

TOWN OF OLD ORCHARD BEACH
COMPREHENSIVE PLAN COMMITTEE
November 29, 2023 – 6:00 PM
Town Hall Council Chambers
Draft MEETING MINUTES

MEMBERS PRESENT:

Chair Lou Valentine
Win Winch
Mary Pat Donnellon
Sarah Petrin
Peter Guidi

STAFF PRESENT:

Jeffrey Hinderliter
Michael Foster

1. Open Meeting

Lou opened the meeting at 6PM.

2. Select Chair and Vice Chair

We will select chair and vice chair.

Planner Hinderliter responded they may want to wait until the next meeting when everyone is present since it is a small committee.

Mary Pat asked if there are working committees so groups can move forward outside of this meeting, or is it all in this group meeting?

Planner Hinderliter responded now it is the group meeting but as they get into other sections they can consider if they need to have subcommittees or have two members assigned to a section. Gene might be here and it sounds like Sarah is on her way.

3. Future Land Use Plan: District Exercise

The things in front of you are the things that were emailed last week. The purpose tonight is to get back into the future land use plan (FLUP). It was changed to more align with the goals, policies, and strategies approach. For each FLUP district we have the goals, policies, and strategies.

Thinking in terms of our work, first, is that the goal represents the ideal that the town would like to reach at some point in the future. As applied to FLUP districts what we seek to achieve for the district.

Second, is the policy directive to follow to help achieve that goal. As applied to the FLUP plan this involves the actual creation of the district. That is the primary goal.

Third, strategy is an action or guidance taken to implement the policy or what is within that district description.

As applied to the FLUP each district will have several strategies identifying more specific actions to help guide those eventually write will the ordinances and implement the FLUP. One important thing is we are not writing zoning ordinances, these are guiding strategies. For Residential 1 he put provide incentives for affordable housing. You could write a zoning standard and make that an incentive, but these strategies were intentionally broad so they don't look like a zoning ordinance. We can change what medium or high densities are.

Planner Foster asked if an example of a zoning incentive for affordable housing be something like allowing multifamily in the R-1. Without getting into LD2003 stuff and the law, this committee will need to consider the references to comp planning, fair housing law and Maine human rights act, there are some questions if excluding multifamily could be a violation of that in some way.

Planner Hinderliter responded right now multifamily isn't a use in R-1. If we want to dive into this we can begin with the overall FLUP goals. There are more than four or five bullet now. We had good discussions and

1 some the FLUP goals were fit into a strategy or a particular district. Some would also fit more cleanly into an
2 individual section, like economic that is connected to land use. What do we think with what we have?
3 Lou responded with the base encourage safe vehicle, pedestrian, bicycle on Ross Road. Which section does this
4 come under? Where do you start? If the road improves it should be improved to be widened with sidewalks.
5 Planner Hinderliter responded part of land use is transportation and this involves all of that. For some of the
6 overall goals, we have “improve accessibility and walkability throughout town and improve transportation
7 options”. Do you think it is important enough to have as an overall FLUP goal? One we talked about was the
8 condition that buildings are in.

9 Mary Pat responded she was looking at Biddeford’s comp plan that is in draft form that is public. It seems the
10 way this is organized here is there are overall goals and strategies, not necessarily in these documents for each
11 district. Maybe we need overall ones and for each district. There needs to be strategies for these goals. They
12 also categorized in Saco and Biddeford, each district into high growth and limited growth and within each
13 categorized five areas in Biddeford. Then they described what would happen in each. Where are we growing,
14 where do we want to grow, where are we conserving, what do we want to protect? This needs to be elevated
15 before it goes to the public. She looked at the examples to see what a finished product looks like.

16 Planner Hinderliter responded the problem is the work that was done before to identify all that stuff. This is
17 towards the end of the FLUP. To go back could tack a couple years on.

18 Peter added this seems to be more form than substance. This could be pulled into that form without changing
19 the work.

20 Mary Pat found it intense and technical.

21

22 Planner Hinderliter added one meeting they will have before this goes to council and goes public is our
23 approach for how they introduce it to the public.

24 Lou asked if itemized need to be prioritized in each district?

25 Planner Hinderliter responded you do prioritize as high, medium, and low which is directly related to the
26 implementation of certain goals, policies, and strategies throughout the comprehensive plan. You will see the
27 big body of the comp plan, a lot of it is writing that most don’t look at. Then there is almost an executive
28 summary that allows people to grab the goals, policies, and strategies for the FLUP.

