Bath Road
	Birch Pt. Rd	Stop	Birch Point Rd and Bath Road
	Page Ave	Stop/Dead End	Page Ave and Bath Road
	Beechnut Hall Rd	Stop/Dead End	Beechnut Hall Rd and Bath Road

	Old Bath Rd (S)	Stop	Old Bath Rd (S) and Bath Road
	Wood Lane	Stop / Dead End	Wood Lane and Bath Road
	Oxhorn	Stop / Dead End	Oxhorn and Bath Road
Warning	Bath Road NB	Warning – Speed Limit 35 mph Ahead	100 ft north of Flood Ave (S)

Intersection Geometry Details(see Appendix A for visual representations of Bath)

The study corridor is approximately 3.6 miles long and is mostly a commercial corridor with one travel lane in each direction with occasional provision of a center-two-way left turn lane and passing zones. There are some residential homes towards the northerly end of the study area. Paved shoulders are provided and range from 6 feet to 10 feet, narrowing at the Monkey C Monkey Do on the northbound side and by the Ames True Value Hardware on both the northbound and southbound sides. The road is relatively flat with generally good sight distance.

Roughly 22% of the corridor allows for passing in either the northbound, southbound or both directions. Two southbound only passing zones are provided south of Birch Point Road (400 feet) and just north of Wiscasset Ford (800 feet). Four northbound only passing zones are provided north of Page Avenue (650 feet), north of Beechnut Hill Road (200 feet), south of Wiscasset Ford (475 feet) and north of Old Bath Road (S) (900 feet). There are two open passing sections north of Page Avenue (160 feet) between the northbound and southbound only passing zones and in front of Wiscasset Ford (490 feet).

In addition to passing lanes, about 9% of the corridor is striped for a center two-way left turn lane. There are three center two-way left turn lane locations; (1) in front of Ames True Value Hardware (700 feet); (2) in front of the Irving Convenience/Gas Station (700 feet); and (3) between McDonald's and the Wiscasset Marketplace (200 feet).

There are five dedicated left turn lanes in the corridor located onto Wood Lane, into Shaw's (northerly entrance), into the shopping center across from Shaw's (southerly entrance), into Simpson Seafood, and into McDonald's/Shell. Finally, there is a by-pass lane located at Route 144 for southbound travelers.

Shady Lane and Bath Road - This is a T-intersection. Shady Lane is approximately 20 feet wide and loops north to tie-in with Route 144. There is a stop sign at the end of the street and the street has a double yellow center line. No shoulders are marked. In this area Bath Road typically has 9 foot shoulders with 13 foot travel lanes separated by a double yellow center line.

Route 144 and Bath Road - This is a T-intersection with a stop/keep right island and sign located at the intersection. Route 144 is approximately 22 feet wide at the intersection with a center island and approximately a 31 foot lane entering Bath Road (allowing for separate right and left turn movements although not marked) and a 30 foot receiving lane. Southerly there are drives for Norm's Used Cars close to the intersection. At the intersection itself, Bath Road has separated through and left turn lanes allowing for cars turning left onto Route 144 without impeding through traffic. There is a double yellow center line located before and after the intersection with narrower shoulders on the southbound side of Bath Road.

Oxhorn Road and Bath Road - This is a T-intersection. Oxhorn Road is approximately 30 feet wide with separate left and right turning lanes. There is a stop sign/dead end sign at the end of the street. Bath Road width varies as the center two way left turn lane is developing in this section.

Skillin Lane and Bath Road - This is a T-intersection with a gravel road. It is approximately 24 feet wide with no striping. In this area, Bath Road typically has 10 foot shoulders with 13 foot travel lanes separated by a double yellow center line. A center two-way left turn lane begins at this intersection.

Old Bath Road (S) and Bath Road - This is a T-intersection with an acute angle. Old Bath Road (S) is a 26 foot wide road with a double yellow center line, no marked shoulders and approximately 16 foot wide lanes. There is a stop sign at the intersection. There is a close drive across from Old Bath Road (S) for the Wiscasset Motor Lodge and just south of the intersection the antiques store is located less than 50 feet from the intersection. Typically, north of the intersection Bath Road has 10 foot wide shoulders and 12 foot wide travel lanes. There is a double yellow center line as it approaches the intersection but just north there is a northbound only passing section. Bath Road south of the intersection typically has 10 foot shoulders with 12 foot travel lanes separated by a double yellow center line. This loops around with Old Bath Road (N).

Wood Lane and Bath Road -This is a T-intersection with guardrail opposing Wood Lane. Wood Lane has an overall width of 48 feet as it approaches the intersection. It is striped for a separate 12 foot left and right turn lane and a receiving lane. There are two residential drives on either side of the guardrail opposing Wood Lane and another on the same side just to the south within 50 feet of the intersection. Typically north of the intersection Bath Road has 8 foot shoulders in the southbound direction and 5 foot shoulders in the northbound direction. It has a 12 foot and 14 foot travel lane (southbound and northbound respectively) with a 12 foot lane for left turning movements. South of the intersection Bath Road has 10 foot shoulders and 12 foot travel lanes (southbound and northbound respectively) with a flush island.

Beechnut Hill Road and Bath Road - This is a 4-way intersection. The eastbound approach is a two-lane roadway with a double yellow center line, no marked shoulders, approximately 25 feet wide, and has a stop sign at the end. The westbound approach is a two-lane roadway with no striping. It is 25 feet wide and leads to Enterprise and Wiscasset Ford. Just north of this intersection Bath Road typically provides 10 foot shoulders with 12 foot travel lanes and includes passing for northbound vehicles only. Typically from the south, Bath Road has 10 foot shoulders with 12 foot travel lanes and a double yellow center line.

Ward Brook Road and Bath Road - This is a T-intersection, about 18 feet in width, with a stop sign at the end of Ward Brook Road. There is guardrail on either side of Ward Brook Road on the southbound side of traffic. In this location Bath Road typically has 10 foot shoulders and 12 foot travel lanes with passing for southbound vehicles only.

Page Avenue and Bath Road - This is a T-intersection with a drive located directly across the street. Page Avenue has a 21 foot width as it approaches the intersection and no striping. There is a stop sign/dead end at the intersection. Passing is allowed for northbound vehicles north of the intersection with 10 foot shoulders and 12 foot travel lanes. Just south of the intersection is a section of road with double yellow center lines, approximately 10 foot shoulders and 12 foot travel lanes.

Birch Point Road and Bath Road - This is a T-intersection. Birch Point Road is 20 feet wide as it approaches the intersection and is striped with a double yellow center lane line. There are no

shoulder markings. There is a stop sign at the intersection for traffic from Birch Point Road approaching the intersection. There is a small turn around across from Birch Point Road. In this location Bath Road is a two-lane road. Just north of the intersection, Bath Road typically has a double yellow line with 8 foot shoulders and a 12 foot travel lane. Just south of the intersection Bath Road has a passing section for southbound vehicles, a 7 foot shoulder on the southbound side and an 11 foot shoulder on the northbound side with 12 foot travel lanes. There is a very wide drive just south of Birch Point Road located approximately 20 feet from the intersection.

Soule Road and Bath Road -This is a T-intersection. Soule Road is not striped and is 14 feet wide with a stop sign/Not a Through Street sign at the intersection. In this location, Bath Road is a two-lane road with a double yellow center line. There are typically 9 foot shoulders and 12 foot travel lanes.

Flood Avenue (S) and Bath Road -This is a T-intersection. Flood Avenue is a 20 foot wide road at the approach without striping. There is a stop sign as traffic from Flood Avenue approaches the intersection. In this section, Bath Road is a two-lane road with a double yellow center line. There are typically 8 foot shoulders and 12 foot travel lanes. Wiscasset Wine Outlet's drive is on the southerly edge of Flood Avenue. Flood Avenue loops around to Flood Avenue (N).

Old Bath Road (N) and Bath Road - This is a T-intersection. Old Bath Road is a 30 foot wide road without striping. There is a stop sign as traffic from Old Bath Road approaches the intersection. Bath Road is a two-lane road with a double yellow center line. There are typically 9 foot shoulders and 12 foot travel lanes. There is a residence located close (approximately 65 feet) to the intersection. As with Flood Avenue, this road loops around to include a southerly entrance onto Bath Road.

Flood Avenue (N) and Bath Road - This is a T-intersection with guardrail opposing Flood Avenue along the southbound traffic and just north of Flood Avenue along northbound traffic. Flood Avenue approaches the intersection with a 55 foot width and no striping. Bath Road has approximately 7 foot shoulders and 12 foot travel ways at the intersection. It has a stop sign for traffic entering onto Bath Road and loops around to include a southerly entrance onto Bath Road.

Introduction to Access Management and Current Conditions

Highways are principal transportation routes that accommodate many different types of trips, among them longer distance trips between towns and other distant destinations. Because they are the primary corridors for longer distance automobile and truck travel, highways are often designed to move traffic quickly. Nonetheless, many highways (with the exception of Interstate Highways, the Maine Turnpike, and other fully access-controlled routes) also provide access to abutting parcels to various degrees. Therefore, maintaining the efficiency and safety of highways is in part related to existing and proposed land use activity along those highways and how access to such activity is managed.

The frequency, location and configuration of access points (i.e., driveways or entrance roads) influence many aspects of a highway's performance and character. Access points, particularly those requiring left turns, can disrupt traffic flow and increase the potential for crashes. In densely developed areas with frequent access points, trips entering or exiting the highway can worsen congestion and increase crashes. In less developed areas where posted speeds are high (like Bath Road), occasional turning vehicles can be unexpected and crashes can be more severe. Management of how access is provided can address these safety and congestion issues, and also help communities preserve rural or historic character where appropriate to do so.

While the MaineDOT administers an access management program outside a municipality's urban compact area, ultimate responsibility and authority for the implementation of land use and access management in Maine lies primarily with the municipalities. Bath Road lies outside the urban compact area and therefore MaineDOT administers access permits.

Access Management is a set of techniques used to preserve highway capacity, manage highway congestion and reduce crashes. Examples include:

- Traffic signal spacing
- Driveway location, spacing, and design
- Use of service and frontage roads
- Land Use policies that control right-of-way access to highways

Specific benefits of Access Management include:

- Preserve integrity of the roadway system
- Improve safety and highway capacity
- Extend ***functional*** life of the roadways
- Preserve public investment in infrastructure
- Preserve private investment in properties
- Provide a more efficient (and predictable) motorist experience
- Improve "thru" times through a corridor
- Improve aesthetics (less pavement, more green)

Figures A-1 through A-12 in the Appendix illustrate existing access management deficiencies within the corridor. An assessment of existing driveway conditions was performed and consisted of reviewing: the number of driveways provided for each property; the width of driveways; the spacing of driveways; and how close driveways are to intersections (corner clearance). The purpose of access management is to provide vehicular access to land development in a manner that preserves the safety and efficiency of a transportation system. The following MaineDOT standards were used to assess conditions.

Minimum Entrance Spacing Standards

Posted Speed (MPH)	Entrance Separation (Feet)
25 or less	Not applicable
30	Not applicable
35	Not applicable
40	175
45	265
50	350
55 or more	525

Arterial Corner Clearance - The minimum corner clearance for entrances onto Arterial Highways (such as Bath Road) must be 125 feet.

Number of Entrances - Except for forestry management and farming activities, lots on Arterial Highways are limited to one two-way or two one-way entrances.

