

Town of Oakland Public Workshop

Oakland Comprehensive Plan Committee
December 10, 2018



Agenda

- I. About OCPC
- II. Intro to a Comprehensive Plan
- III. Community Survey Analysis
- IV. OCPC Goals & Policies
- V. Downtown Planning Framework
- VI. Main Street Exercise
- VII. Resources



About the Oakland CompPlan Committee

I. Committee Roster

II. Subcommittees:

- a) CompPlan Drafting
- b) Survey & Public Input
- c) SWOT Analysis

III. OCPC Project Timeline



Oakland CompPlan Committee (OCPC)

Chairman: Bob Nutting

Vice Chairman: Laura Tracy

Town Official: Gary Bowman

Town Historian: Alberta Porter

Committee Members: Paula Callan, Dan Duperry, Mark Fisher, Donna Griffin, Shawn Marquis, Mark Rancourt, Cindy Reese, Kelly Roderick, Mike Rossignol, Dale Sturtevant, Chuck Sweigart

Planning Staff: Garvan Donegan, Elaine Theriault



OCPC Sub-Committees

- **Drafting:**
 - Review of the 1996 CompPlan for important components and/or applicable best practices.
 - Contribute to the drafting and editing of new plan.
- **SWOT Analysis:**
 - Create an analysis of Oakland's strengths, weaknesses, opportunities, and threats (SWOT)
 - Complete a stakeholder analysis to ensure relevant interests and stakeholders are reflected
- **Public Input:**
 - Create a community survey and manage its delivery
 - Coordinate additional public input opportunities, including public forums



OCPC Project Timeline: 7 Month Outlook

#	Tasks	2018	2019						Responsibility		
		Dec	Jan	Feb	Mar	Apr	May	Jun	OCPC	Town	State
1	OCPC Public Workshop #2								x		
2	Gather & Evaluate Data (cont.)								x		
3	Review OCPC Draft Plan								x		
4	Community Stakeholder Meetings								x		
5	Final Public Hearing & Workshop #3								x		
6	Request 'Early Review' via State of State of Maine								x		x
7	Make Recommended Edits via State of Maine								x	x	
8	Deliver Draft CompPlan to Town Council for Review								x	x	

Notes

- (1) This is not a comprehensive list
- (2) Draft only; subject to change
- (3) Council to potentially adopt Comprehensive Plan in Fall of 2019

Introduction to a Comprehensive Plan

- I. What is a CompPlan?
- II. Why write a CompPlan?
- III. Outline of a CompPlan



What is a Comprehensive Plan?

- A comprehensive, long-range plan intended to guide the growth and development of a community.
- Includes: economic development, housing, recreation and open space, transportation, land use, and community facilities, and the community's goals and objectives of these elements.
- More than a document - it is a process that brings the community together.
- **Always respectful of private property rights!**

“What is our history, where are we now, and where do we want to go?”

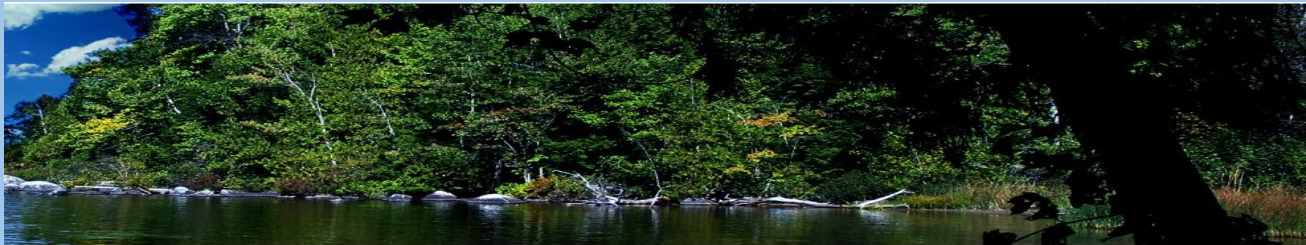
Why Create a Comprehensive Plan?