29 There will be a chart where you get into some of the policies, growth districts, rural districts, transitory districts,
30 and implementation strategies, and then this stuff will be more in the body. This is one of the hard parts now,
31 which is where we had left off.

32 Win added the average person is concerned with how it affects them and their neighborhood. It needs to get
33 across that this is future and this is gradual. In the planning board we come across criteria, does it fit the
34 comprehensive plan? You can’t erratically change a neighborhood but you can influence it.

35

36 Planner Hinderliter continued with the overall FLUP goals and asked Lou about transportation related.

37 Lou responded the areas that need it have to be brought up to speed before you put in nice big pads out on Ross
38 Road. There are a lot of kids and no sidewalks no nothing in that area.

39 Planner Hinderliter pointed out they have FLUP goals that are transportation related but they are more
40 accessibility, walkability, and transportation options in town, train, bus, and trolley. The reality is cars will still
41 control transportation over the next ten years, so the overall goals should include a standard that recognizes that.

42 Lou asked about charging stations.

43 Peter responded electric cars are a bad solution for a problem that doesn’t exist. He wouldn’t ride is bicycle at
44 very many places in Maine. A goal would be that developments create greenbelts that connect to the Eastern
45 Trail, so we can remove pedestrians from the roads completely. How can people get in and out without using
46 the road if they are on bicycles or on walks? Require the developer to worry about how the greenbelt is done.

47

48 Planner Hinderliter asked what they think about blight?

49 Peter asked about definition of blight.

50 The committee agreed it was property maintenance.

1 Mary Pat mentioned in other places you have to have your stuff maintained.

2 Planner Hinderliter responded this is an important overall goal because it is important all over town and to
3 include residential and nonresidential properties.

4
5 Peter asked how you force someone to maintain their property? It is a slippery slope.

6 Planner Foster responded there are some limited property maintenance standards that are basic.

7 Mary Pat responded it creates the image and experience of the town. Some are investing a lot and others are
8 letting properties go.

9 Planner Foster asked if there was a way to look at it as less forced, and encourage building upkeep and property
10 maintenance.

11 Peter added people sit on their property waiting for a way out. If zoning is restrictive it will just sit.

12 Mary Pat added it is reasonable to streamline processes to make it easier to do things, but on the tail end if you
13 don't want to do it that isn't an option either.

14
15 Peter responded his goal for Old Orchard Beach would be YIMBY, yes in my backyard. We are looking to
16 attract money and investment. We should create an environment where investors worldwide could look at this
17 town and say you can get in there, you can get big things done, and you can make money. Everything else will
18 fix itself. Looking for ways to stop that is a prescription for more blight and less activity.

19
20 Sarah arrived at 6:30PM.

21
22 Lou mentioned that enforcement is difficult especially without a full house to deal with it.

23 Planner Hinderliter responded with writing ordinances one of the big questions is how are you going to enforce
24 it. That should be a reason to not have these goals. It could be methods to encourage property improvement for
25 residential and nonresidential development. They are getting into the overall goals. 3200

26 He is thinking of adding two overall FLUP goals. Something needs to be in there to respect regular vehicle
27 transportation and add a goal for that so it isn't just pedestrian and bicycles. Also, something for property
28 maintenance.

29 We will go into each of the districts, and the maps correspond with the FLUP districts. This is broken into a
30 goals, policies, and strategies approach. We can go through each district, discuss the goal or overall vision of
31 the district, then the policy or district purpose, which is the directive to achieve that overall vision. To achieve
32 that overall vision we need to create the district, which is where you get into the purpose. Then we get into
33 strategies with finer details of the actions or guidance to be taken to implement the policy and eventually
34 support the goal.

35 The R-1 district. Cascade Road and Ross Road, to Saco. With the goal for this area it is primary residential use,
36 one, two, and accessory dwellings, limited business use compatible with residential use, and to encourage safe
37 vehicle, pedestrian, and bicycle use along Ross Road.

38
39 Planner Foster asked at what point it would be considered to get rid of family in [terms], instead of single
40 family, maybe single dwelling. A lot of places family definition is changing. When would that come into play?

