

FACT SHEET
PRIDES CORNER PILOT – SUSTAIN SOUTHERN MAINE

Location	Prides Corner, Westbrook
Existing Type of Center	An emerging, mixed-use commercial center that also serves as a thoroughway between Portland and the Lakes Region
Acreage	115 acres
Demographics	
All Data from 2010 Census and ESRI Community Analyst	<p>Population and Housing: Population of HUD area = 255 Median Age = 43.6 Avg. Household Size = 2.20 Owner Occupied = 79.7% Renter Occupied = 14.6% Median Household Income = \$58,525 Median Home Value = \$201,378</p> <p>Business Profile: Total Businesses = 21 Total Employees = 114 Employee/Population Ratio = 0.43</p> <p>Major Sectors: Retail Trade: 24.4% Services: 38% Finance, Insurance, Real Estate: 9.8%</p>
Probable Primary Trade Area	Westbrook/Greater Portland
Properties Profile	
No. Parcels	74
• In Residential Use	54
• In Non-Residential or Mixed Use Parcels	11
• Vacant/Open Space	9
Total Land Area in Parcels	106 acres (subtracting road parcels)
• In Residential Parcels	52 acres
• In Non-Residential or Mixed Use Parcels	25 acres

• In Vacant Parcels	29 acres
Land Use Mix	
Commercial	An array of commercial uses: dentist/doctor’s offices, real estate services, salon, tattoo parlor, gas station, Subway, insurance services, tax accounting. Most businesses in the area front on Bridgton Rd., with the exception of the Flea Market, which is adjacent to Elmwood Ave.
Residential	Most homes in the area are single family residential, with some multi-family homes mixed in. Residential lots are typically 1 to 2 acres in size. The study area also features two relatively large townhouse-style condominium developments.
Other	The Prides Corner Elementary School (now vacant), and the First Evangelical Free Church both occupy large lots in the study area.
Zoning	
	<p>Current Zoning:</p> <p>The majority of parcels along the western side of Bridgton Rd. (and a few along the eastern side north of the main intersection) fall within the Highway Services zone, which calls for minimum lot size of 15,000 sq. ft., a max height of 40’ or 3 stories, and 30’ setbacks all around.</p> <p>Most parcels along the eastern side of Bridgton Rd. south of the intersection are in the Residential Growth Area 2 zone, which calls for minimum lot sizes of 10,000 sq. ft. with sewer/20,000 sq. ft. without sewer, a max height of 35’ or 2.5 stories, and setbacks of 10’ existing/15’ new.</p> <p>The Prides Corner Smart Growth Area is located to the north of the study area on the western side of Bridgton Rd. The vision for this area is “to establish a growth pattern that is anti-sprawl in nature. The standards for this zone will be flexible, encouraging a mixture of residential uses, as well as limited commercial and industrial activity.” This zone currently has minimum lot sizes of 5,000 sq. ft. with sewer/20,000 sq. ft. without sewer, a max height of 50’, and setbacks of 10’ for front and back, and 8’ for side.</p> <p>Future Zoning:</p> <p>The 2012 Comprehensive Plan recommends the Prides Corner area be re-designated as a Corridor Mixed Use District (to replace the Highway Services zoning districts and Prides Corner Smart Growth Area). The vision for this new zone is still consistent with the 2000 Comprehensive Plan, and is as follows:</p> <p>“To promote high-quality cohesive commercial and mixed-use development on consolidated lots while reducing traffic congestion. The scale and intensity of development should respect the surrounding residential neighborhoods while being substantial enough to establish an identifiable</p>

