

# Wiscasset x Maine Community Energy Redevelopment Program (MECERP) Stakeholder Workshop


Town of Wiscasset + HR&A Advisors

November 12, 2024

# Agenda

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Introduction	30 min
Workshop Exercises	5 min
Exercise 1: Ranking Development Priorities	10 min
Exercise 2: Land Use Mapping	10 min
Break	10 min
Discussion	55 min

An aerial photograph of a coastal town, likely in New England, featuring a large bridge spanning a wide bay. The foreground shows residential houses, a green lawn, and a paved area. The background is dominated by the blue water of the bay and distant hills.

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# Introduction

## TEAM INTRODUCTION

This Maine Community Energy Redevelopment Program (MECERP) project is being led by HR&A Advisors and supported by representatives from the State (GEO, DECD) and Town of Wiscasset.

### State of Maine



Governor's Energy Office  
(GEO)



Maine Department of  
Economic and Community  
Development (DECD)

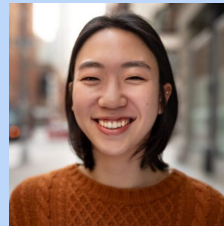
### Technical Assistance Provider



**Jonathan Meyers**  
Managing Partner, HR&A



**Stephan Petryczka**  
Senior Analyst, HR&A



**Lynn Chong**  
Analyst, HR&A

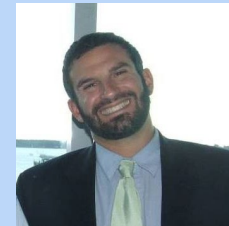
### Project Sponsor Team



**Aaron Chrostowsky**  
Economic Development  
Director/Project Liaison,  
Town of Wiscasset



**Ryan Gahagan**  
President,  
Mason Station  
Redevelopment Company  
LLC



**Aaron Svedlow**  
Vice President,  
Mason Station  
Redevelopment Company  
LLC

## MECERP OVERVIEW

The **Maine Community Energy Redevelopment Program** (MECERP) is designed to foster economic development across Maine by providing high-quality **technical assistance** to projects that unlock community assets for economic development.

## MECERP OBJECTIVES



### GROW THE ECONOMY

Create family-sustaining jobs, invest in core industries, and bolster businesses.



### SPARK COLLABORATION

Foster partnerships between government, nonprofit, and private sectors.



### LEVERAGE INFRASTRUCTURE

Target investment in areas where there is already grid capacity to support it.



### SECURE FUNDING

Strengthen Maine's competitiveness for federal economic development and infrastructure dollars.



### INVEST FOR ALL

Deliver investment and capacity to rural communities.

## MECERP OVERVIEW

Six communities selected across Maine will receive MECERP's technical assistance, including support during predevelopment and fundraising stages of the prospective project.



## TECHNICAL ASSISTANCE OBJECTIVES

### Support predevelopment process and prepare project for fundraising/grant opportunities.



- Project identification, prioritization, and community visioning
- Support and guidance on site planning, financial analysis, community engagement, and partnership building
- Definition of roles, responsibilities, and agreements between project team members



### Support in identifying and applying for state and federal funding.

- Eligibility assessment and opportunity prioritization

## WISCASSET PROJECT OVERVIEW

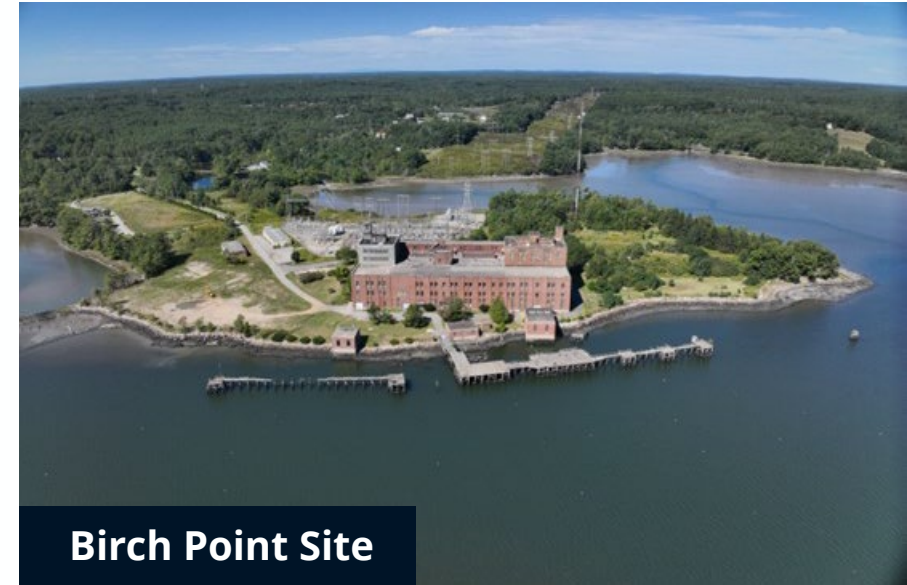
Birch Point and Old Ferry Road sites were selected for MECERP based on the unique economic development opportunities they presented for Wiscasset as well as the State of Maine.

