

WRITTEN SUBMISSION 24 – CONSISTENCY WITH CITY MASTER PLANS
BRAMHALL ST. – 22; MMC CONGRESS STREET BUILDING
LEVEL III SITE PLAN APPLICATION

PAGES 24 – 27 OF MMC'S INSTITUTIONAL DEVELOPMENT PLAN DESCRIBES HOW MMC'S PLAN IS
CONSISTENT WITH THE CITY OF PORTLAND'S COMPREHENSIVE PLAN. THOSE PAGES ARE ATTACHED TO
THIS DOCUMENT.

COMPLIANCE WITH THE COMPREHENSIVE PLAN

MMC, being a long term member of the Portland community, recognizes the Comprehensive Plan contains the City's overall goals for growth and change through the articulation of a variety of policy directives and goals for the development. Among other things, the Plan addresses the City's infrastructure, commercial/business development, transportation resources, industry, and commerce and residential housing plans.

The MMC IDP and Regulatory Framework are in basic harmony with the City's overarching goals and policies. With its IDP and Regulatory Framework, MMC has balanced and accommodated the many City goals and policies in a way that advances the City's overall best interests while at the same time addresses the high priority healthcare needs of Portland's residents and the people of the State of Maine. This balancing is exactly the type of flexibility that the City's recently drafted IOZ ordinance is meant to facilitate.

The Comprehensive Plan challenges the City to "support the vision of large, transformative projects [such as the MMC modernization project] through strategic, cost effective, and incremental actions" (*Comprehensive Plan*, p.74).

MMC IDP: COMPLIANCE WITH THE COMPREHENSIVE PLAN

In this IDP, MMC conveys the need to modernize its facility in order to meet the healthcare needs of the people of northern New England. This includes not only upgrading clinical space and providing for the needs of patients and families, but also continuing its investment in its personnel and their ability to travel to and from the workplace and secure needed parking. The adopted 2035 Comprehensive Plan "promotes the orderly expansion of institutional uses, such as educational and hospital campuses, which are central to workforce development, employment, and the health of the local and regional economies" (*Comprehensive Plan*, p.45).

Economic Growth

Employee engagement indicators reveal that one of the issues of greatest importance to current and future employees, in addition to compensation, is parking availability. In order to attract a high quality, highly educated workforce, MMC factors into its operations these two important considerations. Following the completion of its short-term modernization project, MMC projects a growth in its employment base into the future in part because of its status as an excellent academic medical center. Portland's Comprehensive Plan promotes the growth in employment base and supports sustainable growth in education and medical institutions (*Comprehensive Plan*, pp. 44 and 88)

Transportation

MMC has considered its transportation needs holistically, factoring into its future development alternative means of transportation. Since 2009, MMC has implemented a Transportation Demand Management (TDM) plan called "Get on Board!". MMC is updating that plan and considering enhancements to encourage more walking, cycling, and public transportation by its employees.

MMC's ability to promote alternative modes of transportation and success in TDM relies on the availability of a regional system of safe and reliable alternative modes of transportation. Therefore, MMC supports the City's effort to 'explore the technical and financial feasibility of a Transportation Management Association (TMA) as a means of improving access to, and mobility around, downtown, and the waterfront.' (Comprehensive plan, p.76)".

MMC has been, and continues to be, committed to the process and has often been cited by the City of Portland Planning Department as a TDM role model in the City.

Environment

A clean environment is important for healing and health. MMC is environmentally conscious and engages in recycling to minimize the generation and environmental impacts of solid waste. The Hospital conserves water when possible, and has switched away from pesticides to more organic landscape solutions reflecting Portland's goal of "model[ing] environmentally sound landscape management practices, such as planting native species, and limiting the use of pesticides and fertilizers" (*Comprehensive Plan*, p. 20). Buildings are built with energy efficiency standards in mind. Local farmers visit the campus weekly during harvest months and employees are encouraged to support the local food movement. The Comprehensive Plan also notes the need to "support a healthy, resilient, and sustainable food system by collaborating with local and regional stakeholders" (*Comprehensive Plan*, p.20).

MMC REGULATORY FRAMEWORK: COMPLIANCE WITH THE COMPREHENSIVE PLAN

In keeping with the goals of the Comprehensive Plan, MMC has projected its future expansion needs, taking into account the neighborhood context in which it is situated. MMC has minimized future expansion into residential areas adjacent to its campus, thereby preserving housing stock in the City (*Comprehensive Plan*, pp. 48-50). It has appreciated the neighborhood involvement in

its zoning process and has been responsive to the concerns raised.

MMC is taking the bold step of reorienting its front entrance to Congress St, which serves as a gateway corridor to the City of Portland. The area presently is commercial in nature and in need of investment and activation as is recognized by the City's *Comprehensive Plan* (pp. 84, 86). Welcoming the public at the new entrance accomplishes a number of land use goals: it adds tremendous activity to the streetscape, with people coming and going. It also eliminates traffic in the residential neighborhoods of the West End and Western Promenade by providing clear wayfinding directly off of Interstate 295 and the major arterials entering the City. Further, investment in this area will transform the area with the expectation that other properties in the vicinity will likewise invest. In fact, the owners of Union Plaza, located at the junction of Congress St and St John St, testified before the Portland Planning Board that they have been waiting for such investment before they took the step of redesigning and investing further in that property. MMC expects, and is excited about, a transformation of the area into a more vibrant, active and clean area, good for local merchants, hospitality businesses, restaurants and residents.

The *Comprehensive Plan* identifies the St John St / Congress St area as a "priority node, an area that has seen disinvestment, grown in sprawling

patterns, simply have the potential to serve as focal points for change in the forms of increased density or, height, streetscape improvements, or diversification of uses to better serve neighborhood needs" (*Comprehensive Plan* p. 84, see **Fig.1.8 on page 27**). MMC's IDP will serve as the catalyst to stimulate new development, investment and reinvestment in this area of the City.

MMC's IOZ Regulatory Framework provides the mechanism for thoughtful, future development to transform the priority corridor identified by the City into an area of "additional mixed uses, higher density growth to take advantage of the transit benefits and services that well-designed, diverse corridors can offer" (*Comprehensive Plan*, p.84).

CONCLUSION

From an analysis of MMC's IDP, it becomes clear that the IDP is consistent with the City's *Comprehensive Plan* and the purposes contained within the City's IOZ ordinance.

From an analysis of the Regulatory Framework that accompanies MMC's IDP, it becomes clear that the Regulatory Framework is consistent with the City's *Comprehensive Plan* and with MMC's IDP.

Fig.1.8 Diagram Showing Priority Nodes and Corridors, City of Portland Comprehensive Plan (2017)

