“COMMUNITY VOICES & VISIONS”
stories to values & beyond

Jane Lafleur, Heart & Soul Damariscotta
Dahvi Wilson, Envision Victor
Steve Glueck, Golden Vision 2030
Alece Otero, Orton Family Foundation

10th Annual New Partners for Smart Growth - 2011
Heart & Soul Community Planning
where do you want to live
anywhere?
or somewhere
how do we keep somewhere from becoming anywhere
character

traditions

heritage

places

culture

neighbors

values
“The unique characteristics of place may be the only truly defensible source of competitive advantage for communities.”

Joe Cortwright, City Vitals
Got Values?
Community Voices & Visions for the Future:
Stories to Values to Action

Damariscotta, Maine: The Heart and Soul Planning Project
with The Orton Family Foundation and Friends of Midcoast Maine

New Partners for Smart Growth
Charlotte, NC | February 4, 2011
Land Use Planning Issues
Big Box Size Cap Initiative
The Planning Challenge
Festivals and Events
What Makes Damariscotta Special?

- Friendly People
- Waterfront, Waterways & Water Activities
- Great Place to Raise a Family
- Historic & Vibrant Downtown
- Award-Winning Library
- Abundant, Fresh Seafood
- Wonderful Restaurants
- Vibrant Arts Community
- Unique Business Community
- Excellent Schools
- Parking Lot on July 4th
- The Shell Middens

Data source: Pumpkin Fest Candy Corn Voting, Damariscotta, ME 10/2008
Damariscotta Values

**we work locally**

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

**we live locally**

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

**culture & nature meet**

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.

**town is accessible**

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

**community is involved**

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

**sense of community**

We value a strong **sense of community** where people trust one another and feel safe.
Town-wide Charrette
A Concept for Downtown
A Concept for Piper Common
A Concept for Business Route 1
Piper Common
Sticky Notes and Dot Voting
Youth Committees and Survey
Youth Interest in Potential Town Improvements

- After School Menus: 55.2%
- Bicycle Racks: 10.3%
- Larger Teen Center: 45.1%
- Public Bus: 16.2%
- Bicycle & Walking Paths: 27.6%
- Recreation Activities: 40.7%
- Concerts: 47.9%
- Town Green: 42.3%

Data source: survey of 368 high school students
Lincoln Academy Student Menu

Flatbreads
Provolone & Mozzarella Cheese 5.50 Large 9.00
Add roasted vegetables 1.00 Large 10.00
Add caramelized onions & pancetta 1.50 Large 11.50

Burgers
Six Ounce, Chips & Pickle 5.00
Add Cheese .50

Wolfe’s Neck All Natural Hot Dog
grilled, Chips & Pickle – 3.00

Grilled Chicken Sandwich
lettuce, tomato, onions & mayo, Chips & Pickle 5.00

Ham & Havarti Cheese Wrap
lettuce, tomato, onions & mayo, Chips & Pickle 4.50

Vegetable Wrap
roasted garlic hummus, greens & veggies, Chips & Pickle 4.50

Salad
mescalin greens and fresh vegetables 3.50
Thousand Island – Blue Cheese – Asian –
Maple Balsamic Vinaigrette – Roasted Garlic Parmesan

Artichoke Fondue – vegetables & ciabatta bread 5.00

Clam Chowder – 2.50 cup 3.50 bowl

Seasonal Soup – 2.00 cup 3.00 bowl

Youth Engagement
Values Based Planning for Damariscotta’s Future

What are the Damariscotta Heart & Soul project and the Damariscotta Charrette? The Damariscotta Heart & Soul project began in 2008 with help from the Orton Family Foundation and the Friends of Midcoast Maine to engage citizens in discussions about the future and to determine what the values of the Town are so that future growth and development and future activities can be gauged against those values. Since 2008, dozens of meetings, discussions, and events were held to identify and test these values. In October 2008, a Townwide Planning Charrette was held to develop a road map for the future. The consultants worked with the public to craft an illustrative plan and other supporting documents to show how change can happen in a way that reflects the values.

