



Freeport Comprehensive Plan Update

PLANNING BOARD MEETING #1

DECEMBER 13, 2023



Agenda

- Welcome & Introductions
- Anatomy of a Comprehensive Plan
- PB Role/Responsibility
- Project Schedule
- Branding/Logo Discussion
- Homework Assignment

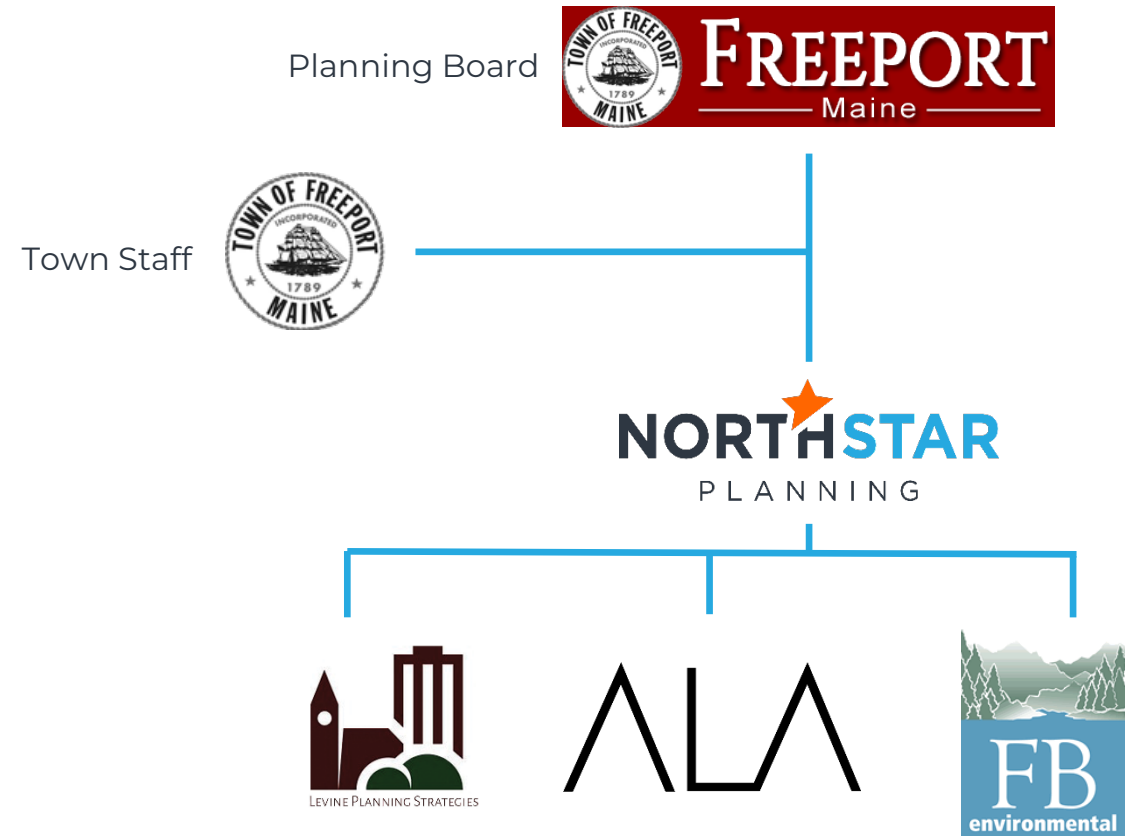




Welcome & Introductions

- The team
- Town staff
- Planning Board

- ❖ Name
- ❖ Favorite place in Freeport
- ❖ Why you are excited about the Comprehensive Plan update





Comprehensive Plan Anatomy

Comprehensive Planning in Maine

- Growth Management Law enacted in 1989; various updates since, including being repealed and reinstated in 1991
- Codified at M.R.S.A. Title 30-A Chapter 187, Planning and Land Use Regulation, §4301-4349-A
- Potential modifications to Growth Management Law related to Comprehensive Planning is in committee.