41 Planner Hinderliter responded for comp plan purposes they could change the language in the plan, but he
42 wouldn't make it a recommendation of the comp plan.

43 Planner Foster is curious what the committee's thoughts are. A lot of ordinances in relation to state changes are
44 making changes to definitions and changes to family definition.

45 Peter responded it was a little too woke for him.

46 Mary Pat disagreed with Peter, but thought it probably doesn't matter that much.

47
48 Planner Foster asked if there was a reason they were excluding multifamily or multi dwellings?

49 Planner Hinderliter responded that the way the district has formed overtime is as a single lot development type
50 of district with lower to medium density.

1 Planer Foster asked if multifamily should be allowed everywhere, or should they be restricting it?
2 Lou responded he thought it is all single family.
3 Mary Pat added if it is a growth district do you want to limit it, or is it a conservation limited growth area?
4 Win added there is limited land out there.
5 Peter added it doesn't seem like a very large area to have set aside for folks looking to own a single family
6 home on their own piece of property. It seems like a small area to allow that to happen.
7 Planner Hinderliter added this would most likely be more of a rural area because you have public water but not
8 public sewer. You want larger lots. There are better places for multifamily since there is no sewer and it would
9 need to be septic. How do you think the purpose looks? Low to medium density, more rural feel, single family,
10 what you see today pout there.
11
12 Lou asked if two family should be taken out.
13 Peter added with LD2003, if you set it up exactly like this, now every one of those single family dwelling units
14 now qualify for an accessory dwelling unit and if you go with affordable housing you can drop two and a half
15 times the density requirement, it is like an overlay over all these conversations now.
16 Planner Foster added if multifamily isn't allowed in the district the affordable housing bonus density couldn't
17 be applied.
18 Peter responded the density one with, so two of the three. We could exclude it by saying it isn't a growth area,
19 but that would be a lie.
20 Planner Hinderliter responded they could determine it is not a growth area based on the sewer and it would be a
21 good argument to say this is a rural area.
22 Peter added they could define any area without sewer as not being a growth area. Now a developer will spring
23 for the sewer line.
24
25 Planner Hinderliter continued into strategies. How do these look? Very broad but the implementation committee
26 will need to figure it out because we are not writing a zoning ordinance.
27 Planner Foster asked about one of the strategies being development exceeding more than two units and if that
28 should be kept in?
29 Planner Hinderliter was thinking more of two lots, in a subdivision.
30 Peter didn't think requiring a traffic impact analysis was consistent with streamlining approvals. This can be
31 expensive and delay projects.
32 Planner Hinderliter responded there are two types of traffic impact analysis reviews; the impact analysis, which
33 is a light version of the bigger one, which is the traffic movement permit. The impact analysis is quicker for an
34 engineering firm to prepare, and if you need the traffic movement permit the analysis will tell you that.
35 Peter responded the threshold should be increased to require traffic analysis, maybe ten units. Can we review
36 the suggested uses? The whole care for people is everywhere in every group. There is big movement for sober
37 houses and there is a ton of money in it. He wonders if they are going to have an R-1 residential home district
38 do they really want to see someone drop a sober house in the middle of it because it is care for people. He isn't
39 sure it is necessary to allow for care for people in every single zone and it isn't consistent with having a quiet
40 neighborhood.
41 Planner Foster thinks one issue is it is a protected class and falls under residential currently as far as a use goes.
42 Peter added getting out of jail and parolees and other things you could say it is care for people. It is in all the
43 strategies. There should be places for these facilities but why in R-1?
44 Planner Hinderliter referenced the state law that requires municipalities to treat the use as if it is a single family
45 residential home and it is care for people, a rehab use. This isn't a sober house, this is a little different, the folks
46 have to have diagnosed mental issues. Not a use you would think would be in a residential zone but the state
47 encourages it for that residential atmosphere. We can cross that out for now. Onto R-2, this is a big district. The
48 map needs to be amended. It is kind of spread out in different places, but you will see they are similar. First,
49 here is Radley's [Landry's], drive past on your left there is smaller lot single family residential development,
50 just before you hit Dunegrass. Then you have past McDonald's Gas, on the right side beyond the more mixed

1 use zone, there is another smaller lot mostly single family, but it does have two and multis. Then to the traffic
2 light down Union to the beach, on the right side is another zoning district with smaller lots mixed density. Then
3 out towards 7-11 by Temple Ave, smaller lot with single and some two family. The area he skipped in the
4 middle is different and has been developed differently where it was campsites.

