



TOWN OF SOUTH BERWICK, MAINE

DRAFT Downtown Revitalization Plan

APRIL 2024



Downtown Revitalization Plan

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April 2024

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South Berwick Downtown Revitalization Plan Advisory Committee

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- Melissa Costella, Town Councilor, Vice Chair
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- 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.

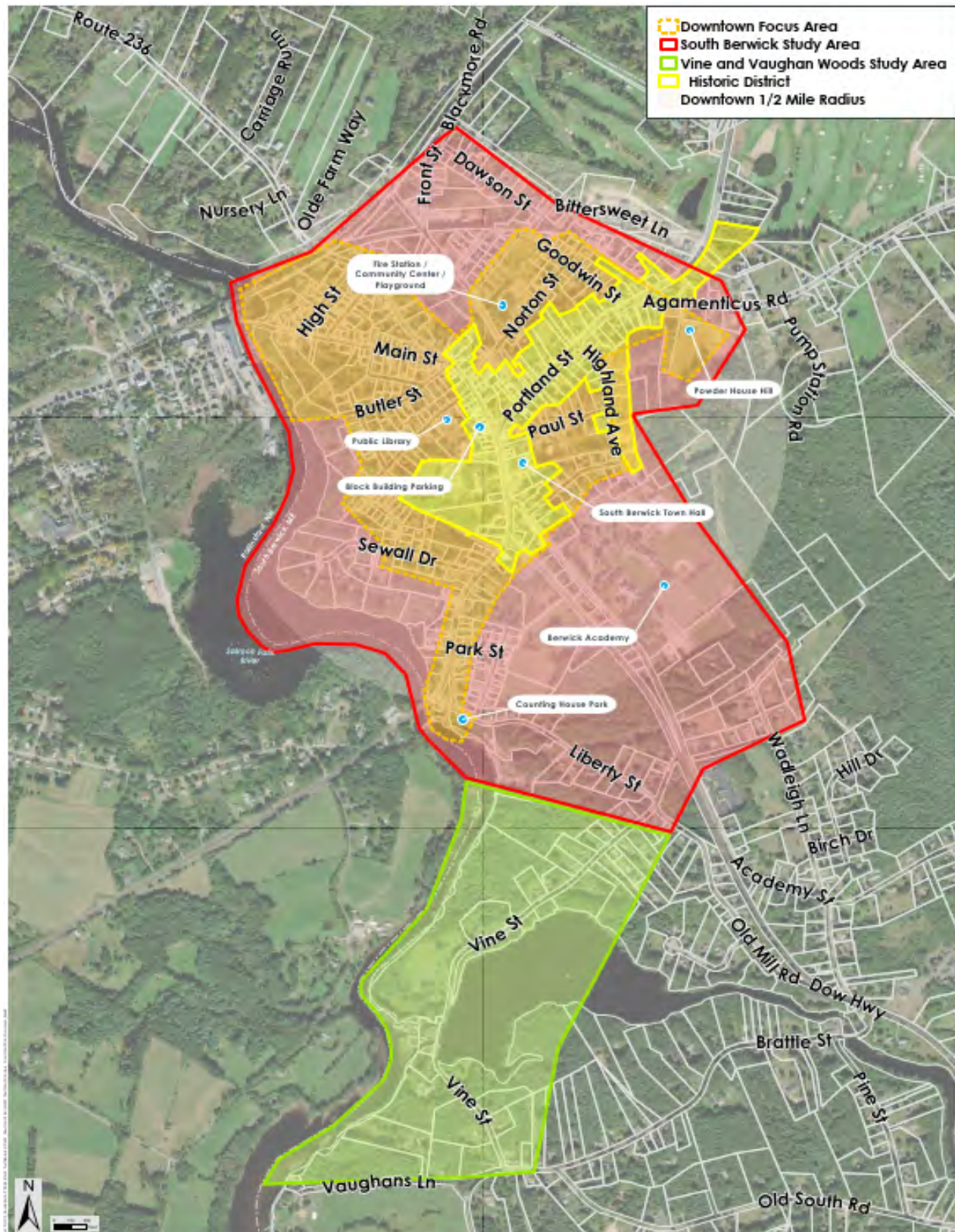
This plan outlines the improvements within the downtown area over the next several years. The plan identifies a number of action items to be undertaken and assigns priorities to the items. The action items are organized into immediate items, short term, and long-term action items. Specific goals of the 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 Rollingsford, New Hampshire to the Shoetown neighborhood and extending to the Powderhouse Hill recreational area. While not within the downtown footprint, the Vince 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. 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.



1.3 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:

- 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 upon recreational opportunities within the community.

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.

1.4 Snapshot of Downtown South Berwick

1.4.1 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
- Quiet agricultural community
- 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

1.4.2 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 prevent 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

1.4.3 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.

1.5 Final Plan

The final downtown Revitalization Plan presented to the town not only lists the various action items, but also identify 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 through York County. 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.



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. 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.



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 two categories – Immediate items to take place in year 1, and near-term items to be undertaken in years 2 through 4. Future items in year 5 and beyond are included in Appendix C of the report. The primary action items in the immediate category are focused around **four** main areas:

- **Downtown Transportation Planning Study –**
- **Parking Study –**
- **Façade Program –**
- **Downtown Parks Study –**

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 curblines 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 **York County 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.

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 Rollingsford, 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 ____ - acres and ____ 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 Rollingsford 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 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 was delineated as the area from Lower Main Street at the Salmon Falls River bridge to the Counting House bridge at the southerly crossing of the Salmon Falls River.
- The area also included the Shoetown neighborhood and 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

- A study area needs to be defined in the Downtown Revitalization Plan for State approval and subsequently for potential financial support. 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 is due in May of 2024. The full comprehensive plan can be found on the town's website.

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. **Add zoning map**

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.
- 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

- The town should consider hiring a full-time planner to assist with proposed developments in town.
- Review the fee structure of planning board applications and new development projects.
- Consider revising the on-street parking ordinances to allow overnight parking in certain areas.
- Mixed use developments...
- 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.

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.



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.

5.2.1 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.



5.2.2 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.



5.2.3 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.



5.3 Blighted Structures/Properties

The town has established a Facades 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 story boards 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.



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 Kittery 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.

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. (review w/ internet providers)
- Another important social trend to consider is that the federal government is becoming less and less of the “Calvary” that supports all economies and that Maine as a “city state” is in similar decline of support for all local economies. 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 their own 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.



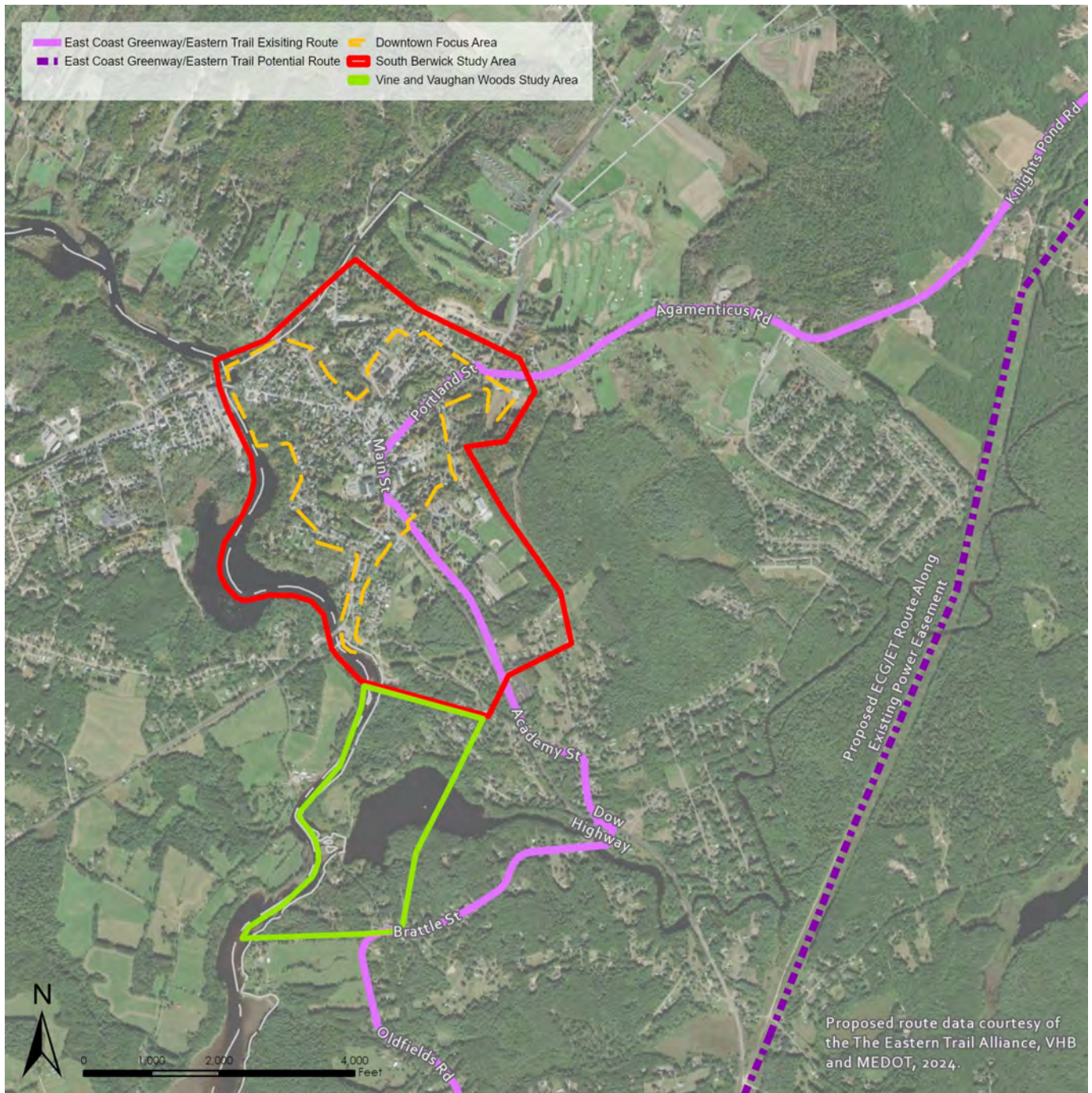
Section 9 Pedestrian/Bicycle Infrastructure and Accessibility

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.

