

Enhancing Economic Opportunity



**A Presentation
To:
South Berwick Town Council**

October 16, 2006



**Appledore
Engineering Inc.**

A Workshop to Consider Proposed Zoning Changes to Stimulate Economic Opportunity

- **Business Transition Zoning**
- **Design Review**
- **Contract Zoning**
- **Economic Development**

The Catalyst - Historic House Proposal

- Proposed mixed use – dentist office with residential
- Town couldn't accommodate under current zoning – R1
- Did not want to “spot zone”



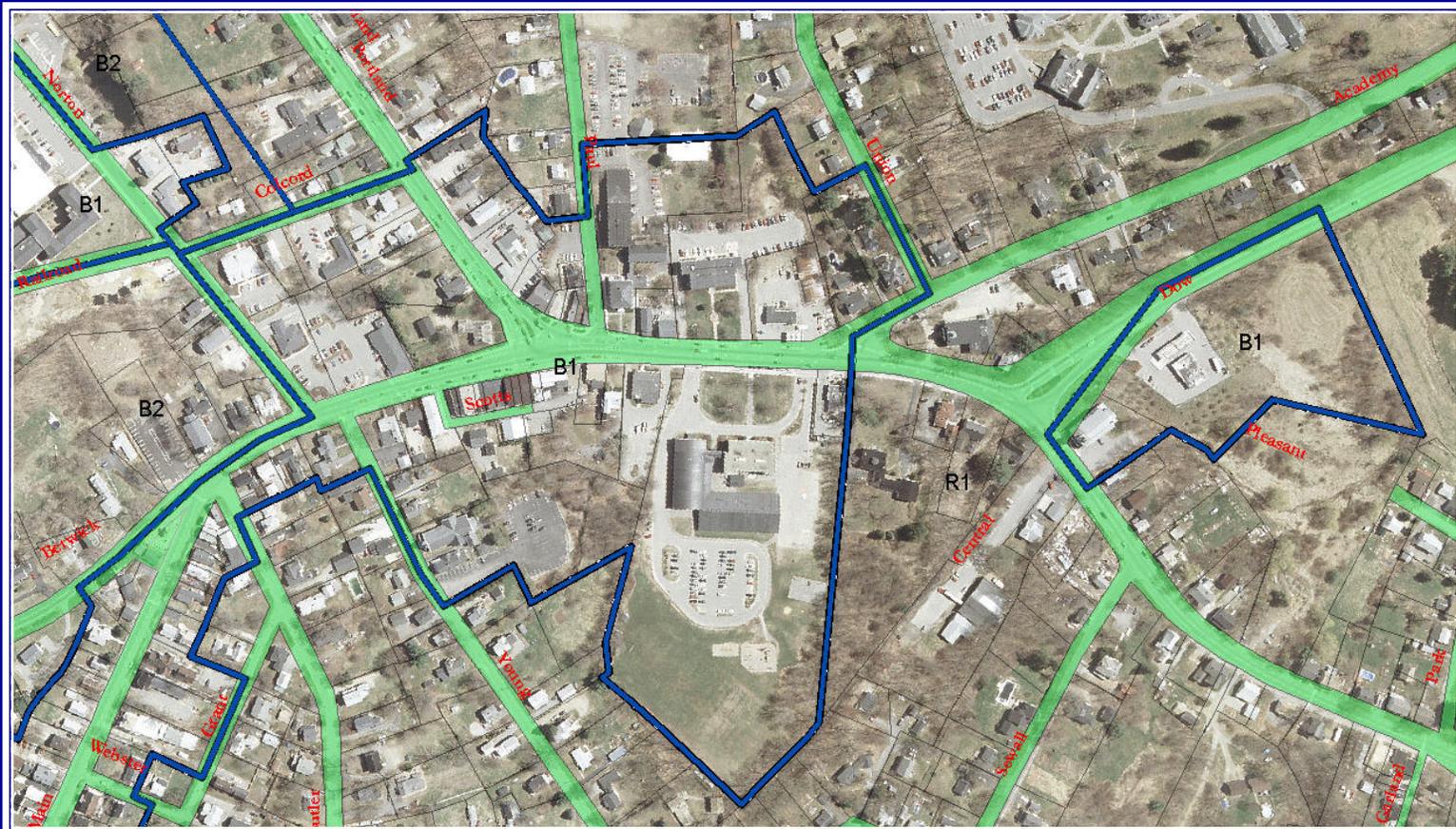
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Stimulate Economic Development

