



Town of Cumberland

Land Use Committee Survey Results

Brian Robertson, PhD



Goal

- The goal of the research was to obtain public input from the residents of Cumberland on:
- The pace of residential and commercial growth.
- Zoning changes that would potentially impact residential areas of Cumberland.
- Allowing stores and/or restaurants along Route 1.
- Design standards.

The Survey Questionnaire

The survey included 24 survey items that focused on:

- Factors residents liked most about living in Cumberland
- Any concerns residents had about living in Cumberland
- The pace of commercial growth
- The pace of residential growth
- Rural residential zoning
- Growth and rural character in the residential zones
- Allowing stores and/or restaurants along Route 1
- Design standards

Data Collection

- Data collection began on October 9, 2014 and was completed on November 14, 2014.
- Surveys were mailed to 3,227 residents of Cumberland and to property owners not living in Cumberland.
- Surveys were also provided at Town Hall and Prince Memorial Library.
- A total of 967 residents/property owners completed the survey.
- The survey response rate was 30%.
- The sampling error associated with results is plus or minus 2.6%.

Summary of Survey Results

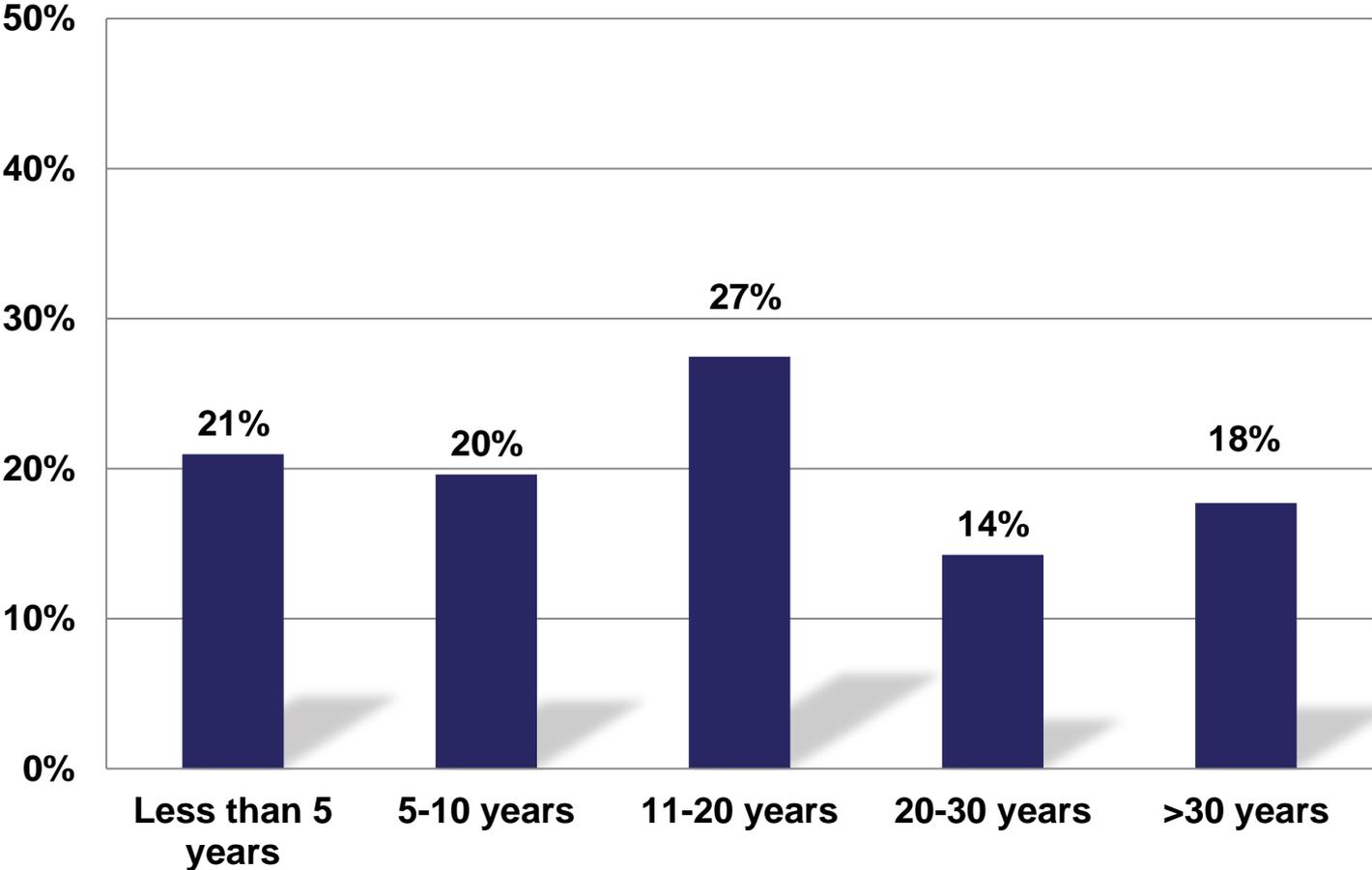
Respondent Demographics

Location of Residence/Property

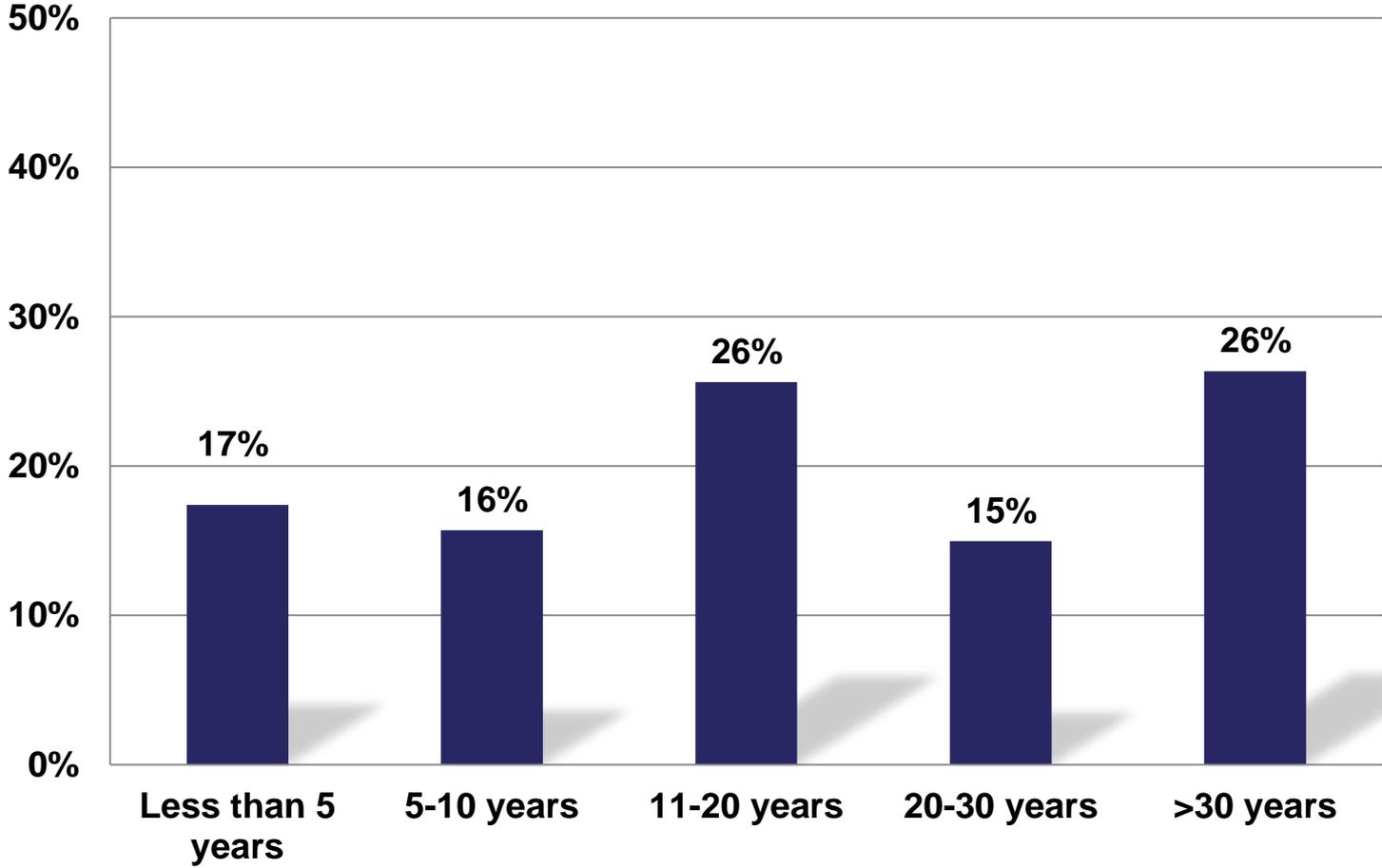
Please look at the Official Zoning Map that is included with the survey.
In the box to the right, please write the zone in which you live.

	%
Rural Residential 2 (RR2)	31%
