



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-model 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



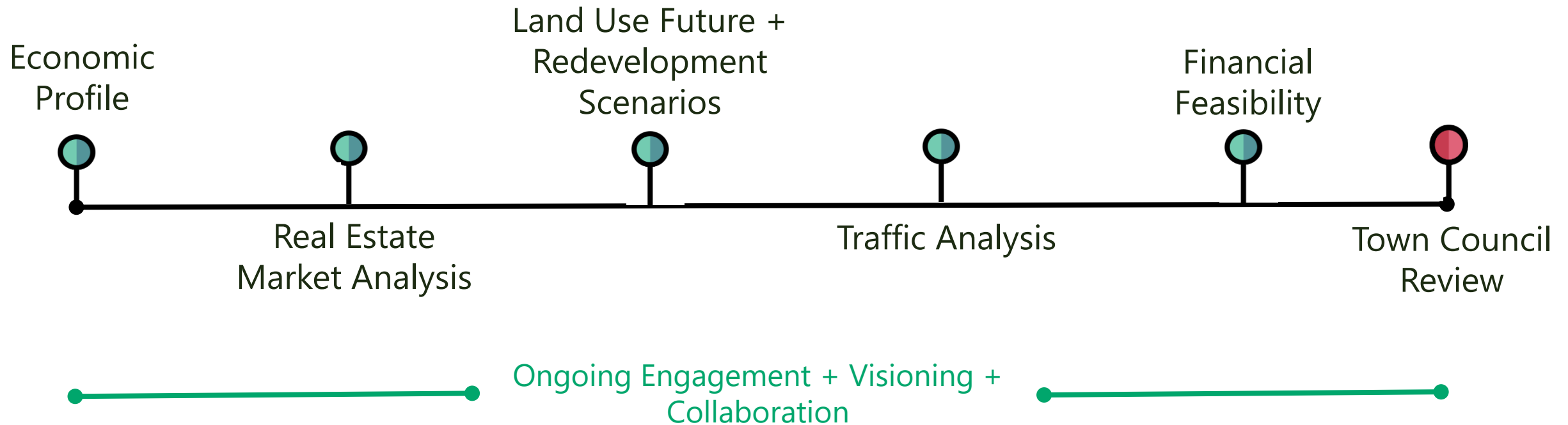
Expertise: Traffic Analysis, Maine
DOT certified, Land Use Planning
and Policy

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



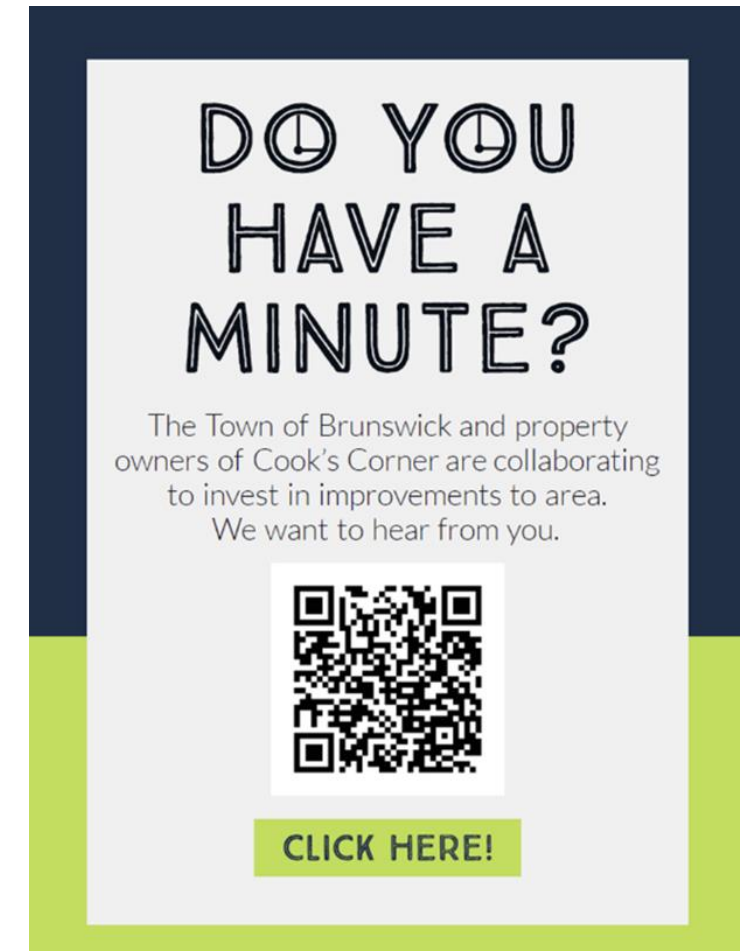
Consensus Building



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.



