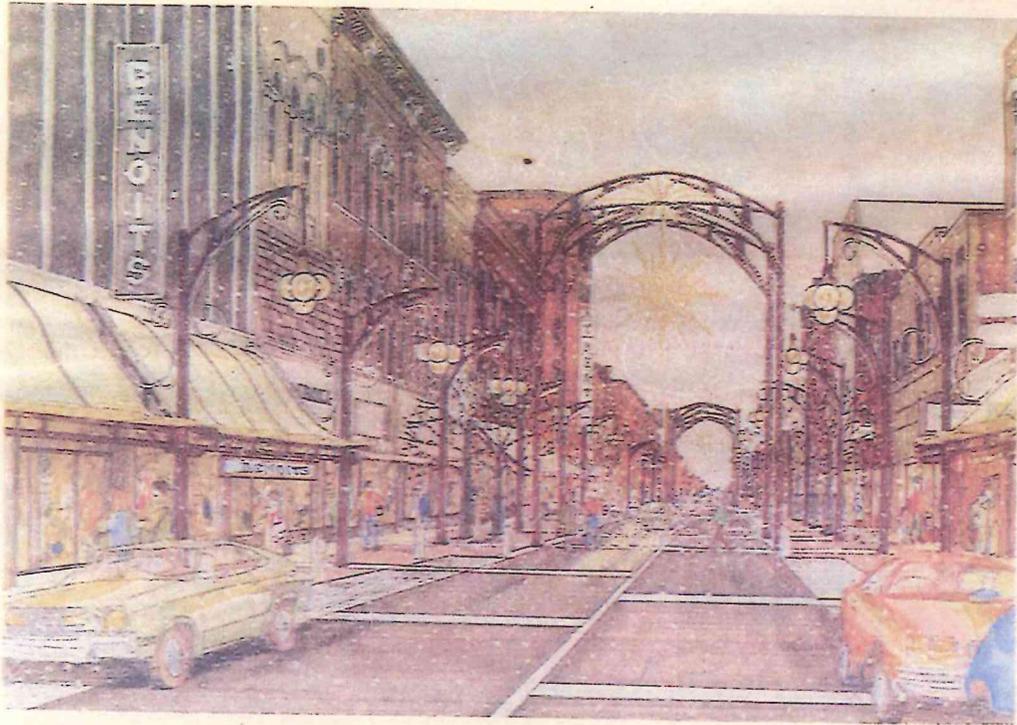
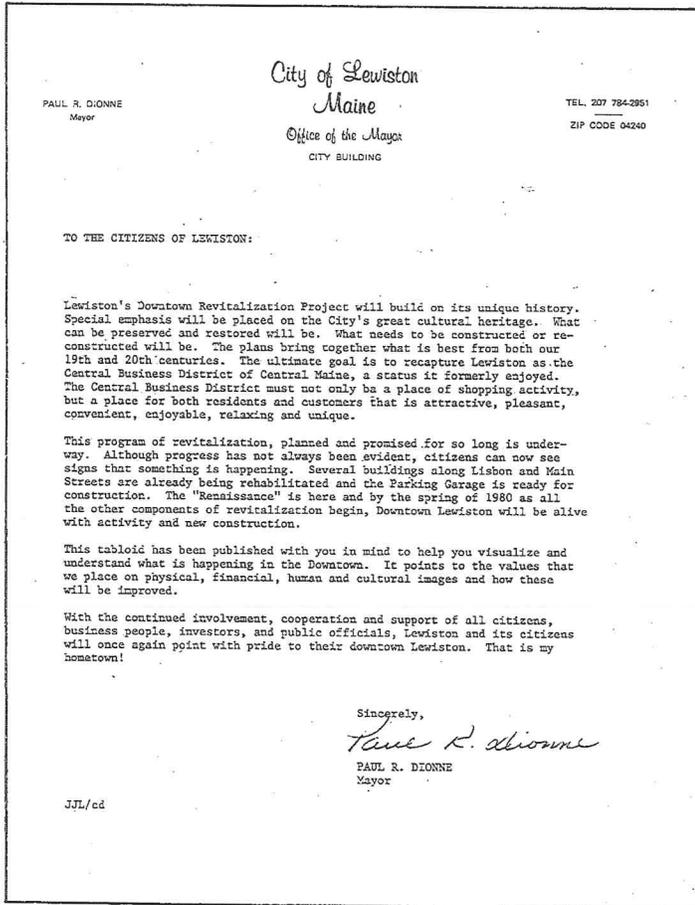


NEW LIFE FOR DOWNTOWN LEWISTON



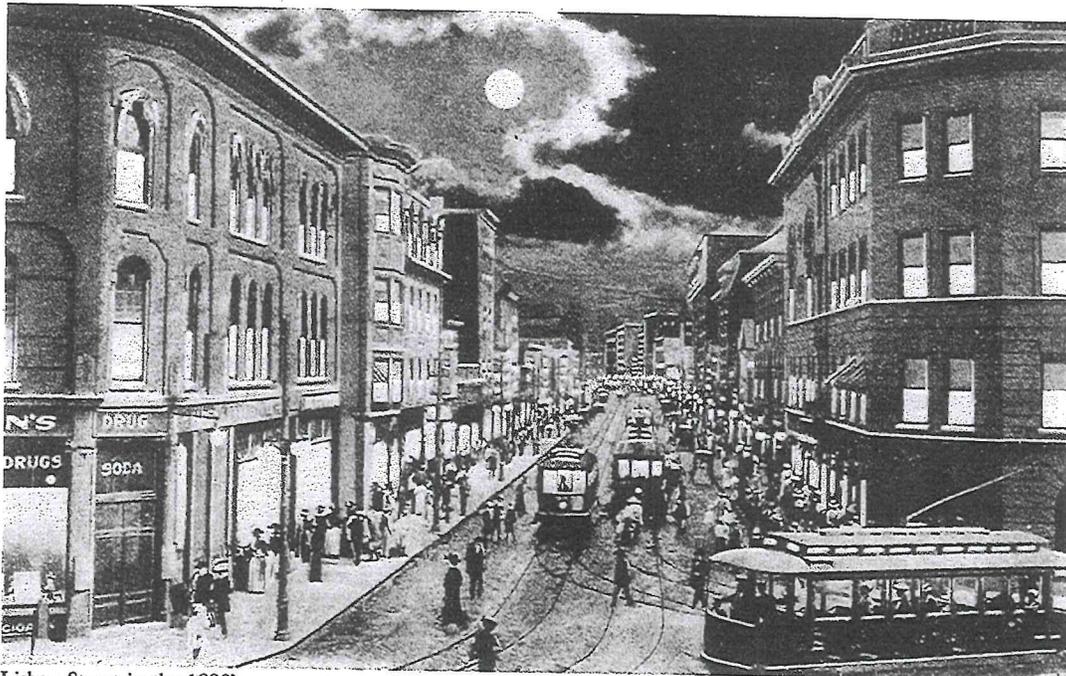
The improvements designed for Lisbon Street are the core of the revitalization plan.



