

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)

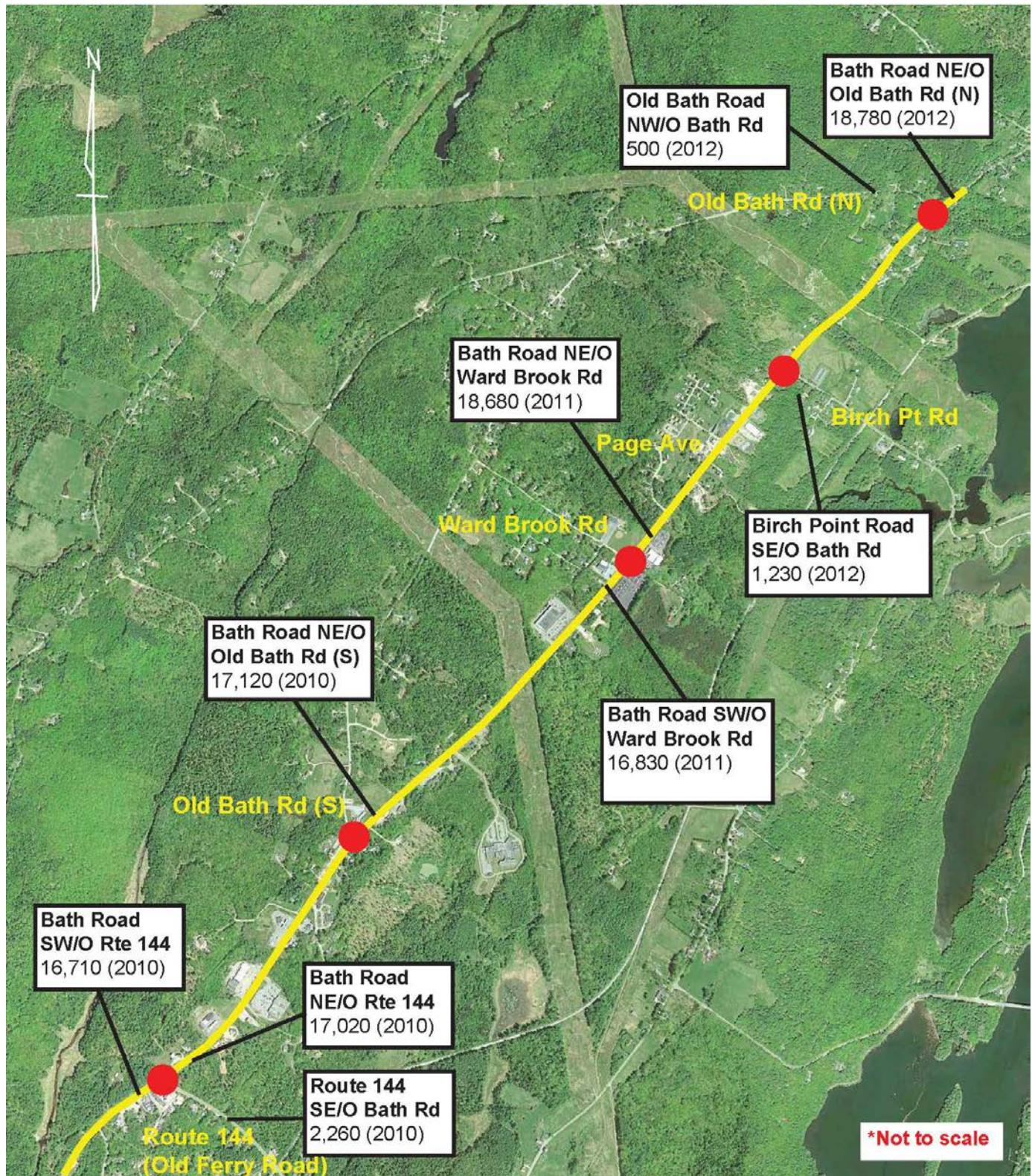
Bath Road has an AADT of 18,780 vehicles, exceeding 20,000 vehicles per day during summer months. As a comparison, Route 1 in Brunswick carries 25,000 vehicles; Route 1 in Falmouth carries 15,000 vehicles, in Scarborough Route 1 carries 30,000 vehicles and in Camden Route 1 carries 6,900 vehicles. The 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



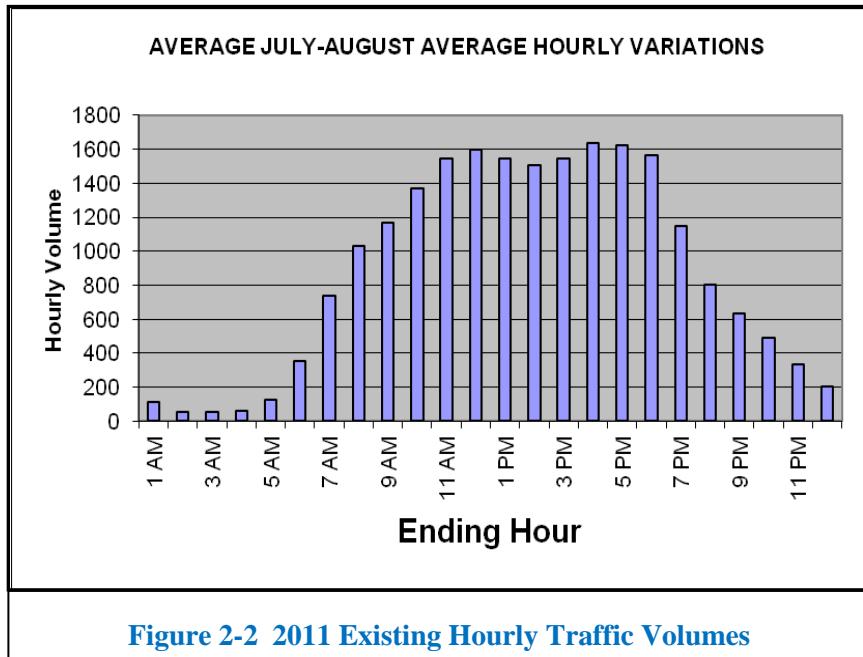


Figure 2-2 2011 Existing Hourly Traffic Volumes

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.

