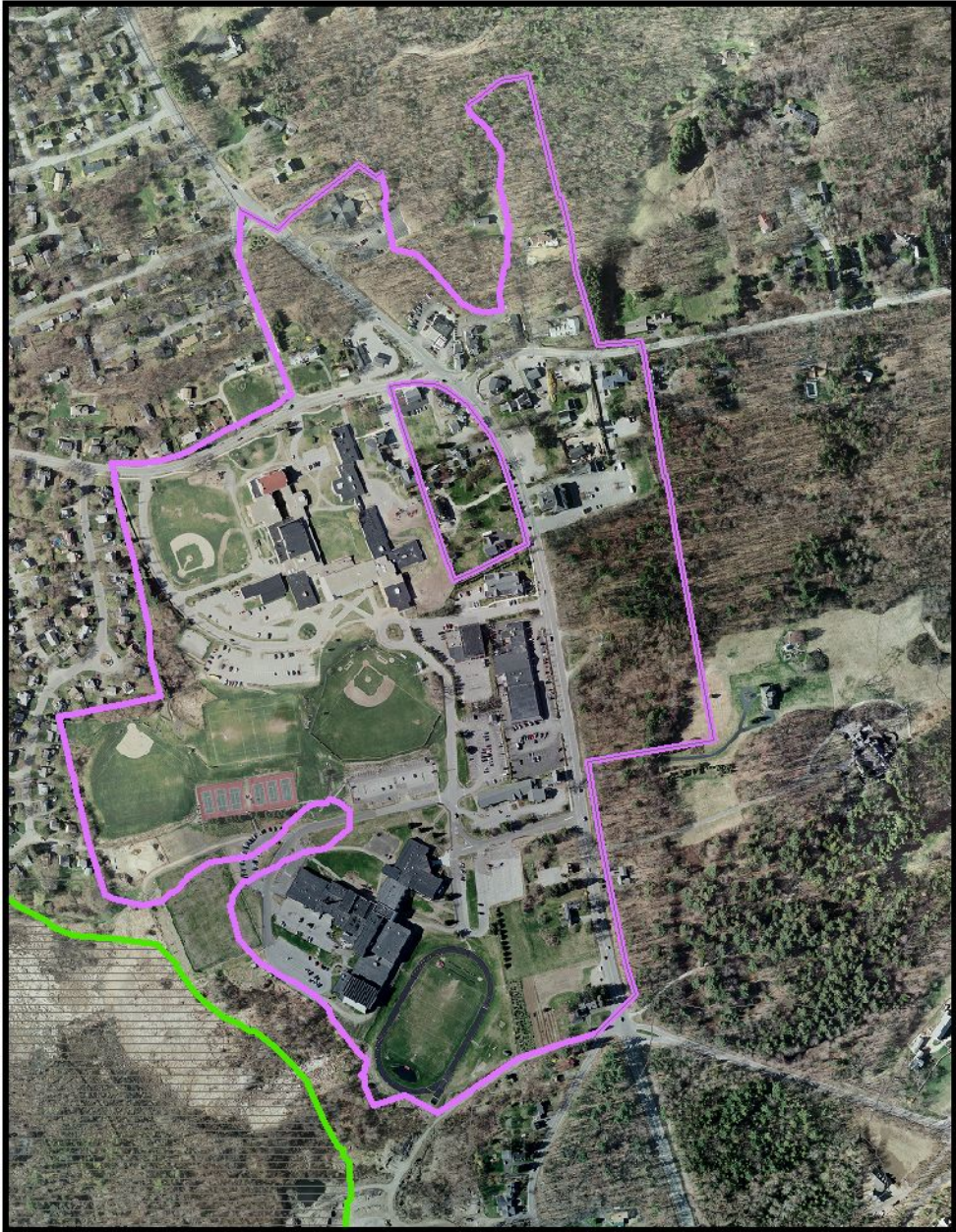


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Draft 2014 Town Center Plan



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3-25-2013

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Town Center Plan Committee

- Stephanie Carver, Chair
- Peter Curry, Planning Board representative
- Diane Hessler, public representative
- Skip Murray, Town business owner representative
- Stephen Parkhurst, public representative
- Lee Ruddy, public representative
- David Sherman, Town Council
- Mary Townsend, School Board
- Jamie Wagner, Town Council

Staff

Maureen O'Meara, Town Planner

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Executive Summary

To be written at final draft stage

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VISION

To create an identifiable, vibrant town center 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

- **Primary Commercial Area.** Support the Town Center as the primary location for new commercial development in Cape Elizabeth and plan for a modest amount of small-scale, mixed use development.
- **Pedestrian and vehicular circulation.** Promote safe pedestrian, bike and vehicular circulation in the town center, with an emphasis on completing the sidewalk network throughout the Town Center and connecting to adjacent neighborhoods.
- **Gathering Places.** Create and encourage community gathering places in the town center, including but not limited to a town green, coffee shops, and restaurants.
- **Visual Appeal.** Improve the appearance and identity of the Town Center through continued application of the town center design standards to new development and formalizing the design standards for infrastructure improvements.
- **Infrastructure Financing.** Implement alternative financing tools to fund limited town center infrastructure improvements in a manner that moderates fiscal impacts on other town priorities.

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RECOMMENDATIONS

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Goal: Primary Commercial Area

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1. Update the Town Center Stormwater Management Study and plan for construction of needed stormwater improvements.

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In 1995, the Town received grant funding to prepare a stormwater management plan for the Town Center. The plan called for collection of stormwater from roadways and lots located in Town Center into a stormwater system. The system would be collected in underground piping and outlet through the school campus underground stormwater collection system and then to the Spurwink Marsh. This system allows the small lots in the Town Center to fully utilize the lot rather than consider onsite detention basins. Some of the stormwater collection system has been constructed, but the system remains unfinished and is a potential costly obstacle to property owners in the Town Center when improving their property. An update to the original plan would include LID techniques that could reduce overall stormwater flows and costs.

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Goal: Pedestrian and Vehicular Circulation

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2. Improve and expand pedestrian and bicycle safety and connectivity of sidewalks and paths within the Town Center and to nearby neighborhoods.

In the late 1990's, the Town obtained grant funding to build and rebuild sidewalks from Scott Dyer Rd/Longfellow Drive to the Pond Cove Shopping Center on Route 77. Additional sidewalk construction has occurred in the Town Center. This goal would complete the sidewalk network throughout the Town Center. Additional sidewalk connections to nearby neighborhoods would also be pursued. Less formal paths within the Town Center, including greenbelt connections to Robinson Woods and the Spurwink Marsh, and a path from Route 77 to the library, would be evaluated, constructed, improved and/or maintained. Pedestrian safety in the Town Center is a priority, including at the Route 77, Shore Rd/Scott Dyer Rd intersection, which will require coordination with the Maine Department of Transportation (MDOT).

