



Proposal for:

TOWN OF CASCO OPEN SPACE PLAN

May 8, 2025



Submitted by:

VIEWSHED

TITLE PAGE

Response to:

Town of Casco's Request for Proposals for Planning
Services for Development of an Open Space Plan

Submission by:

VIEWSHED
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VIEWSHED

Landscape Architecture | GIS | Planning

May 8, 2025

Town of Casco
635 Meadow Road
Casco, ME 04015

RE: Proposal for Development of an Open Space Plan

VIEWSHED is pleased to provide the Town of Casco with this proposal to work with you in developing a new Open Space Plan for the town. VIEWSHED is passionate about assisting towns interested in building connections between the natural environment and the community. We have been providing services throughout the state of Maine for over thirty years under our previous company names of TJD&A and Spatial Alternatives. VIEWSHED is a combination of those two firms, which has strengthened both firms' ability to provide high quality landscape architecture, planning, and GIS services to our clients. We pride ourselves on working alongside our clients, helping them to achieve their goals, providing expert knowledge in our fields while fully understanding that you know and understand the place you live in better than anyone else.

Casco is fortunate to have abundant natural resources – forests, wetlands, lakeshores, trails, beautiful vistas that all contribute to the quality of life. Our proposal outlines a vision for creating an open space plan that uses both a data driven approach and community input. After developing the data, we will gather the town values to enhance the data analysis and make sure that it serves the people. We will build on the existing Open Space Plan and the town's current Comprehensive Plan to develop an Open Space plan that is designed to be used and has been vetted by the community to enhance the implementation.

Thank you for your time and consideration of our proposal. We look forward to the opportunity to meet with you and work together to bring your vision into reality.

Sincerely,



Judy Colby-George

Principal/Owner
207.846.0757 | jcg@viewshed.net

TABLE OF CONTENTS

Cover Letter	3
Title Page	4
Firm Description	6
Our Team	7
Qualifications	8
Project Understanding	10
Approach	11
Schedule	18
Comparable Projects	19
Cost Estimate	26
Resumes	27

VIEWSHED

Landscape Architecture | GIS | Planning

VIEWSHED is a leading landscape architecture, GIS, and planning firm based in Yarmouth, Maine. We are a diverse group of design professionals, specializing in both large-scale planning and detailed site design. Our staff of ten is composed of professionals with backgrounds in landscape architecture, community planning, public engagement, GIS analysis, visual resource assessment, 3D modeling, graphic design, and land-use permitting. In addition to maintaining an interdisciplinary approach within the office, we collaborate with other firms from a variety of disciplines to address complex challenges.

Our team works in collaboration with communities across Maine in the planning and design of public spaces. We have extensive experience with municipal and urban projects, master planning, streetscape design, sidewalk and pathway planning, municipal parks, and similar facilities that demand careful attention to user needs, pedestrian scale and movement, and maintenance.

The cornerstone of our work is an emphasis on graphic communication to assure quality public understanding. We work with state of the art software to ensure our mapping and graphic work is accurate, effective, and visually impressive. We believe the most appropriate solutions come from thoughtful engagement with our clients as well as the innovative ways we facilitate the public outreach process.

A selection of VIEWSHED's recent accomplishments related to the proposed scope of work includes:

- **The Scarborough Open Space Plan** was adopted in March 2025, and we are currently developing an Open Space Plan dashboard to help the Town track progress towards their goals.
- **The Bridgton Open Space Plan** was presented as keynote address to the 2023 annual meeting of the Maine Association of Conservation Commissions (MEACC).

Below: Mayberry Hill Preserve in Casco



OUR TEAM

We have assembled a highly qualified team to lead this Open Space Plan. Our planners, GIS specialists, and landscape architects at VIEWSHED have extensive experience in community-wide open space planning, public participation, and GIS mapping analysis to lead this work. Resumes are included at the end of this proposal.

Hilary Oat-Judge, Project Manager



Hilary Oat-Judge, PLA, LEED AP, has twenty years of experience in Landscape Architecture, designing projects of varied scales in the public and private realm. Some of her signature projects are the redesign of the Native Plant Garden at the New York Botanical Garden and the design of the Trellis Bridge at the Chicago Botanic Gardens. Hilary has extensive experience in planning, site analysis, streetscape design, and managing complex projects at all scales. She has a particular interest in using all of the tools of the Landscape Architect to address current challenges. Her deep knowledge of native planting design, stormwater management, and sustainable design honed through decades of practice and volunteer work across the country gives her invaluable expertise for all types of projects. Hilary will serve as the Project Manager and the primary point of contact for this project, with 100 hours of her time allocated for this project.

Jessica Higgins



Jessica Higgins is a landscape designer with a background in community-led park design + planning, construction documentation, and biofiltration stormwater management systems. Her project experience has taken her across the US and internationally, ranging from public parks to streetscapes. She has managed dozens of projects and worked seamlessly with contractors, craftsmen, architects, ecologists, and other allied professionals throughout her career. Jessica's interest in the effects of nature on the human experience led her to pursue a Master of Landscape Architecture, writing her graduate thesis on the intersection of parks and cemetery design. She prides herself on examining a problem from every angle, considering all perspectives and possibilities, to uncover the most effective solution. Jessica will public engagement coordination, conservation strategy development, and will be an author of the plan, with 105 hours of her time allocated for this project.

Madeline Tripp



Madeline is a GIS & Public Engagement Specialist at VIEWSHED. She is passionate about developing online maps & interactive tools that make data approachable & help communities build resilience. Madeline has experience collaborating with a wide range of stakeholders and creating maps that help people solve problems and plan for the future. She contributed to the GIS analysis, public engagement, and plan development for the Scarborough and Bridgton Open Space Plans, as well as the Augusta Parks and Recreation Master Plan. She develops interactive, online maps, dynamic surveys, and digital mapping activities to increase access and participation for planning projects. Madeline will conduct GIS analysis, public engagement coordination, and will be an author of the plan, with 470 hours of her time allocated for this project.

Judy Colby-George



Judy is the owner and principal of VIEWSHED. She has over 30 years of experience helping clients to implement GIS and engage in complex spatial issues. Judy has extensive experience helping communities build resilience, including land use planning, suitability analysis, and public participation. Judy believes that GIS is a tool that can help engage the public in the messy problems that face our world today, and work with clients to tell their stories, represent data in an understandable format, and invite a variety of people to the decision-making process. A few key projects of Judy's include developing the Scarborough Open Space Plan and creating the Arrowsic Climate Action Plan. Judy will provide guidance and oversight around the GIS and mapping analysis and conduct technical quality review, with 30 hours of her time allocated for this project.

PROJECT QUALIFICATIONS

VIEWSHED's team is uniquely qualified to lead the Open Space Plan for the Town of Casco. We understand this particular open space plan seeks to combine land conservation and stewardship, with connectivity and trail planning. Our team is well positioned to respond to both sides of this planning process. Our landscape architects bring expertise in trail planning and recreational site design; and our GIS professionals offer a data driven approach to natural resource mapping and conservation work.

In addition to the alignment of our team's skill set technical expertise, we also bring an emphasis to public outreach and inclusive engagement. All of our work is grounded in a commitment to innovative community engagement that will ensure the plan receives public support and successful implementation.

Strategy Development for Land Conservation

In considering strategies of landscape conservation, we first work to establish the goals behind the conservation work. There are many reasons for a community to seek conservation of open space. This is why community engagement is at the core of our land conservation work. We have worked with communities, conservation organizations, land trusts, and landowners across the state of Maine to develop plans for land conservation. In addition to the municipal open space plans referenced in the following pages, we have also worked to develop strategies at a regional level, including the recent publication of the Management Framework Plan for Katahdin Woods & Waters National Monument, National Park Service and the Fish River Chain of Lakes Concept Plan, Northern Aroostook County, Irving Woodlands.



