

## Economy

### Brunswick's Economic History

In the early years after European settlement of North America, Brunswick's economic development was driven by its proximity to the Androscoggin River, which powered the sawmills that supplied lumber to nearby shipyards, and which powered the production of goods through the mid-19<sup>th</sup> century. This transportation and manufacturing base, along with the presence of Bowdoin College, was the foundation of the economy of Brunswick for many years.

Brunswick's strategic location was significant for defense as well as industry. Beginning in World War II, Brunswick became the site of a substantial military presence which ultimately included the Brunswick Naval Air Station (BNAS, or NAS-B). BNAS eventually employed more than 5,000 members of the armed forces, and for decades was the economic base for the regional service economy. In 2011, BNAS closed leaving the town with an opportunity for large scale redevelopment of former Navy properties and with a significant gap to fill in terms of local demand.

While the BNAS and sawmill have closed, the real estate that was home to those uses remains important today. Cabot Mill/Fort Andros is home to both retail and office uses, while the nearby dam provides hydroelectric power. The former base is now Brunswick Landing, now the site of an executive airport, hundreds of apartments, and a variety of office, industrial, and logistics users.

Throughout Brunswick's history, Bowdoin College has remained a stabilizing force in the local economy, increasing demand for local businesses and contributing to the cultural energy of the region as a center for education and the arts.

Today, Brunswick is primarily a service center for the region, with a substantial base of educational services, health care services, cultural attractions (Maine State Music Theatre, Bowdoin International Music Festival, Bowdoin College's museums, et cetera), accommodation and food service, as well as substantial sales for both staples and consumer discretionary items (such as automobile sales). New medium and large-size businesses at BNAS are trending towards a greater export presence by serving national and global customers, while the Town continues to be home to thriving farmer's markets, microbreweries, and a growing aquaculture industry.

### Brunswick's Employers and Workers

#### Major employers

Bath Iron Works (BIW) Hardings Facility is the largest employer in Brunswick today employing 1,700 people. BIW's principal facility, located in the neighboring community of Bath, is one of the largest employers in Maine and employs many Brunswick residents.

The Town's Continuing Disclosure Statement, dated March 15, 2024, lists the following businesses as the top ten largest employers in Brunswick: Bath Iron Works (1700), MaineHealth Hospital, Healthcare, Retirement (1,192); Bowdoin College (1,012), Town of Brunswick (800), Hannaford (280), Wal-Mart (259), LL Bean (162), Here/Vivicloud Software Engineering (150), Molnycke Health Care Manufacturing (119); and Martin's Point Health Care, Hospital, Retirement (108) [SOURCE: Survey of Employers and/or Review of Employer Websites. The employee counts were determined by the employers and do not represent full-time equivalents (FTEs) in all cases.]

Bowdoin College, Brunswick's third largest employer, is an undergraduate liberal arts college. As of fall 2023, Bowdoin had 1,850 students enrolled, and employed approximately 1,012 **fulltime equivalent (FTE) employees, including 211 FTE faculty members.**

Over the past few years, Bowdoin has completed numerous projects and facilities improvements, including construction of four 11,000 square foot, 22-bed upper-class residence halls along Park Row completed in 2019; and three 44- bed residence halls on Harpswell Road, each approximately 17,700 square feet and with 21 apartments, completed in 2020. Substantial improvements to outdoor athletic facilities and fields began in 2017 and will continue through 2024 with improvements to the boat house and launch on Sawyer Road.

Also in 2020, the college completed work on the Schiller Coastal Studies Center, a 118-acre research and teaching lab located on a former farm on Orr's Island, Harpswell. Beginning with the initial gift of the farm in 1981, the Center is now home to a marine laboratory, a research pier, a sailing center, and most recently a 'dry' laboratory building and residential housing/meeting space.

