

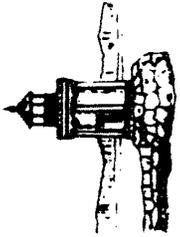


City of South Portland

West End Neighborhood Master Plan







CITY OF SOUTH PORTLAND

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SCOTT T. MORELLI
City Manager

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City Clerk

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At Large
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**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



American Planning Association
Northern New England Chapter

Making Great Communities Happen

September 7, 2018

Jessa Berna
Land Use Planner
Greater Portland Council of Governments
970 Baxter BLVD, Suite 201
Portland, ME 04103

RE: NNECAPA Plan of the Year

Dear Jessa:

It is with pride that I am writing to inform you, on behalf of the Northern New England Chapter of the American Planning Association (NNECAPA), that the plan you nominated has been selected for this year's Plan of the Year award. We had many outstanding plans that were nominated for this award, which made it difficult for our Awards Committee to choose one that stood out above the others. Congratulations, and thank you for your contribution to planning in Northern New England!

We will announce all of this year's award winners to our membership during our annual conference this fall. We invite you to attend the reception and awards presentation which will take place at Point Lookout in Northport, Maine on October 25, 2018 from 6 to 8pm. If you are unable to attend, you are welcome to designate someone to receive the award on your behalf, or we will gladly make arrangements to come to your community to present the award before your local council or planning board.

If you have an interest in attending the 2018 NNECAPA Conference, or need more information about attending the awards reception, please refer to the conference webpage: <https://nnecapea.org/conference/> or contact me for more information. Please contact me at the email below to confirm whether you plan to join us in Maine to receive your award, or to make other arrangements.

Again, congratulations on being selected for this year's Plan of the Year!

Sincerely,

A handwritten signature in blue ink that reads 'Carolyn Eyerman'.

Carolyn Eyerman, AICP
on behalf of the NNECAPA Awards Committee
ceyerman@topshammaine.com

cc: Stephanie Carver
Tex Haeuser

ACKNOWLEDGMENTS

GREATER PORTLAND COUNCIL OF GOVERNMENTS

Stephanie Carver – Planning Director,
Project Manager

Rick Harbison – Planner and GIS
Coordinator

Zoe Miller – Public Health Specialist

Abraham Daily – Spatial Analyst

Jessa Berna – Land Use Planner

RICHARDSON & ASSOCIATES, INC.

Todd Richardson – Principal

David Maynes – Designer

SOUTHERN MAINE PLANNING & DEVELOPMENT COMMISSION

Lee Jay Feldman – Director of Land
Use and Planning

AVESTA HOUSING

Nick Kjelgaard – Residence Service
Coordinator

THE OPPORTUNITY ALLIANCE

Merrie Allen – Community Builder

COMPREHENSIVE PLAN IMPLEMENTATION COMMITTEE

Craig Piper – Chair

Craig Gorris – Economic Development
Committee, Vice-Chair

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Eben Rose – City Council

Claude Morgan – City Council

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Peter Stanton – Resident

Kathy Phillips – Planning Board

Robert Foster

Barrier Lucier – Resident

Marilyn Reilly – Resident

Quang Nguyen – Business Owner

Tom Falby – Business Owner

CITY OF SOUTH PORTLAND

Joshua Reny – Assistant City Manager

Charles “Tex” Haeuser – Director,
Planning & Development Department

Kevin Adams – Parks, Recreation, and
Waterfront Director

Art Handman – South Portland Bus
Service Director

Marissa Teuresky – South Portland
Planning Department Intern





INTRODUCTION

BACKGROUND

The West End, originally known as Crockett's Corner, was first settled in the seventeenth century by immigrants from the British Isles. For about two hundred years, the area was primarily used for farming. In the mid-1800s the construction of the railroad and the Maine Boys School led to substantial changes. This industrial shift introduced a range of different employment options to the community, and many residents started working as carpenters, blacksmiths, stenographers, cooks, teachers, and manufacturers.

Redbank Village was established during World War II as workforce housing for shipbuilders and their families. The land for this development was acquired through the eminent domain of farmland and the

Stroudwater Flying Field.

Throughout the second half of the twentieth century, an extensive transportation network was constructed surrounding the neighborhood, including the Maine Turnpike, I-295, and an addition to the Portland Jetport. During this period of growth, for-profit housing was built in the West End neighborhood along with additional workforce housing.

OVERVIEW

Today, South Portland's West End neighborhood is a tightly-knit, diverse community with a mix of apartments, townhouses and duplex homes.

There is a very active and engaged neighborhood association, regular community dinners, after school programs, and groups for English-language learners. The availability

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Open Space in the West End Neighborhood



The Castle, Brickhill Avenue

of both market-rate and subsidized affordable housing makes this area appealing to young families, seniors and recent immigrants. Of the nearly 3,000 residents in the neighborhood, over 90% are renters. The community also values its local street network with low traffic volumes, access to parks, playgrounds, and trails, and the strong local job market.

Despite its strengths, the West End also faces challenges. Geographically the neighborhood is separated from other parts of South Portland and there are only two roads connecting it to the rest of the City. The South Portland Bus Service provides public transit every two hours, connecting to the Maine Mall and downtown Portland, but service to some parts of the West End is less frequent. There are few or inadequate sidewalks and trails available to safely bike or walk beyond neighborhood limits. Within the neighborhood itself there are a number commercial uses, primarily offices, but very few neighborhood

services. Additionally, as demand for housing increases in the region there is growing concern about preserving affordability for current and future residents.

PURPOSE

The West End Master Plan focuses on creating and maintaining a vibrant and sustainable neighborhood that will continue to be diverse and livable. Historically, the West End has not received a lot of study or investment. This plan presents an opportunity to create and implement a community-driven vision that builds on the neighborhood's strengths and also addresses community-wide challenges.

This plan is founded upon an extensive public participation strategy which actively engaged local residents and businesses throughout the project. Relationships with the Opportunity Alliance, Avesta Housing, Greater Portland

Health, Redbank Community Center, the South Portland West End Neighborhood Association (SPWENA), and other stakeholders ensured an inclusive process built on local knowledge. The entire region will benefit from the outcomes of this planning process through our shared sense of community, and civic pride and participation. A complete neighborhood more integrated into its surroundings has the ability to increase everyone's economic and social prosperity.

The first section of this plan outlines the planning process, which provided the foundation and framework for the recommendations. The next section provides a community vision and five overarching objectives. The Action Plan section offers specific actions needed to achieve each objective. The three appendices detail existing conditions, survey results, and proposed zoning changes, respectively.

*Community mapping exercise at the May 18, 2017
Neighborhood Workshop at the Opportunity Alliance*





PLANNING PROCESS

Gathering feedback that truly represents a community's diverse fabric is always challenging. To overcome this, the West End project team developed and implemented a multifaceted public participation strategy comprised of both traditional and nontraditional outreach activities. This strategy included a neighborhood workshop, committee and stakeholder meetings, a resident survey, and mobile engagement activities.

To insure broad inclusion of residents who may not attend more traditional meetings, members of the project team also presented at existing neighborhood gatherings, held neighborhood office hours, and worked closely with local stakeholders to reach residents directly. This approach expanded the neighborhood's voice in the planning process and strengthened important partnerships

between the City and housing and public health advocates working in the community.

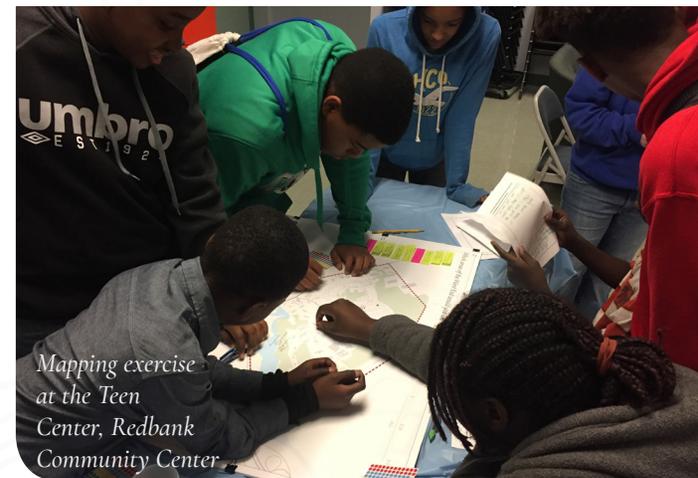
COMMUNITY ENGAGEMENT ACTIVITIES

Community Connections Dinners

The project team attended several Community Connection dinners coordinated by the Opportunity Alliance between December 2016 and July 2017. In addition to providing the neighborhood with project updates, the team spoke with residents about how they live, work, and play in their neighborhood. Residents identified many issues, including housing affordability, safety, poor conditions of roads and sidewalks, and access to neighborhood amenities.



Community Connections dinner at the Redbank Gym



Mapping exercise at the Teen Center, Redbank Community Center

WEST END MASTER PLAN

Transportation Improvements

- Connectivity to/from the West End Neighborhood**
 - 1. **New sidewalk:** east side of Westbrook St. from Broadway to Wescott Rd. to connect to schools and library.
 - 2. **Corridor study:** conduct in-depth corridor study from Westbrook St. to Western Ave. specifically addressing safety/design issues and ability for West End residents to comfortably cross or travel along these roads on foot or by bike.
 - 3. **New road connection:** additional entry/exit access to Redbank neighborhood by opening gate and using James Baka Dr. or new road.
 - 4. **Separated shared-use path:** Shift travel lanes to one side of Jetport Plaza Rd. to create a buffered shared-use path with space for two-way bike lanes and a walking track.
 - 5. **Maintenance/design:** Fix poor pavement conditions on Westbrook St. through West End neighborhood; narrow travel lanes to slow traffic; add bike lanes.
 - 6. **New road connection:** extend Aviation Blvd. to create additional entry/exit option for Brickhill neighborhood.
 - 7. **Long Creek bridge:** Shared-use bicycle-pedestrian bridge across Long Creek to connect to South Portland and Portland.
- Connectivity within the West End Neighborhood**
 - 8. **Improve crosswalks:** fix ADA compliance issues with several crosswalks on Westbrook St; potential for pedestrian refuge island(s) in places.
 - 9. **New sidewalk/crosswalks:** address sidewalk gap on west side of Westbrook St..
 - 10. **New crosswalks:** at entrance/exit of Brickhill Ave.
 - 11. **New sidewalk:** Colin Kelly Rd. and Weymuth Rd. to connect Red Bank park sidewalks to Westbrook St.
 - 12. **Street lighting:** Improved street lighting in Red Bank neighborhood.
 - 13. **Sidewalk improvements:** widen existing sidewalk to accommodate more pedestrian use — potential to connect to proposed shared-use path on Jetport Plaza Rd.
 - 14. **New sidewalk:** extend existing sidewalk on west side of Westbrook St. to Jetport Plaza Rd.
 - 15. **Neighborhood connector:** Connect Liberty Commons and Cortland Court via formal sidewalk or path.
 - 16. **New sidewalk:** connect Opportunity Alliance and new residential development to Brickhill sidewalks.
- Trail Network Considerations**
 - 17. **Trail maintenance:** improved maintenance and accessibility of Long Creek Trail.
 - 18. **Improved access:** more established, lighted, access to existing dock.
 - 19. **Long Creek Trail extension (south):** connect Long Creek Trail to existing boat launch, Westbrook St., and Clarks Pond trails. Alternative routing could bridge Long Creek and connect behind Pape Chevrolet.
 - 20. **Improved trailhead:** more appealing/accessible entry point to the Clarks Pond Trail.
 - 21. **Clarks Pond loop:** new trail around Maine National Guard property to create loop around Clarks Pond and connect to Home Depot trail.
 - 22. **New trail:** Extend Red Brook Trail to Maine Mail parking area (off map).
 - 23. **New trail/shortcut:** connect West End to Maine Mail by linking existing sidewalks with Wex trails (this would require a formal mid-block crossing on Western Ave.).
 - 24. **New trails:** short, recreation loops mainly for neighborhood use.
 - 25. **New trail:** connect Redbank to Jetport Plaza Rd. along pipeline corridor via new trail.
 - 26. **Long Creek Trail extension (north):** connect Long Creek Trail to Westbrook St and proposed Long Creek bridge. If new road connection to Brickhill is established a shared-use path or sidewalk should be considered alongside it.



West End Community Office Hours

The project team held office hours in several locations throughout the West End. A cross-section of residents representing most parts of the neighborhood participated in group discussions about opportunities and challenges. Issues mentioned by residents included the safety of nearby trails, lack of neighborhood amenities such as a coffee shop or pool, and lack of connectivity between different residential developments. Several residents were worried about the safety of children walking to school along Westbrook Street.