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New Life For Downtown Lewiston



Lisbon Street in the 1890's

The Revitalization Plan that is presented on the following pages is working today. It does not attempt to build a new Lewiston or return the city to the 19th century. Instead, it creates an urban landscape combining the needs of a modern society with the heritage of industrial New England. The spirit of the City's past appears throughout the plan, for it is this theme that makes Lewiston a unique place to work and live.

If any single factor can be identified as the principal force that has guided the growth of Lewiston, it would be the Androscoggin River. While many of the cities in Maine developed because of their proximity to the northern forests or the sea, the prospect of accessible and usable water power drew early settlers to the Androscoggin Valley. Primitive

grist and wood mills first appeared on the river's banks in the 1770's, but it was not until the advent of the Industrial Revolution in the mid-19th century that the river's full potential was recognized. New technologies and an inexhaustible pool of labor fueled the growth of the textile industry, which was to guide the fortunes of the city for decades. The great brick mills and the intricate system of canals still dominate the downtown cityscape, but unlike other New England mill towns, they continue to play an active and important role in the life of Lewiston.

Lisbon Street has met the commercial needs of the city for over a century. First developed to service nearby industries and residential neighborhoods, it now is the primary marketplace for the Androscoggin Valley. But like many of the older cities of the northeast, a changing economy and suburban growth have reduced the competitiveness of downtown.

The spirit of Lewiston's past appears throughout the plan, for it is this theme that makes the city a unique place to work and live.

The plan presented in these pages is designed to revitalize central Lewiston, yet preserve the special character of its Franco-American heritage. It offers a step-by-step process both to rediscover the spirit and architecture unique to the city and prepare Lewiston to meet the needs of tomorrow. The plan is for a future that is becoming reality today.

The Development of Lewiston



Bird's-eye view of Lewiston in 1875.

By 1875, most of the principal features of the central city as we know it today were in place.

The Lewiston Falls on the Androscoggin River first attracted settlers to this area in the 1770's. Lewiston remained a modest agricultural community until the advent of the Industrial Revolution in the mid-19th century. The availability of water power from the nearby river led to the construction of a series of canals which, in turn, signaled the beginning of the mill era. The Bates, Androscoggin, Hill and Continental mills were established quickly, and Lewiston became an important textile city. In 1875, most of the principal features of the central city as we know it today were in place.

Originally a Yankee village, Lewiston is now home to several strong ethnic communities. The Irish arrived first, in the 1850's, followed by French-Canadians, Italians and Greeks. Immigrants first found construction jobs on the mill buildings that were rising on the banks of the Androscoggin. The flow of new settlers increased after the Civil War, as the factories boomed, and jobs were plentiful. By 1900 nearly 40% of Lewiston's population of 25,000 was foreign-born, with the French-Canadians and their descendants a majority.

Each of the ethnic groups established its own residential area within the City and sought to maintain its unique culture and traditions. This strong sense of cultural and community identity still remains.

Lewiston prospered through the beginning of the 20th century, but under changing economic conditions, profits of the textile mills gradually declined. Since the Great Depression, several of the large mills have closed, and the city has been faced with serious economic challenges.

Now, diversified industries are replacing textiles, often in the same mill buildings. Residents are rediscovering the richness of their diverse ethnic backgrounds. Lewiston's history will continue to play an important part in its future development.

Today metropolitan Lewiston offers a comprehensive array of community services.

Lewiston is the second largest city in Maine and serves as the manufacturing and retail center for the Androscoggin Valley. Its marketing area extends from the coast to northern New Hampshire and includes much of the western portion of Maine.

The City developed as the industrial heart of the state in the mid-19th century, and that tradition continues today. Textiles, and then shoes, were the foremost products of its mills, but the industrial base has expanded and diversified to include a wide range of manufactured products. Five of the original mill buildings, comprising almost 2.8 million square feet of floor area, are still in active use. Although they house some of the City's largest industries, they also serve as an ideal environment for new industries, with an experienced work force available within walking distance.

As needs have grown, new industrial areas have been developed. The Lewiston Industrial Park is located in southeast Lewiston, two miles from the central business district and adjacent to rail and turnpike facilities. A first-of-its-kind industrial airpark is being readied in Auburn to serve the metropolitan area. It was developed as a cooperative effort by the State of Maine and the cities of Lewiston and Auburn.



1895 photograph of Lewiston's mills on the main canal

Lisbon Street is the central retail district for the city and surrounding communities. It was established as a service center for the surrounding mills and residential neighborhoods, but has since grown to include much of the Androscoggin Valley in its effective market area. Suburban shopping centers to the north and east of Lisbon Street complement the activity in the central business district.

Metropolitan Lewiston offers a comprehensive array of community services. 100 industrial and 36 professional firms provide support services to meet business, industrial and residential needs. The best in medical care is provided by two full-service hospitals, seven major nursing homes, three clinics, and an air and 24 hour standby ambulance service. Metropolitan financial institutions have been largely responsible for Lewiston's growth and have taken a key role in the revitalization of the downtown. Four commercial banks, four savings banks and three savings and loan associations have combined assets of \$575 million.

The Lewiston Department of Parks and Recreation maintains 20 parks, playgrounds and recreation areas throughout the City. Outdoor swimming pools, hockey and general purpose ice rinks, tennis courts and baseball and softball fields all are used for summer and winter activities. A new 9½ acre sports field for soccer, football, baseball, field hockey, track and jogging will be opened in 1980. The 75,000 square foot Multi-Purpose Center has established a compatible indoor social and recreational program. Educational offerings from elementary school to university degrees are available within the City, as well as a number of vocational, commercial, professional and college preparatory institutions.

The Plan



The urban design plan calls for both immediate and long-range improvements.

Lisbon and Main Streets have served as Lewiston's primary shopping district for over a century. Almost fifty percent of the City's population lives within one-half mile of the district, and most of Lewiston's major traffic arteries lead to these streets.

Suburbanization and the development of shopping centers on the urban fringe have led to the decline of many central city areas across New England during the past two decades. Lewiston had begun to experience a similar erosion of downtown business activity. As automobiles gained in popularity, traffic congestion, air pollution and noise reduced the appeal of Lisbon and Main Streets.

Local businessmen and citizens joined with municipal, state and federal officials to reverse this trend and reestablish the competitive position of the central business district. Downtown merchants organized and funded Lewiston Tomorrow, a non-profit development corporation, to study critical problems including transportation, buildings, pedestrian amenities and financing. A grant from the National Endowment for the Arts funded the Cityscale Project to explore

ways of redesigning the downtown area on a more human scale. Bates College and Gladstone Associates conducted business and consumer surveys and a market assessment to examine the downtown's strengths and weaknesses and its competitive position in the regional market. Other projects included traffic planning and management studies to improve traffic circulation.