In 2023, the College completed construction of two buildings on the corner of College Street and Sills Drive, totaling 45,900 square feet of space. The Barry Mills Hall is an academic building, which includes a 60-person cinema and event space in addition to classrooms and offices, and the John and Lile Gibbons Center for Arctic Studies includes exhibit space, archaeology research and teaching labs, a classroom, and offices for museum staff.

## Employment sectors

| Brunswick Employment by Industry Group (2023 Quarterly Average) |  |                    |
|---|--|--------------------|
| NAICS   | Industry Group                             | Average Employment |
| 10  | Total, All Industries                      | 11,898             |
| 11  | Agriculture, Forestry, Fishing and Hunting | 96                 |
| 22  | Utilities                                  | 86                 |
| 23  | Construction                               | 341                |
| 42  | Wholesale Trade                            | 68                 |
| 51  | Information                                | 191                |

| Brunswick Employment by Industry Group (2023 Quarterly Average) |   |                    |
|---|---|--------------------|
| NAICS   | Industry Group  | Average Employment |
| 52  | Finance and Insurance   | 338                |
| 53  | Real Estate and Rental and Leasing  | 234                |
| 54  | Professional, Scientific, and Technical Services  | 532                |
| 55  | Management of Companies and Enterprises   | 184                |
| 56  | Administrative and Support and Waste Management and Remediation Services                                    | 529                |
| 61  | Educational Services  | 1,932              |
| 62  | Health Care and Social Assistance   | 2,738              |
| 71  | Arts, Entertainment, and Recreation   | 242                |
| 72  | Accommodation and Food Services   | 1,127              |
| 81  | Other Services (except Public Administration)   | 405                |
|   | All other (includes Manufacturing, Retail Trade, Transportation and Warehousing, and Public Administration) | 2,858              |

Source: Maine Center for Workforce Research and Information; Harpswell Strategies

In 2023, employment in Brunswick averaged 11,898, representing very little change from 2009, when total employment averaged 11,841.

Nearly half (48.7%) of local employment is in three major industry groups: Educational Services; Health Care and Social Services; and Accommodation and Food Services. In contrast, “eds, meds, and beds” constitute only 36.0% of average quarterly employment for the State of Maine. Educational services, health care and also **municipal government** are stabilizing industries that help Brunswick weather economic downswings.

Many of Maine’s highest paying, “white collar” occupations are concentrated in three industry groups: Finance and Insurance; Professional, Scientific, and Technical Services; and Management of Companies and Enterprises. Statewide, these industry groups account for 11.5% of employment. However, in Brunswick, these industry groups collectively account for only 8.9% of local employment.

### Job growth

Brunswick’s average quarterly employment in 2009 across all public and private industries was 11,841; that same figure in 2023 was 11,898. Employment overall has changed very little (+57)

since the most recent comprehensive plan was adopted, though year-to-year the dynamic has been more complex.

Employment increased by 8.5% from 2009 through the most recent peak in 2018, before falling by 11.0% through the trough in 2021. The recovery since 2021 has been modest, with Brunswick adding 439 jobs (3.8%) from 2021 through 2023. The longer-term trend reflects the effect of demographic change on the region's economy - a shrinking working-age population reflected in a degree of economic stagnation. The shorter-term trends reflect the initial shock of the COVID-19 pandemic and the partial recovery over the past two years, but also the downsizing of companies and move toward remote work and away from brick and mortar locations.

The local economy has been powered by a small number of growing industries: Agriculture, Forestry, Fishing and Hunting steadily increased from fewer than 7 jobs per quarter in 2009 to an average of 96 per quarter in 2023; Management of Companies and Enterprises more than tripled from a quarterly average of 54 jobs in 2009 up to 184 jobs in 2023; and after several years of little change, employment in Professional, Scientific, and Technical Services jumped from an average of 431 per quarter as recently as 2019 to an average of 532 in 2023.

