



## TOWN OF SOUTH BERWICK, MAINE

### Downtown Revitalization Plan

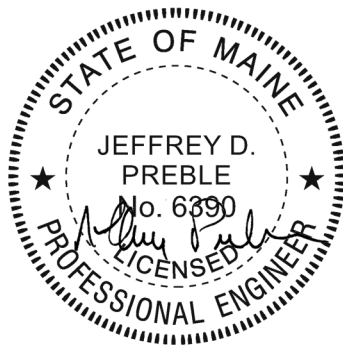
SEPTEMBER 2024



# Downtown Revitalization Plan

## TOWN OF SOUTH BERWICK, MAINE

September 2024



9/25/2024



9/25/2024

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# Acknowledgements

This Downtown Revitalization Plan was developed for the Town of South Berwick by Wright-Pierce. The project was supported by local funding. Key contributors to the Revitalization plan include:

## Wright-Pierce Team

- Jeffrey Preble, PE, Regional Group Leader
- Kalle Maggio, PLA, Landscape Architect
- Jacob Shactman, PE, Project Engineer
- Christine Manderson, GIS Analyst

## Town of South Berwick Team

- Jennifer Janelle, Assistant Town Manager
- Tim Pellerin, Town Manager
- Paul Schumacher, Town Planner

## South Berwick Downtown Revitalization Plan Advisory Committee

- Jessica Cyr, Town Councilor, Committee Chair (November 2023 to July 2024)
- Melissa Costella, Town Councilor, Chair (August 2024 to September 2024)
- Carrie Portrie
- Daniel Kenney
- Mark Lawrence
- Kenneth Weston
- Cynthia Gagnon
- Roxanne Poulin
- David Whelan
- Irene Bowen
- Jaclyn Bousquet
- James Flynn

The input from South Berwick residents has proved extremely valuable in developing the Revitalization Plan through participation in the public meetings and responding to the questionnaire. This Revitalization Plan accurately represents the wishes and vision of the citizens of South Berwick.

## Section 1 Project Goals

The Town of South Berwick recognizes the need to reinvigorate areas of the downtown and began the process to develop a Downtown Revitalization Plan. Recent studies including the Economic Development Market Analysis, the Route 236 Corridor Study, and updates to the Comprehensive Plan have noted the need for a downtown revitalization plan to tie these efforts together. Certain items in the Action Item Table are relevant to amenities that the Town would like to see captured in any corridor improvements through the Portland, Main, and Dow Highway corridor improvements. The traffic signal project is a key piece of the downtown revitalization plan and presents an opportunity to transform the core of the downtown village area. Aspects of the downtown plan need to be coordinated with the traffic signal project to set the tone for future revitalization efforts.

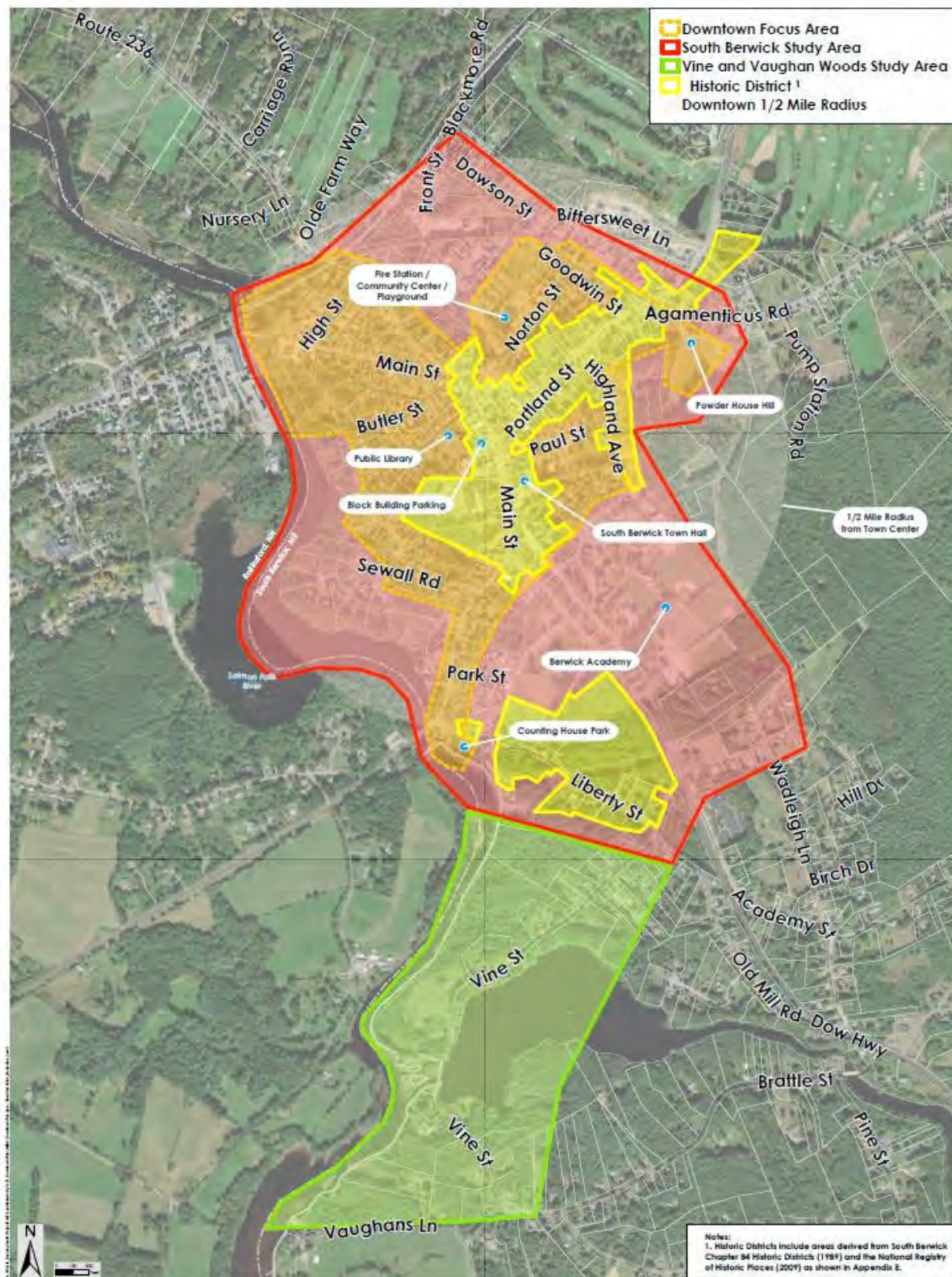
This plan outlines the improvements within the downtown area over the next several years. The plan identifies a number of action items to be undertaken and assigns priorities to the items. The action items are organized into three groups consisting of administrative items, evaluation items, and implementation items. Priorities are ranked within each of these groups with priority A items to be undertaken within the first six months, priority B items in months 6-12 through priority F items to be undertaken in year 5 or after. Specific goals of the planning effort are outlined below.

### 1.1 Define the Downtown Area

The target area for the Downtown Revitalization Plan encompasses key areas of the town extending from the bridge to Rollinsford, New Hampshire to the Shoetown neighborhood and extending to the Powderhouse Hill recreational area. While not within the downtown footprint, the Vine Street area and access to the Vaughan Woods State Park is a critical asset to the town. Within the downtown area, a historical district has been established by the town which has different boundaries than the National Historic Register area limits. Certain elements of the downtown plan may extend past the defined boundaries of the downtown area to take advantage of available funding opportunities.

Figure 1-1 shown below outlines the planning area for the Revitalization Plan. The overall planning area is shown in red, while the orange highlighted area represents the main focus area for revitalization efforts. The figure also highlights the national historic register outline of the Town's historic district.

Figure 1-1 Planning Area for Revitalization Plan





## 1.2 Engage the Public

Obtaining public input during the development of a downtown plan is essential to having a workable plan. A series of meetings have been established to gain a thorough understanding of the ideas of South Berwick residents and present/refine the potential action items that come from the process. In addition to the public meetings held during the plan development, a questionnaire was developed and distributed to area residents over the town website and by having hard copies available at regularly visited points in the town. Distribution of the questionnaire was a great success and nearly 280 responses were received.



**Public workshop presentation**



**Workshop group discussion**

### Program Elements

Initial meetings with Town staff and the Downtown Revitalization Plan Advisory Committee (DRPAC) identified several areas where potential improvements could be made within the downtown area. These included:

- Developing a streetscape standard for sidewalk materials, streetlights, benches, trash receptacles etc. to be utilized in future traffic improvement projects.
- Updating sidewalks to meet current ADA standards and enhance pedestrian safety.
- Accommodate parking needs with the proposed traffic improvements and signalized intersections.
- Enhancing the historical significance of South Berwick.
- Improving recreational opportunities within the community.
- Enhancing streetscape amenities and façade improvements.
- Promoting economic development opportunities for existing and new businesses.

In many ways, South Berwick has already taken steps towards downtown improvements with establishment of the transit orientated tax increment financing district and launching a façade program to improve downtown storefronts and building facades. This work, along with the recently completed studies for transportation improvements and marketing analysis, sets the stage for continued success in implementing the action items identified in this downtown revitalization plan.

Materials from the two public workshops and results of the questionnaire survey can be found in Appendix B.



### 1.3 Snapshot of Downtown South Berwick

#### 1.3.1 Assets

- Friendly small-town atmosphere
- Year-round recreational opportunities
- Powderhouse Hill Complex
- Public access to outdoor recreation
- Welcoming community
- Active social media sites
- Proximity to area commercial centers and major employers
- Low crime rate
- Accessibility to major transportation routes
- Sidewalks present throughout the downtown
- Historical properties present within the downtown
- Quintessential downtown area
- Established community events
- Community engagement
- Main Street bordered by Salmon Falls River
- Active service organizations
- Essential services located within the downtown
- Parking is free
- Proximity to the Downeaster rail service
- Public and private school systems

#### 1.3.2 Weaknesses

- Traffic congestion is a major concern of the town.
- Pedestrian safety
- Diversified tax base
- Lack of affordable and attainable housing
- ADA accessibility and connectivity issues with the sidewalk network
- Lack of cafes or breakfast establishments
- No pharmacy or hardware store located in town
- Fees for planning board applications and building permits impedes new development
- Lack of access to the Salmon Falls River
- Downtown amenities such as park benches and trash receptacles
- Lack of a public transportation hub
- Overnight parking restrictions
- Signage and wayfinding
- Blighted buildings

#### 1.3.3 Opportunities to Build From

South Berwick has initiated several items to improve the town from the market analysis, traffic studies, comprehensive plan updates, façade program, historic district signage, and tax increment financing districts. These are critical components to the overall Downtown Revitalization Plan. By addressing traffic congestion and establishing realistic goals of the action items identified in this report, South Berwick is on the verge of transitioning into a unique downtown village area. The timing of the traffic signal project provides the town with an opportunity

to provide input on various elements that will affect the immediate downtown area. Items such as sidewalk materials, curbing, streetlights, crosswalks, opportunities to address overhead utility appearances, are high priority items that town will want to provide input on to take advantage of construction associated with the traffic signal improvements.

#### **1.4 Final Plan**

The final downtown Revitalization Plan presented to the town not only lists the various action items, but also identifies potential sources of funding to implement the action items. Once the plan is approved by the State Economic Development office, the town will be able to seek Community Block Grant funds with assistance from the Southern Maine Planning and Development Commission. The planning effort will also enable the town to partner with other state agencies such as the Maine Department of Transportation to plan and implement improvements.

The Downtown Revitalization plan is intended to be a living document that is updated on a regular basis to track progress and re-prioritize action items. Additional action items may be identified to address specific issues that may develop within the downtown area or to take advantage of funding opportunities that may arise.

## Section 2 Executive Summary

The purpose of developing the Downtown Revitalization Plan is to serve as an instrument for identifying and prioritizing revitalization goals in a defined downtown area. Such an area within a community is defined by the State of Maine as:

*“a cohesive core of commercial and mixed-use buildings, often interspersed with civic, religious, and residential buildings and public spaces, often arranged along a main street and intersecting side streets, walkable and served by public infrastructure.”*

Once an area has been designated and a set of publicly supported Downtown Revitalization plan goals are identified, the plan outlines prioritized recommendations for implementing the community’s vision. There are two primary means of implementing the Downtown Revitalization plan. One is by capital investment to support physical improvements (utilities, parking, sidewalks, streetscape elements, park improvements, etc.). The other is promotion of the vision for the Downtown through volunteerism, establishment of a committee to advocate for the implementation of the plan after adoption, continued public outreach, and adaptation of new and/or revised local policy measures in terms of regulatory ordinances.

Both of these means are achieved in a collaborative effort between the residents of South Berwick, local municipal government, and private/non-profit stakeholders. Previous work completed by the town in initiating a façade program for downtown buildings and storefronts, and establishment of tax increment financing districts positions the town for success in implementing the action items identified in this report.

To utilize potential funding instruments like the existing TIF districts, or other local, private, state, and federal funding programs, the downtown plan is being strategically developed in conformance with the Maine Department of Economic and Community Development’s “Downtown Plan Components” criteria which serve as the organizational format of this planning initiative and include:

- Definition of the downtown area
- Action Plan – Findings and Recommendations that are supportive of public involvement in development of the plan, to serve as a means for implementation of the plan going forward.
- Building inventory conditions assessment
- Inventory of retail / commercial space
- Employment opportunities
- Inventory of residential units
- Pedestrian / Bicycle infrastructure and accessibility
- Sidewalks and Crosswalks
- Infrastructure – Streetscape and Utilities
- Signage
- Parking Management
- Recreation
- Capital Improvement Program
- Information regarding zoning ordinance effects on the downtown area, and consistency of the Downtown Revitalization Plan with the Comprehensive Plan

Assessment of the current state of each of these plan components is expanded upon further in the following respective sections of the Downtown Revitalization Plan, culminating in specific recommendations for implementing each component of the plan. The plan concludes with a prioritized action plan for downtown revitalization implementation strategies in a phased approach.

## 2.1 Retaining the Character of South Berwick

South Berwick has a rich history being one of the earliest settlements in Maine with the establishment of mills along the Salmon Falls River in the early 1600's. The Salmon Falls River served as a port for shipping lumber for ship masts to England. The current village area also served as a major link between Boston, Portsmouth and Portland and a stagecoach stop for travelers. Much of this history remains in the village, and the town wants to maintain this small-town historic character.



**Preservation of the Town's historical character is a priority.**

## 2.2 Previous Studies

South Berwick completed an [Economic Development Market Analysis](#) in June 2023 prepared by Camoin Associates. This report identified opportunity areas with economic and business development potential which included a portion of the downtown area. The study identified several strengths and opportunities for the downtown area including:

- A strong foundation of existing assets and infrastructure
- Market demand for additional local businesses related to retail, restaurants, businesses, and personal services
- Talented mix of business owners dedicated to the downtown
- Existing and expanded TIF districts

A separate study was conducted to develop solutions to the traffic congestion issues through the downtown area. The Route 236 Planning Study completed by Sebago Technics identified options for improving traffic flow through the core of the downtown area. The proposed improvements include traffic signals at the Portland Street and Main Street intersection as well as the Dow Highway and Main Street intersection. The traffic signal project presents an opportunity to make transformative improvements in the core of the downtown. The town will need to coordinate with the Maine Department of Transportation to add streetscape elements into the project that meets the goals of the downtown revitalization plan.



## Conceptual Plans for the traffic signal project

## 2.3 Action Item Development

Based on the public's input, an action item list has been compiled and presented in Section 15 of this report. The action items have been grouped into three categories – administrative items to be undertaken primarily by town staff or committees, evaluation items that warrant further study and definition, and implementation items resulting in capital improvements or adoption of suggested ordinance updates. Priority ranking have been assigned to each of the action items. Items receiving an A or B ranking are items to be completed within the first year of the plan. The high priority action items in the each category are summarized below:

### 2.3.1 Administrative Items

- Appointing a downtown committee to continue oversight of the action items
- Identify staff leadership position as the downtown champion for revitalization efforts
- Establishing a subcommittee of town staff, advisory committee members, and consultants to work with MDOT on streetscape elements to include in the traffic signal project
- Updating the TIF district
- Review of zoning ordinances
- Promoting the façade program
- Evaluate on-going and future efforts to determine if a full-time town planner is needed

### 2.3.2 Evaluation Items

- Developing a streetscape standard for future improvements in the downtown
- Provide an assessment of sidewalk conditions and develop a prioritized program to address safety, ADA deficiencies, and connectivity issues
- Initiate a parking and wayfinding program to identify parking needs in the downtown



- Investigate feasibility and costs associated with underground power and communication utilities
- Developing a parks and open space master plan

### **2.3.3 Implementation Items**

- Work with the historic preservation committee to implement an historic walking trail through the downtown
- Implement improvements to parks and open spaces within the downtown
- Improving sidewalks and pedestrian safety within the downtown

An important aspect of the items noted above is continued public involvement in the planning projects. There will be opportunities for additional public input as these studies are undertaken. More detailed concepts will be developed from the studies so construction costs associated with recommended improvements can be provided.

Other efforts important to managing and implementing the action items include continuing to engage the Downtown Advisory committee, identifying a key contact person in the town to coordinate the various efforts associated with the downtown plan and keeping the public informed of the progress on the plans.

## **2.4 Pedestrian Safety**

With the traffic congestion issues in the downtown, crossing Main Street can be dangerous. Rapid flashing beacons are deployed at a few pedestrian crossings to help stop traffic so pedestrians can safely cross. In addition to the traffic issues, many of the crosswalks and ramps do not meet current ADA standards. In other cases, utility poles located behind the curblane prevent adequate maintenance during the winter months. Much of the sidewalk system throughout the downtown consists of concrete sidewalks and either granite or bituminous curbing.

## **2.5 Pedestrian Connectivity**

A few areas within the downtown lack sidewalks to get to desired locations or complete walking loops.

## **2.6 Findings and Recommendations**

Each of the sections in the report contains findings and recommendations associated with the respective subject matter. The findings have been developed based on feedback from the town questionnaire and public comments received at the two public workshop sessions. Input received at the workshops helped prioritize the recommendations into the action items presented in the report.

## **2.7 Funding Opportunities**

This report has been formatted in conformance with the Maine Department of Economic and Community Development. The report will be forwarded to them for review and once accepted by the Department, the town will be eligible to apply for funding under their various programs such as the Community Development Block Grants, Public Infrastructure funds and the like. In addition, discussions with the Maine Department of Transportation have been held to position the town for future funding with their various programs. Programs such as the Municipal Partnership Initiative funding can be utilized for 50% of project costs associated with projects such as sidewalk improvements. Other funding opportunities through MaineDOT include their Planning Partnership Initiative and the Village Partnership Initiative. Planning partnerships will fund up to 50% of future transportation studies and the Village Partnerships will fund a majority of the construction cost for future projects. Existing Tax Increment Financing (TIF) funds are also available to moving specific projects ahead following adoption of the plan.

## Section 3 Downtown South Berwick

### 3.1 Study Area

The South Berwick downtown area has been defined based on input from residents and business owners, the Town's Downtown Revitalization Committee, and Town staff during development of the Downtown Revitalization Plan. The area serves as a strategic means to focus revitalization goals within the developed cores of the community. South Berwick and the surrounding communities contribute to the viability of the downtown area. Some strategic initiatives developed during the process lie outside the of the immediate downtown area but are relevant to the overall goals of the community.

South Berwick's downtown area has been defined as the area from Main Street at the bridge to Rollinsford, to the bridge on the south end of town at Liberty Street. The Shoetown neighborhood is a key area of the downtown which includes the Cummings Mill, Community Center, and playgrounds. Powderhouse Hill is a key recreational area for the town and defines the north-eastern corner of the downtown. The Vaughan Woods and Vine Street area are also highlighted as important open space areas. The area is shown in the figure below.



The village area of South Berwick encompasses an area of 503- acres and 569 property parcels. Sidewalks are present throughout the downtown area but crossings at Main Street, Portland Street, and Dow Highway are

dangerous due to high traffic volumes. Generally, people will walk up to a half mile before deciding to drive to the next destination. The Shoetown neighborhood playground to the town office is approximately a half mile.

The mix of land use development within the village area of South Berwick consists of a mix of residential, business, and civic functions. Along Main Street from Rollinsford the buildings are very close together and close to the street. Some of these buildings have fallen into disrepair while others have been well kept. Public gathering space is limited in the downtown area.

The bridge at Vine Street has been removed which limits access points to Vaughan Woods State Park. Vine Street offers a potential access point to the Salmon Falls River or to the Great Works Reservoir.

### **3.2 Community Profile and Regional Context**

South Berwick serves as a major transportation route for workers at the Portsmouth Naval Shipyard in Kittery. Traffic congestion in the downtown area is a major concern and is being addressed through other studies and design projects.

The small town feel of South Berwick attracts people to the area. Additional services within the downtown such as banking, pharmacy, cafes, hardware and other businesses are needed to support the local population, without having to drive to neighboring towns.

### **3.3 Community Vision of the Village**

For the downtown revitalization effort to be successful, it is essential that the entire community play an active role in supporting the vision for the downtown area and implementing the recommendations. During the development of the plan there was a significant amount of public participation during the public hearings and questionnaire responses sharing input on what they see as important elements of the downtown plan. The input gathered during the public hearing and questionnaire responses have been boiled down to and formulated into a community vision and goals for the Downtown Revitalization Plan.

#### **3.3.1 Vision**

*“The Town of South Berwick is seeking to develop a Downtown Revitalization Plan that is actionable, will improve its appearance, preserve the historic character, improve pedestrian systems, support a diverse economy, and improve its economic viability on a year-round basis.”*

#### **3.3.2 Goals**

- Develop a Downtown Revitalization Plan that reflects the consensus of the community and provides specific achievable action items.
- Improve the walkability of the downtown area addressing ADA issues and establishing new sidewalk connections.
- Improve streetscaping elements within the downtown area with items such as period lighting, benches, and trash receptacles.
- Promote and preserve the historic character of the downtown area.
- Improve the appearance of the downtown encompassing building façade and streetscape elements.
- Support and promote a diverse economy.
- Improve vehicle, pedestrian, and bicycle safety throughout the downtown area.
- Create more opportunities for off-street parking.

- Improve features and elements of the public park spaces within the downtown.
- Support opportunities for affordable and workforce housing.

These consensus community goals serve as the basis for the recommendations in the following plan sections, and prioritization of the action plan. The goals established as part of this plan are only the beginning for the Town of South Berwick. Successful downtown efforts are an ongoing process with constant communication, taking advantage of development opportunities and funding sources as they arise. The plan's goals should be reviewed and adjusted/updated on a regular basis. Public, private, and civic interests must continue to work together to achieve the goals of the action plan.

The findings of the public outreach efforts are included in Appendix B of the plan.

### **3.3.3 Findings**

- Consensus for the study area has been defined in the Downtown Revitalization Plan, as required for State approval and subsequently for potential financial support. The area also spans “Bridge to Bridge”, from Lower Main Street to the Counting House. Also included is the Shoetown neighborhood, Vine Street neighborhood, and the Powderhouse Hill recreational area.
- Several side streets off the Main Street corridor were also included in the downtown area.
- While not considered as part of the downtown, the Vine Street bridge and access to Vaughan Woods State Park are vital assets for South Berwick.
- There is a mix of residential and commercial development within the downtown.
- The town has implemented a façade program to help building owners improve their properties.
- The history of South Berwick is present throughout the downtown area.

### **3.3.4 Recommendations**

- The study area can be fluid and adjusted over time as the need demands.
- Continue to seek public input throughout the implementation phase of the action plan.
- Evaluate and update the Downtown Revitalization Plan goals on an annual or biannual basis.
- Support a diverse pattern of development and activities in the downtown area.
- Establish and invest in an active ongoing downtown organization that represents the interests of the community. Many Maine communities have been successful through collaboration with the Maine Development Foundation's Maine Downtown Center and the nationally recognized Main Street approach.
- Promote a collaborative approach through good communications with town appointed committees, town staff, council members, downtown business owners, key stakeholders, and the community at large to support efforts to implement the goals of the plan.
- Work closely with the South Berwick Historical Committee to feature the historical resources present within the community.
- Amplify online presence to promote Town amenities, businesses, and events to improve economic development.
- Consider restructuring the Transit-Orientated Tax Increment Financing (TIF) District into a Downtown Omnibus TIF District to help provide funding for recommended action items.

The following is an overview of utilizing the Main Street approach which has had demonstrated success for a variety of communities throughout the State with similar revitalization goals.



## Utilizing the Main Street Four-Point Approach

Many communities in Maine and other states have employed the "Main Street Approach" as a model for organization which has proven successful for downtown revitalization. In Maine, communities may formally apply to become a Main Street Maine community (as a full or "Network" member), to receive support and assistance from the Maine Downtown Center and increase their scoring on many of Maine's downtown grants. However, it is not a requirement to be a Main Street community to utilize the Main Street Approach, and many downtowns can benefit from applying this model on their own. For South Berwick, there are a few key considerations under each of the Four Points that the community should keep in mind as it works to build and support a sustainable downtown.

### The Main Street Four-Point Approach (From Main Street Maine)

The four points of the Main Street approach work together to build a sustainable and complete Community revitalization effort.

- **Organization** involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program. A governing board and standing committees make up the fundamental organizational structure of the volunteer driven program. Volunteers are coordinated and supported by a paid program director as well. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.
- **Promotion** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street District. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.
- **Design** means getting Main Street into top physical condition. Capitalizing on its best assets, such as historic buildings and pedestrian orientated streets. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, streetlights, sidewalks, and landscaping conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices, enhancing the physical appearance of the district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.
- **Economic Restructuring** strengthens a community's existing economic assets while expanding and diversifying the economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.



## Section 4 Zoning and Ordinances/Consistency with Comprehensive Plan

### 4.1 Comprehensive Plan

South Berwick's Comprehensive Plan was developed in June 2007. The Plan is currently being updated by a comprehensive plan committee. A final draft of the updated Comprehensive Plan was submitted in May of 2024. The full comprehensive plan can be found on the town's website. The draft plan has been approved by the State with conditions.

[https://cms6.revize.com/revize/berwickme/Document%20Center/Government/Boards%20&%20Committees/Planning%20Board/SoBerwickCompPlan\\_2007.pdf](https://cms6.revize.com/revize/berwickme/Document%20Center/Government/Boards%20&%20Committees/Planning%20Board/SoBerwickCompPlan_2007.pdf)

### 4.2 Zoning and Ordinances

The study area for South Berwick includes several defined zoning districts including a mix of business and residential zones. The purpose of the South Berwick zoning rules is as follows:

1. *To prevent and control water pollution and protect spawning grounds, fish and aquatic life and bird and wildlife habitats.*
2. *To conserve shore cover, visual as well as actual points of access to inland and coastal waters and points of natural beauty.*
3. *To provide for the public health and safety, environmental quality, and economic well-being of the community.*
4. *To regulate land uses, building sites and placement of structures.*
5. *To conserve the historical and architectural integrity of the existing historic sites, landmarks and districts and to assure that future development is compatible both in character and in use.*
6. *To further the ideals and guidelines outlined in the South Berwick Comprehensive Plan.*

The downtown area includes zones B-1, B-2, R-1, and R-2, as follows. Maps of the downtown area and current zoning districts are included in Appendix A.

#### 4.2.1 Zone B1 - Central Commercial District

- *To encourage the location of commercial uses on those lands within the community which are best suited for such development.*
- *To protect the present commercial development from the blight, congestion and inconvenience caused by inappropriate and poorly located development of commercial facilities.*
- *To avoid the economic disadvantage of providing essential services to commercial facilities which would occur if commercial facilities developed in a strip fashion along highways and major thoroughfares.*
- *To provide areas in which the location of public facilities can serve the greatest number of people as economically as possible.*
- *To provide areas for high-density residential development in locations compatible with existing development and in a manner appropriate to the economical provision of community services and utilities.*

#### 4.2.2 Zone B2 – Business and Service (Mixed Use) District

- *To protect residences, residential character and residential amenities.*
- *To provide locations for business and service establishments and mixed-use properties consistent with the needs of a growing Town for expanded personal and professional services.*

- *To encourage the location of service uses along existing service corridors in a zone where lot sizes permit sufficient parking and amenities necessary for those uses.*
- *To provide a limited area for the establishment of light industries which do not intrude on abutting properties.*

### 4.2.3 Zone R-1 - Village Residential

- *To provide areas of medium to high-density residential development in locations compatible with existing development and in a manner appropriate to the economical provision of community services and utilities.*

### 4.2.4 R-2 - Village Residential Growth District

- *To provide areas of suburban and medium-density development in locations relatively close to the village service area, compatible with existing development.*
- *To direct growth into areas where extension of community services is likely to become economically feasible.*

Overlay districts are also defined for areas including aquifer protection, historic districts, floodplain management, shoreland, resource protection, minor freshwater wetlands, and rural overlay districts.

South Berwick's zoning ordinance can be found at the location below.

<https://ecode360.com/SO1284>

## 4.3 Findings

- The downtown area encompasses two business districts and two residential districts.
- The Historical District is an overlay district and includes the heart of the downtown area. A separate Historic District is outlined by the National Historic Register. These overlay districts can be found in Appendix E.
- The comprehensive plan is being updated to coincide with the town's zoning ordinance and this Downtown Revitalization Plan.
- There are several medical marijuana establishments in South Berwick
- The Firearms Public Safety Zone encompasses a majority of the downtown area.
- Many view the existing ordinances as too restrictive, such as street parking hours.
- Fees associated with planning board applications or sewer connection fees are viewed as too high by many.
- The town relies on the Southern Maine Planning and Development Commission for planning related work and does not have a town planner position on its staff.

## 4.4 Recommendations

- Consider hiring a full- or part-time planner to assist with proposed developments in town.
- Review the fee structure of planning board applications and new development projects.
- Consider revising the parking ordinances to ensure existing ordinance does not disincentivize business and development in the downtown, such as revising the overnight parking ban in certain areas.
- Consider adopting the National Historic Register Historic District boundaries over the Historic District overlay zone currently in the zoning ordinance.
- Consider ordinance standards versus guidelines when amending or developing design standards impacting the downtown area.

- The town should continue to review and update their ordinances on an annual basis and make changes proactively to address potential new development trends that may benefit or threaten the downtown area.
- *Comprehensive Plan Draft:*
  - *Review current regulations for barriers to desirable development, such as affordable housing, diverse housing, suitable economic development, and natural resource protections.*
  - *Review zoning to ensure adequate mixed-use and multi-family housing is allowed in the downtown area.*
  - *Consider water and sewer district needs and concerns in all zoning ordinance revisions.*

## Section 5 Buildings Inventory and Conditions Assessment

The buildings throughout the downtown study area are a mix of residential and business establishments. Civic buildings within the downtown area include the post office, health care facilities, the South Berwick Community Center, Library, Town offices, and schools. There are several historical buildings within the downtown area including the Sarah Jewett House, Stage House Inn, and the Counting House Museum.

### 5.1 Block Building

At the center of the downtown is a multi-story block building which houses office space, small businesses and residential apartments. This brick structure is at the center of the downtown area and site at the intersection of Main Street and Portland Street. This brick structure has varying roof lines and window treatments. A common issue with older multi story buildings in downtown areas is the lack of adequate access to the upper floors to allow full utilization of the spaces. The primary concern is egress routes to ensure safe passage in the event of a fire or emergency situation.



**Multi-story block building in the heart of the downtown**

#### 5.1.1 Block Building Parking

Space is available on the backside of the block building which is tied to the library and senior housing building. The space is congested with parking, dumpsters, out buildings, and overhead utilities and is not organized well. Access to the back of the building is gained through Scott's Court or through the library and senior housing parking areas.

### 5.2 Historic Character

South Berwick has a long, rich history with the first settlers arriving by the Salmon Falls River in the early 1640's. Most of the earlier structures were destroyed during the King Philip's War and the King William's War that took place in the late 1600's. During the 1700's, there was a surge of activity on the Salmon Falls River to transport lumber and wild game from inland to the seacoast and South Berwick was one of the major trading posts. Many historical buildings and sites that were built during this time, some still exist within the downtown area. The South Berwick town location that is known today can be attributed to the Portsmouth Manufacturing Company mills and the boarding houses that took place in the 1800's. As time went on, the use of Salmon Falls River as a

transportation route began to lessen and trolley lines were installed to connect tourists to the resorts and summer houses in and around South Berwick, Dover, and Kittery. Later, roads replaced the trolleys, and the village continued to develop along the major transportation route between Boston and Portland. A few of the significant historical structures within the downtown area include the Sarah Orne Jewett house, the Counting House Museum, and the Stage House Inn. Many of the residential units within the downtown are older homes. Given the number of buildings and properties that have historical significance, the historic district overlay zone may want to be expanded to enhance the historic significance of the town. [The Maine Historic Preservation Commission](#) has an abundance of local preservation resources such as guidelines, planning, procedures, and boiler plate laws and regulations that can be adopted by municipalities.

Appendix C contains the sketches of the historic districts found in the town zoning ordinances.

### 5.2.1 Museum in the Streets

Many towns have elected to implement a Museum in the Streets approach to highlighting their history. This approach helps create an overall map of the town's historic sites and provides guidance to the various spots in town along with a description and historic photos of the highlighted sites. In many cases these historic sites are linked to a website to assist in guiding people to the various sites.

<http://themuseuminthestreets.com/>

Approximately ten Maine Towns have used this approach to highlight their history.



**Museum in the Streets approach**



### 5.2.2 Sarah Orne Jewett House

The Sarah Orne Jewett House, built in 1774, is centrally located in Downtown South Berwick at the corner of Main Street and Portland Street. This National Historic Landmark also serves as a museum, providing historic character to the Downtown and an attraction for visitors and residents.



**A National Historic Landmark**

### **5.2.3 Counting House Museum**

Owned and operated by the Old Berwick Historical Society, the Counting House Museum is located in a historic textile mill along the Salmon Falls River. The museum is open seasonally on weekends and houses thousands of historical records and photos of South Berwick.



**The Counting House Museum**

### **5.2.4 Stage House Inn**

Originally constructed in 1798, the Stage House Inn has served many different functions throughout the past 200+ years in South Berwick. Most recently, the building serves as an inn and restaurant in the heart of Downtown, at the corner of Main Street and Paul Street. Lodging is provided for visitors in a manner consistent with South Berwick's core values of maintaining historic integrity.



**Now an inn and restaurant**

### 5.3 Blighted Structures/Properties

The town has established a Façade Program aimed at improving the appearance of buildings within the downtown area. Respondents to the questionnaire often noted the condition of buildings within the downtown area need updating. The façade program offers a means for property owners to invest in their properties and make needed improvements. Some buildings along lower Main Street have been neglected and are falling into disrepair. Additionally, survey respondents noted several dilapidated buildings and properties along access corridors to downtown, including references to Route 4, Liberty Street. Classifying some of these structures as blighted, opens up potential funding sources to repair or replace these structures.

### 5.4 Findings

- The town has established a façade program to help improve and preserve existing structures throughout the downtown.
- The town has an active Historic Preservation committee to assist in preserving historic structures.
- Some structures and properties could be considered blighted properties.
- Public support is present to make improvements to building structures/properties and promote and preserve the historic nature of South Berwick.

### 5.5 Recommendations

- Consider establishing an historic walking trail through the downtown area with storyboards outlining the history of South Berwick.
- Continue and support the façade program to improve aesthetics within the downtown area and access corridors.
- Consider prioritizing the relocation or burying of overhead electric in areas that lack safe clearance to make building/façade improvements.
- Consider an outreach initiative with property owners to educate and assist with CDBG funding opportunities to address blighted properties.
- Evaluate and update local ordinances regarding property maintenance to address properties that negatively impact the downtown aesthetics and/or fail to maintain sidewalk and site accessibility.

## Section 6 Inventory of Retail/Commercial Space

The history of South Berwick is prevalent throughout the downtown area. Much of the area is comprised of residential units with various businesses and commercial spaces mixed in. Civic buildings are also integrated within the downtown with the Post Office, Community Center, Town Office, school, library, and other services. Many have cited the lack of key services within the downtown area such as a local pharmacy or hardware store. Space is limited for additional new development within the downtown core area. The town has established a building façade program to provide funding opportunities for building owners to improve their store and business fronts.

### 6.1 Findings

- Public input has indicated the residents desire more local options for small businesses. Listed in order of most to least comments received from the questionnaire responses, the public is interested in the following new businesses: hardware store, restaurants, bakery/cafe, local pharmacy, gift shops/specialty stores, florists, and retail shops.
- Strong public support shown in the questionnaire for promotion and support programs to facilitate business development.
- Several public comments did not support any new cannabis dispensaries.
- On-street parking ordinances limits opportunities for building owners to fully occupy their spaces.
- There is limited open space to attract new business developments within the downtown area. As a result, a new business would need to renovate an existing space or transform a residential unit into a business unit.
- Some blighted properties and structures exist currently along Main Street.
- Economic Development Market Analysis (Camoin Associates, 2023) notes the following retail market trends:
  - Food preparation/serving, and management occupations have been forecasted to see the largest growth from 2022-2027. Restaurants have the highest retail potential.
  - Recapturing “retail leakage” could support 15,000 SF of added retail space and over \$5M in sales for local businesses.
  - Sectors that show greatest local demand exceeding local sales (“retail gap”) include grocery stores, restaurants, convenience stores, and pharmacies.
  - More housing will improve market demand for downtown businesses and add to local tax base.
  - The current retail vacancy rate is 3.5%.

### 6.2 Recommendations

- Utilize available funding sources from state and federal programs to make infrastructure improvements that support the action items developed for the Downtown Revitalization Plan.
- Update parking ordinances to enable property owners to have on-street parking availability.
- Establish and maintain a database of available commercial and potential retail space for marketing and promotional efforts aimed at potential developers.
- The town should invest in infrastructure improvements to enhance available parking areas and implement signage improvements to direct people to nearby parking areas serving the downtown.
- The historic structures within the downtown should be preserved to maintain their character.
- Consider projects in the Action Plan from the Economic Development Market Analysis (Camoin Associates, 2023) including:
  - Establishing a Business Retention Program (BRE)

- Evaluate opportunities for new housing inventory. Workforce housing is needed to support existing businesses and new businesses. More housing will generally improve market demand for downtown businesses.
- Promote South Berwick on social media sites with a focus on economic development.



Commercial Spaces along Main Street



## Section 7 Employment Opportunities

Access to high-speed internet is critical to create opportunities for working remotely and taking advantage of South Berwick small town feel. There are few seasonal businesses within the downtown area which results in minor seasonal fluctuations in employment opportunities. Given the proximity to the Portsmouth Naval Shipyard, New Hampshire and Boston, the opportunity to work remotely is an asset and should be promoted to attract people to the town. South Berwick maintains a low unemployment rate that is below the state average on a consistent basis.

### 7.1 Findings

- Trends nationally note increasing opportunities to work from anywhere and the desire to move to small towns to develop a stable work-life balance.
- Promoting diverse businesses to the downtown can lead to increased employment opportunities.
- Diversification of the downtown by encouraging shops, cafes, and other businesses can lead to increased employment opportunities.
- South Berwick offers outdoor recreation opportunities such as Powder House Hill and Salmon Falls, which can be leveraged to employment opportunities, both seasonally and year-round.
- Maine Defense Industry Alliance (MDIA) notes that defense industry employers such as Portsmouth Naval Shipyard, Bath Iron Works, and Pratt & Whitney anticipate adding 7,500 job positions in the next 5 years. MDIA has a focus on training initiatives for developing employment in Maine's defense industry for the present and future.

### 7.2 Recommendations

- Provide financial and technical assistance and support for business development through various avenues such as a loan/grant program, marketing and branding, to assist with recruitment of additional private investment.
- Promote and expand the existing Tax Increment Financing (TIF) Districts to help fund future downtown improvement projects leading to job creation.
- Utilization of marketing tools such as social networking, examples of successes from other Maine communities, local community programs, the York Region Chamber of Commerce to coordinate promotion of South Berwick.
- Expand on opportunities to promote diversity of professional career development at the high school level and at potential post-graduate facilities such as technology incubators for manufacturing and technology-based professions, and for emerging expanding business opportunities related outdoor recreation / eco-tourism and more global internet-based services.
- Investment in infrastructure such as high-speed broadband to support an increasing technology-based economy.
- It is increasingly common for towns and smaller economic regions such as the area that comprises the Southern Maine Planning and Development Commission to provide, policy, personnel resources and financial support for municipal economic development initiatives.

## Section 8 Inventory of Residential Units

Residential housing is prevalent throughout the downtown. There is a mix of older and newer homes spread across the area. Providing for workforce and affordable housing was identified as a need for the community in the survey results. The median price for homes in South Berwick has risen substantially in the past few years to over \$470,000 in February 2024. Data compiled for the comprehensive plan indicated up to 190 to 350 new housing units will be needed by 2040 in South Berwick.

### 8.1 Findings

- A majority of the housing units in the downtown area and throughout the town are single family homes.
- There is limited available workforce housing (rental units and apartments) or affordable housing.
- There is general support for creating low income and work force housing opportunities.
- There are a few studio apartments available in South Berwick.
- Interest rates have slowed the movement of residential units to new buyers.
- *Economic Development Market Analysis (Camoin Associates, 2023) notes the following residential market trends:*
  - *Housing stock has grown 3% in 10-year period (2010-2020) which is significantly less than neighboring communities' growth of 6% and 11%.*
  - *No new construction tracked between 2019-2022, although, 23 units are currently under construction.*
  - *Median sales price of approximately \$470K requires a net income of over \$130K, \$36K more than the median household income.*

### 8.2 Recommendations

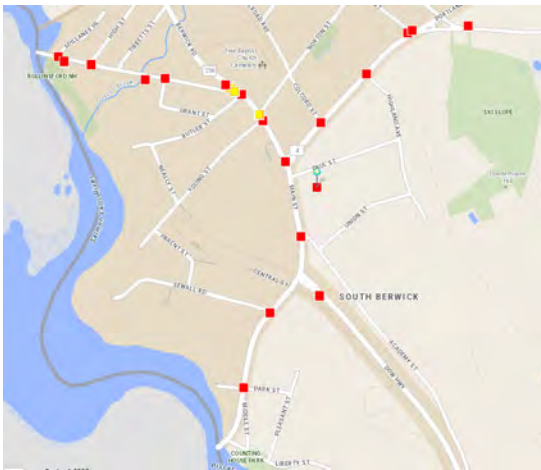
- Examine ordinance standards for mixed use development such that minimal residential unit square foot requirements are large enough to encourage alternative levels of housing to the predominant stock of current rental units.
- Involve Maine State Housing Authority, the Maine Real-Estate Development Association (MEREDA) and private housing developers that have access to New Market Tax Credits and other capital funding sources in support of workforce housing.
- Maintain a database of unoccupied housing, for advertisement by the Town or a supporting downtown organization such as a Main Street Program to new residents.
- Consider zoning ordinance updates that allow lower square footage requirements for residential units (Apartments, multi-families, in-law apartments, tiny houses, Airbnb's) to encourage a greater diversity of housing opportunities for young families, seasonal work force, seniors and visitors alike.
- *SMPDC Joint Land Use Study "Housing Needs Assessment" (November 2023) recommends the following:*
  - *Increase the ease of housing development by revising zoning regulations to consider housing density, ADUs, and simplifying codes.*
  - *Financial Support:*
    - *Explore the creation of "Housing Trust Funds" for affordable and workforce housing.*
    - *Use "Affordable housing Tax Increment Financing" to reduce operating costs for developing below-market rate housing with potential Low Income Housing Tax Credits through Maine Housing.*
    - *Inventory available land and offer surplus land for workforce housing (City of Portland has done this).*
    - *Consider creation of "Land Banks" to expedite redevelopment of underutilized properties by Community Land Trusts or other developers.*



Typical residential units in the downtown

## Section 9 Pedestrian/Bicycle Infrastructure and Accessibility

South Berwick's village area includes many side streets with sidewalks already established. In most cases there is granite curbing with concrete sidewalks throughout the downtown area. Not all sidewalks are ADA compliant and many lack detectable warning devices at roadway crossings. Two of the crosswalks on Main Street are equipped with rapid flashing beacons to improve pedestrian awareness and visibility. The crosswalk near the intersection of Portland Street and Goodwin is also equipped with a rapid flashing beacon. Heavy traffic makes crossing the main streets dangerous. Several areas within the study area lack connectivity due to gaps in sidewalks and missing crosswalks. A clip of deficient pedestrian crossings from MDOT's website is shown below.



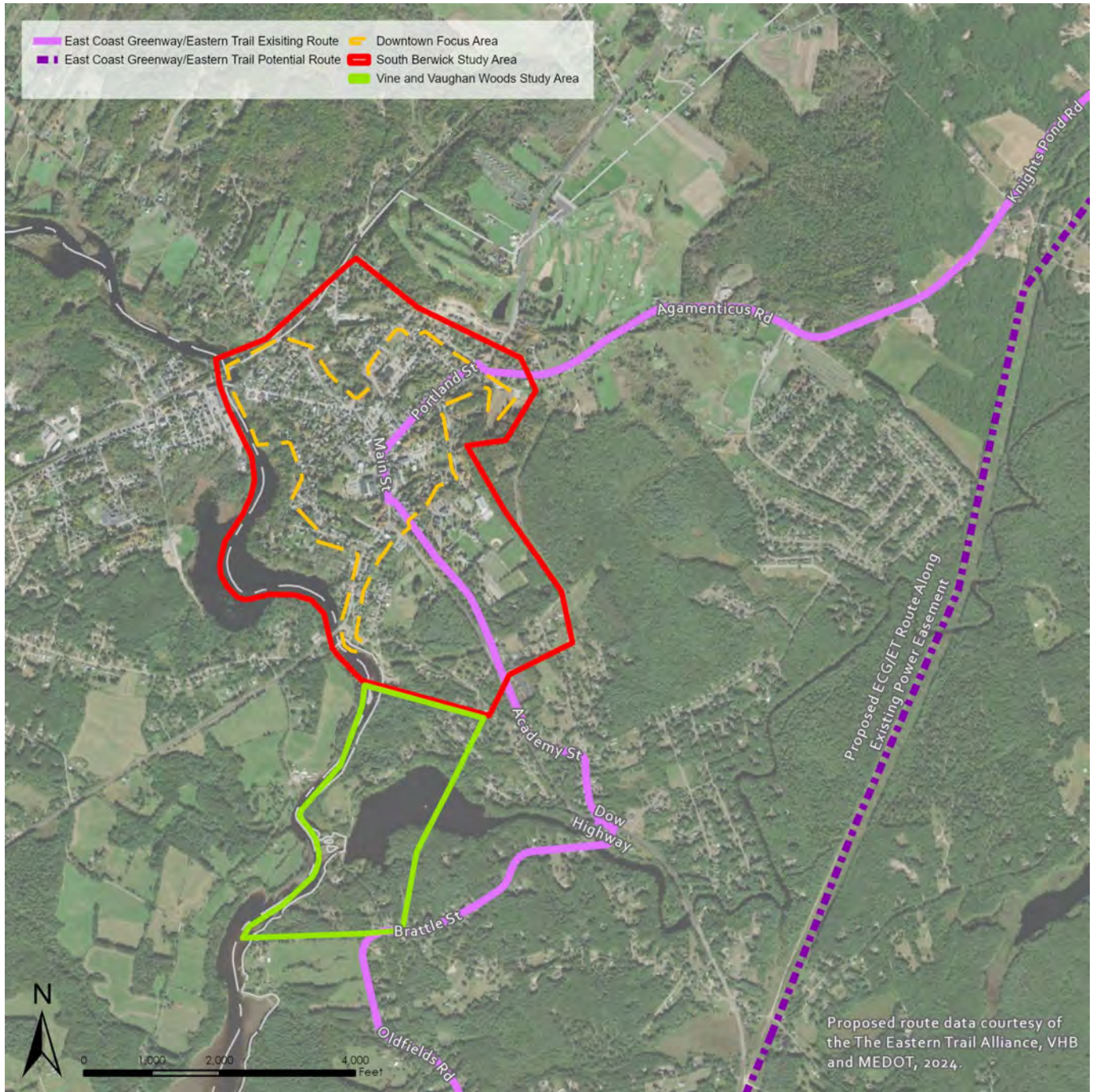
### MDOT assessment of pedestrian crossings

The Eastern Trail promotes transportation and recreation connectivity between Portsmouth, NH and South Portland, Maine. While the Eastern Trail is routed through South Berwick, the streets are not marked for bicycle lanes. A future connection from Dow Highway to Emery's Bridge Road is being planned which will also connect to Route 4. Keeping bicycles off a congested traffic area will alleviate potential car/bike collisions. The Eastern Trail map through South Berwick is presented below.

The East Coast Greenway extends 3,000 miles from Key West to the Canadian Border. A multi-use path used for commuting and recreation follows a similar alignment as the Eastern Trail through the downtown area. The East Coast Greenway map through South Berwick is presented below. Although the current alignment runs through the downtown area, a recent proposal by MaineDOT and VHB, shown below, depicts a potential future route that bypasses the downtown. Implementing improvements to cycling infrastructure within the downtown may increase accessibility to the downtown for locals and visitors.



