

<b>Local Economy &amp; Downtown</b>				
<b>State Goal:</b> <i>To promote an economic climate which increases job opportunities and overall economic well-being</i>				
<b>Town Goal:</b>				
<b>Policy</b>	<b>Strategy</b>	<b>Responsible Parties</b>	<b>Timeline</b>	<b>Budget</b>
<b><i>It is the policy of the town to support a thriving downtown business community, including diverse commercial activity and adequate infrastructure.</i></b>	Complete a Downtown Revitalization Plan that engages property owners and creates specific recommendations for infrastructure and façade improvements.	Town Council	Immediate	\$\$
	Utilize existing tax increment financing (TIF) districts for needed public infrastructure improvements	Town Council	Ongoing	N/A
	Create a downtown business network to engage business owners as needed on new town policies, programs, and initiatives.	Economic Development	Short Term	N/A
	Host business focused downtown events, such as “Small Business Saturday” to encourage patronage and awareness	Economic Development, Implementation Committee	Immediate	\$
	Maintain engagement with York County Chamber and other regional and state agencies to promote accomplishments	Economic Development	Ongoing	N/A
	Review zoning to ensure adequate mixed-use and multi-family housing is allowed in the downtown area	Planning Board, Town Council	Immediate, Ongoing	N/A
	Establish a Business Retention and Expansion program to identify issues and opportunities to support existing area businesses	Economic Development, Town Council	Short Term & Ongoing	\$\$

South Berwick Local Economy and Downtown DRAFT Goals, Policies and Strategies – *Reviewed by Committee and Updated 8.15.23*

<b><i>It is the policy of the town to create a downtown with character and sense of place, that supports walkability, recreation, youth, and civic activities.</i></b>	Promote historic character of downtown with signage and uniform plaques for historic buildings and sites	Historic District Commission, Town Council	Immediate	\$\$
	Pursue funding for downtown beautification, including landscaping and façade improvements, or public art	Town Council	Long Term	N/A
	Identify specific opportunities for connecting downtown public spaces, including off-street walking paths and sidewalks, and incorporate them into future capital improvements	Town Council, Recreation, Implementation Committee	Long Term	\$\$\$
	Consider development of consistent signage, maps and brochures for wayfinding throughout downtown for public areas, parks, municipal facilities, school facilities, etc.	Town Council, HDC, Implementation Committee	Short term	\$\$
	Prioritize maintenance and expansion of parks and recreation opportunities in or nearby downtown, including river access	Town Council, Recreation	Long term	\$\$\$
<b><i>It is the policy of the town to support commercial development and growth in suitable areas, such as Route 236, Punkintown, and lower Main Street.</i></b>	Review zoning to ensure desired forms of development are allowed and have limited barriers, including mixed-use development, commercial and industrial uses.	Planning Board, Town Council	Short Term	N/A
	Develop a corridor infrastructure plan to address lack of water and sewer in priority development areas identified in the plan, or by Town Council	Economic Development, Town Council	Immediate	\$\$
	Complete an Area Master Plan for Punkintown development district, to address zoning, infrastructure, financial and marketing needs to improve development viability of the area	Economic Development, Town Council, DPW, Sewer District, Water District	Long Term	\$\$
	Increase promotion of economic development potential of South Berwick through town messaging, website, collaboration, and listing specific priority sites.	Economic Development	Immediate	\$

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	Work to connect local businesses and start-ups with local, regional and state/federal sources of grant and loan funding	Economic Development	Immediate	N/A
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**Timeline Key**

Immediate = 2-3 years

Short Term = 5-8 years

Long Term = 10-15 years

Ongoing = Begin as possible, maintain ongoing

**Budget Key**

N/A = Does not necessarily have a cost component

\$ = One budget cycle, maybe mid-cycle allocation

\$\$ = One budget cycle, budgeted ahead of time

\$\$\$ = Two to three budget cycles

\$\$\$\$ = three or more budget cycles, maybe a reserve account