**Brunswick Employment 2009-2023**

| Year | Employment, all industries | % Change |
|------|----------------------------|----------|
| 2009 | 11,841                     |          |
| 2010 | 11,394                     | -3.8%    |
| 2011 | 11,212                     | -1.6%    |
| 2012 | 11,324                     | 1.0%     |
| 2013 | 11,236                     | -0.8%    |
| 2014 | 11,646                     | 3.6%     |
| 2015 | 11,868                     | 1.9%     |
| 2016 | 12,072                     | 1.7%     |
| 2017 | 12,474                     | 3.3%     |
| 2018 | 12,883                     | 3.3%     |
| 2019 | 12,754                     | -1.0%    |
| 2020 | 11,721                     | -8.1%    |
| 2021 | 11,459                     | -2.2%    |
| 2022 | 11,524                     | 0.6%     |
| 2023 | 11,898                     | 3.2%     |

**Source: Maine Center for Workforce Research and Information; Harpswell Strategies**

#### Place of residence for Brunswick's workers

Approximately one-sixth of those whose primary job is in Brunswick also live in Brunswick. About one-quarter of those whose primary job is in Brunswick live in Brunswick, Topsham, or Bath.

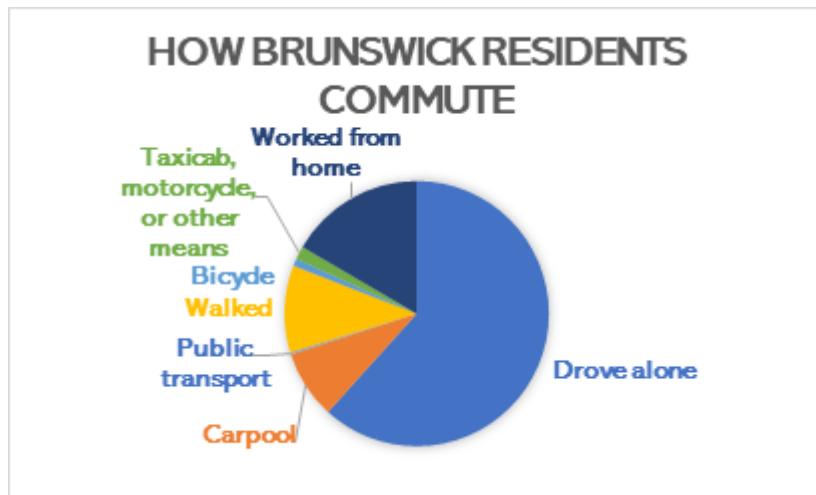
### Top Residence Locations of Brunswick Workers (2021)

| Community           | Percent |
|---------------------|---------|
| Brunswick           | 15.7%   |
| <b>Topsham</b>      | 4.9%    |
| Bath                | 4.3%    |
| Portland            | 3.1%    |
| Lewiston            | 2.9%    |
| Auburn              | 1.7%    |
| Lisbon Falls        | 1.4%    |
| South Portland      | 1.2%    |
| Augusta             | 1.0%    |
| Westbrook           | 0.9%    |
| All Other Locations | 62.7%   |

Source: Census on the Map

### Commute mode

According to the U.S. Census Bureau's 2022 American Community Survey 5-year estimates, 61.7% of Brunswick residents drove alone to work and 8.3% carpool. One-sixth (16.6%) worked from home. A large portion of Brunswick workers walk to work (10.6%), while 0.9% ride bicycles to work.



Source: American Community Survey 5-Year Estimates 2022 (DP03)

### Wages

Workers in Brunswick tend to earn less than their counterparts in the same industries in the rest of Cumberland County and the State of Maine (with the notable exceptions of two industry groups - Educational Services and Utilities, which together employ only 17.3% of local workers).

