

Damariscotta HEART & SOUL Planning Project

SETTING THE COURSE FOR DAMARISCOTTA'S FUTURE



FINAL REPORT

Town of Damariscotta

in Partnership with

Orton Family Foundation

Friends of Midcoast Maine

FALL 2010



Table of Contents

Welcome Letter	1
Background	2
Opportunities and Challenges Facing Damariscotta	2
The Heart & Soul Community Planning Project.	3
A Values-Based Vision.	5
Realizing Our Values in Future Growth	7
Moving Forward	12
How to Get Involved	13
Engagement Tools	14
Acknowledgments	16



ORTON FAMILY
FOUNDATION

FRIENDS OF
MIDCOAST
MAINE



Welcome!

November 15, 2010



Dear Damariscotta residents, business owners and all who work to make Damariscotta special:

It is with great pleasure that we submit this report to the citizens and businesses of Damariscotta. Over the past two years, we have embarked on a planning process to improve the nature and culture of public participation in Damariscotta while working to address planning and development concerns in Town. In partnership with the Orton Family Foundation and the Friends of Midcoast Maine, we have worked collaboratively to listen, learn and improve the future growth and development of our Town in ways that reflect our core values.

We have held dozens of community meetings and provided numerous opportunities for public engagement around future land use opportunities. We have heard many new and innovative ideas, as well as serious concerns about our future. The purpose of this report is to share what people told us they value about Damariscotta and highlight the actions we can take so that future growth and change reflects those values.

No democracy works without the commitment of its citizens and elected leaders. We are committed to working with you to ensure that Damariscotta continues to be a wonderful place to live, work, play and do business. We hope you will remain committed to working with us as we walk this path together.

Sincerely,

The Damariscotta Board of Selectmen

The Damariscotta Planning Advisory Committee



Opportunities and Challenges Facing Damariscotta

The opportunities and challenges facing the Town have been real and immediate.

GATEWAY ONE The Town has been participating in the Gateway 1 planning process over the past five years with 20 other Midcoast towns and cities. The purpose of Gateway 1 is to collaboratively and regionally plan for land use and transportation change to preserve both the capacity of Route 1 as a regional arterial and economic lifeline *and* the quality of life in the Midcoast. As population growth and development in the Midcoast accelerated, transportation decisions were becoming reactive, not proactive. A forum that would combine land use and transportation planning was essential to keeping Route 1 functional. In 2004, MaineDOT, the State Planning Office and the Federal Highway Administration launched Gateway 1. Damariscotta has been committed to working with the Gateway 1 communities and process and has received planning funds to begin to bring its plans and codes into compliance with Gateway 1 initiatives.

PIPER COMMON Shortly after DPAC was formed, a major parcel of land, located $\frac{3}{4}$ of a mile from downtown, was purchased by a Maine development group. They approached the Town for guidance and chose to work with the Town, DPAC and the citizens of Damariscotta to make sure the development would meet the needs of the Town. This development has the real chance to be either a development that competes with the economy and place of the Downtown, or to be a promising compatible mix of uses that enhance the community, the Downtown and the quality of life in Town.

Background

Damariscotta is a small town located along the shore of the Damariscotta River. Though it developed as a shipbuilding center, the community now thrives on tourism as well as providing daily goods and services for the region. Despite a population of only 2,000, Damariscotta is the retail and service center for inland and peninsula communities due to its location along Route 1. Damariscotta also has a robust offering of cultural organizations and activities, superb schools, as well as extraordinary natural amenities, including four lakes and the River.

Over the decades the Town grew beyond its historic downtown village center. Most new commercial development has occurred along Business Route 1 primarily because businesses want to be in the region's economic center, and also because it's easiest to locate there due to the Town's regulations. The pace of development has been slow enough that these changes occurred incrementally but, in 2005, Damariscotta faced the prospect of a big box store locating in the community. Residents galvanized on both sides of the issue and in a special election with record turnout (approximately 90 percent of registered voters) they approved a ballot item that limited the size of retail stores to no more than 35,000 square feet (a building foot print about the size of Damariscotta Hardware).

This experience, however, revealed both how ill-equipped the Town was to manage new development pressures and the need to engage a cross-section of the community in future planning and development decisions. Town leaders realized that they needed to hear what citizens want for Damariscotta's future. In response, the Town hired a part-time planner and formed the Damariscotta Planning Advisory Committee (DPAC).

DPAC and a New Way of Doing Business

The Board of Selectmen appointed DPAC to lead a community-driven visioning process to make the Damariscotta region a better place to live, work and play, do business and visit. DPAC brings to the table appointees with interests representing the general public, local government, conservation, business, the arts, seniors and youth. DPAC was designed to reach out to all residents, businesses and community groups to hear what is important to them in how the Town changes and grows in the future.

One of the first DPAC activities was a bicycle and pedestrian planning process. DPAC members, with the help of Friends of Midcoast Maine and the Damariscotta River Association, assisted in facilitating a process that engaged almost 100 people in designating bike and pedestrian origins, destinations and possible bicycle and pedestrian routes. These ideas were mapped and dot-voted on to identify top priorities, enabling the Town to pursue funding.

Soon after, DPAC began working with Friends of Midcoast Maine to engage citizens in planning for the future. Its efforts included a successful application for a two-year partnership with the Orton Family Foundation to undertake a “Heart & Soul Community Planning” Project which wraps up in January 2011. This report will be used to share what we’ve heard over the past two years and to engage residents and business owners in creating the future we want to see in Damariscotta.

The Heart & Soul Community Planning Project

Damariscotta’s Heart & Soul Community Planning Project engaged residents and business owners in developing a shared community vision and set a course for realizing it. The vision and the course of action are rooted in what people value most about Damariscotta and what makes the Town unique.

DPAC and the Board of Selectmen realized that the only way to meet this purpose was to pursue an open and inclusive process involving people who live, work and play in Damariscotta. DPAC made many efforts to hear from the community such as:

- ▶ Gathering stories that highlighted what people love about Damariscotta.
- ▶ Holding community forums about important planning and development challenges.
- ▶ Conducting surveys on what people want to see in future growth including a survey specific to local high school students.
- ▶ Holding a multi-day public planning and design charrette to explore options for guiding new growth in a manner consistent with what local people want to see in the future.
- ▶ Spreading the word about activities and progress through regular articles in the Lincoln County News, DPAC electronic newsletter, hosting a table at local events and festivals, and postcard and poster distribution around Town.

