

INSTRUCTIONS TO COMMITTEE: Please use suggested editing if you would like to make direct text amendments, and/or use the “Add comment” feature to insert a note.

Big Ideas / Action Items

I. Development

A. Key Policy Area #1: Land Use

Brunswick will experience increasing growth pressures, which will continue to drive increased housing prices and pressure to further develop rural areas. To address those challenges, zoning and municipal policies should direct and encourage development toward areas where infrastructure exists to support it.

By incentivizing development within the town’s growth areas, lands can be protected elsewhere. When growth is managed, rural character, water quality, and areas of significant habitat and flora/fauna can be better protected. This helps to ensure that the town’s resources are used efficiently, and new development supports fiscal health rather than diminishing it.

Pull quote: “Recognize there is close to a rare consensus in Brunswick for protection (limited growth) in our rural areas coupled with more eclectic (form-based) development in our growth areas.” S. Weems

Action Page Spread — (add subtopic context paragraph)

Smart Land Use Initiatives

- a) Action: Protect critical rural areas from the impacts of development. Revisit Wildlife Protection Overlay Standards — simplify and strengthen them to be more effective.
- b) Action: Consolidate zoning districts RF (1 dwelling unit per 2 acres), RP2 (1 dwelling unit per 3.5 acres) with RP 1 (1 dwelling unit per 5 acres) **OR** Consolidate RF, RP2 and RP1 and amend zoning to require 1 dwelling unit per 10 acres.
- c) Action: Adopt small and large farm compound zoning tool to minimize disturbance and fragmentation of rural areas.
- d) Action: Coordinate the community’s land use strategies to ensure their alignment with other local and regional land use planning efforts. The Town Manager, acting as the representative of the Town Council and/or her designee should hold bi-annual meetings with BTLT, MRRA, Bowdoin College, neighboring towns and other regional partners to coordinate the community’s land use strategies.
- e) Action: Use a form-based code in the growth area to regulate new desired development. Fine-tune dimensional standards to ensure new development is additive to neighborhoods.

- f) Action: Create a master plan and form-based code for the redevelopment of Pleasant Street into a walkable, village Main Street.
- g) Action: Work collaboratively with MRRA to develop a new master plan and form-based code to encourage higher quality neighborhood development as the remainder of the land is built-out.
- h) Action: Create a master plan and form-based coding to redevelop Cooks Corner as a walkable Town Center and coordinate planning and development of new infrastructure as framework to support redevelopment.
- i) Action: Consider implementing a rate of growth ordinance that sets an annual building permit cap for new development in the rural area. Develop an implementation program that may provide potential exemptions for clustered housing that provides a conservation easement, and paces the release/availability of permits over time.
- j) Action: Develop a mixed-use masterplan for development of Maquoit Woods, including protection of sensitive areas and connecting trail systems
- k) Action: Amend zoning to create much more flexibility re: uses and building types within the growth area, relying primarily on building typologies, impervious surface limitations, lot widths, and build-to's as the primary growth controls.

Land Use Comments & Topics For Further Review / Discussion

Please provide any final input on these comments & topics. We'll rely on that feedback to make final revisions.

- The 2008 Plan proposed “Land for Brunswick’s Future” — a land bank where the town can direct development. *Do you still want to do a landbank?*
- Safeguard lands identified as “prime farmland” or “capable of supporting commercial forestry”. Create a management plan for each. *Comment from committee:* (for Objective 1b) Privately owned — who would create a management plan? This needs to be actionable.

B. Key Policy Area #3: Housing

Encourage development of varied housing types within growth areas for both owners and renters — at a diverse range of price points. In the designated growth area, encourage and support efforts of the rental housing coalition to address affordable and workforce housing needs by ensuring that land use controls encourage the development of quality affordable housing, including rental housing.

