

Oakland Comprehensive Plan

Full Committee

10.16.2018

4pm

Attendees: Gary Bowman, Shawn Marquis, Margo Pullen, Dale Sturtevant, Chuck Sweigart, Laura Tracy

Facilitator: Garvan Donegan, CMGC

Agenda:

1. Debrief TIF presentation
2. Review of public input + media initiatives
3. Analysis of survey responses
4. Introduction to downtown mapping and analysis
5. Review of CompPlan goals & policy recommendations
6. Next steps

1. Debrief TIF (Tax Increment Financing) Presentation

OCPC members complimented the presenter on his ability to explain TIF districts at an appropriate level, and they felt they learned a great deal from the presentation.

Two TIF districts currently exist in Oakland – the Summit gas pipeline TIF and the KRDA (FirstPark) TIF, whose credit enhancement agreement is between KRDA and T-Mobile.

2. Review of Public Input + Media Initiatives

6/21 – first public workshop for educational purposes

7/28 – OakFest exhibit for survey awareness

10/2-10/9 – Facebook ad campaign for survey awareness; resulted in 74 additional surveys and several positive comments. Press release distributed simultaneously; has received interest from Morning Sentinel.

10/15 – broadband microgrant submitted in a competitive grant process.

11/1 – Survey will go offline. Notify public one week prior, using Facebook boost. Survey software will remain available.

Ongoing – meeting with stakeholders, including 7 Lake Alliance, and mapping and analysis exercise of downtown Oakland.

12/11, 6-8pm, Cascade Room – next public workshop, focusing on the downtown.

3. Analysis of Survey Responses

Responses continue to show strong consensus on the following themes:

- Friendly small town with great location to outdoor amenities and city centers
- Appreciation for municipal staff and services
- Emphasis on improving aesthetics and vibrancy of the downtown, including economic development and green spaces
- Desire for increased recreational opportunities while protecting water quality
- Maintain low tax rate

4. Introduction to Downtown Mapping + Analysis

Within the “Economy” section of the CompPlan, we will provide a geospatial and economic overview of Oakland’s downtown. The downtown district is roughly outlined by Pleasant Street, Lower Oak, Main Street, Church Street, and Water Street.

CMGC has crafted a database of geospatial measurements, characteristics, and photos of downtown parcels. Sample statistics include: median year built is 1954, and average lot size is nearly ½ acre (considerably larger than most “postage stamp” downtown parcels).

OCPC members will consider the following methods of improving aesthetics of downtown: color, flags, street lighting, murals, trees, benches, sidewalks, a “museum in the streets” historical walking tour, and streetscape buffers between sidewalks and parking lots.

Parcels previously identified as potential green spaces include Lot 98 (corner of W. Pleasant and Main) and the “Fabian Lot” (corner of Oak and Main).

5. Review of CompPlan Goals & Policy Recommendations

Based on feedback given on draft policy goals during the 8/14 OCPC meeting, CMGC has amended the draft goals and presented them for further review. Major considerations include:

- How to define public transportation: does that include KVCAP and/or Kennebec Explorer?
- Local food systems may encompass community gardens and/or farmers’ markets.

6. Next Steps

- Continue to review & analyze survey data
- Community & stakeholder listening meetings / sessions (ongoing)
- Launch a new boosted Facebook post to notify residents of the survey closure
- Fall Public Workshop – Tuesday, Dec. 11th, 6:00pm, Cascade Room
- Craft Comprehensive Planning document (ongoing)