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 in purple, depicts a potential future route that bypasses the downtown.

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).



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.
- Consider 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.



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 Preservation Commission is in the process of installing Historic District street signage along Paul Street, Portland Street, Main Street, and Liberty Street. It is expected that these street signs will be installed in the spring.

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 community support wayfinding for parking areas within walking distance of the downtown.
- A majority of 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 street lights 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 enhanced signage to direct vehicles to parking lots, particularly underutilized lots that are not visible from Main Street.
- Consider creating a standalone 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.



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 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.
- 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 spaces are available for enhancements within the downtown area.
- The playground 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 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.
- Consider adding a dog park on Agamenticus Road.



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 Department of Finance 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.

14.2 Recommendations

- Look for opportunities to leverage local matching funds with private investment funds as well as state and federal programs.
- 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.
- Possible capital improvement projects the community supports for the downtown include 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.
- 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.

Section 15 Action Plan/Funding Opportunities

The following is a summary of the prioritized improvement initiatives based on findings 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 immediate needs, near term needs within a 2-to-4-year period, and longer term needs greater than 5 years. The longer-term action items are included in Appendix C. 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 but 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 significant capital expenses for implementation, 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.

<https://www.pressherald.com/2024/02/29/coalition-calls-for-30-million-bond-to-support-maine-trails/>

15.1.1 Immediate Needs (1 Year)

YEAR 1		
Strategy	Level of Effort	Notes
Month 1-3	▶▶	
Month 3-9	▶▶ ⌚ \$	
Month 1-12	▶▶ ⌚ \$	
Month 1-12	▶▶ ⌚ \$	

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

Notes: Implementation of Action Items will fluctuate based on available funding.

Strategy	Level of Effort	Notes
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YEAR 1

Month 3-12



Month 6-12



Month 6-12



Month 6-12



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

Notes: Implementation of Action Items will fluctuate based on available funding.

15.1.2 Near Term Needs (2-4 Years)

Years 2-4		
Strategy	Level of Effort	Notes
Year 2-4	⌚ \$	
Year 2-4	⌚ \$	
Year 2-3	⌚ \$	

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

Notes: Implementation of Action Items will fluctuate based on available funding.

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 Tax Increment Financing (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.

<http://mainearts.maine.gov/grants.aspx>

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.

<http://www.efficiencymaine.com/at-work/tools-resources>

The MDF Maine Downtown Center Green Downtowns program is geared towards supporting sustainable green initiatives for Maine's downtowns. Although their emphasis is on member communities, the Town can contact MDF to see if aspects of the program might apply to South Berwick.

http://www.mdf.org/mdc_green_downtowns.php

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.

<http://www.maine.gov/doc/mfs/projectcanopy/pages/resource.htm>

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).

http://www.maine.gov/mhpc/tax_incentives/index.html

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.

<http://www.mainehousing.org/HOUSINGDEVProgramsDetail.aspx?ProgramID=51>

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

http://www.famemaine.com/files/Pages/business/businesses/equity_capital/Maine_New_Markets_Capital_Investment_Program.aspx

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 Wiscasset-based CEI (Coastal Enterprises Inc.) to boost downtown and fisheries-related development in rural Maine.

This partnership results in a provision of \$500,000 in new loan funds, which will be available for rehabilitation of downtown buildings and development of fisheries-related enterprises in the state's rural communities.

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.

http://www.northernforest.org/northern_border_regional_commission_nbrc_.html

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

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

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 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

