



FOCUSING ON PRIORITY ISSUES

A. Strengthen The Town Center

A.1. Strengthen the Town Center	<i>Discussed on page 17 of the Strategic Element</i>	
Policies	Leader	Partners
1. Encourage appropriate development and redevelopment within the Town Center.	PZC	DRB EDC
2. Encourage the establishment of a critical mass of activity within the Town Center.	Town	EDC
3. Increase the density of the Town Center with “in-fill” development by increasing the allowable density of buildings in a manner consistent with the Town’s character.	PZC	
4. Encourage housing in and near the Town Center.	PZC	Town
5. Consider participating in the activities of the Connecticut Main Street Center.	Town	EDC
Action Items		
6. Review the Zoning Regulations in order to increase the variety and density of activities allowed within the Town Center	PZC	
7. Work with CT-DOT to improve the intersection of Routes 17, 17A and 66 to accommodate pedestrians, bicyclists, and vehicles.	FS	Staff CSG
8. Identify and establish gateways.	Town	

A.2. Encourage / Require Good Building Design	<i>Discussed on page 18 of the Strategic Element</i>	
Policies	Leader	Partners
1. Encourage and/or require good building design in the Town Center area.	DRB	PZC
2. Encourage / require appropriate building scale.	DRB	PZC
3. Consider requiring that brownstone be used in development / redevelopment projects to the maximum extent practicable.	DRB	PZC
4. Maintain and enhance the manual of design guidelines (building designs to emulate and avoid) to provide guidance to applicants.	DRB	PZC
Action Items		
5. Expand the “village district” to include all areas within the B-3 zone and more areas along Route 66 (or consider another approach) to ensure appropriate development patterns in the Town Center area.	PZC	
6. Establish a Design Review Board or Committee to review proposals in the village district as opposed to a consultant.	PZC	
7. Revisit the building heights in Section 5.5 of the Zoning Regulations and consider limiting to 35 feet unless the Commission grants a Special Permit.	PZC	

A.3. Humanize the Streetscape	<i>Discussed on page 18 of the Strategic Element</i>	
Policies	Leader	Partners
1. Encourage the creation and maintenance of a pedestrian friendly streetscape.	Town	PZC CSG
Action Items		
2. Create a master streetscape vision for Main Street to guide public and private improvements to sidewalks, parking, lighting, etc.	PZC	DRB Town CSG
3. Undertake improvements to the pedestrian environment along Main Street (sidewalks, street furniture, landscaping, etc.).	Town	DOT PW CSG
4. Invoke the sidewalk ordinance, if needed, to compel sidewalk improvements.	BOS	Staff

A.4. Improve Vehicular and Parking Amenities		<i>Discussed on page 21 of the Strategic Element</i>	
Policies	Leader	Partners	
1. Simplify and enhance the design and function of Main Street in terms of traffic and parking.	Town	DOT PW CSG	
2. Maximize shared parking opportunities.	Town	PZC	
3. Improve parking amenities and signage, directing drivers to additional off-street parking.	Town	PW	
Action Items			
4. Review parking standards and revise accordingly.	PZC	LU	
5. Undertake a Town Center parking plan.	PZC	Town CSG	
6. Consider Town ownership and/or maintenance of Main Street (or “un-number” the State highway).	BOS	PW Staff	

A.5. Organize Activities In The Town Center		<i>Discussed on page 21 of the Strategic Element</i>	
Policies	Leader	Partners	
1. Encourage and schedule more events and activities in the Town Center to improve its overall function and personality.	Town	PRC CoC EDC	
Action Items			
2. Implement actions to organize activities in the Town Center.	Town	Staff	

B. Promote Appropriate Redevelopment of Elmcrest

B.1. Promote Appropriate Redevelopment of Elmcrest		<i>Discussed on page 24 of the Strategic Element</i>	
Policies	Leader	Partners	
1. Promote appropriate redevelopment of the Elmcrest site in ways that will contribute to and enhance the overall community.	Town	PZC EDC	
Action Items			
2. Implement actions for redevelopment of the Elmcrest that follow the design concepts contained in the final VCI study report that was endorsed by Portland’s Board of Selectmen.	PZC	LU EDC	

C. Continue To Enhance The Riverfront

C.1. Promote Riverfront Redevelopment		
<i>Discussed on page 25 of the Strategic Element</i>		
Policies	Leader	Partners
1. Promote redevelopment of the riverfront to create a pedestrian friendly environment with recreational amenities	Town	PZC PRC
2. Work with private and public partners to promote redevelopment of the riverfront with recreational and limited mixed-uses.	Town	PZC PRC
Action Items		
3. Implement actions to promote riverfront redevelopment.	Town	Staff

C.2. Enhance Connections To The Town Center		
<i>Discussed on page 26 of the Strategic Element</i>		
Policies	Leader	Partners
1. Maintain and enhance physical links between the Town Center and the Riverfront.	Town	Staff CSG
2. Continue to link parking areas, public access points, and visitor attractions via an overall network designed to accommodate pedestrians and bicycles.	Town	Staff CSG
3. Enhance the pedestrian environment through street furniture, fencing, street plantings, pedestrian scale lighting, crosswalks, signage, and sidewalk improvements.	Town	PW DOT CSG
4. Consider turning Silver Street into a cul-de-sac with access only from Main Street in order to simplify and organize traffic circulation in the Riverfront area.	BOS	PZC
Action Items		
5. Implement actions to enhance connections to the Town Center.	Town	LU

C.3. Enhance the Riverfront		
<i>Discussed on page 28 of the Strategic Element</i>		
Policies	Leader	Partners
1. Continue efforts to better integrate the riverfront into the overall fabric of the community.	Town	Staff
2. Continue to acquire riverfront open space as opportunities present themselves.	Town	PRC
3. Encourage the preservation of land as open space in areas prone to flooding, such as the Wangunk Meadows.	Town	PRC CC
Action Items		
4. Implement actions to enhance the riverfront.	Town	Staff

D. Address Industrial Zoning

D.1. Address Industrial Zoning		<i>Discussed on page 29 of the Strategic Element</i>	
Policies	Leader	Partners	
1. Ensure that appropriate industrial development is allowed, encouraged, and supported.	PZC	EDC	
2. Evaluate the appropriate strategy for the Planned Industrial district.	PZC	LU EDC	
Action Items			
3. Review the zoning in the Industrial District.	PZC	LU EDC	

E. Establish The Air Line Trail

E.1. Establish The Air Line Trail		<i>Discussed on page 30 of the Strategic Element</i>	
Policies	Leader	Partners	
1. Establish the Air Line Trail in Portland.	ATC	Town	
2. Establish connections from the Air Line Trail to the Town Center.	ATC	Town CSG	
3. Establish connections from the Air Line Trail to East Hampton, Middletown and Glastonbury.	ATC	Town CSG	
Action Items			
4. Extend the Air Line Trail to the Town Center.	ATC	Town CSG LU EDC	