

TOWN OF CUMBERLAND  
ROUTE 100 CORRIDOR STUDY



Adopted by the Cumberland Town Council on \_\_\_\_\_ as part of the Cumberland  
Comprehensive Plan

# **Route 100 Corridor Study**

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## Town Council Charge for the Route 100 Corridor Advisory Committee

The Route 100 Corridor Advisory Committee was created by the Cumberland Town Council on December 13, 2005.

The Committee's charge is to research the current uses in the Local Business (LB) and Highway Commercial (HC) Zones along Route 100 in the Town of Cumberland and develop recommendations to be presented in a formalized report to the Town Council by December 11, 2006.

The Committee's recommendations shall include:

- a) Consideration of an Overlay District for both or one of the zones.
- b) A build out design of the HC zone to include curb cuts, interior access roads, green spaces, bicycle and pedestrian lanes.
- c) Review of, and consistency with, the Town of Cumberland's Comprehensive Plan, specifically its Summary Goals and "The Economy" as explained on pages 9-12.
- d) Proposed changes to existing zones: permitted and special exception uses, lot size, frontage, lot coverage provisions, etc.
- e) Transitional zones in the LB zone to buffer residential development
- f) Proposed architectural review guidelines and building material standards.
- g) Financial incentives for business development in the corridor.
- h) Traffic impacts in the corridor and adjacent roads to include: speed; accidents/traffic counts; center turn lane; speed lowering; no through traffic.
- i) Other issues related to the LB and HC zones.

The Committee shall consist of up to eight (8) members appointed by the Cumberland Town Council, all of whom shall be residents of the Town of Cumberland, as well as representatives from the Town Council and Planning Board. All meeting dates and times will be noticed on the Town website and open to public attendance.

## ROUTE 100 CORRIDOR ADVISORY COMMITTEE

FIRST NAME	LAST NAME	TERM	ADDRESS	TOWN	STATE	ZIP CODE	HOME PHONE	WORK PHONE	EMAIL
David	Crawford		18 Mill Ridge Road	Cumberland	ME	04021	829-5948		<a href="mailto:Dcrawfo1@maine.rr.com">Dcrawfo1@maine.rr.com</a>
April	Caron		130 Gray Road	Cumberland	ME	04021	829-4204	575-9665	<a href="mailto:shackleycaron@yahoo.com">shackleycaron@yahoo.com</a>
Chris	Copp		34 Blackstrap Road	Cumberland	ME	04021	829-5385		<a href="mailto:cjcopp@maine.rr.com">cjcopp@maine.rr.com</a>
Kathleen	Lynch		7 Blackstrap Road	Cumberland	ME	04021	829-4491		<a href="mailto:klcumberland@verizon.net">klcumberland@verizon.net</a>
Jim	Tarbox		156 Gray Road	Cumberland	ME	04021	829-5785	883-8345	<a href="mailto:gtxjim@maine.rr.com">gtxjim@maine.rr.com</a>
Randy	Copp		144 Gray Road	Cumberland	ME	04021	829-3885		<a href="mailto:coppexcvtng@hotmail.com">coppexcvtng@hotmail.com</a>
John	Ferland		2 Birch Lane	Cumberland Foreside	ME	04110	781-7307	228-8524	<a href="mailto:Jf1028@maine.rr.com">Jf1028@maine.rr.com</a> <a href="mailto:jjferland@mcad.biz">jjferland@mcad.biz</a>
Stephen	Moriarty		Council				829-5095	774-7000	<a href="mailto:smoriarty@nhdlaw.com">smoriarty@nhdlaw.com</a>
Jeff	Porter		Council 7-1-06 - Present	Cumberland	ME	04021	829-4129		<a href="mailto:mesit5@maine.rr.com">mesit5@maine.rr.com</a>
Robert	Couillard		Planning Board				829-5853		<a href="mailto:bcouill@verizon.net">bcouill@verizon.net</a>
Mark	Robinson		Planning Board				w552-6677	Ext. 53457	<a href="mailto:mrobinson2@lbean.com">mrobinson2@lbean.com</a>
Mark	Kuntz		Council 1-06 - 6-06	Cumberland	ME	04021	829-8127	773-8364	<a href="mailto:Mkuntz1@maine.rr.com">Mkuntz1@maine.rr.com</a>

## **SUMMARY FROM CHAIRMAN STEPHEN MORIARTY**

The Route 100 Advisory Committee was appointed by the Cumberland Town Council on January 23, 2006, and was charged with the responsibility of examining the uses in the two existing zones along Route 100 and presenting a comprehensive series of recommendations to the Town Council to include zone boundary changes, a re-description of zones, and recommended permitted uses and special exceptions. With the assistance of Market Decisions, a town-wide survey was completed in the summer of 2006 and residents were asked to respond to a series of questions regarding future business and commercial development as well as preservation of traditional uses and the existing rural character of the area. The results of the survey were compiled in detail and provided the Committee with substantial guidance in developing a vision for the corridor.

Having met for over a year and having thoroughly weighed the options, the Committee submits its recommendations to the Cumberland Town Council and the Cumberland Planning Board. The proposed zoning map depicts four new zones along the corridor, together with a modified medium density residential zone in the vicinity of the Old Gray Road. To the greatest extent possible, the Committee sought to utilize existing lot lines to define the boundaries of the proposed new zones and sought to avoid boundaries based upon arbitrary distances or measurements.

Briefly, the Village Center Commercial zone sits in the heart of the corridor and is larger than the existing Highway Commercial zone. It is designed to provide a mix of commercial, professional office, and retail uses consistent with the needs and demands of the local community. To the north and south lie two Village Office Commercial zones,

which allow for a less intensive range of uses than the Village Commercial. The Village Office Commercial – 2 zone on the extreme southern end adjacent to the Falmouth line allows the same uses as the Village Office Commercial, but includes single-family dwellings as a special exception, in light of the almost exclusively residential nature of uses currently existing in the area. Immediately adjoining is the Mixed Use Zone which provides for a broader range of options given the size and depth of the parcels included within the zone. Finally, the Village Medium Density Residential zone is designed to promote existing residential uses and to encourage further residential development on a more affordable scale through the adaptation of smaller minimum lot sizes.

Throughout its work the Committee has been mindful of the retail and commercial uses currently allowed in the existing Highway Commercial and Local Business zones, as well as of the largely residential nature of the area zoned as Local Business. The concept of a “village” underlies the Committee’s work and embodies the vision of an area which will allow for broader commercial and office development on a scale that is both consistent and compatible with the characteristics of the corridor as it exists today. In other words, the Committee has sought to achieve a balance between existing uses and non-residential opportunities. The following recommendations are intended to provide a framework for future commercial growth which is sensitive to the needs and expectations of all residents of the area.



GAWRON  
TURGEON  
ARCHITECTS

29 Black Point Road, Scarborough, Maine 04074-9358

Architecture  
Interior Design  
Master Planning  
Landscape Architecture

PRINCIPALS  
Stan Gawron, Architect  
Mary Turgeon, NCIDQ #012130

July 14, 2006

Ms. Carla Nixon, Town Planner  
Town of Cumberland  
290 Cumberland Road  
Cumberland, ME 04021

RE: Town of Cumberland – Route 100 Corridor Improvements Project  
GTA# 060406

Dear Carla:

Gawron Turgeon Architects is pleased to present the enclosed design services proposal for the Route 100 (Gray Road) Corridor Improvements Project. This is a truly exciting project and we are delighted at the possibility of providing the Town of Cumberland with research and design assistance.

We understand the project is in its initial stages and the full extent of the services required is as yet unknown. Please note then that our scope of services reflects the evolving nature of the project and is presented in phases.

Again, we appreciate being considered for the Route 100 Corridor Study. Please review the enclosed proposal and contact me at 883-6307 if you have any questions or require additional information.

Sincerely,

Charlotte Maloney  
Gawron Turgeon Architects

Enclosures: Proposal for Professional Services  
Professional Services Authorization

cc: Stan Gawron, Principal; Mary Turgeon, Principal; Rachel Sunnell  
Kathy Weeks; Maura Ryan; File

## PROPOSAL FOR PROFESSIONAL SERVICES

The following proposal outlines Gawron Turgeon Architects' services and fees for the Town of Cumberland.

