



Downtown Development Plan

PUBLIC WORKSHOP

May 16, 2007





Welcome!





Tonight's Agenda

- Welcome and Introductions
- Project Team Overview
 - AKRF, Inc.
 - Street-Works
 - Sherri Marsh Johns
- Project Overview
 - The Challenge
 - Project Schedule and Milestones
 - Maintaining a Dialogue
 - Save the Date: June 27, 2007
- Why Downtown Matters
- Hands-on Workshop



Project Team Overview

Team Draws on Great Resource Base

→ AKRF

- Market Analysis
- Site Development Planning

→ Street-Works

- Infill Concept Developments
- Design and Development Specialists

→ Sherri Marsh Johns

- Historic Preservation



Project Goals

- Evaluate downtown Easton's commercial base
 - Talbot Town to South Street
 - West to Harrison Streets
- Address real/perceived retail deficiencies
- Recommend
 - Infill Development Strategies
 - Overall Downtown Retail Strategies
- Maintain Open Dialogue



Project Schedule

→ 6 Month Schedule

→ 3 Phases, each about 2 months

- Start-up/data Evaluation
- Develop Infill Concepts
- Finalize Concepts and Recommendations

→ Late Fall Completion



Project Milestones

→ Summary Report for Each Phase

→ 4 Public Meetings

- *Tonight's Open Discussion*
- June 27 – Public Input on Design Concepts
- Early Fall – Review Concepts
- Late Fall – Final Presentation

→ Open Lines of Communication

- www.eastondowntownplan.com
- Jim Cannelli, AKRF Project Manager

The Challenge

MAKING DOWNTOWN WHOLE.... BECOMING MORE COMPETITIVE

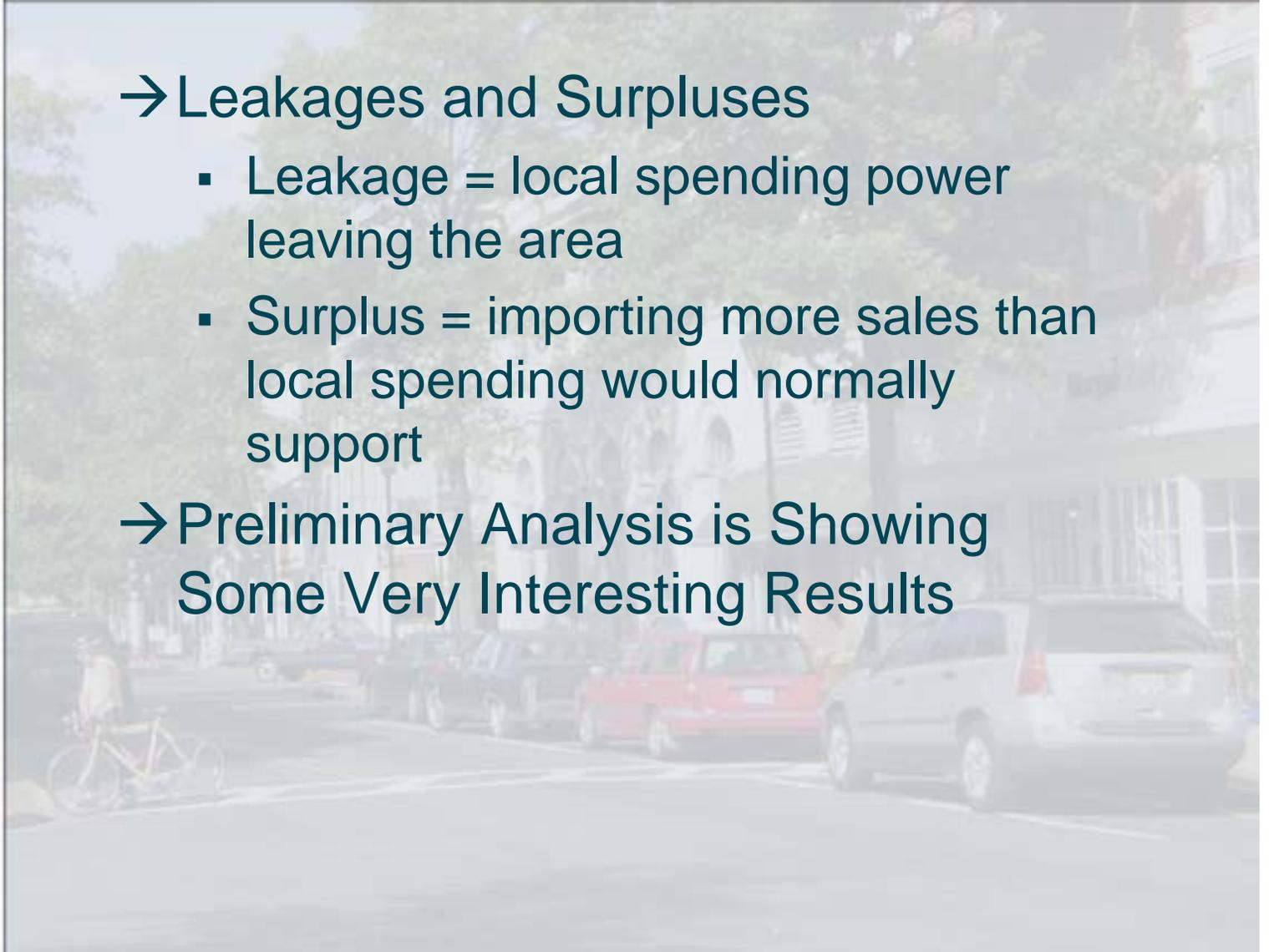
- Who uses downtown?
 - Who could/should Easton serve?
- What is missing from Easton?
 - Do you shop away from Easton?
- What defines Easton
 - What is the Easton “brand”?
- How should it be marketed?
- Who is the competition?