Low Density Residential (LDR)	17%
Medium Density Residential (MDR)	16%
Rural Residential 1 (RR1)	15%
Village Medium Density Residential (VMDR)	3%
Town Center District (TCD)	2%
Office Commercial North (OCN)	2%
Other	4%
Did not specify	9%
Total	100%

How long have you lived at your current address?



How long have you lived in Cumberland?



Residents' Views of Cumberland

Residents of Cumberland liked the peace and quiet, the presence of active farms and orchards, and that the town is centrally located and convenient to travel to other towns.

What do you enjoy about living in Cumberland?
(Respondents could provide more than one response)

	%
It is generally peaceful and quiet	90%
I like that there are still active farms and apple orchards	86%
I like that it is centrally located and convenient to travel to other towns	83%
As I drive or bike along the main roads, I enjoy the scenic views	71%
I appreciate the high quality of the schools	67%
I enjoy the people who live in this town	65%
I enjoy the passive recreation areas (e.g. Rines Forest, walking trails)	59%
I enjoy the quality of municipal services provided	57%
I enjoy the active recreation areas (e.g. ball fields, hiking trails)	54%
I enjoy the developing Town Center that now allows a mix of uses	54%
I frequent the new restaurants located on Main Street	40%
I own a large lot of land that provides me with privacy	33%
I frequent the restaurant and retail service businesses on Rt. 100	25%
Other	9%
Total	100%

Residents describe Cumberland as a small and rural town, a suburban bedroom community, diverse, and quiet.

