

BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE

Tuesday, March 22, 2016 5:15 PM
City Council Chambers

AGENDA

1. Commission on Cultural Development – Amendment to Cultural Policy (see attached Memo)
2. Commission on Cultural Development – Proposed Sign Language for *Continuity of Community* Sculpture (see attached Memo)
3. Downtown Trash Receptacles and Greendrinks Funding (see attached Memo and map)
4. Ordinance – Freestanding Signs – Waterfront Development District (see attached Memo and Council Ordinance)
5. Patriot Place - Conservation Easement (see attached Memo and Plan)
6. Waterfront Park Master Plan Update and Endorsement (see attached Memo)
7. **Executive Session** – Economic Development – Parcel Acquisition – BIA Commercial/Industrial Park – 1 M.R.S.A. § 405(6)(C) (Confidential Memo and map provided separately)
8. Committee Action on Above Item

MEMORANDUM

TO: Business & Economic Development Committee
FROM: Kierie Piccinninni, Chair
Commission on Cultural Development
RE: Amendment to Cultural Policy
DATE: March 16, 2016

In its March 10 meeting, Commissioners unanimously voted to amend its Cultural Policy. The amendment is written as a strategy placed under the second goal under its Advocacy section. While this idea has been suggested by various stakeholders in the community, CCD would like this recognized in its policy specifically so it can apply for a specific grant administered by the Maine Arts Commission.

-Kierie Piccinninni, Chair
Commission on Cultural Development

Cultural Policy Amendment into Advocacy section

Goal #2: Empower and mobilize arts supporters, educators, and community and business leaders to advocate for policies that promote the arts and public funding to fuel sector development and growth citywide

- Strategy: Convene meetings of those vested in the arts, arts supporters, and the general public to heighten awareness of issues affecting the sector and to inspire and facilitate individual and collective advocacy, which dually addresses a goal outlined in the Marketing section
Timeline: 2015, 2016, 2017, 2018
- Strategy: Leverage electronic communications tools to facilitate information sharing and mobilization
Timeline: 2014, 2015, 2016, 2017, 2018
- Strategy: Explore hiring of a dedicated staff person to ensure the continued success of fulfilling the mission, maintaining the vision, and accomplishing the fourteen goals of the Commission and contained elsewhere in this policy
Timeline: 2016, 2017, 2018

We are asking the Business & Economic Development Committee to approve this amendment to the Cultural Policy. If approved, we will bring this to City Council for their approval as well.

MEMORANDUM

TO: Business & Economic Development Committee
FROM: Kierie Piccinninni, Chair
Commission on Cultural Development
RE: Proposed Sign Language for *Continuity of Community* Sculpture
DATE: March 16, 2016

In summer 2015, Commissioners unanimously voted on language for a sign marking the City-owned sculpture, *Continuity of Community*, by artist Clark Battle Fitz-Gerald. Commissioners recommend one of two proposed versions for BED Committee and Council approval.

Language was first proposed for the *Continuity of Community* sculpture's sign in fall 2014. Council reviewed it and requested inclusion of additional details pertaining to the sculpture's original placement. Last summer, the Commission researched the history of the public artwork and the artist with the assistance of Bangor Public Library. UMaine Museum of Art curatorial staff reviewed and approved the format, which is in standard use for museums and galleries across the country.

-Kierie Piccinninni, Chair
Commission on Cultural Development

Updated Version A

Continuity of Community (1968-1969)
Clark Battle Fitz-Gerald (American, 1917-2004)
Sculpture
Welded aluminum over steel skeleton

Commissioned for the Bangor Bicentennial and installed 1969. Dedicated 1969 at City Hall. Relocated 1972 to West Market Square. Relocated 2012 to Waterfront.

Updated Version B

Continuity of Community (1968-1969)
Clark Battle Fitz-Gerald (American, 1917-2004)
Sculpture
Welded aluminum over steel skeleton

Commissioned and installed 1969. Dedicated 1969 at City Hall. Relocated 1972 to West Market Square. Relocated 2012 to Waterfront.

