



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

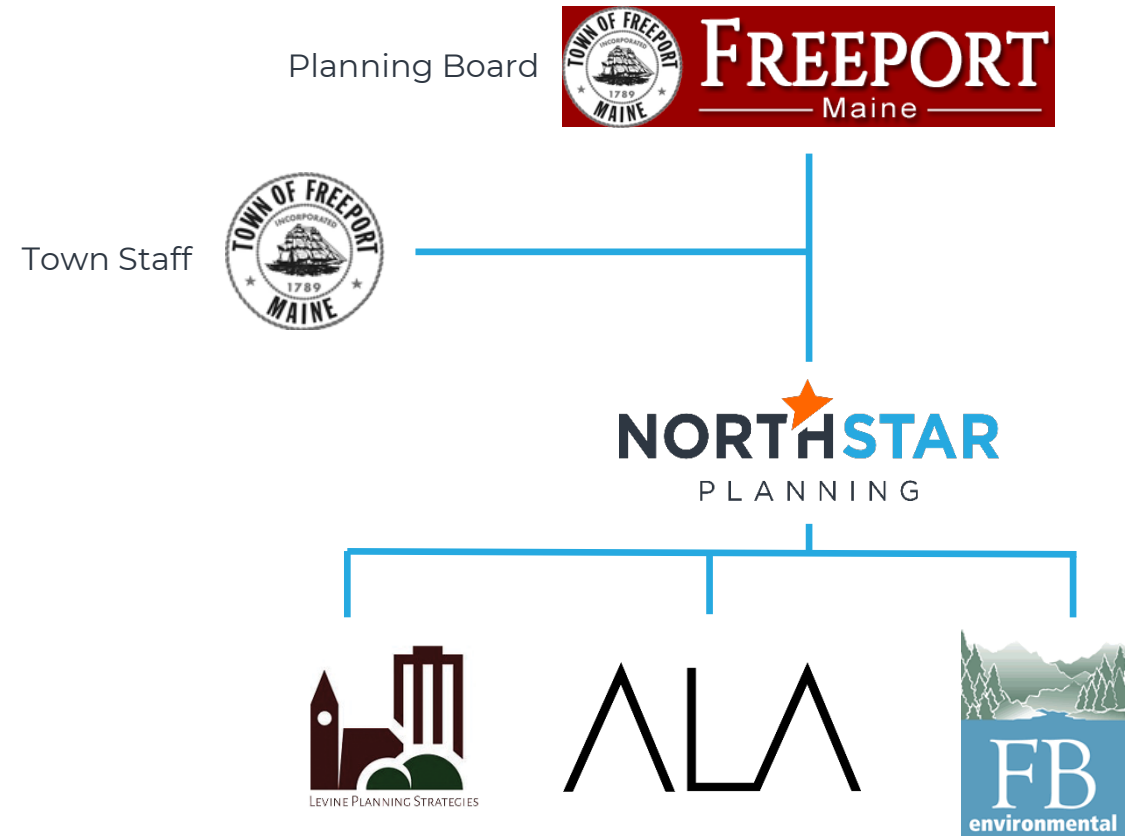




Welcome & Introductions

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- Growth Management Law enacted in 1989; various updates since, including being repealed and reinstated in 1991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

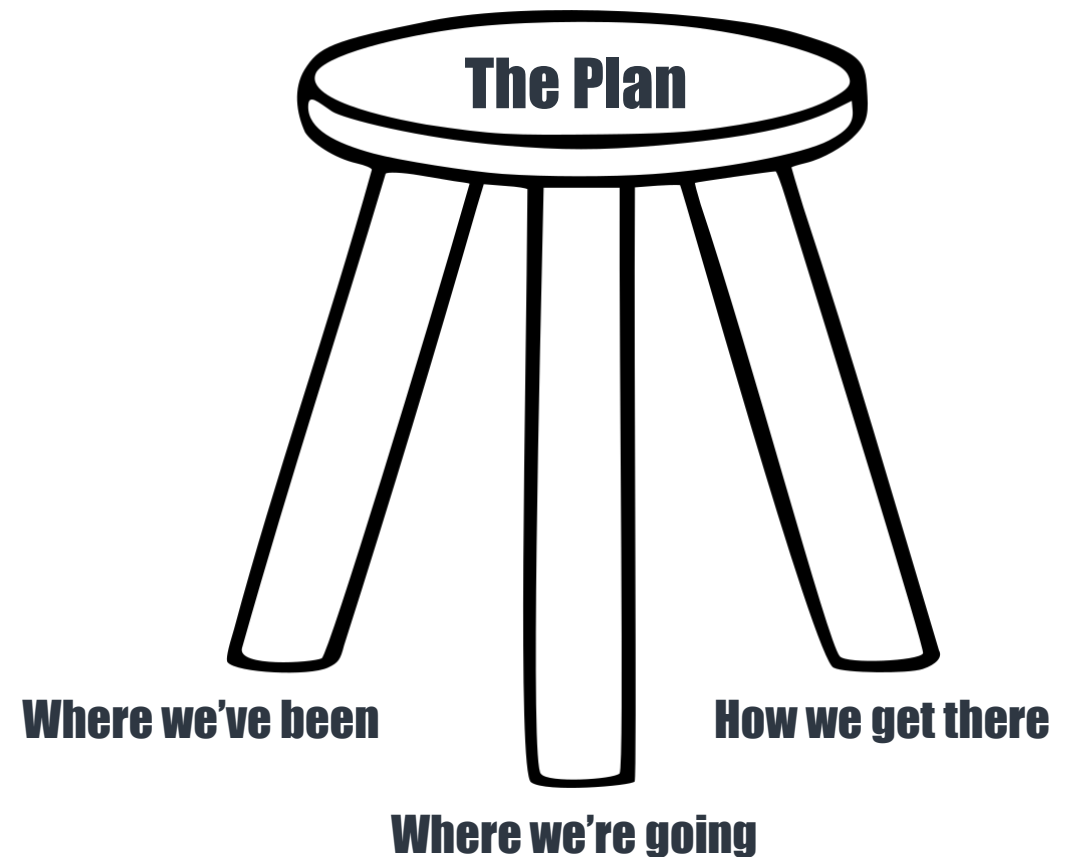
Comprehensive Plan Anatomy

- 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.

Anticipated Project Schedule

	2023												2024					2025				
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	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																						
Task 4.3 State review and revisions																						
Task 4.4 2nd Draft Plan																						
Task 4.5 Town Council review & adoption																						



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!

