Brainstorming Session
sorted by draft recommendation headings

Economic Development Assessment

3•Do an assessment of properties in the Town Center to create a new vision.

- Need more than paint on the shopping center
- Look more like Bath, Brunswick, Hallowell, Bethesda
- Opportunity is in a limited space
- Use principles of smart urban architects

2• Town Center is focused on vision, not nuts and bolts

- Need residential to attract retail
- Do feasibility study on demand in town center

1• More retail and restaurants

•Make TC more attractive to outside people, so they will shop here

• Don't have traffic to support business

- need specialized offerings
- South Portland is the CE shopping mecca
- Cape Elizabeth, it is more expensive to shop here
- Hannaford deal with IGA, too bad not happening
- Need population base for economic development, year round or seasonal
- Only businesses like the Buzz will make it, need low overhead and high volume

•Paradox of Town Center patrons are mostly resident based.

-Try for out-of-town business

• Perceived value of investments

• Need to positively change economics of area OR just make pretty what we have

2• $ Need financial investment

- public support
- public/private partnerships

•Promote Town Center

- stimulate investments by private sector
- Maybe should not be the town making the capital investment
- Offer high speed site plan approval

• How do we promote development on vacant existing land

- What should be done with that land?
- Can we tax it to promote action to develop

1• We [the Town] are the regional Open Space area, not known for commercial
uses
- insular

Zoning

2• Revisit Town Center Zone

- Parking should be at entrance/exit, allow parking in front
- current zoning is almost idyllic, not realistic costs
- We only want beautiful development, but we don't have the land to limit
to only beautiful
- We should obtain CELT land, they can move

2• Expand the Town Center boundary

- Such as north and south of the CELT building

1• Form based code

- It will put us on the map with developers
- focuses on volume of a building instead of building use
- building form is the primary focus
- This zoning can highlight an opportunity

2• Look at the Comprehensive Plan Economy Goals

- Village feeling
- Linkage to school assets
- Like sidewalks, should expand
- Add sidewalks to connect to adjacent areas, neighborhoods, like Cross Hill

1• Concentrate on community values

   - Be clear in vision
   - Have a town center vision
   - Consider the Comp Plan goals, build on open space, physical beauty, schools, volunteerism, these are the Comp Plan goals

•Town Center should reflect the whole town's values

   -See Comp Plan
   -Make TC more of a destination if it relates to the Comp Plan goals
   -Connect to school population
   - Businesses should feel successful
   - Should reflect our community values

• Very little developable land in Town Center

Housing

3• More housing close to the Town Center

   - negotiate with the horse farm on Shore Rd to purchase, then build elderly condo housing
   - This property is walking distance to Town Center, has sidewalk
   - Would be catalyst for other development

1• Multi-family mixed use/commercial

Village Green

3• Create village green

    - visually attractive
    - Town Center value
    - socialize
    - town concerts
    - events
    - review vacant lots with restrictions for potential village green
    - consider 316 OH Rd

• Need the right landscape architect to provide a vision of the Town Center aesthetically

    - identify the right place for a town common

• Destination for people

    - business friendly
    - socialize

• Specific locations expand potential, ex. Town Green

Traffic

2• Traffic Calming

    - Speed limit
    - signals
    - bump outs
    - median with plantings
    - on-street parking
    - pedestrian safety

1• Free flow of traffic/ improve OHRd/ShRd/SDRd intersection

    - congested during beginning and ending of school day
    - worse in summer than before

•More pedestrian friendly

- connectivity of sidewalks
- better destinations to attract pedestrians
- Have more character, like Bath

Integration of Public Facilities

2• Integration with core facilities, such as library, Town Hall, Public Safety, Schools, Shopping Center

• Integrate the library into the Town Center

Visual Identity

• Flags [pennants] on flagpoles

- give town center an identity
- visually grab you

• Change shopping center facade

-add a story
- reface
- Make existing more attractive
- $ funding

• What is incentive in Town Center?

- Hoping shopping center upgrades
- every issue connects

Implementation Driven

•Goals with specific criteria

- 93 plan resulted in some enhancements
- this plan should have 1-3 specific recommendations to improve ability to implement