Figure 9-1 Eastern Trail / East Coast Greenway Map





## **9.1 Findings**

- Many sections of the existing sidewalks are in poor to fair condition within the downtown area and many of the handicap ramps are not in compliance with the American Disabilities Act (ADA) standards.
- Pedestrian safety is a major concern based on feedback at the public workshops and responses to the questionnaire.
- There are no dedicated bike lanes or off-road paved trails for cyclists.
- There is varying public support for bump outs or refuge islands to improve pedestrian safety.
- Connectivity of walking routes is missing in a few key areas within the downtown.
- A riverside trail connection is envisioned from Counting House Park to Vine Street.
- With future improvements along Main Street to address traffic congestion, the opportunity exists to improve and enhance crosswalk locations.
- There is public support for updating and improving sidewalks throughout the downtown area.
- A prioritized list of repairs and updates is needed to begin to address some of the deficiencies of the existing sidewalk network.
- There are two major greenway paths that pass through the downtown area. There are existing design standards that were developed by the East Coast Greenway to provide a connected, accessible, resilient, equitable, and safe commuting and recreational environment. Collaboration with these organizations will provide value in the planning/design phase and may enhance funding considerations.

## **9.2 Recommendations**

- Establish a consistent and highly visible crosswalk design to be utilized throughout the downtown area.
- Undertake a master plan for improving sidewalks and addressing ADA issues present with the current sidewalk system. The master plan would establish project costs, identify funding opportunities and assign priority projects to improve overall sidewalk conditions.
- Seek funding opportunities with the Maine Department of Transportation to address pedestrian deficiencies within the downtown area.
- Consider bike lanes along the main transportation corridors to improve cyclists' safety.
- Examine current ordinances to ensure sidewalks are maintained in a safe manner in front of their properties.
- Provide input to the traffic signal design team for desired locations of crosswalks and sidewalk materials.
- Consider establishing Paul Street as a one-way travel with parking on the side of the street.
- Develop a historic walking trail complete with story boards within the downtown to highlight the town's history.
- Adopt a complete street policy for the downtown to standardize infrastructure and streetscape elements such as street trees, period lighting, benches, trash receptacles, etc.
- Coordinate with the East Coast Greenway and Eastern Trail organizations to determine which segments are part of the permanent route or considered "interim route" and identify funding sources. Evaluate existing route with design standards and identify deficiencies such as safety or signage. For "interim routes", evaluate potential corridors for relocation if needed to meet design standards. Consider amenities to encourage local usage, such as shelter/bike repair stands, seating and shade, solar phone charging stations, kiosks, overlooks and water fountains.
- Incorporate recommendations made in the Route 236 Planning Study (Sebago Technics).
- Consider alternative crosswalk designs that are unique to South Berwick.



Pedestrian crossing at the town office

## Section 10 Infrastructure – Streetscape and Utilities

South Berwick has the basic infrastructure in place that can be enhanced to create a vibrant and quintessential downtown. The public water and sewer infrastructure within the downtown is in good condition. The sidewalk system is comprised of granite curbing and concrete sidewalks. While repairs and detectable warning plates are needed for the sidewalk system, in most cases the curbing remains in good condition. Overhead utilities are present through the downtown corridor. The town has expressed a desire to bury overhead utilities where possible. A traffic signal project is planned for the downtown area to help reduce traffic congestion and create a safer pathway through town.

### 10.1 Findings

- State Route 4 and Route 236 (south of Route 91) are maintained by MaineDOT.
- Street lighting is provided by cobra head lights attached to the utility poles.
- Streetscape elements can be incorporated into future designs for improvements throughout the project area.
- Broadband and cellular service is not a concern within the downtown area.
- Drinking water infrastructure is owned and maintained by the South Berwick Water District.
- The wastewater collection system and treatment facility is owned and maintained by the South Berwick Sewer District.
- The lack of water and sewer infrastructure in some areas was noted to deter commercial development.
- Public Wi-Fi is available at the Town Library.
- Intersection improvements, including traffic signals at Portland Street and Main Street as well as Dow Highway and Main Street intersection are under development to improve traffic flow and safety.

### 10.2 Recommendations

- Establish a South Berwick style period lighting style that integrates with the historic elements of South Berwick to utilize throughout the downtown.
- Assess the condition and capacity of existing underground utilities.
- Review the feasibility of relocating overhead utilities to an underground system or relocating some utility connections behind Main Street buildings.
- Coordinate with the utility providers to eliminate duplicate poles where utility transfers have not been completed.
- Implement traffic calming recommendations made by Sebago Technics Route 236 Study such as reducing pavement width or constructing a raised median island between Academy Street and Portland Street.
- Incorporate streetscape improvements for bicycle and pedestrian infrastructure (Section 9) within the downtown area.
- Incorporate wayfinding features (Section 11) when making streetscape improvements.
- Allocate capital funds annually for streetscape improvements.
- Coordinate with MaineDOT to ensure proposed improvement projects align with the findings and recommendations of the Revitalization Plan.
- Define a streetscape standard for the South Berwick downtown area for items such as sidewalks, curbing, site lighting, amenities (benches, trash receptacles, etc.), wayfinding signage, and crosswalks.



Main & Liberty Street Intersection



Main Street commercial and housing units



## Section 11 Signage

Signage in a downtown area serves several purposes. Signage provides a source of information for visitors in terms of wayfinding and education, for businesses for advertisement, for vehicular and pedestrian safety, and promotion of the community's historic character and civic interests. The South Berwick Historic District Commission is in the process of installing historic district street signage along Paul Street, Portland Street, Main Street and Liberty Street. Many of these street signs have been installed in the downtown area.



Typical signage

### 11.1 Findings

- A majority of respondents to the questionnaire support wayfinding for historic places signage.
- The town lacks gateway signage along its key entrances welcoming people to South Berwick. Although only roughly 45% of respondents to the questionnaire support establishing Gateway signage, a significant portion of respondents (~30%) were neutral.
- Signs at the various municipal parking areas are small and not easily seen. A majority of the community support wayfinding for parking areas within walking distance of the downtown.
- Most respondents to the questionnaire also support wayfinding for parks, greenspace and scenic vistas.
- There is a lack of unified signage throughout the downtown. Slightly under 50% of respondents to the questionnaire support unified downtown signage, however, a significant portion of respondents (~30%) were neutral.
- Banners mounted on streetlights can be utilized to promote town events.
- There is no signage in front of the town office to highlight and promote community events and scheduled public meetings.



## 11.2 Recommendations

- There is an opportunity to install story boards at key historical sites within the downtown.
- Consider additional or South Berwick themed signage to direct vehicles to parking lots, particularly underutilized lots that are not visible from Main Street.
- Consider creating a standalone business-related sign ordinance when updating the overall zoning ordinances to be consistent with the updated Comprehensive Plan and newly adopted Downtown Revitalization Plan.
- Develop consistent Wayfinding Signage within the downtown that is distinct from other present regional signage programs. This should be initiated by an overall village Wayfinding Signage Master Plan and will need to be coordinated with MaineDOT for signs within their right of ways.
- Coordinate with MaineDOT, East Coast Greenway, and Eastern Trail organizations to implement pedestrian and bicycle safety improvements. This signage should meet the objectives of AASHTO and ADA federal safety objects and be consistently applied throughout the downtown.

## Section 12 Parking

Like many towns, parking is a topic noted frequently in the response to questionnaire survey. When the traffic signal project is constructed, there will be a net loss of spaces immediately adjacent to Main Street. Spaces are available within walking distance of the Main Street corridor, but the areas are not well delineated. Directing motorists and visitors to South Berwick to the available parking spots can be achieved with highly visible signage. Many survey respondents have also noted the support for off-street parking to be established near the downtown.

### 12.1 Findings

- On-street parking will be impacted by the proposed traffic signal project with a net loss of on-street parking.
- On-street parking is prohibited overnight by current Town ordinance.
- Off-street parking is available near the post office, community building, and library.
- The signage directing motorists to parking areas is not well marked.
- Park and ride lot improvements received little support from the questionnaire (~35%), although, an equal portion of respondents were neutral.
- Additional downtown parking received majority support from the community. Specifically, off-street parking received 20% more support among respondents as opposed to on-street parking.

### 12.2 Recommendations

- Improve directional wayfinding signage to parking areas within walking distance of the downtown.
- Improve Main Street streetscape infrastructure, sidewalks, lighting, landscaping, to create a greater sense of security and aesthetic interest for pedestrians traveling to and from off-street parking facilities.
- Consider a parking study master plan as a long-term strategy for downtown revitalization after initial phased plan improvements are made, which may, along with changes in the economy and social trends, result in different parking demands than what exists currently.
- Coordinate with businesses regarding employee policies / require that employees have designated parking space beyond the “prime” spaces which are most visible and convenient for visitors to the downtown.



Existing wayfinding signage

## Section 13 Recreation/Public Spaces

South Berwick has many recreational opportunities in close proximity to the downtown core that are available on a year round basis. The Salmon Falls River is a resource that should be promoted for outdoor recreation. While the falls limit access to certain portions of the river, the lower and upper ends of the river are utilized for canoeing and kayaking. South Berwick is also unique having Powderhouse Hill adjacent to its downtown core. Additional public spaces are desired for gatherings and creating spaces for public art displays. The playground complex in the Shoetown neighborhood is an asset that can be enhanced. The park adjacent to the Counting House Museum is another spot that could be enhanced and redeveloped into a focal point for South Berwick. Other recreational opportunities adjacent to the downtown include the Links golf course and the athletic fields on Agamenticus Road. Nearby Vaughan Woods State Park also offers opportunities for residents and visitors to enjoy the outdoors.

### 13.1 Findings

- The Existing East Coast Greenway and Maine's Eastern Trail currently utilizes the Academy Street, Main Street, and Portland Street corridors.
- There are several parks and open spaces available throughout the town but community feedback states they are underutilized. They may be a result of underdeveloped areas, lack of awareness, or lack of resources to maintain the parks.
- South Berwick Community Garden has been active since 1995 and has been at its current location since 2000.
- Many people walk their dogs in and around the public spaces in South Berwick.
- Pockets of space are available for enhancements within the downtown area.
- The playground and adjacent field in the Shoetown neighborhood can be improved and updated.
- Opportunities exist for year-round use of the Powderhouse Hill complex.
- While not directly in the downtown planning area, many have voiced support for a pedestrian bridge on Vine Street.
- River access for canoes and kayaks at the park next to the Counting House is in poor condition.

### 13.2 Recommendations

- Highlight the East Coast Greenway and Eastern Trail within the downtown area.
- Provide bike racks near local businesses to encourage people to use the South Berwick downtown as a rest & recharge point along the route.
- Consider adding a dedicated shared-use path within the downtown area to help separate multimodal and vehicular traffic.
- Develop a park master plan and include improvements within the capital improvement plan projections.
- Consider providing permanent route markers for regularly used events such as the South Berwick Strawberry Run and Walk.
- Include recreational and public spaces in the proposed wayfinding and signage network.
- Add dedicated historical/heritage signage to describe some of the events that took place through time in South Berwick.
- Consider establishing a fund that commissions local artists to create focal point features that pay homage to South Berwick's history and current initiatives.
- Consider adding a dog park on Agamenticus Road.



Powderhouse Hill recreational area

## Section 14 Capital Improvements Program

Funding implementation of the action items developed from the downtown revitalization planning process is a major concern with many communities. It is important to position the town to take advantage of as many grant programs as possible to lessen the responsibility of the local taxpayers. Section 15 of the report outlines several potential funding sources that could be utilized for future improvements. It is important to plan for future improvements and establish a schedule for the improvements. Often, new projects can be timed to retirement of existing debt, to minimize impacts to the taxpayers.

### 14.1 Findings

- The Finance Department handles all financial aspects of the Town's finances with direction from the Town Manager in a fiscally professional manner.
- An Economic Development Market Analysis was completed and adopted by South Berwick in June 2023.
- The Comprehensive Plan is being updated and scheduled for adoption in 2024.
- The town has two Tax Increment Financing (TIF) Districts, Punkin Town, and Transit-Oriented TIF District, which are financial tools that allow municipalities to collect revenue to pay for capital improvement projects for the Town. Improvements include sidewalks and connectivity, downtown façades, and other municipal infrastructure improvements.
- Approximately 60% of the people who participated in the community feedback expressed a desire to explore available options to improve the sidewalks and crosswalks of the downtown by relocating overhead utility lines.

### 14.2 Recommendations

- Explore opportunities to partner with the MaineDOT to leverage funds from their Village or Municipal Partnership programs to improve sidewalks, address ADA issues, install lighting, and address parking.
- In addition to funding for implementation of the revitalization projects, dedicated funding for maintenance and operations also needs to be addressed on an annual basis.
- Establish a streetscape standard to be incorporated into the future traffic signal improvements project. Various streetscape elements will be defined to serve as a standard for other downtown related improvements.
- Future planning and evaluation efforts will identify future capital improvement projects. The community supports efforts for the downtown including bicycle and pedestrian improvements, business development assistance, streetscape amenities, park and recreation improvements, traffic calming, building façade improvements, affordable housing projects, parking, employment opportunity programs, multigenerational amenities, and river access.
- Work with town administration to look for opportunities to leverage local matching funds with private investment funds as well as state and federal programs.



## Section 15 Action Plan/Funding Opportunities

The following is a summary of the prioritized improvement initiatives based on findings and recommendations from each of the sections of this report and input from the public during the development of this Downtown Revitalization Action Plan.

### 15.1 Prioritized Action Plan

The action plan is organized in terms of administrative, evaluation, and implementation action items and priorities assigned to each item under these categories. The action items provide a roadmap to guide the town on future efforts to develop, evaluate and implement items that improve the downtown area. The items in the action plan should be reviewed by the community on an annual basis, given changing economic conditions, available funding local, state and federal opportunities, and any cultural and social needs. Some of these prioritized action items will be supported primarily by volunteer efforts and/or institution changes (e.g., continuation of the downtown revitalization committee, zoning ordinance amendments) at little to no costs. Other items will require leveraging available TIF funds or local matches to secure grants to implement infrastructure improvements, operations and maintenance and should be discussed further in terms of development technical design, permitting and construction cost estimates to guide prioritization of some of the action items (gateway signage, streetscape improvements, public sewer, etc.) which are often implemented in a phased approach. These preliminary project due diligence efforts will also serve the community in terms of identifying available funding sources (TIF, Capital Reserves, State and Federal Grants, etc.) in support of the applicable action items.

The action items presented in section 15.1.1 are organized into Administrative, Evaluation, and Implementation items. Administrative items are items to be undertaken by town staff and committee, evaluation items are items that warrant further study or definition to determine scope and project costs and priorities, while implementation items consist of action items ready to be undertaken. Each of the items have been given a priority consisting of the following timeframes.

- Priority A - Undertaken in months 1 through 6
- Priority B - Undertaken in months 6 through 12
- Priority C - Undertaken in year 2
- Priority D - Undertaken in year 3
- Priority E - Undertaken in year 4
- Priority F - Undertaken in year 5 and beyond

These action items are intended to be reviewed on a regular basis and adjusted based on available funding opportunities or development needs.

Concept plans of the downtown area are included in Appendix D.

## 15.1.1 Action Items

ADMINISTRATIVE					
Priority Level	Strategy		Level of Effort	Notes	Comments
A	Appoint a Downtown Committee to begin the initial implementation of the Action Plan.	»	Low: Town action to establish the Committee. Committee meetings should be held on a bi-monthly basis at a minimum to ensure the downtown action plan items are being addressed and implemented.	Retain members from original committee willing to continue with implementation oversight. Committee will have an advisory role to discuss downtown needs as they arise throughout the next 5-10 year period.	
A	Identify staff leadership position as the Downtown Champion responsible for coordination of the Downtown Revitalization Action Plan with the Committee and with complimentary downtown revitalization efforts led by other organizations / interests.	» ⌚ \$	Medium: Time and effort on selecting the position that is best for Town (Paid staff, versus 3rd party staff person / organization).	Best suited for the Community Development Director's office.	
A	Establish a subcommittee comprised of town staff, advisory committee members and consultants to coordinate with the Maine Department of Transportation to ensure streetscape elements are incorporated into the traffic signal project.	» ⌚ \$	High: Time and effort to meet with MDOT personnel incorporate streetscape elements that will transform the core of the downtown.	Town committee working with outside consultants to guide discussions to ensure items such as period street lighting, burying overhead utilities, and selecting materials that emphasize the historic nature of South Berwick are incorporated into the project.	<b>HIGH PRIORITY ACTION ITEM</b>
A	Establish a campaign to inform Town business owners and residents within the Downtown area about façade improvement programs.	»	Low: Email informational flyer with tax letter. Post flyers at community focused areas such as the Town Website and Transfer Station.	Program is already in effect but underutilized. Efforts should include reaching out to property owners in areas of blight.	
B	Explore modifying the Transit Orientated Tax Increment Financing District to a Downtown Omnibus TIF to fund future downtown related initiatives	» ⌚ \$	High: Time and effort to establish the program. Requires legal advice and approval at a town meeting.	Council committee working with the Town's legal team and Economic Development Director.	Under consideration currently
B	Initiate a comprehensive review of the Town's Zoning Ordinance to confirm consistency with the Comprehensive Plan, review barriers of entry for new businesses, evaluate housing limitations (multifamily conversion, ADUs, mixed use, etc.) and compare with neighboring Towns. Develop a land use map with zoning overlay.	» ⌚ \$	Medium: Time and effort reviewing existing Ordinance, understanding current challenges, and identifying Town's goals. Selection of consultants to assist as needed.	Can be done locally with an appointed town committee. Funding included in FY 24-25 budget. May need GIS for mapping needs.	



ADMINISTRATIVE					
B	Evaluate the ongoing and future projects efforts and whether it requires a full or part time Town Planner position. Define candidate experience requirements. Establish funds within the Town budget.	➤ ⌚ \$	High: Time and effort to evaluate the funding source for new full-time staff. Review and approval from Town Administration and Town Council. Interviews and salary negotiations.	Town Administration and Council would need to provide final approval. Depending on the grants, funds can be allocated to town staff for administration efforts.	Included in FY 24-25 budget
C	Establish a downtown business and property owners group consisting of businesses, entrepreneurs, service providers to meet regularly on downtown revitalization efforts.	⌚ ➤	Medium time and effort to organize meetings and host events that promote the downtown and encourage transformation of existing spaces into economic growth opportunities.	Coordinate efforts through the Community Development office	
C	Utilize marketing tools such as social networking, examples of successes from other nearby communities, the York Region Chamber of Commerce to coordinate promotion of South Berwick.	⌚ \$	High: Time and effort developing project cost estimates, funding strategies, and potential funding source applications. Selection of consultants to assist as needed.	Funding source availability and application schedules. Leveraging resources (local capital and in-kind assets) with other funding program resources. Use master planning study figures and images as visuals to aid in obtaining funds.	
C	Solicit to private developers and property owners new zoning ordinances for mixed-use development and increase housing capacity within the downtown	➤ ⌚	High: Time and effort needed between town council, town planner and economic development director to attract private developers, review plans and negotiate terms to make sure redevelopment meets goals and objectives.	This action item is contingent on the zoning ordinances that address multifamily conversions, ADUs, mixed use development and how it will impact the existing infrastructure.	
C-D	Consider updating the Historic District to match the National Historic Register of historic properties in the town	➤ ⌚	Medium: Time to work with the Historic Preservation Committee to review and implement updates to the town's historic district	Local committee working with the planning department to update district boundaries listed in the zoning ordinance.	
E	Review Town's Zoning Ordinances on a bi-annual basis for continued updates	⌚ ➤	Medium: Time and effort to understand current challenges and update Town's goals since the zoning ordinance was published. Selection of consultants to assist as needed.	On-going item to review ordinances and update as needed to address development within the downtown.	

⌚ = Significant Time/Personal Effort    \$ = Capital Funding    ➤ = Initiation of an On-Going Action Item

Notes: Implementation of Action Items will fluctuate based on available funding and timing/coordination with other projects in town.

#### Priority Levels:

A	1-6 month
B	6-12 month
C	year 2
D	year 3
E	year 4
F	year 5+



## EVALUATION

Priority Level	Strategy		Level of Effort	Notes	Comments
A	Initiate a sidewalk condition, ADA, and connectivity assessment to prioritize sidewalk and crosswalk improvement projects. Develop a pedestrian and bicycle master plan to determine priorities and identify projects.	▶▶ ⌚ \$	Medium: Time and effort selecting a consultant and developing a sidewalk master plan.	Target the side street areas adjacent to the downtown main traffic corridor.	
A	Initiate a parking and wayfinding study to identify parking needs in the downtown area. Identify off-street parking locations and implement way-finding signage to direct public to off-street parking areas.	▶▶ ⌚ \$	Medium: Time and effort selecting a consultant and developing a parking master plan.	Review existing Town ordinance for on-street parking and evaluate pros/cons. Off-street parking may be adequate, however, signage improvements are recommended	
A, B	Establish a streetscape design standard for the downtown area to include crosswalk styles, lighting, flag mounts, signage, etc.	⌚ \$	Medium: Time and effort reviewing existing conditions, understanding current challenges, and identifying Town's goals. Selection of consultants to assist as needed.	Provide input to design consultants for the traffic signal project.	Coordinate timing with traffic signal design development
B	Investigate the feasibility and costs associated with underground power and communication utility through key areas of the downtown. Review other existing infrastructure and how it will be impacted by the changes in the zoning ordinances	⌚ \$	High: Time and effort developing project cost estimates, funding strategies, and potential funding source applications. Selection of consultants to assist as needed.	Arrange meeting with overhead utility providers to understand scope and associated costs of potential utility improvements.	
B	Initiate a Parks Master Plan Study and establish a funding/implementation strategy. Study would evaluate potential improvements, additions, and connectivity to the existing public spaces.	▶▶ ⌚ \$	High: Time and effort developing project cost estimates, funding strategies, and potential funding source applications. Selection of consultants to assist as needed.	Funding source availability and application schedules. Incorporate Shoetown recreational area, Powderhouse Hill, and river access.  Leveraging resources (local capital and in-kind assets) with other funding program resources.	
C	Continued identification of infrastructure action items in need of capital investment and establish a funding / implementation strategy. Review opportunities to incorporate traffic calming, streetscaping, and bicycle infrastructure within the downtown area.	⌚ \$	High: Time and effort developing project cost estimates, funding strategies, and potential funding source applications. Selection of consultants to assist as needed.	Funding source availability and application schedules.  Leveraging resources (local capital and in-kind assets) with other funding program resources.	

EVALUATION

Priority Level	Strategy	Level of Effort	Notes	Comments
F	Initiate a Downtown Transportation Planning Study to develop concepts for improving the Main Street Corridor from Rollinsford to Portland Street., and from Dow Highway to Liberty Street.	High: Time and effort to secure funding with MDOT issue RFQ and select consultant.	Arrange a meeting with MDOT to explore a Planning Partnership Initiative for the Main Street corridor outside of the limits of the traffic signal project. Initiate after traffic signal project.	

⌚ = Significant Time/Personal Effort    \$ = Capital Funding    ➡ = Initiation of an On-Going Action Item

Notes: Implementation of Action Items will fluctuate based on available funding and timing/coordination with other projects in town.

Priority Levels:

- A 1-6 month
- B 6-12 month
- C year 2
- D year 3
- E year 4
- F year 5+



## IMPLEMENTATION

Priority Level	Strategy		Level of Effort	Notes	Comments
A-B	Work with the historic district commission to develop a historic walking trail through the downtown with story boards of key historical assets.	▶▶ ⌚ \$	Medium: Time and effort selecting a consultant and coordinating with the Historic Preservation Committee.	Utilize an on-line app for overview of the historic sites within the downtown area.	Museum in the Streets approach
B	Promote the Downtown Revitalization Plan on the town website to spur economic development. Promote economic activity by press releases, photo opportunities, ribbon cuttings, etc.	▶▶ ⌚	Medium: Time and effort taking advantage of economic development within the town to promote successes.	Working through the economic development office and town administration.	
C	Approve and publish zoning ordinance updates.	▶▶ ⌚	Medium: Time and effort reviewing zoning ordinance revisions. Selection of consultants to assist as needed.	Requires approval through Town Council and Planning Board	
C-D	Implement bicycle routes and sidewalk rehabilitation/replacement/extension, crosswalk improvements, and ADA improvements throughout the downtown area.	▶▶ ⌚ \$	Medium: Time and effort selecting a consultant and developing design and construction documents.	Target the side street areas adjacent to the downtown main traffic corridor. Project budgets and funding sources will need to be approved by the Town Council	
C-D	Implement additional wayfinding signage	⌚ \$	High: Time and effort developing project cost estimates, funding strategies, and potential funding source applications. Selection of consultants to assist as needed.	Should be completed after traffic signal project is complete. Can be implemented with sidewalk improvement projects.	
E	Initiate park and recreational upgrades identified in the Park Master Plan	▶▶ ⌚ \$	Medium: Time and effort to understand current challenges and update Town's goals since the zoning ordinance was published. Selection of consultants to assist as needed.	Requires time to find grant and match funds as may be needed for implementation.	

IMPLEMENTATION

F	Continued identification of infrastructure action items in need of capital investment and establish a funding / implementation strategy. Review opportunities to incorporate traffic calming, streetscaping, and bicycle infrastructure within the downtown area.	⌚ \$	High: Time and effort developing project cost estimates, funding strategies, and potential funding source applications. Selection of consultants to assist as needed.	Funding source availability and application schedules.  Leveraging resources (local capital and in-kind assets) with other funding program resources.
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⌚ = Significant Time/Personal Effort    \$ = Capital Funding    ➡ = Initiation of an On-Going Action Item

Notes: Implementation of Action Items will fluctuate based on available funding and timing/coordination with other projects in town.

Priority Levels:

A	1-6 month
B	6-12 month
C	year 2
D	year 3
E	year 4
F	year 5+

## **15.2 Funding**

Most of the funding programs traditionally used as a significant portion of downtown revitalization capital support originate from federal sources and are administered by various state agencies. In recent years, these funding programs have been subject to similar fluctuation and budget constraints as has been seen at the state and local levels in Maine. As noted in other sections of this plan, the Town should develop a working understanding of the value of a variety of assets within your community beyond traditional capital reserve accounts to identify opportunities to either leverage state and federal funding programs with local matching resources, or to consider more consistent and often more sustainable revitalization initiatives based on a steady stream of capital support, while still being in a position to be opportunistic when specific state and federal project funding resources are available.

The information provided here on various programs is the most current available, but program details such as availability, deadlines, and requirements may change, and communities should contact the appropriate agencies to ensure they have the best information about a funding program. Development of the Downtown Revitalization Plan and a well-defined local capital improvement program are critical steps to position the community to apply for these increasingly competitive funding sources and to be well positioned for less traditional and/or less frequent funding opportunities such as state bonds and private philanthropic groups.

### **15.2.1 CDBG Programs**

The CDBG program is a federally funded program administered by the Department of Economic and Community Development (DECD). The purpose of the program is to provide grants to local communities to support economic and community development that primarily benefits low- and moderate-income persons. Federal funding to underwrite the program is provided through the U.S. Department of Housing and Urban Development (HUD). The CDBG program consists of several grant programs for economic and community development. Applications and funds are available annually from the DECD.

To be eligible for additional CDBG funds, a community must have completed a comprehensive downtown strategic plan or update to an existing plan within the past five years. Also, to be eligible for CDBG funding, projects and activities must meet one of two national program objectives. The project must achieve one of the following:

- Benefit at least 51% low-moderate persons in an area, or
- Eliminate slum and blight

For more information: <http://www.meocd.org>

Two of the most commonly used grants for downtown revitalization are highlighted below. The Town may wish to explore the other CDBG programs for applicability such as: Public Facilities; Business Assistance, Micro-Enterprise Assistance and Housing Assistance. These programs are updated on an annual basis and some adjustments in program availability and funding within each program should be expected.

#### **Downtown Revitalization Grant**

The Downtown Revitalization Grant (DR) Program provides funds to communities to implement comprehensive, integrated, and innovative solutions to the problems facing their downtown districts. These community revitalization projects must be part of a strategy that targets downtown service and business districts and will lead



to future public and private investment. Qualified applicant communities must have a downtown district meeting the definition. Communities applying for funds must provide a direct cash match of at least 25% of the total CDBG grant award. This match may consist of non-CDBG loans, grants, endowments, etc. contributed to the project. The proposed DR activities must be in a downtown plan (completed or updated within 5 years of the application) as recommended actions necessary for downtown revitalization. Applicants will receive three bonus points if they have been designated as a Main Street Maine Community by the Maine Downtown Center or one bonus point if they have been designated as a Maine Downtown Network Community.

**Eligible Projects Include**

- Construction, acquisition, reconstruction, installation, rehabilitation, site clearance, historic preservation, and relocation assistance associated with parking, streets, curbs, gutters, sidewalks, recreational facilities, parks, removal of architectural barriers, or neighborhood revitalization.
- Site amenities (benches, lighting, trash receptacles), landscaping and pedestrian improvements.
- Eligible activities include all those eligible under the Public Facilities, Public Infrastructure, Housing Assistance or Community Enterprise programs as relevant to the revitalization of a downtown district.

Letters of Intent are typically due in January, and applications typically due in March.

**Public Infrastructure Grant**

The Public Infrastructure Grant (PI) Program provides gap funding for local infrastructure activities, which are part of a community development strategy leading to future public and private investments. Eligible activities in the PI Program are construction, acquisition, reconstruction, installation, relocation assistance associated with public infrastructure. A cash match of at least 25% of the total grant award is required. This match may consist of non-CDBG loans, grants, endowments, etc. contributed to the project. Regional Service Centers and Contiguous Census Designated Places and Compact Urban Areas Designated as Regional Service Centers and activities supporting the revitalization of downtown areas will be given priority.

**Eligible Projects Include**

- Water system installation/improvements, sewer system installation/ improvements, water/sewer system hookups, storm drainage, utility infrastructure (road or street reconstruction is not eligible)
- Streets and roads, parking, curbs, gutters and pedestrian safety improvements in association with roadway and storm drainage infrastructure improvements.

Letters of Intent are typically due in between December and February, and applications are typically due in between February and April. Grant awards are typically between May and July.

**15.2.2 Tax Increment Financing (TIF) Program**

The purpose of developing the Downtown Revitalization Plan is to serve the community as an instrument for identifying and prioritizing revitalization goals in a defined downtown area. Such an area within a community is defined by the state of Maine as:

“a cohesive core of commercial and mixed-use buildings, often interspersed with civic, religious, and residential buildings and public spaces, often arranged along a main street and intersecting side streets, walkable and served by public infrastructure.”

Once an area has been designated and a set of publicly supported Downtown Revitalization Plan goals are identified, the Downtown Revitalization Plan outlines prioritized and actionable recommendations for implementing the community’s vision. There are two means of implementing the Downtown Revitalization Plan. One is by capital investment to support physical improvements, such as utilities, parking lots, and streetscape amenities. The other is promotion of the vision for the plan after adoption of the Plan, continued public outreach, and adoption of the new and/or revised local policy measures in terms of regulatory ordinances. Both means are best achieved in a collaborative effort between the citizens of South Berwick, local municipal government, and private / non-profit stakeholders.

To that end, South Berwick anticipates initiating development of a Downtown Omnibus Tax Increment Financing (TIF) district that modifies the Transit Orientation TIF District as a tool to provide funding in support of many of the Downtown Revitalization Plan goals and is considering updating the Town’s Comprehensive Plan and local Zoning Ordinances which should adopt and therefore be consistent with the goals of the Downtown Revitalization Plan.

To utilize potential funding instruments like a Downtown TIF or other local, private, state and federal funding programs, the downtown plan is being strategically developed in conformance with the Maine Department of Economic and Community Development’s “Downtown Plan Components” criteria which serve as the organizational format of the planning initiative and include:

- Definition of the downtown area
- Information regarding zoning ordinance effects on the downtown area, and consistency of the Downtown Revitalization Plan with the Comprehensive Plan
- Building inventory conditions assessment
- Inventory of retail / commercial space
- Employment opportunities
- Inventory of residential units
- Pedestrian / Bicycle infrastructure and accessibility

TIF Districts can be established for site specific projects, specific use projects, downtown projects, economic development, municipal improvements, or private investment/developer projects. Activities from TIF proceeds can be utilized for various functions including:

- Economic development
- Job creation
- Credit enhancement agreements
- Public infrastructure
- Planning services
- Streetscape and façade improvements
- Marketing and promotions
- Establishment of a revolving loan fund
- Staffing and operations



### **15.2.3 Maine Department of Transportation Programs**

There are a number of ways that communities in Maine gain funding for road, pedestrian, and bicycle improvements through the Maine Department of Transportation (MaineDOT). The most prominent pedestrian/bicycle funding is the Quality Communities Program, described below.

#### **Village & Municipal Partnership Programs**

MaineDOT has established Village and Municipal Partnership Programs, which encompasses both Transportation Enhancements and Safe Routes to School programs as well as other improvements on State highways.

This competitive program is intended to improve community transportation related facilities through bicycle and pedestrian improvements, safety improvements, environmental improvements, scenic, historic, and other quality community improvements. The program is intended to support new pedestrian and bicycle facilities, with an emphasis on the transportation value the proposed project has for the community.

Recent changes to the program require separate applications for design and construction phases. Projects now must have their design phase complete and approved by MaineDOT before applying for construction funds. South Berwick is familiar with this program and should continue to contact the MaineDOT Bicycle, Pedestrian, and Quality Community Program Manager for questions or to coordinate a potential application.

#### **For more information:**

<https://www.maine.gov/mdot/pga/docs/2020/MPI2020.pdf>

### **15.2.4 Other Funding Programs and Strategies**

#### **Congressional Designated Spending**

Congressional designated spending, formerly known as Earmarks, have been utilized to fund a variety of infrastructure projects and programs in the past few years. Applications have been taken on an annual basis through the State's Congressional Delegation to provide financial assistance to a variety of Maine communities. These funds require a local 20% match.

#### **Leveraging Private Funds**

In many communities, partnerships with private entities such as landowners/developers, banks, non-profits or other institutions can result in important funding or implementation opportunities. Communities should be strategic in identifying specific ways in which such entities could participate in revitalizing the downtown. This may include initiatives like creating a 501 3C non-profit organization that can apply for philanthropic endowment grants or growing social media outlets like crowdfunding.

#### **Maine Arts Commission**

The MAC has several competitive grant programs to help promote arts & culture, several of which have been successfully used in downtowns across the state.

### [Grants Home \(maine.gov\)](#)

Efficiency Maine / Maine Development Foundations Maine Downtown Center "Green Downtowns" Program

If there is a strong interest in promoting green and energy efficiency initiatives in the downtown, contact programs such as these to find out if they offer any appropriate opportunities.

Efficiency Maine has a number of Business Programs, Energy Audit programs, and tools and resources for Renewable Energy and improving energy efficiency.

### [Resources for Municipalities - Efficiency Maine](#)

The MDF Maine Downtown Center offers funding opportunities from time to time. Although their emphasis is on member communities, the Town can contact MDF to see if aspects of the program might apply to South Berwick.

### [Funding Opportunities - Maine Development Foundation \(mdf.org\)](#)

#### **Project Canopy Grant**

Project Canopy funds could be used for street tree plantings in the downtown or at the Town's parks and public facilities. Funding and administration are through the Maine Forest Service and Growsmart Maine; the funding limit is usually \$8,000. This program typically requires attendance at a training workshop.

### [Project Canopy: Help Trees help you. \(maine.gov\)](#)

#### **Historic Tax Credit Programs**

Maine has several tax credit programs which can aid in revitalization efforts such as historic preservation and housing. These programs are complex, but for the right project, may serve as an important financial component. Tax Credit projects are typically a private effort with support from a municipality (public-private partnership).

### [The Maine Substantial Rehabilitation Credit | Maine Historic Preservation Commission](#)

#### **Low Income Housing Tax Credit**

The federal Low Income Housing Tax Credit (LIHTC) provides subsidy in the form of a federal tax credit to developers of affordable rental housing. Developers using funding must reserve a portion of the rental units for lower income renters. This can include Senior Housing.

### [Low Income Housing Tax Credit Program \(mainehousing.org\)](#)

### **New Market Tax Credits**

The Maine New Markets Capital Investment Program provides refundable state tax credits of up to 39% to investors in qualified community development entities (CDEs) that reinvest in certain businesses in eligible low-income communities in Maine. The program is modeled after the federal New Markets Tax Credit Program, and is administered by the Finance Authority of Maine, in cooperation with Maine Revenue Services and the Maine Department of Economic and Community Development.

### **For more information**

[Maine New Markets Capital Investment Program - FAME Maine](#)

### **State Bonds**

Although unpredictable, special state bond programs such as Communities for Maine's Future or the Riverfront Communities are sometimes funded by the legislature. Communities may be able to take advantage of such funding if appropriate to the downtown revitalization effort.

### **Municipal Bonds**

More predictable and often misunderstood and increasingly underutilized are municipal bonds. This source of funding provides a greater level of local control and flexibility in funding projects that may not meet objectives of state and federal grant programs, while allowing local investors to put their financial resources into projects that are of particular value to the community.

Municipal bonds are used by local governments or territories, or other agencies (commonly including financial institutions and if the Town of South Berwick is not familiar with this project, it is recommended that the Maine Municipal Association be contacted for peer assistance: <https://memun.org/>

One organization particularly focused on municipal bonds for broadband projects that the Town may be interested in contacting is Neighborly: <https://neighborly.com/>

### **Coastal Enterprises and Maine Community Foundation Partnership**

The Maine Community Foundation has partnered with Brunswick-based CEI (Coastal Enterprises Inc.) to boost downtown and resiliency-related development in rural Maine. Several programs are available for climate resilience funding, child care infrastructure, real estate financing, and small business loan opportunities.

<https://www.ceimaine.org/>

### **Northern Border Regional Commission (NBRC)**

The NBRC is an important regional coordination mechanism for the Northern Forest states as well as a potentially significant new source of investment for economic and community development in the region. The Center coordinates with NBRC stakeholders across the region, with the Commission members (a federal co-chair and the

region's four governors), and with the regional congressional delegation to align the work of the Commission with regional priorities and to secure additional funding for its activities.

[Grants and Opportunities | Northern Border Regional Commission \(nbrc.gov\)](#)

### **Recreational Trails Program**

The program is authorized through the Federal Highway Administration and is administered by the Maine Department of Agriculture's Bureau of Parks and Lands:

[https://www.maine.gov/dacf/parks/grants/recreational\\_trails\\_program.shtml](https://www.maine.gov/dacf/parks/grants/recreational_trails_program.shtml)

### **Land and Water Conservation Funds**

The program is authorized through the National Park Service and is administered by the Maine Department of Agriculture's Bureau of Parks and Lands:

[https://www.maine.gov/dacf/parks/grants/land\\_water\\_conservation\\_fund.html](https://www.maine.gov/dacf/parks/grants/land_water_conservation_fund.html)

### **Water & Sewer Utility Funding**

Water and sewer infrastructure improvements are most often funded through USDA Rural Development or through the State Revolving Loan Funds administered by the Maine Department of Environmental Protection and the State Drinking Water Program. Both sources of funding offer grant and loan packages that are often tied to existing user rates and median household income numbers.

The link for the Rural Utilities program is provided here:

<https://www.rd.usda.gov/programs-services/water-waste-disposal-loan-grant-program/me>

Information on the Maine Clean Water State Revolving Loan Fund can be found here:

<https://www.maine.gov/dep/water/grants/srfparag.html>

The drinking water SRF program is linked below:

<https://www.maine.gov/dhhs/mecdc/environmental-health/dwp/imt/documents/DWPFundingTableSummary.pdf>

### **Donations / Volunteers**

There are often a variety of local grass roots fund raising campaigns that can successfully obtain capital donations and/or volunteer labor to implement a variety of community revitalization initiatives. Opportunities to seek out this support could be sought out at a town sponsored public gathering events and public meetings (voting polls, school events, etc.), in terms of donations or sign-up opportunities for future volunteering, through online crowd funding, community meetings.



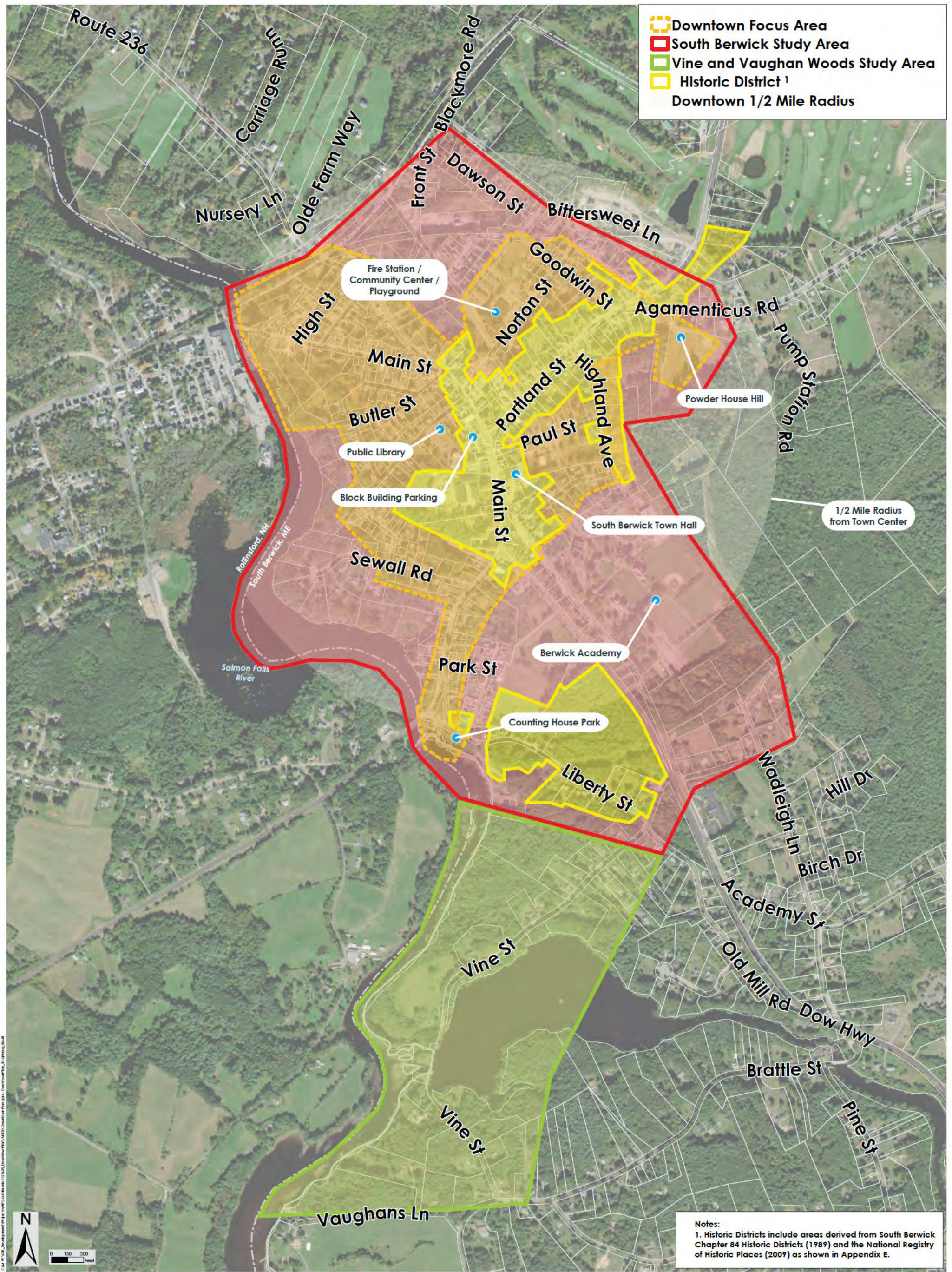
## Appendix A Maps

Downtown Study Area

Parcel Land Use

Downtown Improvement Plan

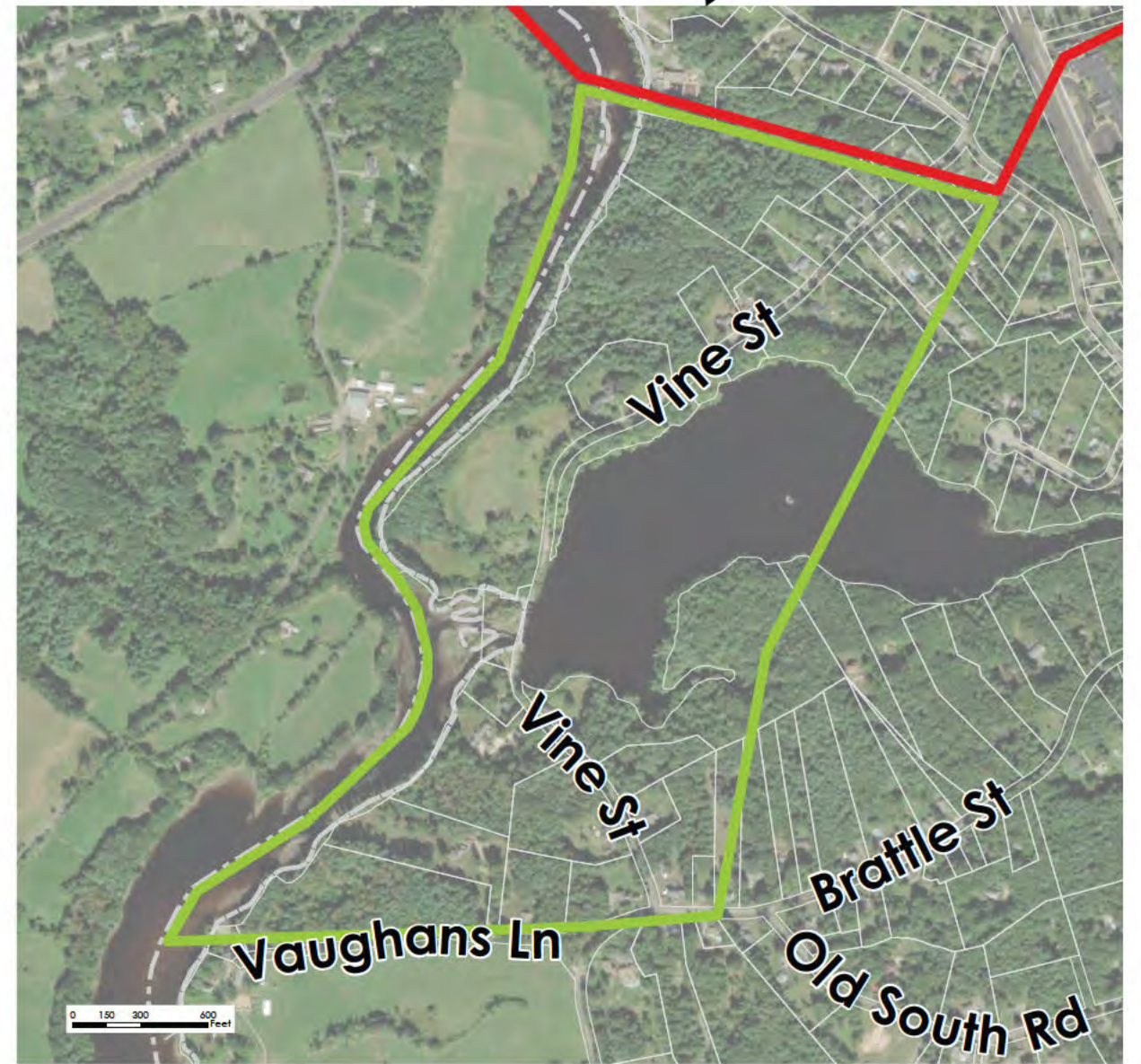
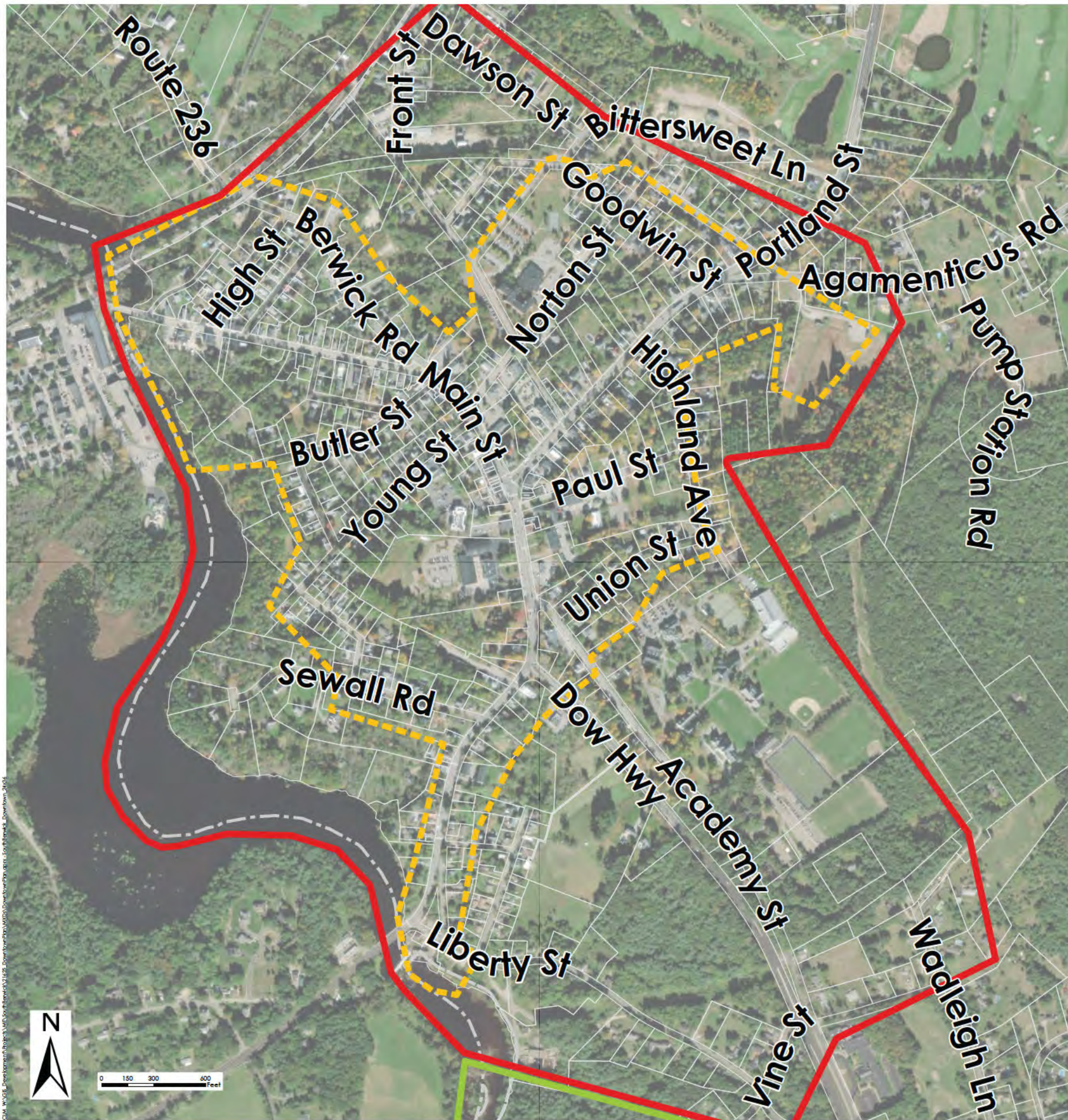
