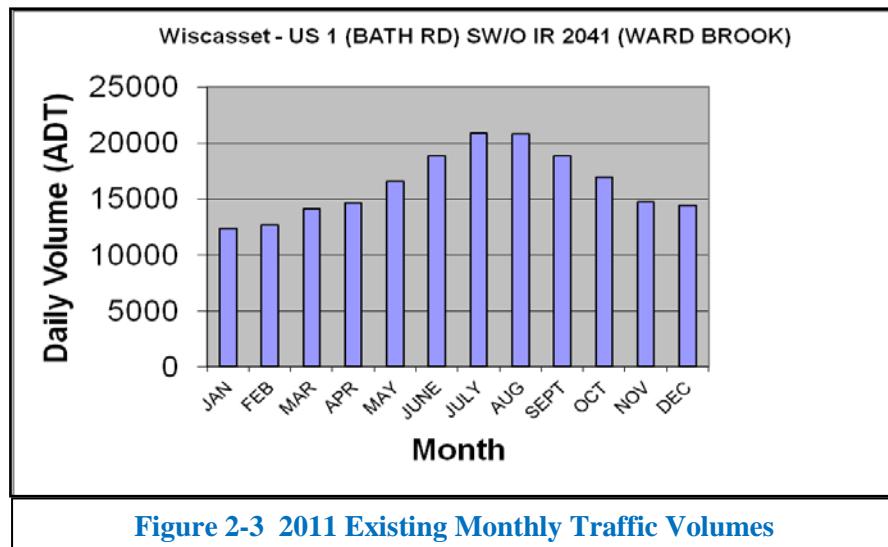
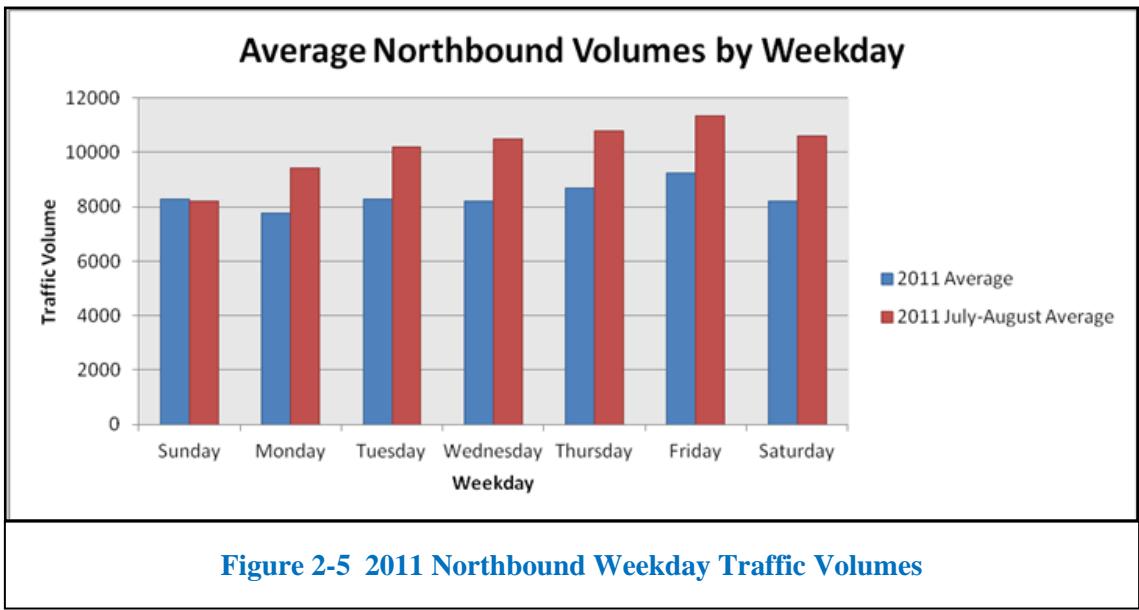
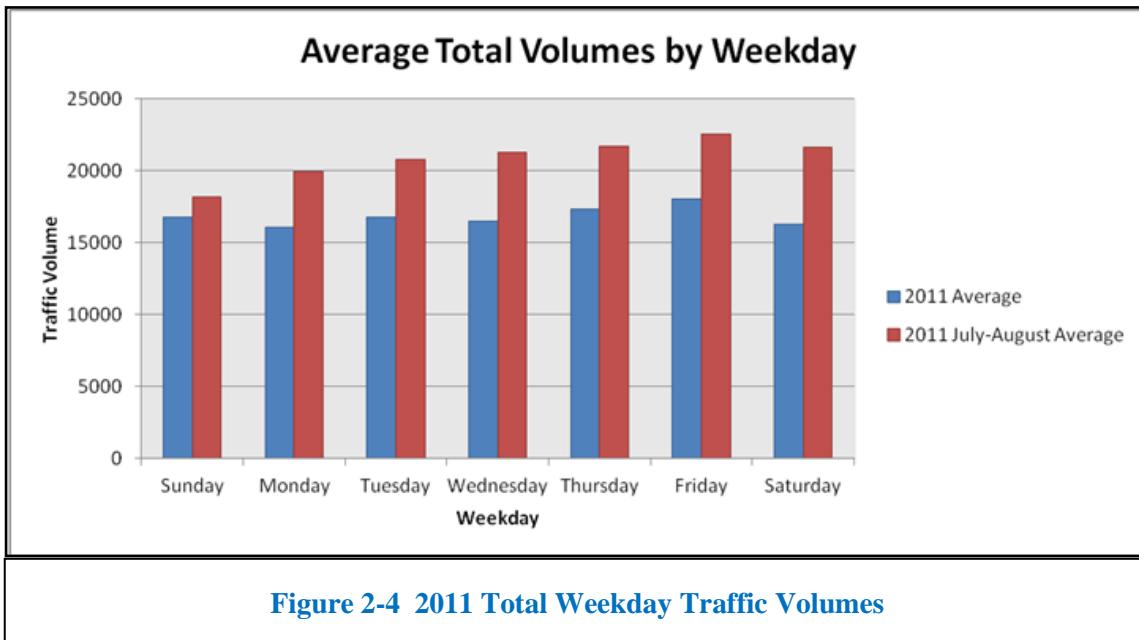
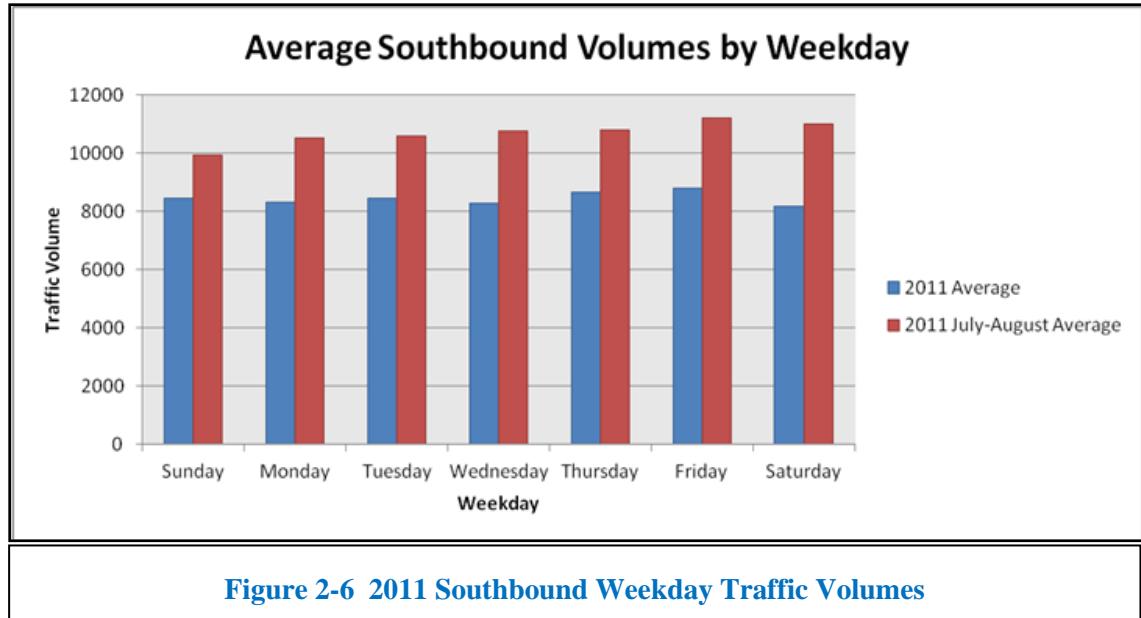


Figure 2-3 2011 Existing Monthly Traffic Volumes

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 2-6 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			
	<i>AM Peak Hour</i>	<i>Mid-day Peak Hour</i>	<i>PM Peak Hour</i>
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