The Commission uncovered a copious amount of information about the artist and inspiration for the sculpture. While the research is intriguing, it is too expansive and cost-prohibitive to include on the sign. Commissioners proposed two ideas to consider in the future as a part of the Cultural Vibrancy goals outlined in the 5-Year Cultural Strategic Policy:

1. The Commission creates and maintains a dossier of the work to be held by the City of Bangor and possibly the Bangor Public Library for public viewing. The dossier would include news articles on the work, preservation techniques, maintenance plan, a brief author biography, other works by the artist in the area, artist statement if such a statement exists, and associated bibliography.
2. The Commission creates an audio tour on the artwork containing relevant details as outlined above and accessible through the City website for the public.

These ideas can be further explored in 2016. Acquired research is currently being held by the Commission and the staff liaison. It's available upon request.

We are asking the Business & Economic Development Committee to approve Version A or Version B language to be added to the *Continuity of Community* sculpture. If approved, we will present it to City Council for approval.

MEMORANDUM



TO: Business & Economic Development Committee
FROM: Tanya Emery
DATE: March 16, 2016

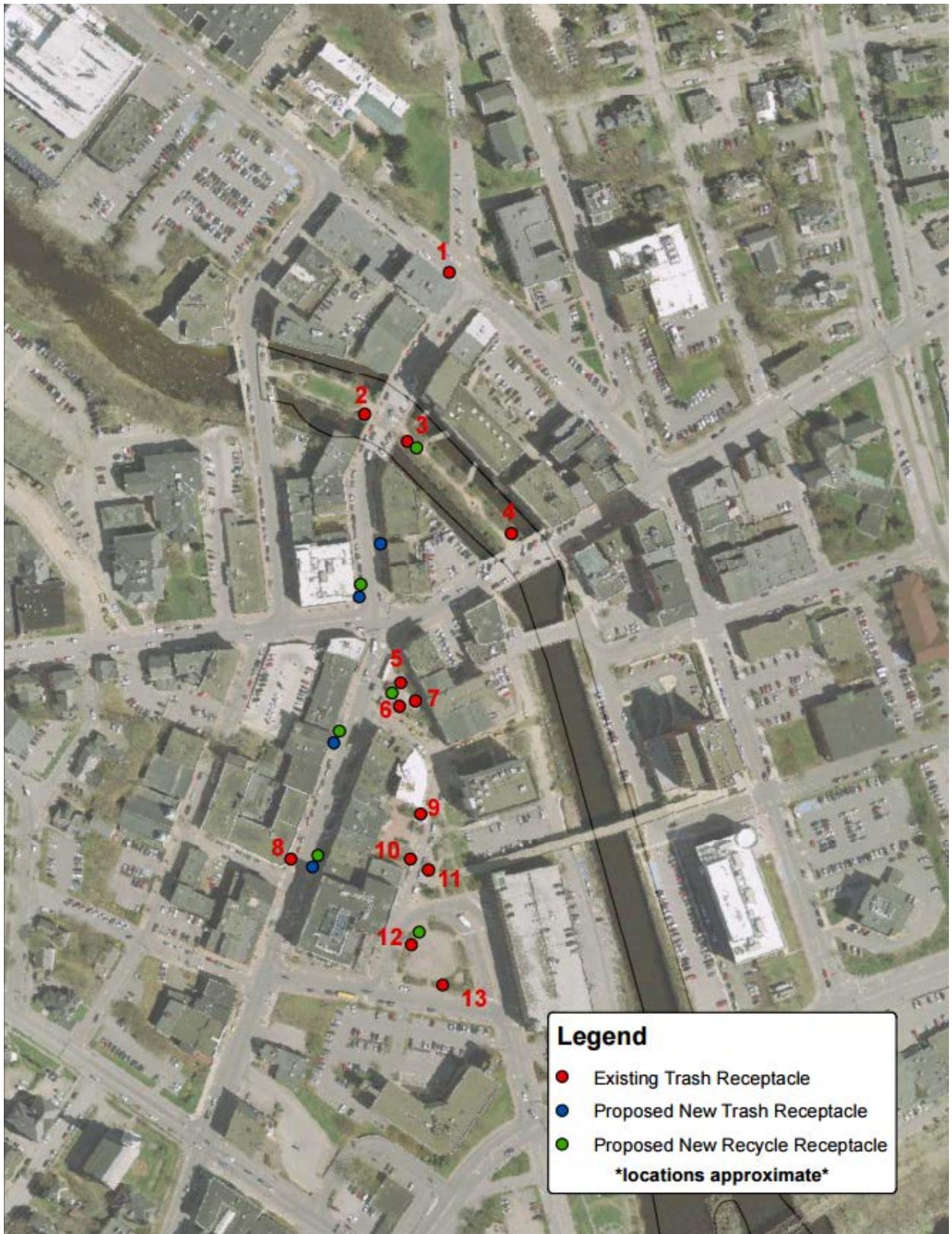
Downtown Trash Receptacles and Greendrinks Funding

