

Moosehead Lake: Once It's Gone, It's Gone Forever

You can help save it!

This special "Save Moosehead" publication was produced by the Natural Resources Council of Maine to inform readers about the scope and impact of the resort and second-home development proposed by Seattle-based Plum Creek in the Moosehead Lake region. To help protect wildlife and the natural beauty of the Moosehead Lake region, please contact us at nrcm@nrcm.org or (800) 287-2345. Established in 1959, the Natural Resources Council of Maine is a member-supported advocacy organization working to protect, conserve, and restore Maine's environment, now and for future generations. Visit us online at www.nrcm.org.



S Seattle-based Plum Creek's massive plan for development in the Moosehead Lake region will soon be the subject of public hearings and a decision by the Land Use Regulation Commission (LURC).



Although Plum Creek's development proposal has been the subject of considerable debate for nearly three years, only now is it becoming clear just how drastically this plan could forever change the Moosehead Lake region, one of Maine's most treasured places. Plum Creek bought this land in 1998 for less than \$200 per acre because it was zoned for forestry and backcountry recreation. Now the company wants the zoning rules changed to allow for the largest development ever proposed in Maine. If you care about protecting Moosehead Lake, then now is the time to attend a hearing or write to LURC. Please take a moment to learn about what Plum Creek proposes to do to the Moosehead Lake region.

The Lure of Moosehead

Spectacular views of unbroken forested landscapes. The excitement of showing your child his or her first moose. Fishing for native wild brook trout. The call of loons in the moonlight. Fresh air. Quiet waters. A night sky filled with stars.

This is Moosehead Lake, a place like no other. But if Plum Creek, a Seattle-based real estate development corporation, gets what it wants, the qualities that make Moosehead special would be lost to massive development.

The mark Plum Creek would leave includes 975 house lots, an 800-unit resort at Moose Mountain, a 250-unit resort at Lily Bay, and much more. It could include supermarkets, gas stations, beauty parlors, and other trappings

"Seattle-based Plum Creek will come and go, but the people of Maine will live with the decisions made in this rezoning process forever. We cannot sit idly by and allow the company to destroy what people love about Maine's beautiful Moosehead region."

—Brownie Carson, Executive Director, Natural Resources Council of Maine

and traffic of sprawling developments of Anyplace, USA. Add in the anticipated "spin-off" subdivisions that the rezoning would allow, and the total number of dwelling units climbs to more than 2,700.

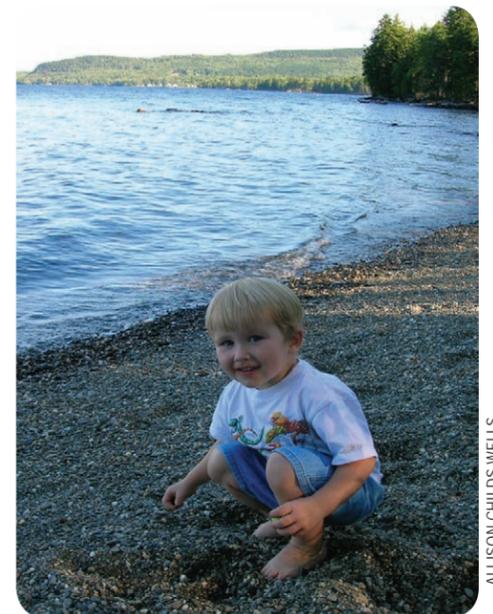
"This is the largest single development proposal in Maine's history," says Brownie Carson, executive director of the Natural Resources Council of Maine. "Seattle-based Plum Creek will come and go, but the people of Maine will live with the decisions made in this rezoning process forever. We cannot sit idly by and allow the company to destroy what people love about Maine's beautiful Moosehead region.

"We urge everyone who enjoys the Moosehead region, and the qualities that make Maine special, to seriously consider the magnitude of impacts from a massive proposal like Plum Creek's," says Carson. "The area's unique natural resources—pristine waters, beautiful mountains, unusual wildlife—have been the heart of tourism for the Moosehead region for over a century. *That* is what is at stake."