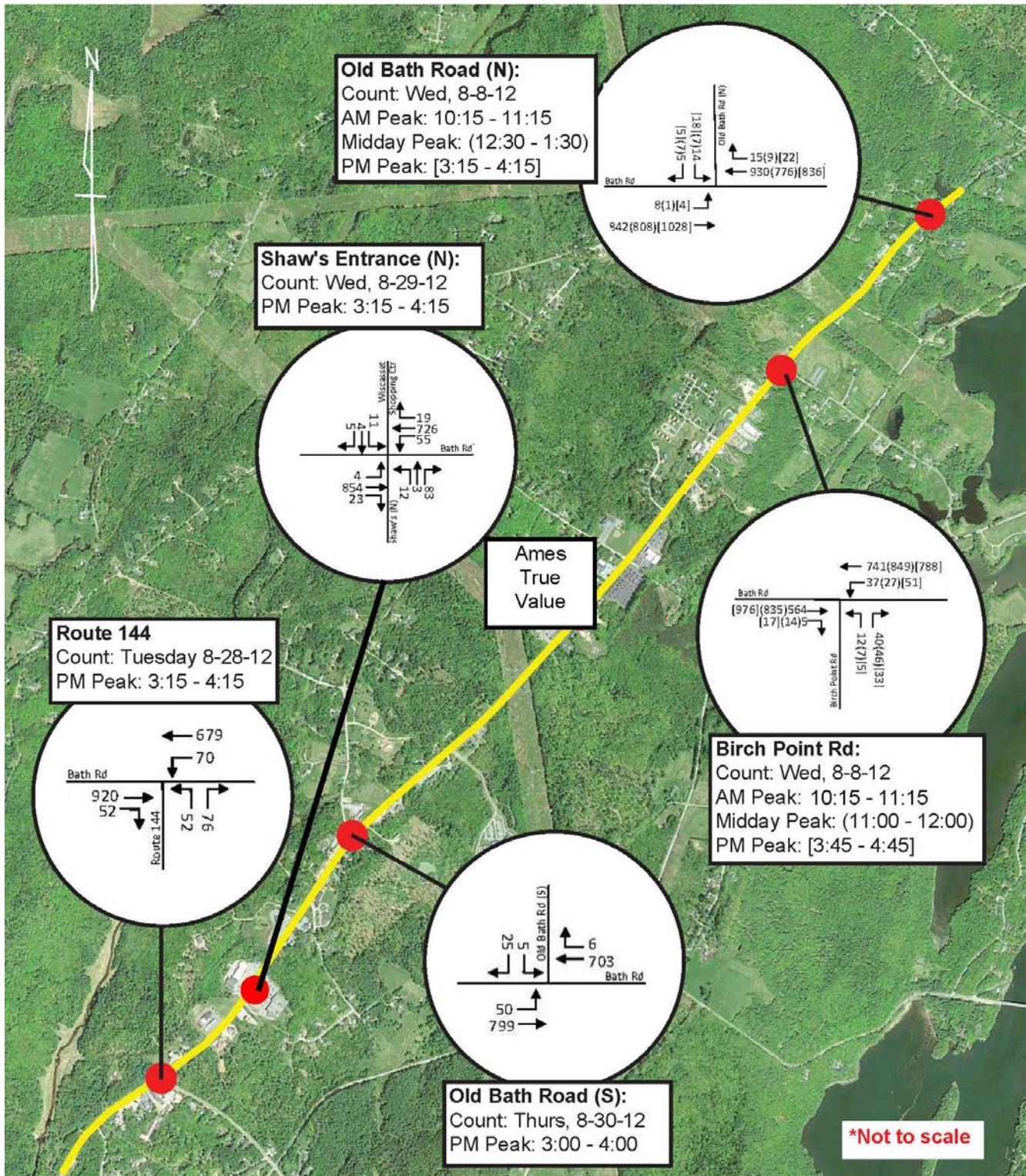


Table 2-4 Percent Trucks between 6:00AM – 6:00PM	
Bath Road and Old Bath Road (N)	
Old Bath Road	0%
Bath Road Northbound	4%
Bath Road Southbound	5%
Bath Road and Birch Point Road	
Birch Point Road	3%
Bath Road Northbound	4%
Bath Road Southbound	5%

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

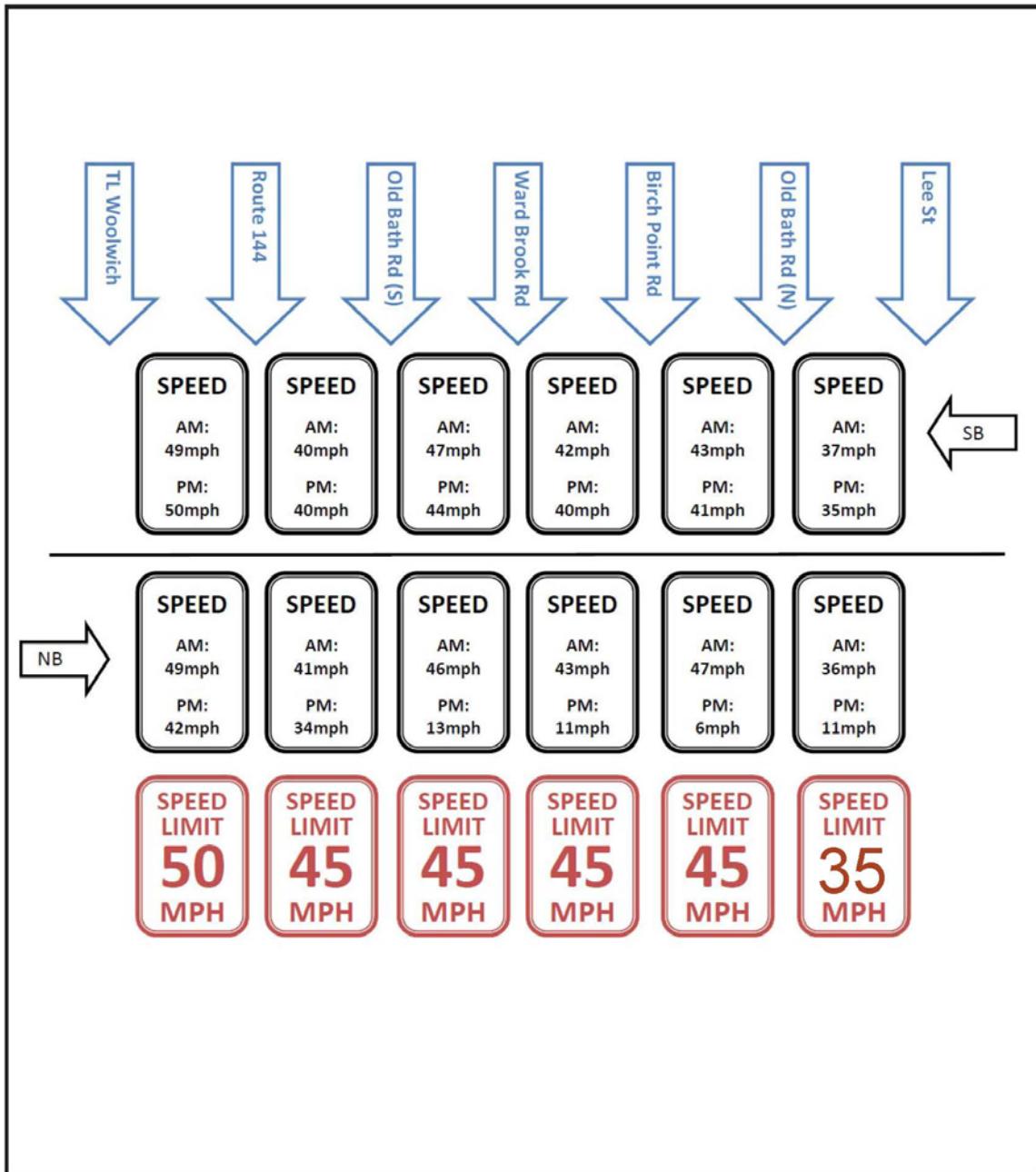
Minimal bicycle activity was observed during the intersection turning movement count time period. One bicyclist was counted at Birch Point Road intersection during the PM peak period and 4 bicyclists were counted at Old Bath Road (N). Three bicyclists were observed during the PM peak period and one during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



