The City of Auburn Presents:

“FIRST, BUILD A BRIDGE”

GrowSmart Maine Summit - October 18, 2017
I am pleased to have the opportunity to present the New Auburn Village Center Revitalization Plan plan along with other new tools developed to help remove barriers to progressive redevelopment. Auburn embraces Smart Growth and wants to share our efforts.

I Love the theme of this summit. Bridges connect! This project connects. That’s why this project is so special….it:

1. Connects to the Neighborhood (meetings, neighborhood interests)
2. Connects with property owners (meetings, response to interests)
3. Connects to Downtown Auburn and Lewiston
4. (Re) Connects to our traditional city/town/village physical make up
5. Connects to our cultural and historic heritage
6. Will connect to our potential and attract new relationships

The New Auburn Village Center Plan and our associated tools do all of that!
This was a sacred location to the Abenaki Indians, located near the Great Falls and the confluence of the Little and Great Androscoggin Rivers and logical place for European settlement.
“New Auburn” (Formerly know as Pejepscot and later as Danville) was annexed by Auburn in 1867 and functioned as an independent, self sufficient village. They experienced tough times with the Great Fire of 1933 and major flooding in 1938 & 1989.
Fast forward to the 90’s, New Auburn was frustrated, treated like a “Step Child” by downtown Auburn. That frustration and public pressure led to planning action:

- **2010 Comprehensive Plan- New Auburn Master Plan included a 1 way “loop” concept and a recommendation to redevelop New Auburn’s core.**
In 2012, a citizen based committee worked for 2 years to develop the New Auburn Village Center Plan (adopted in 2014), which focused on Transportation and Redevelopment Opportunities. A consensus driven Master Plan was created.
In 2016, the City hired VHB Engineers and Coplon and Associates (LA’s) to create a final design, cost estimates and construction documents. Here is the final design:

- **Greenway Trail**
- **New Riverway Road**
- **Amphitheater**
- **ADA Trail and Dock**

**Build-Out:**
- 34,000 sf 1st floor space
- 68,000 sf upper floor
- 186 new parking spaces
New Auburn Village Center Plan

In Addition:

- New Greenway Trail will connect to the L/A Riverwalk
- New single loaded street (the Riverway) is designed to be closed for special events (art fairs or farmer’s market)
- 100 year Flood Plain removed
- Project area will be built under a new Form Based Code Design
- A New Home (Structure) for the St. Louis Bells
- Potential for white water activity below Barker Mill Dam
- $1 million DOT funding programmed for road improvements
- Funding- $1.7 Million available for construction in 2018
The Vision created by citizens, planners and engineers have created an exciting plan that will transform a challenged area into a vibrant, inviting place to be in, live in, work in and invest in.
But a plan, no matter how great, needs the means to produce the desired end product. That’s where the City’s Form Based Code and Adaptive Re-use ordinance will help.

Auburn’s Form Based Code (2016)
For 2 years, City Staff worked with the City Planning Board and created a Form Based Code for Downtown Auburn and New Auburn. Auburn made the commitment to implement this new direction with the goal of stimulating new investment in Downtown, New Auburn and the connecting Main Street corridor. Transect types were identified, calibrated and converted to 5 new zoning districts. The goal was to use Form Based Code as an alternative to Traditional Zoning as a way to regulate development and bring back traditional development patterns.
Auburn’s Form Based Code focuses on Downtown, the Great Falls Area and New Auburn. Main Street was added to the Form Based Code “Regulating Plan” as a way to connect Downtown and New Auburn and unify the initial areas.

Long deliberation led to a simplified code and flexible administration.
Easy to Understand Regulations

The Form Based Code regulates:

• Front yard setbacks
• Side and rear setbacks
• Building coverage
• Useable open space
• Frontage build-out
• Lot width
• Building width
• Building height maximum and minimum

The graphics help make the Regulating Plan easier to understand
Benefits of Auburn’s Form Based Code

• An Adaptable Approach-
  Our Form-based code was custom tailored to the architecture, the local context, and future goals of our community.

• Increased Predictability and Lowered Risk for Developers-
  An application for development that meets the Form Based Code requirements can move to the building permit stage more quickly. Developers will know how the adjacent property will redevelop.

• Will Create a More Desirable Community-
  A form-based code focuses on how development relates to other buildings, the street, pedestrians, vehicles, along with public and private spaces. The code addresses these concerns by regulating site design, circulation, and overall building form.

• Flexibility– Auburn’s Form Based Code lowers parking requirements, allows greater building coverage and density and provides more diversity of uses. Planning Board waivers (with proper justification) are allowed.
62 Spring Street Project (41 units, first floor retail) is close to breaking ground

“Troy Street” Project (50+ units) is moving toward Planning Board approval
Adaptive Re-use Ordinance

A.K.A.- Adaptive Re-use of Structures of Community Significance. Our zoning ordinance has prevented special buildings, like churches, located in residential zones, flexibility in allowing non-residential uses that can help preserve the building for a productive new use. This new addition to our zoning ordinance allows the Planning Board to designate and approve “Structures of Community Significance” as a Special Exception for Office, Retail and Public uses.
TAKE AWAYS

1. Build relationships and develop trust
2. Develop a plan strong plan built on consensus
3. Identify and develop the needed tools to get the job done
4. Meet with property owners, businesses, neighborhood, elected officials
5. Meet with property owners, businesses, neighborhood, elected officials
6. Use Project Management skills Teamwork and good communication
7. Persistence
8. Promote the project
Thank You!

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