

MASTER PLAN FOR DOWNTOWN BRUNSWICK & THE OUTER PLEASANT STREET CORRIDOR

Developed by the
Brunswick Downtown
Master Plan Committee
and the residents and
businesses of the Town
of Brunswick, with
assistance by Project
for Public Spaces



Adopted by the Brunswick Town Council
January 24, 2011

The Town of Brunswick thanks the members of the Downtown Master Plan Committee for their diligence and hard work to complete the plan update over the past two years. Members are as follows:

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The Town would also like to thank Art Boulay, Joanne Peabody, and Steve Tibbetts who were appointed and contributed to the initial tasks, but had to resign within the first year because of other commitments.

Lastly, the development of the Downtown and Outer Pleasant Street Corridor Master Plan would not have been possible without the generous support of the Maine Department of Transportation through its Gateway One Corridor Program.

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Executive Summary



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“Travel with me, if you will, to the year 2021. You’re in a car traveling north of Freeport on I-295 and you see signs for the ‘Historic Brunswick’ exit. There are also signs highlighting businesses on Pleasant Street and maybe signs for cultural and historical attractions in the area. And of course, there are signs for Bowdoin College and the Visitor and Transportation Center”
... and so begins our journey.. -- Margo H. Knight, Chair, Downtown Master Plan Committee and District #6 Councilor

The Downtown Master Plan Committee is pleased to present the Master Plan for Downtown Brunswick and the Outer Pleasant Street Corridor. This is the culmination of two years of work during which we crafted a vision that now provides a basis for future more detailed and place-specific work for the community as a whole.

The Committee’s work included review of prior related planning documents, interviews with experts in our focus areas, and crafting visions for each.

The Committee also held televised informational sessions on potential financing mechanisms, with focus on the establishment of a tax increment financing (TIF) district. The proposed Downtown TIF District, roughly encompassing Maine Street stretching from Fort Andross to and including the new redeveloped area known as Maine Street Station, was recommended to and approved by the Town Council and the Maine Department of Economic and Community Development. Proceeds generated from the TIF can now be used for funding of projects suggested in this Downtown Master Plan as Town Council sees fit.

Midway into our work, the Committee grew to incorporate the Gateway One Corridor Study and we expanded our mission to include the study of outer Pleasant Street and Mill Street (Route 1), because those roadways introduce visitors to our town and have a major impact on downtown neighborhoods, businesses, and our municipal tax base. We also hired Project for Public Spaces (PPS), a non-profit organization that taught us a new way of looking at streets, buildings and traffic: placemaking (Appendix A). With the assistance of the PPS team, the Town of Brunswick held four public workshops to introduce the “placemaking approach”, with more than 100 residents and business owners participating. Those workshops included walking tours of special places—a “pearl necklace” of attractions between First Parish Church and the Androscoggin River, as well as areas along outer Pleasant Street—identified through a public survey, and that helped the participants envision what could be done to make those destinations even better (Appendix C).

The Committee’s goal was to reach beyond basic recommendations for infrastructure, traffic, and landscaping improvements. We recognized that the increase in vehicular traffic was constricting commerce and threatening bicycle and pedestrian safety. We believed that having an attractive, safe,

vibrant Downtown and outer Pleasant Street Corridor would encourage families to live, work, play and shop Downtown and along outer Pleasant Street—and that neighborhoods are economic engines. We realized that the closure of the Brunswick Naval Air Station and the resultant loss of population and economic impact meant that the Town needed to undertake a sustained, coordinated effort to market itself to residents, prospective residents, businesses, and visitors. Lastly we recognized present economic conditions required a variety of nontraditional revenue sources to fund these recommendations.

This report includes analysis of three areas along Maine Street from Fort Andross to the Bath Road, and three areas from outer Pleasant Street to Maine Street. In each area, we present an analysis and vision, what the challenges are, what “works,” and recommendations for improvements. We also include a short list of recommendations that apply to the whole study area. All are then grouped into short-term (one to three years) and long-term (three to ten years) projects. Short-term projects are those that are high-priority, do not require extensive funding, or already have a revenue source. They also include studies to determine the feasibility or create a plan for a recommendation so that, when funding sources

become available or the economy improves, the Town can move forward towards implementation.

These recommendations require cooperation and collaboration to succeed. Some—such as improved landscaping—can be realized by volunteers or citizen committees. Some—like putting chairs and tables on their property to encourage social gathering—require investment by businesses. Others—like changing highway signage to direct traffic that wants to be in Brunswick, into Brunswick—need cooperation and support from State and Federal agencies and coordination with neighboring communities. And some—like traffic-calming strategies on Maine Street—will require experimentation.

Most recommendations are new ideas. Some are familiar ones framed in a social rather than a design context. Some—such as “enhance downtown as a pedestrian environment”—are carried over from the 1997 Downtown Master Development Plan.

A good indication of the plan’s readiness is the Committee’s ambitious “early start” goals and actions already set in motion or achieved, as follows:

- 1) the Town’s Downtown TIF District is in place;
- 2) the Brunswick Downtown Association, with the support of the Town, has been accepted into the Maine Downtown Network, a prerequisite for participation in the Main Street Maine Program;
- 3) the Town has a fully functioning Visitors Center/Transportation Hub, and conveniently located and accessible Town Council Chambers at the Maine Street Station complex; and
- 4) the Northern New England Passenger Rail Authority, which operates the Amtrak Downeaster route, was successful in receiving stimulus funds to improve the rail corridor from Portland to Brunswick leading the way for the route expansion to Brunswick by 2012.

Finally, as in the 1997 Downtown Master Development Plan, we recommend that the Town Council appoint a Plan Implementation Committee to shepherd recommendations for approval by the Town Council as resources and funding become available. The committee will look primarily to partnerships, grants and other non-governmental sources for project funding.



One of four public workshops



Principles & Vision

Visual Quality
Pedestrian & Vehicular
Neighborhoods
Marketing
Financing



.....

The Downtown Master Plan Committee was convened in September 2008, as the Comprehensive Plan update was in the final stages of adoption by the Town Council. One of the key objectives of the Comprehensive Plan is, “In partnership with local organizations, make the Downtown more attractive, inviting and the ‘hub’ of community activity.” A Key Action to meet that objective is to develop a new master plan for downtown, “relating economic, housing, and infrastructure improvements,” and consider “traffic, bicycle and pedestrian patterns, alternatives to divert through-traffic away from Maine Street, enhance use of upper-story space, preserve historic architecture, and make new construction and renovations fit the character of the historic downtown”.

Chaired by Margo Knight, Town Councilor for District 6 (Downtown), the Town Council appointed Downtown Master Plan Committee (DMPC) was comprised of representatives from downtown businesses, downtown property-owners and residents, at-large residents, Bowdoin College, and liaisons from other Town committees (Village Review Board, Planning Board, and Bicycling and Pedestrian Advisory Committee). Department staff of Planning and Development, and Economic and Community Development assisted the committee.

The Committee reviewed the previous Downtown Master Development Plan, completed in 1997, the 2000 Mall Management Plan, the 2001 Downtown Brunswick Parking Study, the 2006 Brunswick Maine Street Station Master Plan, and the 2008 Comprehensive Plan.

Very quickly, the Committee decided to divide into five focus areas of study: **Visual Quality, Pedestrian and Vehicular Movement, Neighborhoods, Marketing, and Financing.** Underlying all of these focus areas was a commitment by the committee to environmental and community sustainability. Meeting twice a month, the Committee alternated meeting as a whole to interview experts and meetings of the different focus area groups to craft the Plan’s vision and proposals for actions.

As the Committee was planning the next step in the process, that is, testing visions with the public, an opportunity presented itself. The Maine Department of Transportation provided planning grants for the communities participating in the Gateway One Corridor Plan implementation focusing on traffic movement, land use and infrastructure along Route 1 from Brunswick to Stockton Springs, and awarded Brunswick the first community grant.

**Text continues on page 9.*

“It isn’t ‘Here is the blueprint.’ It’s more, ‘Here is the vision.’ It’s really that we want to make this town - the downtown area - a place to live, to work, to shop, and for people to gather all year round.”

-- Margo Knight, Chair, Downtown Master Plan Committee and District #6 Brunswick Town Councilor

OUR DOWNTOWN VISION



Visual Quality

The entire length of Maine Street and inner Pleasant Street is connected harmoniously through sidewalks and landscaping to create a unified, pedestrian-friendly whole. The sides of Maine Street are connected with well-landscaped islands or pedestrian refuges. The amenities on the Mall, such as lighting and electrical outlets, are improved, while the natural features of this special place are still protected. Way-finding kiosks and maps, directing pedestrians and drivers to downtown businesses and attractions, are created and installed in convenient, appropriate places. A system of public-private collaboration exists to maintain downtown plantings, public spaces, and commercial areas.



Pedestrian and Vehicular Movement

Downtown is a pedestrian- and bike-friendly area with ample, easy-to-find parking, improved pedestrian crossings, and traffic-calming mechanisms. Together these create a roadway with fewer driver distractions. Through-traffic is minimized by directing it to appropriate alternative streets and highways. With the development of Maine Street Station, downtown is a transportation hub, with service provided by Amtrak and excursion trains, commercial bus lines, a local bus route, taxis, car and bike rentals.



Neighborhoods

Downtown residential neighborhoods are an economic asset to Brunswick, providing tax revenue and pedestrian traffic to downtown businesses and attractions. Housing options are increased, while preserving valued features of neighborhoods. The use of upper story space is enhanced, preserving historic architecture and making new construction and renovations fit the character of the historic downtown. Residential and non-residential development in neighborhoods generates pedestrian traffic and new businesses. It is of an appropriate scale and designed to minimize the impact on the neighborhood. The pedestrian and bicycle connectivity between neighborhoods and around downtown is enhanced by sidewalks, “sharrows”, lighting, and way-finding signage. Cut-through traffic is minimized by improving appropriate traffic arteries. Because of their livability and convenience, downtown neighborhoods are easily marketed and attract new families and individuals.



Marketing

Marketing strategies are aimed at countering the negative effects of the BNAS closing, maintaining the vibrancy of the Downtown, and fostering business retention and attraction. The mix of

shops, restaurants and commerce is strengthened through the continued close relationships between the Brunswick Downtown Association and the Town’s Department of Economic and Community Development. Brunswick is designated a Main Street Maine community, increasing access to downtown experts and resources. In addition, close working relationships to promote downtown assets are reinforced between local businesses, college and arts communities, support organizations and neighborhood associations. A stronger, unified web presence is created and maintained, showcasing Town assets. In and out of state tourism is increased, as well as residents’ awareness of the Town’s assets - our “pearls.”

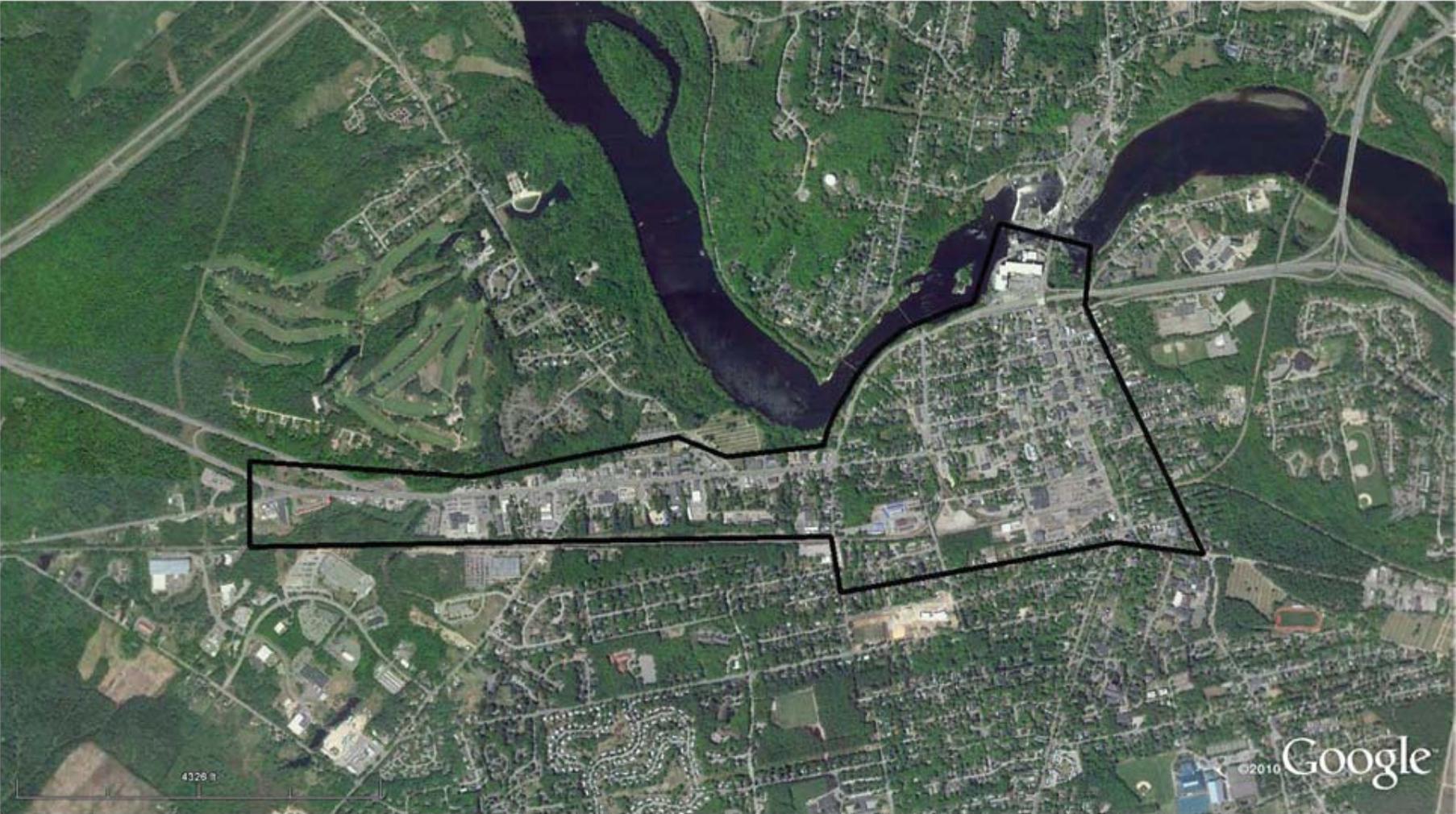


Financing

Financial incentives exist to attract and retain downtown businesses and promote a healthy mix of commercial uses downtown. Funding for downtown infrastructure and improvements are provided through a range of appropriate avenues, such as tax increment financing, grants, impact fees, special tax assessments, and charitable donations.

Dotted line

Downtown Master Plan: Planning Area



The Department of Planning and Development successfully made the case that combining that study with the Downtown Master Plan work would offer a holistic overview to traffic, economic, and community planning in Brunswick. Councilor Benet Pols (District 7), the Brunswick liaison to the Gateway One Corridor group, joined the Downtown Master Plan Committee and the Committee's charge was adjusted going forward to include the new area. This enabled the committee to explore opportunities to enhance the relationship between all these areas of Downtown so that they can be harmonious and mutually supportive.

The Town approved the use of grants from Maine Department of Transportation (Gateway One Corridor funding) and the Brunswick Development Corporation, as well as other department funding, to hire a consultant to assist the expanded Downtown Master Plan Committee in the areas of public outreach, plan recommendations and the drafting of the final document. The new geographic area now encompassed all Pleasant Street, Mill Street, Northwest Brunswick Neighborhood, Maine Street from Fort Andross to Bath Road, and Federal Street.

A consultant selection committee was formed, requests for qualifications sought, interviews held and a consultant selected. The Committee selected the Project for Public Spaces (PPS) to assist the Committee and Town staff.

PPS facilitated a series of “placemaking” workshops with staff, Committee members, residents and business owners, as well as individual and group interviews with businesses and key stakeholders over a 3-week time frame in June 2010. The actual results are included in Appendix D of this document. In addition, PPS assisted the Committee in developing and tabulating a community survey about Brunswick places and amenities located throughout the expanded study area. More than 100 citizens participated in the workshops and interviews and more than 80 responded to the community survey. Results of the survey are provided in Appendix C.

Input received through this extensive public process informed the work of the Committee during the last phase of the process—creating short-term and long-term recommendations for the Downtown and the outer Pleasant Street/Mill Street (Gateway One Corridor study area for Brunswick). Recommendations grouped within the Committee's initial focus areas of Visual Quality, Pedestrian and Vehicular Movement, Neighborhoods, Marketing and Financing are included in the following Analysis and Recommendations section of this document.



Sheltered bike rack example
Ball State University, Loren Degg, 2005

Analysis & Recommendations

Overall
Pleasant Street
Maine Street
Future Study Recommendations



Overall

The primary goal of this plan is to support the image of Brunswick as a community in which to live, work, visit, and do business. The following recommendations are grouped by five focus areas: Visual Quality, Pedestrian and Vehicular Movement, Neighborhoods, Marketing, and Financing. These same categories are used to organize short - and long - term recommendations for each of the following geographic study areas.



Master Plan Boundaries

Short-Term Recommendations, one to three years

To achieve the goal of establishing Brunswick as a destination that is perceived by travelers as more than a highway pass-through, we strongly recommend that the Town work with Maine Department of Transportation to change the signs on I-295 to direct traffic going to Topsham, Bath, and northbound on Route 1, to Exit 31 and the Coastal Connector, and to direct traffic to Exit 28 to visit “Historic Downtown Brunswick.” This change will help to increase local commerce on Pleasant and Maine Streets by making it easier and safer for people to patronize businesses, walk between attractions, and gather socially. Reducing traffic on Mill Street would also make it possible to reconnect the recreational assets of the Androscoggin River to the Town. New signage on I-295 will alert travelers to amenities and key businesses in Brunswick and further emphasize Pleasant Street and Maine Street as the Business Corridor.

Visual Quality

- Develop a workable plan for augmenting regular maintenance of downtown public spaces—sidewalks, storefronts, esplanades and other planted spaces—with Town Departments of Public Works and Parks and Recreation,

local volunteer and non-profit groups, Village Improvement Association and the Brunswick Downtown Association.

- The Planning Board should review related codes and ordinances for consistency with the goals of this plan.
- Expand the Village Review Zone as recommended in the 2008 Comprehensive Plan.
- Adopt a Downtown lighting plan to create a safer pedestrian environment and to promote an overall unified look to the Downtown district. New lighting should comply with Dark Skies standards.
- The Town and Brunswick Downtown Association should work with property owners on Maine Street, Park Row, and Pleasant Street (from Maine Street to Union Street) to create a unified decorative lighting plan for structures within the Downtown business district.
- Village Review Board and Town Staff should review and update the existing Village Review Zone Design Guidelines so as to be consistent with this plan.

- The Town and Brunswick Downtown Association should develop a comprehensive street banner way-finding program to colorfully identify key districts along Pleasant Street, Mill Street Corridor, Fort Andross, Maine Street, Maine Street Station and Park Row.
- Planning Board and Town Staff/consultant should develop design guidelines for outer Pleasant Street.

Pedestrian and Vehicular Movement

- Improve signage throughout the Downtown directing cyclists to bicycling routes, the Androscoggin River Bike Path, the East Coast Greenway, and other preferred shared roads.
- Add bus shelters at selected key locations Downtown for the comfort of waiting passengers.
- Identify, enhance and promote interpreted walking loops, linking the “pearl necklace” of historical and recreational assets Downtown.
- Explore temporary solutions or “experiments” to improve pedestrian safety.

