

Portland – Lewiston- Auburn Economic Evaluation Study

Project Advisory
Committee Meeting #1

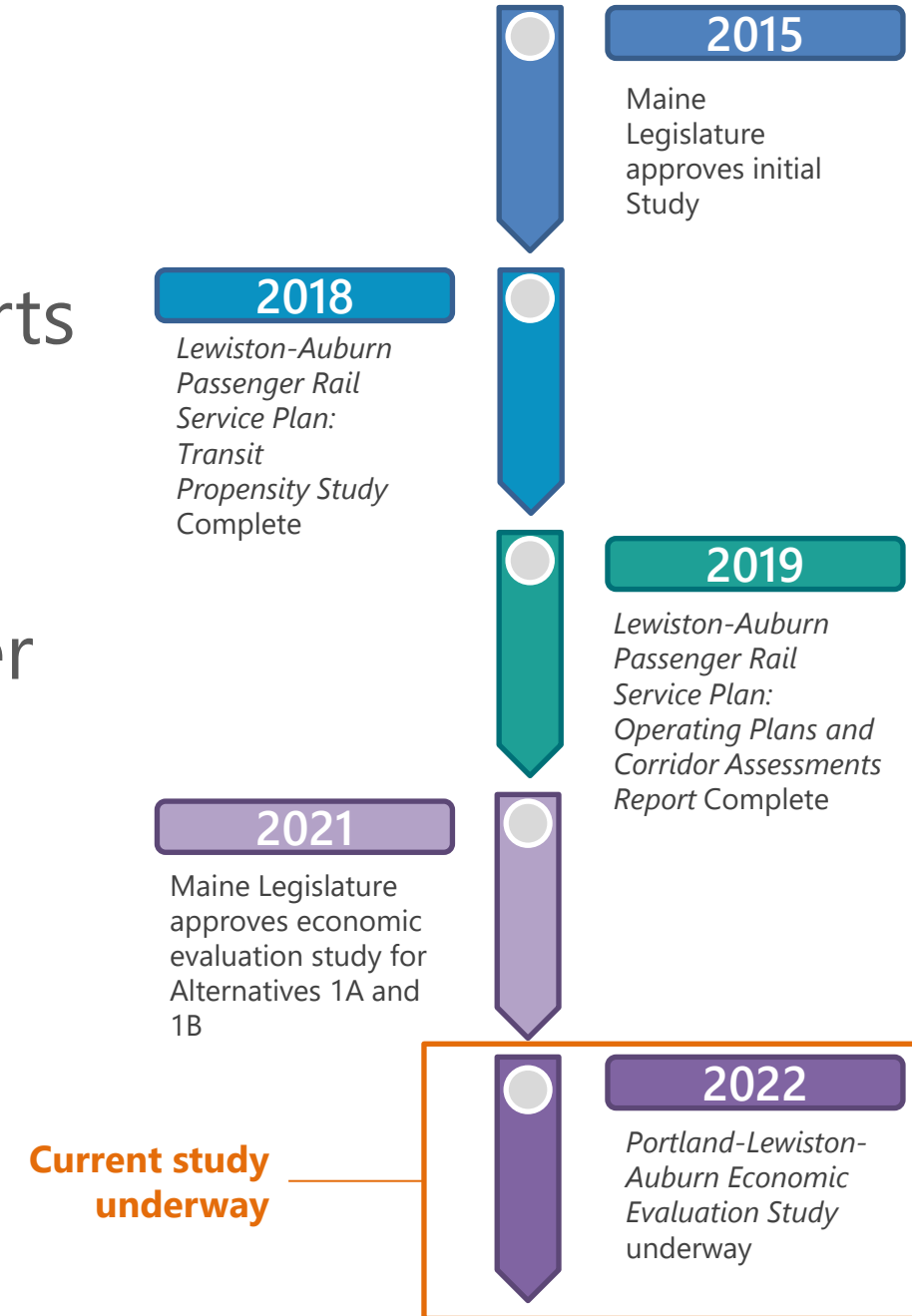


Agenda

- Project Background, Purpose, and Anticipated Outcomes
- Market Analysis Overview
- Station Area Visioning Session
- Next Steps

Project Background

- Continue planning and evaluation efforts for Lewiston-Auburn Passenger Rail Study
- Conduct economic evaluation study per direction from Maine Legislature



Project Purpose

- Evaluate potential development demand around station areas for Alternatives 1A/1B
- Visualize potential station developments based on analysis and public/stakeholder input
- Compare findings for Alternatives 1A/1B

Role of the Project Advisory Committee:

- Review project material
- Provide input and local context and considerations of potential development

Project Outcomes

- Market demand comparison for Alternatives 1A/1B
- Visuals for potential station developments around Alternatives 1A/1B

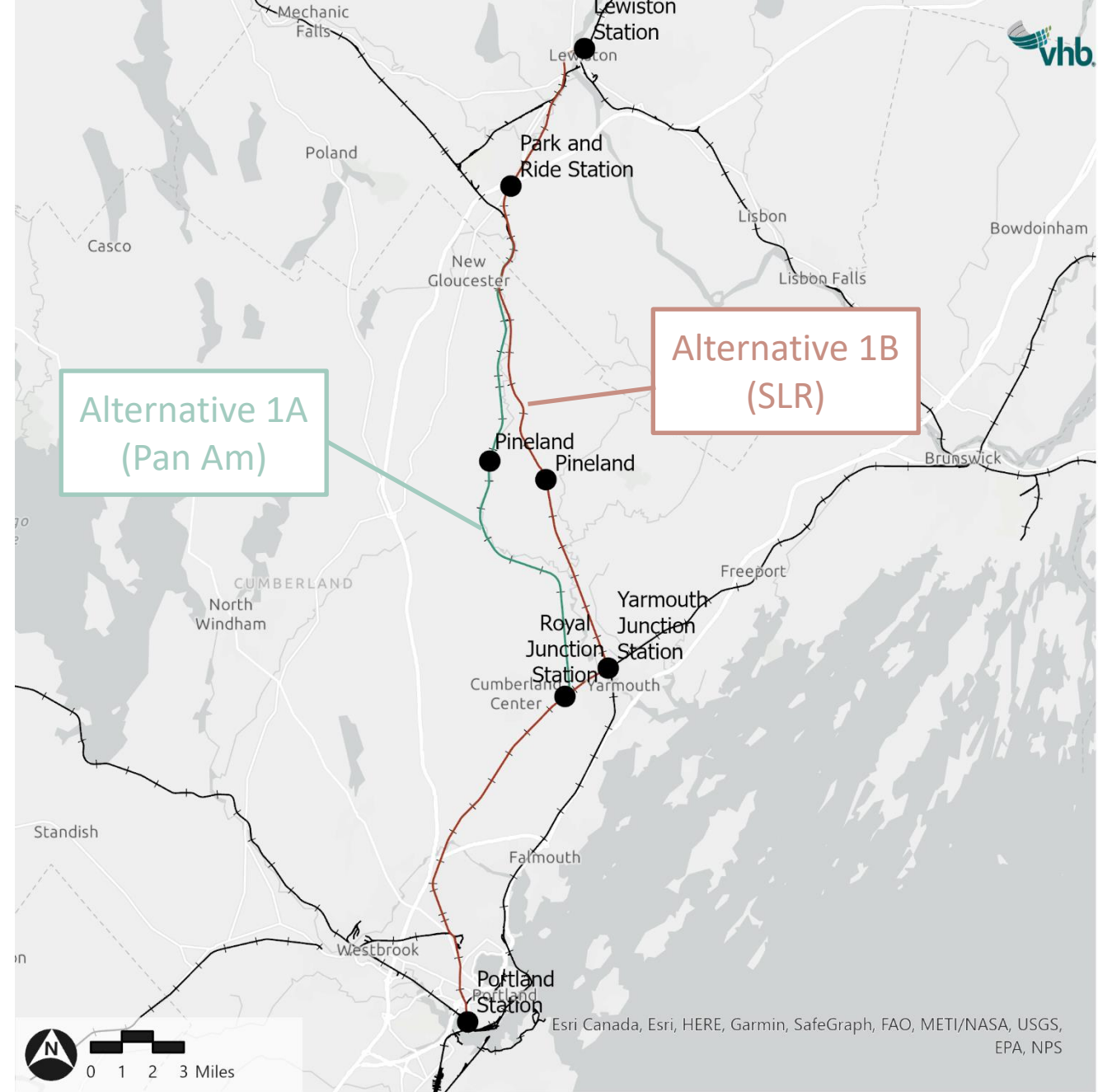
Study Area

- Alternatives

- 1A (Pan Am)
- 1B (SLR)

