



**Council Economic and Community Development Committee
Agenda
Auburn Hall – Council Chambers – 5:30 PM March 17, 2016**

1. Call to Order and Introductions

2. Minutes of previous meetings

- Approve February 16, 2016 meeting minutes.

3. Agenda items listed for review

- Solarize Auburn Project (30 Minutes)
- LAEGC Update (10 Minutes)
- Department Budget Presentation – Planning and Development (20 Minutes)
- Committee Priority Overview (20 Minutes) -LAEGC Contract Oversight, TIF Budget and work plans, Neighborhood Revitalization Unit, Lower Barker FERC Relicensing are identified as high priorities but time sensitivity was also considered in drafting the current agenda.
- Adaptive Re-Use Ordinance (15 Minutes)- Vote to support or amend and pass on to the full Council
- CDBG Home Investment (15 Minutes)- Vote if needed

4. Staff updates

- Transportation Center and Great Falls Plaza Sewer Update
- New Auburn Plan Update
- Updates on other initiatives/projects not on the agenda, as well as, any new items/issues that should be discussed by that committee.

5. Next meeting agenda setting

- Establish the agenda for the next meeting.

Auburn Community and Economic Development Committee

Meeting Minutes

February 16, 2016

Committee: Councilors Jim Pross, Robert Stone and Grady Burns

Others Present: Mayor Jonathon LaBonte, City Manager Howard Kroll, Asst. City Manager Denis D'Auteuil, Director of Planning and Development Michael Chammings, Deputy Director of Planning and Development Eric Cousens, City Planner Doug Greene.

Asst City Manager Denis D'Auteuil started the meeting at 5:30 PM.

Housekeeping:

Asst City Manager Denis D'Auteuil asked if the Councilors had decided on a chairperson for the committee. Councilor Jim Pross moved that Councilor Burns would serve as the chairperson for the committee and Councilor Stone 2nd.

Committee decided that the Community and Economic Development Committee would move forward with meeting the 3rd Thursday of each month at 5:30 PM.

Budget Review:

Asst City Manager Denis D'Auteuil went through the department budgets individually taking any questions from the Councilors.

Councilor Pross asked for explanations on the restrictions and funding of Community Development programs.

Councilors asked for the breakdown of the Economic Development Budget of \$361,000. It was stated that \$140,000 is allocated for salaries, \$30,000 for Marketing and \$188,000 towards dues and subscriptions.

Councilor Burns would like to get a list of items to prioritize for the next meeting from Councilors and Staff. LAGC, AVCOG, TIF, Neighborhood Revitalization Unit (NRU) and City Marketing Plan.

ADJOURNMENT

A motion was made by Councilor Robert Stone and seconded by Councilor Grady Burns to adjourn, All in favor.

City of Auburn

Community and Economic Development Committee

The following projects and initiatives have been placed in priority order based on the discussions during the Community and Economic Development Committee meeting held on February 16, 2016. City staff's recommendations are included.

Departments - Economic Development, Planning & Permitting, Community Development

Projects/Initiatives

1. LAEGC contract oversight – **(Economic Development)** Ongoing. Council order 52-06162014 authorized a 2 year MOU for LAEGC services. Work with Committee to review progress and ensure deliverables are on time.
 - ABDC business park lot sales and future relationship with City of Auburn - **(Economic Development)** Review LAEGC marketing efforts to date and work with LAEGC to promote sales.
 - Downtown Development program recommendation and implementation (Comprehensive Plan Implementation Item) - **(Planning & Permitting)** Previous Economic Development Staff had proposed a downtown development strategy as part of the budget that received mixed reviews from the previous council and we now have 5 out of 7 new Councilors. This report is due on the day that our new director starts. It is recommended that we revisit the previously set goals and modify the strategy.
 - City Marketing Plan – **(Economic Development)** There have been numerous regional marketing efforts that brand and market "LA" or Androscoggin County. While these are useful, Auburn may have a unique "product" to offer within the regional market. The committee should consider this possibility and review options.
 - Program Guidelines - **(Community Development)** Revisions to Homebuyer, Homeowner Rehab, Residential and Small Business Program guidelines. Some updates are required to comply with HUD requirements. Also a new approach to Small Business and Homebuyer Programs
2. TIF Budgets and Work plans – **(Economic Development)** Staff review of current status and projected revenues and then work with Committee to determine work plans and future programs.

City of Auburn

Community and Economic Development Committee

3. Neighborhood Revitalization Unit –in October 2015, Mayor LaBonte’ met with city administration to discuss the drug issue and what efforts could take place to focus on our CDBG targeted neighborhoods, from those meeting this unit was developed. Efforts are underway to create the unit consisting of members from police, fire, and code enforcement. This item will be on the January 25, 2016 workshop.
4. Lower Barker FERC Relicensing – **(Planning & Permitting)** The Lower Barker Dam is operated by Kruger Energy Inc. and generates hydroelectric power on the Little Androscoggin River. Its Federal Energy Regulatory Commission (FERC) license is up for renewal in 2019 and the process to review the renewal has already started. The City is a stakeholder, mainly advocating for recreational improvements in the project area. To date, staff time has been the only cost incurred by the City in this process.
5. Community Development Budget – **(Community Development)** Establish a budget for FFY2016 Community Development and HOME Investment Partnerships Programs. Budget process controlled by funder, Department of Housing and Urban Development. Required citizen participation by Citizens Advisory Committee; 30 day comment period; public hearing.
6. Downtown Transportation Center construction and bus operations plan – **(Planning & Permitting)** The Planning and Development Office is assisting Lewiston Auburn Transit Committee and ATRC in the construction plan development and review, and providing utilities to the site (Great Falls Plaza) and taking the lead role in coordinating utility installation to the greater Great Falls Plaza area. Providing water, sewer and electric to the Great Fall Plaza area will allow the future development of the Great Falls area to proceed. The DATC has been located to allow for the planned new streets and development sites in Great Falls Plaza including a potential city owned parking garage.
7. Property Maintenance Ordinance/Dangerous Building (Comprehensive Plan Implementation Item) – **(Planning & Permitting)** The City has considered a property maintenance ordinance approximately every 10 years since the 1980’s. Considerable staff time goes into drafting an ordinance each time and it has always been rejected by the Council. We have a very outdated housing code and staff has drafted updates to address the most common housing maintenance issues related to housing. As a compromise staff recommends considering those housing code updates to address current issues, which may receive less public opposition than a full maintenance code, as an important step in the right direction. If desired by the Council we could then reopen a property maintenance code discussion with some needed updates already in place.
8. Form-based Code (Comprehensive Plan Implementation Item) – **(Planning & Permitting)** The Comprehensive Plan identifies the goal of encouraging new

City of Auburn

Community and Economic Development Committee

development that occurs in manner that reflects of a traditional downtown development pattern. The Form Based Code was determined to be the best way to do that and allows for reduced setbacks, more specificity on building placement and less focus on uses within buildings. The Planning Board worked through nearly 2 years of workshops and public meetings to draft a proposal for the Council to consider. That proposal is ready for the Council as soon as we can get a spot on a workshop agenda

9. Downtown Passenger rail policies and state study – **(Planning & Permitting)** The City appropriated \$50,000 towards a passenger rail study after the legislature mandated that the City do so. We need to get an update on the report from MDOT and review progress with the committee. Eventually this will likely result in some recommendations to the entire Council.
10. New Auburn Greenway/Riverway Development (Comprehensive Plan Implementation Item) – **(Planning & Permitting)** The 2009 New Auburn Master Plan was incorporated into the 2010 Comprehensive Plan, laid out a vision for the New Auburn Business District and called for a New Auburn Village Center District Revitalization Plan to support growth and development in the area. The plan also called for expansion of the TIF District so funds from the larger downtown could be used for improvement of New Auburn and both of those were completed in 2014. The current effort is to design and permit the place called for in the earlier studies and plans and work out the details through a public process. See page 9-13 of the New Auburn Master Plan for details.
11. Minot Ave/Downtown Gateway Improvement (JDA with Miracle Enterprises) (Comprehensive Plan Implementation Item) – **(Planning and Permitting)** Mechanics Savings bank started the gateway improvements along their frontage on Minot and Elm and will be reimbursed for that cost through TIF revenues from their project. Miracle Enterprises desires similar improvements along their frontage and improves access as part of the project. Staff proposed purchasing the gas station on the corner of Minot and High Streets to implement the Gateway Transition District plans but it was determined by the Council to be too costly in 2015. See Future Land Use Plan and Gateway Transition District Pages numbered 81 and 107 of the Comprehensive Plan for details.
12. Norway Savings Bank Arena retail market study for mall area – **(Economic Development)** Increased economic activity was a major goal of constructing the arena. We have heard anecdotal evidence of increased sales at retailers and restaurants and higher occupancy rates at lodging facilities during major events at the arena. The previous council wanted to quantify that increase in sales. Quantifying that increase would be interesting information but will require funding a study and staff is not sure how that information would be used to create returns. One option might be to quantify the number of people and collect demographic information on the users of the facility

City of Auburn

Community and Economic Development Committee

that could be used in addition to existing demographic information to market the mall area to additional retailers.