**Project:** Town of Cumberland – Route 100 Corridor Improvements Project  
GTA# 060406

**Client:** Ms. Carla Nixon, Town Planner  
Town of Cumberland  
290 Cumberland Road  
Cumberland, ME 04021

**Date:** July 14, 2006

### PROJECT UNDERSTANDING

The Town of Cumberland has begun analysis of Route 100 (Gray Road) to prepare for increasing development pressures along the corridor. The analysis and subsequent assessment is expected to result in a vision model of how guided development will affect the use and appearance of Route 100. The assessment will also yield a list of proposed improvements to the road corridor, a set of design guidelines and revisions to current zoning ordinances and/or creation of a Route 100 zoning overlay district.

To assist in this process, a Route 100 corridor advisory committee has been formed and Gorrill Palmer, traffic engineers, has been retained to examine roadway access management and adequacy of the infrastructure. The Town is also proposing a 25' Beautification Easement be established on both sides of the roadway.

The Town has asked Gawron Turgeon Architects to submit a proposal to assist the Town with its analysis by providing the following services:

1. Meet with residents, committee members and Town officials.
2. Research applicable corridor models and "form-based" zoning ordinances and present a summary of findings.
3. Provide graphic images to support both the vision's exploration process and the final recommendations.

The Town also has expressed interest in a photographic inventory of the corridor and assistance in crafting revised ordinances.

Gawron Turgeon Architects understands proposed improvements will be evaluated using the following criteria as well as additional criteria established by the advisory committee:

1. Creation of safe and coherent pedestrian, vehicular and cycling traffic circulation
2. Provision of neighborhood amenities to residents of West Cumberland. (e.g. a bicycle path, separate sidewalks or walking paths, safe street crossings)
3. Creating an environment, the scale and physical appearance of which acts to both slow traffic and invite patronage of retail and commercial area.
4. Establish an attractive corridor that reflects and improves upon the character of its current mix of New England style residential and small town commercial uses.

### **SCOPE OF SERVICES**

Because the analysis is at the initial stages and it is not possible to predict exactly what deliverables the Town will require as the exploration proceeds, Gawron Turgeon Architects proposes to provide services in three phases.

#### **Phase One**

Gawron Turgeon Architects will provide the following services to the Town of Cumberland on an hourly rate basis:

- Attend meetings as necessary to understand all components of the shared vision.
- Conduct research and present summaries of applicable models.
- Provide all graphic materials during the vision exploration.

#### **Phase Two**

Once the Town has identified the extent of support services and graphic materials required to propose a vision model to the community, Gawron Turgeon Architects will submit a separate proposal for these services.

#### **Phase Three (Optional)**

As part of this proposal, Gawron Turgeon Architects can provide the following optional services to the Town of Cumberland if they desire:

- Inventory photographically the structures along the Route 100 corridor (three photographs from north, south and face-on from Route 100 of each structure) with address and location key.
- Assist with new/revised "form-based" zoning regulations for the Route 100 corridor. This service will consist of providing applicable ordinances from other communities, assisting with adaptation of the language to the Route 100 corridor, and preparing draft ordinance illustrations of the expected forms of new development.

The following services are *not included* in this proposal, but can be provided under separate contract upon request:

- Site/civil engineering / surveying services
- Traffic studies
- Geotechnical services

**FEE SUMMARY\***

Gawron Turgeon Architects will perform the services outlined in scope, for the following fees:

**Phase One**

Corridor Analysis and Assessment *Hourly*

**Phase Two**

Corridor Presentation Services (fixed fee) *Negotiated at completion of Phase One*

**Phase Three**

Route 100 Photographic Inventory (fixed fee) \$ 3,200

Ordinance Revision Assistance *Hourly*

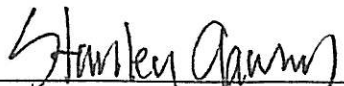
- \* Please note this fee does not include reimbursable expenses incurred by Gawron Turgeon Architects, such as photocopies, blueprints, telephone, postage, etc. Please refer to the enclosed Professional Services Authorization.

Gawron Turgeon Architects will bill its fees as noted on or about the 15<sup>th</sup> of each month. Our terms are net thirty days.

Gawron Turgeon Architects reserves the right to renegotiate fees should the owner revise the scope of work or the time to complete work changes.

If this proposal meets with your approval, please sign both copies of it and the Professional Services Authorization and return one set to our office along with your retainer of \$500.

**APPROVED BY:**

	<u>July 13 06</u>		
Stan Gawron, Principal	Date	Ms. Carla Nixon, Town Planner	Date
Gawron Turgeon Architects		Town of Cumberland	



## PROFESSIONAL SERVICES AUTHORIZATION

1.1 Our standard average hourly rates are as follows:  
Principal: One Hundred and Ten Dollars (\$110.00) per hour.

Professionals: Ninety Two Dollars (\$92.00) per hour.

Designers: Seventy Five Dollars (\$75.00) per hour.

Drafts Persons: Sixty Dollars (\$60.00) per hour.

Non-Technical: Fifty Eight Dollars (\$58.00) per hour.

There will be annual rate adjustments based upon salary increases. The annual rate adjustments will not exceed 5% without Client's prior approval.

1.2 Reimbursable expenses are in addition to compensation for Basic and Additional Services and includes expenses incurred by the Architect and the Architect's employees and consultants in the interest of the project, as identified in the following clauses:

1.2.1 Expenses of transportation and parking in connection with the project; expenses in connection with authorized out-of-town travel; long distance communications; and fees paid for securing approval of authorities having jurisdiction over the project. Mileage calculated at \$ .445 per mile.

1.2.2 Expense of printing and reproductions, postage and handling of drawings, specifications, and other documents. Expense of renderings, models and mock-ups requested by the owner. In-house printing and reproductions will be charged as follows:

Shrink Wrap (24"x36")	\$30.00/sheet
(30"x42")	\$40.00/sheet
Prints (Mylar)	\$10.00/sheet
(Drafting Mylar)	\$ 6.50/sheet
(Xerox 24"x36")	\$ 2.00/sheet
(Xerox 30"x42")	\$ 3.00/sheet
(Velum Xerox)	\$ 5.00/sheet
Photocopying (b&w)	\$ .15/sheet
(color)	\$ .60/sheet

1.2.3 For reimbursable expenses as described above, the compensation shall be computed as a multiple of 1.15 times the expenses incurred by the Architect, the Architect's employees and consultants in the interest of the project.

1.3 Compensation for services of consultants shall be computed as a multiple of 1.15 times the amounts billed to the Architect for such services except where specifically included in the Architect's fee for basic services.

2.1 Payments for Basic and Additional Services, consultants, and reimbursable expenses shall be made

monthly for services performed on the contract and shall be due upon receipt of our invoice.

2.2 If the Client fails to pay the Architect within thirty days of the date of the Architect's invoice, the Architect may, after notice to Client, suspend services under this, and all other existing Agreements with the Client, until the amount over thirty days is paid in full.

2.3 Payments due the Architect under this Agreement shall bear interest at the rate of one point five percent (1.5%) per month, commencing thirty (30) days after the date of the billing.

2.4 This Agreement may be terminated by either party upon seven (7) days' written notice should the other party fail substantially to perform in accordance the terms of this Agreement through no fault of the party initiating the termination.

3.1 Drawings and specifications as instruments of services are and shall remain the property of the Architect. The drawings and specifications shall not be used by the Client on other projects, for additions to this project, or for completion of this project by others, except by agreement in writing and with appropriate compensation to the Architect.