Data for some industries is suppressed; for example, at the local level, wage data is not available for Manufacturing, Retail Trade, Transportation and Warehousing, and Public Administration.

| Average Weekly Wages by Industry (2023 Q4) |  |                     |                   |           |
|--|--|---------------------|-------------------|-----------|
| NAICS                                      | NAICS Title  | Average Weekly Wage |                   |           |
|  |  | Maine               | Cumberland County | Brunswick |
| 00   | Total, All Industries  | \$1,208             | \$1,391           | \$1,190   |
| 11   | Agriculture, Forestry, Fishing and Hunting                               | \$951               | \$804             | \$652     |
| 22   | Utilities  | \$1,837             | \$2,082           | \$2,143   |
| 23   | Construction   | \$1,428             | \$1,609           | \$1,337   |
| 42   | Wholesale Trade  | \$1,706             | \$1,830           | \$1,247   |
| 51   | Information  | \$1,593             | \$1,690           | \$1,408   |
| 52   | Finance and Insurance  | \$1,925             | \$2,282           | \$1,549   |
| 53   | Real Estate and Rental and Leasing                                       | \$1,264             | \$1,484           | \$949     |
| 54   | Professional, Scientific, and Technical Services                         | \$2,068             | \$2,318           | \$1,784   |
| 55   | Management of Companies and Enterprises                                  | \$1,924             | \$2,253           | \$1,497   |
| 56   | Administrative and Support and Waste Management and Remediation Services | \$1,034             | \$1,104           | \$919     |
| 61   | Educational Services   | \$985               | \$1,103           | \$1,349   |
| 62   | Health Care and Social Assistance  | \$1,278             | \$1,452           | \$1,417   |
| 71   | Arts, Entertainment, and Recreation                                      | \$756               | \$746             | \$675     |
| 72   | Accommodation and Food Services  | \$626               | \$674             | \$601     |
| 81   | Other Services (except Public Administration)                            | \$941               | \$1,426           | \$1,085   |

Source: Maine Center for Workforce Research and Information

## Brunswick's Resident Labor Force

### Labor force participation

In April 2024, Brunswick's labor force was estimated at approximately 10,700 (Maine Center for Workforce Research and Information). 63.2% of residents aged 16+ employed were either employed or actively looking for work. This is above both the rate for Maine (59.3%) and the nation (62.7%). As Maine ages, the labor force participation rate in the state has steadily declined. Historically, the labor force participation rate in Brunswick and throughout Cumberland County has been much higher than the statewide rate, and that remains the case today.

### Unemployment

Brunswick's unemployment rate is usually quite low, and in April 2024 the rate is 2.1%, well below the state (2.8%) and national (3.5%) rates. The most recent peak was 9.3% in April 2020.

The tight labor market (227 unemployed individuals in April 2024) presents a challenge for employers, as it is difficult to match skills and availability to employer needs given the limited supply of available/unattached workers.

### Occupational profile

The occupations of Brunswick residents skew towards management, technical, and creative occupations when compared to Maine. Conversely, fewer Brunswick residents work in occupations such as construction or manufacturing than is true of Maine residents generally.

| Occupational categories, employed residents 16+, ACS 2022 |           |       |
|---|-----------|-------|
| Occupational Category                                     | Brunswick | Maine |
| Management, business, science, arts                       | 53.2%     | 42.4% |
| Service   | 15.7%     | 15.0% |
| Sales and office  | 16.7%     | 20.4% |
| Natural resources, construction, and maintenance          | 5.2%      | 10.7% |
| Production, transportation, and material moving           | 9.3%      | 11.6% |

Source: US Census Bureau, ACS 5-Year Estimates (2022)

As was noted earlier in this section, the profile of those who work in Brunswick is somewhat different - Brunswick employers are more likely than their Maine counterparts to be in industries that are traditionally "white collar." This could indicate that while Brunswick's economic character is that of a service center, its resident population is highly skilled and educated. Those highly skilled and educated residents who do not work locally are likely to be self-employed, remote workers, or commuters to professional or management jobs outside of Brunswick.

