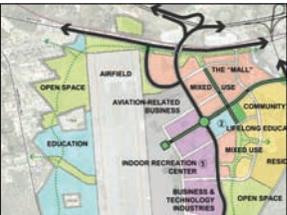


## Section 5: Reuse Alternatives and Plan Selection



Based on the results of the physical inventory and analysis of existing conditions, market and economic studies, the Airport Feasibility Study, and from input received as a result of the public engagement process, a series of redevelopment concepts were prepared. Although conceptual in nature, these plans illustrated the various broad land use categories that emerged from previous planning activities, public visioning workshops and meetings, from consideration of smart growth planning principles, potential regional transportation improvements, and from other information obtained as part of the overall planning study.

### Reuse Concepts

Four initial reuse concepts were presented to the public and town representatives at the two *BRAC to the Future* meetings in August 2007. The concepts were designed to provide a variety of development strategies, density considerations, and land use and transportation configurations for redevelopment of the 3,200-acre property. Two airport scenarios and two non-airport scenarios were ultimately prepared for consideration.

Note: Matrix Design Group is the source of all exhibits in this Section.





## Airport Concept A-1

The first airport concept, Airport Concept A-1, included these key themes and elements:

- ▶ Primary entries from (1) a new US 1 interchange / Bath Road “flyover” and (2) from Bath Road
- ▶ The existing airport and aviation facilities to support General Aviation uses
- ▶ A concentrated area for Business and Technology Industries near the airport
- ▶ A central transportation spine that separated Aviation and Business and Technology Industries uses from community-serving mixed uses
- ▶ Campus-oriented business and office parks
- ▶ Renewable Energy Park
- ▶ Mixed-Use district in the southwest portion of the property
- ▶ The existing 9-hole Mere Brook Golf Course
- ▶ A direct east-west collector from Gurnet Road to Harpswell Road

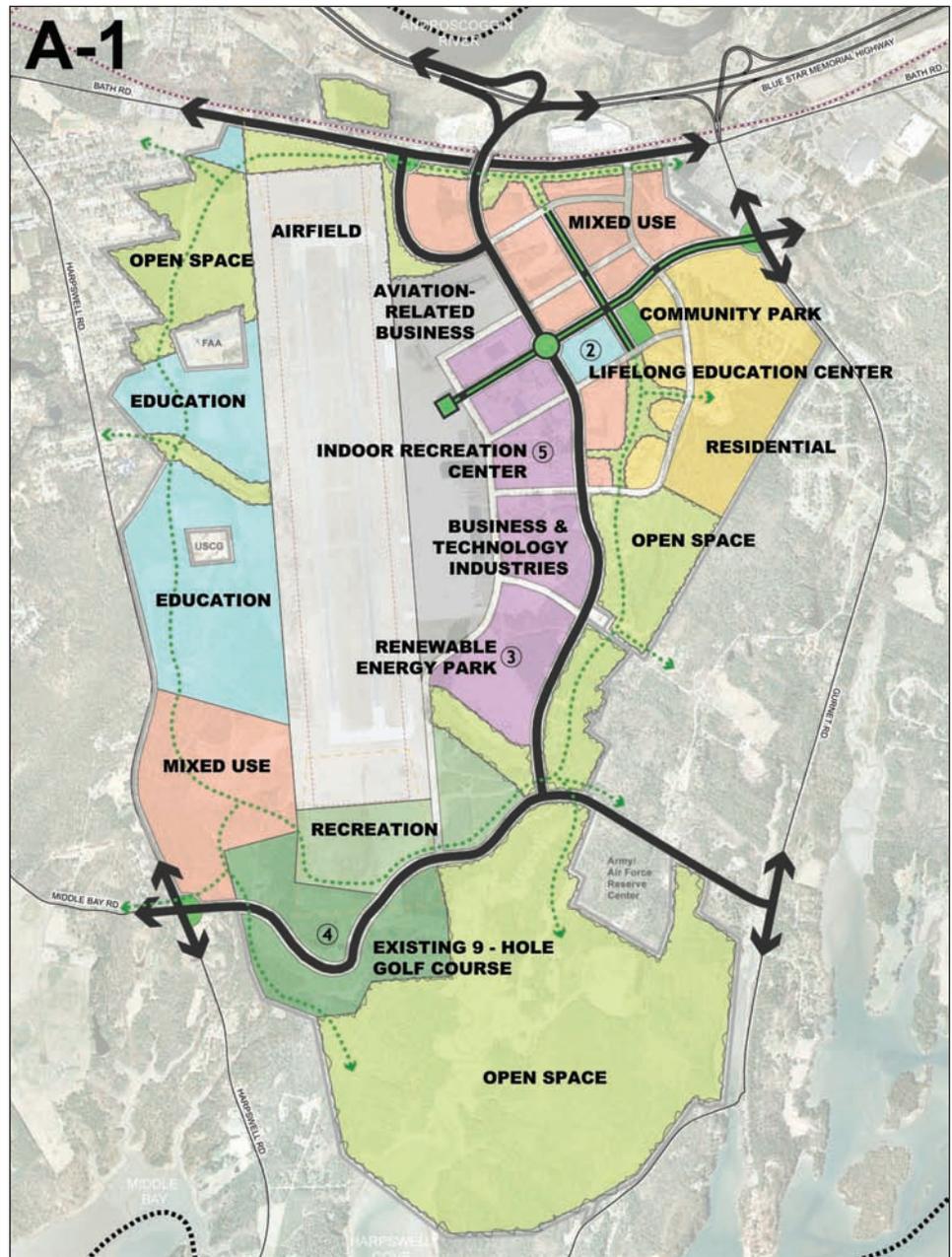
**Exhibit 59: Airport Concept A-1 Land Use Table and Map** illustrates the physical arrangement of the various land use and transportation elements of this plan, along with a breakdown of the conceptual land use program by acre:

Airport Concept A1 - Potential Land Use Program						
	Land Use Programs	Total Surplus Acres	% of Total Surplus Acres	Acres Not Suitable for Development	Net Acres Remaining <sup>1</sup>	% of Total Net Acres Remaining
Land Development	Airport Operations	505	16%	45	460	16%
	Aviation-Related Business	185	6%	0	185	6%
	Mixed Use	345	11%	85	260	9%
	Business and Technology Industries	230	7%	10	220	7%
	Education	280	9%	95	185	6%
	Residential	260	8%	30	230	8%
	Subtotal	1,805	56%	265	1,540	52%
Open Space	Park	10	< 1%	-	10	< 1%
	Golf Course	155	5%	-	155	5%
	Outdoor Recreation / Athletic Fields	110	3%	-	110	4%
	Natural Areas	1,145	36%	-	1,145	39%
	Subtotal	1,420	44%	-	1,420	48%
Grand Total		3,225	100%	265	2,960	100%

<sup>1</sup> “Net Acres Remaining” includes transportation rights-of-way  
Note: Percentages may not total due to rounding



Exhibit 59: Airport Concept A-1 Land Use Table and Map





## Airport Concept A-2

Airport Concept Plan A-2 included these key themes and elements:

- ▶ Primary entry from Bath Road, but no new interchange with US 1
- ▶ Hotel and conference center (adaptive reuse of existing transient lodging facility)
- ▶ New 18-hole golf course along eastern edge
- ▶ Renewable Energy Park
- ▶ Recreation complex and public gardens
- ▶ Indirect east-west collector from Gurnet Road to Harpswell Road

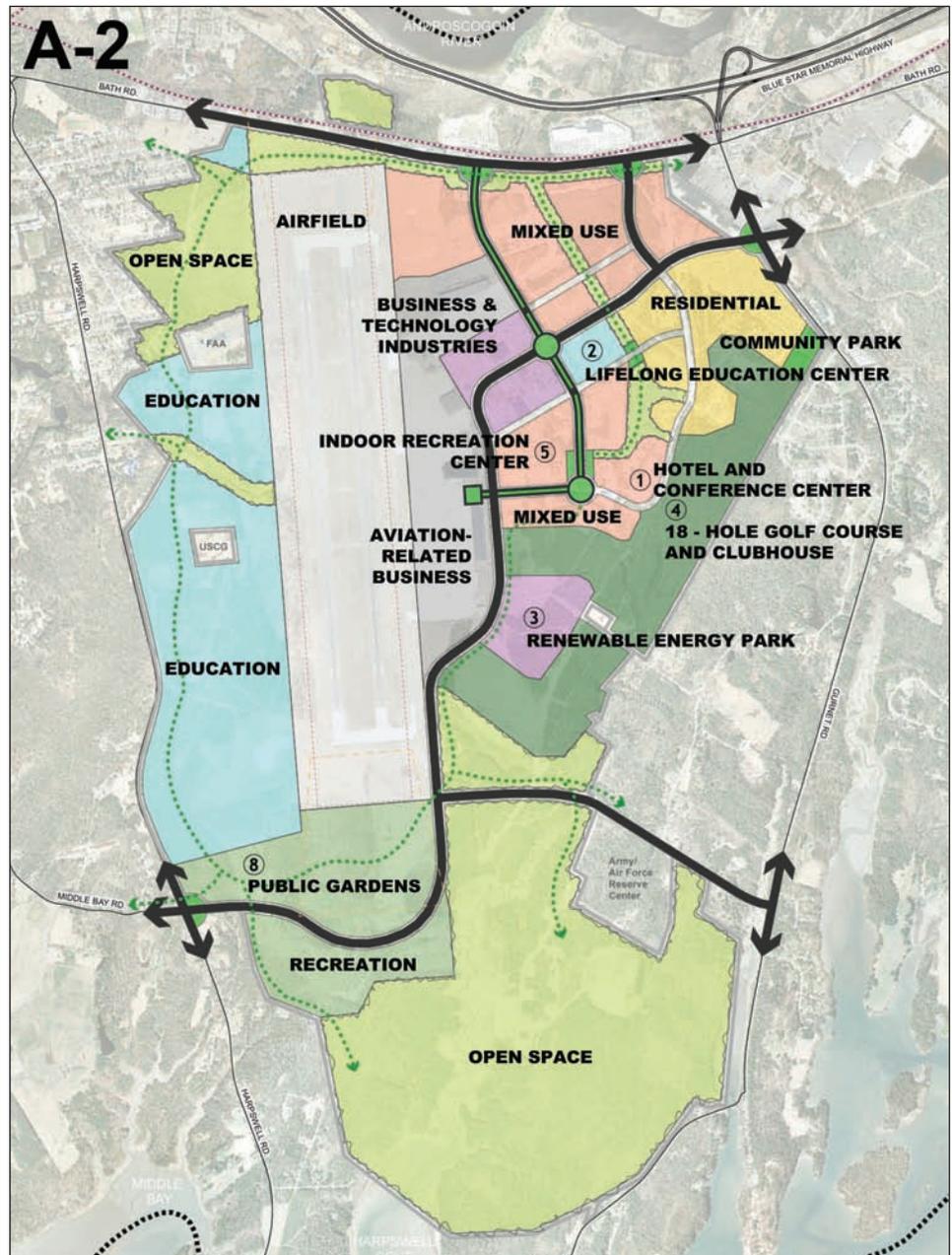
**Exhibit 60: Airport Concept A-2 Land Use Table and Map** illustrates the physical arrangement of the various land use and transportation elements of this plan, along with a breakdown of the conceptual land use program by acre:

Airport Concept A2 - Potential Land Use Program						
	Land Use Programs	Total Surplus Acres	% of Total Surplus Acres	Acres Not Suitable for Development	Net Acres Remaining <sup>1</sup>	% of Total Net Acres Remaining
Land Development	Airport Operations	505	16%	45	460	15%
	Aviation-Related Business	185	6%	0	185	6%
	Mixed Use	295	9%	35	260	9%
	Business and Technology Industries	105	3%	0	105	4%
	Education	405	13%	160	245	8%
	Residential	180	6%	15	165	6%
	Subtotal	1,675	52%	255	1,420	48%
Open Space	Park	15	< 1%	-	15	1%
	Golf Course	245	8%	-	245	8%
	Outdoor Recreation / Athletic Fields	230	7%	-	230	8%
	Natural Areas	1,055	33%	-	1,055	36%
	Subtotal	1,500	48%	-	1,550	52%
Grand Total		3,225	100%	255	2,970	100%

<sup>1</sup> "Net Acres Remaining" includes transportation rights-of-way  
Note: Percentages may not total due to rounding



Exhibit 60: Airport Concept A-2 Land Use Table and Map





## Non-Airport Concept N-1

The first non-airport concept plan map, identified as Non-Airport Concept N-1, included these key themes and elements:

- ▶ New US 1 interchange / bridge over Bath Road
- ▶ West-central transportation spine separates business and community-oriented uses from education and open space
- ▶ Primary east-west travel route helps connect community
- ▶ Rail-oriented Business and Technology Industries along Bath Road entry
- ▶ Expanded 18-hole golf course
- ▶ 2nd home / retirement development near golf course and Education
- ▶ Indirect east–west collector from Gurnet Road to Harpswell Road

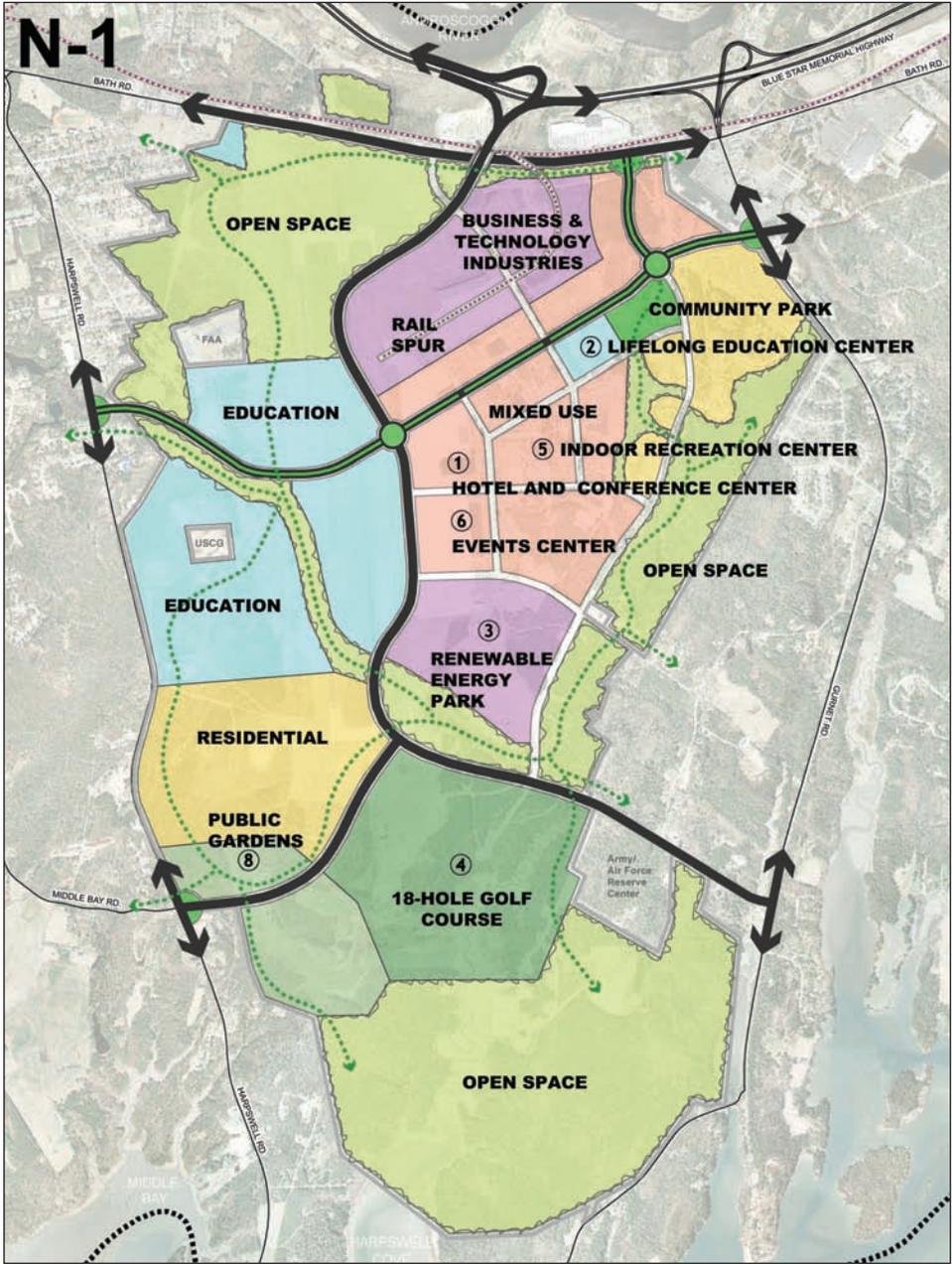
**Exhibit 61: Non-Airport Concept N-1 Land Use Table and Map** illustrates the physical arrangement of the various land use and transportation elements of this plan, along with a breakdown of the conceptual land use program by acre:

Non-Airport Concept N1 - Potential Land Use Program						
Land Use Programs		Total Surplus Acres	% of Total Surplus Acres	Acres Not Suitable for Development	Net Acres Remaining <sup>1</sup>	% of Total Net Acres Remaining
Land Development	Airport Operations	-	-	-	-	-
	Aviation-Related Business	-	-	-	-	-
	Mixed Use	375	12%	25	350	12%
	Business and Technology Industries	300	9%	20	280	9%
	Education	420	13%	105	315	11%
	Residential	400	12%	95	305	10%
	Subtotal	1,495	46%	245	1,250	42%
Open Space	Park	25	1%	-	25	1%
	Golf Course	295	9%	-	295	10%
	Outdoor Recreation / Athletic Fields	115	4%	-	115	4%
	Natural Areas	1,295	40%	-	1,295	43%
	Subtotal	1,730	54%	-	1,730	58%
<b>Grand Total</b>		<b>3,225</b>	<b>100%</b>	<b>245</b>	<b>2,980</b>	<b>100%</b>

<sup>1</sup> "Net Acres Remaining" includes transportation rights-of-way  
Note: Percentages may not total due to rounding



Exhibit 61: Non-Airport Concept N-1 Land Use Table and Map





## Non-Airport Concept N-2

Non-Airport Concept N-2 included the following key themes and elements:

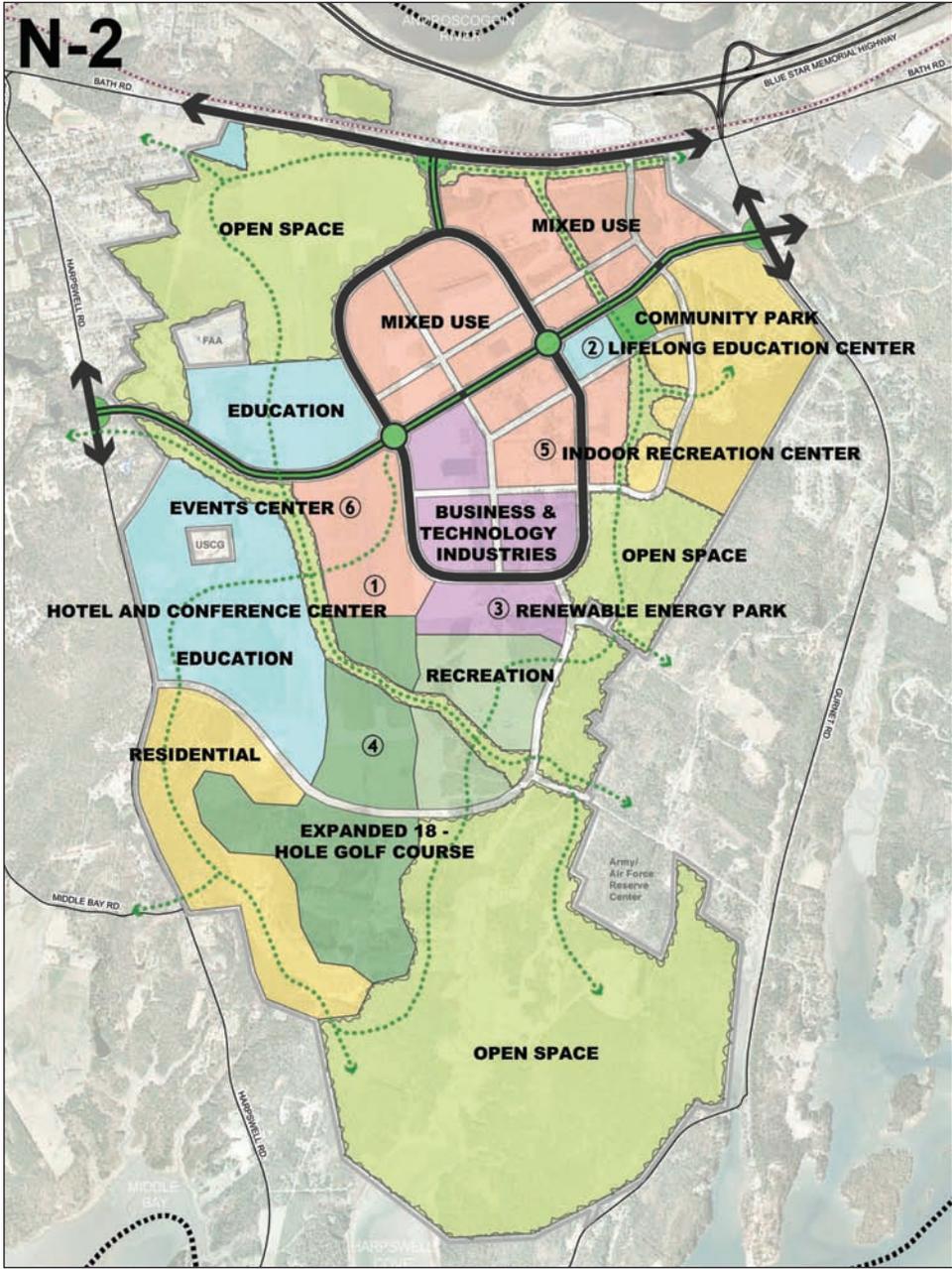
- ▶ No US Route 1 interchange
- ▶ Central transportation loop separates higher-density Mixed Use and Business and Technology uses from surrounding lower-density uses
- ▶ Expanded 18-hole golf course
- ▶ Promotes strong mix of uses (hotel, conference, golf and education)
- ▶ Indirect east–west collector from Gurnet Road to Harpswell Road

**Exhibit 62: Non-Airport Concept N-2 Land Use Table and Map** illustrates the physical arrangement of the various land use and transportation elements of this plan, along with a breakdown of the conceptual land use program by acre:

Non-Airport Concept N2 - Potential Land Use Program						
	Land Use Programs	Total Surplus Acres	% of Total Surplus Acres	Acres Not Suitable for Development	Net Acres Remaining <sup>1</sup>	% of Total Net Acres Remaining
Land Development	Airport Operations	-	-	-	-	-
	Aviation-Related Business	-	-	-	-	-
	Mixed Use	490	15%	30	460	15%
	Business and Technology Industries	170	5%	10	160	5%
	Education	360	11%	120	240	8%
	Residential	445	14%	95	350	12%
	Subtotal	1,465	45%	255	1,210	41%
Open Space	Park	10	< 1%	-	10	< 1%
	Golf Course	230	7%	-	230	8%
	Outdoor Recreation / Athletic Fields	110	3%	-	110	4%
	Natural Areas	1,410	44%	-	1,410	47%
	Subtotal	1,760	55%	-	1,760	59%
<b>Grand Total</b>		<b>3,225</b>	<b>100%</b>	<b>255</b>	<b>2,970</b>	<b>100%</b>
<sup>1</sup> "Net Acres Remaining" includes transportation rights-of-way Note: Percentages may not total due to rounding						



Exhibit 62: Non-Airport Concept N-2 Map and Land Use Table





## Planning Themes Common to All Concept Plans

Despite the differences in land use and transportation configurations among the four concept plans discussed above, various planning- and design-related themes are common, including:

### **Gateways and Entry Features:**

- ▶ US Route 1, Bath Road, Gurnet and Harpswell Roads
- ▶ Natural Open Space and/or Parkways
- ▶ Architectural Theme and Character
- ▶ Monuments, Sculpture, Landscaping and Lighting
- ▶ Distinctive, Visually Attractive, Memorable
- ▶ Symbolic Extension of the “Mall” Found in Downtown Brunswick
- ▶ Promote “Sense of Place”

### **Mix of Land Use Types and Densities**

- ▶ Aviation-Related Business and Industrial
- ▶ Business and Technology
- ▶ Mixed-Use Districts
- ▶ Professional Offices / Services
- ▶ Neighborhood / Niche Retail
- ▶ Range of Housing (Attached/Detached and Multi-Family)
- ▶ Civic and Cultural Facilities
- ▶ Special Uses
- ▶ Educational Campus and/or Facilities
- ▶ Parks, Recreation and Open Space
- ▶ Formal / Informal - Active / Passive - Natural Areas

