



Cook's Corner Commercial Corridor Revitalization Plan

Presented by:

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CREATING A MORE RESILIENT COMMERCIAL SERVICE CENTER

HOW?

Through a coordinated and collaborative effort between the public and private sectors to plan improvements that will guide sustainable mixed-use development and prioritize investments to position the Cook's Corner Commercial Corridors for long-term viability.

Investing in a New Vision

- Transitioning to more multi-modal spaces that prioritize connectivity
- Modifications to existing infrastructure to ready sites for development
- Incentivizing land uses
- Managing traffic and access
- Introducing placemaking elements

The Team



Expertise: New England Real Estate Market Analysis, Strategic Planning, Community Engagement, Financial Feasibility



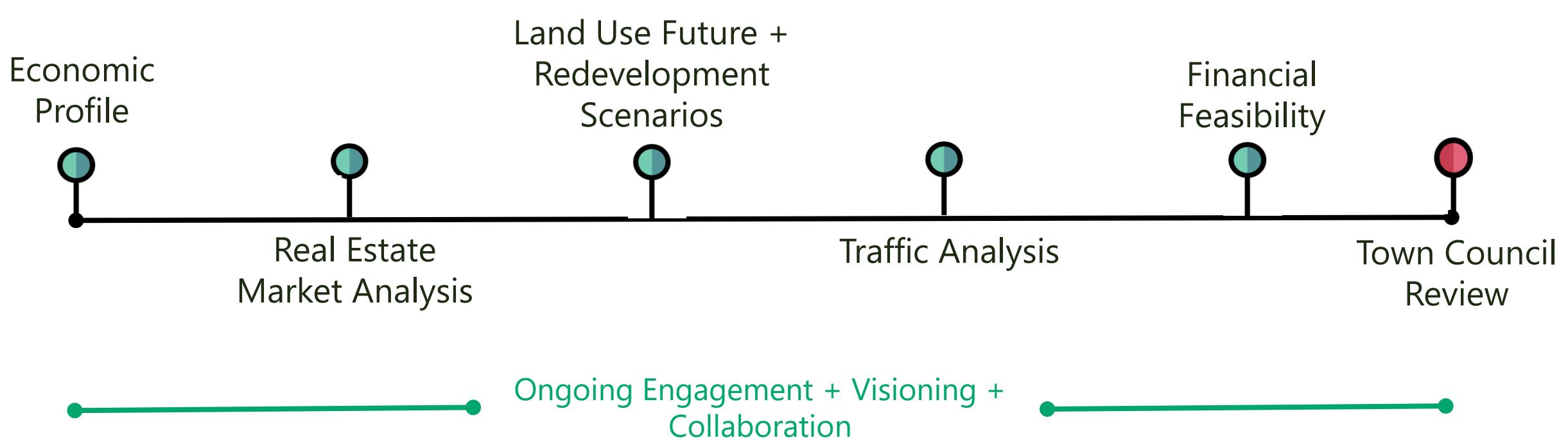
Expertise: Traffic Analysis, Maine DOT certified, Land Use Planning and Policy

Project Objectives

- Identify market potential and shifts since COVID-19
- Measure current traffic data and forecast impact of upcoming development
- Determine physical, infrastructure, environmental improvements
- Assess physical capacity for (re)development and policy barriers
- Conduct financial feasibility of potential development concepts
- Develop strategies to enact necessary policy change and/or initiatives to achieve the vision of Cook's Corner

Project Milestones

July 2021–March 2022



Ensuring Success



Workshop Objectives

- Review the goal areas that were informed by public process
- Review how consensus was built
- Highlight goals / strategies
- Discuss takeaways and implementation



Consensus Building



What We Heard From the Community

*How will success be defined
10 years from now after
implementing the Plan?*

A diverse set of land uses in the Cook's Corner planning area that reflects community needs and desires.



SLIDES FROM THE OCTOBER 25TH PUBLIC MEETING
CAN BE FOUND [HERE](#)

DO YOU
HAVE A
MINUTE?

The Town of Brunswick and property owners of Cook's Corner are collaborating to invest in improvements to area. We want to hear from you.



CLICK HERE!

