

Request for Proposals (RFP)
Planning Services for Zoning Rewrite in Village Districts
Town of Casco, Maine

Issue Date: October 7, 2025

Proposal Due Date: November 4, 2025

I. Introduction

The Town of Casco, Maine is seeking proposals from qualified planning consultants to assist in rewriting zoning for designated Village Districts identified as *P1 priority areas* in the Town's Comprehensive Plan. The focus areas include Casco Village, South Casco Village, and Webbs Mills.

The purpose of this project is to update zoning ordinances to align with the Comprehensive Plan, preserve village character, encourage appropriate economic development, and guide future growth in a manner consistent with community values.

II. Scope of Services

The consultant shall provide professional planning services including, but not limited to:

1. Zoning Ordinance Rewrite

- Review existing zoning provisions and recommend updates for Casco Village, South Casco Village, and Webbs Mills.
- Draft zoning amendments in collaboration with Town staff, the Selectboard, and the designated Town work group.
- Ensure compliance with Maine state statutes and consistency with the Comprehensive Plan.

2. Community Engagement

- Facilitate at least one community meeting in each village (Casco Village, South Casco Village, and Webbs Mills).
- Present drafts and revisions in public forums, gather feedback, and incorporate input into the final ordinance.

- Facilitate a town-wide community forum once final draft of ordinance is completed.

3. Collaboration with Town Leadership

- Work directly with Town Staff, the Selectboard, and the Town work group throughout the process.
- Provide clear written and verbal updates at key milestones.

4. Final Deliverables

- Proposed zoning ordinance changes ready for review and adoption.
- Supporting documentation including public engagement summaries, technical memos, and a final report of recommendations.

III. Project Timeline

The Town anticipates this project will be completed within **six to eight months** from the date of contract award. A general schedule is as follows (subject to refinement with the selected consultant):

- **Month 1** – Project kickoff; review of existing zoning; initial meetings with staff and Work Group
- **Months 2–3** – Development of preliminary zoning concepts; community forums in Casco Village, Webbs Mills, and South Casco Village
- **Months 4–5** – Preparation of draft zoning amendments; presentation to Planning Board and Work Group for review
- **Month 6** – Final revisions to zoning language; presentation to Selectboard
- **Month 7–8 (if needed)** – Public hearings and adoption process support

IV. Community Profile & Demographics

The Town of Casco is a rural community located in Cumberland County, Maine, with a population of approximately 3,800 residents. Casco covers 36 square miles and is known for its natural beauty, access to multiple lakes (including Sebago Lake), and strong sense of community. The Town experiences significant seasonal population increases due to tourism, recreation, and second-home ownership.

Casco's economy is a blend of small businesses, local services, recreation-based enterprises, and traditional rural uses. The three villages—Casco Village, South Casco Village, and Webbs Mills—are historic centers that serve as focal points for community identity, commercial activity, and civic life.

V. Village Areas & Comprehensive Plan Alignment

Casco Village

Casco Village is the historic center of the community, containing civic institutions such as the Town Office, Casco Library, public parks, and small businesses. The Comprehensive Plan identifies Casco Village as a **P1 priority area** due to its role as the Town's traditional hub for government, cultural, and social activities. The plan emphasizes the importance of maintaining its walkable village character, protecting historic structures, and guiding future development to strengthen its role as the Town's civic heart.

South Casco Village

Located along Route 302, South Casco Village serves as the community's most active commercial corridor, with small businesses, service providers, and retail uses. It also provides access to Sebago Lake and experiences significant seasonal traffic. The Comprehensive Plan highlights South Casco Village as a **P1 priority area** due to its economic significance, transportation function, and potential for improved zoning to balance commercial growth with traffic, housing, and infrastructure needs.

Webbs Mills Village

Webbs Mills is a traditional mill village located along Route 85, known for its residential neighborhoods, recreational access, and historic development pattern. The Comprehensive Plan identifies Webbs Mills as a **P1 priority area** because of its historic significance, community identity, and potential for modest-scale commercial and mixed-use development that supports the surrounding residential area. Preserving rural character while allowing opportunities for growth is a stated priority.