Action Page Spread — (add subtopic context paragraph)

Housing Development Initiatives

- a. Action: Utilize density bonuses, credit enhancement agreements, and construction subsidies to incentivize inclusion of market-rate housing in subsidized housing developments to avoid isolating or stigmatizing low-income populations.
- b. Action: Develop and adopt a preapproved buildings program for multi-family housing aka missing middle housing.
- c. Action: Purchase properties such as Regal Cinemas and other underutilized properties for town/Brunswick Housing Authority-controlled redevelopment
- d. Action: Use private/public partnerships and/or financial incentives for construction of low-income housing for families with children (3-bedroom units).
- e. Action: Commission a housing market analysis. Figure out desired demographic mix for Brunswick, then what services they will require and housing and commercial will attract them.
- f. Action: Evaluate and revise zoning codes in designated growth areas to eliminate excessive parking requirements that could unnecessarily inhibit desired housing development and development densities.
- g. Action: Use public/private partnerships to encourage development of workforce housing at all price levels for both owners and renters, including a variety of building types
- h. Action: Allow new shared housing building typologies. e.g: micro units supported by shared living amenities (social spaces, kitchens, working, recreating)
- i. Action: Establish a program to make low-to-no interest loans available to landlords for improvements to rental housing.
- j. Action: Establish a rental unit registration and inspection program to proactively ensure safe, habitable living environments for all Brunswick renters.

Housing Comments & Topics For Further Review / Discussion

Please provide any final input on these comments & topics. We'll rely on that feedback to make final revisions.

- We have smart growth protections but could we add restrictions on certain town services that add costs? *Better explain what the thought is behind this. What issue are you trying to solve for?*
- *Tiny homes cannot be prohibited from any areas where single family houses are permitted.* [see: 2. Location of tiny homes. A municipality shall permit a tiny home to be placed or erected on an individual house lot where single-family dwellings are allowed or as an accessory structure, subject to all applicable land use requirements as single-family dwellings or as an accessory structure.] <https://legislature.maine.gov/statutes/30-A/title30-Asec4363.html>
- *ADU's by state law must be allowed anywhere that single family homes are permitted. Inclusionary Zoning is required in the growth area.* [Committee suggestion: Affordable housing should be encouraged everywhere, via ADU's and flexible construction and building types, possibly with inclusionary zoning standards in the growth areas. S. Weems]
- In growth zones, require an impact fee to create more housing when a residential unit is lost to a commercial use. Currently there is an impact when a commercial unit is lost to residential. *Provide more clarity around what this concern is trying to solve for. What is the action?*

A. Policy Area #6: Cultural / Historic / Social Resources

Protect areas of historic, literary, artistic, and cultural significance throughout Brunswick, and seek opportunities to effectively communicate their importance and relevance to the town's past, present, and, where appropriate, future.

Action Page Spread — (add subtopic context paragraph)
Cultural, historic, and social resource support

- a) Action: Preserve Growstown School by creating an annual maintenance plan. Priorities include repainting, re-roof, and outhouse maintenance
- b) Action: Allow some contemporary upgrades / ADA, modern materials, well-designed, easily maintained additions that complement historic structures to ensure their continued relevance and use
- c) Action: Promote cultural, historic, and social resources through interpretive signage around town; a robust, easily navigable, continuously updated website; and maps highlighting walking and driving tours. Potential resources for promotion could include:
 - Bowdoin Art & Arctic Museums
 - International Music Festival
 - BDA Art Walks & August Art Show
 - Smaller groups
 - Maine State Music Theater
- d) Action: Make more downtown murals

B. Policy Area #7: Economy

As a regional service center, Brunswick's economy serves — and benefits from — both resident and regional populations. The Town is also located in easy commuting distance from several of the state's largest employers in population centers like Augusta, Lewiston/Auburn, Portland, and Bath.

To ensure the health and sustainability of Brunswick's economy, development must align with the community's role in the region, and with shared community objectives. These efforts should leverage strategic public and private investment, informed by annual capital improvement planning designed to improve infrastructure in growth areas — while balancing fiscal needs to maintain infrastructure and services across the entire Town.

