

Arundel Economic Development Committee

Draft Minutes

November 20, 2012 at 7:00 PM
Code Enforcement Office Town Hall
468 Limerick Road

Members: John Bell, Jen Burrows, (arrived at 7:45) Ira Camp, and Linda Zuke

Other Attendees: Tad Redway, Town Planner

Call to Order: Chairman Camp called the meeting to order at 7:11 pm.

I. Approval of Minutes: There were no minutes to be approved.

II. Subcommittee Reports:

Item 1: Town Website:

John Bell reported that the reconfigured Town website format had been made operational by the Town Manager for about a week, and Mr. Bell has been working non-stop to reorganize the existing data on the website into a more accessible format.

The reconfigured data is to be launched onto the website this Sunday November 25th and will run for a minimum of 24 hours. If no complaints or bugs arise then the reconfigured site is supposed to remain intact. Mr. Redway asked where the web pages for the EDC and the Planning Board were located and Mr. Bell responded that these pages are in the reorganized data set that will be launched this weekend.

Mr. Bell cautioned the group that the website is a work in progress and new pages and data will have to be continually upgraded and added to over time. Mr. Bell informed the Committee that several pages were reserved for EDC postings but the interactive interfaces for online business registrations and surveys would not be operational for a while yet. Several pages were also reserved for the Building Code but Mr. Redway reminded the group that the International Building Code was voluminous and would hardly fit onto several pages.

Mr. Bell requested that the Town Planner consult with the Code Enforcement Officer to find if a link to the IBC could be posted on the website without violating licensure provisions.

Item 2: Events:

Linda Zuke reported that a new citizen group has been organized in the wake of the contentious RSU 21 vote. This ad hoc group, called *Concerned Citizens for Arundel's Future (CCFAF)*, has pronounced a goal to work to make improvements that will transform the Town into a highly desirable, moderately-priced community with a decidedly rural character within the next three years. One of the ways the organizers have stated this goal can be achieved is to hold events that will bring the community together and heal some of the festering wounds.

Ms. Burrows and Ms Zuke pointed out that since the CCFAF shares some of the same event aspirations, EDC should approach the new citizen group to collaborate. Ms. Zuke further stated that

Melanie Mitchell and Leah Rowley who took up opposite positions on the RSU 21 debate have announced an interest in holding a community festival this Spring similar to the Arundel Days events of the past that will facilitate this healing process.

III. Status of Market-Branding Plan RFP

Mr. Redway reported that he has been in contact with five (5) different firms who have expressed a great deal of interest in the Market and Branding RFP issued back in October. Several firms have warned Arundel that the price point for proposed study is much lower than standard market rates and therefore Mr. Redway informed the Committee that the Town will most likely receive widely divergent proposals that may stress one aspect of the study to the minimization of the other aspect of the study. The Committee will therefore have to make a qualitative judgment of which consultant and which proposal provides the best proposal to our overall goals rather than to each specific of the RFP. Mr. Redway also has been informing the consultants that the Committee will place a greater premium on product than meetings and any meetings can be conducted by internet conferencing.

Chairman Camp inquired as to the schedule and Mr. Redway stated that the RFPs would be due December 3rd and a comparative breakdown of the each proposal would be prepared by the December 11th meeting. At that time, the Committee would select the top consultants and the subsequent Committee interviews would have to be conducted by special meetings in later December or early January.

IV. Status of Zoning Revisions for Business Districts:

Mr. Redway and Mr. Bell reported on the latest zoning revisions and the progress of the Planning Board in meeting the June 12th deadline for completion.

Ms. Zuke inquired about the Planning Board's plans for revitalizing the northern gateway of Rte 1 around Nothing New Antique Shop. Owner Linda Kontoff has asked both town staff and the Planning Board for help in upgrading the area in an effort to improve business conditions. Mr. Redway reported that the Planning Board was considering either creating a special gateway district from the Town line for about a quarter mile south on Rte 1 or designating the area a Downtown Business District 1 zone. In response to Ms. Zuke's inquiry, Mr. Redway reported that no gateway improvement grants were available for revitalizing the appearance of the Town's northern entry.

Making the area part of the TIF district would be one strategy to fund site and landscape improvements, Mr. Camp dismissed such a mechanism as too complex and cumbersome. Ms. Burrows proposed that the EDC spearhead a citizen clean up of the area and enlist volunteer help from the schools and donations from businesses to improve the visual quality of the area. The Committee agreed to pursue this strategy and will be focusing on a clean-up effort this spring with the schools. The Town Planner will be responsible for developing a plan for site improvements.

Mr. Redway confirmed that the Planning Board does want the EDC to spearhead the neighborhood meeting with the proposed Townhouse Corner property owners as soon as possible in order to jump start this district. The Planning Board will also entertain the idea of extending the proposed mixed use district from the Arundel border to Portland Road along Arundel Road and Log Cabin Road. Some members of the Planning Board suggest that the proposed Downtown Business District 1 be extended in the Townhouse Corner designated area. Mr. Camp expressed concern that certain types of architectural styles

allowed in the DB1 district, especially flat-roofed commercial buildings are inappropriate in the proposed TCD district. Mr. Bell and Ms. Burrows also expressed concern that some of the permitted uses in the DB1 district would be inappropriate in the TCD. Therefore the Committee concluded that a more stringent district with a narrow set of non-residential land uses and strong design/standards limited to New England farmhouse gable style architecture would accommodate business enterprises while preserving the historic and residential character the existing district.

Ms. Zuke questioned whether the creation of the TCD would mandate revisions to the Comprehensive Plan. Mr. Redway responded that it may require such a modification but if the TCD retained the essential character and use goals of the R4 and R3 districts in this area then a complete rewrite may not be necessary. The Planner prefaced this assessment based on his professional opinion that Comprehensive Plans are intended to serve as guides to future municipal development rather than rigid blueprints that should not be deviated from. However, if the Planning Board were to require such a Comp Plan revision it must be performed simultaneously to the ordinance rewrite process.

Mr. Redway stressed that for these reasons it is essential to solicit a consensus among the property owners in the proposed TCD and that is why conducting a community workshop on the proposal is so essential to its success.

Mr. Camp stated that the proposed design workshop of property owners for the Townhouse Corner District shall be held on January 9, 2013 at 6:30 PM. Mr. Camp will inquire whether the Kennebunkport Historic Society will allow the EDC to meeting their facilities. If the historic society facilities are not available, Ms. Zuke offered the Arundel Ford meeting rooms as a venue for the workshop. Ms. Burrows volunteered to provide refreshments, and suggested that Kennebunkport residents be invited as well.

Mr. Redway will send meeting invitations to all Arundel property owners within the proposed TCD district as well as Kennebunkport officials. Kennebunkport officials will be encouraged to invite all interested Kennebunkport residents to attend.

V. Other Business:

The Committee expressed its gratitude to Ms. Burrows and the Winks staff for providing fresh baked rolls, pumpkin pie, and post roast dinners at this meeting. All food was phenomenal.

Next regularly scheduled meeting will be December 11, 2012.

Adjournment: Mr. Bell made a motion to adjourn at 9:50 PM, seconded by Ms. Zuke, unanimously agreed by the membership.

I hereby certify that the above is a true and accurate record of the Economic Development Committee meeting of November 20, 2012.

Tad Redway, Secretary Pro Temp