Through this project, DPAC anticipated articulating what is most important to Damariscottans in how the Town plans for the future, increasing citizen participation in planning and growth issues, creating ways to improve access to local leadership, and fostering greater citizen investment in the community’s future.



Timeline

2005-2006 Retail size cap passed by voters

2007 Damariscotta Planning Advisory Committee created

APRIL 2008 Town-wide Pedestrian and Bicycle meeting held

JULY 2008 Damariscotta selected as Heart & Soul Community Planning Town

OCTOBER 2008 Heart & Soul Community Planning Project launched at the PumpkinFest and Regatta

DEC 2008-MAY 2009 Neighbor to Neighbor Chats, Community Conversations

MAY TO AUGUST 2009 Visioning activities and continuing conversations

SEPT 2009 Pre-charrette workshop

OCT 2009 Damariscotta Heart & Soul Planning Charrette

APRIL 2010 Final Charrette Report released

MAY TO SEPTEMBER

2010 Neighborhood Meetings, Public information distributed on planning, vision and Form Based Code

SEPTEMBER 2010 Consultant retained to update zoning with Form Based Codes

OCTOBER 2010 AND

ON-GOING Review and update municipal codes, Comprehensive Plan, and budget priorities

2011 Town wide vote on code amendments for Piper Common and other commercial districts in Town

2011 AND ONWARD Update Comprehensive Plan and other actions to implement community vision

Accomplishments To Date

DAMARISCOTTA'S HEART & SOUL Through the course of this project, six community values have risen to the top. These values emerged as Damariscotta's Heart & Soul and will guide future land use and community decisions:

- ▶ We value working locally 
- ▶ We value living locally 
- ▶ We value community involvement 
- ▶ We value having culture and nature in close proximity 
- ▶ We value an accessible community 
- ▶ We value a strong sense of community 

FINANCIAL REWARDS Concurrent with the Heart & Soul project, the Town has leveraged over \$1 million in grants and opportunities for community improvement. These range from funds for police officer equipment, to sidewalk funds, to business assistance funds, to planning grants and shore and harbor funding. Several of these projects originated with the Heart & Soul Planning process and community input.

NEIGHBORHOOD MEETINGS A new method of hearing from community members has been tried, and with very good results. Several neighborhoods have met at least once and developed lists of concerns and ideas about the future. These comments have been fed back to DPAC and Board of Selectmen members. It is expected that these neighborhood meetings will continue on their own as a method for sustained public input and two-way interactions.

TWO-WAY STREET The Town Manager will "set up shop" once a week in a Downtown restaurant or coffee shop to provide information to merchants and property owners and to listen to their concerns and suggestions.

SHORE AND HARBOR PLANNING The Town received funding to study the shore and harbor area. A consultant was hired who worked with downtown businesses, property owners and interested residents to design a plan for the enhancement of the parking lot, shorefront area and public space.

YOUTH ENGAGEMENT Lincoln Academy high school students were brought into the discussions throughout the process. With additional grant funding to Friends of Midcoast Maine, a student intern was hired to work on specific projects including placing bike racks downtown, securing a youth after school meeting place in an area restaurant, and developing a movie night or other event for youth.

MAINE DOWNTOWN CENTER DESIGNATION Damariscotta received designation as a Maine Downtown Network Community by the Maine Downtown Center (www.mdf.org). The Network Community designation will improve the capacity and legitimacy of the Damariscotta Region Business Alliance, and increase commitment to the vitality and economic development of our downtown by a variety of stakeholders.

DPAC MEMBERSHIP The Town Manager and Board of Selectmen recruited new volunteers to serve on DPAC as existing terms expired. In September 2010, four new members were appointed.

A Values-Based Vision

DPAC identified the following common values based on its extensive efforts to listen to people in the community:



We value **working locally** and growing locally owned businesses



We value **living locally**, being able to afford to live and shop in Town



We value **community involvement** where people participate in schools, organizations, churches and community events and festivals



We value having **culture and nature in close proximity**, where we might see a seal or a moose but we also have restaurants, art galleries, local theater and a library, all within walking distance



We value an **accessible community** where we have easy access to goods and services, to local government and information



