



Town of Brunswick, Maine

85 UNION STREET, BRUNSWICK, ME 04011

**COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE AGENDA
BRUNSWICK TOWN HALL
85 UNION STREET
COUNCIL
CHAMBERS
THURSDAY, May 18, 2023
6:00 PM – 7:00 PM**

THERE IS AN OPPORTUNITY TO ATTEND THIS MEETING IN PERSON OR VIEW THE MEETING VIA ZOOM, TV3, OR LIVE STREAM

HOW TO WATCH AND COMMENT VIA ZOOM

<https://www.brunswickme.org/313/Brunswick-Cable-TV3>

COMMENTS ARE ALLOWED DURING THE PUBLIC COMMENT PERIOD, DURING PUBLIC HEARINGS, AND ON OTHER ITEMS AND MATTERS AT THE DISCRETION OF THE COMMITTEE CHAIR. PUBLIC COMMENTS MUST BE SUBMITTED THROUGH THE ZOOM PLATFORM BY "RAISING YOUR HAND" AND BEING ACKNOWLEDGED BY THE HOST OR BY ENTERING QUESTIONS IN THE Q&A CHAT.

HOW TO WATCH VIA TV3 OR LIVE STREAM

THE LINK TO VIEW OR LISTEN TO THE MEETING ON TV3 (CHANNEL 3 ON COMCAST) OR VIA LIVE STREAM FROM THE TOWN'S WEBSITE

<http://tv3hd.brunswickme.org/CablecastPublicSite/watch/1?channel=1>

ALL VOTES TO BE TAKEN VIA ROLL CALL

- 1. Introductions**
- 2. Report: Planning Dept hires Harpswell Strategies, LLC to complete inventories. (See project memo)**
- 3. Outline of comprehensive plan development.**
- 4. Future Meeting Dates: TBD/Sept 2023**
- 5. Public Comment**
- 6. Other Business**
- 7. Adjourn**

PROJECT INITIATION MEMO

TO: FRANK MALONEY
PLANNING DIRECTOR
TOWN OF BRUNSWICK

FROM: JACOB SESKER
PRINCIPAL
HARPSWELL STRATEGIES, LLC

SUBJECT: PROJECT SCHEDULE AND PROCEDURE

DATE: MAY 8, 2023

The Town of Brunswick has engaged me to reconcile, edit, update, draft, and re-write sections of the inventory and analysis that serve as the basis for comprehensive plans in Maine. Brunswick's update to the comprehensive plan – as is the case for many planning and public policy development efforts around the nation – has been slowed considerably by numerous factors, including the pandemic and related disruptions to the labor market.

The scope agreed upon is, in summary, completion of the “inventories” required. To some degree this will involve outreach to stakeholders; however, this is limited to outreach that is necessary in order to ascertain and analyze facts that are relevant to fulfilling the requirements established in law and process. Outreach that is related to developing a vision of Brunswick's future is beyond the scope of this summer 2023 inventory and analysis and is a part of the next stage of your comprehensive planning process.

This memorandum outlines the following:

- Approach and purpose
- Scope
- Inventories - schedule and milestones
- Summary and SWOT analysis
- Kickoff meeting summary notes
- Shared document files

Approach and purpose

My approach to local public policy and planning emphasizes data-driven analysis to support planning and policy decisions. Synthesis and analysis of relevant facts is a critical

task in any policy development process, from land use plans to social or economic legislation.

The purpose of the project is to complete the required analytical and factual work required by state law. For some sections of the required “inventories,” I will need to make a “fresh start.” Some other sections present opportunities to update previous efforts. Federal data will be updated and sourced, and to the extent possible, other data will be confirmed.

All research and analysis will be done in accordance with standard practices in the fields of planning and public policy. My extensive experience – as a planner and policy analyst – has included research, writing, and analysis on a wide range of topics that are relevant to this assignment. In addition, I have engaged a “second reader,” who will help me to ensure that the drafts transmitted to the Town of Brunswick have been checked, referenced, and copy-edited.

Scope

Consistent with our agreement, the lion’s share of the project is the research, writing, and analysis related to the required inventories.

- Use research approaches that are consistent with best practices.
- Assemble inventory sections that include all required statistics and answer all required analytical questions.
- As necessary/appropriate, contact key stakeholders or knowledgeable individuals when preparing each section.

In/by September, I anticipate submitting draft .doc/.docx files associated with the following sections: historic and archaeological resources; water resources; natural resources; agriculture and forestry; marine resources; population and demographics; economy; housing; recreation; transportation; public facilities; and fiscal capacity & CIP.

The next step of the project is a summary analysis and presentation (to the CPUSC or similar group). For that portion of the project, I will identify highlights from the inventory drafts, and identify/assess Brunswick’s strengths and weaknesses, as well as the opportunities and threats facing the community over the lifetime of the Comp Plan. This analysis and discussion will help the Town of Brunswick and its stakeholders, such as the CPUSC, identify areas of focus for the land use plan and policy sections of the plan. I anticipate that we will be ready for this presentation by mid/late September.