Gap Analysis

→ Leakages and Surpluses

- Leakage = local spending power leaving the area
- Surplus = importing more sales than local spending would normally support

→ Preliminary Analysis is Showing Some Very Interesting Results





Easton is still Easton

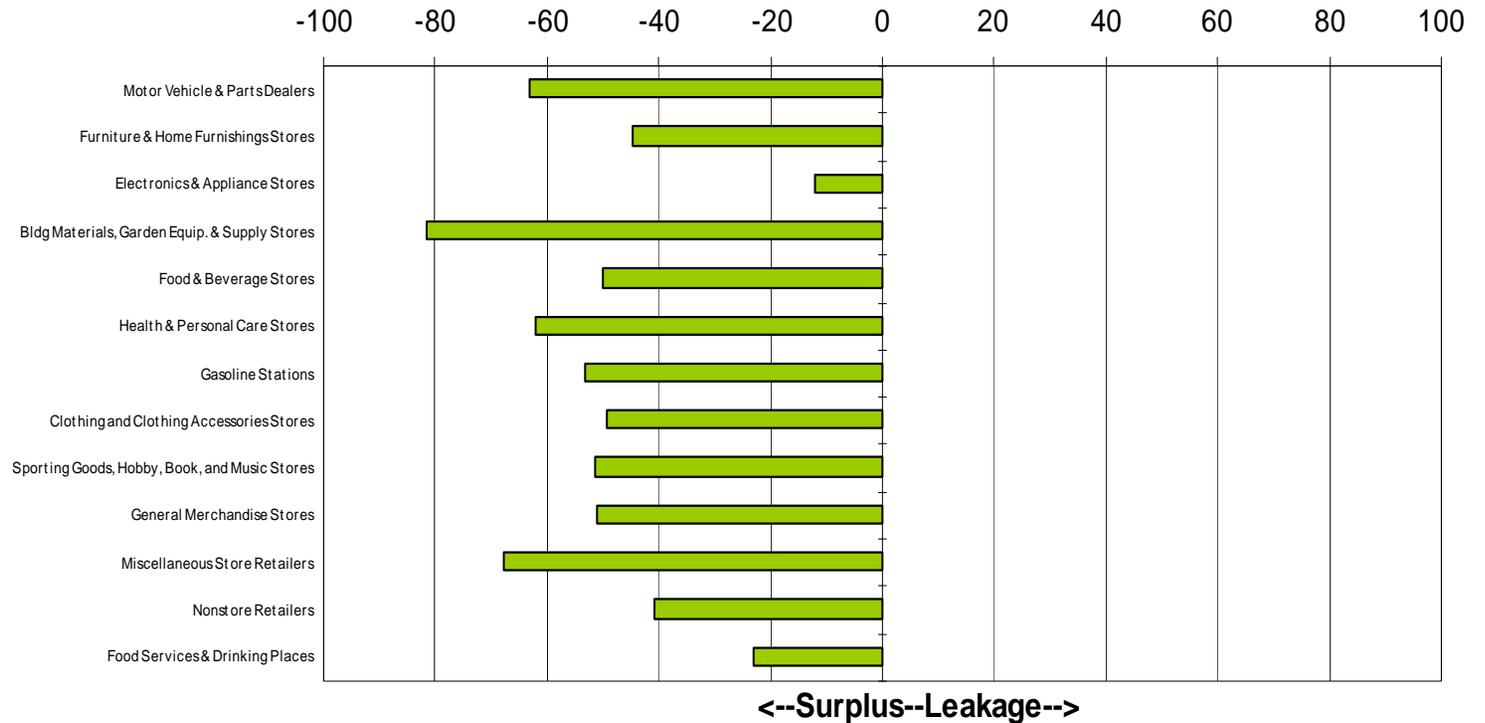
→ Easton Retains Incredibly Strong Central Role and Vitality