Interactive Engagement Tools

Public engagement is key to gathering local knowledge and creating an open space plan that is relevant and grounded in the needs of the community. A robust community engagement approach should include multiple ways to participate, including virtual and in-person opportunities to learn and contribute. Interactive online tools, such as StoryMaps, can present information in dynamic and engaging ways, and provide more meaningful participation opportunities for people who may not be able to attend public meetings. These tools drive public understanding of the planning process, generate excitement, and ultimately create a stronger, more informed plan.

Our team at VIEWSHED has developed interactive websites and digital comment cards that have garnered high participation levels and project success. See examples of our recent digital engagement work at the following links:

- Scarborough Open Space Plan: bit.ly/ScarboroughOSP
- Bridgton Open Space Plan: <https://arcg.is/S4rev>
- RES Community Park: <https://arcg.is/Pqef50>
- Kennebunkport Parks Master Plan: <https://arcg.is/HGv0i0>
- Harpswell Comprehensive Plan: <https://arcg.is/fWCrH>
- Bath Streetscape Planning: <https://bit.ly/BathElmFront>

Below Left: VIEWSHED in the field to assist Scarborough Land Trust with the master planning for Pleasant Hill Preserve.

Below Right: Example of interactive online engagement tools developed by VIEWSHED.



Land Evaluation Based on Ecological Significance

Our experience in assessing the ecological significance of the landscape is at two scales: community-wide analysis and the scale of individual sites. Our assessment work is based on a combination of natural resource mapping, examining the parcel in the greater context (connectivity to larger natural resources), and site investigations.

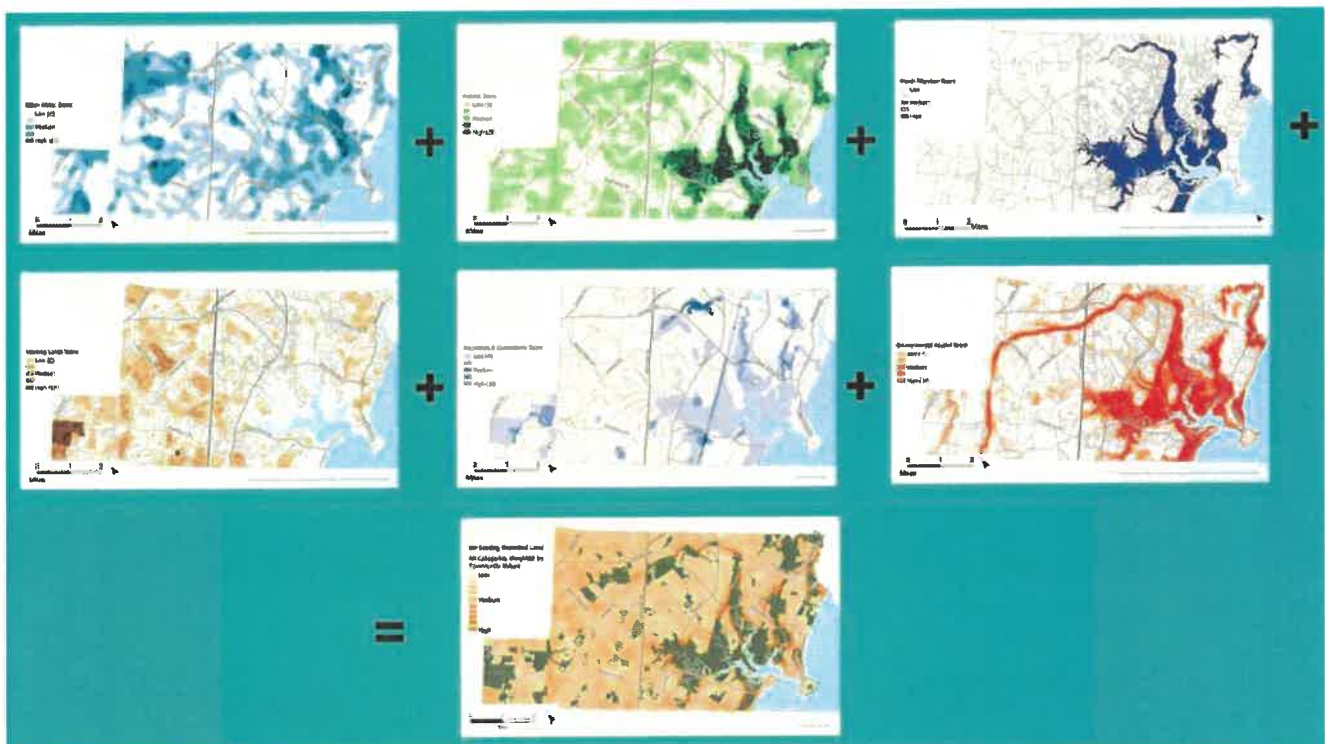
In the Scarborough Open Space Plan, we used geospatial data on natural resources to identify areas that supported different open space goals (such as clean water, climate adaptation, recreation, etc.). This analysis was combined with community priority ranking to identify the most important areas to support the community's conservation goals. The resulting Focus Areas were the basis for many of the plan's conservation strategies.

In the South Portland Open Space Plan, we established a community-wide mapping analysis, overlaying various natural resource layers in GIS. This revealed areas with higher ecological sensitivity. We then established an evaluation system for the City to use when looking to acquire properties to be conserved as open space. This evaluation system relied on this mapping analysis generated as part of the plan.

In the Topsham Open Space Plan, we used a detailed GIS analysis to identify areas of town to expand open space in the future. The GIS layer was adopted into the ordinance and the town has used it to accept open space ever since.

In our private development work, we often identify the ecologically significant areas within a site and seek to conserve or promote the ecological integrity or natural resilience of the site at the time of development. Whether looking at a region, community, or site, this assessment process often looks at protection of the most significant areas within the site and consideration of the larger ecological context in relation to the site.

Below: *VIEWSHED* developed this visualization to demonstrate how data about different natural resources was combined to create Open Space Focus Areas.



PROJECT UNDERSTANDING

The Town of Casco, nestled in the heart of the Sebago Lake Region, is known for its beautiful lakes and ponds. The foundation of the Town's nature-based tourism, scenic character, and recreational opportunities is the health and connectivity of its open space. Increasing growth and the ongoing and future impacts of climate change make this the perfect time to update your open space inventory and plan for navigating the future. We understand that the Town of Casco is seeking a plan that expands your community vision for open space, prepares the town for future change, and continues to provide a road map to create a connected, resilient open space network that supports a healthy ecology and community. This plan will offer ways to strategically invest in open space conservation, land stewardship, and access for passive recreation.

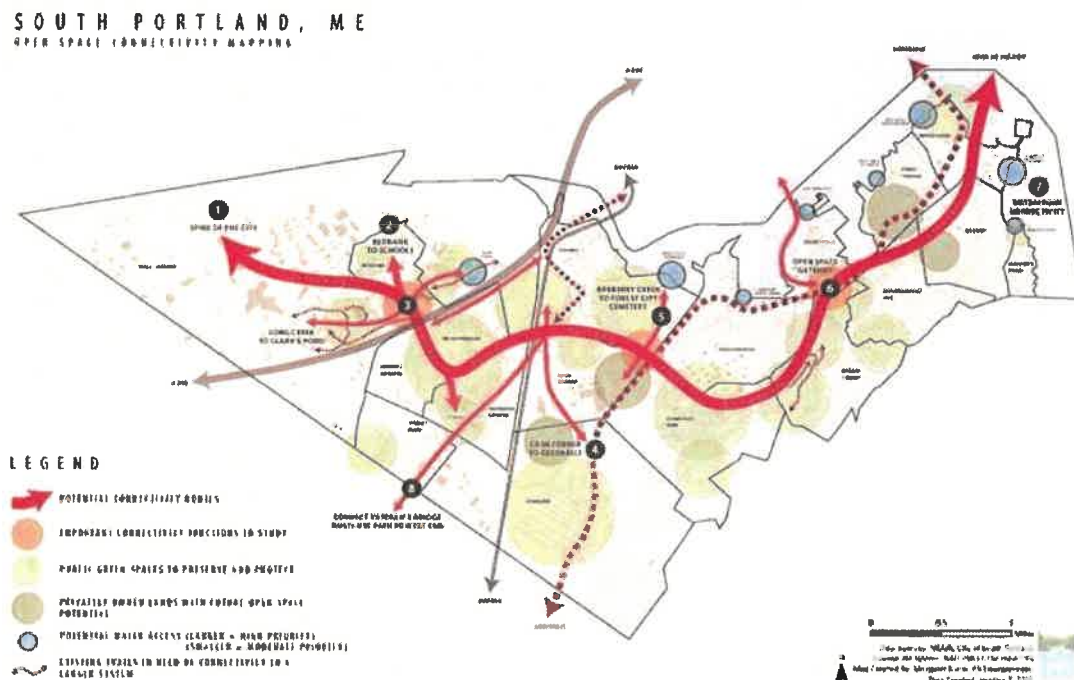
The plan should be an expression of the current values and interests of the Casco community. An inclusive public engagement process should be integral in the planning process, as it will strengthen the overall plan and ensure public support for plan implementation.

