

## Chapter 5: The Concept Areas

Since different parts of the Corridors have different characteristics and will continue to do so in the future, we may expect that different portions of the Corridors will have different future design, regulatory and economic development needs. These Concept Areas will provide a framework that will help us understand the similarities and differences between various segments of the Corridors.

The Concept Areas do not follow specific parcel lines, and they overlap in order to indicate that boundaries between Concept Areas are not firm. These Concept Areas should not be interpreted as indicating that the Corridors Plan will provide recommendations for areas outside of the Study Area boundaries.

It should be noted that the Concept Areas recommendations are only one dimension of the Plan. The Corridors Plan will also include unifying elements, which are necessary to ensure that the future environment does not consist of disjointed locations that have no visual or functional relationship to each other. The future Corridors must project an identity of Brunswick as a whole; the Concept Areas will help determine how those unifying elements are carried out in each physical setting.

Figure 12 identifies six different types of Concept Areas. The characteristics and primary planning ideas for these areas are outlined below.

- **Destination Centers.** These two areas have strong central focal points – the Brunswick Lakes development (particularly the park and the Main Street area), and the existing improvements at the intersection of Pearl and Center roads. Although these two areas differ in the size and level of intensity of their destinations, each of these areas can draw upon the distinctive identity that their focal points provide to create a unique, exciting environment.

Destination Centers should support businesses, services, and cultural and social activities that complement each other and create a multi-faceted experience. People will come to the Destination Centers for the total experience that they offer, and that experience will include the businesses, the activities and the physical environment. In the Destination Centers, development, site design and urban design will reinforce this focus by providing a high level of visual and functional continuity and by arranging developments and travelways in a manner that reinforces the pedestrian experience. The Destinations Centers will receive the most intensive physical improvements and the highest level of design scrutiny because they will set the tone for the rest of the Corridors.

Although both of these Concept Areas have the same general characteristics, these two areas are not in competition with each other. Instead, the design and redevelopment of

each area must be scaled appropriately to its role in the local economic and social/cultural environment. Each Destination Center will fulfill a different niche in the market for local destination experiences.

It is expected that the Brunswick Lakes Destination Center will function as a large-scale regional destination that draws from a wide area and hosts major civic and cultural events, while the Pearl/Center Destination Center will function as a smaller-scale focal point with a more locally-oriented selection of destinations and occasionally hosts small events. The Destination Center's size reflects the distance that cohesive pedestrian amenities could link within the Destination Centers, considering the scale of the area and the existence or potential for linkages into the community.

- **Future Destination Center.** This Concept Area represents a location that has the potential to function as a third Destination Center, if existing undeveloped or underutilized properties are redeveloped in a manner that creates a Destination Center. This Concept Area has available land, outstanding natural characteristics, a relatively compact environment and at least one existing business that is a regional institution. Future development in this Concept Area will incorporate the area's natural features into pedestrian-friendly, mixed-use developments that create a value-added experience for nearby residents, Concept Area employees and visitors. This Future Destination Center will also occupy a different niche than the Pearl/Center and Brunswick Lakes Destination Centers. An effective niche may include a mix of office development, services and dining oriented to office employees and nearby residents in an environment that is at a lower scale of intensity and more dominated by green space than the other two Destination Areas.
- **Mixed Use Redevelopment.** These two Concept Areas are located along Pearl Road to the north and south of the Pearl/Center Destination Center. These areas will build upon the identity provided by the Pearl/Center Destination Center by providing an array of locally-oriented businesses and services in an attractive and comfortable environment. The level of activity should gradually build in each Concept Area toward the Pearl/Center Destination Center. These areas can also provide attractive residential opportunities for Brunswick area residents who want to live in close proximity to retail and services, including senior citizens.

Although primary access to most of these locations will be by automobile, the design of developments and the connections between them will provide a pedestrian scale that encourages walking and informal interaction. Streetscape and development patterns in these Concept Areas will direct users of this area toward the Pearl/Center intersection, and will reinforce their role in the larger Brunswick environment. Urban design and site amenities will be slightly less intensive in this area than in the Destination Centers, and will be designed to be "read" more easily by motorists.

- **Small Business Centers.** These two Concept Areas indicate locations where the length of the corridor and the configuration of parcel sizes and frontages make it likely that auto-oriented land uses will continue to predominate. These locations provide excellent opportunities for small businesses of all types, including professional and personal services, offices, and certain types of retail specializations that will reinforce Brunswick's strong entrepreneurial base. These areas must present a clean, attractive appearance that includes unifying elements that tie these areas visually to the surrounding Concept Areas.

Urban design in these locations will be primarily oriented toward communicating to motorists Brunswick's unique character. Although the parcel sizes and lengths of these Concept Areas make it likely that most access to businesses will continue to be by automobile, the pedestrian experience will be supported to the greatest extent possible. Vehicle access management techniques will be employed in order to make the environment as safe and pleasant as possible for both pedestrians and motorists.

- **Gateway Transitions.** These two Concept Areas have different land uses, but similar characteristics and needs in terms of their relationships to the Corridors. Corridor frontage in both Gateway Transition areas will present an attractive appearance that enhances the value of the area and provides a logical transition from outlying areas into the more intensive portions of the Corridors. Gateway Transition Concept Areas will receive streetscape treatments and urban design amenities that are scaled to support and enhance the existing land uses and draw residents, employees and travelers in these areas into the more intensive portions of the Corridors.
- **Rural Gateway Transition.** This Concept Area has some general similarities to the Gateway Transition Concept Area, but is expected to experience a wider range of development types over the period of this Plan. Although some of the northern and eastern parcels in this area may be expected to redevelop at a scale more in keeping with the Mixed Use Redevelopment Area to the north, little redevelopment is expected to occur in the southern and western portion of the Concept Area as a result of infrastructure limitations. Additionally, this portion of the Corridor adjoins an area that is more rural in character than any of the other Gateway areas, and these areas are also not likely to develop without significant infrastructure investment. Recommendations for this Concept Area must accommodate new growth while reinforcing the Concept Area's natural character and providing an effective transition strategy between the rural and urban areas to the south and north.

## Figure 12 – concept types