### **Pedestrian-Friendly Transportation Solutions**

- ▶ Landscaped Medians / Pedestrian Safety Zones
- ▶ Safe and Convenient Transit Stops
- ▶ Pedestrian Overpass / Underpass Potential
- ▶ Streetscaping, Furniture and Pedestrian Amenities
- ▶ Walkable Neighborhoods
- ▶ Separated Bicycle Lanes, Trails, and Pathways
- ▶ Direct Connections with Future Links to Midcoast Hospital



### Recognize Existing Infrastructure and Resources

- ▶ Off-Base and On-Base Vehicular Circulation Patterns
- ▶ Adjacent Land Use Considerations
- ▶ Major Buildings and Facilities
- ▶ Existing Utility Systems
- ▶ Natural Systems and Drainage Patterns
- ▶ Environmental Conditions

### Preserve Open Space and the Environment

- ▶ Harpswell Cove Estuary
- ▶ Mere Brook and Other Waterways
- ▶ Pitch Pine and Sand Plain Grassland Communities
- ▶ Aquifer Recharge Areas
- ▶ Unfragmented Forests
- ▶ Deer Wintering Areas
- ▶ Other Identified Sensitive Areas

## Plan Alternatives

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After review and consideration of the four concepts and their characteristics, the BLRA Board of Directors voted unanimously on August 15, 2007 to include an aviation component in the Reuse Master Plan. The decision was based on the recommendations of the Aviation Feasibility Study, as well as strong public support for the continued use of the existing aviation assets. Consequently, the two non-airport concept plans discussed above were eliminated for further consideration.

Following this decision, the planning team proceeded to refine the two airport concepts. With adjustments made to the transportation framework in response to community feedback from the *BRAC to the Future* public meeting, modifications were also made regarding land use districts, with the primary change being the introduction of a “Professional Office” land use category that was distinct from the Mixed Use category. The result was the transformation of the two airport concept maps into Plan Alternative A and Plan Alternative B. These two alternative plans were presented for public comment at the *BRAC to the Future II* meeting in September 2007.

Plan Alternatives A and B both capitalize on the extensive airport facilities that currently exist on the base. The following paragraphs describe and illustrate these two Plan Alternatives:



## Plan Alternative A

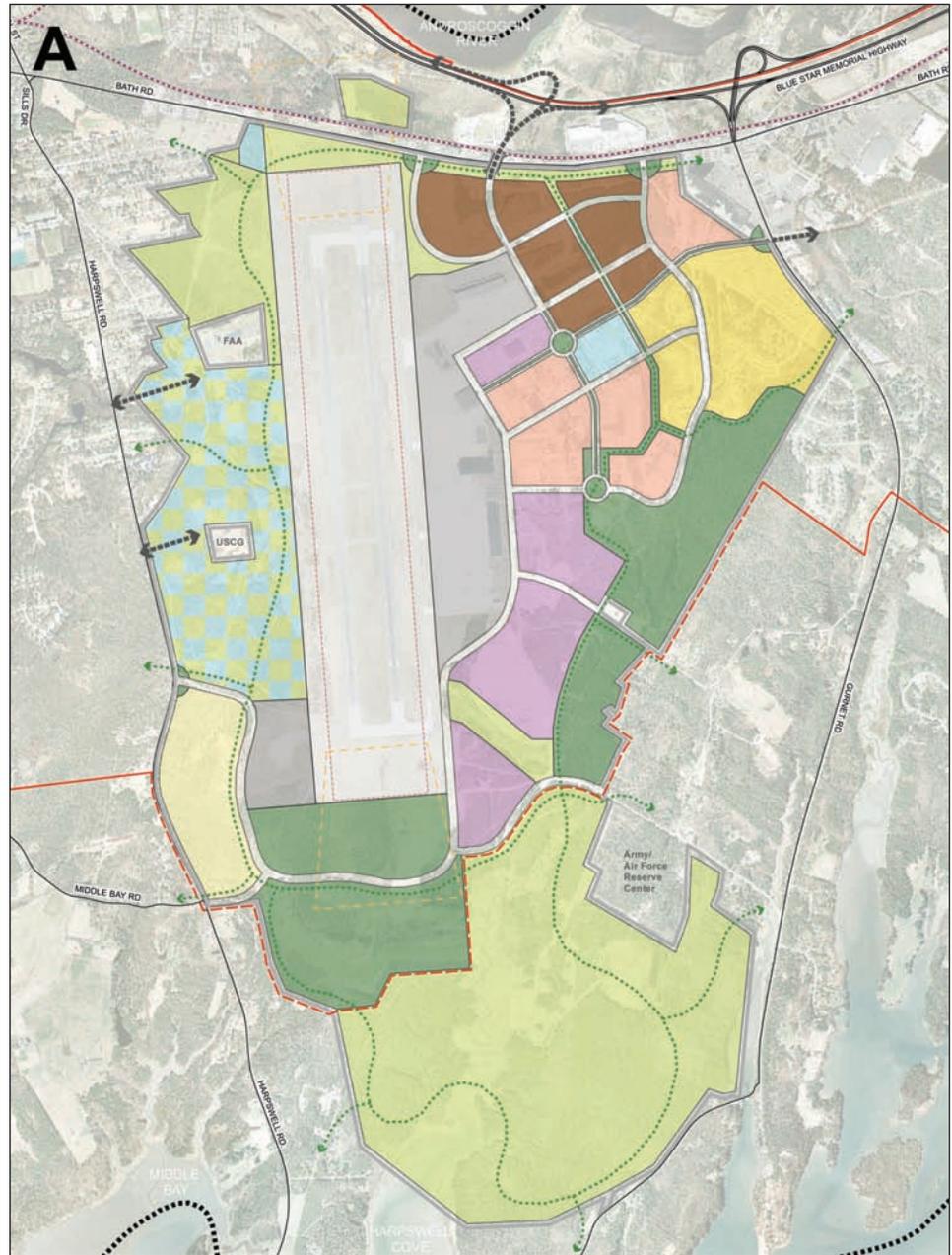
Plan Alternative A maximizes vehicular access to the property with both its proposed interchange at US 1 and additional entry points along Bath, Harpswell, and Gurnet Roads. The plan includes a Professional Office district at the Bath Road gateway, as well as a Mixed Use district adjacent to the Cook’s Corner retail area. South of the Professional Office district, in the heart of the redevelopment, a mix of districts are planned, including Business and Technology Industries, Mixed Use, Education, and Residential uses. These districts are oriented to north-south greenbelts and parkways that lead to the area around the Transient Visitors Quarters, which is envisioned as a hotel and conference center. A new golf course is planned in the undeveloped area and adjacent to the hotel. Aviation-Related Business uses remain focused along the east side of the airfield, with additional Business and Technology Industry districts located adjacent to the Aviation-Related Business district. South of the runway, a large Recreation and Open Space district is proposed where the existing golf course is presently located. Adjacent to the southwest corner of the runway is a small Aviation-Related Business district. A low-density Residential district is near the intersection of Harpswell Road and Middle Bay Road. Education and Natural Areas occupy the remaining areas west of the airfield.