Change Land Use Regulation to Stimulate Business



Evolution of Proposed Zoning Changes

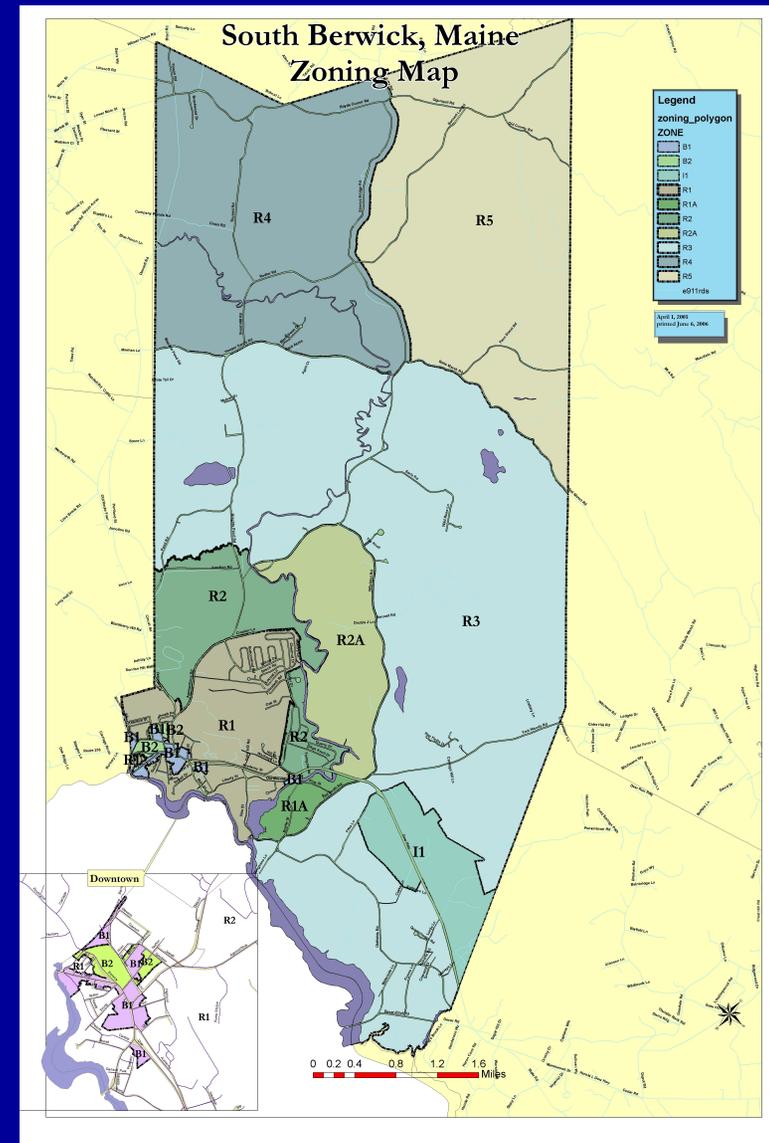
- Town Council requested PB to expand B-1 zone in downtown area.
- Council & PB sought to expand B1 zone River to River as Gateway Zones.
- PB decided to include Design Review & EDC recommended Contract Zoning to be considered.