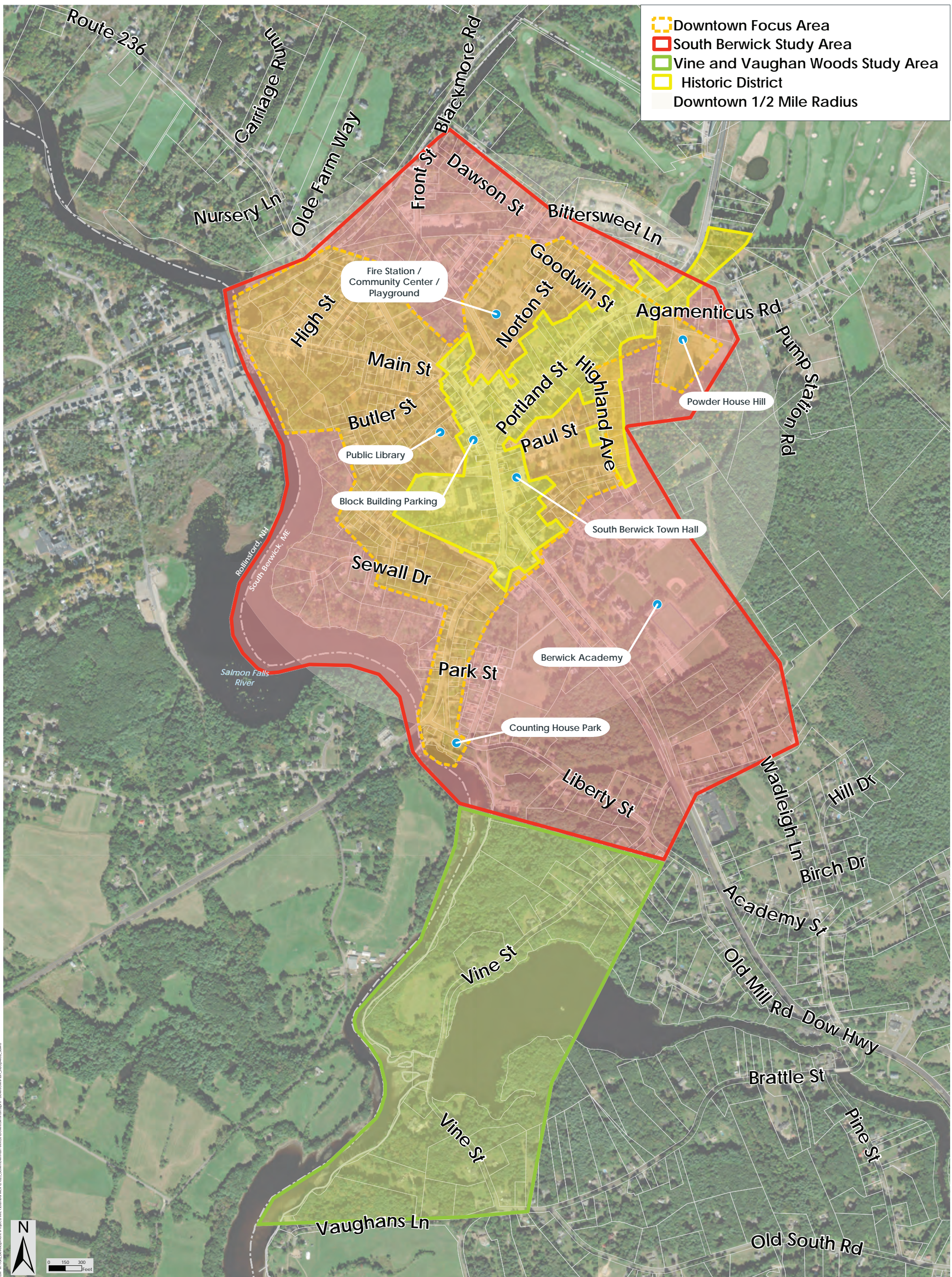
Downtown Study

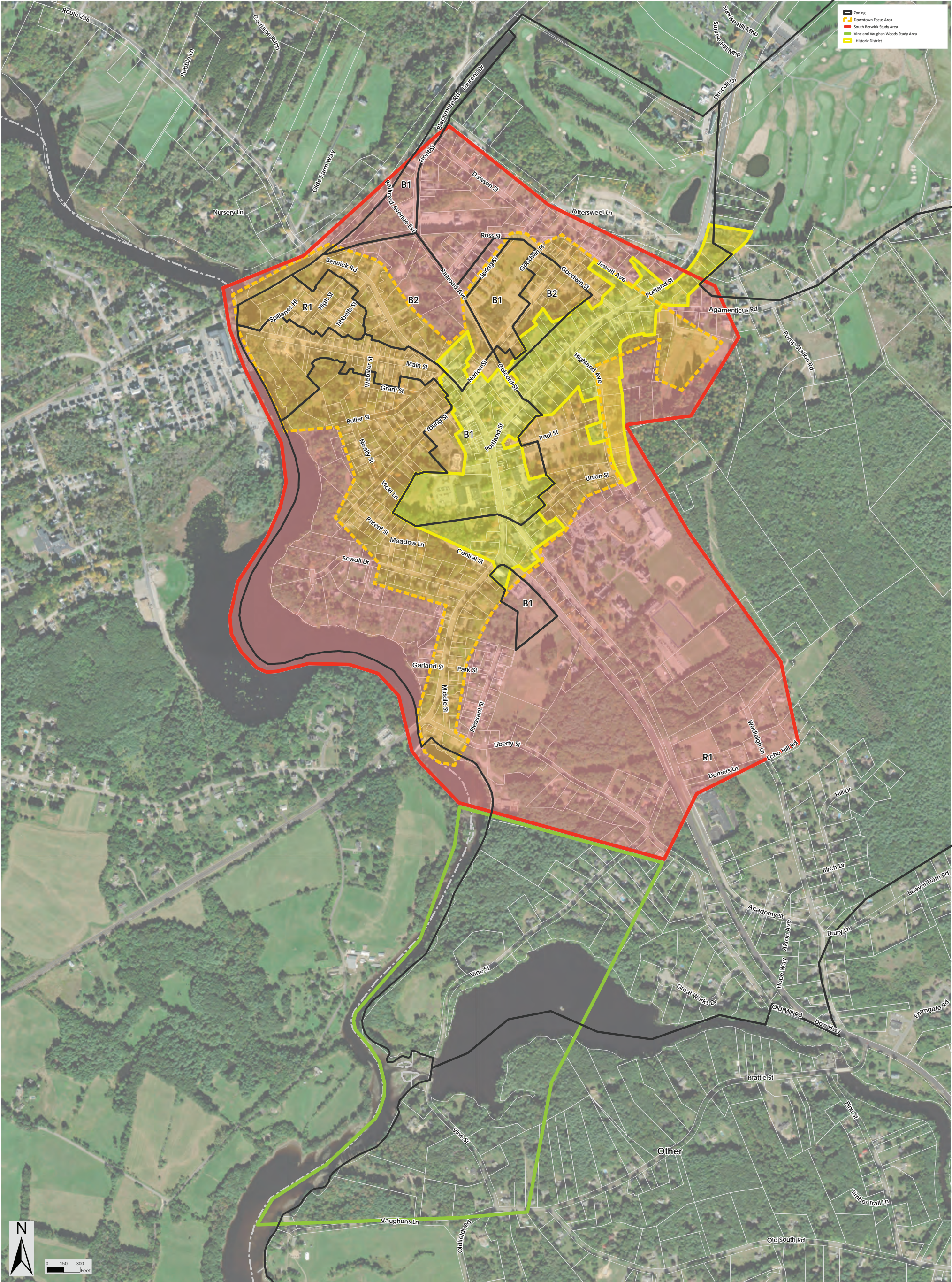
Parcel Land Use