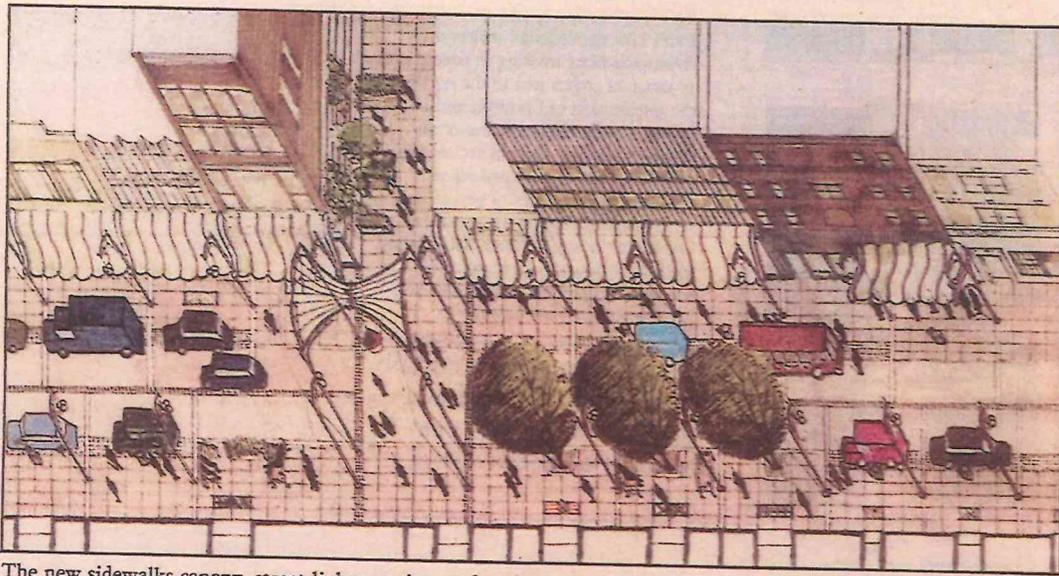
These efforts produced a comprehensive revitalization plan, and in May, 1978, an Urban Development Action Grant of \$3.2 million was awarded to the City for the revitalization of downtown Lewiston. These funds, together with \$1 million from the Economic Development Administration, \$2.5 million from municipal sources, and \$14.5 million in private commitments were used to make the plan for the future a reality.

The revitalization plan consists of six major interrelated parts:

1. Rehabilitation of buildings in the downtown and leveraging of private funds with public dollars in subsidized loan and grant programs.
2. Detailed designs for improvements to the downtown streetscape.
3. Design and construction of a 367 space parking garage financed in part with a \$1 million grant from the Economic Development Administration.
4. Replacement of utilities under Lisbon Street.
5. Traffic improvements to encourage pedestrian use while improving automobile access.
6. Implementation of a long-range urban development master plan for the center city area.

Consultants completed the master revitalization plan and the streetscape designs in the late summer of 1979, and the City Council approved the plans in the fall of 1979.

Lisbon Street



The new sidewalks canopy, street lights, paving, and archways on Lisbon Street

Since Lisbon Street is the primary commercial area of Lewiston, improvement of these blocks is the core of the revitalization program. The plan will dramatically change the image of the Street, making it a unique and memorable place to work, shop and relax.

The design proposals for the street, coupled with new directional designs, signal timing and intersection treatments, make it clear that the last two blocks of Lisbon Street are no longer part of the principal south-to-north route through the city. These blocks will be available to local traffic and delivery vehicles, but redesigned for increased pedestrian use.

The most striking aspect of the design is the system of sidewalk canopies, lights and arches for Lisbon Street.

The surface of the street and sidewalk appears continuous from building face to building face to encourage this use. The sidewalks are paved with individual blocks in a warm, dark color, contrasting with lighter feature strips and edging. Travel lanes narrow along Lisbon Street as the amount of through-traffic decreases. The narrower vehicle lanes allow wider sidewalks along the last two blocks of the street and at pedestrian crossings at block midpoints and intersections.

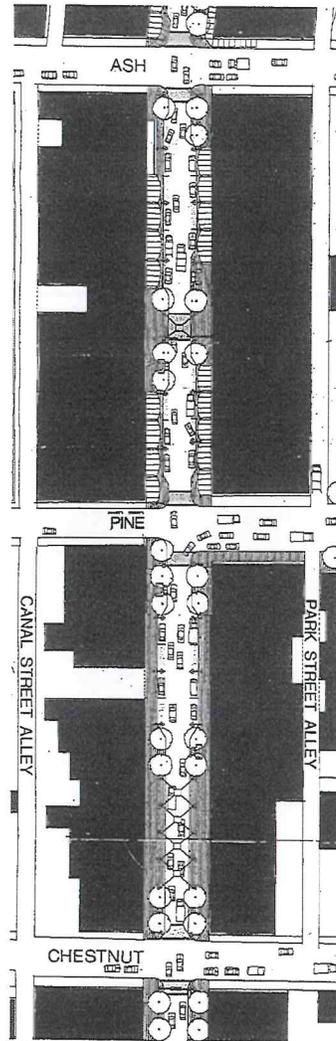
The canopy and lighting system is the most striking element of the design of Lisbon Street. It provides protection to shoppers from snow and rain, creates visual unity among the differing building facades and evokes the Franco-American, 19th Century industrial character of downtown.

The plexiglass canopy begins at Pine Street and extends to the northern end of Lisbon Street at Main. Each twenty-five foot section has a gentle curve at the leading edge to indicate the presence of a store behind. The average width of the canopy is twelve feet, with a ten-foot minimum height above the sidewalk.

The canopy system is not continuous, to accommodate facades that cannot easily accept it, and to provide ample space for trees.

The lighting system is composed of suspended cluster lights, hung from brackets on fluted poles. These are located on fifty-foot centers, generally paired across the street. Neon scrolls on the frame of the canopy and lighting for pedestrians on the underside of the translucent panels make the canopy structure glow at night.

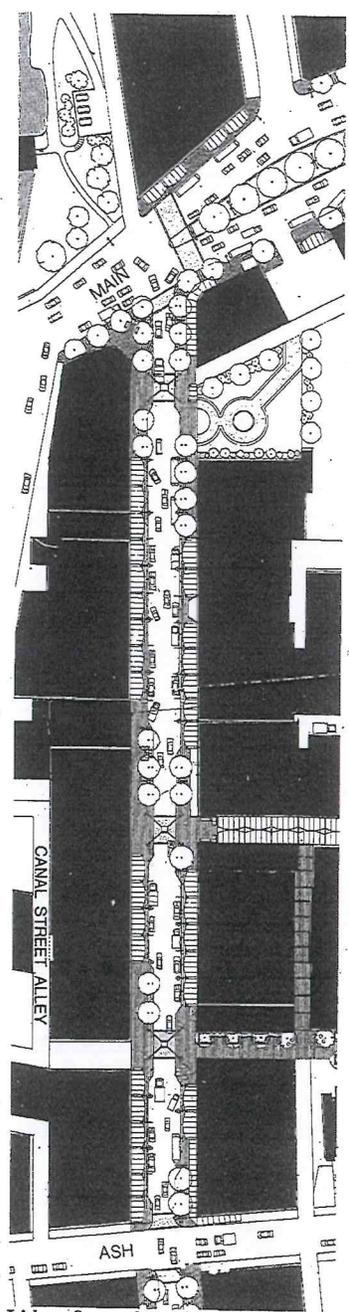
Lisbon Street



Lisbon Street from Chestnut to Ash

This plan showing Lisbon Street illustrates how the redesign makes the downtown more inviting to pedestrians. A group of arches just to the north of the intersection of Chestnut and Lisbon Streets signals the beginning of the shopping district. Pairs of arches spanning the street at each pedestrian crossing create a series of vertical accents which break the long, narrow canyon of the street. They also provide special lighting and focal points for seasonal decorations and banners announcing downtown events.