How would you describe the character of the town?

(Respondents could provide more than one response)

	%
Quaint, small, rural	44%
Suburban, bedroom, proximate to Portland	24%
Diverse, friendly, welcoming	17%
Quiet, peaceful	16%
High quality of life, good services	14%
Becoming less rural, changing	13%
Wealthy, educated, expensive	12%
Other	18%
Total	100%

The largest percentage were concerned about taxes continuing to rise, the lack of public oceanfront to enjoy, and the lack of growth to hold the line on taxes.

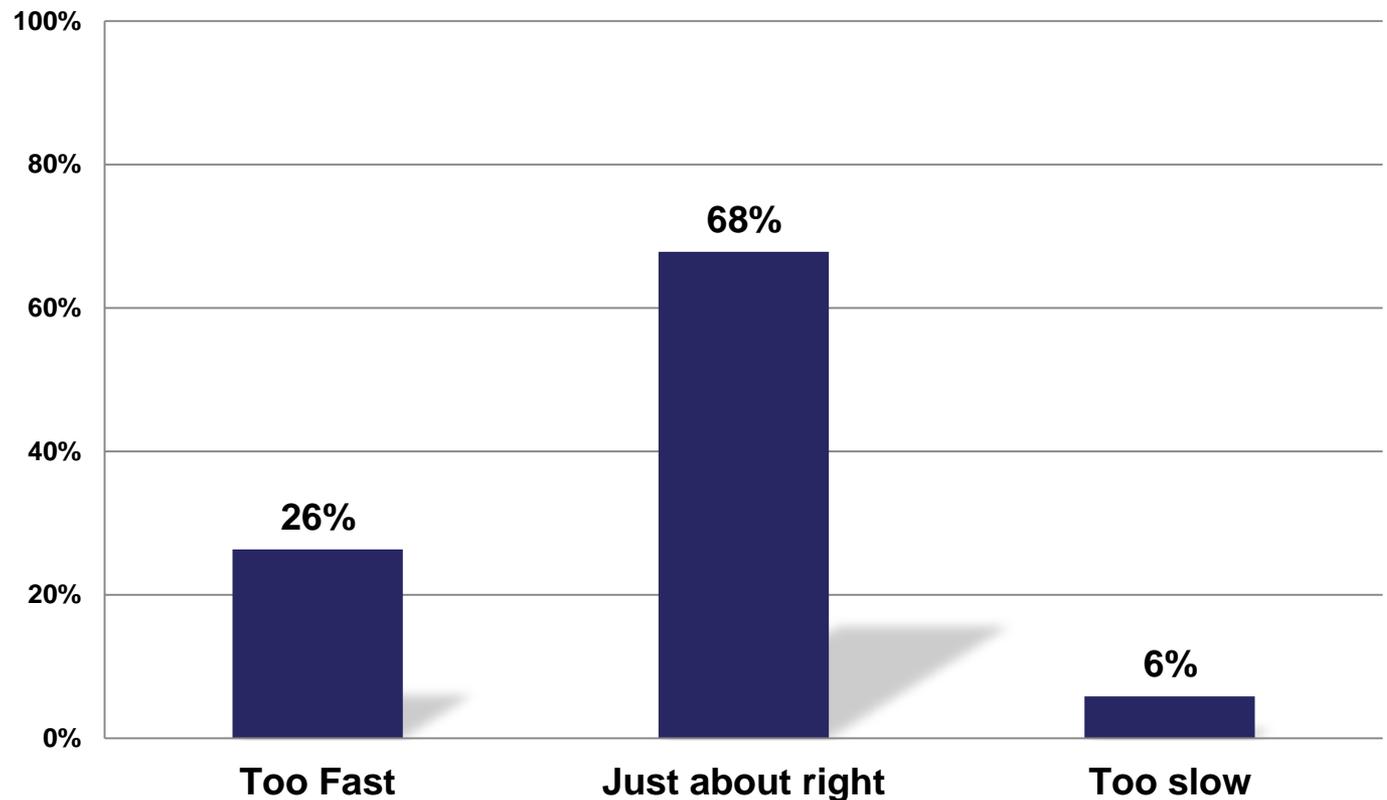
Do you have any concerns about living in Cumberland?
(Respondents could provide more than one response)

	%
Taxes continue to rise and I may need to move to a town with lower taxes	59%
There is no public oceanfront to enjoy	41%
There is not enough growth to hold the line on taxes	38%
There are not enough bike paths or sidewalks in town	31%
There is too much residential growth	23%
There are not enough activities and/or services for older residents	23%
The quality of municipal services has declined	13%
There are not enough activities for young people	13%
There is too much commercial growth	10%
I do not like changes that have occurred on Route 100	9%
There is not enough open space	8%
Other concerns	24%
Total	100%

The Pace of Residential and Commercial Growth

More than two-thirds (68%) considered the pace of residential growth to be about right.

How would you rate the pace of growth in residential areas of town, overall?



Most residents considered the pace of commercial growth to be about right in most areas, though 45% considered the pace too slow along Route 1 South and 41% along Route 1 North.