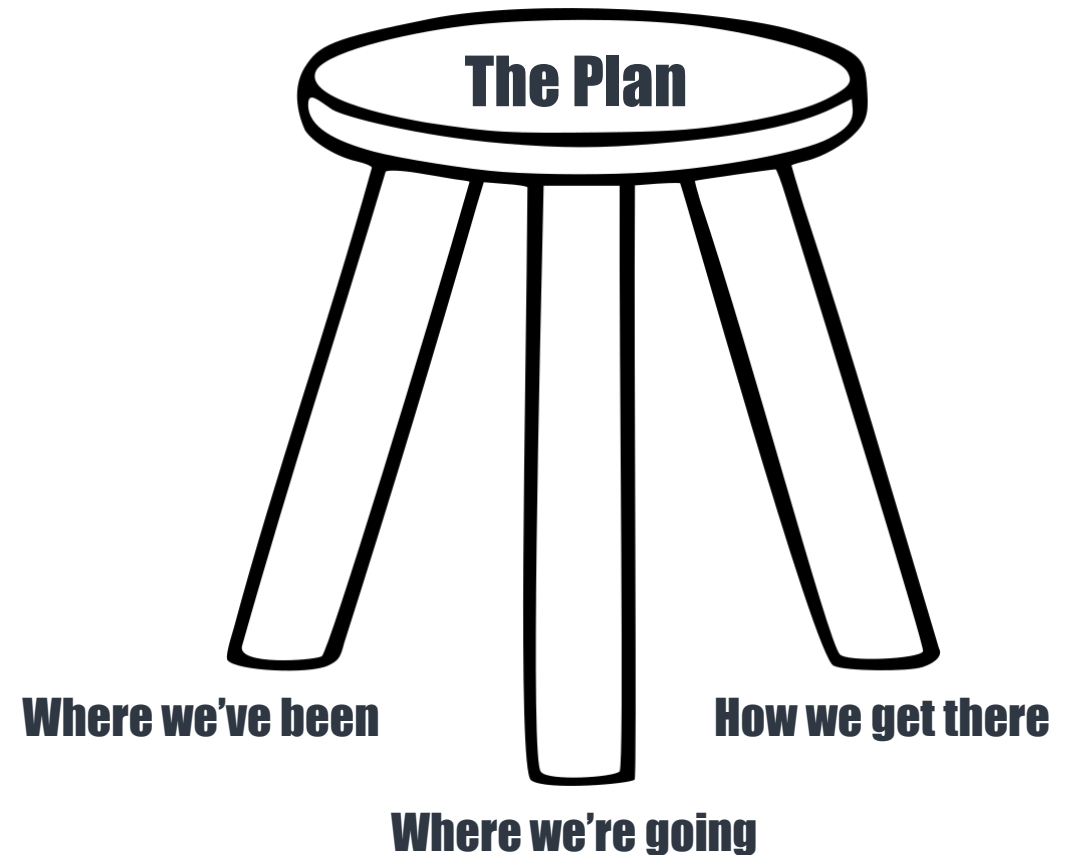
Comprehensive Plan Anatomy

- Three main elements:
 - Inventory & analysis of existing conditions
 - Develop policies & strategies to respond to topics raised in inventory analysis
 - Vision Statement and Future Land Use Map & Plan
- Although not a part of State statute, you can't forget about public engagement throughout the process!



Comprehensive Plan Anatomy

- **Where we've been**
 - Inventory Chapters
- **Where we're going**
 - Vision Statement
 - Future Land Use Map & Plan
- **How we get there**
 - Goals, Policies & Strategies
 - Regional Coordination Program
 - Implementation





Comprehensive Plan Anatomy

Role of the Comprehensive Plan

What it does

- Broad, high level vision & guidance
- Identifies priorities, presents options
- Continuity, common framework

What it doesn't do

- Not the Plan to end all Plans
- Doesn't presume new opportunities or challenges won't arise
- Not a club to wield, but a touchstone to get guidance from



Planning Board Role & Responsibility

1. Provide direction to the Planning Department and the selected consultant in preparation for the Comprehensive Plan update;
2. Participate in the development and review of the inventory and analysis of existing conditions in various topic areas;
3. Participate in the public engagement program;
4. Along with the general public, refine the vision statement;
5. Participate in the development of policies, goals and strategies, and the future land use plan;
6. Participate in the development of the implementation program; and
7. Participate in the public presentation of the final draft comprehensive plan.



Branding & Logo for Project



**Example of Branding Effort –
Yarmouth Comprehensive Plan Update**



www.planyarmouth.com



Homework Assignment

For the January 3, 2024 Planning Board Meeting

- **2011 Comprehensive Plan Review**
 - What do you like about the existing plan? Why?
 - What do you not like about the existing plan? Why?
 - What issues are most important for the new comprehensive plan? Why?

Please be prepared to discuss your findings at the next Planning Board meeting!

