

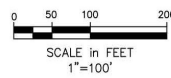
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FALMOUTH CENTER

CONCEPTUAL MASTER PLAN

May 7, 2018



- MIXED USE:
- RESTAURANT / BAKERY
 - RECREATION
 - PUBLIC MARKET
 - BANK
 - FARMERS MARKET
 - VETERINARIAN
 - PHARMACY
 - AMUSEMENT CENTER
 - MEDICAL
 - GALLERY
 - THEATER

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Architects



CARROLL ASSOCIATES
LANDSCAPE ARCHITECTS
217 COMMERCIAL STREET, STE 200
PORTLAND, MAINE 04101
207.772.1552 V. F. 207.772.0712

A R C H I T E C T U R E

Falmouth Center Project Narrative

Existing Conditions

- There are 3 distinct parcels that make up the existing conditions for the site of the proposed development
 - The Shaw's shopping plaza which is linear and unbroken in its massing and relates to the route 1 corridor with a large area of asphalt parking
 - The spur ramp, an unnecessarily large on-ramp to I-95
 - Undeveloped woods in between the shopping plaza and the spur

The Approach to and Ultimate Goal of the Development of these Parcels

- The site must be sensitive to its existing surroundings
- In response to the existing nearby retail, it is important to consider the treatment of movement for the pedestrian versus the vehicle
- Falmouth Center will be designed to be mixed-use and encourage a family-friendly atmosphere that encourages different levels of activity
- The activity will be encouraged during the day and into the evening and throughout the year

Immediate Goals for Each Parcel

- Shaw's Plaza – Establish new pad sites along route 1 and flanking the entrance from Bucknam Rd which will be the primary entrance into the site
- The Spur – Make use of already cleared land and adjacency to route 1 for an area of denser development (**the campus**) and create a new entrance into the site where the ramp has been eliminated
- The Woods – Be sensitive to the existing natural features and waterways and use them to define where development occurs, keeping it more spaced out than that occurring in the other parcels

Treatment of Vehicular Movement and Parking

- The new road through the site should link the new and existing entrances but run behind the development that relates to route 1
- Parking should be stacked and concealed along this path to minimize the views of it from route 1 and from the pedestrian circulation
- The road can be used to separate uses

Treatment of the Front Versus the Back of the Site as Divided by the New Road

- The back of the site has uses that are appropriately pulled away from route 1 including a destination use, a sports facility, that requires large amounts of outdoor space as well as residential and hospitality uses that require more privacy
- The front of the development, along route 1, will have denser development with higher levels of activity and more visibility

How we are Being Sensitive to the Neighboring Residential Component

- The more spaced out development and more private uses are the most appropriate to place on the back edge of the site near the neighboring residential zone
- A thick band of the existing trees will remain in place to act as a buffer between the new development and its neighbors

Treatment of the Pedestrian

- The site will be geared towards the pedestrian

A R C H E T E C T U R E

- There will be a new public trail system put in place that connects to an existing network of trails that extend into Portland
- At the existing spur site, develop a mixed-use campus that includes a village green/town square and promenade open to only pedestrian traffic during business hours

Treatment of Massing within the Development

- The massing is to have varying heights based on use, proximity to route 1 and proximity to the existing Shaw's Plaza
- Rather than a continuous wall of development, there are to be many breaks between buildings to allow for visual interaction with the site and many opportunities for pedestrian access
- The separations between buildings can act as tertiary corridors on which to locate service access so as not to create buildings that face their backs to route 1 and the new road or to the promenade

How to Begin Discussing Architecture

- The architecture should avoid the big box blank walls and the monotony of strip malls
- The architecture should both relate to the history of Falmouth while also looking to its future
- Within distinct areas of the site there should be a reoccurring language in the design
- Compatible modules of architecture can be used to create complete spaces
- Facades should have articulation both in height and depth to create more dynamic streetscapes
- There should be a strong connection and play between interior and exterior spaces because the stories should spill out onto the promenade
- The landscape architecture of the site is integral to the design – the built structures cannot be designed without strong consideration of the siting and landscape both existing and new

Long Term Goal for the Site

- Continue the idea of the promenade and concealed parking onto the existing shopping plaza

What is in the Works?