How would you rate the pace of commercial growth in each of the following areas of town?

	Too Fast	Just about right	Too slow
Area 1 - West Cumberland (Route 100)	12%	53%	36%
Area 2 - Upper Main Street	10%	69%	21%
Area 3 - Lower Main Street	8%	62%	30%
Area 4 - Route 1 - North	6%	53%	41%
Area 5 - Route 1 - South	7%	48%	45%

Comments about land use regulations and growth focused on support for limited commercial growth but also limiting residential growth and maintaining green spaces.

Do you have anything else you would like to share with the Committee about land use regulations or growth?

28% of residents offered comments
(Respondents could provide more than one response)

	%
Support limited scale commercial growth	34%
Focus on maintaining green spaces, slow development	18%
Limit residential growth, do not like recent residential growth	18%
Taxes too high, take steps to control taxes	10%
Do not support commercial growth of any kind	9%
Focus on expanding residential growth	7%
Other	31%
Total	100%

Rural Residential Zoning

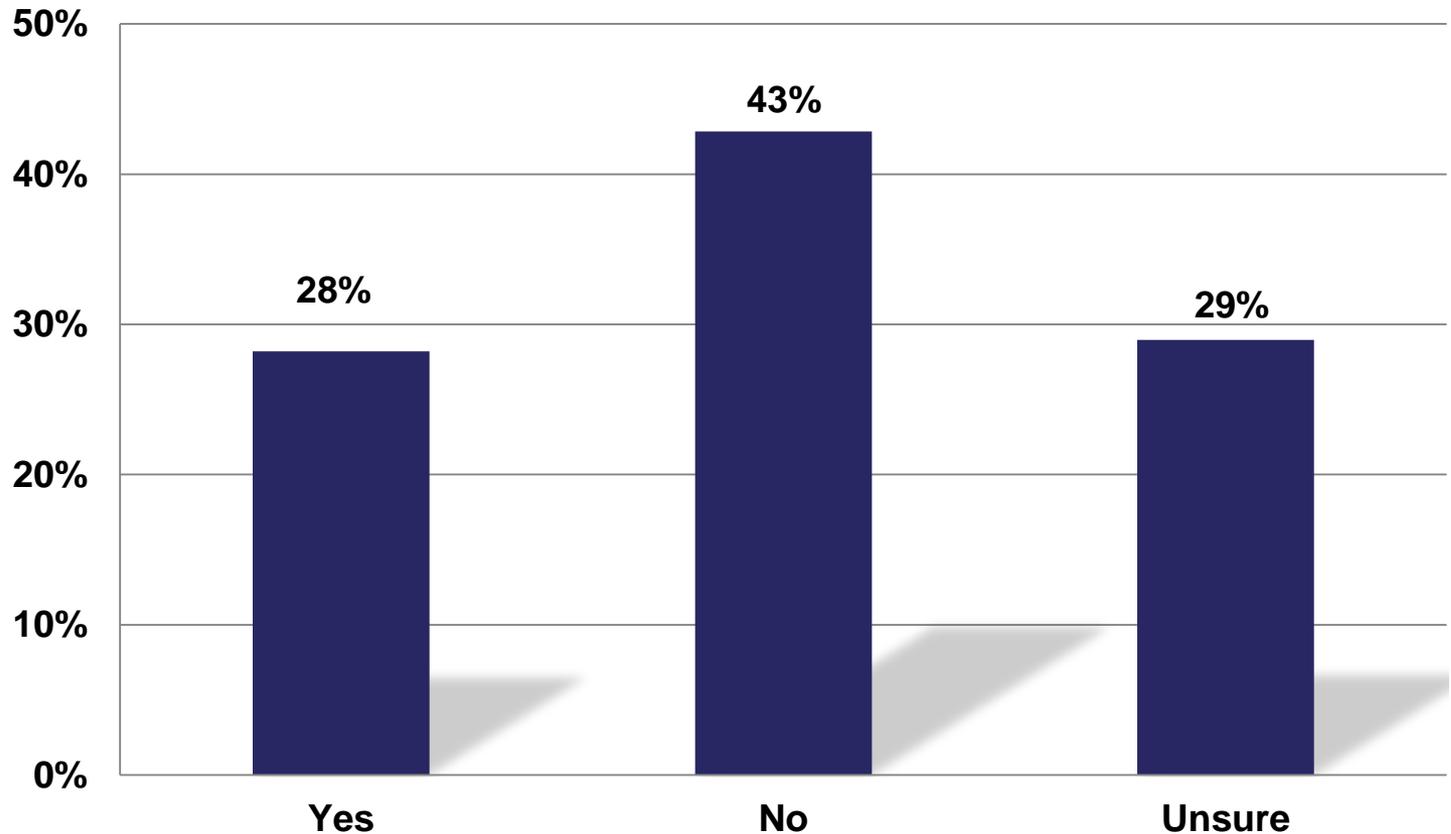
There is no clear consensus about minimum lot size requirements for the Rural Residential Zones other than a majority did not want one Rural Residential zone with a 4 acre lot size minimum.

The following questions focus upon our two Rural Residential zones and seek input on the issue of maintaining or modifying current minimum lot size requirements. How strongly do you agree or disagree that...