South Portland West End Neighborhood Association (SPWENA)

The project team attended and presented at the March SPWENA meeting. Attendees expressed concerns about a variety of neighborhood issues such as the lack of outdoor recreation,

Public transportation improvements exercise at the May 18, 2017 Neighborhood Workshop at the Opportunity Alliance



*Community mapping exercise at the May 18, 2017
Neighborhood Workshop at the Opportunity Alliance*

STAKEHOLDER INPUT

The project team interviewed many stakeholders including City staff, residents, and people working in and around the neighborhood. Topics discussed varied depending on who was interviewed, but all feedback gathered informed a variety of topics in the plan. Participating organizations included:

- Comprehensive Plan Implementation Committee (CPIC)
- South Portland West End Neighborhood Association (SPWENA)
- The Opportunity Alliance
- Greater Portland Health
- South Portland Land Trust
- South Portland Historic Society
- The City of South Portland
- Redbank Community Center Teen Center
- Bicycle Coalition of Maine
- South Portland Bus Service

- Avesta Housing
- Olde English Village
- Redbank Village
- Liberty Commons

Comprehensive Plan Implementation Committee

The project team participated in monthly meetings with the City's Comprehensive Plan Implementation Committee (CPIC) beginning in November 2016. The CPIC helped direct the project and provided a venue for local stakeholders and residents who wanted to be more continuously involved. Meetings were held at the Redbank Community Center and focused on key topics addressed in the plan, including zoning, transit, affordable housing, and transportation. The March 2017 meeting was dedicated to a visioning session about possible redevelopment opportunities along Westbrook Street.



VISION AND OBJECTIVES

Planning for the future of the West End neighborhood requires both knowing what residents and stakeholders want the neighborhood to become and laying out a clear path for how to get there. Based on the extensive planning and public engagement process within the neighborhood, the following vision statement was developed. Additionally, five objectives for how to make this vision a reality were identified. The vision and objectives provide a framework for the more detailed Action Plan.

VISION

The West End neighborhood is a vibrant, safe, and livable neighborhood with a strong sense of community that knits its separate residential centers into a cohesive whole. It supports pedestrian-scale development that complements safe, well-designed and well-maintained recreation and open spaces for residents and visitors to enjoy. All residents have safe access to nearby commercial areas, schools and surrounding neighborhoods. Westbrook Street is the unifying heart of neighborhood activity, where the community congregates and celebrates. It is a gathering place and home to small scale retail, diverse and affordable housing, and community services and resources that provide support for new and existing residents. There are ample sidewalks and crosswalks, as well as accessible and efficient public transit that connect the neighborhood to destinations throughout Greater Portland for work and play.



Highly utilized bicycle rack at Cortland Courts



Neighborhood Resource Hub on Westbrook Street

OBJECTIVES

Objective #1 – Neighborhood Connectivity

Make the West End a safer and easier place to walk, bike, and drive by improving roadway infrastructure, adding sidewalks and crosswalks, and enhancing bicycle amenities.

Objective #2 – Regional Access

Increase the ease and safety of accessing surrounding schools, employment, and services for all residents using all forms of transportation.

Objective #3 – Sustainable Community

Preserve the livability of the West End for residents of all ages by supporting affordable housing incentives and programs, and expanding local neighborhood amenities and retail services.

Objective #4 – Recreation and Open Space

Increase recreation and open space opportunities for residents and visitors by enhancing the trail network, improving access to the water, and increasing recreational programming.

Objective #5 – Neighborhood Center

Redevelop “the triangle” into a more vibrant neighborhood center with community gathering spaces and streetscape improvements.



Macarthur Circle bus shelter



Redbank Community Center



Neighborhood bike rack in use



The Opportunity Alliance



ACTION PLAN

In order to work towards the West End neighborhood vision, the City and broader community must continuously take steps to achieve the objectives in this plan through a comprehensive and coordinated action plan. Each action is assigned to a specific objective; however, an action may apply to multiple objectives. The actions are also divided into three categories which identify the primary entity responsible for implementation:

Municipal – Actions that must be led and financed by the City of South Portland.

Partnership – Actions that require cooperation or coordination between the City and other public or private entities.

Development driven – Actions that can be achieved in conjunction with private development and redevelopment.

Basketball court in use outside of the Redbank Community Center



OBJECTIVE #1 – Neighborhood Connectivity

Make the West End a safer and easier place to walk, bike, and drive by improving roadway infrastructure, adding sidewalks and crosswalks, and enhancing bicycle amenities.

Within the West End neighborhood, local roads are mostly interconnected,

with few dead-ends or culs-de-sac. Fortunately, traffic volume and speed on most residential streets is low enough for walkers and bikers to feel comfortable. Despite the absence of sidewalks and crosswalks, residents are regularly seen walking and biking in the streets. However, the neighborhood is lacking adequate lighting and wayfinding. Also, addressing gaps in the sidewalk network and making it easier to access one residential area from another would make the neighborhood feel more cohesive and accessible.

Westbrook Street is a very important thoroughfare for the West End neighborhood, and it is the only street used on a daily basis by everyone living and working in the area. However, it is also a significant barrier and divides the community into two parts, with Redbank, Liberty Commons, and

Cortland Court on one side, and Olde English Village and Brick Hill on the other. Traffic volumes on Westbrook Street are relatively high, and speeds are faster than desirable. Additionally, there are many gaps in the sidewalk network and no Americans with Disabilities Act (ADA) compliant crosswalks, making it dangerous and undesirable for pedestrians. Biking along Westbrook Street is also challenging because of poor pavement conditions, traffic speed, and narrow shoulders.



Pedestrians on Colin Kelly Road, Redbank

ACTIONS

MUNICIPAL ACTIONS

- A** Improve the condition of existing sidewalks and construct additional sidewalk segments where there are gaps in the network, especially along Westbrook Street.
- B** To address speed issues, consider reducing the lane width along Westbrook Street by restriping, adding bike lanes, and widening the sidewalks.
- C** To better connect different parts of the West End, make it easier for residents to cross Westbrook Street by improving the accessibility and visibility of all crossings.
 - Improve street lighting, particularly throughout the Redbank Neighborhood.
 - Implement a comprehensive wayfinding program to help residents and visitors find recreational and community destinations.

PARTNERSHIP ACTIONS

- D** Connect Liberty Commons and Cortland Court with a formal sidewalk or path.

DEVELOPMENT DRIVEN ACTIONS

- E** Construct a new 'complete streets' road between Brick Hill and Aviation Boulevard to alleviate traffic congestion at the intersection of Westbrook Street and Western Avenue.
 - Require sidewalk and streetscape improvements as a condition of site plan approval for development of a certain size or impact.

OBJECTIVE #1 – Neighborhood Connectivity

A **C** *Opportunities for additional sidewalks and improved crossings on Westbrook Street*





This road connection would help reduce congestion on Westbrook Street by creating an alternate route within the neighborhood for residents and commuters

Addressing sidewalk gaps and inadequate pedestrian crossings along this stretch of Westbrook Street is a top safety priority

- Proposed roads
- Proposed sidewalks
- Proposed corridor study

OBJECTIVE #2 – Regional Access

Increase the ease and safety of accessing surrounding schools, employment, and services for all residents using all forms of transportation.

It is a challenge to safely and efficiently access the West End neighborhood by car, bus, foot, and bicycle.



Roadway access to and from the neighborhood is limited to just two routes, Westbrook Street and Jetport Plaza Road, which causes a steady flow of traffic on Westbrook Street throughout the day. Traffic is often backed up at the intersection of Westbrook Street and Western Avenue, and residents and commuters often have to wait through several cycles of the light to leave. Additional roadways to the West End would help diffuse this traffic.

Coming and going from the West End neighborhood is particularly challenging by foot or bike. The surrounding commercial area on Western Avenue and Westbrook Street lacks safe sidewalks, bike lanes, and crossings. Of particular concern is the route children must travel to get to school. Even though the elementary and middle schools are only about

a mile away, there are two major intersections, on/off ramps for I-295, a highway overpass, and a gap in the sidewalk on Westbrook Street.

The West End is served by the South Portland Bus Service and many residents depend on this service and use it regularly. However, the hours of service and frequency are limited, making it difficult and time consuming for residents to access nearby employment and services without a vehicle. Expanded routes and hours, and improved amenities around bus shelters would make it safer and easier for the community to use public transit.

ACTIONS

MUNICIPAL ACTIONS

- A** Create a protected shared-use path along Jetport Plaza Road within the existing right-of-way.
- B** Conduct a corridor study to address traffic congestion and bicycle and pedestrian safety issues along Westbrook Street and Western Avenue from the intersection of Broadway to Foden Road.
- C** Consider additional roadway access to the Redbank neighborhood by opening the gate on James Baka Drive or creating a new connection to Foden Road in that area.
- D** Improve the bicycle and pedestrian access along the section of Westbrook Street from the I-295 on/off ramps and underpass to the Broadway intersection.
- E** Provide easier pedestrian access to Skillin Elementary, Memorial Middle, and South Portland Public Library by constructing a new sidewalk on the east side of Westbrook Street.

PARTNERSHIP ACTIONS

- Improve transit service from the West End to popular employment destinations in Portland and Westbrook.
- F** Construct a shared-use bicycle and pedestrian bridge across Long Creek to create a direct off-road connection to the surrounding areas of South Portland and Portland.
- Consider a South Portland public transit circulator route connecting Redbank directly to the Maine Mall, Mill Creek, and other destinations in South Portland.
- Extend South Portland Bus Service along Westbrook Street to reach more residential areas.
- Work with Portland Metro to assess if Route 5 can be adjusted to better serve the West End neighborhood.
- G** Connect the West End to the Maine Mall area by linking the existing sidewalks with the WEX trails and adding a formal mid-block crossing on Western Avenue.
- Work with local schools to establish a Safe Routes to School program and possibly a Walking School Bus.

DEVELOPMENT DRIVEN ACTIONS

- Require connections to the West End when feasible as a condition of site plan approval for parcels bordering the neighborhood.

OBJECTIVE #2 – Regional Access

Existing conditions surround the West End neighborhood



Model protected shared use path for Jetport Plaza Road

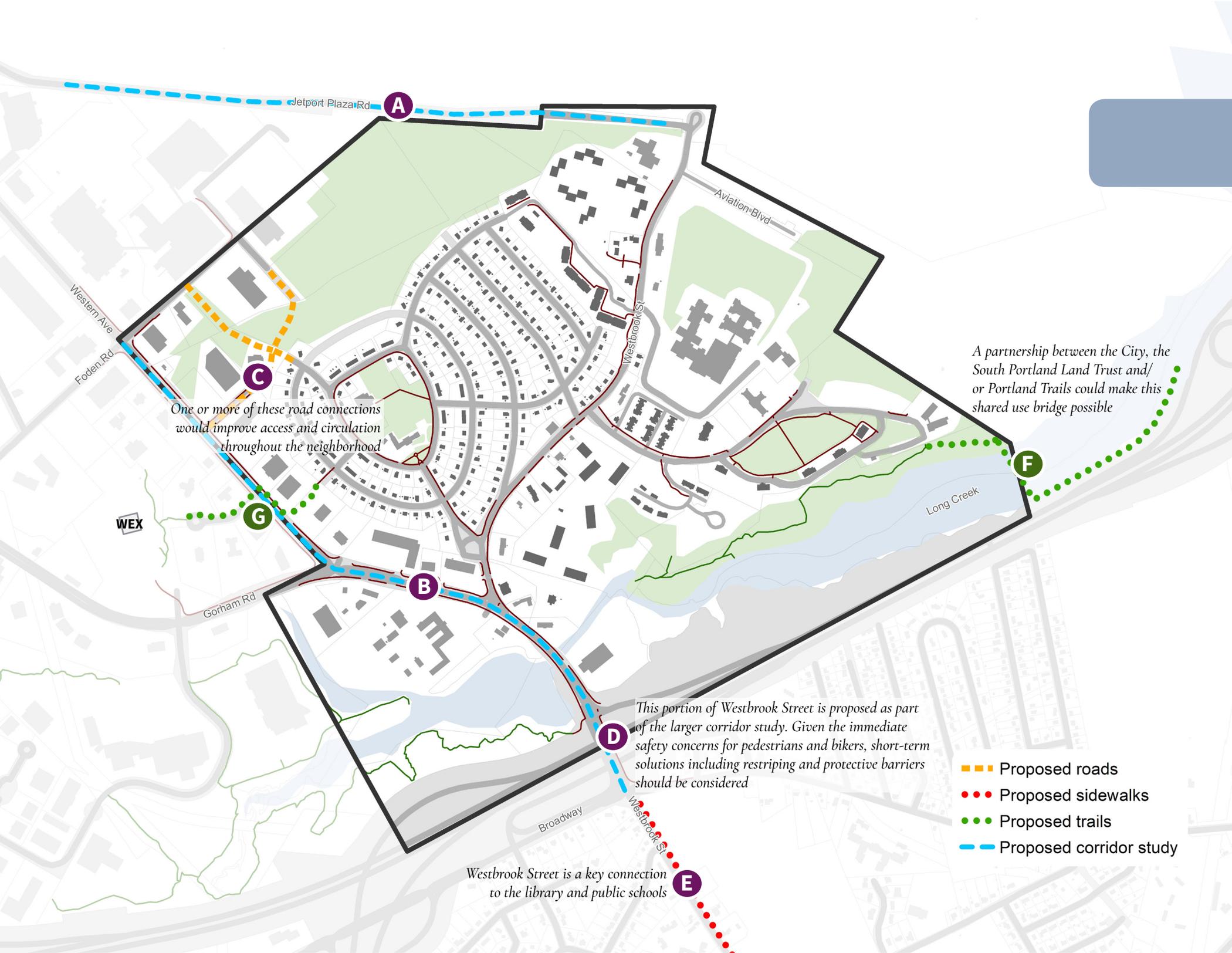


Example shared-use bridge, Stowe Recreation Trail, Vermont



Example short-term solution for I-295 underpass, Portland, ME





One or more of these road connections would improve access and circulation throughout the neighborhood