### APPROVED BY:

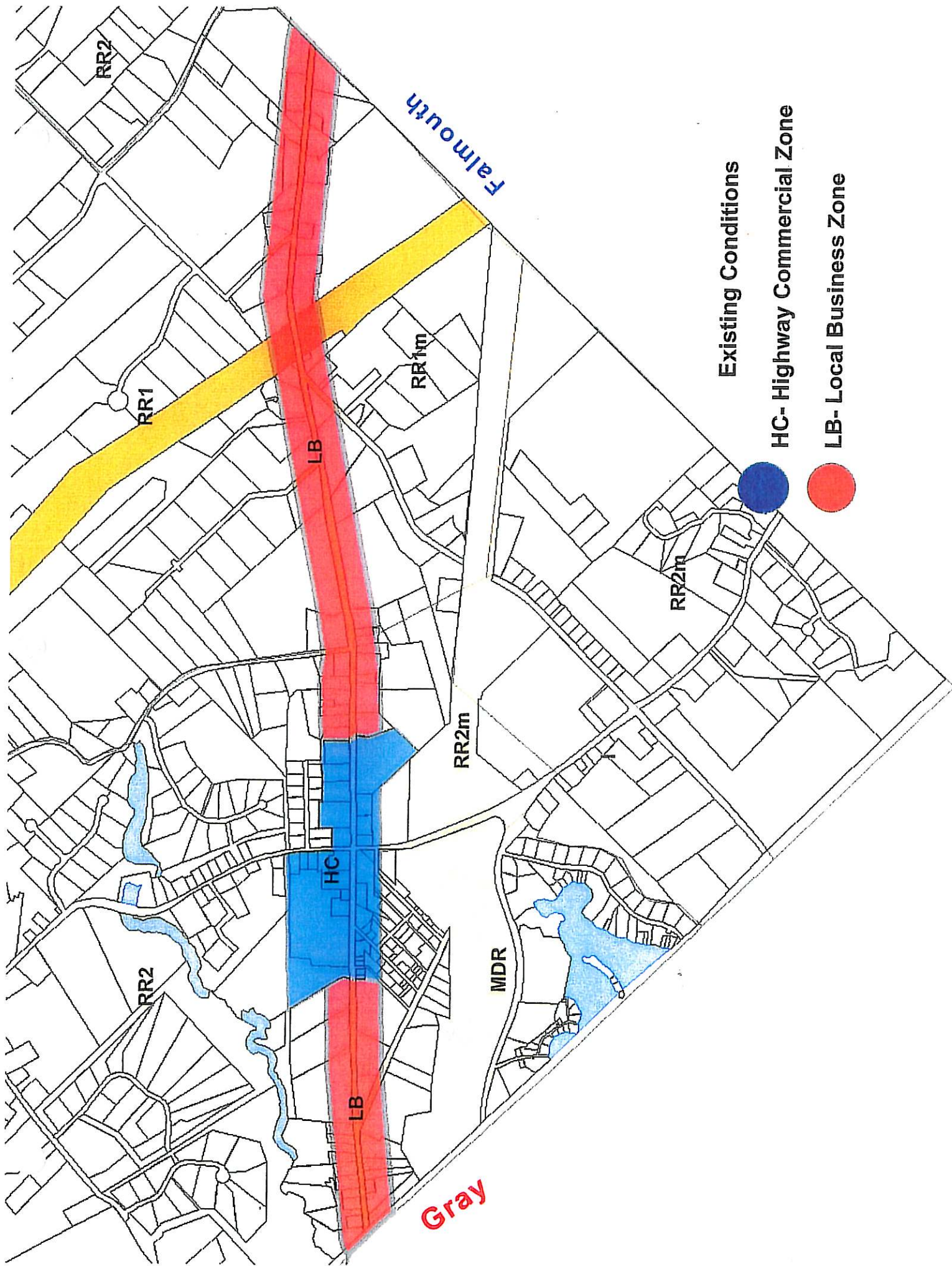
Client: \_\_\_\_\_  
Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date  
*W. Wayne E. Fung*

Architect: Gawron Turgeon Architects  
29 Black Point Road  
Scarborough, Maine 04074  
207.883.6307 tel  
207.883.0361 fax

GTA# 060406 \_Town of Cumberland – Route 100  
Corridor Improvements Project



## **Current Zoning in Local Business & Highway Commercial**

### **204.6**

#### **Local Business District (LB)**

The purpose of the Local Business District is to allow a limited range of local business and professional services for residential and rural areas within the Town. Site Plan Review is required for all uses and special exceptions, with the exception of single-family dwellings, bed & breakfast inns with three or fewer guest bedrooms, and day care homes. [Amended, effective 12/13/89]

#### **204.6.1 The following uses are permitted within the LB District:**

- .1 Retail stores provided that no individual store shall exceed 5,000 square feet floor area, and provided that there shall be no more than three stores in any structure or group of attached stores
- .2 Personal Services
- .3 Business and professional offices
- .4 Private clubs
- .5 Lodging houses
- .6 Restaurant
- .7 Private schools
- .8 Municipal Uses and Buildings
- .9 Sewer pumping stations, subject to the provisions of Sec. 420.4;
- .10 Buildings accessory to single family dwellings [Amended, effective 8/10/98]
- .11 Timber harvesting [Amended, effective 10/26/98]
- .12 Landscaping services [Adopted, effective 11/22/99]
- .13 Telecommunications Facilities, subject to Site Plan Review and the provisions of Sec. 433. [Adopted, effective 12/13/99]
- .14 Uses and buildings accessory to those above.

#### **204.6.2 The following uses are allowed as special exceptions in the LB District requiring the approval of the Board of Adjustment and Appeals:**

- .1 Home Occupations and Home Based Occupations [Adopted, effective 2/12/07]
- .2 Single-family dwelling
- .3 Duplex Dwellings [Amended, effective 11/25/02]
- .4 Accessory structures of public utilities
- .5 Above ground utility transmission lines not located within public ways
- .6 The sale of gasoline and diesel fuel as an incident to the business of a retail store
- .7 Residential Care Facilities (see Sec. 432) [Amended, effective 9/14/88]



204.7

**Highway Commercial District (HC)**

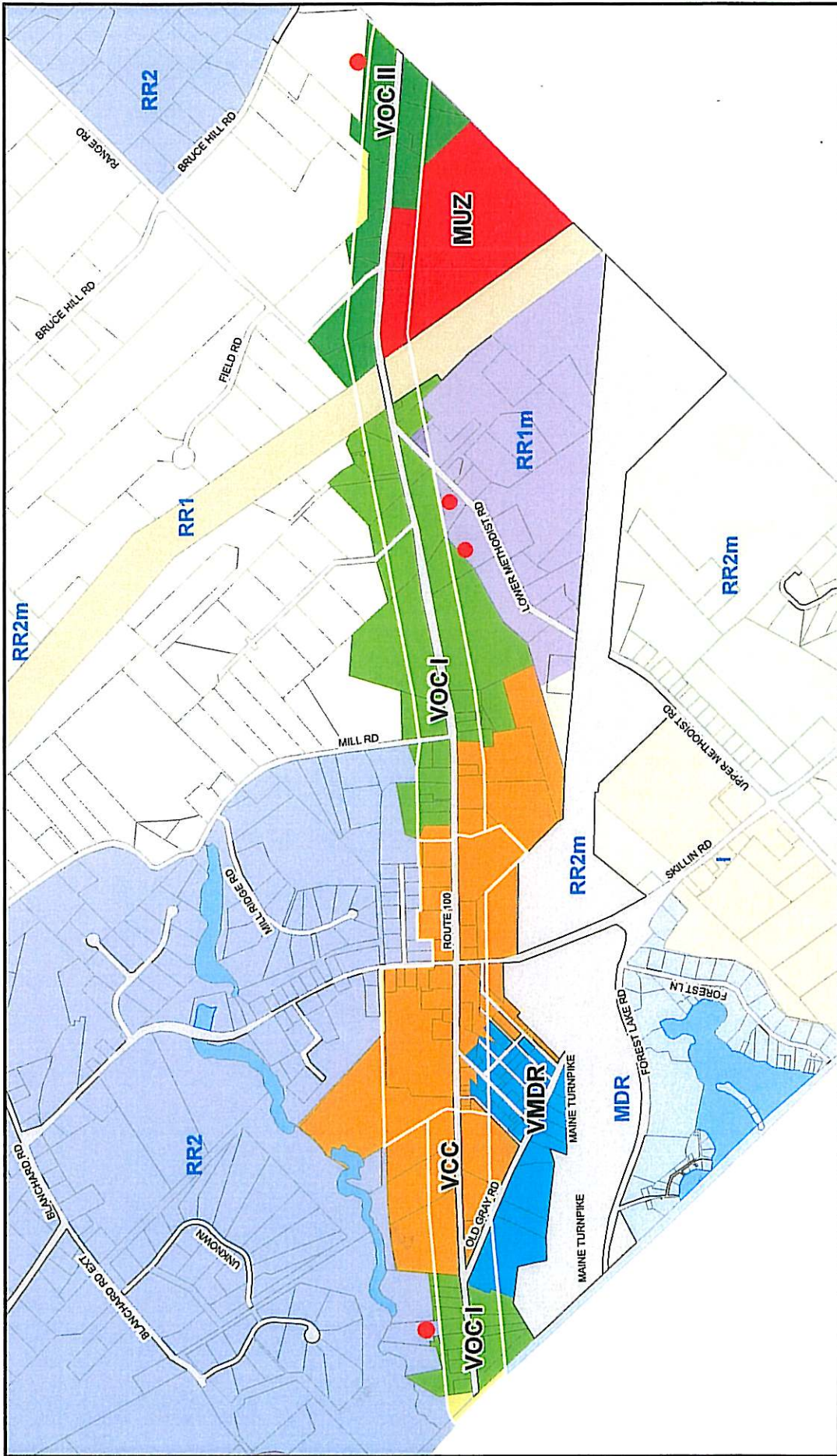
The purpose of the HC District is to allow a wide range of business and professional uses that provide town-wide service, as well as roadside service for through traffic on major arterials. The HC district along Route 100 is also intended to allow boarding kennels. Site plan review and approval by the Planning Board is required, with the exception of single-family dwellings, bed & breakfast inns with three or fewer guest bedrooms, and day care homes. [Amended, effective 12/13/89, Amended, effective 1/25/99]