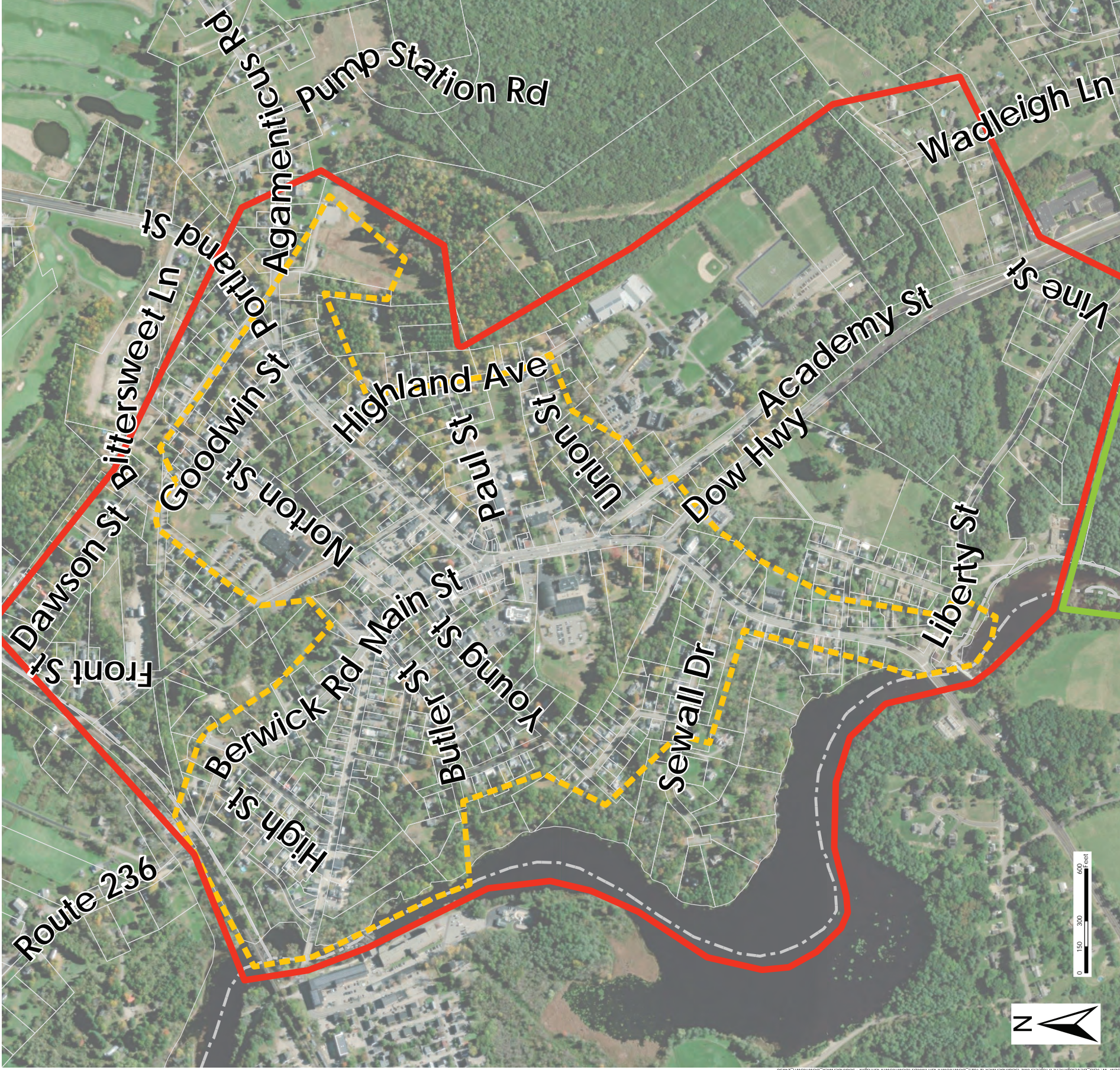
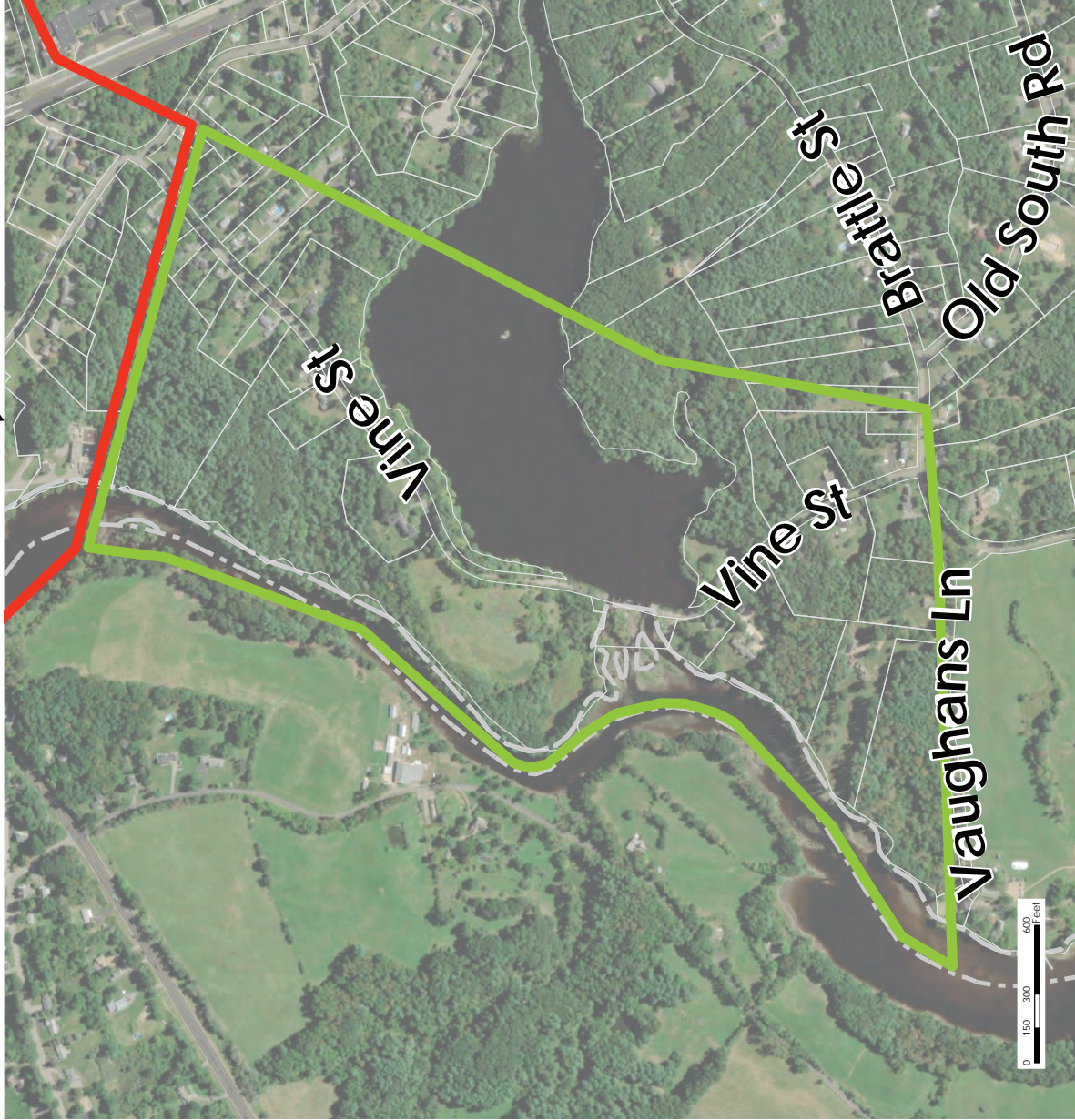
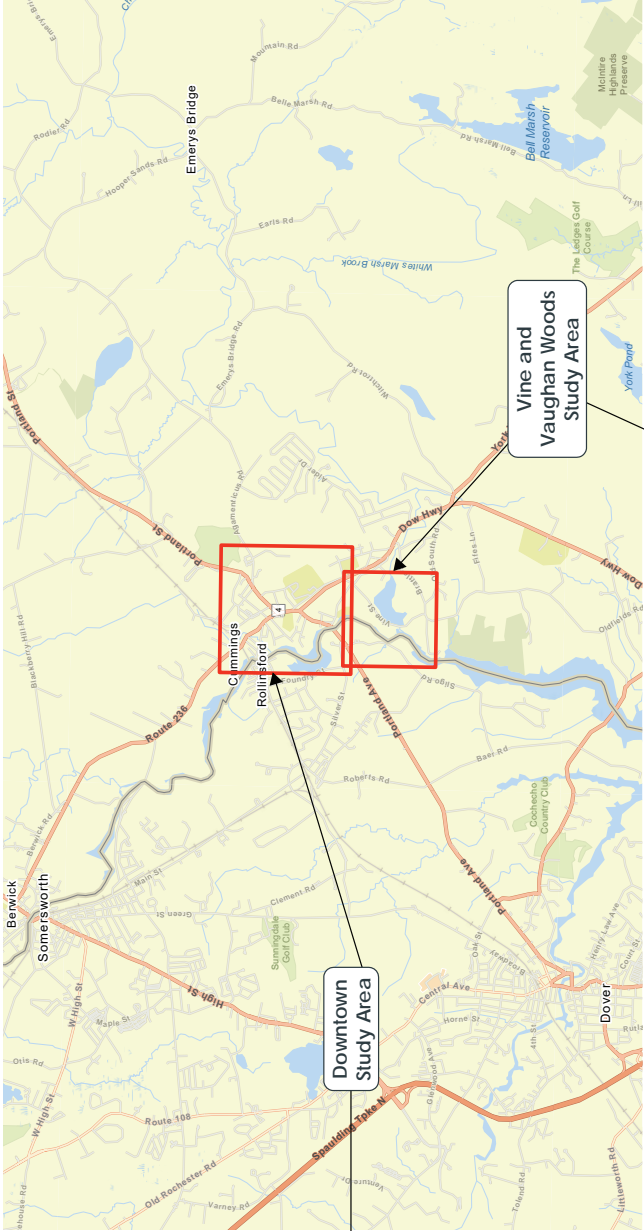
Transportation / Parking