TYLIN 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

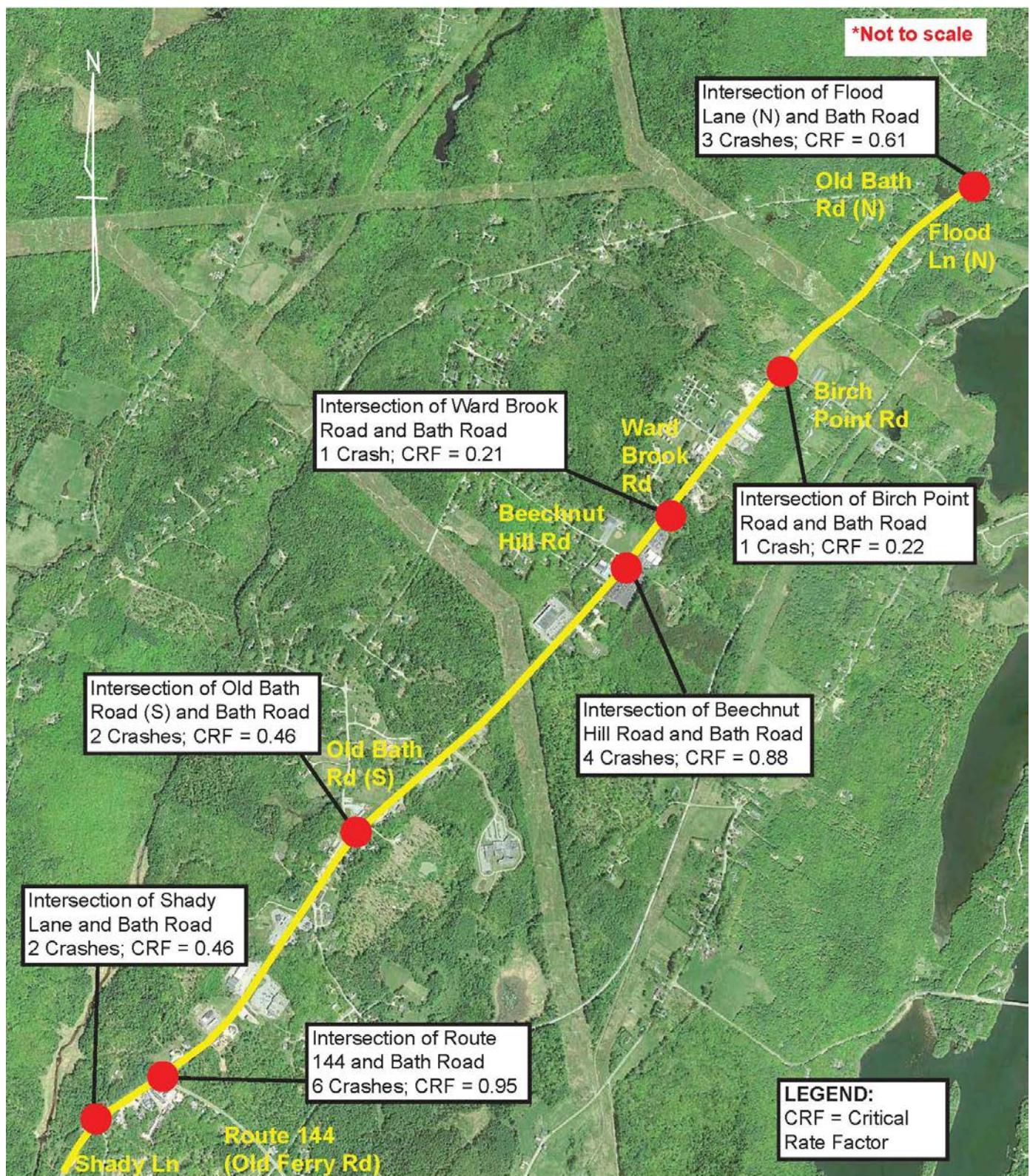
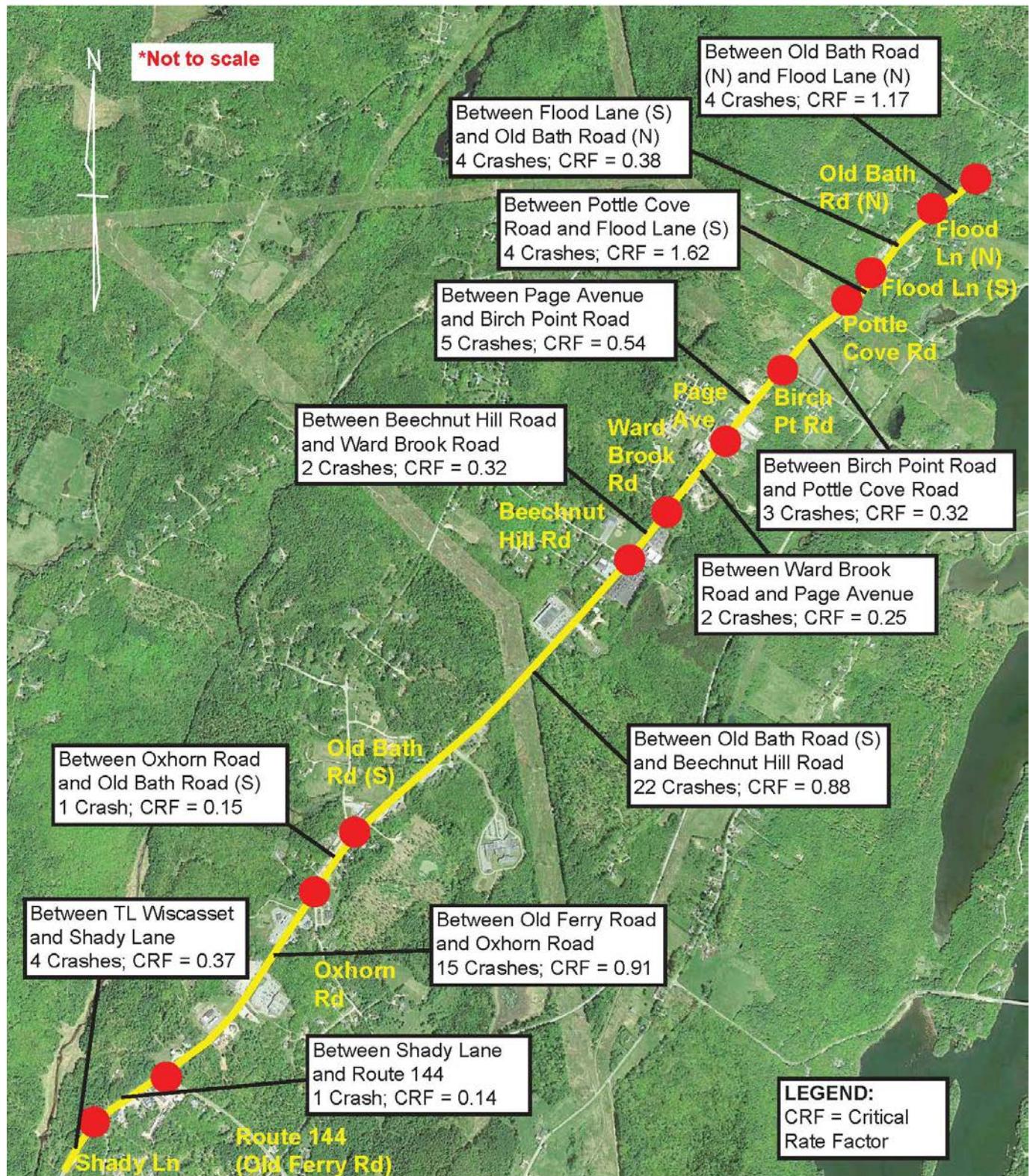


Figure 2-10 2009-2011 Roadway Segment Crash History

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

Level of Service	Average Delay Per Vehicle (sec.)	
	Signalized	Unsignalized
	≤10	≤10
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)	95 th % 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)	95 th % 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)	95 th % 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)	95 th % 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)	95 th % 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 is 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