A partnership between the City, the South Portland Land Trust and/or Portland Trails could make this shared use bridge possible

This portion of Westbrook Street is proposed as part of the larger corridor study. Given the immediate safety concerns for pedestrians and bikers, short-term solutions including restriping and protective barriers should be considered

Westbrook Street is a key connection to the library and public schools

- Proposed roads
- Proposed sidewalks
- Proposed trails
- Proposed corridor study

OBJECTIVE #3 – Sustainable Community

Preserve the livability of the West End for residents of all ages by supporting affordable housing incentives and programs, and expanding local neighborhood amenities and retail services.

The West End is one of the most diverse and dynamic neighborhoods in the City. The neighborhood tends to attract many immigrants and other newcomers because there are numerous rental opportunities, a variety of housing types, and many affordable housing programs and incentives. With 2,841 residents (2010 Census) and a population density of about 6.6 people per acre, it is also one of the most densely populated areas of South Portland, and more residential development is on the horizon. In fact, a 118 unit development is being constructed in Brick Hill this year.

Despite the high percentage of renters, many residents have lived in the area for decades or more. These long-time residents add a strong sense of community identity and pride to the neighborhood.

Although known for its affordable housing options, many developments in the West End are now renting at market rate. One bedroom apartments in Redbank Village are being rented for \$1,000/month, and a two-bedroom apartment in Liberty Commons generally costs around \$2,000/month.

In order to ensure the neighborhood remains affordable and serves the needs of current and future residents, zoning and policy incentives must be enacted to encourage appropriate mixed-use and residential development. The City must also

improve outreach efforts throughout the community to make sure residents have a voice in decisions shaping the future of their community.

*Proposed zoning for the West End Neighborhood
(See Appendix C for more details)*



ACTIONS

MUNICIPAL ACTIONS

Establish a new Affordable Housing Tax Increment Finance (TIF) District along the Westbrook corridor to support affordable housing and related infrastructure and facilities.

Adopt new zoning throughout the neighborhood to encourage compatible growth, with more mixed-use and residential development.

Consider incorporating inclusionary zoning provisions for some projects.

PARTNERSHIP ACTIONS

Maintain support for housing subsidies throughout the neighborhood.

Improve community outreach for neighborhood improvements by working with the South Portland West End Neighborhood Association (SPWENA), the Opportunity Alliance, Avesta Housing and other stakeholders.

Actively work with developers and property owners to ensure housing is built and maintained for residents with low to moderate incomes.

Pursue a relationship with the Long Creek Youth Development Center through various programming, such as community service and trail maintenance within the neighborhood.

Add a local library branch and a community study space with a computer lab to the neighborhood.

Work with the South Portland West End Neighborhood Association (SPWENA) to implement a neighborhood cleanup program.

OBJECTIVE #4 – Recreation and Open Space

Increase recreation and open space opportunities for residents and visitors by enhancing the trail network, improving access to the water, and increasing recreational programming.

The West End has lot of parks, recreational areas and open space, which is ideal for a neighborhood

with so many young families and children. However, much of the recreational and open space is not fully taken advantage of because it is not optimally programmed, maintained and supported. Small changes such as better landscaping, signage and lighting would go a long way to making existing facilities more appealing.

The Redbank Community Park is very popular, but much of the outdoor space is not used because portions are frequently wet and muddy and there is little shade. Jordan Park could also benefit from increased programming and investment.

As the neighborhood continues to grow and add more housing, public open space can also be added by making sure additional facilities such as dogs parks, sitting areas and

community gardens are included in new large-scale development projects.

The Long Creek Trail is the only hiking trail in the West End neighborhood, but there are numerous trails nearby that could be enhanced and improved through better trail maintenance and wayfinding, particularly the trail leading to the public dock on Long Creek. Trails also offer pedestrian connectivity for active residents wishing to travel within the neighborhood and to surrounding destinations.

The South Portland Land Trust is actively considering ways to expand the trail network in the West End and Maine Mall area of South Portland, and working together to enhance this system would be beneficial to the neighborhood, as well as the entire City.



Long Creek Public Dock

ACTIONS

MUNICIPAL ACTIONS

Add new recreational facilities to the neighborhood, such as dog parks, community gardens, a public swimming pool, or ice rink.

A Improve the Redbank Community Center and Park to include more usable open space, playing fields and other amenities.

Conduct an inventory and assessment of neighborhood recreational assets with CDBG funding.

PARTNERSHIP ACTIONS

Improve coordination between the City's two recreation centers to increase access to after-school, recreation, and senior programming for all West End residents.

Develop an Open Space and Recreation Plan for the western portion of South Portland, focusing on trail maintenance and expansion.

B Improve public access to Long Creek by addressing parking, lighting and maintenance issues around the dock and examine the feasibility of boat storage and developing a seasonal kayak program.

C Extend the Long Creek Trail south to connect to the existing boat launch, Westbrook Street, and Clarks Pond trail.

D Increase use of Jordan Park by programming outdoor community events and gatherings, such as concerts, barbecues, and movie nights.

DEVELOPMENT DRIVEN ACTIONS

Require usable public open space as a condition of approval for large projects.

OBJECTIVE #4 – Recreation and Open Space

A

The Redbank Community Center is a key location for the community. Improving the indoor and outdoor facilities would benefit the entire neighborhood and make it a destination for residents across the City.

Proposed indoor facilities:

- Public Library branch
- Computer lab
- Satellite City offices
- Public meeting rooms
- Additional athletic facilities

Proposed outdoor facilities:

- Public Swimming pool
- Community garden
- Dog park
- Improved lighting
- Additional shaded areas
- Improved landscaping
- Ice skating rink



Underutilized trail in the West End Neighborhood



Redbank Community Center



Underutilized basketball court on Westbrook Street



The Portland-Montreal pipeline ROW offers an opportunity for pedestrian connectivity

MAINE AIR NATIONAL GUARD

HOME DEPOT

Partnerships with the South Portland Land Trust and private land owners could help connect the Long Creek Trail and the Clarks Pond Trail

●●● Proposed trails

OBJECTIVE #5 – Neighborhood Center

Redevelop “the triangle” into a more vibrant neighborhood center with community gathering spaces and streetscape improvements.

The triangle area includes three parcels, one is home to a busy



Le Variety convenience store on Westbrook Street

convenience store regularly patronized by most residents, but the other two are vacant and not very well maintained. Developing this area into a neighborhood center with indoor and outdoor community space and amenities would benefit the entire West End. Public investment in streetscaping, lighting, and seating, along with private investment and appropriate rezoning would make this area feel more welcoming and help it develop a distinct neighborhood feel. Adding a multimodal transit hub to this area would make the site more of a community destination and better serve the residents.

As a part of the project team, Richardson & Associates worked with the community to develop a conceptual site plan for this location. The CPIC reviewed and discussed draft concepts at their March 2017

meeting, and at the Neighborhood Workshop in May 2017, three conceptual alternatives were presented to participants for feedback. Overall, preference was given to the more flexible site and program aspects of each option. This and other input was incorporated into the final concept design.

During the course of this planning process, one of the “triangle” parcels was purchased by the neighboring landowner and a potential development proposal began to evolve. The West End project team engaged with the City, property owner, and potential developer (Avesta Housing) on a series of conceptual designs for the development, and this project is expected to continue moving forward.

ACTIONS

MUNICIPAL ACTIONS

Create appropriate zoning for this area to allow for a mixed-use human scale neighborhood center.

- A** Design and construct streetscape improvements along Westbrook Street to distinguish the area as a neighborhood center, including street trees, lighting, on-street parking and other amenities.
- B** Provide flexible parking standards that allow for shared parking and encourage multimodal transportation options.

PARTNERSHIP ACTIONS

- C** Create a multimodal transit HUB along Westbrook Street.
- D** Include indoor and outdoor community space for local business and neighborhood groups as a part of development in this area.



OBJECTIVE #5 – Neighborhood Center

Draft street level rendering of building and streetscape improvements along Westbrook Street, completed by Richardson & Associates



A

On-street parking is proposed along the entire street edge – bolstering the ability for visitors experience and patronize neighborhood shops and amenities. Street lights, additional trees and plantings complement the on-street parking – reinforcing traffic calming and the pedestrian environment.



D

The proposed plaza between the street and building allows for multiple small seating and gathering spaces, and is also able to flex into a larger unified space for neighborhood events. There is also room for outdoor café or restaurant seating. Native plant pockets and shade trees flank the proposed linear sitting walls to provide shade and scale to the building mass – creating a more human-scaled environment.

PAVED WALKWAY & FLEXIBLE LAWN SPACE

- DIVIDED LAWN SPACES
- NEIGHBORHOOD CONNECTION - PAVED WALKWAY
- SITTING WALLS
- MEADOW DRIFT STREET BUFFERS
- ELEVATED LAWN SPACE FOR SMALL PERFORMANCE OPPORTUNITIES
- ON-STREET PARKING

This flexible open space includes many features for active and passive recreation. Large lawn areas offer opportunities for community events or athletics, and the central walking path more directly connects the residents to the neighborhood center. This site also includes a linear sitting wall, and reserves the corner of Devereaux Circle and Westbrook Street for art and signage representative of the neighborhood and its spirit.

PARKING & FLEXIBLE EVENT SPACE

- PARKING FOR UP TO 40 CARS
- GREEN INFRASTRUCTURE / BIOWALLS / RAIN GARDENS
- BUS STOP AND SHELTER
- FLEX SPACE SURFACING DIFFERENT - PAVING

For larger community events, such as a farmers market or movie night, the middle section of the parking area can transition into additional plaza space.

PRIVATE GARDEN SPACES FOR TENANTS

MIXED USE BUILDING:
1ST FLR RETAIL / 2ND FLR HOUSING

B
FLEXIBLE EVENT SPACE

D

FLEXIBLE PLAZA SPACE

- OUTDOOR CAFE
- SITTING WALLS
- ON-STREET PARKING
- CONTEMPORARY PLANTING

BOLLARD SCULPTURE/ART

NEIGHBORHOOD SIGN & SCULPTURE

Richardson & Associates, Landscape Architects | 11 Middle Street, Suite 400, Portland, ME 04102
Scale: 1" = 20'-0"
Original Drawing Size: 24" x 36"
West End Neighborhood - Sketch Concept NEIGHBORHOOD CORE
City of South Portland
South Portland, ME





APPENDIX A

EXISTING CONDITIONS

PLANNING AREA

The West End neighborhood was primarily used for farming until the mid-1800s, and began to transition into a more residential area with the establishment of Redbank Village as workforce housing for shipbuilders and their families during World War II. After the war, other for-profit apartment complexes followed and the area's population continued to grow.

The shift in the neighborhood from farmland to residential coincided with a substantial post-WWII economic boom, the construction of I-95 and I-295, the expansion of the Portland Jetport (originally for wartime purposes), and the construction and expansion of the Maine Mall. These large-scale changes, along with other surrounding automobile-oriented development, had a clear impact on the neighborhood. The West End is now geographically separated from the City by several major barriers – the Portland Jetport to the north, I-295 (and Long Creek) to the east, and Western Avenue and Westbrook Street (a heavily trafficked commercial strip) to the south and west.