Lewiston residents contributed ideas to the downtown revitalization plan at a series of design workshops.



Lisbon Street from Ash to Main

The intersection of Lisbon and Main Streets has been redesigned to unify Lisbon with the north side of Main. Wider crosswalks, paved with the same material as the sidewalks, and an enlarged median on Main Street provide greater safety and convenience for pedestrians. The sidewalk adjacent to the newly rehabilitated Masonic Building, now called the Gateway, provides room for benches and trees.

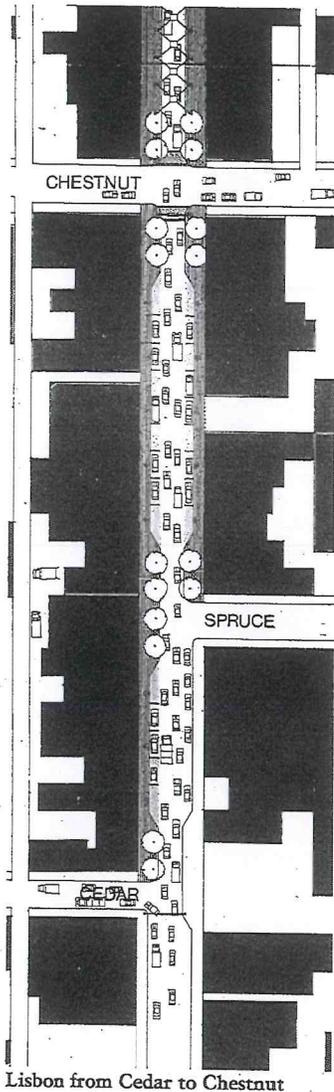
New light fixtures, widened sidewalks and canopies along the north side of Main Street provide continuity with the improvements on Lisbon Street. Landscaping of the area adjacent to the Mill Pond will encourage more people to enjoy this resource.

With through-traffic diverted from Lisbon Street, there is room to add amenities that make the street appealing for shoppers on foot.

Trees will be planted at intersections, pedestrian crossings, archways, and the north end of Lisbon Street where the sidewalks are widest. For maximum effect, they will be clustered across the street to create the sense of groves occurring at the ends and middle of each block and to break down the street's length.

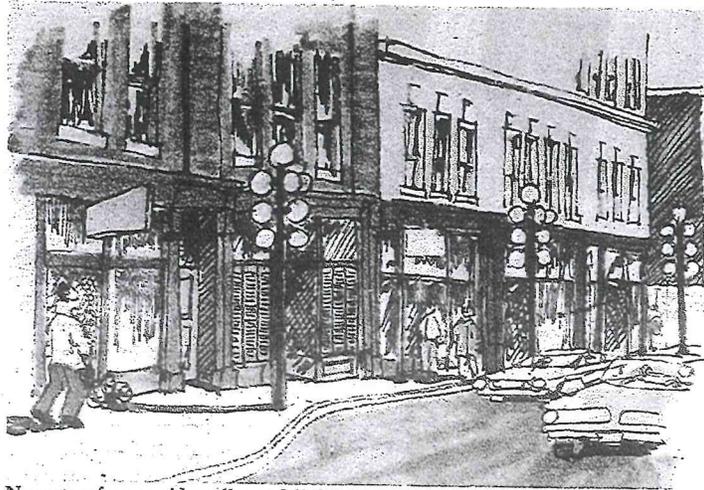
Since planting beds are particularly vulnerable to snow removal equipment, moveable planters, which can be stored for winter, are used. Plantings of flowering annuals, renewed each year, contribute more color and life to the downtown than hardier plants that can withstand winter conditions.

Lower Lisbon Street



Lisbon from Cedar to Chestnut

It is important to link lower Lisbon Street with the main shopping area.



New storefronts, sidewalks and lighting for lower Lisbon Street

The improvements to lower Lisbon Street – from Canal to Chestnut – are compatible with the upper Lisbon Street design, while serving to alter substantially traffic circulation throughout the downtown. Although lower Lisbon is in a state of transition and is no longer primarily a retail district, it is important that it be linked with the shopping area to provide a sense of unity throughout the downtown. In addition, through-traffic must be diverted from Lisbon Street to alternative routes before it reaches the shopping district. A combination of archways, signs and paving materials on lower Lisbon are used to achieve this effect.

Starting at the south gateway, near the intersection of Canal and Lisbon Streets, a series of archways span the street. They are used to support traffic signs in addition to special lighting and seasonal decorations. The first archway marks the entrance to the downtown and provides traffic information for motorists not bound for downtown. A second archway at Cedar Street directs westbound traffic towards Lincoln Street and the South Bridge. A series of archways just north of the Lisbon –

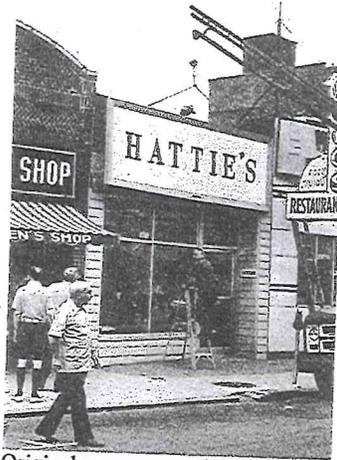
Chestnut intersection creates an entrance to the principal shopping area. It is designed to support advertising signs and banners and provide a lighted gateway to upper Lisbon. Signs on the archway at Pine Street advise eastbound motorists to turn right onto redesignated Route 196.

Sidewalk and street pavements gradually change along the length of the street, reflecting the step-by-step removal of through-traffic. Sidewalks widen as traffic is diverted at Cedar, Spruce, Chestnut and Pine Streets, allowing the planting of trees in the opened space.

Although many buildings along lower Lisbon Street no longer support first floor retail businesses, storefront renovations and facade treatments greatly improve the street appearance. New lights and paving for lower Lisbon are designed to complement the more comprehensive improvements in the shopping district north of Pine Street.

Signs and Facades

People are rediscovering the beauty of 19th century commercial buildings.



Original appearance of a dress shop



Remodelling was modest in cost.



Mosaic signs can be set in sidewalks.



Signs hung from a sidewalk arcade

Through the years many elegant storefronts in the downtown have been covered. Changes in taste have persuaded merchants to "modernize" their storefronts and signs. Multi-story signs often hide significant architectural features and detract from overall building appearance. Lisbon Street has a 19th century character that is impossible to duplicate in suburban malls. The revitalization plan uses this resource to provide a unique identity for the central business district. Merchants have discovered that signs do not have to be bigger and brighter, and facades more modern to compete. A well-designed storefront, keyed to the massing and details of the building, conveys an image difficult to recreate today.

The design influence seen in other cities with a French character, such as New Orleans, Quebec City, or Montreal, is appropriate for many stores in Lewiston. Mosaic signs included in the new sidewalk paving and small signs and logos hung from the canopy are ideally suited to pedestrian shoppers and offer an opportunity for a French design spirit compatible with the downtown improvements.