Site Design Improvements



Defining Social Spaces

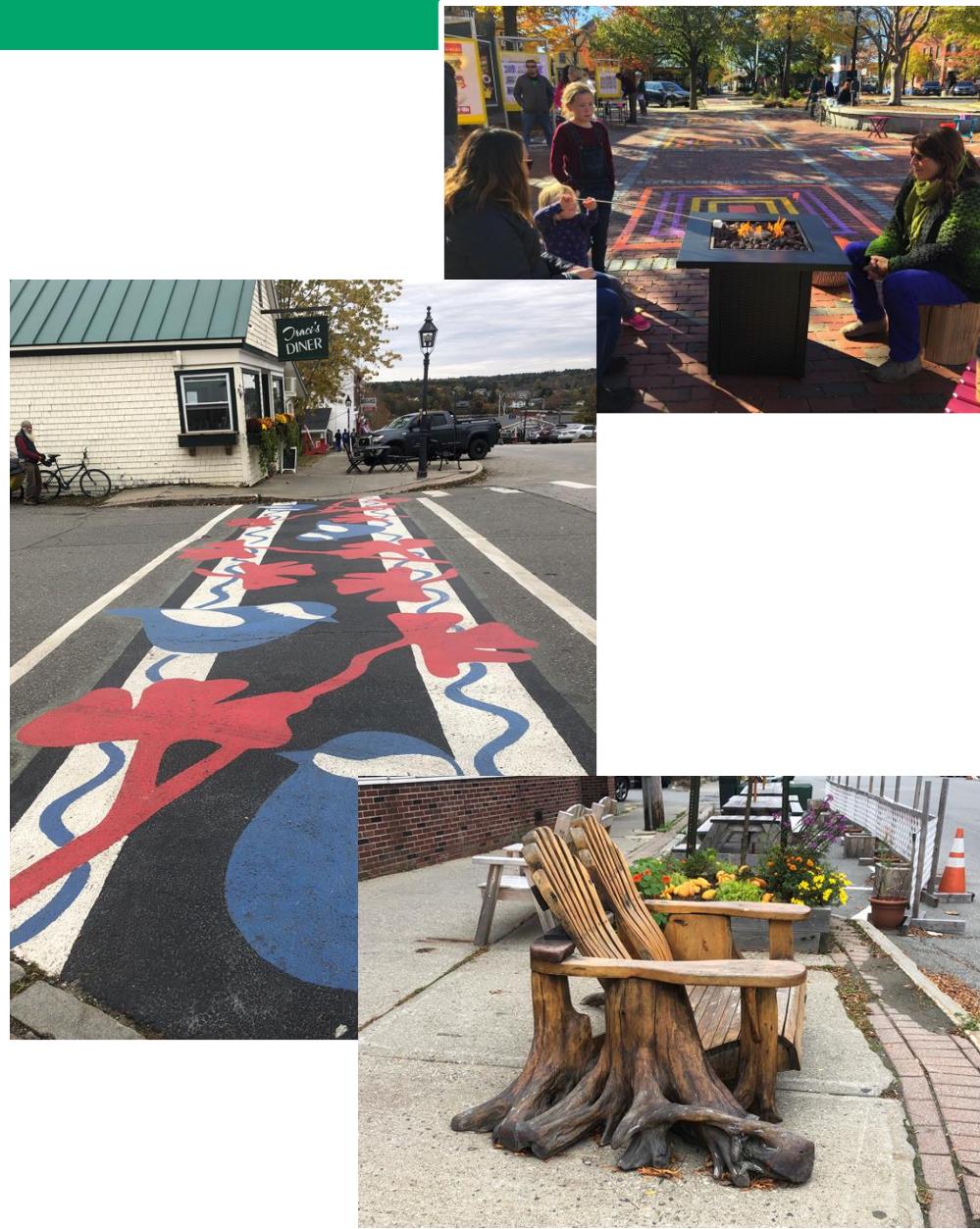


Right of Way Improvements



Cook's Corner Vision

- Commercial / retail uses are a primary function of the district and additional uses like housing and recreation demonstrate that the area is transforming to a mixed-used district.
- Public sector investments will improve the pedestrian, bicycle and automobile connections within the district and adjacent community.
- Public sector improvements will create a desirable market environment.



Goal Areas



Transportation + Connectivity

Themes

- Transit
- Motorized vehicles
- Bike / Ped
- Green infrastructure
(ex: EV stations, bike racks)



Policy + Planning

Themes

- Access management
- Circulation
- Streetscape
- Design standards
- Overlay district