204.7.1 The following uses are permitted in the HC District:

- .1 Uses listed as permitted uses in the LB district under 204.6.1; [Amended, effective 5/15/89]
- .2 Retail business and service establishments including garden centers, landscaping services, outdoor vehicle sales, gasoline stations, and drive-in sales and service; [Amended, effective 10/28/87]
- .3 Hotels, motels;
- .4 Municipal uses and buildings;
- .5 Agriculture;
- .6 Animal Husbandry;
- .7 Private heliport, personal use, subject to Site Plan Review and to the provisions of Section 419;
- .8 Sewer pumping stations, subject to the provisions of Sec. 420.4; [Amended, effective 12/13/89]
- .9 Additions to and accessory structures to single-family dwellings existing as of the effective date of this amendment. [Amended, effective 8/10/98]
- .10 Timber harvesting [Amended, effective 10/26/98]
- .11 Telecommunications Facilities, subject to Site Plan Review and the provisions of Sec. 433, [Adopted, effective 12/13/99]
- .12 Uses and buildings accessory to those above.

204.7.2 The following uses are allowed as special exceptions in the HC district, requiring the approval of the Board of Adjustment and Appeals:

- .1 Accessory structures of public utilities;
- .2 Warehousing and wholesale distribution related thereto, but exclusive of junk yards and salvaging operations;
- .3 Transportation termini;
- .4 Above ground utility transmission lines not located within public ways;
- .5 Light manufacturing, as defined;



**Route 100 Draft Zoning  
Town of Cumberland  
Draft 12  
April 11, 2007**

**Proposed Route 100 Zoning**

- Village Office Commercial II (42 acres)
- Village Center Commercial (142 acres)
- Mixed Use Zone (49 acres)
- Village Office Commercial I (105 acres)
- Village Medium Density Residential (37 acres)
- Indicates Zone does not follow Property Line (splits Parcel)

**ROUTE 100 ADVISORY COMMITTEE**  
**Proposed Zones Narratives**  
**3/28/07**

**VCC – Village Center Commercial**

The purpose of the VC zone is to provide an area that allows for a mix of commercial uses such as retail sales, restaurants and offices that will be compatible with the adjacent residential areas. Pedestrian and bicycle travel will be safely provided through the use of sidewalks and bike lanes. A 25' landscaping buffer along Route 100 will provide a visual cohesiveness to the area.

**VOC I – Village Office Commercial I**

The purpose of the VOC I zone is to provide substantial areas for integrated development of professional offices in a park or campus-like setting which are of a unified architectural design and landscaping, and compatible with the natural surroundings.

**VOC II – Village Office Commercial II**

The purpose of the Village Commercial II is to provide for the flexible development or redevelopment of an area that has historically featured a mix of residential and retail uses. All uses permitted in the VOC I zone are allowed in the VOC II zone.

**MUZ – Mixed Use Zone**

The purpose of the mixed use zone is to provide an area along the Route 100 Corridor that will accommodate a mix of residential, retail and office uses in a campus-like setting that is compatible with its natural surroundings.

**VMDR ---Village Medium Density Residential**

The purpose of the VMDR zone is to provide an area for medium density residential use with reduced lot standards to enable the development of affordable housing.

## **VILLAGE COMMERCIAL (VC)**

### **PERMITTED USES:**

Banks and Credit Unions *with drive-thru  
ATMS located attached or within the  
bank or credit union*  
Professional Offices  
Retail (25,000 max. foot print)  
Restaurants  
Grocery Stores (35,000 max. foot print)  
Veterinary Hospital  
Commercial Recreation  
Personal Services  
Landscaping Services/Retail  
Municipal Uses

### **SPECIAL EXCEPTION USES:**

Hotels/Inns/B&B  
Auto Repair  
Gasoline Stations  
Warehousing and Distribution (300'  
minimum setback restriction from Route 100)  
Antennas  
Light manufacturing  
Retail Auto Sales  
Home Occupations

## **VILLAGE OFFICE COMMERCIAL I (VOC I)**

### **PERMITTED USES:**

Professional Offices  
Banks and Credit Unions  
Commercial Schools  
Recreational Facilities  
Multi-plex Residential  
Riding Stables & Schools  
Inns and Bed and Breakfasts  
Day Care Home  
Municipal Uses

### **SPECIAL EXCEPTION USES:**

Residential Care Facility  
Boarding Kennels  
Antennas  
Light Manufacturing  
Day Care Centers  
Home Occupations

## **VILLAGE OFFICE COMMERCIAL II (VOC II)**

### **PERMITTED USES:**

Professional Offices  
Banks and Credit Unions  
Commercial Schools  
Recreational Facilities  
Multi-plex Residential  
Riding Stables & Schools  
Inns and Bed and Breakfasts  
Day Care Home  
Municipal Uses

### **SPECIAL EXCEPTION USES:**

Single-Family Dwellings  
Duplex Dwellings  
Residential Care Facility  
Boarding Kennels  
Antennas  
Light Manufacturing  
Home Based Retail  
Home Occupations  
Home Based Occupations



## **MIXED USE ZONE (MUZ)**

### **PERMITTED USES:**

Banks and Credit Unions *with drive-thru  
ATMS located attached or within the  
bank or credit union*  
Professional Offices  
Banks and Credit Unions with attached  
Restaurants  
Retail (25,000 sq. ft. foot print)  
Grocery Stores (35,000 sq. ft. foot print)  
Commercial Schools  
Recreational Facilities  
Multi-plex Residential

Riding Stables & Schools  
Hotels  
Inns and Bed and Breakfasts  
Personal Services  
Day Care Home  
Municipal Uses

### **SPECIAL EXCEPTION USES:**

Residential Care Facility  
Light Manufacturing  
Home Occupations

## **VILLAGE MEDIUM DENSITY RESIDENTIAL (VMDR)**

### **PERMITTED USES:**

Single Family Residential  
Duplex and Multiplex Residential  
Bed and Breakfasts & Inns  
Day Care Homes  
Municipal Uses