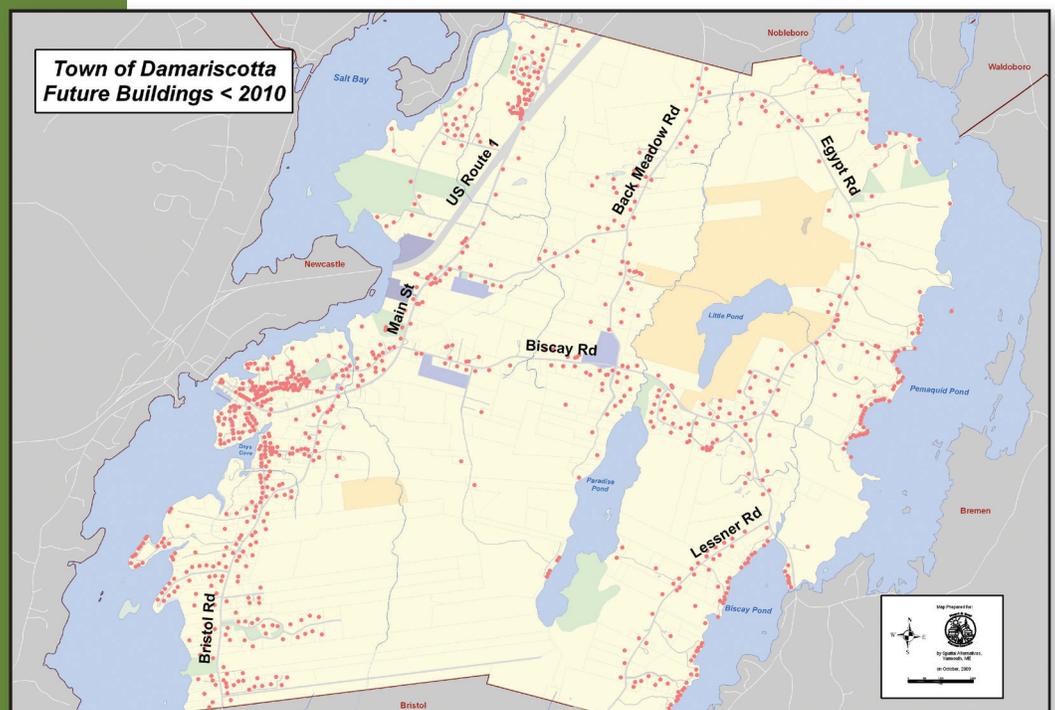
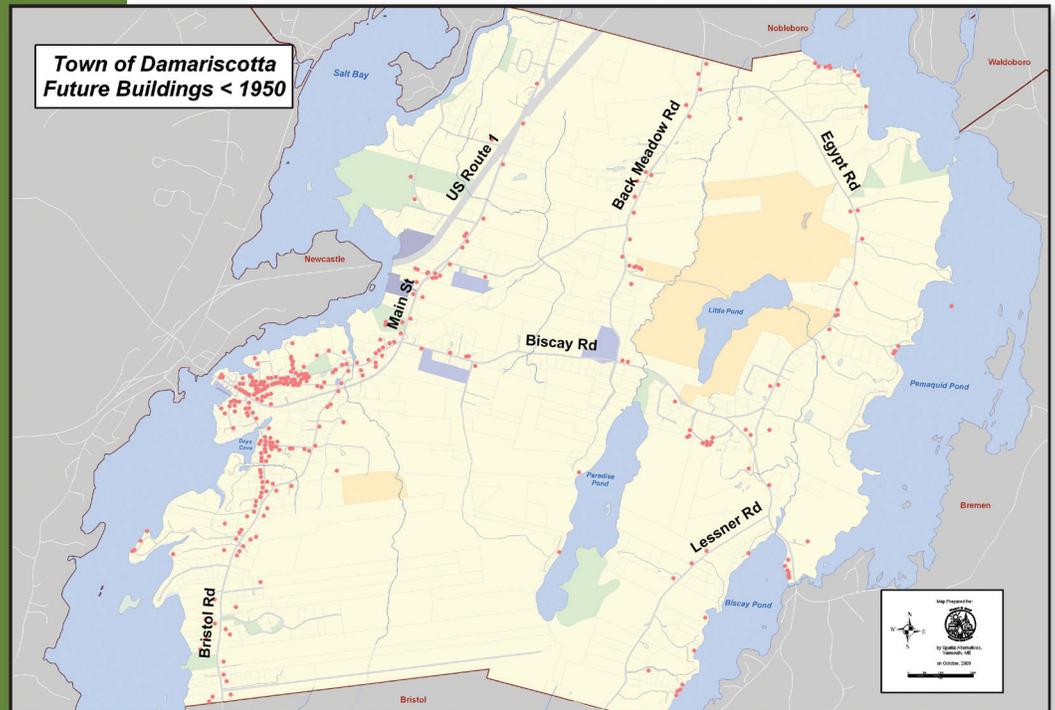
We value a strong **sense of community** where people trust one another and feel safe

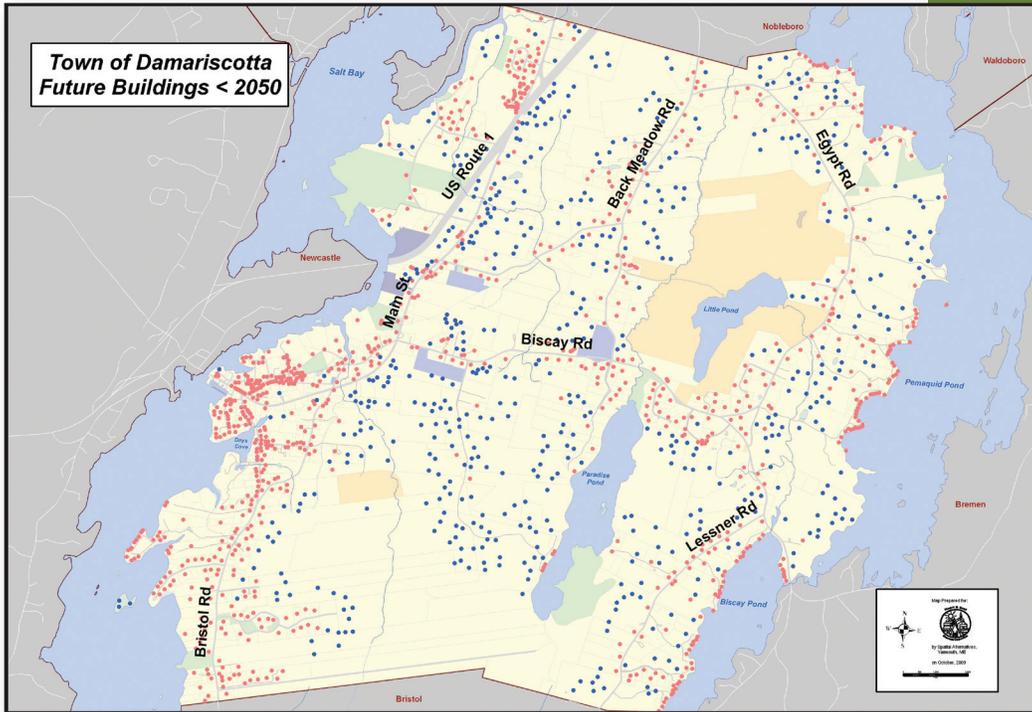
DPAC used these values to guide a four-day planning and design Charrette (a participatory workshop) in October 2009 to craft a vision for future growth in Town. It focused on three areas: Downtown, Route 1B and Piper Common (a private landholding being considered for development). DPAC chose these areas because they are the primary places in Town that can most efficiently accommodate new growth and in the case of Piper Common, is the future growth area of the Town as identified in the Comprehensive Plan and the Gateway 1 Plan. In addition to specific recommendations for these three areas, the Charrette resulted in general recommendations for improvements to the Town as a whole such as the need for public restrooms downtown, and the interest in satellite and employee parking areas to name a few.



