

Section 3: Public Engagement Program



Understanding and considering community issues on growth and development is important to any public planning effort; learning the public's concerns and ideas about how to replace one of the community's largest employers and longest-standing economic engines in the community and the region makes this issue even more critical. The closure of BNAS for the Town of Brunswick, the Midcoast Region, and the State of Maine is no exception. The Public Engagement Plan undertaken for the BNAS Reuse Master Planning effort was designed to be open and inclusive, interactive and creative, informative and meaningful, and, most importantly, responsive. The following section highlights the components of this program, and describes some of the plan's major outcomes.

Public Meetings and Events

A number of major public meeting opportunities were provided as part of the overall planning process, including the following:

- ▶ BRAC to the Drawing Board (Public Meeting One): An introduction to the planning process and team
- ▶ Bus to Base Tours: Public tours inside BNAS property
- ▶ BRAC to Basics (Public Meeting Two): Four Community Visioning sessions
- ▶ Topical Issues Seminars: In-depth meetings exploring four key reuse topics
- ▶ BRAC to the Future (Public Meeting Three): Presentation and discussion of the four concept plans
- ▶ BRAC to the Future II (Public Meeting Four): Presentation and discussion of the two plan alternatives
- ▶ Smart Growth Workshops: Two public sessions exploring Smart Growth design possibilities under the Reuse Master Plan
- ▶ Final Public Hearing and Plan Adoption: Presentation and feedback on the final Reuse Master Plan and adoption by the BLRA

Each of these major meetings and events is described in more detail below. In addition to these meetings, the Aviation Committee hosted three of its own workshops to seek public involvement in the development of an Airport Feasibility Study. These workshops were held on June 29, 2006, October 14, 2006, and February 13, 2007.



BRAC to the Drawing Board (Public Meeting One)

On June 21, 2006 over 120 people attended this first of four public meetings at the Brunswick High School. The primary objectives of the session were (1) to introduce the Matrix Planning Team; (2) to describe the reuse planning process; (3) to describe case studies from previous military base closures; and (4) to obtain public input on a variety of issues. During the three-hour meeting, members of the BLRA staff, BLRA Board members, Town of Brunswick staff, and Matrix Planning Team members facilitated small group discussions around the following three major questions:

- ▶ What are your best hopes?
- ▶ What are your worst fears?
- ▶ What are your initial reuse visions?



Comments and responses for these major questions fell under the following common categories:

- ▶ Alternative Energy / Sustainability
- ▶ Aviation
- ▶ Community and Social Services / Institutional
- ▶ Community Planning and Design
- ▶ Cultural / Arts
- ▶ Commercial and Industrial
- ▶ Education



- ▶ Environment / Natural Resources
- ▶ Housing
- ▶ Jobs / Workforce
- ▶ Planning and Implementation Process
- ▶ Transportation
- ▶ Quality of Life / Community Connection

Bus to Base Tours

In order to maintain the significant interest in the base reuse planning process as evidenced by the positive results of the *BRAC to the Drawing Board* public meeting, the BLRA organized and initiated a series of weekly bus tours of the base. The tours gave residents the opportunity to go “inside the fence” and to see firsthand the existing facilities, airfield, infrastructure, and natural resources at BNAS and how those physical characteristics of the base could be reused in the future.



Over the course of July and August 2006, over 300 residents and other interested citizens toured the base with BLRA staff and members of the BNAS Base Transition Team. As part of each tour, participants completed surveys, all of which were added to comments from other sources for use and consideration later in the planning process.



BRAC to Basics (Public Meeting Two)

A major goal of the BLRA Board of Directors, as expressed in its Guiding Principles was to maximize participation of the general public in the planning process and to benefit from public comments prior to development of the redevelopment master plan alternatives. To that end, several interactive workshops and meetings were held during the week of September 28 – October 3, 2006 (collectively known as “BRAC to Basics”) to engage the public in a visioning process. Over this six-day period, the Matrix Planning Team and the BLRA staff orchestrated a variety of presentations of findings, conducted three major public engagement visioning workshops, and created a fact-filled statistical summary of the public’s vision for redevelopment of the property, including a computer-animated video “fly-over” presentation of public redevelopment ideas.

The three public visioning workshops described below each followed essentially the same format and agenda and were targeted to a different segment of the Brunswick community. The primary goal of each workshop was to:

- ▶ Present and discuss existing on-base and off-base conditions and characteristics
- ▶ Discuss base reuse planning principles, including the principles of Smart Growth
- ▶ Review preliminary market and economic considerations
- ▶ Engage the participants in an interactive visioning exercise
- ▶ Share the results from the visioning exercise

Workshop One - Thursday, September 28, 2006

Four teams participated in this workshop which sought to engage those local on-base military and civilian workers who, because of their day-to-day knowledge of the base, its mission, and its resources, could provide a unique insight into the potential future use of the base.

Workshop Two - Friday, September 29, 2006

This second workshop was restricted to a select group of students at Brunswick High School. Eight teams of students participated, totalling approximately 50 youths. Rick Wilson provided assistance with coordination as an instructor at Brunswick High School.

Workshop Three – Saturday, September 30, 2006

Fourteen teams participated in the third workshop, also held at Brunswick High School, which welcomed the public-at-large from the Brunswick area.