- Promote **economic prosperity** and quality of life; produce positive **economic development**
- Sustain our **village center(s)** and vibrant living
- Preserve a **healthy landscape and walkable communities**
- **Protect municipal assets**
- Develop a **discussion among neighbors**
- Develop a basis for **sound decisions** in town management
- Achieve **predictability**
- Qualify for, or strengthen chances of receiving, **state and federal funding opportunities**



Section Outline of CompPlan + Data Inputs

- I. **Preface** - include vision statement and record of public participation.
- II. **Historic and Archeological Resources** - include inventory of historic buildings and archaeological sites.
- III. **Natural Resources** - include inventory and analysis of water resources, natural resources, and agriculture/forestry resources.
- IV. **Inventory and Analysis** - include population figures, employment statistics, housing profile, analysis of transportation network conditions, and descriptions of recreation resources and public facilities.
- V. **Goals and Policies** - includes policies and strategies AND methods for implementation.



Policy Section of a Comprehensive Plan

- CompPlan policies should **provide a roadmap for future use and management of the community.**
- **Every town is unique!** Policies should flow from the issues raised in the inventory and analysis AND from state policy.
- The policies must, at the least, address statewide goals. It's **up to the community** to fashion policies the way it thinks best, based on conditions it has found in the community

What is a policy?

A policy is a specific statement of principle or course of action. Whereas a “goal” is an intention for which the community is striving, a policy is a statement concerning how to reach that goal.

For example, to have clean water is a goal. To try to meet that goal, a community might adopt policies such as, “*The Town must (should) (shall) strengthen its best management practices*”; and, “*The Town must (should) (shall) support education on storm water management techniques.*”

Policy Recommendations + *Sample Policy Example*

Policy Recommendation Example 1.1: Protect, maintain and, where warranted, improve aquatic habitat and water quality.

OCPC Policy Example: Protect natural resources, including lakes, wildlife habitats, woodlands, and groundwater resources while protecting legal public access to outdoor assets

§ Strategy E.1.1 Work with private landowners to close and replace existing overboard discharge systems and/or address point source pollution

§ Strategy E.1.2 Integrate alternative stormwater management techniques

§ Strategy E.1.3 Implement and educate the public on Best Management Practices (BMPs)

Summary

- The CompPlan process brings together community members around a **shared vision** for their town's future.
- Preparing for its future allows the community to take advantage of **funding opportunities to realize its goals.**
- **State and federal funding** opportunities include, but are not limited to:
 - Community Development Block Grant, Dept. Economic + Community Dev.
 - Non-Point Source Protection grants, Dept. Environmental Protection
 - Municipal Investment Trust Fund



Source: Maine Memory Network

Oakland Community Survey

July - November 2018



Summary of Community Survey Findings

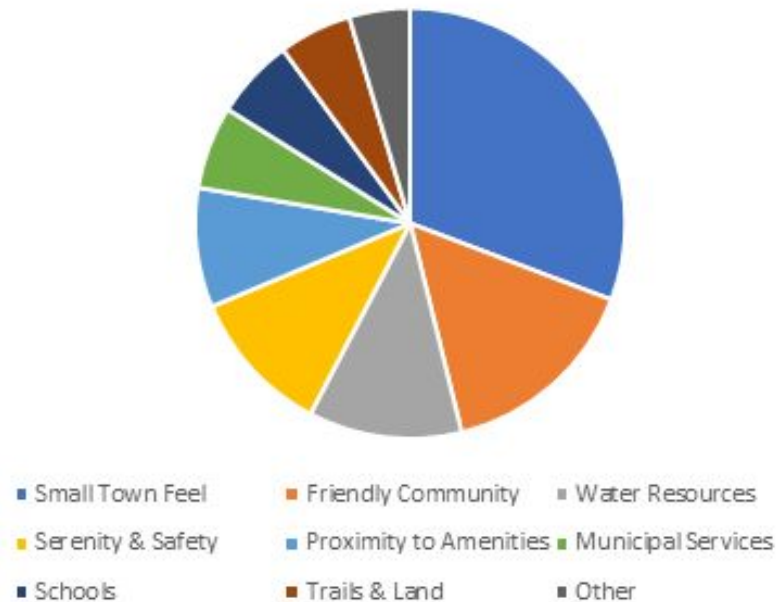
- n = 363, a 12% response rate
- Avg. time to complete = 8min
- Female = 53.6%, Male = 40.8%
- 63% respondents are over the age of 45
- 89% are year-round residents; 51% have lived in Oakland for over 20 years
- Most occupations are education and healthcare
- Nearly 80% earn over \$30,000 in household income; 30% earn over \$100,000
- Major themes: support for **green space** and family-friendly **recreation**; desire for **vibrant downtown** while maintaining Oakland's **small-town feel** and friendly community; appreciation of **municipal** services and **emergency/rescue**

