

Downtown and Outer Pleasant Street Plan Implementation Committee
Adopted by the Town Council on January 24, 2011

Mission

The Downtown and Outer Pleasant Street Plan Implementation Committee shall prioritize and suggest recommendations for Town Council's consideration, and oversee the implementation of the Master Plan for Downtown Brunswick and the Outer Pleasant Street Corridor, adopted by the Brunswick Town Council on *mm/dd/yy*.

Goals

1. The Committee shall review, combine as needed, prioritize, and recommend actions from the Plan to be undertaken.
2. For each recommendation brought forward by the Committee, they shall confirm the need by consulting stakeholders and soliciting input. They shall also identify partnerships, funding sources, and technical resources needed.
3. The Committee shall provide a report to the Town Council at least every six months.

Committee Considerations

The purpose of the Plan is to enhance the livability and viability of the Outer Pleasant Street and Downtown area. The Committee shall consider and evaluate the recommendations in the Plan as to:

1. The five focus areas identified in the Plan: Visual Quality, Neighborhoods, Pedestrian and Vehicular Movement, Marketing, and Financing
2. The associated costs and impacts of all proposals to the Town taxpayers
3. The associated costs and impacts to local businesses and non-profit organizations
4. Input solicited from a myriad of sources which, in turn, will assist with the public knowledge and buy-in of the recommendation
5. Using existing partnerships and developing new partnerships of local organizations and businesses
6. The relevancy of each recommendation as it is addressed: should it still be considered or removed because of changes in environment, suitability or costs?
7. The history of the recommendation locations and stakeholders

Committee Composition

Because of the regional focus of the Plan, the Committee shall include the following members for a three-year term:

- Two (2) Brunswick Town Councilors (suggested Councilors from Districts 4 and 6)
- Two (2) residents; one each from a Downtown and Pleasant Street neighborhood
- Two (2) business owners; one who owns a business Downtown and one who owns a business on Pleasant Street
- Two (2) at-large members
- One (1) representative of the creative economy/non-profit community
- One (1) representative from the Brunswick Downtown Association

**Implementation Committee for the
Master Plan for the Downtown and Outer Pleasant Street Corridor**

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As the Committee addresses particular recommendations or focus areas, they shall have the authority to bring in ad hoc members to assist with their evaluations.

Staff Assistance

The Committee will be staffed by the Department of Planning and Development and the Department of Economic and Community Development.