

South Portland City Council
Position Paper of the City Manager

Subject:

ORDER #41-17/18 – Adopting the West End Master Plan. Passage requires majority vote.

Position:


At last Monday night's City Council Workshop, the draft West End Master Plan was presented to City Council by committee members and representatives from the Greater Portland Council of Governments (GPCOG), which served as the consultant for this project. Council is now being asked to adopt this plan. Please see Planning Director Tex Haeuser's memo for more information.

Requested Action:

Council passage of ORDER #41-17/18.



City Manager

To: Scott Morelli, City Manager
From: Tex Haeuser, Planning Director 
Cc: Joshua J. Reny, Assistant City Manager and Economic Development Director
Craig Piper, Chairman, Comprehensive Plan Implementation Committee
Stephanie Carver, Planning Director, Greater Portland Council of Governments
Date: City Council Meeting of 8-21-17
Re: **West End Neighborhood Master Plan Adoption**

Action Requested

Based on a positive reception at the August 14th City Council workshop, the Comprehensive Plan Implementation Committee respectfully requests that the City Council adopt the draft West End Neighborhood Master Plan. A copy of the draft Master Plan is available for viewing [here](#).

Zoning recommended by the Master Plan will be presented for City Council first reading consideration after having a public hearing by the Planning Board on September 12th.

Background

The purpose of the Master Plan has been to engage residents and businesses in the West End Neighborhood in developing land use, public improvements, and other recommendations that will have the effect, among others, of making the neighborhood feel more connected with the rest of the City, creating more housing opportunities, and making available more goods and services within easy walking distance.

The Master Plan for the West End Neighborhood builds on findings and recommendations made in the December 2015 PACTS Transit Supportive Development Study. In this study, PACTS and six municipalities (Gorham, Portland, Scarborough, South Portland, Standish and Westbrook) explored best practices and options for community-centered planning that over time would provide transportation choices beyond automobile travel in the study area.

Funding for consulting assistance for the Master Plan was provided with \$15,000 from the Capital Improvement Program and \$15,000 from CDBG. After an RFQ process, the CPIC selected a team headed by the Greater Portland Council of Governments. Stephanie Carver, Jessa Berna, Rick Harbison, and other members of the group conducted an extensive public participation program and put together both the Master Plan and zoning. The CPIC members have been very pleased with the outcome.

Master Plan Highlights

- Significant public engagement process.
- Focus on neighborhood connectivity and regional access.
- Creation of a neighborhood core with a key mixed-use affordable housing project already initiated through the master planning process.
- Creation of an affordable housing TIF district.
- New zoning to improve and simplify the hodgepodge of existing zones.
- Recommendations for new recreation and open space amenities.

The Master Plan also contains appendices that provide information about existing conditions, survey results, and proposed zoning.

Thank you.

Links and Attachments

1. [Proposed West End Neighborhood Master Plan](#)



CITY OF SOUTH PORTLAND

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City Manager

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Jensen Baird Gardner & Henry

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District Four
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District Five
BRAD FOX

At Large
Maxine R. Beecher

At Large
SUSAN J. HENDERSON

**IN CITY COUNCIL
ORDER #41-17/18**

ORDERED, that the City Council hereby adopts the 2017 West End Master Plan.

Fiscal Note: Less than \$1,000

Dated: August 21, 2017