

# Route One: The Way It Could Be



March 11, 2013

Presentation prepared by  
**Community Development Committee (CDC)**  
Councilors Rodden (Chair), Payne, and Pierce

# A Plan for Falmouth Business District Redevelopment



## 1. Infrastructure:

Falmouth voters: June 11, 2013 - Referendum to spend funds on project. Funds have already been set aside since 2000.

## 2. Zoning:

Town Council: May 2013  
– Comprehensive set of zoning changes to create village-like district.

# Public Outreach to Date

- Mailing to all business and property owners on Route One
- E-mail to residents, Town website/Channel 3
- 4 meetings at Falmouth Memorial Library
- Follow-up contact with owners
- Individual meetings
- Feedback from Fire and Police
- 2/27 Forum at Town Hall – continued tonight

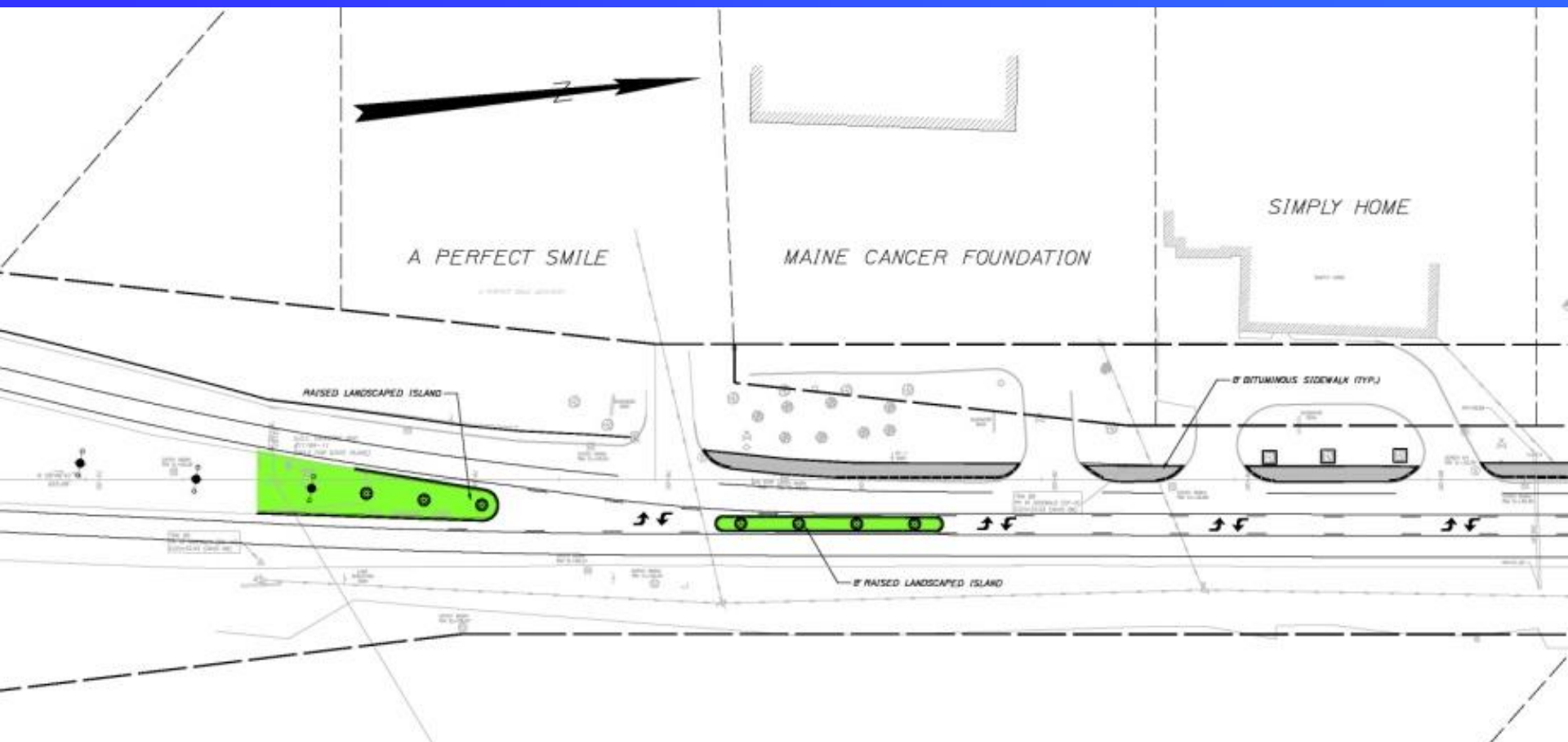
Imagine...