What kind of development does Damariscotta want to see? As was determined in a series of workshops over the past two years and a design Charrette, people want to see walkable, people-friendly neighborhoods, with locally owned, small scale businesses that fit in with what we value in Damariscotta. Several consistent themes emerged about what people hold dear and value about living and working in Damariscotta including:

1. We value working locally and growing locally owned businesses.
2. We value living locally, being able to afford to live and shop in town.
3. We value having nature and culture 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.
4. We value an accessible community where we have easy access to goods and services, to local government and to information.
5. We value community involvement where people participate in schools, organizations, churches, and community events and festivals.
6. We value a strong sense of community where people trust one another and feel safe.

The Damariscotta Charrette Report represents the opinions of 400 or more citizens and business owners, synthesized into an illustrative Vision Plan with the help of a team of professional designers.

How can Damariscotta ensure it gets this vision and maintain its values? There are several ways to implement the vision including regulatory (codes and ordinances), public investments, volunteer efforts and developer investment. The Charrette Report and professional design consultants recommended code amendments because the current land use codes will not produce the kind of land development the community
Implementing the Charrette Report “Smart” or Form Based Codes and What they Mean for Damariscotta

The 2010 Heart & Soul Charrette Report recommended the adoption of “Smart” or Form-Based Codes for Damariscotta’s future development in the areas of Route 18, Downtown and the proposed River Common area located behind Damariscotta Hardware. Smart Codes will better shape how new development occurs, consistent with the values and vision defined by those living and working in Damariscotta. These codes are a type of policy or ordinance that guides development on how we want our Town to look and feel, consistent with the values and vision defined by those living and working in Damariscotta.

This brochure describes Smart Codes and compares them to conventional codes and ordinances, such as those currently used in Damariscotta.

Form Based or Smart Codes Defined

A Smart Code is a land development regulation that focuses on how new development relates to the street and surrounding development as opposed to conventional codes that focus more on how buildings are used. Land use is not ignored, but regulated, using broad parameters that can better respond to market economies. In some cases, specific uses may be prohibited or specific mixes of uses may be required.
RESOLUTION
Damariscotta Board of Selectmen

The Damariscotta Planning Advisory Committee met at its regular meeting of November 16, 2010, and unanimously recommended that the Damariscotta Board of Selectmen adopt the six community values and the Heart & Soul planning process as were developed through the two and a half year planning process undertaken by the townspeople of Damariscotta and contained in the Heart & Soul Final Report, and based on the following findings:

WHEREAS, the Damariscotta Planning Advisory Committee is charged by Board of Selectmen to find 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, and with fostering a community visioning process, establishing and maintaining an ongoing 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 ongoing planning efforts, and

WHEREAS, the Board of Selectmen, in conjunction with the community, has completed a two year innovative community evaluation of Damariscotta’s community values and prepared the Damariscotta Charette Report and the Heart & Soul Final Report; and

WHEREAS, executive public discussion and input was solicited in the course of public events, activities, workshops and meetings in 2008, 2009 and 2010; and

WHEREAS, the Board of Selectmen finds that adoption of the Heart & Soul values will promote the use of the guiding principles and values articulated therein in the preparation of future policy and strategic plans of the Town, as well as in operational and investment decisions; and

WHEREAS, the Board of Selectmen finds that the open, inclusive, public engagement process is a model to follow in all future town operations and activities.

NOW THEREFORE, be it resolved by the Board of Selectmen of the Town of Damariscotta that the Damariscotta Heart & Soul Final Report, the values articulated therein and the innovative, inclusive Heart & Soul public engagement process are ADOPTED by the Town of Damariscotta Board of Selectmen and recommended for inclusion in the 2012 Damariscotta Comprehensive Plan update and all future community planning efforts and activities.