NRCM has been making the case that the Plum Creek plan is not the Moosehead region's only choice. "Maine has one chance to get it right, and we believe that Plum Creek's plan is not it," says Cathy Johnson, NRCM's North Woods project director.

"There is a better way, one that protects the qualities that make Moosehead so special."

A recent analysis by international sustainable tourism expert Costas Christ of Solimar International agrees. Christ believes that the Moosehead region is ripe for sustainable tourism, but his research findings determined that Plum Creek's proposal is inconsistent with sustainable tourism because it is out of scale for the region and is in locations that would spoil the landscape. It also would be marketed to the super-rich, and would destroy the key attractions—backcountry wilderness experiences, abundant wildlife, traditional character of local communities, and the sense of place—that residents and visitors alike treasure.



Lily Bay: From Family Campground to Exclusive Playground?

To understand the effects of Plum Creek's proposed development, one need look no further than Lily Bay State Park, a popular destination for wildlife-watching, hiking, swimming, and canoeing. People visit Lily Bay for its unspoiled views of the natural surroundings and for peace and quiet in an extraordinary yet uncrowded place. "Lily Bay State Park is a place

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Please Plan to Attend a Public Hearing about Plum Creek's Proposal:

Greenville: Saturday, December 1

Augusta: Sunday, December 2

Portland: Saturday, December 15

Greenville: Sunday, December 16

Contact Caitlin Cleaver at (800) 287-2345 ext.270, or ccleaver@nrcm.org



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where anyone of any financial means can go and have a beautiful, peaceful experience in the out-of-doors," says Johnson.

Plum Creek's proposed resort would result in an estimated 10,806 more people using the lake's eastern shore in the summer. Solimar International surveyed visitors, residents, and business owners in Lily Bay, Greenville, Rockwood, and surrounding areas. Eighty-one percent of the people surveyed stated that they would be less likely to return to Moosehead if the Plum Creek project goes forward.

"Lily Bay Resort and its subdivisions would push the wilderness base for primitive outdoor experiences further to the north, isolating Greenville economically, with sprawl likely to follow," wrote Christ in his pre-hearing testimony submitted to the Land Use Regulation Commission (LURC), which is reviewing Plum Creek's application.

Loss of Traditional Maine Jobs

The loss of accessible wilderness close to Greenville is a major concern of the Maine Wilderness Guides Organization, according to co-president Kevin Slater. Slater notes that traditional users of Moosehead's woods and waters—from paddlers on the Northern Forest Canoe Trail to Outward Bound students on the East Outlet—will have a diminished wilderness experience as the recreational capacity of some areas becomes overwhelmed. Maine guides and fishermen have expressed concern about the project's effects on the region's water quality and world-renowned brook trout and landlocked salmon fisheries.

Lani Cochrane, who with her husband operates the oldest continuously running guide service in Maine, worries that her daughter will not be able to continue the family business if the Plum Creek concept plan is approved. "Plum Creek claims [its] project will be an economic gain for Greenville, but

the guides will not see this benefit as the river will be overrun with people and development," she says.

Maine's Unique Wildlife at Risk

With houses and resorts come additional roads, driveways, lights, powerlines, and residential services such as waste disposal. Plum Creek wants to pave most of the roads in the development areas, and Thomas Errico of Wilbur Smith Associates estimates that Plum Creek's plan will dramatically increase traffic on 550 miles of road. This would prove harmful for the wildlife that need the area to survive.

Many animals of the North Woods require large areas of unfragmented habitat, including the federally threatened Canada lynx. Maine is the only place in the eastern U.S. with a Canada lynx population. Margaret Struhsacker, a biologist with the National Wildlife Federation, calculated that roads and traffic created by Plum Creek's plan will result in the deaths of between 10 and 17 lynx every year. In their comments to LURC, U.S. Fish and Wildlife Service said, "The [Lily Bay] development envelope is located in the middle of a large block of high quality lynx habitat in the Kokadjo area... This development, more than others, extends development and sprawl-like impacts into areas occupied by lynx."