- Potential Stations

- Lewiston (1A/1B)
- Auburn Park and Ride (1A/1B)
- Pineland (1A/1B)
- Yarmouth Junction (1A)
- Royal Junction (1B)



— Railroads

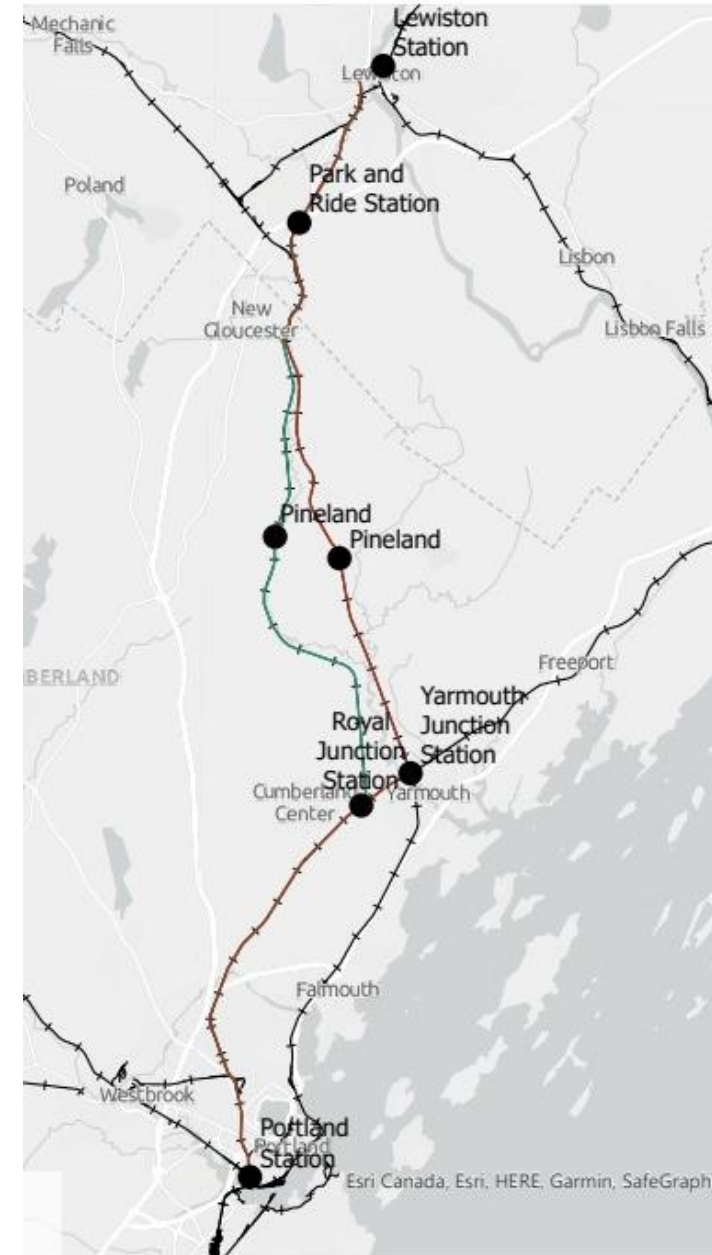
● Potential Stations

— Alternative 1A

— Alternative 1B

Market Analysis Approach

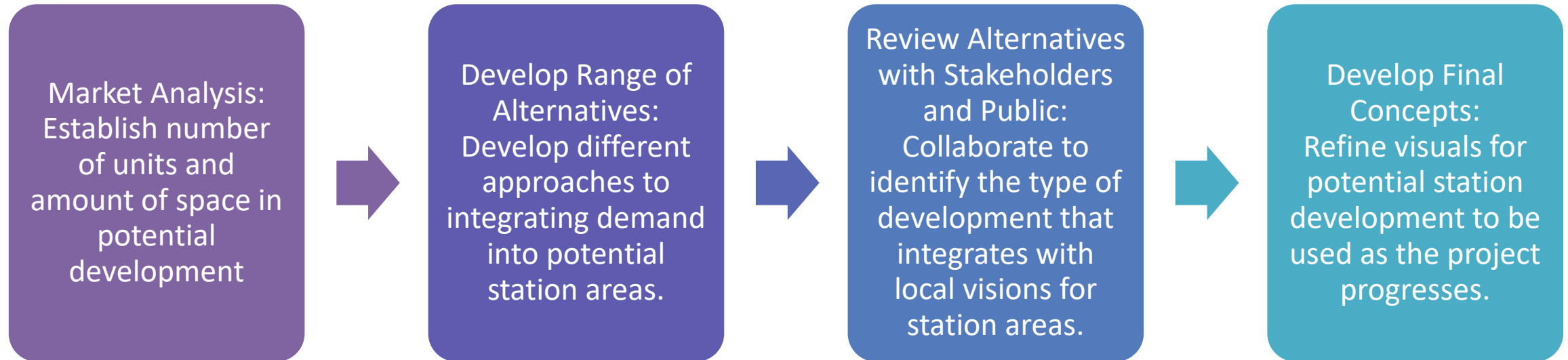
- Define a catchment area around each proposed station location.
 - 15-minute walk (Lewiston)
 - 3-miles (all other stations)
- ↓
- Develop baseline projections of growth and demand
- ↓
- Based on project assumptions, evaluate potential development opportunities at each station location for the following demand:
 - Residential – estimated rental and owner units
 - Commercial – estimated square footage demand
 - Retail – estimated square footage demand
 - Service – estimated square footage demand
 - Office – estimated square footage demand



Market Analysis – Key Takeaways

- Residential development opportunity is present for each potential station area
 - Lewiston highest for renter units
 - Potential for owner occupied at other stations
 - Smaller, higher density may be more cost effective to build
 - May be opportunity to target the 65+ population
- Retail and non-retail opportunity is present for each potential station area
 - Service sector highest in Lewiston, similar in Auburn, Royal Junction, Yarmouth Junction
 - Potential space could integrate as a ground floor use of a mixed-use project.
- Retail development opportunities are strongest for restaurants and other specialty retailers
 - Commuter rail ridership demand may translate into additional spending or larger space for existing/planned retailers