Staff have been working with the Downtown Bangor Partnership and Bangor Greendrinks on the addition of both trash and recycling capacity in Downtown. We have done an inventory of existing receptacles and propose the installation of 6 recycling receptacles and 4 more trash receptacles in the locations depicted on the attached map. Locations are approximate, pending final review by the Public Works Department to determine the space is appropriate for the mounting of the receptacles.

The budget for the project includes a \$2500 donation from Bangor Greendrinks toward the recycling receptacles, and a \$2180 contribution from the Downtown Bangor Partnership for two additional trash receptacles. The Economic Development Department budget has some unused funds this year which will be used to cover the remainder of the cost.

Staff seeks approval of two pieces of this proposal:

1. Approval of the acceptance of a \$2,500 Bangor Greendrinks donation, which will then appear on the Council agenda on March 29 for your final authorization.
2. Approval of the approximate locations of the trash and recycling receptacles, pending final site verification by Public Works.



Memorandum

To: Business and Economic Development Committee
From: Paul Nicklas, Assistant City Solicitor
Date: March 22, 2016
Re: Ordinance - Freestanding Signs - Waterfront Development District

The Bangor waterfront increasingly has become a destination for concerts and other major events. Such destinations typically have signs to identify the location of the event venue; under the current City sign ordinance, however, no freestanding signs are allowed in the Waterfront Development District (WDD), the zoning district in which the waterfront is located.

This ordinance amendment would allow a single freestanding sign on lots over a certain size in WDD. The purpose of the size restriction is to allow a freestanding sign on a large lot such as the main waterfront parcel, but to avoid proliferation of such signs on the smaller lots in the zone, much as such signs are prohibited in the Downtown Development District. The amendment would also place height, setback and similar restrictions on freestanding signs, as is done in other districts where such signs are allowed.

This ordinance amendment would also remove certain language regarding multiple freestanding signs in WDD that has been in the ordinance. This language was inadvertently carried over from a previous version of the sign code.

This ordinance amendment has not yet been first read by the full Council. Staff seeks approval of the Committee to place this amendment on the Council agenda for first reading. It would also be helpful if the Committee indicates whether it would like this matter referred back to the Committee after it has been first read.



CITY OF BANGOR

ORDINANCE, Amending Chapter 260, Signs, of the Code of the City of Bangor, By Allowing a Freestanding Sign in the Waterfront Development District

WHEREAS, the waterfront increasingly has become a destination for concerts and other major events; and

WHEREAS, such destinations typically have signs to identify the location of the event venue;

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BANGOR AS FOLLOWS, THAT

Chapter 260 of the Code of the City of Bangor be amended as follows:

§ 260-7 District-specific standards and limitations.

On-premises signs must meet the standards and limitations of the zoning district in which they are located as laid out herein.

...

E. WDD.

...

(10) Freestanding signs.

- (a) Maximum number of freestanding signs: one.
- (b) Maximum height of freestanding sign: 25 feet.
- (c) Maximum sign area per side of freestanding sign: 200 feet.
- (d) Freestanding sign setback:
 - [1] Front: 0 feet.
 - [2] Side: 5 feet.
 - [3] Rear: 10 feet.
- (e) Freestanding signs shall only be allowed on parcels 10 acres in size or larger.

