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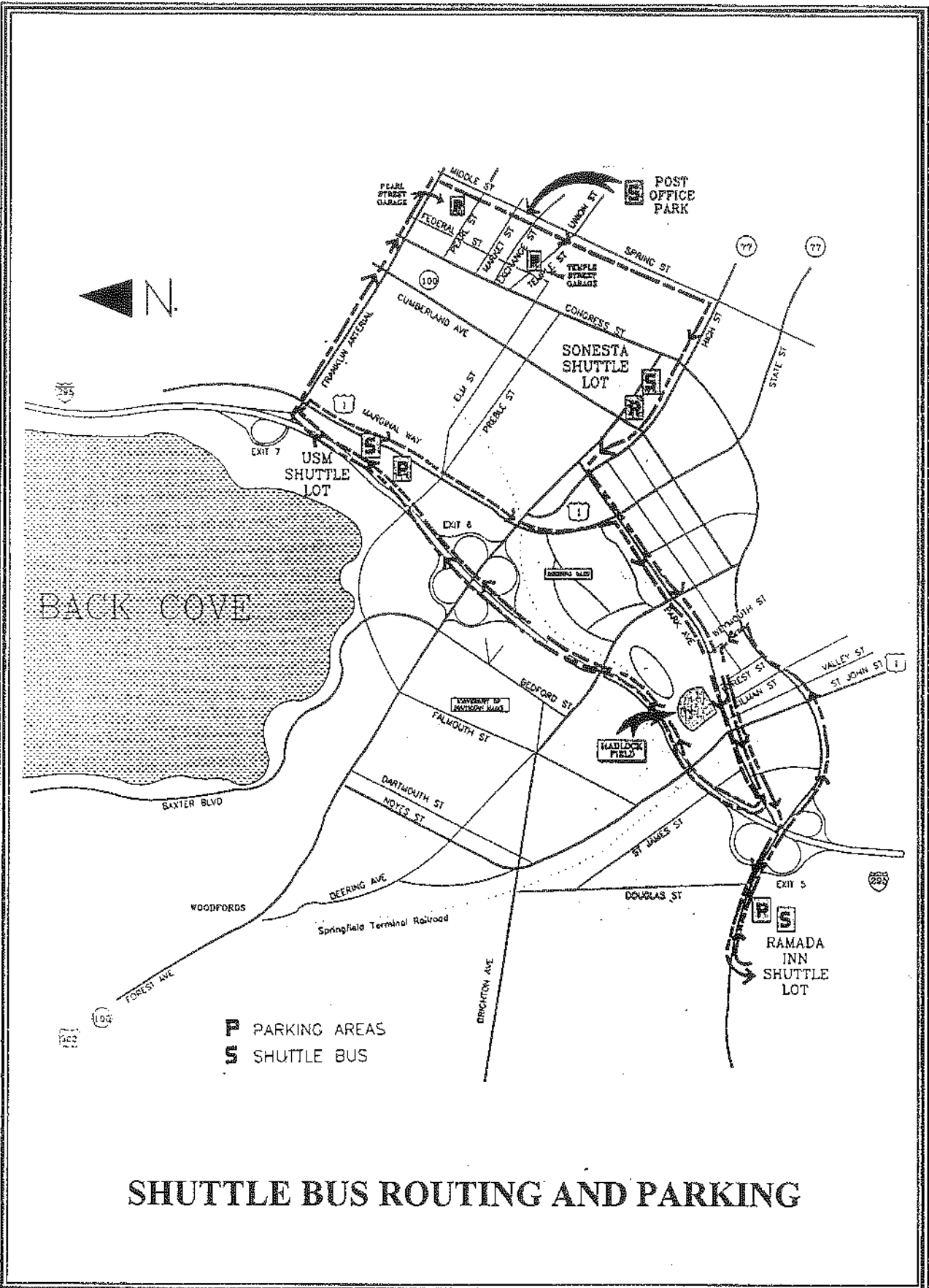
271 Park Avenue