Collectively, approximately 200 people from a cross-section of the community participated in the three workshops described above. A total of 26 “visioning” teams, each consisting of approximately eight people, discussed a range of planning and development issues, built consensus among their group, and made suggestions



and recommendations for the future of the property. Public planning ideas and recommendations were focused on two potential future development scenarios: (1) redevelopment of the property based on the continuation of the existing airfield for some form of aviation use (the Airport Scenario); and (2) redevelopment of the property without some form of aviation use (the Non-Airport Scenario). A separate study by Edwards and Kelcey to determine the feasibility of an aviation use for the existing airfield and related facilities was conducted as part of the BLRA's overall planning strategy for the BNAS property. The executive report is provided in **Section 4** and the full Airport Feasibility Study is provided in **Appendix E**.

Planning Areas

As a basis for obtaining the public's general planning and land use recommendations for the 3,300-acre property, the base was divided into nine Planning Areas. The Planning Areas were devised for use only at the public visioning workshops and for the sole purpose of breaking the large, 3,300-acre BNAS property into smaller geographic units to make it easier for workshop participants to contemplate and express their vision for the reuse of the base. Planning Areas were established by considering a combination of natural resource characteristics, topographical features, existing land use characteristics, streets and other logical dividers that could separate and distinguish one Planning Area from another. The nine Planning Areas are shown in **Exhibit 7: Planning Areas Map**, and are briefly described below. A complete description of Planning Areas, along with photographs of existing physical characteristics is provided in **Appendix A** of this report.

- ▶ Planning Area 1: An undeveloped 433-acre area within the property, located west of the airfield, extending south from Bath Road to just north of the Mere Brook Golf Course
- ▶ Planning Area 2: The 875-acre BNAS airfield and adjacent aviation-related facilities to the north and east, including the adjacent fuel farm and other facilities along the south side of Bath Road
- ▶ Planning Area 3: The 117-acre predominantly wooded and undeveloped area immediately adjacent to and south of Bath Road, west of Fitch Boulevard
- ▶ Planning Area 4: The 394-acre cantonment area, where a large majority of the existing infrastructure and building inventory exists; and the residential and undeveloped areas north of Neptune Drive, east to the base boundary
- ▶ Planning Area 5: The 304-acre area south of Neptune Road and east of the airfield, south to Harpswell Cove estuary
- ▶ Planning Area 6: The 524-acre primarily undeveloped area south of the airfield, west of the Harpswell Cove estuary to the western boundary of the property, including the golf course
- ▶ Planning Area 7: The 545-acre undeveloped area east of the Harpswell Cove estuary, including the Weapons Compound



- ▶ Planning Area 8: The 79-acre McKean Street residential area southwest of downtown Brunswick
- ▶ Planning Area 9: The 69-acre East Brunswick Transmitter site, located about two miles northeast of the main base on the north side of Route 1

The following section provides an overview of the visioning process and results of the three workshops. A complete description of the unique process used to solicit ideas and characterize future land use for each of the Planning Areas is provided in **Appendix A** of this report.