Neighborhoods

- In all gathering spaces designated by this plan, the Town should install and encourage amenities that make it easier and more desirable for people to gather - clustered seating, public art, trash receptacles, climbing structures and other installations to engage the interest of children, bike racks, good pedestrian access, way-finding information, historical information, access to utilities to facilitate public events in these areas, mailboxes, etc.
- Recognizing that poorly maintained housing puts life and property at risk and diminishes



Spaces designed to encourage gathering

value for the Town, its residents, and businesses alike, a town-wide inspection program of all structures with two or more rental units should be implemented.

- Planning Board and Town staff should review and refine all Town Core and Highway Corridor zoning districts, combining districts as needed, to allow for more flexibility and compatible mix of uses generating walkability and connectivity between residences and businesses. Consider form based codes approach to zoning for any future redevelopment of outer Pleasant Street.

Marketing

- The Brunswick Downtown Association should pursue the Main Street Maine designation, administered by the Maine Development Foundation (MDF); this recommendation requires the continued financial support of the Town. The organization has already named Brunswick as a member of the Maine Downtown Network, the first step in the process. In addition to providing training, networking, and technical visits, other advantages of the designation are extra points on Community Development Block Grants for

Downtown revitalization projects, eligibility to apply for Downtown Innovation grants and inclusion in MDF grant applications.

- The Brunswick Downtown Association and the Town Department of Economic and Community Development should work with Amtrak/Northern New England Passenger Rail Authority to market Brunswick and the region to Downeaster patrons.
- As many institutions as possible should embrace the advertising campaign to be developed by the Brunswick Downtown Association, and incorporate the slogan and logo into their advertising, wrapping materials, etc.
- Arts and cultural organizations, along with businesses, should be highlighted as assets for Brunswick, with direct economic impact. Recognizing that marketing efforts require collaboration, representatives of arts and cultural organizations should be included and actively participate in marketing and programming initiatives of the Brunswick Downtown Association and the municipality.
- The Town should improve the official website to promote the total range of Brunswick's assets to residents and virtual visitors.

- Install way-finding signage and mapping throughout the Downtown and provide guides (brochures, maps and/or computer applications) directing people to sites of interest (historic sites, the Mall, FPL Energy’s Brunswick Hydroelectric Dam Fish Ladder, the Androscoggin River Bicycle and Pedestrian Path, Bowdoin College, and Downtown shops and restaurants), paying particular attention to the Station Avenue/ Maine Street intersection and to the places where people come onto Maine Street from public parking areas. Install historical markers throughout the Downtown, particularly at designated gathering spaces, to enrich the knowledge and enhance the enjoyment and appreciation of our town by tourists and residents alike. The goal is to make it easy for visitors to discover all that Brunswick has to offer.

Financing

- Explore National Register of Historic Places designation for eligible buildings.
- The Town should explore the feasibility of creating a shared parking/transportation fund from new development to be designated for public transportation and parking garages.
- The Town should continue to explore funding opportunities such as tax increment financing, CDBG grants, Restore America grants, state and federal transportation grants.



Wayfinding and event promotional banners

Long-Term Recommendations, three to ten years

Pedestrian and Vehicular Movement

- Using knowledge gained from traffic experiments coordinated with public safety officials, plan changes on Maine Street to create neck-outs and mid-street refuges (planted islands or medians), and/or replace selected corner crosswalks with new mid-block pedestrian crossings to make it easier and safer for pedestrians to cross the wide street, to slow traffic down in areas of heavy pedestrian use, and to make pedestrians easier for motorists to see. Use distinctive paving treatments to accentuate the primacy of pedestrians in crosswalks.
- Encourage the use of cobbles, other distinctive paving or painting treatments where sidewalks cross driveways and parking lot entrances to maintain the continuity of the pedestrian way and signal to vehicles that pedestrians have the right-of-way in these areas.
- Explore the potential for developing a transfer of trip rights program in Brunswick, establishing sending and receiving areas in order to improve traffic flow on high capacity roads. A Transfer of Trip Rights (TTR) Program is a tool to help manage transportation and land use in a high-traffic highway corridor, such as Pleasant Street. It helps a community or region get more economic development in a corridor without

as much traffic congestion as would otherwise occur.

- Facilitate safer vehicular movement with strategies tailored to each of the sites in this report.

Neighborhoods

- Add electric and water access points at convenient locations on Maine Street and the Mall to facilitate special programming and events, as well as maintenance of landscaping.

Financing

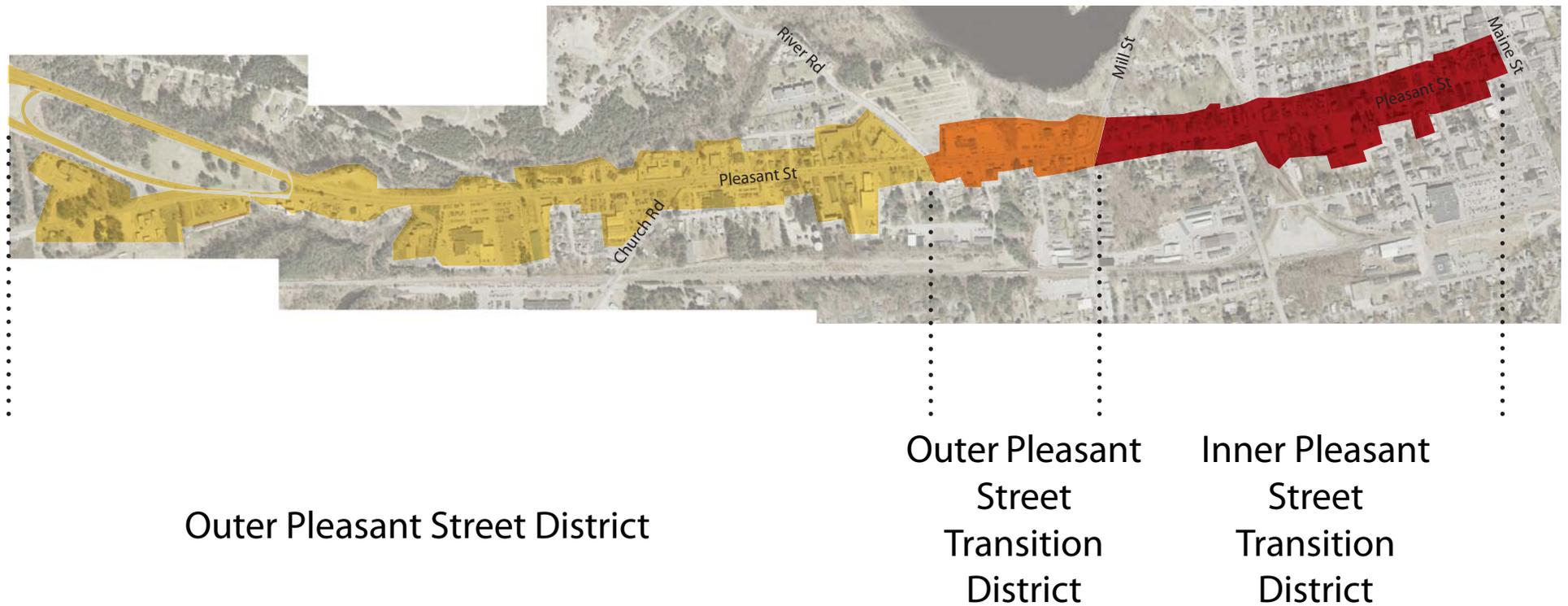
- Investigate the feasibility of assessing impact fees or the creation of a Business Improvement District to provide a funding stream for implementing and maintaining the recommendations in this plan. A BID is a commercial district that agrees to tax itself in order to supplement services provided by the municipality, to pay for common improvements that the public sector is unable to provide, or to provide management to promote and activate the district.
- Continue to pursue grants and tax increment financing opportunities as they arise.



Traffic calming

Pleasant Street

- Outer Pleasant Street District
- Outer Pleasant Street Transition District
- Inner Pleasant Street Transition District



Outer Pleasant Street District



Zone Key

Site Boundaries

From the beginning of the I-295 highway ramps to the intersection of Pleasant Street and River Road

Character Analysis

This area is dominated by low-density, generic, auto-oriented land uses that cater primarily to motorists traveling through the region (fast food, gas stations, motels, etc.). It does not offer a comfortable, safe environment for pedestrians or cyclists. It may be described as a non-distinguishable gateway to the Town of Brunswick and the mid-coast region.

Vision

The streetscape is a welcome and attractive gateway to Brunswick and provides more accessibility for local trips taken by car, bike, and on foot. Land use and street type are correlated so that the street becomes more balanced for all users.

What works

Gas stations, hotels, restaurants, and fast food outlets

service motorists traveling throughout the region. Landscaping efforts by numerous property owners create a green buffer of trees, bushes, and flowers that, though still young, is beginning to have impact. New construction tends to be in keeping with New England style architecture.

Challenges

The street's design, with four travel lanes, a shoulder that doubles as on-street parking in only a few places, numerous curb cuts, sidewalks of varied quality, and exposed parking lots, is unattractive and unwelcoming to pedestrians and bicyclists. Left-hand turns are very challenging during times of congestion. Survey results demonstrate that local residents generally patronize only one or two business per trip to outer Pleasant Street, whereas they typically visit three to five businesses on Maine Street. This is the direct result of both the land use patterns (lack of business clustering and walkability) and the challenges of accessibility, both perceived and real. The area has few spaces for prolonged sociability, except for restaurants and stores, but all of these social spaces are confined to the insides of businesses.



Short-Term Recommendations, one to three years

Visual Quality

- Work with businesses on streetscape elements, such as tree and flower plantings, and seating.
- Enforce sidewalk setbacks and clearances.
- Increase visual linkage between outer Pleasant Street and Maine Street, using elements such as signage and banners.
- Draft design guidelines/regulations for the corridor.
- Work with Maine Department of Transportation to design an enhanced gateway with consideration being given to Pleasant Street gateway recommendations included in the NASB Transportation Study completed December 2010.

Pedestrian and Vehicular Movement

- Consistent with the Town-adopted resolution establishing priorities for the implementation of the 2010 NASB Transportation Study, conduct 'pilot' program and an origination and destination study to test effectiveness of I-295 signage program for identifying primary access route to Brunswick Landing (BNAS) (Exit

31-Coastal Connector) with follow-up work as necessary. The 'pilot' program signage will identify Exit 28 as Historic Brunswick District and the Pleasant Street Business Corridor.

- Establish signage to guide bicyclists safely down non-arterial roads from Topsham and Freeport to Maine Street Station (the Visitor Center), Bowdoin College and Downtown.
- Promote use of businesses in this corridor with more clearly marked street numbers on Pleasant Street businesses to make way finding easier for shoppers to find what they are looking for.

Marketing

- Include outer Pleasant Street businesses on Downtown Brunswick map.
- Signs to Historic Downtown Brunswick will promote benefits of continuing on Pleasant Street to Downtown.
- Promote I-295 signage that informs motorists about lodging, dining, and cultural attractions in Brunswick.



Gateway banners welcome you into Downtown



Wayfinding signage calls out destinations

Long-Term Recommendations, three to ten years



Zone Key

Visual Quality

- Encourage the burying of utilities and the improvement of water and sewer lines as possible.

Pedestrian and Vehicular Movement

- Evaluate scenarios developed through the NASB traffic study (2009-10) and Gateway One study, such as roundabouts or parallel roads from Church Road to River Road and from River Road to Stanwood Street, for viability and applicability to improve traffic movement and pedestrian safety.
- Reduce number of curb cuts, enforce design guidelines as buildings/lots are redeveloped.
- Improve sidewalks, crossings, signalization, and encourage the removal of fences separating businesses to enhance the pedestrian experience.

Neighborhoods

- Regulate corridor redevelopment to contribute to the public realm (outdoor seating, landscape, signage, parklets, plazas, etc.) and to define the street better physically.
- Encourage developers to create parcels for multiple businesses with plantings and seating, encouraging pedestrian and bicycle access from neighborhoods.
- Consider the use of form-based zoning for outer Pleasant Street, which focuses more on the design and placement of buildings and related infrastructure, and less on specific land use.

Outer Pleasant Street Transition District

Site Boundaries

The intersection of Pleasant Street and River Road to intersection of Pleasant, Stanwood, and Mill Streets

Character Analysis

This area includes a mixture of smaller strip shopping plazas with a variety of business types, single-family houses, apartments, home-based businesses, gas stations and food outlets. It serves as a transition area between outer Pleasant and inner Pleasant Street where the built environment and land uses are generally more “town” and less “strip,” containing elements of both.

Vision

While this section of Pleasant Street still continues to serve motorists as a primary route to Downtown or Route 1 eastbound, it provides a clear transition from the more auto-oriented outer Pleasant to the “town”-like atmosphere of inner Pleasant Street. This section is the welcoming attractive gateway to Downtown Brunswick, retaining the more “town”-like scale of buildings now found in this area. More accessibility for local trips taken by car, bike, and on foot exists

within a traffic-calmed street that makes use of roundabouts to maintain flow, while slowing speeds and contributing to the sense of arrival in Brunswick. The land use mix is intensified, possibly with the development of more dense commercial business (office space) and is accessed more easily through the creation of new streets. This area can contribute to Brunswick’s riverside recreation identity when the park at the Mill Street Canoe Portage becomes more visible and accessible.

What works

- Diversity of building types and land uses
- Actual presence of pedestrian infrastructure (sidewalks, crosswalks, pedestrian signals)
- Nice local businesses and restaurants
- Outdoor seating at restaurants along Pleasant Street
- Better tree canopy along this portion of the corridor
- Some significant examples of Federal and Victorian historic architecture and adjacent traditional green space

Challenges

- Many curb cuts are unsafe for pedestrians and bicyclists.
- Land use/zoning does not currently support a more walkable environment.
- Lack of sociability
- Visibility for local businesses is poor because of signage and speed of vehicles.



Zone Key



Short-Term Recommendations, one to three years

Visual Quality

- Work with businesses on streetscape elements, such as plantings and seating, building support for long-term street re-configuration and curb cut reductions.
- Increase visual linkage between outer Pleasant Street, inner Pleasant Street, and Maine Street (for example, with signage and banners).
- Draft design guidelines and regulations for the entire corridor, transitioning from a more vehicular to a more walkable area, and preserving the more “town”-like scale of buildings and street typology now found in this area.
- Preserve the historic architecture that remains as much as possible.

Neighborhoods

- Foster regular communication between the Town—Town Councilors and Town departments—and the residents of the neighborhoods south of Pleasant Street in this area.
- Enhance pedestrian and bicycle connectivity between adjacent residential neighborhoods and business corridor.

Marketing

- Install signage to inform Route 1 travelers of Downtown sites, businesses and amenities, and related distances.

Long-Term Recommendations, three to ten years



Zone Key

Visual Quality

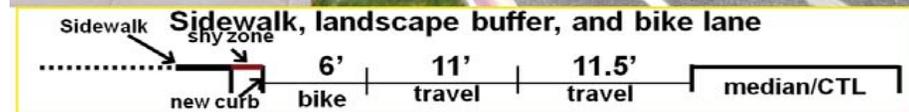
- As opportunities arise, investigate feasibility of burying power lines and replacing water and sewer lines.
- Create incentives to preserve historic architecture.

Pedestrian and Vehicular Movement

- Reduce number of curb cuts as buildings/lots are redeveloped.
- Improve sidewalks, crossings, and signalization to enhance pedestrian and bicycling experience.
- Create connecting walkways between adjacent businesses.
- Evaluate scenarios developed through the NASB traffic study (2009-10) and Gateway One Corridor Plan, such as roundabouts, for viability and applicability to improve traffic movement, connectivity of neighborhoods, and pedestrian safety.

Neighborhoods

- Regulate corridor redevelopment to contribute to the public realm (outdoor seating, landscaping, signage, pocket parks, plazas) and to define the street better physically.
- Support existing neighborhood residential and commercial mix.
- Work with neighbors as the development of alternate routes or road modifications is explored to minimize the effects such developments would have on adjacent neighborhoods.



Inner Pleasant Street Transition Zone

Site Boundaries

The intersection of Pleasant, Mill and Stanwood Streets to the intersection of Pleasant and Maine Streets

Character Analysis

This area includes a variety of business types, historic single-family houses, apartments, home-based businesses, and civic, educational and religious institutions. It marks the entrance into the historic heart of Brunswick; a transition between outer Pleasant Street and the Downtown's hub on Maine Street. Despite the presence of key civic and religious institutions, (Post Office, Curtis Memorial Library, and several churches) and a variety of businesses, vehicular volumes and speed undermine the overall quality of life along inner Pleasant Street.

Vision

Inner Pleasant Street functions as an enticing gateway and transition to Maine Street and also serves as a visual and functional vanguard for the historic residential neighborhoods that border it. The new police station (if built) provides an attractive, strong civic presence at Pleasant and Stanwood Streets. The improved traffic pattern provides access to all modes traveling within the adjacent neighborhoods and between points west and Downtown. Small social spaces improve the sense of place and community already experienced along this section of the corridor. A sociable gathering place exists at the entrance to Nathaniel Davis Park, making the park more visible and attractive to visitors. Cyclists and pedestrians feel comfortable moving along and across the corridor, knitting the two neighborhoods on either side of Pleasant Street together. The mixture of land use and architectural integrity is maintained and supported by zoning regulations and design guidelines sensitive to the unique historic residential, commercial, and civic qualities of the street.

What Works

- A mix of historic buildings with residential, commercial, civic and religious uses
- An appropriate level of residential density
- Actual presence of pedestrian infrastructure (sidewalks, crosswalks, pedestrian signals) with a high volume of pedestrian traffic
- Respectable diversity of local businesses and food purveyors
- Nathaniel Davis Park
- Well maintained historic homes

Challenges:

- Accessibility is hindered by one-way traffic pattern of Pleasant Street, creating a barrier between neighborhoods.
- Cars travel too fast.
- Cut-through traffic using streets in the adjacent neighborhoods.
- Lack of visibility and isolation of Nathaniel Davis Park



Short-Term Recommendations, one to three years

Visual Quality

- Work with businesses and property owners on streetscape elements such as plantings and seating. Entrance to Nathaniel Davis Park, and the Post Office provide early opportunities.
- Create a gathering place in front of the Curtis Memorial Library at the corner of Middle and Pleasant Streets, with clustered benches, lighting and other amenities.
- Encourage businesses to add whimsical identifying banners visible to public ways.
- Work with businesses and building owners to pave or clean up driveways and improve landscaping adjacent to their buildings.
- Develop a public art program in cooperation with Five River Arts Alliance to highlight existing galleries/art walks throughout corridor.

Pedestrian and Vehicular Movement

- Establish traffic-calming measures to protect the neighborhoods, including signage clarification announcing approach to St. John's School and the village center.
- Consider shared-use lane markings or “sharrows” (lanes for bikes and cars) to improve bicycle access and move cyclists out of the current “open-car-door-zone”.

Neighborhoods

- Investigate the feasibility of creating another entrance and parking area for Nathaniel Davis Park from Cumberland Street.

Marketing

- Create a gateway to Downtown Brunswick. Set the tone, beginning at Stanwood Street, indicating that you are now entering a Downtown neighborhood area by use of signage, esplanade planting—especially on the south side of Pleasant Street between Union and Spring Streets—and banners.



