

June 7, 2023

8:30 am — 8:45 am



REGISTRATION OPENS

Newspaper Building, 185 Water Street

Welcome to Build Maine! Greetings from Skowhegan, from Moderator Kristina Cannon.

An overview of the day.
Visit with Exhibitors.

8:45 am — 10:00 am



HOUSING WORKSHOP:

WORKSHOP: UNLOCKING THE BUILDING BLOCKS OF MAINE

The SPACE, 181 Water Street

Jennifer Krouse, Liberty House Plans LLC

A community's housing stock is critical to attracting residents, contributing to quality of life, supporting property values, and boosting the revenue of local businesses by drawing customers to town. How do we use a variety of house types, good design, and quality construction to help improve the economic prospects of our communities without stifling growth? This hands-on workshop will outline proven strategies and introduce a project that Liberty House Plans is piloting with the City of Spokane. Bring your energy and creativity to plan some infill housing.



PUBLIC SPACE WORKSHOP:

WORKSHOP: TACTICAL URBANISM IN ACTION

Newspaper Building, 185 Water Street

Jim Tasse, Bicycle Coalition of Maine

Maine Department of Transportation

Main Street Skowhegan Design Committee

Don't wear a suit and tie for this workshop. Get ready to learn on the job by implementing tactical urbanism installations in Skowhegan, Maine. Learn the fundamentals of using low-cost, quick build strategies to reduce vehicular speeds, increase safety and comfort, and attract private sector investment. Workshop will include both classroom time and hands-on street painting, bollard installation, and learning to make-do with temporary materials.

10:00 am — 10:15 am



COFFEE BREAK Visit with Exhibitors

10:00 am — 11:45 am **CONCURRENT WORKSHOPS**



HOUSING WORKSHOP: **GETTING HOUSING BUILT IN YOUR TOWN**

The SPACE, 181 Water Street

Ivy Vann, AICP, CNU-A; Vanessa Farr, Principle; John Egan, Genesis Fund; Mark Wiesendanger, MaineHousing

Learn techniques for advancing a productive conversation about how to get housing built in your community. Work will include an overview of building types that fit into most Maine communities, how to update zoning to accommodate the kind of housing and places people tend to love, and ways to help finance and encourage projects.



LAND BANK WORKSHOP: **LAND BANKING 207: SETTING UP YOUR LAND BANK**

Newspaper Building, 185 Water Street

Ian Houseal, Community Development Director, City of Sanford; Lee Jay Feldman, Director of Planning, Southern Maine Planning and Development Commission; Rip Patten, Environmental Engineer, Credere Associates LLC; Jim Tischler, Development Director, Michigan Land Bank Authority

The Maine Redevelopment Land Bank Authority was established in 2022 and the wheels are in motion to get the Authority up and running at the State level. There are many activities that municipalities can begin now, to help prepare for their own local land banks. This workshop will focus discussion of land banking as a means to prepare sites for redevelopment, evaluation of cost and benefit, and sources of funding. Participants will look at real sites and will learn skills to practice land banking in Maine. This is a hands-on workshop and a web browser is required.

11:30 am — 1:30 pm

Lunch on your own lunch at local restaurants. See Skowhegan Map for more details.

1:30 pm — 2:15 pm



NATHAN PHILLIPS
Professor of Earth and Environment
Boston University | Boston

Newspaper Building, 185 Water Street

This is a call to action. We have time to plan and set a new course for our development patterns, and to create stronger and more financially stable places. But we must start this work in earnest now. Nathan will expose climate migration trends and why we should feel a sense of urgency here in Maine. Data on who is moving, to where, and when may surprise you. We live in a time both terrifying and exhilarating - terrifying due to status quo energy, transportation, and development patterns, and exhilarating in recognizing that we have the tools at hand to solve these interrelated issues.

2:15 pm — 3:15 pm CONCURRENT WORKSHOPS



POLICY ACTION WORKSHOP:
THE LATEST AND GREATEST FROM POLICY ACTION 2023!

The SPACE, 181 Water Street

Nancy Smith, GrowSmart Maine; Vanessa Farr, Principle; Zoe Miller, Moving Maine Network; Josh Caldwell, Natural Resources Council of Maine; Galen Weibley, City of Presque Isle

Build Maine and GrowSmart Maine innovated a new process for engaging in a broad statewide policy conversation best described as crowdsourcing public policy. Learn about the work that has been ongoing since 2019, involving hundreds of people across the state. We'll share updates on these big policy moves to help improve built outcomes, while reducing demand for development on productive, open lands. Come get up to speed on the status of the 2023 policy proposals and what comes next.