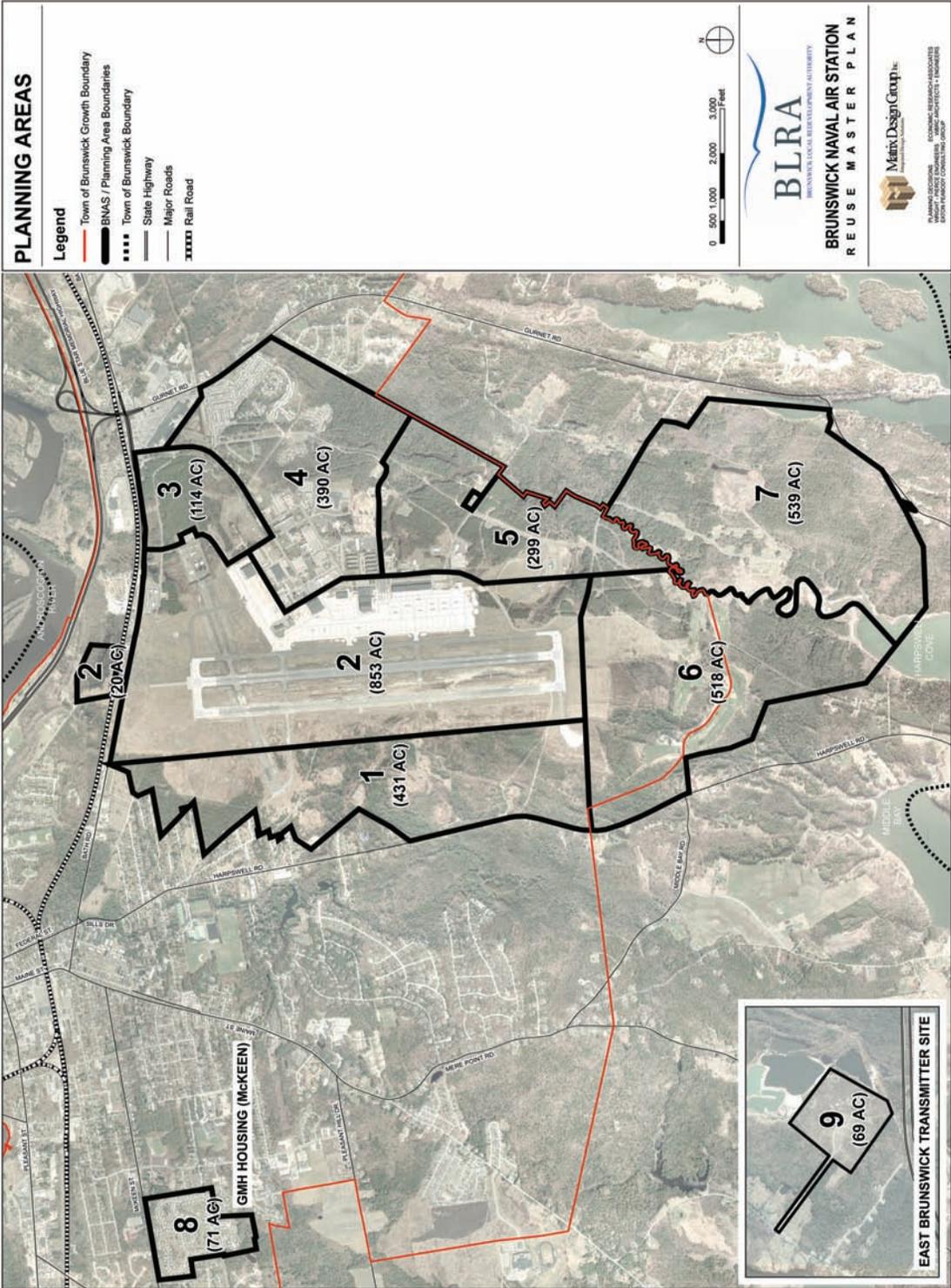
Planning Area Vision Statements

The first step involved the team identifying and writing down their collective vision for each of the nine Planning Areas. Their vision statements were intended to be conceptual in nature and reflect the future general character they envisioned for that area. These short and concise statements were recorded in bullet point format inside the “Vision Statement” box for each Planning Area on the Visioning Map (see **Appendix A** for a Visioning Map example).





Exhibit 7: Planning Areas Map



Source: Matrix Design Group



Community Preferred Land Uses / Market Sectors

Using a series of colored stickers and markers, each of the visioning teams indicated its team’s desired land use(s) within each of the nine Planning Areas. By counting the number of teams that “voted” for a particular land use in a particular Planning Area (through the presence of a colored sticker or marking), a general indication of the popularity of the envisioned land use for that Planning Area could be tabulated across all teams. This count was determined for all nine Planning Areas for the Non-Airport scenario and, separately, the Airport scenario. The results for each scenario are presented from two different perspectives:

- ▶ The number of vision plans (teams) specifying different land use / market sector categories for each of the nine Planning Areas
- ▶ The number of vision plans (teams) specifying different Planning Areas for each of the land use / market sector categories

Summary of Unique Ideas

Each team was also encouraged to record any “Unique Ideas,” special uses, special features, or unique attractions that they envisioned for each of the Planning Areas after base closure. Many unique ideas were suggested by the 26 visioning teams; the list below highlights some of the more frequently mentioned unique ideas:

- ▶ Town Common and Public Gardens
- ▶ Indoor / Outdoor Amphitheatres
- ▶ Expanded Golf Course
- ▶ Hotel / Convention Center
- ▶ Arts / Cultural Center
- ▶ Air Museum / P-3 Monument
- ▶ International Multi-Modal Tradeport
- ▶ Water Park / Olympic Pool
- ▶ IMAX / Festival Grounds
- ▶ Shopping Center
- ▶ Wind Farm / Solar Energy
- ▶ Orchards / Greenhouse
- ▶ Working Farm



Summary of Big Ideas

Each of the 26 teams was asked to identify its “Big Ideas” for redevelopment of each teams’ Airport and Non-Airport scenario plans. Big ideas were limited to two statements that communicated the most important principles, features, or concepts for future development of BNAS. The 52 total Big Ideas statements were categorized and condensed into the following overarching Big Idea visions:

- ▶ Use what is there (buildings, facilities, and infrastructure)
- ▶ Maintain as a low-impact airport / capitalize on airport resources
- ▶ Integrate into the community
- ▶ Create cutting-edge technology and aviation innovation
- ▶ Balance ecological preservation with economic stability
- ▶ Adhere to sustainable, clean and green growth
- ▶ Provide targeted incentives for value-added jobs
- ▶ Preserve natural beauty and open space
- ▶ Provide more tourism opportunities
- ▶ Provide transportation connections (bikes, pedestrians, autos, etc.)
- ▶ Provide a college / higher education facility

The following section summarizes and graphically illustrates the results of the *BRAC to Basics* public visioning process.

Results by Planning Area

The following list represents a brief summary of the preferred land use and market sectors identified for each Planning Area by the visioning teams for both the Non-Airport and Airport scenarios. These results are also summarized in bar chart and map formats in **Appendix A**.