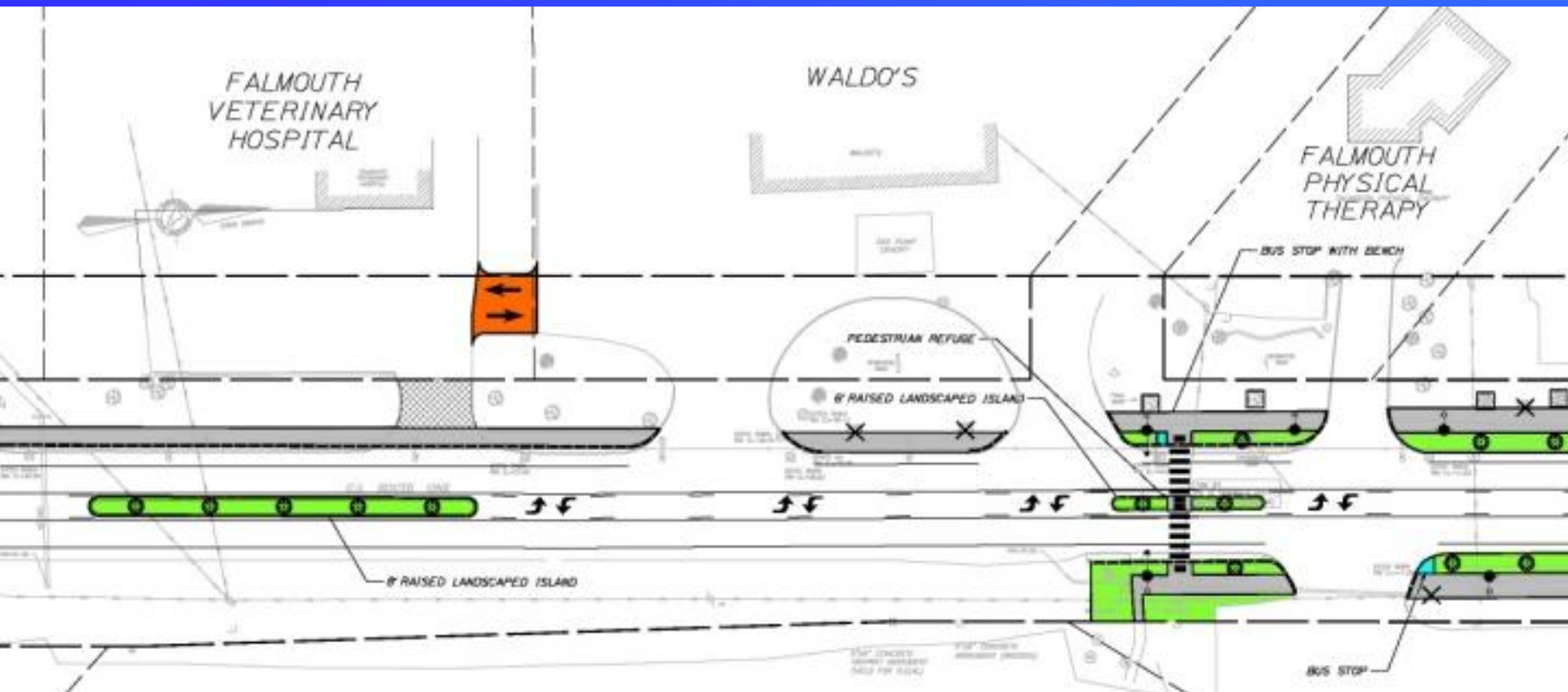
Or maybe without  
power lines...