- Over 80% of the Working Population Works in Easton
- Of All the Workers in Easton, Over 70% are from Easton
- Over 60% of All Talbot County Workers Stay Local; Majority in Easton
- Most shopping dollars regionally are spent in Easton



Spending is Coming Here

FROM EASTON.....

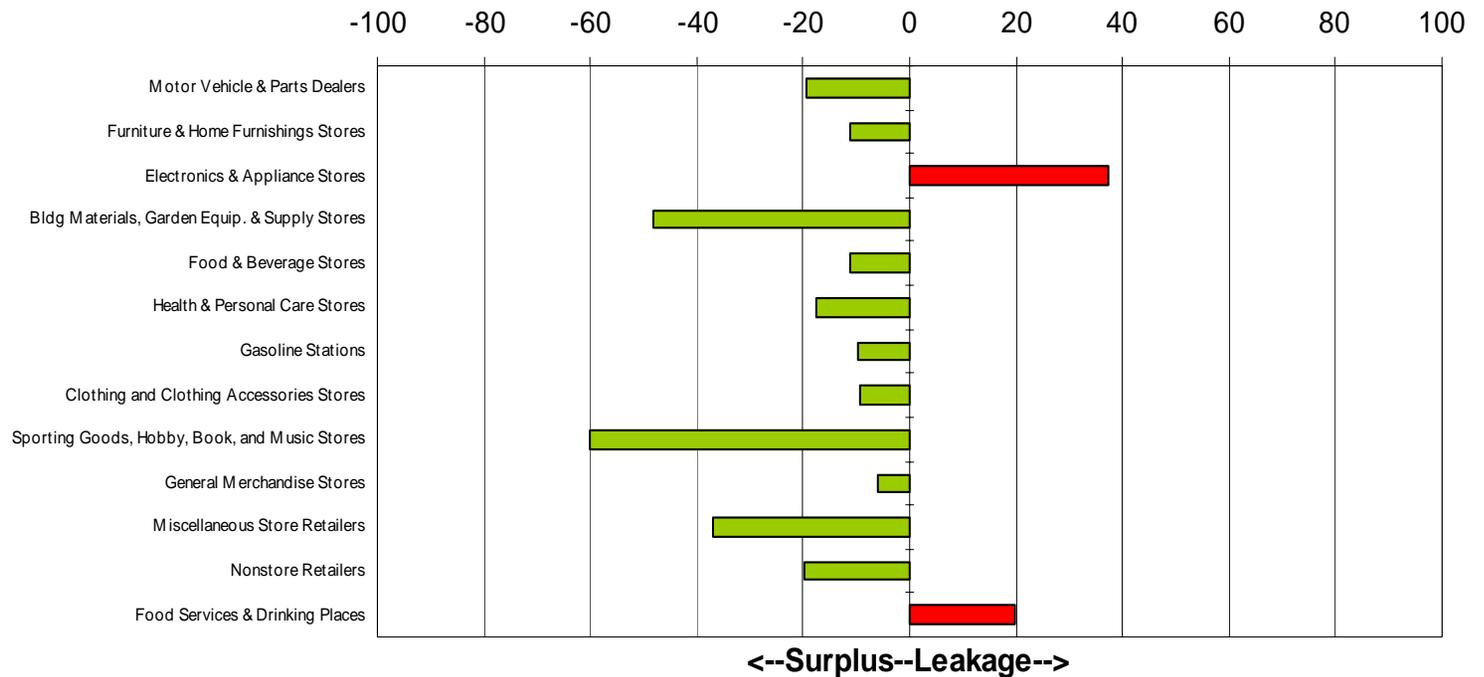


→ Supermarkets – Easton's Stores Sell about 50% More than They Would Based on Local Spending