3. Recast Route 77 in the Town Center as Cape Elizabeth's "main street."

Route 77, or Ocean House Rd, is a state highway, but within the confines of the Town Center, it is also Cape Elizabeth's main street. Increased pedestrian traffic and slower vehicle speeds are more consistent with the function of a main street. Greater impact on vehicle speed can be accomplished with a "main street" design that includes sidewalks separated from the road with grassed esplanades planted with street trees and buildings that are pulled closer to the road with parking to the side or rear. These design features are already included in the

1 Town Center regulations. Access management techniques such as reducing curb
2 cuts, sharing curb cuts between abutting properties and moderating the width of
3 curb cuts are also part of the Town Center regulations.
4

5 It is now time for the MDOT classification of the section of Route 77 in the Town
6 Center to be changed from arterial to a lesser classification more consistent with
7 a main street. The road classification change should also include reducing the
8 maximum speed allowed.
9

10 **Goal: Gathering Places**

- 11
12 4. Consider creating a town green or common open space within the town
13 center.
14

15 Both the 1993 Town Center Plan and the public opinion survey conducted by the
16 Town Center Plan Committee (2013) strongly support the creation of a town
17 green in the Town Center. This town open space should be a centerpiece for
18 residents to visit when doing business in the Town Center and for the
19 community to come together during events. The village green should be highly
20 visible, ideally with frontage on Route 77. If traditionally designed, the village
21 green should be framed with buildings distinctive due to their purpose and /or
22 architecture (one example is the Town Hall). Purchase of land in the Town
23 Center to create a village green, however, is not a high priority for open space
24 preservation or as a capital improvement (See FOSP Report and Annual CIP
25 Budget).
26

27 The owner of the parcel of land located south of the Town Hall has developed a
28 preliminary concept plan where development of the property could include a
29 public village green of approximately 1 acre in size. While the property can be
30 developed without a village green, the green adds to the desirability of the
31 potential development and advances town goals. The property includes a small
32 RP2 wetland near its center, which could be incorporated into a water element on
33 the village green. In order to signal support for the village green development
34 concept, the Town could adopt an amendment to the Town Center District that
35 makes it clear that alteration of an RP2 wetland in the Town Center District
36 would be acceptable where a substantial public benefit is created. Sample text of
37 the amendment appears below:
38

39
40 **Sec. 19-6-4. TOWN CENTER DISTRICT (TC)**

41
42 **D. Standards**

43
44 **1. Performance Standards**

- 45
46 i. Notwithstanding the provisions of Sec. 19-6-9, Resource Protection
47 District, and Sec. 19-8-3, Resource Protection Performance
48 Standards, an RP2 District wetland located on a lot in the Town

Center District may be completely altered when the overall development includes a substantial public benefit, such as creation of a publicly accessible village green. The same overall development will also not be required to meet the maximum front yard setback for buildings located in the development. The overall development is subject to Site Plan Review by the Planning Board.

Goal: Visual Appeal

5. Maintain the current design standards that promote a pedestrian-friendly town center and quality design that contributes to a sense of place.

The 1993 Town Center Plan recommended that a new Town Center Zoning District be created and that the district include design standards requiring new development to be built consistent with the Town Center purpose. The zoning district and design standards were adopted in 1995 and the town’s experience with the zoning has been positive.

In 2002, the Town Council reviewed the requirement that new development in the Town Center include a sidewalk along the frontage of the property. The Town Council concluded that this policy was beneficial in extending the sidewalk network in the absence of public funding for construction. The Town Center Plan Committee also discussed the sidewalk requirement. While acknowledging it adds a cost burden to Town Center property owners, sidewalks remain popular with residents (See public opinion survey).

The design requirements establish a “build to” line for new construction and restrict parking to the side or rear of a building. Building standards are established that require high quality finish materials and compatibility with historic structures, including additions or alterations to historic structures. Below is a list of locally historic town center structures:

- 1235 Shore Rd, Stick Style, C. 1875-1890
- 312 Ocean House Rd, Italianate, c. 1855-1875 (Murray House)
- 320 Ocean House Rd, Colonial Revival, built 1901, rebuilt 1948 (Town Hall)
- 343 Ocean House Rd, Greek Revival, c. 1840-1870
- 351 Ocean House Rd, Greek Revival, c. 1840-1870
- 359 Ocean House Rd, Italianate, c. 1860-1885
- 11 Hill Way, Colonial Revival/Gothic, late 19th C
- Hill Way, Barn, late 19th -early 20th C
- Scott Dyer Rd, Thomas Memorial Library-Pond Cove School Section, Colonial Revival, 1912
- Scott Dyer Rd, Thomas Memorial Library-Spurwink section, Italianate, c. 1875-1885
- Scott Dyer Rd, Middle School, Colonial Revival, 1933

1 Site design standards are also included which require special attention to the
2 area between the road and the front of the building. These landscaping
3 standards, combined with the building standards, serve not only to promote
4 high-quality development in the town center, but also assure appropriate
5 treatment of gateway properties located on the north and south ends of Route 77.
6

- 7 6. Formalize design standards for town center infrastructure, including but
8 not limited to sidewalk width and surface materials, street trees, lighting
9 fixtures, and seasonal promotional materials.
10

11 Following the sidewalk construction project in the 1990's, town staff informally
12 established a standard width and surface treatment for sidewalks to complement
13 the standards in the Town Center design standards. Because infrastructure
14 improvements are occurring incrementally, standard technical specifications are
15 needed to create a consistent visual identity for the Town Center. These
16 specifications should be collected, completed where needed and adopted.
17 Standards should include but not be limited to sidewalk width and surface
18 treatment, lighting fixtures, signage, banners, street trees, etc.
19

20 **Goal: Infrastructure financing**
21

- 22 7. Develop funding strategies, including but not limited to a Tax Increment
23 Financing (TIF) District for the Town Center, to fund infrastructure
24 improvements.
25

26 The 1993 Town Center Plan included recommendations for construction of
27 sidewalks throughout the Town Center, creation of a village green, a stormwater
28 management system, and other improvements. Most of these improvements
29 have not been completed due to a lack of funding. Some sidewalk connections
30 and stormwater improvements were designed but not built due to a lack of
31 construction funding. Many of these same improvements are now recommended
32 as part of this Town Center Plan, but the outlook for municipal funding at this
33 time remains the same.
34

35 In order to move this Town Center Plan forward, new financing strategies
36 should be considered. These strategies should recognize the Town Center's
37 status as a mid-level priority, that is, an area that residents would like to be a
38 gathering place, pedestrian friendly and attractive, but for which they do not
39 want to divert resources from higher priorities such as open space and schools.
40

41 Tax Increment Financing is a tool provided under state law to allow a
42 municipality to shelter new property tax revenues for the purpose of improving
43 commercial areas. The TIF application, which must be submitted for state
44 approval, must designate a specific location where the TIF applies and the
45 purpose of collecting TIF revenues. In Cape Elizabeth, the Town Center could be
46 designated a TIF District. The increase in tax revenues collected in the Town
47 Center would be dedicated to infrastructure improvements within the Town
48 Center.
49

1 This is an ideal time for the town to consider a Town Center TIF because of the
 2 amount of property currently in transition and the likelihood that those
 3 properties will be improved and increase in value. A TIF District implemented in
 4 2015 would set the base property value of the district at 2014 and any increase in
 5 property values would generate revenues for the TIF, which could then be used
 6 to improve infrastructure both in the TIF district and related areas outside the
 7 TIF district.