Resolved this 15th day of December, 2010

ATTNY:

Richard Mular, Chairman
Developing Form-Based Codes
Using a Highly Participatory Public Process to Write the Code
For More Information...

Friends of Midcoast Maine
www.friendsmidcoast.org

Orton Family Foundation
www.orton.org
From Values to Visualization

New Partners for Smart Growth 2011

A First Generation Project of the Orton Family Foundation’s Heart and Soul Initiative
Envision Victor’s Mission:

Envision Victor seeks to implement a new kind of planning in our city, a process that is focused on engaging our citizens, bridging our divisions, and honoring our shared values, in order to realize a vibrant and enduring Victor for years to come.
Envision Victor’s Mission:

Envision Victor works to engage more people in planning our city and strives to root that planning in the values we share.

Envision Victor seeks to implement a new kind of planning in our city, a process that is focused on engaging our citizens, bridging our divisions, and honoring our shared values, in order to realize a vibrant and enduring Victor for years to come.
How Do You Go From Values to Planning?

1. Gather shared values from community

2. Define what those values mean to the community ON THE GROUND

3. Help make the link between those values and actual planning decisions
Gathering Shared Values

Story Circles

Surveys

Events

polls

Story interviews
Gathering Shared Values

1. Sustainability (mostly economic)
2. Small Town Feel
3. Family Friendly
4. Connection to Nature
5. Culturally Historic
How Do You Go From Values to Planning?

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Defining Values

Value: Sustainability

Step 1: How does this value show up in action?
Step 2: How were things 20 years ago?
Step 3: How are things today?
Step 4: If we do nothing differently, where are things headed?
Step 5: How would we like things to be?

20 years ago (1989) vs TODAY (2009) vs 20 years from now (2029)

Better vs Worse

- Jobs: people
  - life is less simple/non complex
  - cost of living - job opportunities
  - pop growth
  - diversity
  - fragmented social networks
  - disconnected communities
  - less ag land/less farming
  - values/less meaning
  - more transient

- Infrastructure can't keep up with growth
- Big box stores/chaos
- more cars, more pollution
- life becomes more hard
- infrastructure can't keep up
- kids have less land to play

- Income gap
- less pay, more debt
- inflation
- values/less meaning
- more transient

- Easy access to goods
- more connected
- more diversity
- less ag land/less farming
- values/less meaning
- more transient

Envision Victor
Defining Values

Small Town Feel

Value:

Family
Starry skies
Aesthetics
Sense of community
Respect/tolerance
Friendly people
Neighborhood values
Gathering places
Bike-friendly
Helpful
Main Street
Core trust
Mellow
Safety
Dirt roads
Community events
Walkability
Proximity/accessibility to nature

Step 1: How does this value show up in Victor?

Step 2: How are things today?

Step 3: How were things 20 years ago?

Step 4: If we do nothing differently, where things headed?

Step 5: How would we like things to be?

Better

Good planning, less traffic
Long-term affordable housing
More services
Inclusive community
Engaged citizens
Stronger events
More hands on organizations

Worse

Less engaged citizens
Less community
Less events
More traffic

Population growth
Too close to downtown

Better future

Freedom
Parking
Traffic

Status quo

Data

Envision Victor
Defining Values

Envision Victor Values

- Small Town Feel
- Connected to Nature
- Proximity/Access to Nature
- Sense of Community
- Gathering Places & Community Events
- Attractive Main Street/Core
- Family Friendly
- Diverse Generations
- Non-motorized Travel
- Sustainability
- Culturally Historic
- Comfort
- Sense of Community
- Neighborly
- Moral Character
- Transient community – Lots of people moving
- Poor economy
- Commuting out of town
- Community involvement
- Neighborly
- Moral Character
- Technology
- Sprawling out of core
- Good planning for growth
- More gathering places
- Recreational & Cultural Opportunities

Less farming
Sprawling development
Dark Night Sky
Dirt Roads
Mellow Pace

Envision Victor Values
How Do You Go From Values to Planning?