Planning Area 1

- ▶ Non-Airport: Clear preference for Parks / Natural Areas as the primary use, with Educational / Government as a secondary use
- ▶ Airport: Same as Non-Airport

Planning Area 2

- ▶ Non-Airport: A broad mix of uses with Business / Industrial and Technology / R&D essentially tied for most primary use, and Parks / Natural Areas and Educational / Government indicated as secondary uses
- ▶ Airport: Overwhelming preference for Aviation-Related uses



Planning Area 3

- ▶ Non-Airport: Preference for Parks / Natural Areas as the primary use, with Office / Retail and Business / Industrial as secondary uses
- ▶ Airport: Same as Non-Airport

Planning Area 4

- ▶ Non-Airport: Definitely the area with the greatest mix of uses, with strong support for all six land use / market sector categories
- ▶ Airport: Same as Non-Airport, but with Aviation-Related uses as an additional use

Planning Area 5

- ▶ Non-Airport: Clear preference for Parks / Natural Areas as the primary use, with strong support for Business / Industrial and, to a lesser degree, all other land use and market sector categories as secondary uses
- ▶ Airport: Same as Non-Airport, but with Aviation-Related uses as an additional use

Planning Area 6

- ▶ Non-Airport: Overwhelming preference for Parks / Natural Areas as the primary use, with minor support for most of the other land use/market sector categories as secondary uses
- ▶ Airport: Same as Non-Airport

Planning Area 7

- ▶ Non-Airport: Overwhelming preference for Parks / Natural Areas as the primary use, with minor support for Educational / Government as a secondary use
- ▶ Airport: Same as Non-Airport

Planning Area 8

- ▶ Non-Airport: Unanimous preference for Residential as the only use
- ▶ Airport: Same as Non-Airport

Planning Area 9

- ▶ Non-Airport: Overwhelming preference for Parks / Natural Areas as the primary use, with minor support for Business / Industrial as secondary uses
- ▶ Airport: Overwhelming preference for Parks / Natural Areas as the primary use, with minor support for Technology / R&D as a secondary use



Results by Land Use / Market Sector Category

The results of the visioning exercise were described in terms of those Planning Areas preferred as locations for each land use / market sector. These results are also summarized in bar chart and map format in **Appendix A**.

Parks / Natural Areas

- ▶ Non-Airport: Overwhelming preference for Planning Areas 1, 6, and 7; strong preference for Planning Areas 5 and 9, and moderate preference for Planning Areas 3 and 4
- ▶ Airport: Same as Non-Airport

Residential

- ▶ Non-Airport: Unanimous preference for Planning Areas 4 and 8, and minor preference for Planning Areas 5 and 6
- ▶ Airport: Same as Non-Airport

Business / Industrial

- ▶ Non-Airport: Strong preference for Planning Areas 2, 4, and 5, and minor preference for Planning Area 3
- ▶ Airport: Strong preference for Planning Areas 4 and 5, and minor preference for Planning Area 3

Office / Retail

- ▶ Non-Airport: Strong preference for Planning Area 4; moderate preference for Planning Areas 3 and 5; and minor preference for Planning Areas 2 and 6
- ▶ Airport: Strong preference for Planning Area 4; moderate preference for Planning Areas 3 and 5; minor preference for Planning Area 6

Educational / Government

- ▶ Non-Airport: Strong preference for Planning Areas 1, 2 and 4, and moderate to minor preference for all other areas except Planning Areas 8 and 9
- ▶ Airport: Same as Non-Airport except a significant decrease in preference for Planning Area 2

Technology / R&D

- ▶ Non-Airport: Strong preference for Planning Areas 2 and 4, and moderate preference for Planning Area 5
- ▶ Airport: Strong preference for Planning Area 4, and minor preference for Planning Areas 2, 5 and 9



Aviation-Related Uses

- ▶ Non-Airport: Not applicable
- ▶ Airport: Overwhelming preference for Planning Area 2, and minor preference for Planning Area 4

The following tables (**Exhibit 8: Preferred Land Use by Planning Area - Airport Scenario** and **Exhibit 9: Preferred Land Use by Planning Area - Non-Airport Scenario**) summarize the overall preferences that the visioning teams had for each Planning Area and land use and market sector category. Dark green cells indicate a strong consensus with more than 66% of the visioning teams choosing that Planning Area / land use combination; medium green indicates moderate consensus, with between 33%-66% of the teams choosing that combination; and pale green indicates anything lower than 33% preference. Please see the additional bar charts and histogram maps in **Appendix A** that present the teams’ visions from a Planning Area and land use/market sector perspective in greater detail.

Exhibit 8: Preferred Land Use by Planning Area - Airport Scenario

Planning Area	Land Use Categories						
	Office / Retail	Residential	Business / Industrial	Educational / Government	Technology / R&D	Aviation-Related Businesses	Parks / Natural Areas
1	0%	8%	0%	50%	0%	8%	100%
2	0%	0%	12%	8%	19%	100%	15%
3	31%	8%	23%	12%	8%	4%	54%
4	77%	92%	73%	46%	65%	23%	58%
5	23%	15%	46%	19%	23%	12%	81%
6	12%	12%	0%	19%	4%	4%	100%
7	0%	4%	0%	23%	8%	0%	96%
8	0%	100%	0%	0%	0%	0%	0%
9	0%	4%	8%	0%	15%	0%	73%

Percentage of the 26 Airport Vision Plans specifying these Land Use Categories (columns) in these Planning Areas (rows)