Current Zoning

- Residential
- Business – B1 & B2
- Industrial
- Overlay Zones



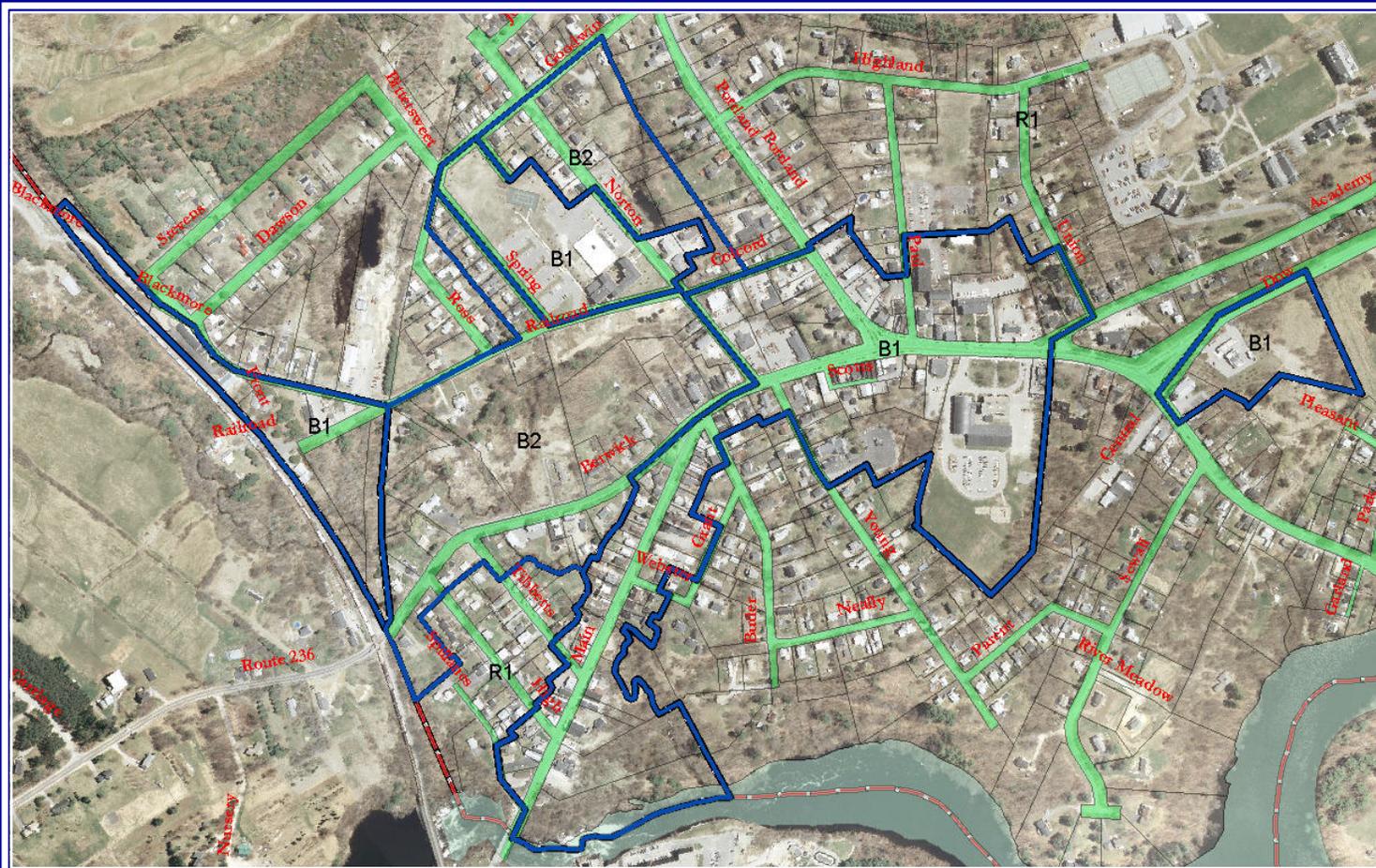
How Zoning Changes Enacted

- **Vote of the Town Council or by a Public Referendum**
- **Planning Board Can Recommend Changes**





Geographic Area of Proposed Zones Business Transition Zones



Purpose of Business Transition Zoning

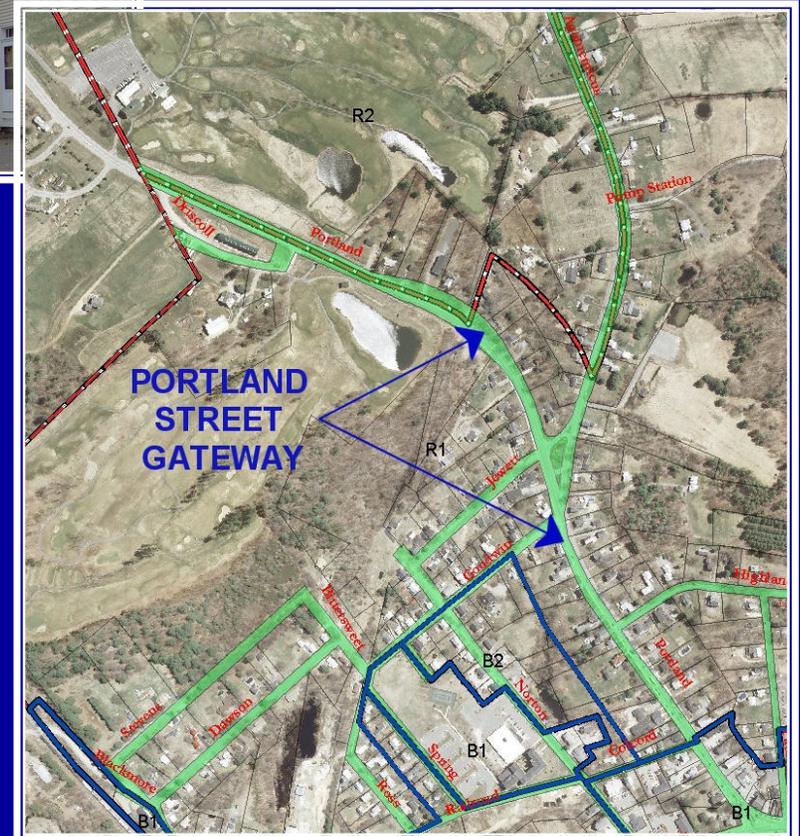
- To provide an area with high visibility for professional offices and other low impact business enterprises.
- To ensure that the “gateways” to Town allow for business enterprises while keeping with the residential, architectural and historical character of the area.