### Applications Received & Selected:

1. **Town of Wiscasset – Old Ferry Road**
2. **Mason Station Redevelopment Company LLC – Birch Point**
3. Island Institute
4. RePower Wiscasset

### Considerations:

- Underutilized energy infrastructure (transmission corridor)
- Existing prior initiatives to redevelop the sites
- Existing development interest and entities
- Land use interests that advance statewide goals



**Birch Point Site**



**Old Ferry Road Site**

# MAP OF THE LARGER WISCASSET PROJECT AREA





## WISCASSET PROJECT OVERVIEW | SCOPE & TIMELINE

HR&A Advisors will be supporting the Town of Wiscasset with several tasks through February 2025, including public engagement, market analysis, recommending a development program, and outlining a fundraising strategy.

*Understand the community's needs and wants for the project areas.*

**Stakeholder Workshop**

November 2024

**Town Hall**

December 2024

**TECHNICAL ASSISTANCE PERIOD** September 2024 – February 2025

**Kick Off**

August 2024

**Public Survey**

November 2024

**Development Programming & Phasing**

December 2024 – February 2025

**Market Analysis**

November-December 2024

*Identify opportunities for market-supportable uses or public investments in the project area.*

*Define specific land uses for the project area, set forth a development phasing approach that will help achieve project goals, and identify potential funding sources.*

## WISCASSET PROJECT OVERVIEW | BIRCH POINT

*What Was* --- The Previous National RE/Sources (Mason Station, LLC) Development Project (2003-2008)

### "Point East Maritime Village" Project

- 80 Single-family homes
- 5 Residential Condo Buildings containing 160 units
- 239-slip, full-service marina
- 75-ton travel lift, boat yard, & boatworks building (Hinckley)
- 151-space surface parking

While significant site work was completed, including removal of large oil tanks, smokestacks, transformers, and turbines, and construction of two model homes (Peregrine), the project failed in 2008 and has been dormant since.



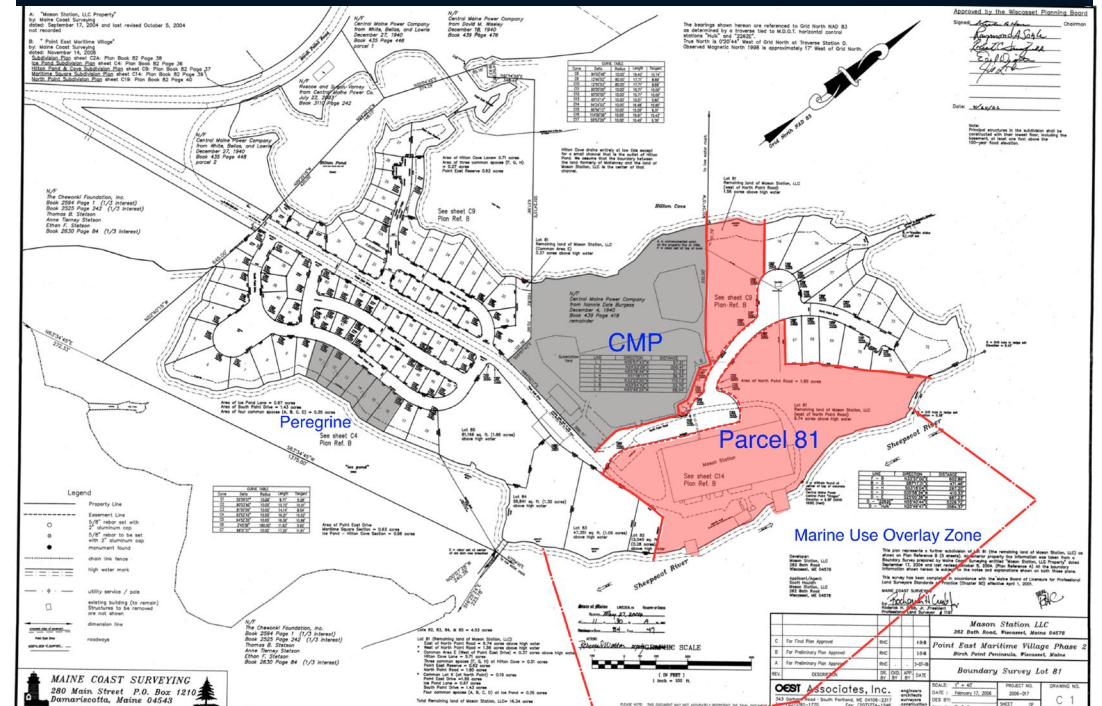
# WISCASSET PROJECT OVERVIEW | BIRCH POINT