Zone Key



Gathering places created on the steps



Mural to beautify and showcase the local identity

Long-Term Recommendations, three to ten years



Zone Key

Visual Quality

- Install a major crosswalk at Pleasant and Abbey Road with benches at either end to create a gathering place for people in this busy area of Town.
- Consider installing gracious front steps from the Pleasant Street sidewalk to the historic Library's raised lawn/terrace to serve as a gathering spot. Use plantings and street furniture (lights, signs, etc.) to highlight the four corners at this location.

Neighborhoods

- Improve sidewalks and add pedestrian-level lighting on Pleasant Street from Cushing Street to Maine Street, on the east side of Cushing Street from Pleasant Street to Mill Street, and on Union Street from Pleasant Street to Maine Street Station, with paver-block sidewalks matching those on Maine Street, to improve and promote night-time use and create a harmonious connection with the rest of the Downtown core.

Pedestrian and Vehicular Movement

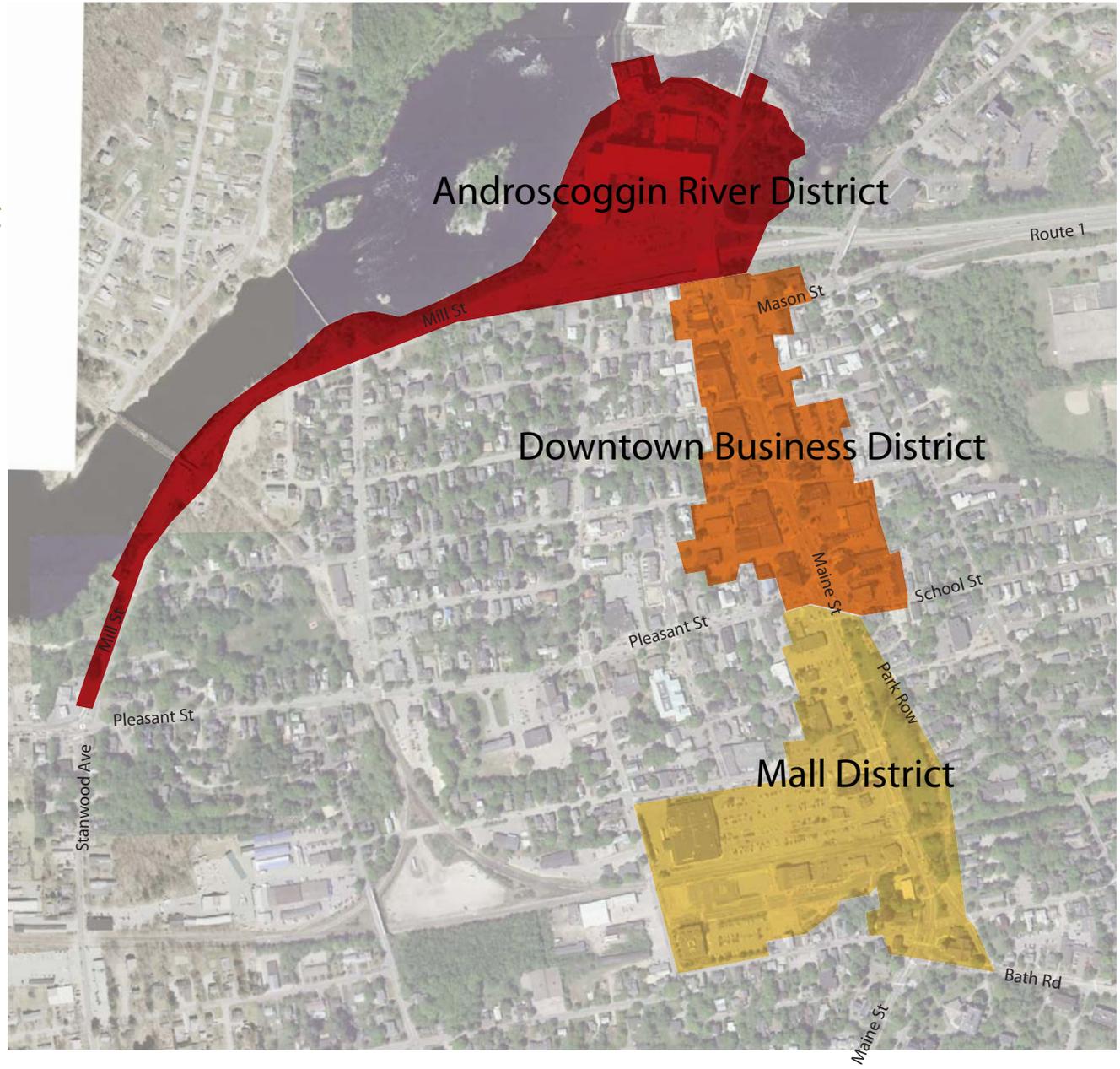
- Investigate converting one-way traffic pattern on Pleasant Street to two-way with safe street crossings, especially around St. John's School and the Curtis Memorial Library, after outer Pleasant Street improvements recommended in NASB Transportation Study have substantially changed the volume of through-traffic at the Pleasant/Stanwood/Mill Streets intersection.
- Create prominent pedestrian pathways, gathering places, and other amenities at the Middle Street intersection on Pleasant Street where important civic institutions—the Curtis Memorial Library and the Post Office—receive frequent visits by the citizenry.



Pedestrian enhancements

Maine Street

Androscoggin River District
Downtown Business District
Mall District



Androscoggin River District



Site Boundaries

Mill Street from Pleasant/Stanwood/Mill Streets intersection to Maine Street at Fort Andross and 250th Anniversary Park.

Character Analysis

There are tremendous assets related to the Androscoggin River—three important bridges, 250th Anniversary Park, Fort Andross, boat ramps and the Androscoggin Bike Path—but a lack of access and connectivity prevents this area from achieving its potential as an attractive regional destination and gateway into Brunswick.

Vision

The recreational assets on Mill Street—the Mill Street Canoe Portage and the Swinging Bridge—are easily accessible for pedestrians. Mill Street is enhanced as a “drive,” a linkage between the urbanized and natural areas, with buildings, curbs, sidewalks and regular street tree plantings on one side, while the other has the qualities of a parkway, with trails and natural plantings. Pedestrian connections with the Town of Topsham are improved by the completion

of the Androscoggin Riverwalk to incorporate Fort Andross, 250th Anniversary Park, and the riverfront as a multi-use destination and recreation hub for Brunswick’s Downtown. Overall, the recreational assets along the river—from the Brunswick-Topsham Land Trust property north of the town-owned Coffin Pond, along Mill Street, Fort Andross, and Water Street, to the Androscoggin Bicycle and Pedestrian Path now extending to Bath—are connected. Traffic and parking patterns are improved to make Fort Andross more attractive and accessible by cars, bicycles, and pedestrians. Traffic movement in all directions is facilitated by a single point urban interchange at the “pool table”, or by a roundabout between Fort Andross and 250th Anniversary Park.

What works

Fort Andross is a landmark, bracketing the Downtown to the north with First Parish Church to the south. Within its sturdy brick walls are myriad businesses that offer services and activities from early morning to late night, seven days a week. These include professional offices, restaurants, performance spaces, retail, studio and gallery space, classrooms, personal storage areas, and an indoor winter farmers market. The location on the riverfront provides access to wildlife through bird-watching

from the riverside or from inside Fort Andross, and fish-watching in the spring at the FPL Energy’s Brunswick Hydroelectric Dam Fish Ladder. The Swinging Bridge, listed on the National Register of Historic Places, offers enjoyable, scenic pedestrian access to Topsham, and the proposed Riverwalk will make it part of a recreational loop. The canoe portage areas on Mill Street and at 250th Anniversary Park makes Fort Andross the center of a recreational hub on the edge of Downtown.

Challenges

Fort Andross, the canoe portages, the Swinging Bridge, 250th Anniversary Park, and the Androscoggin Bicycle and Pedestrian Path are difficult to access by car, foot and bike. Route 1 creates a significant hole in the fabric of Maine Street and is an impediment to pedestrian access and connectivity to these assets. The preponderance of pavement gives Fort Andross an unattractive and uninviting appearance. Despite existing signage, it is not evident to the casual visitor what businesses and amenities are located within the mill.



250th Anniversary Park



Fort Andross from Route 1 overpass



Short-Term Recommendations, one to three years

Visual Quality

- Enhance connection with the Downtown core with murals, plants, decorative flags/banners and pedestrian-scaled lighting on the Route 1 overpass and consider the addition of a wall on the overpass featuring historical photos, artwork and other amenities.
- Beautify Fort Andross gateway with a garden plaza and outdoor seating.
- Add street trees along Mill Street between Union Street and Maine Street either abutting Northwest Brunswick neighborhood side or on the underpass side of Mill Street to visually close some of the gap created by the Route 1 through lanes.
- Establish an interpretive lookout point and photo opportunity at 250th Anniversary Park located on Maine Street across from Fort Andross.
- Work with Topsham to negotiate with Maine Department of Transportation to repaint the Frank Woods Bridge (Maine Street) and install period-style, pedestrian-level lighting along sidewalk.

Pedestrian and Vehicular Movement

- Support the development of the Androscoggin Riverwalk, with pedestrian connections to Fort Andross, Frank Wood Bridge, the Swinging Bridge and Topsham.
- Install signage to public parking at Fort Andross, and add signage directing people to the Fish Ladder facility.
- Develop a concept plan to extend and connect a riverside bike path following the Androscoggin River west along Mill Street to, at a minimum, Coffin Pond; and eastward along Water Street to the Androscoggin River Bike Path.

Neighborhoods

- Improve the crosswalk across Route 1 (Mill Street) near Cushing Street to the Swinging Bridge, possibly with flashing crosswalk signal.

Marketing

- Explore National Register of Historic Places designation for Fort Andross.

- Develop a comprehensive banner program to identify separate neighborhood districts, in cooperation with the Brunswick Downtown Association and area businesses.



Pedestrian scaled banners and lighting

Long-Term Recommendations, three to ten years



Visual Quality

- Extend Dark Sky compatible pedestrian-scale street lighting across overpass and down to the Androscoggin River. Add pedestrian-scaled lighting on Mill Street from Maine Street to Union Street.

sidewalk along Maine Street.

- Explore alternatives to alleviate parking shortages in the area, and to improve accessibility into the 250th Anniversary Park.
- Establish the 250th Anniversary Park as a multi-faceted destination for recreation, picnicking, and interaction with nature.



250th Anniversary Park

Pedestrian and Vehicular Movement

- Use brick, cobblestone, or other treatments at all crosswalks to signify pedestrian environment.
- Shorten crossing distances with sidewalk neckouts.
- Consider building a parking garage at or near Fort Andross.

Neighborhoods

- Explore options to deck over Route 1 at the current overpass location (“pool table”) to create a raised platform on which to build a mini-park that will enhance “pool table” safety by providing a pedestrian route to and from Fort Andross that replaces the current overpass



Possible enhancement for 250th Anniversary Park
Ball State University, Loren Degg, 2005

Downtown Business District



Site Boundaries

Maine Street from Mason Street to Pleasant Street, including businesses located on Mill and Mason Streets and parking areas throughout Downtown.

Character Analysis

The west side of Maine Street from Mason to Lincoln maintains a comfortable and consistent urban fabric of mixed-use buildings built to the street level. On the east side, some businesses are set back, creating breaks in the streetscape. The core of Maine Street features an attractive downtown streetscape and a variety of established local businesses. Despite a beautiful civic institution and a restaurant, Town Hall Place has a “back of house” appearance with no public draw. As the transition from the Mall to the Downtown core, the Tontine Mall and north end of the downtown Mall provide a critical opportunity to extend the comforts of the Mall area and act as an enticing gateway into Downtown. The excess pavement at the convergence of Tontine Mall parking lot, School Street, Maine Street and Pleasant Street results in an inhospitable environment for pedestrians, cyclists and drivers alike. The site’s numerous assets, including beloved businesses, green

space and the World War II Memorial, are somewhat diminished in importance by a lack of visibility.

Vision

Traffic calming, outdoor café seating, and an increased number of upper floor residential units make the northern blocks of Maine Street a buzzing hub of activity, setting the tone for drivers that Maine Street is a multi-modal environment where sidewalks and crosswalks are places for people. Maine Street, from Lincoln to Cumberland, continues to serve as a vibrant downtown center, enhanced by improved connections between gathering places on both sides of Maine Street. The municipal parking lot provides better connections to Maine Street businesses and to the Recreation Center and Town Hall, with the possible addition of a parking deck to help alleviate parking pressures on Maine Street as a whole. A series of garden plazas in the summer and snow playgrounds in the winter anchors the surrounding uses with strong public spaces. The creation of an attractive pedestrian corridor into Town Hall Place, with streetscape improvements and gathering places, capitalizes on the social and business potential of this area. With short-term streetscape enhancements, possible long-term redevelopment of the southern corner of Pleasant and Maine Streets and pedestrian-

friendly adjustments to the paving, the intersection of Pleasant and Maine Streets is a more enticing transition zone between the Mall and Downtown core. Special events held throughout the year attract thousands of visitors to enjoy our Downtown.

What works

There is a variety of locally-owned businesses, including restaurants, food markets, retail, galleries, theaters, and professional services. The majority of businesses are open Monday through Friday, with retailers also open on Saturday. Restaurants are generally open seven days a week from early morning to late evening, attracting people Downtown and providing a ready-made audience for activities that can take place in any of several gathering places. The wide sidewalks accommodate a spectrum of public uses. Sidewalk seating offered by the restaurants and benches create gathering places and a welcoming outdoor scene on Maine Street. Established trees provide shade and add to the visual quality. A lighted Christmas tree at the entrance of the Tontine Mall every December sets the holiday theme for all arriving via Pleasant Street. The Village Improvement Association and the Brunswick Downtown Association provide median seasonal flower plantings and light-pole decorations, respectively.

The Brunswick Central Fire Station is historic and very attractive. Parking is centrally located. Some businesses require their employees to park off Maine Street, allowing for more customer parking along prime street locations.

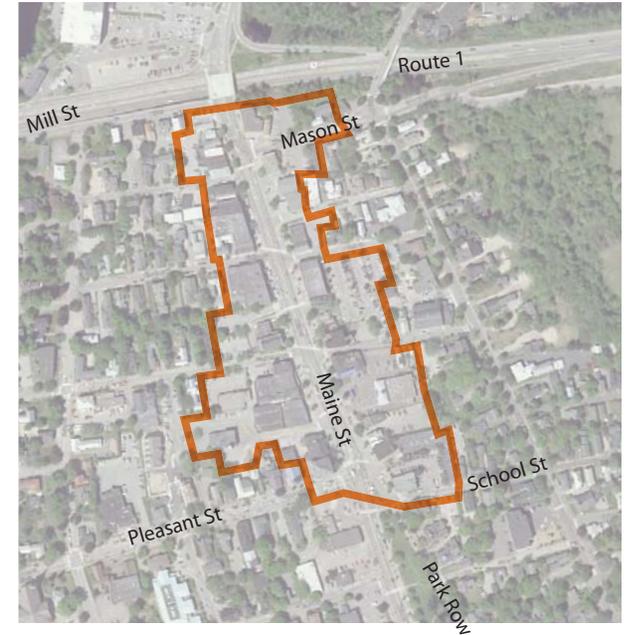
Challenges

Encouraged by the width of Maine Street, drivers do not slow to speeds appropriate to a downtown business district. Diagonal parking is difficult to exit, dangerous for cyclists, and the source of numerous accidents. Crossing Maine Street is difficult for pedestrians due to the width of Maine Street, the diagonal (corner to corner) configuration of most crossings, the four-lane traffic pattern, and the vehicular speed. Traffic is heavy on Mason Street which ends as the entry ramp to Route 1, especially during afternoons; turning in and out of Mason Street is hazardous. Parking lots are difficult to find, especially for visitors.

Buildings with large setbacks disrupt the Downtown streetscape with large asphalt gaps between the sidewalk and the building. The number of curb cuts at these locations prioritizes vehicles over the pedestrian. Some businesses are hidden because of lack of clear signage.

Stores are open during the day and restaurants are open at night, so if a person isn't going out to eat, there isn't anything to do on Maine Street in the evening. However, the increased staffing costs associated with longer store hours make it difficult for stores to extend operations. Late-night activity by bar patrons disturbs the residents of the surrounding neighborhoods.

The area adjacent to the Central Fire Station is poorly connected to Maine Street, and individual activities and institutions in this area are poorly connected to each other. There are currently no public uses here other than parking.



Maine Street looking west



Maine Street between Mason and Lincoln Streets

Short-Term Recommendations, one to three years

Visual Quality

- Encourage businesses to install planters and landscaping where there are setbacks from the street and esplanades.
- Position street furnishings such as trash receptacles at uniform distances from the curb throughout Downtown.
- Explore the creation of a downtown façade and clean-up program as funding/resources become available, in cooperation with Downtown businesses and the Brunswick Downtown Association. Resources can include the holding of volunteer-based Maine Street clean-up days and storefront display competitions.

Pedestrian and Vehicular Movement

- Slow traffic on Maine Street; working with public safety officials, continue experimenting with lane configurations to determine a good solution to traffic-flow and safety challenges on Maine Street.
- Improve signage and mapping on Maine Street directing traffic to municipal parking lots, sites of interest, and gathering spaces.



Flowers provide a low-cost accent to a median



Directional signage to improve parking access



Streetscape greenery enhances pedestrian comfort



Artistic bike racks



- Install more bike racks or larger ones in current locations. Include provisions for uniform location on sidewalk and removal in winter to accommodate snow removal.
- Work with property owners to create a painted walk with pedestrian symbols north of Jenney Station crosswalk connecting Town Hall parking with Maine Street sidewalk, formalizing a shortcut that is already used by pedestrians.

Neighborhoods

- Further monitor late-night bar activity.
- Take advantage of already-vibrant gathering spaces on Maine Street with more programmed activities and special events.

Marketing

- Review and enhance business signage guidelines to improve business visibility to motorists and pedestrians.
- Encourage business owners with setbacks to develop and program the open spaces with clustered seating, public art, information kiosks, and other amenities.

- Encourage replacement of existing Tontine Mall sign with a simple street-level business directory; also include a way-finding map for the larger Downtown area.
- Transform the municipal parking lot at the intersection of Maine and Pleasant Streets into a temporary plaza to serve as a gathering point in this well-traveled area, particularly for youth. Work with local merchants and the Theater Project to program activities in this area—live music, outdoor movies, street sales by local businesses. Work with local businesses to provide refreshments on the street during activities and possibly in the evening, when many people are in this area patronizing local businesses.

Financing

- Research Preserve America grants to finance Maine Street improvements recommended by this Plan, and apply in January/February 2011.



Programming and performances



Outdoor seating opportunities



Extending the streetscape to the sidewalk

Long-Term Recommendations, three to ten years

Visual Quality

- Support façade restoration to highlight the historic continuity of Brunswick’s original Maine Street structures.

Pedestrian and Vehicular Movement

- Using knowledge gained from traffic experiments, implement changes to Maine Street that are pedestrian, bicycle, and business friendly. Over Brunswick’s long history the Town has exploited its remarkably wide Maine Street in various ways, sometimes accommodating parking down the center. Possibilities for the present include a series of landscaped medians with dedicated left turn lanes to expedite vehicular travel while increasing pedestrian safety and enhancing the beauty of the Downtown.
- Create a bumpout to expand the “Bank of America Plaza” and link to a prominent crosswalk and median that slows traffic, shrinks the distance across Maine Street, and creates a gathering place. These pedestrian crossing

enhancements should be sited to link the bank plaza to the suggested municipal parking lot shortcut at Jenney Station.