	Agree	Neutral	Disagree
That the current RR1 and RR2 zones should be retained?	48%	27%	24%
There should be one Rural Residential zone with a 2 acre lot size minimum?	42%	21%	37%
There should be only one rural residential zoning district?	28%	32%	40%
There should be only one Rural Residential zone with a 4 acre lot size minimum?	23%	23%	54%

More than one-quarter thought the Town should consider other minimum lot sizes in the RR1 and RR2 areas with one to two acres the most commonly mentioned lot size.

Do you think the Town should consider other minimum lot sizes in the RR1 and RR2 areas?



What other minimum lot sizes in the RR1 and RR2 areas do you think the Town should consider?

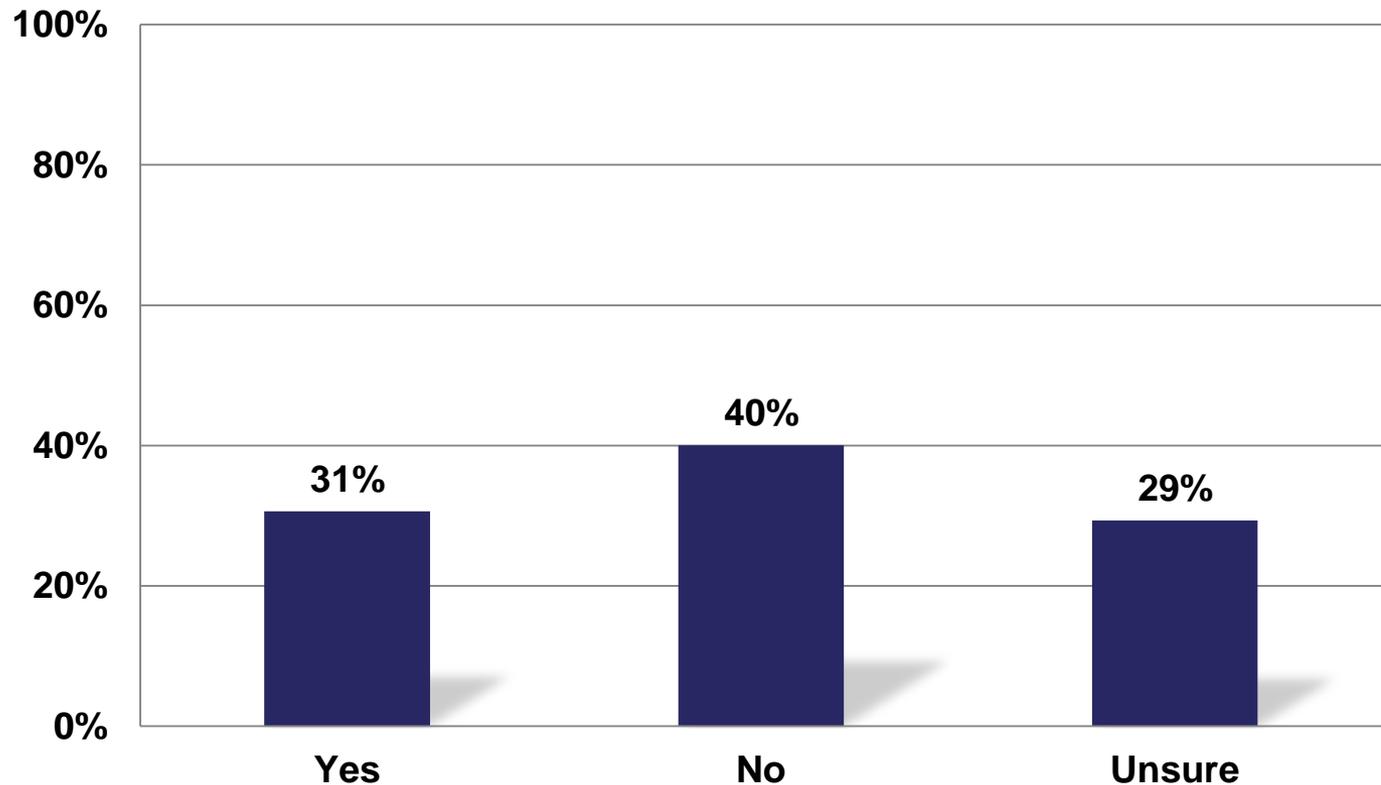
(% among those indicating the Town should consider other minimum lot sizes)

	%
One acre to less than two acres	29%
Two acres, less than three acres	13%
More than one half to less than one acre	13%
Mixed sizes, size changes with approval and use	11%
Use cluster development, encourage affordability	11%
Three to less than four	7%
Four to less than five	6%
One half acre or less	5%
Other	13%
Unsure	9%
Total	100%

Growth and Rural Character in the Residential Zones

About one in three thought there should be specific areas in the rural residential zones where residential growth should be encouraged.

Do you think there should be specific areas in the rural residential zones where residential growth should be encouraged?



Where do you think residential growth should be encouraged?