What Is --- The Mason Station Redevelopment Company, LLC “MSRC” (2022-2024)

## Recent History

- November 2022 – Letter of Intent to evaluate leasing space inside/outside the powerhouse for a grid-tied battery energy storage system (“BESS”)
- March 2023 - Draft Lease presented, pivot to transfer of ownership proposed
- May 2023 - Transfer Term Sheet executed
- May - August 2023 - Due Diligence, community/stakeholder engagement
- August 2023 – Executed 3-year exclusive Option Agreement to acquire Mason Station, LLC

Mason Station, LLC is the current owner of “Parcel 81” (Powerhouse, screenhouses, pier, (~9 acres) and the former owner of tax-acquired properties on Birch Point, thus subject to LD 2262 (36 M.R.S.A. §943-C)



Boundary Survey, Lot 81 “Remaining Land of Mason Station LLC. LCRD: Book 84, Page 47

# WISCASSET PROJECT OVERVIEW | BIRCH POINT

What Could Be --- MSRC's Goals for the MECERP Program in Partnership with the Town of Wiscasset

## 1. Propose

- Adaptive Reuse - *"The greenest building... is the one that is already built."*
- Clean Energy / Working Waterfront focus

## 2. Listen

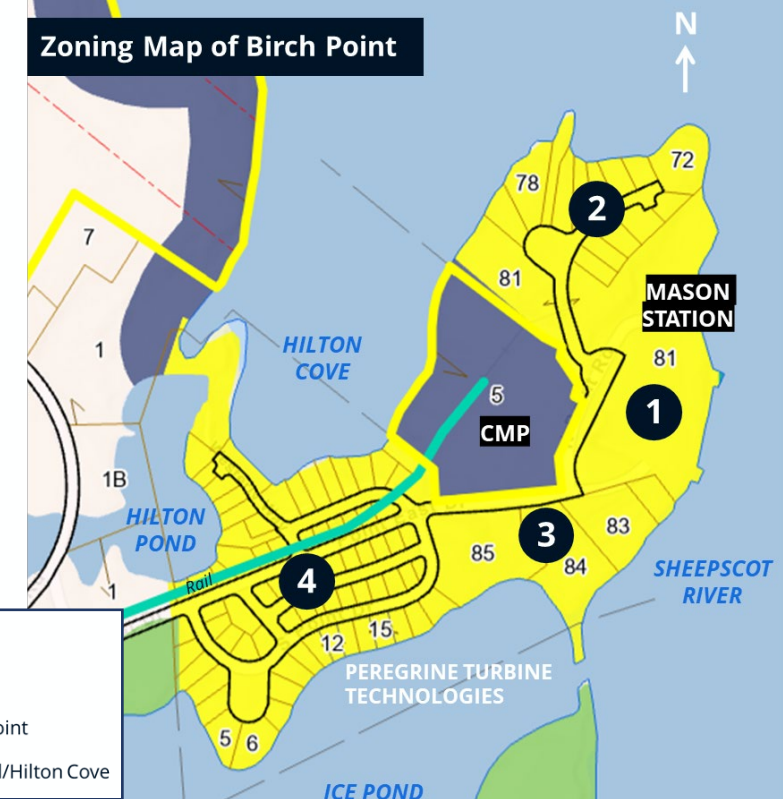
