

Revitalization of
The Millyard
Sanford, Maine

2012

EPA Brownfield Area-
Wide Planning Grant

THE MILLYARD REVITALIZATION STRATEGY

Sanford must build upon its existing assets in the development of a brand that is focused on **specific market niches**. These niches need to benefit from the assets of the Town that are not currently identified with any other community in Maine.

Those niches are:

SUSTAINABILITY

HEALTH & WELLNESS

RECREATION



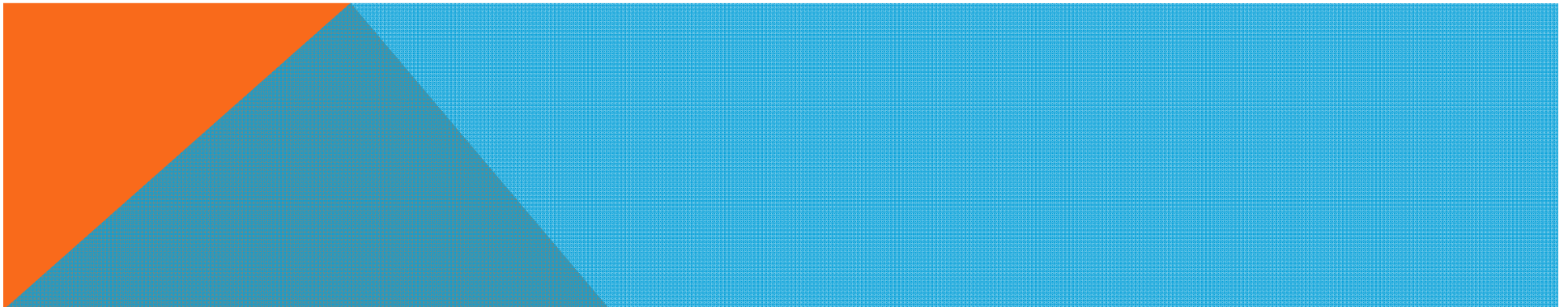
**SANFORD'S MARKET NICHE IS TO
BECOME A CENTER FOR SUSTAINABILITY,
HEALTHY LIFESTYLE AND OUTDOOR
RECREATION**

The repositioning of the Millyard can be accomplished through six means of reinvestment:

**REHABILITATED INFRASTRUCTURE
ENVIRONMENTAL REMEDIATION
RENEWABLE ENERGY
ECONOMIC REDEVELOPMENT
ENGAGED COMMUNITY
IMPROVED HEALTH**

MILLYARD REPOSITIONING NEXT STEPS

- NATURAL GAS EXTENSION
- EXPLORE FEDERAL FUNDING FOR TRANSPORTATION IMPROVEMENTS TO PEDESTRIAN CONNECTIONS, MAJOR DOWNTOWN INTERSECTIONS, AND STRUCTURED PARKING
- RENEWABLE ENERGY FEASIBILITY DESIGN
- ENGINEERING OF NUMBER ONE POND AND MOUSAM RIVER FOR WATER RETENTION DESIGN AND INFRASTRUCTURE IMPROVEMENT / TECHNICAL ANALYSES
- EXPLORE FUNDING FOR CONTINUED BROWNFIELDS ASSESSMENT AND CLEAN UP, USE FUNDING TO LEVERAGE PROPERTY OWNERSHIP FOR KEY MILL BUILDING REPOSITIONING



TOWN OF SANFORD

A
POCKET GUIDE
to understanding the
Assessment
Repositioning and
Rehabilitation
of the Millyard



Sanford Regional
ECONOMIC DEVELOPMENT LEADERS

**BROWNFIELDS
AREA-WIDE
PLANNING**

Weston & Sampson
CIVIL ENGINEERS
LANDSCAPE ARCHITECTS

REVITALIZATION STRATEGY

Sanford must build upon its existing assets in the development of a "brand" that is focused on specific market niches. These niches need to benefit from the assets of the Town that are not currently identified with any other community in Maine.

Those niches are:
**SUSTAINABILITY
HEALTH & WELLNESS
RECREATION**

**PILOT
PROGRAM**



THE SANFORD MAINE MILLYARD

RE:VISION

THE FUTURE
The ability to craft and implement a successful redevelopment program for the Sanford Mill District depends as much on the diversity of the Town of Sanford as a business location as it does on the economics of the properties themselves. The most strategic approach is to build on Sanford's existing assets in the development of a new "brand." The brand must be focused on a specific market niche that is most likely to benefit from the assets of the Town as a whole, and one that is not currently identified with any other community in Maine.

Sanford's market niche is to become a Center for Sustainability, Healthy Lifestyle and Outdoor Recreation. The Town already has a strong trail network and culture of water recreation. A new Rowlock built on this system, the incremental reuse of the Millyard complex, and the creation of a new sustainable landscape centered around "Thunder Run Pond", connect the redevelopment of the Mill with the revitalization of the land.

Renewable energy technologies (solar, geothermal and hydro-power) will attract industries that would not otherwise come to the Millyard. These technologies combine to create a national model for power generation and environmental remediation.

REUSE PROGRAMS & POTENTIAL USERS

- SUSTAINABLE ANCHORS**
•Sellsie Museum •Center for Manufacturing Excellence •Innovation Center •Technical and Art Education •Renewable Energy Manufacturing
- HEALTH & WELLNESS**
•Wellness Clinic •Senior Center •Daycare •Physical Therapy and Rehabilitation Clinic •Yoga Studio •Brewery •Historic Farming
- RECREATION**
•Outdoor Footwear Distributor •Cannoe Rentals •Tee-Shop •Cafe Shop
- BUSINESS NICHES**
•Puppet Theater •Dance Studio •Art Gallery •Antique Shop •Organic Coffee Roaster •Cannabis •Hotpot •Hot Shop
- DINING & SHOPPING**
•Aussan Brewery •Garofoli Pub •Millyard Market •Watermark Cafe

Weston & Sampson