5
6 Peter asked if this was the district that has been most impacted by short term rentals.

7 Planner Hinderliter responded yes if looking at interior district. The campground neighborhood district.

8 Peter thought this area had been the most impacted. They are empty.

9 Planner Hinderliter referenced half of Park Ave is dark, but filled in the summertime. The other side is short
10 term rentals. It changes the dynamic of the neighborhood. He is sensitive as to how we would tackle that with
11 this plan.

12 Peter responded these are the neighborhoods that should have the densest possible development to create the
13 economic environment to bring real housing back in there. The only way to do that is new development that
14 puts more people in so economics change and they can't put short term rentals in those units.

15
16 Planner Hinderliter highlighted a strategy for this district is to create zoning related incentives to encourage
17 redevelopment of properties that are in poor condition. Is that what you were thinking?

18 Peter responded if he is looking at purchasing property to develop units say an 8 unit, he needs to look at the
19 cost per unit. The cost per unit is driven by the amount of units that can be put in. You would want like \$20-
20 30,000 per unit land costs. If you need to buy four lots and tear down four places you would need to put in 15-
21 20 units there. The key to that is making sure the overlays don't allow short term rentals. Real housing
22 inventory for young people and families who want to move in and make a life.

23
24 Planner Hinderliter continued with the vision for this particular district, primarily residential use, very limited
25 business use, businesses allowed like home occupations or something compatible with residential use, and
26 neighborhood environment, encourage walkability, and maintain neighborhood integrity. That is the overall
27 district vision. To try to achieve that we first need to create the district so we have the purpose.

28
29 Sarah asked about broader questions. They are going by each of these one by one and there is some modest
30 differentiation between the different areas, but where would they want to encourage new builds? If they look at
31 the broader goals trying to pinpoint which of the neighborhoods meet that goal over others and making sure that
32 the language correlates. Going over them one by one is missing the bigger picture, which is we want to
33 encourage new builds, we want to encourage more year round recreation, we want to encourage more
34 residential use in some areas. Conceptually there are things we want to encourage, say more builds, which
35 district is that that would be good for more housing, or winter recreation. Then trying to make sure that goal is
36 reflected in the language more.

37 Planner Hinderliter responded that one of the challenges is the work that was done in the past, some members
38 are still here, and keeping that moment up picking up where we left off, while also respecting the new folks. We
39 looked at breaking the town into neighborhoods and in each went into growth areas and more of a vision
40 attached to the neighborhood, as opposed to individual districts. We had the vision, the goals, policies, and
41 strategies. Then they created the future land use districts they began to refine the vision into something similar
42 to this. From the last meeting it sounding like things needed to change up and he could make it cleaner with a
43 goals, policies, strategies type of format. They can take a step back and look at the big picture but he needs to be
44 mindful of the timeframe provided to his manager and the council and adhering to that timeframe.

45 Sarah responded she isn't suggesting redoing it, but in R-2 do they want to encourage new building? It doesn't
46 sound like it from the description. One of the goals is to encourage new builds, without that language there, are
47 they encouraging it there but somewhere else. It doesn't need to be redone but how do the goals correlate with
48 the district. We want this district as is currently or is it something else.

