VIRTUAL BUILD MAINE 2020
MAY 28, JUNE 4, JUNE 11,
JUNE 18, JUNE 25

hosted by:

Maine Municipal Association
CNU
AARP
MEREDA
MDf Maine DOWNTOWN CENTER
Thank you to the Build Maine hosts, organizing committee, and other supporters.

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Jasmine Olins, Build Maine Volunteer
Cashel Stewart, Build Maine Volunteer
Nate Rudy, City of Hallowell
Vanessa L. Farr, Maine Design Workshop
Kevin Sutherland, Hardypond Construction
Misty Parker, City of Lewiston
Adam Burk, Treehouse Institute
Nick Kaufmann, Build Maine Volunteer
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Denis D’Auteil, Deputy City Administrator
Brian O’Malley, Lewiston Police Chief
Sgt Derrick St. Laurent, Lewiston Police
Kelly Brooks, Deputy City Clerk
Kathy Montejo, City Clerk
David Hediger, Director Planning & Code
Lincoln Jeffers, Dir. Econ & Comm Dev.
Misty Parker, Economic Development Manager
Heidi McCarthy, Econ Dev. Specialist
Doug Greene, City Planner and Deputy Director of Planning and Code Enforcement
Dale Doughty, DPW Director
Janet Labbe, Executive Assistant to the City Administrator
Steve Murch, City Arborist, Public Works
Jon Elie, Highway Operations Manager
Megan Bates, Deputy Director for Highway & Open Spaces, Lewiston Public Works Department
Welcome to Build Maine, presented in partnership with AARP Maine, Maine Downtown Center, Maine Municipal Association, and Maine Real Estate & Development Association.

We are pleased to have you participate virtually in this year’s conference. We want to thank all the attendees, sponsors, and partnering organizations for participating in and supporting this event. Please make time to thank our important conference partners.

This event is intended to showcase international, national, and local best-practices and provide an opportunity for cross-disciplinary conversations amongst all the professionals involved in the work of building Maine.

Again, thanks for being a part of this important conversation and we hope you have a memorable time at virtual Build Maine 2020!
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Build Maine Street Activation, 2019

Photo by Carol Liscovitz
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MAINE DESIGN WORKSHOP

Build Maine 2019

Photo by Carol Liscovitz
COVID-19 is redefining how we move around our communities and changing the way we interact with other people and businesses. With continued pressure on municipal finances, it is becoming clear that governments must find ways to quickly adapt, enable new ideas, and respond to emerging needs, and that there is a greater role for everyone in the act of placemaking. Mike Lydon, Maine native and international thought leader of the Tactical Urbanism movement, will share his global perspective on the cultural shift taking place. He will also discuss strategies for how elected officials, municipal staff, local residents, and businesses can work together to rethink the role of streets and quickly execute changes to improve safety and support an increase in hyper-local living.

Detailed Agenda

9:30 AM — 10:00 AM
Welcome to virtual Build Maine!
DC Coffee Time: Join us with your Developers Collaborative mug for fun and important updates from the Build Maine community (that’s all of you)!

10:00 AM — 10:45 AM
Presentation by Mike Lydon

10:45 AM — 12:00 PM
Interactive question + answer time with Mike
Communities and developers routinely conduct market studies to better understand local gaps and needs for urban housing. However, those studies are usually based on what has already been built, so they risk reinforcing redundancies, building types, and practices. The innovative Target Market Analysis approach shifts the focus onto the lifestyles of migrating households and their preferences for missing housing formats. This approach is particularly relevant while we contemplate the possible impacts that the current economic and health crisis could have on cities and urban places. Join us in hearing what Sharon has found in her analysis of two Maine communities; and her forecasts of the impacts that COVID-19 will have on the lifestyle preferences of migrating Y and Z Generations.

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**10:00 AM — 10:45 AM**
Presentation by Sharon Woods

**10:45 AM — 12:00 PM**
Interactive question + answer time with Sharon
Local governments can struggle to change outdated zoning codes, particularly in today’s heightened political environment. Find out why simplifying and improving your community’s zoning code can make a big difference to local quality of life, as well as the financial and economic strength of your community. Chris will also share Buffalo’s success story with eliminating parking minimums from local zoning, what it’s meant to his city, and why you should consider a similar move in your own community.

Bernice will share her experience working under Buffalo’s new form-based code, describing the changes that have made small-scale projects more feasible and easier to execute. Bernice will also highlight how small-scale infill development can revitalize areas, provide a way for more people to break into the real estate development field, and help build the range of housing types that are so desperately needed.
KAID BENFIELD
PlaceMakers
Washington, DC

As our country continues to see changes in our environment from the effects of climate change, Maine is working to not only reduce carbon emissions, but also address the national blind spot in the conversation - specifically the environmental implications of land use patterns. The Coronavirus pandemic has also brought into focus an urgent need to create and sustain communities that support healing and healthy lifestyles. The good news is there are land development strategies that support both human and environmental health. Kaid Benfield will articulate some of these key strategies – and the research behind them – that can help us move toward a more sustainable future.

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10:00 AM — 10:45 AM
Presentation by Kaid Benfield

10:45 AM — 11:30 PM
Interactive question + answer time with Kaid
Municipalities across Maine are dealing with tightening budgets and a growing list of unfunded infrastructure obligations, including routine maintenance and replacement of roads and utilities, creating more strain on local governments and local services. At the same time, more people are moving back to small towns and city service centers, leading to an increase in pressure on roads and rising vehicle-related fatalities. Join Chuck Marohn, national thought-leader and author of “Strong Towns, A Bottom-Up Revolution to Rebuild American Prosperity” to understand why we seem to have lost the American edge on prosperity and what we can do to get it back.