Below: VIEWSHED developed a connectivity and potential open space conservation diagram, outlining the "big ideas" for the City of South Portland.

The plan should include the following:

- An overall vision for the community as it relates to Open Space (including a definition of open space).
- Strategies to enhance the acquisition and conservation of Open Space.
- Identification of priority areas for conservation – based on existing condition data and public engagement.
- Land stewardship guidance around natural resources, agricultural lands, and passive recreation.
- Guidance around trail development and connectivity to open space.
- An approach for strategy implementation, including recommended funding and partnership opportunities.

The planning process will include engagement with Town Staff and an Open Space Commission, within an ambitious six-month timeline.



APPROACH

Our approach will place an emphasis on both data driven analysis and community engagement. We believe that bringing together natural resource science and GIS analysis combined with an understanding of community priorities and values will lead to a well-rounded plan that best serves the Town of Casco.

A plan grounded in geospatial data analysis will allow the existing natural resources to serve as the foundation of the planning work. Building on existing data with local knowledge will help reveal opportunities for open space conservation. Starting with natural resource data, augmented with public priorities, we will develop a map which identified the highest value areas to conserve for the community as well as key access points.

A robust and inclusive public engagement process will ensure the plan responds to the needs and interests of the Casco community. The conservation of open space should serve the people of Casco as much as it aims to serve the protection of natural resources. Sites identified by the community (such as treasured places, scenic views, and open spaces with cultural significance) may be as important to protect as sites valued for natural resources alone. Public engagement is critical in identifying conservation priorities that may not be present in the datasets.

Finally, through the process of identifying highly valued spaces, strategies for conservation, capital investments and funding opportunities will be developed. The following pages outline our team's proposed approach to the scope of work during a six-month time frame, conducted as five tasks.



Opposite: Mayberry Hill Preserve in Casco

TASK 1. PROJECT MANAGEMENT & MEETINGS

Our project management style is grounded in clear and consistent communication with the Town. We will use calls and brief emails to resolve project needs to keep the project on schedule and take notes throughout to document the process. See the Schedule section of this proposal to see where meetings are included within the project timeline.

1.1 Project Kick-off

At the kick-off to a project, we will ensure the project goals, objectives, and final deliverables are established. This meeting will allow the team to outline our approach from the beginning and work more efficiently, to meet the six-month time frame.



1.2 Commission Meetings

In addition to direct coordination with the Town, we propose four meetings with the Open Space Commission. We anticipate these will typically occur monthly in-person or in a digital format. The focus of each meeting is identified below:

1. **Existing Conditions Overview.** Review of existing GIS data and preliminary analysis. This will include a discussion about the state of open space and conservation lands, an inventory of natural resources and critical habitats, and an early discussion about strategies to expand conservation and passive recreation lands. This meeting will also include a review of existing town plans and draft website.
2. **Open Space Conservation Priorities / Strategies.** Discuss priorities and strategies of how to expand the open space network.
3. **Preliminary Draft Plan Review.** Review of the public engagement feedback. Review the draft ordinance revision memo and preliminary plan draft.
4. **Final Draft Plan Review.** Final working session to review and discuss the draft open space plan, prior to final production.

1.3 Presentation for Elected Officials

A final presentation will be made to the Town Council outlining the big ideas and recommendations in the Open Space Plan. We believe a comprehensive presentation of the work will ensure the plan is well understood by elected officials who will be active in overseeing the implementation of the plan.

DELIVERABLES

- Meeting notes.
- Commission meeting management.
- Presentation materials (for Open Space Commission and Elected Officials).

Opposite: Hacker's Hill Preserve in Casco

TASK 2. EXISTING PLANS & CONDITIONS

The first step in the open space planning process is the collection and analysis of spatial data. This initial inventory is needed to determine what land should be preserved and how the Town will preserve it. Our team will assess existing conditions, locate natural and cultural resources, learn what is important to the community, and establish goals to achieve within the planning process. Data collection and inventory will include the following:

2.1 Desktop Inventory

We will develop an inventory and GIS mapping of existing open space resources. The data will include existing datasets to be acquired from the Town, Loon Echo Land Trust, and the State. This inventory will serve as the foundation on which we approach the project – guiding the goals and recommended strategies within the plan. Datasets may include, but are not limited to the following:

- Existing conserved lands.
- Undeveloped habitat blocks (available through Beginning with Habitat).
- Outdoor recreation facilities and public parks.
- Bikeways, trails, and trail access points.
- Significant natural resources (e.g., wetlands and waterways).
- Wildlife habitat based upon existing mapping (e.g., vernal pools, deer wintering areas, shorebird habitat, etc.).
- Key scenic vistas or viewpoints.
- Historical and cultural resources.
- Water access locations.
- Potential open space areas identified in the 2024 Comprehensive Plan.

2.2 Research

We will review recent and relevant municipal planning documents to develop a comprehensive understanding of the community's development and conservation goals. Our approach will be to incorporate ideas, historical information, or findings into our planning process. We anticipate using the 2024 Casco Comprehensive Plan, the 2006 Casco Open Space Plan, the Casco Open Space Commission's Open Space Playbook, and similar documents which will assist in guiding the focus of the open space plan.

2.3 Geospatial Analysis

A comprehensive analysis of existing conditions will be based on GIS analysis and coordination with town staff and the Open Space Commission. This analysis will include an examination of existing open spaces, natural resources, development patterns, current uses, pressure from potential future growth, and community interests. We will place an emphasis on natural resource analysis to determine the most critical habitat and natural areas to protect and conserve. Using the Town and State GIS data, we will review the criteria for ranking parcels for potential conservation. Through this analysis we will seek to identify answers related to:

- Large tracts of open spaces and how they are connected (or disconnected);
- Where open space is concentrated or lacking;
- Sensitive natural areas and critical habitat corridors;
- Opportunities to expand low-impact recreational open space access;
- Identifying potential trail and alternative transportation links between existing / potential open space and key areas of town.

DELIVERABLES

- Existing Conditions & Analysis Mapping (geodatabase and PDF format).
- Research notes.

TASK 3. PUBLIC PARTICIPATION

A key part of our approach will be offering a variety of avenues by which residents, stakeholders, town officials, and other interested parties are brought into the discussion to help shape the future of open space in Casco. The Open Space Plan should reflect the community's interests and vision. We will strive to make this process to be inclusive, engaging, and productive.

Our proposed approach to community engagement includes both in-person and digital components. Meeting directly with the public is essential to successful community engagement. Our team will develop in-person activities that will gather local knowledge and build a shared understanding of the community's open space goals. We have had incredible success with digital outreach, as it allows us to cast a larger net throughout the community and receive feedback from community members who are unable to attend a public meeting.