Qualitative Analysis

“What I Like About Oakland”

- Safe, affordable place with a small town feel and friendly people who get involved.
- A serene location next to lakes and woods, with proximity to city centers and conveniences.
- Great appreciation for friendly, effective Town staff and services.
- *“Close to everything but you feel miles away”*

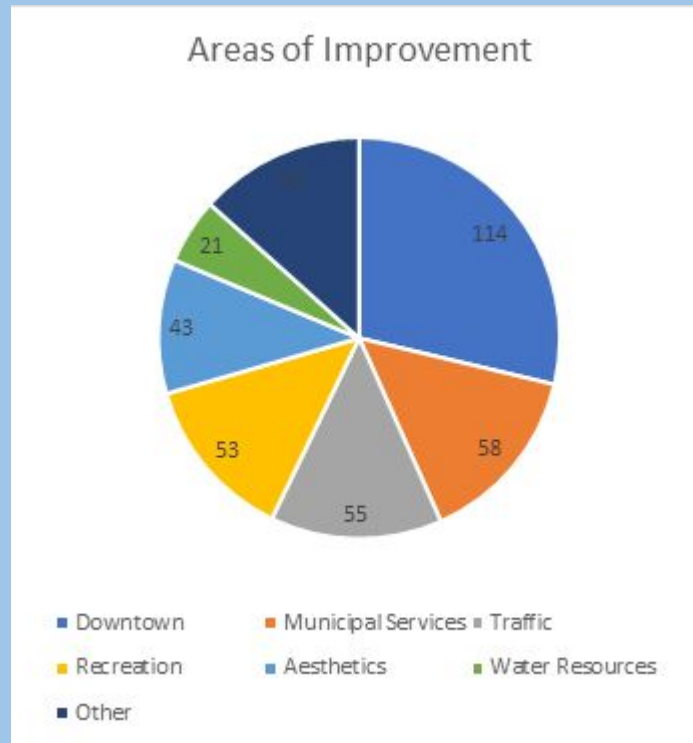
Positive Attributes of Oakland



