



GUIDING APPROPRIATE DEVELOPMENT

L. Promote Economic Development

L.1. Support Existing Businesses		<i>Discussed on page 54 of the Strategic Element</i>	
Policies	Leader	Partners	
1. Continue and enhance effort to support local businesses and encourage them to thrive.	EDC	Town CoC	
2. Establish and maintain relationships with local businesses and business organizations in order to understand issues and opportunities.	EDC	Town CoC	
3. Identify a Town staff-person or agency to be the “ambassadors” if local businesses have issues to be considered.	EDC	Town CoC	
4. Encourage residents to “buy local.”	EDC	Town CoC	
5. Continue to allow for appropriate home-based businesses.	PZC	LU EDC	
Action Items			
6. Establish and maintain a directory of local businesses.	EDC	Town	
7. Continue programs to highlight local businesses so that residents and other businesses are familiar with them.	EDC	Town CoC	

L.2. Address Business Zones, Locations And Uses		<i>Discussed on page 56 of the Strategic Element</i>	
Policies	Leader	Partners	
1. Establish and maintain regulations which encourage or allow compatible development.	PZC	LU	
2. Carefully evaluate the impacts of “big box” retail establishments since such uses may harm efforts to strengthen and enhance the Town Center and may contribute to the loss of Portland owned and operated businesses.	PZC	LU EDC	
Action Items			
3. Review zoning designations and regulations for the land along Route 66.	PZC	LU EDC	

L.3. Attract New Economic Development		
<i>Discussed on page 58 of the Strategic Element</i>		
Policies	Leader	Partners
1. Promote new economic development that is compatible with the overall character of, and vision for, Portland.	EDC	PZC DRB
2. Consider promoting other forms of economic development such as hospitality, lodging, age-related housing and tourism.	EDC	PZC DRB
Action Items		
3. Identify historic, recreational, and sporting attractions for the Town through signage and markers.	EDC	Town PRC

L.4. Support Economic Development Efforts		
<i>Discussed on page 59 of the Strategic Element</i>		
Policies	Leader	Partners
1. Support economic development opportunities that arise.	EDC	Town
2. Maintain an Economic Development Commission to advocate on behalf of economic development opportunities.	Town	
3. Maintain and consider expanding economic development staffing / functionality within the Town.	EDC	Town BOS
4. Promote the availability of tax incentives for businesses that choose to build new buildings in Portland.	BOS	EDC
5. Simplify the land use approval process when and where possible.	PZC	LU EDC
Action Items		
6. Implement actions to support economic development efforts.	Town	Staff EDC BOS

M. Guide Residential Development

M.1. Protect Existing Neighborhoods		
<i>Discussed on page 61 of the Strategic Element</i>		
Policies	Leader	Partners
1. Protect the character and integrity of residential neighborhoods.	Town	Staff
Action Items		
2. Implement actions to protect existing neighborhoods.	Town	Staff

M.2. Encourage Conservation Subdivisions		
<i>Discussed on page 61 of the Strategic Element</i>		
Policies	Leader	Partners
1. Continue to encourage the use of conservation subdivisions.	PZC	LU CC
Action Items		
2. Consider requiring that conservation subdivisions be the “default” approach in outlying areas of Portland and that conventional subdivisions require a special permit.	PZC	LU CC

M.3. Manage Multi-Family Conversions		
<i>Discussed on page 62 of the Strategic Element</i>		
Policies	Leader	Partners
1. Continue to manage the conversion buildings to multi-family uses within the Town Center.	PZC	LU
Action Items		
2. Review Section 9.3 of the Zoning Regulations to ensure the intended purpose is being achieved.	PZC	LU
3. Adopt an ordinance to prohibit parking in the front yard on key streets unless approved by the Planning and Zoning Commission.	BOS	PZC DOT

M.4. Address Housing Needs		<i>Discussed on page 64 of the Strategic Element</i>	
Policies	Leader	Partners	
1. Recognize the need for housing options for an aging population.	Town	PZC HA SCB	
2. Recognize the need for housing options for a diversity of incomes.	Town	PZC HA	
3. Monitor the availability of adequate housing options for seniors.	Town	PZC HA SCB	
Action Items			
4. Explore ways to diversify Portland’s housing portfolio.	Town	PZC HA SCB	