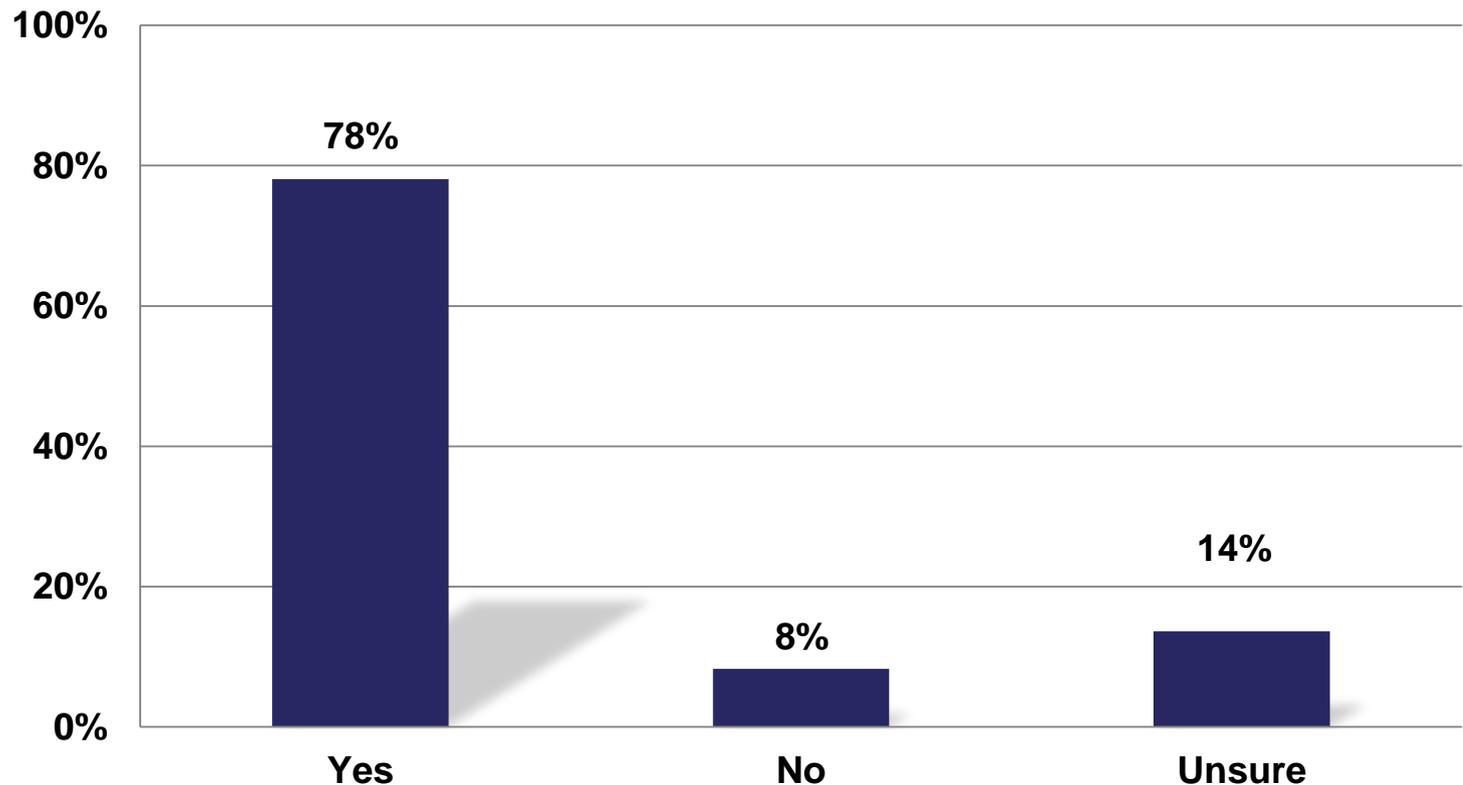
(% among those that think there should be specific areas in the rural residential zones where residential growth should be encouraged)

(Respondents could provide more than one response)

	%
Blanchard Road Area	52%
Tuttle Road Area	50%
Greely Road Area	46%
Greely Road Extension Area	43%
Range Road Area	43%
Skillin Road Area	40%
Harris Road Area	38%
Orchard Road Area	37%
Pleasant Valley Road Area	31%
Other Areas	20%
Total	100%

More than three-quarters thought there should be specific areas in the rural residential zones where the protection of the rural character should be encouraged.

Do you think there should be specific areas in the rural residential zones where the protection of the rural character (such as forestry, farming, habitat and open space) should be encouraged?



Where do you think protection of the rural character (such as forestry, farming, habitat and open space) should be encouraged?

(% among those that think there should be specific areas in the rural residential zones where the protection of the rural character should be encouraged)

(Respondents could provide more than one response)

	%
Blanchard Road Area	66%
Greely Road Area	65%
Range Road Area	61%
Tuttle Road Area	61%
Orchard Road Area	58%
Greely Road Extension Area	45%
Pleasant Valley Road Area	45%
Harris Road Area	36%
Skillin Road Area	34%
Other Areas	12%
Total	100%

Comments about rural residential issues focused on ways to maintain Cumberland's rural character and maintaining current rules involving growth and development.

Do you wish to share any other thoughts with the Committee on the rural residential issue?