There are just two access points to the West End, both along Westbrook Street. The street is described in a July 2017

Portland Press Herald article as “the neighborhood’s patched and crumbling thoroughfare.” Westbrook Street travels in a north-south direction, effectively separating Redbank and other neighborhoods on its western side from Olde English Village and Brick Hill on its eastern side. As the primary access point to and from the neighborhood it is the one street used by everyone, residents and commuters alike. With gaps in the sidewalk network, and poorly visible and non-ADA compliant crosswalks, the street acts as a barrier within the neighborhood as well.

For those who live in the West End, the neighborhood’s clearly defined borders are a mixed blessing. On the one hand they provide a sense of seclusion and quiet, but on the other hand the neighborhood can feel disconnected from its surroundings and isolated from the rest of the City.

Despite the state’s largest mall being just a short distance away, and several schools within walking distance, navigating Western Avenue or the I-295 underpass by any means other than a vehicle feels unsafe for many. Businesses closest to the neighborhood along Western Avenue are oriented towards traffic with no direct road or trail access to the residential neighborhood.

1975



2015



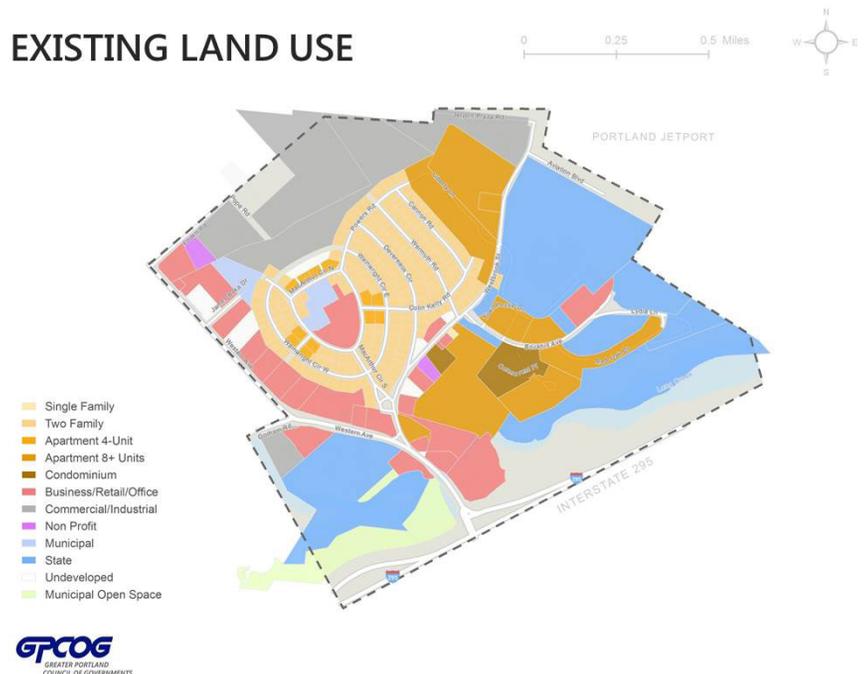
*Aerial images of the West End Neighborhood
in 1975 and 2015*

LAND USE

The concentric, radial design of Redbank Village and the campus setting of Brick Hill are the mainstays of the West End neighborhood. Formerly rural farmland, as the table on the next page shows, the West End is now a relatively dense residential enclave. When taken together, residential uses account for over 30% of the land area in the West End.

Land Use	Percent	Acres
State	29.2%	101.1
Municipal	2.5%	8.8
Commercial / Industrial	15.1%	52.3
Business / Retail / Office	11.6%	40.3
Apartment 8+ Units	15.1%	52.3
Apartment 4-Unit	1.2%	4.0
Two Family	13.0%	45.0
Single Family	0.05%	0.2
Condominium	2.0%	6.8
Municipal Open Space	7.9%	27.3
Undeveloped	1.7%	5.7
Non Profit	0.7%	2.3

EXISTING LAND USE



Development	1 br	2 br	3 br	4 br	Total
Redbank Village	48	302	150	0	500
Liberty Commons	40	56	24	0	120
Cortland Court	6	182	0	0	188
Avesta Brick Hill Townhouses	14	34	18	0	66
Avesta Brick Hill Heights	15	9	6	0	30
Avesta Brick Hill Cottages	10	16	11	5	42
Osprey Circle	42	6	0	0	48
Olde English Village	48	165	0	0	213

Residential

Residential development in the West End is comprised of several distinct rental communities. Built in the 1940s, Redbank Village was the first, and largest, planned development. It has 500 units, ranging in size from one to three bedrooms. The yards are not fenced in, which creates a greenbelt effect between the streets. In the center of the development is Redbank Community Park and Redbank Community Center. Just north of Redbank Village are Liberty Commons and Cortland Court, both market rate apartment complexes with between 100 and 200 rental units.

In the Brick Hill neighborhood, Avesta Housing oversees several affordable, subsidized, and mixed-income apartments, including the Brick Hill Townhouses, Brick Hill Heights, Brick Hill Cottages, and Osprey Circle (55 years and over). Formerly the Maine Youth Center, this area has a campus-like feel with a large shared green called Jordan Park. Located next to Osprey Circle, Heron Cove features market rate condos and is one of the few developments with ownership opportunities. Riverbrook Apartments is the newest development in Brick Hill and phase one will feature 118 one and two bedroom market rate units.



Olde English Village is near the entrance to the neighborhood on the east side of Westbrook Street. The complex offers one and two bedroom market rate apartments surrounded by landscaped green space. German Stone Apartments (three rectangular townhouse buildings arranged in a horseshoe off Westbrook Street) are just north of Olde English Village and another rare opportunity for condo ownership.

Commercial

Most commercial uses in the West End are concentrated along the Western Avenue commercial strip and oriented to capture mall traffic. A few smaller businesses are located on Westbrook Street within the neighborhood. These businesses, including Le Variety, the Laundry Center, and Organic Roots Salon, generally serve a more local clientele. Additionally, portions of Brick Hill include professional and office uses. In the early 2000s, the Castle, a 50,000 square foot red brick Elizabethan building built in the 1850s, was converted to medical and office uses. The Opportunity Alliance, a nonprofit community action agency serving Cumberland County, is also located in Brick Hill at the end of Lydia Lane in the old barn of the former Maine Youth

Center.

Immediately surrounding the neighborhood are several major employers, including Texas Instruments, Fairchild Semiconductor, Wright Express (WEX), the Portland Jetport, and the Maine Mall. While not part of the project area, these are some of the major employers in the region, drawing business to the area and employing many West End residents.

Municipal and State Owned

The West End is also home to two unique land uses: the Long Creek Youth Development Center and the Maine Air National Guard facility. Located on the opposite side of Western Avenue, the Maine Air National Guard's relationship to the West End is minimal. However, the Long Creek Youth Development Center is more centrally located on Westbrook Street. Combined, both state-owned properties occupy roughly 30% of the neighborhood's land area, but are fenced off by barbed wire and act as barriers to neighborhood cohesiveness.

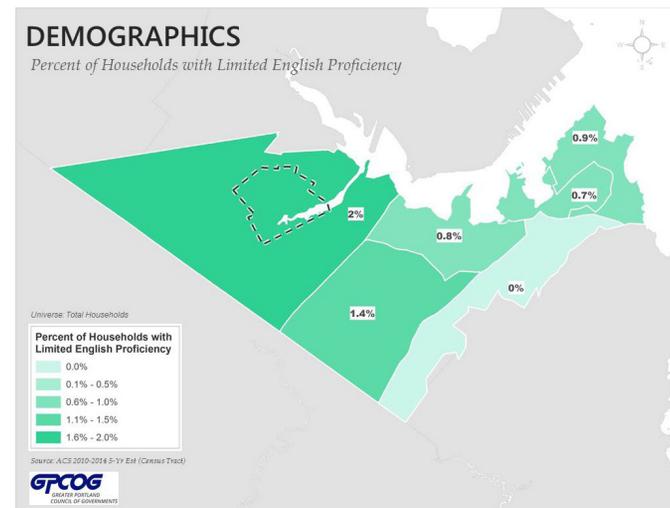
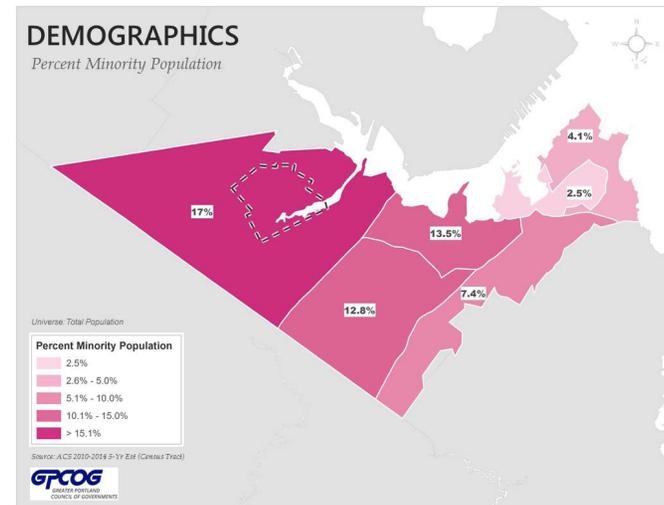
Open Space

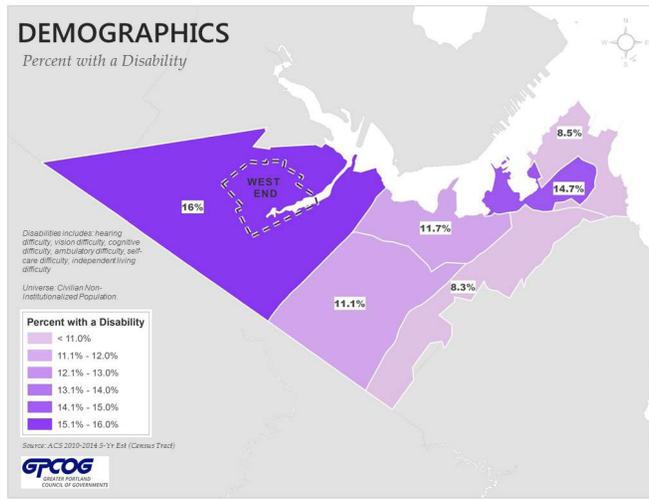
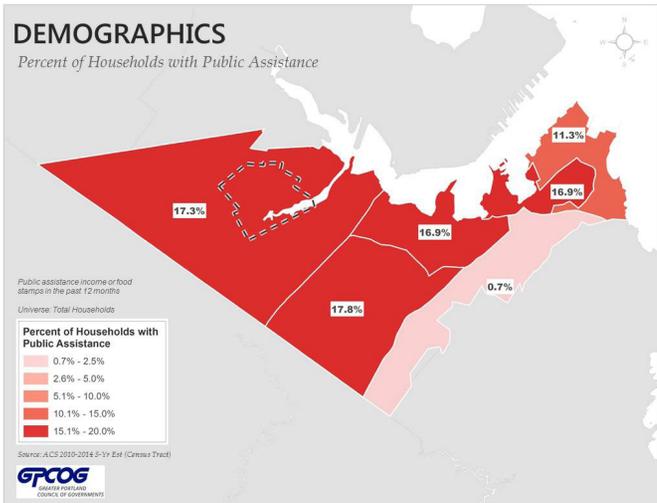
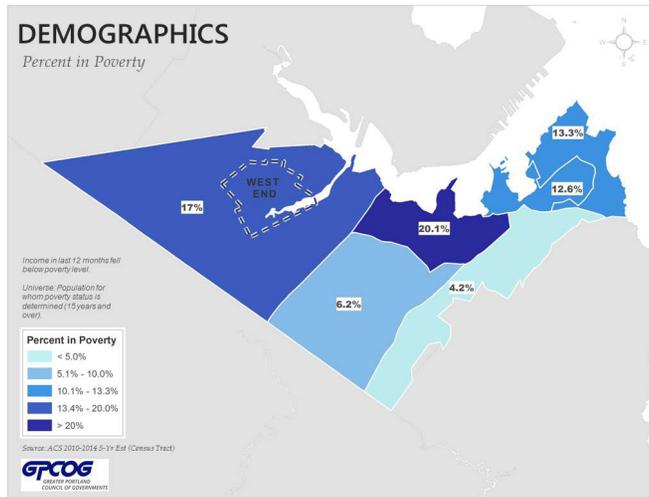
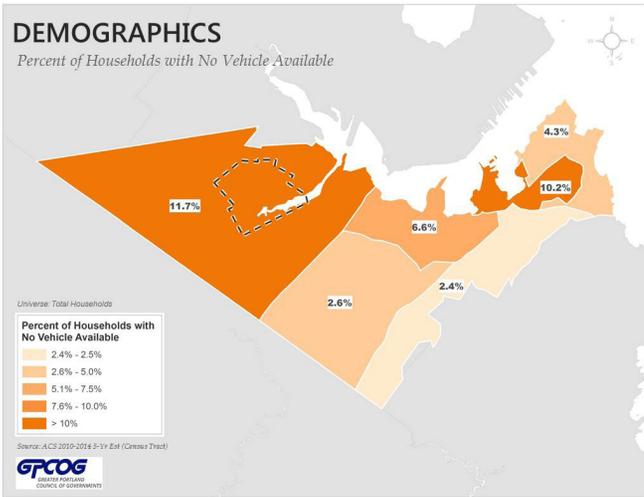
Within the West End there is a considerable amount of land devoted to parks, recreation, and open space, the most noteworthy being Redbank Community Park in Redbank Village, and Jordan Park in Brick Hill. These areas are discussed in more detail in the Community Open Space section of this appendix.