Recreation

Utilities







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

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



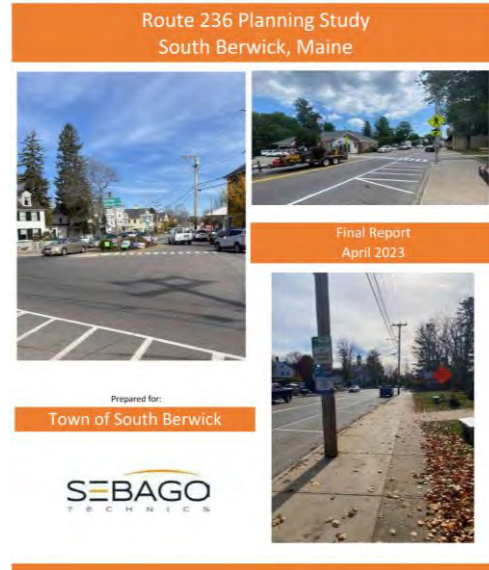
Concept Plans & Report

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

Downtown Study Area

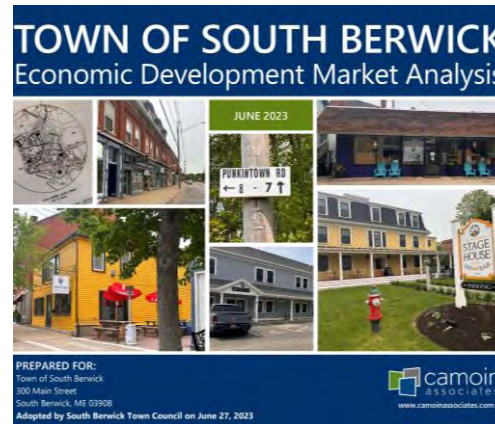


Recent Studies & Published Reports



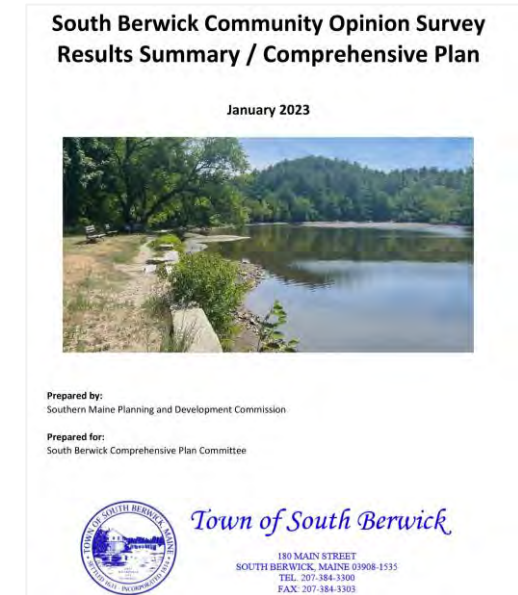
Traffic Study

- Intersection Alternatives
- Corridor Considerations
- Traffic Calming



Economic Development & Market Analysis

- Market Analysis
- Demographics
- Industry & Workforce Profiles



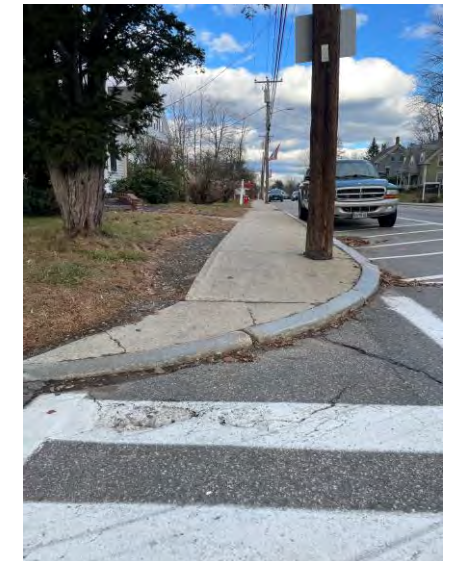
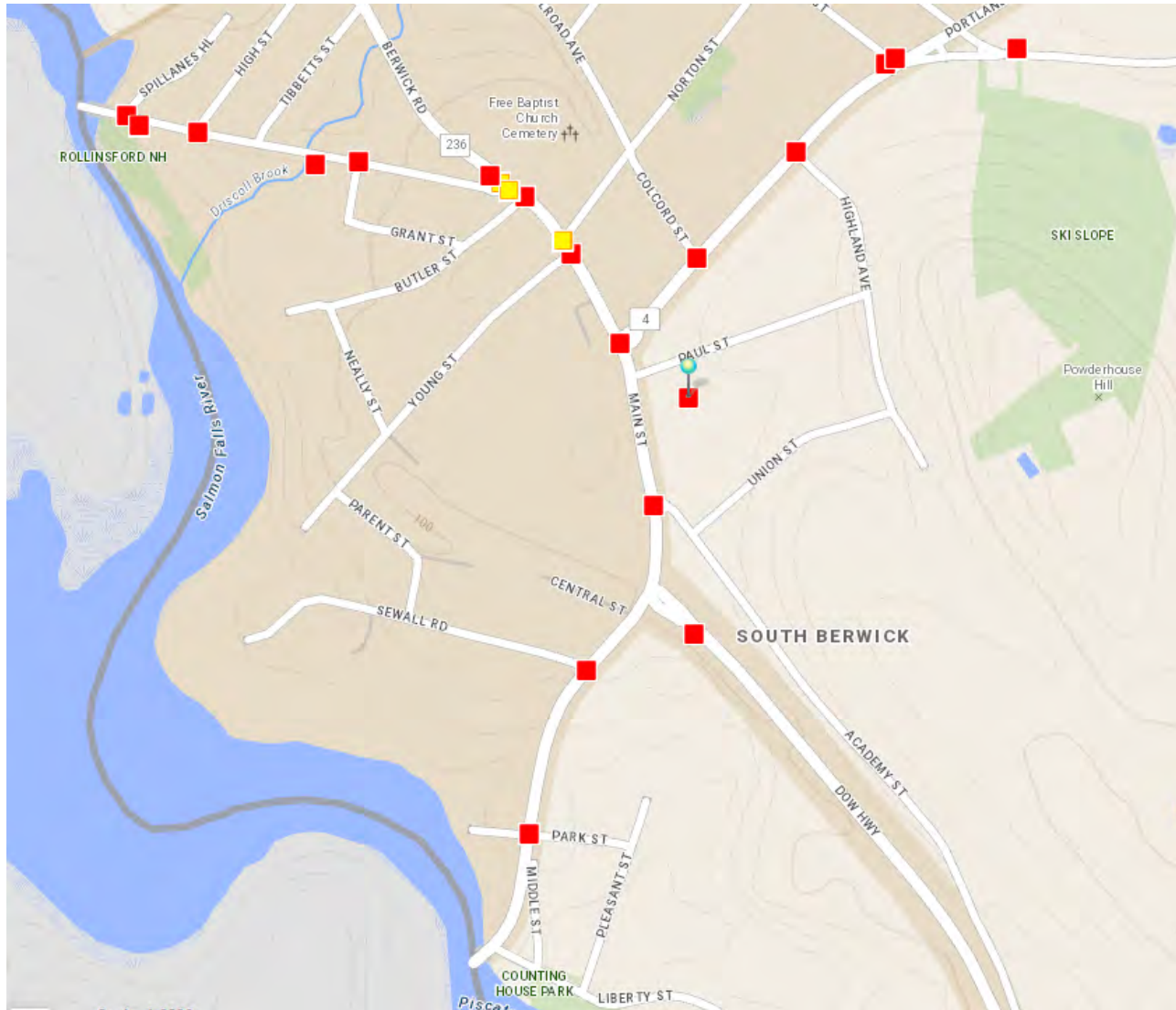
Community Opinion Survey Results / Comprehensive Plan