13. CDBG 5 Year Plan update and committee oversight – **(Community Development)**

The 5 Year Consolidated Plan document also includes the Action Plan. The Action Plan is a document that describes the activities that will be undertaken, goals and objectives that will be pursued, and a spending plan for Community Development and HOME funds each year.

14. Auburn-Lewiston Consortium Agreement – **(Community Development)** Adoption of Mutual Cooperation Agreement to continue receiving HOME Investment Partnerships Program funds.

15. Joint Land Use Planning/Mt. Apatite (Comprehensive Plan Implementation Item) – **(Planning & Permitting)** We received a grant from the Office of Economic Adjustment to review the National Guard Use, Mt. Apatite and surrounding areas to improve how the recreational, residential and National Guard uses interact with each other. The goal was to identify existing and potential concerns or conflicts and recommend solutions and actions moving forward. We developed the 2014 Joint Land Use Study to summarize the issues and findings. One of the recommendations that was most controversial was a potential lane swap between the City and Maine Army National Guard because the ball fields are on Federal Property. The Army Corp of Engineers proposed a land swap that favored the Federal Government and the City responded with questions about assumed land values. The ACOE informed the Guard and the City that they had not budgeted to respond to questions and we could resume the discussion when the budget issue was resolved and they could provide some answers. It has been approximately a year now and they have not provided a response. Copies of the correspondence are available for additional details.

16. Great Falls Art Center – **(Planning & Permitting)** Over the past few years staff has discussed the redevelopment potential of this site with CLT and developers. CLT cannot effectively maintain and improve the historic structure that they occupy due to funding constraints. A tax credit redevelopment is seen as the best opportunity to establish a center for the arts at this location that includes other commercial space and residential units to fund the rehabilitation and construction of additional structures. This will also increase taxable value on a currently exempt site and provide an arts anchor in Auburn. We are currently reopening conversations with CLT to regain site control.

City of Auburn

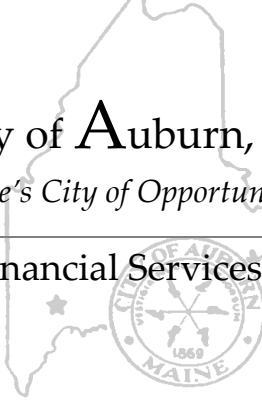
Community and Economic Development Committee

17. Recreational Planned Use Development - (Planning & Permitting) The Comprehensive plan identifies commercial recreation facilities as an opportunity for Auburn to capitalize on, but also allowing housing or other related uses to generate revenue and preserve the existing recreational assets if they are not highly profitable. We received a citizen petition in 2012 from the owner of a golf course to make changes to the zoning that would allow housing, hotels or other uses in concert with recreational uses. While the draft was vetted by staff and the Planning Board through a lengthy public process, the Council chose not to approve it.
18. Agricultural Zone review (Comprehensive Plan Implementation Item) – (Planning & Permitting) Auburn has some of the most restrictive Ag zoning (as it relates to housing) in the country and the zone covers approximately 40% of the land in our City. This has been an essential growth control to minimize costs of servicing the hinterlands of Auburn and preserving land for higher value industrial uses, open space and recreation. According to recent agricultural news, Maine has seen the largest growth in small farms of any state in the country but we are not seeing that in Auburn. The Comp Plan calls for reviewing our Agricultural Standards to see if we can promote additional agriculture in Auburn while still controlling increased service costs. The Council asked staff to work on this discussion in lieu of acting on an individual change to the zoning and then asked us to obtain a grant to fund the project. We were unsuccessful in obtaining the large grant but have started the baseline mapping and inventory to move the discussion forward if it is still a priority for the new Council. See page 108-109 of the Comp Plan for additional details.
19. Housing zone change that was deferred by last City Council – (Planning & Permitting) We received a petition from 25 registered voters to allow flexibility in home locations on parcels that are split between residential and agricultural zoning districts. See page 109, last paragraph- 110 of the Comp Plan for details. The change was debated, modified and recommended for approval by the Planning Board, however, the Council deferred action until we could complete a larger discussion about the Agricultural Zone noted above.
20. Complete Street implementation/Bike-Ped ordinances – (Planning & Permitting) Study was put on hold last summer; recently got the consultant team back on track with coordination of staff from Auburn, Lewiston, ATRC, Maine DOT, and FHWA. Three tasks of study are: 1) Recommendations for select arterial streets, 2) Best Practices Manual/Design Guide, and 3) Recommendations for connections across Main St, Lewiston, for Riverside Greenway to Simard-Payne Park. Anticipating a public workshop late Spring, with completion in June 2016.

City of Auburn

Community and Economic Development Committee

21. Comprehensive Plan Implementation – **(Planning & Permitting)** We were on a schedule of providing overview/ updates in May of each year and that ended under the previous City Manager. Many of the items listed in the Community and Economic Development category are in fact implementation Items from the Comp Plan including the New Auburn/Riverway development, Minot Ave Gateway, Form Based Code, Joint Land Use Plan/ Mt. Apatite, Great Falls Art Center, Ag Zone Review and the Housing Initiative that was deferred by the Council last year. Implementation of the Comp Plan is an ongoing task that guides daily decisions and advice provided by staff to residents, business people and developers. Predictability is essential to attracting investment and staff relies on the Comp plan for direction. If there are things that the Council would like to change we would welcome that discussion to ensure that we are promoting the current Council's goals as laid out in the long range Comp Plan.



City of Auburn, Maine

"Maine's City of Opportunity"

Financial Services

Solarize Auburn

Request for Proposals from Solar Photovoltaic Installers

This Request for Proposals (RFP) is available online at:

<http://www.auburnmaine.gov/Pages/Government/Bid-Notices>

Please check online for updates prior to completing and submitting a bid.

All responses to this RFP must be sent electronically to Derek Boulanger, Facilities Manager/Purchasing Agent at dboulanger@auburnmaine.gov no later than **2:00pm on Thursday, XXXXXXXX, 2016**. All bids will be open shortly after 2PM on **XXXXXXXX, 2016**.

Installers may be asked to attend an in-person interview with a community selection committee during working hours the week of **XXXXXXXX, 2016**, to be held in the Community Room, Auburn City Hall, 60 Court St., Auburn, ME 04210.

Please direct questions or feedback regarding this RFP in writing to Derek Boulanger, Facilities Manager/Purchasing Agent: dboulanger@auburnmaine.gov

Table of Contents

3 Program Summary

Section One: Program Overview

- 4 A) Program Goals and Overview
- 5 B) The Solarize Auburn Process
- 6 C) Program Partners and Roles
- 7 D) Timeline
- 7 E) Detailed Installer Commitment

Section Two: Application Process

- 9 A) Eligible Applicants
- 10 B) Application Deadline
- 10 C) In-Person Interviews
- 10 D) Questions and Contact Information
- 10 E) Guidelines for Installers Interested in Bidding as a Consortium

10 Section Three: Proposal Requirements

11 Section Four: Evaluation Criteria

Program Summary

The City of Auburn, Maine (“the City”) requests proposals from solar photovoltaic (“PV”) installers (“installers”) for solar PV installations in the Solarize Auburn (“Solarize”) program.