Walkways

Two walkways linking the municipal parking lot with the main shopping district on Lisbon Street presented a unique opportunity for the downtown design. They provide direct access to the retail area for shoppers using the 421 space parking area and for residents of the neighboring senior citizen developments. They are also presently the location of a summer cultural program sponsored by a number of civic organizations.

Walkways provide space for special downtown activities.

The northern walkway is provided with a plexi-glass roof, glassed in at the ends and heated. It can be used as a greenhouse, cafe and setting for winter activities. Public toilets can be provided in space borrowed from an adjacent building. The southern walkway receives adequate sun for much of the day and remains uncovered. It is an excellent location for a summer outdoor cafe. Large panels displaying photographs of contemporary and old Lewiston, mounted on the south wall, lend a sense of history to downtown. The alley connecting the walkways is fitted with decorative arches and lighted for use as a bazaar, flea market or sales area.

Paving for the walkways is consistent with that of Lisbon Street, but the more decorative treatment helps set them off as special places. Granite stairs and an access ramp are provided at the eastern end of each walkway.



The north walkway is enclosed for year-round activities.



The south walkway is a good place for benches and an outdoor cafe.

Downtown Events

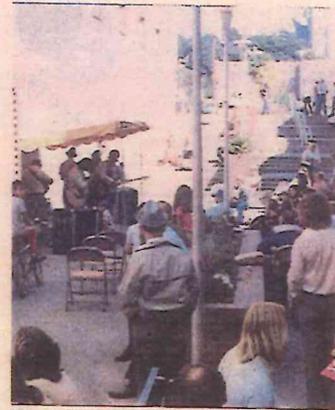
Once a year in July, *Festival*, with its related sidewalk sales and art exhibit brings additional life to the center of Lewiston. In the summer there are already entertainment programs in the north walkway, bringing musicians and other performers downtown. With expanded and sheltered pedestrian space, this kind of activity will be increased. Regular performers will include musicians, jugglers, magicians, mimes, street actors and storytellers.

There will also be an expanded program of special events and celebrations in addition to *Festival*. These can be organized around national holidays, or days important in Lewiston's heritage. Kennedy Park provides a fine setting for such events, and temporary street closings will allow the new Lisbon Street to be used as well.

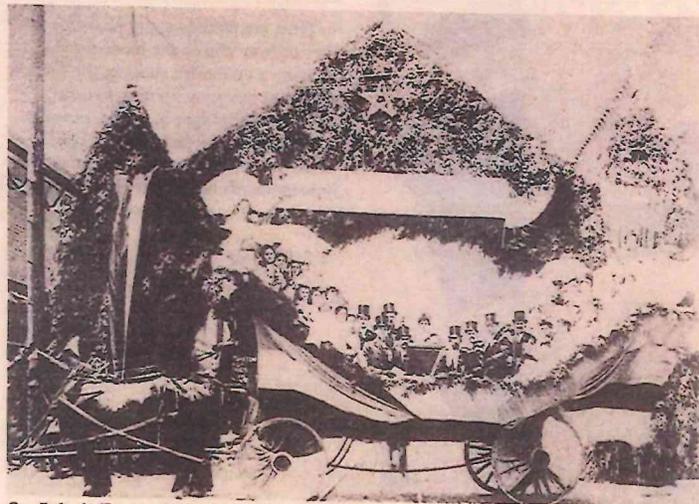
Local businesses, clubs and groups will also contribute to downtown street activity. In the glass covered north walkway, there can be fashion shows, arts and crafts exhibits and sales, book fairs, flower shows, and the like. In winter, there can be an ice sculpture contest in Kennedy Park and a roving Santa on Lisbon Street. These activities will help bring more people downtown to shop. They will also help to revive the pride in downtown that once made it the heart of Lewiston.



The Festival attracts large crowds.



Music in the north walkway

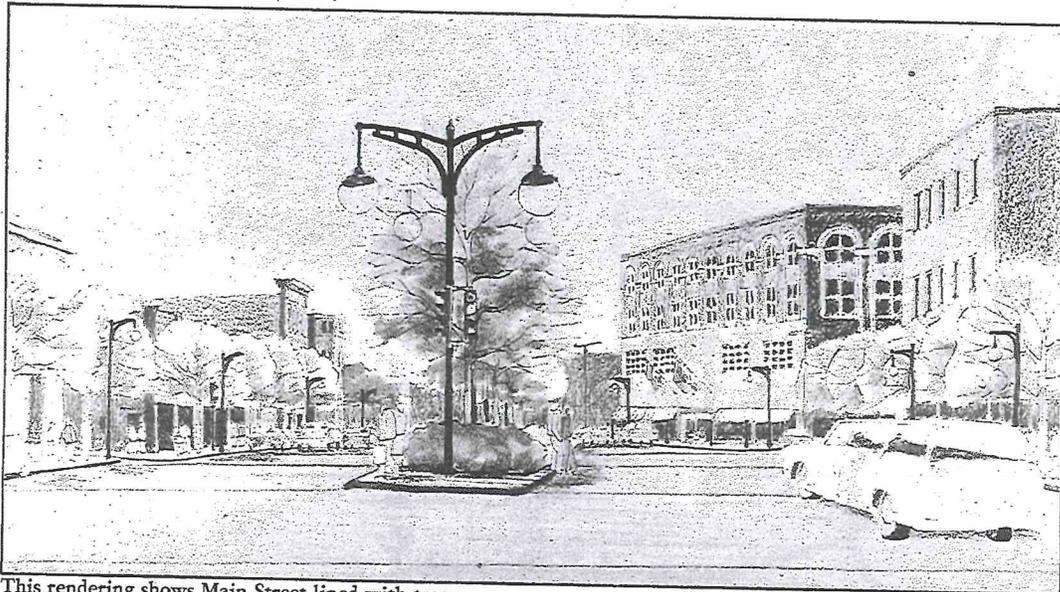


St. John's Day celebration about 1895

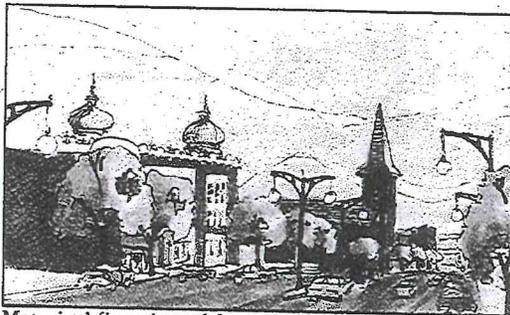


Ice sculpture at a winter carnival

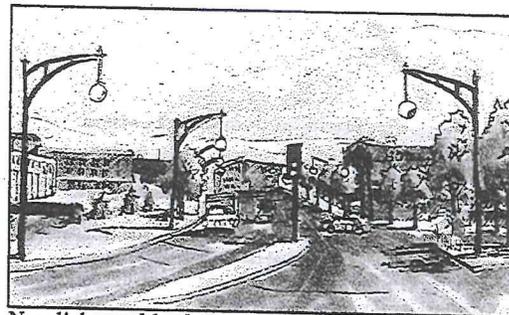
The view motorists have of Main Street is an important part of downtown Lewiston's image.



