



TOWN OF BRUNSWICK
DOWNTOWN BRUNSWICK AND OUTER PLEASANT
STREET CORRIDOR
MASTER PLAN IMPLEMENTATION COMMITTEE
85 UNION STREET, BRUNSWICK, ME 04011

Margo Knight, Chair
Citizen-at-Large

Jane Millett
Councilor – District 6

Kathy Wilson
Councilor – At Large

Paul Dostie
Resident - Downtown

Debora King, Vice Chair
BDA Member

Lori Bourgeois
Business Owner - Downtown

Crystal Card
Creative Economy/Non-profit

Toby Tarpinian
Citizen at Large

Kathleen Stevens
Resident – Pleasant Street

Vacant
Business Owner – Pleasant Street

MEETING AGENDA
TUESDAY, JUNE 21, 2016; 5:00 PM
TOWN HALL, COUNCIL CHAMBERS
85 UNION STREET

- 1. Introductions/Public Comment**
- 2. Acceptance of 3/29/16 Meeting Summary**
- 3. Discussion Topics/Updates**
 - a. Downtown Walkabout Debrief**
 - b. Parking Audit Area Updating/Scheduling**
 - c. Downtown Loading/Unloading Areas Survey Update (Deb)**
 - d. Maine Street Traffic Patterns**
 - e. Frank Wood Bridge Work Update**
 - f. ZORC Update**
- 4. Task Group Formations**
- 5. Other Business**



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MEETING SUMMARY
TUESDAY, MARCH 29, 2016

Margo Knight, Chair
Citizen at Large

Debora King, Vice Chair
BDA Member

Jane Millett
Councilor – District 6

Kathy Wilson
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Laurie Bourgeois
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- 1. Introductions/Public Comment** – No public comment received.
- 2. Acceptance of 11/3/15 Meeting Summary** – Accepted
- 3. 2016 Goals Setting Workshop Results** – Margo reported on the results of the Committee’s 2016 goals setting workshop, summary attached.
- 4. Multi-Family Rental Property Inspection Program** – Jane reported that she and Claudia Knox met. They are putting together an invitation list for a public meeting to discuss a potential program.
- 5. Downtown Walkabout** – A Downtown Walkabout by the MPIC was discussed with the potential to do another along Outer Pleasant Street. Focus of the Downtown walkabout will be existing signs, potential locations for wayfinding signs, and locations of existing loading and unloading areas. Deb volunteered to publish a brief survey through Brunswick Blast regarding current loading and unloading practices for Downtown businesses.
- 6. Parking Audit Area Update** – Anna will follow up with Mark Waltz.
- 7. Frank Wood Bridge Work Update** – Anna provided a brief update on bridge project status. Public meetings are scheduled for late April in both Topsham and Brunswick.
- 8. Next Meeting/Topics** – Downtown Walkabout – to be scheduled late April/early May.

Present: Margo Knight, Chair; Deb King, Vice Chair; Jane Millett; Kathy Wilson; Paul Dostie; Crystal Card; Kathleen Stevens; Anna Breinich, Committee Staff



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2016 GOALS SETTING SUMMARY
TUESDAY, FEBRUARY 2, 2016

- 1. Review of 2015 Accomplishments by Margo Knight** – Pleasant Street crosswalk contract signed; match is available for Safe Routes to School Grant for pedestrian-activated crossings.
- 2. Multi-Family Rental Inspections Program Follow-up** – Jane stated it was time to form committee to push forward. Margo wants to hold a meeting for landlords to discuss program ideas, including a possible inspection certificate program when rental properties change ownership.
- 3. Downtown Wayfinding Signage** – BDA received Senter Grant. Should look at signage to and from train station, parking lots. Walkabout workshop suggested reviewing existing signage downtown/wayfinding needs, Spring 2016.
- 4. 2-way Pleasant Street** – Continue as a priority.
- 5. “We Share” Parking Program** – Conduct a business survey on parking to determine interest. Also address loading zones.
- 6. Assist BBPAC as Needed with Downtown Projects and Complete Streets Policy Development.**
- 7. Parking Audit Scheduling** – Schedule during tourism season.
- 8. Work with BBPAC to Locate Potential Crosswalk/Traffic Calming Locations Along Outer Pleasant Street.**