WHAT HAPPENS IF WE DO NOTHING?

These maps illustrate how Damariscotta has grown since 1950, and where we're likely to grow through 2050 according to the Town's current land use ordinances (red dots represent existing buildings and blue dots represent future buildings). The maps illustrate that the likely future growth — without changing ordinances, will significantly change the character of our Town. Open spaces will be developed into cookie cutter lots, environmental quality will be degraded and people will be solely dependent up their automobiles to find common goods and services.





Realizing Our Values in Future Growth

There are four ways to implement the recommendations of the townspeople and the Heart & Soul process: 1) updating regulations, 2) investing in physical improvements, 3) recruiting volunteers to track progress and undertake special projects, and 4) working with landowners and developers to ensure support for Damariscotta’s vision.

The recommendations highlighted here and on the next pages represent a mix of approaches and are intended to protect and enhance what people value most about Damariscotta. The Heart & Soul Charrette Report and DPAC’s Annual Work Plan detail these recommendations (both are available at www.damariscottame.com). The following pages contain overall recommendations and ones specific to Damariscotta’s values.

Overall Recommendations

► **CHANGE THE WAY WE GROW** People, from young families to older generations, need more opportunities to live and work locally. They also want to grow in a way that protects the Town’s natural and cultural assets. For this to occur, we need to encourage a mix of housing types, allow for buildings that can have a mix of uses and provide a way to channel new growth into parts of Town that have the infrastructure in place to handle it.

► **ENCOURAGE ECONOMIC OPPORTUNITIES** Work can take many different forms these days and it’s important for Damariscotta to encourage business and job creation that allows for flexibility while building on our local strengths. We need to pursue possibilities for water-dependent uses that can locate on our waterfront, encourage green industry, and make improvements in our existing retail areas to attract new customers and businesses.



▶ **CONNECT TO NATURE** Damariscottans love our access to open lands, rivers and trails. The Town and local organizations can take action to increase opportunities for all people to enjoy these treasured landscapes by preserving critical lands, creating opportunities for community parks and gardens and encouraging better stewardship of these assets through environmental education and creating stronger connections among them and welcoming access points for them.

▶ **DESIGN FOR PEOPLE** We want Damariscotta to be a place where people can more easily and safely move around on foot and on bicycle, resulting in less reliance on a car. This desire will require us to get creative about parking, develop new bike and walk ways and design our streets to become safe for all users.

▶ **CELEBRATE AND STRENGTHEN OUR SENSE OF COMMUNITY** People in Damariscotta are involved in local organizations and events and care about the community. We can do more to coordinate volunteer opportunities, create great spaces for community celebrations, and provide opportunities for people to take part in decisions about the future of our Town.



We Live Locally

1. LOT SIZES & FRONTAGE REQUIREMENTS Reduce minimum lot sizes and frontage requirements to encourage compact, walkable development.

2. HOUSING OPTIONS Encourage a mix of housing types to encourage workforce housing and mixed income/intergenerational buildings and neighborhoods.

3. ENCOURAGE TRADITIONAL NEIGHBORHOODS IN PIPER COMMON

- A.** With narrow, interconnected, public streets, sidewalks, shade trees, shallow building setbacks, mixed uses, and orientation of buildings with their narrow ends parallel to the street.
- B.** Protect streams, wetlands, and Paradise Pond from compact nodes of development.
- C.** Provide civic and other gathering places and privacy for future residents.
- D.** Provide multiple entry points to the neighborhood from existing roads.
- E.** Encourage commercial and mixed uses near Route 1B and decrease intensity of use toward the interior and Paradise Pond.

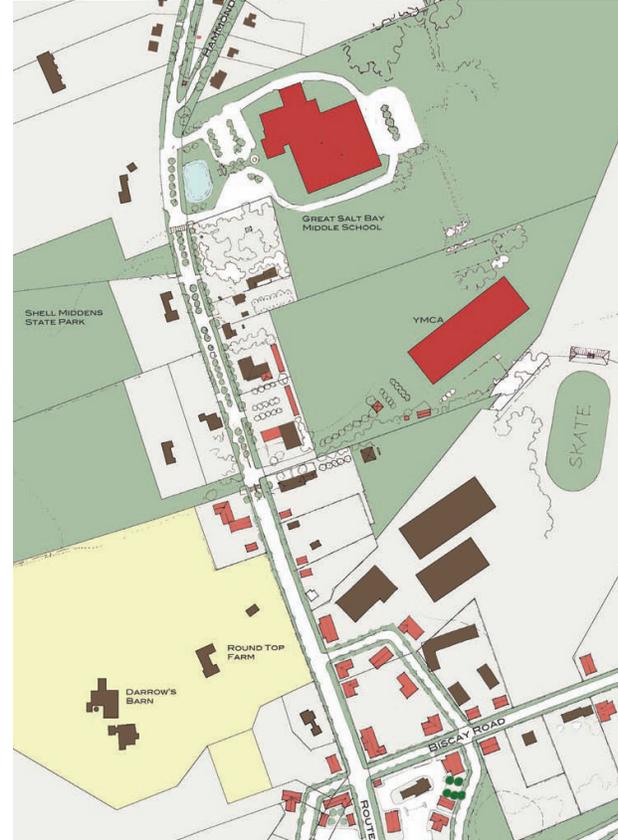
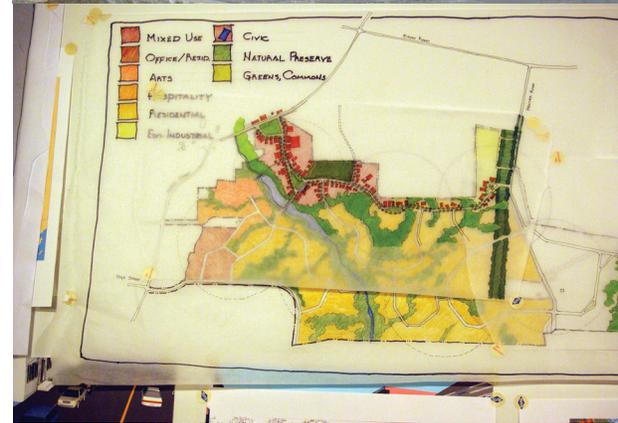
4. LAND USE REGULATIONS Consider a Form Based Code for Downtown, Route 1B, and Piper Common. Adjust zoning code accordingly.