- 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

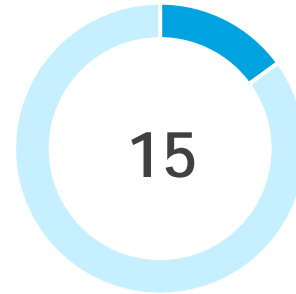


Style Options

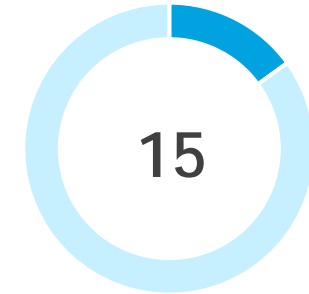
- Elevates town character
- Brand recognition
- People drive inclusive design

Group Breakout Session

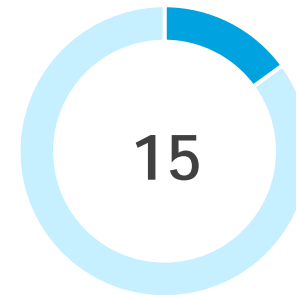
**Downtown
Improvements**



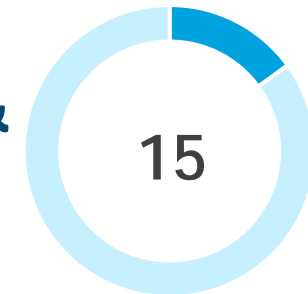
**Sidewalks,
Crosswalks/Public
Space**



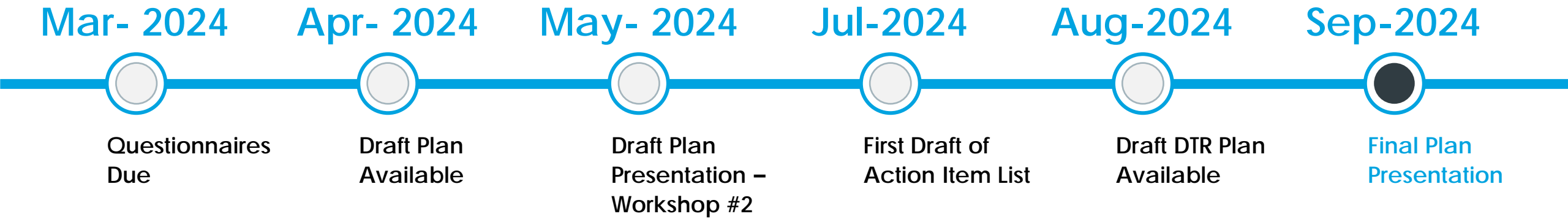
**Economic
Development**



**Local Regulations &
Housing**



Next Steps

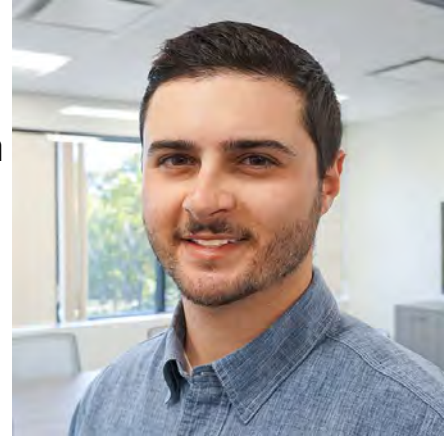


Contact Information



Jeffrey Preble, PE

jeff.preble@wright-pierce.com
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

1-18-24 MEETING ATTENDANCE

Name (please print legibly)	Contact Info (E-Mail if Available)	Interest in Project
	firstdraftmedia Amy Miller @yahoo.com	
Blake Nadilo	Blake@Nadilo.com	Resident
Robt T. Leavens	rtleavens@myware@gmail.com	Resident
SAM FLINKSTROM	sam@sefcosolutions.com	RESIDENT / BUSINESS owner
Abby Rounak	rounakabigail@gmail.com	resident / sports business employee
Anna Wittenborg	awittenborg@comcast.net	Resident
Sharon Trull	Sctru11@comcast.net	Resident & downtown
ERIC FLINKSTROM	EFLINK@COMCAST.NET	CITIZEN
Terry Poulin	tcpoulin@comcast.net	Resident
Jane Connolly	janeconnolly@gmail.com	Resident +
Virginia Wilson	ginvia.wilson50@gmail.com	Resident -
Jeanette Greenlaw	jeanettej.brown@yahoo.com	Resident
ANDREA LOGAN	andii1030@gmail.com	RESIDENT
TYLER HOPPOCK	thoppock.224@gmail.com	RESIDENT
David Ramsay	dramsay24@comcast.net	Resident

1-18-24 MEETING ATTENDANCE

Name (please print legibly)	Contact Info (E-Mail if Available)	Interest in Project
Elizabeth Dauth	elizabeth.dauth@gmail.com	Resident
BRIDGET POTE	Scoutpote@yahoo	Resident
MIKE CASSEL	64 PAUL ST	RES.
Megan Cleary	megcleary83@gmail.com	Resident
JAMES CLEARY	BIGJIMCG4@GMAIL.COM	RESIDENT
Greyson Clark	gclark@mtb.com	business
Nick 8th	mat niwhtpore@ connect.net	historical
Fred Wildmeyer	F.wildmeyer@comcast.net	
Amelia Nadilo	amelia@nadilo.com	Resident
Paul Steinhauer	steinhauer.paul@comcast.net	resident / tax payer
Pamela Roberts	PamRB5214@verizon.net	Resident
Amanda Donovan	amandadonovan05@gmail.com	resident
WANDA Strunkus	Wstrunkus@gmail.com	Resident
Rob Kilburn	Rubbuc@mac.com	Resident
Katie Cincotti	Bellaclairebeauty@gmail.com	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 Alstyne	AJRVanAlstyne@gmail.com	
Julia Jones	juls_pf@yahoo.com	resident
Susan Bernier	rsbernier@comcast.net	Resident/ Taxpayer
Rob Bernier	rsbernier@Comcast.net	Taxpayer
John Cusack	Estellars@mcn.com	Taxpayer
Janice	5jaorr@gmail.com	resident
Tinku Prithkott	tinkabeep@comcast.net	yes
Rachel Morrison	rachelcmorrison13@gmail.com	(new!) resident
David McDermott	dmcdermo@gmail.com	resident
Erin McDonald	erin.sissy@gmail.com	resident
Zelda Kenney	zelda.kenney@gmail.com	Resident
Nathan Fetterhoff	nathan@jsspelleyfuneralhome.com	Resident / Business owner
Cara max Glick - Fetterhoff	earlybirdsober@gmail.com	Resident / Business owner

Name (please print legibly)	Contact Info (E-Mail if Available)	Interest in Project
Kamre Steinhauer	tdSteinhauer@comcast.net	Taxpayer
Betsy Ware	enacyware262@gmail.com	want an interesting/vibrant & tax producing downtown
Kaitlin Mckee	Katiemmckee@gmail.com	Downtown
Mike Spinney	Spinney@gmail.com	Resident
Josh LaPlante	dr.seth@greatnorthchiro.com	
KYLE FRITZ	KYLEFRITZ341@gmail.com	RESIDENT
Mark Desenberg	mdesenberg@comcast.net	Resident
Rick Poulin	poulinga@msn.com	RESIDENT
Joseph + Laura Smith	jims3rd@comcast.net	Resident
Malcolm P Kenney	mkenney52@comcast.net	Resident Retired
Len Bagh	len@greatnorthbuilders.info	business owner / downtown resident / involved citizen
Beth + James Theriault	lily1beth@hotmail.com	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 & 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**:

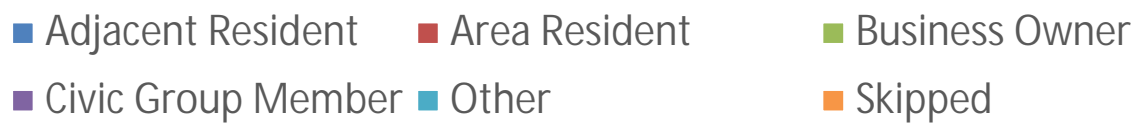
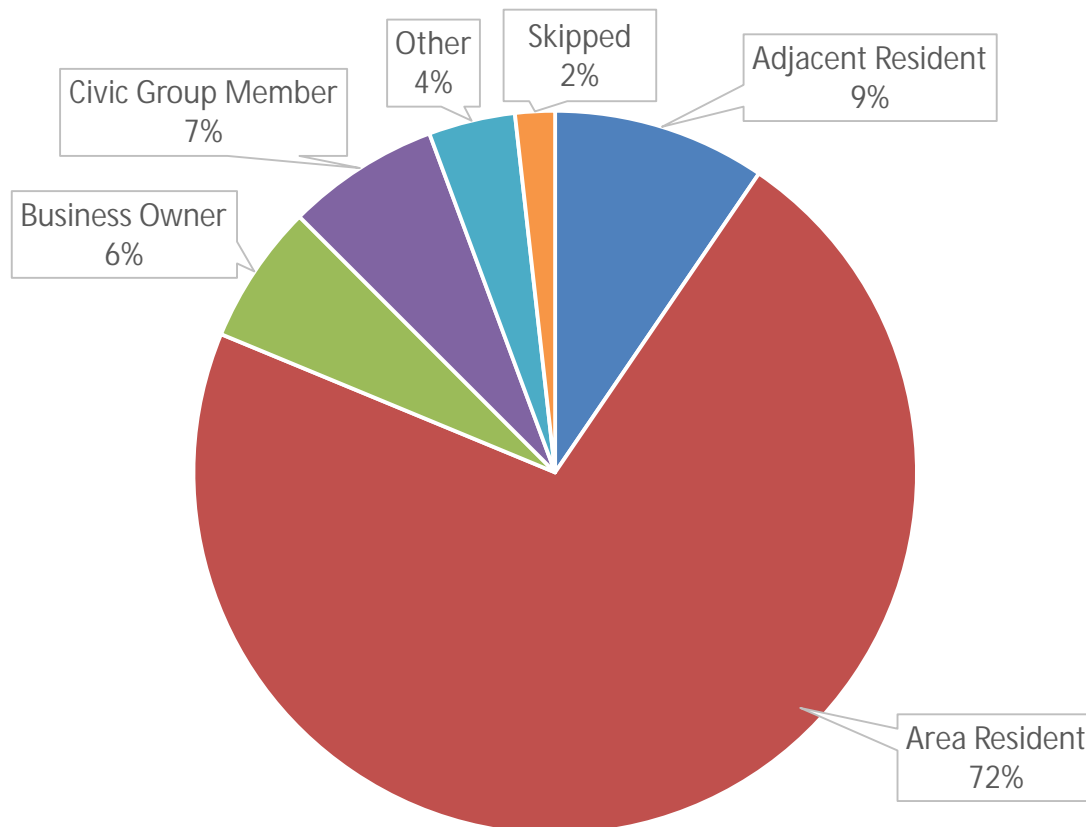
Town of South Berwick
C/O Denise Clavette
180 Main Street,
South Berwick, ME 03908

