

Implementation Manual

Listed below are strategies that have specific time frames of when they should be completed, along with who should be tasked to complete them.

Ongoing and Short Term (2015-2018)

Reference no	Description	Who
Strategy 1a-1	Task the Tax Incremental Financing or an economic development committee to develop a branding strategy including logo, slogan, and signage to reflect our identity. Develop several options and gather feedback from the town on their preferences. Use this consistent theme for all things Unity including economic development.	Unity TIF Advisory (UTAC) committee, Selectboard
Strategy 1a-3	Work with interested local organizations to hold annual Unity celebrations.	Selectboard or Promotions Committee (non-existent)
Strategy 1b-1	Partner with Maine Federation of Farmers' Markets and other organizations to create an outstanding Farmer's Market with a wide variety of vendors and community activities.	Selectboard to create committee to bring these people together
Strategy 1b-2	Task a town economic development group (possibly the Tax Incremental Financing Advisory Committee) to explore how to use the new Food Hub as a springboard for economic development.	Unity TIF Advisory Committee or other committee
Strategy 1c-5	The signage rules in the land use ordinance should be updated to take into consideration current technology while preserving traditional character and an attractive look. The signage rules should be careful to prevent unintended consequences that would prevent farmers and home businesses from advertising in a reasonable manner.	Land Use Ordinance Review Committee
Strategy 1c-6	To prevent disturbing nighttime light, a lighting ordinance shall be drafted based on the Lighting Manual "Promoting Quality Outdoor Lighting in Your Community" by what was the Maine State Planning Office.	Land Use Ordinance Review Committee
Strategy 1e-2	Explore ways to strengthen the Land Use Ordinance to provide more protections for farmland, given the important role farmland has played in our history and can play in Unity's future economy.	Land Use Ordinance Review Committee
Strategy 2c-1	Ensure that the Land Use Ordinance allows for appropriate home-based business and for renting part of a home for lodging.	Land Use Ordinance Review Committee
Strategy 3a-1	Create and direct citizens to an easily navigable and searchable version of the Land Use Ordinance and Shoreland Zoning Ordinance for use at the town website, perhaps through an electronic brochure.	Selectboard or Promotions Committee (non-existent)

Strategy 3a-2	Prepare a brochure sized guide to the local building and business ordinances. Encourage newcomers to contact town clerk, who may direct inquiry to planning board members, as appropriate.	Selectboard or Promotions Committee (non-existent)
Strategy 3a-3	Include an appendix in the Land Use Ordinance that lists example businesses and other developments, and explains which districts each one can and can't locate in.	Land Use Ordinance Review Committee or Planning Board
Strategy 3b-4	Promote the development district in a way that showcases the benefits of developing there.	Selectboard or Promotions Committee (non-existent)
Strategy 4a-1	Create a committee to explore other common forms of town management, and in particular, a form that utilizes a town manager, to learn what has worked for other small communities, and to make recommendations for changes to our existing management system.	Selectboard to organize a committee
Strategy 4a-2	Clarify the charter of the Budget Committee to guide all fiscal matters and meet as often as necessary to properly conduct business, as an operational council to the town management.	Selectboard to organize a committee
Strategy 4a-3	Create a manual of standard operating procedures, job descriptions, and expectations for elected officials, town committees, town staff (clerk, manager, etc.).	Selectboard to organize a committee
Strategy 4a-4	Develop a capital investment and long term maintenance plan for the roads that will survive the succession of town officials	Selectboard to organize a committee
Strategy 4a-9	Incorporate into the land use ordinance a section outlining requirements for companies with potential for hazardous material ("haz mat") damage to inspect for and mitigate the risk. (The ordinance should also require ongoing performance inspections for a business determined to have a reasonable amount of haz mat risk, and require the company to pay for said inspections.)	Land Use Ordinance Review Committee
Strategy 4b-1	Develop and adopt a set of guidelines for transparency. These guidelines would include, for example, the use of the town website to publish all public documents and to list all upcoming public meetings along with the agendas for those meetings beforehand and the minutes of them afterward.	Selectboard to organize a committee
Strategy 5b-1	Appoint a committee to work with the Friends of Lake Winnecook on their projects for water remediation in Unity Pond.	Selectboard
Strategy 6a-2	Work with Friends of Lake Winnecook to improve the safe public access to the lake at Kanokolus boat landing.	Selectboard
Strategy 6a-3	Create a designated swimming area that is separate from the boat launch.	Selectboard to organize a committee
Strategy 7a-4	Develop a strategy to inspect all septic systems in the Shoreland Zone of Lake Winnecook that have not been inspected in the last ten years in order to create an inventory of the condition of	Selectboard to organize a committee