We will work with staff at the onset of the project to develop a Public Outreach Plan and to ensure our proposed approach fits the needs of the Casco community. Based on our experience in other communities, we propose the following strategies for community engagement:

3. 1 Interactive Website

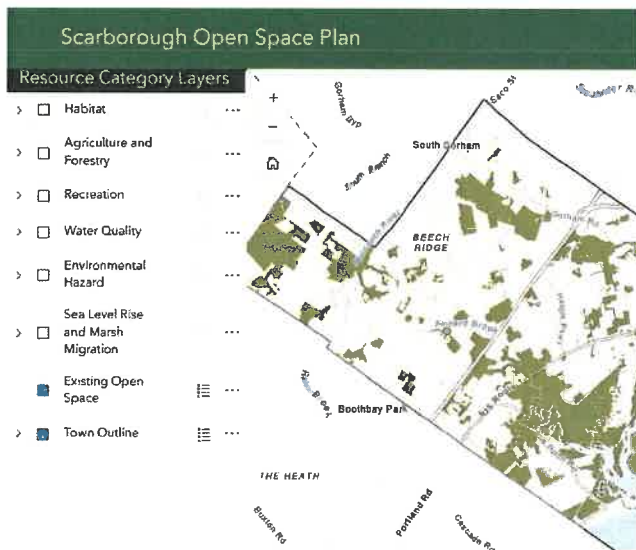
Establishing a project website provides a barrier-free forum where the public at large can access information about the project including upcoming meeting dates, meeting notes, plan updates, and an online comment card. The ESRI StoryMap platform allows for an interactive geospatial website experience, which allows visitors to explore the Town's existing open space features. This website will host online activities that will provide another opportunity to gather feedback for the plan, such as an online comment card and a "drop a pin" mapping activity.

3.2 Public Meetings

Our team will facilitate two public meetings for those who wish to share ideas in person. Coordinating with town staff, we will determine the best timing and format of the meetings. We have had success with small group discussions using physical maps to identify important places, connectivity ideas, and areas to prioritize for open space conservation. Meeting directly with the public will provide our team with the necessary insight as we make strategy recommendations. We will require the Town to assist with the coordination of the event.

Left: An interactive map developed by VIEWSHED for the Scarborough Open Space Plan.

Right: Participants at a public meeting for the Scarborough Open Space Plan.





The first public meeting would be held in early September, unless the town wishes to hold a meeting during the summer months to include summer people. This meeting would introduce the project to the community. It would include an opportunity to review maps of data the team has gathered, ask the public to fill in any gaps in our understanding of the natural environment in Casco, and identify any special places in the community.

The second meeting would be held in late October. This meeting would allow the public to go through a value voting exercise, in which they will be able to discuss and share their values related to the different types of open space in the community. We would also present some broad strategies for moving the plan forward to gather community input and priorities.

3.3 Additional Engagement & Communication Tools

Our team recommends that the town begin engagement over the summer with the community at existing events to maximize the amount of people reached. Bringing outreach activities to people in the summer can lower the barrier to public participation during this busy time and reach those who might not be aware of the plan otherwise. We will collaborate with the Commission to develop materials for Commission members to use when staffing a "pop-up" booth at an event. These materials will include information and interactive activities, such as postcards, posters, fact sheets, maps, dot voting boards, etc.

DELIVERABLES

- Public Outreach Plan.
- Management of digital and in-person engagement.
- Engagement materials for pop-up events.
- Public engagement summary reports.



Top: A values-based voting activity at a public meeting for the Scarborough Open Space Plan.

Bottom: A pop-up outreach booth at a summer event for the Scarborough Open Space Plan.

TASK 4. CONSERVATION PRIORITIES & STRATEGIES

The plan will make recommendations for a variety of open space conservation and acquisition strategies to assist the Town of Casco.

4.1 Community Values

The prioritization of conservation lands is grounded in the values established by the community. These values will be identified through our work with the Open Space Commission and through public engagement. We will begin by identifying a definition of 'open space' and ask the community to share their values that should guide open space conservation. The community's values in combination with the data collected in Task 2 serve as the foundation for the recommended conservation strategies.

4.2 Prioritization Mapping

Our team will work with the Open Space Commission to establish a town-wide digital mapping layer, identifying priority areas for conservation, based on several factors, including the location of natural resources, existing undisturbed tracts of land, opportunities for open space and trail connectivity, and areas that should be conserved to allow for adaptation to climate change. This process will be driven by

GIS analysis and the values identified through public engagement. The resulting data layer would identify open space that best meets the open space goals of the community.

4.3 Strategy Development

We will collaborate with the Commission to tailor effective strategies for the implementation of the plan. These can include strategies related to increasing public access to existing open space, land acquisition strategies, encouraging habitat and trail connectivity, capital investment strategies, identifying funding opportunities, and educational opportunities.

4.4 Land Stewardship Guidance

Beyond open space acquisition and conservation, the plan will acknowledge land management as a critical element in open space planning. Open space lands in Casco include natural resources, agricultural lands, and passive recreation. The plan will reference general strategies for the land management and stewardship of various open space lands throughout the community.

DELIVERABLES

- Materials included in the final plan, as report text, graphics, and mapping.



TASK 5. FINAL REPORT AND IMPLEMENTATION

The final deliverable is a clear and accessible plan that will serve as a tool for the community and its decision makers. The planning document will be graphic and supported with maps and data.

5.1 Implementation

We believe the success of a planning document is only as good as the Town's capacity for successful implementation. The Open Space Plan will include clear guidance around plan implementation to ensure the strategies and recommendation are acted upon. VIEWSHED will provide recommendations around funding programs, identify potential private-public partnerships, and establish an Action Plan to guide the implementation process. The Action Plan will serve as a quick guide to the overall master plan, outlining the strategies in order of priority and the identification of parties responsible for the various recommendations.

5.2 Final Report

The final product will be an Open Space Plan outlining the work completed through the process and outlining the strategies that should be implemented to achieve the conservation and expansion of open space and guidance around trail network development.

The report may contain the following components:

- Description of the planning process, including a complete summary of public engagement process and findings.
- Vision, goals, and strategies to guide open space conservation, acquisition, and stewardship.
- Graphic maps and narrative depicting inventory and analysis existing and potential open space network and features.
- Summary analysis of potential opportunities to expand and strengthen the open space network, including priority areas to conserve as open space.
- Overall plan to guide trails and connectivity development.
- Implementation action table.

DELIVERABLES

- Final plan document, as a PDF.
- All maps and graphics.
- Geodatabase of final geospatial data.

Below: As part of the Open Space Planning for Scarborough, VIEWSHED worked with town staff to create an implementation table.

Strategy	Timing	Cost	Responsible Party bold = lead													
			Town Council	Planning/Codes	Sustainability	Engineering	GIS	Community Services	Public Works	Conservation Commission	Transportation Committee	Long Range Planning Committee	Parks & Conservation Land Board	Scarborough Land Trust	Other	
Stewardship																
1.8 Consider additional funding mechanisms for the maintenance and stewardship of conservation land.	Short-term	\$		x	x	x			x	x				x	x	
1.9 Assess new/improved stormwater management technology regularly with the planning board and town council.	Ongoing	\$				x	x									
1.10 Consider upgrading stormwater management plan requirements.	Short-term	\$			x	x	x				x					
1.11 Consider measures or incentives to reduce the use of pesticides and fertilizer.	Mid-term	\$			x	x					x					
1.12 Align ordinance updates with recommendations in the Vulnerability Assessment.	Short-term	\$			x	x	x					x	x			

SCHEDULE

The ambitious six-month timeline established by the Town is achievable with efficient planning and organization established at the start of the project. In our experience, a town-wide planning effort including commission management and an inclusive approach to public engagement generally runs approximately 10-12 months. In order to meet this timeline, our team will work swiftly to set meeting dates and refine details around public engagement, in order to streamline the schedule.

