

**BRUNSWICK ZONING ORDINANCE REWRITE COMMITTEE
OCTOBER 9, 2014**

ZONING ORDINANCE REWRITE COMMITTEE MEMBERS PRESENT: Charlie Frizzle, Chair; Margaret Wilson, Vice Chair; Richard Visser, Anna Breinich, Director of Planning and Development; Jeff Hutchinson, Codes Officer; and Jeremy Doxsee, Town Planner

TOWN STAFF PRESENT: John Eldridge, Finance Director and Interim Town Manager

The Zoning Ordinance Rewrite Committee held a meeting on Thursday, October 9, 2014 at Town Hall, 85 Union Street, in conference room 206.

Mr. Frizzle began the meeting by apologizing to people who came to the meeting today expecting the Committee to be tackling responses to the draft zoning ordinance. The Committee will be postponing that process until a future meeting, due to the volume of work needed in the Zoning Ordinance Review Committee and keeping up with the normal functions of the Planning and Development Department. The Committee today will be reviewing previous meeting summaries for approval, talking about the Committee's public engagements to date, finding out what other informational materials are needed, discussing feedback regarding format of the zoning ordinance implementation of the Comprehensive Plan draft, planning a work schedule and setting the next meeting date, and discussing scheduling a joint workshop with the Village Review Board and a workshop with the Town Council.

Reviewing and accepting meeting summaries: Mr. Frizzle said that he had read through the meeting summaries and found some minor typos, but nothing that changed the substantive material in the drafts, and if the rest of the Zoning Ordinance Rewrite Committee would be willing to approve them based on that, then the committee could approve them as a block. The Zoning Ordinance Rewrite Committee meeting list for approval is as follows:

- **August 5, 2014** meeting; introductory session with the Planning Board, Village Review Board and the Zoning Board of Appeals
- **August 11, 2014** meeting; introductory session with the Downtown and Outer Pleasant Street Master Plan Implementation Committee and the Brunswick Bicycle & Pedestrian Advisory Committee
- **August 12, 2014** meeting; introductory session with the Conservation Commission, Marine Resource Committee, Recreation Commission, and the Rivers & Coastal Waters Committee
- **August 21, 2014** meeting; introductory session with the development community
- **September 11, 2014** meeting; Town Core Zoning Public Forum
- **September 17, 2014** meeting; New Meadows Zoning Public Forum
- **September 18, 2014** meeting; College Abutters Zoning Public Forum
- **September 24, 2014** meeting; Town wide Zoning Public Forum

Margaret Wilson moved, Richard Visser seconded, approval of the summaries of the meetings from the dates listed above. The motion was approved unanimously.

Mr. Visser asked members for corrections to be given to Ms. Breinich.

Ms. Breinich listed the remaining Zoning Ordinance Rewrite Committee meetings, for which summaries are being completed, as follows:

- **July 31, 2014** meeting; roll out of the proposed draft ordinance
- **August 7, 2014** meeting; introductory meeting with Staff Review Committee
- **August 19, 2014** meeting; introductory meeting with stakeholder groups, including MRRA, Bowdoin, Water District and Sewer District
- **October 1, 2014** meeting; final Town wide Zoning Public Forum

Mr. Frizzle opened the meeting for public comment, and asked if anyone would like to provide comments or make statements.

Richard Fisco, 2 Lincoln Street, asked if the meeting summaries would be available, and Mr. Frizzle responded that they would be online, and they would provide a copy at this time.

Mr. Frizzle, seeing no one else with questions, then closed public comment.

Mr. Frizzle then introduced John Eldridge, the Finance Director and Interim Town Manager, who Ms. Breinich had asked to attend this meeting.

Public engagement to date/lessons learned:

Ms. Breinich mentioned that she gave a brief update to Council at their October 6, 2014, meeting, and summarized her comments today.