With more and faster-moving traffic on paved roads, collisions with moose and deer will become more common. Barbara Charry of Maine Audubon estimates that to reduce traffic volumes to protect wildlife, Plum Creek needs to cut the number of development units in half. In addition to direct mortality, roads also destroy habitat and cause traffic noise, which can drown out the songs birds need to hear in order to find a mate. Charry estimates that 20,000 acres of prime wildlife habitat will be lost due to the Plum Creek development.



A recent study shows that Plum Creek's developments would harm the Moosehead region's nature-based tourism.



BOB DUCHESNE



ALLISON CHILDS WELLS

Plum Creek's plan would dramatically increase traffic on 550 miles of road, putting at risk the wildlife people come to Moosehead to see.

"Once It's Gone, It's Gone Forever"

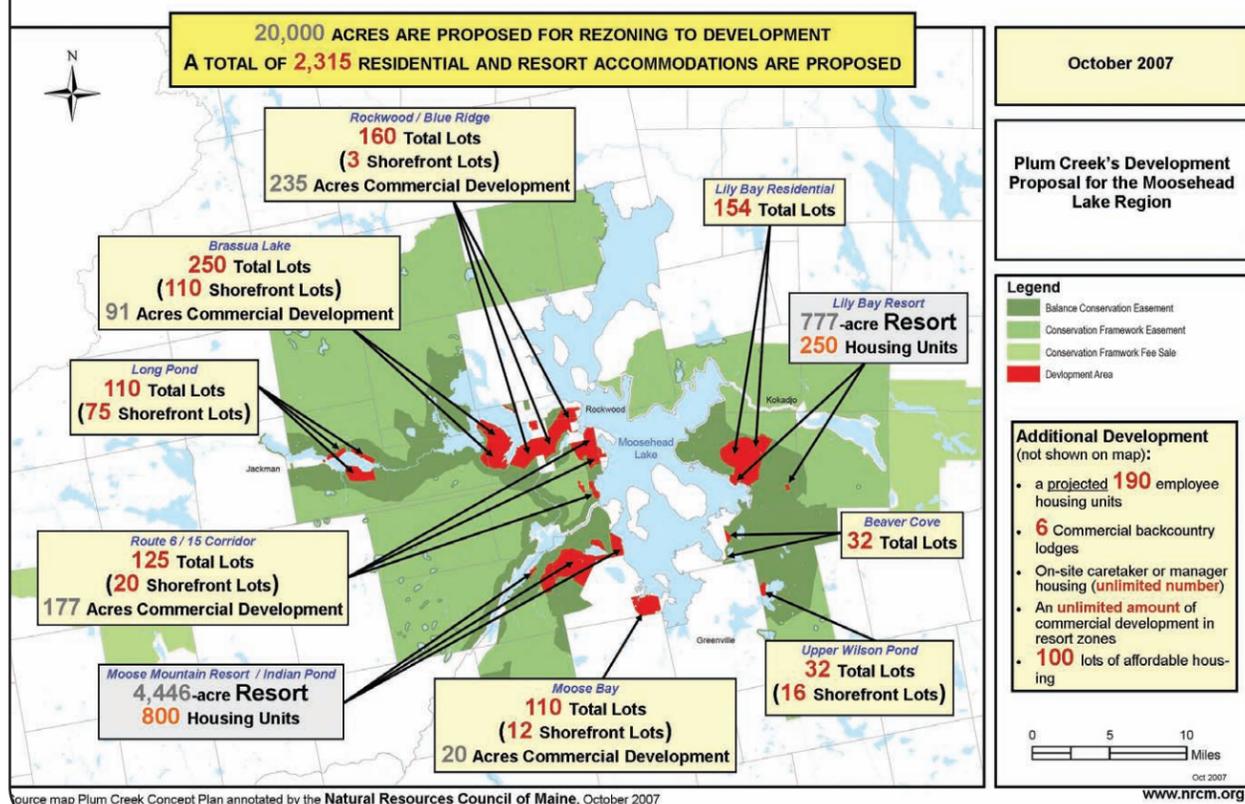
"We have reason to be seriously concerned about what we know and don't know about Plum Creek's plans," says NRCM's Johnson. "There is no way to know right now how the residences and resorts would be designed, built, and serviced." And since Plum Creek is not proposing any development for its 8,000 acres in Greenville, the town will not benefit from property tax payments that would have helped cover the costs of infrastructure and services.

