



Cook's Corner Commercial Corridor Revitalization Plan

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Today's Objectives

- Review the project resources that came out of this process
- Highlight goals / strategies
- Discuss implementation structure



Investing in a New Vision

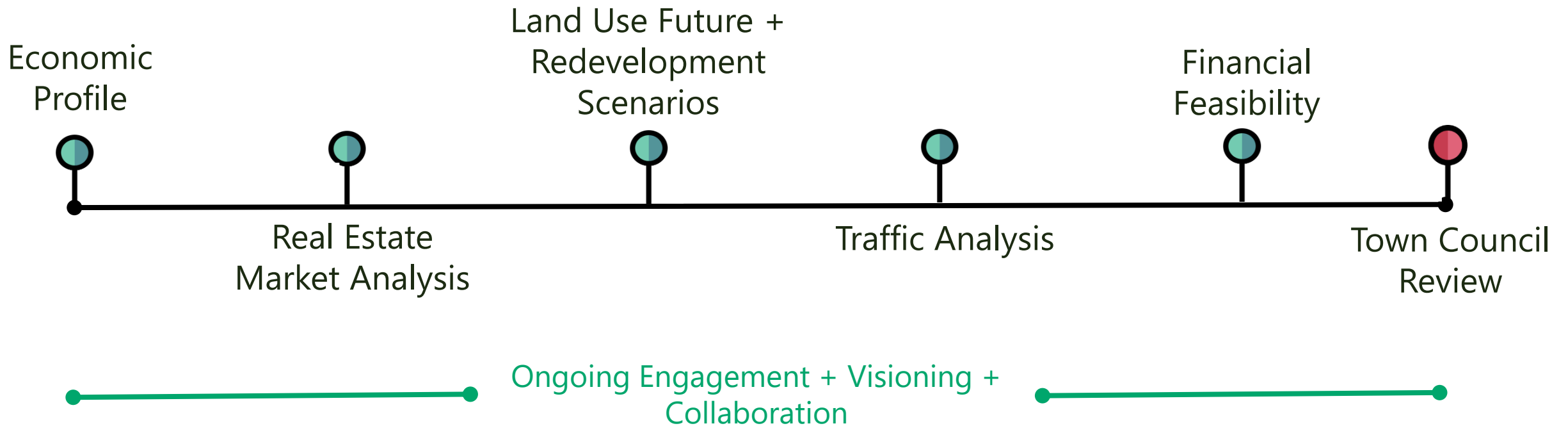
- Transitioning to more multi-model spaces that prioritize connectivity
- Modifications to existing infrastructure to ready sites for development
- Incentivizing land uses
- Managing traffic and access
- Introducing placemaking elements

Ensuring Success



Project Resources

July 2021–March 2022



Consensus Building



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)
- Expand and enhance transit (i.e. more buses, bus shelters, digital)