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Portland Street Gateway

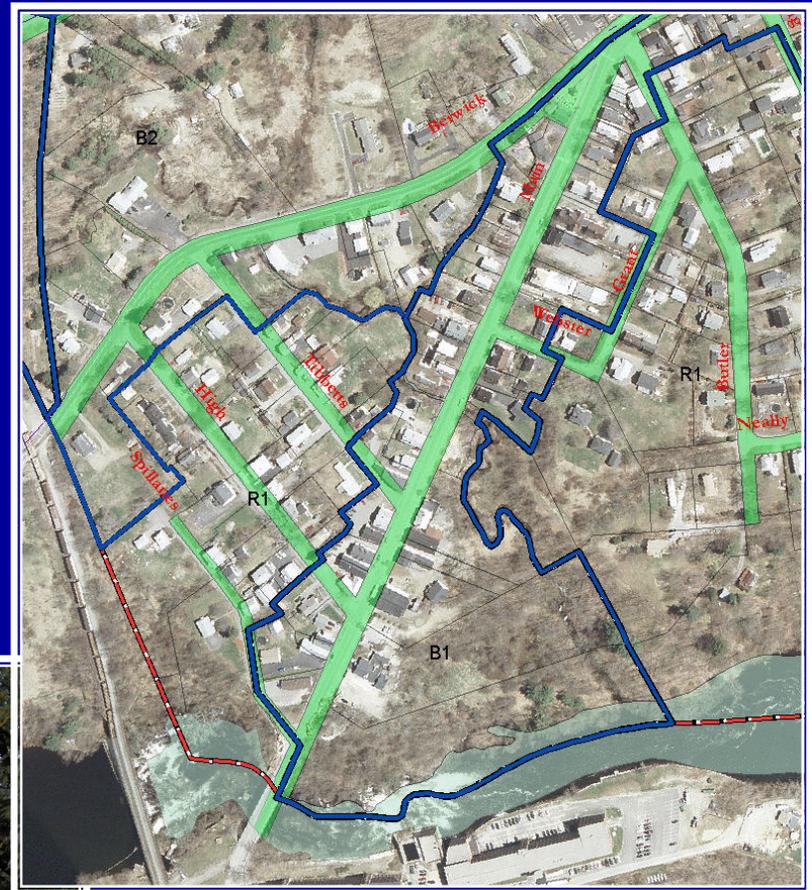


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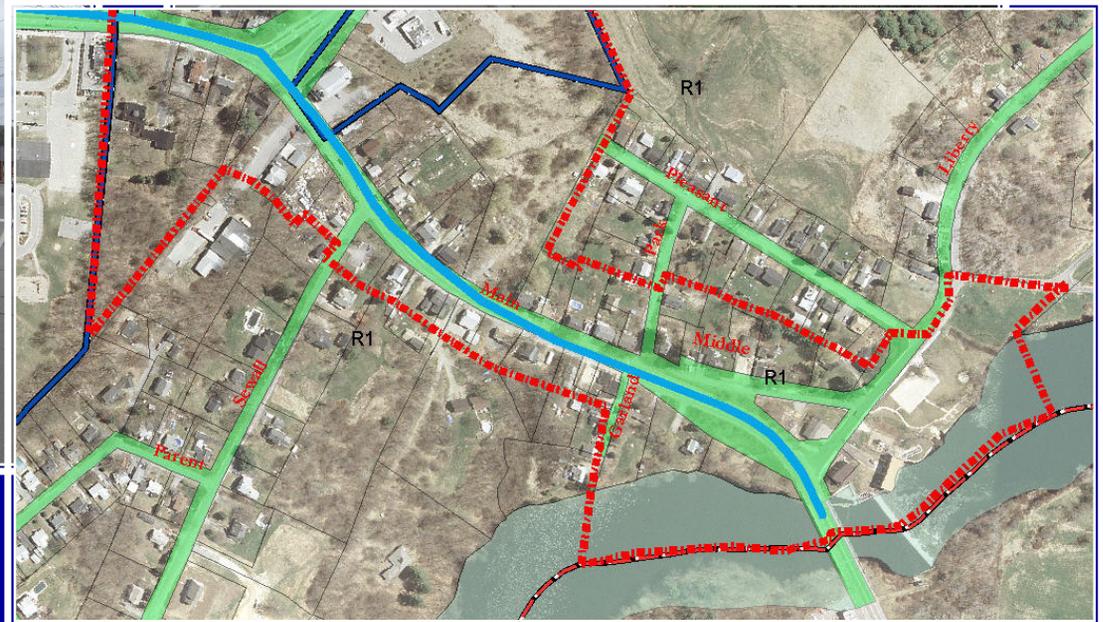