**Exhibit 63: Plan Alternative “A” Land Use Table and Map** illustrates the land use and transportation framework for Plan Alternative A, along with a breakdown of the conceptual land use program by acre:

<b>Alternative A - Proposed Land Use Program</b>			
<b>LAND USE DISTRICTS</b>		<b>SURPLUS ACRES</b>	<b>PERCENT OF TOTAL</b>
<b>Land Development</b>	<b>Airport Operations</b>	<b>500</b>	<b>16%</b>
	<b>Aviation-Related Business</b>	<b>225</b>	<b>7%</b>
	<b>Professional Office</b>	<b>150</b>	<b>5%</b>
	<b>Community Mixed Use</b>	<b>145</b>	<b>4%</b>
	<b>Business and Technology Industries</b>	<b>195</b>	<b>6%</b>
	<b>Education</b>	<b>200</b>	<b>6%</b>
	<b>Residential (Moderate Density)</b>	<b>225</b>	<b>7%</b>
	<b>Residential (Low Density)</b>	<b>95</b>	<b>3%</b>
	<b>SUBTOTAL</b>	<b>1,735</b>	<b>54%</b>
<b>Open Space</b>	<b>Recreation / Open Space</b>	<b>470</b>	<b>15%</b>
	<b>Natural Areas</b>	<b>1,020</b>	<b>32%</b>
	<b>SUBTOTAL</b>	<b>1,490</b>	<b>46%</b>
<b>GRAND TOTAL</b>		<b>3,225</b>	<b>100%</b>