Entrance Width - If 30% or less of the traffic projected to use the proposed entrance will be larger vehicles, the width of a two-way entrance within the highway right of way must be between 22 and 30 feet inclusive. If more than 30% of the traffic projected to use the proposed entrance will be larger vehicles, the width of a two-way entrance within the highway right of way must be between 30 and 42 feet.

Key findings are summarized below.

- There are a few properties that have an excessive number of driveways including Irving, the Antiques business southwest of the Old Bath Road (S), and Ship's Chow Hall.
- Several driveways exceed width standards. Examples include the Miss Wiscasset Diner, the Wiscasset Trading Post, Avalon Antique Market, Wiscasset Glass, and Wiscasset Wine Outlet.
- There are several driveways that do not meet separation standards. An example is the distance between the Schooner Inn Motel driveway and Big Al's driveway.
- At many of the corridor intersections, adequate spacing to land development driveways is not provided. An example is the Wiscasset Wine Outlet driveway near the Flood Lane intersection.

2.1.13 MaineDOT Highway Priority and Customer Service Levels

MaineDOT has developed a process for prioritizing highway and bridge candidate projects for its capital work plans according to Highway Priority and Customer Service Levels (CSL). Bath Road is considered to be a Priority 1 Highway (the highest priority) and MaineDOT has provided CSL ratings regarding Safety, Condition, and Service. Facilities are rated on an A-F scale. ***Figures 2-12 through 2-14*** present the ratings for each of these categories with a summary noted below.

CSL/Service - The Service CSL includes consideration of Posted Road (spring), Posted Bridge (spring), and Congestion. See ***Figure 2-12***

- Bath Road is a C from TL to Old Bath Road (S) and a D north of Flood Avenue (N) to Route 27 (Gardiner Road).
- Route 144 and Birch Point Road are A.

CSL/Safety - The Safety CSL includes consideration of Crash History, Paved Roadway Width, Pavement Rutting, and Bridge Reliability. See ***Figure 2-13***

- Bath Road is an A.
- Route 144 is a C.
- Birch Point Road is a D (this portion is not a State or State-Aid Highway).

CSL/Condition - The Condition CSL includes consideration of Pavement Condition, Roadway Strength, Bridge Condition, and Ride Quality. See ***Figure 2-14***

- Bath Road from TL to Route 144 and from Old Bath Road (S) to Soule Road is an A.
- Bath Road from Route 144 to Old Bath Road (S) and from Soule Road to Flood Avenue (N) is a B.
- Birch Point Road is B and C.
- Route 144 is a C.

Figure 2-12 MaineDOT Customer Service Levels

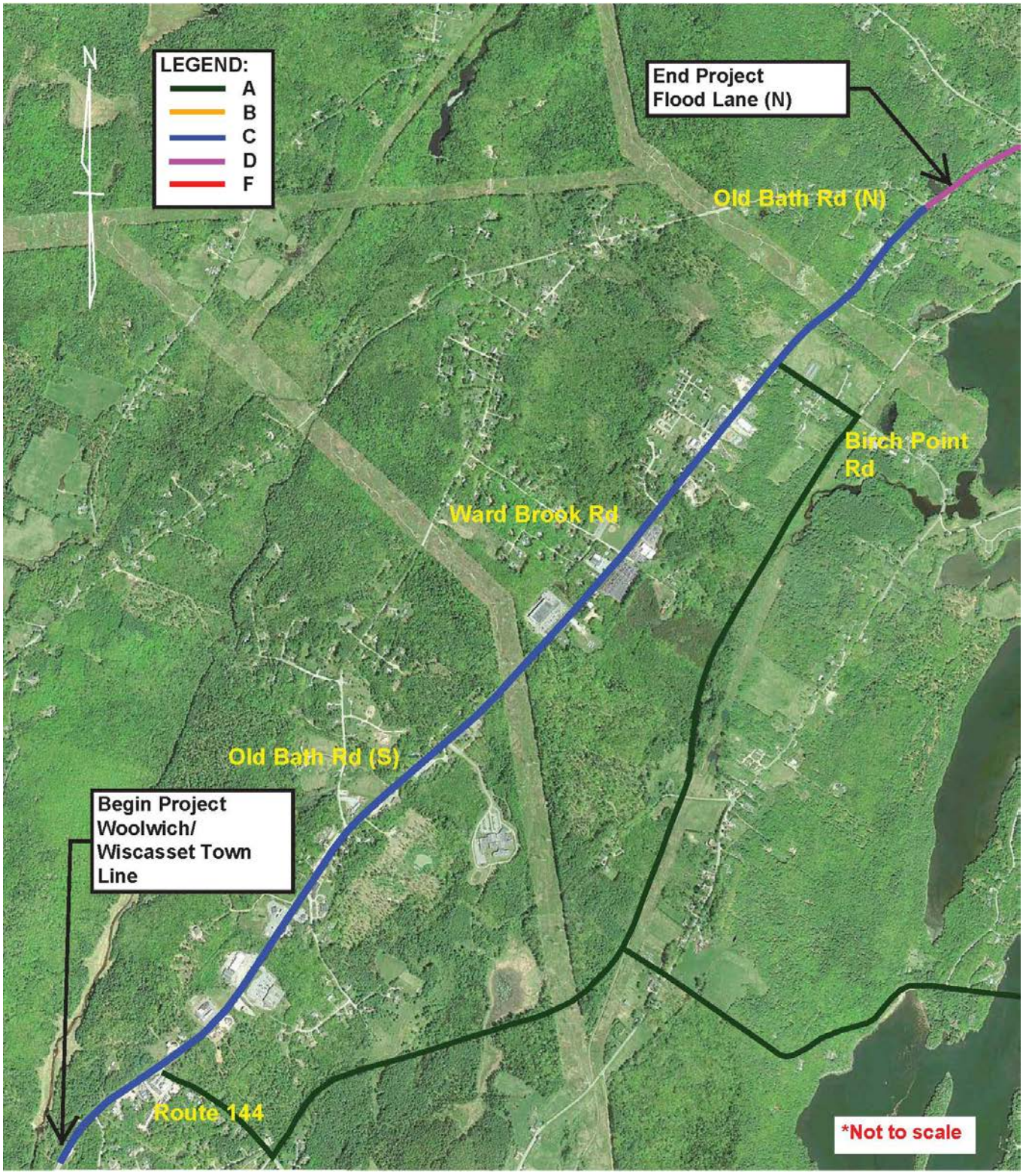


Figure 2-13 MaineDOT Customer Service Safety Levels

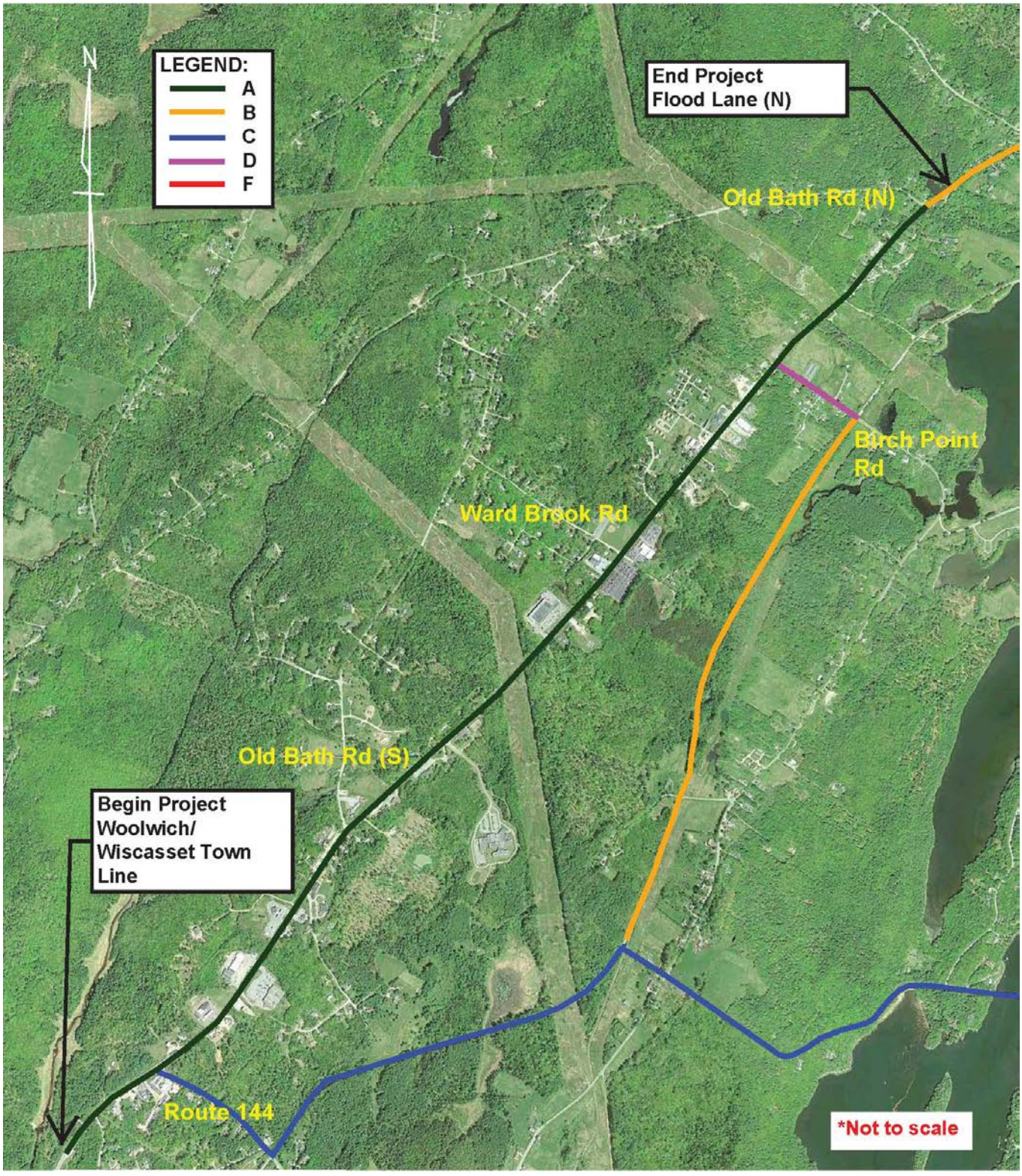
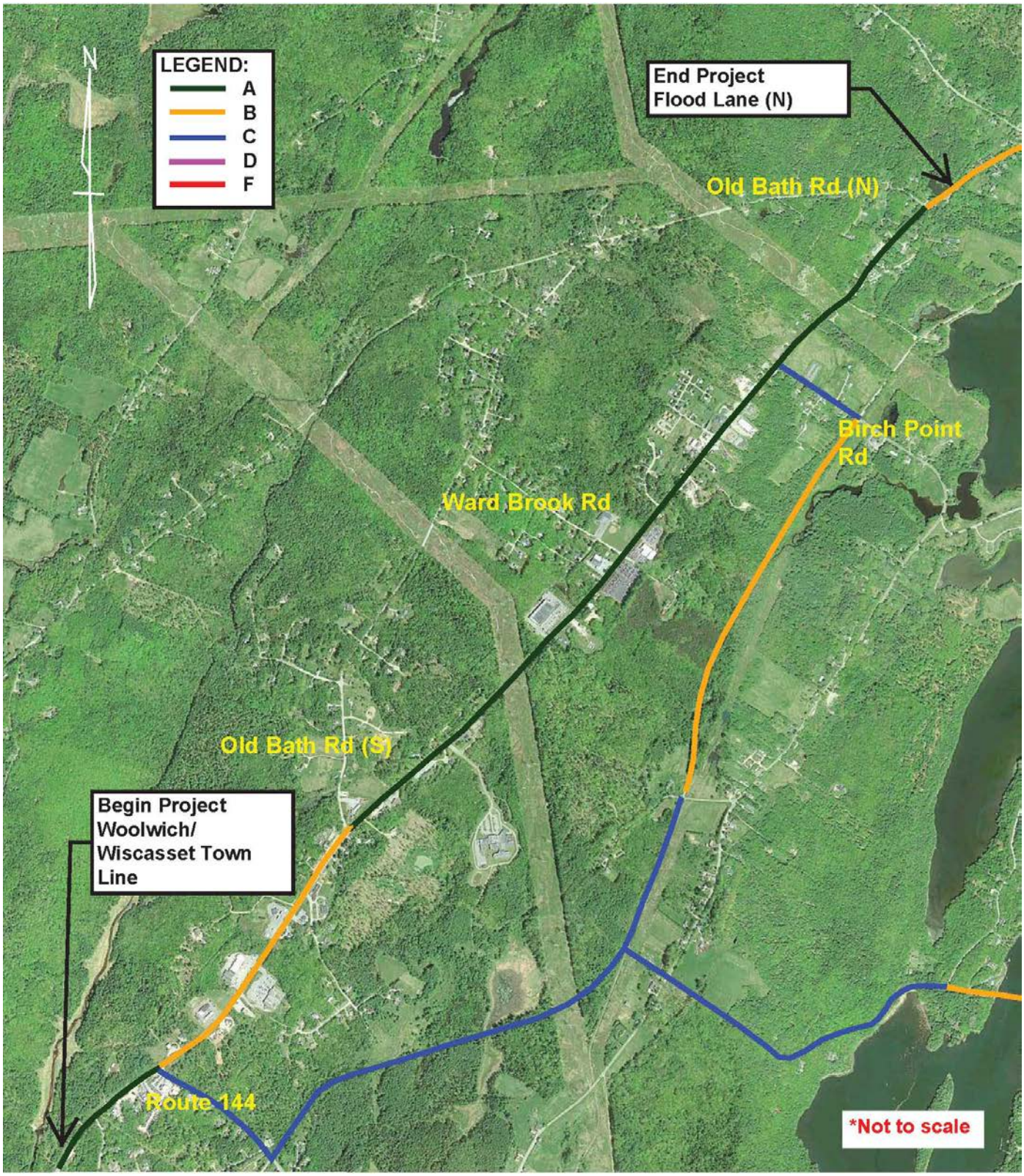