- Gather shared values from community
- Define what those values mean to the community 
  ON THE GROUND

3. Help make the link between those values and actual planning decisions
Making the Link

1. Designing Main Street

2. Considering Large Scale Development Patterns
Making the Link
Designing Main Street
Making the Link
Designing Main Street
Making the Link
Designing Main Street
Making the Link
Designing Main Street

Main Street Work Sheet

Envelope Victor

Scale key:
1 = Detracts from value a lot      3 = Does not affect value      5 = Strengthens value a lot
Use the scales below to rate how design features affect values

Scenario 1: Thinking Back... Four Lanes

1. Two lanes of traffic in each direction

<table>
<thead>
<tr>
<th>Feature</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family friendly</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Small town feel</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tr>
<tr>
<td>Connection to nature</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Family friendly: 1 2 3 4 5
Small town feel: 1 2 3 4 5
Connection to nature: 1 2 3 4 5

Comments (optional):

2. No signal (two-way stop) at Center and Main

Family friendly: 1 2 3 4 5
Small town feel: 1 2 3 4 5
Connection to nature: 1 2 3 4 5

Comments (optional):

3. Nose-in parking

Family friendly: 1 2 3 4 5
Small town feel: 1 2 3 4 5
Connection to nature: 1 2 3 4 5

Comments (optional):
Making the Link
Designing Main Street

Main Street Design Voting Tally

Design Feature

Points Scored

- Two lanes in each direction
- Center curb
- No signal (two-way stop)
- New style light posts in planted strips
- Reverse angle parking
- Parallel parking
- Bike lane in center of boulevard
- Bike lane behind parking
- Roundabout
- Narrow sidewalks with planter strips
- Raised center medians
- Nose-in parking
- Standard cross-walks
- Wide center median
- Stamped corners at intersections
- Old-style street lights in planter strip
- Stamped cross-walks and intersections
- Two travel lanes, one in each direction
- Center turn lane
- Old-style street lights
- Wider sidewalks
- Flower baskets on street lights
Making the Link

✓ Designing Main Street

2. Considering Large Scale Development Patterns
Making the Link
Considering Large Scale Development Patterns

Victor 9–2010

Inversely related: population growth, senior housing, downtown commercial, historic stories and traditions, culturally historic, self-sustaining, sustainability, cost of living, economic diversity, recreation/hunting, livestock/agriculture, connected to nature, quiet places and times.

Small Town Scale and Pace: inverse lit streets, dirt roads, inverse building heights, inverse downtown commercial building sizes, inverse population, youth population, affordable housing, inverse house proximities, inverse house type mix, inverse time spent commuting.

Sense of Community: gathering places, inverse distance to gathering places, percent commercial downtown, inverse downtown building proximity, inverse downtown commercial building sizes, inverse speed limits downtown, building height/street width ratio, sidewalk width, intersection density, inverse speed limits, inverse truck traffic on Main Street.

Attractive Main Street/Core: sidewalk length, bike paths, inverse average traffic speeds, inverse commercial avg dist to bike trail, inverse distance to pathways, inverse distance to center.

Gathering Places and Community Events: Victor places, inverse distance to gathering places, sidewalk width, intersection density, inverse speed limits, inverse truck traffic on Main Street.

Small Town Feel: percent commercial downtown, inverse downtown building proximity, inverse downtown commercial building sizes, inverse speed limits downtown, building height/street width ratio, sidewalk width, intersection density, inverse speed limits, inverse truck traffic on Main Street.

Family Housing: affordable housing, single-family homes, senior housing, yard space, bike paths, inverse affordable housing, inverse jobs.

Diverse Generations: school quality, inverse affordable housing, inverse jobs.

Schools: inverse distance to school, number of schools, sidewalk length, bike paths, inverse average traffic speeds, inverse commercial avg dist to bike trail, inverse distance to pathways, inverse distance to center.