Exhibit 63: Plan Alternative "A" Land Use Table and Map





## Plan Alternative B

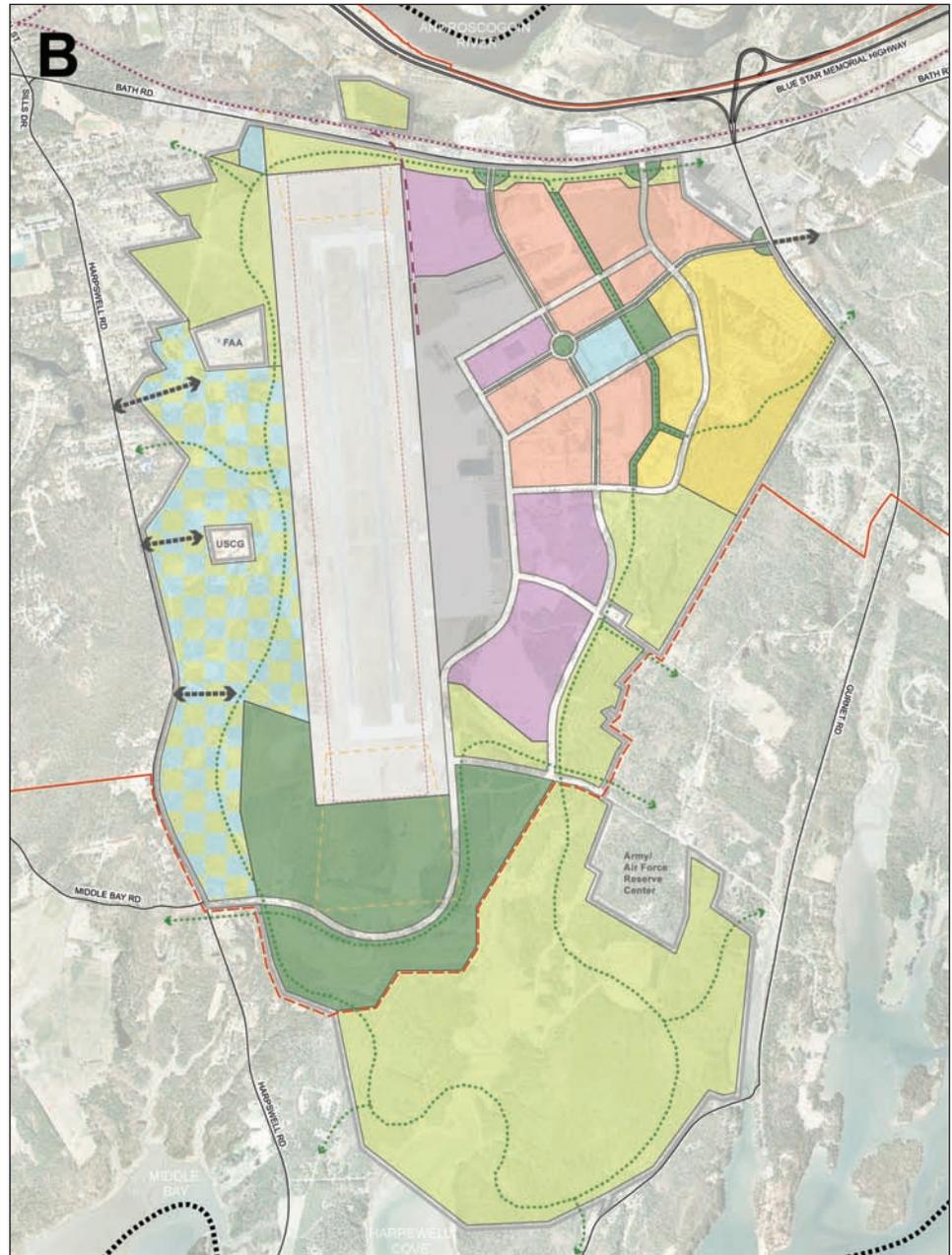
Plan Alternative B also features Mixed Use and Business and Technology Industries districts along Bath Road. South of these districts, in the heart of the redevelopment, are additional Mixed Use and Business and Technology Industries districts, along with an Education district and expanded Residential districts adjacent to the existing housing. Natural Areas are retained along the eastern edge of the base, connecting to Harpswell Cove. As with Plan Alternative A, an Aviation-Related Business district and additional Business and Technology Industries districts form the eastern boundary to the airfield. South of the runway, a Recreation and Open Space district is proposed that includes the existing golf course. The remaining areas west of the runway are designated for Education and Natural Area uses.

**Exhibit 64: Plan Alternative “B” Land Use Table and Map** illustrates the land use and transportation framework for Plan Alternative B, along with a breakdown of the conceptual land use program by acre:

<b>Alternative B - Proposed Land Use Program</b>			
<b>LAND USE DISTRICTS</b>		<b>SURPLUS ACRES</b>	<b>PERCENT OF TOTAL</b>
<b>Land Development</b>	<b>Airport Operations</b>	<b>500</b>	<b>16%</b>
	<b>Aviation-Related Business</b>	<b>185</b>	<b>6%</b>
	<b>Professional Office</b>	<b>0</b>	<b>0%</b>
	<b>Community Mixed Use</b>	<b>240</b>	<b>7%</b>
	<b>Business and Technology Industries</b>	<b>205</b>	<b>6%</b>
	<b>Education</b>	<b>200</b>	<b>6%</b>
	<b>Residential (Moderate Density)</b>	<b>280</b>	<b>9%</b>
	<b>Residential (Low Density)</b>	<b>0</b>	<b>0%</b>
	<b>SUBTOTAL</b>	<b>1,610</b>	<b>50%</b>
<b>Open Space</b>	<b>Recreation / Open Space</b>	<b>375</b>	<b>12%</b>
	<b>Natural Areas</b>	<b>1,240</b>	<b>39%</b>
	<b>SUBTOTAL</b>	<b>1,615</b>	<b>50%</b>
<b>GRAND TOTAL</b>		<b>3,225</b>	<b>100%</b>
<b>Notes:</b> Percentages may not total due to rounding			



Exhibit 64: Plan Alternative "B" Land Use Table and Map





## Plan Selection

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Based on public feedback as well as other market, economic, and physical factors, the BLRA Board of Directors voted on September 19, 2007 to adopt Plan Alternative A as the basis for the Reuse Master Plan. During September and October the planning team, in consultation with the BLRA staff and Board of Directors, continued to refine the preferred plan that resulted in the Reuse Master Plan map presented in **Section 6**.