Figure 2-14 MaineDOT Customer Service Condition Levels



2.2 Planning Data

2.2.1 Zoning, Comprehensive Plan and the Land Use Ordinance Analysis

The 2008 Comprehensive Plan represents years of thoughtful work by the community to create a vision and set of goals for Wiscasset, including the Bath Road Commercial District. It is important that the community continually reference the Comprehensive Plan as a guiding document for all of Wiscasset, transcending short-term fixes. The Bath Road Master Plan is an opportunity to address the six goals noted earlier, helping to reconcile current standards and policies with the future of Bath Road as envisioned in the 2008 Comprehensive Plan. Preparing a Bath Road Master Plan was one of the implementation items indicated in the Comprehensive Plan.

The Town is actively implementing the recommendations of the 2008 Comprehensive Plan in terms of Zoning Districts and Standards – in addition to the recommendation to prepare a Bath Road Master Plan. There are a number of policies, strategies and goals from the Comprehensive Plan that are worth reviewing in regards to enacted and anticipated changes to standards influencing the efforts of the Bath Road Master Plan.

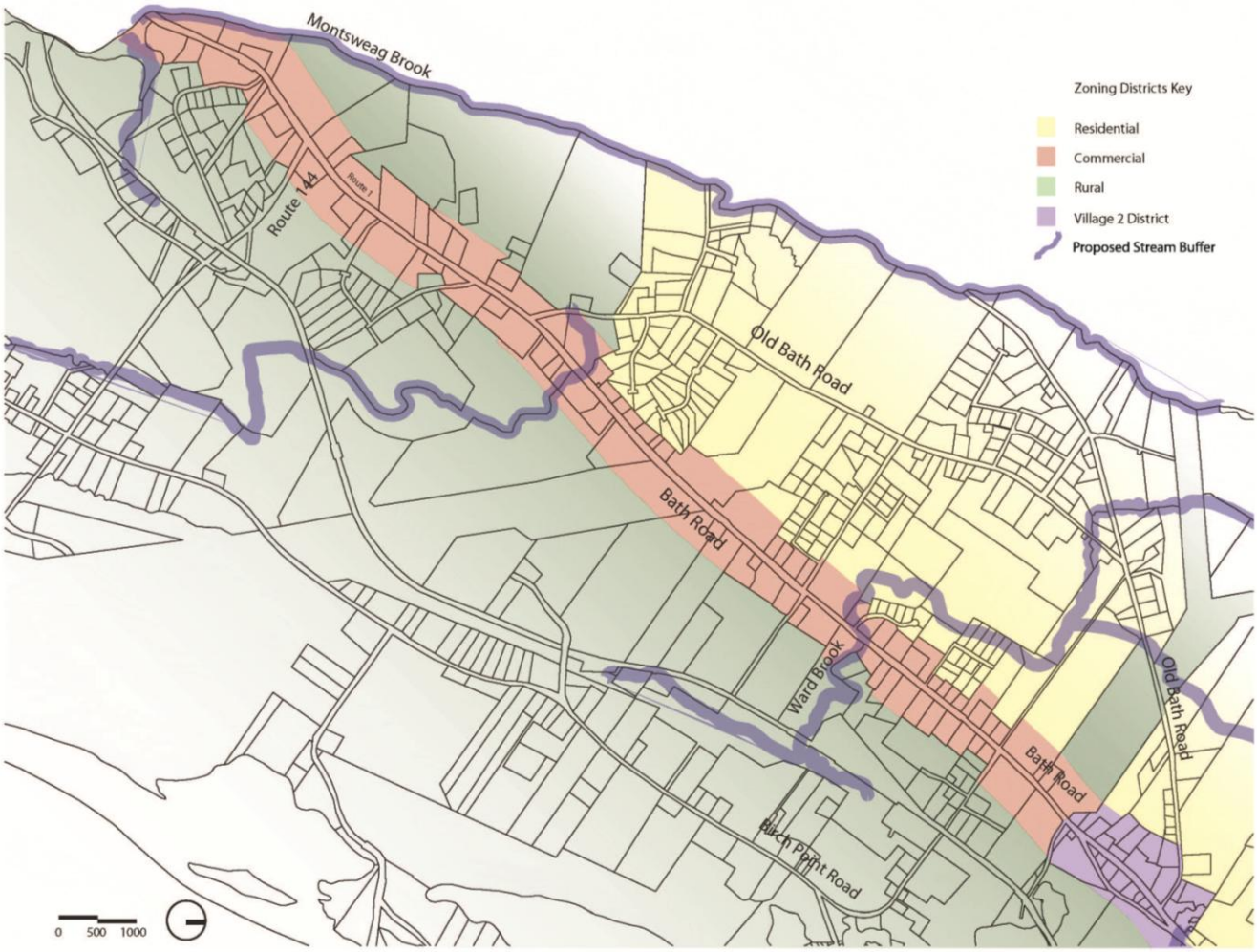
The study area is approximately four-miles in length beginning at the Woolwich line, extending to the northern intersection of Flood Avenue. Bath Road is zoned Commercial to a depth of 500'on both sides of the corridor from the Woolwich line north to the northern edge of the Mason Station transmission line right-of-way where the Village 2 District begins. There are certain parcels with frontage on Bath Road that extend beyond the Commercial District meriting additional analysis and review to best understand the most responsible potential for development and conservation along Bath Road.

There are a number of larger parcels along Bath Road that are divided between the Commercial District and other districts such as Rural and Residential. The Commercial District is measured from the centerline of Bath Road. See ***Figure 2-15***.

All uses in the Zoning Ordinance Land Use Matrix are allowed in the Rural District, while the Commercial District is more restrictive and the Village 2 District is even more restrictive. In Appendix E of the 2008 Comprehensive Plan, Survey Results, 56% of respondents stated that commercial development should occur on both sides of Bath Road. The decision to mirror the Commercial District on the eastern side of Bath Road creates consistency for properties fronting on Bath Road.

The 2008 Comprehensive Plan for the corridor recommends a slightly different policy for the Commercial District, which is currently linear and shallow as configured. While it is recognized that the corridor is suited for commercial development that is not appropriate for the Village 1 and Village 2 Districts, Goal C of the Comprehensive Plan recommends as a high priority the creation of "different open space as well as business zones along the Bath Road in order to leave some open space." The policy in the Comprehensive Plan regarding the pattern of development along Bath Road "is to not permit a continuous strip of development to emerge from the Woolwich line to the Village center. This would have negative effects on the Town's ability to grow as a tourist destination, as well as on the flow of traffic on U.S. Route One."

Figure 2-15 Existing Zoning



It should be noted that the recent adoption of the Village 2 District is a key step in meeting this policy of avoiding continuous development by creating a transitional zone between the Commercial Corridor (Growth District) and the historic Village. It should also be noted that the Comprehensive Plan specifically recommended that the Town enter into an agreement with MaineDOT to hire a consultant to prepare a Bath Road Master Plan. The Master Plan is intended to address a number of goals of the Comprehensive Plan including the stimulation of economic development along Bath Road and the reduction of uncoordinated traffic mitigation expenditures.

Appendix E of the Comprehensive Plan goes a step further beyond evaluating coordinated right-of-way mitigation. 72% of respondents were in favor of the development of frontage roads parallel to Route 1, suggesting that parcel interconnectivity was a politically viable solution for promoting economic development while helping to separate regional traffic from local traffic.

The goals of the Master Plan include the identification of potential "street networks" to further stimulate economic development by taking a holistic approach to mobility and land use, clarifying

the highest and best use for lands and integrating street connectivity, the creation of new districts along the current Commercial Corridor, promoting different scales and types of development and the protection of unique natural areas and scenic views.

Property owners and developers need consistency and efficiency in permitting. They can be helped by identifying adjacent synergies such as street networks, utilities, water, and wastewater. Sharing the cost of infrastructure investments through targeted funding sources such as grants, TIF incentives, impact fees – and ideally establishing complementary land uses that maximize the highest and best use of their properties will help stimulate economic development and streamline permitting.

Following are the fundamental standards for the Commercial District as noted in Town Ordinances:

1. Article VI Zoning, details allowable uses for the Commercial District
2. Article II Building Laws notes that all structures built or placed after August 19, 2003 shall be connected to town water and/or to town sewer if required. These standards do not apply to residences set more than 250' from the northwesterly side of Bath Road.
3. Article II, Building Laws, defines the required lot size and setbacks:
    a. Minimum Lot Size: One Acre
    b. Building Front Setback: 75'
    c. Parking Front Setback: 5'
    d. Building Side, Rear Setbacks: 10'

Currently, Article VIII Site Plan Review does not have extensive specific design standards for the Commercial District such as the required caliper of trees or the amount of allowable impervious surface (the Comprehensive Plan calls for a 20' front landscape and the current Site Plan standards require a 5' buffer with plantings no taller than four feet). There are specific requirements for Site Plan Review submittals, but as noted by the Comprehensive Plan, "the Zoning Ordinance is overly broad and fails to guide development appropriately and to protect the cultural and scenic values that make the town attractive to businesses and residents alike. Too often a lengthy, contentious process of a zone change is required to accommodate a particular business that may actually be desired by and be consistent with the Town's wishes." This policy has a high priority.
The Village 2 District, which acts as a transitional zone between the Commercial District and the Village, has been adopted with more specific standards and uses, and is also part of the historic overlay district as noted in Article VI, Section 9.