- Meaningful stakeholder engagement

## 3. Research

- Test/confirm proposed concepts

## 4. Launch

- Get to work



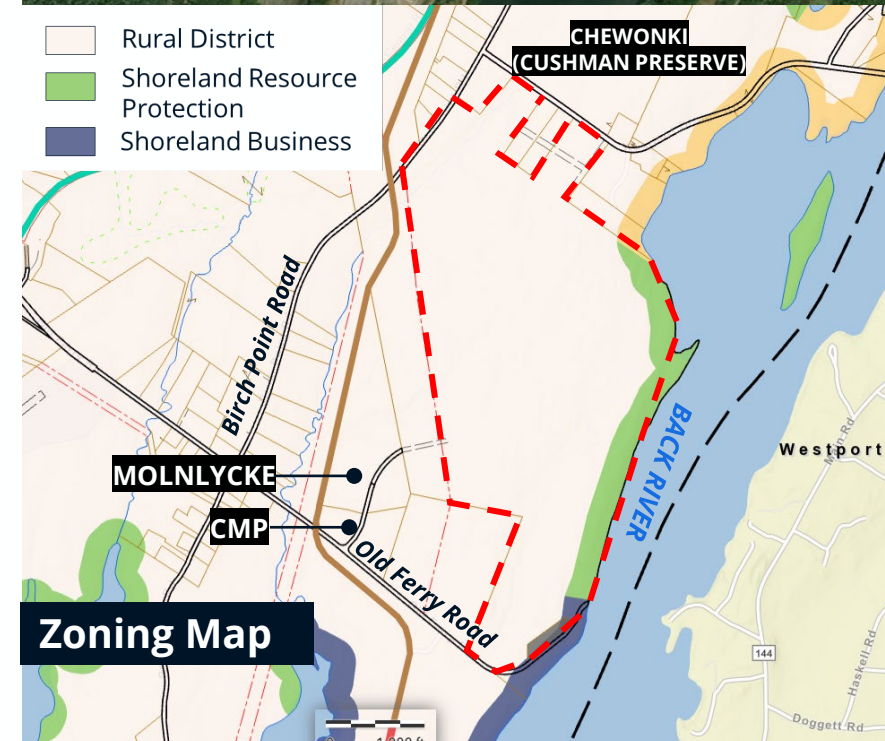
*Site clean-up is already underway to get a better vision of the potential for the site. We will utilize interactive site assessment tools later in this workshop to aid discussion of conceptual use cases.*

## WISCASSET SITE OVERVIEW | OLD FERRY ROAD

Old Ferry Road is a nearly 300-acre, vacant site located 3 miles south of Birch Point and directly north of the Maine Yankee Nuclear Plant.

### Property Overview:

- **Acres:** 297.55
- **Zoning on site:** Rural District, Shoreland Resource Protection, Shoreland Business
- **Ownership:** Town of Wiscasset
- **Utilities:** Public Water, Sewer, and 3-Phase
- **Road Access:** Old Ferry Road, Birch Point Road, Westport Bridge Road / Route 144
- **Rail Access:** Yes
- **Water Access:** Back River
- **Brownfield Assessment:** Applied for funding

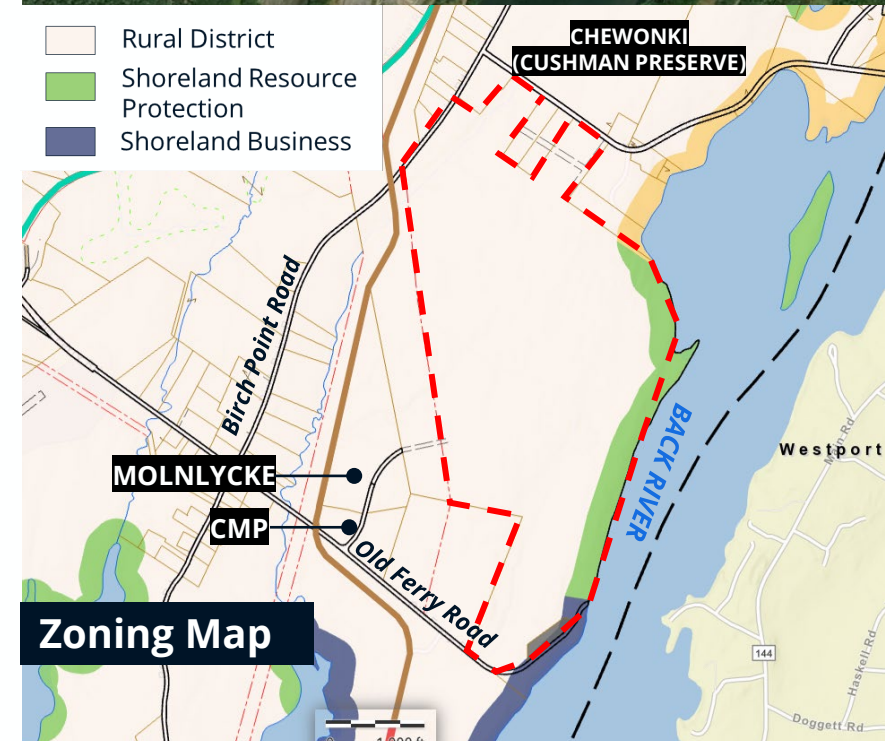


## WISCASSET SITE OVERVIEW | OLD FERRY ROAD

The Town of Wiscasset is seeking to transform this site to benefit the local community and utilize the existing energy infrastructure nearby.

