



Freeport Comprehensive Plan Update

PLANNING BOARD MEETING #1

DECEMBER 13, 2023







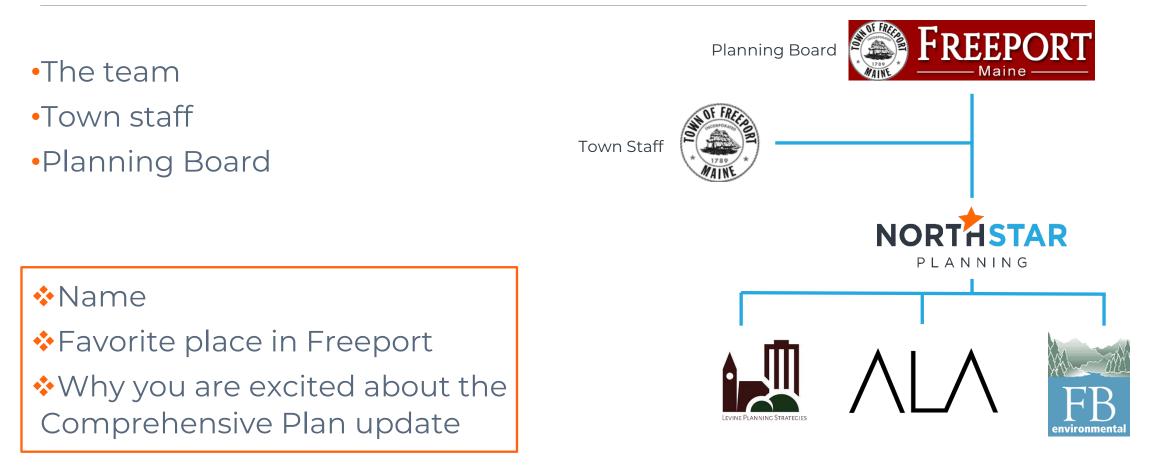
- •Welcome & Introductions
- •Anatomy of a Comprehensive Plan
- •PB Role/Responsibility
- Project Schedule
- •Branding/Logo Discussion
- Homework Assignment







Welcome & Introductions







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- Growth Management Law enacted in 1989; various updates since, including being repealed and reinstated in 1991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.

• 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!





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







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.

Anticipated Project Schedule

	2023 2024														2025				
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR	MAY	
Task 1 -Inventory & Analysis																			
Task 1.1 Review Previous Plans																			
Task 1.2 Public Participation Plan																			
Task 1.3 Build Project Website																			
Task 1.4 Complete Inventory Chapters																			
Task 1.5 Inventory Mapping																			
Task 1.6 Inventory Highlights																			
Task 2 - Vision																			
Task 2.1 Online Visioning Survey																			
Task 2.2 Stakeholder Interview & Outreach																			
Task 2.3 Update project website & short video																			
Task 2.4 Workshop #1 - Sharing data, visioning																			
Task 2.5 Workshop #2 - Housing																			
Task 2.6 Workshop #3 - Environment																			
Task 2.7 Draft Vision & Values Statement																			
Task 2.8 Short online video summaries																			
Task 2.9 Future Land Use Workshop																			
Task 3 - Implementation Plan																			
Task 3.1 Master list of policies, goals																			
Task 3.2 Draft Plan Document Framework																			
Task 3.3 Performance Measures development																			
Task 3.4 Prioritize & package policies & goals																			
Task 4 - Plan Drafting & Adoption																			
Task 4.1 Review & Update Inventory Chapters																			
Task 4.2 1st Draft Plan			1						1							1			
Task 4.3 State review and revisions																			
Task 4.4 2nd Draft Plan		ĺ	l	1	Ī	Ī			1	Ī									
Task 4.5 Town Council review & adoption			1						1										





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!