Present: Margo Knight, Chair; Deb King, Vice Chair; Jane Millett; Kathy Wilson; Paul Dostie; Kathleen Stevens; Lori Bourgeois; Toby Tarpinian; Anna Breinich, Committee Staff

Attendees: Public Works Director John Foster; Claudia Knox; Rich Cromwell and Will Wilkoff (BBPAC Co-Chairs); John Blood (BBPAC); Business Development Manager Linda Smith

Bowdoin Fellow Summer Project – Downtown Brunswick Parking

Project Outline, Draft 6/20/16

Context

A keystone development goal in the Master Plan for Downtown Brunswick & The Outer Pleasant Street Corridor is to encourage a “pedestrian- and bike-friendly area with ample, easy-to-find parking, improved pedestrian crossings, and traffic-calming mechanisms.” The Master Plan Implementation Committee (MPIC) wants to see a Brunswick with a commercial center that is accessible, safe, and attractive for residents, workers, and visitors alike. In support of this goal, MPIC lays out a range of short-term and long-term recommendations for parking projects that could be completed to improve pedestrian, biker, and driver experience in the downtown area. These projects range from low threshold activities such as way-finding signs to larger undertakings such as creating a parking garage.

On Maine Street in particular, businesses have expressed a concern over parking availability for customers coming into the downtown area. In 2012, two Bowdoin College students conducted a walkability study in the town center for a final GIS project. As part of this project, students created a GIS inventory of all public and private parking spaces in their defined downtown area and conducted a service area network analysis to determine how parking is distributed along the downtown area, concluding that many large parking lots go underutilized, and that some parts of the town center in the north and south are underserved with parking spaces. The following year, the EPA granted the Town of Brunswick a Building Blocks for Sustainable Communities technical assistance award with which the town conducted an audit of the local parking supply. This workshop concluded that there is not a shortage of overall parking supply in the town center, but rather a localized issue of inefficient use of existing spaces, and offered a variety of strategies to address parking issues.

Project Description

The Bowdoin Fellow will spearhead collaboration with the Brunswick Downtown Association, Bowdoin College Community Matters in Maine Fellows, and the Town of Brunswick to build off of MPIC proposed 2015 priority activities for parking in downtown Brunswick, including (12) conduct a third parking audit downtown and (13) develop plan/template for downtown wayfinding signs (parking, historic places, destinations of interest). By expanding the knowledge-base about parking downtown and producing a tangible product that boosts public morale around downtown parking with character-enhancing qualities, this project aims to positively engage town members with parking issues to set the community up for more constructive development and planning in the future.

Project Goals

- 1) Reassess the current parking situation in Brunswick
- 2) Advance the Master Plan for downtown parking by,

- a. Creating a parking map in partnership with the BDA for distribution in forms such as brochures, posted maps, and an online web page
- b. Supplementing map with artistic and character-enhancing way-finding signs in the Brunswick Town Center

Final Products

- Parking audit report
- Map pdf to be used as the Town of Brunswick and BDA wish
- Way-finding artwork and signs

Work Plan *(to be completed/ revised)*

JUNE	JULY	AUGUST
<ul style="list-style-type: none"> • Collaborative partner initial conversations • Identify artist for new map • Investigate art collaborations with local organizations • Parking audit planning (audit set up, volunteer recruiting, etc.) 	<ul style="list-style-type: none"> • Parking audit week of July 24-30 • Create parking overlays for map artwork • Design a variety of literature with parking map • Run any programming to create artwork and signs with collaborative partners 	<ul style="list-style-type: none"> • Map distribution • Way-finding signs/artwork posting • Parking audit data review and visualization • Parking audit and artistic way-finding combined presentation to collaborative partners