Source: Matrix Design Group

Exhibit 9: Preferred Land Use by Planning Area - Non-Airport Scenario

Planning Area	Land Use Categories					
	Office / Retail	Residential	Business / Industrial	Educational / Government	Technology / R&D	Parks / Natural Areas
1	0%	8%	0%	58%	0%	100%
2	19%	12%	69%	31%	77%	46%
3	35%	12%	23%	12%	8%	58%
4	77%	100%	69%	46%	58%	62%
5	31%	23%	54%	15%	31%	81%
6	15%	27%	4%	23%	0%	100%
7	0%	4%	0%	23%	8%	96%
8	0%	100%	0%	0%	0%	0%
9	0%	4%	8%	0%	0%	73%

Percentage of the 26 Non-Airport Vision Plans specifying these Land Use Categories (columns) in these Planning Areas (rows)

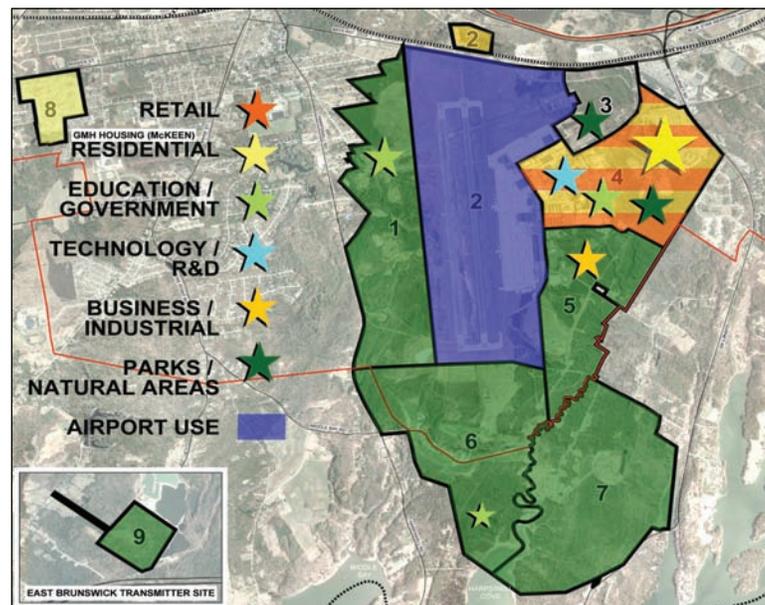
Source: Matrix Design Group



In summary, the predominant land uses envisioned for five of the nine Planning Areas are parks, open space, and natural areas. The cantonment area (Planning Area 4) is envisioned as a mixed use area under both scenarios, with frequent mentions of most all other uses. The runway area (Planning Area 2) is envisioned primarily as a business and research location if there is no airport, and to continue aviation-related uses if it remains an airport. Planning Area 3 is a gateway to the base, and is envisioned as providing space for uses that need road access (office, business, government); but open space is a preferred use here as well. Planning Area 5 is also considered as a future expansion area for the mixed uses found in Planning Area 4, but in conjunction with open space uses. Planning Area 6 is envisioned as mostly open space, but several teams also envisioned it as a location for an expanded golf course, high-end retirement housing, and/or resort / convention facilities. Educational facilities are seen as possible uses in Planning Area 1, as well as in the cantonment area (Planning Area 4); an outdoor / nature education activity in Planning Area 7 was also suggested.

The following maps, **Exhibit 10: Visioning Results by Planning Area Map, Airport Scenario**, **Exhibit 11: Visioning Results by Planning Area Map, Non-Airport Scenario**, and **Exhibit 12: Visioning Results by Planning Area, Transportation and Access** reflect a geographic summary of the preferred land use and market sector results by Planning Area.

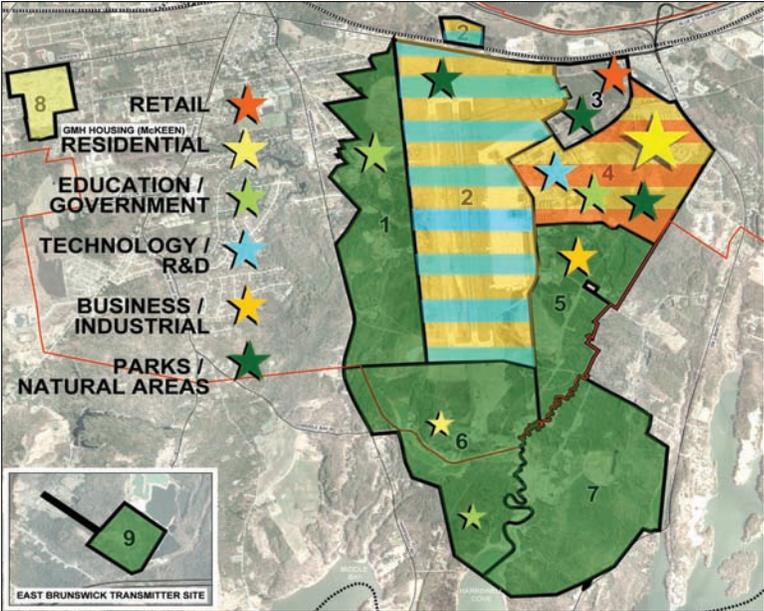
Exhibit 10: Visioning Results by Planning Area Map - Airport Scenario