Johnson believes that approval of Plum Creek's plan would set a precedent for the other half a million acres owned by Plum Creek, as well as for the entire 10 million acres of Maine forest lands—and the other six large landowners are watching. "Maine's North Woods are at the tipping point," she says. "If sprawling development is allowed to destroy the character of Moosehead, a place that is known and loved by people across the state and beyond, then it could happen anywhere."

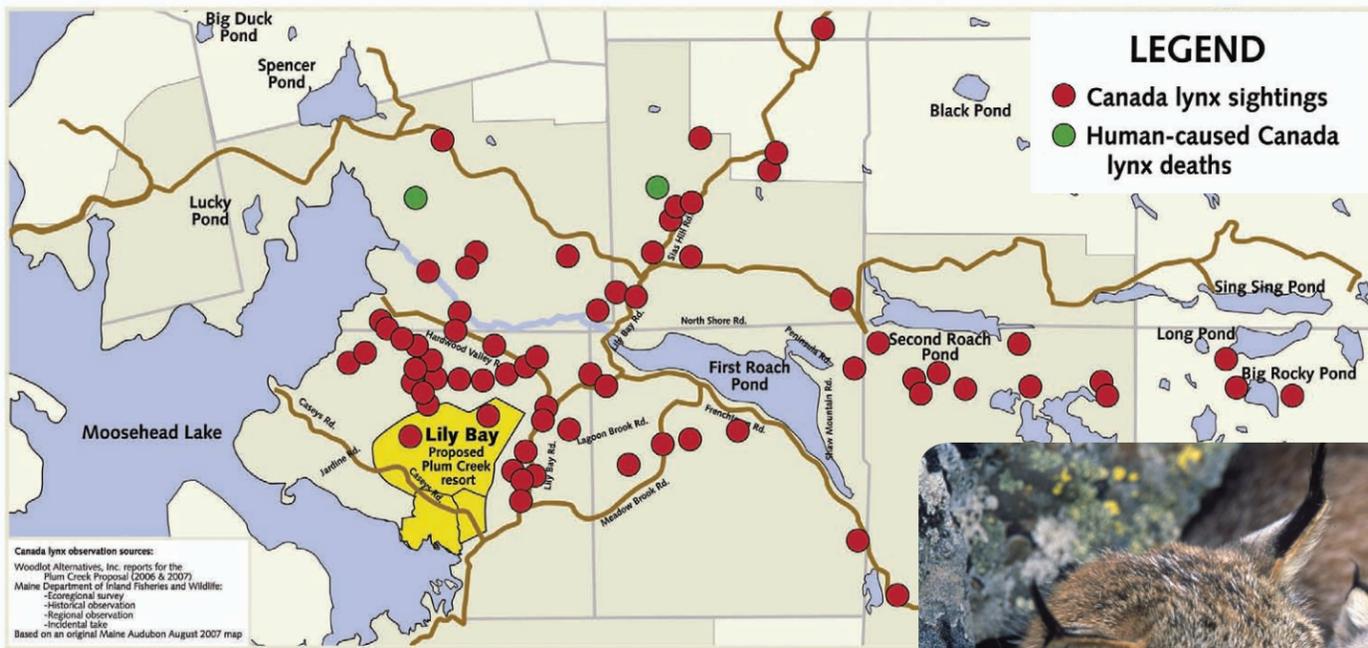
People who have never been to Moosehead, including many Mainers, may have a hard time comprehending all of what's at stake. But if Plum Creek's development is approved, says Johnson, they—and their children and grandchildren—will never get the chance to experience why Moosehead is so widely considered a state and national treasure.

"This is our heritage, a special place we have inherited from those who came before us, and once it's gone, it's gone forever," says Executive Director Carson. "We owe it to future generations to speak out against Plum Creek's development plans and for the protection of Moosehead."