8
 9 How much in revenues could be generated and what impact would that have on
 10 total tax revenues? In order to further explore how a TIF might work, the
 11 following table estimates how a TIF would have functioned from 2003-2013. The
 12 Town Center is 144 acres and in 2003 had a total value of \$60,761,400. From the
 13 period 2003-2013, \$867,300 in property value was added in the Town Center.
 14 (This number has been adjusted to factor out increases due to the 2011
 15 revaluation.)

17

| Year | Tax Rate | Value Added | Tax Revenue | Scenario* Value added | Tax Revenue Scenario |
|------|----------|-------------|-------------|--------------------------|-------------------------|
| 2003 | 22.64 | 508900 | 11,521.50 | 508900 | 11,521.50 |
| 2004 | 14.2 | 508900 | 7,226.38 | 508900 | 7,226.38 |
| 2005 | 15.34 | 508900 | 7,806.53 | 508900 | 7,806.53 |
| 2006 | 15.92 | 508900 | 8,101.69 | 1008900 | 16,061.69 |
| 2007 | 16.16 | 419900 | 6,785.58 | 919900 | 14,865.58 |
| 2008 | 16.46 | 419900 | 6,911.55 | 919900 | 15,141.55 |
| 2009 | 17.44 | 656000 | 11,440.64 | 1156000 | 20,160.64 |
| 2010 | 17.54 | 792900 | 13,907.47 | 1292900 | 22,677.47 |
| 2011 | 17.86 | 792900 | 14,161.19 | 1692900 | 30,235.19 |
| 2012 | 15.18 | 792900 | 12,036.22 | 1692900 | 25,698.22 |
| 2013 | 15.84 | 867300 | 13,738.03 | 1767300 | 27,994.03 |
| | | | 113,636.78 | | 199,388.78 |

50
 51 If a TIF had been established in 2003, tax revenues of approximately \$113,600.00
 52 could have accrued into an account to be used for Town Center infrastructure
 53 improvements. The scenario assumes that, over a 10 year period, two projects
 54 were constructed in the Town Center, adding \$500,000 and \$400,000 in value.
 55 With this scenario, the increase in tax revenues would be almost \$200,000.

56
 57 During the same period, the increase in tax revenues would have been sheltered
 58 from inclusion in state municipal revenue sharing, state aid to education, and
 59 Cumberland County taxes. Using 2013 numbers, an estimated \$8,600 would have
 60 been retained by the Town if a Town Center TIF was in place. Without the
 61 hypothetical TIF, of the \$13, 783 in taxes collected in the Town Center from new
 62 value, the town would keep only 37%.

63
 64 The above estimates are a concept level analysis. An actual TIF district would
 65 require more refined numbers and TIF districts typically extend 20 years. The TIF

1 District requires that TIF funds be segregated for improvements in the district or
2 outside the district as long as they are related to the district. While projected TIF
3 revenues would not be sufficient to fund all or most of Town Center
4 infrastructure needs, they could be the local match for grant applications that
5 close the funding gap. By state law, TIF funds cannot be used for municipal or
6 school buildings, however, by sheltering the increase in property value, there
7 remains revenue advantages for municipal and school revenues.
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**Appendix A
Town Council Charge**

10 The Cape Elizabeth Town Council created the Town Center Plan Committee with
11 the following charge in January, 2013.

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**Charge
Town Center Plan Committee 2013**

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Introduction

29 Cape Elizabeth adopted a Town Center Planning in 1993 and subsequent zoning
30 amendments in 1995. It is time to revisit the plan and take a fresh look at the
31 Town Center with the goal to support a vibrant, business and pedestrian friendly
32 town center. The committee should complete its recommendations by the end of
33 2013.

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Committee Structure

44 The 2013 Town Center Committee shall consist of 9 members. The Town Council,
45 following a recommendation from the Appointments Committee, shall appoint 5
46 residents, of which at least one shall be a town center business owner and one a
47 resident of the town center or an adjacent neighborhood. The Town Council shall
48 appoint 2 of its members to serve on the committee and shall ask the Planning
49 Board and the School Board to also appoint one of its members to the committee.
The committee shall appoint its own chair and shall keep minutes of the
meetings. The Town Manager shall designate staff for the committee.