Seating and Concession

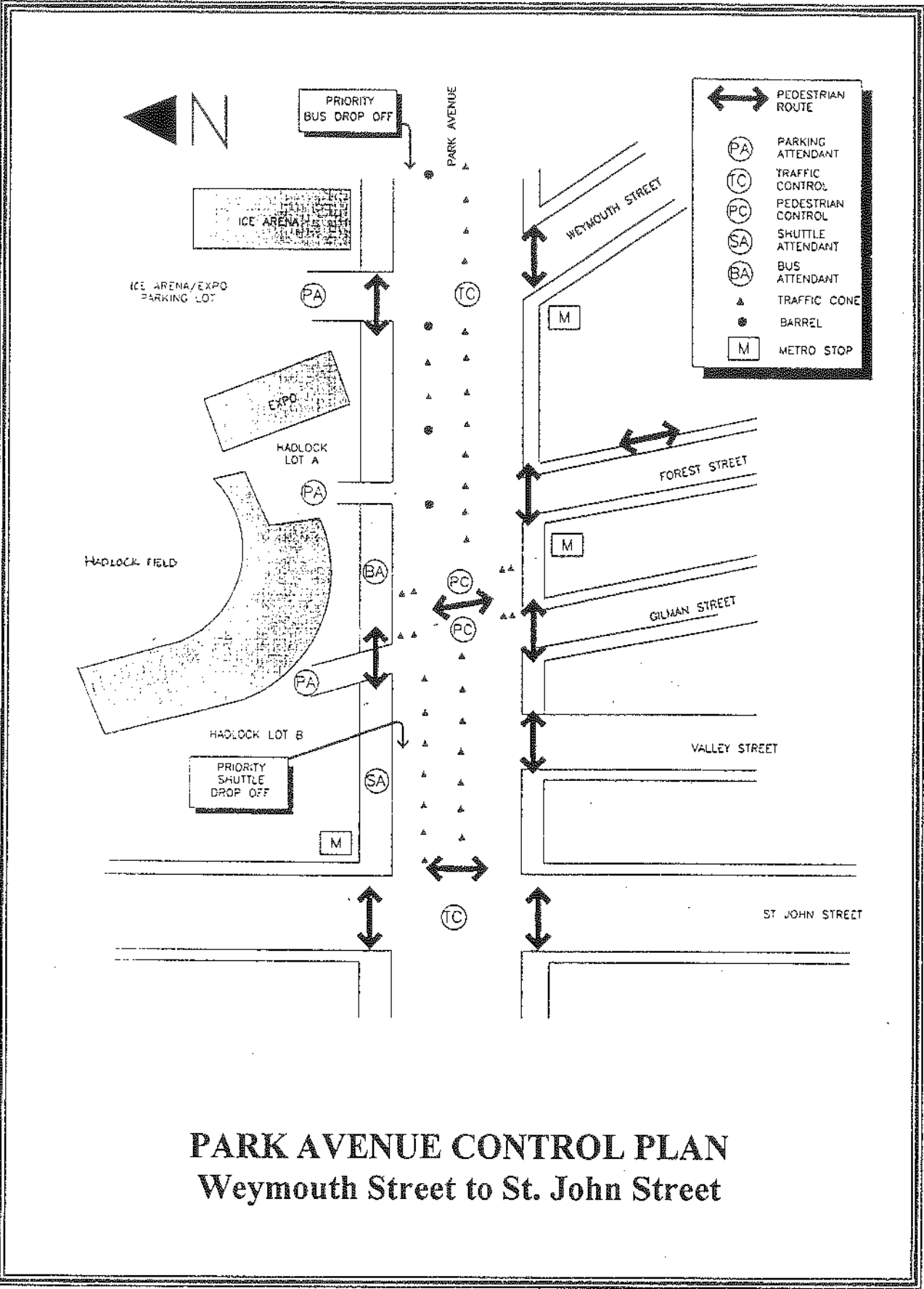
Hadlock Stadium

Portland Sea Dogs

on Spreadsheet

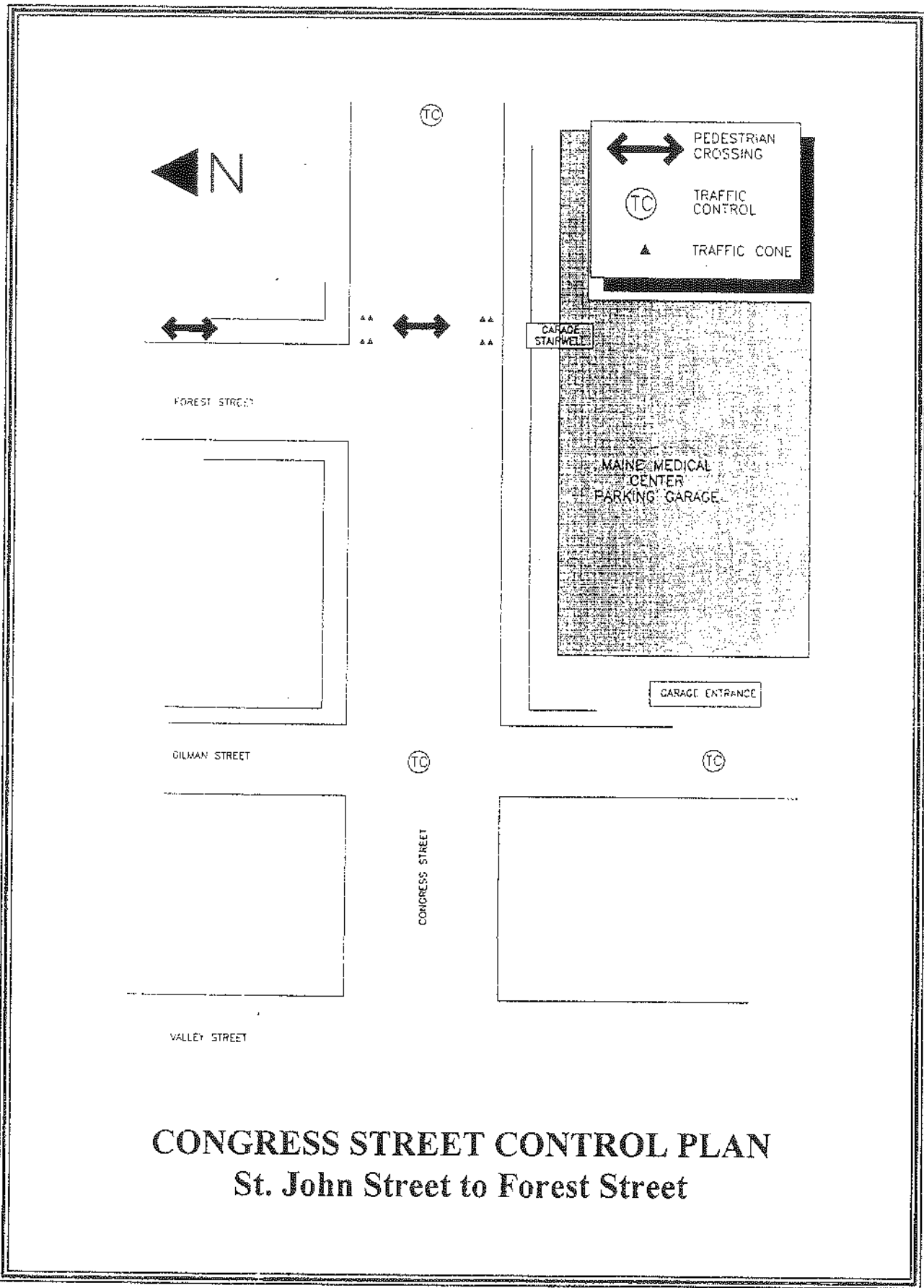


SHUTTLE BUS ROUTING AND PARKING



PARK AVENUE CONTROL PLAN
Weymouth Street to St. John Street

(detailed Control Plans are currently being developed)



CONGRESS STREET CONTROL PLAN
St. John Street to Forest Street

(detailed Control Plans are currently being developed)

WAYS TO PROMOTE THE PLAN

Develop advertisements specifically designed to sell the idea of choosing an alternative parking option through:

- * print media
- * television/radio
- * mailings (Sea Dogs)
- * tie-in with other regularly running ad
 - a. regular METRO ads and promotional material
 - b. regular Sea Dogs program, Stadium message center, radio spots during games, etc.

POINTS TO BE EMPHASIZED IN ADVERTISEMENTS

1. Convenience
2. Dependability (regularity of service)
3. Economy

RESPONSIBLE FOR IMPLEMENTING THE CAMPAIGN

A professional public relations firm or advertising firm should be chosen to head up the project as many aspects need to be brought together quickly (radio and video production, printed material design, public service announcement distribution, advertising time purchases, if necessary, etc.). A local firm may be willing to do the work pro bono for community service or at a very reduced rate to gain exposure and to associate with the Sea Dogs.

SUMMARY

There is a need to mount an advertising campaign specifically geared to one purpose...telling people about alternative parking sites and a shuttle program that has been developed for Portland Sea Dogs' games.

