

## **Town Center Plan Committee Draft Vision and Goals**

### Vision

To create an identifiable, vibrant downtown that includes mixed retail uses for residents and visitors, a safe and inviting pedestrian and bicycle environment, a common meeting place, visual vitality, and linkages to the town's open space and nearby residential neighborhoods.

### Goals

1. **Economic Development Assessment.** An assessment of the economic development potential of the town center should be conducted with the intent to adopt a proactive economic development strategy.

The assessment, or market analysis, should evaluate factors and focus on nuts and bolts recommendations to improve the economic viability of the town center. Actions to increase the number of retail and restaurant businesses in the town center should be identified.

2. **Zoning.** The Town Center Zone should be reviewed and either revised (adjustments) or replaced with a Form based code.

The review should begin with a discussion of the town's values. A vision statement for the town center should then be developed. Once the town center vision is drafted, appropriate zoning changes should be made to implement the vision. A major format change would be to convert the town center zone to a form-based code. The form-based code approach may advance other economic development goals by adopting a code that depicts the possible buildings on town center lots.

3. **Housing.** Multi-family housing incorporated into mixed use/commercial buildings should be constructed in the Town Center.

Multi-family housing is needed to add vitality and increase the viability of commercial ventures in the town center. Housing constructed on upper floors of mixed commercial/residential use buildings may provide a reliable revenue source to subsidize first floor commercial space and is consistent with the affordable housing goals of the Comprehensive Plan.

4. **Visual Identity.** The Town should undertake efforts to create a visual identity for the town, beginning with establishment of a town green.

The Town should encourage and partner with private businesses to elevate the image of the town center. Efforts could range from installing banners to upgrading and expanding commercial properties.

5. **Traffic.** The Town should review the roads, sidewalks and pedestrian pathways in the Town Center for adequacy and safety for all users.

Traffic calming for pedestrians and cars should be reviewed, with consideration of the use of techniques such as but not limited to bump outs, median with plantings, and on-street parking. Gaps remain in the Town Center sidewalk network. With the completion of the Shore Road Path, further extension of the sidewalk network may be requested and desirable, such as sidewalk connections to neighborhoods nearby the town center, such as Cross Hill.

6. **Integration of Public Facilities.** The Town should maintain and improve integration of public facilities in the town center.

The Town Center currently hosts the School campus, Town Hall, Library, Community Center, Public Safety building and Town Center Fire Station. In addition, the largest commercial entity, such as the Pond Cove Shopping Center, is also located in the Town Center. Integration at multiple levels of public facilities should continue.

7. **Implementation driven.** The Town Center Plan should identify as top priority 1-3 recommendations in order to improve the chances of implementation. Goals should have specific criteria.