- If traffic experiments enable new patterns with just one through lane each way plus dedicated turning lanes, build two prominent, generously wide, pedestrian crossing ‘plazas’, using pavers or other surface indicative of pedestrian use with landscaped median areas in the center of the street, and eliminate several of the current striped/painted crossings. The first of these to be located at the corner of Town Hall Place and Maine Street, and the second to connect “Bank of America Plaza” and Jenney Station. These crossings would take the shortest path, straight across the street, in the most frequented blocks of the core Downtown. They would function to calm traffic, make pedestrian activity very visible to drivers, shrink the crossing distance, and, together with clustered amenities, create attractive gathering places. They would also link conveniently to parking at Town Hall and at Town Hall Place on opposite sides of Maine Street.

- Study need for and feasibility of building a parking deck at the municipal parking lot after identifying opportunities to link disparate parking areas throughout Downtown, with the aim of using the existing paved spaces more efficiently and managing them for the mutual benefit of Downtown visitors and businesses.
- As sidewalk repairs are performed, extend brick paving for pedestrians across the curb cuts throughout Downtown to improve the visibility of pedestrian rights-of-way.



Traffic calming to enhance pedestrian comfort



Zone Key

Neighborhoods

- Attract and incentivize targeted development in areas with the greatest potential for creating a consistent, rich urban fabric. Infill with street-level buildings when opportunities arise. Facilitate this kind of development by adopting form based zoning.
- Consider a permanent plaza at Bull Moose in conjunction with the provision of substitute or shared parking.
- On Town Hall Place, promote connectivity between businesses and the Central Fire Station by beautifying with a temporary garden plaza featuring outdoor seating.

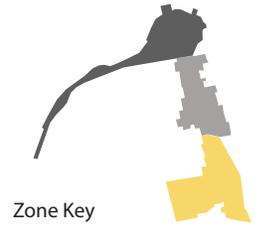


Fire Station



Median parking

Mall District



Site Boundaries

Maine Street from Pleasant Street to First Parish Church, including Park Row, Maine Street Station and the businesses on Maine Street

Character Analysis

Maine Street in this district has three lanes of traffic, with parallel parking on the west side, and diagonal parking on the east side. The Mall is a historic, beloved gathering place in all seasons. Park Row borders the east side of the Mall, with stately former residences, now housing businesses, lodging, museums, and professional offices. A narrow, two-lane street with parallel parking on the Mall side provides a traffic-calming environment. Green spaces between Cleveland Street Extension and Fitch Place provide a pedestrian refuge as one crosses from the church to the Mall, but the topography, landscaping, and vehicular dominance undermine the usability of these spaces, relegating them to mere traffic islands to be appreciated from one's vehicle. The south boundary is the termination of the downtown portion of Maine Street and the gateway

into the Bowdoin College campus. While still in the preliminary stages of development, Maine Street Station features a new visitor center, dining, retail, Bowdoin College learning facilities, Town meeting space as well as the promise of a mixed-use lifestyle in Brunswick.

Vision

The Mall's role as the year-round heart of Downtown is maintained and enhanced. Improvements are made to make it easier for people to use the Mall and to facilitate the use of the Mall for public events. More crosswalks and median plantings knit the east and west sides of Maine Street together for pedestrians. Landscaping and redevelopment of properties as they become available restore the traditional village streetscape that has been lost on the west side of Maine Street. Traffic calming south of First Parish Church enhances pedestrian comfort. Full development of Maine Street Station expands the retail, transportation, service, and residential offerings Downtown, while also enhancing the link to Bowdoin College.

What Works

The Park Row tree canopy significantly enhances pedestrian comfort and the beauty of the area. There are several attractive small businesses and cultural assets on Park Row. The food trucks on the Mall during the summer months are a draw. The brick sidewalks and paths on the Mall are very attractive. The gazebo on the Mall provides a space for gathering and performance. The Mall's lawn offers a flexible space for large events such as the Farmers' Market and annual Taste of Brunswick, weekly summer music performances, an ice skating rink in winter and a regular, informal gathering place in all seasons. The church and gazebo function as enticing vistas. The First Parish Church is an iconic and attractive termination of the downtown portion of Maine Street. Maine Street Station is a new benchmark in transit-oriented development that enables a car-free lifestyle in Brunswick and offers a defining destination for the more walkable and livable community that Brunswick is working to become. The Visitor Center staffed by the Brunswick Downtown Association promotes the community and provides services to residents and travelers alike.

Challenges

Large building setbacks with parking in front on the west of Maine Street undermine the connection between the Mall and nearby businesses. The surrounding traffic and wall of parked cars isolate the Mall from the west. The existing amenities on the Mall, such as single benches placed far apart, do not provide for sociability. The Maine Street crosswalks to and from the Mall are deficient. Events on the lawn create maintenance challenges. Uses of the Mall are largely defined by stationary features such as the World War II Memorial and the gazebo, both of which could be sited more advantageously for their functions.

The traffic flow on Maine Street in this district does not work well for any mode; be it car, bike or pedestrian. The green island between the railroad tracks and No-name Street beside First Parish Church is ‘lost’ space in terms of public function, even though it is fairly large. Despite the Church’s value as a terminating civic vista, the traffic patterns pose challenges to pedestrians and create a barrier between Downtown and Bowdoin College. Maine Street Station is new and development there continues.



Food vendors at Mall



Pocket park visitors at Maine Street Station

Short-Term Recommendations, one to three years

Visual Quality

- Revisit Park Row zoning requirements to increase flexibility.
- Add west side of Maine Street to the Village Review Zone, so that all of Maine Street will be subject to the same design standards.
- Convene a committee to update the Mall Plan, using input from Downtown Master Plan workshops, with a view toward making improvements to enhance use of the Mall (e.g., installing more electrical outlets and water taps) and for informal gathering by residents and visitors (e.g., with clustered seating, climbing structures, trash receptacles, and public art).
- Encourage the redevelopment of the former Dunkin' Donuts site to be in keeping with the lower end of Maine Street. Locate parking to the rear and connect it with adjacent parking lots.
- Open up landscaping around the World War II Memorial for ease in gathering around the memorial, and to view the Mall when looking southward. Explore reorienting the memorial, to anchor a gathering place on the little-used north end of the Mall, with clustered benches

and other possible amenities, like a children's climbing structure, trash barrels, etc.

- Work with Bowdoin College Museum of Art staff, Bowdoin faculty, and local arts organizations to create a program of interactive, changing outdoor art exhibits throughout Downtown with particular attention to the Mall.
- Prune plantings around gazebo to allow more light and visibility from Fitch Place.



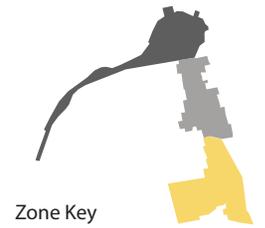
Gazebo as a social hub

Pedestrian and Vehicular Movement

- Work with Maine Department of Transportation as improvements are made to the Bath Road/ Maine Street intersection to ensure that pedestrian and cyclist needs are met.
- Explore the expansion to all-day parking on Green Street and devoting some parking spaces in the former Hawthorne School Building rear parking lot to public parking.
- Investigate the long-term possibility of switching two-lane traffic on Maine Street from southbound to northbound to reduce traffic backups associated with Mall parking.



Streetscape greenery



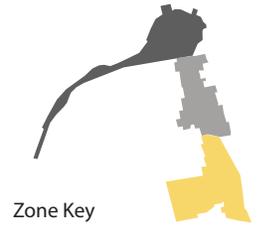
Neighborhoods

- Encourage and assist business owners in enhancing the areas between Elm Street and Railroad Avenue with landscaping and outdoor seating to create gathering places and plan for constructing pedestrian sidewalks to serve the area.
- Add amenities to the Mall, such as bike racks and more seating that is clustered for social interaction.
- Encourage the removal of chain link fence in front of Pilgrim House to create an inviting green space.



Welcoming entry plazas

Long-Term Recommendations, three to ten years



Pedestrian and Vehicular Movement

- If the study recommended as a short-term opportunity, switch the two-lane traffic on Maine Street from southbound to northbound to reduce traffic backups associated with Mall parking.

Neighborhoods

- As part of planning for relocation of the Christmas Tree and the Spanish War Memorial (located between First Parish Church and the south end of the Mall), include amenities needed to create gathering places.



Dunkin' Donuts Parcel (Existing)

Marketing

- As opportunities arise, pursue existing Town development plan for Maine Street Station to ensure appropriate build-out of vacant lots to restore the Downtown streetscape.



Potential for corner redevelopment —
Ball State University, Loren Degg, 2005



Dunkin' Donuts Parcel (Vision)

Future Study Recommendations

As the Committee examined and selected the recommendations for this report, we became aware that we would not be able to complete all of the studies that were required to round out this vision, and that we lacked the expertise to study some of the areas completely enough to make specific recommendations. Throughout the Plan, we make several suggestions to study the feasibility of a recommendation and those studies are envisioned to be undertaken by one of the Town's departments or standing committees. We believe that the three studies listed below, would require the creation of special, dedicated committees:

- Update the Town's 2001 Downtown Parking Plan, evaluating and incorporating ideas raised in the public workshops, such as shared parking, and accommodating bicycles and motorcycles with designated parking areas.
- Complete a streetscape design plan for Downtown and identify opportunities for its implementation.
- Update the Town's 2000 Mall Management Plan, using input from Downtown Master Plan workshops, with a view toward making improvements that make the Mall work better for public events (e.g., installing more electrical outlets and water taps) and for informal gathering by residents and visitors (e.g., with clustered seating, climbing structures, trash receptacles, and public art).

“I think that Brunswick has got to have a plan like this. If [we] don't have a plan then how are we going to bring out the best in the town and make people aware of what we have and improve it?”

-- Ben Tucker, District #2 Brunswick Town Councilor

Appendices

Appendix A - Placemaking Process

Appendix B - Street Typology

Appendix C - Brunswick Community Survey Summary

Appendix D - Workshop Summaries

Appendix E - Plan Implementation Committee Charge



Master Planning Process

The Downtown Master Plan Committee (DMPC), charged with developing the master plan update for Brunswick, has been meeting regularly since September 2008.

Project for Public Spaces was hired by the town of Brunswick to lead the public portion of the Master Plan for Downtown Brunswick and Outer Pleasant Street. The goals of PPS's involvement included educating engaged citizens about placemaking (see summaries of placemaking principles pg. 52), identifying opportunities and obstacles for improving the public realm, building local capacity to apply changes, and facilitating several public workshops to articulate short-term and long-term visions for Brunswick and directly shape the master plan.

The PPS team included Gary Toth, Senior Director of Transportation, Ethan Kent, Vice President, Ken Farmer, Associate, and Joshua Kent, Landscape Designer.

PPS also teamed with Mike Lydon of the Street Plans Collaborative to assist in evaluating potential for bicycle infrastructure, the development of a street typology, and the exploration of potential new street sections for Maine Street and Pleasant Street.

The public portion of the Downtown Master Plan was kicked off with an online and paper survey that probed how people evaluate, currently use and envision sections of the downtown master plan area and outer Pleasant Street. This survey is summarized in Appendix C.

The first onsite visit, in early June, included a day-long Public Placemaking Forum (attended by more than 40 people), intended to build the capacity of the committed attendees to work together and help frame the strategic direction and cross-cutting issues of the master plan. This was followed by a focus on outer Pleasant Street, walking the street and talking to individual merchants, and holding a Saturday morning public workshop attended by 40 people.

At this time, PPS also held a public meeting to create a street typology to help improve and enhance the character of the Brunswick street network to support community goals. (see Appendix B)

The second week-long team visit focused on Maine Street, with three evening public workshops, each attracting 30-40 participants. The days were spent meeting with numerous key stakeholders and going door-to-door talking with merchants. The final day was spent with the Downtown Master Plan

Committee (DMPC) to review and refine the results of the workshops and meetings during the public process.

The on-site process was followed by bi-weekly calls with the DMPC and the posting of the workshop results for review, to further refine and add to the vision and short-term and long-term implementation plans.

As an immediate action, the DMPC coordinated an experiment with the closing of one-lane each way on Maine Street during the Arts Festival and the programming of sidewalks and other public spaces.

Over a three month time frame, the final draft of the master plan was completed by the DMPC, posted online for public review, public workshop sessions held by the Town Council, and further refined to reflect public comment. The master plan was unanimously adopted by the Brunswick Town Council on January 24, 2011.

What is Placemaking?

Placemaking is the process of engaging communities in creating great places. Placemaking is not just the act of building or fixing up a public space, but a whole process that fosters the creation of vital, multi-use public destinations. These multi-use destinations are not defined just by architecture or design elements, but rather by the public uses and activities that engage people's participation within the space and encourage them to return again and again.

What Makes a Place Great?

In evaluating thousands of public spaces around the world, PPS has found that successful places have four key qualities: they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and finally, it is a sociable place, one where people meet each other and bring friends and visitors with them. The Place Diagram (see page 53) outlines the major attributes of well-functioning places, along with the intangible qualities that people use to positively describe them, and the elements that can be used to measure their success.

In short, a great place should be experienced with all five senses. When walking around Maine Street, what should people see, hear, smell? How should they feel? The Place Diagram is a powerful tool to evaluate the opportunities and shortcomings of Brunswick as a great place.

The Power of 10

The world's greatest destinations host a multitude of complementary uses, a concept PPS calls the Power of 10. Under the Power of 10, a great place needs to have at least 10 things to do in it or 10 reasons to be there. The principle then follows that each district in the study area should have at least 10 great places, places that define people's experience and are dynamic enough to attract a range of user groups, keep people coming back, and keep evolving. It's really a matter of triangulation, or clustering a variety of things to do in one key location to create a sum greater than the parts.



Benefits of Place (PPS)

Appendix B - Street Typology

- Highway
- Commercial Arterial
- Drive
- Destination Street
- Commercial Avenue
- Residential Avenue
- Slow-Flow Street
- Shared Use Path



Street Typologies for Brunswick, Maine

Why develop street typologies?

The Federal Highway Administration (FHWA) traditionally defines streets by their “functional classification.” Functional classification groups streets according to the character and level of vehicular traffic service they are intended to provide. If the only purpose of our communities’ streets were as thoroughfares for motorized vehicles, then maybe such a system would suffice. However, our streets serve many more functions. In addition to being ways for a variety of movement including transit, pedestrians and cyclists, streets are valuable public spaces for the community and serve as the connecting fabric and frontage for residential, commercial, and other land uses and activities. Thus, if a community wants to improve, or even discuss the true character and use of its streets, then it must begin with a classification system that incorporates functions beyond automobile use and addresses the character of the place that streets provide.

A street typology system that serves the community must stem from the characteristics that the community wants or values in its streets. While the typologies must be simple enough to create a usable classification system with which to evaluate and plan streets, it must be nuanced enough to address the range of conditions and activities which will take

place on those streets. In Brunswick, ME, a workshop was held to determine the activities which roads and streets needed to support, the qualities they must reflect, and the range of thoroughfare types that existed or would be needed in the community.

The workshop resulted in the definition of ten thoroughfare typologies for the town of Brunswick, ME:

- Highway
- Commercial Arterial
- Drive
- Destination Street
- Commercial Avenue
- Residential Avenue
- Slow-Flow Street
- Shared Use Path

The typologies, their characteristics, and examples are described on the following pages. Each is defined by how it addresses a range of characteristics expressed as valuable during the community workshop. These characteristics relate to movement, but also to land use and quality of the place. Issues of movement

include the presence and priority of different users including pedestrian, bicyclist, transit riders, and drivers, and also how each user is accommodated and the space they should be provided. But the characteristics do not stop at movement. The adjacent land uses are a critical component of the street type, as is the quality of the public realm provided. A high quality public realm, or good relationship between the public and private realm, is desired in most conditions; only where it is recognized that higher speeds or vehicular access need to be prioritized was it permitted to be held to a lower standard. Together, these characteristics describe the need for each street type to address a variety of modes of travel, respond to and serve their surrounding land uses, and function as good public spaces.

The typologies together address the variety of functions and places that Brunswick’s roads and streets must provide to the community. Downtowns are successful when they “reach out like an octopus,” connecting with surrounding neighborhoods and districts. The street typologies developed for Brunswick address this in a variety of ways. The increased accommodation of non-vehicular routes is critical. With the exception of highways, each typology address how pedestrian and bicycle travel should be incorporated into the thoroughfare.

.....

There are many examples of how new bicycle and pedestrian infrastructure could address many existing concerns within the community. Reorganizing streets to focus on improving pedestrian and bike accommodations can help increase connections among key destinations; balance the needs of bicyclist, pedestrians, and motorists; and allow streets to more readily and flexibly act as year-round public spaces. New bicycle infrastructure could also help increase the viability of planned infill and mixed use developments by increasing the ways that residents can move around a more densely developed downtown. It could help create gateways into downtown, increasing a sense of a welcoming environment.

A balanced downtown street network supports a diverse number of needs and users and helps cultivate at least “10 things to do” at or near each destination. People are attracted to areas with unique pedestrian features that can include attractive alleyways, shared streets, pedestrian streets and natural trails. Brunswick has a number of opportunities to create pedestrian connections throughout the downtown fabric and within, and to, any future redevelopment areas. For streets dominated by traffic, Brunswick will benefit from a “Complete Street” approach. A complete street

meets the needs of all users regardless of their age, ability, or mode of transportation. In some street types, this approach may even prioritize bicycle and pedestrian accessibility over vehicular mobility. The new street typologies will help Brunswick achieve a diverse range of streets to support a vibrant and livable downtown.

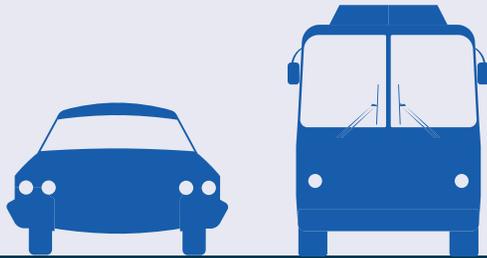
Brunswick, Maine Thoroughfare Typology



KEY

Highway 	Drive 	Residential Avenue 	Destination Street 	Slow-Flow Street
Commercial Arterial 	Commercial Avenue 	Community Street 	Residential Street 	Shared Use Path

Highway



Pleasant Street, Brunswick

Thoroughfare Type	Highway
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use	Auto-oriented, Rural
General Uses	Residential, Agriculture, Preserve
Public Frontage Quality	Low
Drainage Type	Swale
Curb Radius	n/a
Walkway Type	n/a
Landscape Type	Naturalistic
# Vehicular Lanes	2 - 6
Vehicular Lane Width	12 - 14 ft.
Parking Lane Width	n/a
Target Design Speed	45 - 65 mph
Bikeway Type	Shared Use Path (alongside HW)
Riding Surface Width	8 -12 ft. (path)
Movement	Bi-Directional
Bicycle Parking	Rack, Shelter
Transitway Type	Regional Bus

A rural or suburban thoroughfare of high vehicular speed and capacity. This type should not interrupt any existing town fabric, but rather connect regional destinations.