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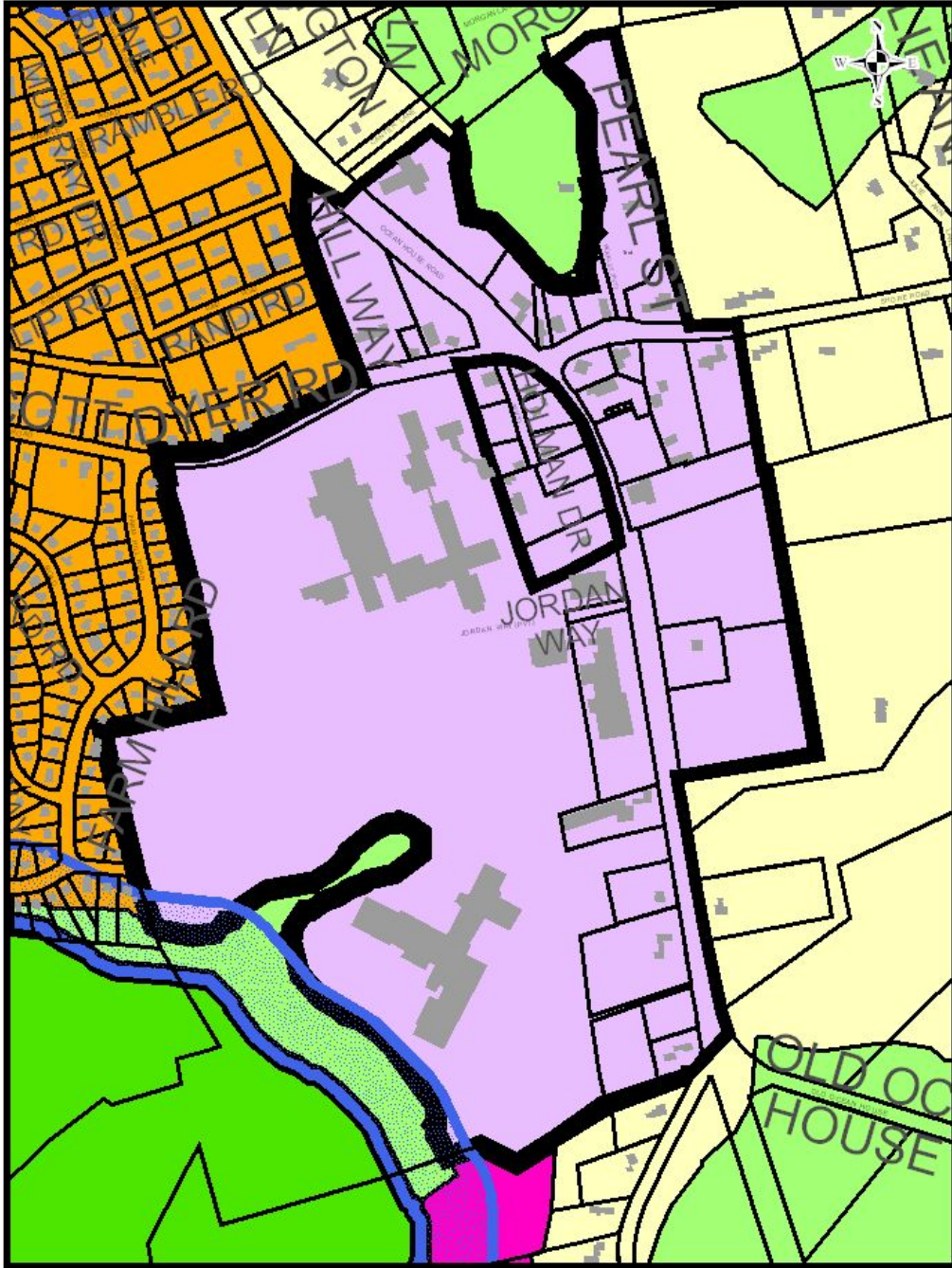
Committee Charge

- 60 1. The Town Center Plan Committee shall review existing conditions in the
61 town center, including but not limited to land uses, lot and building vacancies,
62 infrastructure (roads, sidewalks, stormwater, sanitary sewer, etc), but not
63 including municipal buildings.
 - 64 2. The committee shall meet with the library planning committee to consider
65 opportunities for enhancing the town center.
 - 66 3. The committee should articulate a vision for the town center. The
67 committee should focus on the purpose statement of the Town Center zone and
68 confirm that the purpose statement remains valid or, if not, what changes are
69 recommended to articulate a vision for the town center.
 - 70 4. The committee shall prepare and implement a public information plan,
71 with a focus on town center business owners, and shall hold a public forum.
 - 72 5. The committee shall provide a status report to the Town Council within 6
73 months of its first meeting.
- 74
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1 6. The committee shall provide a final report with recommendations to the
2 Town Council by December 31, 2013.
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Appendix B Map of the Town Center Zone



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1 **Appendix C**
2 **Evolution of the Town Center from 1993 to 2014**
3

4 The Cape Elizabeth Town Council adopted a Town Center Plan in 1993. The plan
5 was prepared by a committee representing the Town Council, Planning Board,
6 School Board and the Main Street 90 committee, as well as a town center business
7 owner, a resident adjacent to the town center and members of the public.
8

9 When the Town Center Plan was adopted, the area of the town center was zoned
10 predominantly Business A (BA) with the school campus, the Methodist Church
11 and other “edges” located in the Residence A (RA) and the Residence C (RC)
12 zoning districts. A major recommendation in the Town Center Plan was to
13 create a new zone recognizing this area as the commercial/municipal/cultural
14 hub. In 1995, the Town Council adopted the Town Center (TC) Zoning District
15 and revised the Official Zoning Map to create the Town Center Zone.
16

17 The TC zone included several innovations, such as building and site design
18 standards, sidewalk construction obligations on private property owners,
19 maximum setbacks that require construction near the street and a prohibition of
20 parking within the front yard setback. Taken as a whole, the Town Center Plan
21 and the TC zone established an identity for the area now commonly referred to
22 as the “Town Center.”
23

24 Cape Elizabeth is a suburban community that prizes its very modest growth,
25 open spaces and rural character. Nevertheless, the town center has experienced
26 changes since the first plan was adopted in 1993. Below are highlights of how the
27 town center has evolved to the present.
28

29 **Town Center Highlights 1993-present**
30

- 31
- 32 •1993 adoption of Town Center Master Plan
 - 33
 - 34 •1994 Cumberland Farms adds canopy
 - 35
 - 36 •1994 Pond Cove/Middle School project
 - 37
 - 38 •1995 adoption of Town Center District Zoning
 - 39
 - 40 •1996 On Our Planet Day School moves into Shopping Center
 - 41
 - 42 •1997 Reconstructed sidewalks/lights from Farm Hill Rd to Jordan Way
 - 43
 - 44 •1999 Community Pool renovation
 - 45
 - 46 •1999 Scout House project
 - 47
 - 48 •1999 Public Works Department moves out of Town Center
 - 49

- 1 •1999 Town Center Height Amendment rejected
- 2
- 3 •2000 New Police Station/Town Center Fire Station renovation
- 4
- 5 •2001 New Community Center
- 6
- 7 •2002 Romeo's Pizza shopping center
- 8
- 9 •2002 Ocean House Child Development Center - Methodist Church
- 10
- 11 •2003 Sold Town land at 316 Ocean House Rd
- 12
- 13 •2004 Cape Elizabeth Family Medicine addition -Shore Rd
- 14
- 15 •2004 Johnson Scout House site plan
- 16
- 17 •2004 Pond Cove Addition/High School renovation
- 18
- 19 •2006 High School driveway traffic light installed
- 20
- 21 •2006 High School Hannaford Field
- 22
- 23 •2006 CELT new building
- 24
- 25 •2007 Jonesey's garage bays removed
- 26
- 27 •2009 Town Center Amendments to increase multifamily density
- 28
- 29 •2009 Hannaford Field Concession stand
- 30
- 31 •2009 Intersection improvements rejected/ped improvements installed
- 32
- 33 •2010 Portland Dry Cleaners - Shopping Center
- 34
- 35 •2011 Cape Family Medicine storage building
- 36
- 37 •2012 Shopping Center facade renovation
- 38
- 39 •2012 Town Hall landscaping
- 40
- 41 •2012 Shore Road Path connection to Town Center
- 42
- 43 •2012 C's gourmet market approved
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Appendix D
Public Participation Process