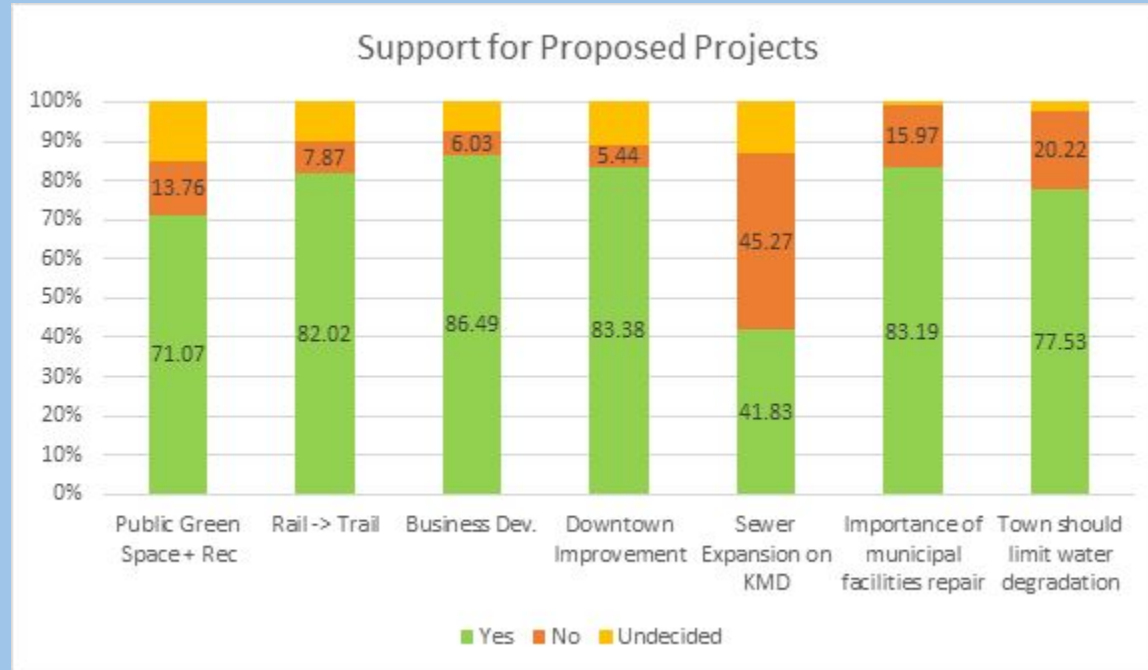
Qualitative Analysis

“What I Would Improve About Oakland”

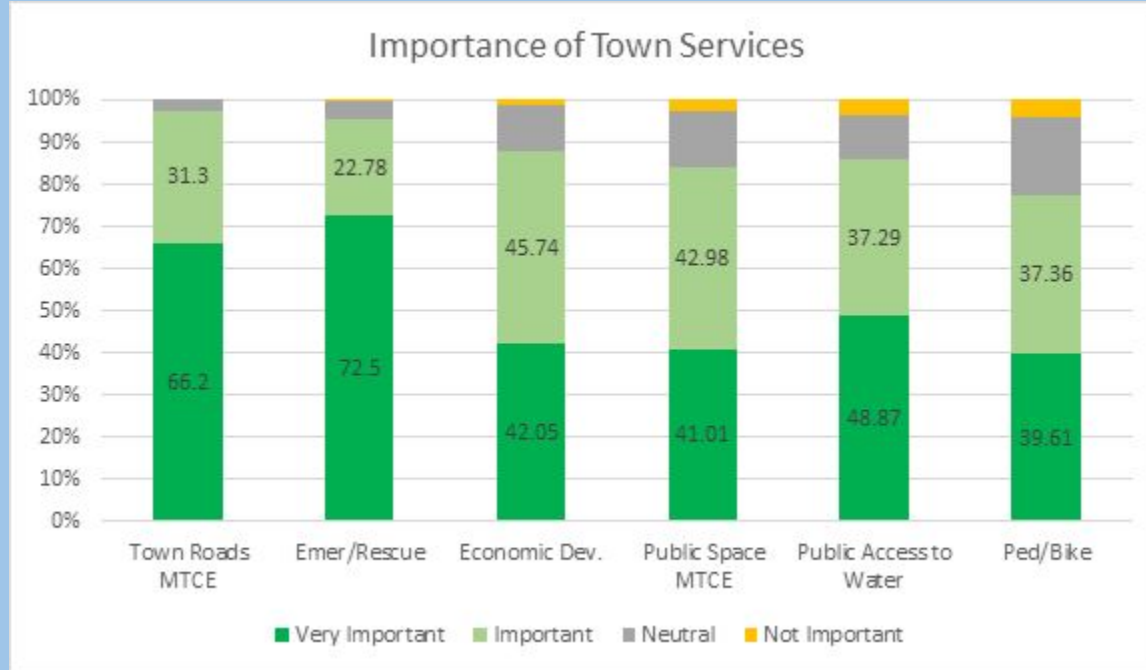
- Aesthetics and vibrancy of downtown.
Envision a destination downtown with more businesses and restaurants, and attractive properties.
- Additional green space and family-friendly activities.
- Improved traffic flow, particularly near schools.
- Extend sidewalks and implement bike lanes.