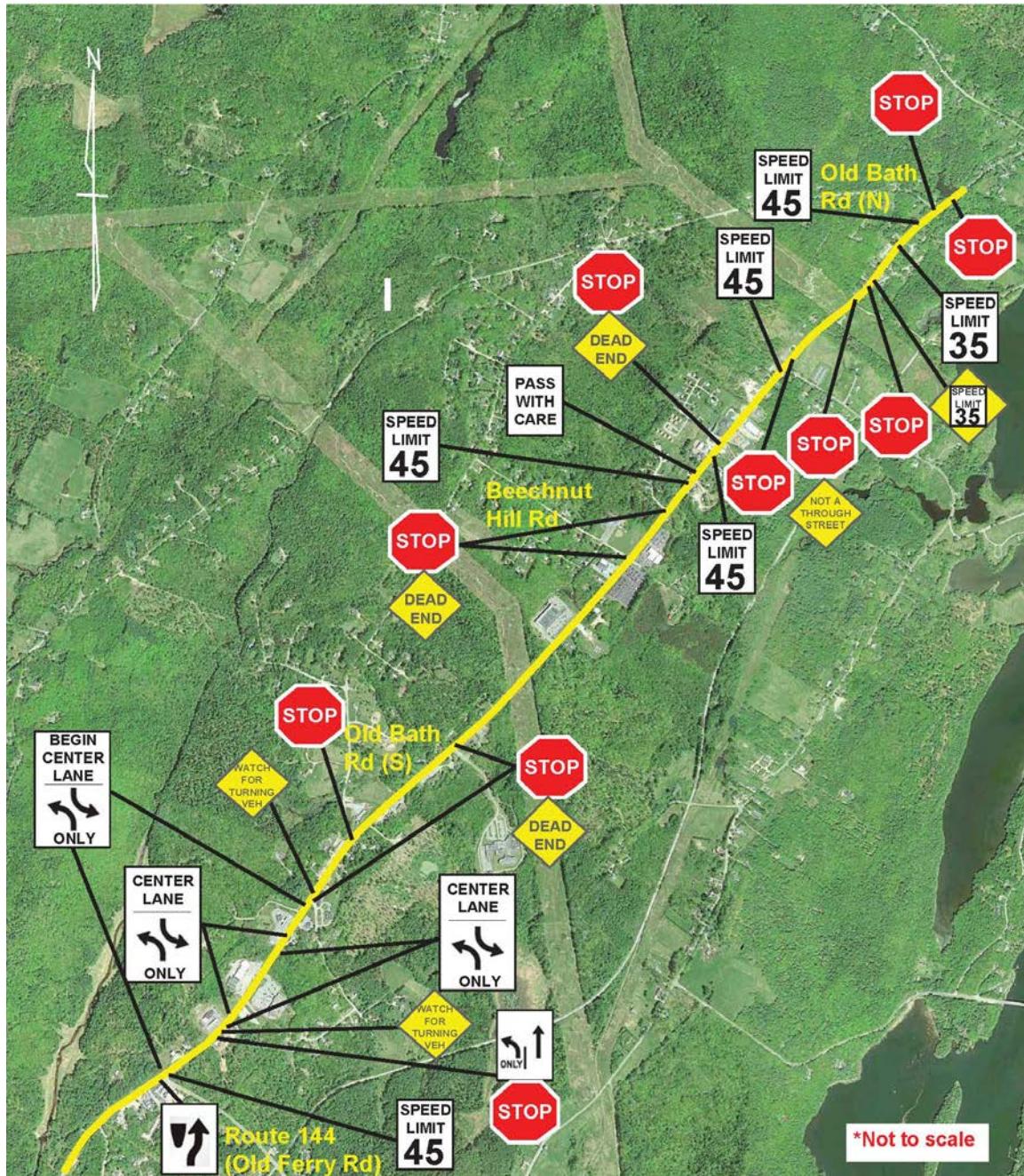


Table 2-11 Regulatory Signage Summary

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 Ovhorn Rd
	Bath Road NB	Begin Center two-way left turn lane	750 ft south of Ovhorn Rd
	Bath Road SB	Center two-way left turn lane only	425 ft south of Ovhorn Rd
	Bath Road NB	Center two-ways left turn lane only	375 ft south of Ovhorn Rd
	Bath Road SB	Begin Center two-way left turn	Across from Ovhorn Rd
Warning	Bath Road SB	Watch for Turning Traffic	100 ft north of Ovhorn 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