- (a) ~~Integrated shopping centers (regardless of the number of buildings that meet the definition of "integrated shopping center" on a single lot or within a planned group development) may have one freestanding sign at each access from a public way. Multiple structures on a lot or within a planned group development that meet the definition of an "integrated shopping center" shall be considered a single integrated shopping center. The maximum area of any one freestanding sign shall be 150 square feet. For those centers which have more than four establishments, an additional 16 square feet of area may be added to the freestanding sign for each additional establishment, up to a maximum of 200 square feet.~~
- (b) ~~Properties that are developed as planned group developments pursuant to § 165-69 shall be permitted one freestanding sign per primary use building, provided that the sign is used to advertise a bona fide business conducted, product sold or activity permanently conducted in that primary use building, the sign does not advertise an accessory or support activity, the sign is located within 100 feet of the primary use building, and the sign is located a minimum of 100 feet from any existing freestanding sign.~~
- (c) ~~A property shall be permitted to have two freestanding signs if the signs are on different street frontages and are 500 feet or more from each other.~~

...

§ 260-8 Electronic signs.

- A. Districts. Electronic signs are permitted in the GC & S, S & PS, USD, WDD, BPD, I & S and G & ISD Districts, and on a freestanding sign in a City right-of-way permitted under § 260-11B of this Code, provided they meet all applicable standards, including those standards applicable to all signs. Electronic signs located in a Government and Institutional Service District may only be located on major arterial streets as defined in § 165-13 of the Code of the City of Bangor. In all other districts, electronic signs are prohibited.

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Additions are underlined, deletions ~~struck through~~.

Memorandum

To: Business and Economic Development Committee
From: Paul Nicklas, Assistant City Solicitor
Date: March 22, 2016
Re: Patriot Place - Conservation Easement

Hampden Home Builders is proposing a new subdivision adjacent to Rolling Meadow Drive, near Mount Hope Avenue. As part of the development process, the Maine Department of Environmental Protection is requiring the developer to set aside a section of open land under a conservation easement. The developer has proposed that the City hold the conservation easement.

This conservation easement would protect 26.9 acres of land along Meadow Brook, a tributary of the Penjajawoc Stream, and allow for the development of approximately 30 house lots on the upland portion of the developer's land on the other side of Rolling Meadow Drive. The City would gain rights to install a public trail in the easement, in case the City wishes to do so at some point in the future. The Department of Environmental Protection would also be able to enforce the easement against the developer; the City would not be responsible for any costs or expenses incurred by DEP in doing so.

Staff seeks a recommendation from the BED Committee for accepting the easement. Should the BED Committee make this recommendation, the easement will go to the full Council for final approval.



LOCATION MAP
SCALE 1"=2000'



REV.	DATE	BY	COMMENTS
DATE: 3 SEP 15	DESIGN BY: JRC	SCALE: AS NOTED	PROJ. NO: 611

CONSERVATION LAND PLAN
PATRIOT PLACE
 MOUNT HOPE
 BANGOR, MAINE

RECORD OWNER:
HAMPDEN HOME BUILDERS
 PO BOX 1539
 BANGOR, ME 04402

1"=100'

ENGINEERING & DEVELOPMENT CONSULTING
 PO BOX 282, HAMPDEN, MAINE 04444
 207-682-4700

MEMORANDUM



TO: Business & Economic Development Committee
FROM: Tanya Emery
DATE: March 16, 2016

Waterfront Park Master Plan Update and Endorsement

In 2015 the City commissioned a master plan of the Waterfront Park. The goal is to have this master plan to serve as a guiding document for the year-to-year improvements that happen throughout the Waterfront's various public spaces. In late 2015 we presented a memo on next steps, and have been moving forward on working with FTL and their team for the following:

1. Bathrooms – options, design, cost estimates
2. Community stage – design work, cost estimates
3. Identify a space for a possible play structure that could include splash pad, and should include picnic tables, bike racks, and shade structures.

The below items are underway at the staff level or in partnership with Waterfront Concerts for their leased site:

4. Low cost modifications to space such as additional food trucks, planters, picnic tables, shade structures, flags
5. Fence replacement – already being handled at concert venue by Waterfront Concerts
6. Backstage driveway – already under construction.

Staff seeks endorsement of the BED Committee of the Waterfront Master Plan previously presented, as a formal indication of general support for the direction of the plan. This endorsement does not constitute endorsement of any individual expenditure, as each will be brought to you for discussion.