DEMOGRAPHICS

The West End is one of the most diverse and dynamic neighborhoods in the City. With a population of 2,841 residents (2010 Census) and a population density of approximately 6.6 people per acre, it is also one of the most densely populated. Since the area is comprised largely of rental communities with a mix of affordability and housing types, the West End tends to attract immigrants and other newcomers at higher rates than other parts of South Portland.

The following maps use the 2010-2014 American Community Survey 5-year estimate to compare the neighborhood's demographic data with other areas of the City. Although the West End is a part of a larger census tract in these maps, it







is the finest level of detail available, and since there are few other residential neighborhoods west of I-295, the data is largely representative of the West End neighborhood.

The West End is relatively diverse, characterized by the highest percentage of minority residents in the City. Many West End residents are new to the country and have higher rates of limited English proficiency. At Memorial Middle School, which serves the West End neighborhood, students speak 18 languages in addition to English.

The West End neighborhood also ranks the highest in South Portland for households without a vehicle, and second highest both for individuals living at or below the poverty line and individuals receiving public assistance.

Although most West End residents are renters, many have strong ties and commitment to the neighborhood. According to our survey, nearly 60% of residents have lived in the West End for three or more years, and 56% of residents plan to stay in the West End for at least several more years. Additionally, the neighborhood has several active and influential community groups and organizations, including Avesta Housing, the South Portland West End Neighborhood Association (SPWENA), the community HUB, Redbank

Community Center, and the Opportunity Alliance.

TRANSPORTATION NETWORK

Roadway access to and from the neighborhood is limited to just two routes, Westbrook Street and Jetport Plaza Road, which causes a steady flow of traffic on Westbrook Street throughout the day. Traffic is often backed up at the intersection of Westbrook Street and Western Avenue, and residents and commuters often have to wait through several cycles of the light to leave. Additional roadways to and from the West End would help diffuse this traffic.

Coming and going from the West End neighborhood is particularly challenging by foot or bike. The surrounding commercial area on Western Avenue and Westbrook Street lacks safe sidewalks, bike lanes and crossings. Of particular concern is the route children walk to get to school. Even though the elementary and middle schools are only about a mile away, there are two major intersections, on/off ramps for I-295, a highway overpass, and a gap in the sidewalk on Westbrook Street.

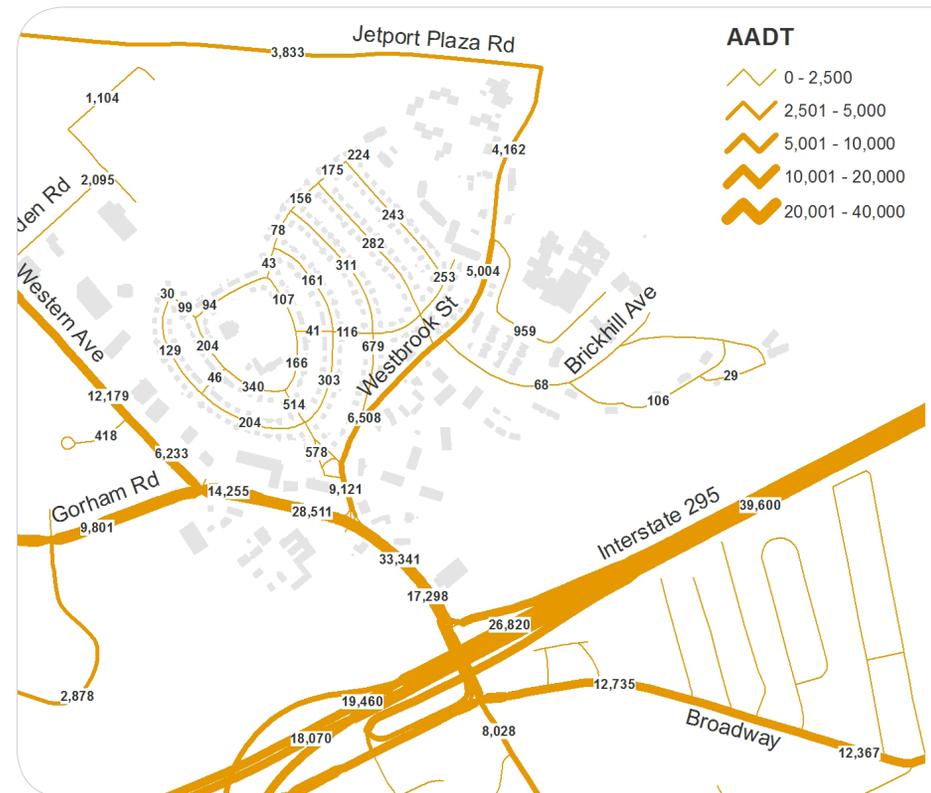
Western Avenue and Westbrook Street are both major

barriers to the neighborhood’s connectivity. This roadway is a major thoroughfare, six lanes wide at many intersections, designed almost exclusively with motorists in mind. While the road is suited for moving 25,000 plus vehicles per day, it is not pleasant to walk along, and crossings are infrequent and often feel unsafe.

The neighborhood is served by the South Portland Bus Service, but the hours of service and frequency are limited, making it difficult and time consuming for residents to access nearby employment and services without a vehicle. Expanded routes, hours of service and improved amenities around bus shelters would make it safer and easier to use public transit.

Within the West End neighborhood, local roads are mostly interconnected, with few dead-ends or culs-de-sac. Fortunately, traffic volume and speed on most residential streets is low enough for walkers and bikers to feel comfortable. Despite the absence of sidewalks and crosswalks, residents are regularly seen walking and biking in the streets. However, the neighborhood is lacking adequate lighting and wayfinding. Also, addressing gaps in the sidewalk network and making it easier to access one

Average Annual Daily Traffic in the West End and surrounding area





*South Portland Bus Service
Route 24B on Brick Hill Avenue*

residential area from another would make the neighborhood feel more cohesive and accessible.

Westbrook Street is a very important thoroughfare for the West End neighborhood, and it is the only street used on a daily basis by everyone living and working in the area. However, it is also a significant barrier and divides the community into two parts, with Redbank, Liberty Commons and Cortland Court on one side, and Olde English Village and Brick Hill on the other. Traffic volumes on Westbrook Street are relatively high, and speeds are faster than desirable. Additionally, there are many gaps in the sidewalk network and no Americans with Disabilities Act (ADA) compliant crosswalks, making it dangerous and undesirable for pedestrians. Biking along Westbrook is also challenging because of poor pavement conditions, traffic speed, and narrow shoulders.

PUBLIC TRANSPORTATION

The West End is served by South Portland Bus Service (SPBS) routes 24A and 24B. The blue and white buses are a common sight in the neighborhood and widely used by residents. The community survey revealed roughly 30% of

West End residents use the bus at least once a month.

Both routes follow a similar east-west pattern – outbound to the Maine Mall and inbound to Mill Creek and downtown Portland. Route 24A runs on weekends, but only goes to the MacArthur Circle stop, which is on the edge of the neighborhood. Route 24B travels up Westbrook Street and into the Brick Hill neighborhood but only has weekday service.

For both routes, it takes approximately 10 minutes to get to the Maine Mall and 30 minutes to downtown Portland. To save time, riders do need to pay attention to whether the bus is heading inbound or outbound. Additionally, riders need to be familiar with both schedules and learn the specifics of each route, which can deter ridership.

Based on the community survey, the two most popular transit destinations were downtown Portland and the Maine Mall. When asked what would improve the service, the majority of respondents mentioned one or more of the following: greater frequency, better weekend service, a more readable schedule, safe and clean bus stops, and more stops within the neighborhood.

PUBLIC TRANSPORTATION



SPBS Route 24A

Route 24A provides 7-day a week service to the West End neighborhood. The bus has one stop in the neighborhood at the MacArthur Circle shelter, although riders can also hail the bus at several flag stops along Western Avenue. Monday through Friday the 24A stops at MacArthur Circle approximately every two hours between 6:15am and 10:20pm. The weekend schedule is the same for Saturday and Sunday, with a slightly condensed timeframe.

SPBS Route 24B

Route 24B does not run on the weekends, but it does serve the West End more directly since the route travels halfway up Westbrook Street and into the Brick Hill neighborhood. The route has three stops along Brickhill Avenue and turns around at The Castle. Route 24B also has a two-hour gap between buses and comes through the neighborhood eight times a day between 7:00am and 8:40pm.

Possible New Route

The South Portland Bus Service is considering a new route that would provide additional service to the West End. According to the South Portland Bus Service, the concept for the new route is to circulate within South Portland,

connecting the West End neighborhood and Maine Mall to Knightville and the Mill Creek Transit Hub, with stops at key destinations along the way. While the route would stay within South Portland, riders going to Portland would be able to transfer to other routes at the Maine Mall or the Mill Creek Transit Hub with more frequency.

Portland Metro Route 5 (Maine Mall)

A relatively small number of West End residents commonly use Portland Metro's Route 5 (also known as the Maine Mall Route). While on the periphery of the neighborhood, Route 5 travels up and down Congress Street every half hour with short detours to Unum, the Jetport, and the Maine Mall. Residents who take Route 5 typically board at the stop by the Staples next to Jetport Plaza Road. This makes for a more direct trip to downtown Portland, but requires a mile or more of walking or biking to reach the stop.

Regional Transportation Program (RTP)

Vans and buses from the Regional Transportation Program (RTP) are also a common sight in the neighborhood. RTP is a paratransit agency that provides door-to-door transportation service to seniors, social service agency clients, the economically disadvantaged, and persons with



disabilities in Cumberland County. The service is designed for customers who are unable to take the public bus. According to RTP staff, the agency has quite a few clients in the West End who mainly use the service for medical appointments or shopping trips.

COMMUNITY OPEN SPACE

Parks and Recreational Areas

The two major neighborhood parks are Redbank Community Park and Jordan Park. Both are attractive, centrally located, and have ample space for a variety of uses, including playing fields in the summer.

The Redbank Community Park is adjacent to the Redbank Community Center, the former school serving Redbank Village. The City rehabilitated the formerly vacant and deteriorating school building into the existing Community Center, which now serves as a gathering place for people of all ages in the neighborhood. In 2013, the City used Community Development Block Grant (CDBG) funds to revitalize Redbank Community Park. The formerly blighted park now features a permanent pavilion, bike racks, a

playground, a basketball court, benches and trees, and clean pathways with landscaping to the Community Center.

On the other side of Westbrook Street, Jordan Park is located in the heart of the Brick Hill neighborhood. Situated at the highest point in the West End, Brick Hill has expansive views of surrounding areas. Within this setting, Jordan Park is a large, well-maintained grass field ringed by brick townhouses, sidewalks, trees, benches, and pedestrian-scale streetlights. In the summer soccer nets are brought out for public use, and the park periodically serves as a gathering place for block parties, community events and concerts.

In addition to these parks, many developments and apartment complexes have their own private or semi-private amenities. For instance, Liberty Commons and Cortland Courts share a pool, a playground, and two small basketball courts; Olde English Village has a pool, as well as spacious lawns with picnic tables and outdoor lounging areas; residents of the Brick Hill townhouses maintain a community garden; Brick Hill Heights has a playground; and in Redbank the development's unique street design coupled with shared backyards create an unofficial green belt corridor around the neighborhood.



Access to the Waterfront

There are two public access points to Long Creek in the West End. Both are underutilized but have great potential for revitalization. Behind Osprey Circle there is a seasonal public dock maintained by Avesta Housing and two public parking spaces reserved for its use. Unfortunately, there are no signs indicating public parking or a dock below. Moreover, the dirt trail used to access the dock requires descending a steep, loose embankment. Most residents either do not know about the dock, or assume it is private. Without regular use and surveillance, the dock periodically attracts delinquency. In the last several years, it has accumulated graffiti and burn marks on the decking from where small campfires have been made.