The area of the Village 2 District from the Mason Station right-of-way to the northern entrance to Flood Avenue is more residential in scale than the Commercial District. The standards adopted in Article VI Zoning, as noted above, relating to architectural style, use, and buffering will protect the residents in this area from existing and new permitted uses while improving the visual quality of this transitional area to the historic Village as development and redevelopment occurs. See ***Figure 2-16*** below.

Figure 2-16 View south of transitional Village 2 District *with commercial uses interspersed with residential uses; new standards require additional buffering*

Following are the fundamental standards for the Village 2 District as noted in Town Ordinances:

1. Article VI Zoning, details allowable uses for the Village 2 District.
2. Article VI Zoning, establishes specific buffering requirements between commercial and non-commercial uses.
3. Article II, Building Laws, defines the required lot size and setbacks:
    a. Minimum Lot Size: One Acre (20,000 sf. with public water and sewer)
    b. Road Setback: 10'
    c. Side, Rear Setbacks: 10'

The Comprehensive Plan called for gas stations to be a non-conforming use in the Village 2 District but in the current Land Use Matrix Convenience Store with Fuel Sales is not allowed.

Another Comprehensive Plan Zoning recommendation that influences the Master Plan is treatment of the four brooks over which Bath Road passes, the most significant being the Montsweag and Ward Brooks. Montsweag has the second largest watershed in the town and it is the southern entrance to Wiscasset, although it is difficult to see because of the road alignment, terrain, trees, and the travel speeds. At the time of writing the Natural Resource section of the current Comprehensive Plan, the Lower Montsweag Brook Dam had yet to be removed. Now that the dam has been removed, cold-water species are expected to move upstream. The Comprehensive Plan calls for adding all of Montsweag Brook to the Stream Protection District. This recommendation has been implemented as Montsweag Brook is currently zoned Shoreland Residential, Resource Protection, and Stream Protection. Additional analysis of the Montsweag zoning should be completed to ensure that the various overlay protection districts are consistent, avoiding repetition or gaps in the appropriate level of protection.

Ward Brook, which passes under Bath Road just north of Wiscasset Ford, was surveyed in 2006 by the Maine Department of Inland Fisheries and Wildlife and wild brook trout were identified. The Comprehensive Plan also calls for adding all of Ward Brook to the Stream Protection District.

75' is the minimum required setback for streams. The 2008 Comprehensive Plan recommends a 100' minimum setback for Montsweag and Ward Brooks. The 1989 Comprehensive Plan recommends a minimum 250' setback.

As will be discussed in the Sections on Character Areas, Visual Inventory, and Environmental Constraints, the role of the four brooks inform the analysis of Bath Road in different ways. The four brooks also play significant roles in defining character areas, visual inventory and environmental constraints, discussed later in this Section.

2.2.2 Character Areas

Character Areas can identify patterns of development representing different uses, economies, ages, and target markets. Corridors are typically one zoning district as is the case with the Bath Road Commercial District. This uniform zoning does not reflect the nuances of the corridor. It is possible to divide the monotony and linear feel of corridors by creating different districts along the corridor that build on existing character and provide a baseline understanding of how Character Area specific zoning, land uses, and standards can amplify the best qualities of these Character Areas, while remedying concerns. Character Areas also influence how adjacent lands might be zoned for compatibility and efficiency, such as the coordination of traffic improvements, the creation of

incentive districts, and the establishment of conceptual road networks to serve new complementary development or to create connectivity between compatible uses.

Defining Character Areas also makes it possible to target land for conservation by creating buffers of natural areas and establishing a rhythm of natural and built environments along Bath Road. In summary, the 2008 Comprehensive Plan specifically recommends that Bath Road should not evolve into a continuous strip of development and that measures should be taken to protect natural resources and concentrate development in appropriate locations.

Prior to reviewing any reports, Ordinances or the Comprehensive Plan, Bath Road was visually reviewed from the Woolwich line to the northern entrance of Flood Avenue. Working with a base aerial map, and ground truthing, the patterns of development, architectural styles, signage, land uses, the approximate history of development, visual quality, landscaping, natural features, terrain, and other aspects of Bath Road were mapped in generalized terms.

These preliminary observations also helped in identifying potential discrepancies and inconsistencies between the Comprehensive Plan policies, opinion surveys and the actual built environment.

Five Character Areas were identified. The locations and patterns of the Character Areas are indicated on ***Figure 2-17*** on the following page:

1. Traditional Roadside Development
2. New Development
3. Strip Development
4. Residential Development (although residential neighborhoods are not visible from Bath Road)
5. Residential Mixed Use Development

These areas were not identified for their visual quality but more for the overall pattern of development in terms of use, sense of place, and authenticity. Bath Road consists of predominately strip development, free standing commercial buildings / uses, and single-family homes. In creating ***Figure 2-17*** not only were often subtle patterns made apparent, but synergies between complementary uses, such as housing and commercial / retail uses, were identified.

The five identified Character Areas are not standardized terms for visual inventories. Rather they are specific to the review of existing conditions along Bath Road. A visual preference survey was not completed as part of this review.

For the purposes of the Bath Road Master Plan the five Character Areas are defined as:

1. **Traditional Roadside Development:** Traditional Roadside Development along the corridor represents local character, ownership and authenticity. Development does not include franchises and is not necessarily visually attractive or have a New England style, but is functional and at times ad hoc. Parking is typically located between the building and the road, but in some cases the buildings are close to the road. The parcels tend to have wide curb cuts that do not meet current regulations.
2. **New Development:** New Development includes development that is typically a franchise, less than fifteen years old, has standard signage that does not reflect the region, and has standard site design elements such as parking between the building and road and drive-thru service. New Development is typically not a reuse of an existing building or an existing site. In general, New

Development focuses on regional or pass thru traffic, however, the uses also serve local needs. New Development does not strive to be "authentic" or local, although the architecture may have design components such as pitched roofs and dormers that strive for a "New England Style". In general, New Development is clustered and is not located along stretches of Bath Road having a Traditional Roadside Development character.

3. **Strip Development:** Many areas of Bath Road might be defined as Strip Development. Strip Development is defined as areas that are visually cluttered due to the type and quality of signs, the incongruous architecture, parking between the building and road, low site and building maintenance, and an overall seasonal / tourist orientation. Overall, Strip Development is more closely aligned with Roadside Development than New Development.
4. **Residential Development:** Residential uses are scattered along Bath Road. They are not highly visible due to trees and other screening. Residential uses are typically not within clusters of Roadside Development, New Development or Strip Development. Residential subdivisions adjacent to Bath Road may have direct access to the corridor or may be adjacent, but they are not visible from the corridor. For the purposes of this study, Residential Development is typically a subdivision or clusters of subdivisions and not scattered homes.

Figure 2-17 Character Areas

5. **Residential Mixed Use:** Residential mixed uses are areas along Bath Road where development is residential in scale with the businesses in converted homes and home occupations. There are

typically no parking lots between the building and the road and the sites include mature vegetation.

Traditional Roadside Development

Traditional Roadside Development was identified in three locations. "Traditional" is not to be interpreted as having historic integrity such as a church on the Historic Register or even to be aesthetically pleasing. It is traditional in the sense that it represents a different era, is locally owned or appears so and has achieved a sense of the real or authentic. The three locations are:

1. The Miss Wiscasset Diner / Wiscasset Trading Post (***Figure 2-18***)
2. North of the Border and the Wiscasset Motor Lodge (***Figure 2-19***)
3. Grover's Tire to Birch Point Road and Huber's Market (***Figure 2-20***)

In contrast to traditional roadside development that is authentic, Maine Heritage Village is more thematic in nature, featuring iconic structures such as a lighthouse. This is an example of architecture as business sign. See ***Figure 2-21***.

Figure 2-18 The Miss Wiscasset Diner / Wiscasset Trading Post –authentic roadside

Figure 2-19 North of the Border –authentic roadside

Figure 2-20 Huber's Market – authentic roadside

Figure 2-21 Maine Heritage Village – thematic roadside versus authentic roadside

New Development

In contrast to "Traditional Roadside Development", "New Development" may or may not be attractive, but it is almost always franchise. This type of development tends to group together over time and includes such uses as gas, fast food, quick marts, and banks. These developments typically include drive thru windows. While they serve the local population, the primary focus is often on regional traffic. That statement is an over simplification though. A local resident can buy their groceries at Shaw's, cross the street to get gas, bank, and buy lunch. This person can then drive north on Bath Road and stop at Ames. These are all franchises and according to Appendix E of the Comprehensive Plan, 86% of the respondents favor encouraging new small retail and restaurant businesses on Bath Road. This area is located just north of the Route 144 / Bath Road intersection north to Oxhorn Road and Atlantic Motorcar. Uses include Shaw's, Irving, Shell / McDonald's / Lil' Mart / First Federal Savings (***Figure 2-22***), Dunkin' Donuts, and Family Dollar Store.

Figure 2-22 Shell / McDonald's / Lil' Mart / First Federal Savings – new development

It is interesting to note that no franchise businesses have located in the "Traditional Roadside Development" area between Grover's Tire and Birch Point Road. The "New Development" is almost always on undeveloped sites, such as the parcel for sale just north of Shell. See ***Figure 2-23***.

Figure 2-23 New development site cleared for development

Strip Development

One might take any number of segments of Bath Road and call it Strip Development; however, for the sake of differentiating Strip Development from Roadside Development or New Development, Strip Development has more visual clutter due to signs, parking, a variety of nondescript architecture, inventory on display – and in the two primary locations mapped – the long expansive views that are typical of what has been described as the rolling hills character of Bath Road. See ***Figure 2-24***.

Figure 2-24 Strip development – expansive and cluttered views

Residential Development

While single-family homes are scattered along Bath Road – and typically not visible due to mature trees and screening – in studying the context of the development patterns it became evident that there are a number of residential neighborhoods that complement uses on Bath Road. ***Figure 2-25*** shows an apartment complex across the street from a single-family home subdivision off of Page Avenue. This residential development is a short walk from the "Traditional Roadside Development" area running from Grover's Tire to Birch Point Road.

Figure 2-25 Residential Development on Page Avenue – west of traditional development

Residential Mixed Use Development

Residential mixed uses are areas along Bath Road where development is residential in scale and many of the businesses are in converted homes or home occupations. There are typically no parking lots between the building and the road and the sites include mature vegetation.

As noted at the beginning of this section, no reports or Ordinances were reviewed prior to the on the ground development / character area mapping in order to allow experience of walking and driving the study area to create a direct impression of the built environment. Later, when the Character Area mapping was completed, this information was compared with zoning districts, Ordinance standards, the Comprehensive Plan and other documents to see if there are correlations with the policies or if development is happening in an ad hoc manner.