Walkable Bikeable Streets: sidewalk length, bike paths, inverse average traffic speeds, inverse commercial avg dist to bike trail, inverse distance to pathways, inverse distance to center.
Making the Link
Considering Large Scale Development Patterns
Making the Link
Considering Large Scale Development Patterns
Making the Link
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Making the Link
Considering Large Scale Development Patterns

Core Values

(score)

No Growth  Trend  Town Center

Small Town  Family  Sustain  Historic  Nature
Victor. What’s it to you?

www.environvisionvictor.com

Project Coordinator, Dahvi Wilson

envisionvictor@gmail.com
Extra Slides
Making the Link
Considering Large Scale Development Patterns

[Image of map and charts showing small town feel score and elements]
“Golden, Colorado is our town. Its’ future is our future. And we the community are assuming responsibility for this future.”
Guiding Principles

Responsive Government

- Transparency and openness
- Respect for others
- Fiscal responsibility
- Fairness and ethical treatment

Controlled and Directed Change

- Reflects and enhances character
- Diverse housing options provide opportunity
- Community ownership and responsibility
Community Values

Heart & Soul Values

- Consistently important to most citizens
- Created by citizens
- Substantial consideration in all community decisions
Why Values-Based?

- Enduring
- Guide many types of decisions and efforts
How Golden V2030 Will Be Used

**LEGISLATIVE ARENA**
- City Charter
- Municipal Code
- Administrative Regulations

**POLICY ARENA**
- Golden Vision 2030
  - Comprehensive Plan
    - Neighborhood Plans
  - Council Strategic Plans and Goals
    - Parks & Recreation Plans
    - Integrated Transportation Plans
    - Economic Development Plans
    - Sustainability Plans
  - Capital Investments
  - Operating Budget
Ongoing Community Expectations

Maintain intense levels of engagement in all decisions

OR

Create structures and systems that assure decisions follow and are true to values
Values-Based Decision-Making Guidelines

**Step 1 - Guiding Principles**

- **Responsive local government:**
  - Transparency & government openness
  - Respect for others
  - Fiscal responsibility
  - Fairness & ethical treatment for all

  Demonstrate clearly during the decision process that all options have been considered prior to arriving at the decision.

- **Controlled and Directed Change**
  Affirmatively define a desired future for:
  - Major land use
  - Infrastructure
  - Public amenities

  Alternatives presented must also support this principle.

**Step 2 - Values Analysis**

- **Assure that choices under consideration will not negatively impact Heart & Soul values**

- Economic & environmental vitality is critical to maintaining the Heart & Soul values

- Review impact on maintenance of basic infrastructure & safety, both personal and of property.

- Review all the Heart & Soul values and choose the final action that most supports and enhances them.
City- vs. Community-Directed Implementation

City-Based Implementation Includes:

- Comprehensive Plan
- Neighborhood Plans
- Code Changes
- Capital Investment

Values are Critical to:

- Community-based decisions and programs
- City-based decisions and programs
Restructuring the Comprehensive Plan

Traditional Comprehensive Plan

- Participation and Involvement
- Community Character
- Economic Vitality
- Land Use Development
- Transportation
- Public Services
- Environmental Resources
- Park and Recreation Facilities
- Trails, Greenways and Open Space
- Annexation

Values-Based Comprehensive Plan

- Accessible and Walkable
- Active Outdoors/Environment
- Safe, Clean, Quiet Neighborhoods
- Local Businesses and Downtown
- Convenience/Amenities
- History/Education
- Family and Kid Friendly
- Sense of Community
- Belonging/Volunteerism
Improving the Land Use Approval Process

Changes Include:

• Links between applications and values
• Info for residents early in process
• Constructive discussion on design proposals
• Less adversarial politics
Early Indications of Change
Areas of Stability and Change
Thank You!

Steve Glueck, Project Coordinator & Planning Director

sglueck@cityofgolden.net
http://ci.golden.co.us
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www.friendsmidcoast.org

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