Just a few hundred yards upriver from the dock is a small public boat launch for non-motorized vessels. The launch is adjacent to a City-owned pump station located behind the Mexican restaurant Guerrero Maya off Westbrook Street. The site features a new parking pad made from permeable pavers with space for 5-6 vehicles. From the parking area it is a short 50-100ft walk on a marked trail to a put-in on Long Creek. Similar to the dock, there is little signage to alert anyone to its presence.

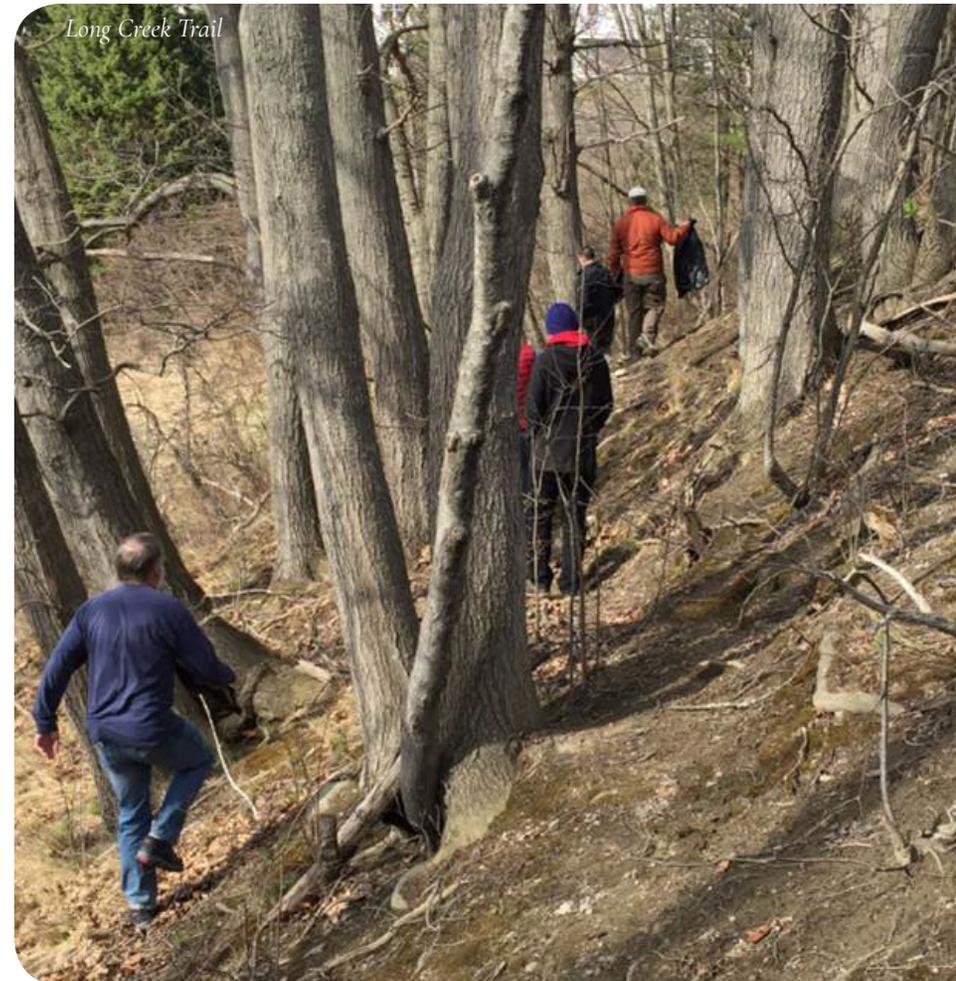
Trails

The Long Creek Trail is the only hiking trail in the West End neighborhood, although there are numerous trails nearby. The single track trail was built in the early 2000s and is maintained by the South Portland Land Trust. In its current form, the trail contours the banks of Long Creek for about a half-mile, winding its way past a public dock. The trail has two primary access points, one behind the Opportunity Alliance and another behind Osprey Circle.

Many in the West End feel the trail is underutilized because it needs maintenance and does not connect to other trails or points of interest. Also, the trailheads are not well marked and many neighborhood and City residents don't know they there. Of those who do use it, most are employees at the Opportunity Alliance or Brick Hill residents.

The South Portland Land Trust is actively considering ways to expand the trail network in the West End and Maine Mall areas of South Portland, and the Long Creek Trail is a high priority. Members of the Trust have been actively working with the City and the owners of Olde English Village to explore the feasibility of a southern extension to the trail. This quarter mile extension would continue along the banks

of Long Creek, briefly skirting Olde English Village, before connecting to the public boat launch, the sidewalks on Westbrook Street, the Clarks Pond Trail, and an expanding network of trails around the Maine Mall.



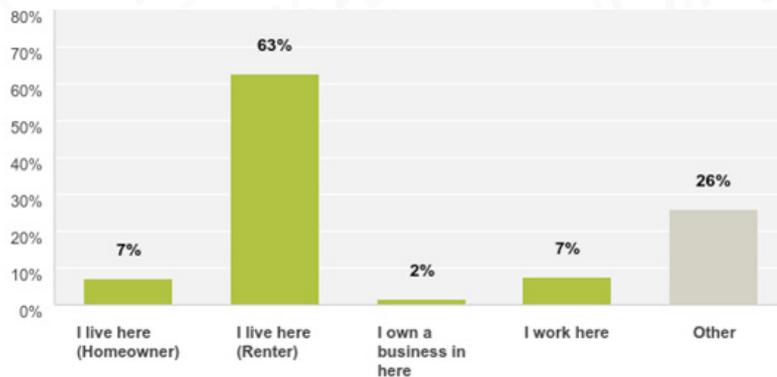


APPENDIX B

SURVEY RESULTS

The project team collected a total of 261 responses through paper and online surveys.

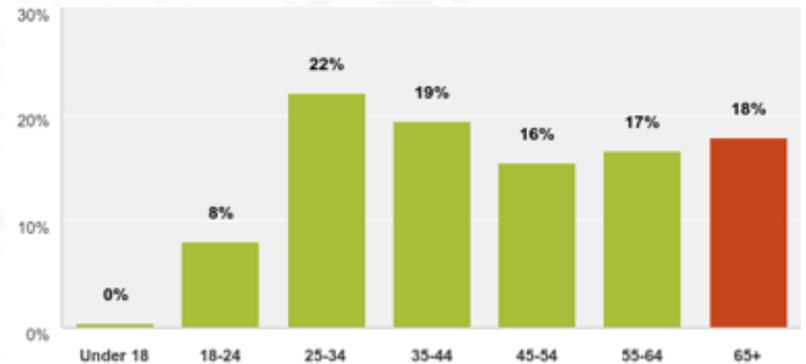
Q1: How do you know the West End Neighborhood?



The majority of survey respondents were renters in the West End neighborhood.

Among the 26% of respondents in the Other category 27% live nearby, 25% were South Portland Residents, 7% were visiting friends or family, 7% commute through the area, 5% were former residents, and the remainder could not be classified.

Q2: Age



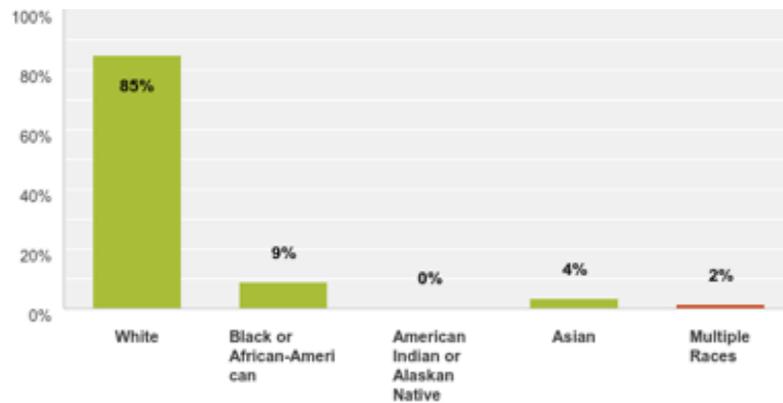
The age of the survey respondents was generally evenly distributed among the age cohorts shown above, with the 25 – 34 cohort representing a slightly higher proportion of respondents and the 18 - 24 cohort representing a slightly lower proportion of respondents. There were no respondents under the age of 18.

Q3: Gender

Answer Choices	Responses	
Male	42%	107
Female	57%	147
Other	1%	3
Total		257

Fifty-seven percent of survey respondents were female while forty-two percent were male.

Q4: Race

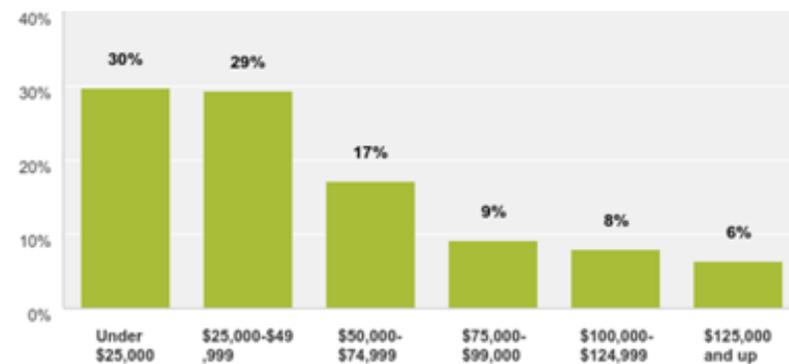


The majority of survey respondents were white (85%), while African-American accounted for 9% of respondents and Asian accounted for 4% of respondents.

This compares to the 2015 ACS 5-year sample for South Portland, which says 92% of South Portland residents are white, 1% are African American, and 4% are Asian.

The difference between the West End survey and the ACS results may reflect the higher racial diversity that is found in the West End.

Q5: Annual Household Income?

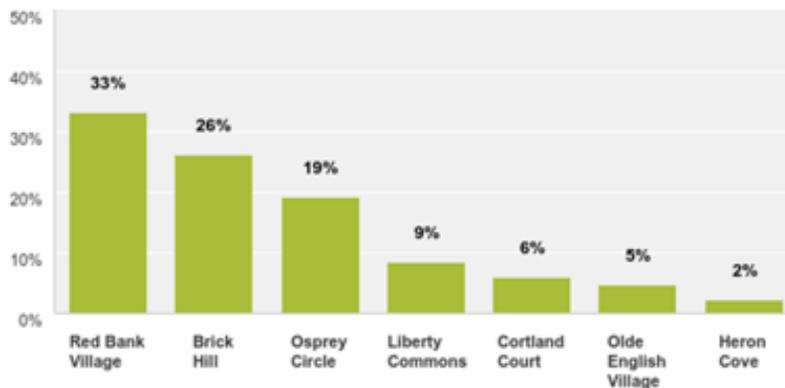


The majority of survey respondents (59%) have annual household income under \$50,000, with 30% of residents having an annual household income under \$25,000.

This compares to a mean household income of \$25,304 and a median household income of \$54,598 for South Portland residents as reported by the 2015 ACS 5-year sample.

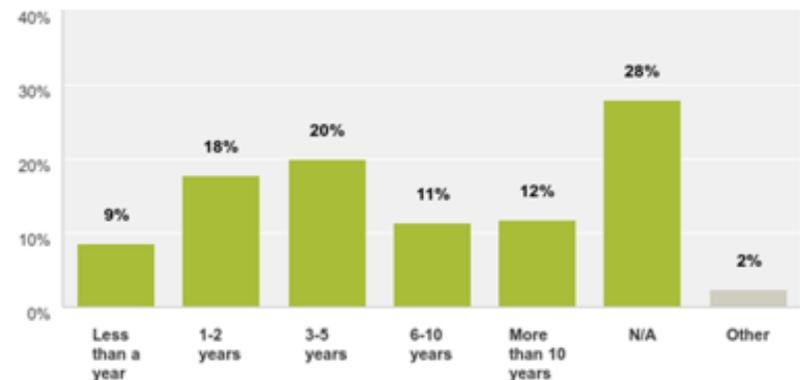
This means that more than 59% of survey respondents are part of a household earning less than the median household income for South Portland, and 30% of respondents' households earn less than the City's mean household income.

Q6: Do you live in the West End? If so, which area?