## Appendix B Public Participation

1/18/24 Public Workshop Presentation

1/18/24 Public Workshop Attendance List

Survey Sample

Survey Results

5/16/24 Public Workshop Presentation

5/16/24 Public Workshop Attendance List

# Downtown Revitalization Action Plan

South Berwick, Maine

January 18, 2024

Jeffrey Preble, PE  
Kalle Maggio, RLA  
Jacob Shactman, EI





# Introductions



## Town Staff

### Tim Pellerin

- Town Manager

### Denise Clavette

- Staff Liaison - Economic Development Director

## South Berwick Downtown Revitalization Plan Advisory Committee

- Jessica Cyr, Town Council
- Melissa Costella, Town Council
- Mark Lawrence      Daniel Kenney
- Carrie Portrie      Kenneth Weston
- Cynthia Gagnon      Roxanne Poulin
- David Whelan      Irene Bowen
- Deirdre Williams      Jaclyn Bousquet
- James Flynn      Heather Johnson
- 

## Wright-Pierce

### Jeff Preble, PE

- Project Manager/Consultant

### Kalle Maggio, RLA

- Lead Planner

### Jacob Shactman

- Project Engineer

[Welcome to Town Of South Berwick, Maine](https://southberwickmaine.org)  
[southberwickmaine.org](https://southberwickmaine.org)

# Public Workshop Agenda

## **Project Background (20 minutes)**

- **Downtown Revitalization Plan Process Overview**
- **Define Downtown Area**
- **Downtown Improvements**
- **Open Space Improvements**

## **Group Breakout Sessions (60 minutes)**

## **Breakout Recap (30 minutes)**

## **Next Steps (5 min)**

## **Questions (5 min)**

# Downtown Revitalization Action Plan Goals

- **Develop a Publicly Supported Consensus Vision for the Downtown**
- **Develop a Prioritized Action Plan to meet the Community needs through a planned approach**
- **Conformance with the Maine Department of Economic and Community Development's Downtown Plan Components**



# Downtown Plan Process



## Kick-off Meeting

- Identify Downtown committee
- Key Stakeholders
- Confirm Study Area



## Public Workshops

- Initial Workshop – January 2024
- Questionnaire
- Public Input & Vision
- Top 3 most important issues



## Concept Plans & Report

- Downtown Infrastructure
- Community Planning and Revitalization
- Position town for funding opportunities
- Future Site Planning

# Downtown Study Area



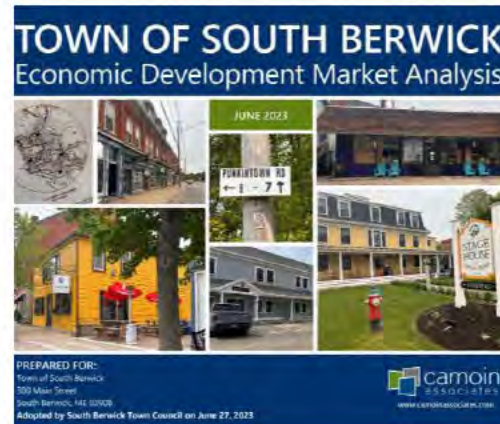


# Recent Studies & Published Reports



## Traffic Study

- Intersection Alternatives
- Corridor Considerations
- Traffic Calming



## Economic Development & Market Analysis

- Market Analysis
- Demographics
- Industry & Workforce Profiles

## South Berwick Community Opinion Survey Results Summary / Comprehensive Plan

January 2023



Prepared by:  
Southern Maine Planning and Development Commission

Prepared for:  
South Berwick Comprehensive Plan Committee



*Town of South Berwick*

180 MAIN STREET  
SOUTH BERWICK, MAINE 05081-1525  
TEL: 207-584-3500  
FAX: 207-584-3505

## Community Opinion Survey Results / Comprehensive Plan

- Goals and Objectives of Community
- Demographics

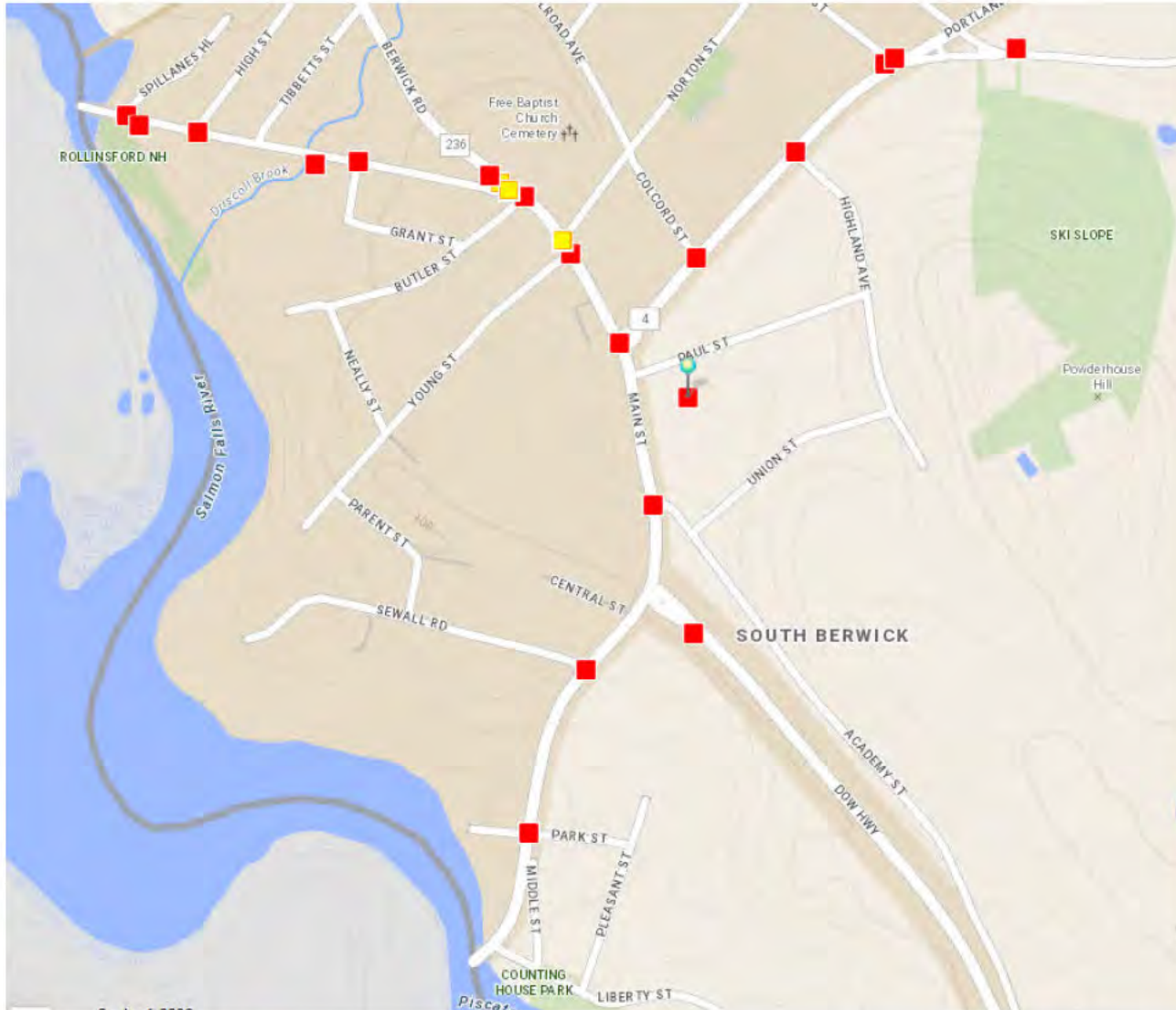


# Pedestrian Connectivity





# ADA Compliance





# Parking





# Public Spaces and Greenspace





# Park and Green Space Improvements



Defined Walkways



Public Gathering Spots



# Historic Buildings



# Pedestrian Improvements



Decorative Crosswalks



Prioritize Safe Pedestrian Routes



# Pedestrian Improvements



Poles at Curb Line

VS



Poles at back of sidewalk



# Utility Improvements



On Site Meeting with Central Maine Power



Costs and Logistics

# Types of Plantings



## Street Trees

- Improves curb Appeal
- Reduces Heat Island Effect
- Traffic Calming



## Functional Green Spaces

- Green Infrastructure
- Stormwater Management



## Low Maintenance Plantings

- Trees & shrubs provide visual aesthetics that require less maintenance than herbaceous plantings



## Container Planters

- Improve curb appeal
- Public & Private Partnership
- "Adopt-a-Spot"



# Types of Lighting



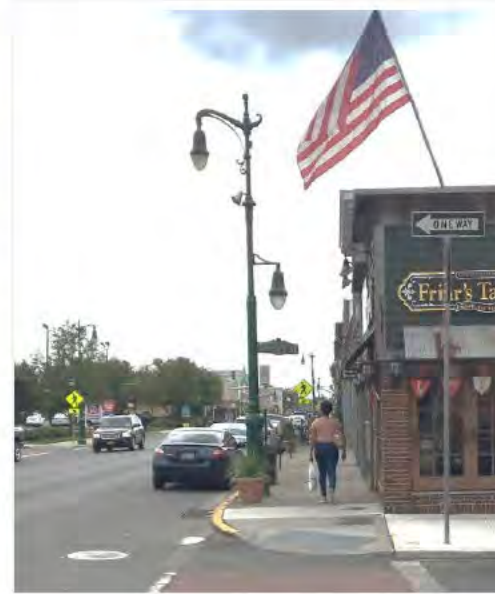
## Street Lighting

- Improves curb appeal
- Reduces crime
- Extends business hours



## Fundamental

- Reputable Manufacturers
- Low-cost energy solutions



## Style Options

- Elevates town character
- Period lighting
- Modern lighting



## Solar Options

- Reduces overall cost of construction
- Reduce Maintenance

# Wayfinding & Signage



## Types of Signage

- Identification signs
- Directional wayfinding
- Trail wayfinding systems



## Style Options

- Elevates town character
- Brand recognition
- People drive inclusive design

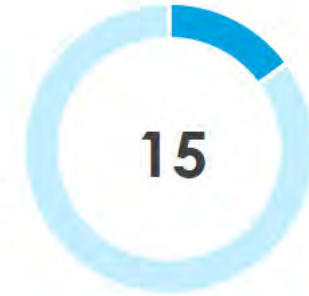


# Group Breakout Session

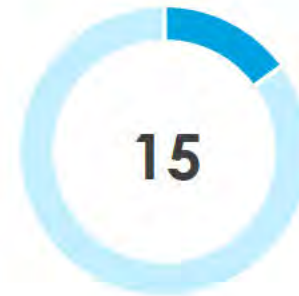
**Downtown  
Improvements**



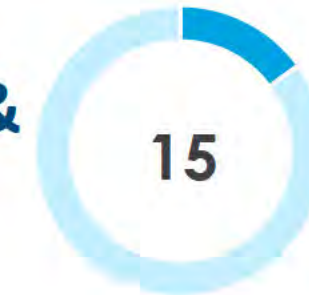
**Sidewalks,  
Crosswalks/Public  
Space**



**Economic  
Development**



**Local Regulations &  
Housing**



# Next Steps





# Contact Information



**Jeffrey Preble, PE**

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207.798.3759



**Jacob Shactman, EI**

jacob.shactman@wright-pierce.com  
603.570.7115



**Kalle Maggio, RLA**

kalle.maggio@wright-pierce.com  
603.570.7137

# THANK YOU

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1-18-24 MEETING ATTENDANCE

Name (please print legibly)	Contact Info (E-Mail if Available)	Interest in Project
		in
Blake Nadilo		Resident
Robert T. Leavens		Resident
SAM FLINKSTROM		RESIDENT / BUSINESS owner
Abby Rounak		resident / sports business employee
Anna Wittenborg		Resident
Sharon Trull		Resident / downtown
ERIC Flinkstrom		citizen
Terry Poulin		Resident
James Connolly		Resident
Virginia Wilson		Resident -
Jeanette Greenlaw		Resident
ANDREA LOGAN		RESIDENT
TYLER HAPPOCK		RESIDENT
David Ramsey		Resident

1-18-24 MEETING ATTENDANCE

Name (please print legibly)	Contact Info (E-Mail if Available)	Interest in Project
Elizabeth Dauth		Resident
BRIDGET POTE		Resident
MIKE CASSEL		RES.
Megan Cleary		Resident
JAMES CLEARY		RESIDENT
Greyson Clark		business
Nick G...		historical
Fred Wilmar		f. net
Ameilia Nadilo		Resident
Paul Sternhauer		resident / tax payer
Pamela Roberts		resident
Amanda Donovan		com resident
WANDA STEWART		Resident
Rob Kilburn		Resident
Katie Cincotti		business owner / Resident

**SIGN-IN-SHEET  
SOUTH BERWICK, MAINE  
DOWNTOWN REVITALIZATION PLAN**

(INITIAL PUBLIC INPUT WORKSHOP)

**DATE:** Thursday, January 18, 2024 at 6:00 PM

**LOCATION:** South Berwick Town Office

Name (please print legibly)	Contact Info (E-Mail if Available)	Interest in Project
Andrew Roberts Van Alstyre		
JULIA JONES		resident
Susan Bernier		Resident/ taxpayer
ROB BERNIER		TAXPAYER
John Cook		taxpayer
Jane Orr		resident
Tinka Pritchett		yes
Rachel Morrison		(new!) resident
David McParrott		resident
Erin McDonald		resident
Zelda Kenny		resident
Nathan Feltch		Resident / Business owner
Cara Maxfield		Resident / Business owner



Name (please print legibly)	Contact Info (E-Mail if Available)	Interest in Project
Kimre Steinhauer		Taxpayer
Betsy Waver		want an interesting / vibrant tax producing development
Kaitlin Mckee		Downtown
Mike Spinney		Resident
Josh LaFlamme		
KYLE FRITZ		RESIDENT
Mark Deserkey		Resident
Rick Pouch		RESIDENT
Joseph + Laura Smith		Resident
Malcolm P Kenney		Resident Retired
Len Bagn		business owner / downtown resident / involved citizen
Beth + James Therriault		Resident

# SOUTH BERWICK DOWNTOWN REVITALIZATION ACTION PLAN Public Input Questionnaire



PLEASE PRINT

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Please check all items that apply: ☐ Adjacent Resident    ☐ Area Resident    ☐ Business Owner

☐ Civic Group Member    ☐ Other \_\_\_\_\_

## 1. POTENTIAL DOWNTOWN IMPROVEMENTS - GENERAL

Please note these issues are to be expanded upon in greater detail in the following sections.	Check One			
	Support	Neutral	Don't Support	Unsure/ More Info
Streetscape Improvements (benches, trash receptacles, bollards, banners, planters, etc.)				
Bicycle and pedestrian infrastructure improvements (sidewalks, bike lanes, crosswalks)				
Building/ façade improvements program				
Promotion/Support for business development				
Incentives/programs for private property owners to make improvements (building or site/lot)				
Additional downtown parking				
Off-Street parking lots				
On-Street parking				
Addition / Alteration / Expansion of public utilities (water, sewer, overhead utilities to underground, etc.)				
Vehicular traffic calming measures (Outside of intersection improvements)				
Affordable Housing Strategies				
Multigenerational Amenities				
Additional employment opportunities				
Additional residential housing opportunities				
Additional park and recreational spaces				
Additional access to Salmon Falls River				
Park & Ride Lot				
Public Transit (Indicate destination below)				
Establish the South Berwick Brand				



Comments:

## 2. SIDEWALKS & CROSSWALKS

	Check One			
	Support	Neutral	Don't Support	Unsure/ More Info
Add/Improve existing sidewalks & address ADA deficiencies – comment on areas below				
Connection of sidewalks within the Downtown				
Connections from Downtown to regional trails/destinations				
Add pedestrian "bump-outs" or median islands at key intersections for crosswalk safety improvements				
Consider new crosswalk design / materials that are more visible year-round				
Crosswalk materials to enhance the historic nature of S. Berwick (brick/cobblestone)				
Additional crosswalks across Main Street				
Add crosswalk warning lights				
Winter maintenance program for snow management				
Address utility pole conflicts to improve maintenance				
Comments:				

## 3. ECONOMIC DEVELOPMENT/HOUSING

	Check One			
	Support	Neutral	Don't Support	Unsure/ More Info
Business assistance/municipal programs to attract new businesses				
Promotion & marketing program/ materials specifically for the Downtown				
Promote/expand economic development opportunities associated with <u>outdoor recreation</u>				
Promote/expand economic development opportunities associated with <u>arts &amp; culture</u>				
Expand diversity of commercial business types				
Incorporate <u>local history</u> into the revitalization / promotion of the Downtown and types of districts (i.e. Shoetown, Historic District, etc...)				
Promote diversity of employment opportunities				
Amplify online presence of Town amenities, businesses, and events				
Opportunities for mixed use buildings/zones				
Improve housing opportunities for low income or workforce families				
Improve housing opportunities for senior citizens				



Provide incentives for property owners to improve existing housing units in the Downtown.				
Comments:				

#### 4. RECREATION/PUBLIC SPACES

	Check One			
	Support	Neutral	Don't Support	Unsure/ More Info
Improve access points to Salmon Falls River				
Identify areas for art displays and expression				
Improve recreational spaces to accommodate more diverse types of outdoor activities				
Create opportunities for year-round use of Powder House Hill				
Create opportunities for Counting House Park Improvements				
Create opportunities for Shoetown Park Improvements				
Create new pocket parks within the downtown				
Expand existing playground amenities				
Comments:				

#### 5. WAYFINDING/HISTORICAL AREAS

	Check One			
	Support	Neutral	Don't Support	Unsure/ More Info
Wayfinding signage unified Downtown (public) signage design				
Additional gateway signs welcoming travelers to the Downtown				
Wayfinding signage for fit zones and walking circuits				
Wayfinding to parks, greenspace, and scenic vistas				
Wayfinding historic places signage				
Improve regulatory standards (ordinances) to ensure new development is in character with historic Downtown area architecture				
Improve wayfinding for parking areas within walking distance of the core downtown				
Comments:				

## 6. TOP 3 MOST IMPORTANT

*What are the top 3 most important ideas or issues, as identified in the questions above?*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 7. OTHER COMMENTS

*What is your overall vision for the Downtown?*

*What types of new businesses would you like to see in the Downtown?*

*Do you have any suggestions for new promotional "themes" for the Downtown? ("What does the Downtown mean to you? What might attract others to visit the Downtown?...")*

**Thank you** for participating in this questionnaire. Questionnaires are due by **March 15, 2024.**

You may **drop off** your questionnaire at the **South Berwick Town Office**, or it can be delivered by **mail to**:

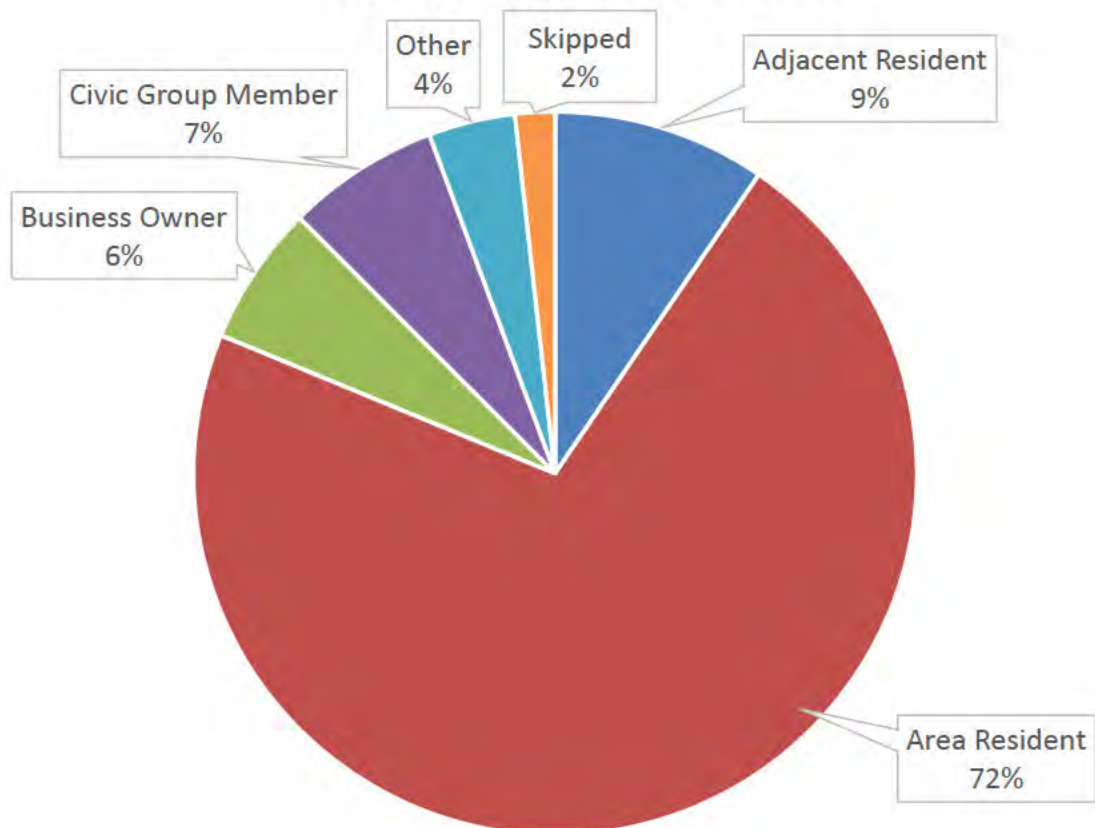
Town of South Berwick  
C/O Denise Clavette  
180 Main Street,  
South Berwick, ME 03908

Or Submit via **email** to [jeff.preble@wright-pierce.com](mailto:jeff.preble@wright-pierce.com)



Community Survey Results  
South Berwick Downtown Revitalization Plan

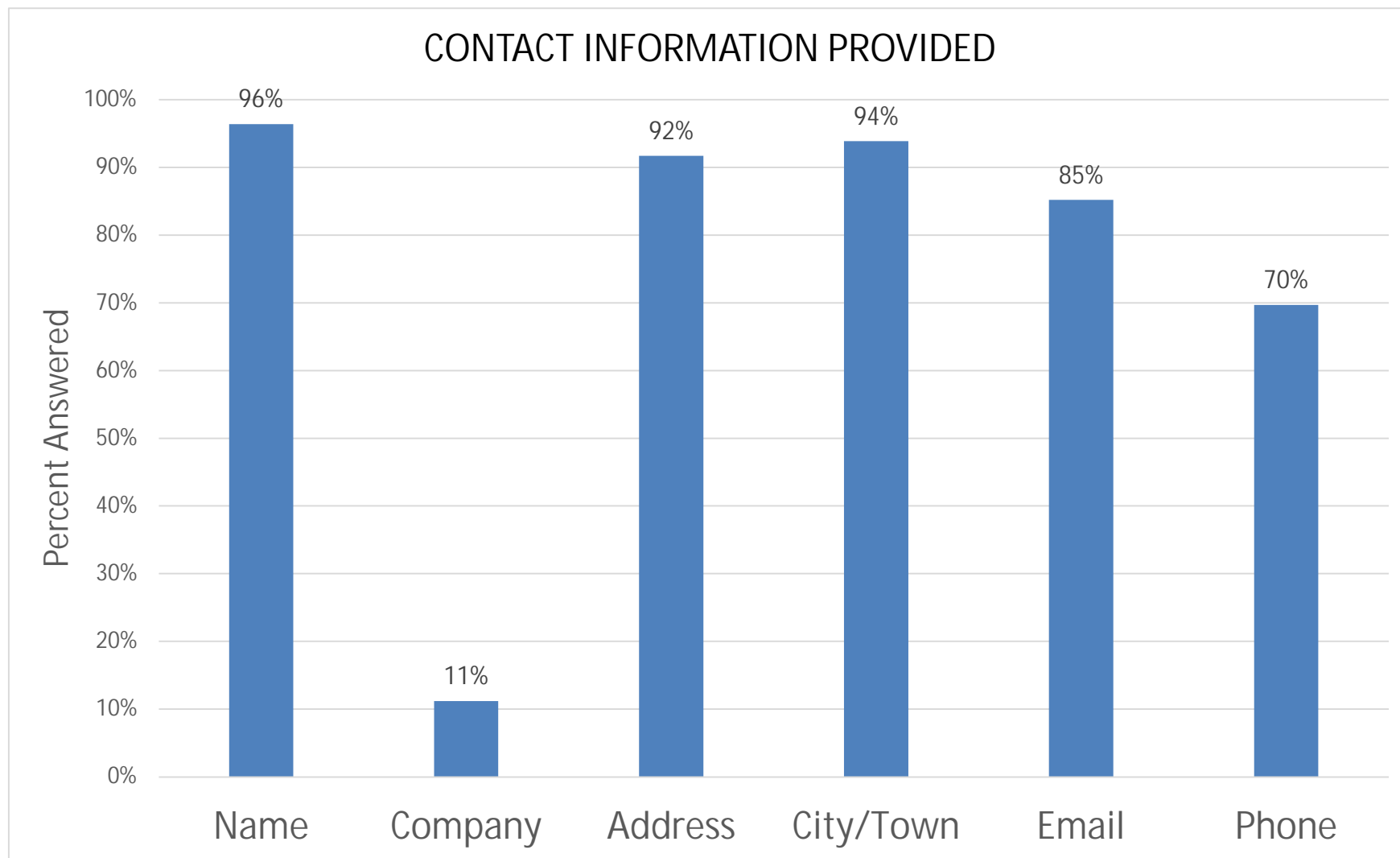
### SURVEY DEMOGRAPHICS



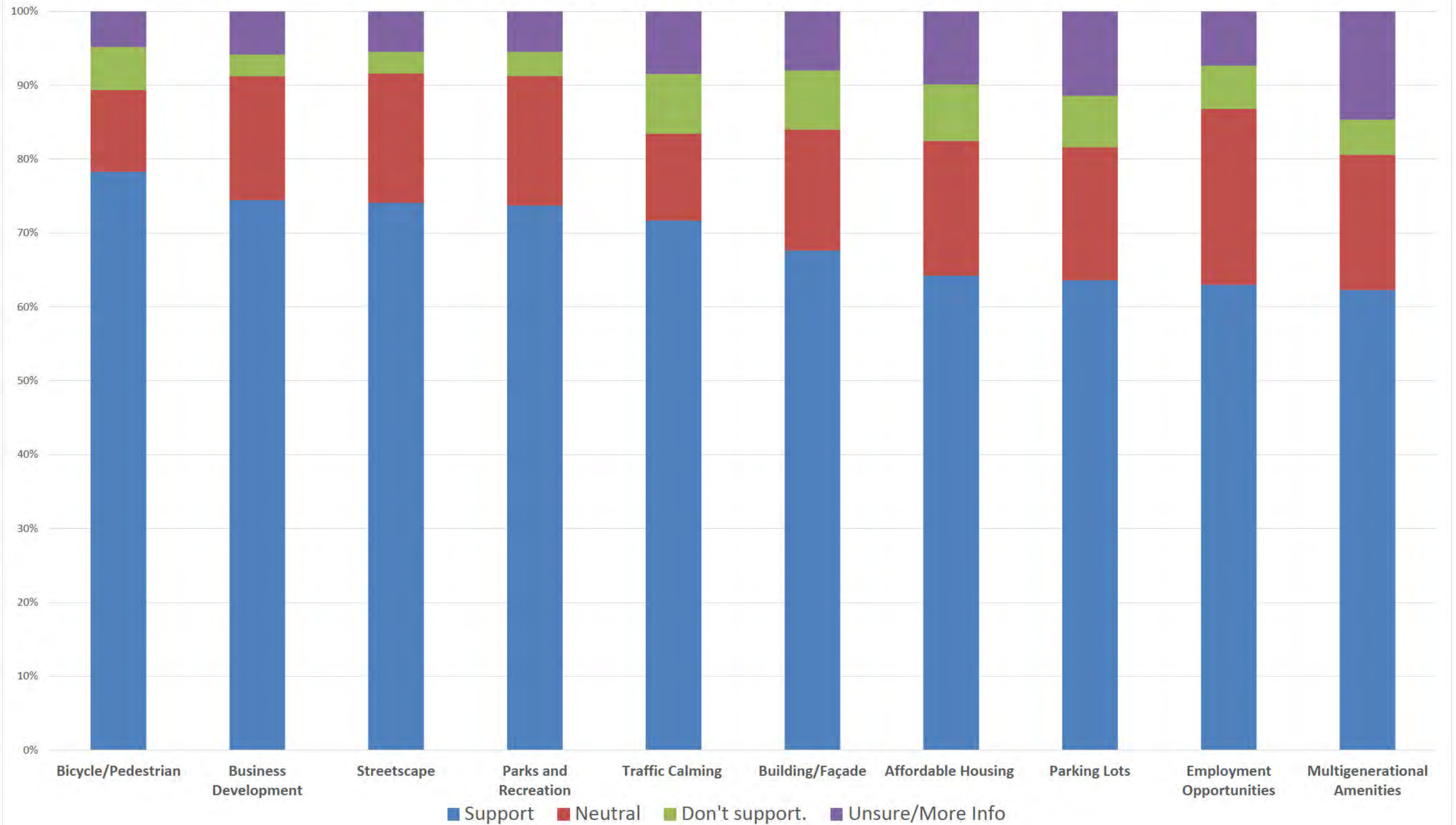
■ Adjacent Resident   ■ Area Resident   ■ Business Owner  
■ Civic Group Member   ■ Other   ■ Skipped



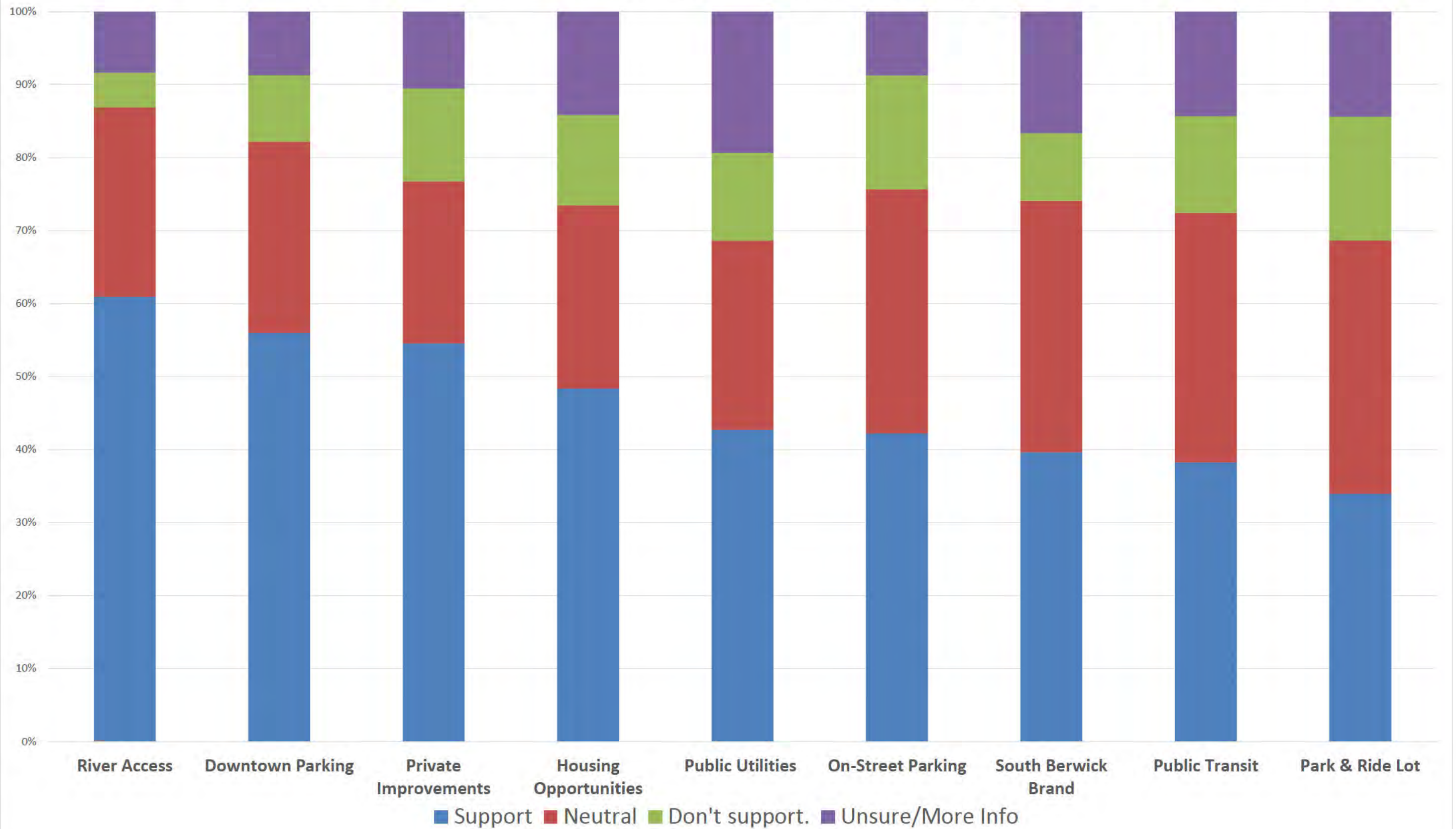
Community Survey Results  
South Berwick Downtown Revitalization Plan



### POTENTIAL DOWNTOWN IMPROVEMENTS (1 of 2)

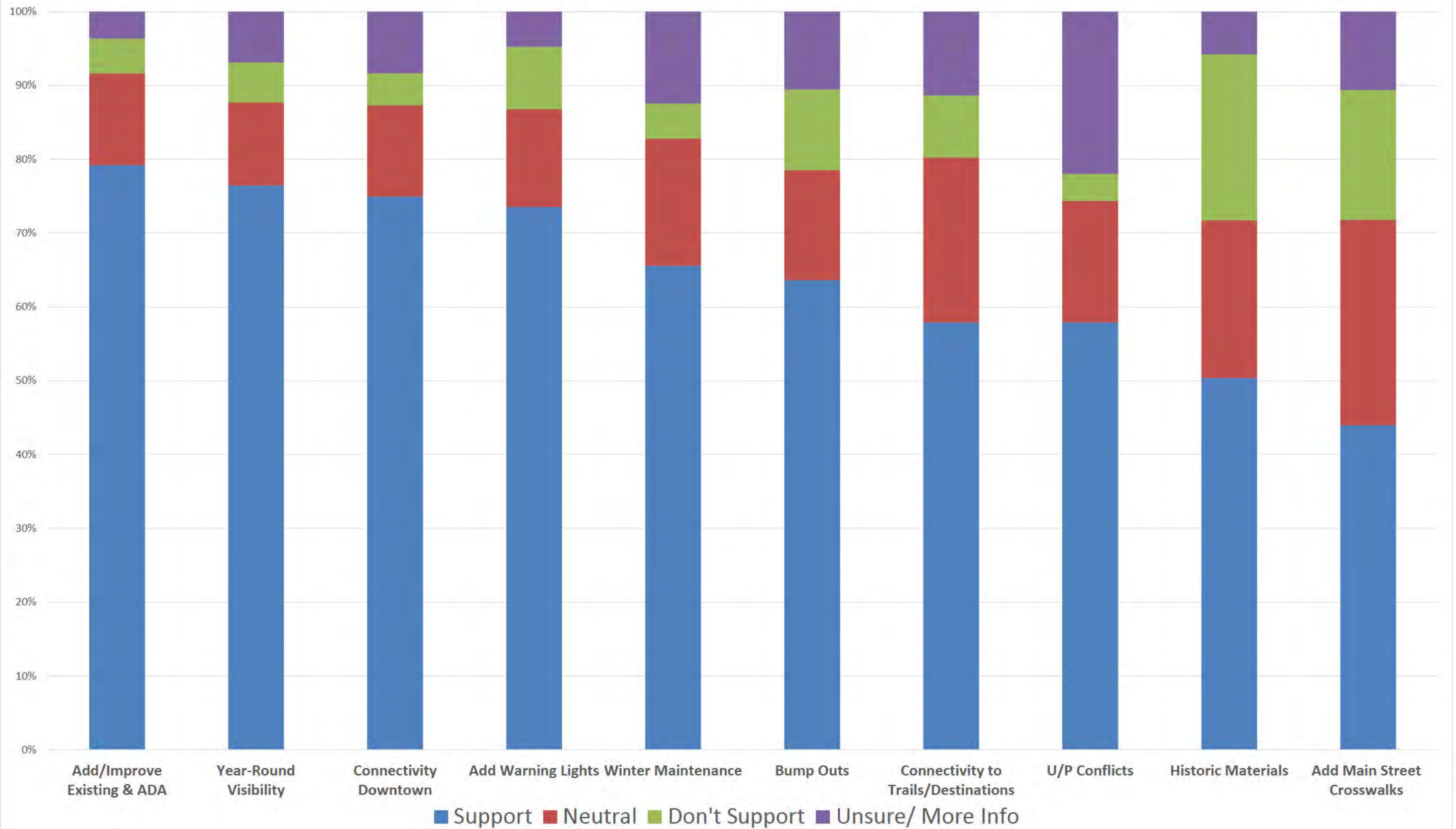


### POTENTIAL DOWNTOWN IMPROVEMENTS (2 of 2)

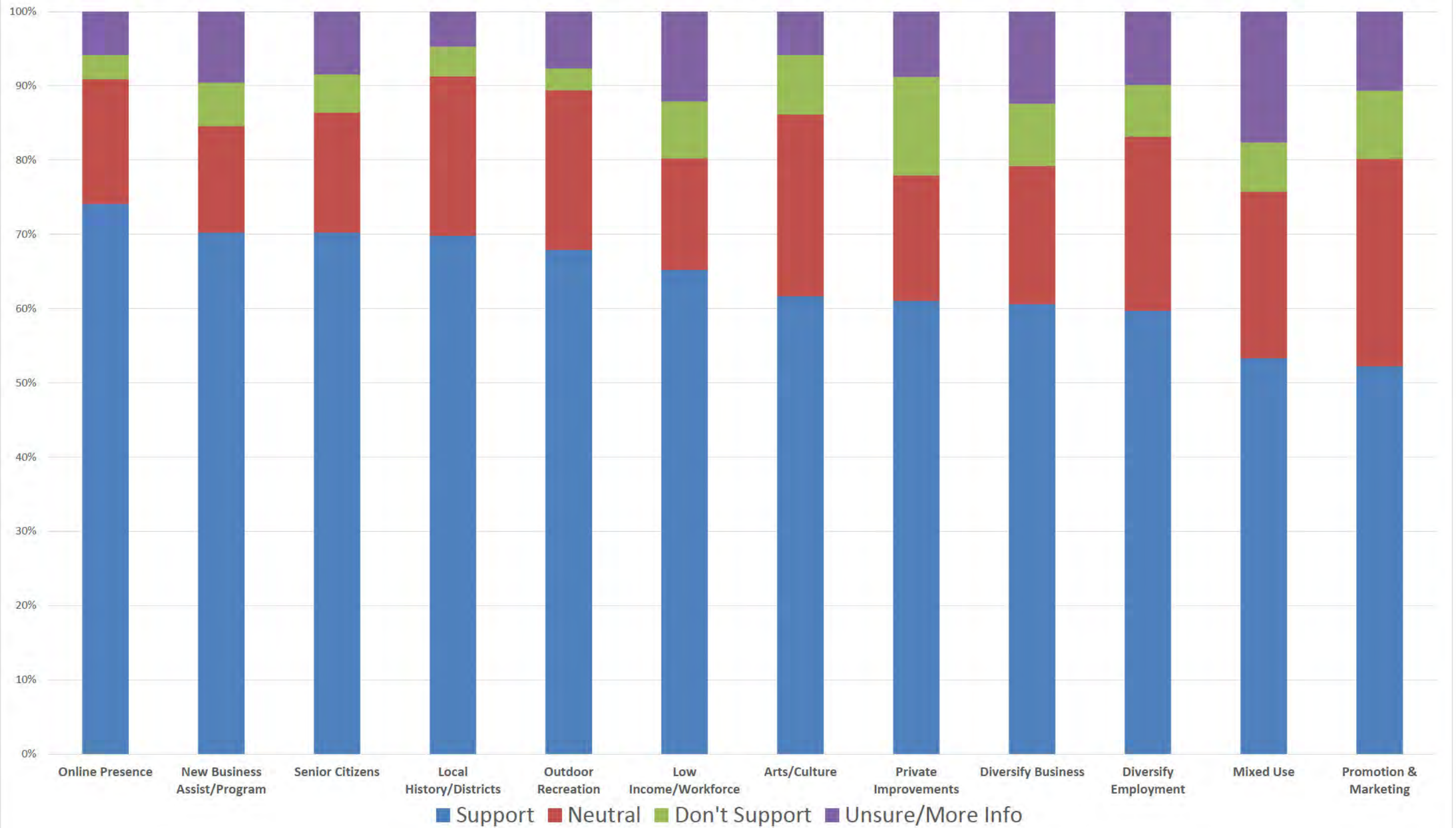




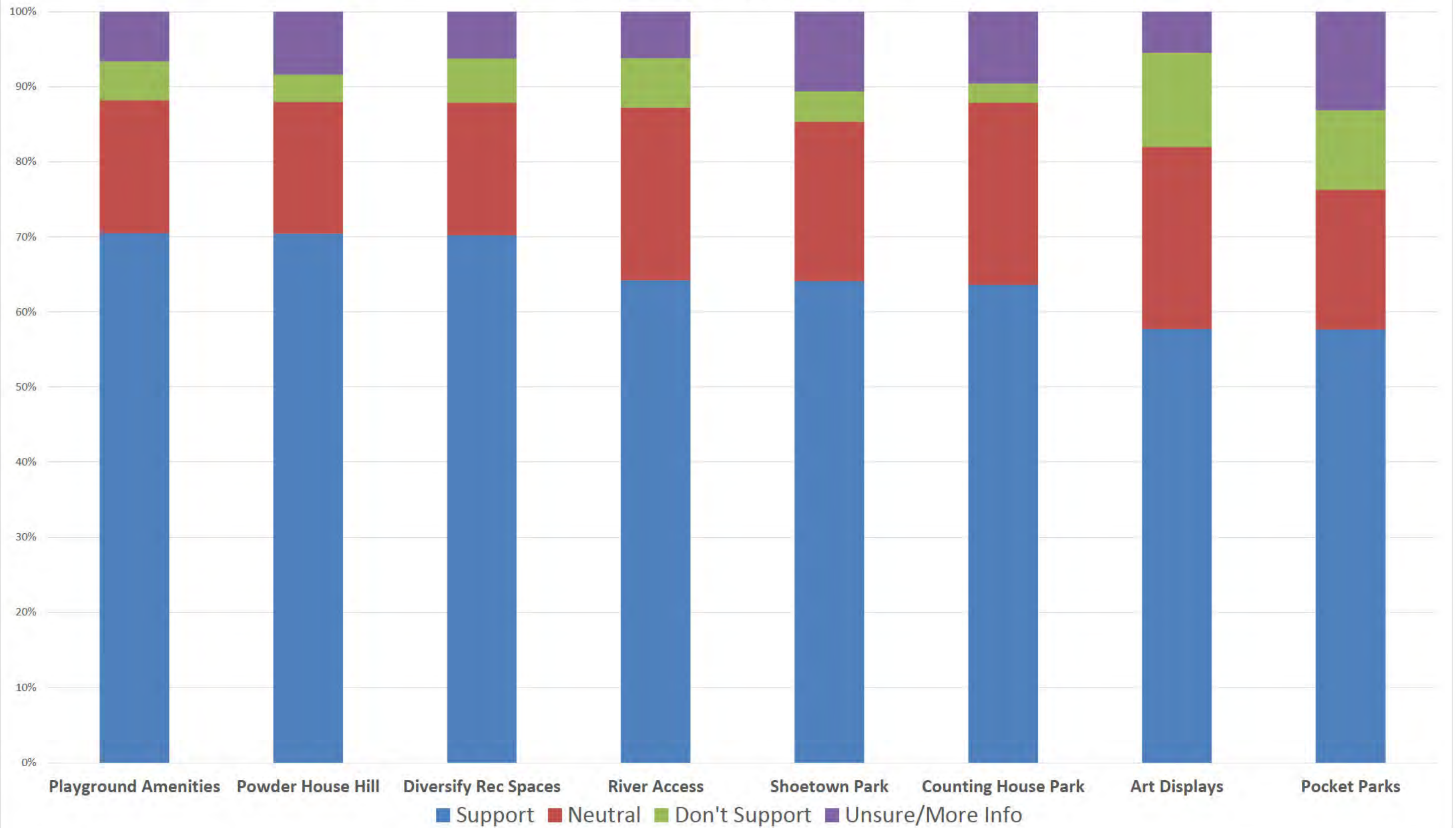
## SIDEWALKS AND CROSSWALKS



## ECONOMIC DEVELOPMENT AND HOUSING



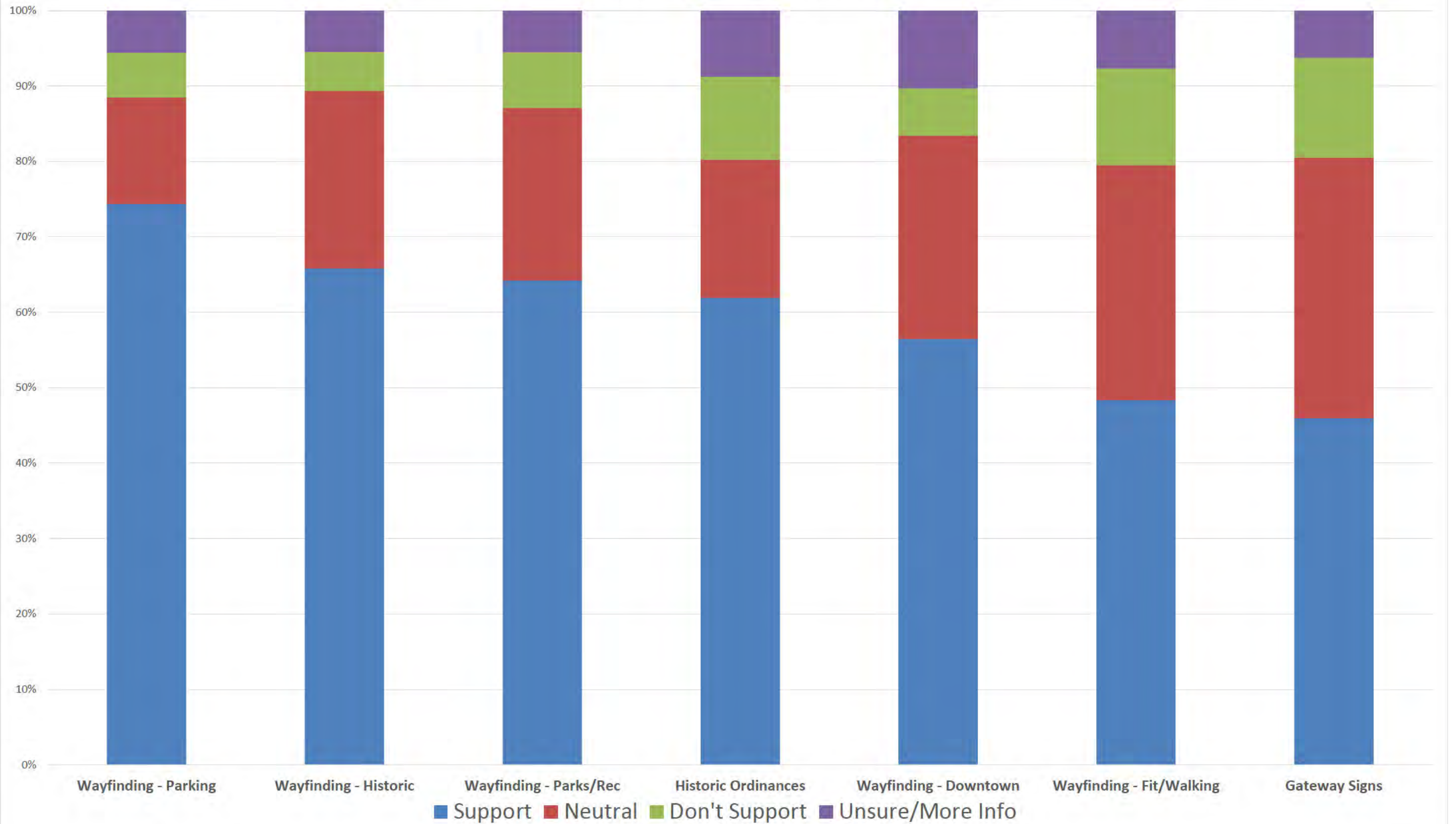
## RECREATION & PUBLIC SPACES





Community Survey Results  
South Berwick Downtown Revitalization Plan

WAYFINDING/HISTORICAL AREAS



### Q3. POTENTIAL DOWNTOWN IMPROVEMENTS

Comments
I want a pedestrian friendly town - easy access to Town Hall, safe for pedestrians; slow down the traffic through center of town for pedestrians
High importance to address the lot near the baptist church, filled with junk since the 70's, Main business block needs to be renovated (facade is a mess)
To and from Dover/Somersworth shopping/employment, As needed van transport to medical offices not covered by hospital van services, Additional transit to Kittery/Portsmouth for employment/shopping
Driving into South Berwick on Route 4 from Dover/Rollinsford, the first thing one sees is the dilapidated garage on Liberty Street across from the Counting House. Likewise, driving into South Berwick on Route 4 from North Berwick, the facade of the large building at the intersection of Main Street needs to be painted/cleaned up. Please do something about those eye sores!
Public Transit to Dover & Portsmouth
Promoting streets safe for walking and biking is my first priority for downtown
Any facade enhancements should be by loan from TIF funds. No grants should be given to landlords.
Portsmouth, Dover, Portland
Connections to dover, kittery and Portsmouth would be great. Especially for kids getting part time jobs during the summer. Public transportation is definitely lacking in this area.
Public transport to Portsmouth and Dover
Public Transit to Boston Logan Airport desired
Would love to see transit connection to Dover Rail Station, Portsmouth Park and Ride locations, and other major transit hubs
Vital to encouraging business growth, and amenities for residents
I wonder if it would help traffic flow through downtown if on street parking was removed/minimized in order to create turning lanes, especially taking a left onto Portland St from Main St. Consider one or two parking areas to replace the lost spaces.
Transit to Dover, Portsmouth. I'd like more info on all those I requested!
these choices are vague in nature, need to be more specific
I would look at utilization of on/off street parking to see if there is capacity if we remove on-street. It would be nice to have sidewalk extensions in front of businesses to possibly allow for outdoor dining and more social gathering. Parking on-street is a safety concern in my opinion, and there are several paved areas near downtown that could be utilized for those who have the capacity.
Shipyard
Dover, Kittery, Portsmouth
traffic and public transport are big issues. Bike lane is too dangerous
Encourage perennial/annual flower planting for All not just town
Improvements are expensive and more housing would only increase traffic. Need to slow traffic and relieve congestion in the middle of downtown before many people can enjoy benches
Transit to Portland and Boston- maybe a stop on Downeaster?
Shuttle to Hannafords to those who do not have transportation
Portland, Portsmouth, Kittery
Public Transit connection to Trains and Transit Center in Wells or in Dover;
Shipyard and Portsmouth/Dover/C&J public transit. Way too many single riders heading to the
There needs to be more support for small businesses and a more eclectic set of businesses. Traffic is the most important issue
how about a dog park on agamenticus road
I don't want to see major tax growth. I think some smart measures here and there will do well for this town, but I don't want it to be Portsmouth.