Policy + Planning

Themes

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



Economic Prosperity + Business Development

Themes

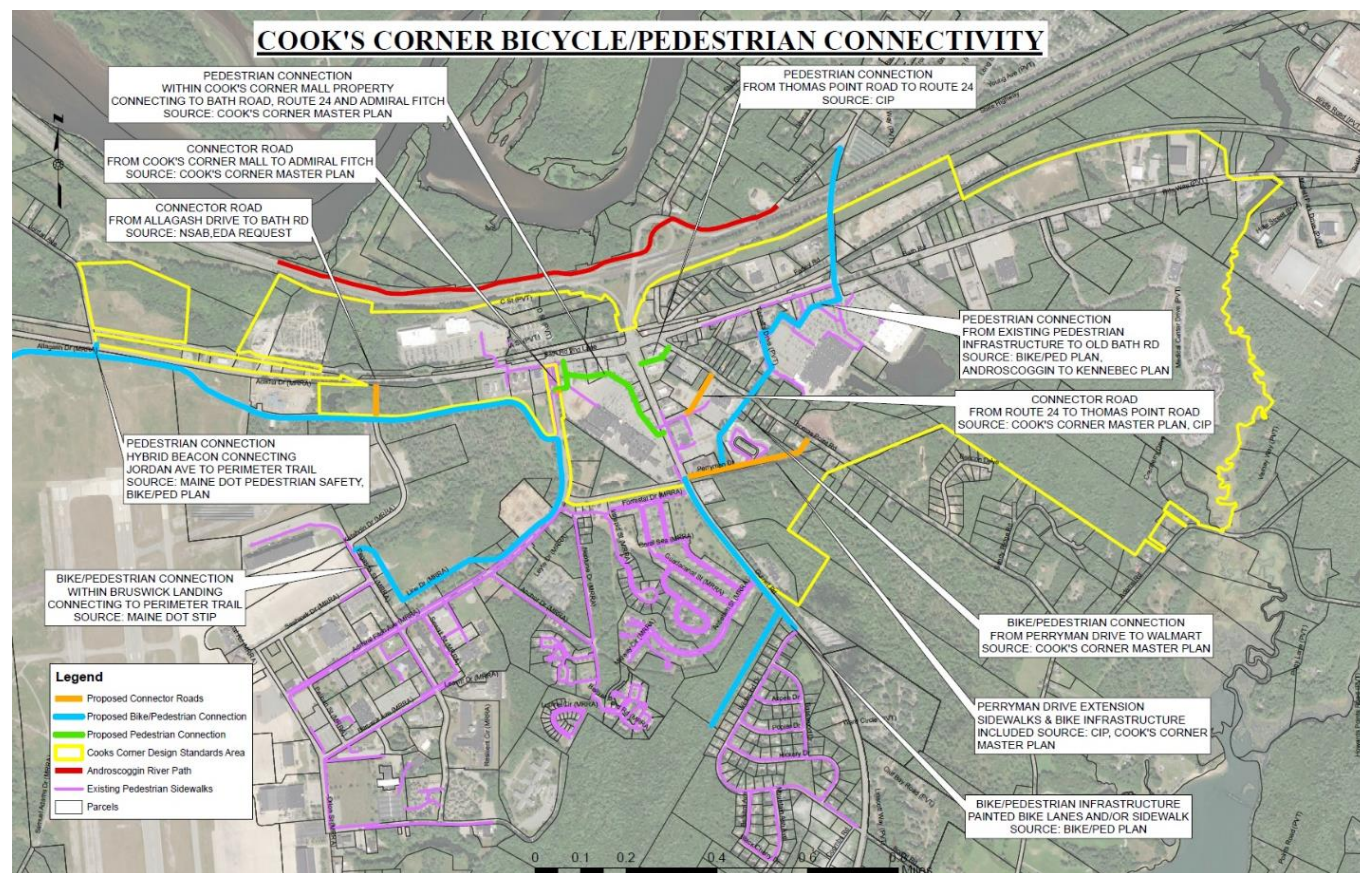
- Retail shifts
- Adaptable spaces
- Workforce
- Opportunity for all
- Public private partnerships
- Incentives



Transportation + Connectivity

Strategy Highlights

- Continue working on traffic mitigation
- Lining up funding sources through DOT
- Support connector roads
- Commercial / residential transition zones
- Integrate transit
- Prioritize safe connections of trails