Or Submit via **email** to jeff.preble@wright-pierce.com

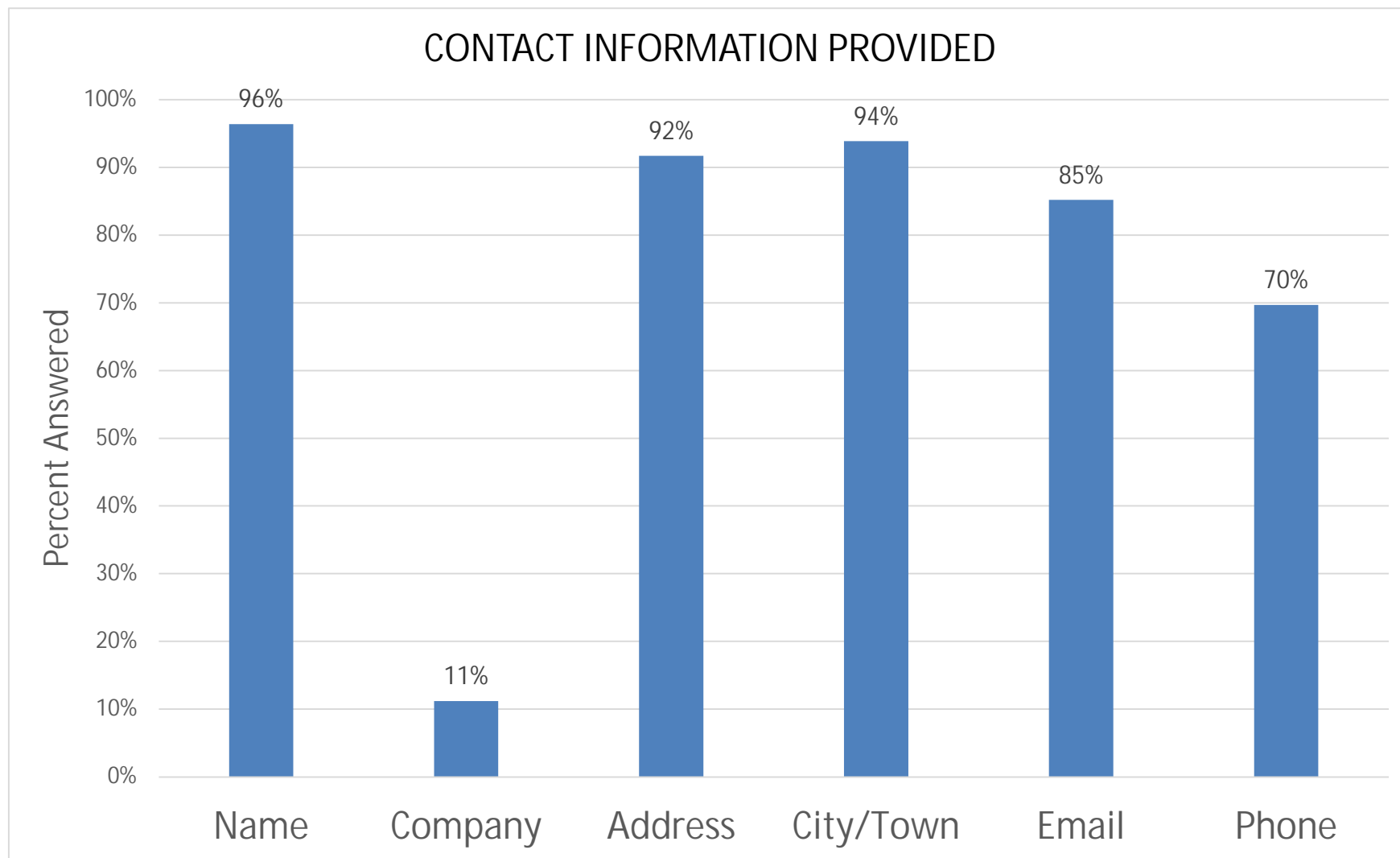


Community Survey Results
South Berwick Downtown Revitalization Plan

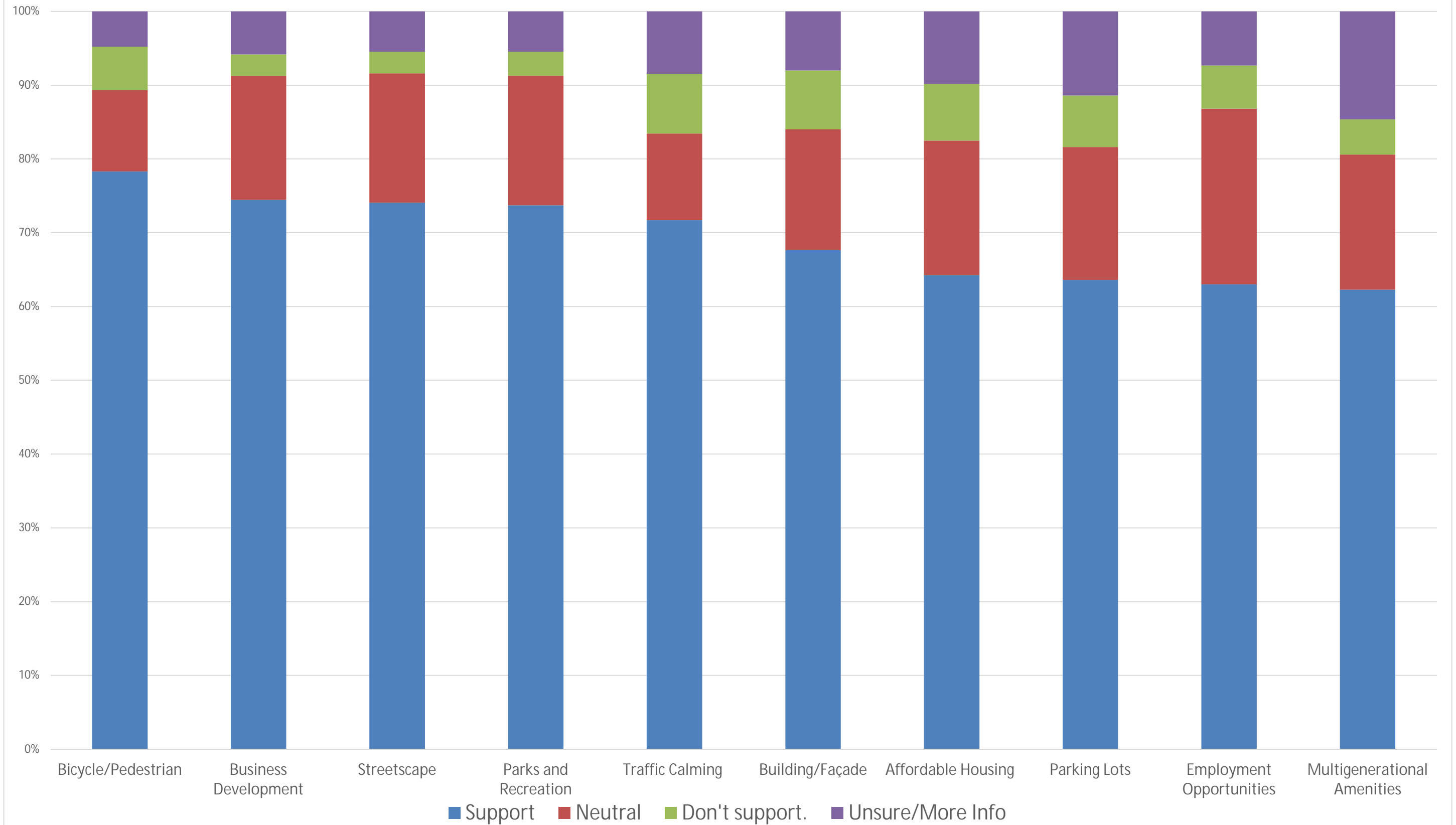
SURVEY DEMOGRAPHICS



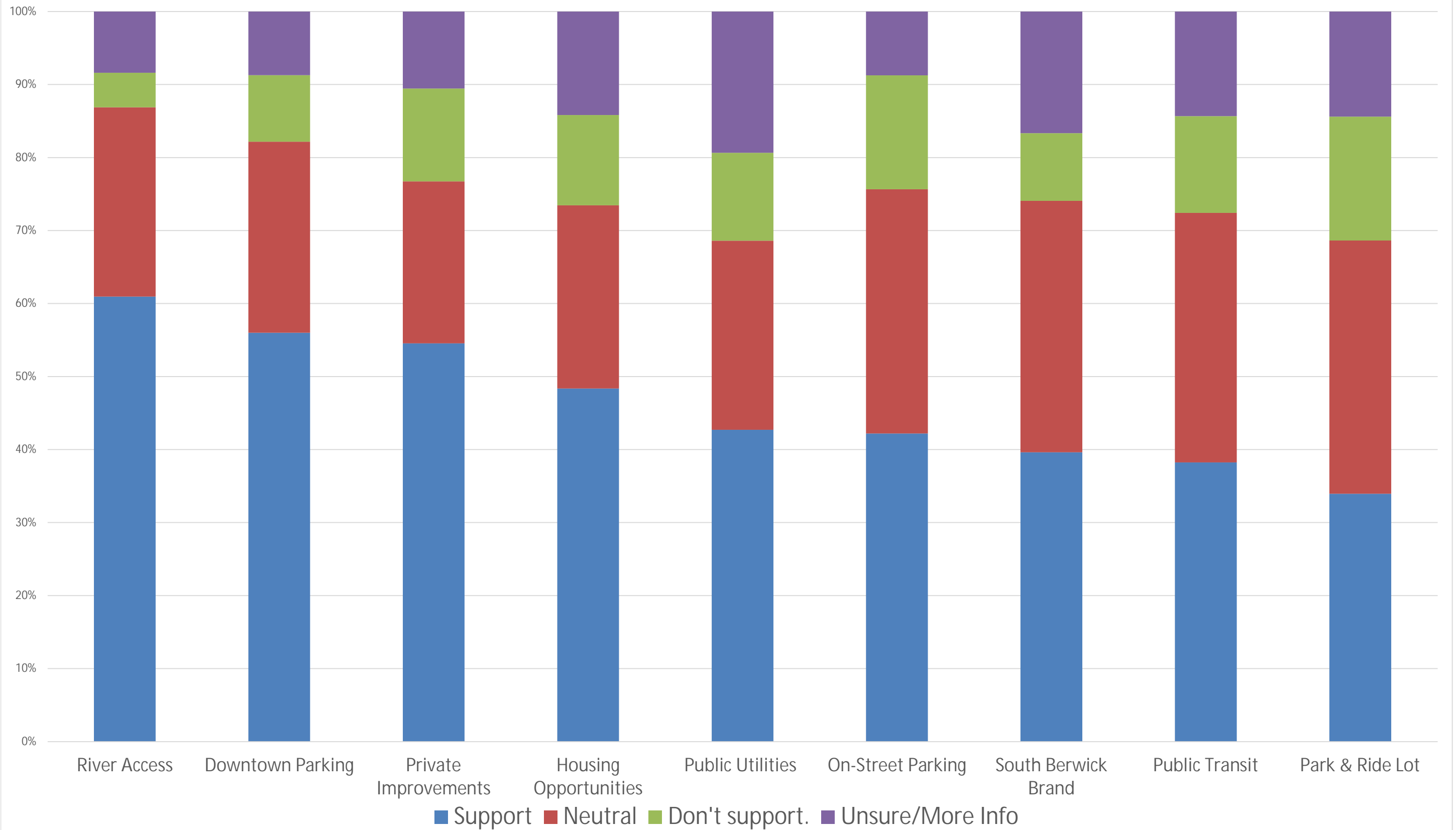
Community Survey Results
South Berwick Downtown Revitalization Plan



POTENTIAL DOWNTOWN IMPROVEMENTS (1 of 2)

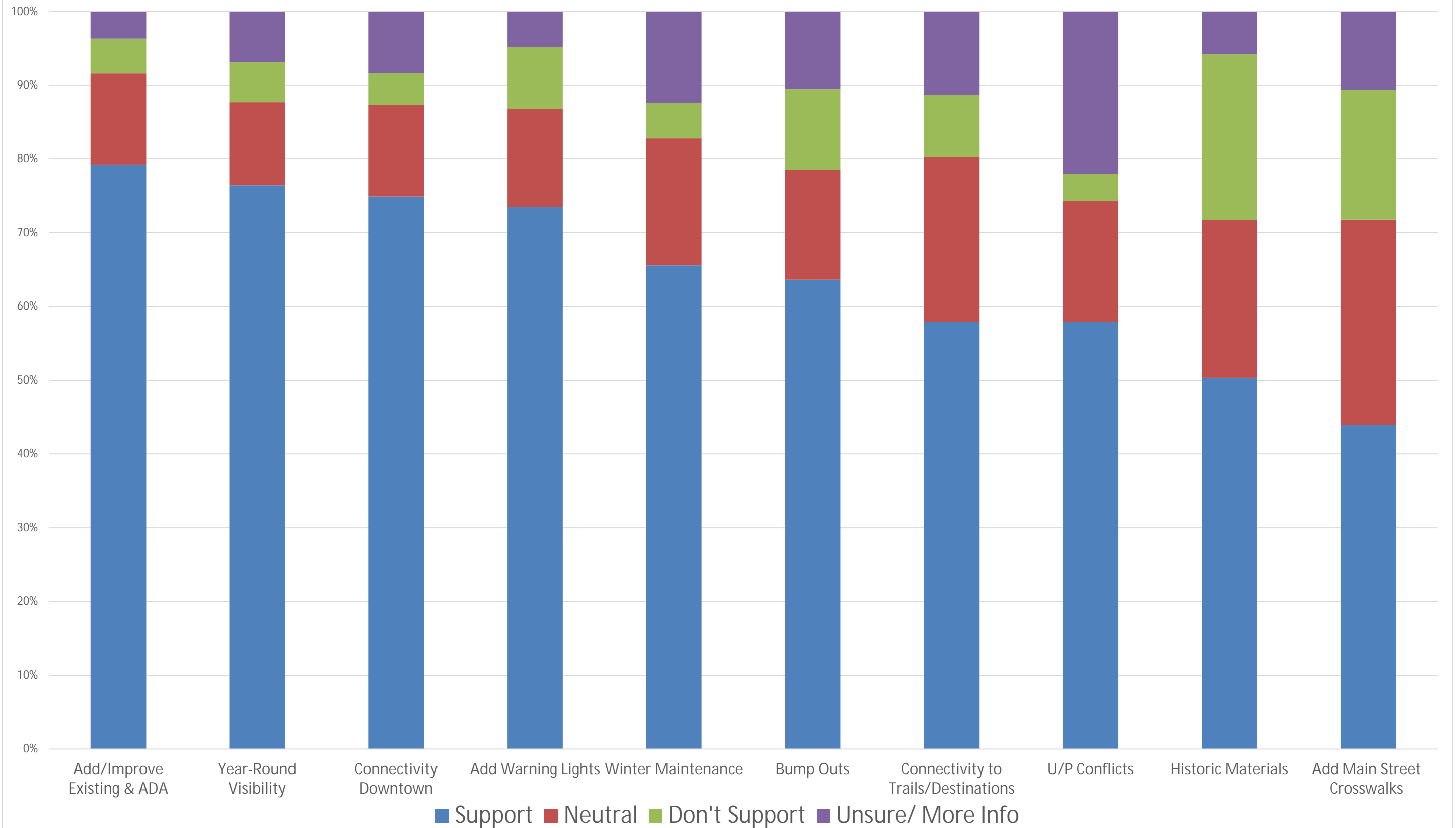


POTENTIAL DOWNTOWN IMPROVEMENTS (2 of 2)