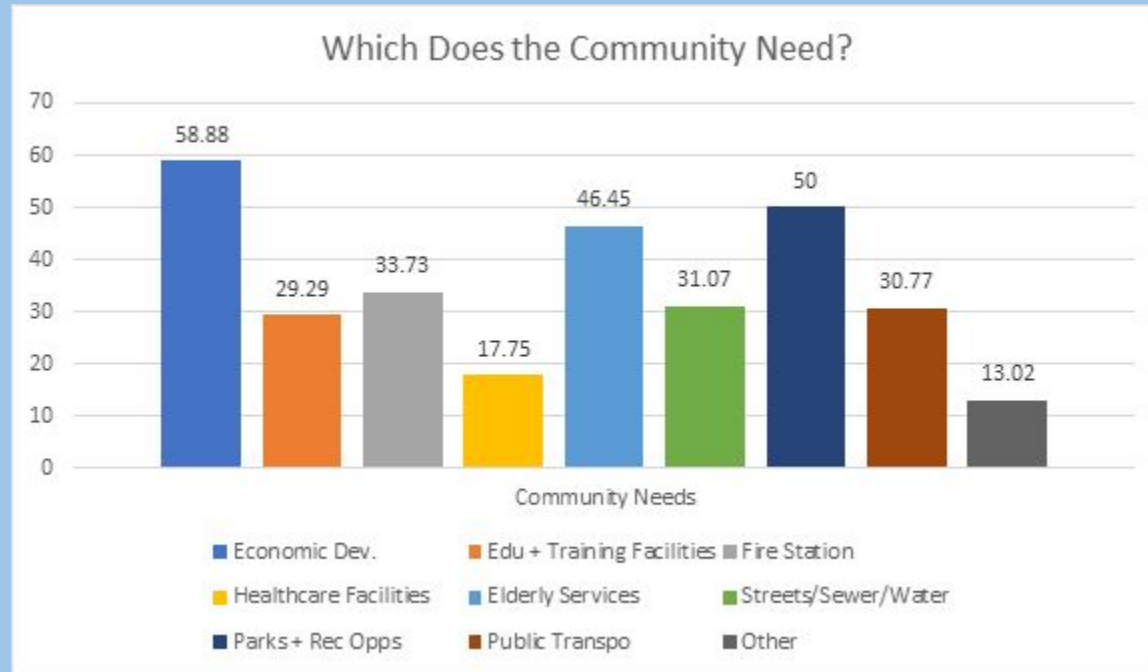
Quantitative Analysis



Quantitative Analysis



Quantitative Analysis



Next Steps

- Community input will be incorporated into current inventory sections and future plan sections of the CompPlan
- Full survey results will be included in the appendix of the CompPlan



Source: Oakland Area Historical Society

OCPC - Goals & Policies

Town of Oakland Comprehensive Plan

- I. Community Asset Mapping & SWOT Analysis
- II. Goal Setting
- III. Policy Formation



SWOT Analysis - Town of Oakland

Strengths		Weaknesses	
<i>Priority</i>	<i>Theme</i>	<i>Priority</i>	<i>Theme</i>
1	<ul style="list-style-type: none"> • Low property taxes 	1	<ul style="list-style-type: none"> • Poor perception as “pass-thru” town
1	<ul style="list-style-type: none"> • Central, convenient location 	2	<ul style="list-style-type: none"> • Lack of cultural events/activities
1	<ul style="list-style-type: none"> • High-quality school system 	3	<ul style="list-style-type: none"> • Lack of trained workforce -> lack of jobs -> lack of youth
Opportunities		Threats	
<i>Priority</i>	<i>Theme</i>	<i>Priority</i>	<i>Theme</i>
1	<ul style="list-style-type: none"> • Dense, clustered downtown 	1	<ul style="list-style-type: none"> • Changing old mindsets about growth
2	<ul style="list-style-type: none"> • FirstPark 	2	<ul style="list-style-type: none"> • Inability to attract young workforce
3	<ul style="list-style-type: none"> • 4-seasons recreation/broadband/P3 	2	<ul style="list-style-type: none"> • Lack of adequate labor skills

Notes:

- 1) This is not a comprehensive list of SWOT Subcommittee's findings
- 2) Draft only - subject to further review, input, and analysis
- 3) Additional community input is forthcoming

OCPC - Overview of Identified Goals

Town of Oakland Comprehensive Plan



1. Support Main Street & Downtown revitalization; enhance vibrancy of downtown
2. Encourage neighborhood and downtown design features that promote connectivity, including access to public transportation systems
3. Promote infill development and the development of lands with existing infrastructure Protect private property rights & balance those rights with community interests and goals
4. Provide adequate infrastructure & public services to meet existing & future market demand for the community
5. Cultivate local food systems
6. Promote the expansion of the current economic (tax) base and creation of business and job opportunities
7. Preserve Oakland's unique character & quality of life
8. Promote and foster cultural attractions and recreational opportunities for all age cohorts
9. Protect natural resources, including lakes, wildlife habitats, woodlands, and groundwater resources while protecting legal public access to outdoor assets
10. Ensure that Oakland has an adequate supply of decent housing for all age cohorts, which is supportive of living-wage jobs and business recruitment & retention

Introduction to (Draft) OCPC Policy Recommendations

Topic Area: Transportation

OCPC Draft Goal: *Encourage neighborhood and downtown design features that promote connectivity, including access to public transportation systems*

Draft Policy: To prioritize community and regional needs associated with safe, efficient, and optimal use of transportation systems.