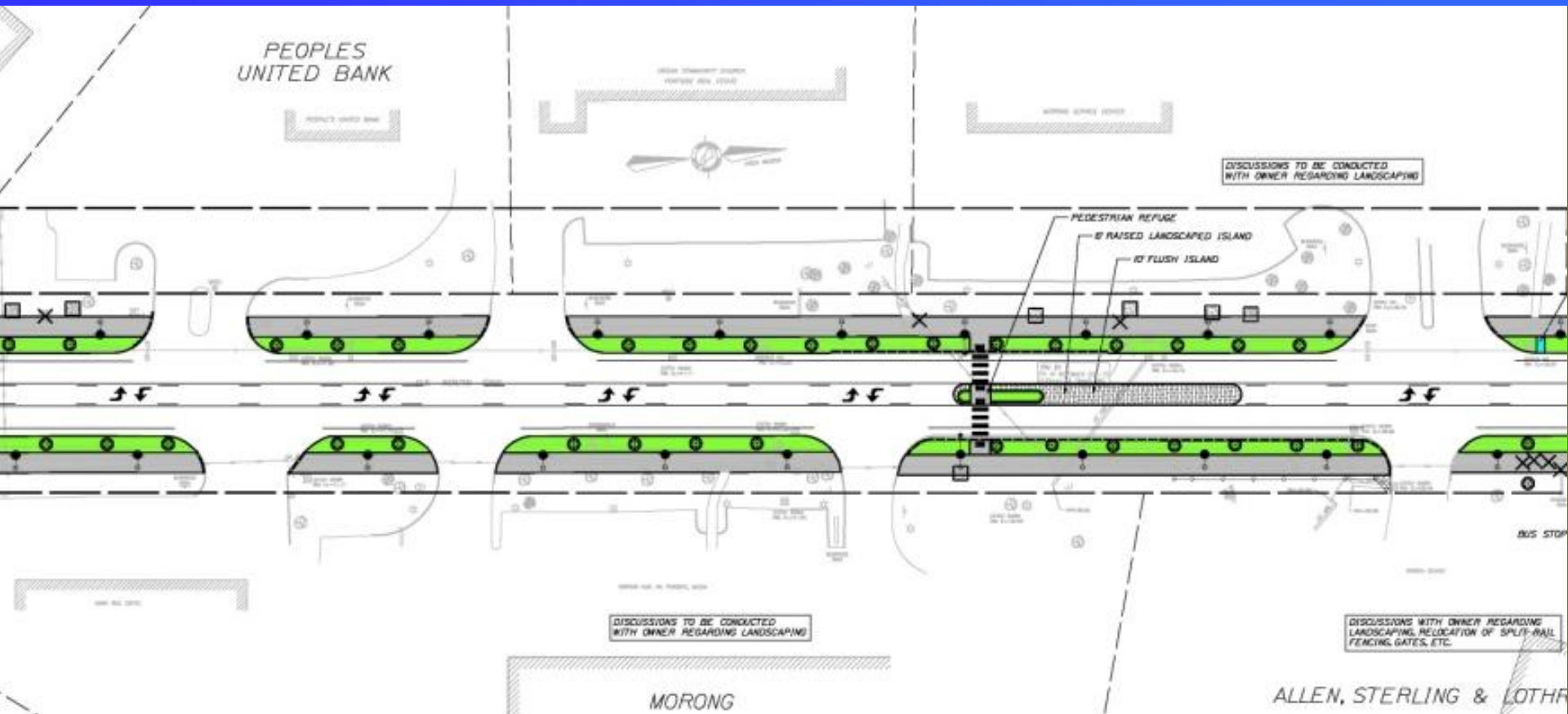
# *Map 1: A Perfect Smile – Simply Home*