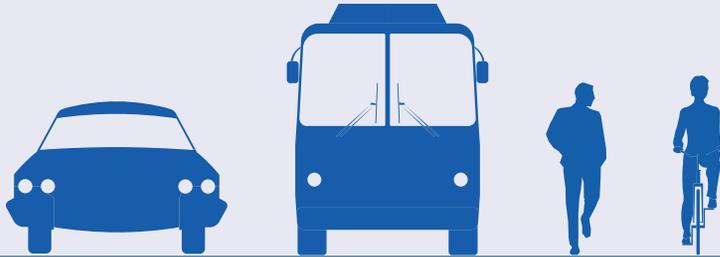
Maine Precedents:

- I- 95, Brunswick
- I-195, Old Orchard Beach
- Route 1, Nobleboro



I-95, Brunswick

Commercial Arterial



Thoroughfare Type	Commercial Arterial
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Auto-oriented, Suburban
General Uses	Gas Stations, Big Box Retail, Motel
Public Frontage Quality	Low, Medium
Drainage Type	Curb, swale
Curb Radius	15 - 25 ft.
Walkway Type	Sidewalk
Landscape Type	Planted
# Vehicular Lanes	3 - 6
Traffic Lane Width	11 - 12 ft.
Parking Lane Width	n/a
Target Design Speed	30-35 mph
Bikeway Type	Bicycle Lane
Riding Surface Width	5 - 6 ft.
Movement	Uni-Directional
Bicycle Parking	Rack
Transitway Type	Regional Bus, Local Circulator

A thoroughfare designed to provide a high degree of vehicular mobility at moderate speeds to regional-level commercial land uses. While the design of this thoroughfare type generally favors motor vehicles, future redevelopment opportunities should include bicycle and pedestrian facilities.

Maine Precedents

- Outer Pleasant Street, Brunswick
- Bath Road, Brunswick
- Civic Center Drive, Augusta

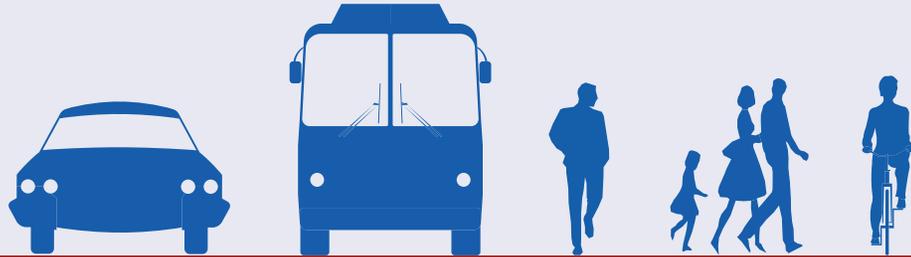


Outer Pleasant Street, Brunswick



Outer Pleasant Street, Brunswick

Drive



Thoroughfare Type	Drive
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Walkable, General Urban
General uses	Residential, Recreational, Civic
Public Frontage Quality	High
Drainage Type	Curb, swale
Curb Radius	5 - 15 ft.
Walkway Type	Sidewalk, Shared Use Path
Landscape Type	Planted, Naturalistic
Vehicular Lanes	2 - 3
Traffic Lane Width	10 - 11 ft.
Parking Lane Width	n/a
Target Design Speed	25 - 35 mph
Bikeway Type	Shared Use Path, Bike Lane
Riding Surface Width	8 - 12 ft. (path), 5 ft. (lane)
Movement	Bi-Directional, Uni-Directional
Bicycle Parking	Rack, Shelter
Transitway Type	Regional Bus, Local Circulator

A thoroughfare of moderate or high capacity that forms a boundary between an urbanized and a natural condition, usually along a waterfront, park, or promontory. One side has the urban character of a thoroughfare, with curb, sidewalk, regular street tree plantings, and buildings, while the other has the qualities of a rural road, with a swale, trails, and natural plantings.

Maine Precedents:

- Mill Street, Brunswick
- Western Promenade, Portland
- Eastern Promenade, Portland



Mill Street, Brunswick



Mill Street, Brunswick

Destination Street



Thoroughfare Type	Destination Street
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Walkable, Urban Core
General uses	Offices, Retail, Residential, Civic
Public Frontage Quality	High
Drainage Type	Curb
Curb Radius	5 - 15 ft.
Walkway Type	Sidewalk
Landscape Type	Planted
# Vehicular Lanes	2 - 3
Traffic Lane Width	10 ft.
Parking Lane Width	7 - 8 ft.
Target Design Speed	20 - 25 mph
Bikeway Type	Bicycle Lane, Sharrow
Riding Surface Width	5 - 6 ft.
Movement	Uni-Directional
Bicycle Parking	Rack, Shelter, Locker
Transitway Type	Regional Bus, Local Circulator, Amtrak

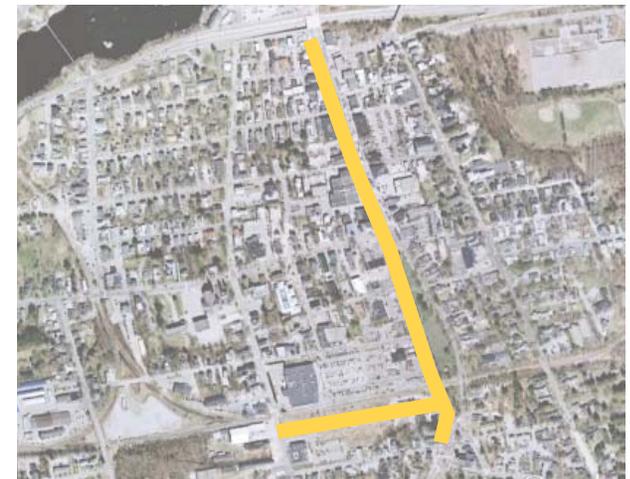
A thoroughfare of moderate capacity and low speed that serves a regional urban destination, such as a main street district. Pedestrian and bicyclist comfort is prioritized.

Precedents

- Maine Street, Brunswick
- Main/Bayview Street, Camden
- Main Street, Rockland

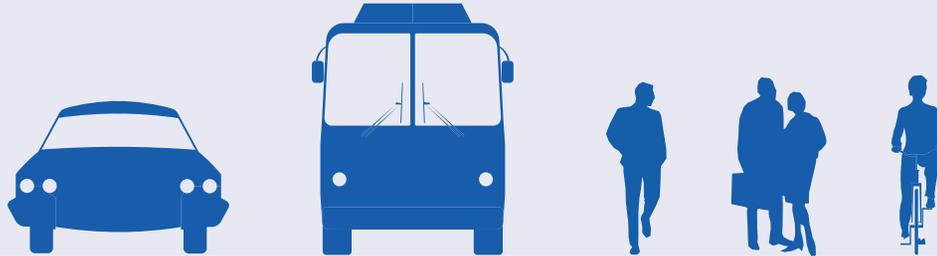


Maine Street, Brunswick



Maine Street, Brunswick

Commercial Avenue



Outer Pleasant Street, Brunswick



Outer Pleasant Street (Church St to Mill St), Brunswick

Thoroughfare Type	Commercial Avenue
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Walkable, General Urban
General uses	Office, Retail, Residential, Civic
Public Frontage Quality	Medium, High
Drainage Type	Curb
Curb Radius	5 - 15 ft.
Walkway Type	Sidewalk
Landscape Type	Planted
# Vehicular Lanes	2 - 4
Traffic Lane Width	10 - 11 ft.
Parking Lane Width	8 ft.
Target Design Speed	25 - 35 mph
Bikeway Type	Bicycle Lane, Sharrow
Riding Surface Width	5 - 6 ft.
Movement	Uni-Directional
Bicycle Parking	Rack
Transitway Type	Regional Bus, Local Circulator

A thoroughfare of moderate to high vehicular capacity and low to moderate speed, which serves as a connector between two commercial nodes or regional destinations. This thoroughfare type is sometimes equipped with a landscaped median and should be designed to balance the needs of vehicles with those of pedestrians and bicyclists.

Precedents

- Outer Pleasant Street, Brunswick (transitional area)
- Brunswick Avenue, Gardiner
- Forest Avenue, Portland

Residential Avenue



Thoroughfare Type	Residential Avenue
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Walkable, Sub-Urban
General uses	Residential, Corner Store, Civic
Public Frontage Quality	Moderate, High
Drainage Type	Curb
Curb Radius	5 - 15 ft.
Walkway Type	Sidewalk
Landscape Type	Planted
#Vehicular Lanes	2 - 3
Traffic Lane Width	10 - 11 ft.
Parking Lane Width	7 - 8 ft.
Target Speed	25 - 30 mph
Bikeway Type	Bicycle Lane
Riding Surface Width	5 - 6 ft.
Movement	Uni-Directional
Bicycle Parking	n/a
Transitway Type	Regional Bus, Local Circulator

A thoroughfare of moderate vehicular capacity and low to moderate speed, acting as a connector between primarily residential neighborhoods and commercial nodes or regional destinations. This thoroughfare type is sometimes equipped with a landscaped median and should be designed to balance the needs of vehicles with those of pedestrians and bicyclists.

Precedents

- Jordan Avenue, Brunswick
- Gamage Avenue, Auburn
- Brighton Avenue, Portland



Jordan Avenue, Brunswick



Jordan Avenue, Brunswick

Community Street



Thoroughfare Type	Community Street
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Walkable, General Urban
General Land uses	Offices, Retail, Residential, Civic
Public Frontage Quality	Moderate, High
Drainage Type	Curb
Curb Radius	5 - 15 ft.
Walkway Type	Sidewalk
Landscape Type	Planted
# Vehicular Lanes	2 - 3
Traffic Lane Width	10 - 11 ft.
Parking Lane Width	8 ft.
Target Speed	25 - 30 mph
Bikeway Type	Bicycle Lane, Sharrow
Riding Surface Width	5 - 6 ft.
Movement	Uni-directional
Bicycle Parking	Rack
Transitway Type	Regional Bus, Local Circulator

A thoroughfare of moderate vehicular capacity and low to moderate speed that services numerous community and civic uses, including schools, hospitals, churches, libraries, and parks.

Precedents:

- Inner Pleasant Street, Brunswick
- Mt. Hope Avenue, Bangor
- Bates Street, Lewiston



Inner Pleasant Street, Brunswick



Inner Pleasant Street, Brunswick

Residential Street



Federal Street, Brunswick



Federal Street, Brunswick

Thoroughfare Type	Residential Street
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Walkable, sub-urban
General uses	Residential, Civic, Corner Store
Public Frontage Quality	Moderate, High
Drainage Type	Curb, Swale
Curb Radius	5 - 15 ft.
Walkway Type	Sidewalk, Shared Use Path
Landscape Type	Planted, Natural
# Vehicular Lanes	2
Traffic Lane Width	9 - 10 ft.
Parking Lane Width	7 - 8 ft.
Design Target Speed	20 - 25 mph
Bikeway Type	Bicycle Boulevard, S.U. Path
Riding Surface Width	9 - 11 ft. (shared lane)
Movement	Bi-Directional
Bicycle Parking	n/a
Transitway Type	n/a

A thoroughfare of low vehicular capacity and low speed that provides access to residential land uses and which prioritizes the safe movement of pedestrians and bicyclists over motor vehicles.

Precedents

- Federal Street, Brunswick
- Oak Street, Bath
- Middle Street, Wiscasset

Slow-Flow Street



Thoroughfare Type	Slow-flow Street
Right-of-Way Width	Varies
Pavement Width	Varies
Land Use Character	Walkable, Urban/Sub-urban
General uses	Residential, Civic, Corner Store
Public Frontage Quality	Moderate, High
Drainage Type	Curb, swale
Curb Radius	5 - 15 ft.
Walkway Type	Sidewalk
Landscape Type	Planted, Natural
# Vehicular Lanes	1 - 2
Traffic Lane Width	8 -10 ft.
Parking Lane Width	7 - 8 ft.
Design Target Speed	15 - 20 mph
Bikeway Type	Bicycle Boulevard, S.U. Path
Riding Surface Width	8 - 10 ft. (shared lane)
Movement	Bi-Directional
Bicycle Parking	N/A
Transitway Type	N/A

A thoroughfare designed for low vehicular capacity and very slow speeds. Slow-Flow Streets prioritize the movement of pedestrians and bicyclists through the utilization of very narrow travel lanes and various traffic calming devices such as diverters, semi-diverters, chicanes, roundabout, and speed tables.

Precedents

- High Street, Brunswick
- Grace Street, Rockland
- Center Street, Yarmouth



High Street, Brunswick



High Street, Brunswick

Shared Use Path



Source: Bowdoin College

Androscoggin River Bicycle Path, Brunswick

Thoroughfare Type	SHARED USE PATH
Right-of-Way Width	Varies
Pavement Width	8 - 12 ft.
Land Use Character	Recreational
General uses	Civic, Recreational
Public Frontage Quality	Moderate, High
Drainage Type	Swale
Curb Radius	n/a
Walkway Type	Path
Landscape Type	Planted, Natural
# Vehicular Lanes	0
Traffic Lane Width	n/a
Parking Lane Width	n/a
Target Design Speed	n/a
Bikeway Type	Shared Use Path
Riding Surface Width	8 - 12 ft.
Movement	Bi-Directional
Bicycle Parking	Rack, Shelter
Transitway Type	n/a

A thoroughfare reserved primarily for pedestrians, bicyclists, skaters and runners. Shared Use Paths serve primarily as recreational corridors, but may also serve as utilitarian transportation corridors if designed to connect residential, civic, and commercial/industrial land uses.

Precedents

- Androscoggin River Bicycle Path, Brunswick
- Back Cove Shared Use Path, Portland
- Beth Condon Memorial Pathway, Yarmouth



Androscoggin River Bicycle Path, Brunswick

Appendix C - Brunswick Community Survey

Brunswick Community Survey
Survey Response Summary

Brunswick Community Survey

1

BRUNSWICK COMMUNITY SURVEY Completed survey drop-off: Curtis Library, Brunswick Planning Office, and Greater Brunswick by June 20th [To fill out the survey online: https://www.surveymonkey.com/s/brunswick](https://www.surveymonkey.com/s/brunswick)

Brunswick is working with Project for Public Spaces, a non-profit planning organization, on the Downtown Master Plan and the Gateway 1-funded study of the outer Pleasant Street area (Route 7). This survey is an initial step for us to engage with the community and learn how both areas in Brunswick are working and what kinds of opportunities exist for improvements. Your answers to the following questions will assist the Downtown Master Plan Committee and the Outer Pleasant Street Committee in determining and articulating what sorts of improvements are desired.

1. How often do you do the following activities in Downtown Brunswick (please be real!)?

	Every weekend	Every weekday	Several times a week	Less than once a week	A few times a month	Rarely or never
(1) Walk	<input type="checkbox"/>					
(2) Drive	<input type="checkbox"/>					
(3) Bike	<input type="checkbox"/>					
(4) Shop	<input type="checkbox"/>					
(5) Work	<input type="checkbox"/>					
(6) Eat	<input type="checkbox"/>					
(7) Visit the lower mall downtown	<input type="checkbox"/>					

2. How often do you do the following activities on outer Pleasant Street area?

	Every weekend	Every weekday	Several times a week	Less than once a week	A few times a month	Rarely or never
(1) Walk	<input type="checkbox"/>					
(2) Drive	<input type="checkbox"/>					
(3) Bike	<input type="checkbox"/>					
(4) Shop	<input type="checkbox"/>					
(5) Work	<input type="checkbox"/>					
(6) Eat	<input type="checkbox"/>					

3. How would you rate Downtown Brunswick (Maine Street area) for the following?

	Good	Fair	Poor	Don't Know	Don't Know	Good	Fair	Poor	Don't Know
(1) Overall attractiveness	<input type="checkbox"/>								
(2) Number of comfortable places to sit outside	<input type="checkbox"/>								
(3) Directional signage	<input type="checkbox"/>								
(4) Adequacy of street lighting	<input type="checkbox"/>								
(5) Ease of driving through	<input type="checkbox"/>								
(6) Ease in crossing streets	<input type="checkbox"/>								
(7) Level of walkability	<input type="checkbox"/>								
(8) Convenience of parking	<input type="checkbox"/>								
(9) Sociability and places to gather	<input type="checkbox"/>								
(10) Public programs and activities	<input type="checkbox"/>								

4. How would you rate the outer Pleasant Street area for the following?

	Good	Fair	Poor	Don't Know	Don't Know	Good	Fair	Poor	Don't Know
(1) Overall attractiveness	<input type="checkbox"/>								
(2) Number of comfortable places to sit outside	<input type="checkbox"/>								
(3) Directional signage	<input type="checkbox"/>								
(4) Adequacy of street lighting	<input type="checkbox"/>								
(5) Ease of driving through	<input type="checkbox"/>								
(6) Ease in crossing streets	<input type="checkbox"/>								
(7) Level of walkability	<input type="checkbox"/>								
(8) Convenience of parking	<input type="checkbox"/>								
(9) Sociability and places to gather	<input type="checkbox"/>								
(10) Public programs and activities	<input type="checkbox"/>								

10. How many businesses do you usually patronize on a single visit to the Downtown Brunswick (Maine Street area)?

Without typeset or business?

11. How many businesses do you usually patronize on a single visit to the Outer Pleasant Street area?

Without typeset or business?

12. What new businesses and/or public uses would you like to see in Downtown Brunswick (Maine Street area)? (Please be specific.)

13. What new businesses and/or public uses would you like to see in the Outer Pleasant Street area? (Please be specific.)

14. What could be done in the Downtown Brunswick (Maine Street area) in the short term, that would not cost a lot, that would make a big impact? Be specific. (event types, parking, apartments with changes in traffic flow, cleaning, painting, etc.)

15. What could be done in the outer Pleasant Street area, in the short term, that would not cost a lot, that would make a big impact? Be specific. (event types, parking, apartments with changes in traffic flow, cleaning, painting, etc.)

5. What do you like least about Downtown Brunswick (Old Pine Street area)?

6. What do you like least about the outer Pleasant Street area?

7. What are your five favorite places (places that are publicly accessible that draw you to the area – like a park, public building, business, street corner, etc.) in:

- | | |
|---|--------------------------------|
| a. Downtown Brunswick (Old Pine Street area)? | b. outer Pleasant Street area? |
| 1) _____ | 1) _____ |
| 2) _____ | 2) _____ |
| 3) _____ | 3) _____ |
| 4) _____ | 4) _____ |
| 5) _____ | 5) _____ |

8. What are the five public accessible places that if improved, would have the biggest effect upon:

- | | |
|---|--------------------------------|
| a. Downtown Brunswick (Old Pine Street area)? | b. outer Pleasant Street area? |
| 1) _____ | 1) _____ |
| 2) _____ | 2) _____ |
| 3) _____ | 3) _____ |
| 4) _____ | 4) _____ |
| 5) _____ | 5) _____ |

9. What are the five worst places (places that detract from having a positive experience in Brunswick like a dangerous intersection, a blank wall, a dead section of a street, a poorly maintained area) in:

- | | |
|---|--------------------------------|
| a. Downtown Brunswick (Old Pine Street area)? | b. outer Pleasant Street area? |
| 1) _____ | 1) _____ |
| 2) _____ | 2) _____ |
| 3) _____ | 3) _____ |
| 4) _____ | 4) _____ |
| 5) _____ | 5) _____ |

SURVEY

BRUNSWICK, ME

DOWNTOWN MASTER PLAN & THE GATSBY 1 STUDY



16. What are the biggest opportunities to improve Downtown Brunswick (Maine Street area) in the long term, independent of cost?