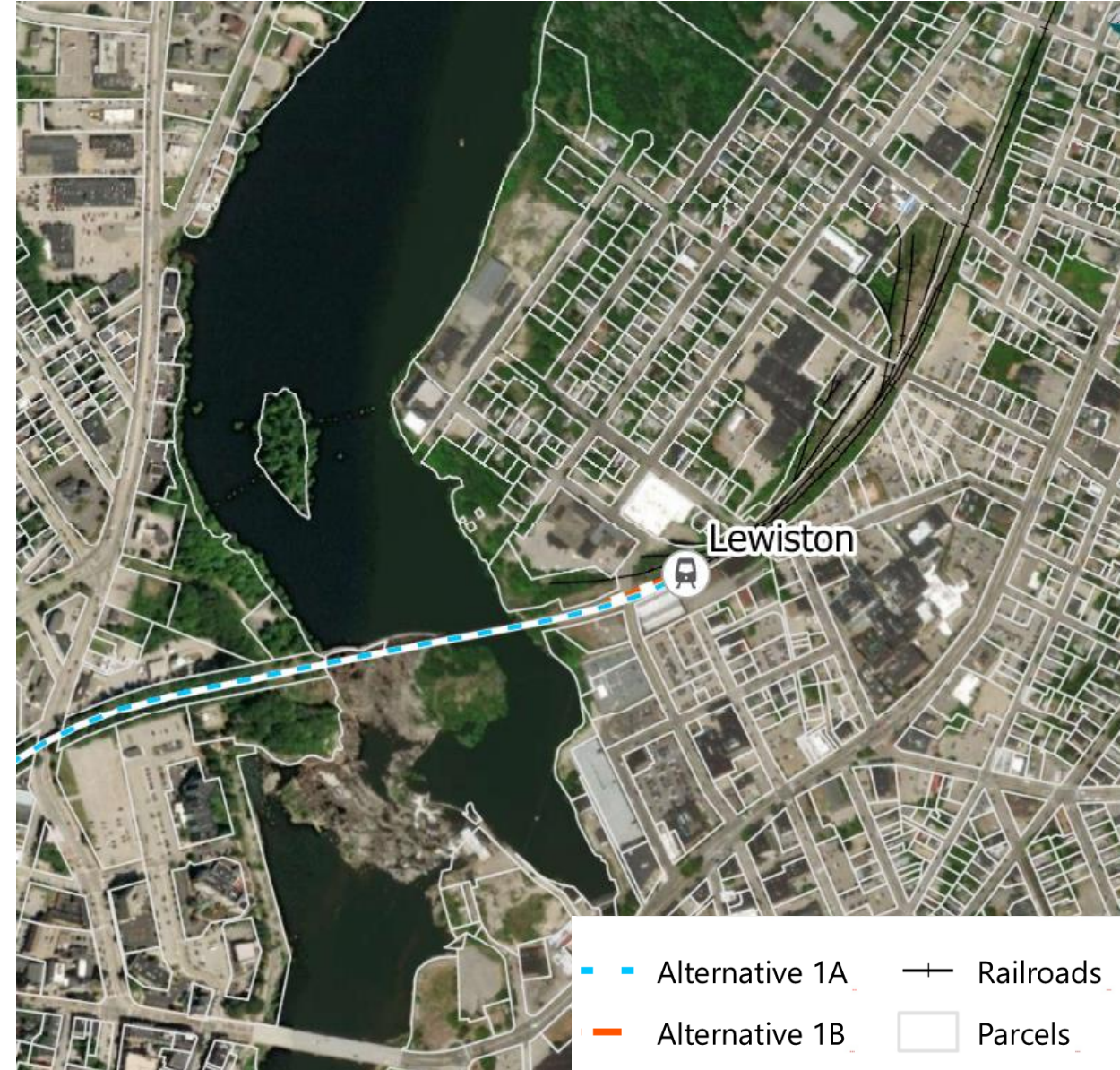
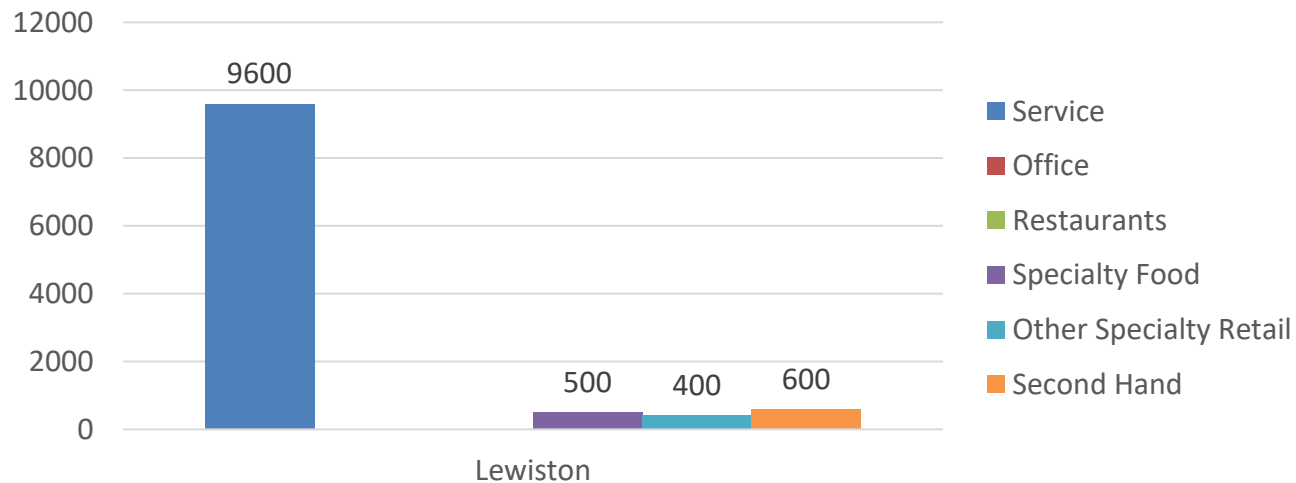
Station Visuals Approach



Lewiston Station Area Visual Alternatives

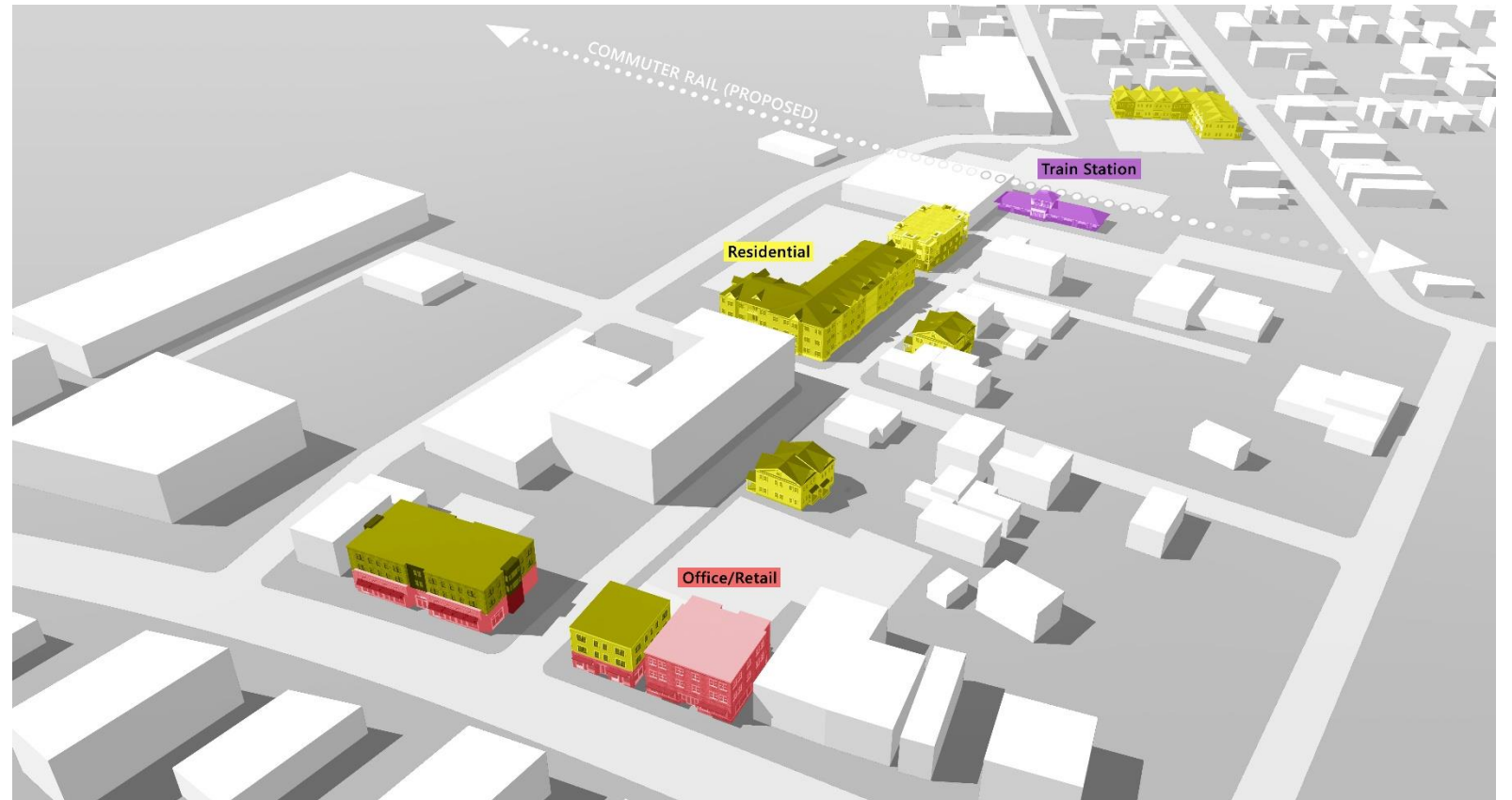
- **Key market analysis takeaways:**
 - Highest potential increase in county share of residential units
 - 85-125 rental
 - 25-35 owner
 - Highest increase of employment demand
 - Highest density potential of all station areas