The City has been collecting the names and email addresses of residents interested in learning more about solar and how a “bulk purchase” can bring the cost of installation down for everyone involved. All leads will be forwarded to the selected Solarize installer (as of XXXXXXXX, 2016, the City has a list of XXX interested residents). This partnership is designed to lower customer acquisition costs and transfer savings directly to customers. The City seeks proposals from installers who can provide competitive tiered pricing for a direct-ownership model for solar PV installations at private residences. While this program is primarily for residences, small farm enterprises and small businesses are also welcome to participate. Given the potential complexity that farm and small business installations can create, the City cannot guarantee that small farms and businesses will be eligible for the special pricing.

The City’s role is to bring property owners interested in investing in solar power together and to identify an installer or group of installers to get the job done at a lower cost to residents. The City will also work with local lenders to identify opportunities for financing. The City is not, in any way, providing a financial incentive for participation.

A consortium consisting of more than one installer may bid collectively on this proposal, as long as the partnering installers take responsibility for managing the partnership and maintaining a simple message and point of contact for residents. Relevant experience, quality and value of services and equipment, capacity for implementation of the Solarize program, proposed pricing, and unique or creative offerings will be factors in the selection process.

The purpose of Solarize Auburn is to increase the rate of solar use.

Solarize Auburn was inspired by similar programs in Maine, New Hampshire, Massachusetts and Connecticut.

SECTION ONE – Program Overview

A. Program Goals and Overview

i. Program Goals

Solarize Auburn is aimed at making residential solar PV energy more accessible to residents.

The goals of Solarize are to:

- 1) Lower the cost of solar energy by reducing customer acquisition costs and transferring those savings directly to residents; and
- 2) At least double the number of residential solar installations in the community over the course of this project.

ii. Program Overview

Solarize is designed to overcome common barriers to going solar at a residential scale:

A) Consumer Confidence

- Solarize is designed to bring residents interested in solar energy together, provide them with information, competitive pricing and an easy start, and take the next step when they're ready (e.g. a free site visit, signing a contract to go solar).
- Solarize is designed to be as transparent as possible. All Solarize pricing is posted online, along with details about the Solarize program, and lists of other installers in our area.

B) Cost

- Outreach done by the City helps reduce typical customer acquisition costs and can lead to numerous installation jobs for the selected installer. These factors help installers bidding on Solarize Auburn to offer competitive pricing, often discounted below their typical installation prices. Their pricing is also tiered, meaning the cost goes down for everyone as more residents sign up to go solar.
- Financing may be necessary to make solar feasible for many residents. A list of known financing options will be prepared by the City and distributed on an as needed basis. The City will work with local lenders to improve those options. Any financing options that an installer has to offer should be described in the Company Profile narrative (Form B-1, page 2)

C) Inertia

- A critical component of any Solarize program is its deadline. Residents must sign a contract with the partner installer by a certain date in order to take advantage of the special tiered pricing offer. This deadline helps motivate residents to take action.
- The tiered pricing structure serves as a motivator for residents to talk with their neighbors about Solarize and encourage one another to take action. More neighbors going solar means lower prices for everyone.

B. The Solarize Auburn Process

The City will create a small installer selection review committee (selection committee) including an independent technical consultant to help throughout the selection process. See Page 11 for evaluation criteria.

In the event that a bid is found to be incomplete, or the selection committee has a question or request, the bidding installer will be notified and given three business days to respond.

The selection committee may invite one or more installers for an interview (likely during the week of XXXXXX, 2016).

The City expects installers to submit competitive and realistic bids. Bidding installers should not sacrifice their bottom line or the quality of their equipment and services in order to participate in this program. The equipment and services included as part of the tiered pricing proposal should be representative of a typical roof-mount system. Cost adders should truly be adders, not commonly required components. Cost adders can also include options that would reduce system cost. For homes that aren't candidates for solar installation, the City expects the selected installer to work with the City in identifying a potential site for a solar farm.

Program Implementation

The City expects the selected installer to hold an informational meeting with potential solar customers. The City will advertise this meeting using their list of residents interested in learning more about solar as well as other forms of communication such as the City website, public access TV, and local news publications. The City will provide the location for the meeting. Once the installer and potential solar users are brought together, the City will no longer be involved.

Solarize Auburn is meant to catalyze many small-scale residential solar installations. Any resident of Auburn can contact the selected installer to receive a site visit and quote (at no charge) based on the equipment and special tiered pricing outlined in the installer's bid. Residents must sign a contract with the selected installer by the program deadline in order to be eligible.

Residents of Auburn are free to seek bids and work with other installers, and non-Solarize installers are free to continue marketing and doing business in Auburn. The City will be open with the public about the installer selection process and the fact that the Solarize partnership in no way limits customer choice. Competition among installers during the Solarize campaign is expected and typically healthy. Any installations contracted during the Solarize program with non-Solarize installers will *not* be counted as progress toward the tiered pricing established by the Solarize installer.

The City is committed to working with small businesses and farm enterprises as well as residents. If there is a known demand for solar installations for farms and small businesses, the City will organize a forum to address unique challenges and opportunities for each group with respect to going solar. Installers will be expected to work with farms and small businesses, and be familiar with any unique incentives or tax considerations available to these potential customers. Any of these small businesses and farms that participate will count toward the tiered system of pricing. Installers may establish limitations in size or other aspects of a potential system for small businesses and farms. If so, that information should be included in Form C- Core Solarize proposal.

Installer

The partner installer (or consortium of installers) will offer transparent and competitive tiered pricing, collaborate with the City on outreach and lead tracking throughout the program, and provide Solarize customers with a turnkey inquiry-to-installation process that will make them want to encourage their neighbors to go solar too. Detailed installer responsibilities are outlined in the following pages.

The following chart outlines specific partner roles and responsibilities:

	City of Auburn	Installer
Securing Solarize Partners	<ul style="list-style-type: none"> • Release RFP to installers; facilitate the installer selection process • Using various communication resources, make residents aware of Solarize Auburn and maintain a list of residents interested in participating • Evaluate installer proposals and select a partner installer • Work with local lenders and Efficiency Maine to identify low cost loan options 	<ul style="list-style-type: none"> • Submit competitive bids
Reduce Cost to Customer	<ul style="list-style-type: none"> • Provide online resources and handouts detailing available incentives and financing options 	<ul style="list-style-type: none"> • Free site visits • Competitive, tiered pricing • Help customers understand and apply for available incentives • Assist customers in assessing purchase / financing options

Marketing/ Outreach/ Education	<ul style="list-style-type: none"> • Manage website as a central resource for program info • Provide updates to residents who have asked to be included in the program • Attend and support key community outreach events 	<ul style="list-style-type: none"> • Prepare a presentation for the Solarize launch event • Answer technical questions from residents • Optional: supplement community outreach (e.g. direct mail, yard signs, etc.)
	<ul style="list-style-type: none"> • Communications and media strategy/support • Manage attention from regional media outlets 	<ul style="list-style-type: none"> • Provide relevant information for the Solarize Auburn website, and link to the Solarize website on the installer's website • Cooperate with partners to provide content (e.g. photos, stories) and accommodate media
	<ul style="list-style-type: none"> • Participate in bi-weekly check-in calls 	<ul style="list-style-type: none"> • Provide site assessments, system design, and turnkey installation • Participate in bi-weekly check-in calls
	<ul style="list-style-type: none"> • Receive and manage bi-weekly reports from installers • Track leads generated from website form(s) • Ensure all partners have access to up-to-date contacts 	<ul style="list-style-type: none"> • Track leads and contracts

C. Timeline

RFP for Installers: Released	XXXXXXXXXX, 2016
RFP for Installers: Due	XXXXXXXXXX, 2016 2:00 pm
Community selection committee and an independent technical consultant to review proposals and to hold interviews with installers (if deemed necessary)	Week of XXXXXXXX, 2016
Installer selected	Week of XXXXXXXX, 2016
Solarize Launch Events	Between XXXXXXXX – XXXXXXXX, 2016
Deadline to sign a contract with installer to receive special pricing	XXXXXXXXX, 2016
Expected program finish date (depending on number of contract signed)	XXXXXXXXX, 2016
Survey Solarize Auburn participants (customers and installer(s))	XXXXXXXXX, 2016

D. Detailed Installer Commitment

Collaboration with the City

- a. Participate in bi-weekly calls with the City;
- b. Participate in community events throughout the program where appropriate (participation at the launch event is required);
- c. Collaborate with the City on press releases; developing additional marketing materials, including (but not limited to) providing or helping to obtain photographs, statements of support, testimonials, or other information for use in Solarize marketing;
- d. Collaborate with the City to recommend alternative opportunities, where appropriate (i.e., through solar farms or other renewable energy projects), for interested residents without feasible sites for a solar PV project;
- e. At the end of the program, meet with the City and provide feedback, including insights about customer decision-making process, motivations to install or not install solar, suggested program improvements, and the efficiency of different outreach strategies.

