



2018-2019 Goal Priorities

Berwick, Maine is a rural, riverside town that appreciates the importance of a connected, actively engaged community & proudly cultivates its unique strengths and small-town character by:

- **Promoting** small business & creative outlets where local talent, entrepreneurship, & agriculture flourish;
- **Fostering** a healthy relationship with land and river through conservation, environmentally minded development, substantial and functional green space, & responsible recreation;
- **Creating** a safe, friendly downtown where youth, families & community come together.

Vision Report Goals Completed since 2014

1. Join the Somersworth Chamber of Commerce – *presented at their annual breakfast.*
2. Employ tax incentives to encourage desirable development downtown; for example, establish a Tax Increment Finance District or Pine Tree Zone.
3. Apply for Brownfield funds - *total of nine grants awarded over three years.*
4. Adopt Low Impact Development (LID) ordinances
5. Develop and adopt a Form Based Code as part of the urban overlay district.
6. Create public focal points of community pride in the Village Center (e.g. mural, and welcome sign).
7. Commission and conduct a traffic study.
8. Clarify redevelopment options by gaining a more in-depth understanding (beyond the ASTM Phase I Assessments) of potential environmental contamination and associated liabilities potentially present on Prime Tanning properties and other locations "off-site" from the tannery.
9. Obtain controlling interest in the Prime Tanning parcels by pursuing ownership, a partnership, or a joint development agreement with the property owners
10. Form a detailed plan for redevelopment of the Prime Tanning parcels.
11. Secure access to the Lower Salmon Falls River "preserve" (linear park) and trail system below the dam.
12. Secure permanent public access to the Salmon Falls River.
13. Provide a boat launch for non-motorized boats.
14. Establish collaborative relationship with Somersworth.
15. Communicate news and events through social media and e-mail.

Underway

- Ask core questions regarding energy, materials, low impact development, and other considerations for sustainability for all policies and action items.
- Support the Town's Municipal Separate Storm Sewer System (MS4) permit through Best Management Practices (BMP's) and Capital Improvement Projects that increase municipal compliance and limit illicit discharges.
- Design, permit and begin construction of Great Falls Park.
- Recreation Master Plan
- Age-Friendly/Berwick for a Lifetime Plan
- Create Memorial re-using the Prime Stack bricks.
- Collaborate with MDOT and KACTS to improve vehicular and pedestrian circulation and implement study recommendations.

Communication

Encourage an informed and actively involved community through consistent and up-to date public outreach.

- Communicate recent news and upcoming events in a diversity of ways to reach a majority of residents; among others, these may include a town newsletter, event board, social media, comprehensive online calendar, and communication with schools.
- Support BCTV as a central source of public information.
- Streamline communication among Town boards and committees, per org chart.
- Maintain open and frequent communication with Somersworth, Rollinsford, Lebanon, North Berwick & South Berwick.

Community & The Arts

Make downtown Berwick a primary center for community activity and interaction.

- Encourage, plan, and support community events, especially within the Village Center (e.g. art fairs, car shows, farmers' markets, kayak/canoe races, music festivals)
- Pursue funding for a Community & Rec Center at 71 Sullivan Street.
- Establish a permanent location for a Berwick Historical Museum in the Community Center.

Economic Development & Affordability

Enhance downtown Berwick as an economic center for business consistent with the small-town character.

- Identify what makes Berwick unique to this region and market the Town to potential business and industry based upon those characteristics. *Telling Berwick's story – why they ought to come to Berwick for both businesses and residents.*
- Conduct a business needs survey

- Engage in targeted marketing and outreach to businesses consistent with vision concepts.
- Employ mechanisms to encourage desirable development downtown.
- Seek State of Maine Business Friendly Designation
- Facilitate relocation opportunities for existing businesses to promote the vision.
- Support local farming, art, and business communities through farmers' markets and other such venues.

Maximize Berwick's options and opportunities by working with outside entities and seeking a variety of resources to support Town initiatives

- Establish a Nonprofit Entity, such as Berwick Tomorrow Cooperative, LLC, to guide economic development within Vision concepts.
- Actively reach out to federal, state, and regional organizations for grants, guidance, and assistance.

Environmental Sustainability

Utilize up-to-date green technology and solutions to support economic, social, and environmental sustainability.

- Establish formal protocol for new development and redevelopment that requires thorough consideration of environmentally sound procedures, building materials, and energy sources; encourage application of options most conducive to long-term sustainability.
- Research and employ renewable energy and energy efficiency techniques on Town property.

Protect water quality of the rivers, streams, lakes, and aquifers in Berwick for aquatic life, public drinking water, and recreation.

- Work with members of the Salmon Falls Watershed Collaborative and others to write and implement a water quality protection plan; this plan should describe a public awareness campaign, long-term monitoring program, establishment of riverbank buffer zones, and low impact development regulations.
- Improve the Low Impact Development requirement in the Land Use Ordinance.
- Support GWRLT in land conservation efforts within the Salmon Falls Watershed.

Land Use

Enhance the downtown to have an attractive appearance representative of Town character.

- Examine the Land Use Ordinance, Subdivision Regulations and other Town Ordinances and adjust where needed to be consistent with vision concepts.

- Inventory and preserve significant structures and places (eg. cemeteries) that have historic value or reflect Town character.
- Promote underground utilities where possible under new development and re-development.
- Create public focal points of community pride in the Village Center (memorial)

Improve traffic circulation through downtown.

- Enhance and promote public transit options

Make downtown pedestrian friendly and accessible by creating safe and continuous routes of travel to, from, and through downtown for pedestrians and nonmotorized vehicles

- Enhance or add sidewalks, crosswalks, and trails to ensure pedestrian access to all major points within the Village Center
- Take advantage of wide roads to add bike lanes throughout downtown Berwick; link to bike lanes entering from Somersworth.
- Design, permit, and construct a pedestrian bridge into Somersworth.
- Convert a large portion of the former Prime Tanning parcel into active park space.

Safeguard Berwick's rural character.

- Support land conservation efforts of GWRLT and others
- Explore options to preserve farmland and become a farm-friendly town.
- Seek to revive Berwick's farming industry by connecting owners of inactive farmland with aspiring farmers.

Recreation

Look to the Village Center as a trail hub.

- Pursue approximately 40% green space downtown.
- Establish and maintain connecting trails from downtown Berwick to outer parks, trails, and public buildings. For instance, create a public trail to the Berwick Public Library through the Penny Pond parcel.

Create active public commons space downtown.

- In public park and open space, include amenities and features conducive to a variety of community activities (e.g. outdoor amphitheater, gazebo, playgrounds).

Provide for and encourage outdoor recreation on/along the Salmon Falls River.

- Establish and maintain communication with our neighboring towns regarding water-related activity.