At that time, if the Town of Brunswick may have other products, such as a Climate Action Plan, to be considered. Should you decide to include those products in the comprehensive plan inventories, an amendment to our agreed upon scope is one potential way to do so.

Inventories - schedule and milestones

Next week (May 15, 2023):

- Start work on first tranche of inventory sections.
 - Historic and archaeological resources
 - Population and demographics
 - Economy
 - Housing
- Client will provide the contact information for a staff contact, stakeholders that you want me to interview, and any other individuals/resources in the community that I might want to contact if questions arise.
- My goal is to complete these sections by June 30, 2023.

Beginning of July:

- Start work on the second tranche of inventory sections:
 - Transportation
 - Public facilities
 - Fiscal capacity & CIP
- My goal is to complete these sections by the end of July.

Beginning of August:

- Start work on the remaining sections in our agreed upon scope of work.

Summary and SWOT Analysis

Per our scope of work, in September I will prepare a written document, roughly 5 to 10 pages in length, highlighting:

- Key takeaways
- Brunswick’s strengths and weaknesses
- External opportunities and threats/societal trends

I will present that summary and SWOT analysis in late September or early October, concurrent with the editing process for the draft inventories.

Shared document files

Please review and add to the files that I have uploaded to the dropbox. I have added all files in my possession, including:

- All downloadable material/comp plan resources from the state’s website.
- Draft and completed reviews of the 2008 comp plan sections.
- Relevant reports or drafts previously prepared by other consultants and/or by your predecessor.

At my request you have uploaded the 1993 and 2008 comprehensive plans, as well as seventeen other planning-related documents. Those include several relevant master plans (e.g., Downtown Brunswick and Outer Pleasant Street), design guidelines (e.g., Cooks

Corner), functional plans (e.g., Harbor Management Plan; Parks, Recreation, and Open Space; Bicycle and Pedestrian Improvements; etc.), and climate/environmental plans (e.g., Maquoit Bay Climate Adaptation Plan; Sea-Level Rise Report; etc.).

Recap of May 2 Meeting

In our kickoff meeting on May 2nd, the following issues were discussed.

- My resignation from the CPUSC;
- Your upcoming meeting with the CPUSC on May 18;
- The ongoing work on the Climate Action Plan;
- My process and schedule for this summer's work;
- The shared dropbox populated with relevant materials; and
- The stakeholder/staff contact list.

Next steps

- Please review the contents of the dropbox and upload any other relevant documents.
- Please provide an in-house contact (name, email address, phone number) for any questions that I might have regarding the following sections: historical and archaeological resources; population and demographics; economy; and housing.
- Similarly, if there are any individuals in the community that you want me to meet with in conjunction with these sections, please let me know.
- I will be traveling next week for other projects, but I will check my correspondence daily. Don't hesitate to reach out by e-mail if you have any questions.
- As noted above, I will begin writing on May 15th.
- Please let me know if there are any takeaways from your discussion with the CPUSC on May 18th that are relevant to my scope of work.

I look forward to working with you and your team over the next several weeks!

TOWN OF BRUNSWICK, MAINE

INCORPORATED 1739

DEPARTMENT OF PLANNING AND DEVELOPMENT

85 UNION STREET

BRUNSWICK, ME 04011

COMPREHENSIVE PLAN DEVELOPMENT OUTLINE

PHASE 1

HS, LLC: Draft required inventories with guidance and review from town staff/dept directors.

P&D: Assemble previous public outreach results. Review and categorize.

PHASE 2

HS, LLC: Present final draft inventories with summaries and SWOT analysis.

P&D: Present summary of public outreach/engagement, recommendations for future outreach/engagement.

CPUSC: policy area development.

P&D/CPUSC: Consider contracting with HS, LLC to draft policy areas/final plan.

PHASE 3

P&D: Draft land use plan and map.

Unknown Party: Draft policy areas and implementation actions.

P&D/CPUSC: Outreach/engagement on policy areas and implementation actions & land use plan.

PHASE 4

Unknown party: Draft final plan.

P&D/CPUSC: Outreach/engagement on final plan draft.

This is a rough outline. The timeline for phase one is May 2023 through September 2023 (see project memo) and the decisions in phase two will determine the timeline for phases three and four. The land use plan may be done in conjunction with HS, LLC if hired.

The Climate Action Plan is underway and will need to be analyzed for the relevant impacts to the policy areas and implementation actions in phase three of the comprehensive plan development.

Harpwell Strategies, LLC (HS, LLC)

Planning & Development Department (P&D)

Comprehensive Plan Update Steering Committee (CPUSC)