LAND BANK WORKSHOP!

LAND BANKING 2.0, PROJECT BASED TIFS

Newspaper Building, 185 Water Street

**John Egan, Genesis Fund; Jim Tischler, Development Director,
Michigan Land Bank Authority**

Learn about ways for municipalities to help create revolving funds through project-based Tax Increment Financing to help fill financing gaps on critical local projects. Join national and local experts to navigate questions related to TIFs and how this tool might be one of the most available ways to fund affordable and workforce housing.

3:15 pm — 4:00 pm



KAREN PAROLEK

**Principal & CEO
Opticos | Berkeley, CA**

Newspaper Building, 185 Water Street

Communities often struggle to change outdated zoning codes, despite knowing that the zoning conflicts with access to housing and other local goals. Karen Parolek, one of the nation's foremost thought leaders in form-based codes and missing middle housing, understands how zoning can help improve local quality of life as well as the financial strength of communities, and why making updates is worth the effort. Karen will share why building type codes resonate with communities. She will also provide insight on how to begin the journey to update your local zoning to help build and support places people care about.

4:30 pm — 8:00 pm



TRIVIA AND TRAIL PLANNING!

Riverside lot behind SPACE and 151 Water Street, Skowhegan

**Activated space brought to you by National Association of Realtors
with special thanks to the Kennebec Valley Board of Realtors**

Join us for Trivia and Trail Planning! Held at the location of the future riverfront promenade, the festivities will take place outside, overlooking the Kennebec River. Enjoy food and drink (pay your own), see old and new friends, test your trivia skills, and chat with the planning team over a beer as they gather community feedback for Skowhegan's Master Trail Plan. In the event of rain, join us under the tent in the parking lot of 185 Water Street.

June 8, 2023

7:30 am

REGISTRATION OPENS

Newspaper Building, 185 Water Street

Locally made + locally sourced breakfast provided by **Maine Grains**.
Thanks to our Breakfast Sponsor, **Franklin Savings Bank!**
Visit with Exhibitors.

8:30 am — 10:15 am CONCURRENT WORKSHOPS



HOUSING WORKSHOP: MUNICIPAL HOUSING STRATEGIES FROM THE FIELD

Newspaper Building, 185 Water Street

Mary Davis, Freeport Economic Development Corporation;
Nate Rudy, Town Manager, Gray; Ed Libby, Real Maine; Nate Green, 103 Development; and more.

Learn about exciting proactive work happening across Maine as towns and cities try to address the housing crisis. Hear about planning for infill housing in Freeport, ADU incentives in Auburn, infill housing construction along Route 1 in Yarmouth following form-based code work, and coordinated streets and land use planning in Gray.



PUBLIC SPACE WORKSHOP: TRANSFORMING COMMERCIAL STREETS

Newspaper Building, 185 Water Street

Garvan D. Donegan, Director of Planning, Innovation & Economic Development, Central Maine Growth Council;
Michael Hall, Augusta Downtown Alliance; Michael Morehouse, PE, Principal/Vice President Transportation & Design

Learn about what's being done locally and nationally to make commercial streets safer, more economically viable, and better places for people to live and work. We'll hear from national practitioner Michael Morehouse on techniques for transforming hostile arterials into safer streets using a data based approach and quick build strategies. We'll also hear from local experts in Waterville and Augusta who reclaimed their main streets by converting them back to two-way traffic.

10:15 am — 10:30 am



COFFEE BREAK
Visit with Exhibitors

10:30 am — 10:45 am



KRISTINA CANNON
Director | Main Street Skowhegan
[Newspaper Building, 185 Water Street](#)

Learn about what's happening in Skowhegan!
So many things!

10:45 am — 11:30 am



MAYOR JAMES BRAINARD
Mayor | Carmel, Indiana
[Newspaper Building, 185 Water Street](#)

Mayor James Brainard has been leading Carmel for seven terms, with a focus on building place and building tax base, as part of one cohesive economic development strategy. He will share his strategies for how to gather prolonged support while also being a champion for significant and transformative development. What is the secret to this kind of success, in a world that is so resistant to change? Mayor Brainard will share his ideas and his commitment to creating quality spaces that people love and want to be, and also his belief in directing growth in an intentional way that pays dividends.

11:30 am — 1:30 pm



LUNCH BREAK

Grab lunch at a local Skowhegan restaurant or from an on-site food truck. Choose from a variety of walking / biking tours to learn more about Skowhegan's past, present, and future.

See following page for tour options.