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1. Transparency. All meetings, schedules, minutes, and other documents shall be available to the public for review.
2. Multi-level participation. Multiple approaches to engaging the public have been employed to maximize public involvement.
 - The committee posted all agendas and minutes of meetings, the meeting schedule of the committee, and other documents and plans produced by the committee on the website.
 - Time was set aside at each meeting for Public Comment.
 - The committee used first class mailed notices to notify Town Center property owners and businesses and adjacent neighborhoods of the public forum.
 - A Press release was issued to local newspapers focusing on the public forum and public opinion survey.
 - A public forum was held on October 17, 2013. The minutes of the forum follow.
 - The committee provided a status report to the Town Council in December, 2013.
 - In addition, the committee distributed a public opinion survey. A compilation of the results follows.

Town Center Plan Committee
Public Forum Minutes
October 17, 2013

Town Center Plan Committee members: Stephanie Carver, Chair, Peter Curry, Skip Murray, Steve Parkhurst, Lee Rutty, Mary Townsend, Jamie Wagner

Staff: Maureen O'Meara, Town Planner

Mrs. Carver opened the public forum. Each committee member introduced him/herself. Mrs. Carver reviewed the committee charge from the Town Council and the draft vision statement for the Town Center. She explained that a survey would also be circulated and the committee agreed to also post the survey on the town website.

Ms. O'Meara reviewed the area of the town center and a brief overview of the town center zoning. She also presented a visual preference survey where attendees viewed pictures from other town centers and ranked them on cards distributed by committee members.

Mrs. Carver opened the meeting to public comment.

Laura Ker, 312 Ocean House Rd - She would like a slower speed on Route 77.

Suzanne McGinn, 1180 Shore Rd - The current town center is sufficient. The 1995 plan had 37 recommendations and one Town Councilor said about 60% of the recommendations had been implemented. The remainder should be the focus. None of the 37 recommendations say to increase the town center zone. The 2005 Critical Insights survey shows support for protecting rural character and improving the town center is second to last. There is congestion at the Route 77/Shore Rd intersection and it is the most dangerous intersection in town but the traffic light went in at the school intersection. The town didn't want the Route 77/Shore Rd intersection light. The 2007 Comprehensive Plan does not recommend a change to the town center zone. If data is out of date, ask the Town Council to conduct the same survey using the exact same language. I like sidewalks and support more bikes, including by the school campus.

Imad Khalidi, 19 Pilot Point Rd - He is trying to join the Town Council and learn from tonight's meeting. What is wrong with the town center? What is the position of the committee members? Maybe there should be buses for kids and for mothers. The town center is already vibrant. He then asked each committee member to state their position on the town center. Each committee member made a statement.

Skip Murray, committee member - He said that the town center is stale. It needs more pedestrians and more creative thinking between Buzz 1 and Buzz 2. He wants more places for more people to be able to gather as a community.

1 Lee Ruddy, committee member - We're not here to make changes. We are here
2 because the Town Council asked us to look at the current plan. I don't have an ax
3 to grind. I like Cape Elizabeth and the town center, but I am not sure it should
4 stay exactly the way it is.
5

6 Mary Townsend, committee member - She is interested in the school campus and
7 safe connections for pedestrians. As a property owner, she is content with the
8 town center and would like more green space, like a town green.
9

10 Steve Parkhurst, committee member - His expectation tonight is to listen, not to
11 give my opinion. I want to find out what the townspeople want.
12

13 Mrs. Carver, committee member - She agrees with Mr. Parkhurst that tonight's
14 purpose is to hear from the public. She agrees that it would be nice to have
15 community space but has no preconceived opinions. The town center will change
16 whether we say yes or no due to the typical transfer of buildings, such as the
17 bank leaving. It makes sense to re-examine and she wants to hear from others.
18

19 Peter Curry, committee member - The town center exists. Is it all that it could be?
20 He would like to hear what people want.
21

22 Jamie Wagner, committee member - He almost didn't move here because there is
23 little in the town center. He had to open a coffee shop to have some place to meet
24 in the town center and he has a great landlord. The town center is a little bit ugly
25 and could be more visually appealing. He does not want to go to Portland. He
26 has no interest in expanding the physical size of the town center, but would like
27 more commercial activities such as shops, restaurant. With the empty lot, Skip's
28 lot, town property, Key Bank property, there is some way to be vibrant.
29

30 Terry Ann Scriven, 18 Old Ocean House Rd - She is a physician in the town
31 center and agrees there are lots of opportunity for development within the town
32 center. Do not expand the zone. We should have careful development in existing
33 town center areas. She would like to look at the speed limit as she walks her kids
34 across Route 77 to school and there is speeding through town. It would be good
35 to look at sidewalks through the full extent of the town center.
36

37 Mark Kiefner, 5 Julie Ann Lane - He was attracted to the rural Cape atmosphere
38 and values the proximity to the ocean, farms, ponds and trails. He has lived in
39 bigger cities. He supports walkability, bikeability, and professional consultation
40 on appearance. The current town center is unattractive and you should make it
41 more attractive. He is opposed to changing the town center boundaries or higher
42 density housing close to town center, which will increase traffic and decrease
43 walkability / bikeability. Thank you for this effort.
44

45 Gerry Murray, town center resident from 0-73 years - He was on the previous
46 town center committee. A lot has been done and he agrees the speed limit should
47 be reduced because someone will get hurt. He does not see any consideration for
48 elderly housing in town center. There are sidewalks here and we have land

1 waiting for more residential to move into the existing town center area. My wife
2 won't move out and wants to walk to the bank, hair dresser, etc...

3
4 Frances Haywood, 1220 Shore Rd - She questions the status of the lot next to
5 [north of] town hall.

6
7 Ms. O'Meara responded that the lot is privately owned. A site plan for a 3-story
8 mixed use commercial/apartments was approved. That approval has expired,
9 however, the zoning has not changed much since the approval and the plan was
10 well received at the time, so it is likely that plan could be reapproved. The town's
11 approach has been reactive, where we put the zoning in place and wait for
12 property owners to move forward. In other communities, a more proactive
13 approach is taken and the town could consider a more active role partnering
14 with property owners, and folks could comment on that.

15
16 Woman, Broad Cove Rd - She suggested encouraging the lot to be developed by
17 raising taxes on it to its full potential value.