49 Planner Hinderliter likes the questions and agrees it is confusing.

1 Planner Foster asked at what point in the process they identify the growth areas?
2 Planner Hinderliter responded they have been identified.
3 Sarah and Mary Pat asked where they are?
4 Planner Hinderliter will provide at the next meeting.
5
6 Peter mentioned strategies for R-2, medium density, but it seems many of the houses there are on small lots
7 today. It is a high density neighborhood. Particularly the closed in area between Saco Ave and the tracks, we
8 already have high density, how would we have medium density?
9 Planner Hinderliter responded to the growth question. Even with higher density and being developed, you have
10 public sewer and public water, and with looking to continue medium to high density, you ensure the zoning
11 encourages that.
12 Peter responded that it is the economics of the neighborhood need to be changed. Now you can buy a house and
13 turn it to a short term rental and make it profitable. To build housing stock the economics need to be more
14 profitable than short term rentals. All strategies need to point towards creation of an economic environment that
15 brings families back for year round residency.
16 Mary Pat agreed.
17
18 Planner Hinderliter mentioned he was looking to see if any overall future land use goals include encouraging
19 that.
20 Peter added the summertime demand alters the economics of the town. They are different than Saco and
21 Biddeford. The beach is a great asset but also has unintended consequences.
22 Planner Hinderliter continued with if he identified growth, rural, and the other, then attached to each district as
23 part of the intent, that might help.
24 Planner Foster asked if it was something different than limited growth?
25 Mary Pat responded it is limited growth.
26 Sarah added it is very neutral language.
27 Planner Hinderliter will do that in the next draft.
28
29 Mary Pat responded if R-2 probably is a growth area they need to get creative as to what that means. They can't
30 create new empty land because there isn't any. They will need to allow things that don't exist today to start to
31 exist.
32 Planner Hinderliter responded that creativity is important when you get into strategies for that particular district.
33 He could be right or wrong and they can add language; create zoning related incentives to encourage
34 redevelopment of properties that are in poor condition. The implementation committee will be able to explore
35 what those incentive might be, ones we are not aware of. One for a developer could be a density bonus. He tried
36 to be broad for strategy purposes.
37 Peter added R-2 could have different growth classifications. Halfway could be different than the closed in areas.
38 Planner Hinderliter responded maybe that area shouldn't be R-2. These are good points. Maybe the growth
39 areas previously identified, others don't feel they are growth areas.
40
41 Planner Foster asked about growth up and if there are areas where they should consider heights and higher
42 heights to allow that growth. Getting more units, not necessarily building out, but up. It can be controversial
43 when you get into things like views.
44 Peter agreed they will need to go up.
45 Planner Foster asked what that appropriate, tolerable height would be for Old Orchard Beach?
46 Sarah asked the current limit?
47 Planner Hinderliter responded average is 35 feet, which is two stories and a pitched roof.
48 Peter responded they need three and four story developments.
49 The committee discussed the heights along the beach and DEP limitations.
50 Sarah asked if it was residential or commercial height.

1 Planner Foster responded he thought mostly residential but they talk about mixed use, they wouldn't want to
2 exclude commercial fully.

3 Win referenced the flood zone [and shoreland zoning].

4 Planner Hinderliter asked if they are all ok with him rethinking another approach.

5 The committee wants to keep going with what they have.

6
7 Planner Hinderliter is concerned because they are in the beginning. He can rework it and go through it all.

8 Planner Foster thought it was a productive conversation and should continue even if they aren't going over each
9 one individually.

10 Peter asked if they need so many different residential zones?

11 Planner Hinderliter responded that is what they decided before.

12 Mary Pat asked about R-3.

13 Planner Hinderliter responded R-3 is Homewood Park. They also included newer Portland Ave subdivisions
14 that are similar in lot size in some respects, but definitely in terms of the use where it is single family
15 development.

16 Peter mentioned the neighborhoods are different off Cascade Rd then Portland Ave. They are different
17 neighborhoods.

18 Planner Foster looks at them as being different because the roads don't connect.

19 The committee discussed growth along Portland Ave. Sewer would need to be extended. There is housing
20 developed already, density could be increase. The area near the marsh should be rural. The corridor should be
21 developed.

22 Peter thought overlays would be helpful to see on the map. Areas where there is absolutely no potential for any
23 development, where is it on the map?

24 Sarah asked if they should add extending sewer service into R-3?

25 Planner Foster responded they do have the overall goal to maintain and invest in utilities and infrastructure,
26 which would include sewer. Some rural area has been protected with the larger lot sizes. How do you increase
27 residential density and also preserve areas? Can you make the whole town one zone?

28
29 Peter asked if they share a vision of an Old Orchard Beach with significantly more people living in it?

30 Planner Hinderliter responded he doesn't share that personally.

31 Planner Foster responded he does but he doesn't live there. As long as you are protecting the environment and
32 natural resources, I would say this side of 95/Route is more prime for development, and then maybe just on the
33 other side, especially looking at higher density.

34 Planner Hinderliter added he thinks it is a quality of life matter that needs to be considered throughout the town
35 if your looking for higher density.

36 Planner Foster asked why they can't support the summer population year round, and would that mean if they
37 have what they have for a population in summer year round, does it mean we would have that many extra in
38 summer, or would it level out?