17. What are the biggest opportunities to improve the outer Pleasant Street area in the long term, independent of cost?

18. What are the top three biggest obstacles to improving Downtown Brunswick (Maine Street area)?

- [1]
 [2]
 [3]

19. What are the top three biggest obstacles to improving outer Pleasant Street?

- [1]
 [2]
 [3]

Please tell us a little about yourself:

1. Name (optional):

4. Gender:

- Male
 Female

2. Organizational affiliation (as may be relevant to the Downtown and outer Pleasant Street planning processes):

5. Do you or someone in your family (check all that apply):

- (1) 7-17
 [2] 18-31
 (3) 32-45
 [4] 46-65
 (5) over 65
- Work in Downtown Brunswick (Maine Street area)
 Work in outer Pleasant Street area
 Attend a local public school
 Attend a local private school
 Rent a home/apartment in Brunswick
 Own a home/apartment in Brunswick
 Own a business in Brunswick
 Attend Bowdoin College

Comments:

Survey Response Summary

Question: How many businesses do you usually patronize on a single visit to the **Downtown Brunswick (Maine Street area)**?

Survey Response Summary

2.7 Businesses

Average response (68 responses)

Question: How many businesses do you usually patronize on a single visit to the **outer Pleasant Street area**?

Survey Response Summary

1.0 Businesses

Average response (75 responses)

Question: What do you like best about **Downtown Brunswick (Maine Street area)**?

Survey Response Summary

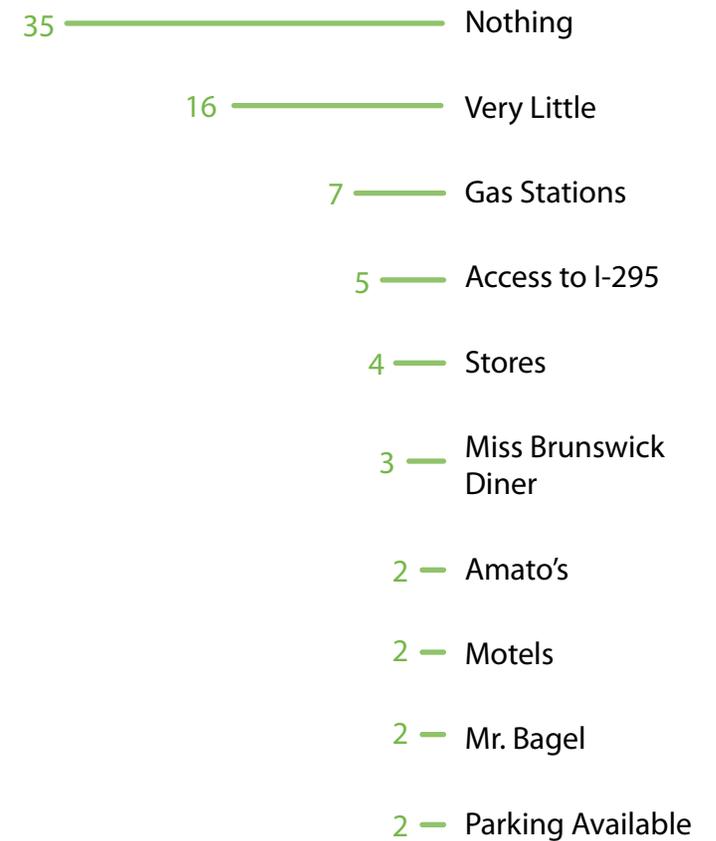
Top 10 most common responses. 87 responses.



Question: What do you like best about **outer Pleasant Street area**?

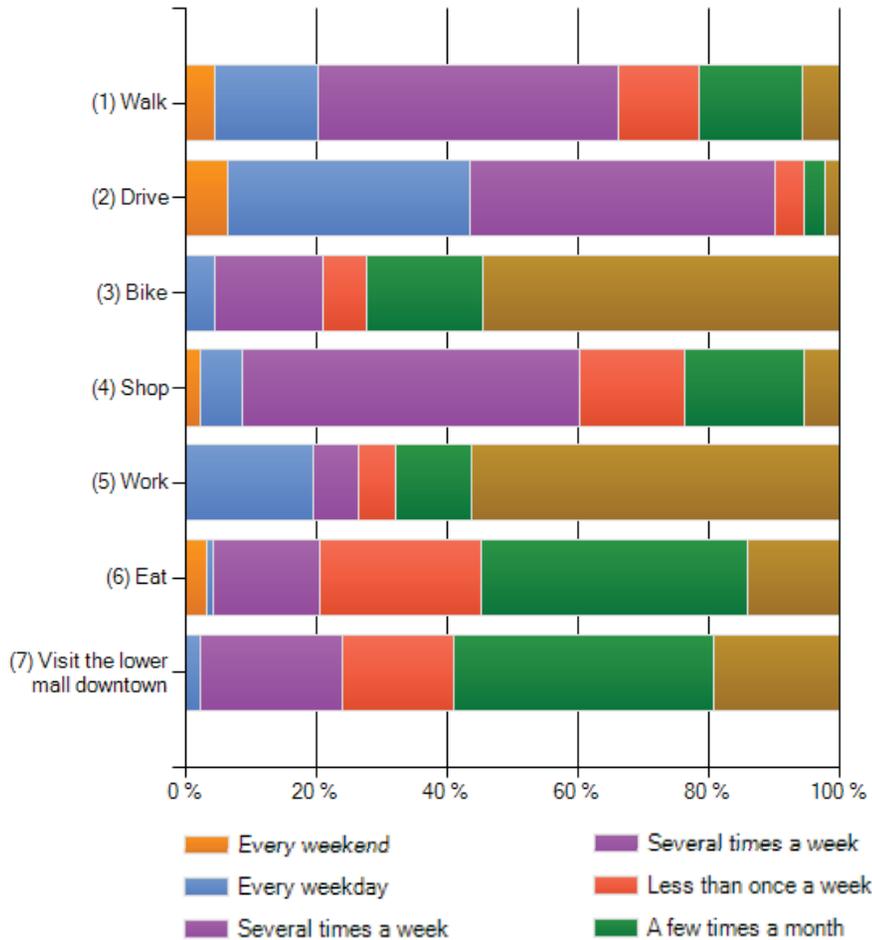
Survey Response Summary

Top 10 most common responses. 78 responses.



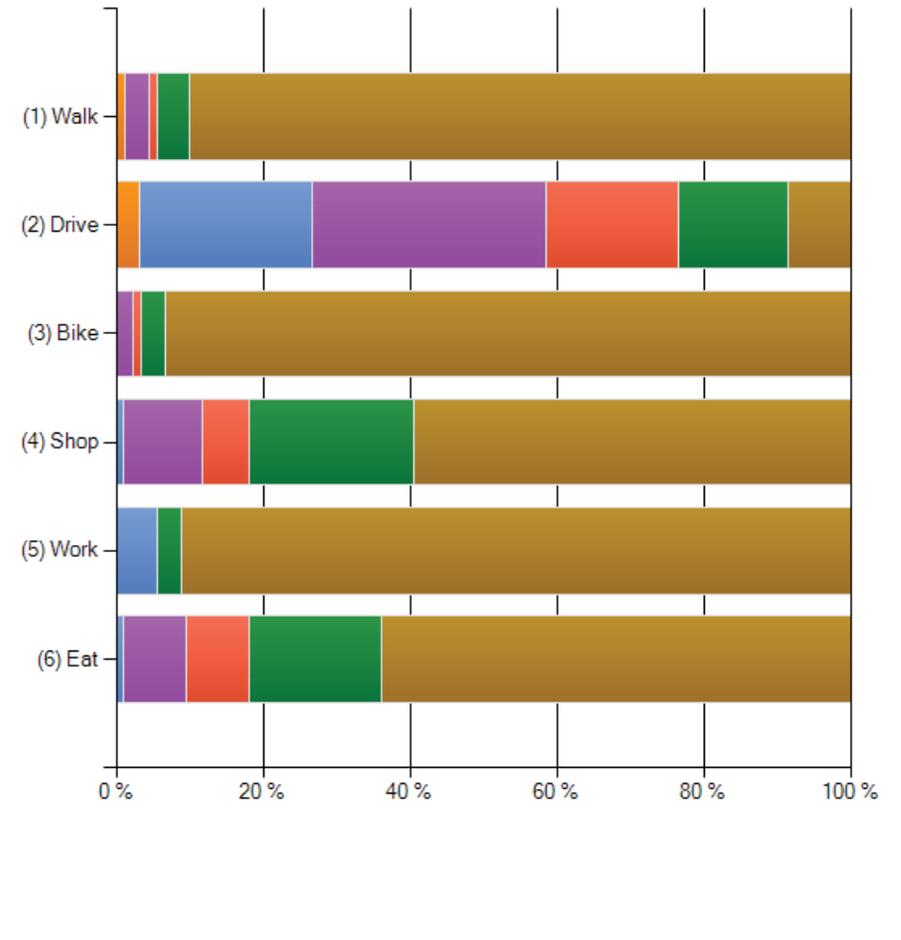
Question: How often do you do the following activities in **Downtown Brunswick (Maine Street area)**?

Survey Response Summary



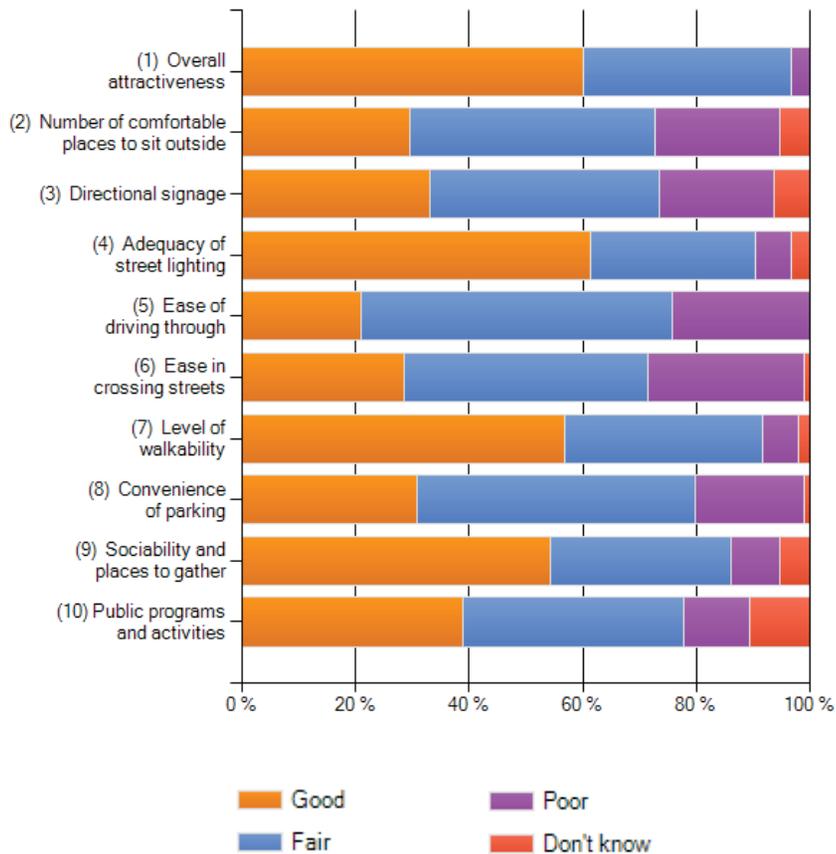
Question: How often do you do the following activities on **outer Pleasant Street area**?

Survey Response Summary



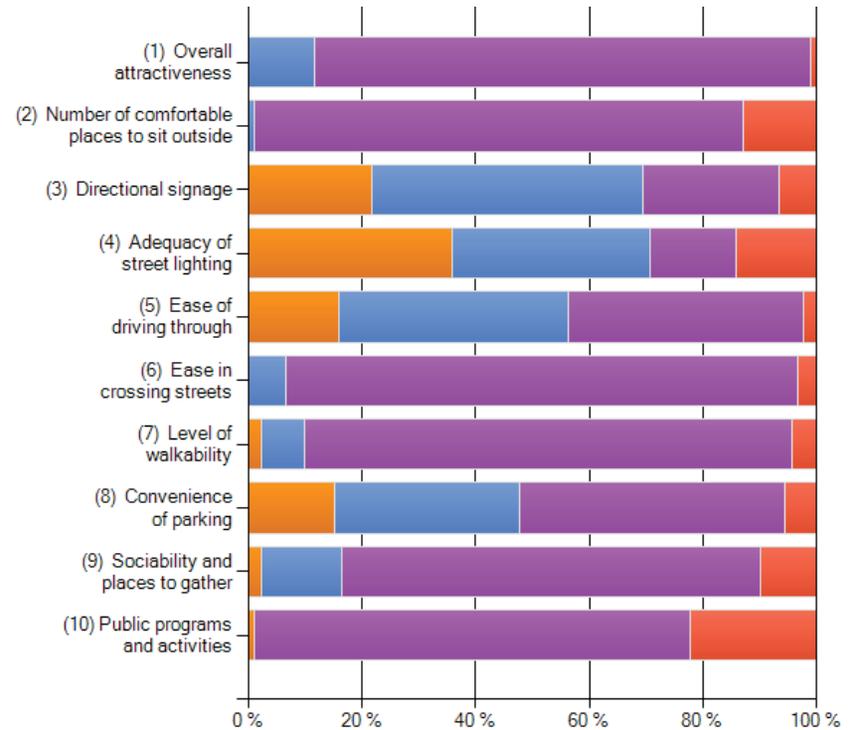
Question: How would you rate **Downtown Brunswick (Maine Street area)** for the following?

Survey Response Summary



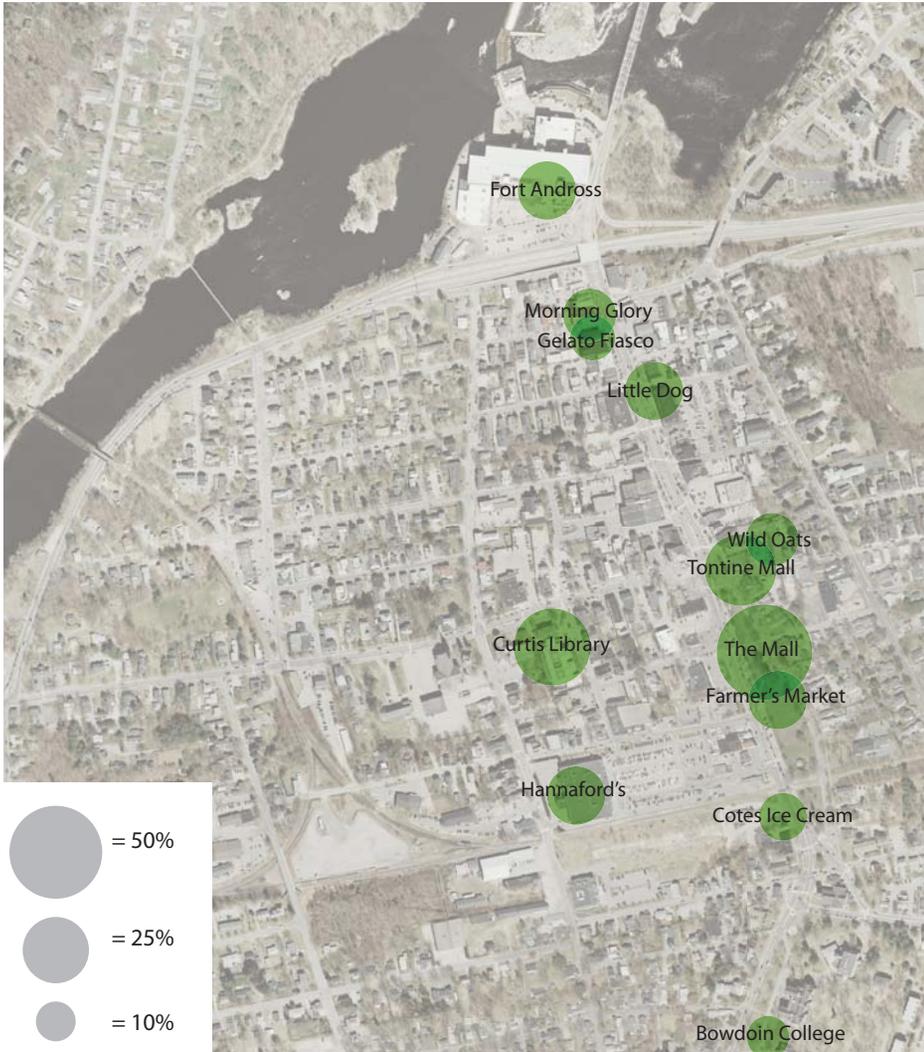
Question: How would you rate the **outer Pleasant Street area** for the following?

Survey Response Summary



What are your five favorite places in Downtown Brunswick (Maine Street area)?

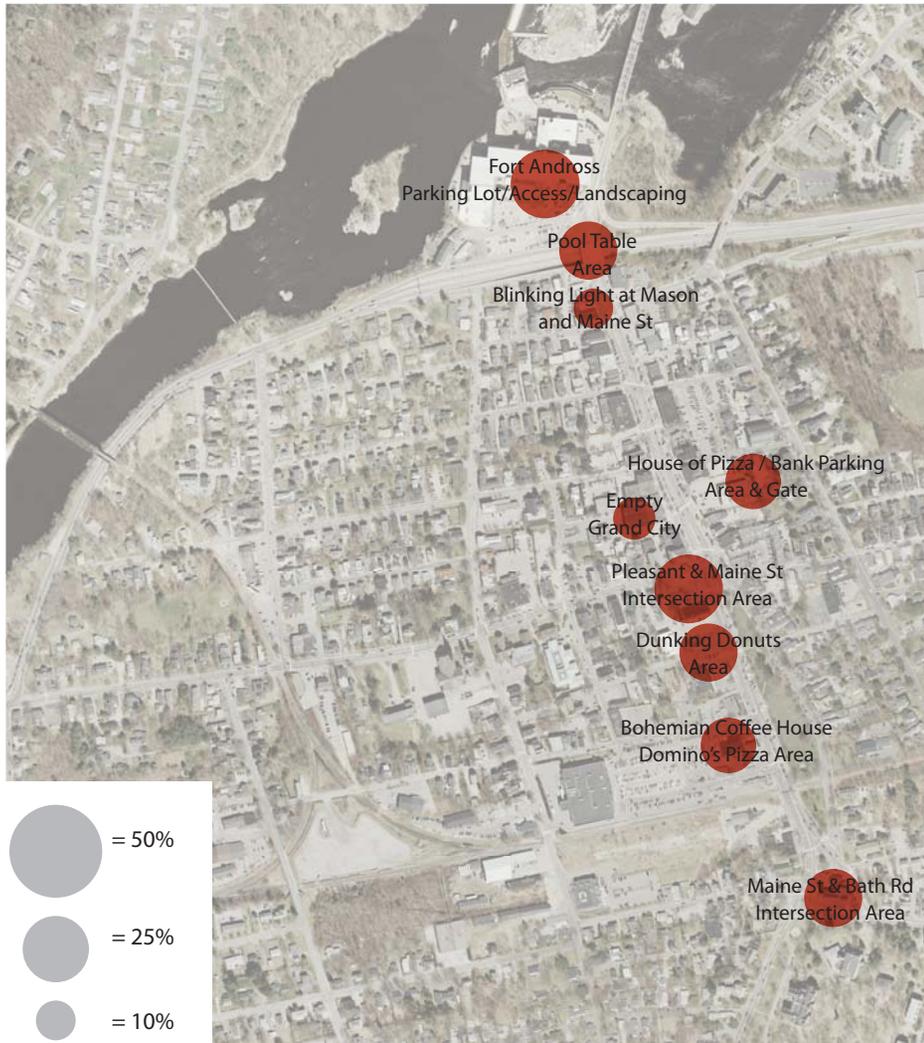
Response Summary: Percentage of respondents listing the place among their top five favorite places (places listed by 10% or more of respondents, out of 86 responses)



Respondents		Locations
%	No.	
52%	45	The Mall
34%	29	Library
29%	25	Tontine Mall
20%	17	Farmer's Market mall
20%	17	Ft Andross
19%	16	Little Dog
19%	16	Hannaford
15%	13	Wild Oats
15%	13	Morning Glory
13%	11	Cote's
12%	10	Gelato Fiasco
10%	9	Bowdoin College

What are the five **worst** places in Downtown Brunswick (Maine Street area)?