Ms. Breinich stated that as of October 6, 2014, the Zoning Ordinance Rewrite Committee had held approximately 38 meetings, including public sessions and forums, Zoning Ordinance Rewrite Committee meetings, and meetings with other entities. The project began last October, when the Town contracted with Clarion Associates. Of those 38 meetings, 15 of them were held since July 31, 2014. Ms. Breinich said through listening at the public forums, the staff recommendation was to go ahead and include another interim draft, which was not in the original contract. Clarion was asked for a six month amendment on their contract, which would give the Zoning Ordinance Rewrite Committee until June of 2015, since the original contract would have expired in December. Council wanted to see a layout of next steps, so Ms. Breinich has prepared a project timetable and tried to show the original scope of the project, and the amended scope of the project. Ms. Breinich presented a timetable as follows:

- On October 1st, the draft public forums and sessions were completed. These were part of the original contract.
- Today, October 9, the Committee was due to begin deliberating on the comments received, however, the Committee needs to take some time getting the comments online and the meetings summarized and to provide the timetable and scope of services.
- The Committee is proposing a tentative date of January 15, 2015, to submit revisions to Clarion for incorporation into the interim draft zoning ordinance, which would be an amended scope, should they be able to sign the amended agreement with Clarion. Clarion has indicated they would need a minimum of 3 weeks to revise and prepare the second draft.

- February of 2015 – Clarion would prepare and provide to ZORC the interim draft for release, and two weeks later, ZORC would present it in its first public form. Mr. Frizzle mentioned that with previous meetings, the Committee had scheduled meetings the day of the draft arrival, without the public having had a chance to see the draft. Now they are building in a few weeks extra time for a chance to read through it.
- 2/15/15 – 3/15/15 – ZORC would hold area-focused public forums, the number and locations to be determined, and meeting with boards, committees and stakeholders as needed, rather than conduct another round of specific stakeholder meetings. During this time, ZORC would be providing regular updates to the Town Council.
- 4/15/15 – ZORC reviews the comments and deliberates, holds a public review session on its deliberations, submits the revisions to Clarion, and a final draft will be prepared by Clarion. With this final draft, an adoption process would be started.
- 5/15 – ZORC releases the recommended final draft; two weeks later it is presented to the Planning Board for their consideration and action. At that time, there will be a presentation by Clarion, and that is part of the original scope.
- 6/15 – Planning Board presents their recommended zoning ordinance to Town Council for their consideration and action. Clarion will also be presenting at that time as part of the original scope.

Mr. Frizzle mentioned that this timeline is tentative and flexible.

Mr. Visser commented on the public forums and a question raised that asked the Committee to go to each zoning district to hold a separate public forum. It is not possible to do with 31 zones, and they will try the best we can to publicize these. Mr. Frizzle added that the pink hand-outs in the tax bills were the most helpful, but any time they send the postcards, it is a lot of money. He would like to discuss effective notification within the budget restraints. He believes even TV3 doesn't have a large percentage of viewing. Ms. Wilson responded that the Committee had done a number of "pop-ups", where they showed up at the Farmer's Market, etc., with maps and information. The little interactions with people are valuable, but it takes a lot of work and time to reach twenty people, and their comments are not in the public record. Some comments are able to be easily answered; others need committee discussion because they are either lengthy or have ramifications for other areas in the proposed zoning ordinance.

Ms. Breinich responded that with the emails and comments she is receiving, she is giving an answer when it is a brief, clear answer; otherwise it will need to come to the Committee for deliberation. She has a binder with all the questions, comments, and newspaper articles that have been generated so far, and the public is welcome to come in and view it. Mr. Frizzle discussed setting up the public forums differently; for the first hour, the Committee members could mingle and answer some questions, after that they could offer questions and suggestions at the microphone to the entire committee in a public hearing.

Mr. Eldridge is hearing different expectations from the committee and the citizens.

Richard Fisco, 2 Lincoln Street, believes the document was too much, too fast, and had too many acronyms and places marked "to be inserted".

Jeff Hutchinson stated that regardless of what the Committee does, this ordinance will be a complicated document. Hopefully it will be a better document than it is now. He also rarely answers questions without researching, because it is a complicated document and his job is to provide correct information.