### Industrial profile

Brunswick residents primarily work in the "eds, meds, and beds" industries. This is unsurprising, given that a similar profile exists for the industries of Brunswick employers. The aggregated data for relevant industry groups demonstrates how different Brunswick is from other Maine communities in this respect:

- ACS data aggregates educational services, health care, and social assistance. In Brunswick, 34.1% of residents are employed in these industry groups, compared to 26.8% statewide.

- ACS data also aggregates arts, entertainment, recreation, accommodation, and food services. In Brunswick, 10.5% of residents are employed in these industries, while only **7.8% of Maine residents are employed in these industries.**

### Home occupations

It is commonly understood that home occupations are permitted uses throughout the Growth District and Rural District, and that Brunswick does regulate home occupations that involve **signs, public access, or outdoor storage or displays.**

The actual definition of “home occupation” in the ordinance is somewhat confusing. This is largely because the definition introduces a second, undefined term, “home office.” The text of the ordinance implies that it is defining a “home office” in the negative, i.e., a list of characteristics that would render some situations to be not a home office is included in the code, with the implication being that any situation that does have those characteristics should be classified as a regulated home occupation, though home occupations themselves are widely permitted in the Town’s zoning districts:

“Home occupation: A lawful business, profession, occupation, or trade, conducted within a dwelling unit or accessory structure by a resident of the dwelling unit, where the business, profession, occupation, or trade is incidental and subordinate to the use of the dwelling for residential purposes. A home office, including for telecommuting purposes, which is carried on by only residents and does not involve any signs, public access, outdoor storage or displays is not considered a home occupation and is not regulated by this Ordinance.”

### Remote work

In 2021, Brunswick was featured in the New York Times as one of the top communities for remote work (“Remote Work’s Last Hurrah: 6 spots to Make Your Summer Office”). In the years since 2021, Brunswick has become both a year-round and seasonal destination for households in which one or more adult is a remote worker. In 2022, the U.S. Census Bureau’s American Community Survey found that 16.6% of Brunswick workers worked from home, up from 14.6% in 2021.

## Income and Consumption

### Resident incomes

According to the American Community Survey (2022 5-Year Estimates), 3.1% of Brunswick families are below the poverty line (up from 2.5% in 2020 and 2.8% in 2021). Median household income in Brunswick in 2022 was \$71,236. Per capita income for the previous 12 months was \$41,150. Incomes in Brunswick are slightly higher than the statewide averages, and significantly lower than Cumberland County.

Median Household Income and Per Capita Income

|                   | <u>Maine</u> | <u>Cumberland County</u> | <u>Brunswick</u> |
|-------------------|--------------|--------------------------|------------------|
| Median HH Income  | \$68,251     | \$87,710                 | \$71,236         |
| Per Capita Income | \$39,718     | \$51,405                 | \$41,150         |

Source: Census Bureau, ACS 5-Year (2022)

## Retail sales

Total 2023 retail sales were \$1,137,935,000, per Maine Revenue Services, of which 25.3% of receipts were auto sales.

Retail receipts in 2023 were 31.4% higher than in 2018, when total retail sales were \$865,531,800. During that period, automobile sales increased by 39.0%, well above the overall rate of increase; in contrast, spending on restaurants and lodging increased by only 22.7%, or **well below the overall rate of increase**. This underscores the “service center” character of Brunswick, which primarily draws demand from communities in the Midcoast region and from the north and west.

That said, spending on restaurants and lodging continues to be concentrated in the summer months, with more than half of each year’s sales occurring in the months from June through October. Recently, the trend has been that non-summer months (such as October and February) account for a growing share of annual sales at Brunswick’s restaurant and lodging establishments.



## Economic Development Structure

Economic development services are provided both by local government and by affiliated organizations and funding partners. Within the government, these efforts are coordinated by the Town Manager and led by the Economic and Community Development

Department. Additional support is provided by the Planning and Development Department and the Finance Department.

