

Local Economy & Downtown			
State Goal: <i>To promote an economic climate which increases job opportunities and overall economic well-being</i>			
Town Goal:			
Policy	Strategy	Responsible Parties	Timeline
<i>It is the policy of the town to support a thriving downtown business community, including diverse commercial activity and adequate infrastructure.</i>	Complete a Downtown Revitalization Plan for specific recommendations on infrastructure and façade improvements	Town Council	Immediate
	Utilize existing tax increment financing (TIF) districts for needed public infrastructure improvements	Town Council	Ongoing
	Create a downtown business network to engage business owners as needed on new town policies, programs, and initiatives.	Economic Development	Short Term
	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
	Review zoning to ensure adequate mixed-use and multi-family housing is allowed in the downtown area	Planning Board, Town Council	Short Term
	Establish a Business Retention and Expansion program to identify issues and opportunities to support existing area businesses	Economic Development, Town Council	Short Term & Ongoing
<i>It is the policy of the town to create a downtown with character and sense of place, that supports walkability,</i>	Promote historic character of downtown with signage and uniform plaques for historic buildings and sites	Historic District Commission, Town Council	Immediate

South Berwick Local Economy and Downtown DRAFT Goals, Policies and Strategies

<i>recreation, youth, and civic activities.</i>	Pursue funding for downtown beautification, including landscaping and façade improvements, or public art	Town Council	Long Term
	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 and wayfinding throughout downtown for public areas, parks, municipal facilities, school facilities, etc.	Town Council	Short term
	Prioritize maintenance and expansion of parks and recreation opportunities in or nearby downtown, including river access	Town Council, Recreation	Long term
<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>	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
	Develop a corridor infrastructure plan to address lack of water and sewer in priority development areas	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	Long Term
	Increase promotion of economic development potential of South Berwick through town messaging, website, collaboration, and listing specific priority sites.	Economic Development	Immediate
	Work to connect local businesses and start-ups with local, regional and state/federal sources of grant and loan funding	Economic Development	Immediate