In the case of the area mapped Residential Mixed Use shown previously on ***Figure 2-17***, after reviewing the Comprehensive Plan and the most recent changes to the Zoning Map, there was a correlation between what was not only seen, but intuitively understood as a logical transition between the Commercial District and the Village. See ***Figure 2-26***. This is an example of how mapping patterns of development can help inform the process of zoning corridors to create context sensitive thematic zones.

Figure 2-26 View north entering the Village 2 District transitional zone

According to the Comprehensive Plan, there are 199 lots fronting Bath Road totaling 440 acres. There are 12 undeveloped parcels larger than 10 acres for a total of 242 acres along Bath Road. This information combined with the other existing conditions analysis inform opportunities for responsible build-out scenarios and conservation areas.

2.2.3 Visual Inventory

A visual inventory looks less at patterns of land use or what is described as “Character Areas”. Rather, it identifies generalized and specific visual elements along the corridor. The visual inventory conducted for the Master Plan is identified by two categories: (1) Objects and Edges and (2) Sight Lines and Focal Points.

Objects and Edges (See ***Figure 2-27***) are in a vehicle driver’s near field of vision, such as signs, above ground utilities, and parcels where the inventory on display is the sign of the use, such as an auto dealership or a business where the inventory is placed outside. Edges were generally mapped as “Forested Edge”, “Commercial Edge”, “Field Edge”, “Power Lines” and “Mixed Residential Edge”. These categories may or may not relate to land for potential development, land with environmental constraints, industrial uses not visible from Bath Road, and land that recalls the tradition of farming.

Sight Lines and Focal Points (See ***Figure 2-28)*** defines the relationship between the rolling terrain (vertical alignment of the road), and the generally straight nature of the road (horizontal

alignment of the road) to distant and open views down the corridor from high point to high point or the focal points (developed or undeveloped) where there is a bend in the road.

Just as identifying Character Areas provides a baseline understanding of the nuances of the corridor, helping to inform potential new districts and uses that will divide the corridor into developed and undeveloped thematic areas, understanding Site Lines and Focal Points may also inform ways to divide Bath Road into distinct areas, avoiding continuous strip development as noted as a concern in the 2008 Comprehensive Plan.

Figure 2-27 Objects and Edges

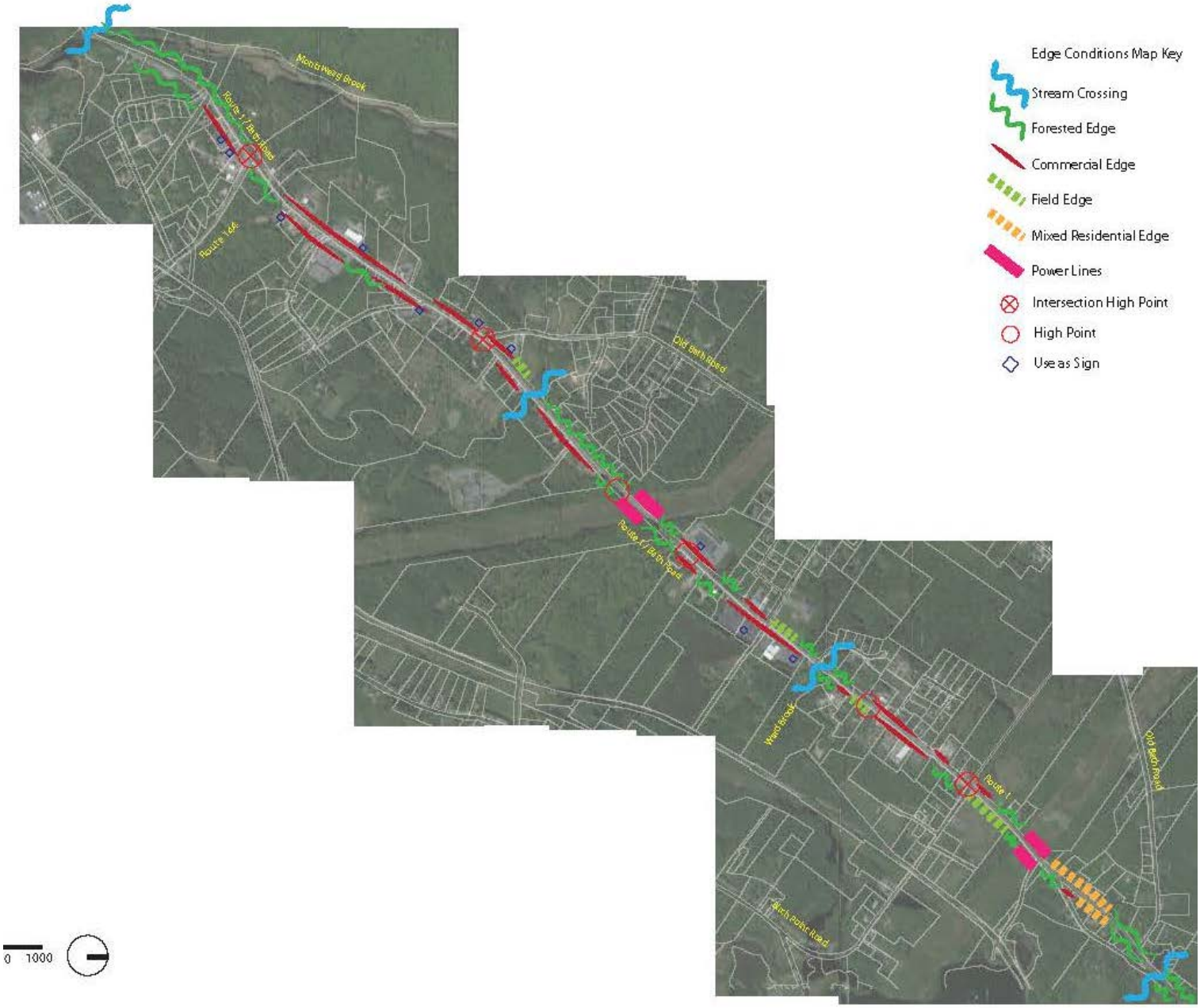
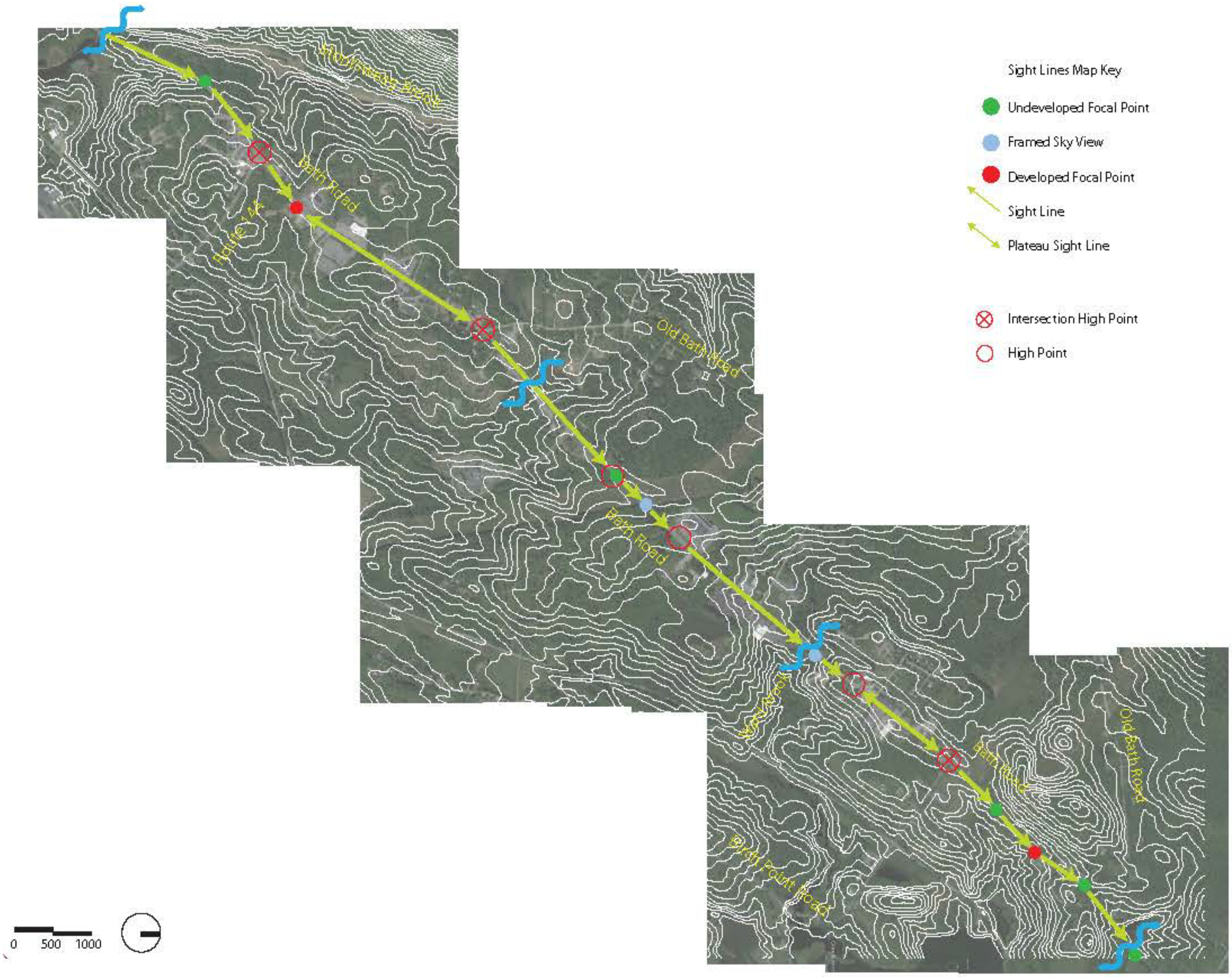


Figure 2-28 Sight Lines and Focal Points



In general, Bath Road includes a variety of land uses, building types, signage, and natural features. It is not a uniform development, but current zoning does not preclude a full build-out. Other issues such as market capacity and environmental constraints are the limiting factors, not policy. This is unlike the stretch of Route 1 in Woolwich, which has no development and remains rural in character because MaineDOT as policy purchased the frontage rights, creating a limited access corridor. See ***Figure 2-29***.

Figure 2-29 View north on Route 1 in Woolwich where
Maine DOT purchased frontage development rights.

Objects and Edges

The visual assessment of Bath Road points out the built environment. An example of site redevelopment is Norm's Truck Sales which was a burned out gas station that was originally repurposed as a restaurant and located directly across the street from a tidy, but highly visible gas station and quick mart. See ***Figures 2-30*** and ***2-31.*** Contrasts can be seen in a simple well-proportioned sign for a franchise chain (see ***Figure 2-32)***, located across the street from a business where the use is the sign. The inventory is the sign, creating a cluttered scene. See ***Figure 2-33.***

Figure 2-30 Redeveloped site meeting MaineDOT standards.

Figure 2-31 A well maintained, but highly visible gas station

Figure 2-32 A simple, legible, and well-proportioned sign

Figure 2-33 The inventory is the sign. A business trying to attract customers on a busy arterial

There are no dramatic views of mountains, fields, or harbors. Instead two basic edge conditions are identified: "forested / undeveloped" (***Figure 2-34***) and "commercial / developed" (***Figure 2-35***). The Maine Yankee and Mason Station transmission right-of-ways are also highly visible. These transmission lines are visible because of the scale of the towers, the width of the right-of-way, and because the towers and lines are set against the sky. See ***Figure 2-36***. Overhead utility lines set against a wooded edge blend better with the background. See ***Figure 2-37***.