Task 1: Project Management

- 1.1 Kick off Meeting
- 1.2 Open Space Committee Meetings (4)
- 1.3 Presentation to Town Council

Task 2: Existing Plans & Conditions Analysis

- 2.1 Desktop Inventory
- 2.2 Research
- 2.3 Geospatial Analysis

Task 3: Public Participation

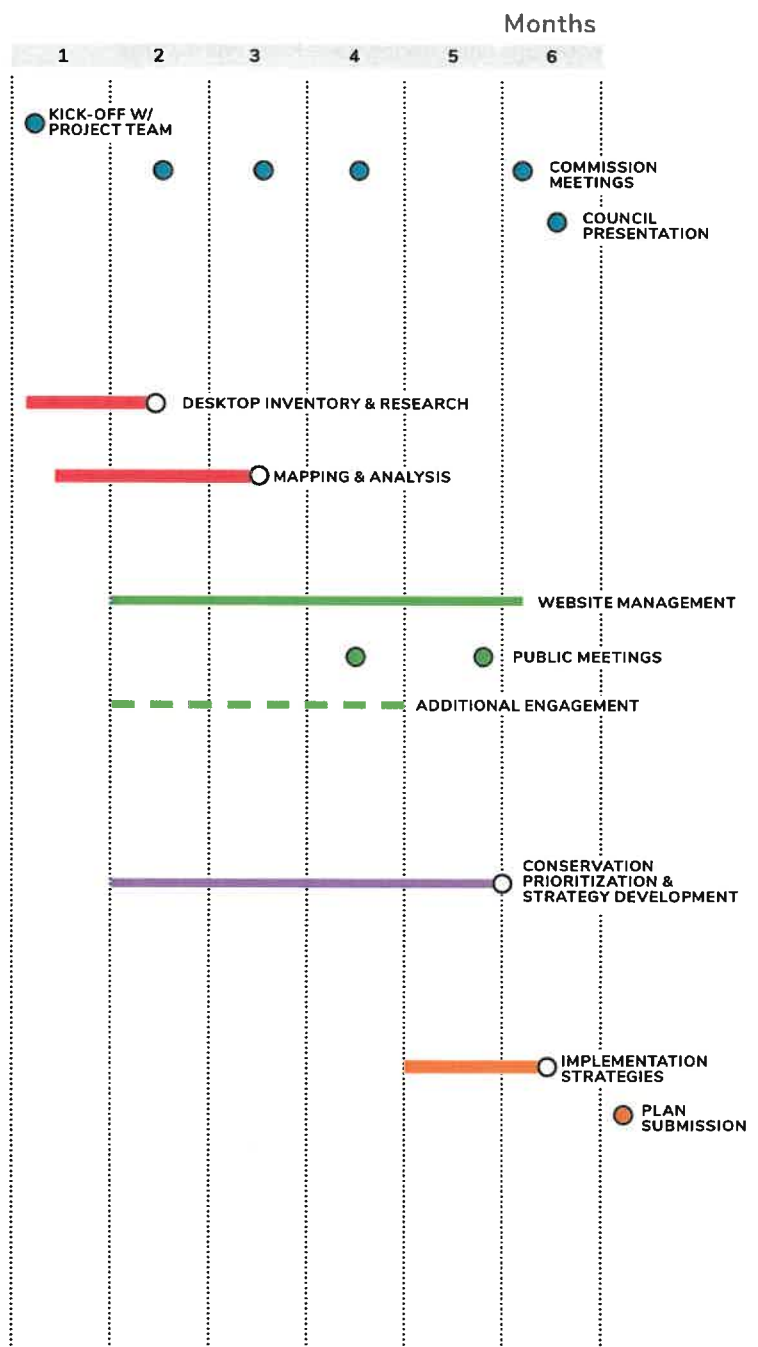
- 5.1 Interactive Website
- 5.2 Public Meeting
- 5.3 Additional Engagement Activities

Task 4: Conservation Priorities

- 3.1 Community Values
- 3.2 Strategy Development
- 3.3 Prioritization Mapping

Task 5: Final Plan Development

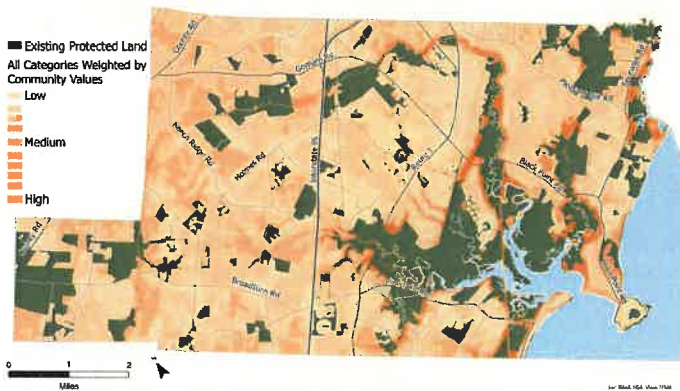
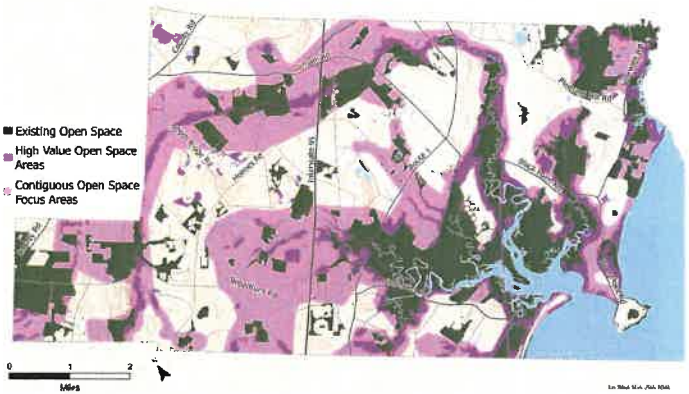
- 6.1 Implementation Strategies
- 6.2 Final Plan Report



COMPARABLE PROJECTS

The following projects are examples of VIEWSHED's work in open space planning, community master plans, trail planning and design. A robust community engagement process was used in all project work presented.





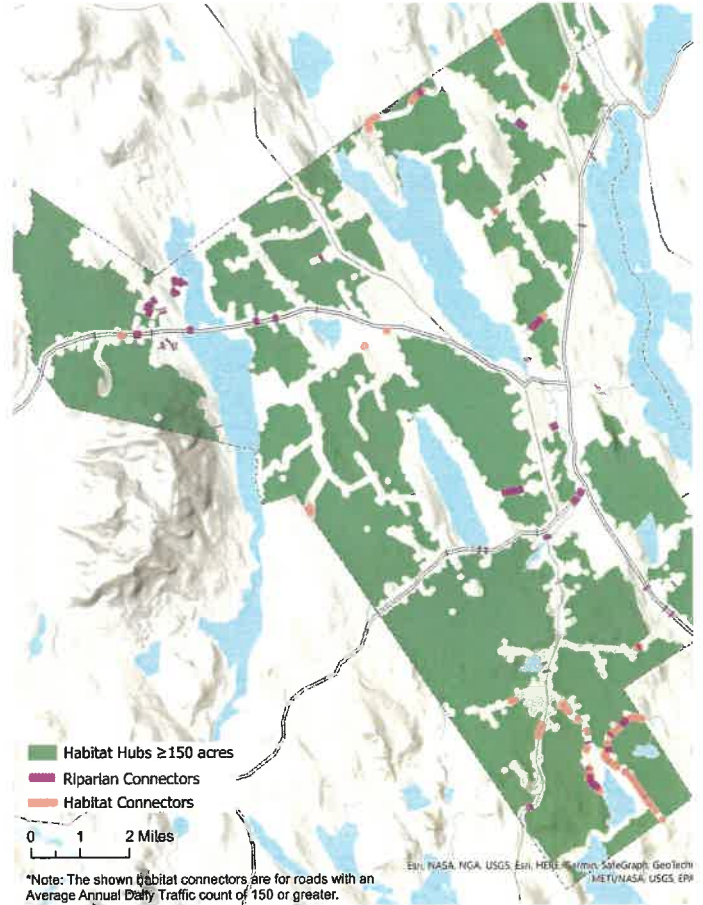
Open Space Plan Town of Scarborough

Location: Scarborough, ME
Project Size: Community Wide (71 sq mi)
Date Adopted: March 5, 2025

Contact: Jami Fitch
Sustainability Coordinator
jfitch@scarboroughmaine.org

VIEWSHED partnered with FB Environmental to develop an Open Space Plan for the Town of Scarborough. The plan laid out a shared vision for an open space network that supports biodiverse ecosystems, community connections, and resilient working lands. The process was informed by a geospatial inventory of existing open space and environmental resource data, as well as virtual and in-person public outreach activities. After analyzing this information, the project team developed a map overlay of Open Space Focus Areas, that identifies unprotected lands that are a high priority for conservation. These focus areas, along with the actionable strategies outlined by this plan, provide a path for the town to achieve its ambitious goal to conserve 30% of its land area by 2030, and ensure that lands with a high community and ecological value are maintained for future generations.