### Q3. POTENTIAL DOWNTOWN IMPROVEMENTS

Concerned about traffic shirt cutting through downtown neighborhood as there are many children and walkers in the area. Sidewalks in neighborhood are in terrible shape.
Downtown is already crowded with cars and trucks that should be staying on the highway. More and more people from Massachusetts are moving in and driving up housing prices. I want the opposite of
Dover, Portsmouth, Wells transportation center
With out building owner involvement, zero change for facade improvements
Portsmouth, Portland
Keep up the great work!!
I would leave a longer comment, but this non expandable comment box makes it hard to grammar check. I do still care about how I say what I want to say... what is the vision that town the town seeks? This should've defined before any improvements are made. Maybe the town wants a somersworth like identity, small town Maine won't matter in this case; but, maybe South Berwick wants to be more of an inland Ogunquit, filled with the arts, this is a different direction entirely. The towns folk need to know
Public transport connecting to COAST or other local transportation groups.
If utilities can't go underground, how about rerouting them behind the buildings on Main St.?
I believe that the MOST important thing to do immediately is improve the appearance of downtown and attract more retail (BUT NO MORE MARIJUANA!). The fences falling over fences, main building needing repair/paint, and litter everywhere due to no trash recepticals on the sidewalks is creating a bad look for our community. This is not helpful for attracting more shops/cafes and young families. I'm not sure we need additional park and rec spaces, but we need to improve what we have.
Public transit to Portsmouth/Kittery would help with traffic issues
Dover, Portsmouth, YCCC
Thank you for taking time from your busy schedule to enhance our community. And, providing this survey, keeping us involved
Downtown dover or Portsmouth
The more people we bring in the faster we lose the small town feel which is the only reason to live here and pay these taxes. Stop trying to make us Dover or Portsmouth. We aren't large enough to do
Dover / Portsmouth / Kittery
We need to find a way of controlling the speed of traffic in the urban core. I would like to see more speed humps and reduced speed on all side streets in the village to 15mph along with stepped up enforcement. Great questions and look forward to great things happening
It was great when C&J had a stop. I support items that build community and love idea of creating and supporting events, environments and improvements towards that.
Need cohesive signage for all municipal buildings. Does not support LER signs on municipal properties as it cheapens our brand.
Introduce traffic lights at prominent locations that are often blocked by heavy traffic at specific times of
Downtown needs to be more pedestrian friendly, and the Town should ensure that the downtown and adjacent zones (B1, B2, and R1) encourage greater housing density (that is still appropriate for a small village character). The LD2003-related zoning regulation changes should help the latter
We need a light or a traffic officer during rush hours. The middle of downtown is a nightmare and I'm trying to move away from the area because it's so bad here.
Pedestrian safety is a major concern
Dover, Portsmouth
Yes to public transport to Portsmouth and Dover.
I feel like our little town is going through a somewhat predictable downturn. The traffic/parking issues are hurting the downtown businesses to the point of only having a few remaining. I personally avoid the downtown area at all costs due to traffic and a lack of businesses that provide any services that I
public transit to the shipyard , perhaps a river walk from sewell rd to liberty st and to join the in process



### Q3. POTENTIAL DOWNTOWN IMPROVEMENTS

Phone wires in front of the commercial brick facades on Main St. can be moved to the alley behind those buildings at a fraction of the cost of burying them.
I am most concerned with the traffic problem in the village. I feel the appearance of the village could be better maintained. The down town shops are looking very shabby. Preserving green space at shoe town is important to the townspeople. I believe we should renovate the existing town hall building. In general preserving and mainting what we have in the village needs to be addressed. The buildings in the village are becoming an eye sore. In addition I might add the sidewalks on Young St need to be Police giving tickets to speeders, and cars who will not stop for pedestrians in the sidewalks.
If utilities aren't buried then perhaps moving them behind the stores in the alleyway.
Dover
Portsmouth NH
I don't support allocating money for "nice-to-have" projects at this time. Instead we should be focusing on lowering the tax burden on our residents.
Public transport to/from Portsmouth would be a great idea. Improvements to downtown business buildings is a must as some look dilapidated, especially around the soffits. The Rte 236 and Portland St. entrances to town could be improved with WELCOME TO SOUTH BERWICK signs on the medians and have then be professionally managed by a landscaping company to make the town feel more welcoming and well managed.. Keeping the Town Hall where it is is essential to retain the quintessential New England Town feel. Festive flags for all seasons on the lampposts would help. Our sidewalks are in bad shape, not just downtown but throughout the streets in South Berwick. Some ordinance to make property/land owners remove junk from their properties such as exists on
Doing more to help and bring in small businesses and making the city more pedestrian and cycling friendly could help make the city a destination.
lower taxes
Portsmouth, Dover, Portland
Need to add on to the Young ST apartments for seniors or build another building or more.
Improve public transit to Portsmouth and PNSY, investigate transit to Pratt Whitney
Bike paths, trash receptacles while they may be paid for initially will require upkeep by the town employees which WILL cost taxpayers more money regardless of intital cost. People who OWN businesses in this town should be responsible for their own improvements and should not have a voice in ANYTHING that impacts residents' property taxes. While it might be nice to have more businesses in town, what incentive could WE offer? AND, if their businesses fail, who bears the responsibility? And a brand? Really? We are a pass through town, not a destination. I definitely do not support burying the utility lines, and I think a lot of this is premature given we don't know where our
Portsmouth, Kittery,Dover, Shipyard, Pratt and Whitney
portsmouth downtown, dover shopping
Above all, better traffic flow downtown!
Public transportation to dover, kittery, Portsmouth
Develop the downtown area more to create a more "downtown" feeling
Public transit to Dover/shopping and downtown (as a start)
no net loss of parking, continue the requirement for additional residential use to have off street parking
Dover/Portsmouth/Somersworth

## Q4. SIDEWALKS AND CROSSWALKS

Comments
Traffic thru the center of town should be 15mph - raise awareness of pedestrians
Please make crosswalks much more visible to motorists.
All way stops at both 236/4 intersections to give pedestrians a chance to cross and to calm traffic
The utility poles are a wreck and some block visibility to traffic. We need much safer sidewalks and better lighting to make the downtown a safe way to walk around and get to parking.
As a town, we must invest deeply in our infrastructure, planning ahead 20-30 years. This means higher walkability, density, and public infrastructure are required, even if this means raising property or
Sidewalks throughout Agamenticus estates are in great disrepair & could use replacing.
RE: brick & cobblestone. While beautiful, they may prove to be very dangerous for walking.
Additional crosswalks can cause confusion for drivers. There should be targeted crosswalks at key sections around downtown. Bump outs and/or medians are essential to bring the pedestrian more into view and reduce the crossing distance. I have spoken in front of Town Council and Public
Hearings promoting bump outs at key intersections and these are essential to prioritize pedestrian
sidewalks uphill from Counting House are terrible hazard!
Deterring traffic would solve many of these issues
Sidewalks are a mess and dangerous in neighborhoods.
street parking with large vehicles on right at corner of 236 and 4 should be prohibited as it creates no
Walkover on Rte. 236 at Great Works School would be great
Auto traffic and speed need to be controlled before more sidewalks. The speed of cars in downtown is going to kill someone in a crosswalk
Side walk from Post office to 5 Portland street (white picket fence) is lopsided. Make raised cross walks that also act as a speed bump from Sewall st to Park street. There are 2 cross walks that are currently there and a raised speed bump/ cross walk would slow the traffic down.
Parking downtown is challenging already, I don't think "bump outs" will be beneficial
Blinking light at EVERY single designated crosswalk!
Town traffic is extremely hazardous because our main intersection has too many things to watch for. Eliminate two lanes going north through town, move cross walks away from the main intersection. Seems harsh, but there are simply dozens of hazards complicating traffic at the intersection. Personally I avoid driving through town altogether whenever possible (one less car: safer driving
traffic light at town center would solve all these problems..jesus
Taxes are already high. Would be in support of more projects if it was guaranteed they would be solely funded from state/federal grants and not town coffers thus driving taxes higher.
Fix Sidewalk on Young St add sidewalks to Parent and Sewall Rd. More Street lights on Young St
Too many safety, warning or warfare signage confuse & intimidate
Would be nice to treat all areas of downtown equally... academy street to Main Street. Maybe a town wide strimming and sidewalk cleaning process could be outline for businesses and property owners
I would like to see more motorists stopped and fined for speeding through downtown and ignoring
Sidewalks are not all cleared and children walk in the road
Heavily support increasing historical look of the town ♥
I support the utility poles at the cost to CMP. They are crooks and should have to pay to fix their bad
sidewalks adjacent to buildings where people with mobility issues come and go should be a priority for
bury power in the down town and down to the NH border since the power needs there end.
The streets and pavement are in rough shape. I would support better maintenance of streets, crosswalks and public triangles, which are typically managed by volunteers. Providing town support (i.e. bark mulch, wood chips, etc.) assistance with clearing debris and repairing structural damage

## Q4. SIDEWALKS AND CROSSWALKS

I support most of the Downtown Traffic Study's recommendations, but keep the Post Office marked crosswalk with RRFB. It fulfills pedestrian desire lines (think business owners crossing the street to mail something, or people parking on Main, mailing something, then getting groceries at Nature's Way). Downtown should be a place where people want to linger and wander on foot. The aggressive turning movements at Main-Portland deter a pedestrian-friendly atmosphere, something hopefully the study's proposed traffic signal and related improvements should help. Also, keep sight distance clear next to crosswalks; some improvements were made by the Sarah Orne Jewett House corner recently, but we should address other crosswalks. Crosswalks should be visible, ladder-style, with RRRBs where warranted. I ordinarily would welcome brick/cobblestone crosswalks, but I feel like that is a "nice to have" to consider further down the road, and for now we should focus on more core pedestrian safety and comfort improvements. Promote downtown SB more as a stop on the Eastern Trail and We need more safe, well-lit pedestrian walkways .
Crossing from one side of Main Street to the other downtown gives me a lot of anxiety. I walk from my house and rarely go to businesses on the town hall side because of this.
Perhaps take a look at past practice where there were folks directing traffic at the intersection of Rt.4 and Main Street. It really helped especially during those busy times when school gets out and summer vacationers are out traveling through town.
Crosswalks and sidewalks are super important, but only for a town with good traffic flow, parking, and businesses to support pedestrian traffic. Need to fix the traffic/parking issues first.
All of the above regarding the sidewalks! It is impossible to walk safely on sidewalks in this town due to their extreme disrepair and connectivity issues.
Fix up and plow the sidewalks in Agamenticus Estates. Add speed bumps on Willow Drive please
There needs to be some type of crosswalk, over street bridge for ppl crossing from vine to great works school. Much safer also may encourage more walkers from liberty vine old mill to the GWS school
cobblestones or brick would be nice but with people driving too fast a more visible cross walk would be better, traffic calming would be great
I have two utility poles in front of my house, one strapped to the other which make it impassable for the snow removal of the sidewalk. Pedestrians step onto Main Street to get around the poles. I was told 12 years ago when they installed the second pole, which is secured on my property, the old rotted pole would be removed. Never happened. Now they are both blocking the sidewalk.
Police giving tickets to speeders, and cars who will not stop for pedestrians in the sidewalks.
Pedestrian bump out will be a major issue snow plowing.
R. Becker posted an old photo of the store fronts this week, all the stores had awnings and gave a Traffic lights
Crosswalk safety is a critical need in this town
I believe sidewalks should be brought into compliance with ADA when they are repaired for damage or for other scheduled work.
Downtown could use improvement but the sidewalks on many residential streets are in very bad shape. Young St. is really bad as is Main St. after Dunkin Donuts down towards the river.
It's hard to see pedestrians amongst the parked cars
In agreement with many of these initiatives however cost/funding concerns make me pause before giving full support/endorsements.
Sidewalks that are ADA compliant are a must for South Berwick. Especially around the downtown area. I frequently walk Young, Butler, Grant, Main and Sewall and 99% of the time I am unable to use the sidewalks due to disrepair (walking with a stroller). Instead I am walking in the road and most cars fly down the side streets to avoid traffic. Would also be great to have more pedestrian lights (similar to those by central) or something different to get cars to slow down when trying to cross an intersection.



## Q4. SIDEWALKS AND CROSSWALKS

If by 'more visible' crosswalks you mean multi colored ones, NO. This is to revitalize the town. Everyone talks about how quaint and historic we are. We don't need pink/blue/green crosswalks. Sidewalks should not be brick. Talk to some towns/cities that have them. They are treacherous for the elderly in winter and cost a lot to maintain. Snow removal equipment wreaks havoc on the quaint
Would love to see a fix to the Vine street bridge allowing pedestrian access to Vaughn woods
Bury the utilities underground along Main Street and make the sidewalks narrower to allow for parking.
Underground communication and power lines.
cobblestone and brick are expensive to maintain and shovel/plow

## Q5. ECONOMIC DEVELOPMENT/HOUSING

Comments
More affordable senior living situation should be available - encourage one/two room handicap bathroom apts attached to private homes.
Especially the facade of the building that houses all the shops - SB Pizza, Nature's Way, etc.
Hold 'Informational Boot Camp' session 1x a year to explain how the town works to new residents, meet police, fire chiefs & other department heads
I especially support improved housing opportunities for low income and workforce individuals and families.
Property owner incentives can be loans NOT grants, as property maintenance is the owners responsibility.
We miss having a pharmacy downtown
The Berwicks should consider the formation of a Housing Authority to address housing insecurity and workforce housing development.
We need to do anything we can to promote business. We need to increase our tax base and amenities within town.
We need families downtown who can support local businesses. There should be a balance of low income, workforce, senior and market rate.
yes to outdoor recreation opportunities, fee for non-residents
Many of these questions are too vague to answer.
Downtown area growth does not present the ability to grow based on density of area.
create small, 1 floor, ecologically sound units for seniors
Traffic and the speed of cars thru all residential areas and down town is dangerous. We need to get a handle on that before encouraging more development and new land use.
town needs to recognize it is a heartbeat away from tax free NH and SB is a coffee stop on the way
Demo barn on Sewall street - hazard and eye sore!!
No tax payer money to people to fix their homes.
That allows dogs and section 8
Property/business owners should be solely responsible for maintenance of their properties. I do not wish to subsidize landlords who don't take care of their properties.
encourage businesses in the downtown that promote foot traffic. A law office, chiropractic office, midwife office does not welcome foot traffic and I feel is making the downtown less inviting.
Fix up lower Maine St
Pie in sky. Keep simple
We don't need more pot shops or elderly housing. We need homes that the firefighters, EMTs, and town workers can afford and be proud to live in.
We don't need low income housing or even more people to live here. Low income housing generally means more crime which means more police and higher taxes and insurance. No incentives needed for private property. Either you fix it or you don't. That's all on the owners. Or it goes to everyone not just downtown owners.
I'd love to convert my downtown barn to 2-4 units, but the cost of adding a sprinkler system is too high.
Some of these items (online presence, incorporating local history, etc.) should be done by any smart business anyway, regardless of municipal support
private owners being able to develop ADU's a key to affordability
It would be wonderful to have a tree planting program to bring back a rich street scape. The trees will also help with heat island effects and improve air quality. We should also encourage the expansion of business up rt 4 along with a robust mixed use district.
Where appropriate with parking



## Q5. ECONOMIC DEVELOPMENT/HOUSING

Eastern Trail/East Coast Greenway - green economic development that brings business customers without the car traffic. Additional appropriate-scale increases in housing density will bring more households within walking distance of businesses. Summer concerts on the lawn at the school are great! Keep them going. Encourage a better activity node in and around Counting House Park, including improvements to draw more people there.

Multigenerational housing would be a big win for Sobo!

South Berwick is such a quaint and historic town with lots of potential!

Everyone should be able to live in close proximity to where they work should they choose/need to. That's pretty rare these days.

Who is paying for this?

help to keep seniors in town, they perhaps have the time to get lunch or coffee at a local downtown business

South Berwick should promote the construction of a condominium or rental multiplex downtown. Aroma Joe's and Subway should team-up with a local developer to create condos with ground floor commercial space on that asphalt blighted sight,

South Berwick tax payers should not be involved in repairing properties. Instead add to ordinances a fine system for dilapidated structures. And messy lawns and uncut grass. This should not cost the taxpayers money.

We need more housing! If you build it, they will come.

We have a lovely Town Hall with amazing rooms that could be used for yoga and meditation classes for all ages, for invited speakers or authors, for musical events, for line dancing. It is such an underused space.

Affordable housing for low/middle income & seniors should be high priority

Landlords should be responsible for maintaining their own buildings.

Need more intown affordable senior housing!

Review and revise barriers in Town code to business development such as the \$4,000 fee for planning approval.

Businesses can support their own marketing and revitalization. Two major art museums have just closed in the past week, one in Portsmouth which is MUCH larger that we are AND is a destination, and the other is at UNH. Think VERY carefully about art venues.

It's up to property owner's to come up with their own incentives.what incentives do I get living 5miles outside of town.

No more marijuana shops

Current town hall building should be sold and converted to workforce housing (similar to Great Falls School Apartments in Somersworth).

Create more housing downtown to promote business growth downtown

Provide opportunities and incentives for local businesses to open downtown. (Not insurance companies, banks, or franchises)

Need a "SUPPORT PLUS" category.

economic development should be driven by economic factors not the Town. When there is sufficient demand, development will follow.



## Q7. WAYFINDING/HISTORICAL AREAS

Comments
Town is small but careful placement of signage re interesting historical locations would be great!
Traffic lights @ Main + Portland St, and @ Main + 236
Promote the Vaughn Woods, Town Forest, and ball fields without adding new places with tax payer dollars or grants.
There is currently year round use of Powder House, walking, bike, & hiking trails
The fancy signs in dover cost an arm and a leg and was just something for kids to vandalize
Complete the Vine Street pedestrian bridge.
Historical area of town needs to include Highland ave etc and the corner of rte 4 and 236 crosswalk should be moved as if someone is crossing and left lane of traffic has a large vehicle right lane cannot see pedestrian
Again, more plans on what to do about congestion and traffic patterns and speed of motor vehiclea before worrying about signage to bring more people and cars
Whatever encourages people to park the car and walk
The town needs to be careful when it comes to making the town into a "Stepford Wives" town - diversity is key
some of this stuff is laughable...SB will NEVER be a destination...
Failure to focus on Punkin Town & ample signage for all business
Having a maintenance plan in place is Key! Shoe town playground is dirty and run down, junky toys have been dropped off. What is the plan to over see parks?
Wayfinding should connect schools with downtown and elderly housing.
It seems to me we have a decent amount of parking, but people don't know where it is. Better signage could help. Also, there is often parking available on Main Street, but people are hesitant to attempt parallel parking on such a busy road -- I liked Jeff Minnihan's idea of putting all the Main Street parking on one side of the street, but making it pull-in, side-by-side style rather than parallel. I think this would encourage more people passing through town to stop and support the stores.
The parking issue is a way finding issue and pedestrian circulation. We need to find ways of connection parking and sidewalks with internal walk ways in the large blocks. This is typical in many towns throughout the world to provide easy pedestrian pathways.
I don't know what "wayfinding" signage means, or how that's any different from "normal" signage.
Who would vet art displays?
Well-designed wayfinding signage (don't overdo it, though) will help downtown. Consider walk/bike wayfinding signs with distance and time in minutes to walk/bike from one place to another.
At soccer/ ball fields.. additional parking sign with arrow to lot past fields.
traffic lights at Cumberland Farms Intersection /Also Traffic lights at Rte 4/236 Intersection
Signage is important, but doesn't seem like it should take from any of the bigger issues.
Wayfinding? Just use google maps
town hall could be a space for native plants, it needs to be relandscaped , we should set an example and use native plants for the foundation planting as well as for gardens
Term limits are needed for Historic District committee members, and supervision. They don't have a focus or an identity. They should be finding ways to get grants to help repair historic buildings.
Im all for improvement of the downtown, I'm not for having the town taxpayers foot the bill
There is not enough public access to the river near downtown.
To much signage.if people want to find out put it on town of south Berwick webpage with a map
Our town is in desperate need of recreation areas for families of all types
We have many areas that are driven to young children such as parks. A small skateboard/bike park in the shoe town field or old red barn area would be unutilized by many!
Needed a "SUPPORT PLUS" category.

## Q7. WAYFINDING/HISTORICAL AREAS

as we lose on-street parking due to the traffic lights, it will be important for visitors to be able to find available off street lots. State road signs are available for recreational areas and GPS directions are also available. More "road signage" creates white noise visually and lessens the impacts of existing



### Q8. Top 3 most important ideas or issues, as identified in the questions above?

Responses
<ol style="list-style-type: none"> <li>1. vehicular traffic through the center 15 mph (from Town hall to Salmon Falls Street-Fogarty's)</li> <li>2. historical markers</li> <li>3. outdoor recreation</li> </ol>
<ol style="list-style-type: none"> <li>1. Business block facade</li> <li>2. Traffic lights as noted</li> </ol>
<ol style="list-style-type: none"> <li>1. Fix up existing old buildings</li> <li>2. Safer traffic, crossings, ice management on sidewalks</li> <li>3. Encourage businesses but not big box stores</li> </ol>
<ol style="list-style-type: none"> <li>1. Repair downtown building, corners, etc</li> <li>2. Keep sidewalks dry &amp; ice free</li> <li>3. More crosswalks</li> </ol>
<ol style="list-style-type: none"> <li>1. Re-store or tear down dilapidated garage on Liberty St opposite of the Counting House &amp; adjacent to Rt. 4.</li> <li>2. Run down facade of building at Main St/Rt. intersection in downtown.</li> <li>3. Build affordable housing for workforce, low &amp; medium income individuals &amp; families.</li> <li>4. Stop the building of 500-600 \$ ouses on postage stamp size lots - open space is precious. (e.g. 3 on Liberty &amp; 2 on Old Mill)</li> </ol>
<ol style="list-style-type: none"> <li>1. Fill vacant stores w/ business that can succeed</li> <li>2. Upgrade Main Street Building/facades - Downtown area 1st then go bridge to bridge</li> <li>3. Clean up Rte 4 entrance</li> </ol>
<ol style="list-style-type: none"> <li>1. Aesthetics - We have to be an attractive place for stop - visits &amp; locals too</li> <li>2. Safety - Pedestrian - School - Bicycle &amp; auto</li> <li>3. Review ordinances to see what standards can be lowered or removed to create an environment where small business owners can afford to set up shop, grow and flourish</li> </ol>
<ol style="list-style-type: none"> <li>1. Something needs to be done about the dilapidated garage at the intersection of Route 4 and Liberty Street.</li> <li>2. Something needs to be done about the run-down facade at the intersection of Route 4 and Main Street.</li> <li>3. Improve housing opportunities for low-income families.</li> <li>4. Make crosswalks more visible to motorists.</li> </ol>
<ol style="list-style-type: none"> <li>1. Attach cohesive walking areas down to Main St</li> <li>2. Create easier access for commuters to park &amp; explore amenities</li> <li>3. Parking lot!!</li> </ol>
<ol style="list-style-type: none"> <li>1. More housing for all</li> <li>2. Attracting new businesses</li> <li>3. Promotion and marketing for downtown</li> </ol>
<ol style="list-style-type: none"> <li>1) Traffic calming/pedestrian safety</li> <li>2) Sane parking/traffic flow downtown</li> <li>3) Preservation of character with economic expansion</li> </ol>
<ol style="list-style-type: none"> <li>1) Traffic calming and safety for walkers and bicyclists</li> <li>2) preserving and enhancing green spaces</li> <li>3) incentives to attract businesses that promote community and gathering places (cafes, restaurants, bakery, pharmacy, farmers markets, performance spaces, etc)</li> </ol>
<ol style="list-style-type: none"> <li>1) Attracting new business to the downtown area.</li> <li>2) Working with property owners to make their rents more attractive. (a lower rent is better than no rent/empty storefront).</li> <li>3) Pedestrian safety.</li> </ol>



## Q8. Top 3 most important ideas or issues, as identified in the questions above?

Safe sidewalks, good lighting and whatever it takes to make the village a good "walking" downtown. Good lighting, walkways and signs to parking areas. We need to support the downtown businesses. It should be safe and pleasant for people to walk, shop and dine downtown.
Traffic at main and rt 4 and main and 236. This is awful and needs a solution. It is just dangerous.
Downtown needs diverse businesses, would love to see a restaurant open on a Monday
Traffic above all
Pedestrian safety, enhancements to historic architecture, building improvements
Revitalize buildings, bring in new business, improve pedestrian safety
Providing more parking, shops and businesses as well as access to public parks and recreation
Learn why former businesses failed or left the space they occupied.
1) Reconsider support for S. Berwick bypass to ease traffic at Main/Portland St. intersection.  2) Establish an "exit interview" process to query businesses leaving downtown what resources they could have used to make them more successful.  3) Consider establishing a South Berwick historic area.
Traffic flow, pedestrian safety, downtown facade betterment
1 Preserve the current character of the downtown. 2 Allow local zoning to control and manage growth at at manageable and agreed upon levels. 3 insure that the new/revised comprehensive plan reflects the long term goals and vision based on the towns mission, values, strengths and opportunities coming from the the results of this survey.
1. Create a walkable center with benches and tree shade 2. Bring in combined businesses; possibly a card/gift shop within a pharmacy - or a Richie's slush stand during summer months
Affordable and workforce housing; public infrastructure (sidewalks, bike lanes, transit connection); and mixed use structures.
Downtown improvements and enhancements Economic Development and Housing Traffic improvements, pedestrian safety
1. Ease of getting through downtown on foot or in vehicles. 2. Maintaining historic character, while promoting new businesses (including mixed use occupancies), and revitalization. 3. Offering more opportunities for recreation. Possibilities to include: (1) fitness circuit(s) in existing or new park areas (2) disc golf course (3) splash pad (4) pavilion/outdoor gathering space for Hot Summer Nights, group rentals, etc (5) Bike trails throughout town leading to parks (6) Historical
1. Affordable housing, especially for those with low income and seniors, 2. improvements in downtown-trash cans, etc 3 Improving parks and playgrounds; walking trails etc
1. Vehicular traffic calming measures (Outside of intersection improvements) 2. Create opportunities for improving the parks (Counting House and Shoetown). 3. Improve regulatory standards (ordinances) to ensure new development is in character with historic Downtown area architecture
1. Vehicular traffic-calming measures 2. Parking 3.?

Q8. Top 3 most important ideas or issues, as identified in the questions above?

1 Preserve current character of the downtown.
2 Allow zoning to control growth at manageable agreed upon levels. 3 Do NOT change zoning to allow for more dense residential housing development.
Traffic calming/Pedestrian Safety through road design
Shoetown/Counting House Park improvements
Connectivity between different areas of town through improvement sidewalk infrastructure and widening of sidewalks.
1. Recreation spaces in the downtown create a destination bringing residents to the business district and creating opportunities for them to support local businesses.
Making downtown attractive to small businesses and pedestrians.
Vehicle traffic backups downtown
Attracting/supporting suitable businesses to downtown
Pedestrian and bicycle safety throughout town
Maintaining village green between Town Hall and Central School
Housing
Traffic Control and pedestrian safety
Building facade improvements
Less traffic, more walkable, better parking and public transit
Walkability of the downtown
Lack of parks and recreation area
Public safety
Maintenance of infrastructure
Additional housing opportunities, particularly for seniors
- facade of downtown business building need renovating
- general beautification with unified historic-leaning theme to include Berwick Academy in planning and participation as the institution is one of the foundation of the town
traffic calming; safety for walking; attractive architecture in keeping with town's history -- NOT more Dunkin or Aroma Joe's
1. Speed of cars 2.Lack of parking 3. Too many marijuana shops
Safety walking downtown
Diversify businesses (property owners want any tenant who pays rent but as a resident, I want a variety of shops in town.
Maintaining green spaces
Incentivizing development, maintaining historical feel, improving recreation areas in town
Traffic
Developing and welcoming new industries to the town.
Improving the traffic infrastructure.
Making better use of the outdoor spaces and recreational opportunities.
Raised speed bumps / Cross walks.
Side walk improvement
The entire faucet from 297 Main to 241 Main st, is in desperate need of repair.

Q8. Top 3 most important ideas or issues, as identified in the questions above?

Most important-crosswalks/improving safety. Sidewalks. I noticed recently that the 2 parking spots out front Odd Fellows makes it so hard for cars to pass by without having blindspots when 2 cars are parked there. Maybe having a time limit on those 2 spots (the other day I saw a work van in that spot who is parked down town quite a bit). Hard to see beyond van for pedestrians. One top issue:If there is a car that is driving south on 236 past the intersection and this car is taking a LEFT onto rt 4 they're holding up traffic, the cars that are coming off RT4 waiting at stop sign keep pulling out blocking cars that are traveling north on 236 so essentially every single person is stuck. It's the craziest thing to witness
Walkability Affordable housing Youth activities
Accessibility/walkability of downtown, incentives for business owners, green space
Diversity, user friendly and parking
Is this a quiz?
Parking; Pedestrian safety - crossing the streets are dangerous, and there is a lack of good street lightning in the Main Street area. Improving Public transit could help attract visitors AND reduce traffic congestion.
Lights at crosswalks, better attraction to business that will stay longer than 12 mos., traffic light at 236/4 intersection AND at Cumby's corner!
Indoor recreation for residents
1) Incentives for current owners and/or new owners/businesses (don't raise my taxes for this). 2) provide a plan for town approval before action 3) keep small town feel
1. Utilities underground - it's ugly! 2. Incentives for property owners to improve facades and improve consistency. 3. Find a way to shutdown/buy out the auto repair place. It doesn't fit the character of downtown and is an eye sore.
Contrasting crosswalks (brick) Expand playground areas Crosswalk lights
1) Traffic calming measures (This is desperately needed, without this nothing else will improve and likely will suffer. I grew up on Main and now live on Portland, and if traffic continues this way the walkability of downtown will diminish, businesses will suffer, and it will just become another intersection and not a community); 2) Support the small businesses; 3) Improve historic character
Cleaning up the downtown to make it look visually appealing. Requiring building owners to repair broken buildings facades that are a public hazard because the fascia boards are rotting. Wayfinding signs and lights that are historically accurate are important
Affordable senior housing, public transportation, traffic control
Good mix of downtown business Encourage walking and biking by improved infrastructure.
Affordable housing, access to natural spaces, and preservation of historical feel of the downtown to promote economic health.
Traffic congestion, supporting diverse small businesses, more access to the river/nature
1. Streamline town center traffic pattern 2. Get parking off the street and into parking lots 3. Move pedestrian crosswalks away from main intersection to reduce hazards. There's more than enough to think about with just auto right of ways.
I'd like to see a dog park on Agamenticus
Traffic Pedestrian safety



## Q8. Top 3 most important ideas or issues, as identified in the questions above?

Traffic calming
Park/playground/recreation improvements
Affordable housing
1. connectivity of sidewalks, walking paths in and around downtown, 2. focus on the history, arts and culture of the town, 3 encourage businesses and housing that bring more people to the downtown (like restaurants, retail and workforce housing.
More restaurants, better traffic flow, removal of barn on Sewall street, better parking
A 3-way stop in downtown.
Don't raise taxes.
Don't overpopulate the town.
1. Better safety for pedestrians and bikers. 2. Support for local businesses. 3. Affordable housing for families and seniors.
Concerned about traffic increasing in the neighborhoods surrounding downtown.
Tractor trailer traffic in downtown areas
Sidewalks needing improvement in surrounding downtown neighborhoods
Improve housing for low income families. If you look you can find housing for 55 and older EVERYWHERE! I'm 46 I have a small dog nobody allows dogs.
Parking is bad also!
Crosswalks definitely need the ones like at the school!
Downtown businesses being able to be successful and stay in business. Pedestrian and driver safety
Improve low income housing opportunities.
Improve outdoor recreational areas.
Moderate improvements to sidewalk and crosswalk safety; no expensive materials but lights are good.
Walkable downtown spaces that are easily traversable for all ages.
Traffic movement through downtown at peak times needs to be fixed.
Parking for downtown businesses is scarce and makes it hard to access them.
1. Improving the streetscape in the downtown
2. Encourage foot traffic by welcoming diverse businesses like shops, restaurants, galleries
3. Encourage folks to walk to destinations downtown by adding green space and pocket parks.
Traffic lights installation in Downtown is needed
Playground, local businesses, green spaces
Traffic control, pedestrian safety, historic preservation
Few: trying to do too much in small area and Maine St.
Having the town be more accessible and safer. When exiting Norton Street to turn Left onto main Street it is extremely difficult to determine when it is safe to exit due to cars parked in front of the house on the corner of Norton and main street
1) add Traffic light downtown
2) more access to river / outdoor recreation
3) improved sidewalks and pedestrian safety
Business retention, accessibility to businesses, parks
Keeping downtown diverse and not just one big office structure.
Economic Development to support business expansion or addition downtown. Diverse businesses in town with financial support for improving infrastructure and look of shops on Main Street. Maintaining and promoting history of So Berwick while embracing modern ideas and plans for future growth.
Bicycling infrastructure, street scapes,
Spruce up the decrepit facades of the Maine block on Main Street, rerouting the utility lines behind said buildings. Replace awnings on shops as seen in Rick Beckers old photos of downtown.

## Q8. Top 3 most important ideas or issues, as identified in the questions above?

-Not allowing any more marijuana businesses in town. We have MORE THAN ENOUGH.
-Improving the appearance of downtown and attracting more retail stores and a cafe (Early Bird is hardly open!)
-Improving recreation areas (including water access and playground)
Cleaning up downtown, creating more walking friendly areas, more recreational area and activities for younger people
Traffic patterns and safety of pedestrians and developing downtown
Community use of downtown. The town looks like it could use improvements in accessibility, more public services, and access to trails.
Updates to current buildings (incentives for owners to updates) and rent stabilization so that new businesses can afford to start up and stay in business.
For me, we have traffic issues that need to be addressed as well as excessive speeding everywhere. It's scary as a pedestrian downtown (crossing the road). I'd love to see the downtown area come alive again (it's looking sad now with all the recent vacancies). Improve the buildings and bring back the awnings.
We need to improve our rec department to build our youth activities better!
The ease of visiting downtown needs to be increased. At present it is very difficult for someone driving through town to make a spur of the moment decision to park and visit a store or restaurant. It is also very difficult to walk around downtown due to the traffic flow.
Making the downtown area more of a destination by supporting business, pedestrian safety, beautifying public spaces.
Having more family friendly amenities, shopping and things walkable. A parking lot so street parking can go away for better traffic control.
arts, murals, sculpture expression in town. pocket parks with gardens/flowers. businesses that attract young people.
Affordable housing, especially for workforce, seniors, and people with disabilities.
Expanding number and types of businesses downtown.
Improve traffic management and overall safety for driver's and pedestrians.
Traffic/traffic lights throughout the downtown area/ at entrance High School/ at access roads that enter 236. Ex: Brattle Street/ Academy Street etc...
Housing rezoning
Traffic downtown
Empty business spaces
1. Calming of traffic.
2. Improve recreational spaces.
3. Anything else that helps alleviate downtown traffic congestion.
1. Safer crosswalk visibility (hard to see people waiting around parked cars)
2. More off street parking so main street isn't so hectic/cramped
3. Support/infrastructure for local storefronts to stay in business
Safety of pedestrians, affordable housing, do not divert traffic into neighborhoods around downtown
Get people back on 95 and out of our downtown area. Improve the crosswalk/safety for people who live here. Lower our taxes and that will by itself entice people to move here.
Traffic, crosswalks and affordable housing
Traffic management
Historic spotlighting of town
Crosswalk Safety and improvement
Diversifying recreational areas and opportunities

Q8. Top 3 most important ideas or issues, as identified in the questions above?

Bringing more middle class housing to town, reducing pedestrian crossings or making them more visible in traffic choke points, bringing more businesses to town.
Traffic calming, parking and commercial opportunities
Bike lane Parking Housing
We could use more affordable housing. I would love to see utility poles and lines buried downtown. Better signage to promote the major festivals and events in town
1: Resolve parking/traffic issues: remove some on street parking spots, preferably many, that congest and create safety issues and diminish opportunities for improving traffic flow. Add nearby parking lots to accommodate parking needs using off street locations
2. Add more green space/parks for recreation and for gathering out doors, and add a playground for bigger kids near the ball fields.
3. Reduce tax burden on residents through intelligent, considered planning. Taxes have steadily increased while services have diminished. The benefits of paying ME state income taxes in exchange for not paying NH property taxes have dwindled. There are several towns in NH where waterfront property taxes are now less than I pay in Agamenticus estates. (Clearly parts of NH far exceed our taxes, both those are not the ones I'm speaking of). With all the new properties recently built for new residents and the marijuana businesses, our tax burden should stop climbing. Folks love this town and it's a damn shame that taxes are starting to push our older residents to other locations after living years in Douth Berwick
Improvements to parks
Downtown facade improvements
Business diversity
Downtown SB has the potential to be a hip-historical town that is a foodie destination. The biggest hurdle I see is the amount of through traffic and the difficulty parking/crossing the street.
Powder house hill has potential to be a mountain bike destination, making it a year round recreational area. Food trucks in the parking lot may make it more attractive.
A farmers market that is part of Seacoast Eat Local.
Low income housing, elderly housing, and safer traffic flow for pedestrians and drivers.
Angled parking to the curb Historical facades and buildings Sidewalks and street lamps



## Q8. Top 3 most important ideas or issues, as identified in the questions above?

Finding a way to create parking that is central, connects to the downtown with inviting features such as lighted walkways, pathways. If people know they have a place to go to, they will go down to do their shopping. The second one would be utilizing the spaces downtown for the current world and future...for example, the Jewett House is a beautiful historic home. However, it sits in the middle of our downtown, in prime real estate. It would be incredible to be able to optimize that home, gardens and barns for the year round benefit of our community members....something that could bridge the past with the current and future needs of our town. Something that the Historic District would approve and encourage...maybe even like the old Dunaway store in Portsmouth- it sits empty for so many days. I feel like there has to be something that could be done in that area to amplify the experiences of our residents and people who come to visit our lovely town. The 3rd thing I think would be super helpful is an overarching theme to South Berwick- I would be happy to help with that branding process. Something everyone can get behind and root for. For example, welcoming signs and flags in the downtown :)
1. attracting retail businesses that will create more foot traffic downtown 2. educate people that parking isn't as challenging as commonly perceived 3. make downtown more pedestrian friendly
attracting businesses affordable housing minimizing sprawl
Pedestrian movement and safety Slow down traffic Creating useable vest pocket parks and expand businesses that support town needs
-I'd like to see improvements on our infrastructure to specifically include streets and lighting. -Better usage of existing buildings. -Increased art and small town communal feel.
Safer downtown access and passage for both pedestrians and cars, preserving historic integrity, business development
Maintaining and updating green spaces and parks  Improving sidewalks and maintenance  Not overcrowding downtown with parking lots or garages
Beautifying the downtown area Parking downtown Traffic downtown
Community - improvements to united Outdoor- improvements to enhance/celebrate and gain access to our environment Business opportunities- our small business continue to die, I'd love to see a truly healthy downtown with a great mix of basic needs met
Affordable housing, parks
1. Aging in place - ensuring ADA compliance 2. Developing a South Berwick brand 3. Increasing safety for all users downtown (vehicular, pedestrian, abilities)
Improving spaces for families downtown. Improving existing buildings/new buildings that fit in the character. Encouraging businesses downtown!

## Q8. Top 3 most important ideas or issues, as identified in the questions above?

1) Develop more diverse local business opportunities--more likely in service businesses (i.e. bakeries, restaurants). Living close to no-tax New Hampshire and large box stores makes it very difficult to support viable hardware, lumber or other commodity supply stores.
2) Develop greater connections between town history and a variety of recreational opportunities.
3) Developing local hiking trails and a covered wooden bridge over the Great Works River would go a long way towards accomplishing this objective.
Affordable Housing, Traffic improvements downtown, economic opportunities for a diversity of businesses
1. Pedestrian safety and comfort
2. Encourage additional appropriate-scale housing density in and around the downtown core
3. Promote and improve outdoor recreation "magnets" - Eastern Trail/East Coast Greenway route, Counting House Park, more year-round activities at Powder House Hill
Support businesses
Rec opportunities for residents
Developing businesses to offset taxes
Traffic in downtown being unsafe, easy walking in the downtown area, better parking
Maintaining small town feel of downtown, investing in improving the facade of buildings downtown, provide safe walking/biking space for all
Traffic, restore traditional architecture, residential feel
Traffic movement safety, open spaces for town gatherings, and more housing for lower income
Improve perception of South Berwick
Safety for pedestrians crossing the street
Parking that is available and easily accessible to support all in town activities.
More community spaces (pocket gardens, picnic tables)
More pedestrian friendly crossing in the downtown so both sides of Main St feel walkable
A more nurturing relationship with small business owners, especially those from the area
Work on better and safer traffic patterns at intersections by providing traffic directors or possibly putting in overhead lights. However, in wanting to keep the historic charm of the town—could the large 18 wheeler trucks that drive through the town be re-directed—or not be able to come down Rt. 4 and turn on Main Street.
Slowing traffic in and around the town, access to walking trails, public transportation
Traffic, parking, and businesses that our community will support.
It is a small area that has major traffic flow problems at shift change.
I police officer to direct traffic might be a solution.
Parking, affordable housing, senior care
I'd love to see a cohesive plan for improvement that was grant funded or with federal funds so that all these proposals don't increase my property taxes. I'd love to see all of our citizens from birth to elderly benefit from a plan and if we could use some of the existing town assets like the playground and community center and town hall to expand our offerings. I was part of the South Berwick Children's Leadership Council which fundraiser for Shoe Town playground and we brought opportunities for families of young children to Town Hall- this was many years ago. We have space throughout the town that could be used- we don't need everything newly constructed.
Honestly I would love to see more for teens to do around here. A covered ice skating rink or a town pool or a teen club or skate park. There isn't much for kids to do around town
Sidewalks and crosswalks accessibility and safety. Recreation/public spaces expansion at powder house and other existing parks. Promote and market downtown amenities.
Downtown improvements, sidewalks and road crossing and promotion and marketing

Q8. Top 3 most important ideas or issues, as identified in the questions above?

Put some traffic lights up at route 4 & route 236 please. Would make traffic move smoother and possibly keep traffic down on Norton St.
Incentivizing new business
Improving/establishing/drawing attention to existing avenues for ppl to move their bodies, get out doors walkable community, more gardens with benches better signage to direct people to where they would like to go or to show them what they could be missing
Incentives for commercial property owners and local housing developers to invest in downtown.
Aesthetic of front facing businesses, making safety for pedestrians a top priority, limiting the destruction of historical buildings such as the Town Hall.
Traffic calming and pedestrian safety, without which downtown will be a spot to avoid or get through quickly, as it is currently for many people; keeping town hall and Central School where they are is important. They are the heartbeat of the town and things that people love about our town and miss in their own towns once they lose these vital centers; attracting and supporting both vibrant "destination"-type businesses, and businesses that meet basic needs-- grocery, pharmacy, etc.; and consider all age brackets in all decisions.
Preservation of historic buildings and maintaining the village buildings.
- Accessibility - Can we improve the walkability of downtown and potentially incentivize commuters to seek alternate routes through careful planning? - amenities/businesses that promote the downtown - Promote growth that is forward looking - don't dwell on history/past for the sake of nostalgia of older residents.
Parking downtown to support screws to new business
Police presence. Speeders will not speed downtown if they are given tickets. Cars will not stop at crosswalks.
Housing, employment, improvements to existing buildings
Crosswalks, parking, wayfinding
Sidewalk safety is the biggest issue we have. Worn looking buildings are an eyesore. We should build our ordinances to force property owners to maintain their buildings and property or face fines.
We need more affordable housing options for everyone. Buyers, Renters, Elderly, Workforce.
Expansion of Recreational Outdoor Spaces
We need more activities to choose from outside of just dining.
Traffic lights, traffic lights, traffic lights
1. Crosswalk safety 2. Affordable senior housing 3. Increase local business and parking
Eliminate south berwick as a traffic stop and make it a destination.
Heavy traffic going through downtown makes our town feel less like a town and more like something to pass through. Another idea I've had is a community storage for kayaks at the counting house park. A way to either store or rent kayaks there would be great, it is a pain to transport all the equipment and the kayaks themselves
With the current rate of inflation, and repairs needed at the town hall, transfer station equipment, fire truck repairs, etc, I don't think we should be allocating money for things that are "nice to have". I don't believe any of the choices above or proposals from the first public workshop session would significantly generate financial income for the town.