5. DEVELOP A BUSINESS PHILOSOPHY Consider developing a town business philosophy to have a uniform and coherent message to recruit new businesses to town and develop a strategy and program to support existing businesses.



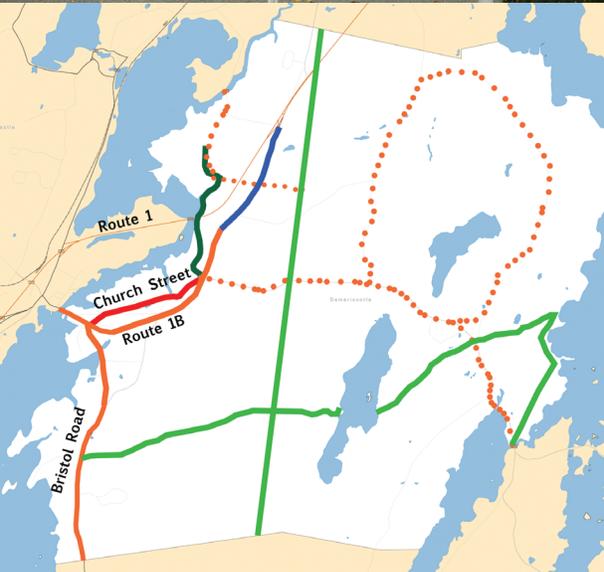
We Work Locally

- 1. MARKETING** Encourage merchants to coordinate marketing activities.
- 2. ONGOING IMPROVEMENTS** Make small changes at key locations Downtown to improve design and address parking and circulation.
- 3. PARKING** Develop a strategy for parking and development, including improvements to the Back Parking Lot south of Main Street and the Damariscotta Bank & Trust/Griffin property.
- 4. NEW BLOCKS & STREETS** Extend and connect side streets Downtown to create blocks that provide opportunities for new structures and on-street parking. Keep new buildings close to the street in most areas of Town.
- 5. SIDEWALK ENHANCEMENT** Maintain or create a pattern of sidewalks, shade trees, shallow building setbacks from the street, and mixed uses.
- 6. WORKING WATERFRONT** Locate and encourage water dependent uses close to the shore.
- 7. TEMPORARY RETAIL** Allow temporary stores during festivals and special events.
- 8. GREEN BY WATER** Expand access to waterfronts and provide resting spots and gathering places.
- 9. MIXED USE CENTERS** Create nodes of development on Route 1B, focused on different purposes.
- 10. BETTER DEFINE STREETS** Infill large parking lots and undeveloped properties with small buildings to create a continuous street front within nodes of development.
- 11. STREETS IN PARKING LOTS** Create new roads to break up parking fields, provide on-street parking, and guide pedestrians.
- 12. HOUSE-LIKE RETAIL** Encourage some new buildings with a residential appearance to vary the commercial character of Route 1B.
- 13. VIEW TO COUNTRYSIDE** Provide open spaces between nodes of development to offer green breaks between developed areas and to provide places for people to gather or rest.
- 14. GREEN JOBS** Encourage green industries/jobs in part of Piper Common.



Where Culture & Nature Meet

- 1. CONSERVATION** Adopt a guiding philosophy of preservation, stewardship, and connection.
- 2. CONNECT TO NATURE** Respect environmental resources and encourage access to them.



Key
 On Street Bike Route
 Shared Use Lane Marking (Sharrow)
 Bicycle Boulevard
 Shared Use Path
 Shared Use Trail
 Bicycle Lane



- 3. VIEW NATURE** Preserve scenic views of the River, ponds, streams, and key properties.
- 4. WORKING LANDSCAPE** Continue and expand working waterfronts and landscapes.
- 5. LEARN ABOUT THE LAND** Create a campus for environmental and agricultural education.
- 6. VARIETY OF GREEN AREAS** Create community playgrounds, playing fields, and gardens close to neighborhoods.



We Are an Involved Community

- 1. COMMUNITY CENTRAL** Coordinate volunteers to pursue community initiatives and encourage intergenerational opportunities.
- 2. LOCAL TALENT** Involve different community groups where they have expertise and/or interest.
- 3. HEART & SOUL** Continue to encourage everyone to be involved.
- 4. COMMUNITY MEETING SPACE** Find and develop new public meeting space for large groups and events.
- 5. SENIORS AND YOUTH** Find new opportunities to foster senior and youth connections to the community and to each other. Find local meeting space for youth to be downtown and involved in town events.



Town Is Accessible

- 1. PEDESTRIAN FIRST / PARK ONCE** Adopt a guiding philosophy of pedestrian first/park once and plan for vehicles, bikes, and pedestrians.
- 2. PARKING TO SUPPORT BUSINESS** Create a parking management plan and strategy and investigate locations for potential parking structures.
- 3. CORRAL TRUCKS** Work with nearby communities to manage through-truck traffic and post the southern entrance to Route 1B as “no through trucks”.
- 4. REGIONAL/LOCAL DELIVERIES** Designate loading zones and coordinate deliveries.
- 5. REMOTE PARKING & SHUTTLE** Create a shuttle bus system to circulate among remote parking areas and key locations in Damariscotta and nearby communities. Manage employee parking.
- 6. WAYFINDING** Create a map and add signage to aid in wayfinding.
- 7. WALK EVERYWHERE** Link Downtown and other parts of community via sidewalks and trails.
- 8. BIKE EVERYWHERE** Post on-street bike routes, mark shared use lane (sharrows), provide bike parking, create a bicycle boulevard, and shared use paths, trails, and lanes.

9. TOWN GREENS Modify intersections and use community greens to calm traffic at key intersections and create community gathering spaces and focal points.

10. SKINNY STREETS Narrow Route 1B and other high speed streets with sidewalks, landscaping, and on street parking. In some places, provide a center turning lane or landscaped median to calm traffic.