18
19 Craig Cooper, business owner, 30 year resident - He served on the FOSP
20 committee and it is a thankless task. He doesn't think we need to be concerned
21 with changing from rural because the town is already small. Some restrictions in
22 the town center make it impossible/expensive to develop the existing lot next
23 door. It is ok to slow down the speed, but the main focus in the 1960's strip mall,
24 which is not very attractive. We need to attract more business, people. The town
25 is not very business friendly; we lost two businesses to get the current
26 community center building. He is ok with the high school driveway light. The
27 Route 77/Shore Rd intersection is not as busy as intersections in other towns. We
28 should encourage business people. He supports some architectural review and
29 some open space. This side of Route 77 [east side] is pretty dead. With no new
30 bank, it will be another empty lot. With some new business, it won't be the
31 maine mall, just some more people here and then we can improve the walkways.

32
33 Mr. Wagner asked Mr. Cooper to send an email with specific restrictions he
34 would recommend changing. Mr. Cooper responded that the sidewalks and trees
35 are too costly.

36
37 Sara Lennon, 54 Cranbrook Dr - She lived in Lincoln, Massachusetts. Unlike
38 Weston, Lexington, the town decided to stay rural village. They voted money to
39 make the shopping center pretty with parking in back. The town is gorgeous
40 with preserved beauty and property values are high. Cape Elizabeth is like that.
41 Every town around us made the town vibrant, but people don't want Falmouth,
42 Scarborough. We should have a town green, sidewalks, new building for a cafe
43 but not for housing. We should embrace what we are. She also commented on
44 the process. If the town council had to vote on this, all but 2 of the town center
45 committee members would have to recuse themselves because of a public
46 conflict. The Appointments Committee should not have selected persons with
47 vested interests in the town center, including a real estate agent, business
48 owners, town center resident, planner. You have a strong bias. Do you want a

1 vibrant town center because you will make money? She does not want to be
2 insulting.

3
4 Mrs. Carver said she appreciates that we should be careful about personal
5 interests, but anyone with kids in the school or an elderly parent should also be
6 interested in the town center.

7
8 Byron Castro, 188 Fowler Rd - The hard facts are this is a small town and there is
9 a very low traffic count, with little traffic except for 2 times a day. Any major
10 change needs to consider the traffic volume. He agrees we should have more
11 business, but the big picture is that you would have to spend 1 million to build a
12 building and you have to sell a lot of cups of coffee to pay for that. We need more
13 than townspeople. We are a dead end and need something special to draw
14 people. We can have small businesses, grow the tax base, but if we get too big,
15 will also need to look at traffic. This is a good discussion.

16
17 Janel Voelker, 251 Ocean House Rd - She lives and runs a business in the town
18 center. She represents Coastal Wellness and the Cape Business Alliance (CBA).
19 She walks her son across the street from the Methodist Church and would like a
20 slower speed on Route 77. She moved here 7 years ago and can drive to other
21 communities for needs. As a business owner, this is a "drive-to" community. She
22 opened her business expecting cape residents, but people are driving here from
23 other communities to her business. She supports beautifying the town center and
24 filling the empty spaces. The CBA has 25 business members and she encourages
25 people to support Cape businesses. She loves the town hall look, the schools and
26 library and wants to keep the New England feel.

27
28 Paul Seidman - He wants to lower the speed limit. Don't add congestion and no
29 high density housing. He rides his bike on Shore Rd and likes the pastoral land
30 only a few hundred feet from the town center. No other coastal town has that
31 and it is a high priority for him. He moved here precisely for its rural character
32 and can go to the other end of Shore Rd for other things. Its uniqueness is what
33 draws people here.

34
35 Amy Lombardo, 11 Leighton Farms Rd - She grew up here and likes the small
36 town, but it can use some beautification. There is no place to gather, protest, have
37 a coffee. She and a friend used to sit on a bench in the town center when she was
38 a teenager. There is no bench now and she supports a town green. She would
39 like a community board for announcements, sidewalks, bike racks, holiday tree.

40
41 Jon Donnelly, 5 Pearl Street - He appreciates the work of the committee and the
42 meeting. The meeting minutes suggest that an agenda has been moved forward
43 and he hopes we are heard. We don't want condo complexes and we don't want
44 second story housing over commercial. We want a village green, pretty, simple.
45 There are ways to partner to make a village green. His vision is that the Key Bank
46 building is torn down and a grassy park is created with the Joan Benoit statue
47 moved there, with a town sign. There could be a 3-piece band on Saturday night.

48

1 Bill Proom with Heidi, 11 Oakhurst Rd - We are new residents who moved from
2 New Hampshire. Falmouth was unsatisfying. We support beautification,
3 walkways, bikeways, safe route to school. It is a far cry from the town center to
4 Route 1. Is 2-story building enough or 1/4 mile of new land. What is the end
5 game? The town center, within its confines, done appropriately, will be
6 embraced. The notion of expanding the town center zone with high density
7 housing is not ok.

8
9 Frances Haywood, 1221 Shore Rd - There is a lot of open space in the center of
10 town. I am inclined to approach the property owner, repurchase it as it is perfect
11 for open space. Fort Williams is our town park. It would be nice to have a green
12 in town with benches, guitar players, coffee. Maybe there could be a charitable
13 sale of property for not much money. We should not expand the area of the town
14 center. Why is Pearl Street in the town center when it is residential houses? Time
15 to clean that up.

16
17 Hulda Khalidi, 19 Pilot Point Rd - It is great to keep the public apprised. In a
18 small town it is too easy for rumors to spread. The horse farm is not for sale.
19 People are disallusioned.

20
21 Imad Khalidi, 19 Pilot Point Rd - He tried to negotiate with Key Bank. There is a
22 rumor that TD Bank is trying to negotiate to take over the bank. It should be
23 public. It is an important part of town. The Town should tell of their negotiations
24 between the town and TD Bank. Sorry Key Bank. Who is taking over? If it is the
25 town, I want to know as I am a taxpayer.

26
27 Dick Gilbane, 226 Bowery Beach Rd - I live on property where we moved a barn
28 in 1987. I consider taking the Haywood property and replacing it with
29 development horrific.

30
31 Mrs. Carver stated that, as a group, that is not a recommendation this committee
32 should make. We should move on.

33
34 Mr. Gilbane said he is glad the library was voted down. The design was heavy.
35 The beauty of the town hall was lost on the library.

36
37 Steve Mohr, registered Landscape Architect, with friend Peter Haffenreffer - He
38 has worked with Peter Haffenreffer for 30 years and Peter owns 4 acres next door
39 [south of town hall]. The draft vision and town ordinance is positive because the
40 vision is implemented by the zoning. The ordinance self-sorts potential
41 development to meet the standards and intent of the committee. He suggests that
42 the town follow through with some fine-tuning. The ordinance keeps down
43 development scale and emphasizes design. If there is political will on open space,
44 you might refine the zoning so that you can get the green space and give
45 something back on existing land, rather than a town purchase. Specifically, on
46 the two 4-acre lots south of town hall, there are RP2 wetlands not deemed
47 significant by DEP. They are an impediment to development on those lots. Please
48 look at the RP2 language in the commercial zone and perhaps adjust to allow
49 development in the town center.