Pull Quote: "Private investment follows public investment." - Comp Plan Committee Member

Action Page Spread — (add subtopic context paragraph)
Strategic Local Economic Development

- a) Action: Promote established economic drivers, such as healthcare, higher education, arts & culture, marine industry, agriculture, technology, BIW, and local businesses
- b) Action: Facilitate ongoing staff coordination and communication with other entities in the Greater Portland and Midcoast Region on issues of economic development.
- c) Action: Work cooperatively with the State, Navy, and MRRA to ensure an effective management plan exists for oversight of Brunswick Landing's economic development future with required annual reporting to citizens
- d) Action: Work cooperatively with MRRA and Brunswick Landing tenants including the University of Maine Augusta and Southern Maine Community College, to further grow the education and technology sectors.
- e) Action: Develop partnerships with local business organizations to support local businesses and attract new ones
- f) Action: Through the annual CIP process, make financial commitments, as necessary, to support desired economic development, including needed public improvements in the designated growth area.
- g) Action: Support the economic viability of local farming by creating a 7-day brick + mortar farmer's market.
- h) Action: Support continued operation of the Visitor Center

- i) Action: Provide increased resources to the Coastal Resource Manager to better support expansion of the marine economy.

II. Environment

A. Key Policy Area #2: Natural Resources, Water Resources, Open Space, & Passive Recreation

Like many Maine municipalities, residents of Brunswick enjoy the benefits that accompany an abundance of natural space. With those benefits, however, comes the responsibility to protect open spaces and their natural resources for the public good — today and for generations to come. In order to ensure those protections, town leaders must adjust the growth boundary, recommend zoning changes to limit ease of development in rural areas, and develop sound environmental strategies — that prevent the loss or diminution of shared natural resources.

Action Page Spread — (add subtopic context paragraph)

Protect significant water resources from pollution and improve water quality

- a) Action: Enact Mare Brook Watershed Management Plan, 2022-2032
- b) Action: Create more stringent Stream Protection delineation and requirement standards for the town to avoid and pre-emptively avert the type of degradation and impairment experienced with Mare Brook.
- c) Action: Review the new septic system inventory to identify potential hazards to water quality, especially regarding: density in growth zone, age/condition, and possible solutions. In particular Maquoit Rd trailer park, two Old Bath Road trailer parks, as well as developments along Laurel, Juniper, Hemlock, Melden, Cushnoc, Tarratine, and Sandhill roadways.
- d) Action: Identify at-risk coastal flowages into Maquoit & Middle Bays (statewide significant habitat) “At-risk” should include looking at agricultural runoff, soils/sedimentation, slope conditions, development pressure, and dialog with the Coastal Resource Manager. These could be targets for future/pre-emptive Watershed Management Plans—i.e. Maquoit Brook, Bunganuc Stream, Miller Stream, etc.
- e) Action: Prohibit or limit the use of synthetic pesticides, fertilizers, lawn chemicals, or other pollutants in all shoreland zones and stream protection.
- f) Action: Identify and inventory all point-source pollution locations that may or may not be monitored by the DEP, MRRA, or other locally responsible agencies—possibly including junkyards, decommissioned waste facilities, storage tanks, etc. These should be prioritized for remediation actions alongside those that are currently undergoing monitoring and remediation.
- g) Action: Establish a program to address PFAS and collaborate with landowners to help address known contaminated land and water.

- h) Action: Review municipal stormwater standards and establish an accelerated improvement plan.
- i) Action: Require all new stream crossings + culvert replacements to meet Stream Smart standards.
- j) Action: Minimize pollution discharges through the upgrade of existing public sewer systems and wastewater treatment facilities
- k) Action: Protect current and potential drinking water resources by revisiting and, as necessary, revising APO restrictions.

Action Page Spread — (add subtopic context paragraph)

Wildlife Protection Ordinance

- a) Action: Overhaul the WPO ordinance to establish more formalization regarding the “blocks” and “corridors” and identify them as “critical” natural resources.

[Call-out Box]

How to Amend the WPO Ordinance

Efforts to overhaul the WPO Ordinance should consider the following strategies

- Reexamine blocks and corridors at regular intervals to assess their delineation and to track and monitor their health/fragmentation,
- Subject blocks and corridors to a natural resource inventory to identify and qualify the significance of the land contained within each,
- Name and prioritize blocks and corridors for their general significance for regional connectivity,
- Expand and/or alter WPO Block #13 in concert with an adjustment to the Growth Zone boundary to protect critical natural communities of statewide significance (S1)
- Dedicate special attention to and/or expand the WPO Corridor that crosses Maquoit Road, which represents the sole unfragmented connection between southeastern Maine and neighboring habitat along Sebascodogan Island and Harpswell Neck.
- Develop expanded definitions in the WPO for clarification and ease of use and understanding
- Provide communication tools to strengthen knowledge of and compliance with the WPO.
- Stress test the draft WPO before implementation to ensure ease of use by landowners and enforceability by officials.