11. HIDE THE CARS Require parking lots to be located to the side or rear of buildings. Break up large parking fields with new roads that create blocks for smaller buildings and on-street parking.

12. COMMUNICATION, PUBLIC RELATIONS AND EDUCATION Promote ways for the community to communicate with town leaders, learn about key planning and growth issues and provide feedback to local decision makers.



There Is a Sense of Community

1. WATERFRONT FESTIVALS Redevelop the Back Parking Lot south of Main Street to allow greater public gathering opportunities.

2. GO TO THE WATER Explore opportunities for rain gardens, increased plantings, and reduced pavement. Add pedestrian amenities. Provide a boardwalk.

3. PARKING TO PARK Create a park-like atmosphere near the Damariscotta Bank & Trust/Griffin property.

4. WELCOME TO DAMARISCOTTA! Provide a tasteful gateway/welcome sign.

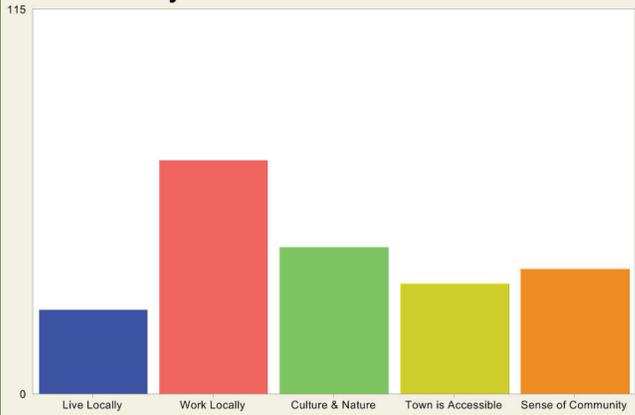
5. PEOPLE GOTTA GO Provide public rest rooms in Downtown.

6. NEW COMMONS Create a commons at the entrance to Piper Common off Route 1B.

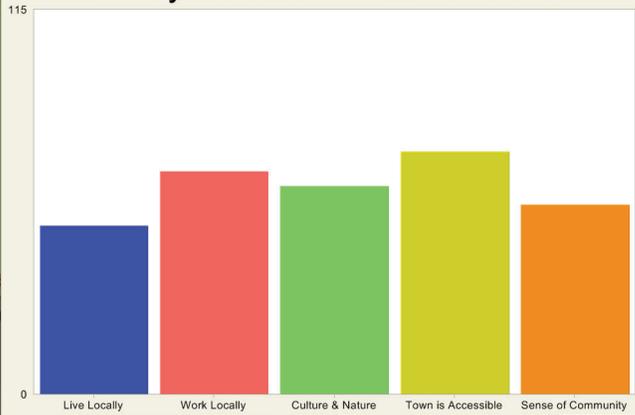
7. KIDS AND NATURE Link the Great Salt Bay School and YMCA with walking paths and nature trails. Create community gardens and a skating rink.



Study Area Values - Build Out



Study Area Values - Charrette



WHAT'S BETTER FOR DAMARISCOTTA?



The Charrette team created indicators based on the Town values to compare current regulations to the Charrette Report recommendations and to evaluate how well each set of recommendations protects and enhances our core community values.

The “build out” scenario shows how well the Town would meet its values for Route 1B and the Piper Common property if these areas were developed to the extent allowed under current regulations.

The “charrette” scenario graphic shows how well the Town would support its values for these areas if the Town adopted the Charrette Report recommendations. More information can be found in the Heart & Soul Planning Charrette Report and at www.damariscottame.com.

Moving Forward

Damariscotta’s Heart & Soul Community Planning Project has involved close to 1,000 people in discussing the issues that will shape our quality of life for years to come. New voices were brought into the process. Young people were and continue to be involved. New community affiliations and neighborhood groups developed and existing ones solidified. People who were previously uninterested in planning or community matters gave their two cents. The Town leaders and DPAC members listened to their community. The gates have been opened for community involvement, but what will happen now?

CONTINUING THE HEART & SOUL APPROACH TO THE PUBLIC PROCESS

DPAC has been successful in articulating what is most important to Damariscottans in how the Town plans for the future, increasing citizen participation in planning and growth issues, creating ways to improve access to local leadership, and fostering greater citizen investment in the community’s future.” The actions called for in this report require ongoing strong leadership and an open process. We know we reach better solutions by involving more people in the discussions about our quality of life and our future. So looking forward, how will we best meet the ongoing demands for public engagement and public information? How do we get new volunteers involved? How can we build consensus and discuss tough issues publicly? How will we guide future growth and hold developers accountable to the community’s Heart & Soul values? How can we continue to stay engaged in this process to ensure our values are upheld?

A committed citizenry and local leadership are needed to determine the shape of the future. Does Damariscotta want to leave the future to chance or to choice? Join us!



How to Get Involved

We need you to get involved in shaping the future of our Town. Here are ways you can participate:

- ▶ Attend informational workshops and presentations and bring a neighbor
- ▶ Host or attend a Neighborhood Meeting
- ▶ Participate in discussions about code changes for Piper Common, Rte 1B, and Downtown
- ▶ Volunteer to serve on the Comprehensive Plan Update Committee
- ▶ Sign up to receive the DPAC list serve electronic newsletter
- ▶ Volunteer to serve on DPAC, DPAC subcommittees, the Planning Board or other Town committees
- ▶ Meet with your Board of Selectmen members or your Town Manager about any issues, questions or ideas you have
- ▶ Insist on continued openness and transparency and on-going communications with the public on the behalf of the Town officials and committees
- ▶ Find out the facts, ask questions, stay informed and inform your neighbors!
- ▶ Visit www.damariscottame.com for more information or to see upcoming events.
- ▶ Contact DPAC at dpac@damariscottame.com to give us ideas you would like to share about how to make Damariscotta a great place to live, work, do business and play. We want to hear them!





Engagement Tools

DPAC used many tools to spread the word about Damariscotta's Heart & Soul Community Planning Project, engage people and listen to what they value, and translate those values into a vision for future growth.

