

Planning the Future of Route 1



Council, September 24, 2012

Community Development Committee (CDC)

Councilors Rodden (Chair), Payne, and Pierce

Goals - Why adopt a ground floor tenant limit in the Route One Business District (SB1)?

- Define the character of the community
- Promote economic development
- Maintain diversity of uses
- Discourage large-scale vacancies that lower real estate values and are difficult to fill

There is no prescribed formula for choosing a size limitation.

What is the right fit for the Route One Business District (SB1)?

The Route One Business District (SB -1) is characterized by:

- The Falmouth Shopping Center, defined as a community shopping center:
 - 216,300 square feet
 - 28 acres (could expand to 60 acres)
 - 2 or more anchors
 - Visitors from 3-6 miles
- Three other tenant spaces greater than 30,000 square feet besides old Shaw's and current Shaw's
- 95% of the remaining 145 tenant spaces are smaller than 30,000 square feet

Many other communities are using size limitations to:

- Preserve village and neighborhood areas
- Transform suburban corridors
- Create town centers

Examples of ground floor limits in other Maine communities

Falmouth VMU District - (along Route 100)	5,000 for retail only
Portland - (Neighborhood Business Districts)	5,000-10,000
Freeport - (Route One)	15,000
Falmouth SB1 (Route One)	20,000 (ground floor for office)
Scarborough (Route One)	20,000 – 80,000
Falmouth - (proposed for most uses)	30,000
Damariscotta	35,000
Nobleboro	45,000
Yarmouth	50,000
Brunswick	50,000
Belfast	75,000

Other factors to consider

- Long-term goals for Route One
- Traffic on Route One
- Existing diversity of uses (shopping, professional services and restaurants)
- Size of existing tenants

Long-term goals for Route One

- Maintain focus of Falmouth's business district primarily on local community with some regional use
- Keep traffic manageable and minimize congestion
- Create a business district that establishes a sense of place for Falmouth and is economically viable
- Create pedestrian-friendly access to stores, offices and entertainment

Current Diversity of Tenants

Approximately 150 different tenant spaces in SB1:

- 43% are professional and business offices
- 29% are retail and service
- 8% are restaurants
- 5% are automotive sales and service
- 13% are vacant spaces

Size of Existing Tenant Spaces

- Ninety percent of current spaces are under 15,000 square feet
- Ninety-five percent are below 30,000 square feet
- The 30,000 limit accommodates all but the five largest existing tenant spaces.

What would the amendment do:

1. Limit ground floor tenant space to 30,000 square feet
2. Total tenant size limited to 2 and ½ stories (75,000 sq ft)
3. Increase the limitation of ground floor area for professional and business offices from 20,000 to 30,000 square feet
4. Limit grocery stores to 60,000 ground floor and total area
5. No limit on hotel/motel use
6. No limit on building size, except for stand alone grocery stores
7. Allow existing tenant spaces to be reoccupied regardless of their size

Comparison of Tenant Limitations

Aspect	Current	Proposed
Office space ground floor	20,000 limit	30,000 limit
Grocery store	None	60,000 ground floor and total square footage limit
Hotel/motel	None	None
Total ground floor limit (other uses)	None	30,000 limit
Occupancy of existing tenant space over 30,000 square feet	None	Up to current square footage

Amendment limits tenant size, not building size

- Earlier concept accepted by Council limited both building and tenant size (total tenant size between 50,000 and 90,000 sf)
- The amendment simplifies limitations and provides for larger tenants



Maine Medical Center

20,000 sf first floor

40,000 sf total

12 existing tenant
spaces

Under the amendment
Could expand ground
floor and total area by
50% and be occupied
by a single tenant.



Foreside Place

19,000 sf first floor

17,000 sf second floor

35,000 square feet total

12 current tenant spaces

Under the amendment:

Could expand ground floor and total area by more than 50% and be occupied by a single tenant.



Staples

27,500 sf first floor

One tenant

Under the amendment:
Could have second
story added for a total
of 60,000 square feet.