Draft Strategy: Develop or continue to update a prioritized improvement, maintenance, and repair plan for the community's transportation network.

Topic Area: Recreation

OCPC Draft Goal: *Promote and foster cultural attractions and recreational opportunities for all age cohorts*

Draft Policy: To maintain/upgrade existing recreational facilities as necessary to meet current and future needs.

Draft Strategy: Work with public and private partners to extend and maintain a network of trails for motorized and non-motorized uses. Connect with regional trail systems where possible.

Downtown Analysis + Main Street Planning Exercise

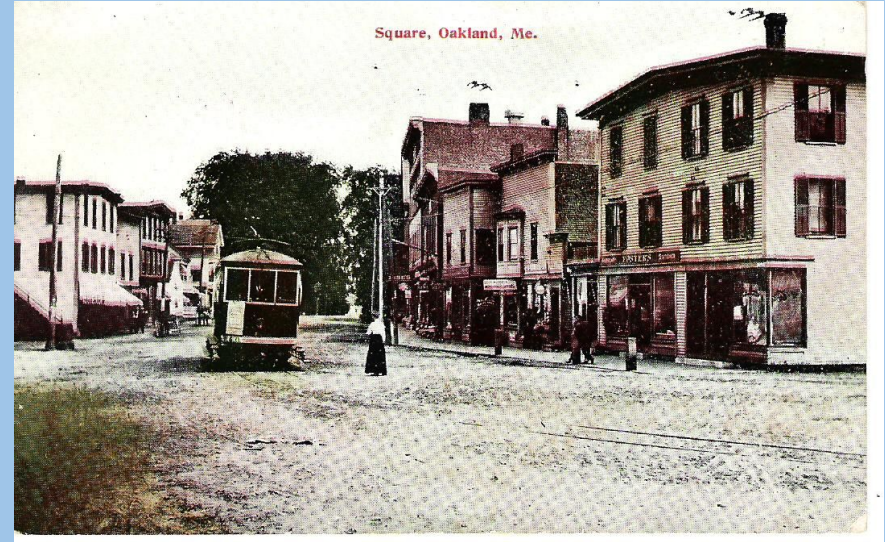
- I. Current Conditions
- II. Mapping Assets
- III. (Infill) Development Opportunities
- IV. Planning & Design Principles
- V. Map Exercise



Source: Oakland Area Historical Society

Main Street QuickFacts

- Gross Acreage: ~13.73 acres (defined as Main St.)
- Gross Sqft Facilities: 69,264* sqft
- Zoning: n/a
- Median Year Built: 1954 (n=29)
- Average lot Size: 0.4741 acres (n=29)
- Average Number of Stories: *[Still Being Calculated]*
- Civic / Institutional: 1 (Historical Society / Library*)