Development Potential – Square Footage



Lewiston Station Area Visual: Low Density

- Multiple residential buildings within walking distance to station
- Some mixed-use development integrated with existing land use
- Mostly apartment units



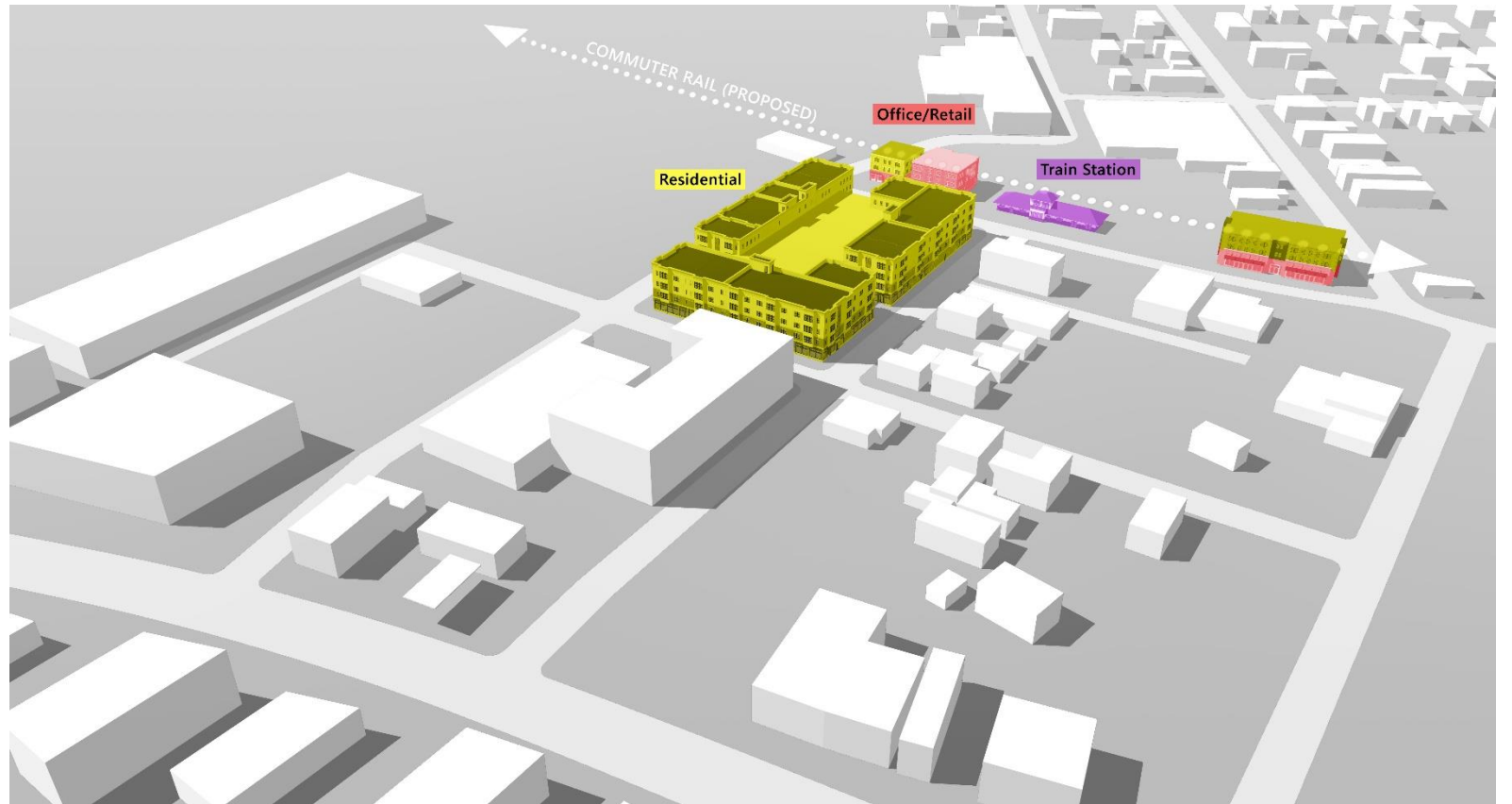
Lewiston Station Area Visual: Medium Density

- Multiple residential buildings within walking distance to station
- Some mixed-use development integrated with existing land use
- Mostly apartment units



Lewiston Station Area Visual: High Density

- Residential buildings focused on station area
- Mixed-use development integrated with station
- Mostly apartment units

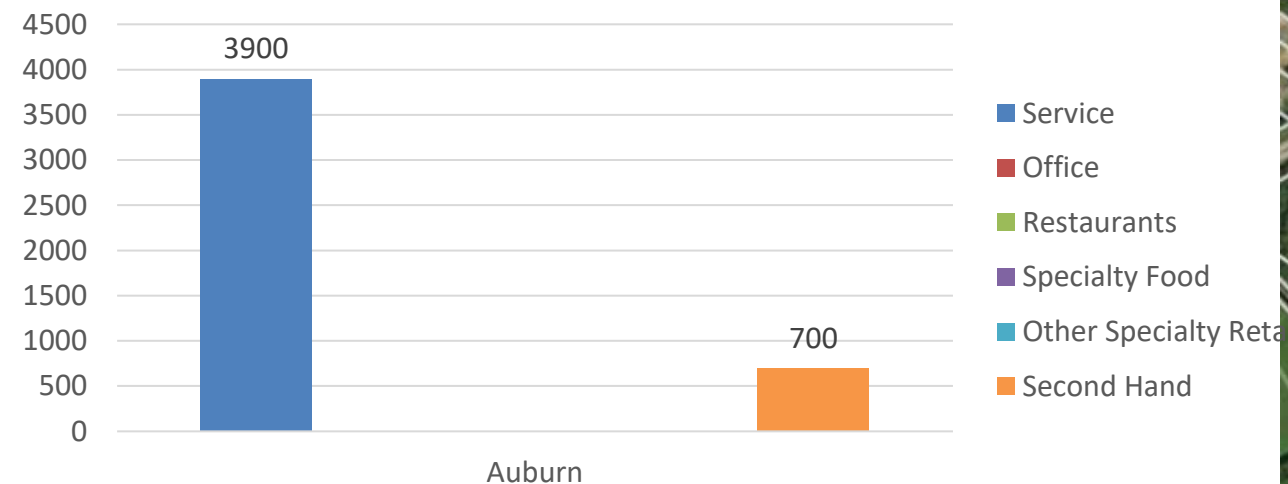


Auburn Park and Ride Station Area Visual Alternatives

■ Key market analysis takeaway:

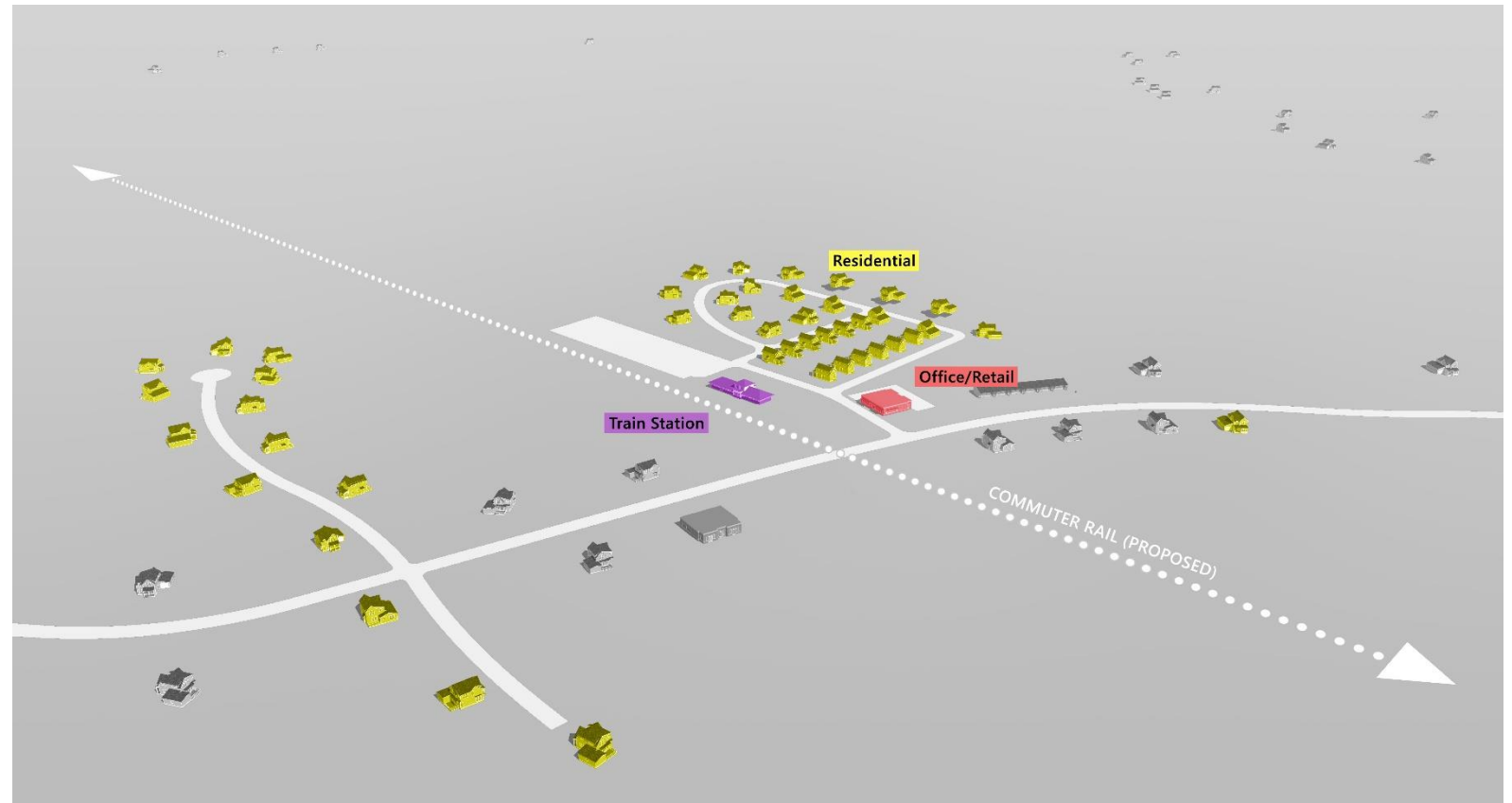
- employment growth in service sector
- potential for retail,
- Potential for senior housing
- lower density housing than Lewiston
 - Projected loss rental
 - 75-100 owner

Development Potential – Square Footage



Auburn Station Area Visual: Low Density

- Residential buildings include apartments and single family
- Residential buildings spread near station area
- Office/retail use separated from residential



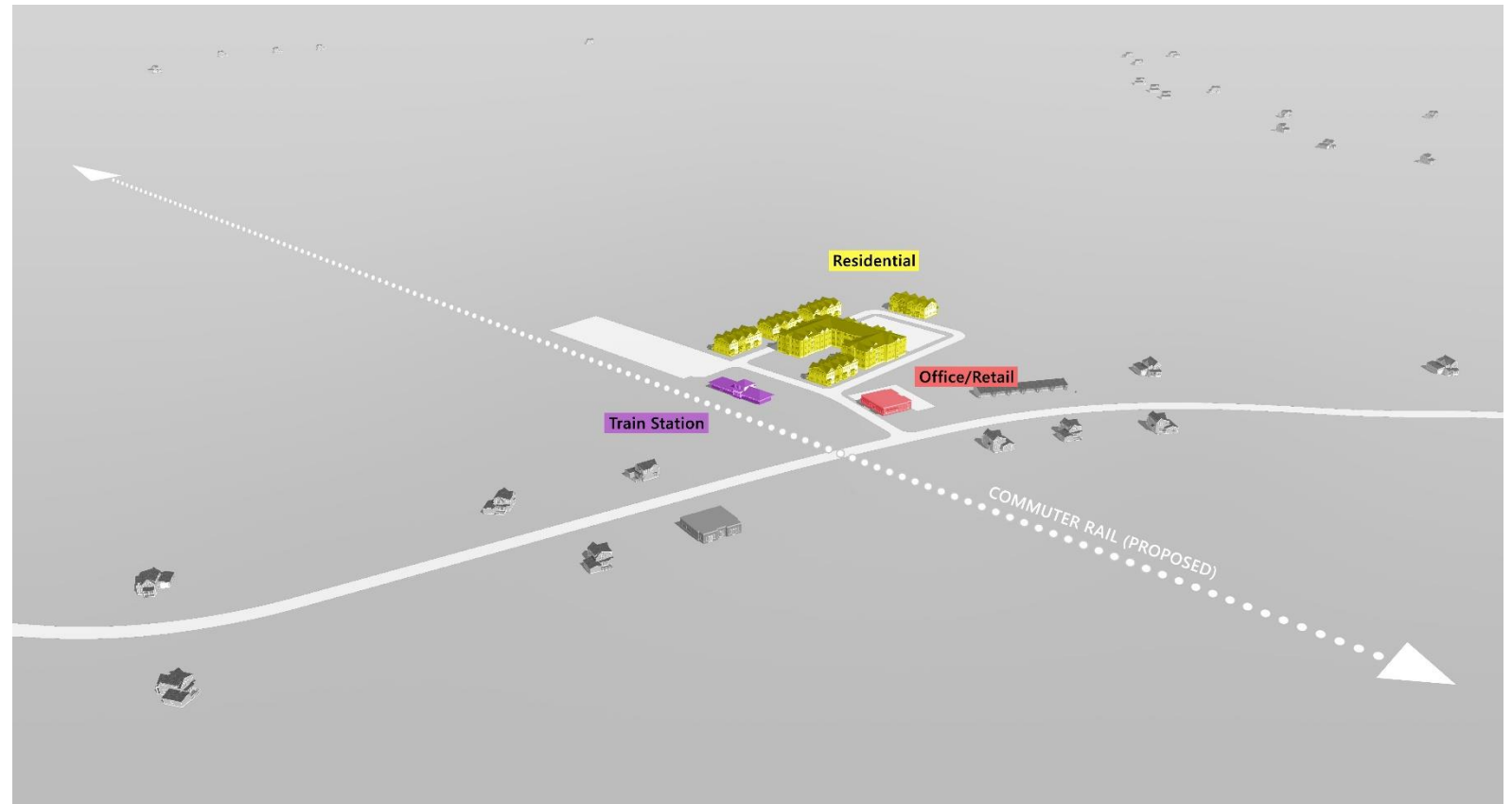
Auburn Station Area Visual: Medium Density

- Residential buildings include townhomes and single family
- Residential buildings spread near station area
- Office/retail use separated from residential within walking distance to station