In 1995, Brunswick formed the Brunswick Development Corporation (BDC). BDC provides small grants and loans to local businesses. The BDC is staffed by the Town's Director of Economic and Community Development. In 2013, the Board of Directors determined that the organization should move towards independence from local government. In 2017, BDC obtained its 501(c)(3) charitable non-profit status, allowing the organization to seek private funds and further its mission.

Other partners include the following: the Midcoast Regional Redevelopment Authority (MRRA) is the largest private landowner on Brunswick Landing, operates municipal scale utilities, and operates Tech Place (a business incubator); Coastal Enterprises, Inc. (CEI) is a community development financial institution, or CDFI, that provides loans to qualifying businesses; Genesis Fund is a CDFI that finances affordable housing projects; Midcoast Council of Governments (MCCOG) provides financial assistance, technical assistance, and planning services throughout the region.

### Previous plans

Since adoption of the 2008 Comprehensive Plan, the following plans and planning studies have been completed and adopted:

- Transportation Feasibility Study (for redevelopment of NASB) (2010)
- Gateway 1 Corridor Action Plan (2009)
- Master Plan for Downtown Brunswick and the Outer Pleasant Street Corridor (2011)
- Route 24 Corridor Management Plan (2013)
- Brunswick Bicycle and Pedestrian Improvement Plan (2020)
- Pleasant Street Corridor Transportation Study (including Two-Way Conversion memo)(2022)
- Master Plan Study - Midcoast Athletic and Recreation Complex (2022)
- Cook's Corner Revitalization Plan (2022)
- Cook's Corner Design Standards (2024)

### Regional economic development plans

Brunswick is part of the Midcoast Economic Development District (MCEDD). MCEDD is composed of Knox, Lincoln, and Sagadahoc Counties in their entirety, as well as portions of two others: the Cumberland County communities of Brunswick and Harpswell, and four towns in Waldo County (Belmont, Northport, Searsport, and Lincolnville). "Economic Development

Districts" are regional planning entities and area established by the U.S. Economic Development Administration.

The Comprehensive Economic Development Strategy (CEDS) for the Mid Coast region was developed by MCEDD in 2021. The CEDS identified several economic development goals for the region:

- Accelerate the growth of the Midcoast's Agriculture and Aquaculture sectors.
- Expand job opportunities in the manufacturing and technology sectors across the region.
- Increase experiential tourism opportunities which attract new visitors to the Midcoast throughout the year.
- Attract and retain young talented people to the region while utilizing the skills and experiences of older talented people in the Midcoast.
- Create a resilient regional economy by encouraging diversification in local industries.
- Expand workforce training opportunities for improving accessibility for new Mainers.
- Expand broadband coverage and capability to have at least 80% of the region serviced.
- Grow the 25-44 population.
- Increase the adult population with post-secondary education.
- Increase the adult population working in the trades industry.
- Increase the number of businesses.
- Lower the vacancy rate on Main Streets.
- Increase affordable and workforce housing opportunities throughout the Midcoast.
- Recent economic development efforts by the Town are consistent with these goals, and include continued efforts to develop the aquaculture industry, efforts to diversify the economic base, house the workforce needed to support local employers and grow the employment base of the community, and generally promote housing diversity and opportunity.

### Tax Increment Financing (TIF)

Brunswick's Tax Increment Financing Fund accounts for resources accumulated and payments made for the Tax Increment Financing Districts established by the Town. In 2022, the Town Council adopted a Tax Increment Financing and Credit Enhancement Policy outlining standards, guidelines and processes to be used in the establishment of TIFs and/or Credit Enhancement Agreements (CEAs).<sup>1</sup> The policy defines the Town's purposes and criteria for the

use of TIFs and CEAs, application procedures, and priorities for the evaluation of need and public benefit.