- b) Action: Amend the Open Space subdivision to provide greater density bonuses where critical blocks of habitat are protected by easement.

Action Page Spread — (add subtopic context paragraph)

Protect open spaces and natural resources and conserve Critical Natural Resources

- a) Action: Make a plan for the future use of Maquoit Woods (Town-Owned parcel) that exemplifies the “develop and conserve” values the town hopes to encourage—especially with high priority (S1) natural communities, endangered species, or similar ecological assets.
- b) Action: Enact and implement the Brunswick Climate Action Plan, adopted in December of 2024, with particular attention to Sector 5 (See Appendix)
- c) Action: When drafting the wetlands ordinance, consider an impact fee program.

Action Page Spread — (add subtopic context paragraph)
Preserve open space for active and passive recreational uses

- d) Action: Update Brunswick Recreation & Open Space Plan (2013) so that it provides a clear roadmap for future, proactive actions to increase the connectivity and quality of recreational and green space assets.
- e) Action: Require development of a certain size to maintain green space, and require that certain rural developments ensure a conservation subdivision.
- f) Action: Support meaningful engagement efforts, resources, and substantive environmental studies to move forward with master planning to responsibly develop Former Maine Gravel & Captain Fitzgerald Land Parcels. This could be a transformational opportunity.

Natural Resources, Water Resources, Open Space, & Passive Recreation
Comments & Topics For Further Review / Discussion

Please provide any final input on these comments & topics. We'll rely on that feedback to make final revisions.

- Explore other more direct tools for limiting fragmentation apart from the WPO as part of the development process, perhaps including: larger minimum lot sizes in the “Rural” districts, limiting volume of building permits per unit of time, or requiring certain procedures that trigger planning board actions or other measures. *This is now addressed -- we are recommending increasing lot sizes in rural districts, and a growth management program. We are also recommending some changes to open space subdivisions.*
- Botany Place identified as bad land management, looks like a development on known wetland, high impact/introduction of chemicals into Mare Brook. Seconded by another committee member about recovering lost wetland. *What kind of action would you like to implement, considering this is private property? Is there a local enforcement issue? A state enforcement issue?*
- Specific land conservation goals:

- Conservation Easements like Banganux serve no purpose - there is a hardening of the shoreline and not enough land/ecological value to warrant the dedication — *Is there a need for a policy by which conservation easements are evaluated prior to establishing them?*
- KF Preserve - Conserve and preserve already — *What is the issue or action you think needs to happen or can we clear this item off the list?*
- Protect land/field near Wharton Point *Should this be elevated to an action item?*
- Deal with the dam on the Androscoggin — *please specify the desired action.*
- Fully capitalize Land for Brunswick's Future - *please specify the desired action. Is this an annual budgeting and/or CIP item?*

Natural Resources — Addressed in the language included/synthesized above:

- Pull Coffee Pond Ice Dam — *this is addressed in the Mare Brook WMP*
- Conserve Coffin Ice Pond — *this is addressed in the Mare Brook WMP and already owned by the town. Does this need a specific callout?*
- Protect Freeport-Brunswick “corner” where habitat connects — *this land is already protected*
- Maquoit Woods—any development must be compatible with the ecological significance of this parcel. — *This comment is reflected in other notes above.*
- Stream protections more stringent for new structures and require 100ft no cut and/or limited cut — *Addressed above.*
- Minimize growth where there is no sewer or water — *This comment is reflected in other notes above.*
- Protect Maquoit Woods — *This is addressed above.*
- Address fish passage under the runway, currently an impediment to fish passage — *this is addressed in the Mare Brook WMP*
- Remember the cautionary words of Liz Hertz, Blue Sky Planning, “many communities say they want to preserve natural resources and open spaces, and then don’t do anything effective about it.” — *Ideally this will be addressed by our recommendations. Good advice!*
- Require green space for developments of a certain size — *Addressed above.*
- Update stream protections to 100-foot setback with stronger vegetation removal structure — *Addressed above.*
- Address contaminated Picnic Pond — *this is addressed in the Mare Brook WMP*
- Rural Brunswick Smart Growth / WPO repair — *Addressed above.*
 - Forest blocks should be protected in a more meaningful way than what the 2003 FBSG model provides - Last of the best in town.
 - Update Rural Brunswick Smart Growth provisions to strengthen protections for unfragmented blocks and connectivity corridors.
 - Smart growth! Smart growth! Smart growth!
 - Protect wildlife corridors from development
 - Better protections for corridors and blocks
- Investigate run-off causes (soils, slopes, sources) and mitigation strategies for Maquoit Bay in particular, this is most susceptible to runoff. Perhaps . It will soon become closed to fishing if it continues along the same trajectory. *Addressed above.*
- Limit forest fragmentation in other ways from WPO — *Addressed above.*
 - More forest protection from application process, planning board approval, especially when a change of use is anticipated