Main Street North Gateway



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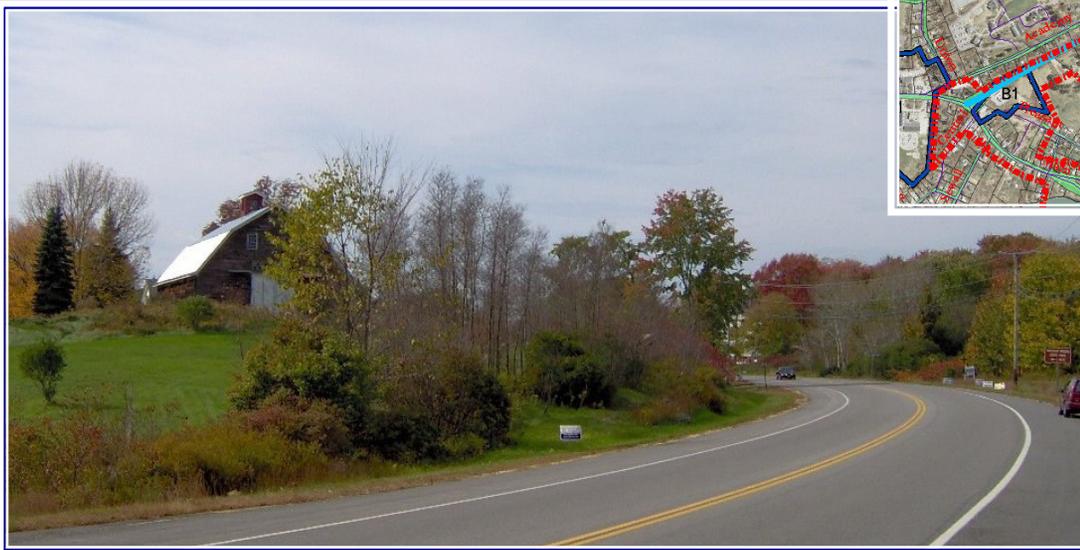
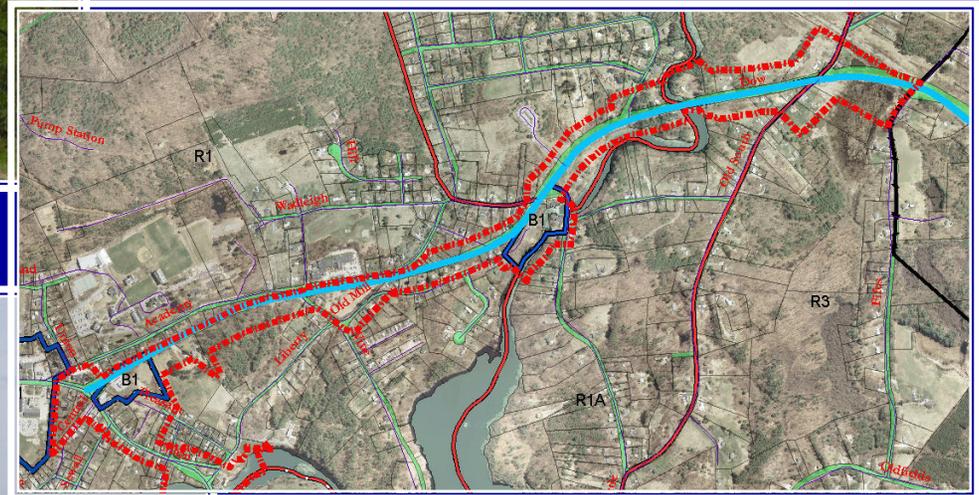
Counting House Gateway