V-A. Desired Objectives for Rezoning of Preservation Villages

The Comprehensive Plan identifies Casco Village, South Casco Village, and Webbs Mills as Preservation Villages. These areas have largely reached build-out, with limited capacity for large-scale future development. However, there are opportunities for infill construction, renovation of existing structures, and reinvestment in civic buildings, public

spaces, and infrastructure that reinforce the historic and social character of these settlements.

The presence of civic buildings (such as the Town Office, library, and churches), municipal amenities, and public gathering spaces position these villages as centers of civic life, recreation, and cultural identity. Even with limited future growth, the Town intends to continue investing municipal resources into these historic settlements to preserve and strengthen their role as the heart of Casco's community fabric.

The Comprehensive Plan recommends that zoning evolve from a single Village District into two to three tailored zoning districts. These new districts should distinguish the predominantly residential nature of most buildings, while also recognizing traditional dimensional patterns and allowing for limited commercial uses and a variety of residential building types.

Objectives of the Zoning Rewrite

1. Consistency with the Comprehensive Plan

- Align zoning ordinances with *P1 priority area* goals.
- Strengthen village centers as focal points for community identity, commerce, and social activity.

2. Preservation of Village Character

- Protect historic structures, traditional streetscapes, and neighborhood-scale development patterns.
- Maintain walkability, public gathering areas, and design standards that reinforce historic and rural character.

3. Encouragement of Mixed-Use Development

- Support compatible residential, retail, service, and civic uses within village centers.
- Provide flexibility for small businesses and home occupations that enhance community vitality.

4. Housing Opportunities

- Enable diverse housing options including small-scale multifamily, accessory dwelling units, and senior housing.
- Encourage housing that is affordable and accessible while fitting the scale of existing neighborhoods.

5. Economic Development & Tourism

- Provide opportunities for locally owned businesses and seasonal services that complement the Town's economy.
- In South Casco Village, balance commercial growth along Route 302 with zoning that reduces sprawl and traffic impacts.

6. Transportation & Accessibility

- Improve pedestrian and bicycle access across all village areas.
- Integrate roadway, parking, and traffic strategies to improve safety and circulation.

7. Environmental Protection & Sustainability

- Protect lakes, wetlands, and open spaces from incompatible development.
- Encourage low-impact and sustainable design standards.

8. Community Engagement

- Ensure that zoning reflects broad community input through village-based meetings.
- Maintain transparency throughout the rezoning process to build public understanding and trust.

Reference: The complete Casco, Maine Comprehensive Plan is available online at: <https://www.cascomaine.org/comprehensive-plan>

VI. Proposal Requirements

Proposals must include:

1. **Statement of Qualifications** – description of firm, relevant experience with municipal zoning and village planning, and examples of similar projects.
2. **Project Approach** – proposed methodology, timeline, and community engagement strategy.
3. **Team Members** – names, roles, and qualifications of staff assigned to the project.
4. **Cost Proposal** – itemized budget including professional fees, travel, materials, and public engagement costs.

5. **References** – contact information for at least three municipal or governmental clients for whom similar work has been completed.
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VII. Evaluation Criteria

Proposals will be evaluated on the following:

- Relevant experience with zoning and comprehensive planning in Maine or similar communities.
 - Demonstrated ability to facilitate meaningful community engagement.
 - Understanding of Casco's Comprehensive Plan and goals.
 - Cost effectiveness and clarity of budget.
 - Qualifications of assigned personnel.
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VIII. Submission Instructions

Proposals must be received by **November 4, 2025**. Submissions may be delivered electronically to award@cascomaine.org or mailed to:

Town of Casco

Attn: Anthony Ward, Town Manager
635 Meadow Road
Casco, ME 04015

Late submissions will not be accepted.

IX. Questions

All questions regarding this RFP shall be directed to **Anthony Ward, Town Manager**, award@cascomaine.org or (207) 627-4515 ext. 1201.

X. Reservation of Rights

The Town of Casco reserves the right to reject any or all proposals, waive any informalities, and negotiate with the successful proposer in the best interest of the Town.