- Stormwater analysis and management plan
- Preliminary traffic assessment
- Conceptual design of facades



Falmouth Center

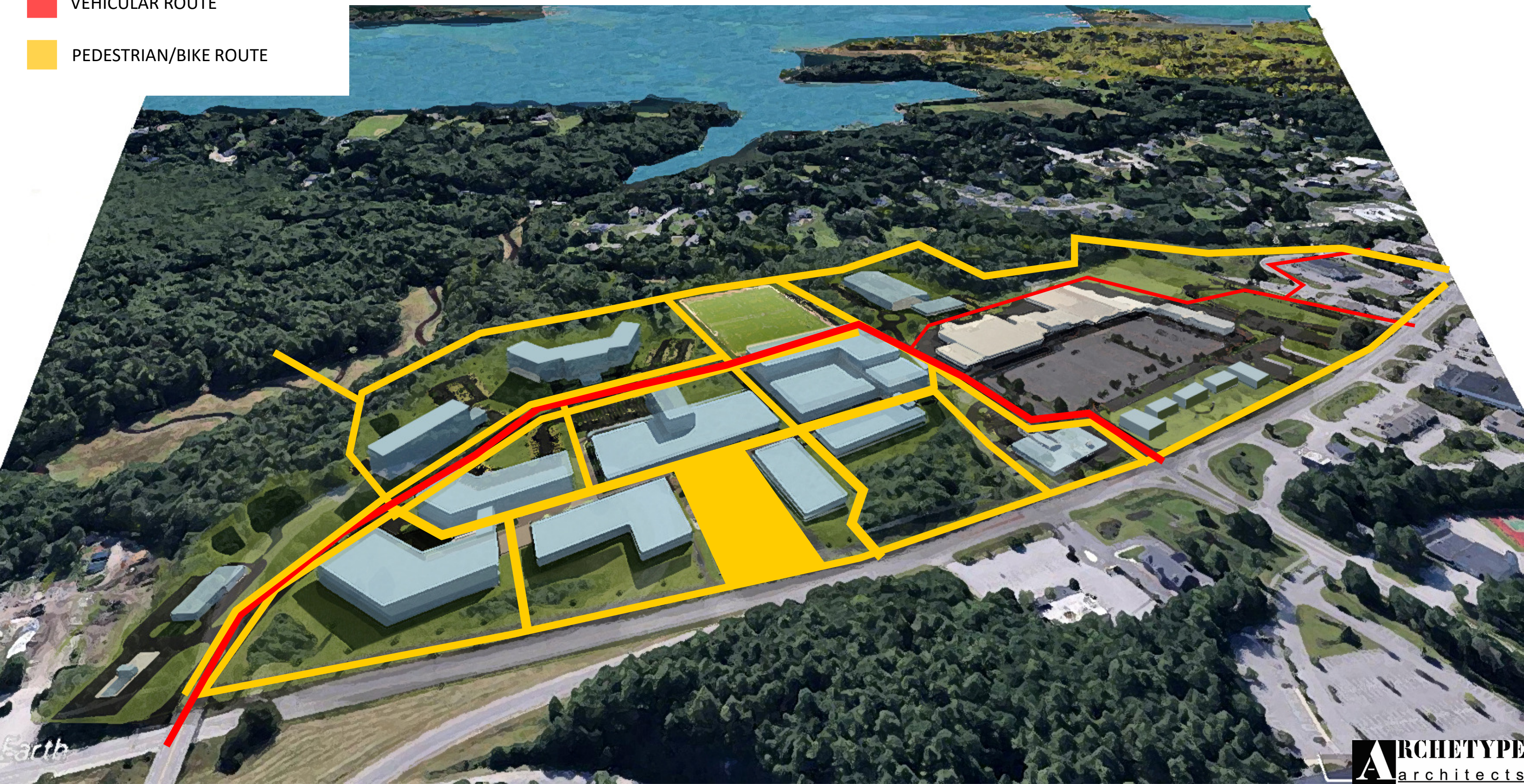
Building #	Use	Footprint (S.F.)	Stories	Total S.F.	Completion year
1	Sports Facility	(350x200) 70,000	1	70,000	2019
1a	Fields	0	N/A	0	2019
2	Sports accessory	(200x75) 15,000	1	15,000	2019
3	Residential (55+)	30,000	6	180,000	2020
4	Hotel	13,000	6	78,000	2019-2020
5	Gas Station & Car Wash	2,000	1	2,000	2019-2020
6	Mixed Use	20,000	4	80,000	2019-2025
7a	Large Scale Retail	30,000	1	30,000	2019-2025
7b	Large Scale Retail	30,000	1	30,000	2019-2025
8	Office	5,000	5	25,000	2019-2025
9	Garage	88,258	2	176,500	2019-2025
10	Retail	35,500	1	35,500	2019-2025
11	Residential	12,000	5	60,000	2019-2025
12	Mixed Use	22,000	2	44,000	2019-2025
13	Mixed Use	25,000	2	50,000	2019-2025
14	Mixed Use	20,000	2	40,000	2019-2025
15	Mixed Use	22,000	2	44,000	2019-2025
16	Retail/Office/Residential	18,000	3	54,000	2019-2020
17	Retail/Office/Residential	6,000	4	26,000	2019-2020
18	Retail/Office/Residential	6,000	4	26,000	2019-2020
19	Retail/Office/Residential	6,000	4	26,000	2019-2020
20	Retail/Office/Residential	6,000	4	26,000	2019-2020
21	Retail/Office/Residential	6,000	4	26,000	2019-2020
TOTAL		402,758		1,144,000	