Allow 60,000 square feet for first floor grocery store

Old Shaw's – 52,000



Shaw's – 72,000



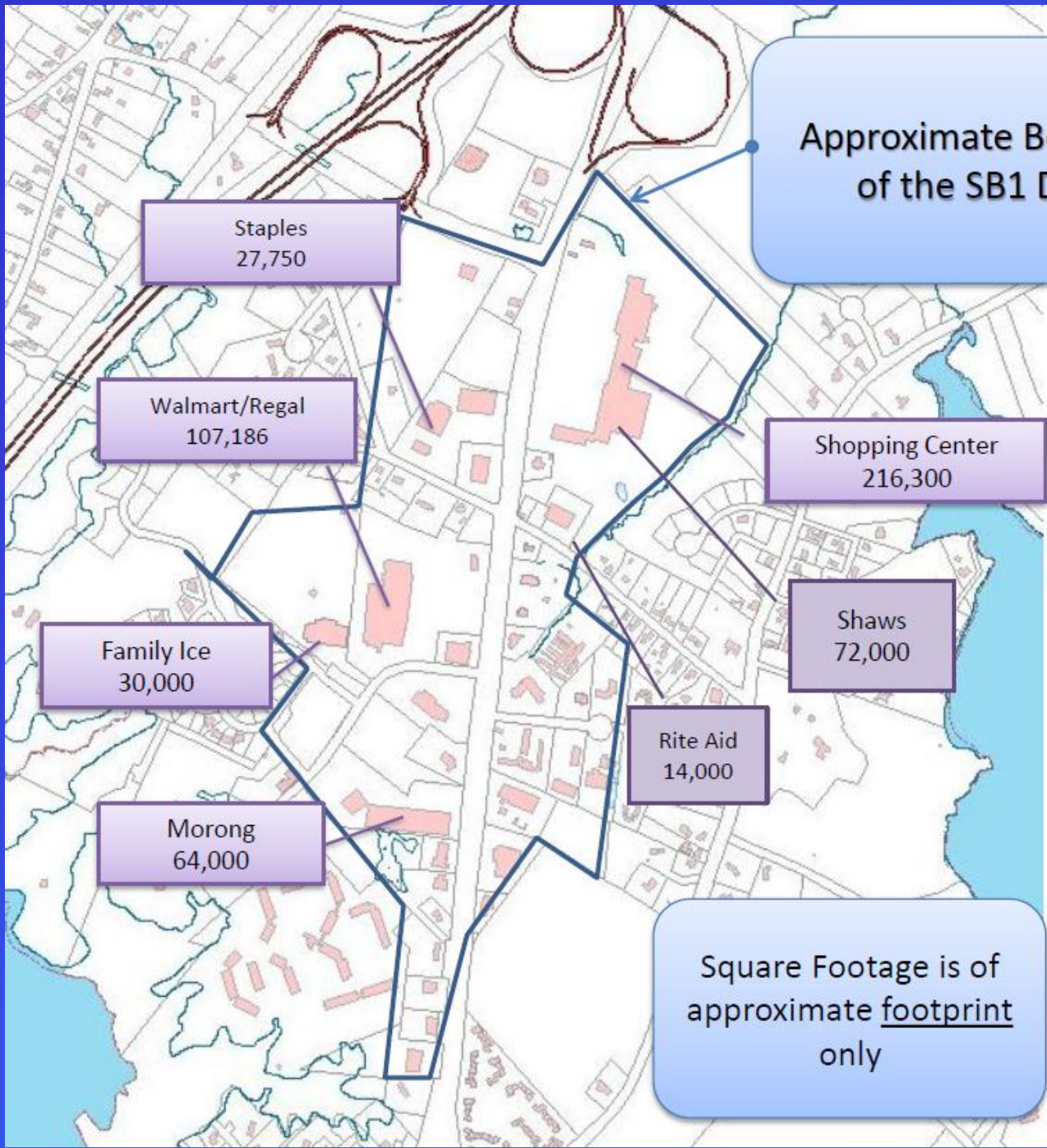
Allow current space reuse

Proposal would allow any existing tenant space over the 30,000 square foot limitation to be reoccupied without restriction.

- Morong Falmouth Dealership – 34,000
- Old Shaw's – 52,000
- Foreside Fitness and Tennis – 64,000
- Current Shaw's – 72,000
- New Walmart – 128,000

Why 30,000 square feet?

- 95 % of tenant spaces are below 30,000 square feet
- Limit accommodates all but the five largest tenant spaces
- Supported by the Village Design Guidelines



Approximate Boundaries of the SB1 District

Square Footage is of approximate footprint only

Summary of Proposal

- Defines current character of SB1 District
- Provides opportunity for diversity of uses
- Expands opportunity for office space
- Supports pedestrian-friendly business area



Thank you