



MEMORANDUM

To: Town Council

From: Community Development Committee
Councilor Wroblewski, Chair
Councilor Payne
Councilor Rodden

Date: October 22, 2008

Re: Route One Study – Update

The Community Development Committee met on October 21st to discuss the next steps to finalize the Route One Study. This was a follow-up to the Council presentation by staff on July 22, 2008.

The Committee is proposing to undertake over the next few months three separate, but parallel, actions:

1. Gather feedback from the upcoming Falmouth Shopping Center Charrette to help inform the Council's vision on dimensional standards for Route One (i.e. building setback and building height).

The key question before the Council is whether to approve a zero foot front building setback, a 55 feet "build-to" front setback, or some other front setback. A secondary question is whether or not to require, in certain cases, minimum two-story buildings, where both stories contain useable space.

We believe that community feedback at the Charrette event (anticipated to be held in January 2009) will not only inform the Council of desired outcomes for the shopping center site, but also provide a potentially useful direction that can be applied to the remainder of the Route One study area.

2. Prepare specific recommendations for Council review and action on the remaining components of the Route One Study:

a. traffic management

How can anticipated traffic increases on Route One best be managed? Who should pay for required improvements: Town or developers?

b. design guidelines

How can developers be given the best, most clear design advice? Which parts are requirements, and which parts are optional?

c. permitted and conditional uses

What uses should be part of the Town's desired, and permitted, mix of uses?

d. development thresholds (i.e. large scale vs. small scale)

Should there be different requirements for small projects versus large projects?

e. market analysis/Route One North

How can the Town pro-active and assist potential developers? Should, and, if so, how should the Route One vision be expanded northward?

We believe that a Council consensus on these five issues can be quite readily obtained (see excerpts from Theo Holtwijk's PowerPoint presentation, attached). The plan recommended here is for staff to prepare for CDC review a brief outline for each of these component that will highlight pros and cons of choosing a particular direction, and the staff recommendation for each. The CDC will work through those recommendations and bring a report back to the Council summarizing the data, and delivering an overall recommendation.

The organizational framework for CDC's effort is the outline that contains the staff recommendations that were part of the July 2008 PowerPoint presentation to the Council (see attached excerpts, dated September 9, 2008).

3. Pursue extensive communications with the media (The Forecaster, Portland Press Herald) to inform it of the magnitude of the Falmouth Shopping Center Charrette and Route One efforts and potential implications both have for the Falmouth community and beyond in the coming decades.

The CDC anticipates reporting to the Council the outcome of both actions by February 2009. Interim progress reports will be provided on an as-needed basis.

We appreciate any questions or comments that you may have. Thank you.

Route One Study

Draft: September 9, 2008

Below are excerpts from a July 2008 PowerPoint Presentation to Town Council by Theo Holtwijk, Director of Long-Range Planning. Each section addresses a component of the 2005 Route One Plan.

1. Traffic management recommendations (intersection improvements, driveway alignments and lot interconnections)

2005 Plan: All incorporated in zoning ordinance

Staff Recommendations:

- 1.1 Incorporate Town improvements in CIP
- 1.2 Incorporate private improvements in zoning ordinance

2. Design Guidelines (architecture, landscape design, parking, etc.)

2005 Plan: Text only versions, repeated for each District

Staff Recommendations:

- 2.1 Integrate two existing guidelines into single, illustrated document
- 2.2 Call the document “standards”
- 2.3 Remove references to multiple documents from ordinance
- 2.4 Do not repeat text in ordinance

3. Permitted and Conditional Uses (mix of uses)

2005 Plan: Permitted uses PB approval; conditional uses BZA approval

Staff Recommendations:

- 3.1 Mix of uses is OK
- 3.2 Minimize conditional uses (as most will require dual approval by BZA and PB)
- 3.3 Pursue site-specific Master Plans with interested property owners

4. Threshold Triggers (Tier 1 and 2, “large-scaled developments”)

2005 Plan: Tier 2 required rebuilding and circulation improvements

Staff Recommendations:

- 4.1 Provide for staff approvals of small projects
- 4.2 Simplify tiered thresholds

5. Dimensional Standards (setback, building height)

2005 Plan: VC-1 = Build to line

Staff Recommendations:

- 5.1 Establish build-to zones
- 5.2 Continue to make public investments in streetscape (traffic circulation, underground utilities, street lighting, landscaping)

6. Think also about

- 6.1 What the position is of Falmouth's Route One South in the Greater Portland market?
 - 6.1.1 Do market analysis?
 - 6.1.2 Then develop an investment prospectus?
- 6.2 What you want the future to be of Route One North?