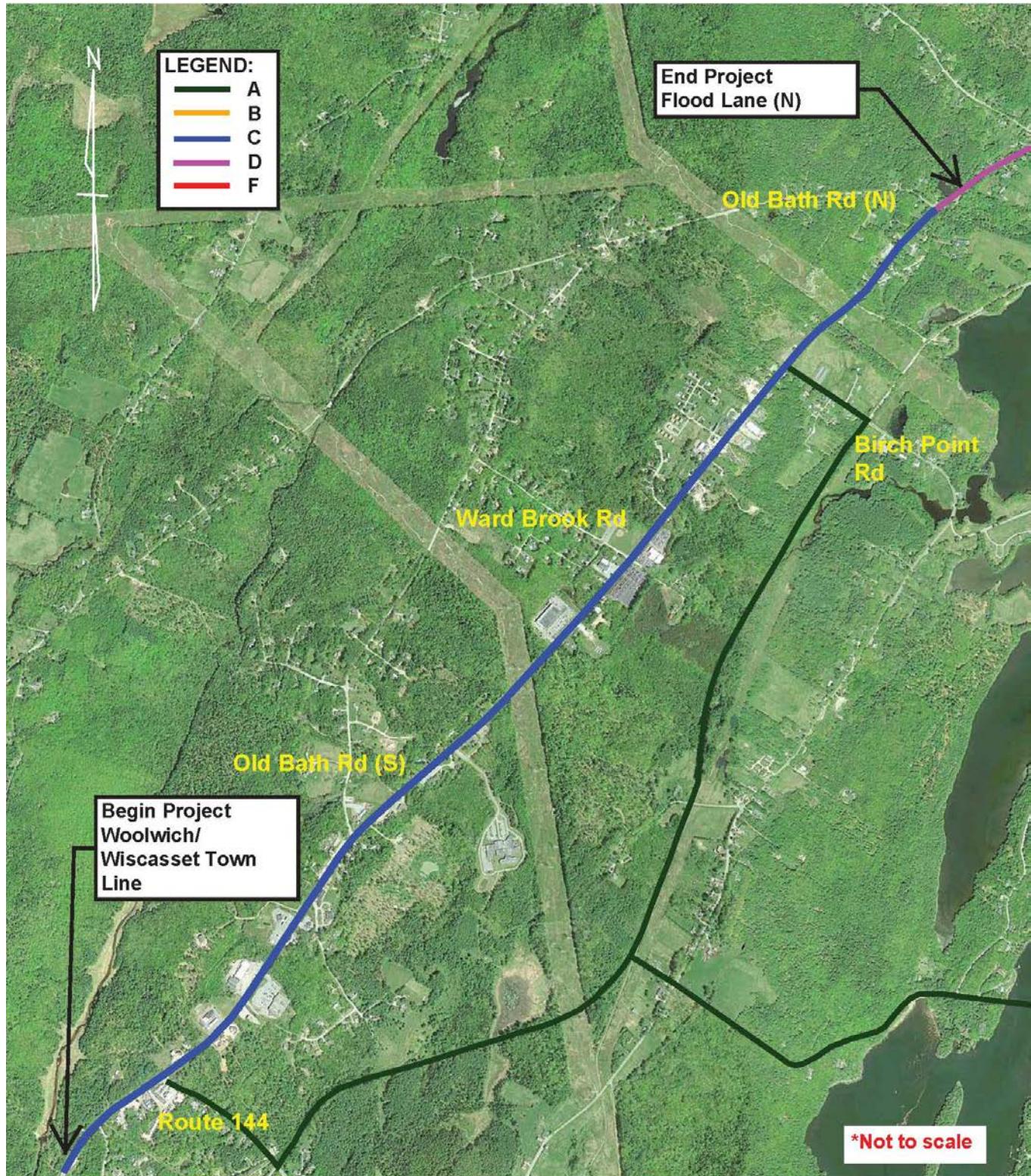


Figure 2-13 MaineDOT Customer Service Safety Levels

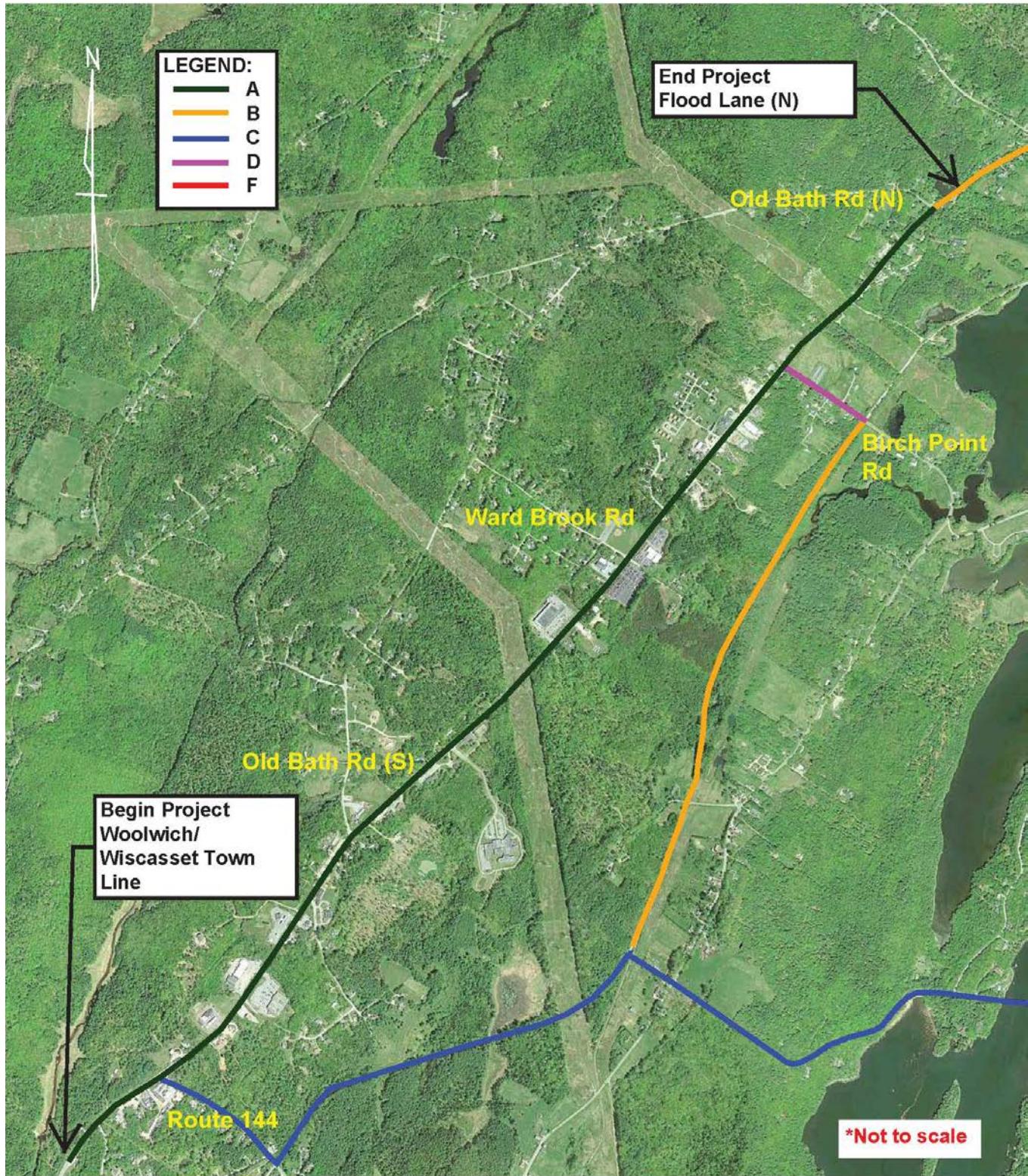
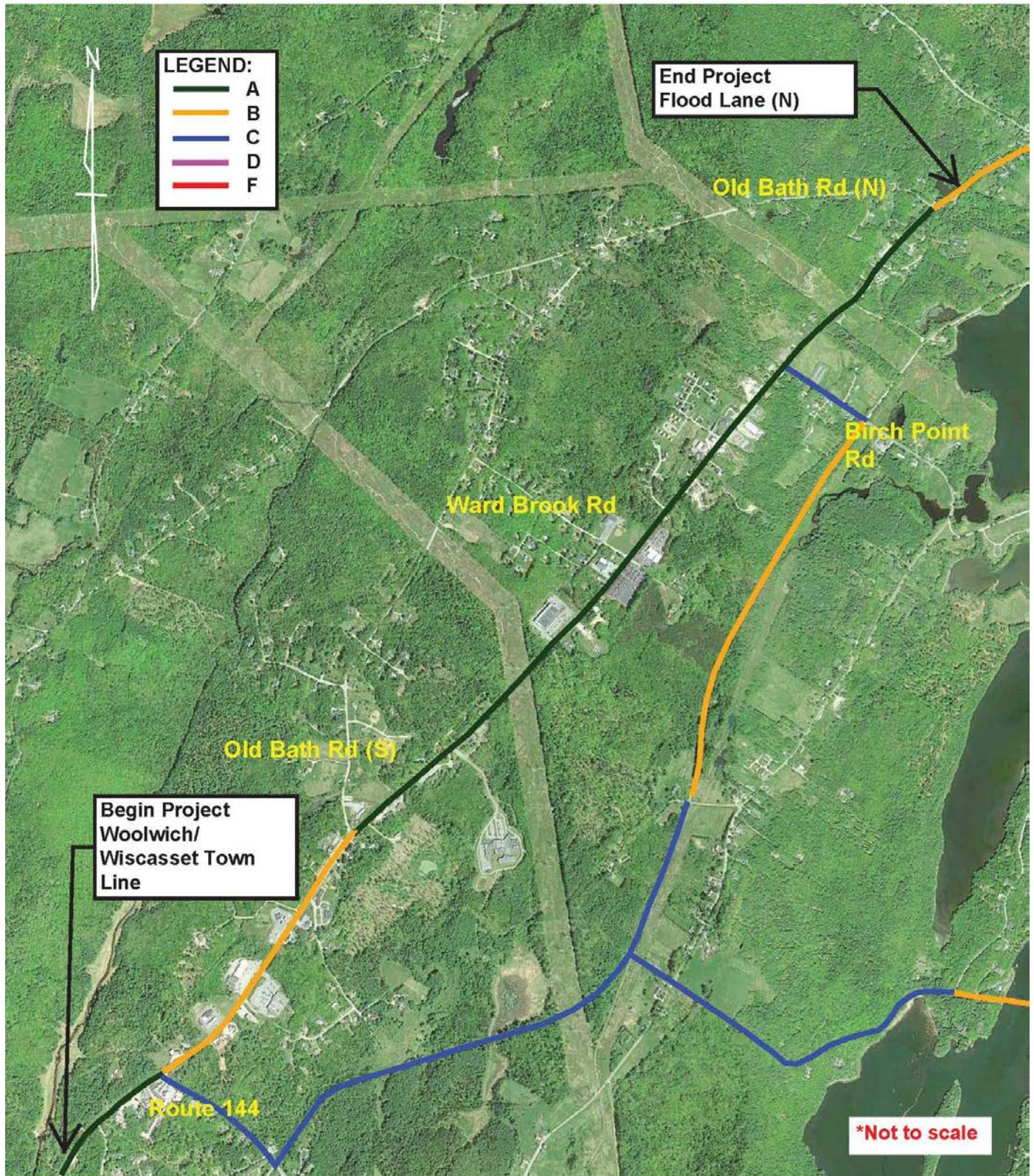


Figure 2-14 MaineDOT Customer Service Condition Levels



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.