Lewiston Station Area Visual: High Density

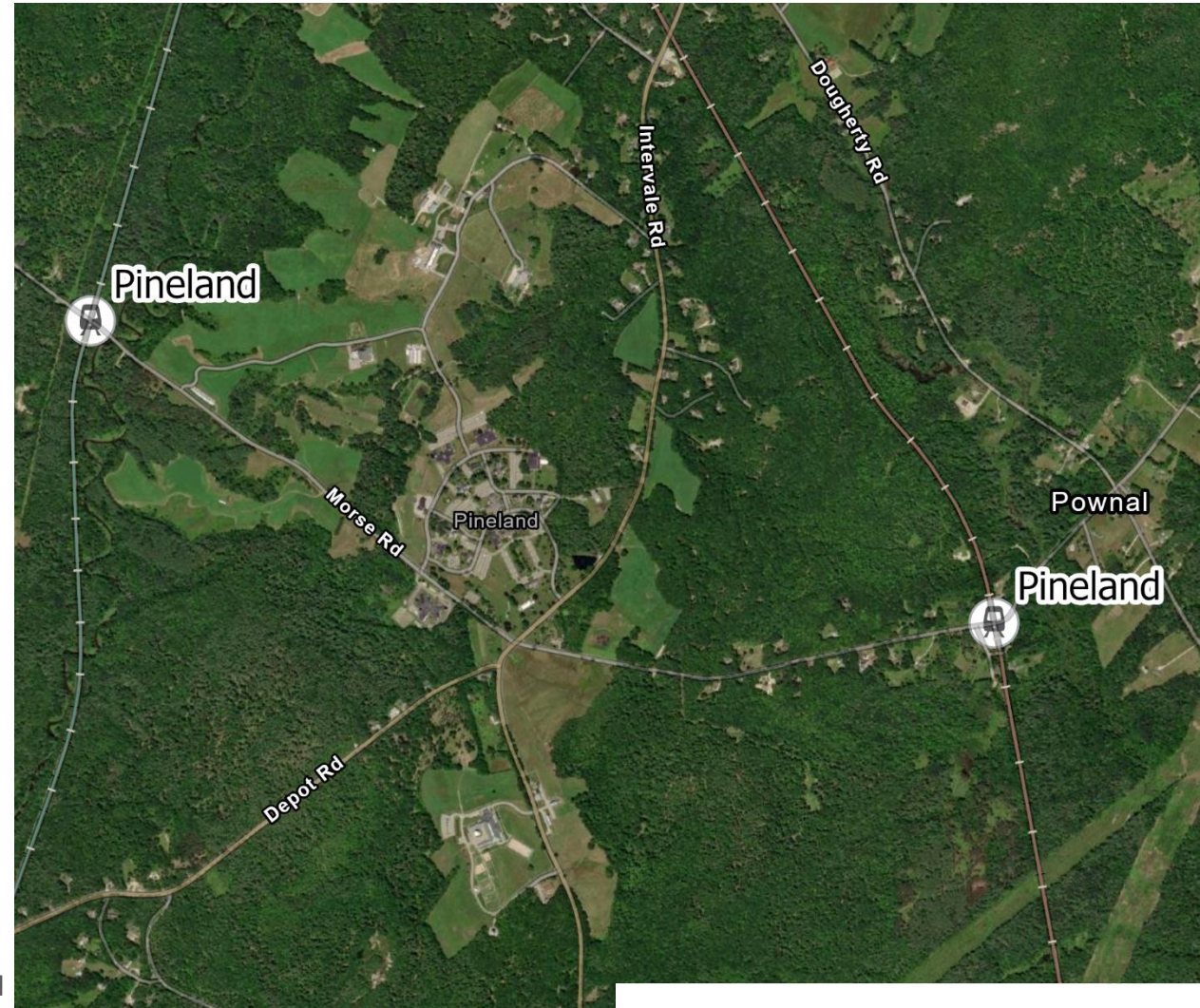
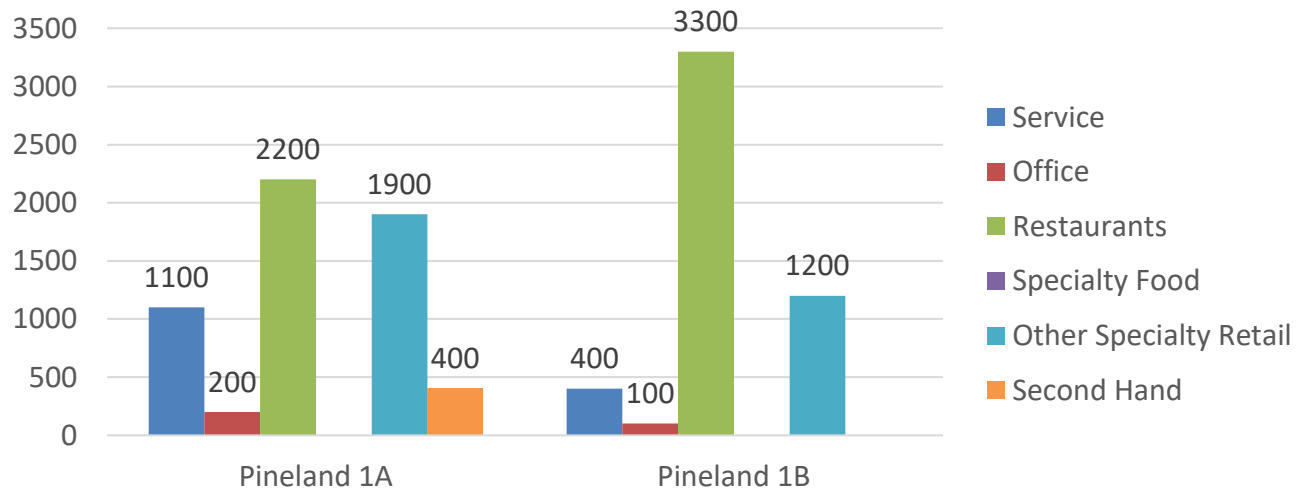
- Residential buildings focused on station area with apartments and townhomes
- Mixed-use development integrated with station



Pineland Visual Alternatives

- **Key market analysis takeaway:**
 - access to passenger rail a bonus, may not be main driver of development
 - potential for owner-occupied housing, senior housing,
 - <10 rental
 - 60-120 owner
 - some supporting service industry

