

BREWER'S VISION

The City of Brewer can capitalize on the economic opportunity made possible by its urban location and access to an excellent highway network, and at the same time maintain the *Community of Caring* philosophy -- safe and quiet residential neighborhoods, high quality schools, river and neighborhood parks and paths, a friendly atmosphere, distinct rural and developed areas, and an affordable tax rate.

Based on this vision, the following goals will provide overall direction for the city's comprehensive plan, including the policies and implementation strategies relating to land use, public services, natural and cultural resources, economic development and taxes.

1. **Valued assets.** The City's primary goal is to retain, enhance and build upon the assets that residents and business people value most about Brewer. These include our:
 - a. high quality school system;
 - b. high quality municipal services;
 - c. safe, friendly, attractive, and quiet residential neighborhoods that are separate from our commercial areas;
 - d. attractive areas for business growth
 - e. attractive parks and variety of recreational opportunities;
 - f. convenient access to other locations in the region and Maine;
 - g. willingness to work with our municipal neighbors;
 - h. a performing arts center; and
 - i. Penobscot River waterfront and corridor.

We also want to respect and promote our historic heritage, natural resources, and adequate affordable housing.

2. **City government.** We want a nimble city government characterized by foresight, civility, leadership, and team work; guided by a long range vision and capital improvement plan; and capable of healthy self-evaluation and quick adjustments as conditions and needs change.
3. **Cost of government.** We are willing to pay for a high quality school system, better roads, a more attractive community, recreational facilities, pedestrian pathways, and other city services, but only in the framework of a relatively stable tax rate that grows only slowly and predictably, and depends upon an expanding, sustainable, and diverse tax base.
4. **Economy.** We want Brewer to be a place where an individual or corporation can start a business with relative ease, and expect it to thrive; and where workers have the skills to hold well paying jobs and participate in the global economy. We recognize the importance of our local economy in providing jobs, services, and products to people in the city, region, and beyond. We want continued strong cooperation in helping businesses to locate, expand, and stay here, and expect in return support and respect for this community and its people, neighborhoods, regulations, infrastructure, and natural environment. We want to encourage businesses to continue to invest in the community. We want Brewer to continue to have a diverse economy and be a major player in the region's economy.

5. **Community.** We want:
 - a. strong community identity, pride, and spirit characterized by cooperation and positive action;
 - b. active involvement in city affairs from many residents and businesses and from all neighborhoods;
 - c. a strong sense of a close knit community of caring; and
 - d. support for the children, elderly, and others in our community most in need.

6. **Centers of activity.** We recognize the importance of centers of activity in Brewer where people can shop, obtain services, and take advantage of recreational, social, cultural, governmental, and/or educational opportunities. We will strive to ensure these areas are well planned so they function effectively, and, to the extent possible, are connected to neighborhoods by pedestrian and bicycle paths and public transportation.

7. **Visual appearance.** We want private and public investment in the beautification of our city, especially at city entrances, in commercial-shopping areas, neighborhoods, and rural areas, and along the riverfront.

8. **Traffic and safety.** We envision streets that are safe for pedestrians, cyclists, and motorists; and, in residential areas and centers of activity, traffic that is controlled, slow, quiet, and appropriate.

9. **Recreation.** We want ready access to parks, pathways, and other recreation areas from every neighborhood in the city and along the river front. We envision pathways linking all parts of our city and providing opportunities for people to exercise and enjoy the out-of-doors, especially along the riverfront and without interference from vehicular traffic.