Brunswick has established tax increment financing (TIF) districts in accordance with Maine law. **These TIF districts are used to finance economic development and housing projects.** A portion of the incremental tax revenues collected in future years will be captured and returned to the district to repay principal and interest on any indebtedness, to fund the expenditures of the development program including planning studies, and to finance future expansion.

**Brunswick's TIF Districts are also addressed in the section on Fiscal Capacity.**

### Contract Zoning

In 2023, the Town Council adopted an amendment to the zoning ordinance allowing Brunswick to use “contract zoning” as a tool for achieving its public policy objectives. State law (30A M.R.S.A. § 4352(8)) **authorizes local governments to use contract zoning where the locality finds that it is necessary or appropriate to impose, by agreement with the property owner, certain conditions or restrictions in order to ensure that the conditional zoning is consistent with the local comprehensive plan.**

Contract zoning can be a useful economic development tool in communities that are largely “built-out” because they allow for more flexible and adaptable zoning, help promote development that will benefit the public, and adapt to changing circumstances. Using contract zoning, the Town will be able to enter a negotiation with the property owner/applicant around issues such as neighborhood protections, general public benefits to be provided as a condition of approval, and consistency with the comprehensive plan.

### Revitalization Planning

The Town is continuing its efforts to redevelop Cook's Corner, the commercial district adjacent to the former Naval Air Station Brunswick (NAS-B), now called Brunswick Landing. The Town initiated a comprehensive planning effort funded through TIF revenues.

The Cooks Corner Commercial Corridor Revitalization Plan was adopted by the Town Council in 2022, and implementation is underway. Several projects in the Capital Improvement Plan are evolving to better support the revitalization effort. Design standards for new development were approved by the Town Council in 2024, and all projects within the mapped Cooks Corner Overlay are required to meet these standards.

### Affordable Housing Support

The purpose of the Affordable Housing Support Fund (AHSF) is to provide gap funding for developers and builders seeking to construct and preserve affordable rental and homeownership units in the Town of Brunswick. Improving housing outcomes for the community requires a multifaceted approach (production, preservation and direct assistance) and this funding mechanism allows for targeted assistance to address affordability for both for

the workforce and resident population by targeting households at or below 80 percent area median income.

### Infrastructure Capacity

Investment decisions, such as those made by a business that is considering either locating in or expanding in Brunswick, involve multiple considerations; one such consideration is the availability and adequacy of utilities including water, sewer, electricity, natural gas, phone and cable, and internet. Another such consideration is the availability of transportation options and **the adequacy of those options to meet business needs.**

As addressed in the Public Facilities section, responsibility for the costs associated with extending those networks is generally a private sector cost. The Brunswick Sewer District may require owners of property or developers of subdivisions and site plans in the growth zones to connect to the public sewer system; furthermore, the District also levies a “readiness to serve” charge. Similarly, the Brunswick and Topsham Water District does not bear the cost of water main extensions and private lines for the purposes of connecting new development to the **existing system.**

Some localized high-elevation areas within the Town’s Growth District are not served by public water due to pumping capacity, and the Town should consider whether, as a matter of policy, areas that cannot be served by public water should be within the growth boundary. To implement SMART growth land use, staff encourages new development to connect to public **water and sewer. Economic Development incentives and other funding opportunities align with** facilitating development in the growth zones.

Brunswick’s access to a diverse transportation network, along with its proximity to a number of important regional markets, is a significant advantage. That said, connections between highways and some of the lands that are zoned for industrial uses is indirect or otherwise challenging. For example, truck traffic turning off of eastbound Route 1/Pleasant onto Church Road is required to make a hard right turn and then cross the railroad tracks. Truck traffic between properties on Brunswick Landing and Bath Road and Route 1 encounter roads on the Landing that are not up to the Town’s standards. **Truck traffic on the Landing might also need to meander through a confusing network of former Navy roads and mix with residential traffic generated by the new residential developments in the area. Truck traffic on Bath Road must mingle with local traffic as well, with the added challenge of curb cuts, poorly spaced and timed signals, and multiple lane changes.**

### Environmental Capacity

Increasingly, Brunswick residents and businesses are faced with environmental challenges related to climate change and sea-level rise. In 2024, this included widespread problems associated with localized flooding and water in residential basements. At the same time, new

development pressures are also affecting tree canopy, stormwater runoff, and absorption in formerly wooded areas designated for growth.