This rendering shows Main Street lined with trees.

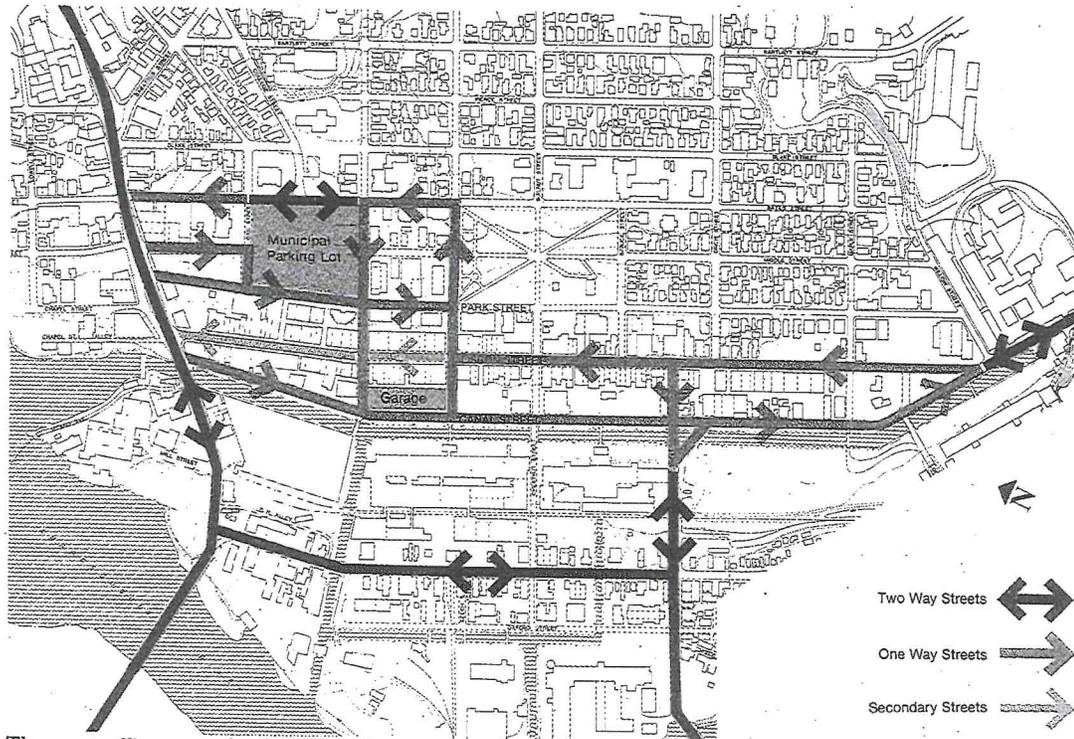


Motorists' first view of downtown from the east



New lights and landscaping at the west gateway

Traffic



The new traffic pattern for downtown Lewiston

Traffic circulation is a very important concern in the downtown revitalization plan. The success of the Lisbon Street improvements will largely depend upon maintaining the district's appeal to pedestrian users. The design consultants and the regional transportation organization (LACTS) have coordinated their efforts in developing a comprehensive approach to improved traffic flow. The final plan reflects both the need to improve traffic circulation and to make the downtown a better place to shop.

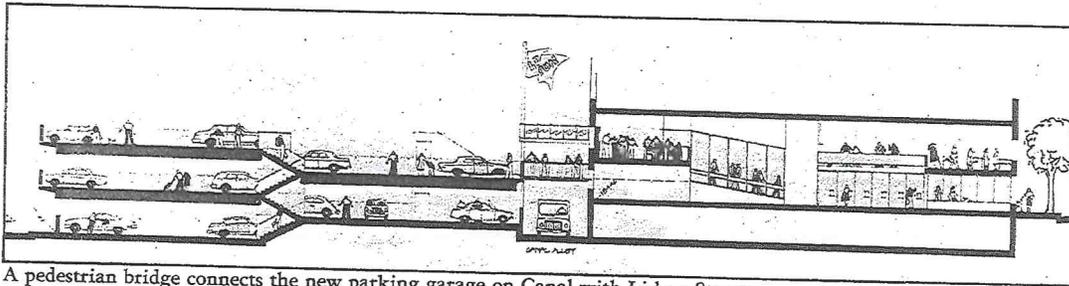
More than one-half of the automobiles on Lisbon Street have destinations beyond the downtown area. The goal of the circulation plan is to divert through-traffic before it reaches the main shopping blocks. Directional signs, signalization, and changes in the width of the street encourage motorists to choose alternative through-routing before entering the main shopping district. Drivers traveling towards Auburn and the west turn left on Cedar Street and continue on the South Bridge, or turn at Lincoln St. for the North Bridge crossing. Motorists with destinations to the north and east turn right at Spruce or Pine Streets and continue towards Main and Sabattus Streets.

Traffic signals throughout the downtown will be re-timed to promote the movement of vehicles around the central district. New signals will be installed at intersections bearing the increased

through-traffic. The new stacking lanes for left turns on Main Street will reduce congestion for both east and westbound motorists. Pedestrian crossings on both Main and Lisbon Streets will be improved to accommodate greater use.

These changes will significantly improve pedestrian safety and reduce air pollution from idling vehicles on upper Lisbon Street. For motorists, the re-designed traffic routing facilitates traffic flow and provides better access to downtown stores and parking. For pedestrians, the changes result in a more pleasant shopping environment.

Parking



A pedestrian bridge connects the new parking garage on Canal with Lisbon Street.

Motorists with destinations downtown will find greatly improved parking facilities.

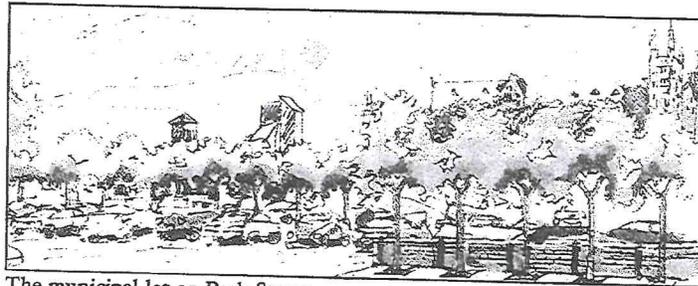
The automobile has always presented a dilemma for the downtown. Success of professional offices and retail businesses depends on adequate automobile access into the downtown area with parking available for shoppers and workers. Unfortunately, this has also resulted in traffic congestion and pedestrian difficulties, making Lisbon Street a less pleasant place to shop. The proposed circulation changes will redirect through-traffic around the retail district and relieve congestion. At the same time, motorists with destinations downtown will find greatly improved parking facilities.

Two large parking areas are located on the east and west sides of Lisbon

Street, within one block of the retail district. The municipal parking lot provides surface level parking for 421 autos and is accessible from Lisbon Street by two walkways. Motorists can reach the lot directly from Park, Middle, Ash or Bates Streets.

The six-level municipal parking garage on Canal and Ash Streets pro-

vides parking for 367 cars, with pedestrian access to Lisbon Street via a covered walkway. Partially financed through a \$1 million grant from the Economic Development Administration, the garage is landscaped to complement the adjacent tree-lined canal. It can be reached directly by Canal and Ash Streets.