39 Peter responded the summer business is how they make their money. They could rent doghouses in the summer
40 demand is so high. They are in the middle of it and deal with all the issues that go on in Old Orchard Beach
41 every day. Short term rentals don't impact his business, but he is concerned about everybody else's business. He
42 is concerned about quality of life and not having a vibrant and healthy community where there are people to
43 interact with, and restaurants, and services available. You can get an Uber in this town.

44
45 Mary Pat mentioned the bigger vision of what they want the town to be. At the short term rental meetings
46 people talked about it being a tourist town and that is all it is, but she doesn't think that is all it is. How do you
47 make it a year round vibrant place? Is it building more housing to make up for housing lost to short term
48 rentals?

49 Planner Hinderliter referenced comp plan committee meetings where they discussed the overall vision. This all
50 came from that. It is a disservice to new members because you weren't a part of those discussions.

1 Peter added that 2020 changed everything. There is a new set of realities. The second thing and why AirBnb
2 and VRBO are important, is they gave homeowners access to the global distribution system. He used to rent a
3 place for \$1200 for the summer when he was a lifeguard. OOB365 was doing a fabulous job. In 2019
4 downtown Old Orchard was kind of happening. To set the goals for the next ten years they need to repair some
5 of the damage that was done and get them moving forward.

6
7 Mary Pat asked if they could articulate what that original vision was?
8 Planner Hinderliter will look into that.

9
10 Planner Foster asked if they think online rental platforms are there to stay long term, ten years out?
11 Peter responded people stay in their car and make online reservations from out front. In the last two years they
12 see people coming here for a wedding in Portland because in Portland rooms are \$500 and it is \$250 here and
13 they think it is a great deal.

14
15 Planner Foster doesn't think they can avoid the spillover from surrounding communities, Portland, Saco,
16 Biddeford, so they need to have a plan. That is where the comp plan comes in. They can't avoid some of the
17 growth, they can restrict it, but it will happen, so how do you do it as orderly as possible?

18 Peter referenced Biddeford and quality of life there. Downtown Biddeford is happening. People are pay \$2500
19 for an apartment in the mill. They still have plenty of problems.

20 Win added you can look at the town for 2 months of the year or 12 months of the year. You don't realize but
21 Old Orchard is the 27th largest community in the state and within the last couple years we were number three on
22 new residential constructions. State census is at 9,300 year round. Most the summer area is in the flood zone;
23 there are a lot of factors not being talked about.

24
25 Mary Pat mentioned Ocean Park being limited growth.

26 Win added all along East Grand. A flood map would be helpful at the meeting.

27 Planner Hinderliter asked which flood map. The one that may be adopted, proposed to be adopted for past four
28 or five years, or the one that is in effect.

29
30 Peter added they talk about ten years, from what he hears he would be surprised if they have an amusement park
31 ten years from now. Do we tackle what happens to special amusement district if it isn't there anymore?

32 Planner Hinderliter responded they should include when they get into that district.

33 Peter asked if there was a lot of change over the two years the plan wasn't worked on and if things would be
34 different if that plans was implemented two years ago?

35 Planner Hinderliter responded they would have looser regulations in some places that would have opened up
36 development more, nonresidential and residential. Not significantly because Old Orchard Beach always sees
37 residential subdivisions. Nonresidential development is minimal.

38 Peter mentioned he was speaking with local investor and Old Orchard Street properties and the door doesn't
39 seem open to the type of significant development you would need to build down there to convince current
40 owners they would be better served taking the money. They want serious money and you would need to put
41 something serious in. Forty to fifty million dollar projects. They should have a fast track process; someone is
42 ready to spend thirty million dollars they are ready to make it happen.

43 Planner Hinderliter added those are often the projects that need more vetting. He has experience with proposed
44 big investment in another community where a lot of work went into making it work for the investor then they
45 walked away from the project. He needs to have time to concentrate on this and check his schedule for putting
46 these pieces together.

47
48 Peter referenced Google Docs and using it for group participation for the work he is doing. He will be in Florida
49 in the winter and could stay more involved this way.

50 Planner Hinderliter responded maybe they can do Zoom. He thanked the group

- 1 4. Good & Welfare
- 2
- 3 **5. Adjourn**
- 4 The meeting closed at 6:55PM