	those systems. (This project, if possible, should be done in partnership with Troy and Burnham to include the septic systems on those towns.)	
Strategy 7b-1	Amend the Shoreland Zoning Ordinance to require that all permit-required activity in the Shoreland Zone go before the planning board and that no Shoreland Zone permits be issued solely by the Code Enforcement Officer.	Land Use Ordinance Review Committee
Strategy 7c-2	Adopt new rules that protect the aquifer from private purchase of its water.	Land Use Ordinance Review Committee
Strategy 8a-5	Assure that adequate crosswalks exist including proper signage and lighting.	Selectboard
Strategy 8a-7	Find a way to ensure a safe walking route through downtown Unity year-round. Eliminate personal liability issues for volunteers who want to clean sidewalks by adding a rider to the town's insurance policy to cover those named volunteers	Selectboard
Strategy 8b-3	Work with Maine Federation of Farmers' Markets and local organizations to create an outstanding Farmer's Market with a wide variety of vendors and community activities.	Selectboard to organize a committee
Strategy 8c-2	Create a community solar energy resource for homes and businesses in Unity, and possibly with the immediate region when economical.	
Strategy 8c-3	Create an energy district to offer participation in a power purchase agreement to local homes and businesses.	
Mid-term (2018-2023)		
Strategy 1c-3	Work with the state to create safe travel ways on Depot Street and between town and Maine Organic Farmers and Gardeners Association (may include a pedestrian/bike/horse/buggy travel lane on each shoulder, speed reduction, limiting large truck traffic on Depot Street, etc.).	Selectboard
Strategy 1d-4	Recruit appropriate new businesses that would complement current businesses to provide unmet needs.	Unity TIF Advisory Committee
Strategy 2b-1	Recruit representatives of Unity College to join the Tax Incremental Financing Advisory Committee or other economic development group and participate in the search for green businesses that could employ their graduates.	Selectboard
Strategy 2d-1	When promoting the town as a place for development, feature the advanced fiber network into those promotions	Selectboard or Promotions Committee (non-existent)
Strategy 3b-2	Task a town group (possibly the Tax Incremental Financing Advisory committee) with developing a list of businesses/services needed in Unity and a strategy for attracting them.	Unity TIF Advisory Committee or other committee
Strategy 3c-1	The town should seek out grant funds to support a shared	Selectboard

	office or shared manufacturing facility that will allow lower infrastructure costs to small startup businesses in an effort to encourage and facilitate their success. For example, “co-working”. Small manufacturers could share a loading dock, fork lift, sewage and waste treatment; also bring in annual education sessions for entrepreneurs and business development. Shared office spaces can benefit from shared secretaries, legal advice retainer fees, a fax/copy/scan machine, conference room.	
Strategy 4a-6	Periodically (at least every five years) evaluate implementation of this plan.	Comprehensive Plan Committee
Strategy 4b-1	Propose and bring to town meeting for consideration a few ordinances that seem to work well for other towns. These ordinances should include a demolition ordinance, a recall ordinance, an outdoor furnaces regulation ordinance, and moveable signage ordinance. (*Point of process: these specific ordinances need to be approved in town meetings by a vote.)	Comprehensive Plan Committee, Planning Board, or Land Use Ordinance Review Committee
Strategy 5b-1	Appoint a committee to work with the Friends of Lake Winnecook on their projects for water remediation in Unity Pond.	Selectboard
Strategy 6a-1	Work with Unity College to assure townspeople access to Field of Dreams, Unity Library, and Unity Center for the Performing Arts by developing agreements between the parties for programming and access.	Selectboard to organize a committee
Strategy 6a-4	Partner with the Unity College Library to promote literacy events such as a town Book of the Summer and Story Walks.	
Strategy 6a-5	Partner with the Unity College Library to create a Library Volunteers Corps in order to keep the library open more days in the summer.	
Strategy 7a-3	Incentivize the re-establishment of a vegetative buffer strip around the lake.	
Strategy 7b-2	Establish a committee to locate where shared septic systems could be installed and provide that information to property owners	Selectboard
Strategy 8a-2	Connect paved roads to unpaved trails and walkways with paths and signs.	
Strategy 8a-4	Create a townwide pedestrian/bicycle plan that identifies where there is need for pedestrian or bike facilities and that establishes priorities for improvements.	
Strategy 9a-3	Encourage use of the state’s “best practices” relating to timber harvest and agricultural activities, especially those affecting Lake Winnecook and its watershed by providing educational materials, forums, and other educational opportunities.	