SHARING STORIES DPAC created different outlets for people to share their stories about Damariscotta. These stories illustrated what's most important to locals and were used to identify the core values used to guide future growth.

- ▶ **Neighbor-to-Neighbor Chats:** Tape recorded interviews conducted around Town to capture stories of people and to hear their ideas about the future. Some are available at www.communityalmanac.org.
- ▶ **Community Conversations:** Potluck dinners held where people brought a dish and stories to share. Participants shared stories in small groups and identified common themes which were instantly displayed using a "word cloud" www.wordle.net.

GETTING FEEDBACK DPAC used surveys and community workshops to verify information and gather new ideas.

- ▶ **Town Growth Survey:** Distributed in Lincoln County News and online to gather information and desires on future growth.
- ▶ **Youth Survey:** Over 300 Lincoln Academy high school students participated in a survey about what young people would like to see in Damariscotta in the future.
- ▶ **Charrette:** A charrette is an intensive, participatory, design workshop consisting of a series of meetings, presentations, and interactive sessions where a community shapes the vision for its future. A multi-day design charrette was held October 2009 to engage hundreds of stakeholders' opinions and contributions into the discussions about downtown, Route 1B and the proposed Piper Common development.

ANALYZING INFORMATION DPAC members, project staff and consultants used a variety of analyses to increase citizen participation and evaluate how future changes could affect the Town's core values.

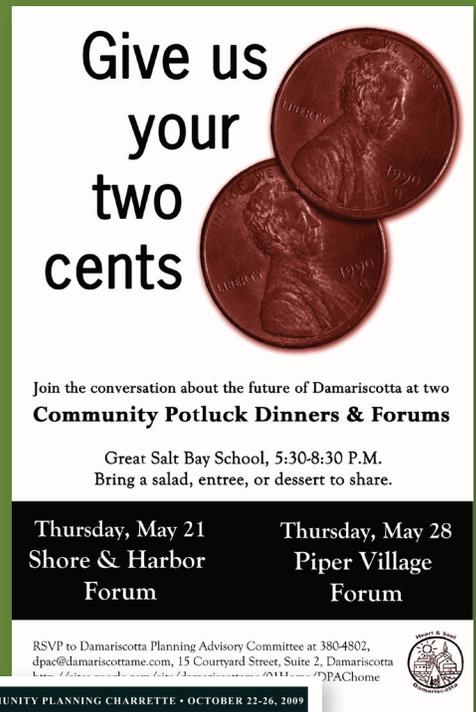
- ▶ **Stakeholder Analysis:** DPAC conducted an analysis of all Damariscotta stakeholder groups, their current level of engagement in land use issues, the individuals who represent those groups and the best methods to share information between DPAC and these individuals.
- ▶ **Values Mapping:** Project staff worked with consultants to develop a "values map" that showed the relationship among the Town's core values and how trends and future actions might affect those values. A community workshop in September 2009 refined the results of this map.
- ▶ **Values-based Indicators:** Consultants developed measures to compare the recommendations made by the charrette team to the Town's current regulations.

PARTICIPATING IN EVENTS DPAC created additional face-to-face opportunities for input, participated in other community-wide events and attended the events of community organizations.

- ▶ **PumpkinFest Booth:** DPAC members and the Heart & Soul coordinator staffed a booth at the 2008 and 2009 PumpkinFest. They used candy corn to vote on what makes Damariscotta special and to affirm what the community values.
- ▶ **Chalk on the Walk:** In 2009, a student intern tried a Chalk on the Walk event to involve young people in identifying what they love about Damariscotta.
- ▶ **Local presentations:** Heart & Soul Coordinator and DPAC members attended local committee meetings and organizational meetings to keep people informed.
- ▶ **Neighborhood Meetings:** After the charrette, DPAC members took the Charrette Report to newly organized neighborhood meetings, to gather feedback on the Charrette report, to learn about new concerns and to set up a new method of sharing information between the Town and its citizens.

GETTING THE WORD OUT DPAC used traditional and online ways to spread the word about the project. Members found that it's most effective to use multiple channels to share information and that word of mouth and personal invitations are very important.

- ▶ **Posters:** Posters hung around Town to ask people to "Give us Your Two Cents" at up-coming events.
- ▶ **Banners:** Banners hung at prominent intersections and at visible locations in town.
- ▶ **Media releases and letters to the editor:** DPAC members and the Heart & Soul Coordinator submitted press releases and letters to keep people informed and solicit input.
- ▶ **Announcements:** Placed on the local access cable TV station and posted at town office and library bulletin boards.
- ▶ **Bi-weekly E-Newsletter:** Using Constant Contact, e-newsletters sent every two weeks.
- ▶ **Postcards:** Distributed to advertise charrette and DPAC members delivered them door to door. Later used to invite people to neighborhood meetings.
- ▶ **Lincoln County News Insert:** Eight page tabloid insert informed people about charrette, discussed community values and to informed people about their opportunities to get involved.
- ▶ **Frequently Asked Questions Brochure:** Brochure highlighting important questions and answers as the Town moves forward with new codes and ordinance posted on-line and at various locations in town.
- ▶ **Student video:** Student intern developed video "What Makes Damariscotta Damariscotta" by asking people to write their answer to that question during the 2009 PumpkinFest, taking photos of their answers and creating a DVD from the images.



Give us your two cents

Join the conversation about the future of Damariscotta at two **Community Potluck Dinners & Forums**

Great Salt Bay School, 5:30-8:30 P.M.
Bring a salad, entree, or dessert to share.

Thursday, May 21 **Shore & Harbor Forum** **Thursday, May 28** **Piper Village Forum**

RSVP to Damariscotta Planning Advisory Committee at 380-4802, dpac@damariscottame.com, 15 Courtyard Street, Suite 2, Damariscotta
DPACHome

HEART & SOUL COMMUNITY PLANNING CHARRETTE • OCTOBER 22-26, 2009

Be a Part of History... Help Plan Damariscotta's Future



Choose Damariscotta's Future – and Yours

A few individuals behind closed doors plan most communities' futures, but in Damariscotta we have the opportunity to collectively envision our town's future. We invite all residents to join in a collaborative, multi-day "charrette" or planning session, October 22-26 to help guide future growth and development in Damariscotta. Residents, business owners, youth, elected and municipal officials, and anyone else with an interest in our area will work directly with a professional Design Team – a group of designers, architects, retail consultants, traffic engineers, landscape architects, illustrators and land use professionals – to help shape Damariscotta's future.