To better understand the limits of Brunswick's environmental capacity, Brunswick will need to continue to study its watersheds and may need to further analyze the effects of sea-level rise on the water table in the growth zones.

To continue to accommodate new development in the growth zones and allow those with private property interests in the rural zones to develop buildable lots, Brunswick may need to consider acquiring undeveloped parcels in the growth zones and develop a mechanism for funding such acquisitions that support the communities desired outcomes (i.e. removing blight, historic preservation, affordable housing, recreation facilities, land conversation).

An additional issue that affects both residential development and Brunswick's growing aquaculture industry is the vulnerability of existing septic systems near the shore. It is unclear to what degree these septic systems are currently contributing to pollution and microorganisms in Brunswick's coastal waters, or how vulnerable these private systems are to sea-level rise.

### Industrial & Commercial Land

Industrial properties in Brunswick are concentrated near I-295 to the west, and then along the **Route 1 corridor which runs through Brunswick from east to west.**

While many communities face the challenge of how to keep residential uses from encroaching on existing industrial parks, Brunswick has a somewhat different problem - significant planned mixed-use and residential development on Brunswick Landing, while large parcels on the Landing are sold and developed for uses more akin to a business or industrial park.

**[Insert acreage by use or zone after Current Land Use Inventory is completed]**

### Downtown Brunswick

**Downtown Brunswick is an important commercial district in the heart of our civic center. It includes restaurants serving food and beverages from around the world, a natural foods store, a bookstore, gift shops, jewelry stores, an antique mall and flea market, a variety of specialty stores, hotels, and numerous office-oriented uses.**

Brunswick's walkable, historic Maine Street and prominent Mall Green Space draws visitors and residents downtown for commerce, as well as cultural activities such as a seasonal farmer's market, cultural festivals, and outdoor movies.

The historic Central Fire Station site is currently being redeveloped and will feature a brewpub, affordable housing, and a small pocket park. Other major economic development related investments in the downtown area include capital projects to improve the downtown sidewalks in the summer of 2024/2025, and replacement of the Frank J. Wood bridge connecting downtown Brunswick's Maine Street to neighboring Topsham.

## Brunswick Landing

Brunswick Landing, formerly the Brunswick Naval Air Station, is home to a wide variety of land uses: an executive airport, hundreds of built or approved apartment units, a brewpub, a natural foods and baked goods store, and numerous commercial and industrial uses. The focus industries for the Landing include the following: aviation and aerospace; biotechnology and life sciences; advanced materials and composites; information technology and cybersecurity; and “cleantech” and renewable energy.

## Cook's Corner

In 2022, Brunswick and its numerous public and private stakeholders created the Cook's Corner Revitalization Plan to define opportunities to improve the built environment of Cook's Corner and the surrounding area. The goals of the Revitalization Plan are to address increasing transportation/transit needs and improving connectivity (i.e. via various bike/pedestrian improvements), evaluate and implement land-use policies and planning guidelines, planning, and enhance business prosperity and economic development. The revitalization planning effort builds on, and updates, past revitalization and design efforts in Cook's Corner.

In 2020, the property adjacent to the Rec Center at Brunswick Landing (Parcel Rec-11) was transferred from the Navy to be used and maintained exclusively for public recreation by the Town. The MARC project is redevelopment of the parcel as a state-of-the-art, regional athletic and recreation complex that provides a variety of recreational facilities for persons of all ages and abilities. The facility is part of Brunswick's ongoing efforts to expand municipal services and infrastructure to meet the needs of Brunswick residents.