Detailed Agenda

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DC Coffee Time: Join us with your Developers Collaborative mug for fun and important updates from the Build Maine community (that’s all of you)!

10:00 AM — 11:00 AM
Presentation by Charles Marohn

11:00 AM — 12:00 PM
Interactive question + answer time with Chuck
CONTINUING EDUCATION CREDITS

We are pleased to offer various Continuing Education Credits for select webinar sessions. See below for details.

**Engineer Professional Development Hours (PDH)**
7.5 PDHs — Lydon (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**Continuing Legal Education (CLE) Credits pending**
7.5 CLEs — Lydon (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**Maine Real Estate Commission Continuing Education Credits (CEC) pending**
9.5 CECs — Lydon (2), Woods (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**Board of Real Estate Appraisers Continuing Education Credits (CEC) pending**
6 CECs — Woods (2), Hawley/Radle (2), Marohn (2)

**AICP Certification Maintenance (CM) Credits pending**
9.5 CMs — Lydon (2), Woods (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**AIA Certification Maintenance (CM) Credits pending**
9.5 CMs — Lydon (2), Woods (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**Landscape Architect CES pending**
9.5 CMs — Lydon (2), Woods (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**MTCMA Certification Credits - EOW/Elected Relations pending**
9.5 CH — Lydon (2), Woods (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**MTCMA Certification Credits - Leadership pending**
9.5 CH — Lydon (2), Woods (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**MTCMA Certification Credits - Finance Budget pending**
9.5 CHs — Lydon (2), Woods (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

**CEO Contact Hours pending**
9.5 Land Use Contact Hours — Lydon (2), Woods (2), Hawley/Radle (2), Benfield (1.5), Marohn (2)

Sign-in sheets for specific credits will be posted via Zoom Chat. Attendees who would like credits are required to fill out the sign-in sheet before the end of each qualifying session. Applicants are REQUIRED to stay for the allotted time in order to receive Full Credit. CERTIFICATES OF COMPLETION WILL BE PROVIDED TO YOU UPON REQUEST. Please contact Build Maine with questions at connect@build-maine.com.
BUILD MAINE SYSTEMS CHANGE WORK

Beginning in August 2019, Build Maine initiated a “call to action” focused on addressing patterns of development that our State cannot financially sustain and that are at odds with our quality of life, sense of identity, the tourism economy, efforts to attract a workforce, housing and transportation needs, and our environmental goals.

The work has involved a diverse and expanding group of leaders from across the state and from varied disciplines who understand the current system, and who are in a position to help change it.

The first step in the process was to develop a shared understanding of our state’s collection of procedures, rules, and cultural forces that produce our existing patterns of land development. A draft “system map”, the culmination of the past 6 months of work involving over 70 individuals, is available for review and comment.

This system mapping work lead to the current effort to identify policy recommendations and other solutions that will produce better fiscal, economic, environmental, and quality of life outcomes for our state. This work has been taking place since February and has resulted in several initiatives, including:

• Draft legislation for a MAINE REDEVELOPMENT LAND BANK, which will help communities get properties back into productive reuse.

• DEVELOPMENT READY COMMUNITIES FRAMEWORK, which will inform how the State and Municipalities work together to invest in Maine communities.

The recommendations that come out of this current process will support important work happening at the State level, will help increase understanding of bigger picture issues, and will identify opportunities to align efforts between sectors, municipalities, the non-profit sector, regional, and state government.

If you are interested, please email connect@build-maine.com for more information and to get involved!
Development Ready Communities Framework

HOW THE MODEL WORKS

The Development Ready Communities Framework (DRC) is a comprehensive approach to preparing areas for development while addressing the needs of communities. It includes a systematic process of identifying areas with potential for development, conducting assessments, and developing strategies to support local economic growth, housing, environmental, and quality of life projects.

DEVELOPMENT DIFFERENCES

- Identifying areas with potential for development
- Conducting assessments of community needs
- Developing strategies to support local economic growth
- Addressing housing, environmental, and quality of life needs

HOW THE MODEL WORKS

1. PROBLEM IDENTIFICATION
   - Identify areas with potential for development
   - Conduct assessments of community needs

2. ASSESSMENT
   - Evaluate potential for development
   - Identify key economic, social, and environmental needs

3. STRATEGIES
   - Develop strategies to support local economic growth
   - Address housing, environmental, and quality of life needs

4. IMPLEMENTATION
   - Implement strategies to support development
   - Monitor progress and adjust strategies as needed

PRIORITY DEVELOPMENT AREAS

The Development Ready Communities Framework prioritizes areas based on a combination of economic, social, and environmental factors. These factors are used to determine the potential for development and the priority of each area.

1. ECONOMIC
   - Areas with high potential for economic growth
   - Areas with high levels of unemployment

2. SOCIAL
   - Areas with high levels of poverty
   - Areas with high levels of education

3. ENVIRONMENTAL
   - Areas with high levels of pollution
   - Areas with high levels of green space

A different way of organizing state and municipal relationships. Planning as an environmental management and enforcement-driven approach.

Practice and professional technical assistance for development.

PRIORITY DEVELOPMENT AREAS

- Economic
- Social
- Environmental

Distribution of resources to support development.

Distribution of resources to support development.

Distribution of resources to support development.

Distribution of resources to support development.

PRIORITY DEVELOPMENT AREAS

- Economic
- Social
- Environmental

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PRIORITY DEVELOPMENT AREAS

- Economic
- Social
- Environmental

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We MISS YOU

And hope to see you in 2021!