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Route 236 Gateway



Permitted Uses

- Mix of uses
- Retail, professional offices & restaurants
- Business transition zones are not all alike, e.g. “take out” allowed only in the Route 236 Gateway



Non-Permitted Uses

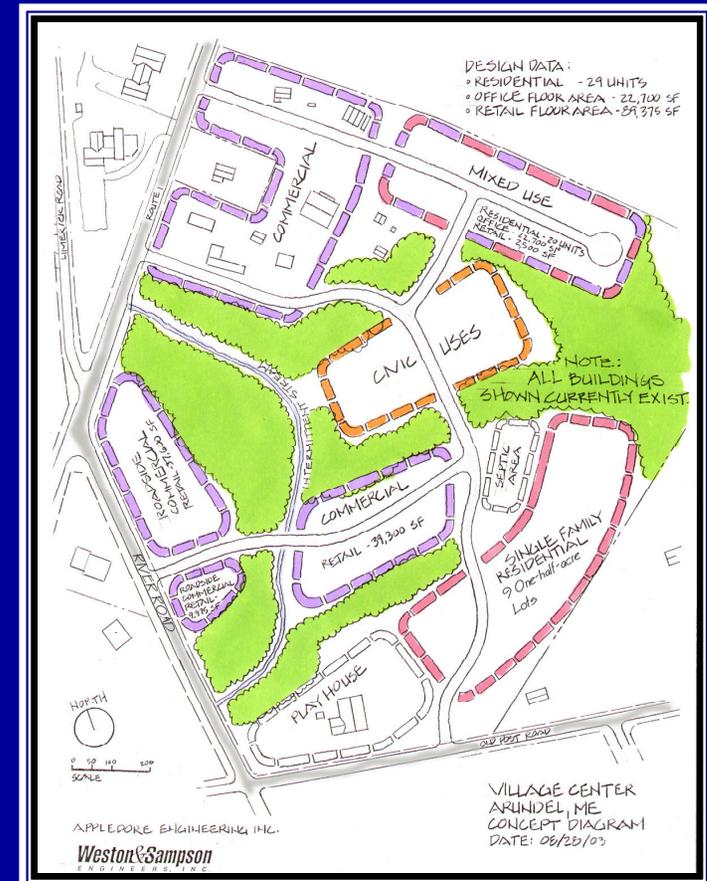
- Big box stores, cookie cutter store facades and junkyards
- Industrial





Implementing Smart Growth Principles

- Compact Development
- Mixed Use
- Maintain Historic Settlement Patterns
- Diversity of Viable Businesses



Consistent with Draft Comprehensive Plan

- Concentrate mixed-use activity in the village core.
- **Maximize opportunities to encourage walking from residential to commercial/institutional.**
- Maintain/encourage further residential growth to strengthen the variety of downtown activities.
- **Reinforcing traditional patterns of mixed use to encourage downtown revitalization/business development.**
- Maintain traditional mixed-use -- classic downtown block -- retail on the ground floor, office space & residential units on the upper stories.

Key Elements of Economic Opportunity Program

- **Business Transition Zoning**
- **Design Review**
- **Contract Zoning**
- **Industrial Zoning**
- **Economic Development Committee**

Design Review

- **To promote the educational, cultural, economic and general welfare of the Town of South Berwick.**
- **To provide for the protection and preservation of buildings, structures and places of historic value.**
- **To promote design which is compatible with the present character of South Berwick, pursuant to the provisions of Title 30 M.R.S.A. Section 1917 as amended.**