Economic Prosperity + Planning

Themes

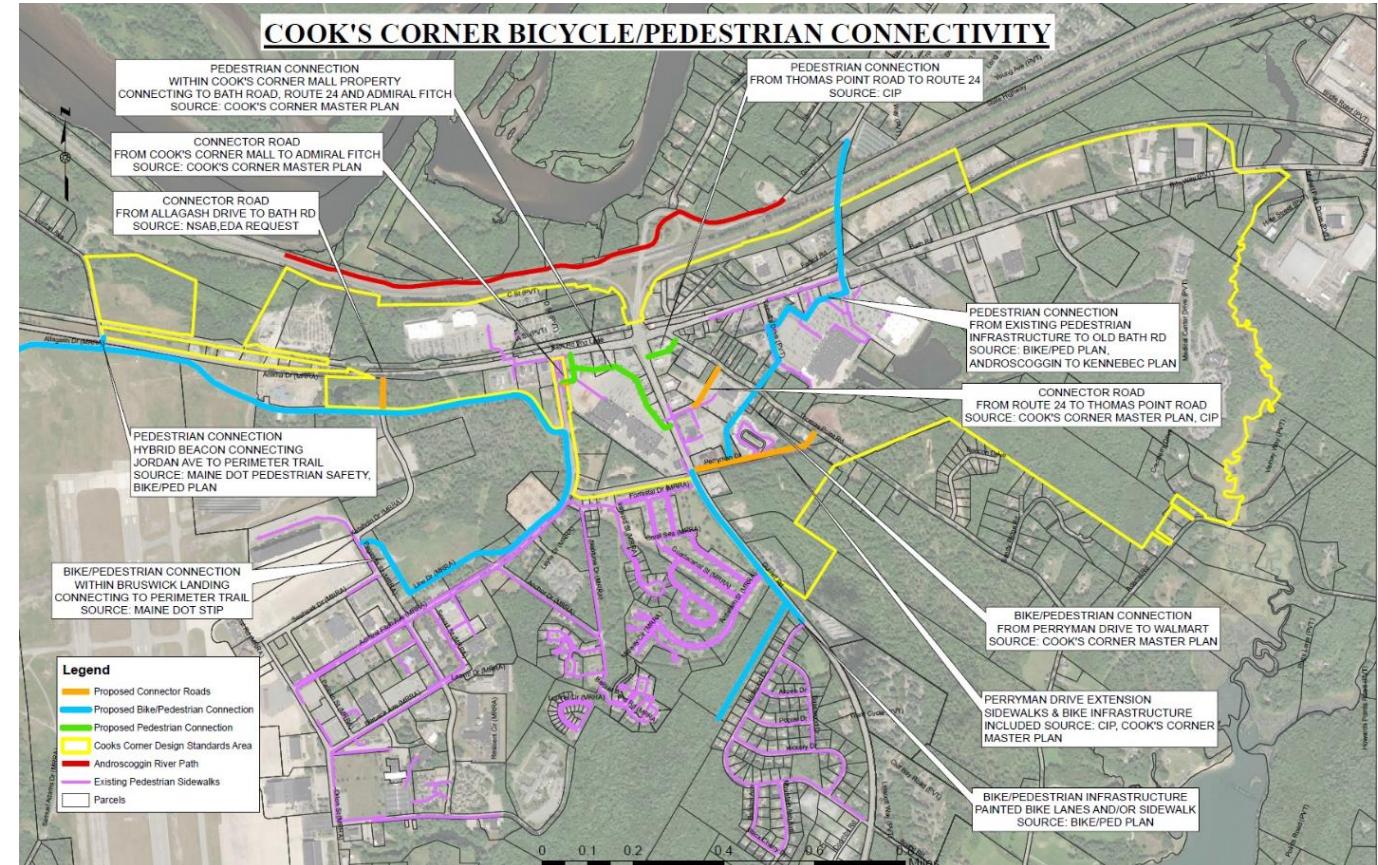
- Retail shifts
- Adaptable spaces
- Workforce
- Opportunity for all
- Public private partnerships
- Incentives



Transportation + Connectivity

Strategy Highlights

- Continue working on traffic mitigation
- Support connector roads
- Commercial / residential transition zones
- Integrate transit
- Prioritize safe connections of trails
- Encourage “Park Once” strategies (enhance pedestrian mobility within Cook’s Corner)