### **SPECIAL EXCEPTION USES:**

Home Occupations and Home Based Occupations



# THE ROUTE 100 CORRIDOR

CUMBERLAND, MAINE

context

standards

skilled labor's

castlerock segment

range rd. segment





# THE ROUTE 100 CORRIDOR

CUMBERLAND, MAINE

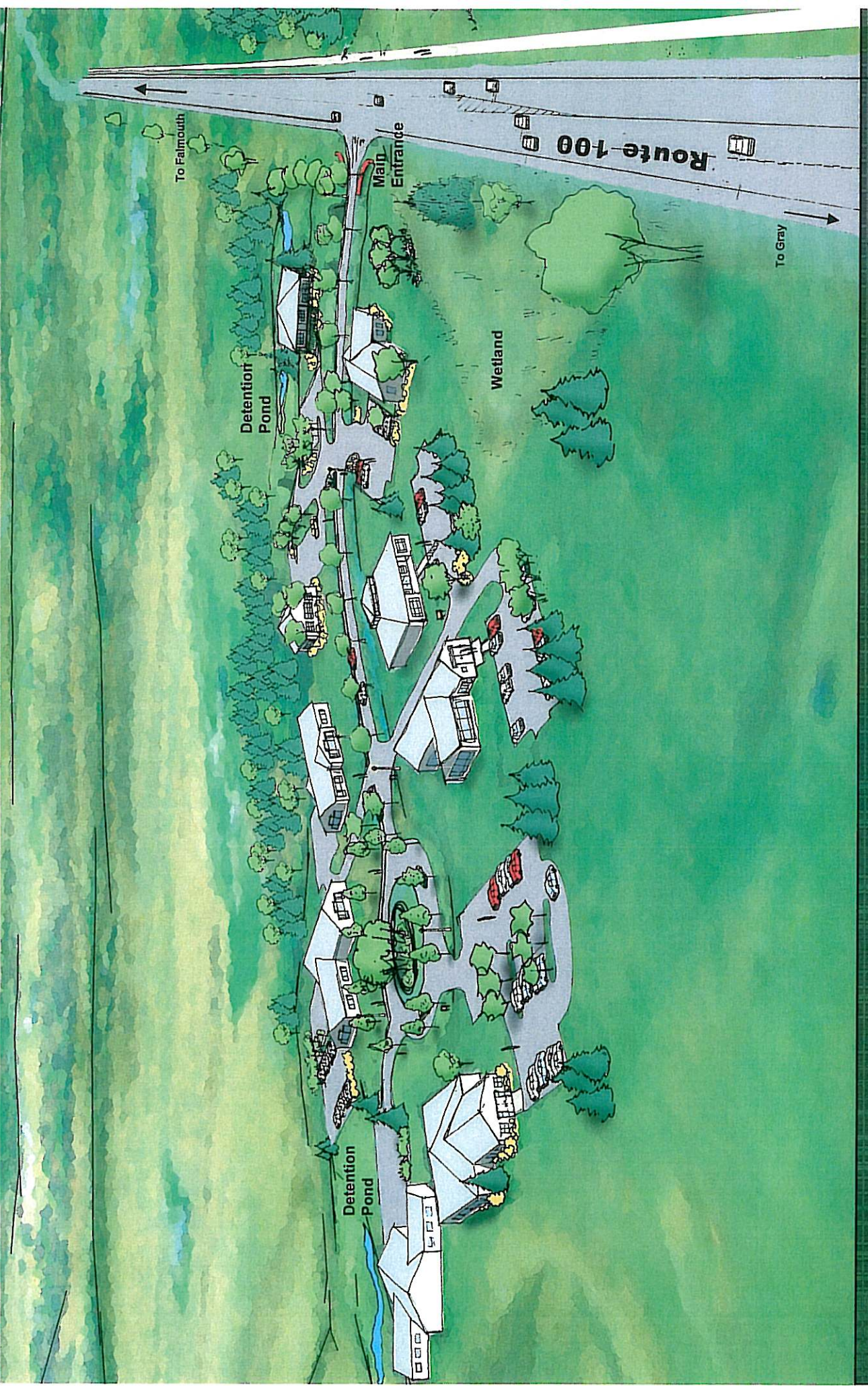
context

standards

skilledins/allen's

castlerock-segment

range rd. segment



Castlerock Business Park: Road and Development w/Standards

Gawron Turgeon Architects





# PROPOSED LOT STANDARDS FOR ROUTE 100 DEVELOPMENTS

Zoning District	Minimum Lot Size	Frontage	Front Setback	Side Setback	Rear Setback	Max. Lot Coverage/Impervious Surface
Village Commercial			40'			
Village Office Commercial			40'			
Mixed Use Zone	40,000 sq. ft.	200'	40'	25'	50'	70%
MDR-West	30,000 sq. ft. (2 acres now; 1 acre if on sewer)	150' 150'now	25' proposed (35' now)	15' proposed 20' now for new; 10' for existing	25' proposed. 25' now for existing; 50' for new	N/A

# TOWN OF CUMBERLAND

## ROUTE 100 DESIGN STANDARDS



Adopted by the Cumberland Town Council on \_\_\_\_\_ as part of the Cumberland Comprehensive Plan

## Introduction

Route 100, also known as the Gray Road, is one of the two major entry points to the Town of Cumberland. For many people, traveling along it will be the only exposure to the Town they will have, and the only image they will take away. Development along this corridor has been done in a piecemeal fashion and the result is a mix of commercial and residential uses which provide no sense of unity or style. This last stretch of viable commercial land in the town suggests that greater consideration be given to future development so that the fully built environment will be not only attractive, but safe and functional as well. These design standards will assist the developer in designing a site plan that will result in an attractive project that enhances the image of the business, the corridor and the Town.

The first step in this process is to provide to the Planning Board a complete understanding of what each site can support in terms of natural resources, public utilities, the goals of the Comprehensive plan and good design principles.

The following list describes the goals of these standards:

- Encourage high quality, economically viable development that is architecturally appropriate, that reinforces Cumberland's sense of place, and that is responsive to the Town's unique character.
- Promote uses of the type and density that respond to each site's ability to sustain development, both ecologically and with regard to the efficient provision of adequate public services.
- Preserve, wherever possible, the rural appearance of the corridor by requiring buffering and landscaping, in addition to preserving open space areas, to reduce the apparent density of development.
- Foster an attractive, functional and safe environment that is conducive to both commerce and housing, while providing safer pedestrian and cycling opportunities along the corridor.
- Protect abutting residential properties through sensitive site planning, buffering and building design.

Throughout the Site Plan and/or Subdivision review process of each new development in the Route 100 Corridor, the developer will be asked to demonstrate compliance with these standards.

Through the consistent and thorough application of these design standards, the corridor will develop as an attractive and sustainable environment which will benefit Cumberland's residents and business owners for years to come.

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## **1. Site Planning and Design**

### **1.1 Master Planning**

**Objective:** On properties that are large enough to accommodate more than a single structure, developers will prepare a conceptual master plan to show the Planning Board the general location of future buildings, parking lots, circulation patterns, open space, utilities, provisions for stormwater management, and other components of site development.

On sites with multiple buildings, the outdoor space defined by the structures should be designed as a focal point for the development, with provisions for seating and other outdoor use. Landscaping, bollards and other site features should maintain a safe separation between vehicles and pedestrians.

### **1.2 Professional Design**

**Objective:** Developers are required to have their site plans designed by licensed professionals (civil engineers, architects or landscape architects) to address the health, safety, welfare and visual pleasure of the general public, during all hours of operation and all seasons of the year.

### **1.3 Vehicular Access**

**Objective:** Development along Cumberland's Route 100 corridor should promote safe, user-friendly and efficient vehicular movement while reducing both the number of trips on the roadway and the number of curb cuts wherever possible. The vehicular movements discussed in this chapter, both on-site and off-site, shall be designed by a professional engineer.

#### **1.3.1 Route 100 Curb Cuts**

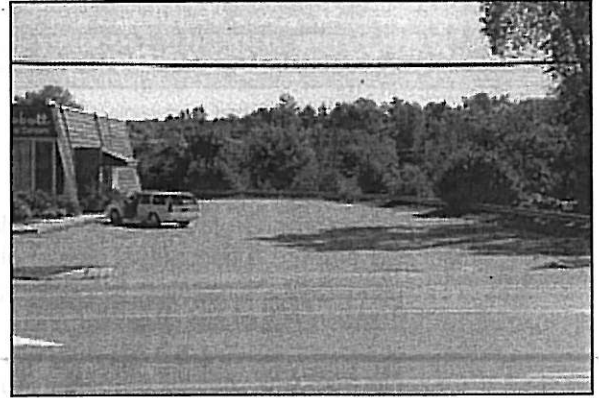
To promote vehicular, bicycle and pedestrian safety, the number of curb cuts on Route 100 needs to be kept to a minimum. Adjacent uses are encouraged to use shared driveways wherever possible, thereby reducing the number of turning motions onto and off of Route 100. This practice will increase motorist, bicycle and pedestrian safety, and has the added environmental benefit of helping to reduce impervious (paved) area.