Here's why many local residents as well as people from across Maine and beyond oppose Plum Creek's development proposal for Moosehead:



Plum Creek's Development Threatens Rare Canada Lynx



Plum Creek's development would result in 10 to 17 Canada lynx deaths each year and destroy critical lynx habitat, according to calculations by National Wildlife Federation biologists.



NORBERT ROSING

Plum Creek By the Numbers

- Plum Creek's net worth: \$4.8 billion (Hoovers, 2005)
- Amount of corporate income tax Plum Creek pays to the state of Maine: \$0
- Amount of corporate income tax Plum Creek pays to the federal government: \$0
- Price Plum Creek paid for land in proposed Moosehead development: \$200/acre
- Price Plum Creek would likely receive on sale of house lots: \$200,000 and up for shorefront lots
- Amount Plum Creek was fined for violations of laws protecting forests: \$57,000, the largest in Maine history

For more Plum Creek By the Numbers, visit www.nrcm.org.

Learn more about Plum Creek's harmful plan at nrcm.org

Here's some of what you'll find:

The facts & the fine print: details Plum Creek doesn't want you to know.

<http://www.nrcm.org/plumcreekfacts.asp>

A virtual trip to Moosehead: see moose, deer, and Moosehead's spectacular beauty by watching our new slide show!

http://www.nrcm.org/moosehead_slideshow.asp

"The Ballad of Moosehead Lake," written by singer/songwriter David Dodson and performed by David and other local musicians:

http://www.nrcm.org/moosehead_song.asp

"Moosehead Views"—Moosehead area residents share their thoughts about Plum Creek's development proposal.

http://www.nrcm.org/moosehead_videos.asp

NRCM's popular 2-minute flash movie, "Big Moosetake"—you'll want to share it with family and friends!

http://www.nrcm.org/issue_plumcreek_moosetake.asp



GARTH MICELROY

Plum Creek Fined for Forestry Violations

When Seattle-based Plum Creek first purchased its forestland in 1998 for less than \$200 per acre, the company claimed it would practice sustainable forestry and be a good corporate citizen of Maine. Since then, in follow-up from complaints from loggers, hunters, Maine guides, and property owners, NRCM used Maine's Freedom of Access Act to obtain state agency documents. They revealed a flagrant pattern of disregard by Plum Creek for Maine's forestry laws:

- Plum Creek ignored appeals by Maine Department of Inland Fisheries and Wildlife biologists to stop destroying habitat needed by deer for shelter and food in the winter.
- Violated water protection laws.
- Repeatedly violated the Maine Forestry Practices Act and was fined \$57,000—the largest fine in Maine history.

Plum Creek's track record speaks for itself. To learn more about Plum Creek's abuse of Maine forests and wildlife habitat, request a copy of NRCM's deeryard report by calling (800) 287-2345 or email nrcm@nrcm.org. Also online at http://www.nrcm.org/pc_foaa_report.asp.

Who Loves Moosehead's Lily Bay?

In 2006, Lily Bay State Park, in the heart of the Moosehead region, was visited by folks from:

- all 16 Maine counties;
- 229 different Maine towns;
- 24 different states, including Arizona, Wisconsin, Tennessee, California, Michigan, Alabama, and New Mexico; and
- the U.S., Canada, and even Germany!



Moosehead Voices

Send your concerns about Plum Creek's development proposal to the Land Use Regulation Commission (LURC), ATTN: Catherine Carroll, 22 State House Station, Augusta, ME 04333, LURC@maine.gov. Here's what people from the Moosehead region and beyond are saying:

"[Plum Creek's] proposal, even when modified, forecast a loss to the entire east of remaining natural regions of forest, water, and adventure. And what becomes of these lands once the process starts? All the old familiar trappings of habitation—traffic, motels, housing, supermarkets, golf clubs..."



COURTESY PHOTO

-Francis Schumann, Machias

"Age now prohibits us from visiting as much as we would like, but we have such wonderful memories. We are hopeful that these types of experiences can be enjoyed for many generations to come. Experiences that cannot be duplicated in any other place..."