17% of residents offered comments
(Respondents could provide more than one response)

	%
Develop in ways that keeps Cumberland's rural character	35%
Don't develop Cumberland, keep current rules	20%
Make Cumberland more affordable	8%
Additional residents bring additional costs	7%
Work to encourage development generally	7%
Expand public service access	6%
Allow landowners to use property as they wish	6%
Other	25%
Unsure	1%
Total	100%

Allowing Stores and/or Restaurants along Route 1 and Design Standards

A large majority favored small independent and medium sized independent stores along Route 1.

The second issue is whether to allow stores and/or restaurants along Route 1. Which of the follows types of retail, if any, would you support?

	%
Small independent stores, such as the Book Review in Falmouth	81%
Medium size independent stores such as Allen Sterling & Lothrop in Falmouth	79%
Medium size chain stores such as Rite Aid in Yarmouth or Falmouth	51%
Large (Big Box) stores such as Wal-Mart or Target	23%
None of the above	12%
Total	100%

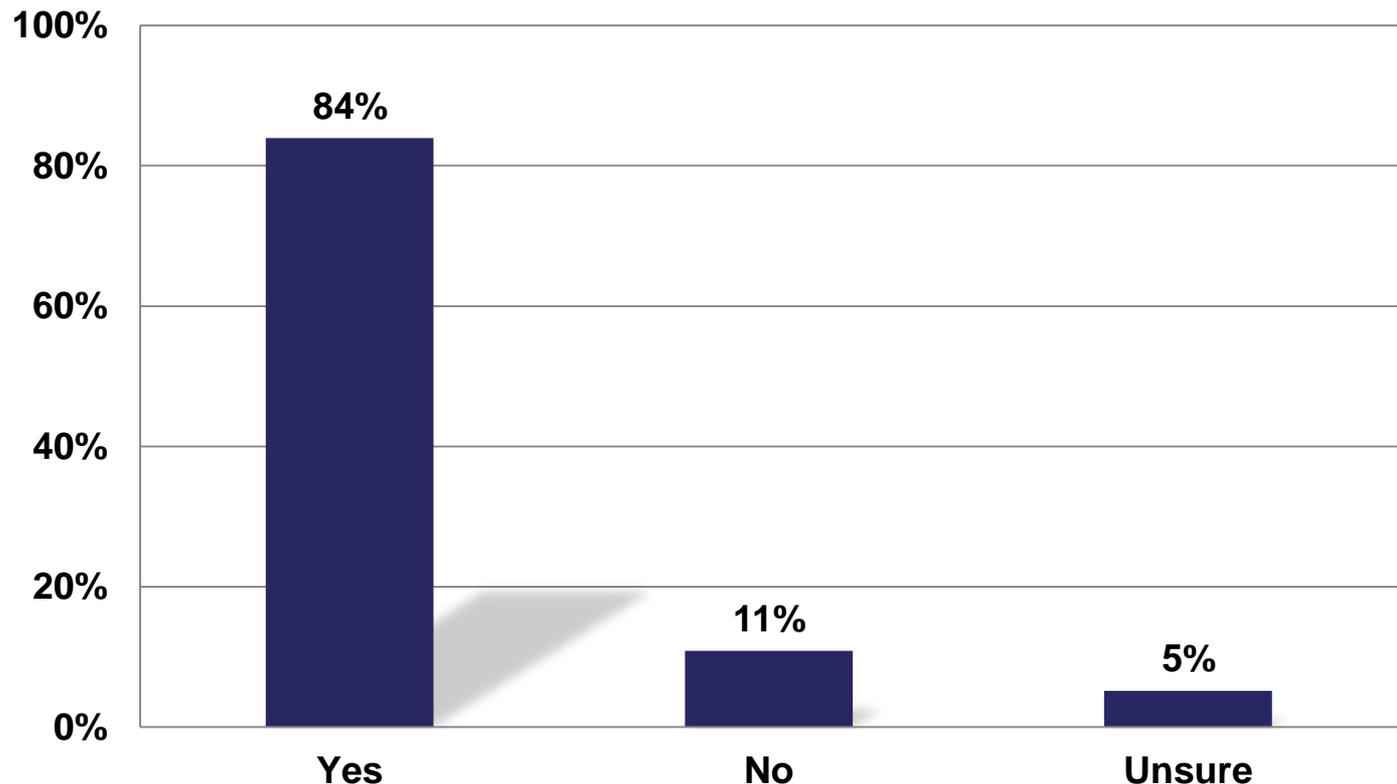
A large majority favored small and medium size independent restaurants along Route 1.

Which of the following types of restaurants, if any, would you support (along Route 1)?

	%
Small, independent restaurants such as Louie's Grille in Cumberland	87%
Medium-sized independent restaurants such as Ricetta's in Falmouth	70%
Large, independent restaurants such as Cole Farms in Gray	38%
Franchise restaurants such as Olive Garden or Applebee's	27%
Fast Food restaurants such as Dunkin Donuts or McDonald's	22%
None of the above	9%
Total	100%