Driveways and their associated turning movements should be carefully designed and spaced to reduce interruptions in Route 100's level of service and to promote safe and easily understandable vehicular movements. Where curb cuts will interrupt sidewalks, ADA requires that the cross slope not exceed 2% in order to maintain accessibility.

New driveways and existing driveways for which the use has changed or expanded require a Maine Department of Transportation "Driveway Entrance Permit." The Planning Board will not grant project approval until the Town has been provided a copy of the permit, or alternately, until the applicant provides the Town a letter from the DOT stating that such a permit is not required. The MDOT may also require a Traffic Movement Permit if the number of vehicle trips exceeds the threshold established by the MDOT.



*Example of a well-designed curb cut: it is no wider than it has to be, the fencing makes its location clearly discernable to the motorist, and it is attractively landscaped.*



*Example of a poorly designed curb cut: it is far too wide for its purpose, there are no clear cues to the motorist as to its location; and it lacks landscaping all together.*

### **1.3.2 Site Circulation**

Internal vehicular movement on each site should be designed to achieve the following goals: to ensure the safety of motorists, delivery vehicles, pedestrians and cyclists by providing clear cues to the motorist as to where to drive or park, etc., once they enter the site. Landscaping, to reduce impervious areas, is encouraged as much possible.

Every effort should be made to restrict paved surfaces to a maximum of two sides of the building. The site should not feature a building surrounded by drive lanes and parking.

To ensure safe and easily understandable circulation, parking spaces, directional arrows, crosswalks and other markings on the ground should be painted on the pavement paint or shown by other suitable methods.



*Pedestrian sidewalk and vehicular circulation clearly marked on asphalt*



### 1.3.3 Driveways Between Parcels

Driveways between adjacent parcels should be used where feasible in order to make deliveries easier and reduce unnecessary trips and turning movements on Route 100.

These driveways should provide safe, direct access between adjacent lots, but only where the paved areas of the two adjacent lots are reasonably close together. However, they are inappropriate where they would require excessive impervious (paved) area or impose undue financial burden on the owner.

All such driveways between parcels should have pedestrian walkways when possible.

## 1.4 Building Placement

**Objective:** Buildings should be placed on their sites in a way that is sensitive to existing site conditions and respectful of adjacent uses.

### 1.4.1 Location of Building on the Site

In placing the building on the site, the designer should carefully consider the building's relationship to existing site features such as the size of the site, existing vegetation and topography, drainage, etc., as well as the abutting land uses.

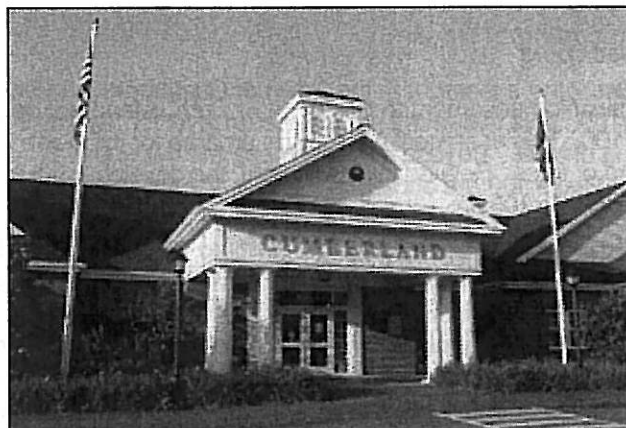
The site design should make every effort to avoid creating a building surrounded by parking lot. In addition, buildings should generally be square to Route 100 and should avoid unusual geometry in building placement unless the site requires it.

### 1.4.2 Building Entrances

The building's main entrance should be a dominant architectural feature of the building, clearly demarcated by the site design and landscaping. Main entrances should front onto the most convenient parking area.

At building entrance areas and drop-off areas, site furnishings such as benches, sitting walls and, if appropriate, bicycle racks should be encouraged. Additional plantings may be desirable at these points to clearly identify the building entrance and to invite pedestrians into it.

Where building entrances do not face Route 100, the Route 100 façade should still be made interesting and attractive to drivers on Route 100.



*The main entrance to this building is indicative to changes in materials and roof lines, and the introduction of columns.*

### **1.4.3 Building Setbacks**

If adjacent building facades are parallel with Route 100 and buildings have consistent setbacks from Route 100, the visual effect from the road will be orderly and attractive.

Side and rear building setbacks must conform to the requirements of the underlying zone.

### **1.4.4 Hillside Development**

When a proposed development is located on a hillside that is visible from Route 100 or from other public areas, its presence will be much more obvious than development on a level site. Because of this, it is even more important that the structure be designed to fit harmoniously into the visual environment. The use of berms and plantings, where appropriate, will help soften the impact of buildings located in open fields.

Site clearing should also be minimized and vegetation should be retained or provided to minimize the visual impact of the development. Issues of drainage, run-off and erosion should also be closely examined.

### **1.4.5 Universal Accessibility**

Development of all properties, buildings, parking lots, crosswalks, walkways and other site features must comply with the applicable standards and standards of the Americans with Disabilities Act (ADA).

## **1.5 Parking**

**Objective:** Development should provide safe, convenient and attractive parking. Parking lots should be designed to complement adjacent buildings, the site and the Route 100 corridor without becoming a dominant visual element. Every effort should be made to break up the scale of parking lots by reducing the amount of pavement visible from the road. Careful attention should be given to circulation, landscaping, lighting and walkways.

### **1.5.1 Location**

Parking lots should be located to the side or rear of buildings. Parking should only be placed between the building and Route 100 if natural site constraints such as wetlands or topography, allow no other option. If parking must be built between the building and Route 100, it should be limited, if at all possible, to only one row of parking spaces and be adequately buffered.

### **1.5.2 Landscaping**

A 25' landscaping easement to the Town of Cumberland will be required of each new development that is on Route 100. This easement will provide an area for the Town to install curbing, if needed, a sidewalk and the planting of trees. Beyond this easement, the developer will provide adequate landscaping to insure that views from Route 100 are attractive and to buffer the presence of the parking and buildings.

Parking should be separated from the building by a landscaped strip a minimum of five to ten feet wide. Landscaping around and within parking lots will shade hot surfaces and visually soften the appearance of the hard surfaces. Parking lots should be designed and landscaped to create a pedestrian-friendly environment. A landscaped border around parking lots is encouraged, and landscaping should screen the parking area from adjacent residential uses. Tree plantings between rows of parking are very desirable. Granite curbs, while more expensive, are more attractive and require less maintenance than asphalt ones.



Well-landscaped parking area with asphalt curbs. Granite curbing is preferable.

Adequate landscaping in the area between Route 100 and buildings in each development, as well as the location of the parking to the side or rear of the buildings are both intended to insure that views from Route 100 are not of expanses of asphalt. It is not necessary for parked cars be hidden from Route 100, but it is the intent of these standards that the impact of their presence be lessened.

Parking should be separated from the building by a landscaped strip a minimum of five to ten feet wide.

Landscaping around and within parking lots will shade hot surfaces and visually soften the appearance of the hard surfaces. Parking lots should be designed and landscaped to create a pedestrian-friendly environment. A landscaped border around parking lots is encouraged, and landscaping should screen the parking area from adjacent residential uses. Tree plantings between rows of parking are very desirable. Granite curbs, while more expensive, are more attractive and require less maintenance than asphalt ones.

### **1.5.3 Snow Storage**

Provision should be made for snow storage in the design of all parking areas, and these areas should be indicated on the site plan. The area used for snow storage should not conflict with proposed landscaping or circulation patterns. These areas should be sited to avoid problems with visibility, drainage or icing during winter months.

### **1.5.4 Impervious Surfaces**

The amount of paved surface required for parking, driveways and service areas should be limited as much as possible in order to provide green space, reduce run-off and preserve site character. This will have the added benefit of reducing construction and maintenance costs.

## **1.6 Service Areas**

**Objective:** Service areas include exterior dumpsters, recycling facilities, mechanical units, loading docks and other similar uses. Service areas associated with uses along Route 100 should be designed to meet the needs of the facility with a minimum of visual, odor or noise problems. They should be the smallest size needed to fit the specific requirements of the building and its intended operation, and should be fully screened from view by either plantings or architectural elements such as attractive fences.

### 1.6.1 Location

Service areas should, if possible, be located so that they are not visible from Route 100 or from the building entrance. Locations that face abutting residential properties should also be avoided wherever possible.