	<p>and attractive neighborhood mixed-use commercial corridor. This concept has been promoted through recent lot consolidation and a higher level of building design and architectural detail.”</p> <p>The Corridor Mixed Use District would establish space and bulk provisions, would include less frequent curb cuts, and would establish a uniform building line. The district would also allow for multi-family housing to encourage a mix of uses. Increased density may be appropriate, but building height would not exceed 4 stories.</p>
Focal Properties	
Prides Corner School (Vacant)	<p>The Prides Corner School was closed at the end of the 2012 school year as the Westbrook schools were reorganized (the three remaining elementary schools now accommodate grades K-4). The building, now vacant, is 60+ years old and needs millions of dollars in repairs, including a new boiler and heating system, a new driveway with an updated drainage system, and new doors and windows. The property has a parking lot with a capacity of ~40 spaces, a playground, a baseball diamond, and two tennis courts that are in poor condition.</p>
The Real Estate Center	<p>This building occupies a corner lot (west of Bridgton Rd. and south of Pride St.) at the main intersection. A variety of businesses are located in the building with a focus on real estate services. Businesses include: Prudential Northeast Properties, APR Associates (property management), J. Gaudet Associates (human resources management), Kempton Real Estate Appraiser, Manufacturers Association of Maine, and Ecological Home LLC.</p>
First Evangelical Free Church	<p>The church is located on the eastern side of Bridgton Rd., before the intersection with Pride St. and Brook St. The church sits on an ~11 acre lot and is set back from the road by several hundred feet. It has a large parking lot with a capacity for ~100 spaces.</p>
Prides Corner Flea Market	<p>The Prides Corner Flea Market is an indoor flea market open on Saturdays and Sundays year round. It occupies an ~6 acre lot on the eastern side of Elmwood Ave. just north of the main intersection. Other businesses located in the building are 302 Discount (smoke shop), and Fine and Funky Furnishings. The property has a large parking lot with a capacity for roughly ~200 spaces (25 are set aside for a Park and Ride lot).</p>
LaBella Villa Condominiums	<p>A townhouse style condominium development on the eastern side of Bridgton Rd. The development consists of six large, rectangular buildings approved by the FHA in 1988. The condos offer compact living, with a parking lot that accommodates ~100 vehicles.</p>
Dr. John Svorak Jr.	<p>A relatively new medical office on the western side of Bridgton Rd. before the main intersection.</p>
New REMAX Property	<p>New development still under construction on the western side of Bridgton Rd. before Dr. John Svorak office. The two-story building is set relatively close to Bridgton Rd. with a parking lot behind the building.</p>

Wormell Farm	Although the bulk of this 111 acre property lies outside of the study area to the east, the parcel does have frontage on both Bridgton Rd. and Brook St. The property is not in productive use as a farm, and is currently being marketed for development. While the property is developable, it does have some natural constraints (Minnow Brook, wetland area, steeper slopes in places).
Transportation	
Streets	Bridgton Rd. (Rt. 302) Federal Functional Classification (FCC) = Other Principal Arterial Annual Average Daily Traffic (AADT) = 15,000-17,000
	Brook St. FFC = Major/Urban Collector AADT = 3696
	Pride St. FFC = Local AADT = 2507
	Elmwood Ave. FFC = Local AADT = 842
	Villa Rd. FFC = Local AADT = 416
	Grandview Dr. FFC = Local AADT = 297
Street Interconnection	Prides Corner occupies the area surrounding the 4-way intersection of Bridgton Rd. and Pride St./Brook St. Aside from these more major roads, Grandview Dr. is the only street in the study area that interconnects (Pride St. to Bridgton Rd.). It may be possible to connect Grandview Dr. to the school property, although the school is now vacant. Villa Rd. serves a housing complex and dead ends; this road could potentially be connected to the unused dirt driveway to the north, or possibly be extended to a 4-way intersection with Grandview Dr.
High Crash Locations	There are no high crash locations in the study area
Transit	Prides Corner is served by the METRO Route 2 bus line. The route travels north/south Bridgton Rd. and connects Prides Corner to downtown Portland. The bus reverses direction at the Park and Ride lot, and several stops fall within the study area. The route also offers limited service along Pride St. and East Bridge St. Prides Corner also falls within the RTP service area. RTP is a demand-response service that provides low-cost transportation to the elderly, social service agency clients, the economically disadvantaged, and persons with