Ownership and Pricing

- a. Provide a dollar per watt (\$/W) purchase price for a typical, all-inclusive, roof-mount installation that will decrease by tier levels as the total contracted capacity of solar PV within the community increases (see Form E). Tier levels shall be determined by the install;
- b. Provide a list of additional system features (see Form E) which may be preferred or required in some (but not the majority of) cases and would impact the final project cost. This list of adders and associated costs will be published with other pricing information;
- c. Provide all customers within the community with pricing at the appropriate tiered level. Any contract between the installer and the customer must acknowledge the current tier price and lay out a process through which the final system cost will be adjusted and reconciled to reflect the community's final tier price after the program deadline. The contract must also include a guarantee that the work will be completed as proposed along with a remedy if the work can't be completed.

Marketing Materials, Presentations, and Claims Made Throughout the Program

- a. All partners must refer to the Program as "Solarize Auburn" in all community outreach materials and marketing efforts, and direct individuals interested in participating in the Program to XXXXXXXX XXXXXXXX@auburnmaine.gov;
- b. All installers must ensure that any media they produce does not claim to represent the opinion or position of the City of Auburn;
- c. All installers must use a reasonable escalator rate for predicted utility price in all marketing and in predicting payback periods, and make clear that all figures are based on given assumptions;
- d. All installers must use an average current utility rate based on current electricity rates (including any increases that have been approved by the Maine Public Utilities Commission) in the area in all marketing and make clear that rates are based on averages;

- e. All claims regarding federal tax credits should include a suggestion to contact a tax professional;

Tracking

- a. Installers must track the pricing associated with each project, detail why a specific project requires additional costs (if applicable), and provide all information regarding final project cost and composition to the City at the end of the program;
- b. Installers must provide the City with regular tracking reports (at minimum every other week);
- c. Installers will communicate to all leads verbally at the time of the site visit that their contact information and project status will be shared with the City, but only for the purpose of measuring the success of the project and to calculate the savings to residents by participating in the program;
- d. Installers will communicate to customers verbally that their contact information and project status will be shared with the City unless the customer requests otherwise;
- e. Installers will notify the City of any leads who, at any point in the program, request their information not be shared.

Customer Service

- a. Installers will provide links to the City of Auburn website (www.auburnmaine.gov) where appropriate on the installer's website;
- b. Installers will provide appropriate Solarize customer contact information to be posted on Solarize marketing materials and web pages;
- c. Installers will contact all customers who request a site visit or submit an inquiry within two business days;
- d. Installers will make every attempt to complete site visits with Solarize leads within two weeks of first contact, and will clearly communicate with leads about the expected timeline and any changes in that timeline;
- e. Installers will provide objective information to enable customers to choose among any solar financing options offered or otherwise available;
- f. Installers will work with customers to identify and apply for available incentives, and all Solarize projects applying for incentives must meet requirements for incentive eligibility;
- g. Installers will maintain high standards of quality and value when presenting proposals to Solarize leads and aim to design high-efficiency systems;
- h. Installers will be familiar with and comply with all relevant codes and requirements, at the local, state, and federal level, for all installations to be completed through the Solarize program;
- i. Installers must outline and be prepared to enact a contingency plan in the event that the customer service expectations described are not being met (as determined by the City) due to an increased volume of leads or any other reason.

SECTION TWO – Application Process

A. Eligible Applicants

In order for an installer to be eligible to submit a proposal, the installer must:

- a. Demonstrate experience and proficiency in solar PV installations, be a NABCEP certified installer, and have at least (1) one master electrician on staff.
- b. Submit a proposal that meets all of the threshold review criteria outlined in Section Four.

B. Application Deadline

Responses to this RFP must be received by the City of Auburn no later than **2:00pm on Thursday, XXXXXXXX, 2015**. Proposals should be in PDF format and attached to an email sent to Derek Boulanger at dboulanger@auburnmaine.gov. Please label your proposal materials clearly. Derek can be contacted directly at 207-333-6601 ext 1135 if you have any questions, concerns, or technical difficulties in submitting your proposal.

C. In-Person Interviews

Depending on the RFPs received, the City may opt to interview prospective installers. If so, the interviews will be held at the Auburn City Hall, the week of XXXXXXXX, 2015, between 9am and 5pm (specific day and times to be determined).

D. Questions and Contact Information

Please contact Derek Boulanger, Facilities Manager/Purchasing Agent for the City of Auburn, with any questions (contact information below).

Derek Boulanger
dboulanger@auburnmaine.gov
(207) 333-6601 x1135

E. Guidelines for Installers Interested in Bidding as a Consortium

A consortium consisting of more than one installer may bid collectively as long as the partnering installers take responsibility for managing the partnership and maintaining a simple message and point of contact for residents. Partnering installers should strive to maintain the following critical program components:

- A single lead contact person for the partnering installers is identified;
- A single tiered pricing structure, or a pricing structure that is otherwise simple for potential customers to understand; and
- Protocols are established with regard to the shared responsibility and assignment of individual projects to participating installers. Partnering installers take full responsibility

for managing their relationship. The City will be focused on gathering leads and cannot be expected to manage relationships between multiple installers.

SECTION THREE – Proposal Requirements

Required Forms to be completed:

- A. Installer Contact Information – Form A** (If applying as a consortium, complete only one form on behalf of the group)
- B. Company Profile Forms B-1 and B-2** (If applying as a consortium, each partner installer must complete a separate form)
- C. Core Solarize Proposal Form C** (If applying as a consortium, complete only one form on behalf of the group)
- D. Equipment and Pricing Proposal Form D** (If applying as a consortium, complete only one form on behalf of the group)
- E. Authorized Signature Form Form E** (If applying as a consortium, complete only one form on behalf of the group)

The forms listed above are available online at:

www.auburnmaine.gov

Required Attachments:

- ☐ **Sample Solarize customer contract (for a residential system)**
- ☐ **Sample Solarize customer proposal (for a residential system)**
- ☐ **(if applicable) Sample terms for any lease/ or other financing options offered**
- ☐ **(if applicable) Explanation of any lease or financing options offered and how they will be incorporated into the program, particularly with respect to the tiered pricing model.**

SECTION FOUR – Evaluation Criteria

Threshold Requirements: The City will review all bids for completeness prior to forwarding bids to the selection committees. If the City finds any bid to be incomplete, the installer will be notified and given three business days to produce any missing information. Bids will be considered complete if each of the required forms is present and completed, and each of the required attachments is present (see Proposal Requirements in Section 3 above).

Evaluation Criteria: Complete bids will be evaluated by a selection committee selected for this purpose only. An independent technical consultant??? will be available to support the group. Selection of an installer will be based on the following criteria:

- **Relevant experience** of the installer company and its staff;
- **Overall quality and value** of the proposed services and equipment;
- **Solarize implementation** – the installer’s ability to provide timely and high-quality customer service and installation services given the expected volume of leads generated by Solarize outreach, as well as to collaborate with community volunteers;
- **Tiered pricing** and cost adders proposed by the installer are clear and offer good value;
- **Unique or creative offerings** – e.g. unique technologies offered, unique business model, creative outreach ideas;
- **Commitment to growing the use of solar in Auburn** – see below.