The Damariscotta Planning Advisory Committee (DPAC) has convened a yearlong Heart & Soul Community Planning process to engage citizens, help them describe what they care most about, and develop a common vision for our town. More than 400 townspeople have told us what they love about Damariscotta and what they'd like to change. Using that information, the Design Team is building alternative planning options that take into account aspects on social, cultural, economic, environmental, infrastructure, and other aspects of the town. Together, the citizens and the Design Team will evaluate those options and draft possible solutions to local design problems that will enhance the values and vision of all who live, work and play in Damariscotta.

CHARRETTE SCHEDULE

October 22-26, 2009
at the Barn at Round Top Farm
Business Route 1, Damariscotta

Thursday, October 22
6:30 pm Opening presentation and hands-on community design workshop

Friday, October 23
10:30 am Focus Meeting #1: Working Locally – Jobs, Governance, Business
1:00 pm Focus Meeting #2: Access to River – Light Recreation, Use, Snork, and People
2:30 pm Focus Meeting #3: Access to Nature and Culture – Views, Recreation, Arts
4:30 pm Pin-Up and Review

Saturday, October 24, 2009
9:00 am Focus Meeting #4: Understanding Alternatives – Measuring and Seeing Challenges
10:30 am Focus Meeting #5: Living Locally – Population and Planning Needs
4:30 pm Pin-Up & Review

Sunday, October 25
10:30 am Focus Meeting #6: Maintaining Community – Places we Love, Initiatives, Safety
4:30 pm Pin-Up and Review

Monday, October 26
4:30 pm Pin-Up and Review
6:30 pm Closing Presentation

The public is welcome at all events! Times of scheduled sessions may change, visit www.damariscottame.com for updates.

From Values to a Vision for Damariscotta

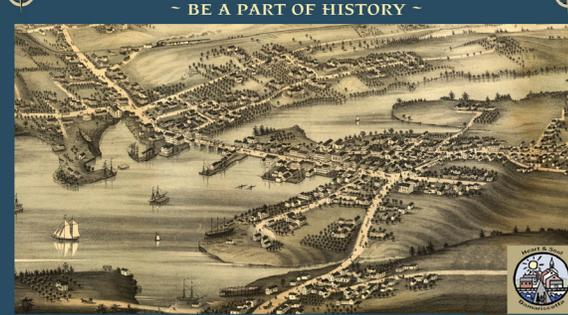
The Damariscotta Planning Advisory Committee is working to ensure that what people value is protected and enhanced for future generations. Damariscotta is a special place to live, work, play and do business. One way or another we all seem to know this, but over the last year of listening to residents we have heard six major themes about life in Damariscotta:

1. We can live locally, meeting our daily needs by supporting our helpful neighbors.
2. We can work locally and can grow locally owned businesses.
3. We have a strong sense of community where people trust one another and feel safe.
4. We are an involved community that participates in schools, organizations, churches and community events and festivals.
5. We appreciate the close proximity of culture and nature. Right out our back doors we might see a seal or a moose, but we also have fine restaurants, art galleries, theater, bookstore and library, all within walking distance.
6. We have easy access to goods and services, to local government and to information.

Do you agree that these are the things that make Damariscotta special? What else do you want to see in our town's future? Stop in to help us refine a new vision for Damariscotta!

Damariscotta

DAMARISCOTTA CHARRETTE
~ BE A PART OF HISTORY ~



Plan Our Future! October 22 - 26 @ Round Top Barn

DPAC Members

David Atwater

Heather Bolint*

Nick Buck

John Capen*

Stephen Cole

Valarie Coolong*

Karen Filler*

Mal Gormley

Laurie Green

Steven Hufnagel

Cerina Leeman

Garrett “Boo” Martin

Robin Mayer, Chair*

Sarah Maurer*

Jean Moon*

Linda Morkeski*

Rob Nelson

George Parker, Vice Chair*

Buzz Pinkham*

Marianne Pinkham*

Steve Peters

Alan Pooley*

Mary Kate Reny

Jack Spinner*

Dave Wilbur*

Amy Winston

Student Interns Brittany Oliver
and Alex Hadik

*present DPAC members

Acknowledgments

We would like to acknowledge the commitment of the following people and organizations:

- ▶ The Damariscotta Planning Advisory Committee members who gave hundreds of hours of volunteer time to this two year process
- ▶ The Board of Selectmen and the Town of Damariscotta staff especially Town Manager Greg Zinser and Town Planner Tony Dater
- ▶ The staff of the Orton Family Foundation, especially Ariana McBride, Betsy Rosenbluth and Rebecca Sanborn Stone
- ▶ Friends of Midcoast Maine, especially Executive Director Jane Lafleur who served as project coordinator
- ▶ The Bill Dennis Town Design charrette team and many volunteers
- ▶ Judy Colby George of Spatial Alternatives and Doug Walker of Placeways
- ▶ The many business owners who donated time, refreshments, and supplies to this project
- ▶ The hundreds of citizens of Damariscotta and surrounding communities who participated over the past two years.
- ▶ Photos provided by the Orton Family Foundation, Laurie Green, Robin Mayer and Friends of Midcoast Maine.



Damariscotta

MISSION STATEMENT

The Purpose of DPAC is to provide advice to the Damariscotta Board of Selectmen on planning issues facing the town.

DPAC was created “to lead a community driven process to make the Damariscotta region a better place to live, work, play, do business and visit for all people by advancing policies and practices that foster sustainable land use and prosperity.”

DPAC is charged with “fostering a community visioning process, establishing and maintaining an on-going long range strategic planning process and monitoring implementation, incorporating and promoting public dialogue about community and regional planning and recommending implementation strategies, and providing community outreach and promoting, facilitating and incorporating public dialogue in on-going planning efforts.”



damariscottame.com



ORTON FAMILY
FOUNDATION

orton.org



friendsmidcoast.org