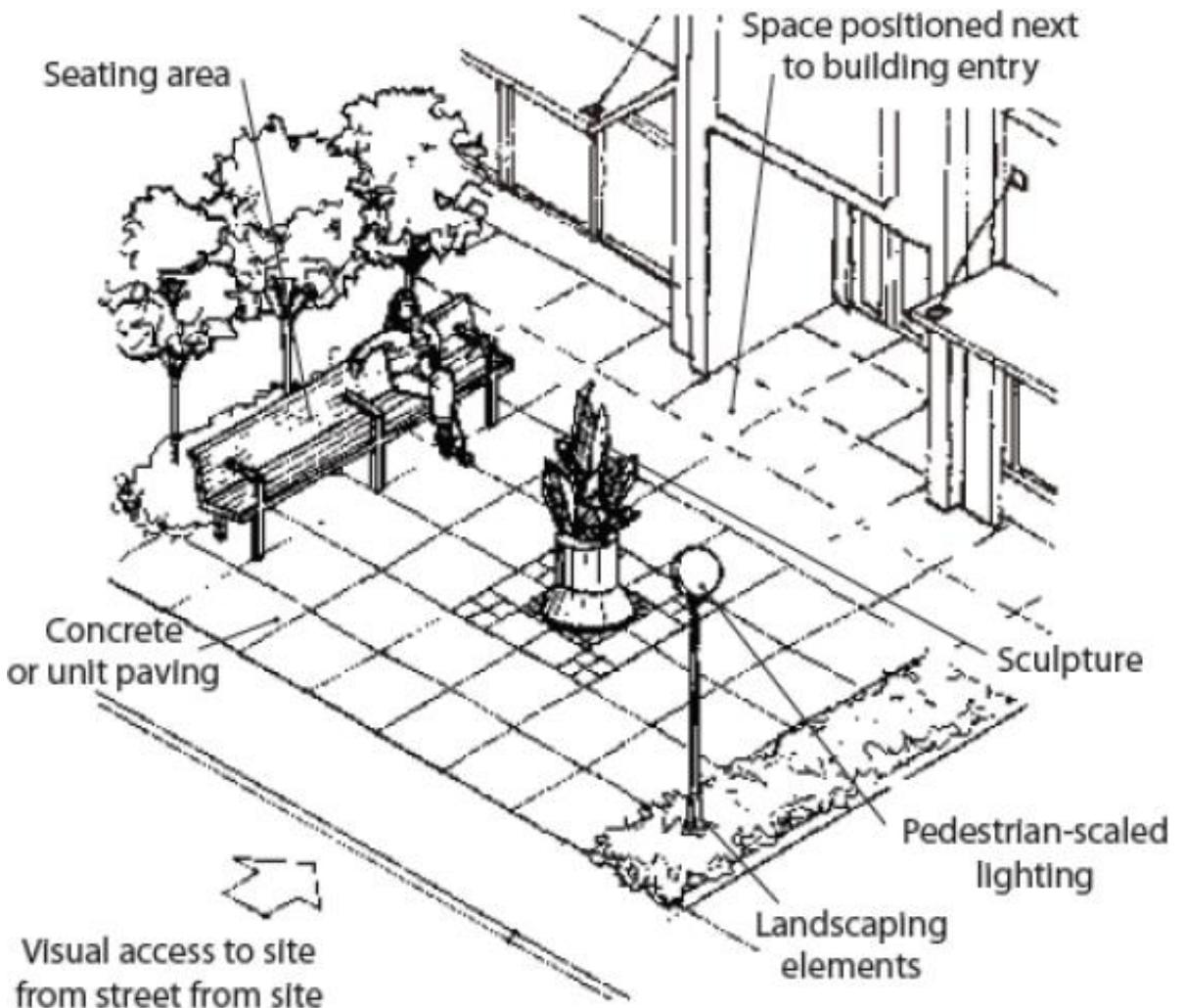




Policy + Planning

Priorities

- Enacting urban design standards
- Implementing an Overlay Zoning District
- Addressing new and existing transitions between commercial and residential zones
- Enhancing bike and pedestrian thoroughfares





Economic Prosperity + Planning

Priorities

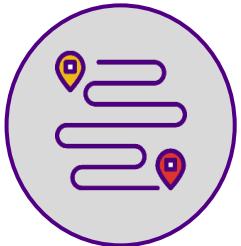
- Integrate Brunswick Landing and Cook's Corner through wayfinding and physical connections
- Invest in public realm for business competitiveness
- Integrate workforce housing
- Continue Business Retention and Expansion Efforts
- Boost local employment opportunities
- Incorporate opportunities for industries/land uses with market potential
- Reinforce existing and build new public-private partnerships
- Implement access management strategies that improve safety/aesthetics



The Future of Retail Space

- Accommodations
- Professional office space (lawyers, mail and shipping, accountants, real estate, insurance)
- Commercial office
- Educational institutional space
- Expansion of existing businesses
- Unique food and beverage
- Gyms and fitness

Initiatives Underway



Transportation + Connectivity

Priorities

- Construction of Perryman Drive
- Signal upgrades Bath Rd.
- Access management (Minimize curb cuts)
- Improve interior circulation



Policy + Planning Priorities

- Design standards
- Overlay district
- Traffic impact fees
- Moratorium on curb cuts
- Site control to allow for public benefit



Economic Prosperity + Planning

Priorities

- Relationship building with property owners/developers
- Identifying redevelopment sites that support the vision and encourage viable uses
- Coordinating public-private partnerships to achieve common goals

Next Steps

- Another round of feedback from the Advisory Committee based on workshop
- Key meetings with stakeholders in March and April in preparation of the final report (public and private sector)
- Incorporate refinements to the final report
- Advisory Committee meeting on structure for implementation of the Plan with Town + partners
- Town Council to present + adopt final report (May)

Questions + Answers