Figure 2-34 Forested or undeveloped edge

Figure 2-35 A developed edge

Figure 2-36 The visual impact of the utility lines is increased because they are set against the sky.

Figure 2-37 Above ground utility lines are less visible
They are set against a dark background of green versus the sky making them less visible. Even the utility pole has the appearance of one of the adjacent trees.

In addition to the forested edge and the developed edge there are fields providing open vistas along the corridor such as the field at the corner of Birch Point Road. Even though a building has been placed in the field, it follows the terrain and provides a view of a field in the foreground and topography in the distance. Ideally, the structure would not be in the middle ground field of vision, but it is part of the horizon line and is painted a color as to better transition with the foreground and the distant hills rather than creating a strong dividing line on the horizon. See ***Figure 2-38***.

Figure 2-38 A field with a development that minimizes the visual impact
It uses color and building placement so as to better transition from the foreground to the background.

Sight Lines and Focal Points:

The objects and edges in the landscape are the most visually prominent aspects of the visual experience because they tend to be in the near field of vision. However, there is a subtler yet dramatic aspect of the visual inventory when one stops looking for "things" and begins to scan the landscape, looking along sight lines. In the Village of Wiscasset the short distance sight lines

coupled with quick changes in the horizontal alignments and near field focal points create a picturesque and dynamic setting. This is not the case on Bath Road.

Bath Road from the southern town line to the Village is comprised of long segmented sight lines that do not offer a quintessential "Maine" experience. This area is known for the gentle rolling terrain. The vertical and horizontal alignments of Bath Road are subtle. There are gentle curves creating distant "focal points" as previously shown in ***Figure 2-28***. In this sense, even though Bath Road is a high volume road with increasing development pressure, there are aspects such as the long vistas – typically from high-point to high-point overlooking the low point – which is most likely one of the four brooks – helping to create a rhythm over the course of four miles. See ***Figure 2-39,*** which is taken at the intersection of Old Bath Road looking north over an unnamed brook. ***Figure 2-28*** is a diagram of the relationship between the high points, brooks, sight lines, and focal points.

Figure 2-39 A sight line north from the intersection with Old Bath Road (S), *One of the three existing primary high point intersections along with Route 144 and Birch Point Road. Bath Road is a series a rolling hills with development potential at the high-point intersections*

Figure 2-28 shown previously, diagrams the experience one has traveling north on Bath Road as the southern approach to the Village. One of the most informative aspects of this diagram is that certain sight line focal points are already developed and certain focal points are undeveloped. In terms of making zoning "visible", the low points are brooks passing under Bath Road, which should eventually be zoned as Stream Protection Districts.

Less obvious to the eye, but another informative aspect of the diagram is that the three primary intersections, Route 144, the southern entrance to Old Bath Road, and Birch Point Road are located at high points and curves on Bath Road.

In this series of rolling hills, the beginning of the study area is a low point at Montsweag Brook. See ***Figure 2-40***. Unfortunately the view of the brook is not highly visible when traveling along Bath Road for a number of reasons. See ***Figure 2-41*** for a view of the tidal brook. The northern end is a low point prior to entering the Village at the Holbrook Pond outlet. Located between these two brook low points is Ward Brook, one the most important brooks in Wiscasset.

Separating these low points, as noted above, are natural high points at curves that are significant because they are the location of the three primary existing intersections on Bath Road. All of these intersections have defined and emerging character as defined by the Development Pattern, Visual Inventory, and Environmental Constraints mapping.

The analysis of the mapping combined with the results of traffic studies, market forecasting and the review of undeveloped land and existing / potential access at these intersections may determine

themes of future development, preservation, and visual character along Bath Road, thus helping to differentiate the corridor as recommended by the Comprehensive Plan and the Bath Road Master Plan. These thematic areas could include changes to the Zoning Map as well as identifying appropriate land uses and site design standards.

Figure 2-40 A sight line north of Montsweag Brook, *an attractive southern gateway to Wiscasset and one of four brook crossings creating low points the length of Bath Road that establish the rolling terrain in this area*

Figure 2-41 The view of Montsweag Brook when standing on the bridge

For example, a certain intersection / district might focus on local conditions and incubate small businesses by not allowing larger buildings, gas stations or franchises. Another intersection / district might emphasize regional services, and another intersection / district might become a high-density mixed-use neighborhood complementing the Village. In between these intersections / districts might be areas with preserved lands or design standards for (re)development that help differentiate the intersections / districts.

2.2.4 Environmental Constraints

Figure 2-42 shown on following pages, is a map of the environmental constraints and buffer setbacks within the Bath Road Master Plan area. The information on this map needs to be cross referenced with the other analysis plans to understand opportunities for protecting certain lands as needed and guiding growth to appropriate locations per the policy of the Comprehensive Plan. There are no mapped vernal pools in the study area.

As noted previously, Bath Road crosses four streams. These streams are not as much a limiting factor for future development as they are low points in the rolling terrain, providing for unbroken sight lines.

The largest wetland system is located west of the Birch Point Road intersection between Bath Road and Old Bath Road. There are no other large mapped wetland systems that influence long-term land use planning for the area.

A deer wintering area runs parallel with Bath Road on the eastern side from Oxhorn Road to Beechnut Hill Road.

In summary, there are contiguous blocks of land suitable for development and redevelopment throughout the study area.

2.2.5 Infrastructure

Figure 2-43 on following pages, shows the location and availability of public water, wastewater, and utilities along Bath Road and vicinity. Both the Water District and the Wastewater Treatment Plant were contacted. The 1-foot water line was installed in 1988 and has adequate capacity for additional development along Bath Road. The wastewater line was installed in 1977 and also has capacity for additional development along Bath Road. The pump stations do not need upgrades. Overhead utilities along Bath Road were located to identify potential visual impacts, conflicts with street tree plantings as well as how line drops might occur with new development.

Figure 2-42 Environmental Constraints

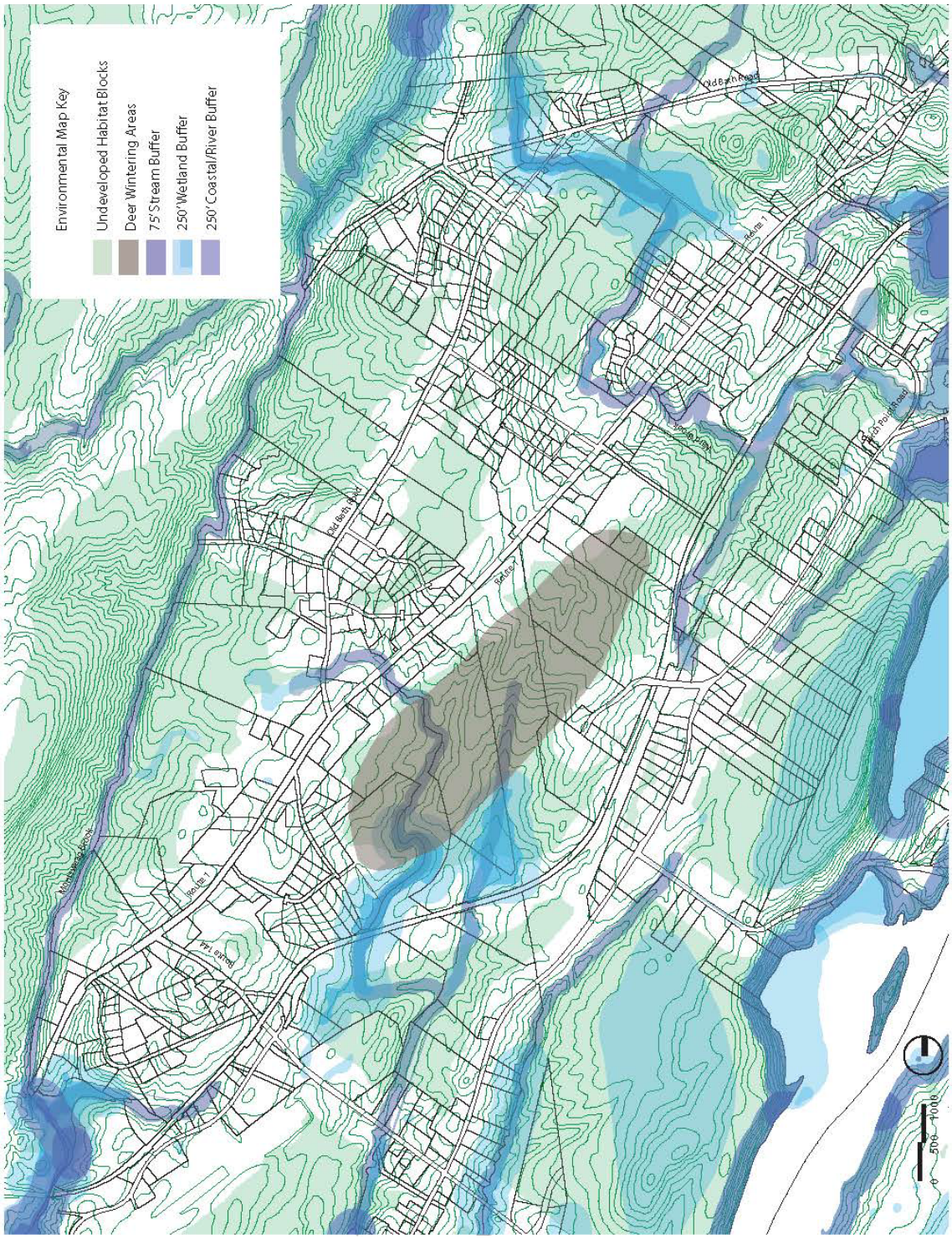
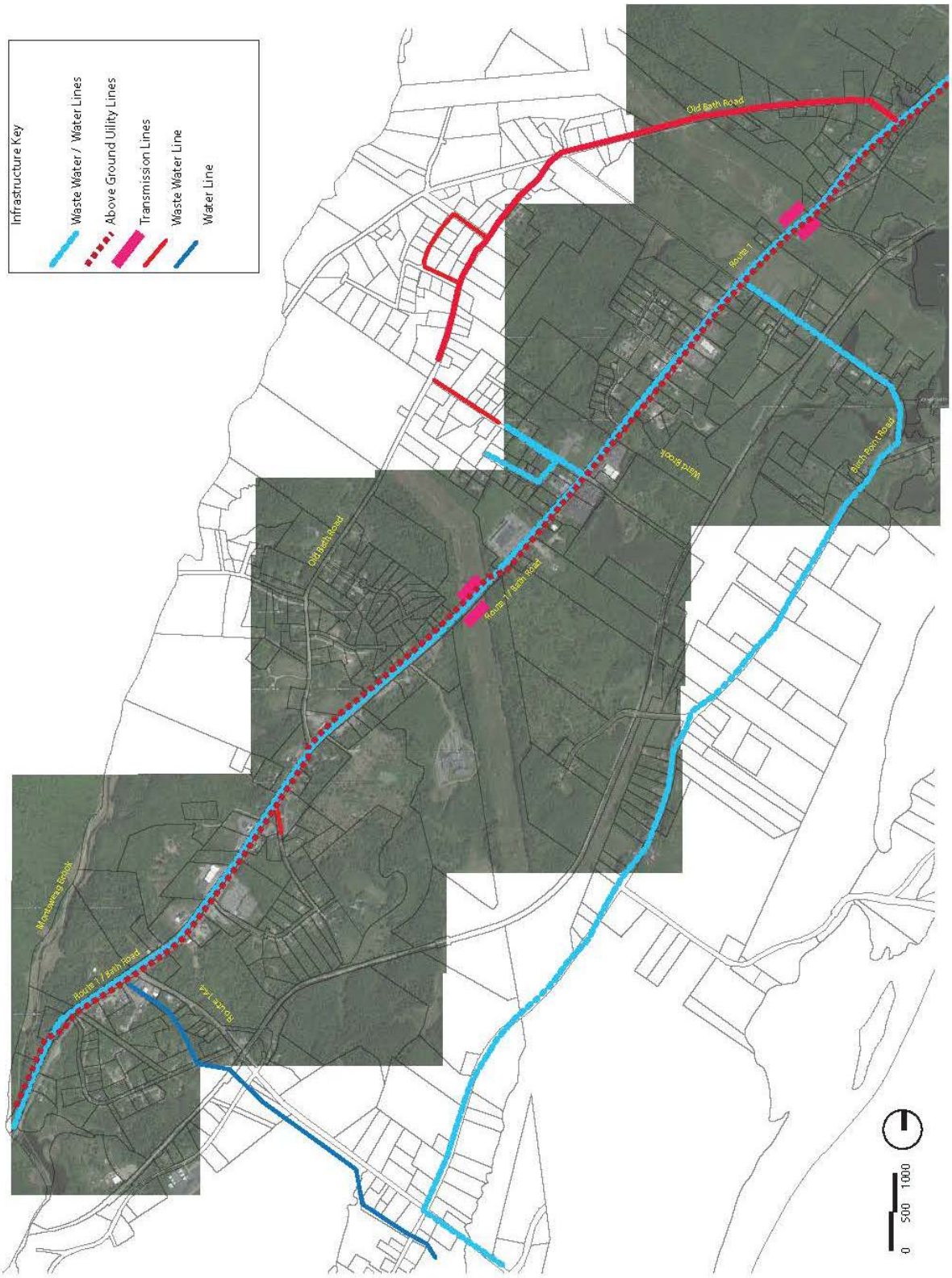