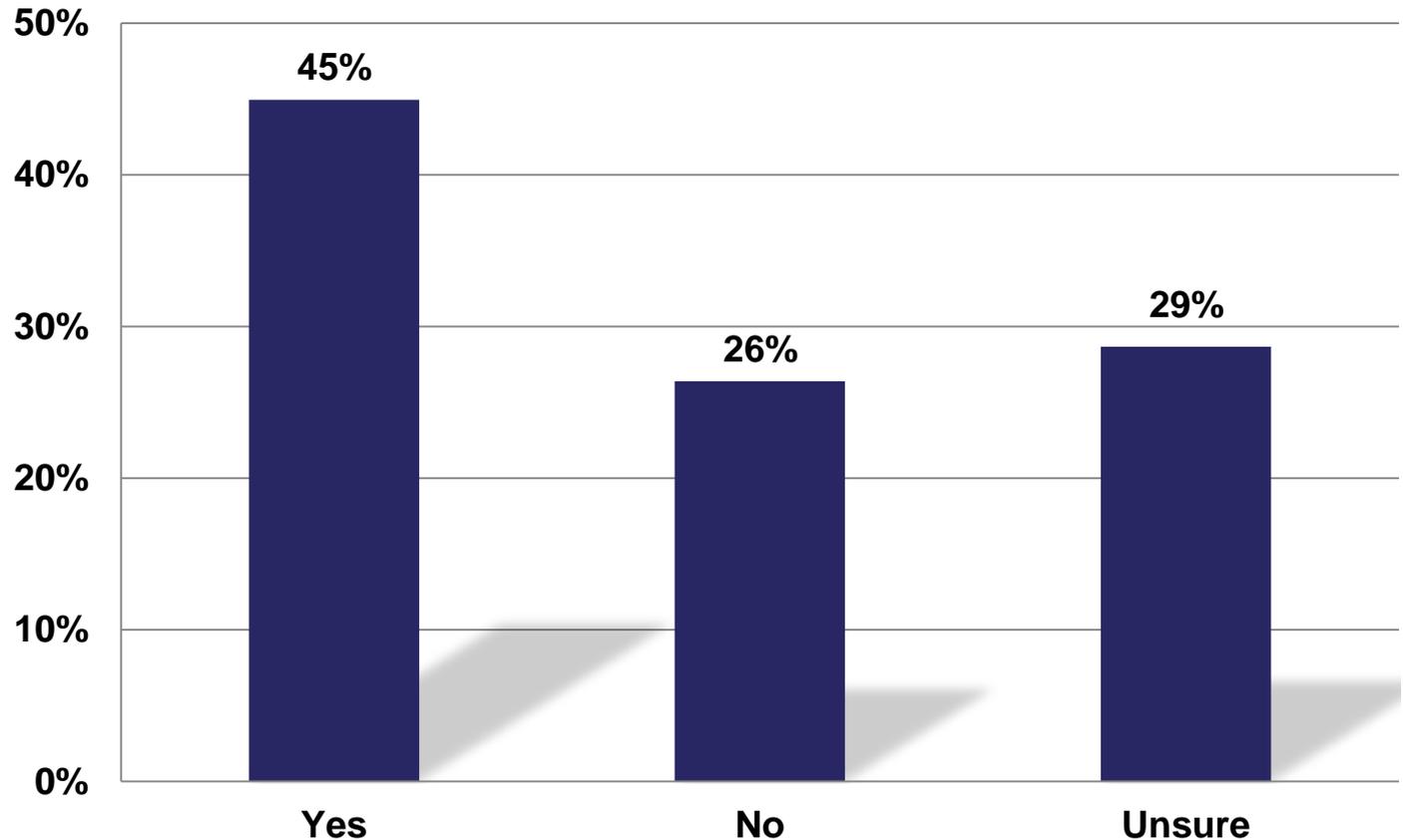
More than eight in ten thought there should be mandatory design requirements that specify how the building and parking areas should look and function in the Route 1 area.

In general, do you think there should be mandatory design requirements that specify how the building and parking areas should look and function in the Route 1 area?



45% thought there should be other limitations on retail and restaurants if allowed on Route 1.

If retail and restaurant uses become allowed on Route 1, do you think there should be other limitations on them?



What limitations should be placed on retail and restaurant uses on Route 1?

(% among those indicating other limitations should be placed on retail and restaurant uses on Route 1)

(Respondents could provide more than one response)

	%
Reduce bright lights, limit signage	20%
Small development, no big boxes	19%
Architecture and appearance standards	16%
Use buffering space, green space	14%
Local ownership, no chain stores	13%
Limited operating hours	12%
Limit effects on traffic	10%
Reduce visible parking	9%
Preserve Cumberland's character, limit strips	7%
Encourage businesses that make Cumberland more convenient, livable	5%
Other	19%
Unsure	12%
Total	100%

Comments about Route 1 corridor issues focused on just allowing development along Route 1 but maintaining Cumberland's scenic appeal.

Do you wish to share any other thoughts with the Committee on the Route 1 corridor issue?

24% of residents offered comments
(Respondents could provide more than one response)

	%
Develop Route 1 generally, reduce restrictions on building	34%
Maintain Cumberland's scenic appeal, avoid development like Falmouth and Yarmouth	23%
Assure traffic can move along Route 1 safely, swiftly	11%
Do not develop Route 1, focus on other parts of Cumberland	11%
Encourage 'destination' commercial development, business parks	10%
Encourage small and local businesses	9%
Attract businesses which make Cumberland more livable	5%
Other	13%
Total	100%

Thank you.
I'd be happy to answer any questions.

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