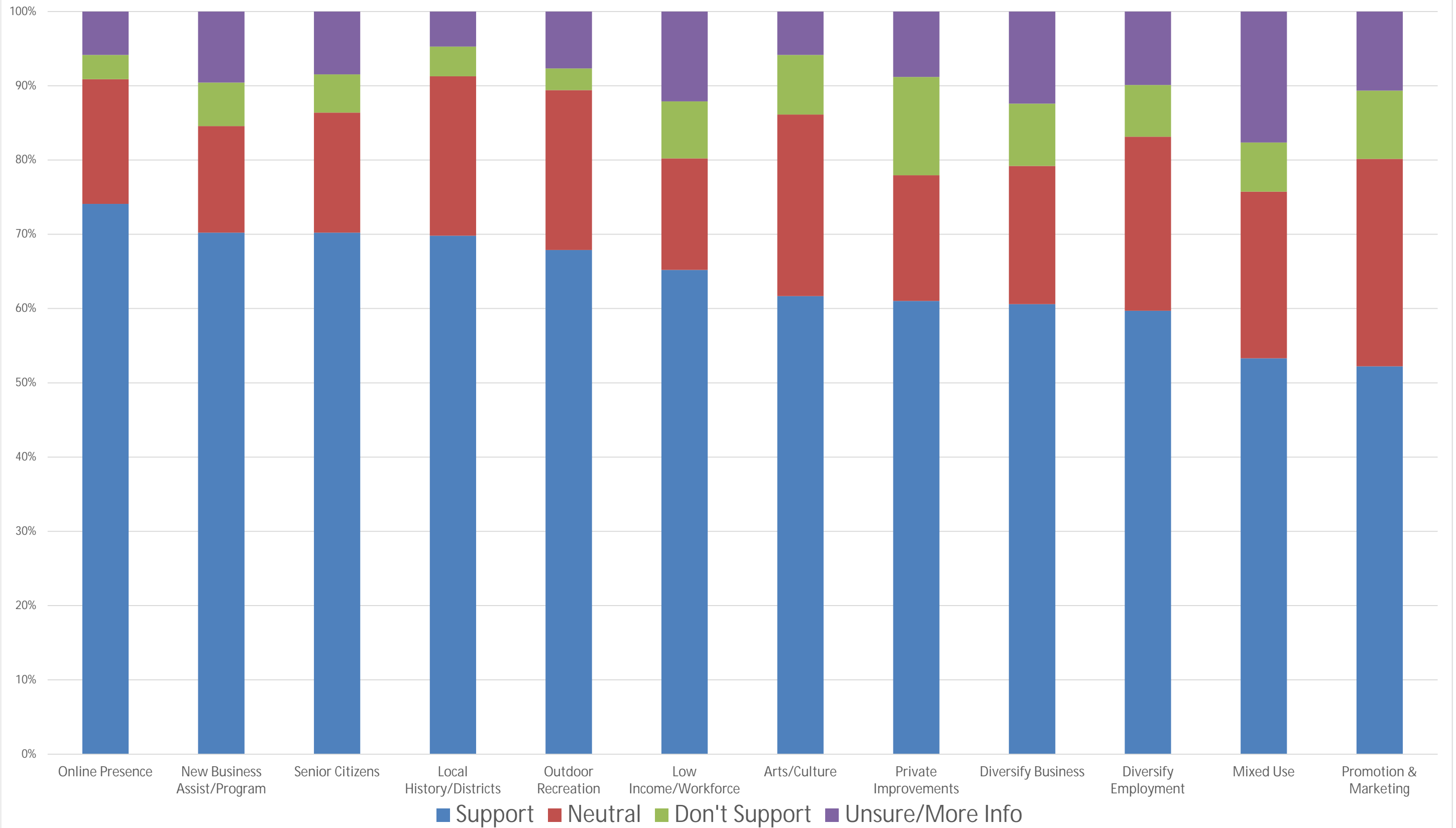


Community Survey Results
South Berwick Downtown Revitalization Plan

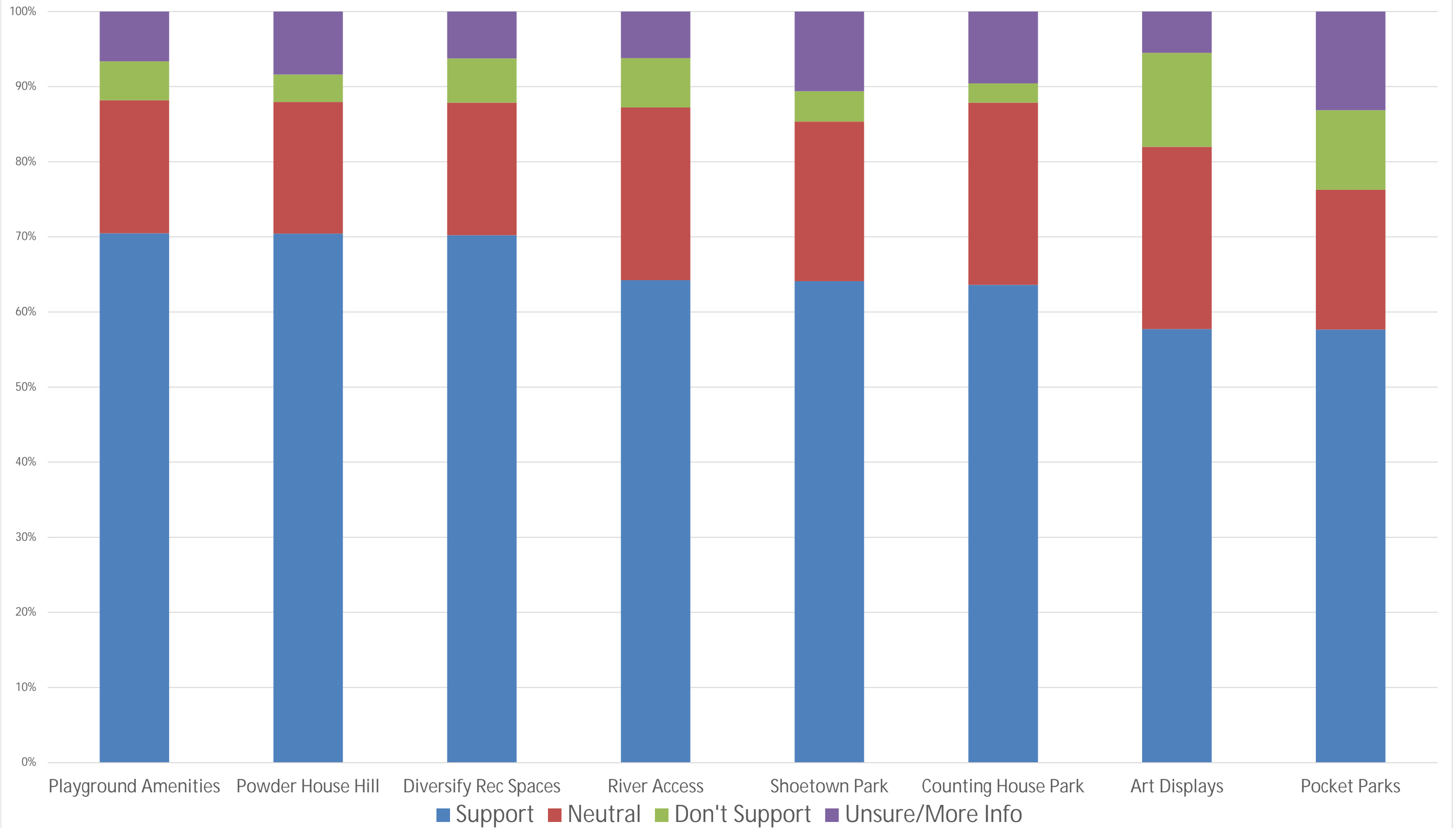
SIDEWALKS AND CROSSWALKS



ECONOMIC DEVELOPMENT AND HOUSING

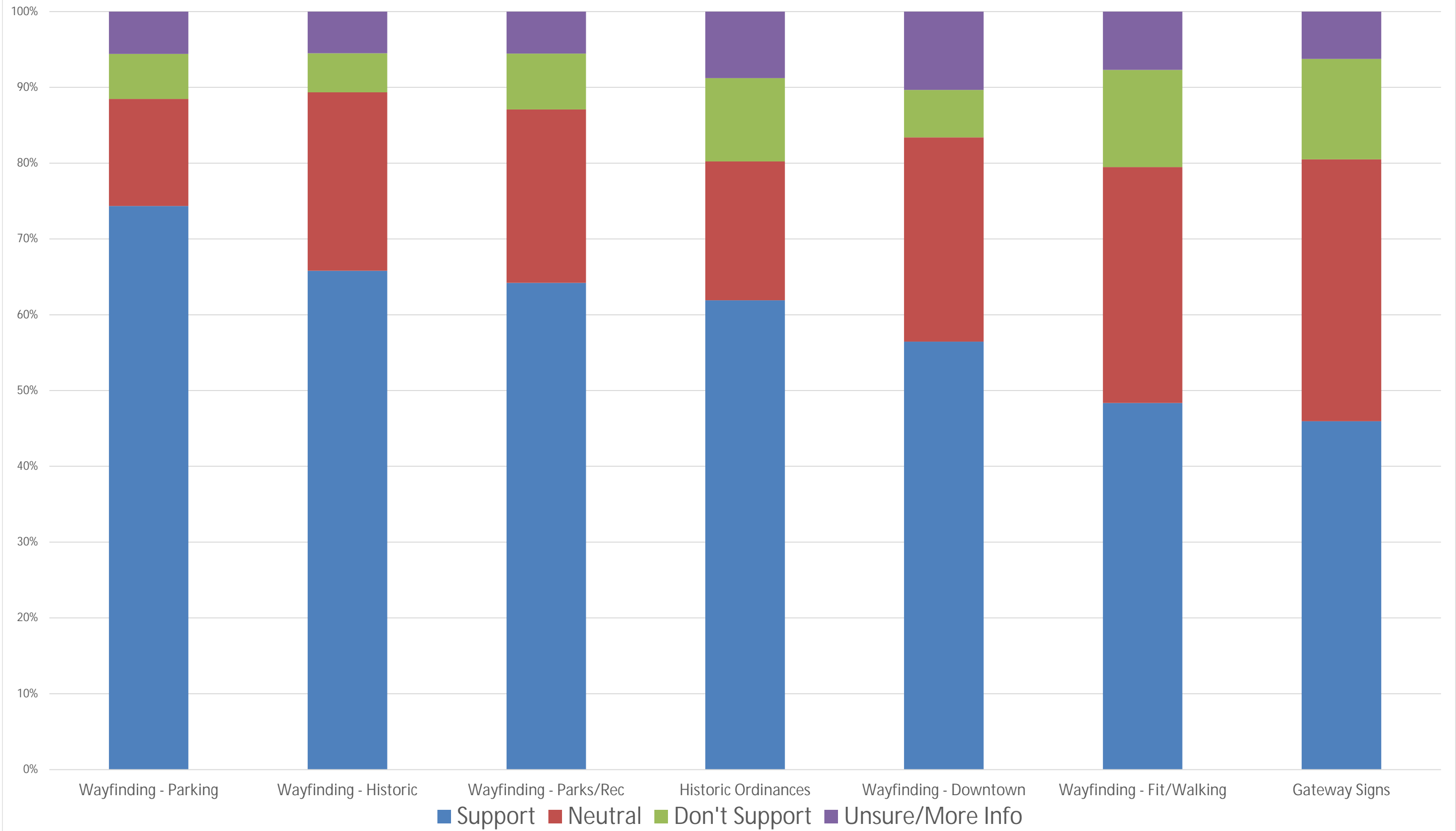


RECREATION & PUBLIC SPACES



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

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.
<ul style="list-style-type: none"> - 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"> 1. More housing in the downtown area 2. New Senior Center where the Red Barn used to be 3. Fire Department expanded to use space in the former Senior Center 4. New town hall next to the Fire Department
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, shopable 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 Natires 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 Calef'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 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



Appendix C

Long-Term Needs (Years 5+)



Appendix D Concept Plans



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