Response Summary: Percentage of respondents listing the place among the five worst places (places listed by 5% or more of respondents, out of 71 responses)

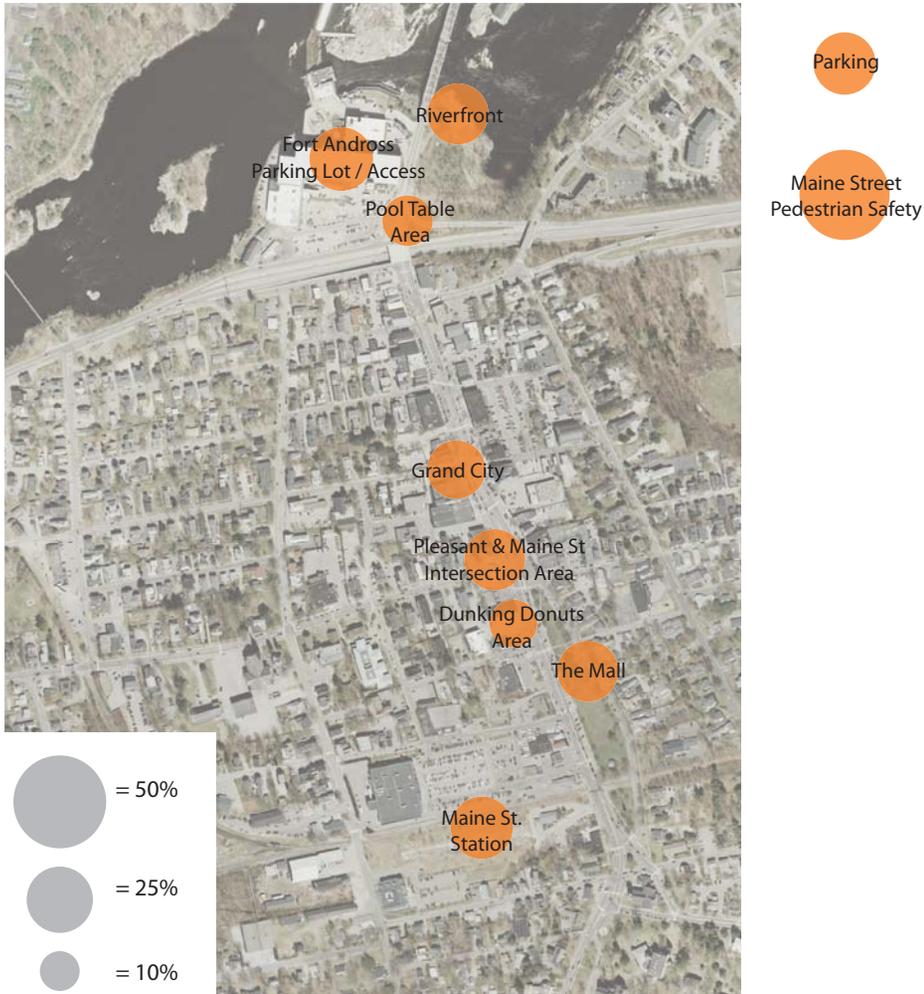


Maine St Wide / Unsafe Crosswalks

Respondents		Locations
%	No.	
27%	19	Fort Andross parking lot/crosswalks/ access/landscaping
27%	19	7-11/Rite Aid/Gas Station area
27%	19	pedestrian crossings, Maine Street wide/ unsafe
20%	14	Rite-Aid/Dunkin" Donuts area
20%	14	Maine Street and Bath Road intersection area
20%	14	Pool Table Area
17%	12	House of Pizza / Bankparking area and gate
17%	12	Bohemian Coffee House Domino's Pizza Area
10%	7	empty grand city
8%	6	Blinking light at Mason & Maine
7%	5	Mill st

What are the five publicly accessible places that **if improved, would have the biggest effect upon** Downtown Brunswick (Maine Street Area)?

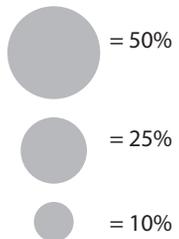
Response Summary: Percentage of respondents listing the place among the five places that would have the largest impact (places listed by 5% or more of respondents, out of 73 responses)



Respondents		Locations
%	No.	
47%	34	Maine Street Pedestrian Safety
23%	17	Fort Andross parking / access
23%	17	Maine Street Station
22%	16	Town Green / Mall
22%	16	Parking
21%	15	Maine St and Pleasant St Intersection/7-11 Area
21%	15	Riverfront
19%	14	Grand City
14%	10	Pool Table Area (Link between Fort Andross & Maine St)
12%	9	Dunkin Donut's Area
12%	9	Mall area

What are your five favorite places in outer Pleasant Street?

Response Summary: Percentage of respondents listing the place among the five places that would have the largest impact (places listed by 5% or more of respondents, out of 67 responses)



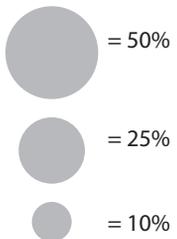
Respondents		Locations
%	No.	
28%	19	Nothing
27%	18	Gas Stations
12%	8	Dunkin Donuts
12%	8	Brunswick Diner
12%	8	Mister Bagel
9%	6	Access to Highways and Rt. 1
7%	5	Amato's
7%	5	Salvation Army
7%	5	Tim Horton's
6%	4	Thai Restaurant

What are the five **worst places** in outer Pleasant Street?

Response Summary: Percentage of respondents listing the place among the five worst places (places listed by 6% or more of respondents, out of 70 responses)



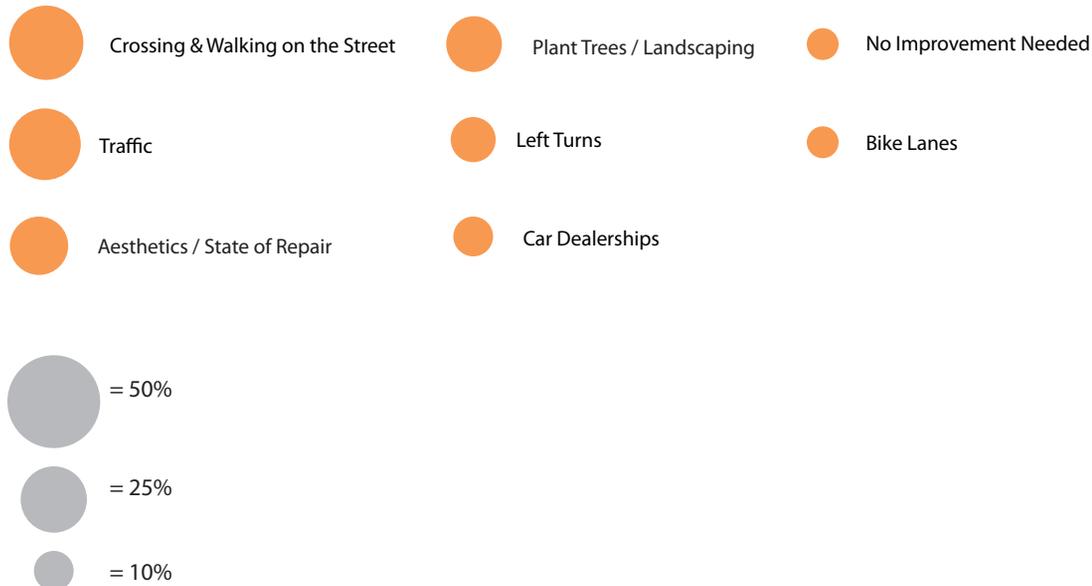
- State of repair or aesthetics of buildings
- Crossing or walking along the street
- Left turns
- Entire street / street character
- Entering or exiting commercial areas
- Car dealerships
- Traffic



Respondents		Locations
%	No.	
34%	24	Building aesthetics / state of repair
26%	18	Intersection at Stanwood
24%	17	Crossing and Walking on the street
21%	15	Left Turns (making them and the traffic they cause)
17%	12	Entire Street / Character of the entire street
16%	11	Entering or Exiting Commercial areas
13%	9	Intersection at River Road
11%	8	Car Dealerships
11%	8	Traffic
7%	5	Intersection at Church Road

What are the five publicly accessible places that **if improved, would have the biggest effect upon** outer Pleasant Street?

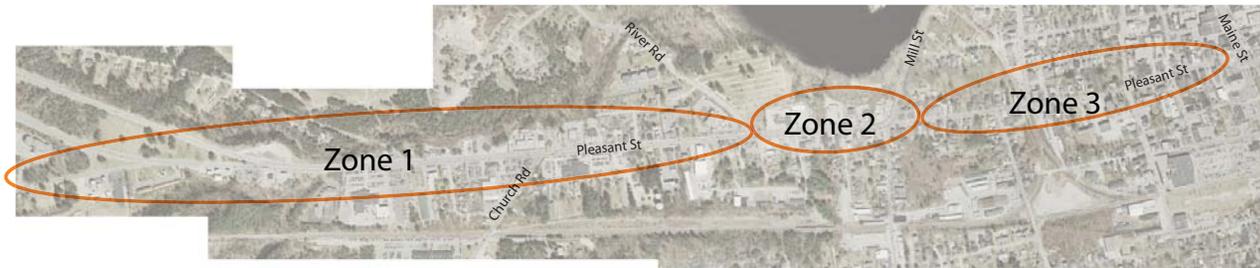
Response Summary: Percentage of respondents listing the place among the five worst places (places listed by 5% or more of respondents, out of 64 responses)



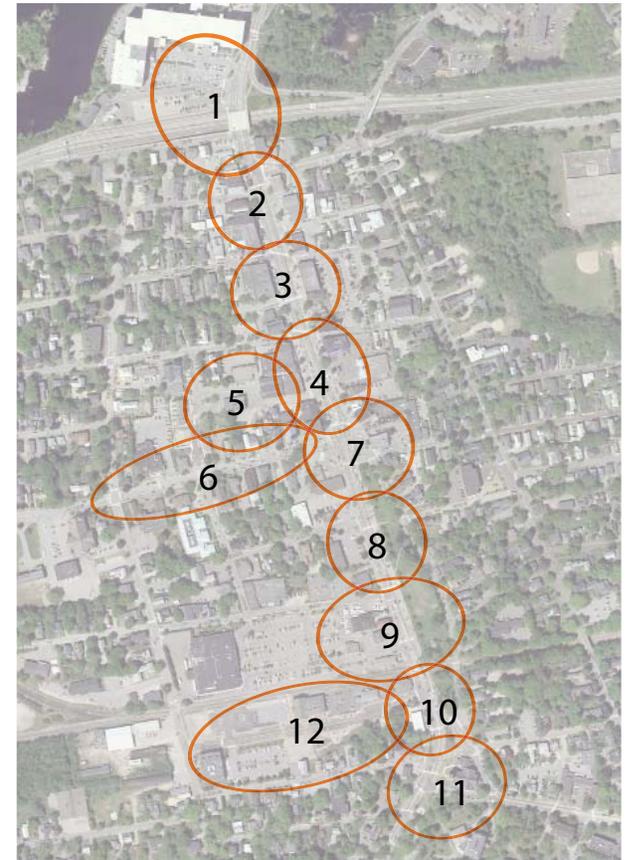
Respondents		Locations
%	No.	
31%	22	Crossing & Walking on the Street
29%	20	Traffic
23%	16	Intersection at Mill St / Stanwood St
20%	14	Aesthetics / State of Repair
17%	12	Plant Trees / Landscaping
11%	8	Left Turns (making them and the traffic they cause)
9%	6	Car Dealerships
9%	6	Intersection at I-295
6%	4	No improvement needed
6%	4	Intersection at River Road
6%	4	Bike Lanes

Appendix D - Workshop Summaries

Pleasant Street Workshop Summary
Maine Street Workshop Summary



Pleasant Street Workshop Sites



Maine Street Workshop Sites

Pleasant Street Workshop Summary

(6/2/10 - 6/5/10)

Zone 1 – Outer Pleasant Street (Including Workshop Sites 1, 2 and 3)

Site Boundaries

Generally, from the beginning of the westbound I-295 highway ramps to the end of the east bound 295 ramp, to the intersection of Pleasant Street and River Road.

Character Analysis

The character type of the site is low density, generic auto-oriented land uses that cater primarily to motorists traveling through the region (Fast food, gas stations, motels, etc. It is hostile to anyone not traveling in a car and is an un-social and unattractive gateway to the Town of Brunswick and Mid-coast Maine. It's building types are generic and it's public realm impoverished.

What Works

- Gas stations, hotels, and fast food outlets service motorists traveling throughout the region.

Challenges

- With four travel lanes, a shoulder that doubles as on-street parking in only a few places, numerous curb cuts, sidewalks of various quality, and exposed parking lots, the street is ugly and hostile to pedestrians and bicyclists.
- Left and right turns are also very challenging during times of congestion.
- Due to mobility concerns, local residents and businesses owners express great concern regarding accessibility.
- Preliminary survey results demonstrate that locals generally patronize only 1 or 2 stores per trip to outer Pleasant Street, whereas they typically visit 3-5 businesses on Maine Street. This is the direct result of both the land use patterns (walkability) and the challenges of accessibility, both perceived and real.
- Provides little to opportunities for prolonged sociability, save for a few businesses like Uncle Tom's convenience store.

Short-term Improvements

- Remove/Add signage to send regional traffic to Coastal Connector, exit 31
- Work with businesses on streetscape elements, plantings, seating, building support for long term street re-configuration/curb cut reductions
- Increase visual linkage (signage, banners) between outer Pleasant Street and Maine Street
- Draft Design/urban form guidelines/regulations for the corridor (gas stations can be re-configured to provide more to the street than just a parking lot).
- Ensure all pedestrian signalization is functioning properly; allow for ample crossing time, especially at first crosswalk at River Road/Pleasant Street (character transition zone).

Long-term Improvements

- Implement streetscape improvements
- Reduce number of curb cuts, enforce guidelines as buildings/lots are redeveloped
- Reconfigure street to two lanes of through-traffic, parallel parking lanes, and a turn lane
- Improve sidewalks, crossings, signalization to enhance pedestrian experience
- Regulate corridor redevelopment to contribute to the public realm (form, outdoor seating, landscape, signage, parklets, plazas etc.) and to better define the street physically
- Roundabout at Pleasant Street/River Road
- Bury utilities

Zone 2– Outer Pleasant Street Transition Zone (Including Workshop Sites 4 and 5)

Site Boundaries

The intersection of Pleasant Street/River to intersection of Pleasant/Mill Street.

Character Analysis

Site 2 includes a mixture of smaller strip shopping “plazas” with a variety of business types, single-family houses, apartments, home-based businesses, and gas stations/ inexpensive food outlets. It serves a transition zone between outer Pleasant and inner Pleasant where the built environment and land uses are generally more “town” and less “strip.” The corridor appears to still be in transition between its old residential fabric and newer commercial uses.

What Works

- Finer grain mix of building types/land uses
- Actual presence of pedestrian infrastructure (sidewalks, crosswalks, ped signals)
- Nice local businesses and restaurants
- Outdoor seating at Brunswick Diner
- Tree cover better along this portion of the corridor

Challenges

- Turn movements are difficult in both directions, especially in times of congestion
- Many curb cuts hostile to pedestrians and bicyclists
- Land use/zoning does not support more walkable environment
- Lack of sociability
- Not yet a nice transition into Brunswick
- Visibility for local businesses is poor, accessibility difficult for locals

Short-term Improvements

- Work with businesses on streetscape elements, plantings, seating, building support for long term street re-configuration/curb cut reductions
- Increase visual linkage (signage, banners) between outer Pleasant Street and Maine Street
- Draft Design/urban form guidelines/regulations for the corridor (gas stations can be re-configured to provide more to the street than just a parking lot).

Pleasant Street Workshop Summary (6/2/10-6/5/10)

- Ensure all pedestrian signalization is functioning properly; allow for ample crossing time, especially at first crosswalk at River Road/Pleasant Street (character transition zone).
- Commit to balancing modes (car, bike, ped, circulator bus); bicycle lanes
- Potential roundabout at Pleasant Street/River Road, roundabout at Pleasant, Stanwood and Mill Street intersection
- More density, mixed-use, commercial office space
- Provide better transition to inner Pleasant, downtown Brunswick
- Bury utilities

Long-term Improvements

- Implement streetscape improvements
- Reduce number of curb cuts, enforce guidelines as buildings/lots are redeveloped
- Reconfigure street to two lanes of thru-traffic, parallel parking lanes, and a turn lane
- Build better access through connecting new streets, effectively creating new blocks and providing more circulation choice
- Improve sidewalks, crossings, signalization to enhance pedestrian experience
- Regulate corridor redevelopment to contribute to the public realm (form, outdoor seating, landscape, signage, parklets, plazas etc.) and to better define the street physically

Pleasant Street Workshop Summary (6/2/10-6/5/10)

Zone 3 – Inner Pleasant Street Transition Zone (Maine Street Workshop site 6)

Site Boundaries

The intersection of Pleasant/Stanwood/Mill Streets to intersection of Pleasant/Maine Street.

Character Analysis

Zone 3 includes a mixture of smaller strip shopping “plazas” with a variety of business types, single-family houses, apartments, home-based businesses, and gas stations/ inexpensive food outlets. It serves as a transition zone between outer Pleasant and inner Pleasant where the built environment and land uses are generally more “town” and less “strip.” The corridor appears to still be in transition between its old residential fabric and newer commercial uses.

What Works

- A mix of historic buildings and commercial/ civic uses
- A nice level of density
- Actual presence of pedestrian infrastructure (sidewalks, crosswalks, ped signals)

- Nice local businesses and restaurants
- Library, Tess Market, Episcopal Church (St. Paul’s) and Post Office provide third places/ sociability/civic presence and sense of place
- Nathaniel Davis Park

Challenges

- Accessibility hindered by one-way traffic pattern of Pleasant Street
- Cars traveling too fast
- Cut-through traffic in the adjacent neighborhoods
- Presence/visibility of green space
- Slow creep of auto-oriented development

Short-term Improvements

- Work with businesses and property owners on streetscape elements, plantings, seating, building support for long term street re-configuration in tandem with re-configuration of Mill/Stanwood and Pleasant Street intersection. Tess’s Market, Nathaniel Davis Park, the Library, Post Office and St. Paul’s church provide early opportunities.

- Consider “sharrows” to improve bicycle access, move cyclists out of the ‘door-zone’ with current configuration

Long-term Improvements

- Implement streetscape improvements
- Convert one-way pattern to two-way
- Preserve and expand character through zoning and design regulations

Maine Street Workshop Summary

(Week of 6/13/10)

Site 1: Fort Andross, Recreation Hub, Pool Table

Site Boundaries

Maine Street from the riverfront to just south of Route 1 including Fort Andross and 250th Anniversary Park

Character Analysis

Despite being tremendous assets, the Androscoggin River, 250th Anniversary Park, and Fort Andross; a lack of access prevents this combined area from becoming the world class destination and gateway into Brunswick that it is capable of becoming.