The project website can be seen here:
<https://bit.ly/ScarboroughOSP>



Open Space Plan Town of Bridgton

Location: Bridgton, ME

Project Size: Community-Wide (64 sq. mi)

Date Completed: 2023

Contact: Gary Colello

Recreation Director

(207) 647-1126

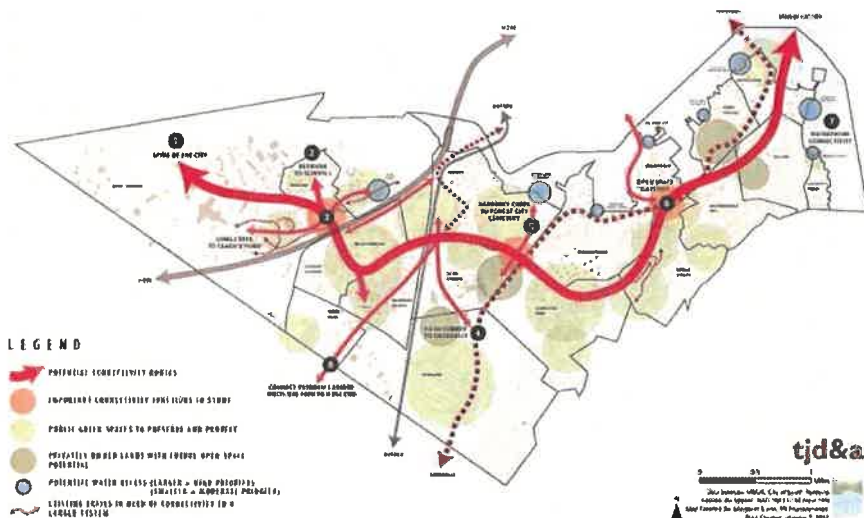
gcolello@bridgtonmaine.org

Presented project as keynote address to the 2023 annual meeting of the Maine Association of Conservation Commissions (MEACC).

VIEWSHED developed an Open Space Plan for the Town of Bridgton, which set forth a vision for the Town's open space resources with a focus on resilience, connectivity, and activation. A key part of this process was engaging the public through a survey and other creative engagement activities. The public input, along with an in-depth open space analysis, was used to identify needs/opportunities and chart a vision for the town open spaces. The plan outlined attainable goals that would help the Town meet its shared vision. One of the plan goals was to protect critical natural resources by strategically strengthening the Town's network of open space. Some of the strategies to achieve this goal included reinforcing habitat hubs and creating links between these hubs. As a part of the plan process, VIEWSHED created an "Open Space Scorecard" as a tool to guide decision-makers when evaluating existing or prospective open space. This rubric was structured to help decision-makers make value- and data-driven land assessments to help support the plan's recommendations.

The Open Space Plan can be seen here:

<https://bit.ly/BridgtonOSP>



Open Space Plan City of South Portland

Location: South Portland, ME

Project Size: Community-Wide (14 sq mi)

Date Completed: 2019

Contact: Fred Dillon

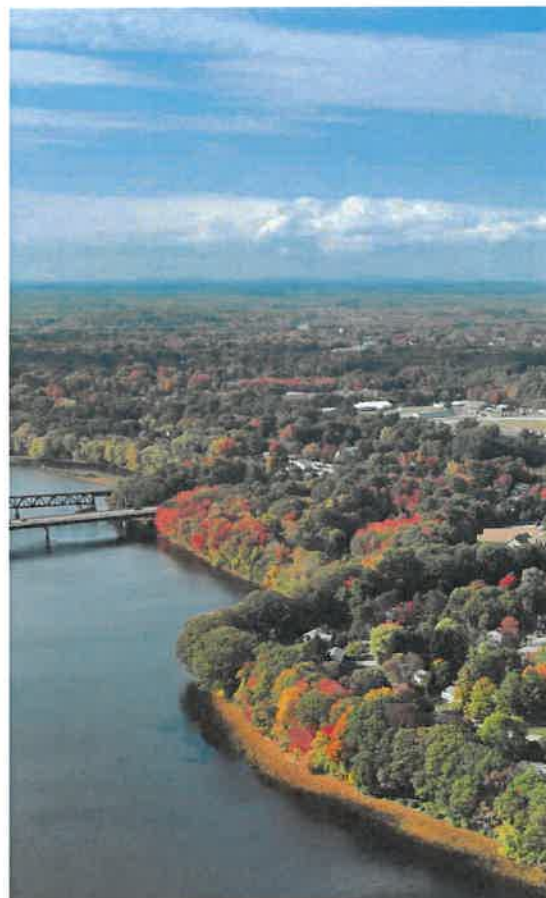
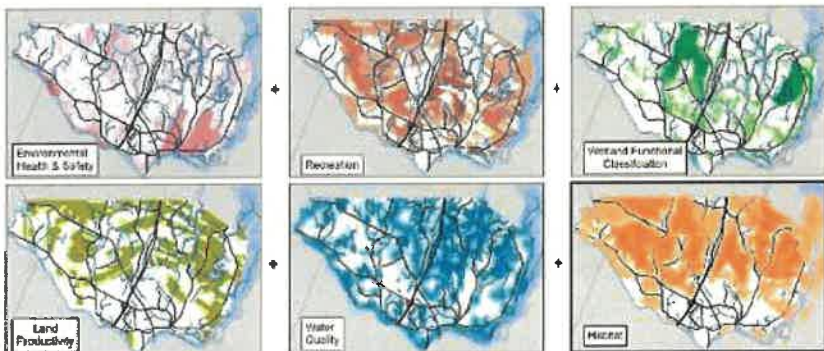
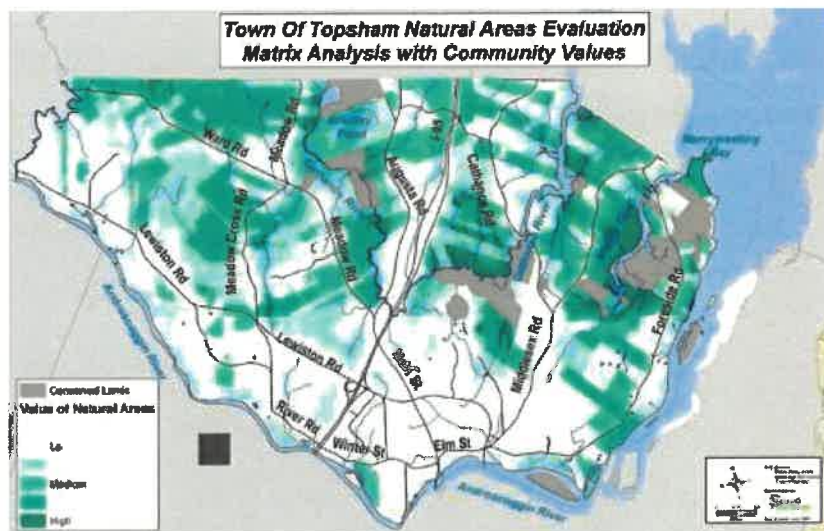
Stormwater Coordinator

207-347-4138

fdillon@southportland.org

VIEWSHED (formerly TJD&A) completed a comprehensive Open Space Plan for the City of South Portland. Through this planning process, we implemented a public City-wide survey of open space needs and executed a successful public engagement forum. The goal of the forum was to provide the public with a structured opportunity to contribute their suggestions for open space planning. All ideas were recorded on maps, digitized, and incorporated into the final Open Space Plan. The project team used the input from the community and planning committee to develop strategies for future open space planning. The final plan included a solution for improving open space connectivity as well as strategies for open space conservation and acquisition. The City's Open Space Implementation Committee has been actively implementing the recommended strategies.