### Historical Overview:

- Property was purchased by the Town in 2003 after the Maine Yankee Nuclear Power Plant was decommissioned.
- The Town sees this site as a significant opportunity to create multiple benefits, such as more housing.
  - However, no formal land-use decisions have been made for the site.
- Today, the Town is partnering with the Lincoln County Regional Planning Commission (LCRPC) to apply for brownfield assessment funding.
- The Town of Wiscasset secured ARPA funding to conduct a regulatory assessment and complete master planning for housing development.





Questions?

The background image is a dark, monochromatic photograph of a harbor scene. On the left, a large crane arm extends diagonally across the frame. In the center and right, there are several multi-story buildings, likely industrial or residential. In the foreground, there are wooden pilings and a small boat on the water. The overall atmosphere is somber and industrial.

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# Workshop Exercises



## WORKSHOP OVERVIEW

The stakeholder workshop is comprised of two interactive activities as well as a group discussion, aiming to identify land-use challenges and opportunities associated with the two sites.

### 1. Ranking Development Priorities (10 min)

### 2. Land Use Mapping Exercise (20 min)

- Purpose: Consider areas within the two sites where priority land uses would be best suited.

### 3. Break Time (10 min)

### 4. Discussion (50 min)

- Purpose: Discuss why certain land uses would be best fit or inappropriate for the selected area(s) within those two sites, including associated challenges and opportunities. Highlight any emerging consensus or glaring disagreements.

## SURVEY RESULTS

***If the sites were to be redeveloped, what would you like to see included in the developments?***

### **Birch Point**

- 1. Energy Storage Facilities (62%)**
- 2. New Marina and Boat Storage (46%)**
3. Manufacturing and Industrial Job Opportunities (46%)
4. Affordable / Workforce Housing (39%)

### **Old Ferry Road**

- 1. Affordable / Workforce Housing (77%)**
- 2. Single-Family Homes (62%)**
3. Energy Storage Facilities (46%)
4. Manufacturing and Industrial Job Opportunities (39%) / Childcare and Educational Facilities (39%)

## EXERCISE 1: RANKING DEVELOPMENT PRIORITIES (10 Min)

***How would you rank these guiding development principles?***

### **Directions**

On the index cards provided, please rank the below development priorities in order of importance. We invite you to consider how your rankings may differ for the two sites.

### **Overall Development Priorities** *(included in booklet)*

- A. Stabilize and increase the local tax base.
- B. Identify areas for development of workforce housing (and other housing?).
- C. Repurpose existing energy infrastructure toward a renewable energy future.
- D. Create good jobs, prioritizing the creation of permanent, high-quality jobs through the expansion of commercial recreation and clean energy businesses within the town.
- E. Create public open space and activate the property waterfronts.
- F. Bolster climate resilience by prioritizing land uses that mitigate climate impacts.

## EXERCISE 2: LAND USE MAPPING (20 Min)

***Which land use(s) would you like to see, and where?***

### **Directions**

- Each participant will receive two (2) Post-It notes of each color/land use.
- Paste them on the Birch Point *and/or* Old Ferry Road maps provided, based on where you think the land use would be most suitable.
- If a certain land use is unsuitable for either site, post them in the dedicated disposal area.
- **You do not need to consider the specific location within the two sites at this stage.**
- Refer to your booklet for development priorities that can help guide this thought exercise.

### **Post-It Categories (Land Use)**

	Clean energy (generation & storage together)
	Workforce Housing
	Light Industry
	Public Recreation
	Commercial Recreation
	Mixed-Use Development

## EXERCISE 2: LAND USE MAPPING (20 Min)

***Which land use(s) would you like to see, and where?***

### Guiding Questions

1. Will this land use benefit the Wiscasset and Lincoln County communities?
2. Is there a demand for this land use?
3. Are there development partners eager or willing to transform these sites according to these land uses?
4. Is the land use compatible with the specificities of each site (*e.g., surrounding land use context and neighbors, site accessibility, contamination/pollution, topography, proximity to related Town amenities and services*)?