- Limit piecemeal development in rural areas, too much along Durham Rd and River Rd *We are suggesting increasing the lot size.*
 - Cap permits per unit time
- Limit chemical non-point source pollution:
 - Eliminate synthetic pesticides and fertilizer in the shoreland zone
 - Add stricter land management policies to control lawn chemicals / polluted chemicals (Ex: golf courses, coastal land owners, etc.)
- Promote conservation subdivisions & trail connectivity — *Addressed above.*

B. Policy Area #8: Marine Resources

As a shared resource vital to the Town's identity *and* economy, the health of Brunswick's waters is dependent on sound resource protection policies, appropriate staffing, and well-designed and maintained facilities. By working collaboratively with local residents, commercial users, advocacy groups, and neighboring communities, town leaders and citizens can develop and embrace smart marine resource protection strategies. Once those strategies are identified, town leaders can prioritize the resources necessary to see them through.

Action Page Spread — (add subtopic context paragraph)

Protect, maintain, and improve marine habitat and water quality

- a) Action: Implement recommendations of Mare Brook Watershed Management Plan 2022-2032.
- b) Action: Strengthen stormwater regulations; more L.I.D. and green space requirements -Reduce Parking Requirements
- c) Action: Re-establish flow for New Meadow Lake impoundments, Restore to natural tidal action
- d) Action: Better protection for coastal drainage
- e) Action: Establish strong protections for coastal marshes: Gambel Marsh, Thomas Marsh, etc., especially those along the head of Maquoit Bay.

Action Page Spread — (add subtopic context paragraph)

Maintain and improve harbor management

- f) Action: Investigate carrying capacity of shoreline for dock/pier totals then establish town policy.
- g) Action: Update harbor management plan.

Action Page Spread — (add subtopic context paragraph)

Protect, maintain, and improve physical and visual public access to the community's marine resources for all appropriate uses including fishing, recreation, and tourism

- h) Action: Improve Simpson's Point and Androscoggin River / Merrymeeting Bay access points with the infrastructure needed for industry while supporting development of commercial marine interests
- i) Action: Seek to achieve or continue to maintain at least one major point of public access to major water bodies for boating, fishing, and swimming, and work with nearby property owners to address concerns.
- j) Action: Protect and establish public access to the coast, both for recreational and commercial uses

- k) Action: Continue to enforce Shoreland Zoning regulations to protect views from the water.

Action Page Spread — (add subtopic context paragraph)

Protect critical waterfront areas from the impacts of development while sustaining traditional recreational and commercial uses

- l) Action: Given the affect of climate change (warming waters and big weather events generating nitrogen/stormwater), support diversifying the marine economy.
- m) Action: Limit deforestation and land disturbance on Mere Point by adopting a small and large farm compound building group.

Marine Resources Comments & Topics For Further Review / Discussion

Please provide any final input on these comments & topics. We'll rely on that feedback to make final revisions.

- I disagree with protecting “visual public access” to marine resources. This conflicts with support of economic goal to support aquaculture.
- Prohibit Shoreline [?] and permanent piers/docks in Significant Wildlife Habitat. *Steve Walker - can you and Julie please help flesh this one out considering what you have for RP / SLZ ordinances today. Do you want to amend the rules you have now? Do you want to make a distinction/specificity between commercial and residential piers and docks?*

III. Infrastructure

A. Policy Area #4: Transportation

Transportation should meet the diverse needs of Brunswick residents, supporting physical safety, health, and well-being while protecting Town resources and supporting long-term fiscal strength.