The goal of Solarize Auburn is to increase the rate of adoption of solar in Auburn, and to sustain that momentum beyond the timeframe of this program. Strong installer partners will demonstrate commitment to building the market for solar energy beyond their participation in Solarize. In determining an installer’s ability to continue solar installations after the project, the following will be considered:

- Does the installer have a history of solar installations in the Auburn area?
- Has the installer demonstrated a commitment to growing a strong market for solar in Auburn throughout and beyond the Solarize program?
- Are any relevant members of the installer team based in the Auburn area?
- How far will the installer have to drive to reach Auburn?
- Where is the installer’s business headquarters located?



Professional design, installation and service of solar energy systems

Solarize Campaign

The goal of a Solarize campaign is to make residential solar energy more accessible to home owners. It is designed to lower the cost of solar energy by offering a group purchasing discount, and to increase the number of solar installations in a community over the course of the campaign. The solarize program is designed to bring together residents interested in solar together, to provide them with information and competitive pricing and then take them to the next step, providing a quote for their home. The town's role will be to help with outreach, to assist with customer acquisition, and in return the selected installer will provide a competitive price, offering a discount below typical installation prices. The pricing structure is tiered, decreasing as the number of participants increase. The program is set to a specific timeframe, with a deadline for when people need to sign up to partake in the Solarize campaign. This deadline is important as it helps to motivate residents to take action. The tiered pricing structure serves as a motivator for residents to talk with their neighbors about the program, and encourage one another to sign up!

The town puts out a request for proposal, RFP, asking for installers to submit competitive and realistic bids. Equipment and services included as part of the tiered pricing proposal should be representative of a typical roof mounted system, with a list of cost adders included. For homes that aren't good candidates for solar, the homeowner should be identified as a potential solar farm member. The town will help to acquire new customers and to spread the word of the Solarize campaign; the installer will be expected to hold an informational meeting with interested potential customers. The town may provide the location for the meeting and help to promote it; the selected installer will be tasked with presenting and with providing site evaluations for those homeowners interested.

The solarize campaign is meant to catalyze small scale residential solar installations. Any resident within the town may contact the selected installer to receive a quote. Residents must sign a contract with the selected installer by the program deadline in order to be eligible. Residents are free to seek bids and work with other installers. Competition among installers during the Solarize campaign is expected and typically healthy. Installations contracted during the Solarize program with a non-selected installer will not be counted toward the tiered pricing structure established by the selected Solarize installer.

The town will want to create a timeline for the Solarize program. The RFP submittal deadline should be due two weeks to a month after it's been announced. The town will want to establish a committee to look through the proposals they receive, the town may choose to have an interview process with some of the potential selected installers. Once the installer is selected the Solarize campaign should be launched shortly after that. The program should run for about two – three months, allowing time for the selected installer to provide site evaluations and to host community outreach programs to raise awareness around the program. Local businesses could get involved by offering gift cards or promotional items for those who participate.

91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

www.revisionenergy.com

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777



Professional design, installation and service of solar energy systems

Businesses can also participate in the Solarize campaign as well, benefitting from the tiered pricing structure and also may choose to go after grants that are available to them.

After the Solarize campaign deadline closes a tally will be taken on its success, how many site visits were created versus how many jobs, etc. Press releases will be sent out throughout the process to generate excitement around it and to show people how it's working. This is a model that can be replicated in other towns, and your town can serve as a model to how solar energy can be promoted!

91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

www.revisionenergy.com

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777



Professional design, installation and service of solar energy systems

53 kW Solar PPA Proposal- City of Auburn



Engineer's Rendering of 52.52 kW Solar Electric System at the Arena Garage in Auburn, ME



91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

14 Dixon Ave
Concord, NH 03301

(603) 415-0151

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777

www.ReVisionEnergy.com



Professional design, installation and service of solar energy systems

October 5, 2015

Derek Boulanger, Facilities Manager/Purchaser
City of Auburn
60 Court Street
Auburn, ME 04210

Dear Derek,

Thank you for considering ReVision Energy as the City of Auburn's solar partner. We appreciate this opportunity to offer a solar energy project that delivers a strong economic and environmental return on investment to the City of Auburn, at zero up front cost to the city.

Based on an analysis of your city-owned building and energy usage, ReVision Energy is proposing a 52.52 kilowatt ("kW") grid-tied solar electric system to be located on the rooftop of the Arena Garage. The proposed solar electric system would consist of two-hundred two (202) Q-Cell 260-watt photovoltaic modules, or equivalent, and four (4) SolarEdge 10000-US grid tied inverters, or equivalent. The project will reduce City of Auburn's energy costs over time while eliminating roughly 52,000 lbs. of CO2 emissions annually from regional fossil fuel power plants by producing 53,000 kWh of clean solar energy per year.

With this letter, ReVision is offering to finance, build, own and operate the \$145,739 project using a Solar Power Purchase Agreement ("PPA") ownership structure. PPAs are now being used nationwide as the least-cost pathway to develop renewable resources for non-profit institutions. The power of a solar PPA is twofold:

- First, using 3rd party financing would allow the City of Auburn to host a large scale solar project at zero upfront capital cost, and to buy clean, renewable solar power generated on its own rooftop at roughly the same price as "brown" power from traditional utility sources.
- Second, the PPA allows the project to benefit from federal tax credits equal to almost half the project cost. Once the tax credit recapture period expires in six years, the city will have the ability to acquire the system at a fraction of its original cost.

91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

14 Dixon Ave
Concord, NH 03301

(603) 415-0151

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777

www.ReVisionEnergy.com



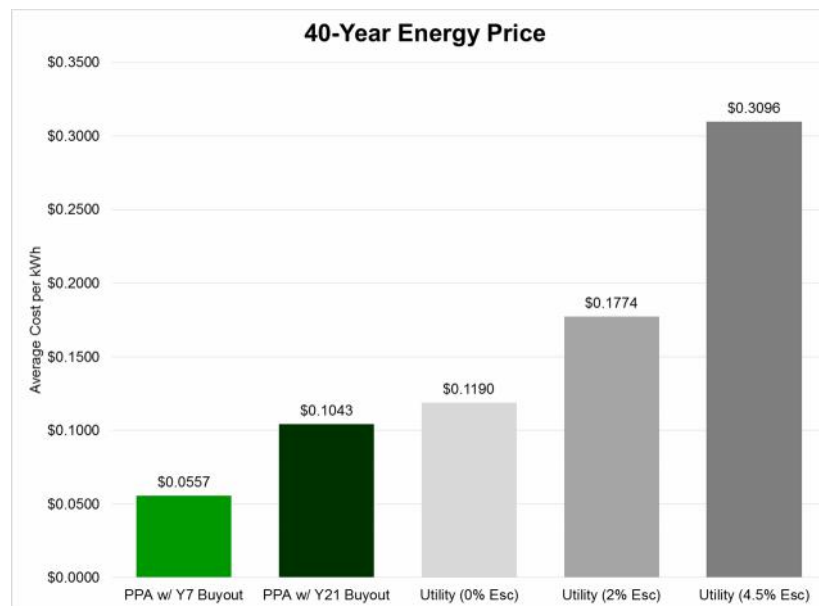
Professional design, installation and service of solar energy systems

The ReVision Solar PPA

Here's how it works. Under the terms of the PPA proposal, ReVision Energy is offering to finance, own and operate a 52.52 kW solar array worth \$145,739 on the rooftop of the Arena Garage for a contract term of twenty years, with an option for two five-year extensions. Placing the system in private ownership enables the project to capture federal renewable energy tax credits that are unavailable to the city. The city would purchase all electricity from the system at the PPA rate shown in the schedule on the following pages.

The ReVision Solar PPA is designed to be competitive with market rates, yet also overcome the lack of renewable energy incentives in Maine. We do this by establishing two Solar PPA price components. First, the base price is set in year one at the city's current CMP rate, which allows the city to purchase "green" solar power for the same price as "brown" electricity from traditional fossil fuel sources. Second, the initial PPA price is designed to rise at a slower rate (3%) than historical trends for Maine's commercial electricity rates (4.5%), meaning you can continue to buy green power for less.

Additionally, a solar energy premium is included in the solar PPA rate schedule beginning in year seven in order to encourage City of Auburn to purchase the solar project on day one of year seven. Should the city choose to purchase the solar project in year seven, it will avoid the solar energy premium and all power generated by the solar project will be essentially free. More importantly, as explained below, at that time if the city decides to purchase the system outright, it can lock in long term solar savings for the remaining 30+ years of the project life. This is where the real benefits can occur.