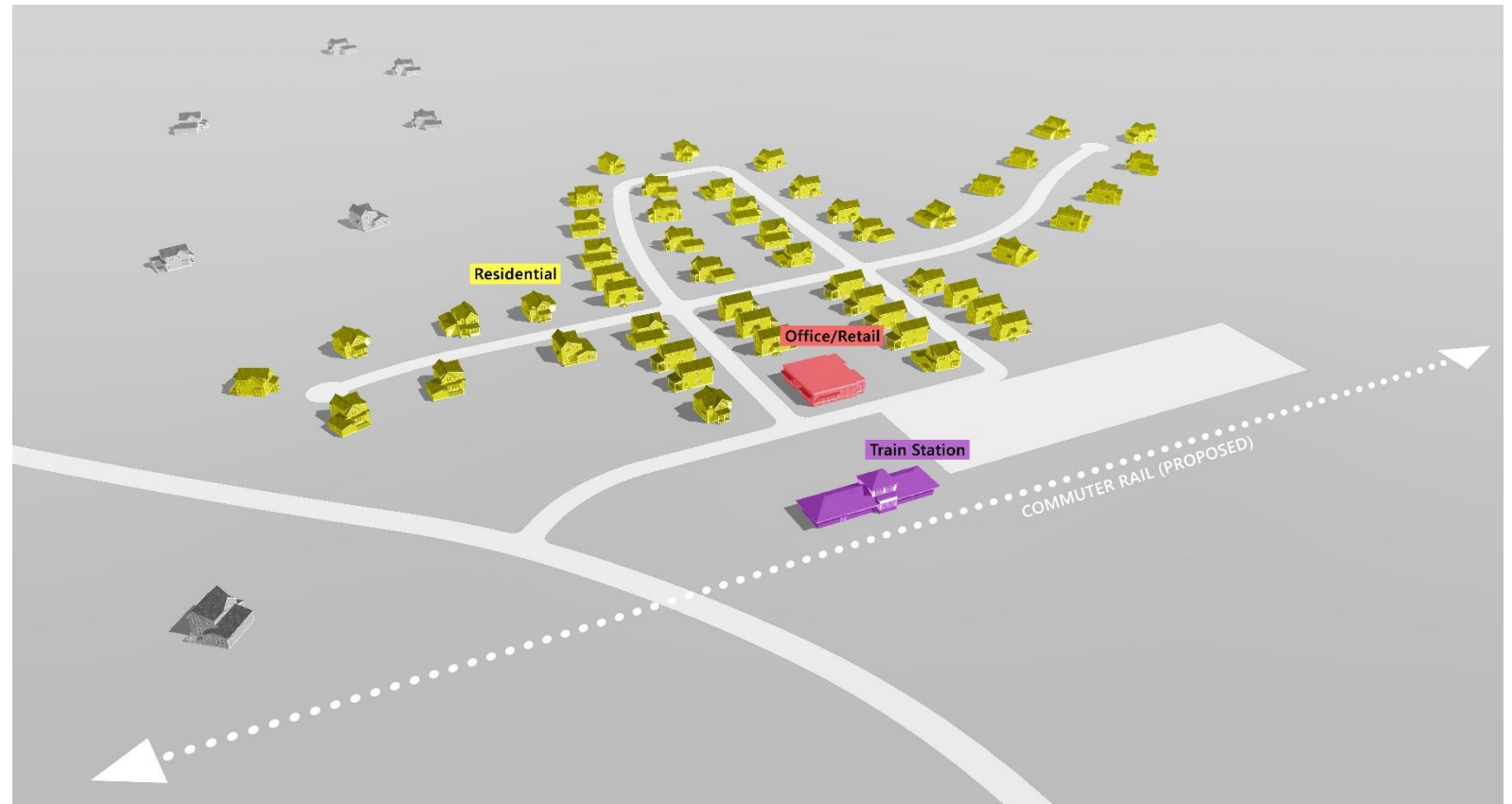
Development Potential – Square Footage



■ Alternative 1A Railroads
■ Alternative 1B

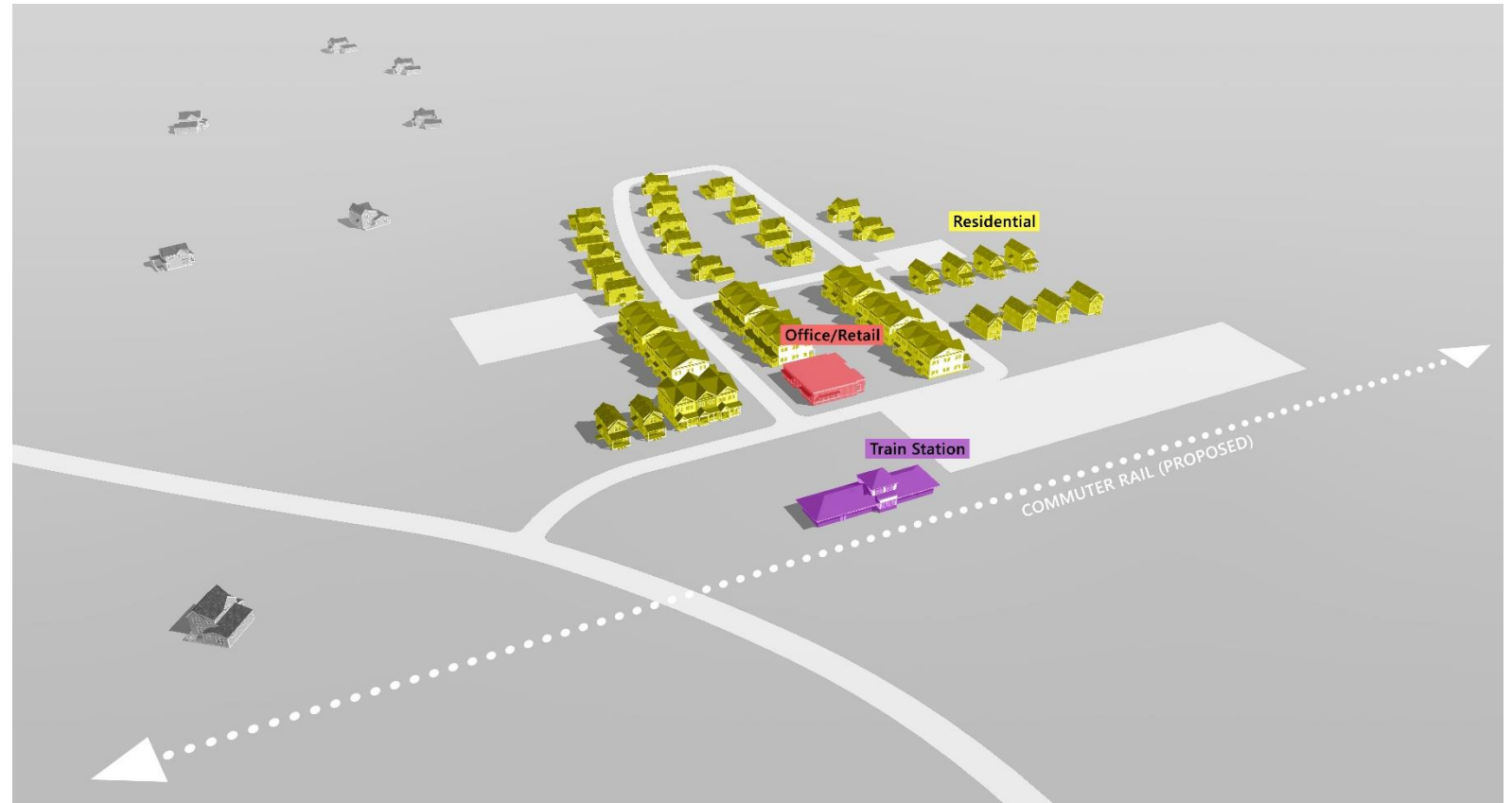
Pineland Station Area Visual: Low Density

- Single family residential
- Office/retail use separated from residential within walking distance to station



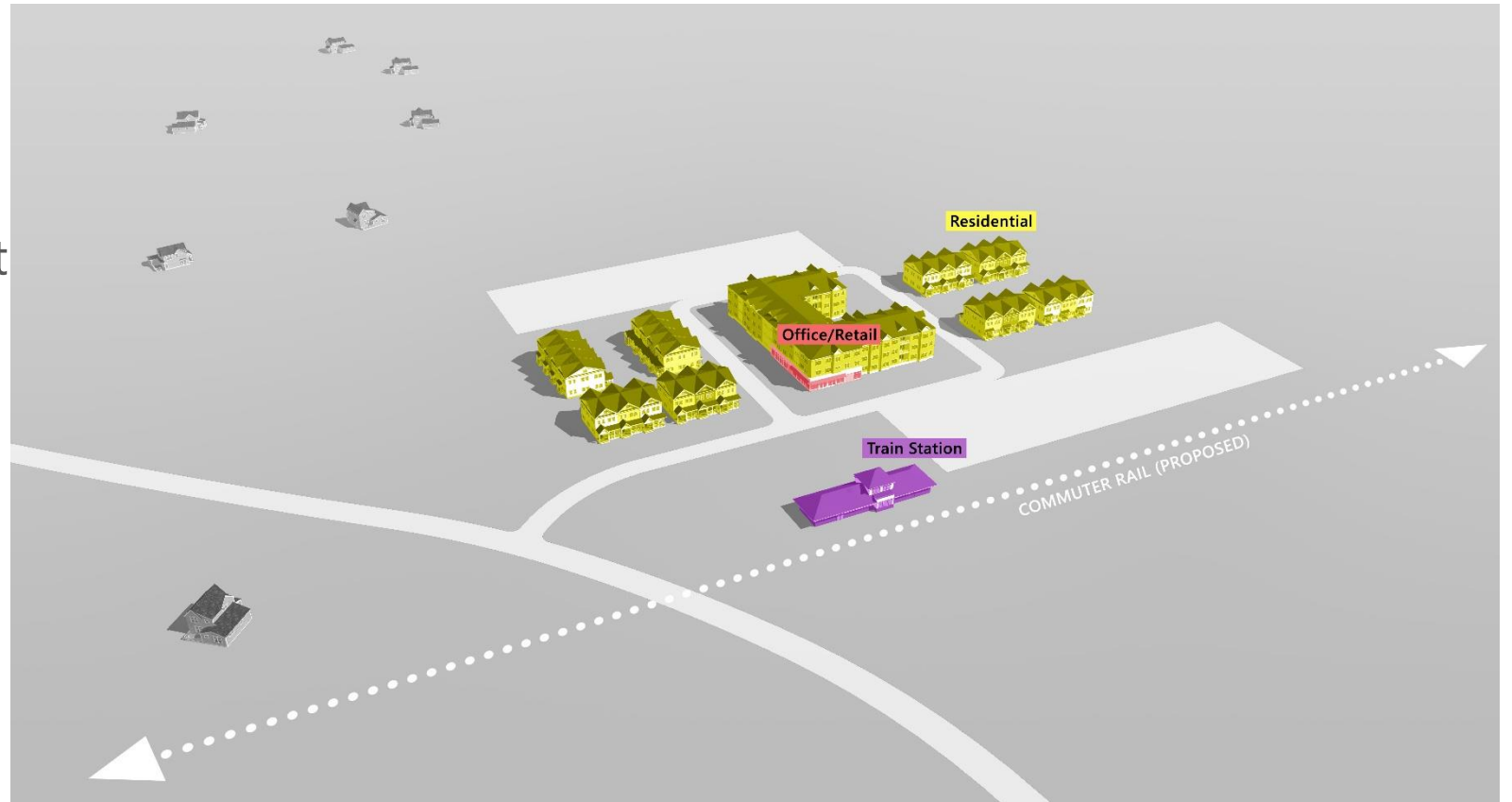
Pineland Station Area Visual: Medium Density