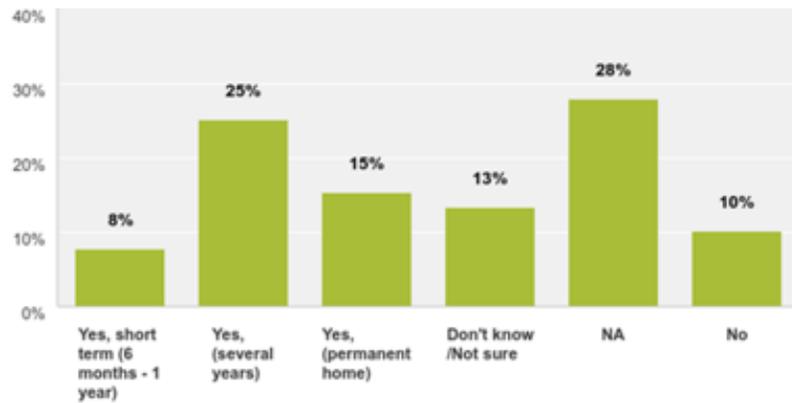
The majority of survey respondents live in Redbank Village (33%), Brick Hill (26%), or Osprey Circle (19%).

Q7: How long have you lived in the West End?



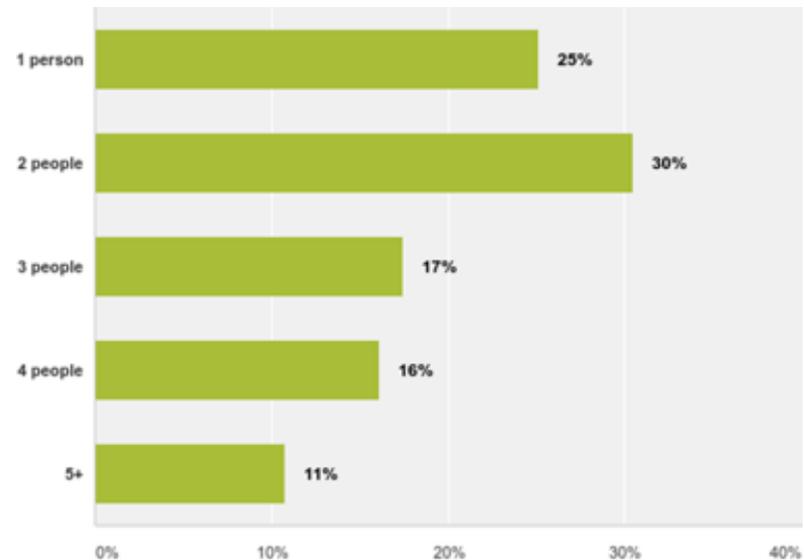
Nearly 50% of respondents have lived in the West End for less than 5 years, with the two most common responses in that range being 3-5 years (20%) and 1-2 years (18%). Eleven percent of residents have lived in the neighborhood for 6-10 years, and 12% have lived in the neighborhood for more than 10 years.

Q8: Do you plan to stay in the West End?



Many residents (40%) plan on staying in the West End for at least several years or making it their permanent home. Eight percent of respondents only plan on staying in the neighborhood for 6 months to a year, 13% don't know or aren't sure, and 10% of the respondents plan on moving because they have personal objections to conditions in the West End, their rent has increased too much, or for other personal reasons.

Q9: How many people, including yourself, live in your household?

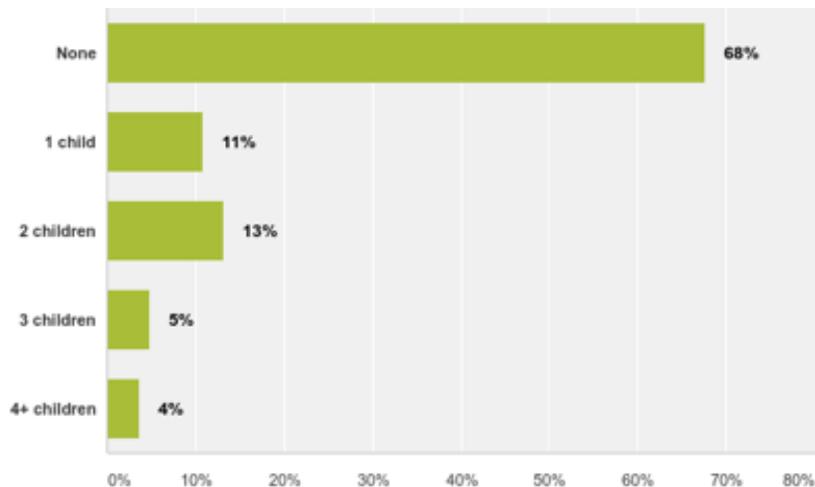


The majority (55%) of survey respondents live in 1-2 person households. This compares to an average household size of 2.35 for South Portland (2015 ACS 5-year sample). The average household size for renters is 2.08 and 2.55 for homeowners. Since the majority of survey respondents are renters, the household size reported by West End survey respondents is very similar to the average reported by the

ACS.

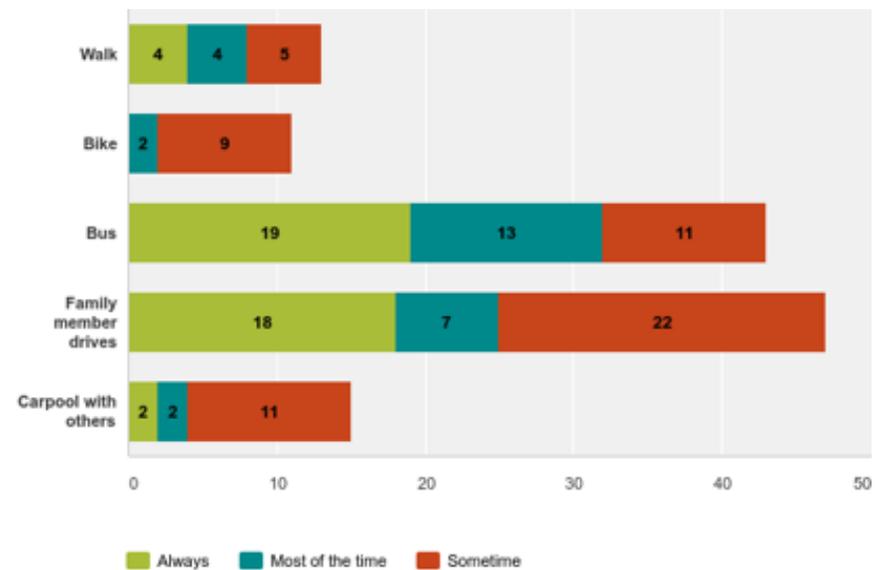
Nearly 25% of survey respondents live in 3-4 person households, and 11% of respondents live in households of 5 or more people. This compares to the 2015 ACS 5-year sample data, which says 48.7% of South Portland residents (in family households) live in 3-4 person households and 7.7% of South Portland residents (in family households) live in households of 5 or more people.

Q10: How many school-age children (18 and under) live in your household?



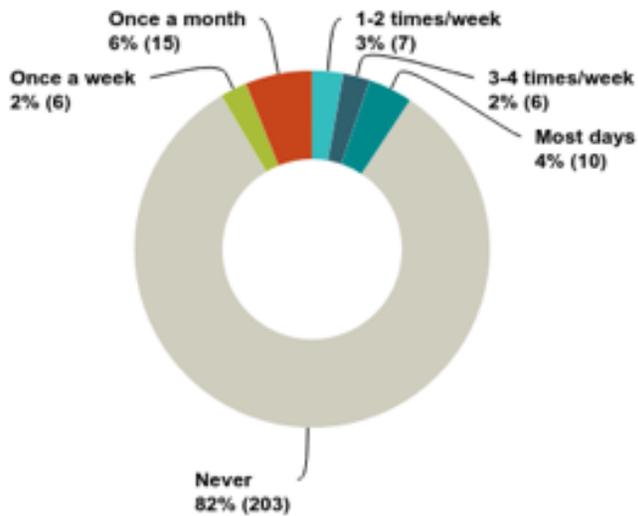
The majority of respondents (68%) did not have any children. Eleven percent of respondents have 1 child, 13% of respondents have 2 children, and 9% of respondents have 3 or more children.

Q11: If you have school-age children, how do they get to school?



The survey results show that school-age children in the West End typically travel to school on the bus or are driven by a family member. Very few school-aged children walk or bike to school on a regular basis. Carpooling and walking tend to be used more occasionally to get to school.

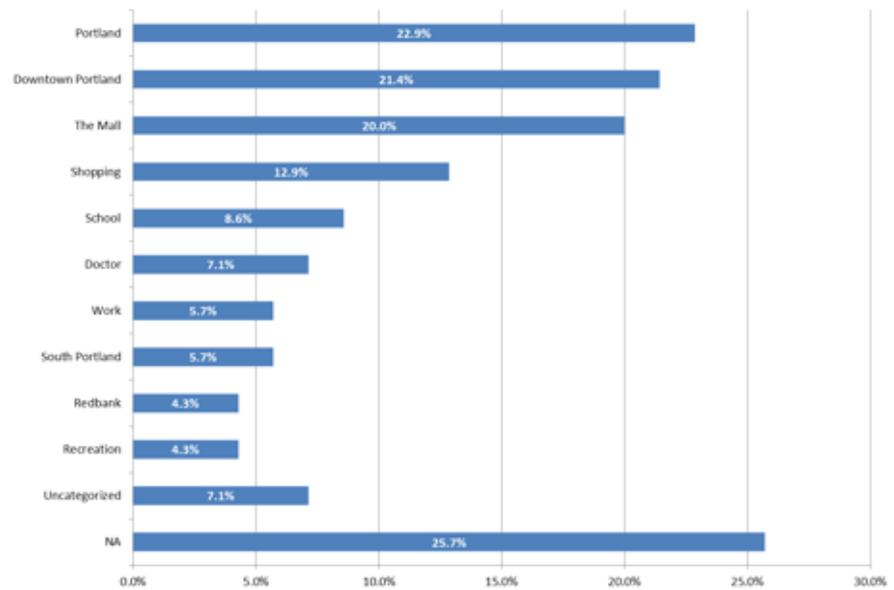
Q12: How often do you take the bus to / from the West End?



Eighty-two percent of respondents never take the bus from the West End. Six percent of respondents take the bus once a month, five percent take the bus once or twice a week, and six percent take the bus 3 or more times a week.

So, the tendency among those who ride the bus is to ride only occasionally or to ride just about every day.

Q13: Where do you go when you take the bus?

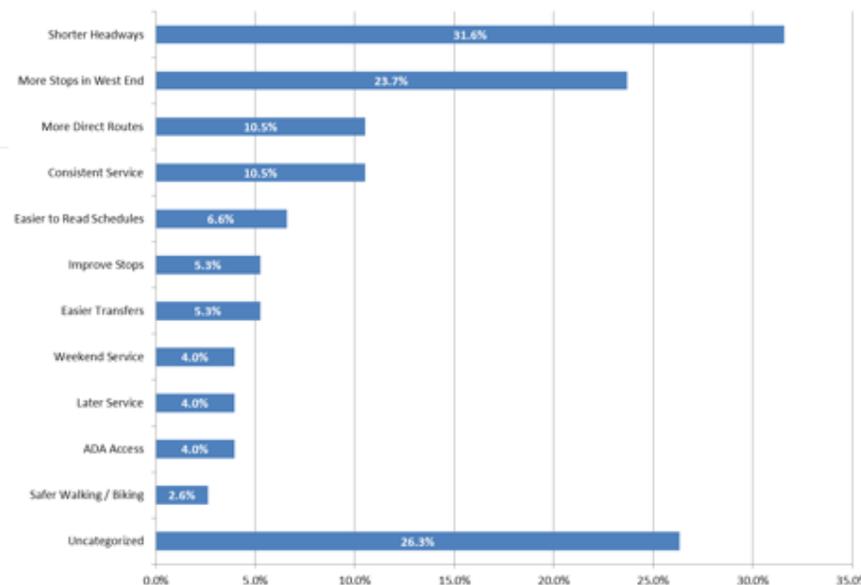


School Appointments Mall Doctors Portland
 Redbank Bus Shopping

Among survey respondents who ride the bus, the most common destinations include Portland (22.9%), downtown Portland (21.4%), The Mall (20%), and shopping (12.9%).