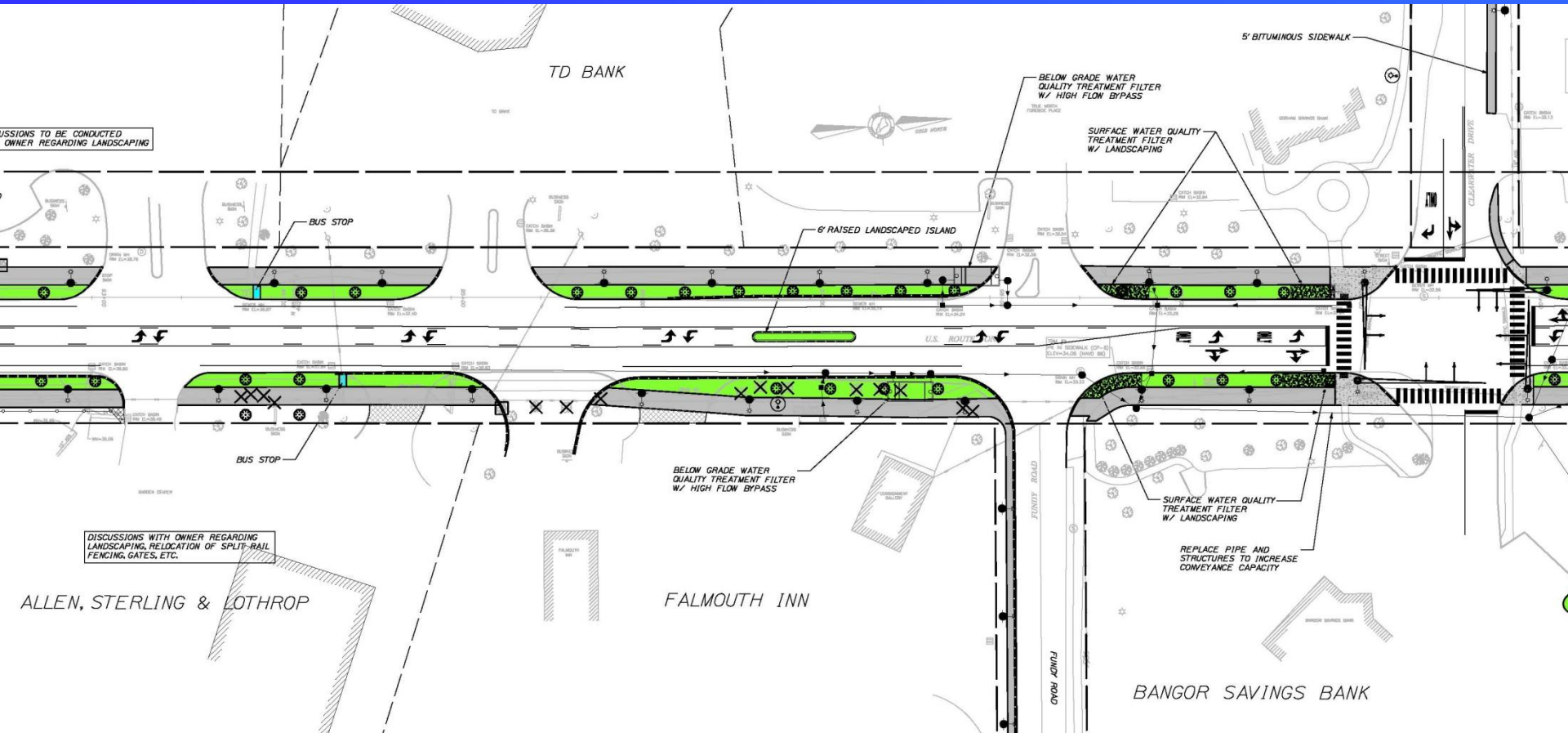
## *Map 2: Falmouth Veterinary Hospital – Falmouth Physical Therapy*