BUILD MAINE TOURS

11:30 pm — 1:30 pm

**** Participants should pre-order brown bag lunches and eat promptly at 11:30, with the exception of the Maine Grains tour, which will provide lunch at the Miller's Table ****

TOUR: SPINNING MILL REDEVELOPMENT

Tour will depart from front entrance of the Newspaper Building, 185 Water Street

Join us for a tour of the Spinning Mill, which last year was the vacant undeveloped site of last year's Build Maine conference. Work has begun to transform this old mill into a mill of apartments, lodging, and a location for Bigelow Brewery. Learn about the financing assembled to pull off this project and generate significant value for downtown Skowhegan. Also learn about the other challenges faced during the process

TOUR: BICYCLE TOUR OF SKOWHEGAN DOWNTOWN + RIVER TRAIL

Tour will depart from the Riverside lot behind 151 Water Street, Skowhegan

Join us for a bike ride around Skowhegan on a route envisioned as a key commuting and recreational network for residents and visitors of all ages and abilities. Help test this idea of a "Neighborhood Byway" and provide feedback on the route, which includes a mix of low traffic neighborhood streets and unpaved trails. The ride will take participants to key destinations including the downtown, historic residential areas, and dramatic river crossings over the Kennebec on Skowhegan's famed pedestrian bridges. Bring your own bike, or take your chances on the limited supply of bikes we will have available.

TOUR: MAINE GRAINS GRISTMILL TOUR

Meet at Miller's Table at Maine Grains for lunch. Tour will depart from there.

Maine Grains is housed in the historic former Somerset County Jail building, which is also the home of the Miller's Table Café, Crooked Face Creamery, Happyknits yarn shop, WXNZ community radio & the weekly Skowhegan Farmer's Market. The mill has been an engine of entrepreneurship and resides in the heart of historic downtown Skowhegan. During the tour you will learn about the unique history of Maine Grains, the process of transforming a jail into a mill, how stone milled flour is made and what they are hoping to accomplish in the years to come.

TOUR: TACTICAL URBANISM IN ACTION

Tour will depart from front entrance of The SPACE, 181 Water Street

Join the Bicycle Coalition of Maine and MaineDOT for a walking tour to observe and learn about new quick-build traffic calming installations - all put in place by workshop participants the day before the conference. See the power of inexpensive materials - such as paint, bollards, and planters - and observe how these surgical street improvements can slow traffic and improve the experience of walking around the village. A speed gun will be on hand to measure vehicle speeds.



**HOUSING WORKSHOP:
DESIGNING NEIGHBORHOODS, NOT HOUSING PODS**

The SPACE, 181 Water Street

Nick Aceto, Aceto Landscape Architects; Rodney Kelshaw, Flycatcher; Russ Preston, Principle; Jon Whitten, Haley Ward

A workshop for engineers, municipal officials, developers, and housing advocates to learn the basics of designing neighborhoods, including how to set up flexible blocks, lot dimensions that work for a range of building types, and techniques for accommodating parking in a way that creates curb appeal and great walkable places that people want to live. Also learn strategies for how to lead with urban design, supported by engineering, including a deep dive into an efficient work flow between these two professions in order to prepare high quality plans and permit documents.



**PUBLIC SPACE WORKSHOP:
MAKING YOUR OWN POP-UP PUBLIC SPACES**

Newspaper Building, 185 Water Street

Kristina Cannon, Main Street Skowhegan; Dana Wall, Street Plans, New York, New York

Learn from local and national experts on how to activate underutilized public space. Participants will hear about national examples of creative ways to activate space in your own community. There will also be a tour of Skowhegan's pop up park, installed by local volunteers using \$5,000 in grant funds, and an opportunity to do some hands on learning.

3:00 pm — 3:45 pm



NATHAN ALLEBACH
Owner | Allebach Communications
Souderton, PA

Newspaper Building, 185 Water Street

Nathan is a specialist in internet culture, advertising, and misinformation. He has found a new way to explain things like why people feel isolated in some places, while feeling excited and happy in others. When he began sharing new insights about places we live, zoning, street design, and development on his TikTok, people started watching. He recently partnered with Strong Towns, again moving conversations about quality of place into the main stream. Nathan sees opportunities for more voices to join the conversation, and may inspire you to start filming!

3:45 pm — 4:00 pm

CLOSING REMARKS

Thank you for coming!

4:00 pm - 8:00 pm



AFTER PARTY

Miller's Table, 42 Court Street, Skowhegan (pay your own)

Continue the conversation with conference participants at the Miller's Table. Food and beverages will be available for purchase.