It would be a short but intense ad campaign designed to emphasize the advantages to using an alternate site for parking. It would develop new parking habits for this area that will bode well for years to come.

VII. LAYOUT & INSTRUCTIONS

MITCHELL & ASSOCIATES
LANDSCAPE ARCHITECTS

June 14, 2005

Mr. Rick Knowland, Senior Planner
City of Portland
389 Congress Street
Portland, Maine 04101

**Re: Hadlock Stadium
Right Field Grandstand Expansion**

Dear Rick,

On behalf of the Sea Dogs Organization, we are pleased to submit the following revised documentation for construction of a new grandstand seating and concession area located on the right field side of Hadlock Stadium. This correspondence has been modified since our previous submission of February 15, 2005. The plans have been revised to address recent site improvements undertaken by the city. The overall plan is substantially the same as previously submitted to the planning board in February of 2005. Minor modifications include a relocated sidewalk from the EXPO as requested by the city. As you are aware, the access drive to Fitzpatrick Stadium was relocated by the city and the existing sanitary and storm drain system was upgraded to address conflicts and to provide access to the Alme's House Sewer.

As you know, a MDOT Modified Traffic Movement Permit was approved for the increase seating that has been added, including the present application since the stadium opened. Gorrill-Palmer Consulting Engineers are in the process of updating the original Traffic and Parking Management Plan for Hadlock Stadium and will be submitting separately. A neighborhood information meeting has been scheduled for June 15, 2005, 6:30 PM in the Portland Room at Hadlock Stadium. Notices were sent out accordingly to the list of abutters provided to our office.