Site Design Improvements



Right of Way Improvements



Defining Social Spaces



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

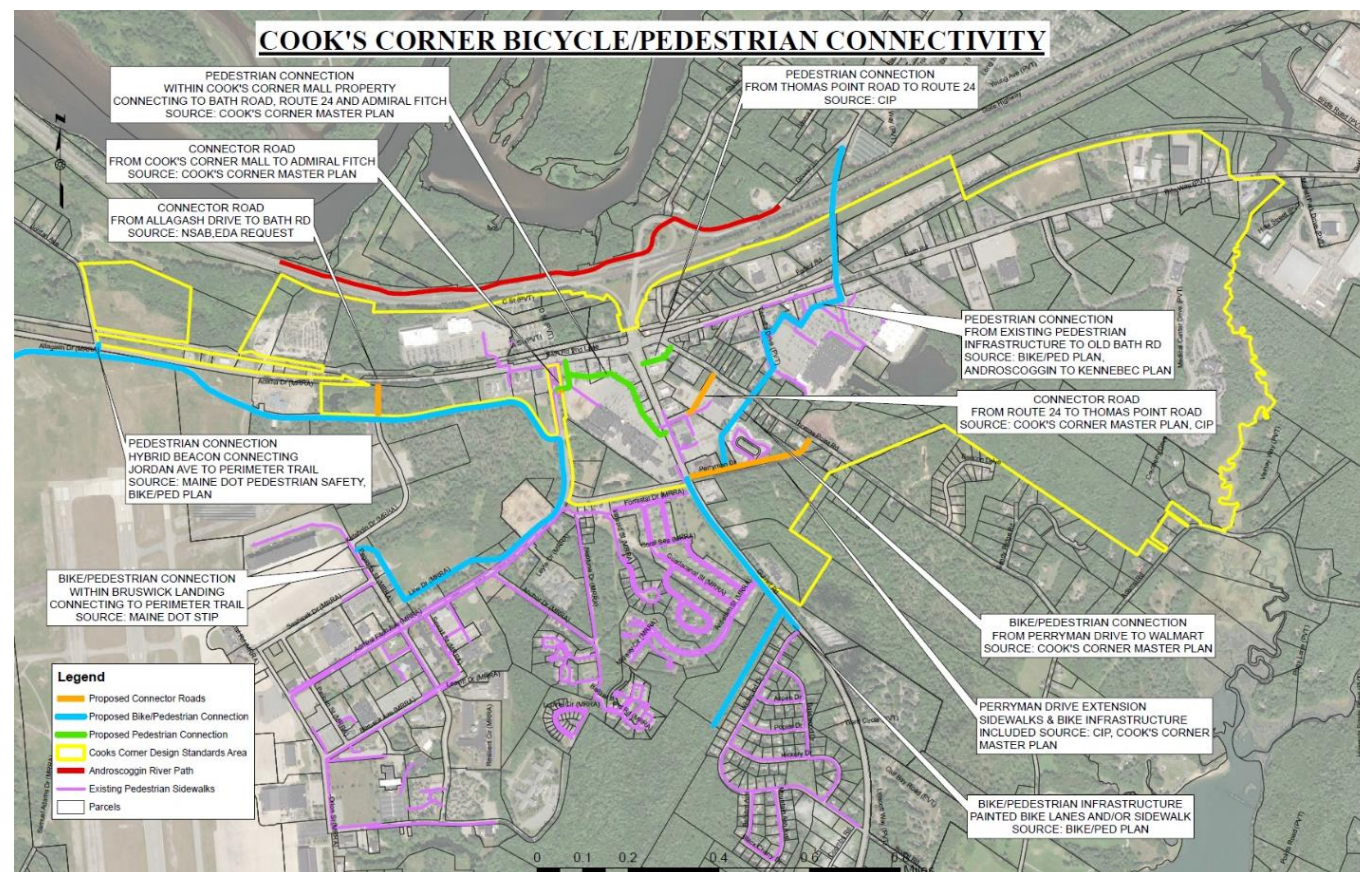
- Retail shifts
- Adaptable spaces
- Workforce
- Opportunity for all
- Public private partnerships
- Incentives