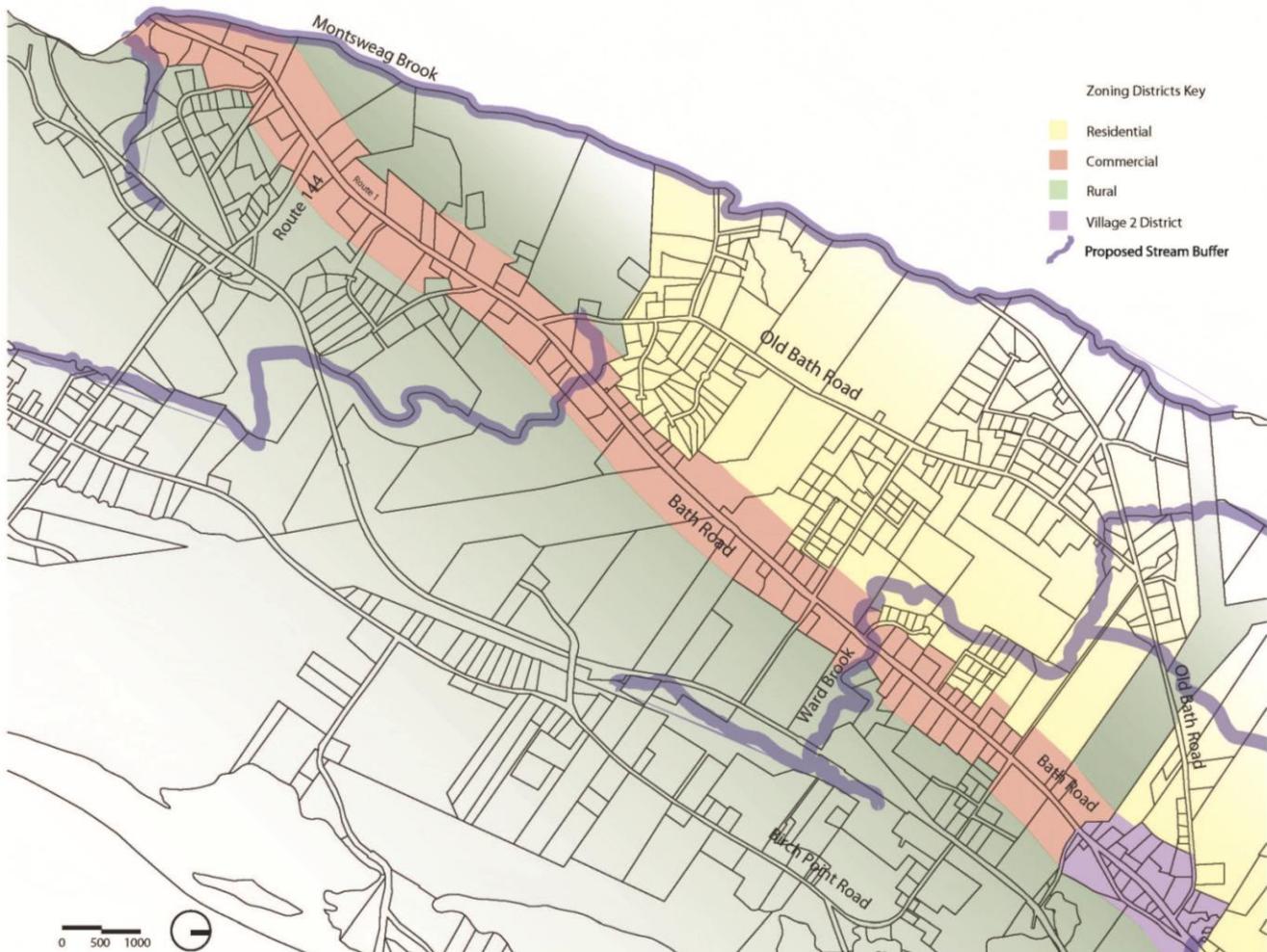
The Town is actively implementing the recommendations of the 2008 Comprehensive Plan in terms of Zoning Districts and Standards – in addition to the recommendation to prepare a Bath Road Master Plan. There are a number of policies, strategies and goals from the Comprehensive Plan that are worth reviewing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