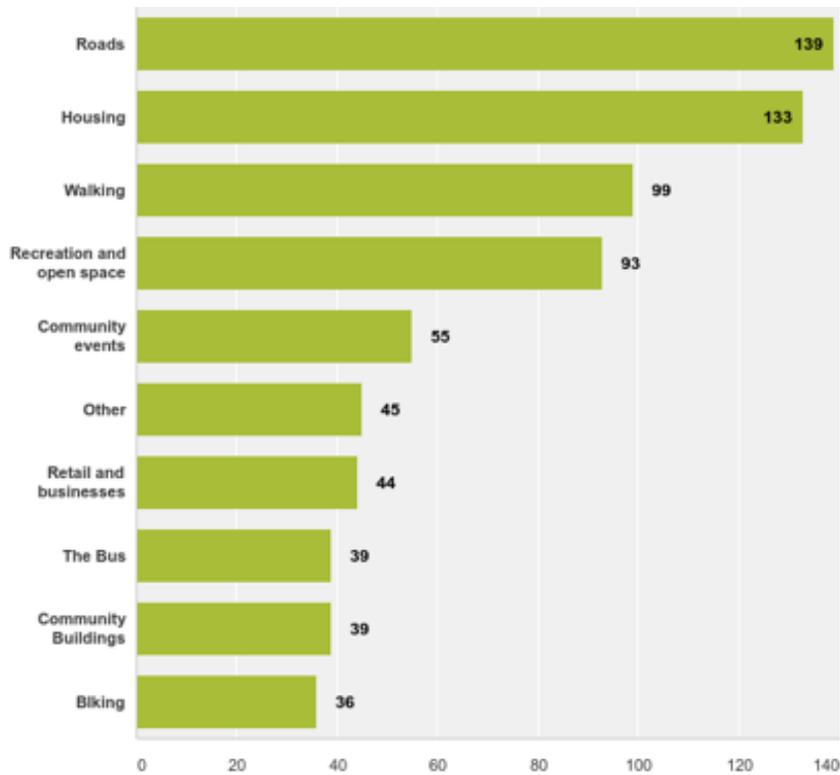
Q14: What would make taking the bus easier or more convenient?

Frequency Neighborhood Easier Service on Weekend
 Route Portland Frequent Came Bus
 Cortland Courts Brick Hill Pick Run Schedule



When West End residents were asked what would make taking the bus easier or more convenient from the West End, the most common responses include shorter headways (31.6%), more stops (and expand service) in the West End (23.7%), more direct routes (10.5%), and more consistent service (10.5%).

Q15: Which topic areas below would you MOST like the City to Focus on?

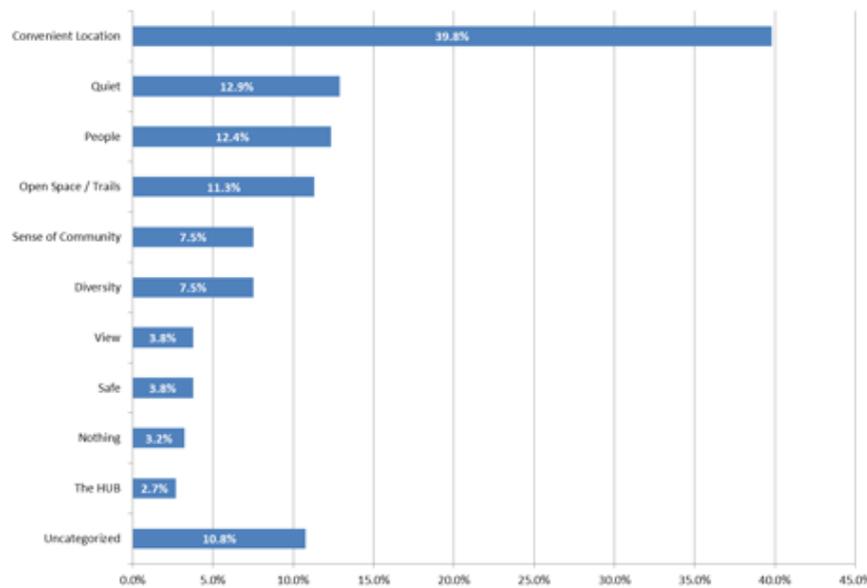


The top priorities identified for the City to focus on in the West End neighborhood include roads, housing, walking, recreation and open space, and community events.

The responses in the other category touched on themes such as providing more activity for seniors, providing more pedestrian amenities, having a community center, housing affordability and property tax relief, improving public safety, improving roads, and providing safe routes to school.

Better Security Mixed Pay Safer School Activities
 Community Neighborhood Housing
 CLEAN Affordable HUB Senior Mess Stop
 Bus Public Safety

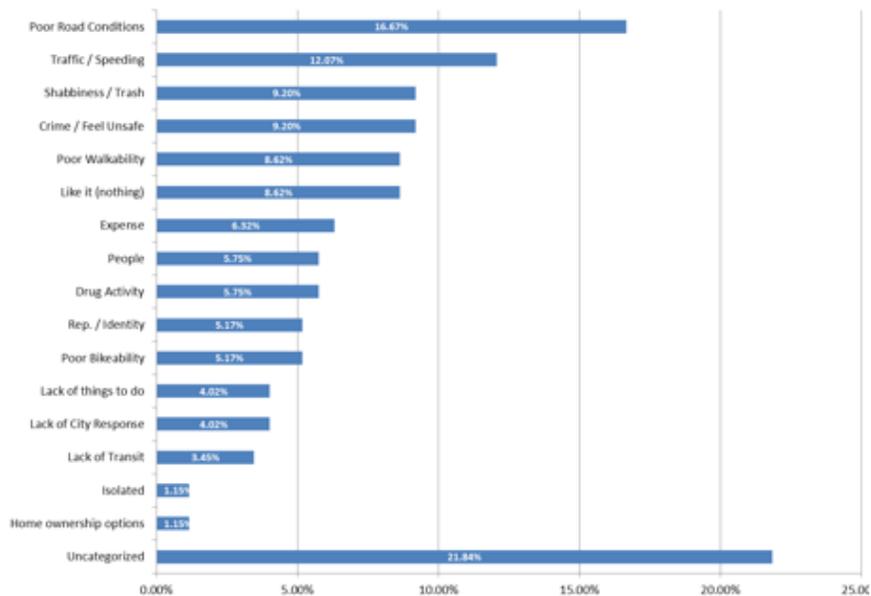
Q16: What do you like MOST about the West End



Hub Laundry Live Close to where I Work Friendly
 Clark's Pond Neighborhood Retail Portland
 Space Proximity Families Quiet Safe
 Convenient Restaurants Location Job
 Community Safety Access Long Creek Park
 Turnpike Businesses Population Housing

When asked what they like most about the West End, the most common response was the convenient location (39.9%). Survey respondents also said they like the quiet (12.9%), the people (12.4%), the open space / trails (11.3%), the sense of community (7.5%), and the diversity of the neighborhood (7.5%).

Q17: What do you like LEAST about the West End?



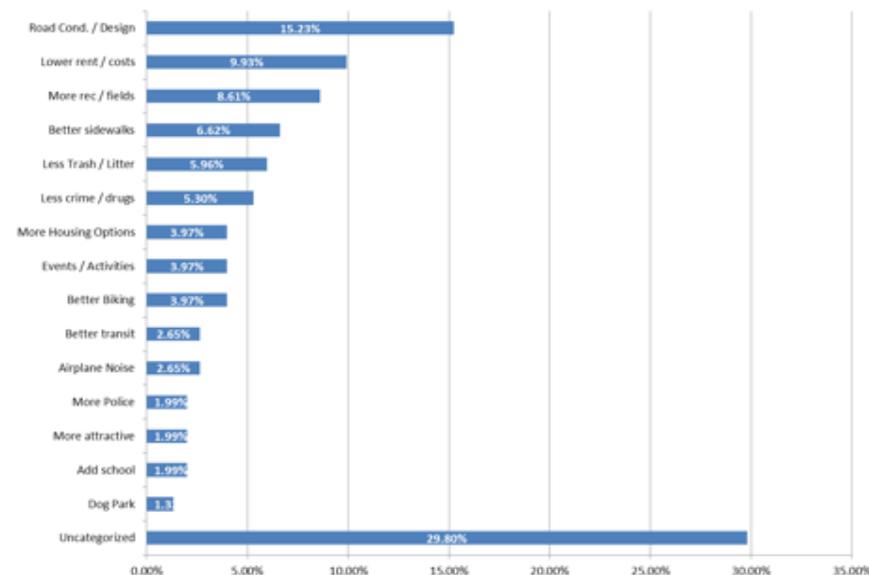
When asked what they like least about the West End, the most common responses included poor road conditions (16.7%), traffic and speeding (12.1%), shabbiness and trash (9%), crime (9.2%), and poor walkability (8.6%).

Neighbors Noise from 295 Safe Westbrook Street Kids
 Unattractive Neighborhood Ignored by the City
 Drugs Reputation Red Bank Transportation
 Traffic Community Roads Congestion
 Walking Trash Crime Services Housing
 Bike Lanes Rent Detention Center Living Needs

Q18: If you could change on thing about the West End what would it be?



When asked if they could change one thing about the West End, the most common responses included the road conditions and design (15.2%), lower the rent costs (9.9%), more recreation opportunities (8.61%), better sidewalks (6.6%), less trash and litter (5.9%), and less crime and drugs (5.3%).





APPENDIX C

ZONING

CURRENT ZONING

The western side of South Portland is experiencing an increase in residential development as rising housing costs push demand further from Portland. In particular, neighborhoods like the West End, which have traditionally been characterized by more affordable units, are now seeing a shift towards more market rate rentals. Construction of 118 market rate units are underway in Brick Hill, and the recent sale of Redbank Village and Liberty Commons and their conversion to market rate rents, have led to increasing concerns about maintaining affordability. As the neighborhood continues to grow, other issues such as traffic, walkability and lack of retail services have become a focus. One tool the City can use to address these concerns is zoning. By incorporating high quality design standards, and allowing for a mixed of uses, zoning standards can spur revitalization, promote a sense of place, and enhance access to transportation, jobs and services.

Over several decades, the West End's zoning has developed into a patchwork of 10 districts that reflect the neighborhoods evolution from an agricultural area to a mix of multifamily residential, commercial, industrial

and institutional uses. The current zones include Rural Residential (RF), Commercial Suburban (CS), Light Industrial (IL), Residential (G), Transitional Central and Regional Commercial District (CCRT), Clarks Pond Central and Regional Commercial (CPCCR), Conditional Residential and Limited Commercial Use (G-3), Central and Regional Commercial (CCR), General Commercial (CG), Limited Business (LB). Although each of these districts has its own distinctions, there is overlap among uses, and similarities in dimensional standards. Additionally, some zones are defined by auto-oriented standards and do not necessarily promote walkable pedestrian scale neighborhoods.

The complexity of 10 zones is not only inefficient from an administrative perspective, it will likely lead to more contract zones like the G-3 zone recently created for the redevelopment of Brick Hill. The goal of the proposed new zoning is to simplify the number of zones, insure current development is conforming, and encourage a mix of commercial and residential uses along Westbrook Street that provide more amenities and services to residents, and incentivize high quality design.

PROPOSED ZONING

Today much of the area off Westbrook Street is comprised of multifamily residential, airport-related uses, institutional uses (Long Creek Youth Development Center), and industrial uses located closer to the Jetport Plaza Road. Auto-oriented commercial development shapes adjacent Western Avenue, anchored by its close proximity to the Maine Mall and I-295.

The proposed zoning reduces ten zones to just four, based on physical boundaries and existing uses in the project area. Redbank Village, Cortland Court and adjacent residential parcels would create a new zone called the West End Residential zone (WR). The West End Neighborhood Center zone (WNC) would include of the “triangle parcels” and encourage a mixed use neighborhood center characterized by pedestrian amenities and transit access. The area adjacent to Aviation Boulevard would be rezoned to Light Industrial due to its proximity to the airport. No changes to the G-3 zone are proposed.

The following new zones are proposed:

Western Avenue Commercial Corridor (WACC)

This district is comprised of parcels along both sides of

Western Avenue between the off ramp of I-295 and Long Creek Drive on the western side, and just before the intersection with Foden Road on the eastern side. With its proximity to the Maine Mall, this corridor has been primarily developed as a retail corridor. The new zoning will encourage more compact mixed use pedestrian scale development that balances with the large scale commercial character of the area. Development will be required to assess and construct pedestrian connections to the adjacent residential neighborhood when feasible.

West End Residential (WR)

The purpose of this district is to balance higher density multifamily development with easy access to open spaces and recreational amenities. This area will allow for some mix of uses but encourage multifamily residential uses. The district encourages bicycle and pedestrian connections to both Westbrook Street and Western Avenue so residents can easily access neighboring commercial areas.

West End Neighborhood Center (WNC)

The purpose of the Neighborhood Center District is to encourage redevelopment of underutilized parcels and good design. The area is a transit-oriented neighborhood center that contains a mix of uses primarily intended to serve adjacent neighborhoods with day-to-day retail goods and services. Flexible parking standards will allow for on-street and shared parking, and in some cases reduced parking requirements.

Proposed Zoning

- West End Neighborhood Center (WNC)
- West End Residential (WR)
- Western Avenue Commercial Corridor (WACC)
- Conditional Residential District (G-3, existing)
- Light Industrial (IL, existing)