### Post-It Categories (Land Use)

-  Clean energy (generation & storage together)
-  Workforce Housing
-  Light Industry
-  Public Recreation
-  Commercial Recreation
-  Mixed-Use Development



03

10-Minute Break

BIRCH POINT

CHEWONKI

# 04

# Discussion

Birch Point Road

OLD FERRY ROAD

MOLNLYCKE

CMP

Old Ferry Road

BACK RIVER

MAINE YANKEE



## DISCUSSION (50 Min)

This discussion is intended to substantiate the results from the mapping exercise and provide an opportunity for stakeholders to advocate for or oppose certain land uses across the two sites.

### Discussion Guidelines

- Discussion will focus on Birch Point and then Old Ferry Road.
- However, we encourage you to think about these two sites in relation to each other:
  - **Tradeoffs** – *E.g. If there is market demand for just one energy park in Wiscasset, which site should it be in and why?*
  - **Relationships** – *E.g., If the energy park is located here, what type of surrounding land use would complement or contradict it?*
- Please consider your ranked development priorities.
- Please raise your hand if you wish to speak and the facilitators will call on you to share your thoughts.



## DISCUSSION | BIRCH POINT

### Discussion Starters:

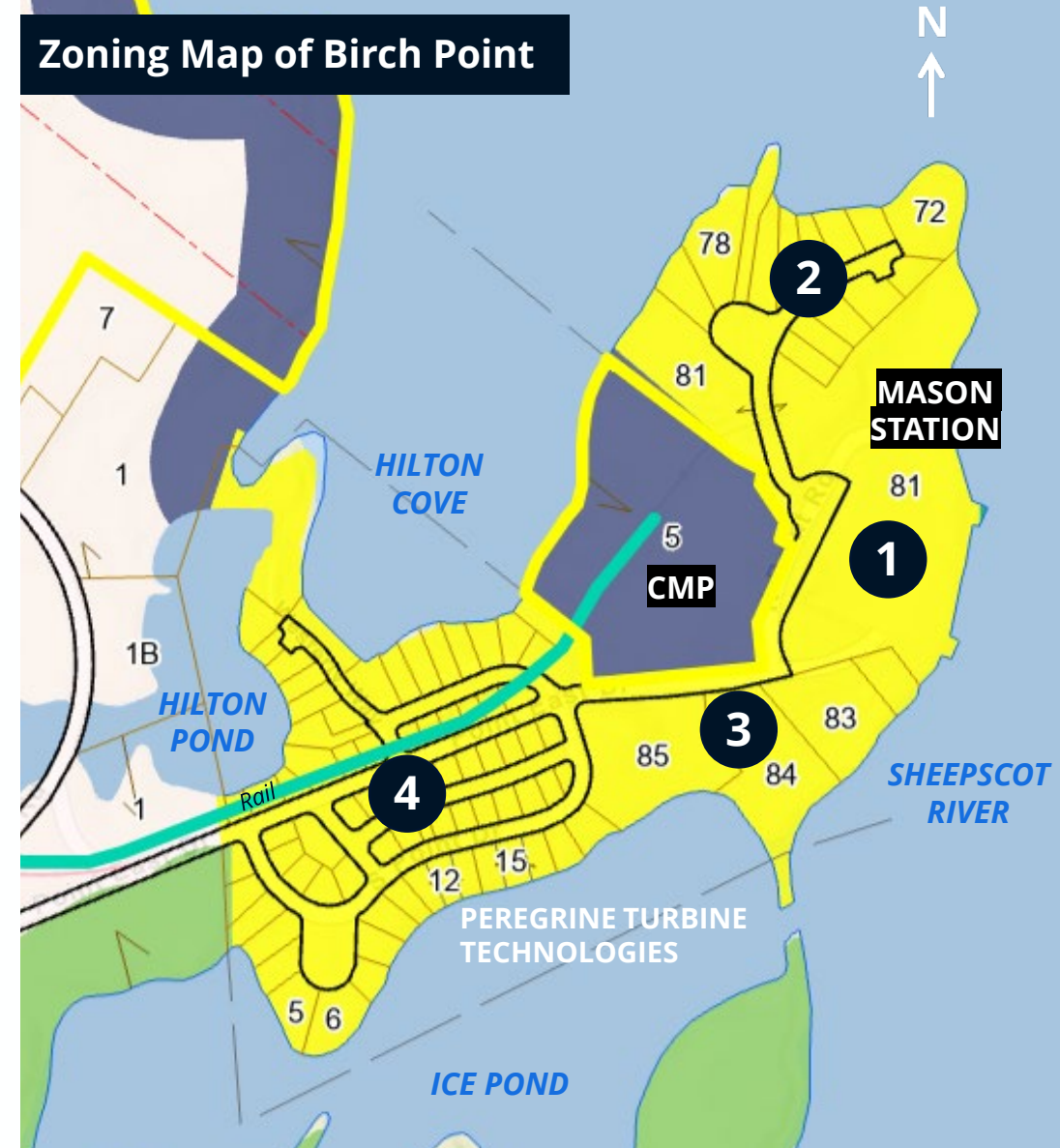
- How did you rank your top priorities for this site?
- Why do you think this land use belongs in Birch Point?
- What are the unique challenges and opportunities created by locating this land use at Birch Point?
- How would this decision benefit the community?
- Which land uses should be in proximity to or placed far away from one another?