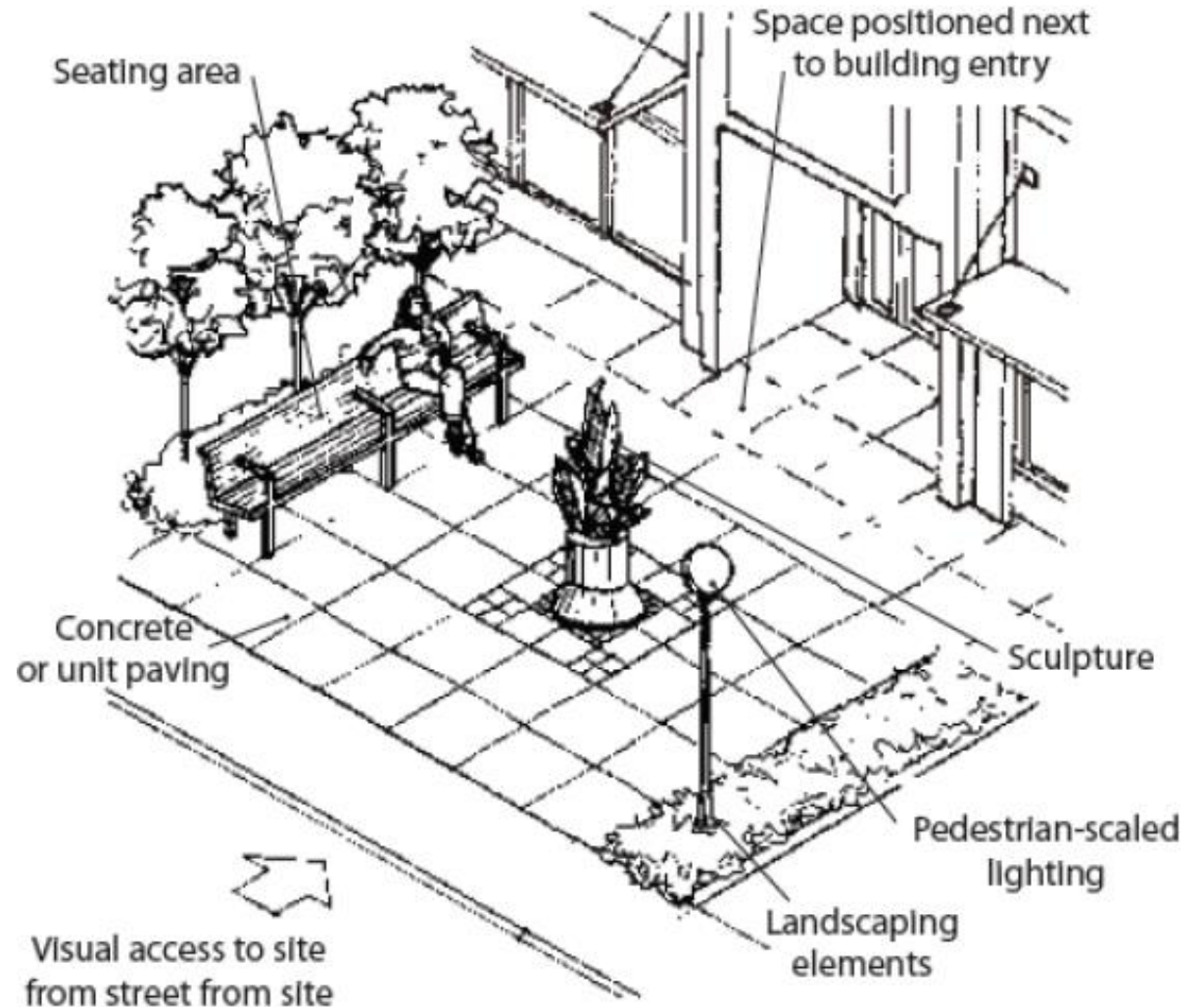




Policy + Planning

Priorities

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





Economic Prosperity + Business Development

Priorities

- Reinforce existing and build new public-private partnerships
- 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
- 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
- Design of bike/ped trail along Allagash to Admiral Fitch underway



Policy + Planning

Priorities

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



Economic Prosperity + Business Development

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

Implementation Structure

- Transition from Advisory Committee to an “Implementation Committee”
- **Proposed:** Organized by subcommittees aligning with three goal areas.
 - **Proposed:** Subcommittees will be led by staff

Implementation Structure

Highlights

- Quarterly meetings of Advisory Committee
- The Plan will be used among Town related committees and other entities.
- The Town will review the Plan at the end of the calendar year, review direction and make adjustments as necessary.
- The Plan will be located on the Town website.

Next Steps

- **Plan adopted + presentation to Town Council**
- **Town to convene subgroups**