Source: Matrix Design Group

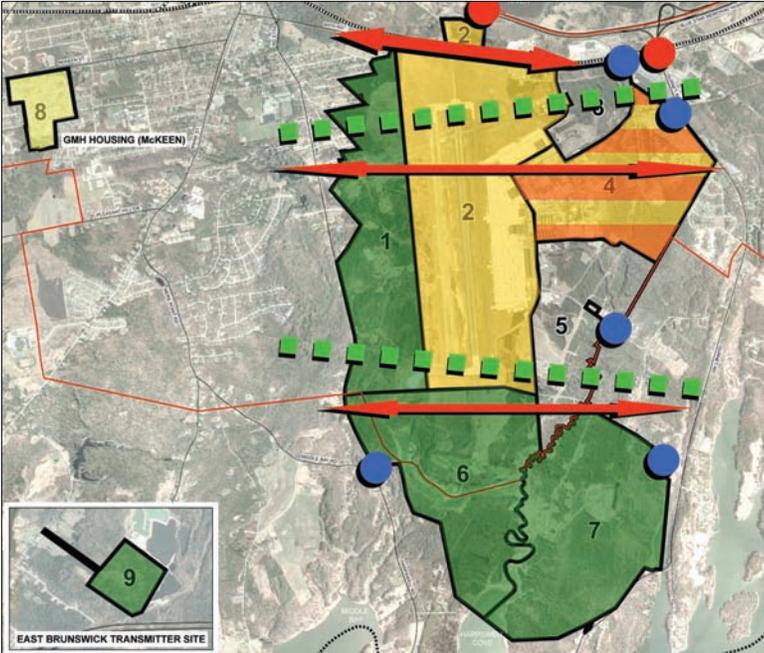


Exhibit 11: Visioning Results by Planning Area Map - Non-Airport Scenario



Source: Matrix Design Group

Exhibit 12: Visioning Results by Planning Area Map - Transportation and Access



Source: Matrix Design Group



Public Visioning Presentation / Open House

On Tuesday, October 3, 2006 the fourth and final element of *BRAC to Basics* was held, at which the results of the three public visioning workshops were presented to the public. During the intervening weekend, the Matrix Planning Team and BLRA staff tabulated the concepts expressed on the various vision maps prepared by the different teams, and summarized them in the form of maps, bar charts, and other exhibits. During the



Tuesday Public Presentation / Open House, these summary exhibits were presented and explained to the public. In addition, an 11-minute video “fly-over” of the base was presented that illustrated not only the general layout and view of the base from 10,000 feet in the air, but also simulated five of the major “Big Ideas” and “Unique Ideas”

generated by the public during the three visioning sessions. Following the presentation of the public’s vision for the base, an open forum period was held, during which members of the public offered comments or observations about the visioning exercise results or asked questions about the next steps in the base reuse planning process. During the open house portion of the event, all of the many teams’ vision maps were displayed for public review.

Over the months following the visioning workshops, public ideas and other land use recommendations were tested against the constraints of market viability, physical suitability, environmental cleanup impacts, development costs and phasing, property transfer considerations, BLRA guiding principles, and smart growth principles. The ideas that survived this screening process were then combined into four conceptual plan visions, as described and discussed in **Section 5: Reuse Alternatives and Plan Selection**.

One key result of the visioning process is the recommendation of revisions to the local zoning ordinance to allow the vision to happen. Listed in the **Appendix A** are all of the possible uses that have been suggested in the process so far, both in public sessions and through individual comments, with a comparison to what is actually allowed in the Town of Brunswick’s current zoning ordinance.

Topical Issues Seminars

Four different Topical Issues Seminars were held during Spring 2007 that allowed participants to discuss several redevelopment planning topics in depth and to explore some of the fundamental issues surrounding the BNAS base closure that are important to area residents, businesses and others. The four seminars are described below:



Housing Seminar: February 27, 2007

The February seminar focused on housing issues and base closure. Panelists discussed housing-related topics such as:

- ▶ Base closing impacts on the regional economy and housing market
- ▶ The challenges faced in providing housing and which strategies were successful
- ▶ The current regional real estate market and future projections
- ▶ The structure and future plans of Northeast Housing LLC

Transportation Seminar: Tuesday, March 27, 2007

The March seminar focused on transportation impacts, access, and opportunities around the vicinity of the base. Panelists discussed topics such as:

- ▶ The importance of addressing transportation in land use planning
- ▶ Current transportation conditions on base and future projections
- ▶ Investment in community transportation
- ▶ What is “Gateway 1” and how the reuse master planning effort can be integrated
- ▶ Aviation uses and their potential impacts on transportation
- ▶ Transportation planning process and funding

Environmental Seminar: April 24, 2007

The April seminar focused on environmental issues and covered in-depth such topics as:

- ▶ The legal framework around base remediation
- ▶ Effective remediation strategies used in other base closures
- ▶ Unknown existing environmental conditions at BNAS

Energy Seminar: May 22, 2007

The final seminar, held in May, focused on energy issues and covered topics such as:

- ▶ An energy R&D program focused on distributed technologies
- ▶ Regional district energy and cogeneration programs
- ▶ Distributed energy technologies and its applications at BNAS
- ▶ Bowdoin College student project on developing an alternative energy park at BNAS
- ▶ Thinking about energy use in Maine
- ▶ Operating a District Energy System
- ▶ A cogeneration project for Loring Commerce Centre case study



BRAC to the Future (Public Meeting Three)

At the third major public meeting, *BRAC to the Future*, four conceptual plans were presented to relevant Town of Brunswick boards and committees on August 1, and the public on August 2 for their consideration and feedback (see **Section 5: Reuse Alternatives and Plan Selection**). Of the four concept plans, two maintained aviation uses and two did not. After a presentation on the characteristics of the four concept plans, public and Town representatives were asked to review the concept plan maps in detail and discuss the plan elements, ask questions, and provide verbal and written feedback. The meeting ended with a session to answer questions and gather public feedback on the four concept options and the preferred components of each.



BRAC to the Future II (Public Meeting Four)

BRAC to the Future II, the fourth major public meeting, was held on September 2, 2007. Soon after the third public meeting, based on recommendations in the Aviation Feasibility Study, the community survey, input from the public at previous public workshops, and from the existing conditions report, the BLRA Board recommended that aviation uses be incorporated into the final Reuse Master Plan. Consequently, the two non-aviation concept plans were eliminated and the two aviation concept options were further developed and refined (see **Section 5: Reuse Alternatives and Plan Selection**).

At *BRAC to the Future II*, the two plans were presented to the public as Plan Alternatives A and B. Similar in nature to the format used at *BRAC to the Future*, after an overview presentation of the two plan alternatives, the public gathered at plan map stations



where they discussed the alternatives in detail with the planning team and their fellow citizens. The meeting ended with a session to answer questions and gather public feedback on the two plan alternatives and the preferred components of each.

Smart Growth Design Workshops

Two Smart Growth Design Workshops were held in October 2007 and were sponsored by the US Environmental Protection Agency to solicit public input on applying “smart growth” strategies and community design features to the Reuse Master Plan. National smart growth experts Dover Kohl & Partners were hired to help lead this effort. Over 70 residents participated in the two design workshop events.



The BNAS Reuse Master Plan establishes the overall pattern of land use for the base, but it does not address how redevelopment could “look” or “feel” within the various land use districts. To begin looking at the physical form and character of future development and to inform the process of drafting the

necessary zoning to implement the reuse plan, the Dover Kohl team helped define how development could occur within the framework of the reuse plan using the principles of Smart Growth. The Smart Growth workshop gave residents the opportunity to view renderings and sketches of the potential character of the base after redevelopment and Dover Kohl formulated recommendations on the specific design guidelines and standards that will need to be considered in the preparation of land use and zoning controls and other restrictions that will shape the future development of the site.

Final Public Hearing - November 28, 2007

On November 28, 2007 the draft Reuse Master Plan was presented to the BLRA Board of Directors by the Matrix Planning Team. Following the presentation, the BLRA Board opened a formal public hearing on the plan and invited members of the public present to comment.

Following the public hearing on the Reuse Master Plan, the Board convened a second public hearing specifically regarding the BLRA’s recommendation to the Department of Housing and Urban Development that Tedford Housing implement the Homeless Services Provision component of the Reuse Master Plan. Following the public hearing, the BLRA Board of Directors voted to approve the homeless services provision recommendation.



Plan Adoption - December 19, 2007

On December 19, 2007, the Brunswick Local Redevelopment Authority Board of Directors voted unanimously to formally approve and adopt this Reuse Master Plan.

Community Survey

As part of the public engagement effort, the BLRA sponsored a statistically-valid telephone survey of over 400 randomly selected residents from Brunswick and surrounding towns. The survey was conducted in May 2007 by Portland-based consultant Market Decisions and focused on the public's familiarity with BNAS redevelopment activities, potential commercial and residential uses for the base, and potential open space uses and land banking opportunities.

The following summary has been taken from *Brunswick Naval Air Station Community Survey: Survey Report, May 2007* prepared by Market Decisions.

The Importance of Potential Future Uses for the Base

Brunswick Residents

Brunswick residents indicate that important uses for the base include developing new jobs and business and setting the land aside for recreational uses. Less than half see using the land to develop new housing as important. Other findings indicate:

- ▶ 96% of residents indicate it is important to use the land to bring new jobs into the area.
- ▶ 91% indicate it is important to use the land to bring new businesses into the area.
- ▶ Brunswick residents also feel it is important to use the land for recreational purposes.
- ▶ 83% indicate it is important to use some of the land on the base for active recreational purpose.
- ▶ 73% consider it important to use some of the land for land conservation, wildlife habitat, and passive recreational purposes.
- ▶ Only 48% of Brunswick residents indicate it is important to use the base for adding new housing to the area.

Residents in Surrounding Communities

As with Brunswick residents, the residents from surrounding communities indicate that important uses for the base include developing new jobs and business and setting the land aside for recreational uses. Other findings indicate:

- ▶ Again, less than half see using the land to develop new housing as important.