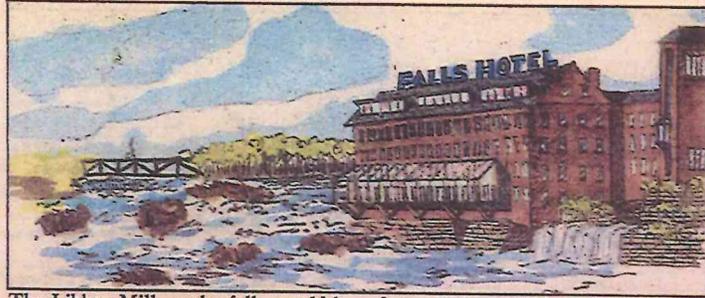
The municipal lot on Park Street

Discovering Lewiston

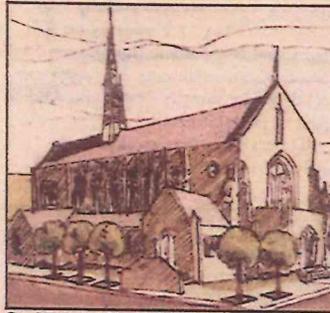
The history of Lewiston is the story of its river, mills, people and architecture. Each of these resources contributed to the growth and development of the City, and each has a prominent role in the urban design master plan.

The area between Canal Street and the banks of the Androscoggin River is the historic heart of the city. An extensive series of canals was built in the 1850's to provide water power for the textile mills. The first Franco-American church and the "Little Canada" quarter are also located nearby. Design proposals include replanting the entire length of the main canal with trees, lighting and landscaping the mills, railroad station and St. Mary's Church, and developing an information system and walking tour for visitors to the district. The South Bridge gateway from Auburn will be enhanced with the planned changes at the Continental Mill and St. Mary's Church. In addition, overhead utilities may be removed to improve the view of the neighborhood.

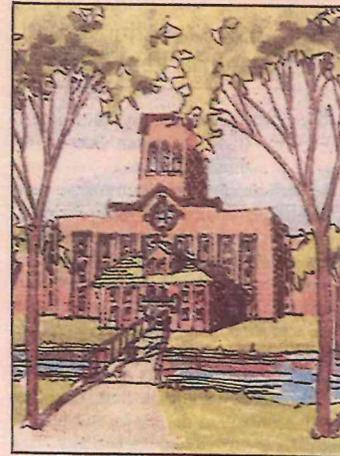
Up-river from the industrial area are the Lewiston Falls of the Androscoggin River and the millpond. The mill at the base of the falls offers a potential location for a hotel or entertainment center. The land between the millpond and Main Street could be developed as a waterfront park and French-Canadian center or office/hotel district. This parcel provides an opportunity for continuing the Lisbon Street improvements on the north side of Main Street.



The Libbey Mill on the falls would be a dramatic location for a hotel.



St. Mary's Church



The Bates Mill

The master plan for the downtown calls for the conservation of the City's historic buildings, neighborhoods, and open space.



Sts. Peter and Paul Church



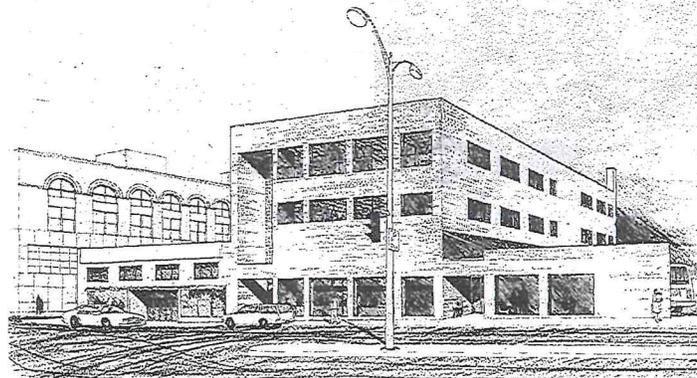
The Library and City Building

The main part of central Lewiston lies on an incline, rising to the residential neighborhoods near Sts. Peter and Paul Church. Some of the city's most significant landmarks are located in this area: Kennedy Park, City Hall, the Public Library the Dingley Building, Sts. Peter and Paul Church, the Kora Temple, and Trinity, St. Patrick's and St. Joseph's Churches. These buildings, like the monuments of the Little Canada quarter, will benefit from new landscaping and lighting.

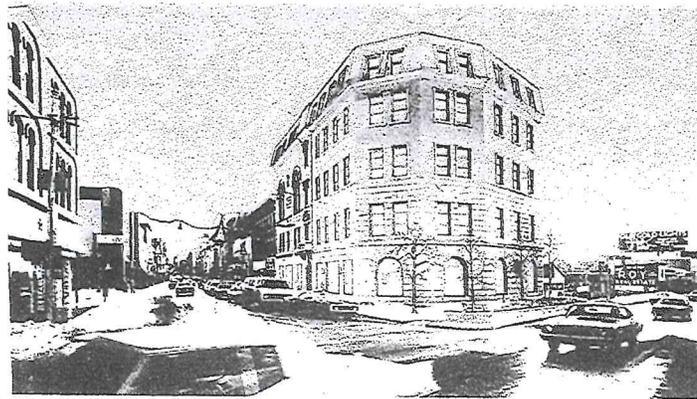
Building It



Oak Park provides convenient downtown housing for the elderly.



Renovations proposed for the Sears building and bus station.



Housing, office, and retail space are combined in the Gateway.

Oak Park

This recently completed project provides 91 units of housing for the City's elderly residents. Originally built as an auto dealership, the large building on the corner of Park and Oak Streets has had many uses. The developers, Oak Street Associates, included solar panels in the rehabilitation project, which provide 40 - 60% of the building's domestic hot water supply.

Human Services Center

The new Social Services Center will be located in the renovated Sears buildings on Main Street. The decision of the Maine Department of Human Services to consolidate regional offices generated a plan for re-use of the three story building. The new office complex will also benefit from the renovation and expansion of the adjacent bus station, which will function as a transportation terminal for local and regional bus service.

The Gateway

The rehabilitation of the old Masonic Building at the intersection of Lisbon and Main Streets assured the preservation of one of the City's landmarks. A serious fire in 1977 placed the building in jeopardy, but the Shelter Group's renovation proposal called for saving the structure. Its new, mixed uses include commercial space on the first floor, offices on the second, and housing on the third through fifth floors.

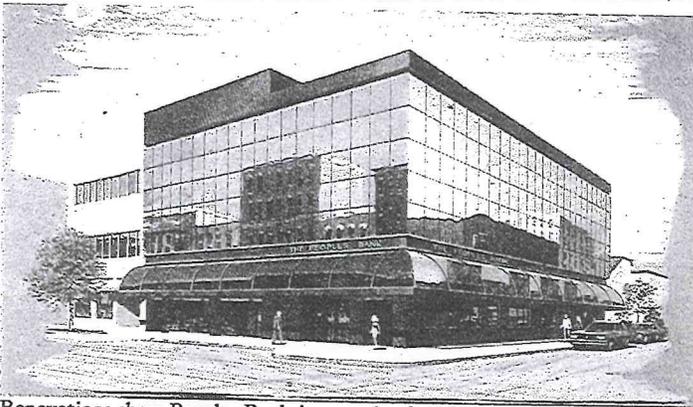
Scores of projects, large and small, enhance this revitalization plan.