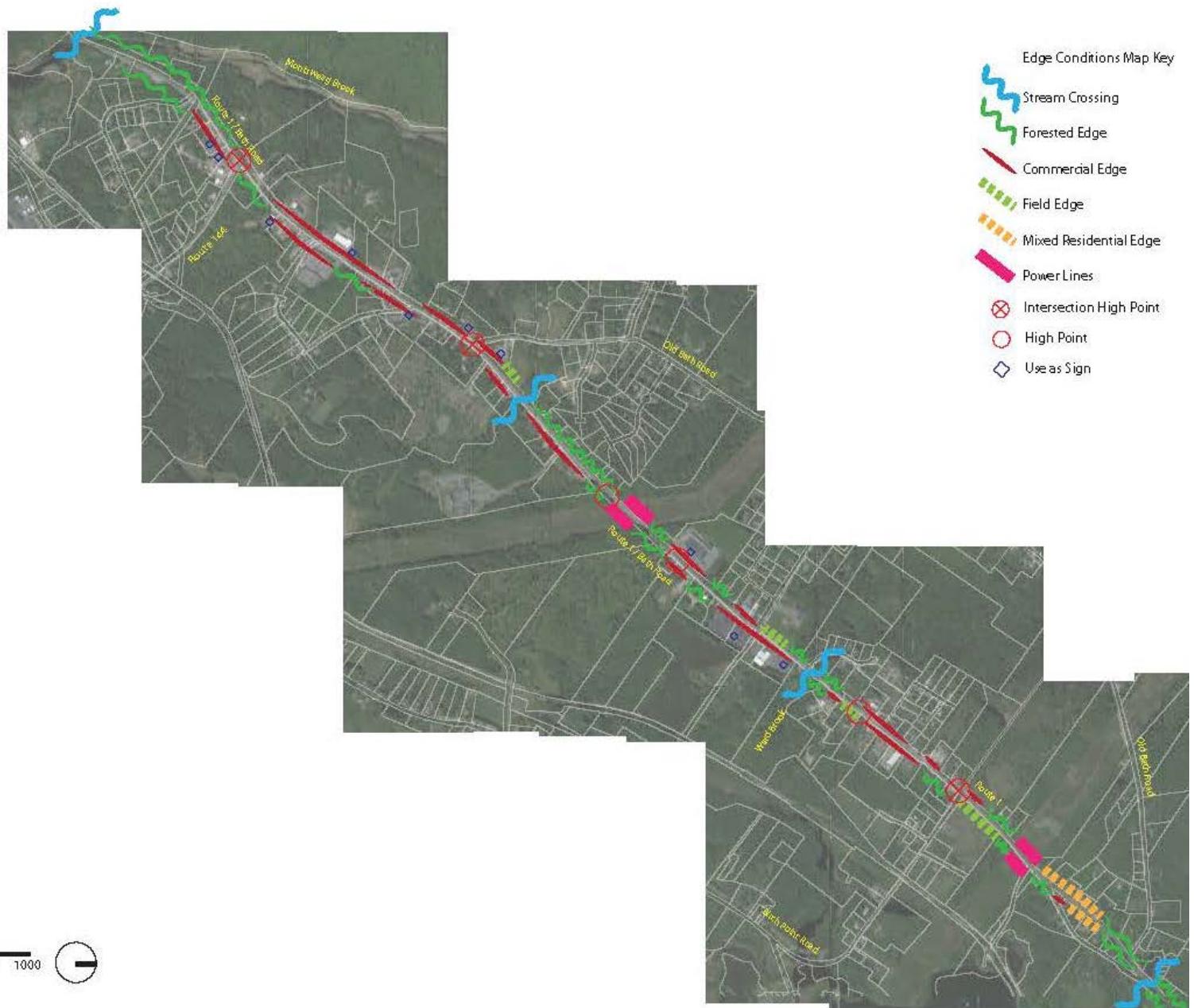
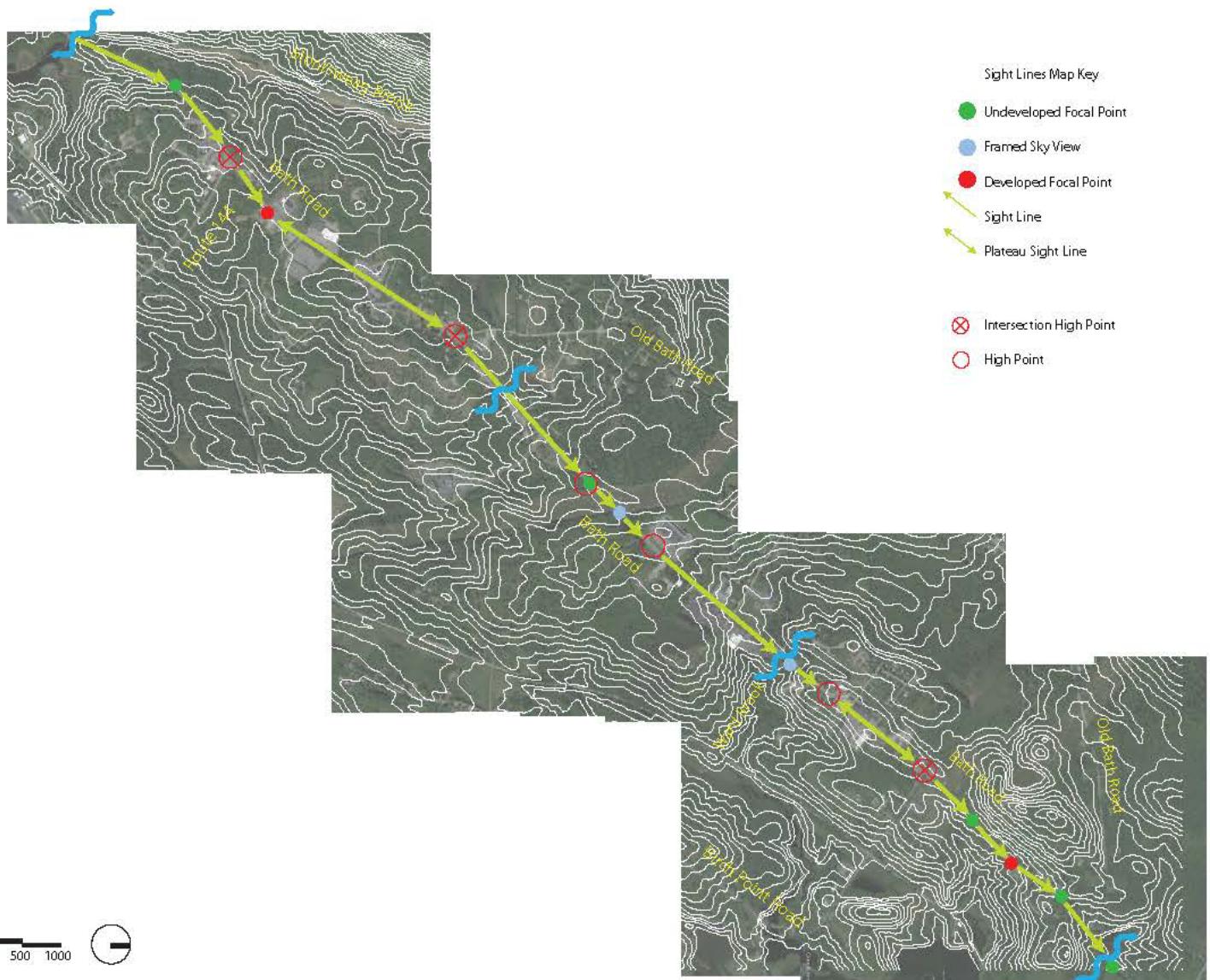


Figure 2-28 Sight Lines and Focal Points

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 Ovhorn 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

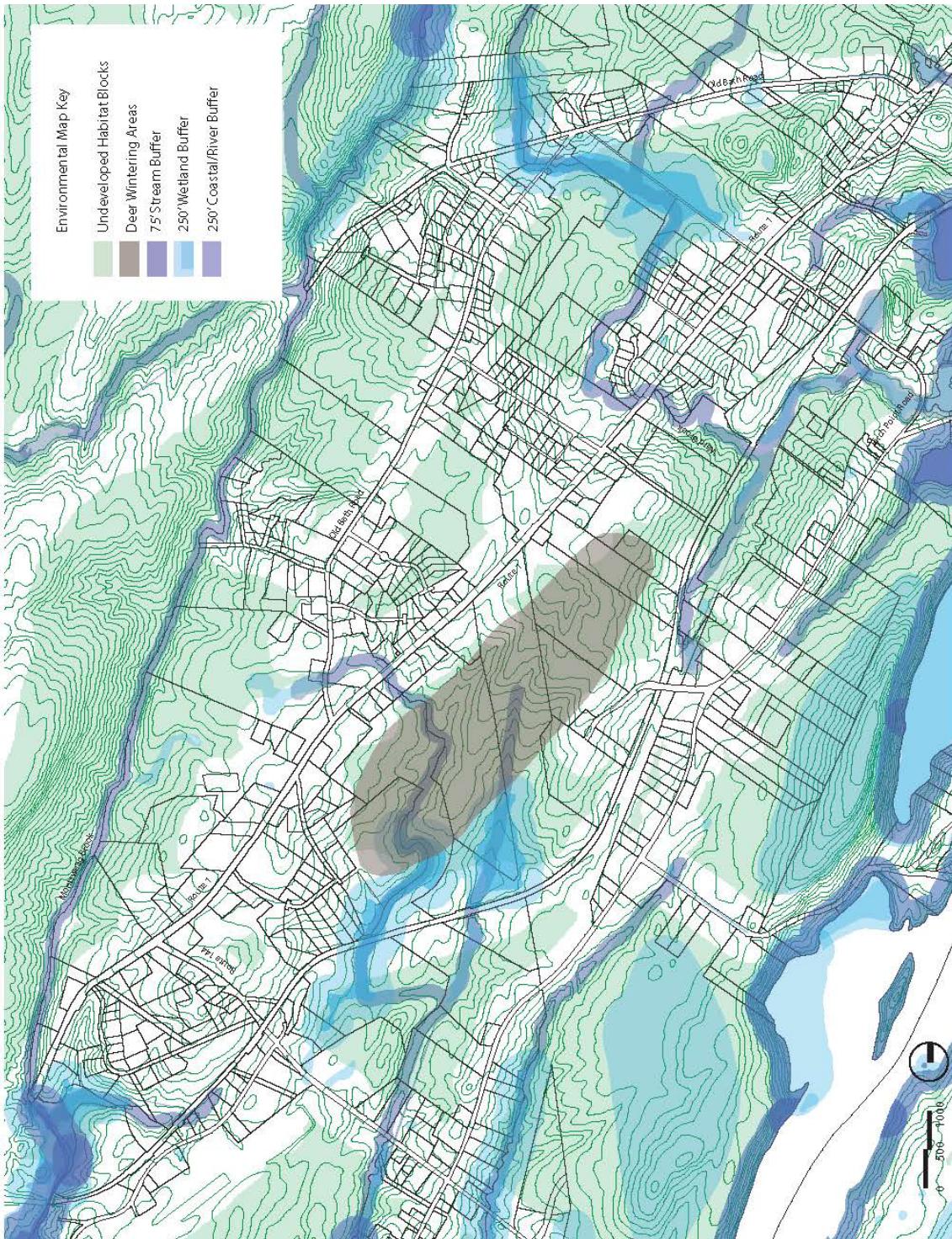


Figure 2-43 Infrastructure