Figure 2-43 Infrastructure



3.0 FUTURE TRANSPORTATION CONDITIONS

3.1 Future Traffic Volume Forecast Methodology

Traffic forecasts for the U.S. Route One/Bath Road Master Plan were developed with the aid of computerized travel demand models for the region and for the State of Maine. The Maine Statewide Model provided information on through traffic growth in the study corridor. A subarea model of Wiscasset and its surrounding towns was used to estimate side street volumes and turn movements at intersections based on an anticipated 30 percent growth in residential dwelling units and 75 percent growth in commercial development within Wiscasset.

Growth assumptions in the traffic model included retail employment, non-retail employment, and residential dwelling unit construction. For the Bath Road Master Plan area (along Bath Road), the model included the following types and sizes of development:

- Non-Retail Land Uses – 323 new employees – 100,000 square feet of new office space
- Retail Uses – 100 new employees – 50,000 square feet of new retail space
- Residential – 60 new residential units

The above land use types and sizes were based upon a review of model assumptions for parcels of land abutting Bath Road within the study area. For Retail and Non-Retail uses, employee data was converted to a building area according to data from the Institute of Transportation Engineers Residential land use data in the model were specified as units and no conversion was necessary.

3.2 Historical Building Permits

Prior development activity in the study corridor was determined from a review of building permits issued between 2003 and 2012. **Table 3-1** lists 73 general building permits issued by permit type over the 10 year period. Although the table lacks detail, it does provide a general example of development activity.

Table 3-1 Building Permits between 2003 and 2012

Date	First Name	Last Name	St.#	Type
10/3/2012	Cecilio	Juntura	306	roof
11/1/2012	Robert H.	Rogers, Sr	760	Storage Addition
7/21/2011	Mark	Welborn	19	Shed
7/25/2011	Herbert	Register	19	Remodel
7/27/2011	Wendy	Ross	21	Rehab
8/1/2011	Robert	Nesbitt	304	Remodel - bath
8/2/2011	Mark	Welborn	19	Deck
8/2/2011	Diane	Robinson	519	Home/shed
8/3/2011	George & Marjorie	Knight	181	Modular
8/3/2011	Richard	Forrest	20	Deck add
8/9/2011	George & Marjorie	Knight	183	Garage
8/9/2011	Kyle	Yacoben	277	Remodel

Table 3-1 Building Permits between 2003 and 2012				
Date	**First Name**	**Last Name**	**St.#**	**Type**
2/8/2010		Gaftek, LLC (Circle K)	639	Remodel
3/23/2010	Maine Adventure Course LLC		698	Challenge Course
3/31/2010	Daniel	Chapman	568	Remodel
4/6/2010	Barry	Miete	510	Sign Structure
10/4/2010	Kyle	Yacoben	279	Shed
10/28/2010		Two Bridges Jail	522	Storage Bldg
11/3/2010	Bob	Rogers	762	Canopy
6/10/2009	Barry	Miete	510	Addition/alterations
11/4/2009		Wiscasset Holdings		Gas station, bank, car wash
11/18/2009	James	Seigars	320	Metal bldg
11/18/2009	James	Seigars	320	40 Box trailer
12/3/2009	Norman	Sherman	744	New storage building
2/27/2008	David	Jewell		Warehouse
3/26/2008	Ron	Finley	103	Screen Room
4/7/2008		A T & T Mobile	432	Equip placement
5/19/2008	Doug & Fale	Chick	229	Porch
7/23/2008		Northern Pride Communications	438	Upgrade
9/29/2008	Augustine	Lett, Sr.		Storage bldgs
4/23/2007		Irving Oil Corp	639	Alteration
6/8/2007	William R	Gillies	596	Rooms, 5 motel
6/8/2007	Kyle	Yacoben	279	Alteration
7/6/2007	Jess & Janasa	Herndon	510	Alteration
7/6/2007	Jess & Janasa	Herndon	510	Alteration
7/31/2007	John	Kazalski	721	Alteration
9/24/2007		Irving Oil Corp	639	Alteration
10/9/2007	Danny	Grover	342	Garage addition
5/18/2006		Lee Properties, LLC	681	Alterations
9/20/2006		Unicel		Dish Antenna
10/4/2006	James	Leclair	107	Deck
10/31/2006	Karen	Bloom	762	Relocation
4/12/2005	Jim	Collins	195	Shed & alterations
5/12/2005		Lincoln/Sagadahoc Jail	522	Jail
5/20/2005		American Tower		Shed & antenna
7/22/2005		Lincoln/Sagadahoc Jail	522	Garage, 3 bay
7/26/2005		D & M Marine	588	Shed
8/23/2005	Norman	Sherman	744	Storage building
10/20/2005	Jospeh H.	DeRosa	632	Business
1/12/2004		Shaw's Supermarket Inc	670	Alterations
3/26/2004	Francis S.	Soule, Jr.	432	Relocate storage bldg
5/4/2004		Ames Supply	399	Store
6/2/2004	Robert H.	Rogers	754	Roof over deck

Table 3-1 Building Permits between 2003 and 2012				
Date	**First Name**	**Last Name**	**St.#**	**Type**
9/13/2004	Erwin & Pearl	Skillin	625	Deck & steps
9/27/2004		Wiscasset, Town of	51	Alterations
10/7/2004	John	Stone	681	Store
10/22/2004	William R	Gillies	596	Rooms, 5 motel
11/9/2004	Thomas P.	Nadeau, O.D.	165	Addition
11/18/2004	Robert	Rogers	754	Roof & kayak racks
3/14/2003	BILL	GILLIES	596	RELOCATION
4/4/2003		ISLAND TEAK CO	681	STORAGE & AWNING
6/16/2003	JOHN	NICHOLS	187	SHED
7/25/2003	STEPHEN	KENT		ALTERATIONS
8/12/2003	NORMAN	SHERMAN	734	SHOP/SALES OFF
9/2/2003	NORMAN	SHERMAN	744	STORAGE
9/4/2003	DENNIS	ANDERSON		SEE NOTES
9/19/2003	PENNEY	SKILLIN		MH
9/23/2003	ELEANOR	CUNNINGHAM	276	RAMP
10/29/2003		LINCOLN COUNTY OF		STORAGE SHED
11/13/2003	FRANCIS	SOULE, JR	436	ALT/GARAGE
11/14/2003		US CELLULAR		BLDG/ANT/BASE
12/10/2003	ERNEST	GROVER, JR	342	STORAGE BLDG
12/12/2003	ALLEN	COHEN	298	STORAGE BLDG

3.3 Future Intersection Turning Movement Volumes (2030)

Future traffic volumes were forecasted at the following study intersections for the year 2030 for the weekday PM peak hour:

- Bath Road and Route 144
- Bath Road and Shaw's/Marketplace Shopping Center
- Bath Road and Old Bath Road (S)
- Bath Road and Birch Point Road
- Bath Road and Old Bath Road (N)

Table 3-2 presents a comparison between existing (2012) and future (2030) PM peak hour traffic volumes. As noted in the table, traffic growth along Bath Road within the Master Plan area is expected to increase between 14 and 22 percent over the next 18 years. For streets intersecting Bath Road the percentages of growth are generally expected to be greater, with the following key points:

- Birch Point Road is projected to experience significant growth in traffic volumes primarily due to development activity at Mason Station and at the Industrial Park.
- Route 144 is also projected to experience significant traffic growth primarily associated with development activity at the Industrial Park.

Table 3-2 Existing and Future Traffic Volume Comparison Weekday PM Peak Hour			
Location	**Existing Volume**	**Future Volume**	**% Change**
Bath Road and Birch Point Road			
Bath Road south of intersection	1843	2225	+21%
Bath Road north of intersection	1891	2313	+22%
Birch Point Road	94	288	+206%
Bath Road and Old Bath Road (N)			
Bath Road south of intersection	1870	2247	+20%
Bath Road north of intersection	1901	2277	+20%
Old Bath Road (N)	49	74	+51%
Bath Road and Old Bath Road (S)			
Bath Road south of intersection	1577	1824	+16%
Bath Road north of intersection	1513	1775	+17%
Old Bath Road (S)	86	129	+50%
Bath Road and Shaw's/Marketplace Shopping Center			
Bath Road south of intersection	1624	1850	+14%
Bath Road north of intersection	1748	1987	+14%
Shaw's	180	190	+6%
Marketplace	46	50	+9%
Bath Road and Route 144			
Bath Road south of intersection	1703	1950	+15%
Bath Road north of intersection	1745	1986	+14%
Route 144	250	372	+49%