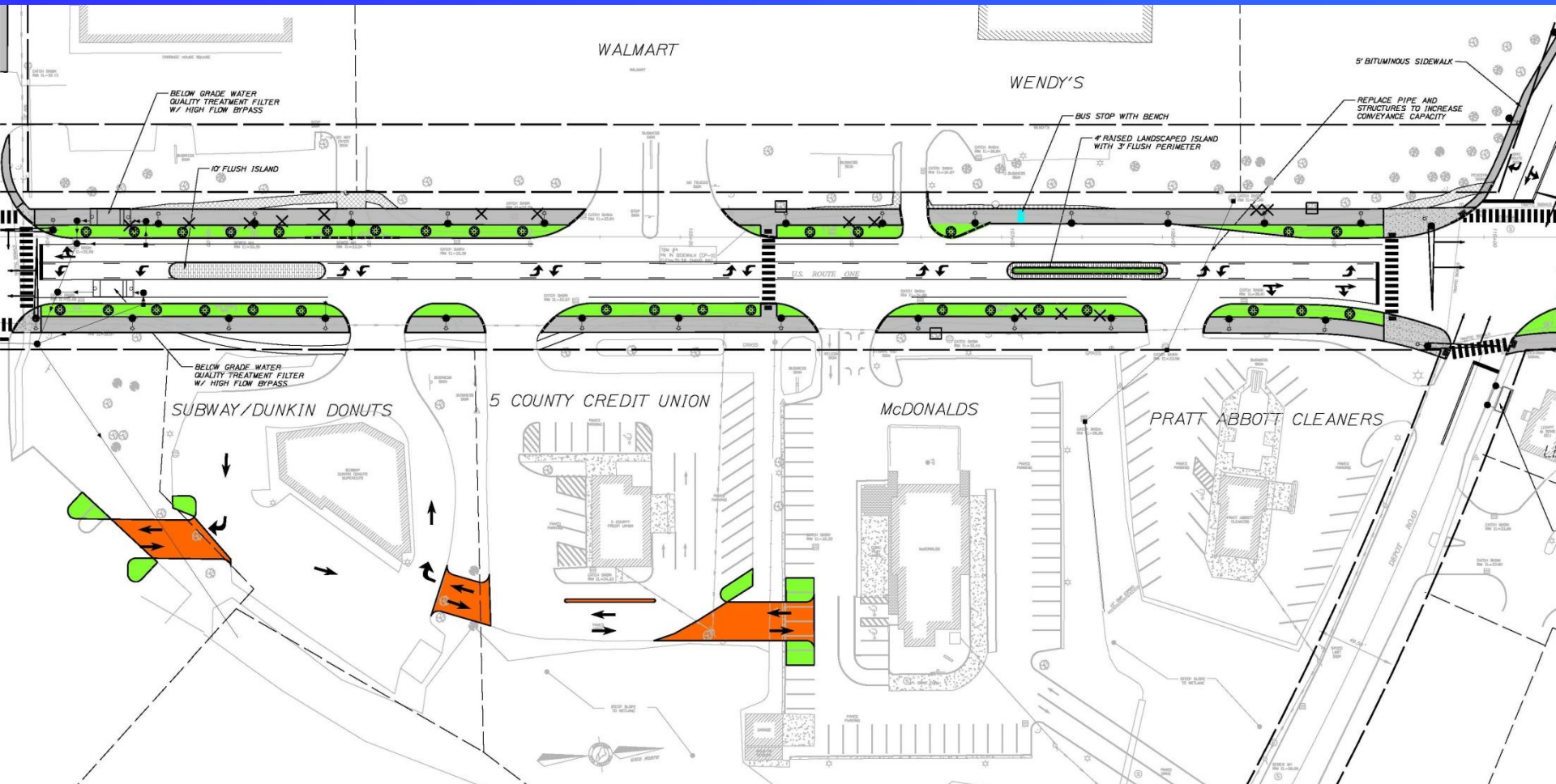
## Map 3: People's United Bank - Morong



# Map 4: Morong – Clearwater Drive



# Map 