The plan can be found [here](#).



Natural Areas Plan

Town of Topsham

Location: Topsham ME

Project Size: Community Wide (13 sq mi)

Date Completed: 2008

Contact: Keith Luke

Director of Economic Development

(207) 626-2336

VIEWSHED (formerly Spatial Alternatives) worked with the Town of Topsham to establish a comprehensive approach to natural resource protection efforts in the Town. Our team worked with Town staff and a volunteer committee to gather and map data to generate an inventory of natural resources within the community. Based on this inventory, our team analyzed the information to assess the function of the natural resources and gathered input to discern community values about natural resources and their protection. These community values, combined with natural resources data, were used to create a weighted matrix and a map of high value areas for conservation in Topsham. Using these results, the Town developed a common resource vision with supporting goals, policy recommendations, and management strategies.

The plan can be found [here](#).



Westbrook City Forest Master Plan

Town of Westbrook

Location: Westbrook, ME

Project Size: 75 acres

Date Completed: 2020

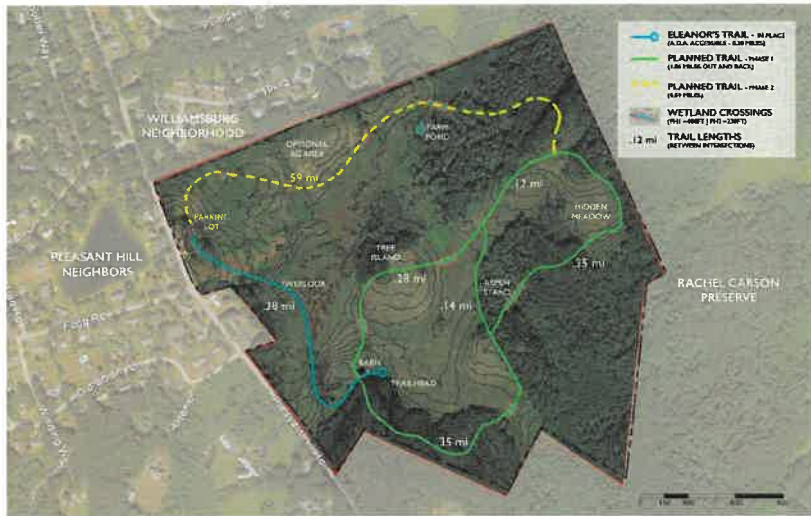
Contact: Rebecca Spitella

City of Westbrook Senior Planner

rspitella@westbrook.me.us

(207) 854-0638 Ext. 1231

VIEWSHED (formerly TJD&A) worked with OBP Trailworks to develop a master plan for the City of Westbrook's 75-acre City Forest. The plan included a comprehensive trail system, a natural wooded playground, a series of outdoor classroom spaces, a mountain bike skills park, and infrastructure to support community use. Our team collaborated with a volunteer committee to create a general plan for the City Forest. During this process, we engaged with stakeholders, managed an [interactive website](#), and administered a digital survey to the community to understand community needs and ideas. Public input guided the programming and overall design of the City Forest land. Development of the City Forest was tied to the Land and Water Conservation Fund (LWCF). VIEWSHED developed the plan for LWCF and worked with City Staff to fulfill the program requirements.



Pleasant Hill Preserve Master Plan

Scarborough Land Trust

Location: Scarborough, ME
Project Size: 135-acre
conservation parcel
Date Completed: 2018

Contact: Kathy Mills
Former Executive Director of
Scarborough Land Trust

VIEWSHED (formerly TJD&A) developed a phased master plan for the Pleasant Hill Preserve, providing the Scarborough community with recreational access to a significant natural resource. Pleasant Hill Preserve is a uniquely situated 135-acre parcel of land owned and managed by the Scarborough Land Trust. This critical piece of open space is bordered by a dense residential neighborhood on one side and a National Wildlife Refuge on the other. Landscape architects at VIEWSHED led a team of professionals in helping the Land Trust establish a vision and plan for the property. The work included a comprehensive analysis of the natural resource conditions on site and a comprehensive trail design. The first phase of trail construction was the completion of Eleanor's Trail: a universal access/ADA Trail, designed to accommodate wheelchairs, walkers and other assistive devices.

This work was for a stakeholder in the proposed project: the Scarborough Land Trust. The project included field investigations and detailed natural resource inventory and outlined a trail master plan. While the scale is smaller and the plan holds more detail than anticipated, this plan utilized the same approach to trail planning.

COST ESTIMATE

The following cost proposal includes estimations for each task in the scope of work, key staff hourly rates, and estimated involvement for each team member.

The estimated hours for VIEWSHED to complete the scope of work is approximately \$49,748. The proposed cost estimate should be used as a starting point for discussions with the Town.

Cost Estimate

TASKS	TOTAL
Task 1. Project Management & Meetings	\$ 9,720
Task 2. Existing Plans & Conditions Analysis	\$ 7,320
Task 3. Public Participation	\$ 10,720
Task 4. Conservation Priorities & Strategies	\$ 9,720
Task 5. Final Report and Implementation	\$ 11,750
TOTAL LABOR ESTIMATE	\$ 49,230
Large Format Printing Costs and Travel Mileage	\$ 518
TOTAL ESTIMATE	\$ 49,748

Hourly Rates and Estimated Level of Involvement

STAFF	ROLE	HOURLY RATE	ESTIMATED HOURS
Hilary Oat-Judge	Project Manager	\$160	100 hours
Judy Colby-George	GIS Advisor	\$160	30 hours
Jessica Higgins	Support Staff	\$115	105 hours
Madeline Tripp	Support Staff	\$85	470 hours

VIEWSHED



HILARY OAT-JUDGE, PLA, LEED AP PRINCIPAL

Hilary Oat-Judge, PLA, LEED AP, has twenty years of experience in Landscape Architecture, designing projects of varied scales in the public and private realm. Some of her signature projects are the redesign of the Native Plant Garden at the New York Botanical Garden and the design of the Trellis Bridge at the Chicago Botanic Gardens. Hilary has extensive experience in site analysis, planning, developing construction document sets and performing construction administration for complex projects at all scales, from highly detailed residential work to multi-block city streetscapes. She has a particular interest in using all of the tools of the Landscape Architect to address current challenges. Her deep knowledge of native planting design, stormwater management, and sustainable design honed through decades of practice and volunteer work across the country gives her invaluable expertise for all types of projects.

SELECT EXPERIENCE

Island Point Park LWCF Conversion + Design
Lewiston, ME

Roosevelt Park Comprehensive Plan
Burlington, VT

Simard-Payne Memorial Park Master Plan
Lewiston, ME

Simard-Payne Memorial Park Ribbon Path
Lewiston, ME

Lewiston VPI
Lewiston, ME

Elm & Front Street Renovation
Bath, ME

Private Residence
Harpwell, ME

Private Residences *
McLean & Great Falls, VA

Eastern Market Metro Plaza Master Plan +
Washington, DC

SELECT AWARDS

AIA DC Award of Excellence: Eastern Market Metro Plaza

ASLA Honor Award for General Design: NYBG Native Plant Garden

ASLA National Community Service Award: ASLA Legacy Project Coolidge HS

EDUCATION

University of Pennsylvania School of Design
Master of Landscape Architecture

Williams College
Bachelor of Arts in History with Highest Honors

EMPLOYMENT

VIEWSHED
Principal Landscape Architect
Yarmouth, ME (2024 - present)

Oat-Judge Landscape Architecture
Principal
Washington, DC (2015-2024)

Oehme, van Sweden | OvS
Senior Associate
Washington, DC (2007-2015)