## Q8. Top 3 most important ideas or issues, as identified in the questions above?

1). Sprucing up the main downtown business buildings. 2). Upgrading the medians/entrances to town with welcoming signs and flowers/maintained by a landscaping company. 3). Keeping the Town Hall and using it as a gathering space for all ages.
Investing in infrastructure to connect bike paths, walking areas, and making the city more friendly to pedestrian traffic.
Update appearance of building Business that are usable and attract customers Parking to go to businesses
Affordable housing Maintaining and adding green spaces Safety
Improve the safety for pedestrians by making them more visible to vehicles Improve recreational areas/open new recreational areas Fix up the broken down areas of downtown
Affordable housing Safe cross walks downtown Business Development
Access to public ponds, lakes etc, maintain small town feel, stop hiking taxes (you're pricing the middle/lower middle class out of town).
Outdoor recreation
Focus on trail network and recreational access, fitness and bike access & linkages all over town. Promote increased housing density that is walking and biking accessible to town. Increase arts and cultural interests in town as enjoyable destinations for residents and visitors.
affordable senior housing, attract & help keep more businesses, bring a pharmacy back to town.
Improvement of pedestrian safety with extending sidewalks, improving crosswalks. Develop a business friendly approach to economic development to remove barriers for small business. Enforce code and zoning along the downtown corridor to prohibit junk yards and falling down buildings as exist at corner of Sewell and Main.
Improvements to sidewalks to be able to get where we want to go, improvement of visual buildings in downtown, creation of a Town Parks committee to take care of town owned parks and trails.
We have to remember that all of these items come with a price tag, and need to be prioritized accordingly between necessary and nice to have.
1. Creating a walkable downtown. I don't feel like there is a shortage of parking but there are numerous challenges around trying to walk from said parking to establishments. Having updated safe sidewalks that allow people to park all around downtown would entice more businesses to open. 2. Creating character and a community. Living in the foreside in Kittery for a number of years I was able to see what a block party, painted concrete barriers and small business investment did for the downtown. Even something as small as mural walls, or closing off roads for the strawberry festival and home for the holidays would make a large difference. 3. Recreation space and marketing. We actually have a very robust park and recreations department but as a citizen it took me 2 years to even learn of the offerings or that we had a park at powder house hill. This also goes back to updating the sidewalks and marketing because if there was a safe way to get a stroller from the core downtown to those parks I probably would have gone sooner.
Traffic, TAXES, and TAXES. All the pie-in-the-sky ideas we heard at the public hearing while initially being PARTIALLY covered, will have to be maintained by our town employees which means far more money being raised in taxes to cover the cost.
Do we get to bid on all the signage you want to put up or is it already spoken for.

Q8. Top 3 most important ideas or issues, as identified in the questions above?

1. Intersection safety
2. Preservation of the Downtown and buildings
3. Improvement to the sidewalks
Having a plan to maintain improvements!! Recreation, town pool or recreation complex!
Reviving the area, parking and traffic- Trucks coming through downtown
Preserving historic esthetics, more outdoor recreation/pocket parks, sidewalks/parking/cross walks
maintaining downtown services for locals while creating amenities to attract visitors
Incentives for businesses, move utilities underground and improve appearances of buildings, improve and add outdoor recreation areas
Fixing the traffic flow downtown, expanding recreation networks, and affordable housing
Sidewalk improvement
Parking
Promoting historic transportation in town such pedestrian safety and multi-modal non-car transportation. Also affordable housing
Playgrounds and green spaces for children/families. Support for small businesses to open and run successfully.
Recreation, access to parks, increase the accessibility to downtown
Traffic, parking cross walks, walking access, business diversity
More crosswalks connecting neighborhoods to the downtown area, with safety lights.
2. Salmon falls access, kayak launch?
3. Parking
I am in favor of supporting the downtown, but I think all of this is a bit premature as the Comp Plan update is not yet finished and a decision has not yet been rendered on whether or not the town hall will remain downtown-which in my mind is a critical piece of the downtown vision.
Improving the walkability, safety and visual/historic appeal of downtown. Making river and outdoor space more useable. Attracting and retaining a vibrant and diverse group of businesses.
1. Affordable low income/workforce housing in the downtown area.
2. Promote and support new/existing businesses in the downtown area.
3. Improve wayfinding for parking areas within walking distance of core downtown.
1. Cleanup downtown
2. Fund public safety more extensively
3. Build more mixed use downtown
1. Sidewalk and Crosswalk
2. Recreation and Public Spaces
3. Wayfinding/ Historical Area
The traffic situation needs to be addressed first. There needs to be traffic lights put in. New sidewalks connecting the town for walking and connecting to green spaces. We need more incentives for business to come in.
- supporting local businesses
- pedestrian friendly area
- access to outdoor areas
Walkability/pedestrian safety, multigenerational spaces, traffic control

**Q8. Top 3 most important ideas or issues, as identified in the questions above?**

Thoughtful downtown revitalization (business development and amenities)

Workforce housing opportunities (incentives, zoning for some density)

Improving pedestrian and recreational safety and using both as opportunities to add character to the landscape.

Traffic calming

Pedestrian safety

Expanded parks/outdoor activities

We need to find a way to attract businesses other than dispensaries to town

Side walk safety. Setting up our town for further generations. Assisting ones in need with affordable housing and senior living.

1. Make downtown area ViSUALLY attractive that sets it off from other small towns. ( lighting, coordinated paint, plantings, gazebo?) 2. Parking 3. coordination with S.O.J house image.

Balancing historic preservation with the need for business growth. Having landlords maintain the facades of their business buildings. Mixed commercial and residential usages.

Streetscape improvement; bike and pedestrian infrastructure; senior citizen housing

1. Traffic calming throughout city center and major intersections. From downtown all the way to art 91 intersection.

2. Restore/Repurpose historic buildings down town fully utilizing ground floor commercial spaces and workforce / subsidized/ senior housing above. From Fogarty's all the way to Central School

3. Upgrade existing public playgrounds and turn into parks with seating/tables. Central school. Shoe Factory. Powder house. Counting House.

1. Improving and repairing the existing buildings in our downtown, 2. Repairing sidewalks and walking paths in and through town, 3. town branding and signage to bring visitors and businesses into our amazing town, and to keep existing businesses in town.



## Q9. What is your overall vision for the Downtown?

Responses
Walking pedestrian town, strolling residents spending money weekly if possible - support local businesses
Spiffed, no empty storefronts, planters have been lovely
That it looked loved
Thriving businesses in buildings that have been restored to historical significance w/ complimentary signage. Slowing traffic enough for all businesses to survive.
Vibrant place where residents enjoy supporting, where tourists stop and visit and an economically prosperous for business owners & lower tax base for homeowners.
Build elementary outside of downtown. Utilize building for mixed businesses/cafes/outdoor performances. Public parking in back rotary at intersection of Rte 9 & 4. Create safe walking/crosswalks - extend to Main Street and River.
Every store would be occupied.
Pedestrian friendly with green spaces and easy access to quality shops. Maintaining our small town
I would love to see both upper and lower Main Street become lively with businesses that serve the community, and streets that are pretty and most importantly, safe for walking.
No empty lots
A vibrant commercial area with diverse offerings of products and services that can be safely visited by pedestrians.
I would like it to be a place where you could go for a walk with no particular purpose and find yourself shopping a little, dining a little and running into friends.
Keep it small and accessible. Meet more needs for the community so we don't need to go to dover for everything.
Pedestrian safety, enhancements to historic architecture, building improvements, accessible green spaces, support for arts, music, families, and local businesses
The older buildings where Early Bird through the former pharmacy really need repair and care. The main issue, though, is difficulty getting through town due to traffic and safety at crosswalks.
Traffic/ pedestrian safety, more relevant shops/restaurants to draw in business
A slightly improved version of what is already there. A nice, walkable retail village.
More useful reasons to stop instead of just driving through.
To look like an old style village.
To be an exciting vibrant experience with a good/right mix of businesses supported by zoning ordinances in place to achieve this.
I think Exeter NH is a great example of what a historic center can be. A variety of stores that invite foot traffic; perhaps an ice cream shop.
Greater density, greater infrastructure improvement, a solution to the Route 4/Route 236 traffic situation (traffic devices? A bypass around downtown? Something!) while preserving (to the extent possible) the historic nature of South Berwick.
Create a vibrant, attractive and welcoming Downtown that will encourage business growth, improved residential opportunities, and a space that offers resources and an environment for people of all ages and abilities.
I'd like to see the historic store fronts along Main St remain and be filled with tenants (there are a few vacant units currently). I think a new school should be considered for Central School (possibly adjacent to the high school, if that land is available?) and that property revitalized. I would not be opposed to demolition of Central School as part of that plan, if that created the best use of the space.
Welcoming, clean, well maintained downtown area that highlights the history of the town
Historic Nature of the town is kept. Businesses are vibrant.

## Q9. What is your overall vision for the Downtown?

A better "flow" traffic-wise (vehicles and pedestrians). Honestly, I avoid going to town b/c of the traffic congestion and parking limitations.
without adequate parking, further development is futile
To be an exciting vibrant experience with the right/good mix of businesses.
A more family-friendly space where people can comfortably walk/bike with their kids and have social interactions without their voices being drowned out by the noise of traffic.
A vibrant, healthy, community with thriving local businesses where people can grow-up, raise their families, and age in place.
Revamp the aesthetic of down town. Fill vacant store front with shops/restaurants. Make it the kind of place you can take your family to for the afternoon.
Better vehicle flow, safer sight lines for pedestrians and crosswalks
An attractive, walkable district with a vibrant, sustainable business community supported by the town, residents and out-of-town customers
Keep historical look with business
Keep the post office
Walkable, less of a cut through to get somewhere else. Businesses, shops you can get to without fighting traffic.
My overall vision would be a cute area that brings visitors and residents to visit parks, go to a coffee shop and museum. Incentives for coffee shop opening would attract a lot of young people as well as visitors to the area.
The vision of the bustling little village with unique businesses, I am afraid, has past. There would need to have an anchor to create this revitalization. The downtown area is small with little ability to expand. Not sure it can be realized.
adopt the "late 1800 downtown look": unified awnings for all downtown business, improve street lighting with solar power "antique style lights
More quiet. Fewer cars/big trucks in residential and downtown areas. Small businesses that are more family/tourist friendly (ie not adult dispensaries, gas stations, or tatoo parlors). Drive thru businesses only encourage cars.
A variety of shops where it is safe to walk with no paid parking that maintains historic character.
Mixed use, walkable with variety of businesses for residents
A wide range of businesses with cute, boutique vibes. More restaurants that aren't owned by the Flynn family. A better handle on traffic flow and safety.
Housing/apartments updated with paint/siding. Historic Banners from the light poles in the warmer months.
I want a "third" place for the residents of our town. Somewhere we are able to use for recreation and commerce year round.
More like Kittery
Accessibility and diversity
Traffic light, better sidewalks but no bump outs. Property owners should take care of the facade of their property. Keep it simple, this is not Portsmouth.
Walkable with pleasant, fun and unique shops.
More indoor recreation for kids
Basketball court?
Spruce up what is there. Don't turn us into Dover. Nobody wants that.
I think we have a ton of potential in this great town of ours. I would love to see more dining/pub options in town. I am less convinced that retail could ever work even if we solve parking. A mix of restaurant and professional offices would seem to make the most sense. But PLEASE make it beautiful. Don't skimp on the little things like maybe faux gas lantern style lamp posts, olde tyme clocks, etc. That sort of thing is relatively inexpensive and could bring a "Stars Hollow" type feel to

## Q9. What is your overall vision for the Downtown?

Historic but functional
A vibrant, walkable, and peaceful community. Shops, restaurants, and stores where neighbors can gather. I imagine lots of green spaces and historic vignettes. I think of year round activities for children and the arts.
See above. Classy downtown similar to Kennebunk. Nice side walks, lamp posts that take the historic aspects of SB into perspective
I would like it remain relatively the same with perhaps another restaurant, however, it is very important not to let our town lose its charm like Portsmouth did which is now terrible.
I want to be able to shop for essentials downtown. Have entertainment downtown (music etc) and good bike infrastructure
Pedestrian friendly, vibrant, with shops to get what we need (hardware store would be amazing!).
Just spruce it up a bit. Make sure it's clean and safe. The vibe is good.
Same as above
Theme of kindness/inclusivity with easy access
N/a
SB is a pass thru town...it would be nice if downtown were spruce up a bit, its depressing now, and a traffic light in center...as for making town a throbbing center? Hello, look at the selection of shops....you can't even park at the one place worth going, the hamburger joint....come on....let's face
Mix of retail professional food service options
A walkable, safe, historic place with a mix of businesses and housing that create a vibrant atmosphere
Enhance appeal of downtown area to be more like old Kittery - where people want to congregate to.
Keep it small and attractive, family friendly.
I love it as it is, I appreciate having the library, post office, market, hairdressers, etc. If we provide better for traffic and parking, perhaps we can fill up the 3 empty storefronts on Main St. I love the Farmers Market and Strawberry festival, etc, would love to see more events like those - both for locals and to bring in visitors.
Walkable, restaurants, manageable traffic, small businesses, safe for families
Keep the historic small town feel
I think it would be nice to have a small parking garage maybe by the post office like a 2 tier so businesses can stay.
More parking, more family friendly activities and amenities. More business variety (achieved through state and federal funds, not town).
A beautiful, historic looking downtown area, filled with small shops and restaurants like it is. Hopefully with more parking and less traffic. It would be lovely to be able to walk around town without feeling like you'll be run over by speeding cars at every corner.
A tree-lined, landscaped, pedestrian-friendly downtown that houses varied and unique shops, restaurants and businesses that will encourage foot traffic.
Maintain the historical integrity
Fix the front structures of the buildings that are a danger of falling. Some nice lamp posts with hooks to hang plants and trash receptacles
to have traffic lights
Keep small town appeal
Clear, integrity of signage. Do not make wayfarer signs a focus; signs to help business
Having downtown be welcoming to every generation and be more modern with a hint of historical.
Make it a place that I want to come to- not avoid because of traffic - whether congestion in my car or fear of getting hit as a pedestrian.
Classic New England, quaint downtown!



## Q9. What is your overall vision for the Downtown?

One that is used and safe to access.
Pedestrian friendly. Police presence at heavy traffic times.
I would love to see it be a place where locals intermix and shop more, and that attracts more visitors, too, for shopping, dining, the arts and nature. Things that I already love about our town: Having Nature's Way Market! Wonderful places to find a variety of dinner options -- Dufour for fine dining (and brunch), Oddfellows for casual delicious food, Lee Frank's for a quick bite (plus Chinese, pizza and Fogerty's). This seems like maybe as many dinner establishments as our small town can support. But we are lacking cafe/breakfast/lunch options. Early Bird is great, but it has very limited hours now and I fear it could close entirely. We really, really need at least one gift shop. "A Little Something" closing is such a blow. It would be fantastic to have something like that more visible, right on Main Street. Back to the positives...LOVE Lantern Fest, Home for the Holidays, Hot Summer Nights, and Strawberry Fest. These events bring people together and remind us why we love South Berwick. Skiing at Powder House Hill is also so special.
Beautiful place to visit, eat and walk around
Vibrant downtown
Ability to walk to coffee shops, spend time on in town businesses
A walkable place with a diversity of shops and restaurants.
Bring back the old timey feel - would love to see the awnings return to downtown. Lessen traffic - make it more walker-friendly.
It's historic leave it the way it is it's perfect how it is, that's why there is the desire to live here.
We need to have reasons for residents, commuters, and travelers to WANT to stop downtown. It should be both an easy and desirable place to spend time. Residents could accomplish chores and meet a friend. Commuters could grab a snack. Travelers could stretch their legs and enjoy small town
Thriving businesses, space for everyone.
Family friendly
diverse useful businesses catering to the needs of residents. A nightlife would be invigorating.
It would be great to have a downtown where we could go to do several errands at once, on foot. If people were able to use our downtown as an alternative to driving to Dover or Portsmouth for a variety of tasks (hardware, pharmacy, food) it would create a more vibrant community.
Vision of keeping South Berwick design - Quaint, Historic value means alot to me -
Walkable downtown
Easier parking to access businesses.
Common space for gathering
Walkable, safe, access to shops & pleasant green space.
Keep it the way it is as this is the small town charm that people love. If they wanted Portsmouth or Dover they would have moved there.
Keep some of its historical vision while also moving it forward
Improve traffic flow through town including provision for better parking which would in turn attract new businesses
I would love to see less deferred maintenance, a greater variety of Main St businesses, and no pot shops allowed in sidewalked areas of downtown where kids walk past them going home from school.
Provide a welcoming environment for residents, businesses and visitors.
More walkable, more stores and business that cater to a pedestrian downtown.

## Q9. What is your overall vision for the Downtown?

I personally think our two. Layout was poorly planned. Our municipal buildings, schools, and local shops should not be located on the main roadways. It would make much more sense for those buildings and our walking district to be located elsewhere. Imagine those shops, central school, and town hall being located on Parent St/Young St., or Norton st/Spring St.? That's a difficult change but if looking towards the future, these and similar locations make much more sense and would greatly alleviate the traffic concerns we currently deal with downtown.
A foodie town that has a focus on local food.
More traffic control, more inviting feel and diversity of store fronts.
Think old downtown feel With historical feel le: take a look at downtown Kennebunk or Ogunquit a feel like that brick sidewalks and old looking street lamps
Downtown South Berwick is a beautiful, small but mighty town. We have such an eclectic group of people and a rich history. I strongly feel we should keep the town hall and central school areas as the heartbeat of our community...the entrance and soul of the town. It would be so nice to have a centralized parking and walkway area from that parking into the downtown...perhaps behind the library and central school areas...create walking paths, incorporate history and challenge our citizens to create a way for people to come into our downtown for their needs. We need to make it a no-brainer for people to head into town for things....create the parking, create the incentives for businesses to sidewalks filled with pedestrian traffic heading into retail businesses that people use, and refurbished existing buildings
vibrant promotes community, accessibility, and inclusion for all (this means all the age brackets - for instance, we need more for teens to do in our public spaces)
With climate change our area will continue to grow. We need to look at how we can provide more housing types in the village area and fill vacant lots creatively. We also need to make the down town and village area easy to walk and gather with both commercial and government function down town. We also need to preserve our open spaces with the increase of density for future generations. There are many unused spaces down town such as the business block to the library. It needs to be redesigned and cleaned up with more mixed use buildings. <u>And finally the downtown should be a a fun place with activity, art, music and commerce.</u>
My vision would be a Norman Rockwell painting. I want a safe space for all members of the community to feel included.
Keeping south Berwick vibrant with businesses while maintaining its safe and quiet nature
Destination location
Walkability - safe traffic- outdoor areas to sit and catch up with a friend
More green space and affordable housing
Welcoming historic community which celebrates the space that ties us together.
A space that families can feel safe and enjoy
See above.
Work with other towns and Shipyard for regional solution to traffic issues.
A place where people want to be and walk around, where pedestrian safety is paramount, where people want to linger and maybe visit 2-3 stores instead of 1, a downtown that builds on the historic character of the Main St. building "block" and has less "missing teeth" (buildings out of character with very low FAR, like Aroma Joe's), that is legible and vivid, that has more people living within walking distance of the businesses. Which is promoted as a stop on the Eastern Trail-East Coast Greenway. That celebrates art and the Town's history, building on the historic anchor of the Sarah Orne Jewett
Clean friendly Businesses that can survive in a small town.
Someplace safe for families and children to live and walk in

## Q9. What is your overall vision for the Downtown?

See above
Turn off the century Main Street
I'd love to see the town continue to make young and old families a focus of improvement. Recreational and work opportunities would benefit everyone.
Improving the safe access and egress of the downtown interchange, possibly moving parking from the roadside to alternate easily accessible lots.
Folks walking around, enjoying shops and cafes and restaurants safely while cars have to wait at stoplights and drive slowly through town.
I would love for it to become a "destination" location where visitors can easily park, the walk from place to place. Unfortunately I don't see that happening until the Town is able to create a bypass roadway for Rt 236 and Rt 4 traffic
A welcoming environment that focuses on community enrichment first, and is also welcoming to those passing through. There should be space (parks, a coffee shop) where people want to come to spend time and frequent local business. I'm so saddened by the loss of Engrain and A Little Something. Businesses like that need to be nurtured and helped along. I'm so excited to continue to visit Happy Valley right down the road from my house.
South Berwick could become that jewel of a destination—offering diverse shops, museums, restaurants, and continued opportunities for festivals etc. However, keep with architecture that fits with the town, being sure not to put up something too modern that will look out of place.
I would like to see the downtown stay beautiful. Dunkin Donuts and Subway are a blight. I'd like to be able to safely walk downtown. I previously shopped at Nature's Way but the lack of parking and traffic speeding through downtown keep me from using them much anymore.
It's got the potential to be a really cool downtown. More art, more business, and a welcoming environment to encourage outsiders to stop and check it out.
This is a great town to live in- community is family friendly and senior citizens are also well supported but we can expand to other age groups.
A safe walkable downtown for families.
Walkable and welcoming to residents and visitors with better clarity of what downtown has to offer.
Parking is difficult, building owners should be maintaining their properties. Traffic downtown is horrible.
what I just said
An elegant, green place to live, eat, shop and play.
A more welcoming, safe, aesthetically pleasing central focus.
Since I may have put this in the wrong spot, I will reiterate that keeping town hall and Central School where they are is so very important. They are key to the vitality of the downtown!! Overall, I would love to see a friendly, interesting, walkable downtown. I appreciate the survey and think these suggestions presented here are great! But with the current traffic volume and noise, it makes downtown a place people want to just get in and get out of. I have heard this from folks from out of town who have tried visiting here--too much of a hassle, so they just go on their way and don't stop.
I so wish we had some say over the truck and overall traffic in town. I have always heard that since we have state roads coming through town, we have little say. But I wonder if there is any way we can work with the state on this. I fear that we will put a ton of effort into the downtown and it will not reap the results we want. I think making it less pleasant for folks to use our town as a cut-off/detour from Wells 95 exit to Portsmouth to avoid tolls in York, etc., by asking the state to be able to have a 15 mph limit in town might be a place to start. ALSO I would like to see our police make more traffic stops -- I have heard this from folks for years. It helps when a spot or town becomes know for increased traffic
To be a village that provides residents all that they need inservices.



## Q9. What is your overall vision for the Downtown?

A vibrant community district that provides all of the local amenities you might need without leaving town (grocery, restaurants, shops, pharmacy), all in a way that feels modern, not trying to recreate a past South Berwick that would be regressive to try and rebuild.
Walkable, niche shops, lots of options for eating/snacking, expanded beyond just the intersections of 4 & 236
The buildings need to be fixed. They are all in bad shape.
Crumbling buildings & empty storefronts suggest a dying town. I'd like to see enduring businesses in all storefronts. Buildings need renovation. Some appear to be unsafe.
Keep it small, keep it simple, keep it clean.
Vision should be to highlight the history.
Moving the utility lines to the ally behind the storefronts. Restore the storefronts awnings. Traffic calming. Police presence siring peek traffic times.
A destination, not just a pass through. We have 22000 people who pass through daily, how do we get more of them to stop? How do we keep the residents engaged and create activities for them to participate in. We need more events, live music, evening entertainment, green spaces, and waterfront attractions.
And most importantly, we need to build more housing.
Traffic lights to make it safe to park and walk
A safe, clean downtown
Need a bypass as going there is a headache for locals and the commuters don't support the
I envision a more polished downtown. I like the idea of using a different material for crosswalks and I think more ways to engage the community would be great
I disagree with the town manager that without an improvement plan the downtown area will fall apart. There has been no such plan in the past and the downtown is still with us today. What makes our downtown special is the location and historical nature of the town hall, Central school, and strawberry festival "fairgrounds".
We need our town to look like it is well managed and inviting as you drive into town. The main business strip needs to look vibrant and well maintained. We need to make it walkable, cyclable and keep the quintessential New England town feel.
Highly walkable and bike friendly with a variety of different restaurants and small businesses.
Warm and welcoming
Small but full of businesses- off street parking would be very nice
SoBo has the 'bones' of a historic town but with the advantage of being in common thoroughway for many travelers. We need to find a way to preserve/enhance the historic charm and small town aspects while capitalizing on the volume that passes through.
Lnadlors should be responsible for maintaining buildings (rent prices are high enough). More police presence to curtail speeding, texting and driving, near pedestrian misses at crosswalks. Keep taxes low so businesses want to come and stay here in existing structures. Slow development down.
A really appealing destination for enjoying nature, various recreational pursuits, the arts and interesting diverse eating establishments & farmers markets/locally grown products
user friendly
A welcoming historically relevant downtown that encourages business and recreational use.
A walkable place that provides places for rest (with kids) on your way to school, grocery shopping or getting a snack.
Easy access to the shops, restaurants, and historical buildings.

## Q9. What is your overall vision for the Downtown?

I would love to see a vibrant and robust downtown that still has a local feel. This is different than a small town feel because as a town we need to grow and adapt to citizens that now live here, not just the ones that have always been here. Something like the Kittery foreshore, Woodstock, VT or even the seaport in Boston (community wise not size) would be great for South Berwick. My ideal day would be to walk (or drive and park) downtown and browse shops, grab a bite to eat (either sit down or take-out) and then go to a local park to let my kids play.
Quiet, walkable, and HISTORIC, not riding the wave of what is the latest and greatest.
Keeping it a small town like it always has been. I don't want to see a million signs cluttering the downtown. People Google destinations not look for signage.
A way to preserve the historic nature of the town while encouraging vitality of new businesses to attract tourism.
Friendly, welcoming restaurants, store fronts, live music
Like Belfast, Camden, Rockland or Kittery
Historically kept, stand traffic lights, cobblestone/brick sidewalks, pocket parks, more parking
Nearby local towns have undergone revitalization efforts, and can provide a model or roadmap for South Berwick. Kennebunk comes to mind, with a small vibrant downtown, bump outs, trails, way-finding signs, and historic preservation. Identifying what makes South Berwick unique and guiding the vision based on the characteristics of the town makes the most sense to me. For example highlighting the natural elements like the salmon falls river, Vaughan woods, great works river, and powerhouse hill and highlighting these features with a common through line or campaign. Also focusing on historic buildings, and how they can be made relevant to future generations, like holding open houses and events. The downtown is charming and incentivizing business to come to south berwick feels
A clean and uncluttered downtown that you can park and run your errands on foot
Some kids and of roundabout with a few more business fronts/housing.
A pretty and quaint historic downtown with ships and restaurants.
Safer for pedestrians with a thriving variety of businesses and parks.
Quaint classic New England. Much like Strawberry Bank
Safe diverse community of business and recreation
Clean, historical, uniform
I would like for the downtown to keep its historical integrity while promoting downtown business and I do believe there needs to be some rehabilitation plans for the main building along the downtown
A walkable, safe, historic downtown full of charm and visual appeal with a variety of healthy businesses and well kept, well supported residences that maintain the historic integrity of SB.
<ol style="list-style-type: none"> <li>1. More housing in the downtown area</li> <li>2. New Senior Center where the Red Barn used to be</li> <li>3. Fire Department expanded to use space in the former Senior Center</li> <li>4. New town hall next to the Fire Department</li> </ol>
Nicer mixed use structures and moving central school out of downtown. It's a traffic hazard and hindrance on development.
Move the shoe town playground or the fire station to separate the two.
I would really love to see new businesses be able to flourish and stick around.
To make it safe for people to cross the streets, to make it safe to drive downtown without fear of being
To be a destination for locals and people in the area to visit. This includes more businesses and areas to walk around. I want it to be a place that my family can spend time walking around, stop at a park and also pop into some shops and grab food.
Pedestrian friendly, filled with local business, integrated access to outdoor spaces and a destination for people to visit.

## Q9. What is your overall vision for the Downtown?

To attract and maintain businesses that meet the needs of residents and attract visitors and create/improve mixed use to increase access to workforce housing. Downtown South Berwick is a beautiful, walkable space and any vision should carefully build on those characteristics.
Somewhere we can walk around and visit without worrying about crossing the street (pedestrian safety).
Downtown is a little tired and needs to be rejuvenated. Unfortunately, the amount of traffic on the weekends makes our family steer clear.
As a little girl, now 27. I have grown downtown my entire life. Riding my bike up and down every street. Adventured all of the town. There is a need for more adventure for the younger generation. We must up keep and continue to keep them inspired in a place they live.
Make a unique (perhaps charming) business area that will draw both business and customers. Parking areas that will allow people to actually stop and visit.
A walkable, shoppable downtown with school and town hall continuing to be the heart of the downtown
Would love it if the landlords would spruce up our downtown shops/spaces to attract tenants.
Renovated historic buildings. More boutique restaurants and shops. Outdoor dining table in public spaces/parks where kids can play. I consider downtown from Fogart's to Central School to powder house.
Overall, I would love to see a facelift on the downtown which would attract more visitors and businesses. Emphasizing enhancing the roads and sidewalks, and arts/play integration.



# Q10. What types of new businesses would you like to see in the Downtown?

Responses
Computer business back in town! drug store back in town!
Small businesses that can fit into the downtown shops
Ben Franklin type general store, nice restaurants
? Hardware, places to eat
An independent bookstore w/ space to sit
Bakery
Photo shop
In a perfect world, hardware   pharmacy   general store are all desirable. Realistically I feel the community might support an ice cream/bakery/coffee shop w/ Wi-Fi. A general store might work where items needed on a day-to-day basis. A gift shop, art gallery.
Things that cannot be obtained easily elsewhere that support So Be life style & draw in tourist \$\$ -- A bakery, Antique store, Dry cleaners, Fitness, apparel, Gym, Kid friendly store, Coffee shop, Bicycle (EV) rentals
Hardware store, health food store, craft/food emporium (collective_
As earlier; Drug store / hardware!
Specialty restaurant like "grain", etc
Quality restaurants/cafe/bakery
Cafes, Bakery, Pharmacy, Shops (clothing, home goods, garden, etc), Bistro
Restaurants, coffee shops, specialty markets
A real bakery/cafe (breads/rolls etc), Book/card store, Hardware store, A higher quality ethnic
HARDWARE, pharmacy, bakery, gift shop just like "A little Something", antiques and collectibles, and local artists.
Would love to see a pharmacy again, hardware store, more restaurants.
Hardware store, fabric & crafts, bakery, florist, bookstore
Outdoor outfitter, art studio or gallery
Restaurants, bakery, nail salon, local boutiques.
Bakery, Deli, Cheese and wine store
A bakery, a cheese & wine shop, an ice cream store... see above.
Food.
a hardware store or some type of store that sells a little of everything.
New retail would be very nice but maybe impossible due to our closeness to NH. Maybe some financial services businesses such as brokerage and wealth management services could work just
More food and restaurant options.
More essential services and retail
-Coffee shop open in the evening.
-Pharmacy, but not a chain.
-Would prefer no more chain stores/franchises.
-Mexican restaurant
Bakery, chocolatier, florist,
Restaurants, unique gift/antique shops, coffee shops, bakeries - similar to Portsmouth, NH.
Not sure.
New/more retail would be great but may be difficult with our closeness to NH, but maybe some financial services could work such as brokerage/wealth management type services.
Cafe, kid-friendly business, food trucks, ice-cream shop, brewery
Bakery
Restaurants

## Q10. What types of new businesses would you like to see in the Downtown?

Restaurants, Technology
Restaurants generally are successful here. A new gift shop would be great after Little Something's closure. Anything that boosts foot traffic and consumer spending!
Bring back the pharmacy
Hardware store, gift shops, pharmacy
Coffee shop, Bakery, Grocery stores, Pharmacy, Bars, Restaurants
Bakery, Pharmacy, Flower shop
French bakery or other types of foods grocers
hardware store, pharmacy
Bookstore. Toy store. Sit in restaurant. Music/performance space-and the parking available for people to patronize them. Right now , with only on street parking, potential customers are taking their life in their hands getting out of a car or trying to cross the street.
Please, no more marijuana shops.
I'd rather have more goods than services. (Restaurants, books, art supplies, cafe open later than 12:00, gifts from local artists)
Restaurants
Hardware store
Diverse offering- more restaurants, boutiques, maybe a pharmacy to come in again, a florist, an apothecary with local and homeopathic products, a bakery, maybe a secondhand book store, art/craft supplies or photography with maker spaces or workshop areas...
Drug store, hardware store, cafe, something along the lines of the store South Berwick just lost, A Little Something. Maine made items.
I cant think of anything different than what is already there.
Coffee shop, music venue/entertainment, expanded grocer
Bakery, bookstore, crafts, gifts.
Variety store, gift/card shops, hardware, pharmacy
Anyone that wants to have a business
Bakery; Ice cream shop; Artist Co-op
Hardware, pharmacy, bookstore. NO MORE restaurants and beauty boutiques!
Indoor recreation opportunities for kids
Retail
Restaurants/breweries/distilleries/pubs would be great. Let's face it, unless you open a salad bar, you're going to make money and not shut down in six month. Apart from that I think Nature's Way is a great resource and professional offices for the rest? I don't see retail working there.
Restaurants that are open on Monday. Locally made goods.
Predominately not big chains, but small and locally owned. I think of businesses that can offer a diverse range of services—restaurants, unique shops, grocery, a new pharmacy, etc. Ideally a mix of where you can run errands, as well as relax and find entertainment.
Pharmacy, hardware store, bakery
variety/ grocery store, drug store- no more chain stores or pot stores
A bakery that does bread. Pharmacy, hardware store, restaurant like Pepperland.
Hardware store! A book store! Another fabric/craft/art supply store. A cheese shop would be amazing! A flower shop! An old fashioned ice cream shop. A music store. A gift type shop.
Unsure
Breakfast place, funky retail, flowers (miss Abby Chic),

## Q10. What types of new businesses would you like to see in the Downtown?

Hardware store
enough with the cutesy...if we had better takeout food options, there'd be more action downtown >> no one is going to drive all the way to dover for takeout....that's the route to success....not more low traffic businesses
Anything but another salon ☐
Restaurants and shopping
More restuarants, retail. Need more foot traffic.
Restaurants, clothing shops, kid indoor playground
A breakfast place
Bookstore, more restaurants, hardware store, fabric store, place to take dance lessons, repair shops, chocolate emporium (You asked!), dry cleaners. Would love to replace pharmacy and gift shop, consignment store and/or vintage furniture.
Music venue, hardware store
Drug store, hardware store, more restaurants open for lunch
Arcade
Bar/live music venue
Fun/toy/novelty shop
Specialty food shops, hardware store, arcade, pet supply store, artists consignment shop, pharmacy
Hardware store, another restaurant or bar, cafe, gift shop, clothing store, bakery, sporting goods store, gallery, sandwich shop, music venue, book store
Hardware store. Sitdown breakfast palce
A good Bakery ,unique affordable shops,
Breweries
Coffee/breakfast place. Ethnic food. Gym?
Retail,services
Until investors see impact of new lights & traffic, walking and parking they woul nuts to open business or improve facade etc. why focus on downtown. Real growth possible 236 & Pumpkin commercial area
Bookstore, pharmacy, gift shop
Yoga studio, dining with music, Real Estate office
Historically, the places that do well are places that are not reliant on transient shoppers. I think having a tradesman, kitchen design studio, plumber, etcetera as an anchor would be good. Restaurants, small shops, galleries are great, but only if the hours are when folks are milling and wanting to spend. Destination type businesses.
Unfortunately the local arts scene has really diminished as the rental costs have risen at the mills...this may not be a viable anchor any longer.
Hardware store, jewelers/art/other creator space/ shop like A Little Something :(



## Q10. What types of new businesses would you like to see in the Downtown?

-Gift shop(s)!!! (Home goods, jewelry, soaps/lotions/cards...basically A Little Something but on Main Street)
-Bookstore combined with something else
-Toys, candy
-Pharmacy
-Cafe that is open more often
-Breakfast/lunch restaurant (dinner seems covered and we might already have as many dinner restaurants as one little town can support, it seems)
-There was talk of an art gallery...while I think this would be wonderful and I used to run an art gallery, I doubt the viability. This would need to be a secondary endeavor within a cafe, bookstore, or the like.
-Also, I was the person during the open town revitalization meeting that said "stores selling useful things." I regret that comment...while I think it's absolutely crucial we retain Nature's Way Market, and it would be GREAT to have a pharmacy again, no one buys basic socks or office supplies or whatever at little downtown shops anymore. They go to Walmart/Target/Amazon. For "useful" things, I think we should shoot for just the basics, things people absolutely need quickly -- like food and medicine.
<u>Outside of that we need to be thinking about fun shops people go to for the shopping experience if a</u>
Pharmacy, stores, gift shop
Eateries, specifically open later
Hardware store! Another restaurant like Thistle Pig (nice bar, good food, date night spot, not \$\$\$), gift shop with local wares (like A little something), bookstore, pharmacy
Nothing specific but a mix of things would be great. I'd love to have what Kittery Foreside has - great restaurants and cute shops.
Breakfast dinner, hardware store, (indoor sports complex not down town punkin town )
Hardware store, coffee shop, lunch spot.
More family oriented.
Ice cream shop, small toy shop, interactive location affordably
hardware store, more food/drink options (ethnic?) opening earlier than 3pm and or staying open until last call. With the immense amount of traffic that passes through, a reason for them to stop and patronize our town could be beneficial.
Pharmacy
Hardware
UPS/fax/business services store
Bakery/coffee shop
Pharmacy/Hardware Stores that will enhance our community. Add to the tax base/... affordable business shopping!
Pharmacy
Medical
Hardware store
Sad to see A little something shop close. That was really sweet shop where I bought most of my gifts. So.. another shop with similar idea of supporting local artists.
Also like Natures way, but parking and traffic can be an issue.
Diner, gift shop, thrift shop, hardware store
None.
Bakery
Pharmacy
Retail & services, we already have plenty of restaurants

## Q10. What types of new businesses would you like to see in the Downtown?

Gift shops, bookstore and restaurants
I'd love a pharmacy again
More cafes & restaurants
Open to ideas
A coffee shop/bakery the is not Dunkin' or Joe's.
Restaurants, grocery, etc.
Mixture of businesses examples: bakery, barbershop, men's clothing, women's clothing shoppes
Something to replace A Little Something. A business that could thrive in the Jewett House, perhaps.
What the downtown doesn't need is more housing in the business district.
retail, ones that attract foot traffic
pharmacy hardware restos hair/nails therapists financial advisors furniture
hardware store, pharmacy, pub with music, bakery, bike shop, more outdoor dining, specialty clothing store (sporting goods etc), small hotels or B&B, first class smaller housing for seniors who want to down size and not leave town.
I'd love to see more art in the community. Maybe a pottery painting studio.
Hardware, computer support
Hardware store
Pharmacy
Candy store
Florist
Hardware
Dependable & reasonable hours for ships like: coffee shop, family friendly something that had a pharmacy element incorporated
Retail
Any kinds of shops and restaurants! It's feeling very empty right now!
See above.
Hardware store!
I would start with the businesses that have recently gone away. My wife and I loved Engrain and were sorry to see it go -- wish it had more customers. I think their menu fulfilled a niche. Also, I would love the return of a local/Maine-artist-focused gift shop like A Little Something, perhaps in a better location - such as a Main St. storefront with a display window to entice passersby. Having a local pharmacy is nice -- I hope it stays long-term and has the opportunity to expand. I wonder if there is some business that might have a synergy with Berwick Academy, especially one located in a redevelopment of the Aroma Joe's parcel. I would suggest a community theater, but it's hard to keep one afloat, especially these days, and the Academy seems to have perfectly good arts space in the Whipple Center on-campus. Otherwise you could envision a theater that is based on a partnership where BA would have exclusive use at times (or maybe Central School, too), but at times it would be open to the general public for movie showings and plays.
Local craft sellers
Not sure
Local small business markets.

## Q10. What types of new businesses would you like to see in the Downtown?

Unsure about that.
A good eatin cafe or breakfast to lunch restaurant.
A book store, bakery, coffee shop open late, another restaurant or cafe
A pharmacy and hardware store would be great, but I think we should support any business (other than additional cannabis fronts).
Coffee shop with ample seating, I really miss the drugstore, stores that focus on local goods like A Little Something did. I love Natures Way. I love Odd Fellows.
It's sad that the pharmacy went out—and dating myself—no hardware store either. Perhaps, an art gallery and/or league of craftsman type of business.
I am not sure what South Berwick can support honestly beyond restaurants. Is a small business district so commercial use in the storefronts might be best. More parking would be immensely helpful though even for the existing restaurants.
I'm not sure it matters so much as long as the town creates an environment for them to succeed.
Sushi or poke bowl place, A resource center or if there is one signage for it
No more weed shops- please!
Dining and recreation.
Food and beverage
Useful businesses that people would utilize and support
Restaurants, integrative healthcare, maker space
a hardware store, a lunch restaurant
Businesses which serve the needs of townspeople and offer recreation to visitors.
Bakery, tea shop, beer brewery, clothing store, hardware store, natural foods restaurant, art gallery.
Full bakery; pharmacy again; thrift store, maybe one that focuses on children's needs; hardware store. Destination shops, unusual, worth going out of your way for. The Framing shop was like that, he did quality work, so people traveled to work with him. Maybe an alternative health center that incorporates various modalities. We have some of this but maybe more comprehensive. Losing Engrain was a drag, one of my favorites in town. In a situation like that, is there anything we can do to help a business on the brink of closing up shop? I would love to see Engrain come back!
I'd like to see the return of a pharmacy and general store.
A range of dining options that would attract people from out of town, stores that are practical but not necessarily "big box"
Restaurants, local fare & locally-made goods, NO chains (e.g., Dunkin')
Art gallery, picture framer, Benjamin Moore paint store, bakery.
Another restaurant in Engrain's former location. Used book store? Toys & gifts?
How can we dictate what businesses form in our downtown? That takes an individual willing to invest their time, money, and effort into building THEIR dream, not ours. Success will depend on whether they offer a service people want. Basic capitalism.
Business types is not important. Keeping anything that can make money with limited foot traffic is best. So anyone is better than a selected buisness.
Gym or studio (i.e. Yoga, Spinning) Expanded Cafe/Lunch spot that's open into the afternoon Event space for town activities, arts, movies, shows, etc. Food Hall of small vendors or a weekly food truck meet up A natural pool (no chlorine) A kayak/canoe rental outfit with shuttle service to waterfront Dog park
Restaurants and bars, convenience store



## Q10. What types of new businesses would you like to see in the Downtown?

Pharmacy Breakfast eatery
Flowers, art, high end restaurants
Software development (I'm biased because I'm going into the field)
I would like to see any business that would be successful. We cannot ignore that a mile away is tax-free NH, and that creates some stiff competition for any business.
I'd love a nice coffee shop that has seating space and is warm and inviting (not a chain!). Needs to have great coffee selections - espresso, latte and sandwiches, pastries. A little book/gift shop. A pastry/bread store. A ladies clothes shop (like Daisy Jane's in York).
Restaurants, breweries, and businesses related to the arts. Music center, art center.
Art displays/gallery, cafes, unique retail
Gift shops like A Little Something. A restaurant that stays open past 8:00. Maybe a bakery
Coffee shops that are open into the evenings and casual dining options.
Practical businesses, reasonably priced restaurants, hardware stores, small grocers, bakers. Cater to residents not to out of towners.
Restaurants
Art galleries, small eateries & cafes, local farm products, music venue
Not a fan of take out - too much trash on the roads.
Pocket parks in quiet areas (ie no traffic) to hang out. Skateboard park.
a pharmacy, Kennebunk Savings Bank
Hardware store. Grocery that sells local produce and meats. Additional sit down type restaurants.
Nighttime music, pharmacy.
A variety of stores that encourage local shopping.
More restaurants and diverse ones. Small consumer shops (e.g. A little something). No more
Not sure. I don't patronize any business except the chiropractor as the traffic is awful. A REAL bakery would be great, like Elephantine in Portsmouth, but other than that, I don't see any business that our small town would support given the parking and traffic issues. As much as many want South Berwick to be a destination, we are not. We are just a nice little town on the verge of being made into a mini-Portsmouth.
How about any new business whether it's downtown or not.you talk about historical downtown what old town has a million signs lining the streets.everything is on line now.people want to know they
More retail and professional services options.
Coffee shop with internet and ability for small business meetings. Recreation facility for kids aged 8-16
Bars, retail,coffee stops, food, sadly Natures Way is not what it was ...
pharmacy or hardware store
Coffee shops, healthy food shops, UPS and/or shipping stores, vintage and antiques, floral shops, jewelry, local upscale restaurants, etc.
In my opinion the most important thing to consider is affordability to attract new businesses, and to leverage the existing traffic going through the town to generate interest and generate more interest from surrounding towns such as York, Ogunquit, Dover and Wells.
Hardware store, book store, pet supply store
No real preference
Boutiques and small shops

## Q10. What types of new businesses would you like to see in the Downtown?

Hardware store, yoga, childcare, kayak rental, return of pharmacy, Bookstore
Nail salon, Mexican restaurant, pet shop,
A store like "A Little Something" or an ethnic (Thai/Indian) restaurant. Perhaps a brewery could do well here?
Variety of restaurants and take away.
A good casual sit down restaurant with sandwiches and classic comfort foods for affordable prices.
1. Service-related businesses like UPS Store 2. Hardware store like Rideouts
Hardware store, auto parts store (236 may better suit these)
Restaurants, retail, and maybe a pharmacy again
Bakery
Pharmacy, breakfast/lunch restaurants, another gas/convenience store
Cafes / restaurants and retail stores.
Cafes, coffee shops, retail, restaurants, art studios, bookshops.
NOT insurance companies, banks, offices, or franchises.
Businesses that allow local residents to access needed products and services, particularly those that are family friendly (consignment shop, children's museum or the like, hardware, gallery space, etc.).
Hardware store Bakery (bread) Pharmacy Coffee shop with seating Hardware store again (:
Quality restaurants open for lunch and/or weekend brunch. For example, we love Oddfellows but if we wanted to to grab brunch and and watch the Pats on Sunday over a few drinks, we can't even keep our money local because they're not open.
Not another restaurant
1. a Cafe's type business.....a draw unto itself. 2. Perhaps use some storefronts as office space rather than retail.
Market demand needs to drive this vs Town govt.
Would love a Rideouts back.
Boutique restaurants, shops and candy. Preserve grocery store downtown at all costs. Makes for a walkable City center with all amenities.
Anything! All are welcome - but I specifically love businesses like shops, restaurants, book stores that bring people inside and together.



**Q11. Do you have any suggestions for new promotional "themes" for the Downtown? What does the Downtown mean to you? What might attract others to visit the Downtown?**

Responses
I've been here 42 years. South Berwick is a fascinating, historical, loving, nurturing town - great schools, experiencing our countries history since 1631 and earlier. Why don't the trucks racing through understand this? I do see care and consideration (turn taking) in the traffic situation - it makes me feel good.
unique shops
Busy & attractive shops, not getting dripped on / slipping on ice
From bridge to bridge From past to present A solid foundation for a strong tomorrow
Fine dining, unique shops, inviting store fronts
Theme: We are an old village/town but we have fresh new ideas!
There are a lot of artists in South Berwick. A local showcase/festival would be a great thing to promote.
Fairs, events like strawberry fest
The centralized downtown area was one of the features that brought us to South Berwick. Creating a brand/theme/cohesive signage, lighting etc. to make us unique. The types of businesses are what will attract visitors, not availability of in-front parking. We are all used to frequenting Portsmouth with their unique stores and eateries and never expect to park out front, we walk from a parking lot or side street. If the business is attractive or unique enough, people will find a place to park given we provide adequate signage.
Home in Maine.
Featuring historic architecture, supporting local businesses, arts and entertainment
People come for the food and for the atmosphere. Beautification, events, and food bring people in.
More shops to bring in revenue, sprucing up store fronts, minimizing vacant buildings. Having access to a park so that guests have somewhere to walk around. While Downtown is quaint, there's really not much to it. Just a single strip of sidewalk and heavy traffic makes it more stressful to engage in activities with small children.
Please don't waste time and money on promotional gimmicks. These resources are better spent on concrete improvements.
N/A
No, but to follow up on your new comprehensive plan; appoint a new special action/audit committee that regularly updates and measures the progress of each goal listed in the plan. No sense having I a nice plan that sits on the shelf w/o some critical follow up.
More restaurants. More grocery / local vendor / CSA / sustainable harvest. Encourage local farmers and local food producers (bakers, butchers, etc.) to sell wares downtown.
Marketing existing special events as an opportunity to attend the events, along with visiting the downtown businesses (i.e. coupons, sales, discounts for businesses if you attend the festivals).
Downtown - a place to embrace community, thriving businesses, and a place for residents and visitors to want to be!
A diversified business base, attractive street with amenities, pedestrian access, parking, social services, library, historic buildings, and a place-making environment would make the Downtown a great place to visit. to live in. to enjoy.
More parking, larger and more prominent farmers markets, events like walking history narrated tours and reenactments.
The Hike Through History that the students do has always been very meaningful to me.
Will get back to you if something comes to mind. Thanks!





Q11. Do you have any suggestions for new promotional "themes" for the Downtown? What does the Downtown mean to you? What might attract others to visit the Downtown?

