

2011 Master Plan for Downtown Brunswick and the Outer Pleasant Street Corridor					
Consolidated Implementation Recommendations/Status (3/23/12)					
Recommendations by Focus Areas	Short-Term 1-3 years	Long-Term 3-5 years	Responsible Lead - TBD	Potential Funding/ Resources	Recommendation Status
A. General					
1. Review Town codes and ordinances for consistency with plan	✓		STAFF/PB		Zoning Ordinance revisions in progress
1.a. Review and refine Town Core and Highway Corridor zoning districts consistent with Comprehensive Plan and Downtown Master Plan; Add flexibility throughout	✓		STAFF/PB		In progress
1.b. Consider Form-Based Codes		✓	STAFF/PB		In progress
2. Develop comprehensive street banner program w/BDA and businesses; provide neighborhood identity	✓		Public Art Committee/BDA		A more comprehensive banner program to include neighborhoods could be included in the Public Art group discussions.
3. Convene Committee to update Mall Management Plan	✓		Parks and Recreation Dept		Obtaining cost estimate for update
3.a. Add amenities at Mall, e.g., bike racks, more seating areas	✓		Parks & Rec Dept./BDA		A grant has been applied for to acquire and place tables on the Mall (BDA).
3.b. Create gathering places for relocated Christmas Tree and Spanish War Memorial	✓		Parks and Recreation Dept/VFW Chapter	Funded by VFW	Preliminary design renderings completed
B. Visual Quality					
1. Develop and adopt design guidelines for outer Pleasant Street, emphasizing walkability and use during new construction and redevelopment	✓		PB		Late 2012-2013, unless outside funding is secured

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1.a. Encourage/incentivize placement of streetscape elements, reduction in curb cuts and improving street configuration	✓				
1.b. Increase visual link between Pleasant Street/Route 1 Corridor with Maine Street, e.g. banners	✓		TBD		BDA is participating in a Public Art group to enhance the appearance of Downtown with public murals and banners. A grant for funding banners was applied for.
2. Enforce sidewalk setbacks and clearances primarily along outer Pleasant Street	✓				
3. Visually link Downtown with Fort Andross by murals, plants, banners on overpass	✓		BDA		Discussions are in progress with several buildings and businesses in regard to potential murals and banners.
4. Explore creation of a downtown façade and clean-up program	✓				
5. Expand Village Review Zone to include west side of Maine Street	✓		PB/VRB		To be part of Zoning Ordinance revisions
5.a. Review and update Village Review Zone Design Guidelines	✓		PB/VRB		2012
6. Explore National Register of Historic Places designations for eligible buildings	✓		TBD		
7. Plant street trees along Mill Street between Union and Maine Streets	✓				CSS Workshop Idea
C. Pedestrian and Vehicular Movement					
1. Develop interpretive "walking loops" Downtown	✓				
2. Encourage the use of distinctive paving/other materials for sidewalks crossing access drives/driveways		✓			
2.a. Use textured materials at all crosswalks		✓			

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3. Conduct "pilot" program and O&D Study to direct Brunswick Landing traffic to Exit 31, I-295	✓				
4. Improve pedestrian and vehicular internal connectivity/encourage removal of fencing between properties		✓			
5. Improve pedestrian and bicycling mobility and safety	✓	✓			
6. Increase visibility of crosswalk across Mill Street at Cushing Street	✓		DPW	MDOT-funded	New pedestrian-operated blinking crosswalk to be installed Spring 2012
7. Evaluate NASB Transportation Study recommendations for traffic calming and use of parallel roads (includes roundabout at Mill/Standwood/Pleasant)	✓	✓			
8. Investigate converting inner Pleasant Street to two-way, dependent upon results of NASB Transportation Study improvements to Route 1 and Corridor, as well consideration given to CSS recommendations for pedestrian and bike access improvements		✓			CSS Workshop Idea
9. Update Downtown parking study; determine potential locations for additional parking		✓			
10. Install additional bike racks at uniform locations	✓		BDA	Grant	BDA purchased 12 new bike racks in September with grant funds, 8 have been installed.
11. Explore CSS Workshop options for "rightsizing" Maine Street and improving pedestrian and bike safety/access in Downtown and outer Pleasant Street Corridor		✓	Town Staff with BBPAC & BDA		CSS Workshop Recommendations; BDA also looking at several ways to better promote the current pedestrian and bike trails are being explored with the new Downtown map and the Brunswick Visitor Center.

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11.a. Explore "experiments" to improve pedestrian safety crossing major streets	✓				CSS Workshop outcomes
11.b. Explore/experiment with traffic calming techniques for Maine Street	✓				Use of CSS Workshop Ideas
12. Explore potential of roundabout constructed at Maine and Pleasant Street Intersection		✓	Town		CSS Workshop Idea
13. Explore potential for roundabout at Mill and Cushing intersection		✓	Town		CSS Workshop Idea
14. Improve bicycle route wayfinding	✓		Bike and Ped Advisory Committee (BBPAC)		In progress
15. Support completion of Androscoggin Riverwalk	✓		Parks and Recreation Dept.		Funding Letters of Support
D. Neighborhoods					
1. Install and encourage amenities to create "gathering" spaces, e.g. clustered seating		✓	TBD		
2. Investigate additional access/parking for Davis Park from Cumberland Street	✓				
3. Provide free WiFi service throughout town	✓				
4. Establish a town-wide building inspection program for structures w/2 or more rental units	✓		Fire Dept.		Under Council consideration for life safety code multi-unit building inspection program

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5. Utilize already-vibrant Maine Street gathering places through special events/activities	✓		BDA		In 2011, Taste of Brunswick and Brunswick Outdoor Arts Festival were hosted by BDA. In cooperation with Downtown businesses, two new have been planned: October 1 Downtown Brunswick Fall Festival and November 19 Early Bird. On November 25, the Christmas Tree lighting celebration will occur on the Mall.
E. Marketing/Finance					
1. Install way-finding signage and mapping, historical markers throughout Downtown for destinations of interest	✓	✓	TBD		
2. Promote tourism related business signage along I-295	✓				
3. Foster Town communications w/residents and businesses	✓		Town		Ongoing
3.a. Improve Town website	✓		Town Staff	Town	Underway- Expected to go "live" early 2012
4. BDA should pursue the Main Street Maine designation for Brunswick	✓		BDA		Application to be submitted March 30, 2012
5. Work w/Amtrak and NNEPRA to market Brunswick to Downeaster riders	✓		BDA		BDA participated in Train to Maine event in Boston. NNEPRA Train Station Managers meetings are attended.
6. Embrace BDA advertising campaign materials now under development	✓		BDA		The following advertising materials are being developed: Lodging, Dining, Things to Do and See, and Shopping brochures, Downtown map, new resident packet, new employee packet, and business to business directory. A 2012 Marketing Plan has been developed and shared with Downtown businesses and non-profit organizations.

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7. Include Pleasant Street businesses on Downtown Map	✓		BDA	BDA/Advertisers	New Downtown map is currently in development. One side of map will have a rendering of Maine Street area and list the businesses. The reverse side will be an Outer Pleasant Street rendering and business listing. Target date for publication is first quarter of 2012.
8. Explore feasibility to institute a shared parking/transportation fee to support public transportation and parking facilities	✓		Staff/PB		Staff recommendation included in zoning ordinance revisions
9. Continue to identify other funding opportunities	✓	✓	All		Ongoing