Dumpster, recycling facilities and other outdoor service facilities should be consolidated into a single site location, in accordance with appropriate life safety requirements.

### 1.6.2 Design

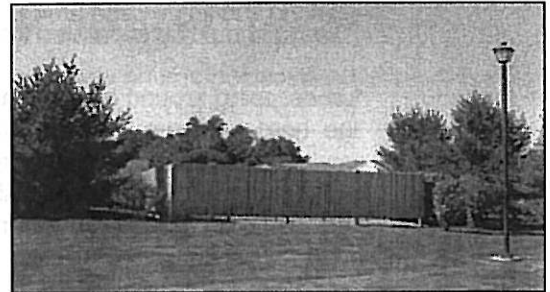
Service areas should be designed to accommodate the turning movements of anticipated vehicles, and should be separated from other vehicle movements, parking areas and pedestrian routes.

Wherever possible, service drives should be separated from areas where people will be walking by landscaped islands, grade changes, berms, or other devices to minimize conflicts.

Gates on enclosures should be designed to prevent sagging or binding. Wooden fencing is always preferred, but where chain link is necessary for safety considerations, it should be screened by landscaping and painted a dark color, or coated with dark vinyl.



*Fully screened dumpster consolidated with storage shed*



*Service area screened and placed in a remote location*

### 1.6.3 Buffering/Screening

Service areas should be screened to minimize visibility from sensitive viewpoints such as Route 100, nearby residential dwellings, public open space, pedestrian pathways, and building entrances. Landscape screening may consist of evergreen trees, shrubs, and/or planted earth berms. Architectural screening may consist of walls, fences or shed structures, and should complement the design of the main structure through repetition of materials, detailing, scale and color.

Where plantings do not survive, or where they grow to a point where they no longer serve as effective screens, they shall be replaced or supplemented to meet the intent of the plan as approved by the Planning Board.

## 1.7 Open Space

**Objective:** In order to provide an attractive, hospitable and usable environment, future development along Route 100 should have generous amounts of open space and attractive site details for such elements as pavement, curbing, sitting and other public areas, landscaping, planters, walls, signage, lighting, bollards, waste receptacles and other elements in the landscape.



### 1.7.1 Internal Walkways

Internal walkways should invite pedestrians onto the property and make them feel welcome.

Walkways extending the full length of a commercial building are encouraged along any façade that features a customer entrance and an abutting parking area. Such walkways should be located five to ten feet from the face of the building to allow for planting beds. Such walkways should be shown on the project's landscaping plan.

Wherever feasible, interconnections between adjacent properties should be developed to encourage pedestrian movement and reduce vehicle trips.

At a minimum bituminous concrete should be used as the primary material for internal walkways, except that for entrance areas and other special features the use of brick or special paving shall be encouraged. Walkways should be separated from parking areas and travel lanes by raised curbing. Granite is strongly preferred for its durability, appearance and low maintenance requirements.

Driveway crosswalks should be marked by a change in pavement texture, pattern or color to maximize pedestrian safety in parking and other potentially hazardous areas.



*Landscaped walkway along building,  
with site furniture*



*Walkway along landscaped island in parking field.*

### 1.7.2 Landscaping

Where there are trees in the 75' buffer between Route 100 and the building, existing healthy trees should be maintained in their natural state. Where there are few or no trees in the 75' buffer, the buffer area should be landscaped either with trees, or with flowering shrubs, fencing, or such architectural elements as st100 walls.

Where plantings do not survive, or grow to a point where they no longer serve as effective buffers, they shall be replaced or enhanced to meet the intent of the approved plan.



*Planted buffer between roadway and parking  
area features large trees, shrubs and planting  
beds.*

### **1.7.3 Usable Open Space**

Site plans should provide inviting open spaces where people can sit, relax and socialize. Open spaces should be thought of as outdoor rooms, with consideration to ground surfaces, landscaping, lighting and other physical elements. Examples of such spaces include a forecourt outside a building entrance, or a peaceful place outdoors where employees can sit down and eat lunch or have breaks.

## **1.8 Buffering of Adjacent Uses**

**Objective:** Buffering or screening may be necessary to effectively separate quite different land uses such as housing and office or commercial buildings. Plantings, earth berms, stone walls, grade changes, fences, distance and other means can be used to create the necessary visual and psychological separation.

### **1.8.1 Appropriateness**

The selection of the proper type of buffer should result from considering existing site conditions, distances to property lines, the intensity (size, number of users) of the proposed land use, and the degree of concern expressed by the Planning Department, Planning Board, and abutting landowners. Discussions regarding the need for buffers, and appropriate sizes and types, should begin at the sketch plan stage of review.

### **1.8.2 Design**

Buffers and screens should be considered an integral part of the site and landscaping plans. Stone walls, plantings, fencing, landforms, berms, and other materials used for buffers should be similar in form, texture, scale and appearance to other landscape elements. Structural measures, such as screening walls, should likewise be related to the architecture in terms of scale, materials, forms and surface treatment.

### **1.8.3 Maintenance**

Where plantings do not survive, or where they grow to a point where they no longer serve as effective buffers, they shall be replaced or supplemented to meet the intent of the plan as approved by the Planning Board.

## **1.9 Erosion, Sedimentation and Stormwater Management**

**Objective:** Protecting the natural environment in Cumberland is as much a priority in these design standards as protecting the visual environment. A developer should take every measure possible in the construction and operation of a project to ensure that little or no adverse impact to the natural environment occurs. These measures should be as visually attractive as possible.

### **1.10.1 Erosion and Sedimentation**

Before any site work, construction or the disturbance of any soil occurs on a property, methods, techniques, designs, practices and other means to control erosion and sedimentation, as approved or required by the Maine Department of Environmental Protection, shall be in place. For guidance developers should refer to "Maine Erosion and Sedimentation Control Handbook for Construction – Best Management Practices," produced by the Cumberland County Soil and Water Conservation District and the Maine DEP.

## 1.10 Utilities

**Objective:** It is important to make efficient use of the utility infrastructure that exists along the Route 100 corridor, and to ensure that utility connections to individual development lots are as inconspicuous as possible.

### 1.10.1 Water and Sewer

All proposed development along the Route 100 Corridor must connect to the municipal water supply and the municipal sewer, wherever such connections are available. Proposed connections are subject to review by the Town and/or its peer reviewers.

### 1.10.2 Electric, Telephone and Cable

Electric, telephone, cable and other wired connections from existing utilities on Route 100 should be made to individual development lots via underground conduit wherever possible. This prevents the accumulation of unsightly overhead wires, and preserves the natural character of the corridor.

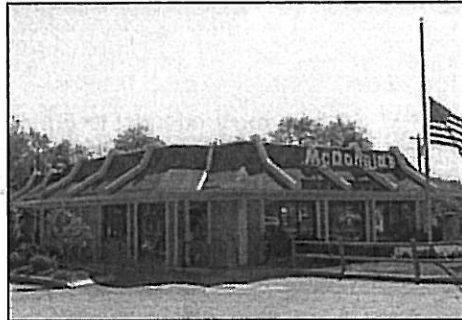
## 2. Building Types

The purpose of these standards is to encourage architectural styles within the Route 100 corridor that draw their inspiration from traditional New England examples. "Vernacular" or commonly used styles that are well represented in Cumberland are center-chimney Federal buildings in brick or clapboard, 100 and a half story Greek Revival "capess" with dormers, in white clapboard with corner pilasters or columns, and Victorians buildings with more steeply pitched roofs, porches and gingerbread trim. Except for mill buildings, the scale and nature of older commercial buildings in towns like Cumberland and Yarmouth, was similar to that of houses of the same period. Modern interpretations and versions of these styles, are entirely appropriate and encouraged. Because of their larger size, traditional barns are also sometimes used as inspiration for modern commercial buildings. Somewhat more description of each of the above styles is provided in the "definitions" section at the end of these standards.



*A recently constructed commercial structure located within Yarmouth's Historic Village which reflects the styles of nearby buildings*

Surrounding communities which saw considerable commercial development along Route One in the 1950s, 60s and 70s also have many commercial buildings in either vaguely "international style" or in "big box" or franchise styles from that period which seem old-fashioned or unattractive now. Design standards which try to encourage updated but traditional styles can have an impact.