To meet those objectives, efforts should support investment in performance benefits like walkability, air quality, and reduced vehicle miles traveled — which encourage focused growth while reducing development pressure on rural areas and natural and water resources.

Pull-quote: “Make Complete Streets a standard, not just a policy.”

Action Page Spread — (add subtopic context paragraph)

Public Transportation

- a) Action: Identify areas and populations where community transportation needs are greatest, and consider how to improve safety and accessibility.
- b) Action: Evaluate street design standards and amend as necessary to better implement the Complete Streets policy.
- c) Action: Add additional bus shelters and consider feasible expansion of public transportation, including extended bus hours, adding early, late, and weekend runs — and increasing frequency.
- d) Action: Invest in active transportation to improve quality of life, environment and economy.

Action Page Spread — (add subtopic context paragraph)

Safe and connected streets

- a) Action: Old Bath Road — fix roadway (DOT road lot needs improvement)
- b) Action: Work with MDOT to redesign the Thomas Point Road / Bath Road intersection.
- c) Action: Build new street connections to better integrate Brunswick Landing and support redevelopment of Cooks Corner.
- d) Action: Road-diet Outer Pleasant by reducing to 2 travel lanes and a center turn lane, and include streetscape improvements to improve walking and encourage private landowners to reinvent in adjacent sites.
- e) Action: Upgrade Rapid Flashing Beacon Crossings to include overhead lighting that illuminates crosswalk.

Quality of Life

- a) Action: Coordinate new and replacement infrastructure systems with land use and economic development goals.
- b) Action: To create beautiful streets for shopping, gathering, and socializing, amend the zoning map to require shopfront streets and include associated standards in the zoning code.
- c) Action: Sidewalks — keep high-quality materials, such as granite curbing.

Transportation & Infrastructure Comments & Topics For Further Review / Discussion

Please provide any final input on these comments & topics. We'll rely on that feedback to make final revisions.

- RE: Action: Provide public facilities and services in a manner that promotes and supports targeted growth and development in identified growth areas *This is covered above in Land Use and ED.*
- RE: Action: Coordinate housing development, public transportation and utilities expansion
 - Best locations for housing near employment centers
 - Also, site housing on public utilities or on stub ends that can be easily extended *This is covered by saying focus dev and its assoc infrastructure in the growth area. See land use*
- Require all new stream crossings to adopt stream s_____ approach *Is there a specific recommendation here to implement more stringent standards than are applied by MDEP?*
- Less crosswalks (for) Bowdoin *How does this improve safety/ walkability? What is the specific issue trying to be addressed? Is it a point specific problem?*
- (down arrow) neighborhood make elementary schools *What is the intent of this?*

B. Policy Area #5: Public Facilities, Services, & Active Recreation

Based on the results of the 2022 Market Study for the Brunswick LMA, Town facilities are in need of maintenance and upgrades — and there is abundant demand to support new facilities and services to support active recreation.

Efforts should prioritize existing facility upgrades to identify those areas best suited (and with the highest demand) for new facilities, and to establish clear plans to ensure their long-term viability and economic sustainability.

Action Page Spread — (add subtopic context paragraph)

Public Spaces

- a) Action: Maintain, and, where warranted, improve harbor facilities
- b) Action: Establish use fees and request financial contribution from neighboring communities that utilize the Town's public facilities and services
- c) Action: Consider undertaking development of a new elementary school
- d) Action: Prioritize funding for the phased improvement of all recreation facilities, beginning with Edwards Field, MARC, and Merrymeeting Park.
- e) Action: Implement MARC — combine to support efforts to construct public pool and hockey rink.
- f) Action: Invest in recreation facilities in East Brunswick:
 - Playgrounds
 - Ballfields
 - Ball courts (pickle, tennis, basket)
 - Near trailer parks (at gravel pit?)
- g) Action: Consider public access to recreation sites:
 - Merrymeeting Park (other than w/long walk or bicycle)
 - Mill Street Portage (dangerous for bike / ped)
 - Fitzgerald / Gravel
- h) Action: Explore the feasibility of establishing a transfer station.