**Oakland Comprehensive Plan**

**Public Forum #1**

6.21.2018

4pm

Attendees: Chuck Sweigart, Jackie Sweigart, Paul Johnson, Bill Scott, Allison Cooke, Eric Sharpe, Bob Nutting, Dale Sturtevant, Donna Griffin, Mike Rossignol, Laura Tracy, Cindy Reese, Joe Reese, Gary Bowman, E. Rossignol,

Facilitator: Garvan Donegan, CMGC

**Agenda:**

1. Introduction
2. Review Comprehensive Plan
3. Review Progress of Sub-Committees
4. Planning Exercises: SWOT + Blue-Sky Visioning
5. Review Public Input Opportunities
6. Browse Maps

**I. Introduction**

The Oakland Comprehensive Plan Committee convened its first public workshop on June 21, 2018 from 4:00-6:00pm in the Town Police station. The workshop was promoted on new media, in the Morning Sentinel, on the Town’s website and on the OCPC page of Central Maine Growth Council’s website, and via e-mail. Refreshments were served.

Approximately 15 people were in attendance, ranging from current OCPC members to Oakland town government representative to Oakland residents new to the CompPlan process.

Cindy Reese gave opening remarks to begin the workshop, providing a high-level summary of the CompPlan process and outlining the workshop’s agenda. All attendees introduced themselves.

**II. Overview of Presentation**

Garvan Donegan and Elaine Theriault presented on the OCPC’s progress on the CompPlan. The presentation began with the definition, value, and structure of comprehensive plans. Next, the presentation reviewed the work of OCPC’s three major sub-committees: designing the new CompPlan for readability and current data; identifying Oakland’s strengths, weaknesses, opportunities, and strengths; and crafting a community survey.

**IV. Planning Exercises**

Nearly one hour of the workshop was devoted to two planning exercises: a SWOT analysis and blue-sky visioning. Complete raw data can be found in the appendix; a summary of the results is below. The SWOT analysis is not complete; time did not allow for attendees to rank each submission. However, the public input will complement and provide greater focus to the SWOT analysis completed by the SWOT sub-committee.

**V. Review Public Input Opportunities**

The presentation concluded with the release of the community survey and a review of additional public input opportunities, including future public workshops and OCPC meetings.

**VI. Browse Maps**

As the presentation concluded, attendees had the opportunity to ask questions and browse the selection of maps displayed around the room. Maps included those provided by Beginning with Habitat.

OCPC’s first public workshop allowed the committee to engage with residents new to the CompPlan process and solicit input on the Town’s future. Insight from this workshop, as well as other public input vehicles, will inform the Oakland comprehensive plan.

**Appendix**

1. **SWOT Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| # | **Strengths** | # | **Weaknesses** |
| 84322 | • Location: natural assets, proximity, serenity• Great schools• Well-run town• Downtown: clustered with a variety of shops• Friendly, established – not transient | 53222111 | • Not a destination: lack of cultural amenities, fine dining, walk-in shops• Need to attract quality jobs• Fire station in poor repair• Lack of public transportation• Lack of zoning that guides dev.• Limited services for aging pop.• High taxes• Aging housing stock |
| # | **Opportunities** | # | **Threats** |
| 622111 | • Add attractions: dining, shops, market, trails & recreation, cultural events• Complement Waterville’s growth• FirstPark• New fire station• 2 colleges nearby • Many engaged citizens | 211111 | • Water pollution• Train accident• Aging infrastructure• Aging population• Lack of zoning• Presence of zoning |

*Note: # indicates how many separate responses were made regarding the same S-W-O-T.*

1. **Blue Sky Visioning**

|  |  |  |  |
| --- | --- | --- | --- |
| **Downtown** | **Recreation/Culture** | **Lakes** | **Promotion** |
| • Food establishments, especially sit-down restaurants.• Coffee shop• Residential density // senior apartments• Walkability // bike paths• Parks + open space• Activating vacant lots | • Conversion of Madison spur to rail trail• Increase opportunities and types of recreation // increase public health• Youth center (ex. mini YMCA)• Connect recreation opps. to the downtown• Attract campers’ parents• Promote school’s cultural events | • Additional controlled public access• Protection against milfoil• Fishing tournaments / attractions• Waterfront cultural events | • How can Oakland tell its story?• How can Oakland promote its brand identity?• How can Oakland promote current cultural assets?• Chamber of Commerce marketing of the area |

**1. Public Forum SWOT Analysis, Raw Form**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| * Well-run town (police, fire, admin)
	+ Progressive town manager
	+ Dedicated employees
* Lakes + access (x4)
* Schools (x4)
* Proximity to hospitals, shopping (x2)
	+ Adequate medical facility within driving distance
	+ Location relative to transportation opportunities
* Serene, beautiful rural setting (x2)
	+ Natural space – forest + water
* Zoning – central “urban” area
* Families – not a transient community
	+ Friendly, welcoming
* Main Street – variety of shops, stores, restaurants
 | * Availability of jobs (x2)
* Fire facility needs to be replaced (x2)
* Public transportation (x2)
* Aging population / services very limited
* High taxes
* Need economic development aid
	+ More small businesses, environment that attracts quality jobs and businesses, training
* Lack of zoning that guides development to most appropriate locations (x2)
* Lack of cultural events (x3)
	+ More promotion of school events
* \*Few business downtown are draws – no walk-in shops
* Lack of fine dining
* Aging housing
 |
| **Opportunities** | **Threats** |
| * Would like to see a local ice cream shop, Whole Foods store, Trader Joe’s, Farmers’ Market
	+ Candy Hollow expanding into ice cream
	+ Could be smaller than national chain
* Build on Waterville’s growth, employment, housing (x2)
* Two colleges nearby
* A number of engaged citizens
* New fire station
* FirstPark for attracting new businesses (x2)
* Hiking/walking trail system
* Increased year-round recreation
* Need businesses to draw our own families downtown
* Cultural events, restaurants
* Need tourist attractions
 | * Train accident
	+ Kids walk on them often
	+ Affects downtown
* Point + non-point source pollution to our water bodies
	+ Lake water quality
	+ Drinking + well water quality
* Aging infrastructure
	+ Roads, sewer, water
* Aging population
* Lack of zoning
* Zoning
 |

**2. Public Forum Blue-Sky Visioning Exercise, Raw Form**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Downtown** | **Recreation/Cultural** | **Lakes** | **Businesses** | **Services** | **Housing** | **Promotion** |
| - FOOD- Good coffee- Residential density- Walkability (sidewalks, crosswalks)- Park space- Green space- Bike paths- Activate vacant lots to park/open space | - Rail trail (convert Madison spur)- Increase opportunities and types of recreation- Youth center downtown (mini Y)- Attract camp kids’ parents- Promote schools’ cultural events | - More controlled public access- Protection against milfoil- Fishing tournaments / attractions - Waterfront cultural events | - Restaurants (esp. sit-down)- Coffee shop- Chamber of Commerce promotions/marketing the area | - Public health through increased recreation opps | - Senior apartments downtown | - How do we tell our story?- How do we promote our brand identity?- How do we promote current cultural assets? |