

Subject: GreenMars Testimony in Support of LD 1940 – A Clearer Path to Housing Production

To Whom It May Concern:

As co-founders of GreenMars, a Maine-based real estate development firm focused on delivering high-quality housing in communities across the state, we write in strong support of LD 1940, *An Act to Revise the Growth Management Program Laws*. This bill provides municipalities with the tools they need to align zoning with community goals and to respond more effectively to Maine's growing demand for housing.

We've seen firsthand how this kind of reform can work. Our recent project, Yarmouth Commons, was made possible by the Town of Yarmouth's adoption of a form-based code that replaced older, rigid zoning with a clear, site-specific vision. That change allowed us to deliver a significantly higher density of housing than traditional zoning would have permitted—without sacrificing walkability, design quality, or public trust. It's the kind of smart planning that LD 1940 would enable and encourage statewide.

Importantly, LD 1940 removes the current requirement for exhaustive data inventories, which often bog down municipal staff in technical tasks that have little bearing on real-world outcomes. In our experience, these mandates drain time and energy from the truly vital local conversations—like where development should go, what it should look like, and how zoning can be updated to match community priorities. This bill corrects that misalignment by allowing towns to focus their planning efforts on what matters most.

We also believe it's critical for the Housing Committee to fully appreciate the practical, on-the-ground impact of this legislation. LD 1940 is not just a planning bill—it is a housing production bill. By creating the framework and community-driven vision for a clearer and more predictable regulatory environment, it enables municipalities and developers to partner more effectively in building the housing Maine urgently needs. The bill's focus on "growth areas" and its support for locally tailored place types will make it easier to direct development to places where infrastructure already exists and where communities want new homes to be built.

Finally, we support the bill's approach to public engagement. Thoughtful planning must be grounded in community input, and LD 1940 ensures that residents will continue to play a central role in shaping local growth strategies—just as they did in Yarmouth.

In sum, LD 1940 replaces outdated mandates with a modern, flexible framework that empowers municipalities to take ownership of their development future. It removes barriers to housing, supports stronger partnerships between the public and private sectors, and reflects the practical realities of getting things built in Maine today.

We urge you to support this important legislation.

Sincerely,

Nate Green and Chris Marshall

GreenMars