The Esplanade makes downtown more inviting for pedestrians.

The Esplanade

Construction of the Esplanade along Park Street was the first phase in the redevelopment of the urban renewal parcel of land to the east of Lisbon Street. In the new configuration, Park still carries through traffic, while a widened sidewalk on the west side of the street serves as a landscaped, pedestrian mall. The two downtown walkways connect Lisbon Street directly with the Esplanade and the municipal parking lot on the east side of Park Street. A new district court house, offices for attorneys, and additional retail space have been constructed adjacent to the Esplanade, in conjunction with this public project.



Renovations show Peoples Bank is committed to downtown revitalization.

Peoples Bank

The Peoples Bank has been located in downtown Lewiston since 1875. The renovation work on the bank's building at the corner of Lisbon and Ash Streets is indicative of the bank's commitment to the City's downtown revitalization. Reflective glass on the upper floors will help conserve energy, and the tinted plexi-glass canopy on the first floor complements the new sidewalk canopy along Lisbon Street.

Financial and Civic Support

Funding Programs

The Urban Development Action Program (UDAP) provides special financial incentives to stimulate private investment. The combination of low-interest loans and grants serves to encourage redevelopment in Lewiston's downtown.

1. **Downstreet Loan Pool.** Seven local banks have set aside 5.5 million dollars for low-interest loans to business and property owners in the UDAP Target Area. Loans with terms of up to ten years are available for property rehabilitation and business inventory expansion. In addition, terms of up to twenty years are available for property acquisition loans when the purchaser intends a substantial amount of rehabilitation.

2. **Rehabilitation Loan Interest Rate Subsidy.** The City of Lewiston will join with participating financial institutions to provide rehabilitation financing for Downstreet Loan Pool property available to the borrower at an effective rate of $1\frac{1}{2}\%$ below the Boston Prime Rate.

3. **50/50 Commercial Rehabilitation Loan Program.** The City has allocated \$100,000 in interest-free loans to match an equal amount of private funds from participating lending institutions for commercial facade rehabilitation in the Central Business District. The maximum amount of these interest-free loans is \$7,000 for a term of ten years. An additional \$3,000 is available, interest-free and with no matching funds necessary, for demolition.

4. **Elevator Grant Program.** The City has \$240,000 available to subsidize part or all of the cost of purchase and installation of passenger elevators in buildings at least three stories high. Grants will be based on the amount of additional rehabilitation generated in each building and will be awarded on a first come, first served basis. For every \$4 invested in rehabilitation, \$1 is granted toward the installation of an elevator, up to a maximum of \$60,000. Only buildings in the UDAP Target Area are eligible.

SBA Programs

In addition to the above programs, loans and loan guarantees are available through the Small Business Administration. These programs were not specifically designed for downtown Lewiston but serve an effective supportive role.

5. **SBA Urban Neighborhood Revitalization Loan Program.** This program will make direct loans for commercial rehabilitation on a 75/25 basis. The 75% SBA loan will be at a reduced interest rate, lowering the overall effective rate of borrowing significantly below prevailing commercial rates.

6. **SBA Loan Guarantees.** The Small Business Administration has agreed to guarantee loans to businesses in the UDAP Target Area under the 502 Program. Although each application will be reviewed on an individual basis, a special effort will be made to coordinate loan guarantees with loans from the Downstreet Loan Pool.



Lewiston residents contributed ideas for the downtown revitalization plan at a series of design workshops.

Civic Organizations

1. Lewiston Economic Growth Council. The Lewiston Economic Growth Council (LEGC) was established by the City of Lewiston and the Lewiston Development Corporation to help promote industrial growth. Recognizing the importance of the downtown area to the City's image as a desirable place to do business, the LEGC has actively supported the revitalization. The LEGC has been instrumental in attracting several new industries to the Lewiston Industrial Park and has initiated new activities designed to attract industrial concerns to the metropolitan area. These include the development of a new industrial area in South Lewiston and, in cooperation with the cities of Lewiston and Auburn, development of an industrial airpark, to be located on land owned jointly by both communities adjacent to the municipal airport. LEGC feels that the revitalization of downtown will create an improved atmosphere for industrial growth.

2. Lewiston Tomorrow. Lewiston Tomorrow is a non-profit membership corporation created to foster redevelopment of the commercial core of the City through private and public sector revitalization programs and to improve the general commercial business conditions within the City's center. Lewiston Tomorrow was instrumental in mustering \$14 million in private investment to help win a \$3.2 million Urban Development Action Grant from the Department of Housing and Urban Development. The organization administers the four major loan and grant programs which provide financial incentives for downtown redevelopment and has provided assistance to the planning and design efforts necessary to implement the urban design program. It is also developing a fair share assessment program to finance downtown promotion programs and to maintain public improvements.

3. Downtown Merchants Association. The Association sponsors a cooperative marketing effort in the central business district. Its goals are to encourage better community recognition and generate increased pedestrian use of the downtown. The Association sponsors a summer cultural series, in cooperation with the Lewiston Recreation Department, LPL & ALP (a community cultural enrichment group) and

the Maine State Commission on the Arts and Humanities, which offers a wide range of musical entertainment in the City's walkways. It also coordinates sidewalk sales and special promotions with city-wide events, such as the Festival Franco-Américain. The Association provided support and assistance throughout the urban design process and has contributed much to the re-awakening of downtown.

Local citizens, government officials, and outside consultants have formulated a comprehensive plan for the revitalization of central Lewiston. A combination of municipal, state, and federal money is making the plan a reality.

4. Festival Franco-Américain. The Festival offers the people of Maine a unique opportunity to learn about the history and traditions of Franco-American life, as well as an opportunity to participate in and enjoy the contemporary culture. Its inception in 1977 coincided with renewed city-wide interest in revitalizing the downtown. The event provides a setting for an exchange of ideas that fosters a better understanding of the city's heritage.

The Festival's week-long celebration at Kennedy Park, in the heart of the downtown, draws huge crowds back to the center of the City.



Further Information

For more information about the Downtown Urban Design Plan or the financial programs available contact:

Planning Division
Lewiston Department of Development
City Building
(207) 784-2951, ext. 41
Community Development Division
Lewiston Department of Development
City Building
(207) 784-2951, ext. 43

Lewiston Economic Growth Council
40 Pine Street
(207) 784-0161
Lewiston Tomorrow, Inc.
169 Lisbon Street
(207) 784-4611

Credits

Downtown Revitalization Plan
Parsons Brinckerhoff Quade & Douglas, Inc.
in association with
Carr, Lynch Associates, Environmental Design
Aliberti, LaRochelle & Hodson Engineering
Corporation, Inc.

Municipal Parking Structure
David A. Crane and Partners

City Agencies
Planning Division, Lewiston Department of
Development
Community Development Division, Lewiston
Department of Development

Tabloid Design
Carr, Lynch Associates
Booth Simpson Designers

Photographic Credits
Photo, top, p. 20, courtesy of Guy Gannett
Company