- Single family/townhome residential
- Office/retail use separated from residential within walking distance to station



Pineland Station Area Visual: High Density

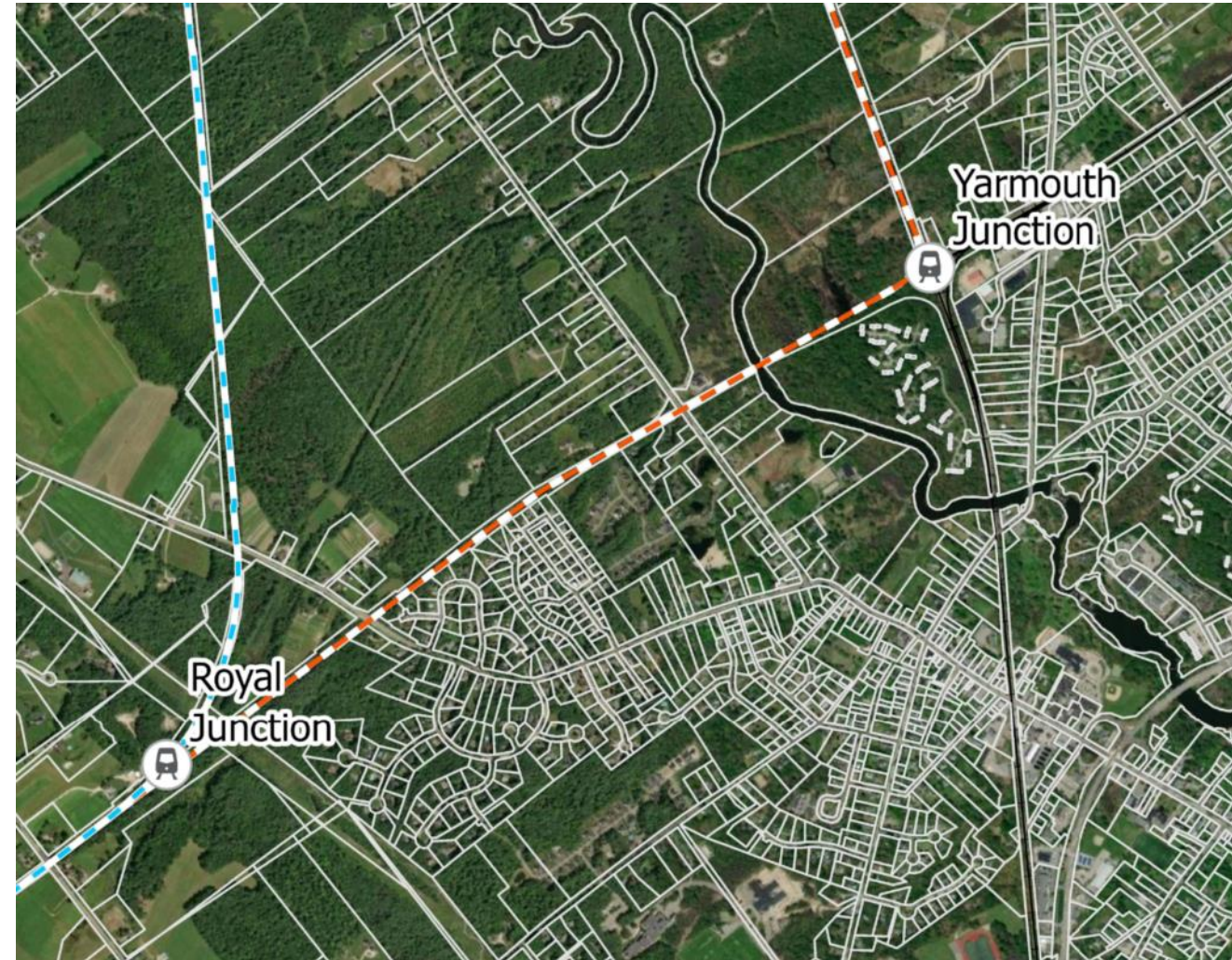
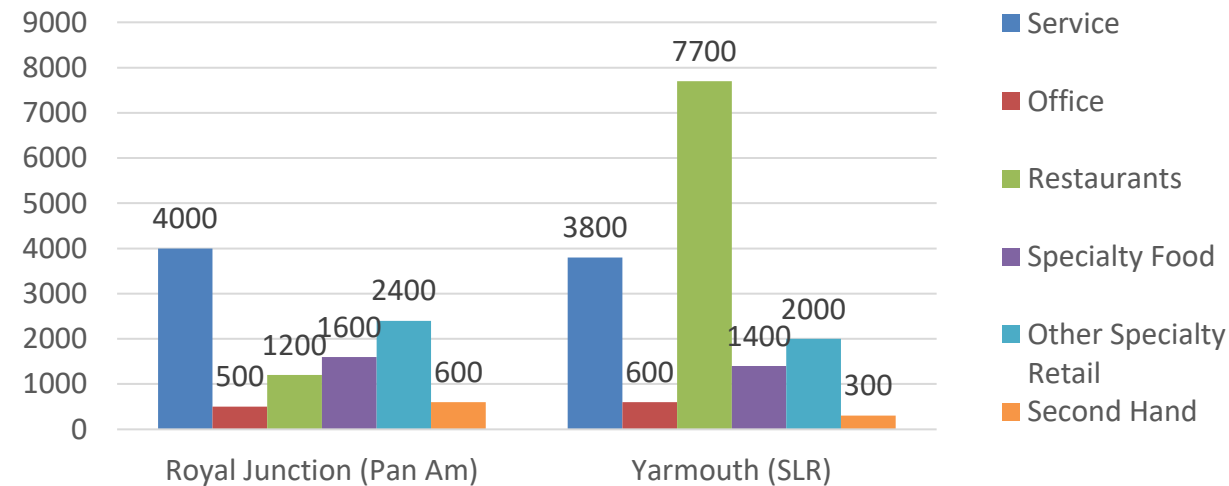
- Apartments/townhomes residential
- Office/retail use integrated into mixed use development



Royal Junction/Yarmouth Area Site Alternatives

- **Key market analysis takeaway:**
 - highest SF potential for service, restaurant development,
 - Highest potential demand for owner units, potentially seniors
 - 20-35 rental
 - 300-350 owner

Development Potential – Square Footage



- Alternative 1A
- Alternative 1B
- Railroads
- Parcels

Royal/Yarmouth Junction Station Area Visual: Low Density

- Multiple residential buildings spread around existing land use
- Some mixed-use development integrated with existing land use



Royal/Yarmouth Junction Station Area Visual: High Density

- Residential buildings focused on station area
- Mixed-use development integrated with station



Next Steps

- Consider input from stakeholders and public to refine development goals around station and visuals
 - Virtual public presentation
 - Stakeholder meeting (Auburn, Pineland, Cumberland, Yarmouth)
- Develop market analysis and economic evaluation report and visuals to support project planning process
- Other project tasks
 - Purpose and Need draft development
 - Potential bus alternative plan