Spending is Coming Here

TO TALBOT COUNTY



→ Leakage in Electronics, Reasonable

→ Leakage in Restaurants/Drinking Places, Surprising



Spending is Coming Here

TO WHOLE EASTERN SHORE



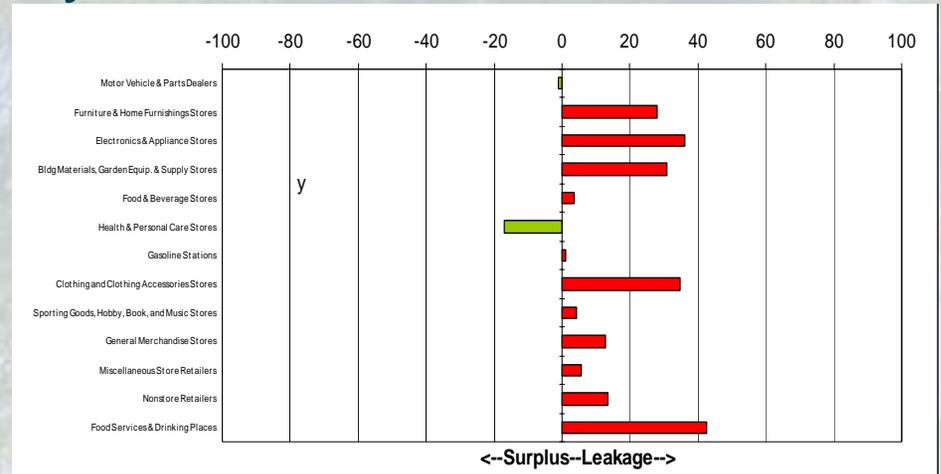
→ Leakage in Electronics, Reasonable

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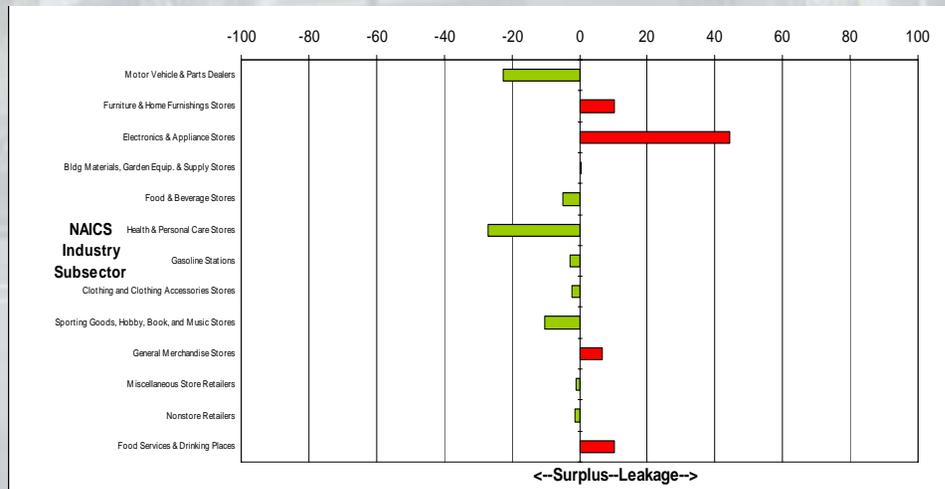