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Mr. Wagner asked to clarify land in question and Mr. Mohr described the 4 acre parcel, the owner's interest in developing the parcel, and the wetland obstacle.

Craig Cooper, 150 Ocean House Rd - He referred to the survey being distributed and noted that the meeting attendees is a small sample and it should be put on the internet.

Mrs. Carver noted that and the committee agreed to post it on the town website.

Nancy Bogg, 5 Julie Ann Lane - What is the purpose of the survey?

Mrs. Carver said it will be used to inform the committee.

Mrs. Bogg asked about the deadline?

Mr. Ruty said the committee will look at them at the next meeting. He noted that many people who attended tonight did not speak and this survey is another way for people to provide comments.

Mrs. Carver thanked everyone for coming and invited them to attend the committee meetings, which are open to the public. Agendas are posted on the town website.

The forum ended at 8:30 p.m.

1 **Town Center Public Opinion Survey**

2
3
4 The Town Center Plan Committee prepared a survey to collect public comment
5 about the Town Center. The survey was handed out at the public forum, where
6 over 50 responses were returned. The survey was also made available after the
7 forum online and a total of 82 responses were submitted to the committee. The
8 survey included 15 questions and additional written comments were solicited
9 and received. A summary report of all the survey responses and extensive
10 comments has been posted on the town website. Below is an excerpt of the
11 yes/no question results.

12
13 **Research**

14 **Should the town hire an independent firm to conduct an assessment of the**
15 **economic development potential for the Town Center of Cape Elizabeth? (The**
16 **assessment could evaluate the economic viability of Town Center.)**

17 22 Yes
18 57 No

19
20 **Should the town hire a firm to conduct a statistically-valid survey to assess the**
21 **desires of residents for future Town Center development/growth?**

22 32 Yes
23 44 No

24
25 **Housing**

26 **Should more multi-family housing be added to the Town Center? (Either as**
27 **stand-alone condominiums and/or as part of a mixed use including retail**
28 **spaces?)**

29
30 27 Yes
31 52 No

32
33 **Pedestrian and Traffic Safety and Accessibility**

34 **Should the town evaluate roads, sidewalks and pedestrian pathways to**
35 **determine safety, connectivity, and adequacy in and around the town center?**

36
37 61 Yes
38 16 No

39
40 **Should the town consider implementing traffic calming measures for**
41 **pedestrians and cars in Town Center? (This could include techniques such as**
42 **bump outs, installing a median with plantings, reducing the speed limit and**
43 **adding on-street parking.)**

44 50 Yes
45 31 No

1 **Should the Town consider adding a traffic light to Town Center at the**
2 **77/Shore/Scott Dyer intersection?**

3 30 Yes

4 46 No

5

6 **Should the town pursue extending the sidewalk network to improve**
7 **connectivity to Town Center and to potentially increase foot and bicycle**
8 **traffic. (For example, expanding sidewalk connections from neighborhoods**
9 **near the town center, e.g. Wells Rd, Fowler Rd, etc.)**

10 61 Yes

11 20 No

12

13 **Green Space and Visual Attractiveness**

14 **Should the town establish an outdoor public gathering place, such as a Town**
15 **Green, to promote visual identity and to establish a more aesthetically**
16 **appealing Town Center?**

17

18 56 Yes

19 21 No

20

21 **Zoning and Business**

22 **Should the Town Center zoning regulations be reviewed and amended or**
23 **relaxed to encourage business growth?**

24

25 28 Yes

26 40 No

27

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Appendix E
Town Center Existing Properties Spreadsheet

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4 **Appendix F**
5 **Town Center Infrastructure**

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9
10 Roads

11 Route 77, locally known as Ocean House Rd, is the spine of the Town Center.
12 This is the main road of the Town Center, and the only town arterial. Route 77 is
13 the primary commuting road for Cape Elizabeth residents and also the major
14 road to access the state parks/beach and Fort Williams Park. The most recent
15 traffic count in the Comprehensive Plan indicates over 11,000 daily trips on
16 Route 77 measured south of Scott Dyer Rd. South of Old Ocean House Rd, the
17 trips declined to 7,200.

18 Scott Dyer Rd extends west from the Town Center’s major intersection and
19 provides access to the library and northern end of the school campus where the
20 Pond Cove Elementary and Middle School are located. West of Route 77, Scott
21 Dyer Rd handles over 3,100 trips annually.