Carol Liscovitz, asked about the amendment to Clarion, and if they would budget a communications allotment. She also mentioned that the outlets used to reach the public were all something they had to initiate, like TV3 and the Times Record. She suggested going to places people attend, like the grocery store, but the Committee answered that they were not allowed.

Jeff Hutchinson also tried to borrow the electronic board from the Police Department, but it was not working. Banners are also cost prohibitive.

The committee discussed other current methods of getting information to the public, such as a Facebook page and zoning maps displayed at Senter Place.

Helen Cafferty, 12 Whittier Street, commented that with the meetings coming up it is very important to start from scratch and state the goals again, as new citizens may be coming forward.

Richard Fisco, 2 Lincoln Street, says the purpose statement in the rewrite needs to be elaborated on and clarified.

John Eldridge said by answering the questions that have been received, and by letting people know when they are going to be answered, they will understand the process better.

Ms. Breinich said Mr. Elliott of Clarion Associates recommended they produce a two page Executive Summary. She mentioned that it will also include what has not been changed. The complexity of the footnotes was discussed, and Mr. Frizzle reminded everyone that there is a version without footnotes.

Helen Cafferty, 12 Whittier Street, mentioned that she was recently doing some outreach in her neighborhood about the proposed zoning ordinance, and many “plugged-in” citizens were in shock or knew nothing about it. She said it seemed to help people to know what the comprehensive plan was and what it meant for the proposed zoning ordinance.

Carol Liscovitz, suggested a short letter or flyer with a simple message that could direct people to the website so people could start with the beginning; simple explanations of the Comprehensive Plan and why the zoning ordinance is being rewritten. Frame the message in a positive manner, like how it’s going to be better, rather than concentrate on the changes, which sound negative.

Jeremy Doxsee thinks that compared to other towns he’s seen, Brunswick’s participation is significantly better. He believes there is a lot of apathy out there, and they have done a good job to date of getting the word out, but will redouble their efforts.

Mr. Frizzle would like feedback on Ms. Wilson's 20+ page document, which outlines how various aspects of the Comprehensive Plan have been implemented. Ms. Wilson explained her document, which is not yet finished. She is hoping to incorporate her comments into Ms. Breinich's chart. Mr. Frizzle is satisfied with the format.

Ms. Wilson reminded the public that comments are accepted throughout this process.

Ms. Breinich discussed scheduling of the work sessions; may need to have open public review sessions on comments that they have deliberated on previously, possibly chapter by chapter. The Committee will see how this process meets expectations, and may change formats if needed. Mr. Frizzle suggested publishing the list of questions they will address in a particular meeting, so citizens may attend when their specific concerns are going to be addressed. Meetings will be scheduled with any groups, committees or stakeholders that requests one.

An audience member compared the ordinance to a technical manual that's difficult to understand.

Jeremy Doxsee and Ms. Breinich responded, and asked for examples of other ordinances from citizens.

John Eldridge and Ms. Breinich will present the rewrite timeline to the Council.

Set the ZORC meeting schedule: The Committee discussed setting various dates and times for the next meetings, and how to discuss responses to public comments. Mr. Frizzle suggested that staff and Clarion provide a draft response to each of the questions that will be addressed in the next meeting. The Committee will collectively review, change and finalize the draft by chapter. It was agreed to begin with the comments that were provided by chapter and section. Mr. Frizzle stated that he would make an opportunity available at the beginning of the meeting for general comments and broad-based questions. The Committee will take specific questions related only to the area they are reviewing.

- **Next meeting:** Mr. Frizzle asked Ms. Breinich to take a few weeks and work on the Comprehensive plan and the Executive summary documents, then send some dates out to the Committee via email for the next meeting. Ms. Breinich is tentatively planning one meeting every other week at varying times.
- **Scheduling workshops with the VRB and the Town Council:** Mr. Frizzle suggested that the groups propose dates to the ZORC committee.

An audience member asked about the sign ordinance, and since the language is still being worked on, should comments be held. Response from Ms. Breinich was yes to hold comments, and mentioned that the other section not ready for comments is the nonconformity section.

Mr. Frizzle, seeing no other comments, adjourned the meeting.

Attest

Debra Blum
Recording Secretary