**Acres:** 33

**Zoning:** Shoreland Business II

**Ownership:** Town of Wiscasset & Mason Station Redevelopment Company LLC, CMP

Zoning Map of Birch Point



- |                 |                        |                       |
|-----------------|------------------------|-----------------------|
| 1 Mason Station | 2 North Point          | Shoreland Business    |
| 3 Ash Ponds     | 4 Ice Pond/Hilton Cove | Shoreland Business II |

## DISCUSSION | OLD FERRY ROAD

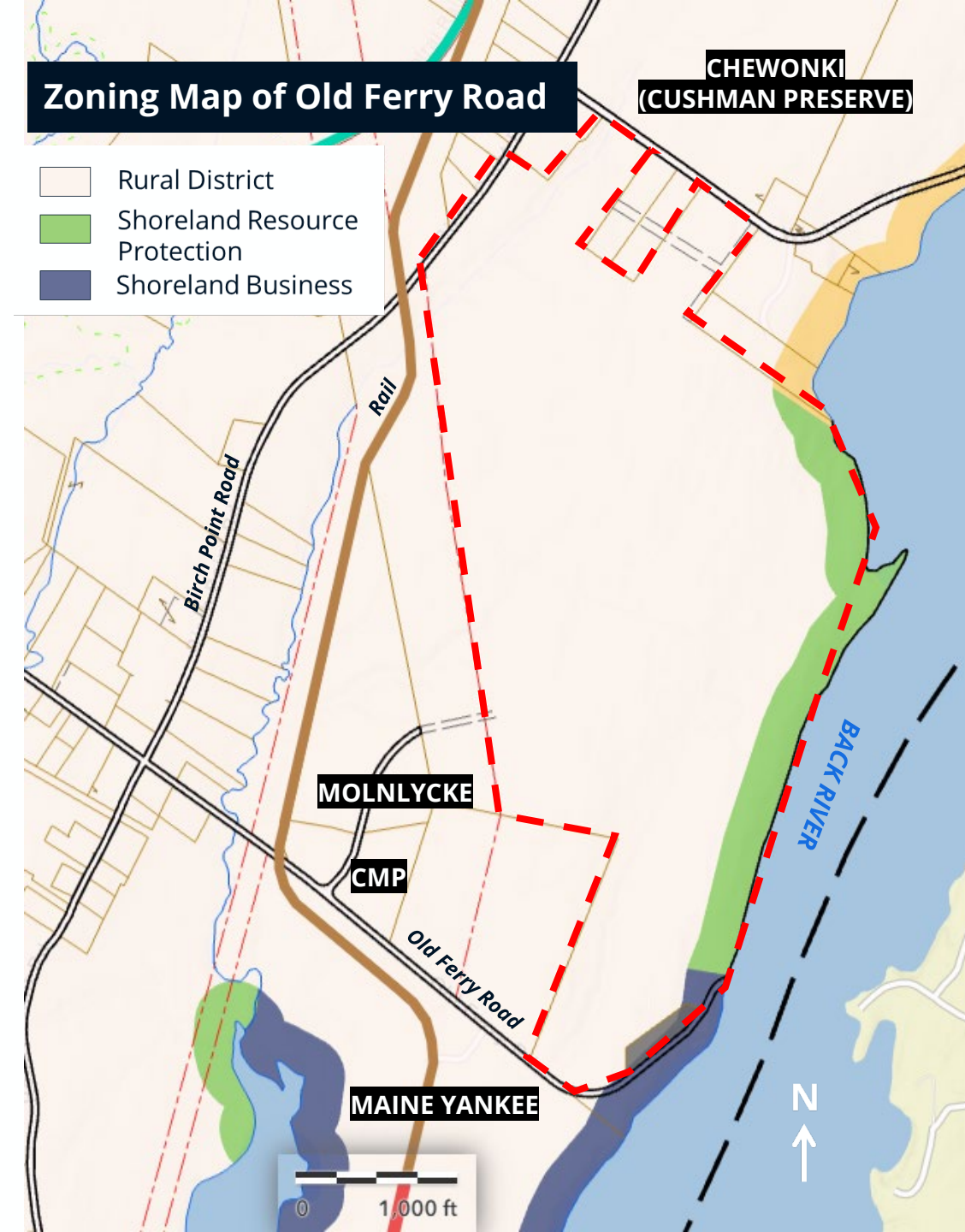
### Discussion Starters:

- How did you rank your top priorities for this site?
- Why do you think this land use belongs in Old Ferry Road?
- What are the unique challenges and opportunities created by locating this land use at Old Ferry Road?
- How would this decision benefit the community?
- Which land uses should be in proximity to or placed far away from one another?

**Acres:** ~300

**Zoning:** Rural District, Shoreland Resource Protection, Shoreland Business

**Ownership:** Town of Wiscasset



An aerial photograph of a large lake with a power station on a small island in the center. A road curves along the left side of the lake. The image is overlaid with a dark blue semi-transparent banner.

05

# Next Steps

## NEXT STEPS

**Public Survey**

**Town Hall**



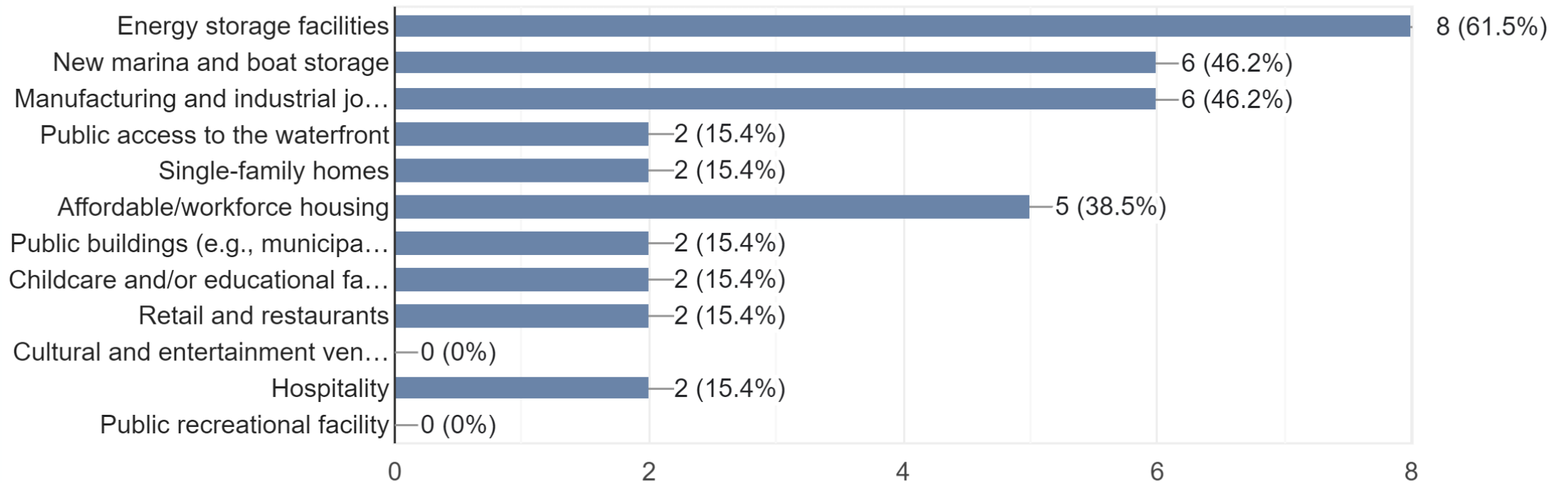
An aerial photograph of a coastal town, likely in New England, featuring a large bridge spanning a wide body of water. The foreground shows residential buildings, a large green field, and a road. The background is dominated by the water and distant land.

# 06 Appendix

## SURVEY RESULTS

If the BIRCH POINT site were to be redeveloped, what would you like to see included in the development? Please select UP TO THREE choices.

13 responses



## SURVEY RESULTS

If the OLD FERRY ROAD site were to be redeveloped, what would you like to see included in the development? Please select UP TO THREE choices.

13 responses