Comparisons within Region

Dorchester County



Queen Anne's County



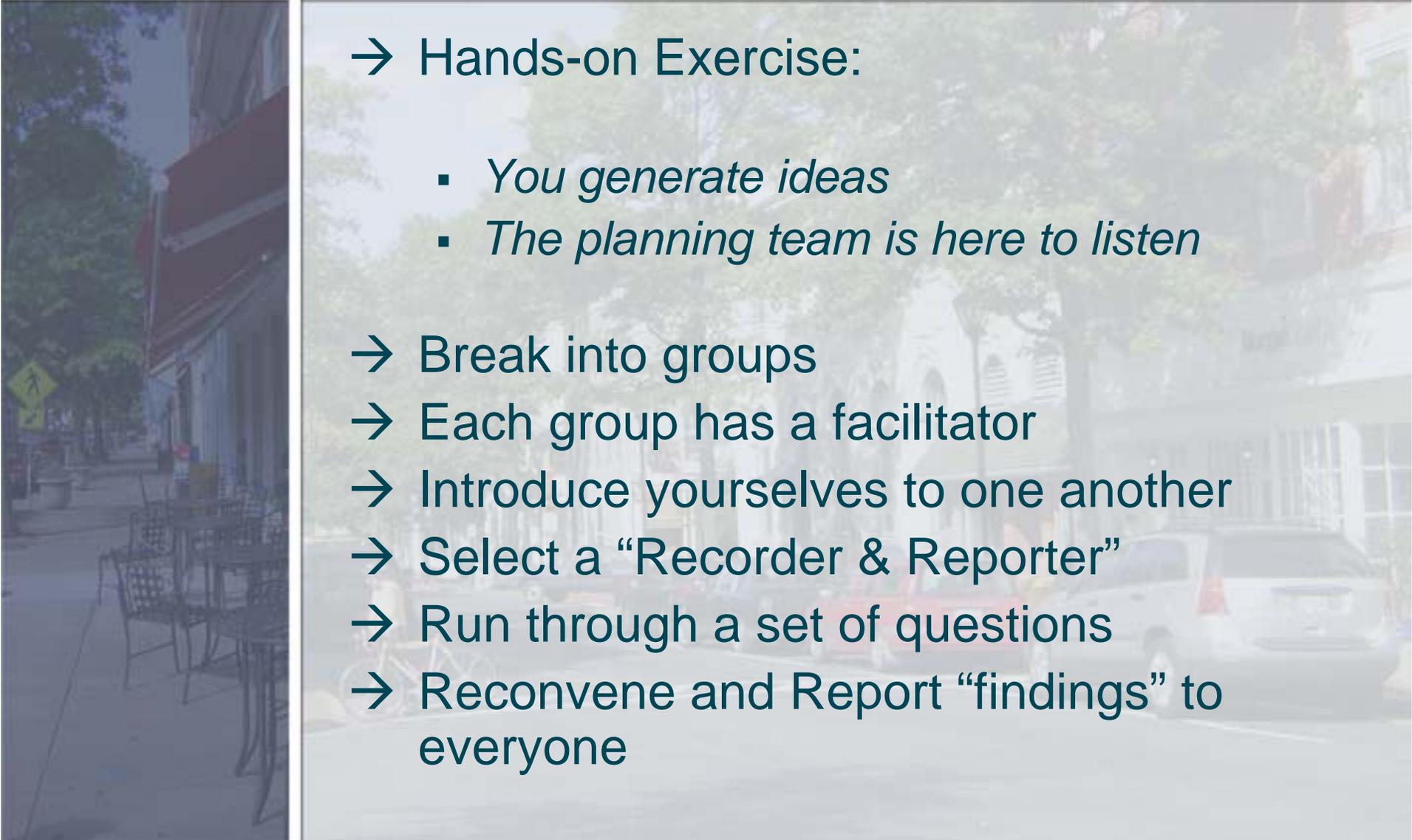


Main Street Planning

Presentation by Eric Fang, AIA



The Workshop

- 
- A faded background image of a street scene with buildings, trees, and a car. The image is semi-transparent, allowing the text to be clearly visible over it.
- Hands-on Exercise:
 - *You generate ideas*
 - *The planning team is here to listen*
 - Break into groups
 - Each group has a facilitator
 - Introduce yourselves to one another
 - Select a “Recorder & Reporter”
 - Run through a set of questions
 - Reconvene and Report “findings” to everyone



The Workshop

Ground Rules

- Cover the Topics!
- Stay on the Subject
- Everyone Has Something Important to Contribute
- Nobody Monopolizes the Discussion
- It's Okay to Disagree
- We looking for ideas, not “consensus”

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