<p>The vision for the Town could be to maintain the small-town character, support the downtown, preserve the Town's rural character and its history, preserve open space, protect natural resources, support the local business community and manage the Town's growth so it is concentrated in designated growth areas but careful to put strict limits on actual population growth.</p>
<p>I like to visit places that have character and you can take a stroll and take in the history/sights. To me, the issue with SB is we are an intersection of many roads and there has not been an emphasis the importance of our citizens over those who travel through our town with no ties/care for those who is standing at a crosswalk.</p>
<p>Just make it fun and people will come. We're competing with downtown Dover for shops/businesses. You need to remove the red tape to attract businesses to SOBO. Look at Happy Valley and what they had to go through to open.. ridiculous! Happy Valley is a great example of a modern, family friendly business that should set an example of what the town needs to attract good energy and people to downtown.</p>
<p>I love supporting local shops downtown and miss the ones we've lost. Restoration of the dock at Counting House Park and promotion of non-motor watercraft usage of the river would bring people downtown.</p>
<p>I liked having traffic control at certain times of the day, such as school beginning. Restaurants are nice</p>
<p>I don't have suggestions. Over the years I have stopped going downtown after 2:00 on week days and never on Sunday in the summer. The traffic is just too much.</p>
<p>Downtown of South Berwick should be a place where residents as well as visitors can come in the mornings to have a cup of coffee, walk around, see a museum and go to a park. Have lunch in a restaurant. As well as chilling out in a bar at night Parks and walkable areas are a must in my opinion for a downtown</p>
<p>expand the "downtown area" to include all historic sections (like Highland avenue for example), offer historic tours, more involvement of Berwick Academy as the institution is an integral part of the history of the town.</p>
<p>Without traffic calming, the noise level will prevent anyone from wanting to spend time in the</p>
<p>Again, please don't start a campaign for MORE people and MORE traffic until there is a plan in place on how to deal with more speed and more congestion.</p>
<p>"Salmon Falls Crossing at South Berwick" Or something with "Crossing" in it as we have a major crossroads with routes 4 and 236 in our town. "Shoetown Crossing". Quamphegan Village- as that be was what the town used to be known as before it was South Berwick? Quamphegan Crossing. Quamphegan Square. Shoetown Square. Downtown means the hub of the community to me. It means a place where I would like to be able to support my local businesses in the community. Definitely different/additional eating spaces would be nice. A parking system that makes sense and is easy for people to find who may be passing through. We get so much cut through traffic during the summer that it's really a shame we can't capitalize on that for the town. The cars passing through have little incentive to stop and if they do want to stop.</p>
<p>I enjoy walking the Main Street as I deliver mail and see so many people out and about walking with their pets and or kids. The side walk is nice and wide to pull over and chat for a few minutes. Overall, needs a face lift and maintenance done on the building of 287 Main st through -237 Main Street.</p>
<p>Downtowns are meant to feel like an extension of our homes; somewhere we can meet other people that live here.</p>
<p>Right now, it's mostly a gateway to other places. Needs a reason for people to stop and stay a while. Maybe host another event like the Strawberry festival. Like a vintage car show.</p>

Q11. Do you have any suggestions for new promotional "themes" for the Downtown? What does the Downtown mean to you? What might attract others to visit the Downtown?

Self-guided walking history tours. If there were better access to Salmon Falls - more activities could be water oriented - like having Gundalow Days or Waterfront days with kayak tours.
Diverse stores, better parking, and sorry to say, a traffic light to control the yahoos, esp. in summer. Work with state highway dept to raise Wells exit tolls to reduce truck traffic!
Village of South Berwick
At the risk of being redundant, good restaurants, pubs and bars will attract a crowd.
Historic themed downtown. Like Portsmouth we could be known as a foodie town as a draw and local made goods as a selling feature.
South Berwick is so darn cute! It is small, but full of more character than some entire cities. I grew up here, moved away, but knew I would return when I had my own kids because it is safe, friendly, and simply a beautiful place to live. I think it can have a unique niche as a place to come visit for people near and far, but has to do more to fix the traffic problem, support small businesses, and promote community recreation. I imagine it could be a "Historic New England Escape," and I think should look to other towns that have successfully branded this way. I also think it will attract people to visit best by using its greatest resource: friendly locals! Make it a place locals like to gather and have fun, and others will seek out those good vibes as a getaway.
Celebrations similar to home for the holidays
NA
Not sure about a theme but I don't want to become an expensive gourmet row that doesn't work for everyone
Off street parking. Safer crosswalks. More shops (less empty storefronts).
Kindness/Inclusivity/Creativity - building and highlighting the Sarah Orne Jewett House should be about her work and creativity
Highlight the history of South Berwick!
signage showing the route to tax free NH >> a heartbeat away
History and the arts meet the new age. Think about what a younger deomographic would like (ie see city of Biddeford)
Outdoor seating areas, food trucks, green spaces, additional parking
No.
I know that nothing stays the same, everything must evolve to stay alive. There must be some growth to be healthy. I would hate to see SB frozen in time, but would also hate to see it become more of a suburb or bedroom town. Unless there are good schools (as there are) and housing within reach of working families (of all income levels) it can't grow in a way which sustains real community. There is a homeless man supported by the downtown community. We are too small to adequately support a dozen homeless people living rough, but we would be much poorer without his presence.
Small town charm, Hallmark movie feel ☐
I honestly think a parking garage would help even during the strawberry festival. Help declutter cars parking on the streets
Simple "seasonal" themes. No need to overthink this one.
Outdoor stage for concerts/events. Like a smaller version of stages at Henry Law Park or Prescott
Lack of parking makes accessing any businesses very difficult. Especially spots like next to the old Mobil station, where many small shops try to take root and fail. There are only two parking spots there. The odd fellows tavern has terrible parking spots as well. Those spots out front are dangerous to park in with cars speeding around the corner. Safer parking will attract more people. As well as having more shops to peruse.

Q11. Do you have any suggestions for new promotional "themes" for the Downtown? What does the Downtown mean to you? What might attract others to visit the Downtown?

History, Literary, Arts, Food. South Berwick is home to many writers and artists - possibly highlight this? I live in the rural part of South Berwick, but I travel to Downtown to shop or eat out because I want to be out in the community. Beautifying the downtown by planting trees and landscaping with benches and planters, while also housing varied and interesting businesses along the street will make the Downtown a welcome destination for many. Also, encouraging foot traffic with paths and pedestrian-friendly trails to pocket parks and other outdoor destinations.
Historical facts, community center, small town feel
Nothing unless new lights help move traffic. Why for example are cars allowed to turn left rather than right only per original site plan.
Affordable rental opportunities? Has anyone asked any of the five businesses that have closed their doors recently why they are leaving? And, what could be done to have improved their situation?
Walkable, friendly, historic, family-friendly
We can't even keep what we've got because it's hostile to foot traffic and poor off street parking
If we could entice a bookstore (which I believe would need to also be a general gift shop, OR a cafe, in order to survive), we could play up the literary history of the town. Enhancing the Sarah Orne Jewett garden could be part of this...a couple wrought iron tables for bringing lunch or a coffee. Plaques with information about local authors past and present, and other historical landmarks to visit (literary or not). This garden could be used almost like an unmanned, outdoor visitor's center for the town with an attractive sign pointing people to hiking trails, Hamilton House, The Counting House, river access, the playground, etc. I see potential here because it is lovely when cared for and is right in downtown.
It means a historic, small town charm  
An old timey feel but with good restaurants and shops. Affordable apartments. Parking availability. Make it feel safer for pedestrians.
Down town is quiet! It's our town still a Maine community we need to stay a small community, if people want growth and change move back to mass our lil town is perfect as is and has been for hundreds years, that's why our town is so special!
What might attract others? : 1- lessening the traffic hazards to pedestrians (along with its excessive noise and its destruction of small town ambience ), and 2- providing easy to access parking.
No themes. They go out of style
The downtown area currently is merely a crossroads to and from the places we have to travel to in order to obtain daily necessities. I would love to not have to travel to portsmouth, york or dover constantly. A river walk starting from the downtown area could provide an attraction.
A diversity of shops, services, and natural spaces as well as a safer environment for walking and driving would be lovely.
Use more of our Heritage. Founding fathers/historical figures/ Native Americans....
Not sure
Town-wide festivals (like Strawberry fest or lantern fest) that utilize more areas of town (counting house park, field behind fire station...) that is affordable for families.
None. Keep them small and attract our people to downtown.
No sure about this one. I would need to think about it.
Making a downtown that is truly walkable, it currently is not safe at many times if the day.
Mixture of the arts businesses and to create a thriving old time feeling of buildings that look like they are frozen in time 1890's-1910 feel some green space even have a town gazebo like North Berwick



Q11. Do you have any suggestions for new promotional "themes" for the Downtown? What does the Downtown mean to you? What might attract others to visit the Downtown?

The downtown is the heartbeat of the town. I think it is very important to create an easy way for people to drive into, park and drive out of, the downtown. I think it is also very important to keep as much as the downtown land and buildings in the town's ownership. (town hall, for example....once it is sold, you can never get it back!) It is where you go to meet up with your neighbors, it's where you go to use your voice on matters that mean so much to you. It's where you go to meet up with friends to hear live music in the summer and grab a bite to eat on the cold winter evenings. It is a place for collaborating, celebrating and making plans for the future. I think some fun themes could be a historic trail like the freedom trail. Seasonal themes would be great too....)
"South Berwick. We live here."
Green (environmental) Gateway to outdoors Acknowledgement of indigenous culture Promotion of diversity and inclusivity Safety Community Involvement / Volunteerism
South Berwick not just a great place to raise kids but a great place live and shop.
Downtown is where neighbors should congregate and feel accepted. Maybe better utilization of the Wadleigh gardens ballroom with a community dance or a comedy show or live music.
Connection- to people, the water, to recreation
I think our mom history is epic and should be celebrated. Whatever building is oh so slowly dying into the falls off of Brattle would make an incredible hub
Slogan:  South Berwick: where stories flourish and nature thrives
See comments above: Support the town's unique historic and recreational opportunities. Attract quality service industries.
Keep historic character. Try to get rid of chain stores!
A walkable place, and a nice place to linger, with a diversity of shops, calmed traffic, and a stop on the East Coast Greenway. A quaint Maine village center. A place for people of all ages and backgrounds.
Making the library more of a priority to the town. It's the only reason I'd visit South Berwick at this point.
Highlight the historical significance of buildings—Jewett house in desperate need of paint, etc
Historic downtown South Berwick. A place for families to enjoy.
It's too late and too busy to promote it as quaint, how about the idea that so much people need in a community is located in the downtown area. The library, school, fire station, town hall, historic buildings, senior housing, and since downtown isn't a great describer, how about South Berwick
South Berwick is really special—we have a special history because of Sarah Orne Jewett and it's a great place to live
I think Town history should be a major part of any marketing. There is a lot of history here.
I'd rather not see a tourist type feel to the signage. Clear and welcoming signs businesses and accessible parking and pedestrian paths will brand the town without overtly commercializing the spirit of South Berwick.
Continue to promote the Strawberry Festival—and consider having a festival or event in the winter. Perhaps, using Powderhouse ski area more. Also, any dramatic/cultural performances—could be highlighted and maybe Berwick Academy theater could be used? Bring all the stakeholders together—as it will be a win-win for all.
Art tours, cultural events, outdoor walks highlighting the historic and natural things in South Berwick

Q11. Do you have any suggestions for new promotional "themes" for the Downtown? What does the Downtown mean to you? What might attract others to visit the Downtown?

Make downtown a cool, funky, fun place to be. Look at Kittery, follow their lead. That downtown was a broken down dump of a downtown not too long ago, and now it's better to visit than Portsmouth.
Right now it's hard to navigate- I go around it a lot. Diversity of offerings and free parking with a good traffic flow would improve it.
Parking needs to be improved. Parking on Main Street is a bit of a nightmare. More conserved lands, hunting and fishing opportunities. Parking and traffic control are huge and maybe an anchor business or Art hub ... think Kittery Foreside
Good food and arts/entertainment. Dufour is doing great and Thistle Pig had people coming from all around the area
Better marketing
Easier parking and traffic flow.
history meets with the 21 century
The truly extraordinary literary and industrial importance of South Berwick in Maine history and in New England history is a pedigree worth cultivating. If Ogunquit beach will one day be washed away; South Berwick will not.
Keeping natural spaces, painting store fronts.
I live close to downtown, and we walked our kids to Central school and I loved that. And I like using our stores in town. I don't have any themes in mind but something relating to town being friendly and walkable, so that for example all the folks who come out for our events, like Strawberry Festival, will come back. Maybe tie that event more into Main Street.
NO MORE CANNABIS SHOPS!!!! Control over these permits.
This is a region of Maine that doesn't get a lot of notice as a great area of the state to work and live, in my opinion. Branding South Berwick as a "gateway" to both employment opportunities in NH, as well as communities across a large portion of Southwest Maine, is an interesting idea to work off of.
The 'feel' that Oddfellows has should be employed elsewhere. Old brick & beam fits with the region's history.
The quality of the air downtown is toxic. Breathing in diesel exhaust can cause lung irritation and/or an allergic reaction causing asthma (wheezing and difficult breathing), or making pre-existing asthma
Emphasize its vibrant history. Outdoor activities.
Bridge to bridge. The downtown to me means congestion, traffic, and danger. It's a pass through town for destinations other than South Berwick regardless of new business or attractions.
Come to South Berwick and see history.
Maintaining the village feel, keeping the town hall where it is and not decentralizing town offices, like what happened to the police department.
Might be fun to do a Cow theme, given the town's history. "Follow the Cows" through town & read about the history along the way.
People will stop to visit if downtown looks welcoming and engaging, with attractions of interest. Passing through town and stopping is one thing, but getting area residents to visit South Berwick over Dover or Portsmouth would require us to have something they don't. Free Parking is a nice amenity, but we need businesses and attractions that draw people in and offer what they can't get closer to them. I think we need to focus on unique, creative offerings that engage residents and are eye catching enough to make passerby's stop and want to see more.
Being able to park and walk around to the businesses without fearing getting hit by a car
Promote our core strengths, eliminate the traffic, expand downtown to make it fun to walk and shop.
I would love to see an initiative take place during the month of November/December to incentivize Christmas decorations, similar to how Kennebunkport is
I think South Berwick should just embrace our small town heritage. We don't need to become "Little Portsmouth".

Q11. Do you have any suggestions for new promotional "themes" for the Downtown? What does the Downtown mean to you? What might attract others to visit the Downtown?

Events downtown (think of the Music Hall in Kittery). Shops that people would actually like to visit - a good ladies clothing store, a lovely coffee shop - a place to meet and have coffee with friends (think Beach Pea).
We need to give people a reason to come here. Think of Newburyport or Portsmouth. All walkable, lots of variety in shopping, eating, and activities.
I think any visually appealing theme is appropriate- right now I think the area is too visually distracting and needs maintenance. Fix it up and present a clean theme- the area has so much character
Historic and charming, small town. If done in conjunction with the other parts of town my hope is that there is a 'lane' for all types of development. Keep 236 as industrial but perhaps with housing options (ideally with public transit). It's hard to separate the traffic issue from this conversation as with fewer cars, a little face lift and a few shops, I think downtown would have that quant feel. Instead we have large trucks, fast vehicles and lines if cars eroding this image/feel.
We don't need to spend money on promotion. Maintain our greenspaces, keep them accessible. Maintain our historic buildings. Spend less. Tax less.
Theme: a town with lots of super cool areas for hiking, biking, kayaking and with informal cafes and shops to visit after a good hike.
Combine history with locally produced produce, meats, arts, and culture. For example, do miniconcerts in the park of Town Hall green. Celebrate the history of the Salmon Falls with kayak and canoe and fishing events.
Downtown is where the community comes together.
No. Right now, the number of pot shops almost outweighs the number of doughnut shops, which is sad. Not sure why we need a theme or a brand. Can't we just be a nice place to live? For me, the downtown is a place to avoid, unless I am walking my dog. I work out of town so I do my shopping, mailing, banking, etc on my way to work, out of town. I am not sure we CAN attract visitors. We don't have a beach, a pool, a place to recreate downtown (like Short Sands for example), downtown doesn't offer hiking, safe biking etc. It is a collection of small businesses that serve the few people who patronize them. Why isn't that enough?
Why is downtown so inclusive? How about a theme for all of South berwick.
Community gathering! More local support to gather as a community!
No themes ... other than a great New England downtown. Think Kittery Foreside or Belfast ... Camden many of the other towns that have a smallish downtown area...
Historically kept, stand traffic lights, cobblestone/brick sidewalks, pocket parks, more parking. Provide for the locals and surrounding towns but don't turn into a city overwhelming w out of staters
focus on historical theme. have monthly history walks and talks through downtown or downtown cemetery areas. focus on recreation- vaughn woods and land trust trails drawing visitors then staying to shop or dine
"historic village by the river" with restaurants, boats and outdoor spaces by the river.
Something to do with nature/outdoors. We have such great resources like trails, rivers, powerhouse,
Work with Historic New England to incorporate the Sarah Orne Jewett House and Museum into more activities for locals and visitors.
Unsure
More seasonal events - like strawberry fest! We loved Home for the Holidays!
Parking and variety
Calmer traffic flow, more outdoor seating areas, pocket gardens, variety of shops to pop into, a lunch counter,
Downtown means community. Where people can gather and spend time enjoying their local town. It's an opportunity for business and money to be brought into the town. A facelift, such as new sidewalks, landscaping and better connectivity to green spaces trails will bring people in. More businesses in town as well. The traffic getting under control and more parking will bring more people in.



**Q11. Do you have any suggestions for new promotional "themes" for the Downtown? What does the Downtown mean to you? What might attract others to visit the Downtown?**

SOBE should be a destination - whether people are passing through or driving to here. Check out Home Town Takeover (they have revitalized small towns)

Downtowns are the collective heart of any community. We have some great anchor businesses (eating establishments, Nature's Way, historical architecture), some of which are natural draws for outside visitors while reflecting the character of the people who live here. These are important elements to build on and complement with any development/revitalization. Good things come in small Art. More history.

Need theme and logo that will be easily identified.

Advertise along the seacoast to get tourist foot traffic from the beaches (especially during foggy/rainy weather). Facilitate a downtown business group that can articulate their needs and advertising desires

Love this one:

Incorporate local history into the revitalization / promotion of the Downtown and types of districts (i.e. Shoetown, Historic District, etc...)

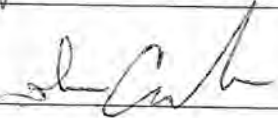
South Berwick, Maine: Bridging Heritage with Modernity, Where Small Town Charm Inspires Cultural Living

**SIGN-IN-SHEET  
SOUTH BERWICK, MAINE  
DOWNTOWN REVITALIZATION PLAN**

(PUBLIC INPUT WORKSHOP #2)

**DATE:** Thursday, May 16, 2024 at 6:00 PM

**LOCATION:** South Berwick Town Office

Name (please print legibly)	Name (please print legibly)	Name (please print legibly)
John Robertson	BRETT CROFF	
	ROB BERNIER	
Beth Theriault	Mark W. Lawrence	
MIKE LASSEL	Pat Robinson	
Kimre Steinhauer	Virginia Wilson	
Paul Steinhauer	Cathy Woods	
Amanda Donovan	DEBORAH CR COTTER	
Abby Greenwood	Anthony DiLiso	
Jelda Kenney	John Morris	
Gail Santos	Tinka Pritchett	
David M. Dermott		
Harland Goodwin		

## 5-16-24 MEETING ATTENDANCE

[illegible]





# Downtown Revitalization Plan

South Berwick, Maine

May 16, 2024

Jeffrey Preble, PE  
Kalle Maggio, PLA  
Jacob Shactman, PE



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## Introductions



### Town Staff

**Tim Pellerin**

- Town Manager

**Denise Clavette**

- Staff Liaison - Economic Development Director

### South Berwick Downtown Revitalization Plan Advisory Committee

- Jessica Cyr, Town Council
- Melissa Costello, Town Council
- Mark Lawrence      Daniel Kenney
- Carrie Portrie      Kenneth Weston
- Cynthia Gagnon      Roxanne Poulin
- David Whelan      Irene Bowen
- Jaclyn Bousquet      James Flynn

### Wright-Pierce

**Jeff Preble, PE**

- Project Manager

**Kalle Maggio, PLA**

- Lead Planner

**Jacob Shactman, PE**

- Project Engineer



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## Public Workshop Agenda

### Project Recap (20 minutes)

- Downtown Revitalization Plan Process Overview
- Public Input Process
- Draft Downtown Report (12 Sections)
- Funding
- Downtown Study Area
- Findings and Recommendations
- Priorities

### Six Group Breakout Sessions (45 minutes +/-)

### Group Priorities (40 min)

### Next Steps/Questions (15 min)

3

## Downtown Plan Process



### Kick-off Meeting

- Identify Downtown committee
- Key Stakeholders
- Confirm Study Area



### Public Workshops

- Initial Workshop – January
- Questionnaire
- **Public Input & Vision**
- **Top 3 to 5 most important issues**



### Concept Plans & Report

- Transportation Infrastructure
- Community Planning and Revitalization
- Site Planning

4

## Downtown Revitalization Plan Goals



- Develop a publicly supported consensus vision for the downtown
- Develop a prioritized action item list to meet the community needs through a planned approach
- Conformance with the Maine Department of Economic and Community Development's Downtown Plan Components
- Position South Berwick for future funding opportunities (MDOT, CDBG, EDA, CDS)

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## Funding Opportunities



- Position South Berwick for Future Grant Opportunities
- Use of TIF Funds
- Take advantage of MDOT Funding Programs
- Downtown Plan approval triggers CDBG opportunities
- Establish Public/Private Partnerships as appropriate
- WP Funding Experience: Assisted our clients in obtaining well in excess of \$100 million in grants and loans

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## Downtown Revitalization Plan



- Downtown Snapshot
- Downtown Study Area
- Zoning/Ordinances/Comp Plan
- Building Inventory
- Retail/Commercial Space Inventory
- Employment Opportunities
- Residential Unit Inventory
- Pedestrian/Bicycle Movements
- Infrastructure – Streetscape/utilities
- Signage
- Parking
- Recreation

7

## Downtown Study Area



- Evaluating the Economic Drivers
  - Define the Physical Downtown
  - Review Zoning
  - Identify Areas for Improvement

8

## Findings/Recommendations/Priorities



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## Group Breakout Sessions – 45 minutes

### Group 1

#### **Section 1**

Village Snapshot

#### **Section 6**

Retail/Commercial Space

### Group 2

#### **Section 3**

Study Area

#### **Section 10**

Infrastructure/Utilities

### Group 3

#### **Section 4**

Zoning/Ordinances

#### **Section 12**

Parking

### Group 4

#### **Section 5**

Buildings

#### **Section 9**

Pedestrian/Bicycle

### Group 5

#### **Section 7**

Employment Opportunities

#### **Section 11**

Signage

### Group 6

#### **Section 8**

Residential Units

#### **Section 13**

Recreation/Public Spaces

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## Group 1 Priorities

### Village Snapshot

- Awareness of information available
- Gateway to Maine
- Fees for development
- Access/pathways

### Retail/Commercial

- Gift shops
- Hardware store
- Coordinate with other towns
- Business owners out of state

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## Group 2 Priorities

### Study Area

- Bridge to bridge
- Façade program underway
- Update plan annually
- Open communications

### Infrastructure/Utilities

- Crosswalks – attractive
- Traffic calming
- Bump outs!!
- Lighting/flags
- Historic signage
- Keep sidewalk flags

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## Group 3 Priorities

### Zone/Ordinance

- Consistent w/Comp plan
- Support new businesses/application fees
- Consistency with neighbor towns
- Counting house connection to downtown
- Rely on SMPDC

### Parking

- Difficult to find parking areas – signage
- Street scaping elements
- Mixed use parking – church-schools-townhall
- Overnight parking allowance

13

## Group 4 Priorities

### Buildings

- Façade program – owners responsible to maintain – loan focus
- Historic walking trail/story boards
- OH electrical clean up/underground
- Property maintenance

### Ped/Bicycle

- Highly visible crosswalks
- Master plan to determine priorities
- Crosswalk design
- MDOT assistance
- Complete street policy

14

## Group 5 Priorities

### Employment Opportunities

- Utilization social networking
- Expand professional development at High School
- High speed broadband
- Multiple internet providers
- Expand TIF districts
- Technical assistance – recruit private investments

Review #6

### Signage

- S. Berwick themed signage
- Underused lots
- Wayfinding signage to key town attractions
- Storyboards at key sites – app based program
- Sign ordinance – business signs coherent appeal
- Bike safety improvements

15

## Group 6 Priorities

### Residential Units

- Conversion of single family homes to multi
- Look at ordinances for mixed use developments Zonin
- lower SF requirements
- Joint Land use study – add ADUs

### Recreation/Public Spaces

- Develop park master plan
- Shoetown recreational area
- Development of Powderhouse hill
- River access
- East Coast Greenway coordination (Eastern Trail)
- Dog park

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## Next Steps



17

## Contact Information



**Jeffrey Preble, PE**

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**Kalle Maggio, PLA**

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603.570.7137

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# THANK YOU

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## Appendix C

### Historic District Parcels

# HISTORIC DISTRICTS

*84 Attachment 1*

**Town of South Berwick**

## **Appendix A Village Center Historic District**



Historic District

This is the Official Historic District Map  
referred to in Section 84-7.A(1) of the  
South Berwick Historic District Ordinance.

June 15, 1999



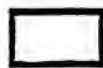


# HISTORIC DISTRICTS

84 Attachment 3

**Town of South Berwick**

## **Appendix B Liberty Street Historic District**



Historic District

This is the Official Historic District Map  
referred to in Section 84-7.A(2) of the  
South Berwick Historic District Ordinance.

June 15, 1999

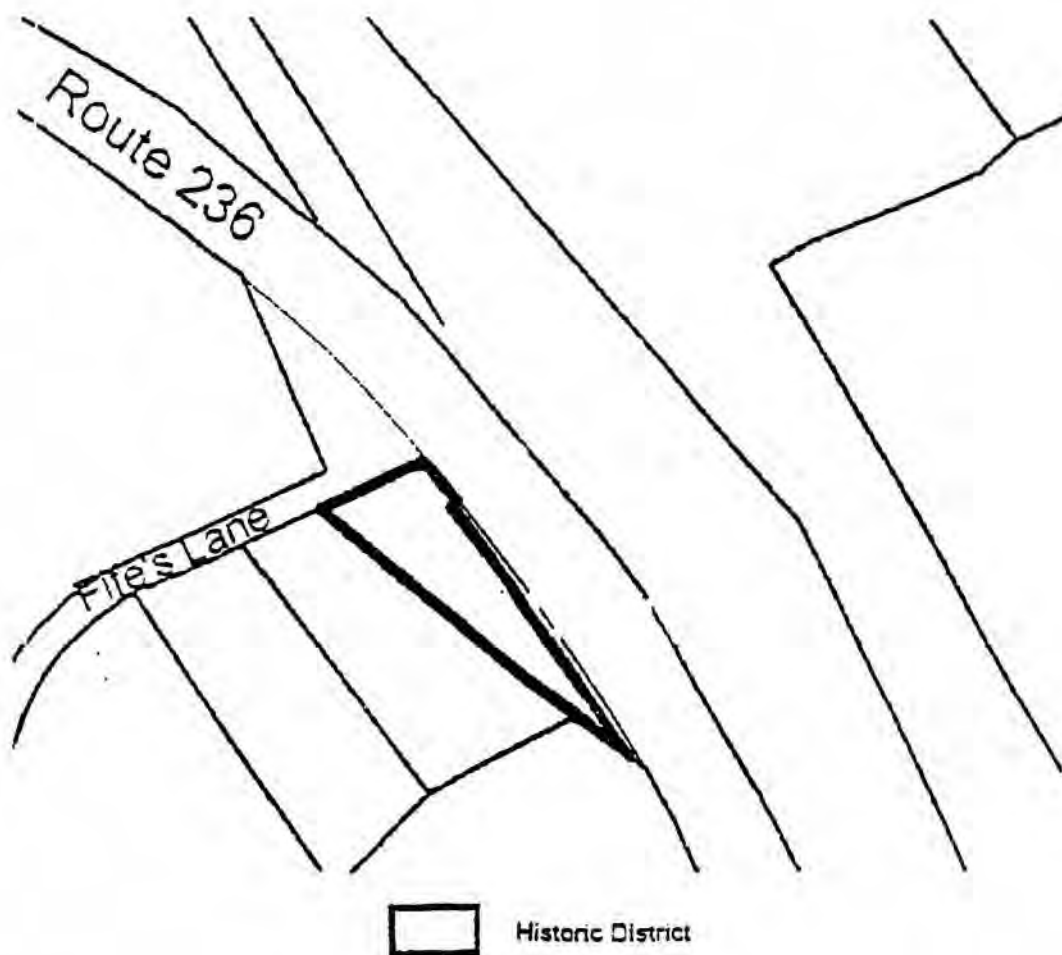


# HISTORIC DISTRICTS

84 Attachment 5

**Town of South Berwick**

## **Appendix C Conway Railroad Turntable Historic District**



This is the Official Historic District Map  
referred to in Section 84-7.A(3) of the  
South Berwick Historic District Ordinance.

June 15, 1999



United States Department of the Interior  
National Park Service

RECEIVED 2280

JAN 22 2010

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions on National Register of Historic Places Registration, How to Complete the National Register of Historic Places Registration Form. If any item does not apply to the property being nominated, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

## 1. Name of Property

historic name South Berwick Village Historic District

other names/site number \_\_\_\_\_

## 2. Location

street & number Portions of Main, Portland, Highland and Academy

☐ not for publication

city or town South Berwick

☐ vicinity

state Maine code ME county York code 031 zip code 03908

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets \_\_\_ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

\_\_\_ national X statewide X local

Signature of certifying official

Date

State Historic Preservation Officer  
Title

Maine Historic Preservation Commission  
State or Federal agency/bureau or Tribal Government

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

## 4. National Park Service Certification

I, hereby, certify that this property is:

☒ entered in the National Register

\_\_\_ determined eligible for the National Register

\_\_\_ determined not eligible for the National Register

\_\_\_ removed from the National Register

\_\_\_ other (explain:)

Signature of the Keeper

Date of Action



Name of Property

County and State

**5. Classification****Ownership of Property**

(Check as many boxes as apply)

X	private
X	public - Local
	public - State
X	public - Federal

**Category of Property**

(Check only one box)

	building(s)
x	district
	site
	structure
	object

**Number of Resources within Property**

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
116	22	buildings
1		sites
		structures
		objects
117	22	<b>Total</b>

**Name of related multiple property listing**

(Enter "N/A" if property is not part of a multiple property listing)

N/A

**Number of contributing resources previously listed in the National Register**

2

**6. Function or Use****Historic Functions**

(Enter categories from instructions)

DOMESTIC / Single dwelling

DOMESTIC / Multiple dwelling

GOVERNMENT / City Hall

EDUCATION / School

RELIGION / Religious facility

FUNERARY / Cemetery

See Continuation Sheet.

**Current Functions**

(Enter categories from instructions)

DOMESTIC / Single dwelling

DOMESTIC / Multiple dwelling

GOVERNMENT / City Hall

EDUCATION / School

EDUCATION / Library

RELIGION / Religious facility

FUNERARY / Cemetery

See Continuation Sheet

**7. Description****Architectural Classification**

(Enter categories from instructions)

COLONIAL / Georgian

EARLY REPUBLIC / Federal

MID 19<sup>TH</sup> CENTURY / Greek Revival

LATE VICTORIAN / Italianate

LATE VICTORIAN / Queen Anne

LATE VICTORIAN / Second Empire

LATE VICTORIAN / Stick

LATE 19<sup>TH</sup> & 20<sup>TH</sup> C. REVIVALS / Colonial Revival**Materials**

(Enter categories from instructions)

foundation: STONE / Granite

BRICK

CONCRETE

walls: WOOD / Weatherboard

BRICK

ASBESTOS

METAL / Aluminum

SYNTHETICS / Vinyl

roof WOOD / Shingle

See continuation sheet.

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6. FUNCTION / USE, continued.Historic Functions

COMMERCE / Business  
COMMERCE / Department store  
COMMERCE / Specialty store  
SOCIAL / Meeting House

Current Functions

COMMERCE / Business  
COMMERCE / Department store  
COMMERCE / Specialty store  
SOCIAL / Meeting House

7. DESCRIPTION, continued

Roof: SLATE  
ASPHALT  
METAL

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**Narrative Description**

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

**Summary Paragraph**

The South Berwick Village Historic District is an irregular T-shaped area located in the town of South Berwick, Maine. The village lies in an area historically known as The Plains, and is bounded roughly by the border between Berwick and South Berwick to the north, the lands owned by Berwick Academy to the east, and the lands of the former Portsmouth Manufacturing Company to the south. The village developed over the course of a century and a half from 1774 through the mid-twentieth century. The South Berwick Historic District is made up of residential homes, and commercial and civic buildings built along a regionally important thoroughfare from Portsmouth, New Hampshire to Portland, Maine. The importance of the highway connecting Portland with points to the south endured even after the Portsmouth, Great Falls and South Berwick Railroad, and the Boston and Maine Railroad were both constructed close to the village. The buildings that make up the village represent the architectural evolution of significant periods of development both within South Berwick, and the state of Maine as a whole. The architecture spans the Georgian period, through early- to mid-nineteenth century Romanticism, to turn-of the century Classical Revival.

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**Narrative Description**

*This district will be described throughout this nomination as if Portland Street was oriented true east-west and Main Street was oriented true north-south. Please see the district map for an accurate representation of the district's geography.*

The village primarily contains wood-framed residential buildings, with representations of nearly all of the major architectural styles designed from the late eighteenth century to the early twentieth century. The extant commercial buildings represent both Federal wood-framed and brick masonry buildings, and Italianate brick masonry buildings. The majority of development that took place outside of the period of significance represents modern commercial buildings, with the occasional wood-framed residential building or mobile home.

Numerous buildings remain from the 18<sup>th</sup> and early 19<sup>th</sup> century. These Georgian, Federal and vernacular style houses and stores are scattered along Portland Street, and to a lesser degree, along the north and south ends of Main Street. Intermixed with these are later, "in-fill" houses in the Greek Revival, Italianate and Queen Anne styles. The buildings on the east side of Portland Street closest to Main Street are heavily weighted toward later Italianate and Queen Anne homes as a result of the sale and subdivision of substantial land holdings by the Raynes, Ricker and Paul families. At the eastern end of Portland Street is a late-nineteenth century Soldiers' Memorial. Dedicated in 1898, this small park and monument was erected by the citizens of the town to memorialize those lost to the Civil War.

Highland Avenue, extending up the lower slopes of Butler Hill off of Portland Street, is the most recently constructed residential section of the district and includes several Italianate, Second Empire and Stick Style buildings, many with substantial carriage houses. Of note is the Stick Style house on the corner of Paul Street and Highland Ave which is based on a pattern book design by architects Palliser and Palliser.

A mix of residential, commercial and civic development characterizes Main Street, extending from the Salmon Falls River through the village. The area known as "The Corner" (at the intersection of Portland and Main Streets) has the district's greatest concentration of brick and frame commercial buildings which date from the turn of the 19<sup>th</sup> century through the 1890s. Three wood frame churches anchor the ends of Main Street: at the northern end is the Freewill Baptist Church, with its associated parsonage and cemetery, and at the southern end are the Federated Church and Second Baptist Church. At the center of Main Street are the South Berwick Town Hall (formerly Saint Michael's Parochial School) and the Central School. Interspersed around these civic and commercial buildings are additional timber-framed Federal residences.

A small section of Academy Street, the road laid out from Main Street to the National Register-listed Berwick Academy Historic District (NR 78000336), has an eclectic mix of Federal, Italianate and Colonial Revival houses. Though few buildings within the district are architecturally distinct, when taken collectively, the residences and businesses of South Berwick create a unique tableau of the development of a small town during the eighteenth and nineteenth century.



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There are 117 new contributing resources and 22 non-contributing resources within the historic district (indicated as contributing and non-contributing in the following Inventory) as well as two previously listed resources (Inventory #1 and #2) which also contribute to this district. While most of these non-contributing resources are buildings constructed outside of the period of significance, some historic buildings in the district have been determined to be non-contributing as a result of loss of historic integrity due to significant alterations, such as modern additions and replacement of original materials with vinyl windows and siding.

### DISTRICT INVENTORY

*Inventory numbers are keyed to the South Berwick Historic District Map.*

#### Portland Street:

##### *North Side*

1. **Sarah Orne Jewett House, 1774.** One contributing building.  
5 Portland Street  
National Register # 73000248, 6/4/1973  
National Historic Landmark 7/17/91

Located at the junction of Portland and Main Streets, at the center of the historic district, this well known, frame, five bay, two-and-a-half story Georgian style residence has a hipped roof, paired interior chimneys, pedimented entry porch and classically-inspired ornamentation. John Haggens, one of the two wealthiest businessmen in Berwick during the late-eighteenth century, constructed this architecturally distinguished house amid his substantial land holdings located on Main and Portland Streets. The three Greek Revival style pedimented dormers facing the street were added by the Jewett family in the nineteenth-century.

In addition to its architectural distinction this home is significant for its association with the writer Sarah Orne Jewett (1849-1909). Jewett was born in the house, and lived there during the later part of her life, with her older sister and their mother, but lived next door in the Eastman House between 1854-1887. After Jewett died in 1909, followed by her sister in 1930 the house passed to their nephew, Dr. Theodore Eastman. Upon his death, Dr. Eastman donated it to the Society for the Preservation of New England Antiquities (now known as Historic New England), and the property is open for tours during the summer months.

Located to the north of the main house and parallel to Portland Street is a side-gable, three bay, two-story barn and stable with small shed-roofed addition. This clapboarded barn, minimally ornamented in the Federal-style, was built by Theodore F. Jewett as a stable and carriage barn for the family's horses, and was also used to store merchandise he imported from the East Indies. (Note: this building was not described or counted in the original, individual, National Register listing.)

2. **Jewett-Eastman House, 1854.**  
37 Portland Street  
National Register # 83003700, 12/29/1983

Doctor Theodore H. Jewett built this three bay, two-and-a-half-story wood-framed, gable front Greek Revival style residence in 1854. The clapboard sided building sits on a granite foundation and has a slate roof. A one-story ell is attached to the east side of the house. Prior to the construction of this house, Jewett and his family lived next door at the old Haggens' house with his parents, Theodore F. and Sarah Jewett. Doctor Jewett practiced medicine for many years in South Berwick, first from a small office out back, and later within the house. Doctor Jewett's daughter, Theodora Sarah Orne Jewett, spent thirty-three years of her life at the Jewett-Eastman house where she wrote over one hundred literary works, publishing under the last three-quarters of her given name. When Sarah Orne Jewett, her mother, and her sister, moved into the mansion next door, the house passed into the hands of Caroline Jewett Eastman, the youngest of Doctor Jewett's daughters. Caroline Eastman and her husband, Edwin, had one son, Theodore, who became a doctor, like his grandfather had years earlier. Doctor Theodore Eastman passed away in 1931, leaving both his home and house next door to the Society for the

Preservation of New England Antiquities. That organization put the Jewett-Eastman house up for sale in 1984, and the Town of South Berwick purchased it and converted it into the town's library.

3. **House, by 1872?** One non-contributing building.  
45 Portland Street

This is a vernacular, two bay, one story, gable front, wood frame domicile sided with a mixture of clapboard and shingles on the front and clapboards on the side. The diminutive building has an asphalt roof and sits on a granite foundation. The façade contains a simple, modern door set in a wood frame and a three-part replacement window; a larger double hung window is located on the side elevations. There is a small, shed roof addition attached to the back. The house is located at the back (northwestern edge) of a very narrow lot. The 1872 map of South Berwick Village in the *York County Atlas* clearly delineates this narrow lot. At the rear of the lot is a square building with a short ell ascribed to a Dr. Farrington, and at the front of the lot is another, even smaller building labeled as a blacksmith's shop. By 1896 when the first Sanborn Fire Insurance map was generated for South Berwick the smith is gone, but the house at the rear of the lot is described as two stories in height, with a much longer rear section. Neither the footprint nor the height of the building changes through the 1938 edition of the the Sanborn maps. In recognition of the fact that the current building only passingly reflects the historic appearance of the building located on this site through the period of significance (both the height and the length have been truncated) this resource is considered to be non-contributing within the district.

4. **George W. Goodwin Jr. House, c. 1885.** One contributing building.  
49 Portland Street

George W. Goodwin, Jr. had this wood framed, three bay, two-and-a-half story Queen Anne style residence, with side tower and wraparound porch constructed sometime prior to 1896. The large, wood-shingle building has a compound asphalt roof pierced with a single chimney and sits on a brick foundation. Two pedimented cross-gables are positioned on the south and east elevations, and the tower has a steep pyramidal roof. Goodwin was a Civil War veteran and he built this property on inherited land after his father's death in 1877. The building currently houses Ham Insurance, as it has for some decades.

5. **York Hospital Annex, 2004.** One non-contributing building.  
57 Portland Street

Located on the site, if not the footprint, of a large, mid-nineteenth century Greek Revival style double house, the current building at this address was constructed in 2004. It is two and a half-stories high, with a wide front gable that faces Portland Street, and a series of ells and additions stretching to the north. Although clearly a modern building, the cornice returns, classically-inspired front door, symmetrical and regular fenestration and use of watertable, cornerboards and horizontal siding keep the building from detracting from the historic district. The original building was constructed by Leonard Colcord, a cabinet maker.

6. **Rideout House, c. 1900, alterations 1913 – 1927.** Two contributing buildings.  
65 Portland Street

The house at the northeast corner of Colcord Ave and Portland Street is a five bay, two story wood framed Colonial Revival style cape. The building has horizontal vinyl siding, an asphalt roof and brick foundation. The frame of the building was constructed by 1896 (and may be much earlier) but was renovated by Ruel Rideout, the founder of Rideout's Hardware, who added Colonial Revival style details early in the twentieth century. Among the changes executed between 1913 and 1927 include the addition of a shallow-pitched, five bay shed dormer with centered cross pediment, a columned entry porch, and attached, one story side porch with Doric columns. Additional changes include the installation of an external chimney on the west gable end, flanked by a pair of quarter-round fan windows on either side of the stack at attic level. A two bay, gable front Colonial Revival style garage with tri-fold accordion doors, and quarter fan windows in the gable peak, was added between 1927 and 1938. The garage faces west towards Colcord Street. Rideout's Hardware, a business formerly located in the brick Business Block, served South Berwick from the 1910's to 2000, passing from Ruel Rideout to his son, John Paul, and later, to store manager William Bray.

7. **Isaac Joy House, c. 1865.** Two contributing buildings.  
71 Portland Street

The mid-nineteenth century Isaac Joy house is an example of a transitional Greek Revival / Italianate style house. The massing (front gable facing the road) and fenestration pattern (three bays wide, with a side hall plan)

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were inherited from the Greek Revival, but the modellions in the gable rake, narrow corner boards, two-leaf front door and bracketed entry-hood with drop pendants are details more commonly found on Italianate style houses. A one-story ell is positioned off the rear west wall of the house. Exterior materials include horizontal vinyl siding, an asphalt roof and brick foundation. At the rear of the property is an an eaves front, two bay, two story carriage barn.

Very little is known about Isaac Joy. According to the 1870 and 1880 Federal census Joy was a "mill wheelwright". Whether he built the house, owned it, or leased it is unknown.

**8. William Burleigh House, c. 1820-27.** One contributing building.  
79 Portland Street

Located on the north side of Main Street, is this large, timber framed, five bay, two-and-one-half-story, gable front transitional Federal/Greek Revival style residence. The original footprint of this house is roughly square, (a long, low addition has been added to the north side), and the building is sided with clapboards and sits on a granite foundation. Three brick chimneys pierce the eaves of the asphalt roof: two are located on the west side of the building and one on the east side – a fourth chimney appears to have been removed from the southern half of the eastern eave. The south-facing façade has a full cornice that returns under the peak of the gable, and is ornamented with dentils. At the center of the first floor this massive building has a fanlight transom and sidelights set in a surround consisting of pilasters with Doric capitals under a narrow entablature. Directly above this, on the second level, is a Palladian window. Another, smaller, Palladian window is located at attic level. In this instance the transom fan is replaced by a louvered fan. Two later 19<sup>th</sup> century, narrow, one story, hipped-roof porches are attached to the east and west elevations of the house, and continue northward, stretching alongside the rear ell. At the northeast corner of the lot is a carriage house, once free-standing, but attached to the main house via the ell and the porch by 1872. The carriage house is now used for residential purposes and has been extensively altered.

Based on the building's stylistic details and massing it is possible that it was built originally as a five bay, double pile, Federal style house with either a side gable or hipped roof, and that the rear rank of rooms, chimneys and massive roof was added sometime later, either during William Burleigh's lifetime, or, more likely, when his son owned the building. William Burleigh was born in Northwood, New Hampshire in 1785. He studied law while working as a schoolteacher, and was admitted to the bar in 1815. Burleigh moved to South Berwick to open a legal practice that same year. Shortly after his marriage to Deborah Currier in 1817, they inherited a substantial gift of land, stables and dwelling house from her brother, Micajah who lived immediately north of this property. Following the creation of the First Congressional District in Maine in 1823, William Burleigh served as Maine's Representative to the 18<sup>th</sup> and 19<sup>th</sup> Congresses. He was elected to a third term, but died at South Berwick in 1827. William and Deborah Burleigh had six children, one of whom, John Holmes Burleigh, went on to become a successful businessman, and later, representative in the State Legislature and Congressman for the First Congressional District, like his father before him. On the 1872 map of south Berwick Village the owner of the building is "Capt. J. H. Burleigh".

**9. Micajah Currier House, c. 1790.** One contributing building.  
85 Portland Street

One of the earliest remaining houses on Portland Street, the Micajah Currier House is a five bay, one story timber framed building with a center chimney. The house is covered with vinyl siding, has narrow corner boards, an asphalt roof and granite foundation. The eaves are very tight to the side walls and the front door has neither transom or sidelights. There is a shed dormer on the north plane of the roof and a rear ell that is currently somewhat longer than as depicted on Sanborn maps in the early 20<sup>th</sup> century. The house is essential vernacular rather than stylistic, but the massing and proportion and the placement of the windows below, rather than tight to, the eaves supports the late 18<sup>th</sup> century construction date. This was the home of Micajah Currier, a local businessman with interests from Portsmouth to North Berwick whose legacy in South Berwick included the creation of the Portland Street Cemetery (outside the district). He also owned the store at the corner of Portland and Main Streets (#44).

**Blacksmith shop, c. 1913-1927.** One contributing building.  
85 Portland Street

At the northeast corner of the lot is a small wood frame, one bay, gable front garage with shingle siding and an asphalt roof. This building appears on the 1927 and 1938 Sanborn maps labeled as a blacksmith shop.

**10. Nason-Walker Barn, 1798.** One contributing building.



## 99 Portland Street

This post-and-beam two story, three bay, hipped-roofed barn was a part of the estate originally built at this location by merchant Bartholomew Nason in the last years of the eighteenth century. The barn has an asphalt roof, now topped by a cupola, and is clad with clapboards. The somewhat formal building has three six-over-six light windows on the second floor of the south elevation, and four more examples on the side walls. Nason was a merchant who owned a store with his son Benjamin at The Corner starting c. 1800. The son continued to operate the store for fifty years, as well as operating a sawmill, owning interest in several ships that sailed from Portsmouth, and directing the South Berwick National Bank. Benjamin Nason had an important role in the formation of South Berwick in the nineteenth century, from the construction of the the First Church of Berwick in 1826 (which is now the First Federated Church, #89), to taking part in the committee for the construction of Schoolhouse No. 5 at Agamenticus Road in 1842 (property #93).

**Walker House, 1886.** One contributing building.  
99 Portland Street

John Francis Walker constructed this three bay, two-and-a-half story, "L" shaped, wood framed, Queen Anne style house clad in clapboards with an asphalt shingle roof. The house has a one story, projecting entry porch and a Palladian window in the front gable, and a two-story bay window under the west side gable. Walker, successor of Benjamin Nason as President of the South Berwick National Bank, purchased the property following the death of Nason's widow in 1885. The house that originally occupied the site was moved to Silver Street in Rollinsford, New Hampshire, where it remains. Walker went on to found the South Berwick Savings Bank in 1883, for which he held the position of Treasurer for many years.

**11. Jedediah and Jerusha Jenkins House, c. 1810, altered mid-19<sup>th</sup> century.** One contributing building.  
105 Portland Street

According to tradition, Jedediah and Jerusha Parks Jenkins constructed this five bay, twostory, side gable, Federal style house with a granite foundation and asphalt shingle roof shortly after they married in 1806. The double pile, timber frame house has twin brick chimneys at the ridge and an external block chimney at the southeast corner of the building. Covered with horizontal vinyl siding, the building has vinyl clad corner pilasters and a relatively narrow frieze. Located at the center of the south façade the front door has full length side lights and is fronted by a hipped roof entry porch. A pair of bay windows flank the entrance, and a side door with transom is located on the east elevation.

Little is known about the Jenkins, but mention of orchards in existing records suggests that Jedediah may have been a farmer and cider distiller. Jedediah and Jerusha Jenkins did not have any children who survived them, and following their deaths in 1852 and 1855, respectively, their property passed to Jerusha's brother, Samuel Parks. Samuel had operated the Parks Store at The Corner for many years. However, according to York County Probate Records, Samuel had been declared insane by 1855, and his property was turned over to his brother, Thomas. Thomas auctioned the Parks Store and Jenkins house in 1856 to settle Samuel's debts. The house is listed on an 1872 map as the property of druggist Nicholas Hanson, who operated a shop in the village. Hanson updated the house with Italianate style details, as well as adding an attached eaves front, two bay carriage shed, which has since been removed.