91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

14 Dixon Ave
Concord, NH 03301

(603) 415-0151

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777



Professional design, installation and service of solar energy systems

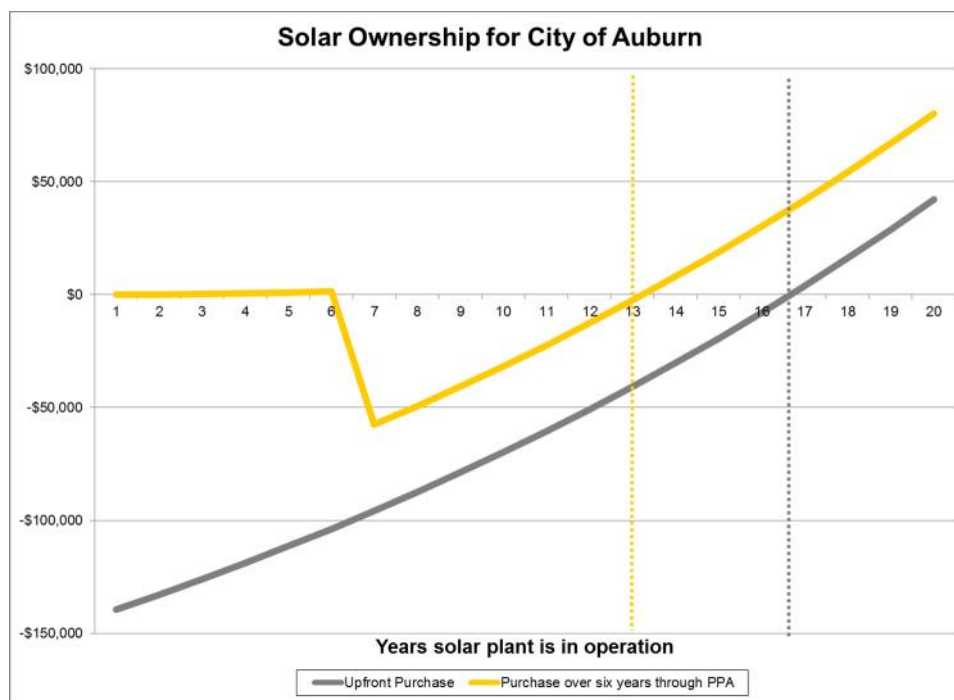
The Solar PPA Buyout Option:

After six years, the City of Auburn will have an annual opportunity to compare the solar PPA rate to the market, to look at capital and borrowing opportunities, and to determine whether it is a better choice to keep buying solar power from its own roof, or to purchase and own the solar arrays at their then fair market value.

ReVision currently estimates the Year 7 buyout for this project would be \$67,149 (equal to 46% of original cost). Based on current electric rates and recent historical trends, we estimate that if the city bought the system at the start of Year 7, it would breakeven by Year 13 (6 years) and thereafter all the electricity generated thereafter is essentially free.

Solar arrays have a productive commercial lifetime of forty years or more. Even assuming periodic replacement of inverters, this means the long-term savings to the city will be substantial. Should the city elect to purchase the system in year seven its total savings (including energy payments during years 1-6) are estimated to exceed \$80,000 over the 20-year life of the PPA.

Beyond the 20-year PPA, the system will continue to produce electricity in years 20-40. City of Auburn's savings are estimated to be over \$490,000 over the life of the system. See illustrative graphs below.



91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

14 Dixon Ave
Concord, NH 03301

(603) 415-0151

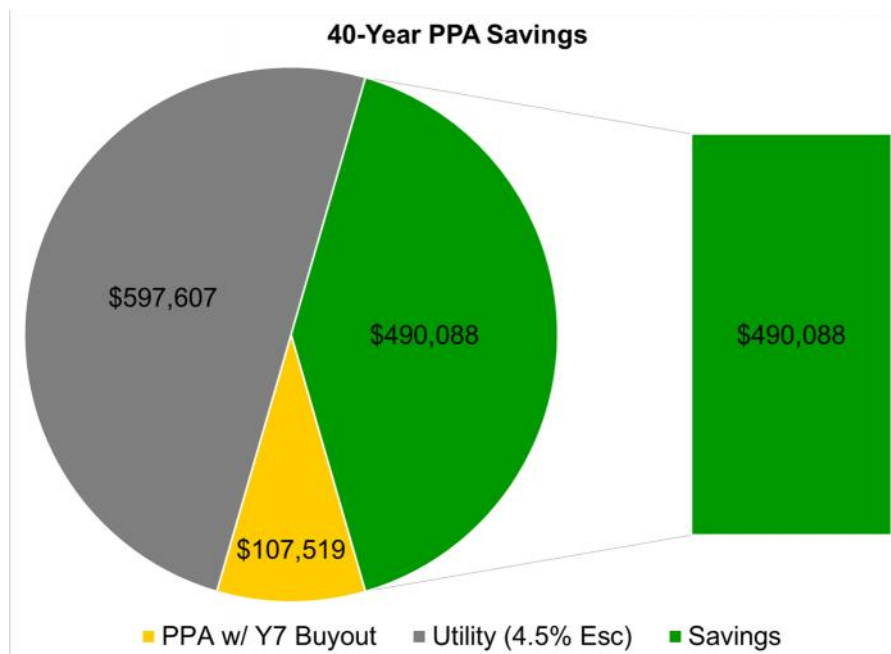
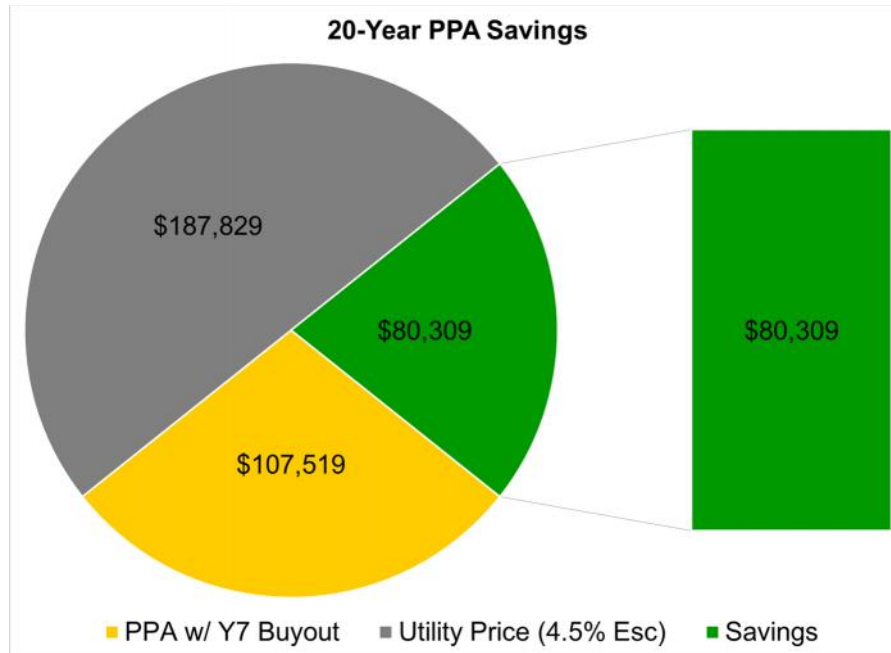
7 Commercial Drive
Exeter, NH 03833

(603) 679-1777



Professional design, installation and service of solar energy systems

PPA vs. Utility 20 & 40 Year Cost Comparison:



91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

14 Dixon Ave
Concord, NH 03301

(603) 415-0151

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777



Professional design, installation and service of solar energy systems

Here is the Solar PPA and Projected Utility Rate Schedule:

Year	Annual Generation	Utility Price	ReVision Price	Annual PPA Savings	Cumulative PPA Savings	Annual PPA Savings with buyout	Cumulative PPA Savings with buyout
1	53129	\$6,322	\$6,322	\$0	\$0	\$0	\$0
2	52863	\$6,574	\$6,479	\$94	\$94	\$94	\$94
3	52599	\$6,835	\$6,640	\$195	\$289	\$195	\$289
4	52336	\$7,107	\$6,805	\$302	\$591	\$302	\$591
5	52074	\$7,390	\$6,975	\$415	\$1,006	\$415	\$1,006
6	51814	\$7,684	\$7,148	\$536	\$1,542	\$536	\$1,542
7	51555	\$7,989	\$8,872	(\$883)	\$659	(\$59,160)	(\$57,618)
8	51297	\$8,307	\$9,093	(\$785)	(\$126)	\$8,307	(\$49,310)
9	51041	\$8,638	\$9,319	(\$681)	(\$807)	\$8,638	(\$40,673)
10	50785	\$8,981	\$9,550	(\$569)	(\$1,376)	\$8,981	(\$31,692)
11	50532	\$9,338	\$9,788	(\$449)	(\$1,825)	\$9,338	(\$22,353)
12	50279	\$9,710	\$10,031	(\$321)	(\$2,146)	\$9,710	(\$12,643)
13	50027	\$10,096	\$10,280	(\$184)	(\$2,330)	\$10,096	(\$2,547)
14	49777	\$10,498	\$10,535	(\$38)	(\$2,368)	\$10,498	\$7,950
15	49528	\$10,915	\$10,797	\$118	(\$2,250)	\$10,915	\$18,865
16	49281	\$11,349	\$11,066	\$284	(\$1,967)	\$11,349	\$30,215
17	49034	\$11,801	\$11,341	\$460	(\$1,506)	\$11,801	\$42,015
18	48789	\$12,270	\$11,622	\$648	(\$859)	\$12,270	\$54,286
19	48545	\$12,758	\$11,911	\$847	(\$12)	\$12,758	\$67,044
20	48303	\$13,266	\$12,207	\$1,058	\$1,047	\$13,266	\$80,309
21	48061	\$13,793	\$12,511	\$1,283	\$2,329	\$13,793	\$94,102
22	47821	\$14,342	\$12,821	\$1,520	\$3,850	\$14,342	\$108,444
23	47582	\$14,912	\$13,140	\$1,772	\$5,622	\$14,912	\$123,357
24	47344	\$15,505	\$13,467	\$2,039	\$7,661	\$15,505	\$138,862
25	47107	\$16,122	\$13,801	\$2,321	\$9,982	\$16,122	\$154,984
26	46871	\$16,763	\$14,144	\$2,619	\$12,601	\$16,763	\$171,748
27	46637	\$17,430	\$14,496	\$2,935	\$15,536	\$17,430	\$189,178
28	46404	\$18,123	\$14,856	\$3,268	\$18,803	\$18,123	\$207,301
29	46172	\$18,844	\$15,225	\$3,619	\$22,423	\$18,844	\$226,146
30	45941	\$19,594	\$15,603	\$3,991	\$26,413	\$19,594	ng now

*** Beginning in year 7, City of Auburn will have an annual option to purchase the system at its then Fair Market Value.**

91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

14 Dixon Ave
Concord, NH 03301

(603) 415-0151

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777

www.ReVisionEnergy.com



Professional design, installation and service of solar energy systems

If the city chooses to pursue this solar opportunity –

These would be the responsibilities of the City of Auburn:

- Lease the roof and utility room space required for the solar installation to ReVision Energy for \$1/year;
- Purchase all the solar electricity generated according to the PPA schedule;
- Obtain a net metering contract with CMP (ReVision will arrange that for the city. The city will need to sign);
- Add a liability insurance rider to its regular coverage, to cover the solar facility.

These would be the responsibilities of ReVision Energy:

- Build, own and operate the solar system for the duration of the PPA contract;
- Market the Renewable Energy Credits, to help pay for the investment;
- Maintain the system for the duration of the PPA (no O&M costs to the city);
- Insure the system (both property and liability) for the duration of the PPA.

The Next Steps toward Construction:

- The City of Auburn and ReVision reviews and further discuss the Proposal;
- The City of Auburn gives go-ahead in concept to move forward;
- ReVision provides a draft PPA contract;
- ReVision responds to any information requests from the city;
- ReVision and the City of Auburn negotiate and execute a final PPA;
- The City of Auburn initiates Interconnection Application with CMP;
- ReVision begins construction.

Timing is critical:

ReVision would like to proceed expeditiously toward construction, recognizing that we need to file all necessary permitting applications as soon as possible in order to achieve a timely construction schedule. We suggest 30-day review, with contract signature targeted by November 6, with construction start scheduled for spring 2016.

91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

14 Dixon Ave
Concord, NH 03301

(603) 415-0151

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777

www.ReVisionEnergy.com



Professional design, installation and service of solar energy systems

About ReVision Energy & Our Mission

Since 2003, ReVision Energy has installed more than 5,000 solar energy systems in Maine and New Hampshire. To ensure maximum performance and longevity in our harsh climate, each system is designed by ReVision engineers from Brown, Dartmouth, MIT, UMaine and UNH and installed by our in-house team of licensed, professional solar technicians. The company mission is to lead the region's transition from a fossil fuel based economy to a sustainable, renewable energy based economy. Our solar energy solutions provide our partners with a viable, long-term plan for responsible energy consumption and recurring savings with zero up front capital costs. Today northern New England has the highest per capita carbon pollution on the east coast—every solution we provide at ReVision Energy is laser-focused on reducing greenhouse gas emissions.

ReVision Energy deeply admires the City of Auburn's leadership in the effort to lower Maine's carbon footprint and to reduce our reliance on fossil fuels. It is our hope that this project will both reward and aid you in those efforts. Please let us know if we can provide any additional information.

Sincerely,

William Behrens, PhD, Managing Partner
ReVision Energy, LLC
207-322-9977
bill@revisionenergy.com

91 West Main Street
Liberty, ME 04949

(207) 589-4171

142 Presumpscot Street
Portland, ME 04103

(207) 221-6342

14 Dixon Ave
Concord, NH 03301

(603) 415-0151

7 Commercial Drive
Exeter, NH 03833

(603) 679-1777

www.ReVisionEnergy.com



City of Auburn, Maine

Office of Planning & Development
www.auburnmaine.gov | 60 Court Street
Auburn, Maine 04210
207.333.6601

To: Mayor Jonathan LaBonte and Auburn City Council

From: Douglas M. Greene, AICP, RLA, City Planner

Date: March 9, 2016

RE: Adaptive Re-Use Text Amendment Planning Board Report to the City Council

The Planning Board voted unanimously on February 9th to send a favorable recommendation to the City Council for a text amendment entitled, an “Adaptive Re-Use of Structures of Community Significance”. The Board worked over the course of 8 months and 5 meetings to discuss and craft the text amendment finally leading to a public hearing and recommendation at their February 9, 2016 meeting.

HISTORY: Two years ago, the Saint Louis Church in New Auburn was in need of repairs and perilously close to being demolished. A small group of private investors came forward, purchased the church and are now considering ways to re-use the Saint Louis Church in a different, secular way. The current zoning of the property, Multi-Family Urban, prohibits a number of uses such as retail, office use, restaurants, entertainment and performing arts. Allowing these kinds of uses would provide options generate revenues that could help preserve the structure and keep it in the community where it played such an important part over the last 100 years.

PURPOSE: The purpose of the text amendment is to protect iconic, important buildings and to create a process where the owner of a property or structure could appeal to the Planning Board to allow uses that normally would be prohibited by the property’s zoning.

PROCESS: The Planning and Development Staff were approached by the new owners of the Saint Louis Church and discussed ways to save the building by allowing uses that are prohibited by the current zoning. The Staff agreed this was a worthy of pursuing and asked the Auburn Planning Board to initiate a text amendment to the Zoning Ordinance, which they did at its June 9, 2015 meeting. A first draft was presented to the Planning Board on July 14th meeting and subsequent drafts were presented, discussed and revised on August 11, September 15, 2015 and January 12, 2016. A public hearing and positive recommendation was made by the Planning Board at their February 9, 2016 meeting.