Sotheby's
Senior Administrator, Impressionist & Modern Art
New York, NY (2000-2004)

PROFESSIONAL LICENSES/CERTIFICATIONS

Maine Licensed Landscape Architect: LAR 5854, exp. 06/30/2025
Connecticut Licensed Landscape Architect: LAR.0001192, exp. 07/31/2025
Maryland Licensed Landscape Architect: 3837, exp. 08/12/2025
Virginia Licensed Landscape Architect: 0406002004, exp. 06/30/2025
LEED AP, GBCI# 0010012351, Issued August 26, 2008, non-expiring
Member, American Society of Landscape Architects (ASLA)
Member, Built Environment Plus/USGBC

* Denotes work while at Oat-Judge Landscape Architecture

+ Denotes work while at Oehme, van Sweden

VIEWSHED



JUDY COLBY-GEORGE, GISP OWNER, PRINCIPAL

Judy Colby-George, GISP, is the owner and principal of VIEWSHED. She has over 30 years of experience helping clients to implement GIS and engage in complex spatial issues. Judy has extensive experience with public participation GIS and working with clients to understand the spatial relationships of various policies and programs. Her work ranges from creating and updating GIS datasets, development of online mapping applications, cartography, visualizations, viewshed analyses, and providing detailed analysis to solve client problems.

Judy believes that GIS is a tool that can help engage the public in the messy problems that face our world today, and work with clients to tell their stories, represent data in an understandable format, and invite a variety of people to the decision-making process.

SELECT EXPERIENCE

Open Space Plan
Scarborough, ME

Open Space Plan
Topsham, ME

Community Intertidal Data Portal
Casco Bay, ME

Comprehensive Plan
Harpwell, ME

Comprehensive Plan Public Participation
Cape Elizabeth, ME.

Comprehensive Plan Mapping, Utility Data
Management, GIS Services
Town of Falmouth, ME

Brunswick Sewer District
Brunswick, ME.

Zoning Analysis
City of Auburn, ME

Tax Map Development + Online Viewer
Norway, ME

Tax Map Development + Online Viewer
Pownal, ME

Tax Map Development + Online Viewer
Durham, ME

Tax Map Development + Online Viewer
Paris, ME

Property Valuation and Sea Level Rise
Island Institute, ME

Ocean Wind Viewshed Analysis
Coastal New Jersey

PROFESSIONAL AFFILIATIONS

Geospatial Professional Network
Maine GIS Users Group
Maine Association of Planners
New England URISA
American Association of Geographers

EDUCATION

University of Maine
Master of Ecology and Environmental Science

University of Wisconsin-Madison
Master of Land Resources with focus on GIS & Coastal Planning

University of Wisconsin-Madison
Bachelor of Science in Geography & Certificate of Environmental Studies

EMPLOYMENT

VIEWSHED (Formerly Spatial Alternatives)
Principal / Owner (2001 - present)
Yarmouth, ME

SELECT PRESENTATIONS

Building Community Using Geospatial Tools Workshop, GIS Pro, WV AGP Conference, 2024

Equity, Social Justice, and GIS, Maine Municipal Assoc. Tech Conference, 2019

Municipal GIS Process and Policy, Panel Discussion NEARC 2017

Introduction to Public Participation GIS, Workshop presented at GIS Pro 2016

VIEWSHED



JESSICA HIGGINS

Jessica Higgins is a landscape designer with a background in community-led park design + planning, construction documentation, and biofiltration stormwater management systems. Her project experience has taken her across the US and internationally, ranging from public parks to streetscapes and commercial properties. She has managed dozens of projects and worked seamlessly with contractors, craftsmen, architects, ecologists, and other allied professionals throughout her career.

Jessica's interest in the effects of nature on the human experience led her to pursue a Master of Landscape Architecture, writing her graduate thesis on the intersection of parks and cemetery design. She prides herself on examining a problem from every angle, considering all perspectives and possibilities, to uncover the most effective solution.

SELECT EXPERIENCE

Parks & Recreation Master Plan + Design
Kennebunkport, ME

Parks & Recreation Master Plan
Augusta, ME

Island Point Park LWCF Conversion + Design
Lewiston, ME

Roosevelt Park Comprehensive Plan
Burlington, VT

Ham Recreation Complex Master Plan
Bridgton, ME

Open Space Plan
Bridgton, ME

Simard-Payne Memorial Park Master Plan
Lewiston, ME

Simard-Payne Memorial Park Ribbon Path
Lewiston, ME

Mike McGraw Park
Lewiston, ME

RES Park
Rockport, ME

Kennedy Park
Lewiston, ME

Elm & Front Street Renovation
Bath, ME

Maine Gravel Services Master Plan
Brunswick, ME

Willard Beach Master Plan
South Portland, ME

Yard South Master Plan

EDUCATION

University of Georgia
Master of Landscape Architecture

Texas Tech University
Bachelor of Landscape Architecture

EMPLOYMENT

VIEWSHED
Landscape Designer | Project Manager | Visual Resources Specialist
Yarmouth, ME (2021 - present)

Verdant Enterprises, LLC
Associate Landscape Designer
Savannah, GA (2014 - 2021)

University of Georgia
Project Management Assistantship
Athens, GA (2012 - 2013)

SELECT AWARDS / HONORS

Grand Award of Outdoor Garden Competition, Qingdao International Horticultural Exposition, 2014

Thesis: *Deathscapes: Designing Contemporary Landscapes to Solve Modern Issues in Cemeteries*, 2013

West Texas ASLA Merit Award, 2010

Landscape Architecture Department Outstanding Student Award, 2010
Texas Tech University

Landscape Architecture Discipline Outstanding Student Award, 2010
Texas Tech University



MADELINE TRIPP

GIS & PUBLIC ENGAGEMENT SPECIALIST

Madeline is a GIS Specialist at VIEWSHED. She is passionate about developing online maps & interactive tools that make data approachable & create actionable knowledge. Madeline has experience collaborating with a wide range of stakeholders, from clam harvesters to researchers to utility workers, to create maps that help people solve problems. One of her favorite aspects of being a geographer is learning about new topics from clients and translating them into maps and applications they need. Some key projects she has worked on include the Community Intertidal Data Portal for Casco Bay, conducting a map-based vulnerability assessment for the Town of Arrowsic, Maine, and working with the Town of Scarborough, Maine on a data- and community-driven Open Space Plan.

SELECT EXPERIENCE

Open Space Plan

Scarborough, ME

Open Space Plan

Bridgton, ME

Parks + Recreation Master Plan

Augusta, ME

Community Intertidal Data Portal

Casco Bay Area, ME

Roosevelt Park Comprehensive Plan

Burlington, VT

Comprehensive Plan

Harpswell, ME

Climate Action Plan

Arrowsic, ME

Planning Partnership Initiative

South Sanford, ME

Village Partnership Initiative

Hampden, ME

Village Partnership Initiative

Bangor, ME

Climate Resilience Hub Design

State of Maine

Invasive Species Management Map Viewer

Prouts Neck, ME

Climate Change Observatory Story Map

Casco Bay Area, ME

Intertidal Access Mapping

Freeport, ME

PROFESSIONAL AFFILIATIONS

Geospatial Professional Network, Vanguard Cabinet Member

EDUCATION

East Carolina University

Bachelor of Science in Geography

Minor in Community Planning + Certificate in GIS

EMPLOYMENT

VIEWSHED

GIS Specialist (2022 - present)

Yarmouth, ME

Tidal Bay Consulting

Consultant

Freeport, ME (2021-2022)

Greater Portland Council of Governments

Americorps Resilience Fellow

Casco Bay, ME (2020-2021)

North Carolina Coastal Federation

Coastal Resilience & Living Shorelines Fellow

Newport, NC (Summer 2018)

PRESENTATIONS / PUBLICATIONS

"Web Accessibility: Designing for All" Workshop, Maine Americorps Member Conference, March 2021.

Facilitator, Environmental Justice Panel with former EPA Administrators, East Carolina University, March 2019