Source: Oakland Area Historical Society

Main Street + Downtown Historical Facades



Location: 50-52 Main Street



Location: 54 Main Street



Location: 6 Center Street

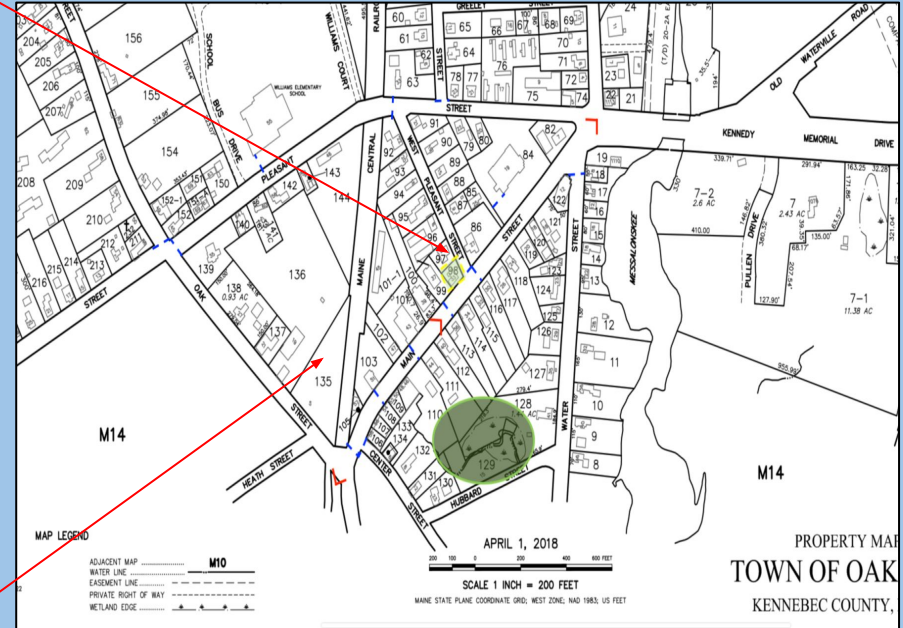
Potential Opportunities for Downtown Infill Development & Improvements: (i.) Pocket Park(s) + Green Space



Core of Main Street: Identified for pocket park in Town of Oakland
Downtown Concept Master Plan



West Gateway Main Street - Under utilized open space (existing)



Planning & Design Principles - Main Street

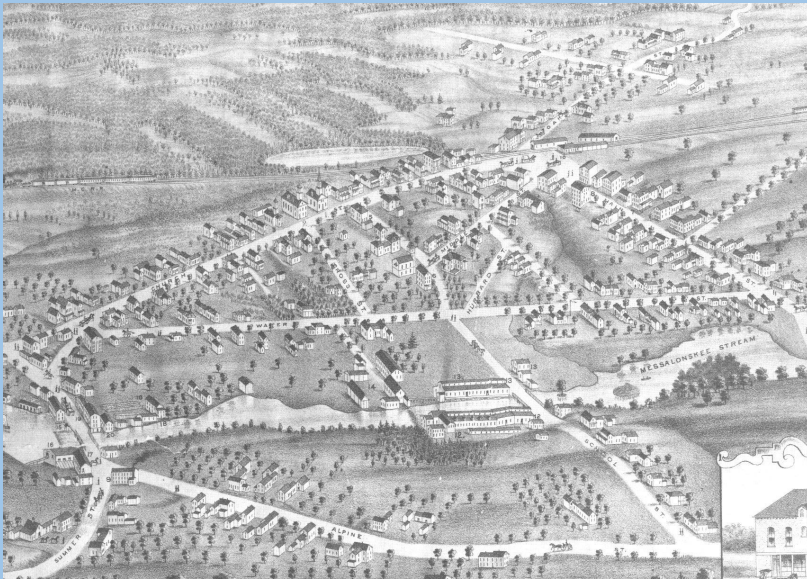
Downtown, Oakland, ME

- Make Main Street a **destination**; **family-friendly & welcoming to visitors**
- Increase **streetscaping amenities** and make **visual improvements** along Main Street
- Design a **flexible public open space(s)** for **daily** and **year round events**
- Make Main Street a **unique experience**, which **promotes** the downtown's **business & economic vitality**
- Cultivate a **robust retail presence**, including with food service and accommodation uses
- Create a **sense of place**; grow recreational, arts, and civic opportunities
- Improve **connectivity & enhance gateways**; connect Main Street within a broader downtown geographical boundary



“I would like to see a more vibrant downtown area with public green space for events,” via OCPC Survey

Main Street Planning Exercise



Discussion Topics

STEP 1. How do you currently interact with Main Street?

STEP 2. How can Main Street play a bigger role within the community?

STEP 3. Identify key areas and locations.

STEP 4. Think Big! If you could change anything, what would that be?

Maps

Displayed maps include:

1. Aerial Map
2. Water Resources
3. Public Facilities



Thank you!

For more information the Oakland CompPlan process:

- www.centralmaine.org/oakland-comprehensive-plan/
- Town Office: (207) 465-7357
- www.oaklandmaine.us/