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LAND USE PLANNING COMMISSION
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Memorandum

To: LUPC Commissioners
From: Naomi Kirk-Lawlor, Senior Planner and Judy C. East, Director
Date: July 8, 2020
Re: Moosehead Regional Planning - Proposed Process

The proposed termination of the Moosehead Lake Region Concept Plan offers the community and the region an opportunity to choose future land uses on 16,910 acres previously designated for development. If the Commission approves the proposed termination at its July 15, 2020 meeting, this memorandum offers a process for how to assist the community with a regional planning process.

Upon termination, most of the land previously designated for development by the concept plan would return to the General Management (M-GN) subdistrict. The community planning process will determine what the future zoning should be for these areas. There are also Protection subdistricts that would remain in place, be reinstated, or be newly created upon termination of the concept plan.

A proposed process outline is attached and is driven by the following factors:

1. Community members have done a great deal of thinking and work on what they envision for their future. LUPC staff respects this work and proposes a process that builds on these efforts.
2. Initial consultation with stakeholders suggests the value of a strong visual format in our outreach efforts so that the community is aware of what land is under consideration in this planning process. For instance, we will prepare a large map that depicts:
 - a. areas that are already under permanent conservation restrictions,
 - b. areas that are no longer in development districts after termination of the concept plan, and
 - c. additional areas in the region outside of the concept plan, particularly along access roads to Greenville from the south and west, that could implement the vision created in the community's economic development efforts of the last several years. We will seek community consensus on how much additional area, if any, to include beyond the area where the concept plan development sub-districts are proposed for termination.

3. The current public health crisis requires innovative techniques to support public understanding and community decisions among alternative land use choices. Staff have consulted with several regional stakeholders and are assembling lists of community leaders. We propose one-on-one telephone outreach with business and community leaders, virtual and online techniques to share “discussion maps”, and in-person meetings once it is safe to do so.

Staff are seeking Commission input on this proposed planning process at this time, and will seek public input on the process. Once finalized and approved, we will initiate the work and provide regular updates to the Commission throughout the planning process.

Any zoning changes or associated rulemaking that are generated by the regional planning process will need final approval and adoption by the Commission.

Attachment A: Moosehead Regional Planning Project – Proposed Process Outline

Moosehead Regional Planning Project – Proposed Process Outline

The Moosehead region is a very special place. Its stunning natural beauty, working forests, and vibrant recreation-based tourism economy create a unique and valuable regional identity. Community members, most volunteering many hours of time, have worked hard for over a decade to plan for the region’s future. Their efforts include a regional branding and economic development plan, a community-based visioning project, designation of the Moosehead Lake Scenic Byway, community input on public access trails and conservation initiatives, and the Greenville Master Plan. The Moosehead Lake Concept Plan leaves protected over 390,000 acres in permanent conservation easements.

With the termination of the Moosehead Lake Concept Plan, previously designated development areas would no longer be in place, and the community can choose future land uses that will help implement the vision they have created. The LUPC proposes a regional planning process to guide Commission zoning decisions for the former development areas of the Concept Plan for the Moosehead Lake Region.

The process described below offers many opportunities for public input and discussion. Recognizing both the public health concerns of COVID-19 and the value of public dialogue, the process hinges on digital and virtual formats at the outset and face-to-face public meetings next year. LUPC staff will provide regular updates to the Commission, seek their direction on the Regional Planning effort, and welcome public comments throughout the process. The final version of the Land Use Guidance Maps and any associated rulemaking need final approval and adoption by the Commission according to its zoning and rulemaking procedures. The Commission welcomes anyone with an interest in the region to weigh in on this Proposed Process Outline. Please let us know what you think.

Target Timeframe	LUPC Task
Summer 2020	Receive feedback from the community on proposed regional planning process and make any needed changes
Summer – Fall 2020	Continue discussions with stakeholders <ul style="list-style-type: none"> • Get feedback on proposed process, geographic scope, community concerns, and areas appropriate for conservation or development • Discuss how zoning can support and tie in with work already completed – Moosehead Lake Scenic Byway, public access trails work, regional economic development, regional branding, conservation initiatives, Greenville Master Plan, Future’s IQ visioning.
Summer - Fall 2020	Develop and test a map-based digital survey that would allow the public and other stakeholders to comment on locations that matter to them.
Winter 2020	Deploy map-based digital survey to community members, stakeholders, and the general public
Fall 2020- Spring 2021	Develop several (3-4) “Discussion Maps” representing a variety of future land use scenarios to be used as starting points for community conversations, some of which may include rule changes related to locational criteria for development. Discussion Maps will be informed by: <ul style="list-style-type: none"> • Comments collected using the map-based digital survey • Results of completed planning projects: Moosehead Lake Scenic Byway, public access trails committee, regional branding project, Greenville Master Plan, Future’s IQ visioning work, etc. • Conversations with stakeholders and public comments

	<ul style="list-style-type: none"> • Sound zoning practices
Summer 2021	Post the Discussion Maps to the website and invite the community to comment on them
Summer 2021	<p>Hold public meetings in the Moosehead region. The Discussion Maps will serve as a starting point for the community and stakeholders to comment on what zoning would be best.</p> <ul style="list-style-type: none"> • Emphasize that these maps are based on research, but the goal is to determine what the community wants • Encourage a thorough critique of the maps, identify positive components and problem areas, and seek an outcome that represents community consensus
Summer - Fall 2021	Use feedback from comments and public meetings to develop a “Regional Planning Package,” consisting of a single set of draft zoning maps and, if changes to the Commission’s rules are included in the final product, a draft rulemaking package.
Timing dependent on previous steps	Post the Regional Planning Package to the website and invite the public to comment on the package.
	Hold a public meeting in the Moosehead region to seek input on the Regional Planning Package.
	Use feedback from comments and the public meetings to make necessary revisions to the Regional Planning Package.
	Undertake the formal Land Use Guidance Map adoption process, and possibly the formal rulemaking process if changes to rules are included.
Prior to Dec. 31, 2022	Commission adopts new maps and, if necessary, rule revisions.