5: Clearwater Drive – Depot Road



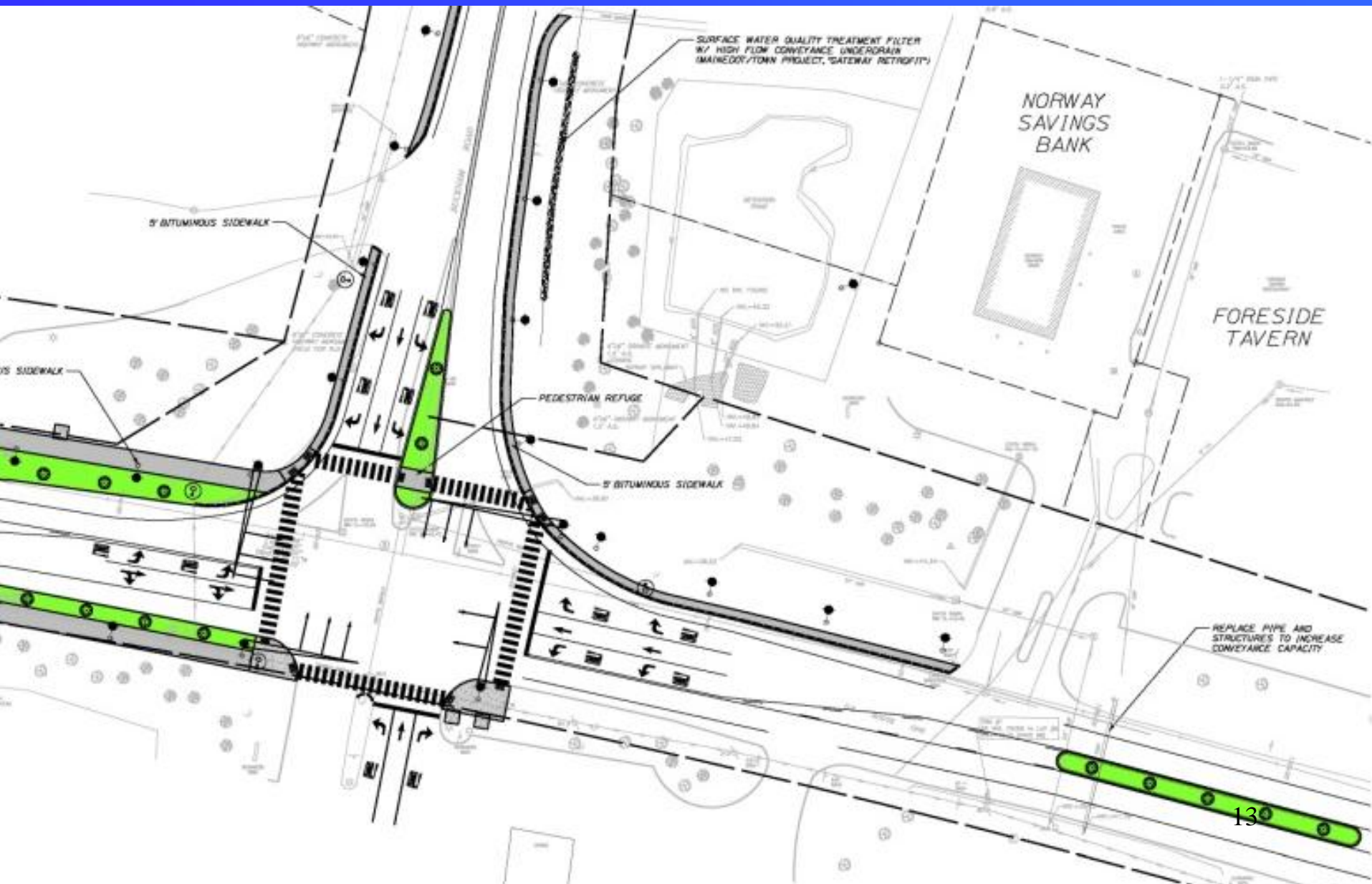
## Map 6: Depot Road – Shops at Falmouth Village