What works

Fort Andross

- The variety of uses, especially the week/weekend balance and the recent addition of Bowdoin students
- Frontier Cafe is a tremendous asset with regular community programs, but its impact could be furthered with more activity on the riverfront

Androscoggin River

- Natural beauty of the area
- Fish ladder is popular attraction

Challenges

Route 1 creates a significant hole in the pedestrian fabric

250th Anniversary Park and the river are not accessible

Fort Andross' uses have no exterior presence

Fort Andross is not used sufficiently at night

Short Term Improvements

Transportation

- Allow left-hand turns from Route 1 South on to Maine Street

Streetscape

- Provide a series of pedestrian amenities and short-term traffic calming elements to entice pedestrians and cyclists beyond Mason Street
- Support pedestrian connections to Ft Andross
 - Decorative flags/banners on pedestrian scaled lighting on overpass and bridge
 - Wall on overpass featuring historical photos, mural and other information
- Soften/beautify landscape
 - Perennial garden
 - Mural reflecting local historical uses
 - Mow grass strips between sidewalk and curb
- Create a garden plaza entry to Fort Andross
 - Informational kiosk
 - Information on and directions to surrounding attractions

Maine Street Workshop Summary (Week of 6/13/10)

- Interpretative & educational natural and historical information
- Highlight and direct people to fish ladder

Fort Andross

- Enhance the Role of Fort Andross as a visual draw
 - Light the façade and turret
 - Bring businesses into surrounding public spaces
- Increase programming, especially at night when more parking is available
 - Movies, outdoor market, outdoor dining
- Reconsider residential use at Fort Andross

Riverfront and 250th Anniversary Park

- Create accessibility
- Program
- Create vending for food and equipment rental ranging from volleyballs to canoes

- Establish a lookout point and photo opportunity at eddy, connecting to Sea Dog, with view of fish ladder

Long Term Improvements

Transportation

- Consider a roundabout at Route 1 ramp to Maine Street
- Deck over Route 1 to extend the pedestrian environment, alleviate parking shortages, and improve accessibility into the park.
 - Consider parking garage
- Provide alternative to Maine Street for through traffic

Streetscape

- Extend low level street lighting across bridge and down to river
 - Apply decorative banners to lamp poles
- Install a crosswalk treatments to signify pedestrian environment
 - Brick or cobblestone

- Shorten crossing distances with bumpouts

250th Anniversary Park

- Establish park as a world-class, multi-faceted destination for recreation, dining, and interaction with nature.
- Create a bicycle path running from canoe launch to Coffin Pond Recreation Area

Site 2: Mason to Lincoln Street

Site Boundaries

Maine Street from Mason Street to Lincoln Street, including the businesses on the Maine Street end of Mason Street

Character Analysis

The western side of Site 2 maintains a comfortable and consistent urban fabric of mixed-use buildings built to the street level. Yet, the occasional deep building setbacks create voids, undermining the overall quality of the Maine Street experience.

What works

Variety of businesses ranging from restaurants to a grocery store to galleries to services/offices

Outdoor seating at restaurants

Grocery store provides clause in employee contracts prohibiting their parking on Maine Street

Challenges

Vehicles do not slow down to Maine Street speeds

Deep building setbacks disrupt the urban fabric

Traffic is a problem on Mason Street especially at rush hour and when schools dismiss

Parking to the rear and sides of buildings is not fully utilized

Short Term Improvements

Streetscape

- “Shrink” Maine Street width through a median and other streetscape amenities that “overshadow” the eastside voids and entices future development.
 - Consider temporary uses such as “Cleaners Café” to activate street level
- Create “green screen” in front of sidewalk eateries to enhance on-street café
- Slow traffic to establish window shopping rhythm immediately
- Encourage blade signage for businesses on

Mason Street to attract visitors

Management

- Regulate late night bar activity
- Provide better signage directing people to rear parking lot accessible from Gilman Street
- Add places for cigarette disposal

Long Term Improvements

Transportation

- Consider roundabout at Mason Street
 - Remove traffic signals
 - Remove turn lanes

Development

- Attract and incentivize targeted development in areas with the greatest potential for creating a consistent, rich urban fabric.
 - Infill with street level buildings
 - Reduce curb cuts
 - Promote upper floor residential to increase pedestrians

Maine Street Workshop Summary (Week of 6/13/10)

Site 3: Lincoln to Cumberland Street

- Limit restaurants to promote more retail diversity

Site Boundaries

Maine Street from Lincoln to Cumberland, including parking behind buildings

Character Analysis

The core of Maine Street features an attractive built environment and a variety of strong local businesses. These successes should be built upon by encouraging more programming spearheaded by the local businesses.

What Works

- Little Dog is an authentic social hub for the community
 - Could host performances and expand its on street presence
- The toy store creates a nice draw for families
 - Could provide buskers and/or events such as storytime, magicians, clowns, etc
- The Maine Running Company seems to be a hub for runners

- Running groups could start and end here
- Large supply of central parking
- Established trees provide shade pockets for gathering

Challenges

- Stores are open during the day; restaurants are open at night
- Businesses are short staffed and are not accustomed to programming
- Parking lots are difficult to find, especially for visitors

Short Term Improvements

Streetscape

- Develop and program an active plaza at Bank of America shade tree
 - Provide seating, tables, public art and other amenities
 - Info kiosk/food stand
 - Program with more activities

- Walk through at Jenny Station
- Enhance on-street presence of surrounding businesses, particularly Little Dog

Management

- Improve signage and management to better maximize usage and efficiency of parking behind buildings

Long Term Improvements

Streetscape

- Create bumpout to expand Bank of America Plaza and Plaza in front of former Grand City
- Create a prominent crosswalk and median that slows traffic, shrinks the distance between frontages and creates a gathering place
- Reduce curb cuts

Development

- Create parking garage at Municipal Area
 - Wrapped in ground level retail and upper story residential with multilevel parking as core
- Restore façade of Lincoln Building

Site 4: Cumberland Street to Pleasant Street

Site Boundaries

Maine Street from Cumberland to Pleasant

Character Analysis

Like much of Maine Street, the charming urban character of the majority of the site is undermined by suburban features including the deep setbacks with front yard parking lots.

What Works

Well-used nightlife destinations

Cool as a Moose offers an exciting new use for Maine Street

Wide sidewalks enable a spectrum of public uses

Challenges

Deep setbacks, vacancies, and underutilized spaces fail to establish a Maine Street feeling at this important gateway.

Short Term Improvements

Streetscape

- Create a heavily landscaped plaza at the prominent intersection of Pleasant and Maine Street
- Provide additional garden plazas for area restaurants
- Cluster amenities in each of the aforementioned locations to create places

Long Term Improvements

Development

- Build out corner of Pleasant and Maine Street to the highest and best use for this location
- Restore the street level build to line where needed
- Expand corner at Town Hall Place to create a reading room and ease crossing

Site 5: Rear Town Hall Place and Central Fire Station

Site Boundaries

Rear Town Hall Place and Central Fire Station

Character Analysis

Despite a beautiful civic institution and a restaurant, this area serves as “back of house” with no public draw.

What works

Central Fire Station is very attractive and historic

Restaurant is in a unique location

Although underutilized, parking is provided at a central location

Challenges

The area is isolated from Maine Street

Short Term Improvements

- Promote triangulation between restaurant, fire station and new Cool as a Moose complex by beautifying with a temporary garden plaza featuring outdoor seating
 - Bring seating/displays onto sidewalk
 - Engage the firemen to manage the space
 - Paint mural on building walls
- Create a connector between Post Office and Library to Maine Street
 - Pedestrian and bicycle connection at block core

- Encourage extension of restaurant deck
- Create space for brick parking garage
- Widen crosswalk, switch to one lane

Long Term Improvements

- Transform the garden plaza into a permanent square
 - Utilize special paving treatments and garden features to extend into the surroundings.
 - Move restaurant parking to tie into street front

Site 6: Inner Pleasant Street

Site Boundaries

Pleasant Street from Maine Street to Union Street

Character Analysis

Despite the presence of key civic institutions including the Post Office and the Library, as well as a variety of additional businesses, vehicular volumes and speed undermine the overall quality of Inner Pleasant Street.

What Works

Library and Post Office are civic anchors

Diversity of business types

High traffic volumes

Challenges

Plentiful assets fail to triangulate to create a sum greater than the parts.

Nathaniel Davis Park is isolated

Vehicular traffic dominates

Short Term Improvements

Streetscape

- Create a gateway
 - Need to set tone at St. Johns Church [if not before] that illustrates you are now in downtown/neighborhood area
 - Signage clarification “slow”, “downtown center”
 - Esplanade planting to improve streetscape image
 - Banners, to serve as gateways, similar to existing awnings on structures [whimsical... need an element of zest, liveliness, and unpredictability]
- Street lighting needed to promote night time use
- Create a vibrant urban gateway to Maine Street through plazas in front of library and Nathaniel Davis Park
 - Benches
 - Fruit and vegetable mural on grocery store
- Beautify with gateway signage
- Take out rows of rugosa

Management

- Encourage paving and maintenance of driveways
 - Program existing green space
- Trim trees to increase visibility of buildings

Long Term Improvements

- Provide a major crosswalk at Pleasant and Abbey Road with benches to create a focal point
- Extend sidewalk and lighting
- Make Pleasant Street two way

Maine Street Workshop Summary (Week of 6/13/10)

Site 7: Maine and Pleasant Streets Intersection

Site Boundaries

Four corners of Maine and Pleasant Streets intersection; Pleasant Street to the northern end of the Mall, including Tontine Mall area and School Street

Character Analysis

As the transition from the Mall to the downtown core, Site 7 provides a critical opportunity to extend the comfort of the Mall and act as an enticing gateway into downtown. Site 7 features the convergence of four roads at the prominent area of Maine Street resulting in an inhospitable environment for pedestrians, cyclists and drivers alike. The site's numerous assets, including businesses, greenspace and the War Memorial are underachieving due to a lack of accessibility and unawareness of their existence for visitors.

What Works

Many of the community's favorite businesses are located here

Outdoor café is a social hub

Challenges

Too much asphalt, not enough places to gather

Businesses are hidden

Suburban retail tone exists at this important gateway

Existing configuration requires excessive vehicular space for merging

Short Term Improvements

Parking Area

- Transform parking lot into temporary plaza
- Create a destination, particularly for youth
- Provide vending, especially in evening
- Encourage the hosting of a festival by adjacent businesses with live music, outdoor movies, and street sales
- Kids play feature
- Provide places to sit
- Outdoor food vending by established restaurants

Plaza at Maine and Pleasant Streets

- Provide landscaped planters and benches on corner.
- Narrow curb cuts for increased safety and walkability, using paint or temporary plastic curbs.

World War II Memorial Plaza

- Create destination around Memorial
 - Clear landscaping to enable gathering and better visibility of Mall.

Tontine Mall Area

- Encourage replacement of existing sign with a simple Tontine Sign and pedestrian level downtown business directory
 - Include wayfinding map for larger downtown area

Long Term Improvements

Encourage redevelopment of the west side of Maine Street with street level mixed-use development wrapping from Maine onto Pleasant Street

Create a permanent plaza with limited parking at existing parking lot adjacent to School Street

Expand plaza by shifting handicap area

Link the proposed plaza and mixed-use redevelopment with decorative crosswalk to reinforce the pedestrian environment

Encourage businesses in Tontine Mall to expand on-street presence

Site 8: Lower Mall Area

Site Boundaries

From the lower end of the Mall to Elm Street including the businesses on Maine Street and Park Row.

Character Analysis

Site 8 consists of a number of businesses on the west side of Maine Street and the Lower Mall Area.

What Works

Park Row tree canopy significantly enhances pedestrian comfort

Several attractive small businesses and cultural assets on Park Row

Food vendors along Mall are a draw that could be further enhanced

Brick sidewalks and paths through Mall are very attractive

Challenges

Deep setbacks along west side of Maine Street undermine connectivity between Mall and surrounding businesses

Surrounding traffic and wall of parked cars further the isolation of the Mall

The Mall lacks a critical mass of attractions and places to gather.

Existing amenities in Mall don't support sociability

Short Term Improvements

Streetscape

- Create seating area with possible vendor in existing parking lots.
- Encourage outdoor cafe experiences
- Provide artistic lighting on Park Row
- Remove chain-link fences, could replace with hedges
- Expand all day parking on Greene Street

Maine Street Workshop Summary (Week of 6/13/10)

Mall

- Increase night time programming of the Mall
 - Increase food vendor time beyond sunset with creative lighting
 - Movies on the Mall
- More greenery on Maine Street side
 - Gathering spaces and benches on corner to better link businesses to the Mall
- Cluster amenities and public art to create destinations within the Mall, especially around food vendors
 - Reorient and group benches to create gathering spaces
 - Provide public art
 - Add an informational kiosk on Mall

Long Term Improvements

Streetscape

- Create destinations at key business locations
 - Link businesses with outdoor seating

Mall

- Create small hardscape plazas with unique character and layered uses along the edge of the Mall.
 - Boulders for kids play
 - Splash plaza
- Provide additional gazebo or pavilion

Site 9: Central Mall

Site Boundaries

The Central Mall from Elm Street next to the railroad tracks, including businesses on Maine Street and Park Row.

Character Analysis

Site 9 contains businesses along Maine Street, as well as the Mall’s “Great Lawn” for programming and events, including the seasonal outdoor Farmer’s Market and ice rink. It is surrounded by beautiful homes, many of which have been converted to offices, cultural and civic uses.

What Works

The Gazebo provides a space for gathering and performance in a historic structure

The lawn area offers a flexible space for large events such as the Farmers Market and Taste of Brunswick

Challenges

The impact of events on the lawn makes for maintenance challenges

The surrounding uses don't complement the Mall

Power lines undermine the beauty of Park Row

Short Term Improvements

Mall Side

- More seating and eating areas by food vendors
- Create a destination playground and public art feature
- More bicycle racks

West Side

- Enhance the areas around neighborhood businesses to create gathering places
 - Add maritime themed fencing at intersection of Maine and Elm Streets
 - Trim grass on esplanades

- Interactive, changing public art
- More bicycle racks
- Games

Long Term Improvements

Mall Side

- Movie theatre/screen
- Water feature/wading
- Add dining pavilion
- Use pavillion for vending, equipment/game rental
- More power and lights
- Create a splash plaza with a central fountain

West Side

- Create a pedestrian refuge between Mall and Elm st
- Green the parking lots on west side of Maine Street
- Make sidewalks continuous

Site 10: Southern End of Mall

Site Boundaries

Maine Street to Park Row from the railroad tracks to First Parish Church

Character Assessment

While the Site 10 greenspaces provide a pedestrian refuge as one crosses from the church to the Mall, the topography, landscaping, and vehicular dominance undermine the usability of these spaces relegating them to mere traffic islands to be appreciated from one's vehicle.

What Works

Landscaping is very attractive

Church and gazebo function as enticing vistas

Challenges

Traffic flow does not work for any mode

Fails to act as an inviting attractive gateway between Bowdoin College and the downtown

Maine Street Workshop Summary (Week of 6/13/10)

Short Term Improvements

Remove chain link fence in front of Pilgrim House (corner of Park Row and Cleaveland Streets) to create plaza

More visible signage on Park Row side

- Hard to know what is going on if not from Brunswick

Enhance Park Row as a destination

Green existing buildings and parking lots on west side of Maine Street

Long Term Improvements

Bury power lines, infill when possible

Improve landscaping

Create sidewalk along east side of Maine along Spanish War Memorial Square

Roundabout below Spanish War Memorial Square with Christmas tree as center

Site 11: First Parish Church and Bath Road

Site Boundaries

First Parish Church and Bath Road, including the northern tip of the Bowdoin College Campus.

Character Analysis

Anchored by the Church, Site 11 is the southern terminus of the downtown area and the gateway into the Bowdoin College campus. Consequently, a variety of Bowdoin buildings are sprinkled throughout the site.

What Works

First Parish Church is a prominent and attractive “book-end”

Close proximity of Bowdoin College buildings tends to bring students into Downtown area

Challenges

Despite its value as a terminating civic vista, the traffic patterns and streetscape around First Parish Church create a barrier between downtown and Bowdoin College.

Surrounding roads make crossing streets a challenge

Short Term Improvements

Streetscape

- Better lighting needed
 - Improve visibility for pedestrians
- Improve all sidewalks north through intersection
 - Redesign to connect to Mall
- Add more gathering and seating areas
- Encourage the removal of the chain link fence on church property
- Link to upper Mall and lower Mall

Transportation

- Bicycle path around Mall
 - From south to Maine Street Station area
- Close off Cleaveland Street
- Create trolley service to loop up and down Maine Street from Bowdoin College to Bowdoin Mill area in Topsham

Management

- Integrate Bowdoin students with First Parish Church and downtown—both physically and programmatically
 - Programs, bike paths, and “gateway greening”
 - Church as transition between college and downtown
- Expand the Church’s presence into the surrounding public spaces
- Add more events
 - Especially between Joshua Chamberlain statue and theatre
 - Speech or concert area
- Upgrade Spanish War Memorial
 - Between railroad track and access to Maine Street
 - Encircle with gravel and benches
 - Provide information about memorial history

Long Term Improvements

Revise the DOT plan to accommodate and create places for people/cyclists, not just vehicles.

Carry green from Bowdoin to the First Parish Church to the Mall and Maine Street Station

Add sidewalk as straight promenade down to the Mall from Bowdoin College

Site 12: Maine Street Station

Site Boundaries

Maine Street Station from Maine Street to Union Street between Noble Street and the railroad tracks.

Character Analysis

While still under development, the Maine Street Station complex features new dining, retail, Town meeting space and Bowdoin learning spaces, as well as a vision for a progressive mixed-use lifestyle in Brunswick.

What Works

The Bowdoin McLellan building brings students into the downtown

Bowdoin College store fulfills retail need not met elsewhere downtown

Pocket park offers additional downtown greenspace and gathering area

Streetscape materials and traffic calming amenities provide new standards for downtown

Future residential units will increase the livability of downtown

Maine Street Workshop Summary (Week of 6/13/10)

Challenges

Creating a truly urban environment, given the surroundings

Growing pains—not fully built out, not loved yet, many people don’t know what is here

Short Term Improvements

Streetscape

- Access & Identity
 - Gateway feature
 - Wayfinding map at entrance
 - Sculpture trail leading to/from the Mall
 - Decorative banners on lamp posts
 - Town Park sign at visitor center or station avenue
 - Remove fencing along railroad tracks to provide better access to adjacent businesses

- Gracious sidewalks
 - Slow traffic
 - Better connection to the mall - Crosswalk
- Expand the feel of the park with seating areas along Station Avenue
 - Extend retaining wall for sitting
- Establish a community garden

Management

- Utilize area for festival events, such as crafts fair, as an extension of Farmers Market held seasonally on Mall
- Temporarily close road while maintaining restaurant parking for these events
- Encourage adjacent Union Street businesses to participate in experimental programming and small business incubation
- Consider relocating ice rink to Maine Street Station parking lot

Long Term Improvements

Mixed use build out as catalyst for live, work, play lifestyle throughout downtown

Train station as hub to expand area attraction, supplemented by additional transportation modes—bike rental, trolley, zip car program, car rental and transit.

Explore adjacent expansion into an multi-use destination with strong connections to Maine Street Station

Integrate into surrounding urban fabric with active and engaging architecture

Appendix E - Plan Implementation Committee Charge

Adopted by the Brunswick Town Council: 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

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

Committee Composition

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

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.