- MIXED USE
- OFFICE
- RESIDENTIAL (55+)
- LARGE RETAIL
- HOTEL
- ATHLETICS
- GAS STATION



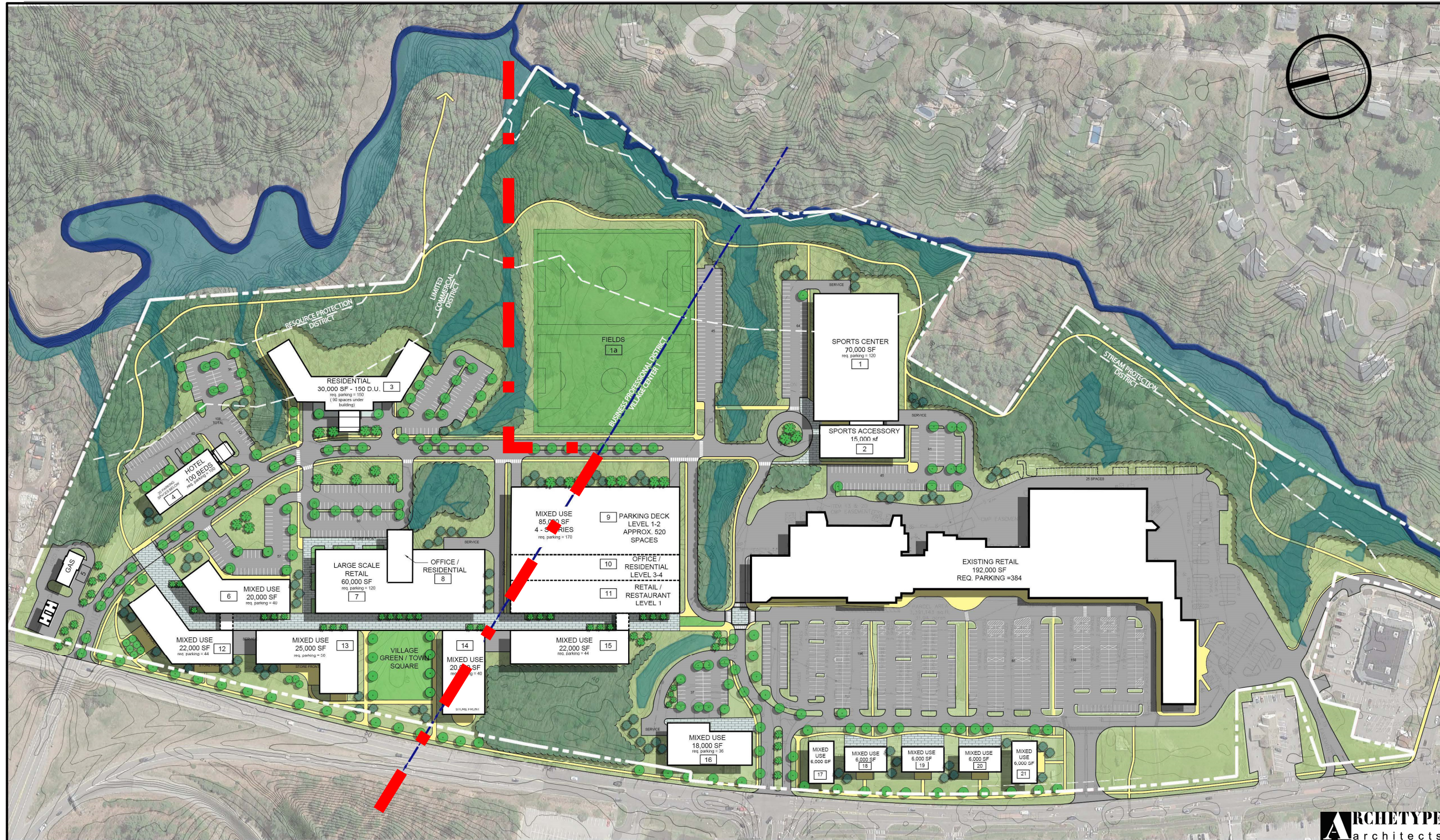
Earth

-  VEHICULAR ROUTE
-  PEDESTRIAN/BIKE ROUTE



Earth

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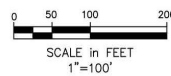
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