	<p>disabilities throughout Cumberland County.</p> <p>A Park and Ride lot is located in the northern portion of the study area at the Flea Market parking lot. According to Explore Maine, it is privately owned with a capacity for 25 vehicles (no handicap spots). The lot is served by METRO Route 2; it does not have bike racks, but it does offer lighting, phone, and shelter/benches.</p>
Bike/Ped	<p>For bicycling, wide shoulders in good condition are present on Bridgton Rd. leading up to the intersection with Pride St. and Brook St. from the south. However, higher volumes of traffic may deter people from biking on the road. Additionally, the shoulders all but disappear during the approach to the intersection as the road transitions from two to four travel lanes; this condition persists for the portion of Bridgton Rd. north of the intersection as well. Brook St. has essentially no road shoulders for biking, while Pride St. has small 1-2 ft. shoulders that are in variable condition.</p> <p>For pedestrian use, a sidewalk exists along the western side of Bridgton Rd. throughout the study area, but not the eastern side. A short section of sidewalk connects the Prides Corner School (now vacant) to the sidewalk on Bridgton Rd. Sidewalks are also present on both sides of Villa Rd. A signalized crosswalk is available on the western leg of the intersection of Bridgton Rd. and Pride St./Brook St., and another crosswalk allows residents of La Bella Villa condominiums to cross Bridgton Rd. more safely.</p>
Parking	<p>Prides Corner does not offer on-street parking. Businesses and condominium developments provide their own off-street parking. The Flea Market has an expansive parking lot (~200 spaces), of which 25 spaces are set aside for a Park and Ride lot.</p>
Sewer and Water	
Public Sewer	<p>Most properties adjacent to Bridgton Rd. before the intersection with Pride St./Brook St. are served by public sewer. The properties along Pride St. and Brook St. are not on public sewer; the properties along Bridgton Rd. to the north of the intersection are also not on public sewer (with the exception of one property).</p>
Public Water	<p>Fully served by the Portland Water District</p>
Storm Water System	<p>The area is served by a storm water system that consists of catchbasins and gravity fed drainage pipes. The condition of the system is not known.</p>
Natural Resource Constraints	
Wetlands	<p>The area is mainly free of wetlands. Minnow Brook flows in a north/south direction and parallels the study area to the east. A long, narrow “emergent wetland” (National Wetlands Inventory definition) does exist on the undeveloped Wormell Farm parcel, mostly to the east of the study area (this wetland falls within a resource protection shoreland zoning overlay). A</p>

	smaller “forested and shrub wetland” (NWI) is present at the northeast corner of the study area and covers a portion of an undeveloped parcel.
Slopes	Slopes vary throughout, but the study area is predominantly flat. The steepest, and most variable slopes are found in the area east of Bridgton Rd. and south of Brook St.
Storm Water	Westbrook is subject to storm water management standards for the treatment of runoff from developed sites. It should be assumed that management will require a combination of vegetated surfaces for bio-retention, treatment chambers under parking lots, and similar measures.
Other Background	
Historical Context	<p>From Westbrook’s Comprehensive Plan (2000):</p> <p>“The area grew as a support community for those traveling between Portland and Bridgton. Business varied and included restaurants, quarries, the original Post Office, and Bayley’s Blacksmith Shop. Throughout this historic area are found homes and farms dating back to the late 1700s and early 1800s.”</p> <p>“Community spirit has always been a key component of the Pride’s Corner area. The “neighbors” often known for supporting one another in their individual and community projects. Long known for being independent and providing services to much of the region, the community now faces the pressures of urbanization, as development moves further up Bridgton Road. Development in the region should be carefully monitored and controlled. View sheds should be maintained, important buildings incorporated into the landscape, architectural styles blended appropriately, and curb cuts limited. Aesthetic design should work to maintain community character.”</p>
Comprehensive Plan	<p>Westbrook is currently updating its Comprehensive Plan. A 7/30/2012 draft is publicly available at the following link:</p> <p>http://www.westbrookmaine.com/vertical/sites/%7BF1389B70-C0B0-4C93-B586-8D1A7C04281B%7D/uploads/2012_Westbrook_Comprehensive_Plan.pdf</p> <p>The draft will go to the City Council for public hearing and adoption on 2/4/2013. In the Plan, zoning changes to Prides Corner are recommended (see zoning section above).</p>