# Map 7: Falmouth Shopping Center - Irving



# Map 8: Bucknam Road – Foreside Tavern



# Preliminary Project Cost & Financing

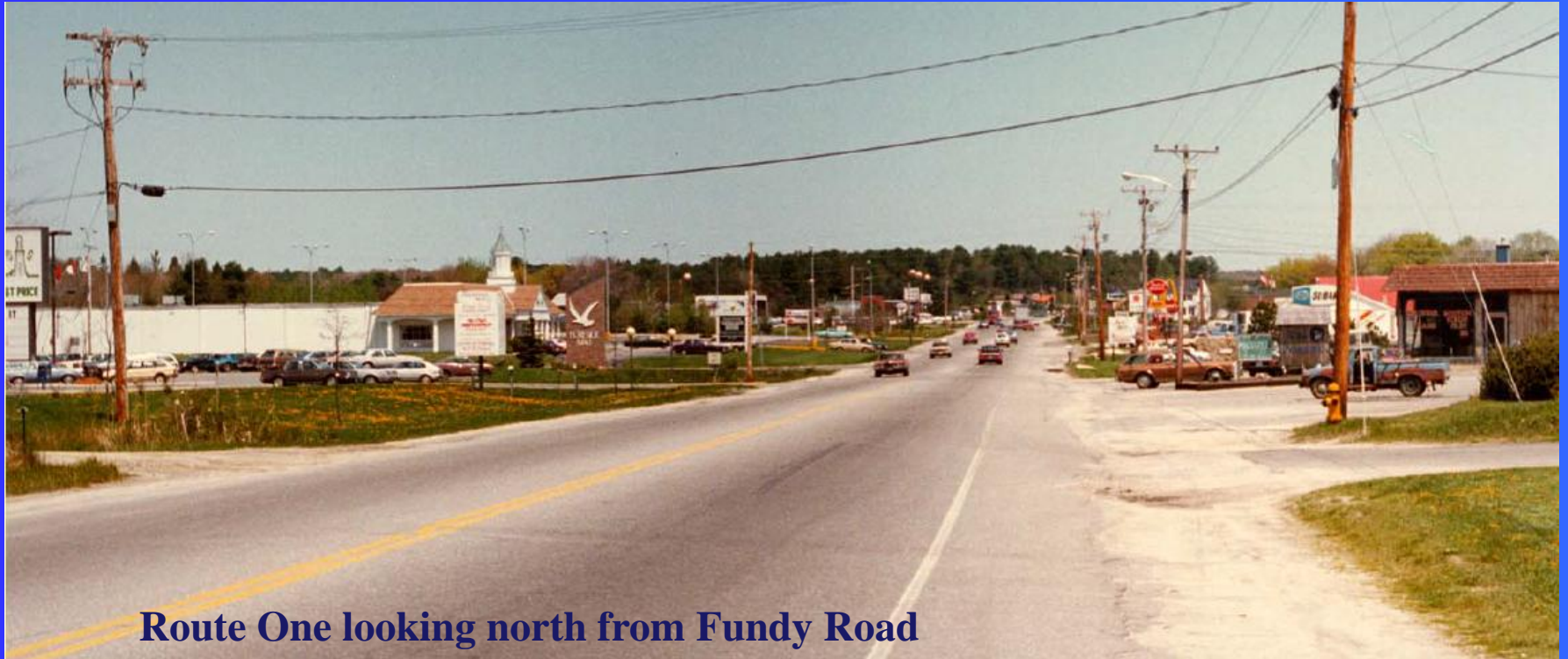
- \$10.8 MM - with underground power
- \$5.6 MM - no underground power

Project will be paid for by money already set aside specifically for improvements in the Route 1 Business District.

# Proposed Zoning Goals

- Increased density and mixed use
- Create flexibility for property owners
- Add residential component on upper floors
- Increase value of property
- Add tax revenue and value to TIF
- Simplify and combine ordinance and design guidelines

# Past



- **Current Zoning - SB1 District adopted in 1983**
- **Village Center and Route One Design Guidelines adopted in late 1990s**