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Design Review

Scale of Building



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Design Review

Height of Building



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Design Review

Proportion of Building's Front Facade



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Design Review

Rhythm of Solids to Voids in Front Facades



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Design Review

Proportions of Opening within the Facility



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Design Review

Roof Shapes



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Design Review

Relationship of Facade Materials



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Design Review

Rhythm of Spaces to Building on Street



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Design Review

Site Features



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Design Review

Scale

Height

Proportion of Front Facade

Relationship of Facade Materials



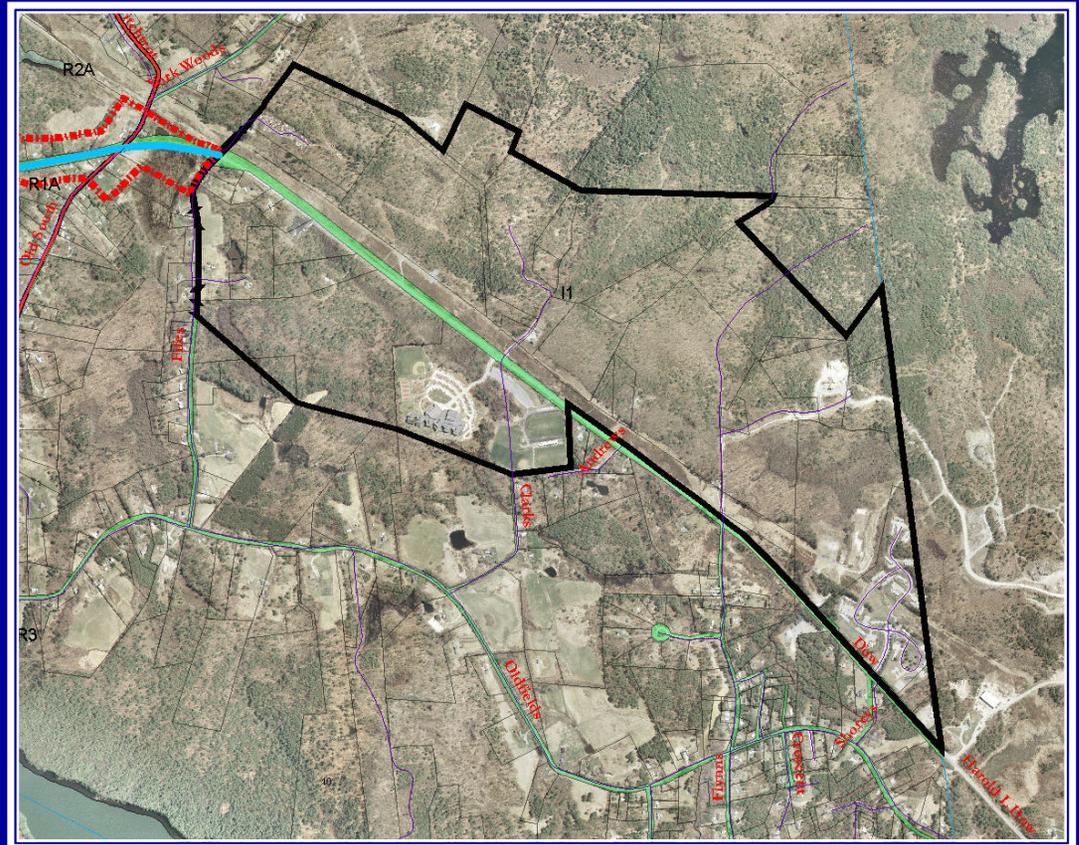
Contract Zoning

- Promote desirable development in instances when traditional zoning methods may not be appropriate.
- Where there is a need to have more flexible and adaptable zoning methods are needed to permit differing land uses.
- To secure appropriate development consistent with the town's comprehensive plan.



Industrial Zoning

- To promote the location of light industry and/or high-value business
- In areas best suited for such development
- Prevent conflict with residential uses



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Economic Development Committee

Promotion

Organizing

Business Outreach

Business Retention

Community Education

Similar to Main Street 4-Point Program

- **Organization** - building consensus and cooperation
- **Promotion** - marketing the downtown
- **Design** - enhance and preserve downtown's image
- **Economic Restructuring** - help businesses expand & recruit new businesses

Next Steps For Economic Development Program

- **Public Outreach**
- **Planning Board Public Hearing - Business Transition, Design Review, Contract Zoning**
- **Potential for further changes to proposed zoning - e.g., threshold for Design Review**
- **EDC - Industrial Park feasibility**
- **Consideration of Downtown Master Plan**