OVERVIEW OF THE TEXT AMENDMENT: The Planning Staff drafted the “Adaptive Re-Use of Structures of Community Significance” text amendment with more than the Saint Louis Church in mind. There are other buildings around the city that might benefit from the text amendment. An example is the old Edward Little High School and possibly other active schools

or institutional buildings. The Staff and Planning Board worked to create a process that provides flexibility in uses, allows the re-use of structures that have been important to neighborhoods or the city, and at the same time protects surrounding areas. The Planning Board also wanted to create a process that ensured that only qualified properties or structures would be eligible to apply.

ADAPTIVE RE-USE PROCESS: After much discussion, a two stage process was created . The first stage would be a Preliminary Adaptive Re-use application to the Planning Board. This would be relatively simple and require basic property information, a description of the surrounding neighborhood and a narrative that describes the building's social, economic and cultural significance to the community. Only approved Preliminary Adaptive Re-use applications would be eligible to move to the second stage, a Final Adaptive Re-Use application. This stage is more involved and would be reviewed by the Planning Board as a Special Exception, Site Plan Review and a Final Adaptive Re-use Review. In both stages, notification letters will be sent to properties within 500 feet to ensure that surrounding property owners know what is being proposed. The Final Adaptive Re-use Application must provide a higher level of information for the proposed uses and operation, describe any changes to the building or site, provide a parking plan and a mitigation plan that will minimize any adverse impacts.

RECOMMENDATION: The Planning Board is proud of this text amendment and strongly recommends the City Council adopt the "Adaptive Re-Use of Community Significant Structures". It will provide a balanced process to save building that played an important part of our city's historic and cultural heritage and ensure that surrounding area are protected from potential adverse impacts.

C: Howard Kroll, Auburn City Manager
 Eric Cousens, Deputy Director Planning and Development
 File

ARTICLE XIV. - HISTORIC ~~AND~~ ARCHAEOLOGICAL and COMMUNITY RESOURCES

DIVISION 1 - GENERAL

Sec. 60-1094. - Purpose.

The provisions set forth in this article are intended to protect the public health and safety, promote the general welfare of the community and conserve the environment by assuring that all projects requiring planning board review are designed and developed in a manner which ensures that adequate provisions are made for protection of historic and archaeological resources; minimizing the adverse impacts on adjacent properties; ~~and~~ fitting the project harmoniously into the fabric of the community and promoting economic viability of important historic properties.

(Ord. of 9-21-2009, § 5.8A)

Sec. 60-1095. - Submission requirements.

The location of historic and/or archaeological resources must be indicated on the plans if the area is located within identified historic or archaeological areas shown on the Maine Historic Preservation Commission Maps in the Planning and Development Office.

(Ord. of 9-21-2009, § 5.8B)

Sec. 60-1096. - Standards of approval.

The plan for the development will reflect the natural capabilities of the site to support development. Building lots and support facilities will be clustered in those portions of the site that have the most suitable conditions for development. The development shall include appropriate measures for protecting these resources including, but not limited to, modification of the proposed design of the site, time of construction, and limiting the extent of excavation.

(Ord. of 9-21-2009, § 5.81C)

DIVISION 2 - ADAPTIVE RE-USE OF STRUCTURES OF COMMUNITY SIGNIFICANCE

Sec. 60-1100. -Purpose.-

The purpose of this Section is to encourage the preservation and re-use of certain structures; that, due to ~~by~~ their past use and importance to the community, are worthy of special considerations and flexibility in order to preserve them and make them economically viable for preservation. In addition, the adaptive re-use must not be a detriment to the surrounding properties and neighborhood.

Section 60-1101- Definitions-

Adaptive Re-use. The process of redeveloping an old site or building for a purpose other than for which it was built for, or designed for, or for a use not allowed as a permitted use or a special exception in the zoning district in which the property is situated ~~in~~.

Structures of Community Significance. –A building that by virtue of its use in the community or its appearance has created a value deserving of preservation and continued use.

Section 60-1102. Application Process for Adaptive Re-use Consideration.

- A. Approval of an application for an Adaptive Re-Use of a Structure of Community Significance is a 2 stage process.
 - 1. Preliminary Adaptive Re-use ~~Plan~~-Application Stage
 - 2. Final Adaptive Re-use ~~Plan~~-Application Stage
- B. Both steps of the application process must be approved by the Planning Board.

Section 60-1103- Preliminary Adaptive Re-use Application

- A. Purpose -The purpose of the Preliminary Application Stage is to confer with the Planning Staff for an overview of the project eligibility and potential issues and to have the Planning Board determine if the project is eligible to apply for a Final Application for an Adaptive Re-use of a Structure of Community Significance.
- B. Process for the Preliminary Adaptive Re-use Process
 - 1. Mandatory Preliminary Staff Meeting- The applicant shall schedule a preliminary meeting with the Planning Staff to review the project's eligibility and other on-site and off-site issues. An on-site visit with staff is recommended. The staff will make a determination to the applicant in writing within 5 working days of the meeting of its determination of the staff's level of support for the project to proceed.
 - 2. The Applicant shall submit a Preliminary Application for an Adaptive Re-use of a Structure of Community Significance for consideration by the Planning Board. The applicant shall prepare and submit a Development Review Form and an Adaptive Re-Use Compliance Statement.
 - a. The Adaptive Re-use Compliance Statement shall contain a narrative that provides evidence of community significance for:
 - i. The existing structure and ;
 - ii. The site and/or property
 - iii. It's social contribution to the neighborhood, city, and/or the region;
 - iv. It's economic contribution to the neighborhood, city, and/or the region;
 - v. It's cultural contribution to the neighborhood, city, and/or the region.
 - b. A map showing the existing conditions within the entire property and the surrounding 500 feet of the property.

- c. Photos of the existing property and structure(s).
- 3. Planning Board criteria for Preliminary Plan approval
 - a. The Planning Board shall review the Preliminary Plan application and base their decision on the following criteria:
 - i. The application and compliance statement provides compelling evidence of the building and site's community significance to the satisfaction of the Planning Board;
 - ii. The existing building and/or site conditions have reasonable potential for Adaptive Re-use;
 - iii. Consideration of a Final Adaptive Re-use Plan will allow for a complete evaluation of potential impacts on the surrounding area.
- 4. Planning Board Decision-
 - a. The Planning Board shall make a recommendation of approval, disapproval or postponement of the Preliminary Adaptive Re-use Plan Application within 60 days of the application's initial consideration.
 - b. The applicant may submit a Final Adaptive Re-use Application only with a recommendation of approval of the Preliminary Adaptive Re-use Plan Application by the Planning Board.

Section 60-1104- Final Adaptive Re-use Plan Application

- A. Purpose -The purpose of the Final Plan Application Stage is to allow for the full consideration of an Adaptive Re-use project.
- B. Application Requirements- The applicant shall submit the following:
 - 1. A complete Development Review Application.
 - 2. A complete Special Exception (Sec. 60-1276-1313) and Site Plan Review (Sec. 60-1335-37) application. The applicant should explain how the project meets the conditions of the Special Exception and Site Plan Review Ordinance.
 - 3. Project Narrative Information that includes:
 - a. -Description of the surrounding area most likely to be impacted by the project including; historical, societal, physical, environmental and economic conditions.
 - b. Existing site/structural conditions including: any past, existing or potential environmental issues, parking, open space and historic information.
 - c. Proposed uses and associated activities including a description of hours of operation, signage and number of employees.
 - d. A Parking Plan that includes existing or relocated on-site parking and any proposed off-site parking such as leased, shared or municipal parking within 500 feet of the project.

- e. A Mitigation Plan that addresses negative impacts, if any, to the surrounding area.
 - f. Treatment of Building Facade- Photos of the existing structures and elevation drawings that show any proposed changes. Also to be included are any plans for any building additions, demolition or alterations.
 - g. Exterior Treatment- Provide a description of any alterations to the exterior grounds including landscaping, lighting, sidewalks, signage or other outdoor elements.
- C. Planning Board Action-
- 1. The Planning Board shall review applications for Adaptive Re-use following all the requirements, of Special Exceptions (Sec. 60-1276-1313) and Site Plan Review (Sec. 60-1335-37) and the Project Narrative.
 - 2. In addition to its review of the Special Exception and Site Plan Review requirements, the Planning Board shall also make its decision based on the application meeting Section 60-1100 –Purpose.
 - 3. The Planning Board may impose additional conditions as it deems necessary and include findings in support of them.