**12. John F. Walker House, c. 1870.** One contributing building.  
109 Portland Street

This residence is an "L" shaped three bay, two-and-a-half story, wood framed, Italianate style house with a shed-roofed bay window. The house is vinyl clad and has a single chimney emerging through the ridge of the asphalt shingle roof. A gable-front entry porch is affixed to the east side of the front elevation, and a long, shed roof porch is attached to the length of the west elevation forward of the short leg of the "L". The undeveloped property can be traced back to Hiram Walker, John F. Walker's father, in deeds. John Walker bought the property from his father and built this house. Off the northwest corner of the ell is a gable front, two story barn, attached circa 1875. The barn has been extensively altered with regard to fenestration and siding.

**13. Dr. Nathanael Low House, 1786.** Two contributing buildings.  
117 Portland Street

This five bay, two story, timber framed, Georgian style home displays an ornamented center entry featuring a paneled door flanked by fluted pilasters and surmounted by a seven-light transom and pediment. The

house is clad in clapboard, has an asphalt shingle roof with a large center chimney, and sits on a granite foundation. The house has a wide rear ell and a one story, hipped-roof porch is attached to the west side of the building. Nine-over-six windows are located on the first floor, and six-over-six windows are positioned tight to the eaves.

A photograph of this house taken in 1998 indicates that the front door surround (including the transom and pediment) was installed within the last 11 years. Previously the surround featured full-length sidelights under a moderately wide entablature. While it is not possible to determine at this point if the new features are accurate reconstructions for this property, they are stylistically compatible, and reflect local traditions for buildings of this age and form.

Doctor Nathanael Low, a physician and astronomer, was one of the first residents on Portland Street. From 1762 to his death in 1808, Low published almanacs. Along with advice on etiquette, general knowledge, agriculture and other common activities, Low's almanac offered stagecoach schedules for the line that ran along the road through South Berwick and on north to Portland. The house is accompanied by a two story, two bay, gable front barn, built circa 1850 and subsequently attached to the main house via a long ell.

14. **Joseph Murphy House, c. 1795.** One contributing building.  
123 Portland Street

Located on the next lot east of the Low House is a slightly later, five bay, two story, post-and-beam Georgian/Federal style house clad in clapboards and set under an overhanging metal roof. This dwelling has architectural details typical of the earliest homes in the area, including the prominent front entry with sidelights, carved wood fan, pilasters, and heavily-molded cornice. Nine-over-six wooden sash windows are present on the first floor and six-over-six windows are on the upper floor, positioned relatively tight to the eaves. Based on this it is likely that this house was standing before the turn of the nineteenth century, although the pitch of the roof and the use of the fan reflects the emergence of Federal-style details in the area. As depicted on maps from 1872 to 1927 the house had a long ell attached to the northeast corner, but this appendage was removed by 1938, and there is no indication that the property ever had a barn. The first known resident was cabinetmaker Joseph Murphy, who purchased the property from brothers Samuel and John Lord and William Allen Hayes. Murphy operated a shop at The Corner for many years, first in his own shop, and later in the Odd Fellows' block constructed cooperatively by Murphy and Benjamin Nason.

15. **John S. T. Cushing House, c. 1825.** One contributing building, one non-contributing building.  
135 Portland Street

This five bay, two story, double pile, wood framed, gable roofed house can be traced back to Joseph Murphy, who contributed to South Berwick's history as a builder and cabinetmaker. Initially constructed as a simple, Federal era edifice, the building now features an Italianate style entry hood over the centered two-leaf front door, and a side porch adorned with scroll-saw-cut porch brackets. The house retains its clapboard cladding and a center chimney and the side door at the back of the western porch has Greek-Revival style sidelights. By 1927 the house had been divided into a duplex, each side with a long rear ell. A large outbuilding was attached to the western ell; this may have been the George Brown Canning Factory which was once located in a building behind the house. This steam-powered facility processed sweet corn grown in the surrounding countryside during the first half of the twentieth century, while Fire Chief George Brown lived on the property. The barn presently located behind the house does not contribute to the district because of a loss of integrity with regard to the building's design, materials, and workmanship.

16. **Captain Benjamin F. Goodwin c. 1835-40.** One contributing building.  
139-141 Portland Street

The next house to the east is another five bay, two story, post-and-beam vernacular house with subtle Greek Revival style details (cornice returns, side lights), more of which might be obscured by the building's vinyl siding. The center hall, double pile house has two chimneys piercing the asphalt roof ridge, and a hipped-roof entry porch centered on the façade. The porch has two fluted Doric columns and pilasters, but based on examination of the Sanborn maps, it was added sometime after 1938. The building has a granite foundation and at one time had an ell centered on the north elevation. By 1927 this house had also been split into a duplex.

Captain Benjamin F. Goodwin built this house and lived there with his wife and family for over sixty years. While it is unclear how Goodwin earned his title, the 1870 census identified him as a house carpenter (and his cousin or nephew also Benjamin, who lived next door, as a farmer), the proximity of his home to the Plains, where

the local militia drilled suggest that it might have been a military accolade. In 1871 Goodwin Street was laid out through the Goodwin families' farmland (there were four adjacent family homes in 1840) and the street was named in honor of the family.

17. **Thomas Jewett House, c. 1795.** One contributing building.  
151 Portland Street

Thomas Jewett, brother and business partner of Captain Theodore F. Jewett, constructed this five bay, two story, timber framed, Federal style residence which is now the district's best example of a connected complex. The side gable building has two chimneys piecing the roof, a continuous cornice return and hipped-roof porches attached to the side elevations. The double-pile house has clapboard siding, asphalt shingles on the roof and sits on a granite foundation. There are two rear ells, the example on the west side connects to the three bay, gable front New England style barn which was built c. 1860 and has Italianate details. The eastern ell has a brick foundation and extends for four bays down Jewett Road. Attached to the north elevation of the barn are a series of late 20<sup>th</sup> century shed roof additions, each containing multiple dwelling units. However, because of the siting of these additions (relatively small scale units, set back from Jewett Road, completely obscured from Portland Street by the historic connected complex) the Jewett House continues to contribute to the district. The barn is not counted as a separate contributing resource as it is unknown whether it was originally free standing, or had been built onto an existing ell.

18. **House c. 1875.** One contributing building.  
165 Portland Street

Located on the corner of Portland Street and the northern extension of Agamenticus Road, this two bay, two story, wood framed Italianate style home has an "L" shaped foot print. It is clad in clapboards, has an asphalt shingle roof, and sits on a brick foundation. The house has a two story bay windows on the façade, and the front entry has a scroll-saw bracketed hood over the door. On the west side of the building is a narrow porch with Queen Anne style porch supports. It is unclear as to who built this building.

19. **House, c. 1875.** One contributing building, one non-contributing building.  
169 Portland Street

This five bay, two story, wood framed "L" shaped Italianate style house has a front porch that spans the width of the front façade. The building has vinyl siding and a brick foundation. Two brick chimneys pierce the asphalt roof, and the corner boards have decorative capitals and the windows have decorative hoods. At the rear of the house is a non-contributing, one story, one bay, relatively recent gambrel roofed garage.

#### *South Side*

20. **Shaw-Muzzey House, circa 1884.** Two contributing buildings.  
214 Portland Street

This two bay, two story, north facing, wood framed, Italianate style house has an ornamented door hood, a bay window, and a projecting side porch. The gable fronted house is covered with clapboard siding, has an asphalt roof pierced at the ridge by a brick chimney and sits on a brick foundation. Decorative pilasters mark the corners of the façade and wooden hoods are positioned over the windows. According to research conducted by the Old Berwick Historic Society, Charles O. Shaw obtained this property in 1884 from widow Sarah Joy Goodwin. After 1916 it was owned by Arthur Muzzey, a jeweler who maintained a shop in the village. The property also contains a two bay, two story style carriage barn, which appears to be contemporary to the house.

21. **Israel W. Goodwin House, c. 1820.** One contributing building.  
204 Portland Street

This property consists of a Federal era, center chimney cape that has been connected to a modern, two bay garage via a narrow hyphen or breezeway. Despite having been reconfigured thus, the five bay, timber framed house retains its historic foot print and a decorative center entry ornamented with sidelights and a full molded entablature above the doorway. It is clad with asbestos shingle siding, rests on a granite foundation and has an asphalt shingle roof.

Israel Goodwin lived here during the mid-nineteenth century, and carried on his trade as a tanner nearby. Israel Goodwin was related to a branch of the Goodwin family that had settled just to the north of his home, with a



large farmstead owned by his older brother, Joshua, located across the road on Goodwin Hill. Israel may have been in business with Dennis Ferguson, who operated a tannery from his home on the opposite side of Portland Street.

22. **Mobile Home, c. 1960.** One non-contributing building.  
200 Portland Street

The mobile home located on this property does not contribute to the district due to its date of construction.

23. **William Lambert House, c. 1810.** Two contributing buildings.  
194 Portland Street

The Lambert house is a double pile, five bay, two story residence with Federal style details. The large, center chimney house has clapboard siding, a granite foundation and an asphalt roof. At the center of the north-facing façade is a decorative entry, reminiscent of an Asher Benjamin design, featuring a fan light set under a prominent entablature and flanked by fluted pilasters. To the southwest of the house is a one story, three bay, wood framed, side gable outbuilding, which appears to have been constructed in the early 20<sup>th</sup> century.

The house was built about 1800, perhaps by the housewright John Heard (1771-1844), who lived next door during the first decade of the century. The first owner was Dartmouth-educated William Lambert, born in Rowley, Massachusetts in 1778, who practiced law and was considered to be a "worthy citizen of the town" while living here through 1811. It continued to belong to prominent citizens through the nineteenth century. In 1931 it was converted to Purity Hospital, and served later as the South Berwick Maternity Hospital. The house has been a single-family residence since the hospital closed, with restoration of the home to its early appearance undertaken in the 1960s.

24. **Parks-Harding House, 1808.** Two contributing buildings.  
184 Portland Street

This home, also known as Elm Shadows, is a five bay, two story vernacular style residence with a projecting central entry porch. The gable roof porch is similar to those found on the 1790 Butler House (#92) and c. 1800 Jewett houses (#25), both located in close proximity to this house. Essentially lacking any specific stylistic details other than windows positioned tight to the eaves and narrow corner boards the house's sense of time and place is conveyed through its massing, clapboard siding and granite foundation. The side gable roof is covered with asphalt shingles. A detached barn is located to the southwest of the house.

John Heard, the housewright is thought to have constructed this house and lived here for six years. After the Heard family, this house was the home of two prominent South Berwick citizens, Thomas B. Parks, who owned a the Parks Store (# 62), followed by Samuel Harding, a sea captain.

25. **Elisha and Sally Jewett House, c. 1800.** One contributing building.  
176 Portland Street

Located at the corner of Portland and Agamenticus Streets, this Jewett House is a five bay, two story Federal style dwelling. The residence has a projecting entry porch ornamented with five light transom, flanking pilasters, and a pedimented gable roof. The center chimney house faces north and is connected to a one story, two bay garage, built circa 1990, by a small single story breezeway. The side gable roof is covered with asphalt shingles and the building, which sits on a new concrete foundation, is sided with vinyl siding. While similar to its two neighbors to the north (#23 and 24) the Jewett House is somewhat less deep than those examples. Local tradition asserts that this house may have an 18<sup>th</sup> century construction date, and that it may be an early example of the work of neighborhood housewright John Heard.

The house is named for Elisha and Sally Jewett, married second cousins who were also cousins of local author Sarah Orne Jewett. Elisha served South Berwick as Representative to the Maine Senate in 1864-1865.

26. **Soldiers' Monument, 1898.** One contributing site.  
Portland Street and Agamenticus Road

This small park is set on an island set at the intersection of Portland and Agamenticus Streets. Within the park is a granite plinth topped with the statue of a soldier in Civil War regalia. It was dedicated in 1898 to all of the South Berwick soldiers who gave their lives in the Civil war. The statue is inscribed with the following inscription

"South Berwick's Roll of Honor/In Memory of Our Fallen Comrades/We Fought In Obedience To The /Spirit of Liberty/They Sleep But Their Works/ Do Follow Them". Three cannons and three maple trees surround the monument. A flag staff and simple upright granite slab dedicated to veterans of twentieth century wars also stand close by.

On this site in the late 1700s stood the Meeting House of the Plains, a Baptist Church where town meetings were held for decades. It still appeared on a map of the 1860s as the town house. In 1898, the town approved the Soldiers' Monument to be placed on the site, and here annual Memorial Day gatherings recalled the sacrifices of the Civil War. The small park here was originally known as Jewett Park after the family of Sarah Orne Jewett, as family members lived nearby.

27. **Samuel Pray House c. 1880.** One contributing building.  
172 Portland Street

This small scale, Second Empire style house faces north towards Portland Street. Two bays wide on the first and attic levels and three bays wide on the second floor, the building has a rectangular plan with a gable roof rear ell and hipped roof porch stretching across the façade. The pyramidal, two-plane Mansard roof has a pair of dormers on each of the north, east and west elevations. A projecting entrance bay is positioned towards the rear of the house on the west side. The house is clad with asbestos siding, and has asphalt shingles on the roof and brick foundation. This house appears to replace the massive, two-story home that was owned by C. W. Murphy in 1872 and was depicted on the 1877 Bird's Eye view of the town.

28. **Joshua and Lydia Braden House c. 1890.** Two contributing building, one non-contributing building.  
170 Portland Street

This "L" shaped two bay, two-and-one-half story, hipped roofed house also appears to have been a replacement for an earlier property depicted on the 1877 Bird's Eye View of the town. The current building has a wood frame with an asphalt shingle roof and a wraparound porch. There are a pair of pedimented dormers set on the edge of the eaves on the north and west elevations. Now clad in vinyl siding, the building convey's its Queen Anne stylistic underpinnings through its massing, plan, and the porch. Behind the house are two outbuildings, one of which appears to be the barn depicted on the Sanborn Fire Insurance maps as early as 1919; the other appears to be much more recent.

29. **Joseph Darville House, c. 1870.** Two contributing buildings.  
162 Portland Street

This is a two bay, two-and-one-half story, wood framed, Italianate style home. The gable front building is clad in asbestos shingle siding and has an asphalt shingle roof, interior chimney and granite foundation. A one story, hipped-roof porch is located along the west side of the house, while the façade contains a bay window and bracketed hood over the front door. Off the southeast corner of the house is an Italianate style, vinyl-sided, two story, one bay carriage barn. The house, but not the barn, appears on the 1877 Bird's Eye View of the town. The land was part of the R. H. Ricker property until after 1872.

30. **Elizabeth Tobey House c. 1875.** Two contributing buildings.  
156 Portland Street

This two story, "L" shaped, wood framed, Italianate style house with bay windows and a side porch was likely constructed for Elizabeth Tobey, about whom little is known. The house is similar to the Darville House (#29), with the exception that it retains its clapboard siding, and has a two-story ell extending behind the porch on the west elevation. The house is accompanied by an Italianate style two story, two bay carriage barn, constructed c. 1880. As with its neighbor to the north, the house is on the 1877 view, but not the 1872 map, and the land was part of the R. H. Ricker property until after 1872.

31. **Ben Frank Davis House, c. 1900.** Two contributing buildings.  
150 Portland Street

This fine, wood framed, Queen Anne style house was constructed by Benjamin F. Davis after 1900. The four bay house has a cross gable roof, bracketed front eaves, stacked bow windows and shingled belt course at the second floor. A one story porch is located east of the bow windows and topped with a decorative balustrade. Side and rear elevations are clapboarded and the roof is clad in asphalt shingles. The house also has a c. 1900

Queen Anne carriage barn with a projecting central pediment and a cupola. According to deed records, Davis, who was known as Ben Frank to many of South Berwick's residents, was a druggist with a shop at the Corner. The land was part of the R. H. Ricker property until after 1872.

32. **House, c. 1960.** One non-contributing building.  
144 Portland Street

Erected after the period of significance, this Ranch style residence is one of the few modern buildings visible along the Portland Street corridor. It does not contribute to the district due to its age and style.

33. **Libbey House, by 1872.** One contributing building, one non-contributing building.  
128 Portland Street

This home is located on the corner of Highland Avenue and Portland Street. It is a three bay, two story wood framed Italianate style residence with modillion-bracketed eaves and twin bay windows on the front façade. The dwelling is clad in clapboards and has asphalt shingles on the side-gable roof. There is a one-story porch on the west side of the building ornamented with scroll-saw bracketed porch supports. The house was lived in by a C. Warren in 1872, however it was better known locally as the long-time residence of Mark Libbey and his descendants. Mark Addison Libbey was an inventor who patented an automobile in 1891, and the family ventures included an indoor skating rink in the Business Block at Central Square, equipping the local Merry-Go-Round at Quamphagan Park at the turn of the century, and as sellers of bicycles in the late 19<sup>th</sup> century. A relatively recent two-bay, one story garage, sits behind the house.

34. **Lewis B. Hanson House, by 1872.** One contributing building.  
120 Portland Street

The Hanson House is another example of the wood frame, gable front, Italianate houses that were built along the south side of Portland Street in the decade and a half after the Civil war. This two story, three bay house has two story bay windows on its façade, a decorative hood over the two-leaf front doors, and a long side porch which intersects a short, one story side ell. The building is clad in vinyl siding, has asphalt shingles on the roof and sits on a granite foundation. The house was constructed by Lewis B. Hanson. Hanson was town constable and tax collector, in addition to his work as a blacksmith from a forge behind his home. Connected to the southeast corner of the house is a two story, two bay, Italianate style carriage barn, built shortly after the main house.

35. **Olive Raynes House, c. 1875.** Two contributing buildings.  
110 Portland Street

This house is a three bay, two story, wood framed, Italianate style building with clapboard siding and a side gable, asphalt shingled roof. A rear ell is attached to the east side of the building, and the entire building sits on a granite foundation. The façade is divided into three bays, containing a central entrance with side lights, flanked by large windows capped with peaked hoods. Under the over hanging eaves are paired brackets, and prominent pilasters mark the corners. There are two chimneys at the ridge and a bay window on the west elevation, also decorated with brackets. The house also has a two story, three bay, side gable carriage barn built around the same time.

The land on which this house was built appears on an 1872 map of South Berwick as an empty lot labeled 'O. Raynes'. It can be assumed that this label refers to Miss Olive Raynes, South Berwick's well-beloved long-time schoolteacher, who taught the children of South Berwick's wealthy and influential residents. Deed research indicates that the property actually belonged to Olive's brother, Charles. It seems likely that Charles built a house for his sister, and retained financial responsibility for the property.

36. **Willard House, c. 1885.** One contributing building, one non-contributing building.  
104 Portland Street

It appears that Henry Willard, a dry goods dealer, built this wood framed, clapboard Italianate / Queen Anne style house sometime after 1877. The side gable building with prominent centered cross gable flanked by pedimented dormers is one-and-a-half stories in height and five bays wide. Pilasters with decorative capitals are located at the building's corners and modest hoods crown all the sash windows. Affixed to the front and spanning the cross gable is a three bay-wide front porch with spindlework under the eaves and a small pediment with



decorative tympanum at center. The building sits on a granite foundation and has a rear ell. Based on deed research, Willard constructed the house on land he purchased from Martha Dennett. Martha and her husband, Winborn Dennett had purchased the property from Benjamin Nasón in 1867. A house of very different proportions appears on the 1877 Bird's Eye View of South Berwick. There is also a non-contributing two bay, one story, gable roofed garage, constructed circa 1985, on the property.

37. **Raynes House, c. 1810.** Two contributing buildings.  
96 Portland Street

The oldest house on this side of Portland Street and west of Agamenticus Road, the Raynes House is a five bay, two story, gable roofed, timber framed, Federal style residence. The house is clad in clapboards with an asphalt shingle roof and a granite foundation. The house stands halfway between Agamenticus Road and Main Street, and was originally centered amid fields owned by Francis and Harriet Goodwin Raynes. The Raynes family owned much of the land along the southeast side of Portland Street for three-quarters of the nineteenth century. Following Francis' death in the 1860's, his son, Charles sold much of the land associated with the family homestead. His daughter, Olive, was a well-known and well-liked schoolteacher in the area. She taught at School No. 5 at Agamenticus Road for a brief time, and formed her own school by the 1850's. By 1861 she had moved her school into the family homestead where she continued to teach for another fifty years. Originally complimented by a long side ell and carriage barn, these were removed after 1913 and a detached garage was added to the property by 1927.

38. **Charles E. Hobbs House, by 1872.** One contributing building.  
88 Portland Street

Charles E. Hobbs was listed as the owner of this wood framed Italianate style residence on the 1872 map of South Berwick. The house is clad in vinyl with an asphalt shingle roof and a brick foundation. On the two bay façade is an ornamental hood over the front entry and a bay window. As with several other properties on this side of the street (#s 29,30, and 34) the house also has a side porch on the west elevation. According to deeds, Hobbs built this house on land he purchased from Josiah Paul, and that there was no house on the property prior to 1870. Hobbs operated a grocery store in South Berwick during the late nineteenth and early twentieth centuries.

39. **Otis Moulton House, c. 1875.** One contributing building.  
84 Portland Street

The two story, three bay, Italianate style residence is yet another residence with a bay window and decorative entry on the façade and a porch on the west elevation. The porch on this claboarded house has a shed roof. Both the porch roof and the gable front roof on the main house are covered with asphalt shingles.

Otis Moulton was an early owner of this property and may have constructed the residence. He and his borther Ogden Moulton constructed a new tower on the Fogg Memorial Building on the Berwick Academy campus in 1910. The home has an attached wood framed gable front carriage house that is connected to an extensive number of ells.

40. **Simeon P. Huntress House, c. after 1877.** One contributing building.  
40 Portland Street

This twobay, two-and-one-half story, wood framed, Second Empire style residence was built by Simeon P. Huntress. The well-ornamented house has a front bay window, entry porch and side porch, all three of which are decorated with wooden brackets, as is the building's cornice. The corners of the building are marked with quoins and the slate roof hosts two dormers with pedimented roofs on each elevation. The building is sided with clapboards and sits on a granite foundation. In terms of size and massing this house is very similar to the Simon Pray House (#27), although the Huntress house more highly detailed. Huntress owned and operated Eagle Stables, with stables, carriage house and office, on land he purchased from Josiah Paul, adjacent to his house (now the location of the Mobil Station). Among his ventures was the York Beach Daily Stage Line, which ferried passangers via horse-drawn carriages to the beach during the 1880's. This house does not appear on the 1877 Bird's Eye View of South Berwick.

41. **South Berwick Engine House, c. 1872.** One contributing building.  
30 Portland Street

The Town of South Berwick constructed a new two-by-six-bay, two story, gable front engine house around 1872, following the devastating fire in July 1870. The engine house was constructed for a volunteer firefighter organization that would eventually become the Piscataqua Fire Engine Company. This building, which had two large vehicle bays on the first floor and three window bays on the second floor of the façade is essentially vernacular in character, with narrow corner boards and cornice returns. The building sits on a low brick foundation and is currently covered with vinyl siding. Since it ceased service as one of the town's fire stations after 1913 the building has served as an automobile repair shop, and more recently as a combination commercial and residential building. The original engine bays have been altered with the addition of a storefront on the west and a door on the east that leads to second floor apartments.

42. **Mobil Gas Station, c. 1975.** One non-contributing building.  
24 Portland Street

A one story, masonry and wood frame building with a two bay, one story, gable ended garage, constructed circa 1975 stands on this site. There has been a filling station at this location since the 1920's. This building does not contribute to the district due to its recent date of construction.

43. **Odd Fellows' Block, 1845.** One contributing building.  
18 Portland Street

This brick, six bay, three story, Greek Revival style building with side gable roof was built in 1845 by businessmen Benjamin Nason and Joseph Murphy to replace earlier wood-framed shops they had owned on the site. The first floor has four large store windows and four doors, all trimmed with granite lintels, sills and dividing pillars. The four-over-four light windows on the upper floors also have granite sills and flat granite lintels. The low pitched roof is clad with asphalt and a single brick chimney stack rises just inward from the eaves at the center of the façade. The Odd Fellows Block was constructed as a mixed-use building, with meeting space for the members of the newly-founded South Berwick chapter of the Independent Order of Odd Fellows on the top floor, along with commercial and office space on the first and second floors. Among the founders of the Lodge were many of the influential and wealthy men of the time, including Elisha and Theodore H. Jewett, John B. Neally and Isaac Yeaton. While many businesses have come and gone over the building's history, the Olive Branch Lodge, I.O.O.F., still owns and meets in the building.

44. **Currier-Brown Store, c. 1800.** One non-contributing building.  
12 Portland Street

This three bay, two story, wood framed, hipped roofed building is, according to local reputation, the oldest store in South Berwick, though its exact date of construction is unknown. Sadly, almost every trace of its original composition is lost on the façade, which currently features brick veneer siding on the first floor, an oversize tripartite window on the second floor, and vinyl siding on the remainder of the building obscures any other early details. It is believed that the store was built at this location by Micajah Currier, based on his will of 1817, which leaves a store to his nephew Micajah Brown, son of widow Hannah Brown. The assumption that the store was built before 1805 is based on a store ascribed to 'Widow Brown' plotted on the 1805 survey map for the realignment of the turnpike. As Hannah Brown was Currier's sister, it can easily be assumed that Micajah gave the operation of the store to his sister following her husband's death, shortly before 1805. Another point of interest is that the Jewett brothers are recorded to have operated their West Indies trade out of a store owned by a Mr. Brown prior to the construction of their store in 1815. Yet, because of the significant renovations made to the store over the years, which has adversely affected its integrity, it cannot be considered a contributing resource in the district. Nonetheless, its history is still important to the town.

45. **Jewett Store, 1815.** One contributing building.  
10 Portland Street

This modest, three bay, two story, wood framed, gable front, vernacular commercial building was built by Thomas Jewett to serve as a market for goods from his West Indies trade. The first floor features a projecting storefront with large side windows flanking a central entrance. On the second floor are three windows with modest hoods. The building has narrow cornice returns and corner boards. The siding is clapboard and the roof is clad with asphalt shingles. Along with his brother, sea captain Theodore F. Jewett, Thomas carried on a lively trade at The Corner for many years. The property passed to cobbler and harness maker John B. Neally following Thomas Jewett's death in 1864.

46. **John Frost Store, c. 1820.** One contributing building.

Name of Property

County and State

2-4 Portland Street

This three bay, two story, wood framed store was originally constructed during the Federal-era with a gable roof facing the street, but the roof was converted to a gambrel shape shortly after World War I. Businessman John Frost constructed this clapboarded, simply ornamented commercial space, which has been altered repeatedly over time. At present the first floor contains a tri-partite store front, and on the east edge of the façade a door to the second floor quarters. The second floor has a bay window over the store front, and another window over the door. Two additional windows are located in the side wall of the gambrel roof. Frost built his store at an advantageous location near the inn operated by his mother, Sarah in the area that came to be known as 'The Corner'. Frost operated his store and post office alongside several of the first stores in South Berwick until the 1860's.

### MAIN STREET

47. **Frost Tavern/Paul Hotel, 1798, altered by 1877, additions c.1920-1938.** One contributing building.  
224 Main Street

Occupying a prominent position at the corner of Paul and Main Streets, this institutional building is a three story, wood framed, Second Empire style building with a roughly square foot print, mansard roof, and five flat-roofed dormers. The façade is five bays wide and six bays deep and has asbestos siding and an asphalt roof. At the center of the façade is a three bay, flat roof entry porch. This building was originally constructed as a Federal style building (probably a modest three bays deep), and was used as a hotel until into the 20<sup>th</sup> century. It is not known when the Mansard roof was added, however this feature is depicted on the 1877 Bird's Eye View of South Berwick. In the early 20<sup>th</sup> century a series of additions were made to this building as its function evolved from hotel to school to convent and back to school.

By 1927 a long narrow building (walkway? Veranda?) had been added to the southwest corner of the frame building that lead to a two part academic building. The western half of this brick building is three stories high and ten bays wide. A mid-20<sup>th</sup> century style wood frame entry bay is affixed to the north exterior wall (facing Paul Street). The windows of this building contain six-over-two wood sash windows set under three bay transoms and they are set between cast stone lintels and sills. The eastern half of this building is two stories high, and while it appears to be of brick construction, the Paul Street façade is covered synthetic siding. The fenestration on this portion of the building is an irregular mixture of the six-over-two and transom windows with tri-partite picture windows and modern awning windows. The east elevation has three original windows on the second floor and a tri-partite window flanked by one-over-one sash on the first floor.

Between 1927 and 1938 a brick chapel was added to south side of the connector. The only portion of this building that is visible from the public way is the front-gabled façade, which contains a pointed arch door flanked by pointed arch, stained glass windows. Above the door is a tracery window, and wooden gable returns mark the edges of the one-story building. The long chapel stretches south from the connector.

This building was built as a home by Winthrop B. Norton by 1798, but in 1815 was converted to a hostelry by the widow Sarah Bartlett Frost. According to tradition both President James Monroe, in 1817, and General Lafayette in 1825, were patrons. After 1848 the property was purchased by Josiah Paul, who ran the establishment under the names Nawichawanick House and/or Paul's Hotel. In 1909 it was purchased by the Parish of St. Michaels, and opened as St. Rose's School run by the Sisters of St. Joseph of Lyon, France. The sisters also utilized the former hotel as a convent. In 1920 the parish sold the building and grounds to the Sisters of St. Joseph for a private academy and moved its students to a new location temporarily, while building St. Michael's School (# 50) in 1926. The Academy of St. Joseph educated female students, both borders and day students, until it closed in 1971. The property is now owned by another religious institution.

Each section of the building described above are considered to be additions to the original Norton House and thus this is one contributing resource. The boundary of the historic district is drawn to encompass the Academy buildings and chapel, but is meant to exclude a new polygonal building and new frame building located southwest of the complex. The legal boundary of this lot extends north along Paul Street almost to Highland Avenue. The undeveloped portions of this lot are also not included within the district.

48. **Adams Store, c. 1800.** One contributing building.  
200 Main Street



This is a two bay, two story, wood framed, gable front, Federal style store, with a small one story, gable roofed, street-side addition to the façade. The building retains clapboard siding, sits on a granite foundation and has asphalt shingle roofing. Named for the proprietor during the 1840s and 1850s the building has had a commercial function since at least 1815.

49. **William Allen Tompson, Esq. House, c. 1780.** One contributing building.  
190 Main Street

Sited close to the street, the five bay, two story, wood framed house known as the Thompson House is among the oldest remaining buildings in the historic district. This large, vernacular/Georgian era house has a center hall plan, paired end chimneys, front door surround with side lights, and a boxed cornice. The home is clad in clapboards and roofed in asphalt shingles. According to tradition the house was moved to its present site in 1824; its original location is unknown, but prior to the move it was configured with a center chimney plan.

50. **South Berwick Town Hall, formerly St. Michael's School, 1926.** One contributing building  
180 Main Street

This imposing Classical Revival style building is set back from the street, directly opposite the Central School and is fronted by a broad lawn. Constructed of brick with a parapet roof, the thirteen bay, three story building has a raised foundation, keystoned twenty-over-twenty windows, and a decorative central entry set within a cast stone surround. The building was originally built in 1926 as a Catholic school. Children who attended St. Michael's school were taught by the Sisters of St. Joseph. St. Michael's School ran until the 1960's and then became the Town Hall in the 1970's.

51. **Sunoco Gas Station, c. 1970.** One non-contributing building.  
170 Main Street.

This building is not considered to contribute to the district because of its recent date of construction.

52. **E. Haggens House, c. 1850.** One contributing building  
144 Main Street

Located near the intersection of Main Street and Route 236 is this front gabled, three bay, one-and-one-half story, transitional Greek Revival/Italianate style house. The clapboarded building, has a side-hall plan and the front entry is ornamented by a bracketed Italianate door hood. A smaller, gable front rear ell off the southeast corner of the house may have been built as a carriage house. Early deeds indicate the property was owned by a William Atkinson but he did not appear to live in South Berwick. The property is labeled as that of Edmund Haggens on the South Berwick map of 1872.

53. **First Baptist Church, 1823.** One contributing building  
130 Main Street

The earliest of the three extant early 19<sup>th</sup> century village churches, the First Baptist Church is a transitional Greek Revival/ Federal style building. It has a two-stage bell tower capped with an octagonal metal dome. The wood framed building has a masonry foundation and asphalt shingle roof. On the façade is a projecting front portico under which is an arched door surround. A second pedimented form is interrupted by the base of the tower, which in turn is inscribed with the date "1823". Along both side elevations are tall windows topped with semi-circular fans.

54. **Hanson Homestead, 1827.** One contributing building.  
143 Main Street

This is a five bay, two story, wood framed, Federal style house, sided with clapboards. The side gable roof is covered with asphalt shingles. The house also features a door surround with side lights and paired end chimneys.

55. **Captain Samuel W. Rice House, c. 1800.** Two contributing buildings.  
153 Main Street

This clapboard covered, five bay, two-and-a-half story, wood framed, Federal style house has a side gabled, asphalt shingle roof with paired chimneys near the middle of the ridge. The center entrance is graced by

an Asher Benjamin-style, combination fanlight and entablature. The property also contains a detached, one story, two bay, gambrel roof barn built c. 1945. Captain Samuel Rice was a packet captain in South Berwick. He and his family moved to South Berwick in the 1820's, but the house predates his occupation.

56. **Doctor Christopher P. Gerrish House, c. 1875.** One contributing building.  
155 Main Street

This striking house is probably the only Italian Villa style building in South Berwick. The east facing house consists of a main, hipped roof block, three bays wide, to which is attached a one story side porch and three story hipped-roof tower. The building is additionally ornamented with a bracketed cornice, quoins, and a bracketed entry hood with centered gable pediment. Attached to the west side of the building is a two story, three bay, Italianate style carriage barn with hipped roof and cupola. Doctor Gerrish was listed as the town physician and surgeon from the 1870s until after the turn of the century.

57. **Judge John B. Neally House, c. 1830.** One contributing building.  
169 Main Street

This is Greek Revival style, two story, side gable house features a prominent Italianate style, double-arch cupola on the asphalt roof, two sets of end chimneys and an entry porch with Ionic columns. Said to be based on an Asher Benjamin design, the house is accompanied by an attached, New England style barn from the same period. This grand house, which is clad with flush-board siding, was owned by Judge John Neally. He opened his law practice in South Berwick in 1845. He also served in the State Senate in 1870 and 1871.

58. **Dunkin Donuts, c. 1990.** One non-contributing building.  
175 Main Street.

This building is non-contributing to the district due to its date of construction.

59. **Central School, 1925.** One contributing building.  
197 Main Street

The Boston architectural firm of Hutchins and French designed the Central School in 1925. This Classical Revival style building is executed in brick with cast stone detailing including a watertable, cornice, belt course and monumental pediment and columns fronting a recessed central entry. The building is nine bays wide and two stories high, with a raised brick foundation and parapet roof. Attached to the north side of the building is a two story brick addition with an elongated – barrel arch roof. Built as the Memorial Civic Center in 1953 and designed by William O. Armitage, this brick clad concrete block structure at the time housed the municipal offices, a gymnasium-auditorium and stage, and offices for the school district, as well as storage vaults and town staff offices. The first floor has a projecting, flat roofed entry flanked by two pairs of aluminum window. On the second floor are two banks of ribbon windows each containing five sash.

Before the Central School was built the town's 300 pupils attended up to 14 small rural schoolhouses. Central School is the public elementary school for the town: secondary education is conducted at Berwick Academy.

60. **P. Gagnon and Sons Fuel Oil Sales, formerly Bank of America, 1966.** One non-contributing building.  
215 Main Street

This one story brick building is not contributing due to its date of construction.

61. **John G. Thompson House, c. 1780.** One contributing building.  
229 Main Street

This timber framed, Federal style house is set back from Main Street and is almost hidden by trees in the front yard and the Parks Store to the north. The wood framed, side gable house has a long ell on the back and a simple door surround with side lights at the center of the symmetrical five-bay façade. It is believed that this building was relocated to current site c. 1805. John Goodwin Thompson was a local bookbinder who lived in the building from 1825 to c. 1872.

62. **Parks Store, c. 1810.** One contributing building.  
233-235 Main Street

Name of Property

County and State

This early, wooden store survived the 1870 fire and is one of the town's best examples of early-19<sup>th</sup> century commercial architecture. The building appears to have started as Federal style, five bay, two story house with a side gable roof, but by the 1820s it had been converted to commercial space on the first floor and offices on the second floor. At present a wide wood cornice separates the two levels, which retain six-over-six windows on the upper floor and has two, late 20<sup>th</sup> century wooden store fronts on the first floor. The building has clapboard siding, an asphalt roof and sits on a granite foundation.

*The following six resources were all built after the 1870 fire on Main Street, each was independently owned and financed. Collectively these adjoining, contiguous buildings are referred to as the "Business Block". All of the sections are Italianate in style and are constructed of brick. Several of these blocks had halls on the upper floors, including Newichawannock Hall which once served as the place of town meetings as well as of community entertainment.*

- 63. Business Block, 1871.** One contributing building.  
239 to 253 Main Street

At the south end of the Business Block is an eight bay, Italianate style building with a Mansard roof. Each bay, as defined above ground level, contains a pair of flat arch topped, double-hung windows separated by brick pilasters. The portion of the building containing the southernmost two bays is only two stories high, with a flat roof. The remaining six bays are located under a Mansard roof ornamented with six pedimented dormers each containing long, narrow paired windows. The building's cornice is articulated with dentils, brackets and inverted pendant corbelling. There are a total of six wooden, 1920s era store fronts on the first floor. Each store front is separated from the next by long panels decorated with wooden chevrons. Also on the first floor are several doors that lead to the upper stories. One of the doors leads to the Wadleigh Gardens, a former dance hall on the third floor, which was originally the Masonic Hall. Another hall was located in the now missing third story above the first two store fronts.

- 64. Business Block, 1871.** One contributing building.  
257-267 Main Street

The next section of the Business Block is a three bay, two story block with a side gable roof covered with metal. This Italianate building has a cornice decorated with dentils and brackets above a frieze painted with links of chain flanking the work "HALL". There are paired, arched, windows with decorative granite keystones and brick quoins, set in recessed large panels on the second floor. The first floor consists of three storefronts unified under a common wooden lintel supported with wooden brackets.

- 65. Business Block (Rideout's Hardware), 1871.** One contributing building.  
271 Main Street

The former Rideout's Hardware occupied a somewhat lower, two story, six bay, flat roofed Italianate style building, connected on the first floor by an enameled steel 1960's storefront, and on the second floor by a dentil and bracket cornice. The left half of the second floor has curved hooded windows with decorative keystones at the peak of their arches and granite sills set in individual recessed wall planes. The right half of the second floor has flat arched windows with simple, unadorned hoods all set into a single recessed plane.

- 66. Business Block, 1871.** One contributing building.  
275 Main Street

The smallest of the blocks is a two bay, two story, flat roofed, Italianate structure, with simple end bracketed cornice. On the second floor curved and hooded windows are set into corbel-embellished recessed wall planes. There is one wooden storefront on first floor detailed with pilasters and capitals supporting the wooden, bracketed lintel.

- 67. Business Block, 1871.** One contributing building.  
279 Main Street

Almost a visual continuation of the adjacent block to the south, the next six bay, two story, flat roofed Italianate block has a corbelled dentil and bracket cornice. The six flat arched windows are separated by brick pilasters. While the pattern of the original storefronts are obscured by modern bead board siding, the building retains its wooden cornice with brackets and dentils.



68. **Business Block, 1871.** One contributing building.  
289 Main Street

At the end of the block is a three bay, two story, flat roofed Italianate building, with corbelled dentil and bracket cornice, and curved hooded windows set into recessed wall planes. Wooden brackets and dentils support the lintel over the four bay glass-and-wood storefront on first floor.

69. **Masonic/Huntress Block, 1827/1880.** One contributing building.  
291-293 Main Street

Separated from the Business Block by the end of Scott's Court is this three story, wood frame, commercial building. On the first floor two wooden store fronts flank a central staircase. The second floor contains five double hung windows, while the top floor has three large windows. The flat roof is supported by wooden brackets, and the store fronts are set under a short, pent roof, also supported by brackets. The building is clad in a combination of clapboards and flat panels separated by Stick-Style wooden battens.

The St. John Lodge of the Fraternal Order of Masons organized in 1827 and probably built this Masonic hall, then just two stories in height. A few years later the hall also held worship services for the new Free Will Baptist Church, while parishioners built their meeting house across the street. During the 1850s, Berwick Academy met here for two years following a fire. This building barely escaped the fire of 1870. William Huntress, who had a cabinetmaking shop here many years, was among many businesspeople and tradespeople using this address—including, in the early 1870s, the South Berwick post office. In the late 1880s, the building was remodeled and a third story added.

70. **John Noble Goodwin House, 1810-1820.** One contributing building.  
297 Main

This five bay, two story, wood framed, Federal style house has a projecting front entry and a large central chimney block. Its roof is clad in asphalt and the house is sided in asbestos, but it appears to retain original six-over-six sash windows on the symmetrical façade. According to tradition, this house was once the home of John Noble Goodwin an important local historic figure who served not only as a state attorney, but as the local Representative in the State Senate and U.S. Congress. He later was appointed the first Governor of the territory of Arizona by President Lincoln.

71. **John Perkins Lord House, c. 1820.** Two contributing buildings.  
301 Main Street

This two story, five bay, Federal style dwelling with rear ell is accompanied by a one story, two bay gable roofed garage, built around 1950. The house's construction was likely commissioned by John Perkins Lord, Esquire. John Perkins Lord was the son of General John Lord, a partner of Jonathan Hamilton. Perkins Lord graduated from Harvard in 1805, going on to become a prominent lawyer and merchant, with ties to Portsmouth, New Hampshire. He served as a Trustee of Berwick Academy for over fifty years, and was a key figure in the foundation and construction of the Portsmouth Manufacturing Company at Quamphegan Landing.

72. **Rebecca O. Young House, c. 1875.** One contributing building.  
315 Main Street

This two bay, two-and-one-half story, gable front, wood framed, Italianate style home has a one story bay window on the front facade, and a shallow hip roofed and bracketed entry porch. Details include modillion brackets and dentil molding. The dwelling is clad in clapboard with an asphalt shingle roof. Rebecca Young, who served as an official at the South Berwick National Bank for much of her life, lived at this house for many years. Rebecca's father, William, likely helped to build the home for her shortly after he relocated his home back away from Main Street. The house also has an attached two bay, two story carriage barn constructed around the same period as the house.

73. **Downs House, c. 1825.** One contributing building.  
319 Main Street

This five bay, two-and-one-half story, wood framed, Federal style dwelling has interior end chimneys, an open, hipped-roofed entry porch supported by columns, and sidelights flanking the central entry. J. F. Downs, to

whom it is attributed on an 1856 map of South Berwick, likely had the house constructed. His son, Frederick G. Downs, later owned it. Frederick's son, Walter H. Downs, went on to graduate from Columbia Law School and became a lawyer and judge in town.

74. **Gilman-Goodwin House, c. 1870.** One contributing building.  
325 Main Street

This five bay, two-and-one-half story, wood framed, vernacular Italianate style house with brick foundation and two, one story bay windows on the front façade is attributed to a Mrs. S.A. Gilman on an 1872 map of South Berwick. According to deed research, Thomas J. Goodwin and his wife, Augusta, later owned the residence. Goodwin was a selectman and member of the Board of Health in 1872 and 1892-1893.

75. **Wentworth-Hart-Butler House, c. 1820.** One contributing building.  
329 Main Street

This is a two story, five bay, wood framed, Federal style residence with rear ells and an end chimney. The building has a granite foundation, an asphalt shingle roof and synthetic siding but appears to retain early window sash. The house was occupied by Mary Wentworth-Hart during the mid-nineteenth century. Mrs. Wentworth-Hart is reputed to have been a Free Baptist preacher, according to her descendants. After Mrs. Wentworth-Hart left the house it was then occupied by George Butler who was also associated with the Free Baptists.

76. **South Berwick Freewill Baptist Church, 1837.** One contributing building.  
340 Main Street

Erected in 1837 this wood framed church was originally constructed as a front gable, Greek Revival style building with a fully returned cornice. In 1855 the building expanded in size and in 1885 the building was raised 10 feet and a vestry built in the basement. Four years later the steeple (and presumably the front tower) was added, and the following year it was equipped with the town clock. The building has a single, two-leaf door positioned in a small entry porch, above which, in the tower, are a pair of elongated stained glass windows that are topped by a single, stained glass fan light. Pairs of louvered windows are set on each side of the clock tower, which is topped with a tall eight-sided steeple. George M. Stevens & Co. of Boston made the clock, which is one of only a few clocks made by that company for New England towns that remain in their original location today. The Freewill Baptist Society in South Berwick was at the center of the temperance movement in town during the mid-nineteenth century, and helped to stir up a great controversy over the consumption of spirits, which led to violence and a series of arson incidents across town, including the explosion of a ten-pound keg of powder on the steps of the church in 1849.

Located behind the church, (but grouped with the adjacent parsonage on a separate lot) is the associated Freewill Baptist Cemetery, with stones that date from the 1820s until the 1920s.

77. **South Berwick Freewill Baptist Church Parsonage, c. 1835.** One non-contributing building.  
336 Main Street

This five bay, two story wood framed, Federal style dwelling has asbestos siding, vinyl replacement windows and shutters, and a modern open entry porch. It is due to these extensive renovations and changes that the house no longer meets the criteria for eligibility.

78. **Cleary-Chaney House, c. 1820.** One contributing building.  
330-332 Main Street

This is a six bay, two story, wood framed, Federal style double house, with two later one story bay windows on the front façade. Attached to the south side is a one-story enclosed porch. The sidegable building is covered with synthetic siding, sits on a granite foundation and has an asphalt shingle roof. This double house was the home of the Cleary and Chaney families during the late nineteenth century. Its early history is unclear at this time.

79. **Norton-Whitehead House, c. 1840.** One contributing building.  
324 Main Street

This five bay, one-and-one-half story, wood framed, Greek Revival style house was built as a center chimney cape probably by Charles Edward Norton. The home has two small, gable roofed dormers, with a larger front gable between them, as well as a molded cornice with cornice returns on the gable ends, and a side porch. Norton was a Justice of the Peace from the 1830s through the 1850s, and served as Town Clerk and a deacon in the First Parish Church during the 1840s. After Norton's death, Charles Whitehead, a tailor whose shop was located in the Business Block nearby, owned the house.

80. **South Berwick Post Office, c. 1961.** One non-contributing building.  
300 Main Street

Although this one story brick building is non-contributing due to its age, its location reflects the continued development of the area around the intersection of Portland and Main Streets as the civic hub of the village.

### NORTON STREET

81. **Ocean National Bank, c. 1980.** One non-contributing building.  
8 Norton Street

This one story brick building is non contributing due to its recent date of construction.

### SCOTT'S COURT

82. **Scott House, c. 1825.** Two contributing buildings.  
2 Scott's Court

Tucked behind the Business Block, on Scott's Court, is this six bay, two-and-one-half story, wood framed, Federal style, double house. The double pile building sits on a brick foundation, has clapboard siding and an asphalt roof with twin chimneys at the ridge. It appears to have retained its original six-over-six light sash windows. The two entrances share a plain entablature board and are flanked by pilasters. Behind the house (which has an ell off the southern elevation) is a multi-bay, woodframe auto-shed with a side-gable roof. This building survived the fire of 1870 because it was covered in blankets that had been moistened.

83. **Warehouse.** Date unknown. One non-contributing building.  
16 Scott's Court

Located on the edge of the road south of the Scott House is a three bay, metal sided storage building with a gable front roof with a low, one bay garage addition on the south side. While storage buildings are depicted on this site on the 1927 and 1938 Sanborn Maps it does not seem likely, based on the materials exhibited, that the current building dates to the period of significance.

### ACADEMY STREET

84. **Hersom House, c. 1805.** Two contributing buildings.  
1 Academy Street

The first house on Academy Street is a five bay, two story, wood framed, Federal style house with center chimney. The central entryway is adorned with sidelights and a wooden fan set within a heavily molded surround, complete with pilasters and entablature. The building has a one story porch on its northeast gable side, and a rear ell, also at that end of the building. Behind the house is a one story barn which appears on the Sanborn Maps as early as 1896. The house was the residence of Isaac Hersom during the late-nineteenth century. Hersom owned and operated a grain store in the village.

85. **George Yeaton, Esq. House, 1903.** Two contributing buildings.  
15 Academy Street

On the north corner of Academy and Union Streets is a three bay, two-story wood framed Colonial Revival style residence with pyramidal hipped roof, one story wraparound porch, and gable dormers on both the main block and porch. At the rear of the property is a one story, hipped roof, clapboard sided carriage house that is stylistically similar to the main house. The home was constructed for George Yeaton, Esquire, in 1903, either



replacing or updating an earlier house that had been on the property just two years earlier. Yeaton was a graduate of both Berwick Academy and Bowdoin College and he tried several renowned cases during his long career.

86. **Captain Isaac Fall House, 1876.** One contributing building and one non-contributing building.  
21 Academy Street

This house is a three bay, two story, brick, Italianate style residence. The building has a hipped roof with corbelled cornice, a side porch and a flat roof entry porch, and side lights and transom around the wooden door. Also on the front façade are two, one story bay windows with narrow, arch-topped sash. The house is accompanied by a one story, two bay, hip-roofed garage, built c. 1930. The house was built by Isaac Fall, a captain in Company B of the 27<sup>th</sup> Regiment of Maine Volunteers during the Civil War. Fall also served in Company F of the 31<sup>st</sup> Regiment and Company F of the 32<sup>nd</sup> Regiment during his military service. Fall then worked as a contractor hauling brick and sand, through which he was associated with the construction of the Business Block on Main Street. At the rear of the lot, facing Union Street is a non-contributing, modern, two bay, one-story garage with a pyramidal roof.