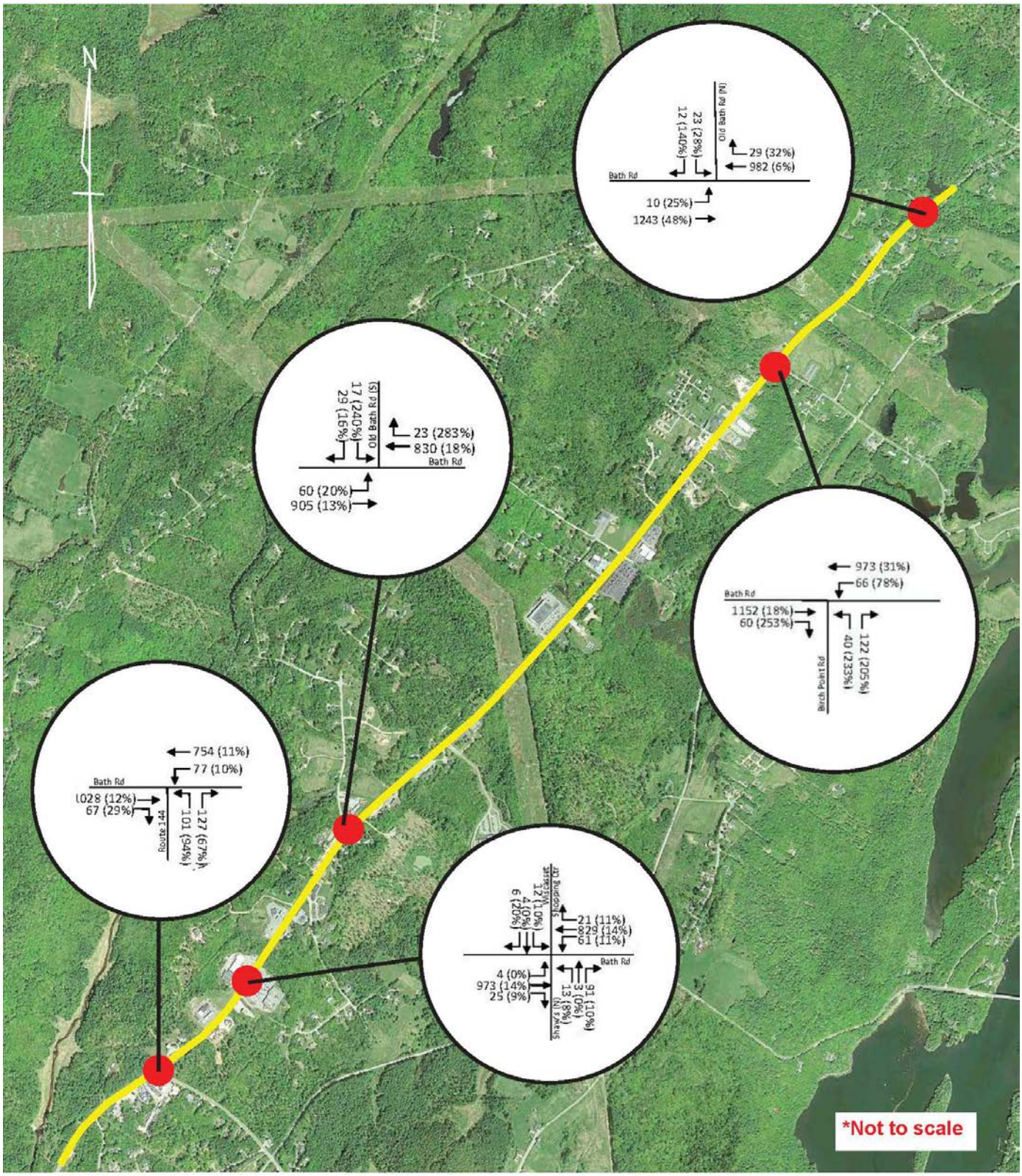
Figure 3-1 presents future 2030 weekday PM peak hour volumes for the study area intersections.

3.4 Future (2030) Level of Service

The standard used to evaluate traffic operating conditions of the transportation system is referred to as the Level of Service (LOS). This is a qualitative assessment of the quantitative effect of factors such as speed, volume of traffic, geometric features, traffic interruptions, delays, and freedom to maneuver. LOS analysis was based upon procedures detailed in the Transportation Research Board's 2010 Highway Capacity Manual. One of the standard programs used in traffic modeling – Synchro –was used to perform this analysis. Refer to Section 2.1.11 for further LOS methodology information.

Tables 3-3 through 3-7 summarize each intersection and movement - providing the Level of Service (A-F) followed by the delay (in seconds per vehicle) and queue (in feet). An overall Level of Service and delay for each intersection is also provided. The analysis was conducted for the weekday PM peak hour.

Figure 3-1 2030 PM Peak Intersection Turning Movement Volumes



2The analysis concludes that little vehicle delay occurs in both northbound and southbound directions but that traffic turning onto Bath Road has significant delays. It should be noted that traffic conditions on Bath Road are poor during peak summer time periods due to traffic delays in Wiscasset Village. Those conditions are not represented in the analysis. The source of traffic congestion is generally not related to capacity issues at intersections within the Master Plan corridor, but from congestion spilling back from the Village. In order to achieve a minimum overall LOS of D or better at all intersections, the addition of a separate right and left turn lane from Birch Point Road onto Bath Road and a signalized intersections at Route 144 and Birch Point Road were also analyzed. The results are provided below and show that these upgrades would provide significant improvements at each intersection.

Table 3-3 Future (2030) PM Peak Hour – Capacity Analysis Bath Road @ Route 144

	Existing Conditions Future Volumes			Signalized Intersection Future Volumes		
Movement	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (feet)**	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (feet)**
Route 144 Left/Right	F	980.0	644	C	34.7	92
				B	10.8	45
Bath Road NB Thru/Right	A	0.0	0	B	15.4	738
Bath Road SB Left	B	11.8	12	C	21.4	94
Bath Road SB Thru	A	0.0	0	A	7.1	264
Overall	F	112.4	N/A	B	13.3	N/A

Table 3-4 Future (2030) PM Peak Hour – Capacity Analysis Bath Road @ Shaw's/Marketplace Shopping Center Plaza

Movement	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (feet)**
Marketplace Left/Thru/Right	F	441.3	92
Shaw's Left/Thru/Right	F	59.4	86
Bath Road NB Left/Thru/Right	A	0.2	0
Bath Road SB Left/Thru/Right	B	11.5	9
Overall	A	9.8	N/A

Table 3-5 Future (2030) PM Peak Hour – Capacity Analysis Bath Road @ Old Bath Rd (S)

Movement	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (feet)**
Old Bath Road Left/Right	F	140.7	111
Bath Road NB Left/Thru	A	3.9	9
Bath Road SB Thru/Right	A	0.0	0
Overall	A	6.5	N/A

Table 3-6 Future (2030) PM Peak Hour – Capacity Analysis Bath Road @ Birch Point Rd						
	Existing Conditions Future Volumes			Separate Turn Lanes on Birch Point and Bath Rd SB, Signalized Future Volumes		
Movement	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (ft)**	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (ft)**
Birch Point Road Left	F	N/A	N/A	D	36.3	48
Birch Point Road Right				C	26.7	65
Bath Road NB Thru/Right	A	0.0	0	C	27.6	1023
Bath Road SB Thru	A	5.3	12	E	58.7	66
Bath Road SB Left				A	7.6	406
Overall	F	818.2	N/A	C	21.1	N/A

Table 3-7 Future (2030) PM Peak Hour – Capacity Analysis Bath Road @ Old Bath Rd (N)			
Movement	**Level of Service**	**Delay (sec/veh)**	**95th% Queue (feet)**
Old Bath Road Left/Right	F	230.6	102
Bath Road NB Thru/Left	A	0.9	1
Bath Road SB Thru/Right	A	0.0	0
Overall	A	5.1	N/A

In most cases the traffic flow along a roadway corridor is a function of how well major intersections work. Accordingly, intersection capacity analysis is a key determinant of corridor operations. Roadway segment capacity analysis methods are also available to assess general corridor capacity. Two-lane highways have high capacities and are rarely observed. A two-lane segment analysis of Bath Road was performed according to methods contained in the Highway Capacity Manual. As with the current conditions, the analysis concluded that given the number of lanes, passing opportunities, and geometry, Bath Road will operate at a level of service E, with a less than 3 second delay in free-flow speed over current conditions. Current field observations, combined with intersection capacity analyses do not support this conclusion and it is thought the corridor will operate at a better LOS with the outlined future volumes – not taking into account summer peaks north of the project study area causing delays in the corridor.

4.0 PUBLIC OUTREACH

Public involvement in large-scale master planning efforts is essential. Establishing a Steering Committee, identifying key stakeholders, and providing opportunities for the general public to be involved are all important for the effort to be transparent and politically sound. This Plan was based upon a Context Sensitive Solution (CSS) based process. CSS planning evolved from the desire of communities to have more structured involvement in the role of transportation planning on the impact of communities in terms of local character, the economy, the environment, historic trends, and future opportunities. At the beginning of the process the Steering Committee was charged with establishing a Values and Mission Statement that states the primary issues and the vision and metrics for developing responsive solutions. A summary of the public outreach efforts is noted below.

4.1 Steering Committee Meetings

The Bath Road Master Plan Steering Committee served as an advisory committee representing stakeholders in the study area, providing essential feedback throughout the master planning process. The Committee was charged with participating by reviewing and commenting on draft documents, addressing issues or concerns associated with the development of recommendations, and providing a range of insights, history, data, and comments to the Master Plan team in order to meet the goals of the Master Plan.

The Steering Committee included the following members:

- Wayne Averil – Ames True Value
- Don Jones – Member of the former Town Transportation Committee
- Gary Crosby – Wiscasset Marketplace
- Al Cohen - Big Al's Super Values Odd Lot Outlet
- Heather Pitcher - Wiscasset Trading Post
- Peter West - Bicycle and Pedestrian representative
- Troy Cline - Police Chief
- Judith Colby - Selectman
- Ed Polewarczyk - Selectman
- Laurie Smith – Town Manager
- Misty Parker – Town Planner
- Gerry Audibert – Maine Department of Transportation
- Bob Faunce - Lincoln County Regional Planning Commission
- Tim Merry - Selectman

Several meetings (as noted below) were held during the duration of the study. Meeting summary notes are provided in Appendix D.

- Steering Committee Meeting #1 (August 23, 2012) – Kick-off Meeting
- Steering Committee Meeting #2 (October 3, 2012) – Presentation of Existing Conditions and Establishing Project Values and Mission Statement
- Steering Committee Meeting #3 (December 17, 2012) – Presentation of Future Transportation Conditions
- Steering Committee Meeting #4 (February 7, 2013) – Draft Recommendations
- Steering Committee Meeting #5 (October 17, 2013) – Present Draft Final Report and Draft Materials for Public Meeting #2
- Steering Committee Meeting #6 (December 10, 2013) – Present Final Report

4.2 Mission Statement - Project Goals

The Bath Road Master Plan Steering Committee established the following study goals:

- Identify traffic improvements within the highway and on adjacent, developed and developable properties to meet the needs of existing and future development, while maintaining or improving the highway's mobility, safety and capacity;
- Address the potential of specific properties with concept plans and street networks demonstrating the potential for development adjacent to the corridor that improves local pedestrian and vehicular circulation;
- Develop a responsible plan for coordinated highway infrastructure improvements and transportation enhancements as well as practical financing strategies needed to implement the plan;
- Provide design standards for corridor preservation;
- Identify transportation-related land use strategies incorporating best management practices consistent with Wiscasset's Comprehensive Plan; and
- Balance the needs of residents with those travelling through Wiscasset.

4.3 Business/Property Owner Meetings

A number of business/property owners located within the study area were invited to partcicpate in one-on-one meetings with the Town Manager, Town Planner and Consultant team to gain a clear understanding of the effort and to ask questions. The meetings were held at Town Hall on March 11th and 15th, 2013.

4.4 Public Meetings

Two public meetings were held in conjunction with the development of this Master Plan. The first public meeting was held on March 20, 2013. It provided background information, findings on transportation and land use conditions, and recommendation topics to consider. A second public meeting was held on December 10, 2013 and presented the draft final Master Plan. Copies of meeting summary notes are provided in Appendix D.