- ▶ 98% of residents from surrounding communities indicate it is important to use the land to bring new jobs into the area.
- ▶ 100% indicate it is important to use the land to bring new businesses into the area.
- ▶ Residents from surrounding communities also feel it is important to use the land for recreational purposes.
- ▶ 74% indicate it is important to use some of the land on the base for active recreational purposes.
- ▶ 76% consider it important to use some of the land for land conservation, wildlife habitat, and passive recreational purposes.
- ▶ Only 47% indicate it is important to use the base for adding new housing to the area.

Potential Business Uses for the Base

Brunswick Residents

Two-thirds of Brunswick residents agree that the base should be used to develop an economic engine for the larger Brunswick region.

- ▶ On average, Brunswick residents would like to see 44% of the base devoted to commercial and residential uses.
- ▶ Brunswick residents support a number of possible businesses uses for the base. A majority of Brunswick residents would support aircraft maintenance and repair (84% supporting), research and development (80%), professional office uses (67%), information technology such as data or call centers (62%), manufacturing (62%), warehousing and distribution (59%), and neighborhood or niche retail stores (50%).
- ▶ 61% of residents would support the development of a business park.
- ▶ For tourism related businesses, a majority of Brunswick residents would support a performing arts or cultural center (73% supporting), a conference or convention center (62%), and hotels (53%).
- ▶ 79% of Brunswick residents would support a facility for general aviation and 90% would support the development of an educational campus on the base.
- ▶ There is support among Brunswick residents for retaining the commissary and developing services for veterans. 80% would support keeping the commissary open. 83% of Brunswick residents would support the development of a cluster of veteran’s services on the base in addition to the commissary.

Residents in Surrounding Communities

Over two-thirds of residents in surrounding towns also agree that the base should be used to develop an economic engine for the larger Brunswick region.



- ▶ On average, these residents would like to see 49% of the base devoted to commercial and residential uses.
- ▶ Like their Brunswick counterparts, residents from surrounding communities support a number of possible businesses uses for the base. A majority of residents from surrounding communities would support aircraft maintenance and repair (77% supporting), research and development (77%), professional office uses (68%), information technology such as data or call centers (59%), manufacturing (69%), and warehousing and distribution (51%).
- ▶ 61% of residents from surrounding communities would support the development of a business park.
- ▶ For tourism related businesses, a majority of Brunswick residents would support a performing arts or cultural center (59% supporting) and a conference or convention center (63%).
- ▶ 75% of residents from surrounding communities would support a facility for general aviation and 84% would support the development of an educational campus on the base.
- ▶ There is support among residents in surrounding communities for retaining the commissary and developing services for veterans. 75% would support keeping the commissary open. 82% of residents from surrounding communities would support the development of a cluster of veteran's services on the base in addition to the commissary.

Potential Open Space Uses and Land Banking

Brunswick Residents

On average, Brunswick residents would like to see 39% of the base devoted to open space and recreational uses.

- ▶ A majority of Brunswick residents support the development of walking, hiking, and biking trails (84% supporting), indoor recreation facilities (82%), playing fields for sports and recreational activities (82%), setting aside land for conservation or wildlife habitat (81%), and land used for farming or agricultural purposes (51%).
- ▶ 71% of Brunswick residents would support keeping the current nine hole golf course, though only 39% would like to see it expanded to an eighteen hole golf course.
- ▶ Two-thirds of Brunswick residents support setting aside a portion of the land and leaving it to future generations to decide on its use.

Residents in Surrounding Communities

On average, residents in surrounding communities would like to see 35% of the base devoted to open space and recreational uses.



- ▶ A majority of these residents support the development of walking, hiking, and biking trails (85% supporting), indoor recreation facilities (74%), playing fields for sports and recreational activities (66%), and setting aside land for conservation or wildlife habitat (85%).
- ▶ 70% of residents from surrounding communities would support keeping the current nine hole golf course, though only 39% would like to see it expanded to an eighteen hole golf course.
- ▶ 60% of residents from surrounding communities support setting aside a portion of the land and leaving it to future generations to decide on its use.

Potential Residential Uses for the Base

Brunswick Residents

A majority of Brunswick residents would support certain types of residential uses for the base. These include affordable housing for working families (78% supporting), seniors housing (76%), single family homes (71%), and special housing with services for youth and the homeless (71%).

Residents in Surrounding Communities

As with their Brunswick counterparts, residents from surrounding communities would also support certain types of residential uses for the base. These include affordable housing for working families (66% supporting), seniors housing (75%), single family homes (61%), and special housing with services for youth and the homeless (62%).

Other Outreach Efforts

In addition to the many workshops, public meetings, and events discussed in this section, the BLRA's public engagement plan also included a number of other public outreach efforts through the duration of the 18-month reuse planning process. Some of these additional efforts included:

- ▶ Articles and editorials in the local newspapers
- ▶ The BLRA e-newsletter
- ▶ Community and business group presentations
- ▶ A frequently updated website (www.brunswicklra.org)
- ▶ Press releases and newspaper inserts
- ▶ Bulletins and meeting coverage on cable TV channels
- ▶ Posters for shop windows announcing meetings and workshops
- ▶ Ongoing communication with local community organizations



- ▶ An “open door” policy at the BLRA office at the historic Fort Andross
- ▶ Meetings with student groups at Bowdoin, the USM Muskie School of Public Policy, and Brunswick High School