# Past....



Cadillac Dealership from Hat Trick Drive

## Current site of Shops at Falmouth Village

# Present....



**Shops at Falmouth Village at Depot Road**

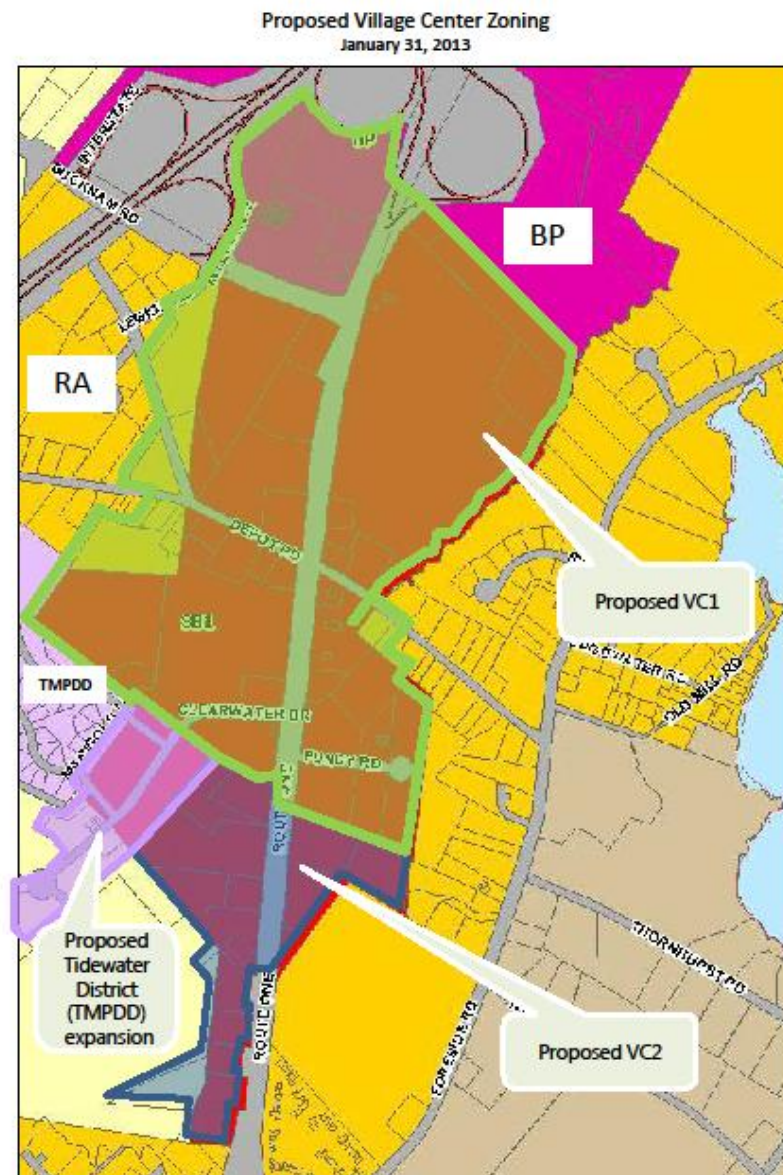
# Future???



**Depot Road and new internal drive  
Shops at Falmouth Village**

# Zoning Districts

SB1 will  
become  
VC1 and  
VC2



# Requirements for redevelopment or new development

- New buildings to be built within 20 feet of an existing street or internal drive
- Customer entrance at the street for new buildings
- Limited parking in front of buildings in VC2
- No vehicle access or parking in front of buildings in VC1
- Sizes reduced for freestanding and wall sign
- Better stormwater treatment for runoff

# Increased flexibility for property owners

- Fewer lot requirements to allow full use of property
- Up to four story buildings with opportunity for residential units on upper floors
- Reduced parking requirements
- Internal drives can be constructed to meet setbacks
- Added sign types and numbers
- Existing buildings can expand up to 50% of current square footage without meeting new setbacks.
- Added uses such as light manufacturing and arts studio on upper floors

# Key Dates for Route One

(as of March 11)

- March 14: CDC finalizes Zoning Amendments + discusses Infrastructure Plan
- March 27: Council introduces Zoning Amendments + Public Forum on Zoning and Infrastructure Plan
- March 28: CDC finalizes Infrastructure Plan
- April 8: Council votes on Infrastructure Referendum Question
- April 22: Council/Planning Board hold Public Hearing on Zoning Amendments

# Key Dates for Route One

(as of March 11)

- May: State of Maine approves TIF Amendments
  - May: Council votes on Zoning Amendments
  - June 11: Falmouth Citizens vote on Infrastructure Referendum
- 
- If Infrastructure vote is “yes,” plan details will be worked out in July-October 2013
  - Construction to happen in 2014-2015



# Want to learn more about Route One?

Go to [www.town.falmouth.me.us](http://www.town.falmouth.me.us)

- ❖ Zoning - Amanda Stearns, Community Development Director, 699-5312, [astearns@town.falmouth.me.us](mailto:astearns@town.falmouth.me.us)
- ❖ Infrastructure Plan - Theo Holtwijk, Director of Long Range Planning, 699-5340, [tholtwijk@town.falmouth.me.us](mailto:tholtwijk@town.falmouth.me.us)