-Donald Nicolson, Farmington

"Remote, unspoiled places like Lily Bay peninsula and the north shore of Long Pond should never be developed. These places are the frontier of Maine's vast North Woods—the largest undeveloped place east of the Mississippi. They are currently zoned for primitive recreation and timber harvesting and the rules should not be changed to allow development to ruin their wild character."



COURTESY PHOTO

-Bob Guethlen, Tomhegan Township, Moosehead



FILE PHOTO

"I've been coming to Moosehead Lake for 75 years with my family. We realize that change is coming to the region, but what is being proposed by Plum Creek is far too much. We need to protect what makes this place special."

- Priscilla Thorne, Rockwood

"I grew up in Millinocket in the 1920s and know what it is living close to nature in the North Woods provided me! The money-people, if allowed to buy miles of land around unique Moosehead Lake, will savor their purchase but deny the native Mainers of that unique part of our state."

—Katy Perry, Hallowell



JERRY AND MARCY MONKMAN

"I grew up in the village of Rockwood and run my real estate business here now. People choose to live here because of its atmosphere and character. There is room for some development in Rockwood, but development on the scale proposed by Plum Creek would completely change what makes Rockwood a great place to live."



COURTESY PHOTO

-Liz Munster, Rockwood

"They still don't get it! Plum Creek can't seem to understand that Mainers do not want their intrusion. Each "revision" is the same old, same old...Offering the same plan, time after time, is a transparent ploy. This whole deal is beyond 'fixing.' It should be rejected outright..."

-David Kendall, Dexter

"My mother was born and raised in Greenville, and some of my relatives still live there. They are sick at heart about what is likely to happen to their town if Plum Creek is allowed to go forward with [its] plan. My favorite childhood memories are from times spent on Upper Wilson Pond, a gorgeous, unspoiled pond with a handful of period camps. Sadly, Plum Creek will lay waste to all that is good about this little piece of heaven."

-Deborah Ludwig, Freedom

"Moosehead isn't called the jewel of Maine for nothing. It is a gloriously pristine piece of Maine, with abundant wildlife, that is still readily accessible to most Maine people. The massive development proposed and re-proposed by Plum Creek will drive the lake and its unique natural atmosphere into another Sebago Lake at warp speed."



COURTESY PHOTO

-George Manlove, Stillwater

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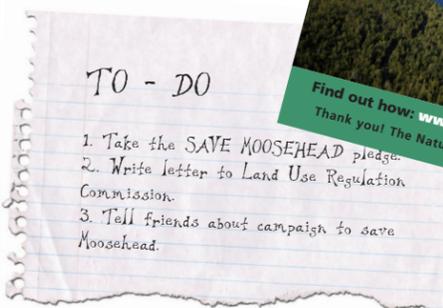
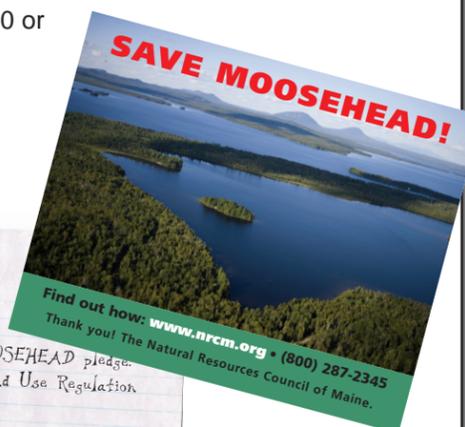
Contact Caitlin Cleaver at (800) 287-2345 ext. 270, or ccleaver@nrcm.org

You can help protect Moosehead Lake!

Help protect Moosehead from Seattle-based Plum Creek's massive development by taking the SAVE MOOSEHEAD pledge! NRCM will help you ensure your voice is heard by sending you a toolkit that includes:

- tips for your letter to the Land Use Regulation Commission;
- our fact sheet exposing "fine print" details Plum Creek doesn't want you to know about; and
- a beautiful Moosehead magnet for your fridge, a reminder of why this region is a national treasure.

Contact Caitlin Cleaver at (800) 287-2345 ext. 270 or by email at ccleaver@nrcm.org. Join us!



WE NEED YOU TO HELP SAVE MOOSEHEAD

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