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

OUTER PLEASANT STREET WALKABOUT
MONDAY, SEPTEMBER 26, 2016, 4:00 PM

The Downtown Brunswick and Outer Pleasant Street Master Plan Committee will conduct an outer Pleasant Street walkabout on Monday, September 26, 2016, beginning at 4:00 PM, at the Brunswick Police Station parking lot. The purpose of the walkabout is to visually survey the corridor in the context of the 2010 plan recommendations in addition to existing on-street parking.

This is a public meeting and all are invited to attend. Pleasant Street (Route 1) is a lengthy, heavily traveled corridor. Please dress appropriately.

Please call the Brunswick Department of Planning and Development (725-6660) with questions or comments.

2011 Master Plan for Downtown Brunswick and the Outer Pleasant Street Corridor				
Final Plan Recommendations - Adopted by Town Council January 24, 2010				
Recommendations by Focus Areas	Short-Term 1-3 years	Long-Term 3-5 years	Responsible Lead - TBD	Potential Funding/ Resources
Overall				
A. Visual Quality				
A.1 Review Town codes and ordinances for consistency with plan	✓		PB	
A.2 Expand Village Review Zone	✓		PB/VRB	
A.3 Adopt Downtown lighting plan	✓			
A.4 Create unified Downtown decorative lighting plan w/businesses	✓			
A.5 Review and update Village Review Zone Design Guidelines	✓		PB/VRB	
A.6 Develop comprehensive street banner program w/BDA and businesses	✓			
A.7 Adopt design guidelines for outer Pleasant Street	✓		PB	
B. Pedestrian and Vehicular Movement				
B.1 Improve bicycle route wayfinding	✓			
B.2 Add Downtown bus shelters	✓			
B.3 Develop interpretive "walking loops" Downtown	✓			
B.4 Explore "experiments" to improve pedestrian safety crossing major streets	✓			

Recommendations by Focus Areas	Short-Term 1-3 years	Long-Term 3-5 years	Responsible Lead - TBD	Potential Funding/ Resources
B.5 Design pedestrian safety features based on successful "experiments."		✓		
B.6 Encourage the use of distinctive paving/other materials sidewalk areas crossing access drives		✓		
B.7 Consider initiating a transfer of trip rights program for outer Pleasant Street corridor		✓	STAFF/PB	
B.8 Facilitate safer vehicular movement w/appropriate strategies		✓		
C. Neighborhoods				
C.1 Install and encourage amenities to create "gathering" spaces, e.g. clustered seating	✓			
C.2 Establish a town-wide building inspection program for structures w/2 or rental units	✓			
C.3 Review and refine Town Core and Highway Corridor zoning districts consistent with Comprehensive Plan and Downtown Master Plan	✓		STAFF/PB	
C.4 Add additional power and water access points at convenient locations Downtown for use during special events		✓		
D. Marketing				
D.1 BDA should pursue the Main Street Maine designation for Brunswick	✓			
D.2 Work w/Amtrak and NNEPRA to market Brunswick to Downeaster riders	✓			
D.3 Embrace BDA advertising campaign materials now under development	✓			

Recommendations by Focus Areas	Short-Term 1-3 years	Long-Term 3-5 years	Responsible Lead - TBD	Potential Funding/ Resources
D.4 Recognize Brunswick's arts and cultural assets	✓			
D.5 Improve Town website	✓			
D.6 Install way-finding signage and mapping, historical markers throughout Downtown for destinations of interest	✓			
E. Financing				
E.1 Explore National Register of Historic Places designations for eligible buildings	✓			
E.2 Explore feasibility to institute a shared parking/transportation fee to support public transportation and parking facilities	✓			
E.3 Continue to identify other funding opportunities	✓	✓		
E.4 Explore feasibility to create a Business Improvement District		✓		
Pleasant Street: Outer Pleasant Street District				
A. Visual Quality				
A.8 Encourage/incentivize placement of streetscape elements	✓			
A.9 Enforce sidewalk setbacks and clearances	✓			
A. 10 Increase visual link with Maine Street, e.g. banners	✓			
A.11 Draft design guidelines/regulations	✓		**PB**	

Recommendations by Focus Areas	Short-Term 1-3 years	Long-Term 3-5 years	Responsible Lead - TBD	Potential Funding/ Resources
A. 12 Work w/MDOT to design enhanced gateway from I-295 ramp	✓			
A. 13 Encourage underground power lines and water and sewer improvements as opportunities arise		✓		
B. Pedestrian and Vehicular Movement				
B. 9 Conduct "pilot" program and O&D Study to direct Brunswick Landing traffic to Exit 31, !-295	✓			
B.10 Appropriately sign non-arterial bike route through Town	✓			
B.11 Encourage businesses to clearly mark street address on buildings along Pleasant Street	✓			
B.12 Evaluate NASB Transportation Study recommendations for traffic calming and use of parallel roads		✓		
B. 13 Reduce curb cuts, enforce design guidelines for redevelopment		✓	**PB**	
B.14 Improve streetscape/encourage removal of fencing between properties		✓		
C. Neighborhoods				
C.5 Regulate/require streetscaping improvements during redevelopment		✓	**PB**	
C.6 Encourage multiple business parcels during redevelopment w/neighborhood connectivity		✓	**PB**	

Recommendations by Focus Areas	Short-Term 1-3 years	Long-Term 3-5 years	Responsible Lead - TBD	Potential Funding/ Resources
C.7 Consider Form-Based Zoning		✓	PB	
D. Marketing				
D.7 Include Pleasant Street businesses on Downtown Map	✓			
D.8 Place directional sign to Historic Downtown Brunswick on Pleasant Street	✓			
D.9 Promote tourism related business signage along I-295	✓			
Pleasant Street: Outer Pleasant Street Transition District				
A. Visual Quality				
A.14 Work w/businesses to improve streetscaping, reduce curb cuts and improve street configuration	✓			
A.15 Increase visual link w/Downtown area	✓			
A.16 Draft design guidelines, transitioning to more walkable corridor	✓		PB	
A.17 Encourage preservation of remaining historic architecture	✓			
A. 18 Encourage underground power lines and water and sewer improvements as opportunities arise		✓		
A.19 Incentivize preservation of remaining historic architecture		✓		
B. Pedestrian and Vehicular Movement				

Recommendations by Focus Areas	Short-Term 1-3 years	Long-Term 3-5 years	Responsible Lead - TBD	Potential Funding/ Resources
B.15 Reduce curb cuts during redevelopment		✓	PB	
B.16 Improve pedestrian and bicycling access		✓		
B.17 Create walkways between businesses		✓		
B.18 Evaluate NASB Transportation Study recommendations for traffic calming and use of parallel roads		✓		
C. Neighborhoods				
C.8 Foster Town communications w/residents and businesses	✓			
C.9 Enhance neighborhood connectivity to corridor	✓		PB	
C.10 Regulate/require streetscaping improvements during redevelopment		✓	PB	
C.11 Support existing residential/commercial mix		✓	PB	
C.12 Explore w/neighbors alternative transportation networking		✓		
D. Marketing				
D.10 Promote tourism related business signage along I-295	✓			
Pleasant Street: Inner Pleasant Street Transition District				
A. Visual Quality				