87. **Keays House, c. 1830.** Two contributing buildings.  
25 Academy Street

This is a six bay, two story, wood framed, Greek Revival style double house. Features include wide corner pilasters, and a pair of recessed entry doors, each with a full compliment of sidelights and transom lights, unified under a broad lintel with a projecting cornice. A later 19<sup>th</sup> century one story porch with decorative porch supports is affixed to the north side of the house. Set to the southeast of the house is a wood frame garage with four open bays, clapboard siding and an asphalt roof. This building appears on the fire insurance maps by 1927. As of 2009 the rear elevation and ell of house is undergoing extensive renovations.

88. **Henry G. Harvey House, 1877.** Two contributing buildings.  
8 Academy Street

This three bay, two story Italianate style residence has a shallow pitched hipped roof, a pair of one story bay windows on the front façade, a gabled entry porch, and a side porch. The roof has a gable pediment in the center of the front façade. The clapboard sided building has wooden quoins on the front corners, twin chimneys positioned about midway back on the asphalt roof, and a granite foundation. The property also has a detached, three bay carriage house with a hipped roof that was built about 1880. Henry G. Harvey, a soldier in Company B of the 27<sup>th</sup> Regiment of Maine Volunteers during the Civil War, built this house during the decade following the war. Members of the Harvey family owned it until the Second World War.

89. **First Parish Federated Church, 1826.** One contributing building.  
4 Academy Street

This two story, Federal style church was originally constructed as a one story building with three doors on the front façade. As originally sited, the building sat closer to Main Street than it does today. It was remodeled and moved back from the road in the 1870s, when it was given the two-stage octagonal bell tower, raised foundation, and projecting central, pedimented bay with single entry. The building has both flush board siding and clapboard siding and an asphalt roof. At the rear of the building is a large, three-story addition with a front gable roof that faces Academy Street. The First Parish Congregational Church erected the building and used it until 1929, when they merged with the Methodist Episcopal Church to form the First Parish Federated Church.

### GOODWIN STREET

90. **Northend Cogswell House, 1803.** Two contributing buildings.  
4 Goodwin Street

This five bay, two-and-one-half story, wood framed home is located on the corner of Goodwin and Portland Streets and faces west towards Goodwin Street. Built in 1803 in the Federal style it was updated later in the 19<sup>th</sup> century with matching side and front entry porches with Victorian details. At the same time two bay windows were added on the first floor unified under a projecting roof that intersects the entry porch. Despite the fact that the house is now clad in asbestos siding and has a metal roof and solar panels mounted on the Portland Street elevation it retains enough historic integrity of design, materials and workmanship to contribute to the district. Cogswell, the son of Doctor Nathaniel Cogswell and Sarah Northend of Rowley, Massachusetts, served in

the Revolutionary War. Northend married Elizabeth Lambert, sister of William Lambert, in 1794, shortly before both he and Lambert moved to South Berwick. It is believed that Cogswell was a merchant, and is known to have invested in the privateer ship *Ranger*, out of Portsmouth, during the War of 1812. A twobay, one , gable end garage was built on the property around 1945.

### AGAMENTICUS ROAD

91. **Hodsdon House, c. 1800.** One contributing building.  
31 Agamenticus Road

This three bay, two story, Georgian style building is very simply detailed, with a small pediment above the central entry, flanking sidelights, and an understated cornice at the eaves. It is sheathed with clapboard siding and an asphalt shingle roof. It is believed that this building may have originally been constructed for some commercial use, with an entrance in the gable end facing Portland Street. In this arrangement, the building likely would have had a front room for the public, a rear storage room, and living space on the second floor. Based on Greek Revival style woodwork still present in the house, the building was likely converted to residential use during the mid-nineteenth century. Deed research has traced the property back to a Robert Hodsdon during the early nineteenth century. The property is attributed to 'Mrs. Hodgedon' on an 1856 map of the area, who may possibly have been Robert's widow.

92. **Butler House, c. 1790.** One contributing building.  
16 Agamenticus Road

This five bay, two story, vernacular home with Georgian-era details has a projecting central entry porch with a transom light over the central doorway, and flanking pilasters beneath a pedimented gable. The house has a massive center chimney set amidst a slate roof, clapboard sheathing and a granite foundation. The building faces north, towards Portland Street (not towards Agamenticus Road), and is connected by a side ell to a one story, two bay, gable front garage, built c. 1965. The Butler house is one of the oldest homes remaining in the town of South Berwick. Thomas Butler was among the first settlers in this area, and his descendants built this home. The house is located a short distance from Butler Hill, which was named after the family.

93. **Schoolhouse No. 5, 1842.** Two contributing buildings.  
12 Agamenticus Road

Schoolhouse Number 5, a wood frame, one story building with a side gable roof, was built in 1842. This clapboarded building with asphalt shingle roof was built with two entrances, one for boys and one for girls, and originally had Greek Revival style details, seen today only in the full cornice returns on the gable ends. The building was converted to residential use in the early 20<sup>th</sup> century. A two bay, one story, wood framed gable front garage was added to the southeast end of the property around 1940. The land and materials for the building's construction were provided by James Clark of South Berwick and the plans were drawn by William Morton. A building contract containing the specifications for the building is extant.

94. **8 Agamenticus Road.**

Between 172 Portland Street and 12 Agamenticus Road is a narrow driveway that leads to a modern house set on a lot behind houses number 27, 28, 92 and 93. The property does not front onto Portland Street or Agamenticus Road, and the house is neither contributing to, nor included within, the district but the driveway acts as a right-of-way to Agamenticus Road.

### HIGHLAND AVENUE

95. **Reuben H. Ricker House, c. 1870.** One contributing building.  
15 Highland Avenue

This two story, two bay, woodframed, Second Empire residence with an asphalt clad gambrel/ Mansard roof, features broken arched dormers, a bay window on the west elevation, and a side porch with scroll-sawn brackets. The house is unfortunately covered with vinyl siding, however many of the stylistic details, including

brackets under the eaves, have been retained. This home was constructed for Reuben Ricker prior to Highland Avenue being laid out through his property. Ricker, a merchant who kept a store in the Village, had his home built on a hill above Portland Street with a long drive leading down to the street, as seen on an 1872 map of South Berwick. This site choice was likely intended to take advantage of the view of the river valley to the northwest. The house is accompanied by a two story, one bay gable ended carriage barn that is contemporary with and attached to the dwelling.

96. **Madison Ridley House, c. 1890.** Two contributing buildings.  
19 Highland Avenue

This home is a two story, two bay, wood framed, Italianate style dwelling with synthetic siding and an asphalt roof. It is a gable front building, with a side-hall plan. On the façade is a single-story bay window and other stylistic details include deeply overhanging eaves, and a molded cornice with gable returns. At the rear of the lot is a freestanding, gable front garage, which may be the same building depicted on the 1927 Sanborn Fire Insurance Map. Deeds suggest that the first owner of the property was Madison Ridley, about whom little is known. This house appears on the 1877 Bird's Eye View of the town as one of only three houses on the newly opened Highland Avenue.

97. **John B. Caverly House, c. 1875.** One contributing building.  
27 Highland Avenue

This two story, two bay, Second Empire style, side-hall plan home has a single story front bay window, another single story bay window to the south side of the house, and a single story porch to the north side. The main block of the house, bay windows and porch all are ornamented, with paired modillion brackets at the eaves of each element. Quoins mark the corners of the main house and heavy molded hoods are located over each window. The asphalt roofed, clapboard sided house is finished on its third story by a sweeping Mansard roof, with two shed dormers facing the street, and a single dormer to either side. Attached to the northeastern end of the house, via an ell, is a two story, three bay, carriage barn, built around 1875. Deed research has traced the property back to John Caverly, who likely constructed the house and barn. This house appears on the 1877 Bird's Eye View of the town as one of only three houses on the newly opened Highland Avenue.

98. **George H. Muzzey House, c. 1875.** Two contributing buildings.  
31 Highland Avenue

This wood framed, two bay, two-and-one-half story, Second Empire style house with asphalt shingle Mansard roof was built in approximately 1875. It has a side entry with a small projecting Stick Style entry porch and a bay window. It also has paired brackets under the eaves. It is clad in clapboard. There is also a Second Empire style carriage house that accompanies the house and was built with the same aesthetic using the same materials. It appears to have originally been a free standing building that is now attached to the main house via several ells. This house appears on the 1877 Bird's Eye View of the town as one of only three houses on the newly opened Highland Avenue.

Deed research has traced this property back to George Muzzey. However, it is unclear whether he resided in this house, or the one next door (#99). George Muzzey served during the Civil War in the 26<sup>th</sup> Massachusetts Volunteers. He was captured by Moseby's Guerillas and was imprisoned for seven months at Libby Prison. Due to his proficiency for penmanship and accounting, Muzzey was given a job in the prison office, which eventually allowed him to orchestrate his release during a prisoner exchange. He was honorably discharged in 1865, and came to South Berwick to work as a bookkeeper for the Portsmouth Manufacturing Company two years later.

99. **George H. Muzzey House, c. 1880.** Two contributing buildings.  
37 Highland Avenue

This wood framed, two bay, two story, "L" shaped, Stick style home was built in c. 1880. It has an asphalt clad gable roof and clapboard siding. It has simple stick work in the gable that faces the street. A porch spans the front façade. The house also has a wood framed, square plan, hipped-roof carriage barn that is clad in clapboards and roofed with asphalt shingles. The carriage barn has a lower bay that is built into the hillside. Deed research has also traced this property back to George Muzzey, who may have lived here or next door (#98).

100. **House, c. 1960.** One non-contributing building.  
49 Highland Avenue



This Ranch style residence is a non-contributing resource as it was constructed after the period of significance.

**101. 51 Highland.**

Between 49 Highland Ave. and 55 Highland Ave is a deeded right of way that leads to an undeveloped lot. The lot is not contributing to, nor included within, the district but the right of way is located within the district boundaries.

**102. House, c. 1960. One non-contributing building.  
55 Highland Avenue**

This modern Cape Cod style house is a non-contributing resource, due to its age.

**103. Joseph Hanson House c. 1890. One contributing building.  
61 Highland Avenue**

This is a two story, four bay, wood framed, Queen Anne style house with a mix of clapboard and wood shingle siding, and an asphalt shingled hipped roof. This single-family residence displays a one-story bay window, projecting two story tower with front gable and a one story front porch with turned spindle posts and railings. The house also has a small one story addition projecting to one side, and a one story rear ell.

**104. Libbey Storehouse, c. 1885. Two contributing buildings.  
14 Highland Avenue**

Mark Addison Libbey had this two story, brick, Italianate style building constructed. This building has a low-pitched front gable roof. The front elevation is four bays wide, and the side walls are divided into seven equal bays. The building has very little ornamentation other than brick drip moulds over the arched-top windows. According to local tradition, it was built to house a roller skating rink that Addison Libbey operated during the late nineteenth century. A frame, one story garage with a single vehicle bay is also located on the property. This garage was built circa 1920 as storage for one of the first cars ever owned in town.

**105. House, c. 1885. Two contributing buildings.  
36 Highland Avenue**

This two story, two bay, Queen Anne/Colonial Revival style house is located uphill from the Libby Storehouse. The cross gabled home with asphalt shingled roof and clapboard siding features a full width, single story front porch with turned spindle railings and upright posts, as well as a three story cross gable, bay on the side elevations, midway along the molded eaves. The property also contains a free-standing, one story, gable front garage with a single vehicle bay, built by 1927.

**106. Willard-Gagnon House, c. 1875. One contributing building.  
42 Highland Avenue**

This Italianate style, two story, double house features characteristic paired central doors, as well as overhanging molded eaves with cornice returns. The house sits on a brick foundation, has an side gable asphalt roof with a pair of chimneys rising through the ridge. The façade is divided into four bays, with the paired doors at the center and large three-part windows situated towards the outside. It can be traced back to Henry C. Willard, who likely had this home constructed. Mr. Willard ran a dry goods and fancy goods shop in the Village from 1878 until 1920. Later, Placide and Rose Gagnon owned the house. Placide Gagnon, known as Pete around South Berwick, came to South Berwick from Quebec in 1896. Shortly after, he began selling wood, coal and ice from his property on Railroad Avenue. This business grew to become P. Gagnon & Son, Inc. This business was founded in 1904, and continues to supply heating fuel to the citizens of South Berwick today, under the ownership of Pete Gagnon's great-grandson, Mark.

**Paul Street**

**107. Henry and Marcia Goodwin Stone House, c. 1885. One contributing building, one non-contributing building.**

Name of Property

County and State

64 Paul Street

This two story, wood framed, Stick Style home with clapboard siding is closely based on Plate 18 of Palliser and Palliser's 1878 American Cottage Homes (as reprinted in Palliser's Late Victorian Architecture). The residence has a steeply-pitched cross gable roof clad in terra cotta tile, overhanging bracketed eaves and decorative stickwork. The property also has an attached two story, two bay carriage barn with cupola, contemporary to the house, and a two bay, one story garage, built after 2005

Name of Property

County and State

**8. Statement of Significance****Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply)

Property is:

- ☐ A owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

TRANSPORTATION

COMMUNITY PLANNING AND DEVELOPMENT

ARCHITECTURE

**Period of Significance**

1774-1959

**Significant Dates**

1805

1814

1870

**Significant Person**

(Complete only if Criterion B is marked above)

**Cultural Affiliation**

N/A

**Architect/Builder**

Hutchins and French, Boston

Armitage, William O. (1907 - 1988), architect

Palliser, Palliser and Co., New York

Heard, John, builder, (1771 - 1844), housewright

Murphy, Joseph, builder

**Period of Significance (justification)**

The period of significance commences in 1774, the year in which the oldest, extant, contributing architectural resources, the Jewett House (#2) was constructed. The period of significance ends in 1959 in respect of the 50 year cut off.

**Criteria Considerations (explanation, if necessary)**



**Statement of Significance Summary Paragraph** (provide a summary paragraph that includes level of significance and applicable criteria)

South Berwick is a small town in York County, Maine, with a population of approximately seven thousand residents. Settled in 1624 and containing almost 14,000, mostly rural and suburban acres, the densest concentration of commercial, civic and residential buildings are found in South Berwick village proper, which is located just inland of the Salmon Falls River in the northwest corner of the town. The river forms the boundary between New Hampshire and Maine, and historically was the location of the earliest settlement in the town. The South Berwick Village Historic District is located several blocks northeast and east of the River and comprises most of Main Street and Portland Street and parts of Highland Avenue, Agamenticus Road and Academy Street.

The district meets National Register Criterion A in the area of transportation, as an intact late eighteenth and nineteenth century commercial and residential center which developed along an important, regional transportation corridor, known alternately as the former Dover Turnpike or the Boston-Portland Post Road. It also achieves significance under Criterion A for the manner in which the settlement patterns reflect patterns of eighteenth and nineteenth century community planning and development. The district is also eligible for listing in the National Register under Criterion C, Architecture, in consideration of the architectural merit of the town's late eighteenth, nineteenth and early twentieth century businesses, residences and municipal buildings.

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**Developmental history/additional historic context information** (if appropriate)

The settlements along the eastern banks of the Piscataqua and Salmon Falls Rivers, encompassing the present towns of Kittery, Eliot and the Berwicks were incorporated as the town of Kittery in 1648. The Chadbourne, Shapleigh, Frost, Heard and Emery families were among the first settlers to arrive in the Province of Maine during the seventeenth century. They settled at Quamphegan, the lands surrounding the head of tidal navigation on the Salmon Falls River. This settlement was originally called Newichawannock after the name by which the original Native American inhabitants knew the river. In 1643, Humphrey Chadbourne purchased a large parcel of land that included the area where the present Village of South Berwick stands from Rowles Sagamore of the Newichawannock Indians. The settlement at Newichawannock soon came to be called the Parish of Unity, following the founding of a Baptist congregation at Old Fields in 1660. The foundation of a separate parish was the first step toward independence for the settlement at Salmon Falls. When it broke away in 1713, the town was incorporated as Berwick, after the Scottish port of Berwick in Scotland. Scottish prisoners indentured at the Great Works sawmill by Oliver Cromwell after the Battle of Dunbar gave this name to the newly incorporated town.

Quamphegan Landing, Berwick's deep-water port below the falls on the Salmon Falls River, served as the chief point of export for masts and lumber taken from inland settlements in the area. Portland and Main Streets were established in part to access the bountiful timber resources located northward towards Falmouth, and in the 18<sup>th</sup> century the lands along these two streets were incorporated in dispersed farms owned by the Butlers, Goodwins and other early Berwick families. This farm land was located on the flat and fertile plain between Butler Hill (Powderhouse Hill) on the south side of Portland Street and Cummings Hill on the north side of Portland Street, and came to be known as "the Plain" into the 19<sup>th</sup> century. Until the end of the 18<sup>th</sup> century Berwick developed around the Landing and the Salmon Falls River, and indeeds, some of the town's very earliest residences (and archaeological sites) are located in this region. In 1814 South Berwick was incorporated as a town independent of Berwick.

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**Narrative Statement of Significance** (provide at least one paragraph for each area of significance)**Criterion A: Transportation**

Very few of the buildings that would develop into South Berwick Village during the nineteenth century existed before then: the earliest commercial and residential settlements in the immediate vicinity were located at Quamphegan Landing and along the Salmon Falls River. The shift away from these locations to the community that formed around "The Corner" and stretched to "The Plains" occurred largely as a result of the adoption of a major transportation corridor through town that linked New Hampshire to inland Maine. The impact of this was great enough to alter the trajectory of South Berwick's built environment through the early 20<sup>th</sup> Century. South Berwick's commercial history originates in the district's location on the Boston-Portland Post Road, and the development of the village is closely tied to its advantageous location on this well-traveled thoroughfare.

Until 1822 when a 1600' long pile bridge was built near the mouth of the Piscataqua between Kittery, Maine and Portsmouth, New Hampshire, the bridge over the Salmon Falls River between Rollingsford/Dover and South Berwick was the only permanent bridge in the seacoast area between New Hampshire and Maine. A crossing over the Salmon Falls was established in this vicinity as early as 1655, as referenced in a deed describing "William Love's Bridge" (Stackpole, p. 132), although it is not known how long this specific bridge lasted, or how often a replacement was constructed. However, by the 1770s this spot appears to have been fixed as a permanent crossing.

Connections between Boston and the New Hampshire seacoast and inland to Dover had been well established by early settlers, but it was not until 1777 that regular mail delivery moved north from Portsmouth to Falmouth (Portland). Following this, the Boston-Portland post road, or "Old Boston" stage road, was laid out through Maine's York and Cumberland Counties, utilizing to a great degree the path of earlier roads. In 1794 the route from Portsmouth to Dover was shortened by the installation of a bridge over the Great Salt Bay between Fox Point in Newington and Durham. This road then led through Dover to the bridge over the Salmon Falls River at South Berwick. Stagecoaches and other travelers followed this road, which was the only direct overland route between the port cities in northern Massachusetts and New Hampshire and those in the District of Maine. Essential waypoints serving travelers, including taverns and inns, were established along the roads, or clustered at the cross roads. Between 1795 and 1809 among the places in South Berwick that the stagecoaches regularly stopped were the John Haggens tavern (Jewett House, #1), and after 1816, the tavern maintained by Sarah Frost at the corner of Paul Street and Main Street -- both establishments located at the Corner. Another inn was maintained further up Portland Street (outside the district) by the Foss family. It is interesting to note that these accommodations, and many more were included in the almanacs published annually from 1762 to his death in 1808 by Dr. Nathaneal Low, who lived on Portland Street (#13).

The route of the Post Road bypassed what had been the earliest settled areas of South Berwick, but it quickly effected the built environment of the village. It is interesting to note that the road swung to the west and north of the Berwick Academy grounds. Berwick Academy (NR: 78000336) was established in 1790 as a joint venture by the citizens of Berwick, Wells and York. Ten acres of land in South Berwick for the Academy was donated by Judge Benjamin Chadbourne, and by 1791 the Academy had been chartered by Massachusetts and the first building erected.

In the early 19<sup>th</sup> century the route of the Post Road through the newly developing village center had to be refined. Four of the houses (#'s 55, 61, 47 and 1) and at least two of the stores (#'s 48 and 44) still extant at the Corner were built between 1774, when the Post Road was designated and 1805, when the road was re-aligned; others were moved as part of the project. The following information is excerpted from the Old Berwick Historical Societies on-line "Tour South Berwick" and describes alterations and the effects (<http://www.obhs.net/TourIntro.html>).

During the presidency of Thomas Jefferson, the country began improving transportation routes, and the new Federal government gave turnpike authorities the right to create the best possible route through private lands, explain Donna-Belle and James L. Garvin in their book *On the Road North of Boston*. The improvements brought by the turnpike meant that a stagecoach leaving Hanover Street in Boston in the morning could now reach South Berwick by dark instead of taking two days.

A ledger from the period in the Counting House Museum collection lists the local turnpike corporation's employment of 8 oxen, two horses, 4 ox yokes, 4 horse collars, 2 saddles for draft horses, 3 ox carts, 2 horse carts, a truck, 3 drays, 2 plows, 3 "scrapers" drawn by animals to smooth road surfaces, 12 wheelbarrows, 2 saws, 29 shovels and spades, 20 hoes, 4 crowbars, 10 axes, an adze, 4 pickaxes, a block and tackle, chain, rope and blasting equipment.

The turnpike gave today's Main and Portland Streets the shape we recognize, as the town drifted north from the old settlement to a new hub on the plain. An untitled plan of 1805 [Ichabod Goodwin, surveyor; commissioned by the Court of General Session, Vol. 14 pp. 174-7] shows how surveyors laid out the road to Portland through what is now downtown South Berwick, widening and straightening it to ease the route of oxen hauling heavy loads. Nine buildings that were in the way—perhaps some still downtown today -- were moved from the highway's path.

Even though the road was straighter, it still had to wrap around Butler Hill. The Portland Street-Main Street intersection was to be permanently known as "the Corner."

With the coming of the 19th century, the town of South Berwick took shape. In 1814 it separated from Berwick and North Berwick, and in 1820 statehood came to Maine. As cotton mills boomed at Salmon Falls and Quamphegan after 1830, the commercial and residential district developed—South Berwick Village. The wide intersection at the Corner appears on a map of c. 1860 as Central Square.

One of the town's 19<sup>th</sup> century residents, Mary Rice Jewett, explained in a memoir how the improvements to the road actually influenced the location of new businesses vying for patronage.

What we know as the village was only beginning to bē, but gradually as the zeal for business increased, the enterprising men moved their stores back from the river to catch the incoming tide of teams as soon as possible, some of the most energetic men even driving back towards North Berwick and Blackberry Hill, I have heard it said, to be first to greet the teamsters who came from Alfred, Lebanon, and even far beyond. Strangers often ask the reason for the long row of stone posts along Portland Street, but I have been told that at nearly every post one would find oxen standing in a busy morning in winter while the bargaining went on for the loads they brought.  
(<http://www.obhs.net/TourIntro.html>)

The improvements to Main and Portland Streets made the road an even more efficient route for travel, and in turn, made the village attractive to businesspeople. Due to its location on the highway (and perhaps due to a slowdown at the Corner that still persists today), South Berwick developed a commercial district at the intersection, which in turn became the heart of the present village. Several of the shops from the last two decades of the 18<sup>th</sup> century and the first decades of the 19<sup>th</sup> century still exist at this intersection, although somewhat altered. But the growth of the village center was not the result of these improvements alone.

### Community Planning and Development

As mentioned above, after the widening of the road the business center of town slowly shifted from the head of the tide at the upper or Quampanhegan Landing on the Salmon Falls River to what became known as the Corner, later Central Square. In part this reflects a shift away from ship building, a dependancy on riverine travel and a declining perception of South Berwick as a port city. It also reflects the industrialized use of the river. In 1822 the Salmon Falls Manufacturing company was established on the Dover (later Rollingsford) side of the River. The company erected working housing as well as factories, and although it was in New Hampshire, the complex was just one-half mile from the Corner via a bridge and three-rod road to Main Street. Ten years later, the Portsmouth Manufacturing Company was formed at the Upper Landing eight-tenths of a mile south of the Salmon Falls mill, and again, about half a mile southwest of the Corner. In essence, these two facilities formed three corners of a triangle, connected by water to each other, and by road to the center of the village. In addition to the roads that led to Salmon Falls and Dover, within a quarter mile of the Corner additional arteries led to Berwick (north), to Portland (northeast) and to Eliot, south.

At the same time more or less the growth of the village was affected by the introduction of the Portsmouth, Saco and Portland Railroad, (later Boston and Maine) one of Maine's earliest rail lines, which provided service between Boston, Portsmouth and Portland starting in 1841. The depot was located just over the Berwick town line at the end of Railroad Street. A second rail line, the Great Falls and South Berwick was chartered in 1848 and opened in 1854, and later joined with the Great Falls and Conway Railroad to extend into New Hampshire's White Mountains. The depot for this line was built directly across from the 1823 Baptist Church on Main Street (#64), and was approximately half way between the Corner and the Landing. South of the village (and on the GF&SB line) John Burleigh constructed Newichawannock Mills on the Great Works River in 1854 to produce woolen goods. The large scale industrial development of the town was completed twenty years later when in 1871 the Cummings Shoe Factory (NR: 01001420 ) opened on Norton Street and Railroad Street, one block north northwest of Portland Street. These industries helped to spur on a period of prosperity and growth for the Village, and the town as a whole.

On February 12, 1814 South Berwick officially separated from Berwick and became its own town. While this did not have an immediate impact on the village's built environment (the regional depression caused by the War of 1812 and the Embargo would not lift until the 1830s) it did have lasting effects. As its own town South Berwick needed to erect public building and schools. The first townhouse was located in an early meetinghouse on the Plains; later meetings were held in the halls above the Business Block. During the first half of the 20<sup>th</sup> century the town used the former Universalist Church on Main Street (now the site of the Post Office) for town meetings. Within a few decades of incorporation three of the major religious faiths had established or moved their primary religious edificies to one end of Main Street or another. The Baptists established their church (#53) in 1823 and the Congregationalists built theirs (#89) in 1826, both at the south end of Main Street; the Free Baptists erected their church (#76) at the north end of the street in 1837. Two other churches were constructed on Main Street, within the district, during the nineteenth century: the above mentioned Universalist Church was erected in 1876 and burned in 1951, and between 1886 and 1929 a Methodist Church was located on lower Main Street, where the Dunkin Donuts building is located currently. The town supported numerous school districts (15 in 1877), and carried at least that many schools in addition to the Academy. Much later the town, or its residents, erected an

engine house to house fire fighting equipment, and installed cisterns, hydrants and water mains along Main and Portland Streets.

The population of South Berwick was measured in the 1820 census as 1475 residents. Over the next ten years the population increased by a moderate 100 people, but by 1840 had risen by over 730 people – a result no doubt of the two new industries. Over the next 50 years the population continued to rise, although not quite so dramatically, before finally topping out at 3434 in 1890. Over this 50 year period the small village of South Berwick grew in all directions; the number and type of commercial enterprises expanded, as did the residential housing stock. Throughout town new residential neighborhoods were developing, and in the already established residential areas of Portland and Main Street undeveloped lots between Colonial or Federal era houses were likely to be in-filled with Greek Revival, Italianate, Second Empire or Queen Anne style homes. Along Norton Avenue, paralleling Portland Street to the north, the Cummunigs Mill erected a series of Italianate/Queen Anne houses for mill workers. On and behind Portland Street the Raynes, Paul, Goodwin, Jewett and Ricker families subdivided family farms after the Civil War, resulting in several new streets (Highland Avenue, Paul, Jewett and Goodwin Street), and numerous opportunities for South Berwick's residents to erect new, stylish residences. The pattern of these farm subdivisions are generally represented by an older, 18<sup>th</sup> or early 19<sup>th</sup> century home flanked by several mid-19<sup>th</sup> century houses. The fact that Portland and Main Street were fully built out by the 1880s is a testament to the rapidity of the Village's growth.

The intersection of Main and Portland Streets was attractive to merchants from the beginning. In the early 19<sup>th</sup> century these establishments included Thomas and Theodore Jewett's East India store, Joseph Murphy's cabinetmaking shop, and numerous shops on the southern side of Main Street. Prior to the Civil War most of the commercial buildings at the Corner were frame buildings, many of modest size, with storefronts on the first floor and apartments, offices or meeting halls above. Examples that survive range from the small, c. 1800 Currier / Brown Store (#44), to the c. 1810 Parks Store (#2) and the c. 1826 Masonic / Huntress Block (#69). The brick Odd Fellows Block (#43) built in 1845 is a classic example of Greek Revival commercial architecture, but one of the few examples to be built in brick in South Berwick. However, this changed after a devastating fire destroyed most of the wood-framed shops, stores and homes built close together along the south side of Main Street. This fire was the impetus for a massive rebuilding and updating of the commercial and downtown residential area.

After the fire, South Berwick merchants began to rebuild the commercial center, creating a connected Business Block at the heart of the town. Although comprised of six separate units, the buildings share design principals (roof lines, story heights) as well as some common features (drip moulds, paneled posts). These large brick commercial blocks were intended to provide increased commercial space, but also provided community gathering spaces in the numerous community and fateranal halls on the upper floors. That they were built in brick was to help prevent loss to fire in the future. That they were built in the Italianate style is a reflection of architectural trends of the era.

Also as a result of the fire, the community invested in fire fighting equipment and infrastructure. In 1872 the engine house was constructed for a volunteer firefighter organization that would eventually become the Piscataqua Fire Engine Company. A cistern was also installed beneath the central square at the Corner around this time. The first fire hydrants in South Berwick were installed in 1894, likely connected to the 4 inch water mains seen on a 1913 Sanborn fire insurance map, with an 18,000 gallon cistern beneath Portland Street near the engine house, and a 15,000 gallon cistern beneath the lawn of the St. Michael's convent (the former Frost Tavern).

The turn of the twentieth century saw South Berwick's economic fortunes begin to wane. The Portsmouth Manufacturing Company closed, and its remains collapsed following a devastating fire. Many of the businesses along Main Street changed hands or function as a result of technological advancements, or cyclical economic booms and busts. The town's center underwent significant changes with the alteration of the Paul Hotel into first St. Rose's School, then St. Joseph's Academy, followed by the building of Saint Michael's School and the secular Central School. Not only did these schools reflect the restructuring of Maine's educational system during the twentieth century, from small, the neighborhood focused one-room schoolhouses that had characterized rural education for two centuries to large centralized schools, they also represent the cultural traditions of the numerous French-Canadians Catholics who had settled in the area, often to work in the manufacturing facilities. The clustering of these three educational facilities, along with the construction of the mid-century Civic Center attached to the school, cemented a lasting civic and educational presence within the Village center.

#### Criterion C: Architecture



The South Berwick Village Historic District is also significant for its collection of domestic, commercial, and civic architecture. Within the bounds of the district are to be found examples of most of the nationally and regionally prominent architectural styles popular from the end of the Colonial era through the first World War. Although in some individual houses have lost aspects of integrity (the removal of windows or application of synthetic siding being most common) the historic architectural patterns and trends remain largely evident.

In the late eighteenth and early nineteenth centuries, a substantial collection of Georgian and Federal style houses were built along Main and Portland Streets, often by prominent citizens.<sup>1</sup> While few of these are "high-style" examples, as is found across town at the spectacularly Georgian Jonathan Hamilton House (NR 70000082), they share a readily discernable vocabulary. The more formal of these examples may contain pedimented door surrounds, small paned sash windows and closely clipped eaves (Georgian), or fanlights or side lights and cornice mouldings (Federal). There are also numerous examples of houses constructed from c. 1780 to 1830 that reflect these stylistic trends in massing, scale or plan but are more vernacular than dogmatically stylish. While most of the pre-1830 houses in the district are two stories in height (only the c. 1790 Micajah Currier House, #9 is a one-story cape), this may present a somewhat misleading picture of architectural trends in the greater Southern Maine area where a larger percentage of houses built during this period were single-story buildings. It may also reflect an initial level of economic prosperity in South Berwick which was not as widespread in other village centers. In addition to the Jewett House, some of the more notable examples include the Dr. Nathanael Low House (1786, # 13), the Captain Samuel W. Rice House (c. 1800, #55), and the William Lamber House (c. 1810, #23).

Greek Revival domestic architecture is represented in the district by at least nine domestic buildings and several commercial and religious buildings. One of the most elaborate examples is the former house of Judge John B. Neally House, (c. 1830, #57) on Main Street, which features Ionic columns and flush board siding. Less high style examples with side-gable roofs are the Greek Revival-style double houses, such as the Keays House, (c. 1830, #87) on Academy Street, or the Scott House (c. 1825, #82) on Scott's Court. There are also a few examples with front gable roofs and side hall plans (Jewett-Eastman House, 1854, #2), but others, such as the Haggens House (c. 1850, # 53) illustrate a transitional Greek Revival/Italianate style which utilized the front gable orientation of the earlier style with bay windows or bracketed hoods of the later style. By the time the Civil War was over the Grecian stylistic elements of these generally modest sized houses had mostly disappeared.

Until about 1870 the south side of Portland Street between Agamenticus Road and the Corner had only a few houses: most of the land belonged to the Ricker and Raynes families. Both families subdivided their houses after the war, and this side of the street experienced a small building boom. At least four of the houses built within a few years were very similar side-hall plan Italianate style buildings with bay windows, decorative hooded doorways and side porches. When Highland Avenue was laid out between 1872 and 1877 the residences constructed thereon were some of the best local examples of high-style architecture in the Stick, Second Empire and Queen Anne styles. At least one of the houses (# 107, Stone House, c. 1885) in this fashionable neighborhood was a copy of a design featured in a planbook published by architects Palliser and Palliser. At the other end of the district, the Doctor Christopher P. Gerrish House (c. 1875, #56) is a tasteful example of the Italian Villa style, while the George Yeaton, Esq. House, (1903, #85), on Academy Street, is an example of post-twentieth century Colonial Revival architecture.

On the commercial front, most of the early stores and shops were essentially vernacular buildings, and many of the wooden examples have been altered so that their architectural heritage is somewhat obscured. However, the brick buildings are clearer representatives of their forms. The Odd Fellows Block at 18 Portland Street (#43) built in 1845 is a classic example of Greek Revival commercial architecture, while the six-building complex known as the Business Block finely illustrates the Italianate and Romanesque stylistic trends. Among the most monumental buildings in the district are the two brick buildings built across the street from each other at virtually the same time: the 1926 St. Michael's School and the 1925 Central School, both executed using Classical Revival motifs.

Throughout South Berwick's history, commerce and transportation have played an important role in the town's development. The progression of the village over the various stages of development can be seen in the distinct periods of construction and the architectural trends embodied by South Berwick's building stock. The dynamic mix of social, civic, residential and commercial buildings is also an excellent example of the changes American small-town centers and the community planning that went into forming them have gone through over the years.

<sup>1</sup> There are at least 5 houses described as Georgian, 21 described as Federal and one as a transitional Georgian/Federal in the district (not counting stores or churches).

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**9. Major Bibliographical References**

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**Bibliography** (Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

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Name of Property

County and State

The Palliser's Late Victorian Architecture: a Facsimile of George and Charles Palliser's *Model Homes* (1878) and *American Cottage Homes* (1878) as Republished in 1888 under the title *American Architecture, and New Cottage Homes and Details* (1887). (Watkins Glen, New York: The American Life Foundation and Study Institute), 1978.

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## Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been requested)  
☐ previously listed in the National Register  
☐ previously determined eligible by the National Register  
☐ designated a National Historic Landmark  
☐ recorded by Historic American Buildings Survey # \_\_\_\_\_  
☐ recorded by Historic American Engineering Record # \_\_\_\_\_

## Primary location of additional data:

☒ State Historic Preservation Office  
☐ Other State agency  
☐ Federal agency  
☐ Local government  
☐ University  
☐ Other  
 Name of repository: \_\_\_\_\_

Historic Resources Survey Number (if assigned): \_\_\_\_\_

## 10. Geographical Data

**Acreage of Property** Approximately 82 acres  
 (Do not include previously listed resource acreage)

## UTM References

(Place additional UTM references on a continuation sheet)

1	19	353507	4788852	3	19	353113	4787708
	Zone	Easting	Northing		Zone	Easting	Northing
2	19	353846	4788805	4	19	352727	4788369
	Zone	Easting	Northing		Zone	Easting	Northing

## Verbal Boundary Description (describe the boundaries of the property)

The boundary of South Berwick Village is delineated by a thick, dark line on the accompanying map entitled *South Berwick Village Historic District*. Generally, the boundary of the historic district follows the back lot line of contributing properties within the district.

## Boundary Justification (explain why the boundaries were selected)

The boundary of the historic district was established to encompass the commercial and residential center of the village. The boundary to the north on Main Street was established at the Free Baptist Church and the Wentworth-Hart-Butler House, as Main Street ends just beyond this point. To the northwest is the Point neighborhood, which has historically been considered as separate and distinct from the Village. The eastern boundary at Portland Street was established at the George H. Yeaton house on the northern side of the roadway, and the Sarah Goodwin House on the southern side. The boundary has been set at these points because there are no historic properties located beyond this boundary. The southeastern boundary, encompassing those properties on Agamenticus Road, and those properties located on Highland Avenue, was set because it encompasses those properties eligible for nomination under the present historic district, historically considered as part of the Village. The southeastern boundary on Academy Street was established at the boundary line defined under the Berwick Academy Historic District Nomination. The southern boundary is defined by a clear shift in the property layout and architecture along Main Street to the south, beyond the First Baptist Church and Hanson Homestead, in an area traditionally associated more with the mill development along the Salmon Falls River, rather than the Village itself. The back lot lines of the properties located immediately along Main Street delineate the western boundary, as the properties and streets beyond have no visual tie to the central village area.

Name of Property

County and State

**11. Form Prepared By**name/title Michaela Hutchins Jergensen, consultant fororganization South Berwick Historic Committeedate 14 October 2009street & number 180 Main Streettelephone (207) 384-3300city or town South Berwickstate Mainezip code 03908-1535e-mail mikhutchins@hotmail.comname/title Christi A. Mitchell, Architectural Historianorganization Maine Historic Preservation Commissiondate 16 October 2009street & number 55 Capitol Streettelephone (207) 287-2132city or town Augustastate Mainezip code 04353e-mail Christi.mitchell@maine.gov**Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A USGS map (7.5 or 15 minute series) indicating the property's location.  
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items)

**Photographs:**

Submit clear and descriptive black and white photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

**Name of Property:** South Berwick Village Historic District  
**City or Vicinity:** South Berwick  
**County:** York **State:** Maine  
**Photographer:** Michaela Hutchins Jergensen  
**Date Photographed:** January 10, 2009

**Description of Photograph(s) and number:**

**1 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_001.tif  
Lower Main Street, facing northeast. Property #'s 53, 52 and 89 visible on right: #'s 54 and 55 visible on left.

**Photographer:** Kurt Jergensen  
**Date Photographed:** January 10, 2009

**2 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_002.tif  
Intersection of Academy Ave and Lower Main Street, facing south. Property #'s 89 and 88 visible on right; #'s 84 (partial), 85 and 86 visible on left.



Name of Property

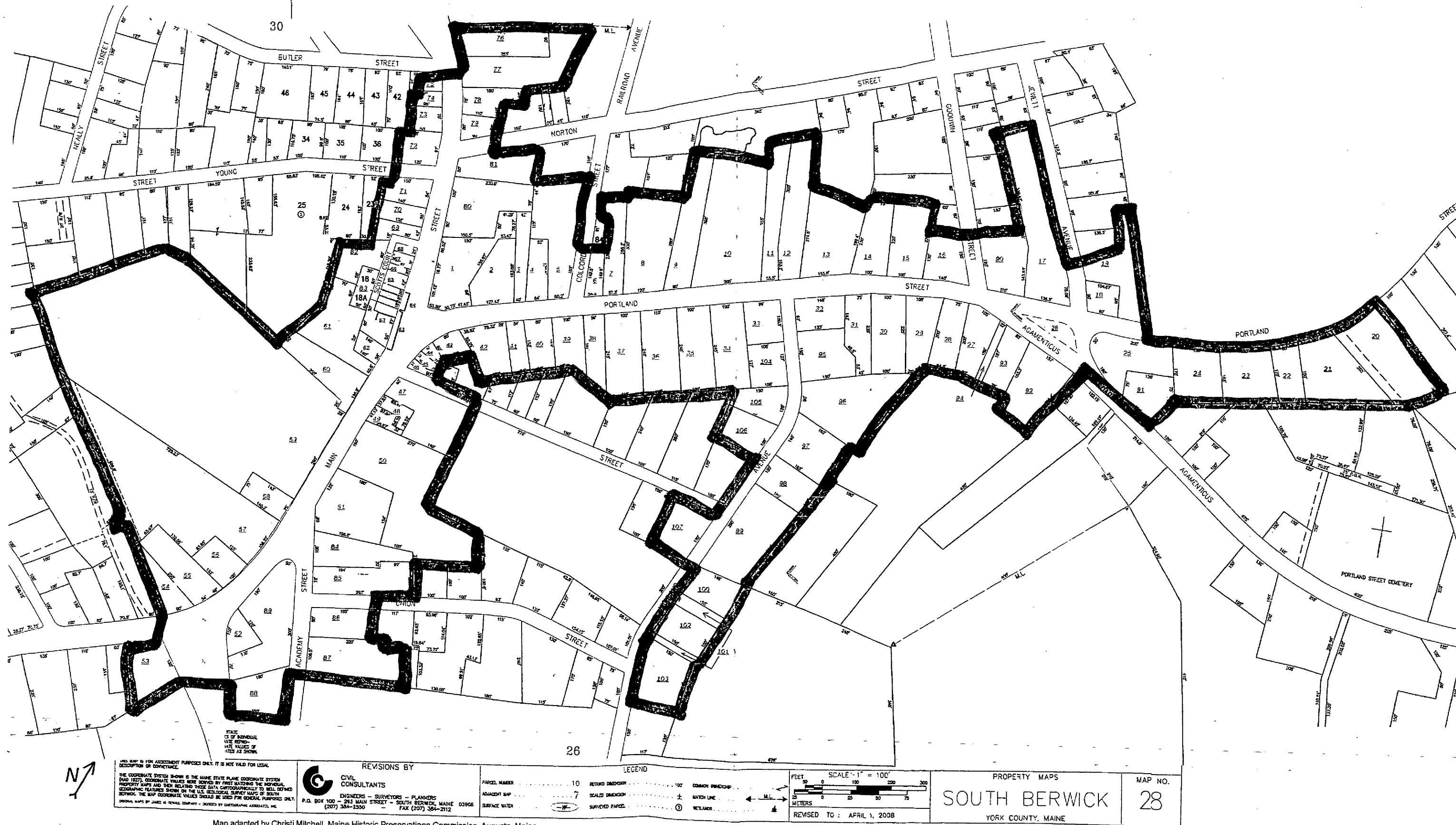
County and State

**Photographer:** Michaela Hutchins Jergensen**Date Photographed:** January 10, 2009

- 3 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_003.tif  
Intersection of Main Street and Portland Street, "the Corner", facing north northeast. Property #'s 62 to 64 visible on left and property # 1 on the right.
- 4 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_004.tif  
Intersection of Main Street and Portland Street, "the Corner", facing north down Main Street. Property #'s 65 to 69 visible on left and property #'s 77 to 80 on the right.
- 5 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_005.tif  
Business Blocks, (property #'s 63 to 68) at the intersection of Main Street and Portland Street, "the Corner." Facing northwest.
- 6 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_006.tif  
Upper Main Street, facing south. Property #'s 72 to 75 visible on the right and property # 80 (Post Office) and #'s 45 and 46 (frame buildings) visible on the left.
- 7 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_007.tif  
Portland Street, facing east. Property #'s 28 to 31 are visible on the right, and in the background left are properties # 16, 90 and 17.
- 8 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_008.tif  
Portland Street, facing east. . Property #'s 29 (partial) to 31 are visible on the right, and on the left are properties # 13,14, 15,16, 90 and 17.
- 9 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_009.tif  
Portland Street at the intersection with Agamenticus Street; facing east. From left to right are properties # 23,24,25 and 26 (Soldier's Monument).
- Photographer:** Christi Mitchell
- Date Photographed:** August 21, 2009
- 10 of 10.** ME\_YORK COUNTY\_SOUTH BERWICK VILLAGE HD\_010.tif  
John B. Caverly House, Highland Avenue (# 97); facing southeast.

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

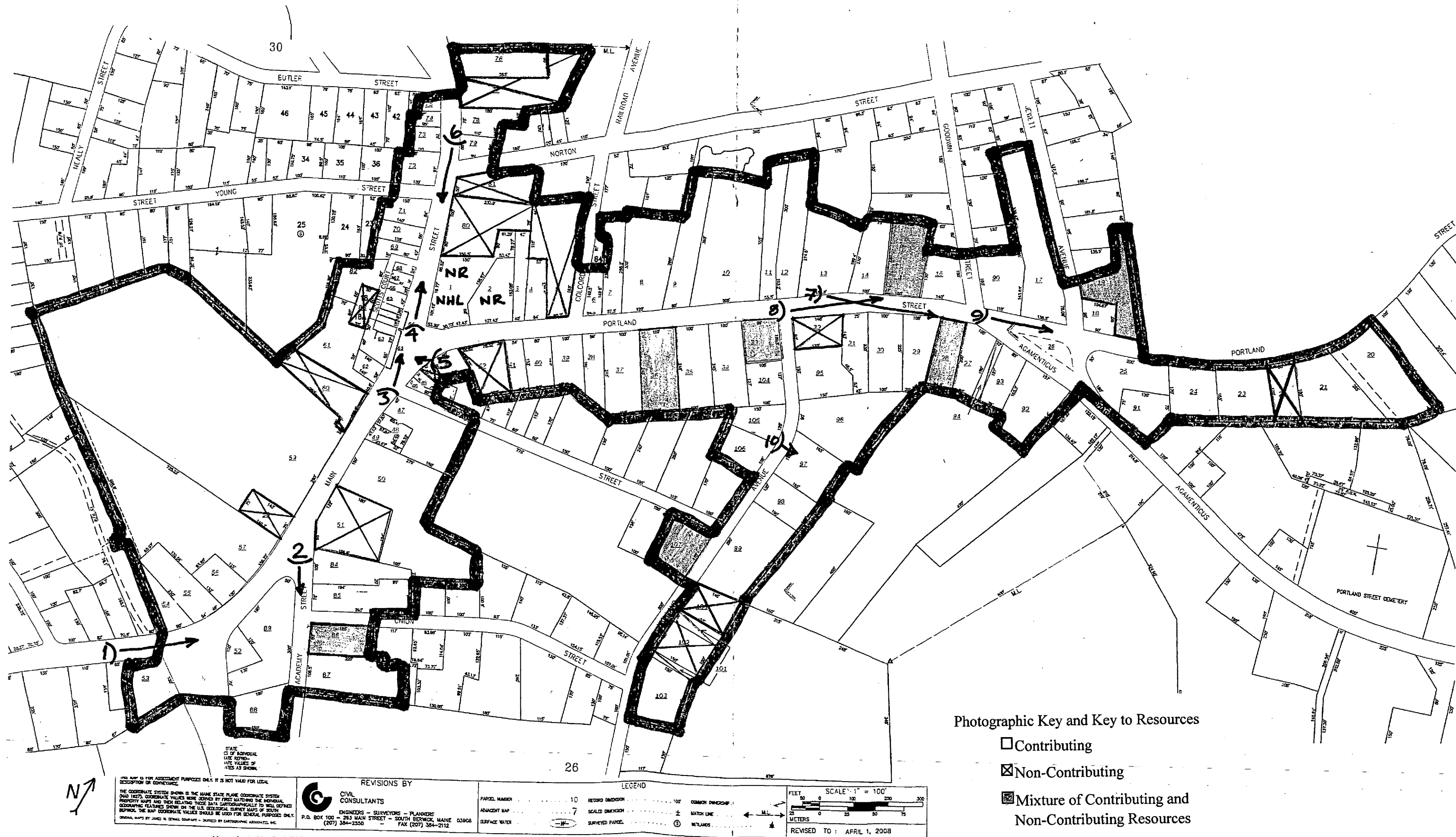
**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



# SOUTH BERWICK VILLAGE HISTORIC DISTRICT National Register of Historic Places

16 October 2009

# = Inventory Number



# SOUTH BERWICK VILLAGE HISTORIC DISTRICT National Register of Historic Places

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## Appendix D Concept Plans



PAVED PARKING LOT  
WITH DELINEATED  
PARKING STALLS

PAVED WALKWAYS

INTERPRETIVE  
SIGNAGE

KAYAK LAUNCH

FISH LADDER



(1) ADA PARKING  
STALL

PROPOSED TREES

PAVILION

BENCHES

RAILING AT WATER  
EDGE

LEGEND



DECKING



CONCRETE SIDEWALK



ASPHALT PAVEMENT



SHADE TREES



EXISTING VEGETATION





**LEGEND**

-  **BUILDINGS**
-  **SIDEWALK PAVEMENT**
-  **ASPHALT PAVEMENT**
-  **SHADE TREES**
-  **EXISTING TREES**





















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