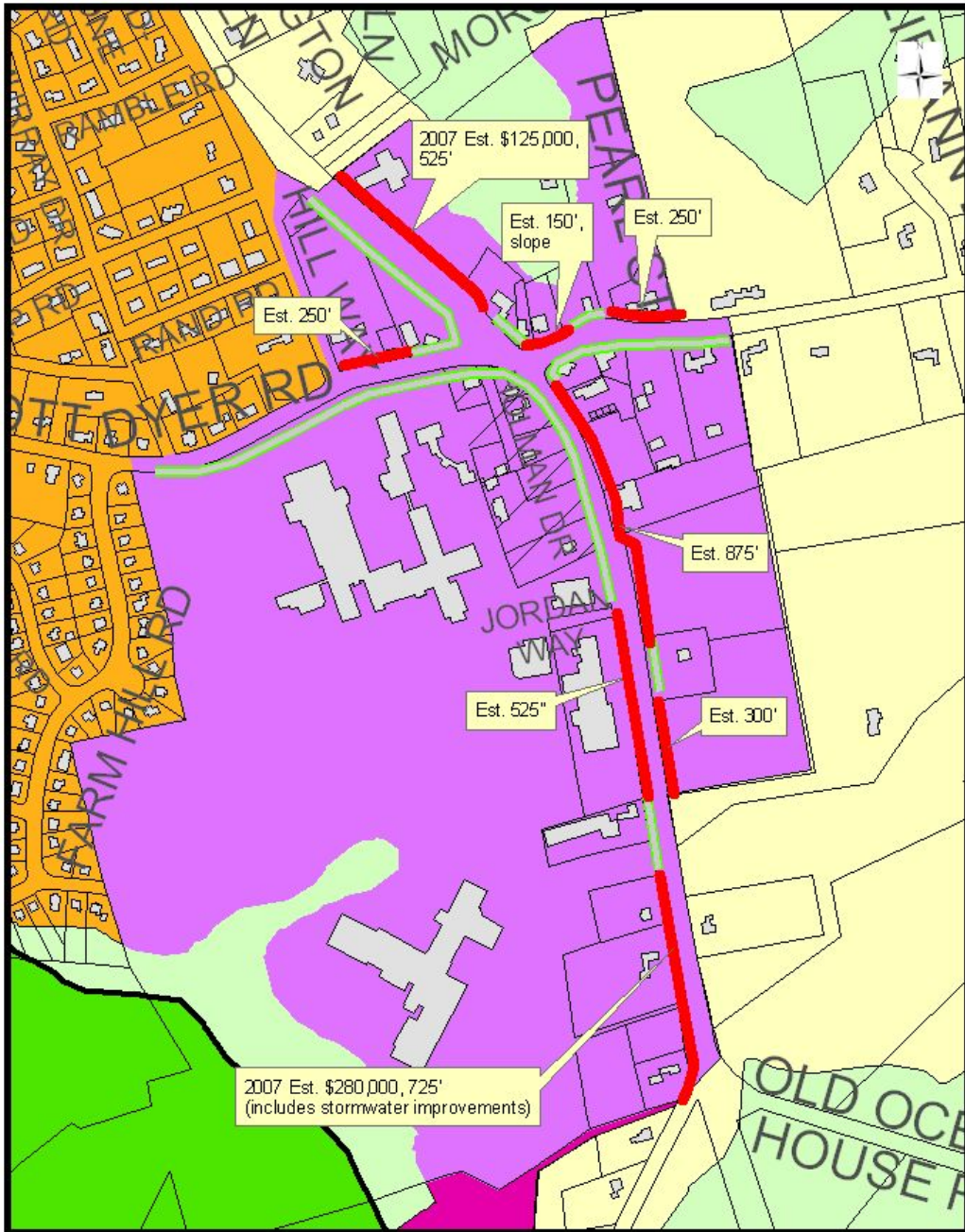
22 The southerly end of Shore Rd intersects with Route 77, forming the primary
23 Town Center intersection. At Route 77, Shore Rd has over 3,500 trips annually.

24 The few additional roads in the Town Center serve almost exclusively local
25 traffic. There are no high accident or high traffic locations in the Town Center
26 and the roads are handling traffic at a level below their design capacity.

27 Sidewalks

28 The 1993 plan recommended that sidewalks be constructed on both sides of
29 Route 77, Scott Dyer Rd and Shore Rd. The map below indicates where
30 sidewalks currently exist, where sidewalks are proposed but not constructed,
31 available cost estimates and estimated distances.
32

Town Center District Sidewalks



Prepared by the Cape Elizabeth Planning Office 3/25/2014

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Additional sidewalk construction, with associated stormwater improvements, has been designed with cost estimates as indicated above. In all cases, those cost estimates need to be updated. If the town proceeds with the original recommendation for sidewalks throughout the town center, an additional

1 estimated 3,600 linear feet of sidewalk would need to be constructed. Using a
 2 cost estimate of \$100 per square yard provided by a local contractor, costs to
 3 construct are estimated at \$150,120, not including engineering and stormwater
 4 improvements.

5
 6 Other sidewalk improvements might include connections to nearby
 7 neighborhoods and are expanded upon below:

9

| Town Center sidewalk Connections to nearby neighborhoods | | | | |
|---|-----------------------------------|----------------------------------|--|--|
| Location | Estimated Distance (in linear ft) | Estimated Construction Cost only | | |
| Fowler Rd: from Route 77 to Fenway Rd | 4,575 | 190,778 | | |
| Scott Dyer Rd: Village Crossings to Spurwink Ave | 2,100 | 87,570 | | |
| Scott Dyer Rd to Wells Rd to Cross Hill Rd | 2,600 | 108,420 | | |
| Route 77: Canter Ln to Mitchell Rd | 3,200 | 133,440 | | |
| TOTAL | 12,475 | 520,208 | | |

20 Stormwater

21
 22 In 1995, with funding from the Casco Bay Estuary Project, the Town prepared a
 23 Town Center Stormwater Management Plan. The plan called for infrastructure
 24 improvements to collect stormwater and convey it through the school campus to
 25 discharge into the marsh. Best Management Practices, such as cleaning catch
 26 basins, sweeping roads and installing oil/ grit separators were recommended.
 27 Some of this work, such as installing properly sized pipes on the school campus,
 28 has been done. Filterra units were installed at the outlets to the marsh and some
 29 stormwater collection infrastructure was installed when the Scott Dyer/ Route 77
 30 sidewalk project was constructed.

31
 32 The original plan called for \$1.2 million in infrastructure improvements. Since
 33 1995, there has been a shift in best management practices for stormwater that
 34 emphasize reducing impervious surface and onsite stormwater quality controls.

1 Prior to proceeding with further stormwater infrastructure improvements, the
2 1995 plan should be updated.

3
4 Public Sewer

5
6 The Town Center is a designated Sewer Service area, which means that town
7 center properties can be and are often required to be served by public sewer. A
8 public sewer line is located on the west side of Route 77, from Scott Dyer Rd to
9 the Old Ocean House Rd. A connecting sewer line runs under the school campus
10 and overland to Spurwink Ave. Public sewer extends to the limit of the Town
11 Center in Shore Rd and beyond the Town Center on Scott Dyer Rd. The Town
12 has capacity on the current public sewer system to accommodate additional
13 flows.

14
15 Public Water

16
17 The Portland Water District supplies public water to all properties in the Town
18 Center for drinking water and fire suppression. The Scott Dyer Rd water line was
19 installed in 1942 and 1948 and was leaking. This was a priority 1 project for the
20 water district and was replaced in xxxx. Another priority 1 project is to clean and
21 cement line approximately 11,000 feet of existing 8" main on Shore Rd from Scott
22 Dyer Rd to 250' south of Olde Colony Ln. A third priority project is to clean and
23 cement line approximately 2,000 feet of existing 8" line in Ocean House Rd from
24 Scott Dyer Rd to a point approximately 300 feet north of Maple Lane.

25
26 Utilities: Electric, Cable

27
28 As part of the 2007 Comprehensive Plan, Central Maine Power and Time Warner
29 Cable were contacted regarding the adequacy of service and infrastructure in the
30 town. Both utilities had reviewed Cape Elizabeth systems and found them
31 adequate.

32
33 Gas

34
35 The Town has considered the extensive of a natural gas line to the town center at
36 least once a decade. Each time, the town would need to pay more than one-half
37 the cost of the infrastructure extension, as well as all the costs to convert existing
38 systems. At this time, the town is again collecting information on the costs
39 involved to make natural gas available and evaluating potential cost savings.

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Appendix G
Reference Materials

To be added