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)

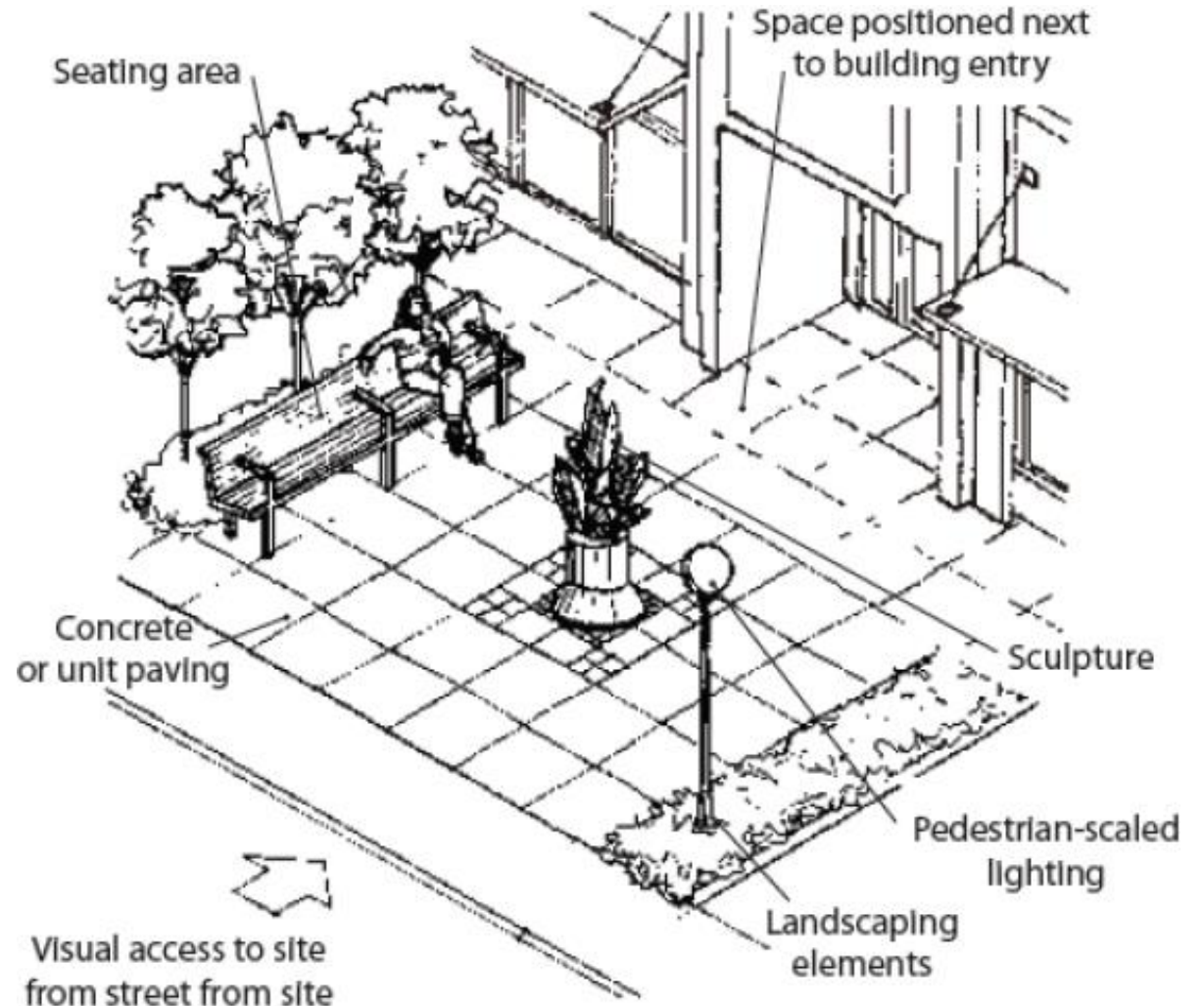




Policy + Planning

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