*A standard franchise style building*



*The flat roof and curtain wall reflects international style.*

## 2.1 General Architectural Form

Traditional New England buildings look like they do because of the climate, the materials and technologies available for building and the styles and fads of the 19<sup>th</sup> century. This is what is meant when people talk about "vernacular architecture". It is the architecture that develops in a particular geographic area. Typically, while there may be architects who work in a particular "vernacular", vernacular architecture evolves over time and is not the product of a particular person's powerful vision.

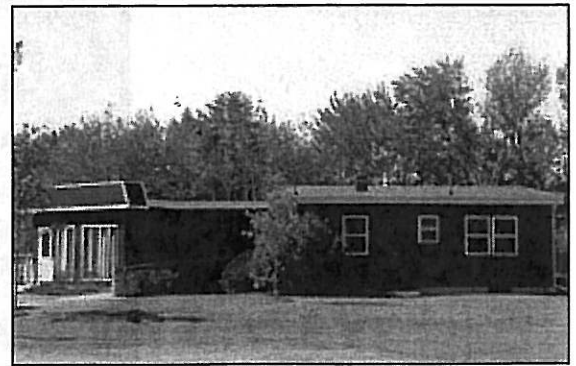
These standards encourage the use of materials and forms that are characteristic of the construction of ordinary houses and commercial buildings of 19<sup>th</sup> century in northern New England, and particularly in Maine. Modern interpretations and versions of these materials and forms are entirely appropriate and encouraged.

### 2.1.1 Roofs

Because of the need to shed snow, New England roofs have generally been pitched rather than flat. Federal roofs are sometimes gambrel-shaped. In the Greek Revival style they are often gabled or have dormers, and have decorative "returns" at the bottom edge of the gable or dormers, suggesting the pediment of a Greek temple. Victorian houses typically have more steeply sloped roofs. Flat roofs are to be avoided.



*The combination of traditional gable and hipped roof forms make this structure successful.*



*The flat roof on this single-story building is inappropriate, as is the false parapet on the left (front) of the structure.*



## 2.1.2 Windows

Windows are typically vertical rectangles, often with two or more panes of glass. They may have shutters. If shutters are used, each should be wide enough to actually cover half of the window. Horizontal and vertical "lights", rows of small panes of New England buildings such as parapets. Where parapets are used to break up a flat roofline, the height of glass, are common over and next to doors. Window frames often have a decorative wood or stone pediment over them.

*This duplex unit has horizontal lights over the garage doors.*



## 2.1.3 Detailing

Each historical period also has its characteristic embellishments. Federal buildings may have a decorative fanlight over the entrance door. Greek Revival buildings have corner-boards in the form of pilasters or even rows of actual columns across 100 façade, below a pediment. Victorian buildings use a wealth of turned columns and decorative scroll-work and shingle-work. Too many embellishments can look "busy", and mixing the details of several periods or styles can also spoil the desired effect. Modern interpretations of older styles often used simplified forms to suggest the details that were more elaborately defined in earlier periods.



*This highly visible structure has plenty of transparency in its façade, giving clues as what goes on inside. Architectural details in -cast*



*Brick exterior, a portico with columns and sash windows with a pediment give this building a traditional feel*



*These gables have a steep Victorian pitch*

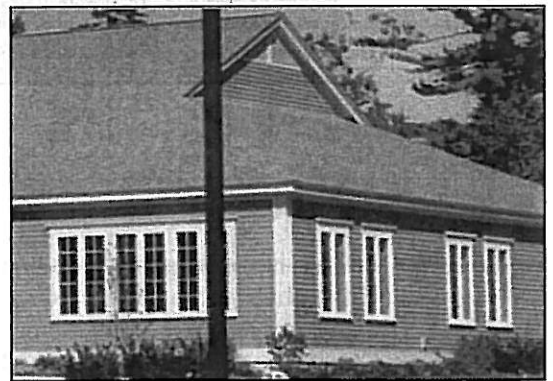
### 2.1.4 Building Materials

Traditional siding materials common to Northern New England are brick, painted clapboard and either painted or unpainted shingles. Contemporary materials that have the same visual characteristics as traditional materials (e.g., cementitious clapboards or vinyl siding) are acceptable if attention is paid to detailing (e.g., corners, trim at openings, changes in material). Metal cladding is not permitted.

Common traditional roofing materials are shingles – cedar originally or asphalt now, as well as standing seam metal. Where visible, the roofing color should be selected to complement the color and texture of the building's façade. Roofing colors are usually darker than the color of the façade.

Colors commonly found in historic New England houses vary by period. In the Federal and Greek Revival periods, white was the most common color, often with green or black shutters. But houses were not infrequently painted "sober" colors such as dull mustard or gray. In the Victorian period much brighter colors were often used, with trim in complementary colors. The characteristic colors for barns are white, barn red, or weathered shingle.

*Windows with multiple panes of glass, the sober beige clapboard and white corner boards make this building appear traditional.*



## 2.2 Large Scale Buildings

**Objective:** Due to their visibility and mass, the design of new large structures (10,000 square feet or greater) have the ability to greatly enhance or detract from Route 100's visual character. These structures should be designed as attractive pieces of commercial architecture that are responsive to their site and compatible with adjacent development.

### 2.2.1 Design and Massing

Large structures should be designed so that their large mass is broken up into smaller visual components through the use of clustered volumes, projections, recesses and varied façade treatment. The design should provide variation to add shadow and depth and a feeling of reduced scale.

### 2.2.2 Site Design

Wherever possible, large buildings should fit into the existing topography and vegetation, and should not require dramatic grade changes around their perimeter. Landscaping, site walls, pedestrian amenities and existing trees can be effective in reducing the apparent scale of large buildings.

### 2.2.3 Architectural Details

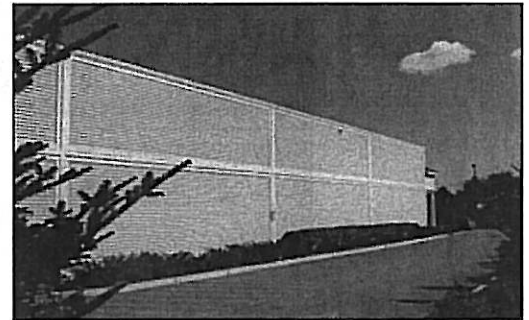
Large structures should have the same degree of detailing found in well-designed smaller and medium sized buildings along the Route 100 corridor. Architectural details can be used to reduce the scale and uniformity of large buildings. Elements such as colonnades, pilasters, gable ends, awnings, display windows and appropriately positioned light fixtures can be effective means of achieving a human scale.

## 2.2.4 Facades and Exterior Walls

Unbroken facades in excess of 80 feet are overwhelming whether they are visible from Route 100, other roadways or pedestrian areas, or when they abut residential areas. Breaking up the plane of the wall can reduce this sense of overwhelming scale. Where the plane of the wall is broken, the offset should be proportionate to the building's height and length. A general rule of thumb for such projections or recesses is that their depth shall be at least 3% of the façade's length, and they shall extend for at least 20% of the façade's length.

Other devices to add interest to long walls include strong shadow lines, changes in rooflines, pilasters and similar architectural details, as well as patterns in the surface material and wall openings. All façade elements should be coordinated with the landscape plan.

*An attempt has been made to reduce the scale of this wall, but it does not go far enough. A stronger cornice line, modulation of the façade plane, wall openings and landscaping would help.*



Facades of commercial buildings that face Route 100 or other roadways should have transparent openings (e.g. display windows or entry areas) along 30% or more of the length of the ground floor. Blank or unadorned walls facing public roads, residential neighborhoods, or abutting properties are boring and unattractive.

## 2.2.5 Building Entrances

Large structures should have clearly defined and highly visible entrances emphasized through such devices as significant variations in rooflines or cornice lines, changes in materials, porticos, landscape treatments, distinctive lighting or other architectural treatments.

## 2.3 Linear Commercial Buildings

**Objective:** Linear commercial structures, such as multi-tenant offices or commercial buildings may be appropriate along Route 100 provided that they are designed with façade and roofline elements that reduce their sense of large scale and add visual interest.

### 2.3.1 Design

Buildings with multiple storefronts should be visually unified through the use of complementary architectural forms, similar materials and colors, consistent details, and a uniform signage size and mounting system.

### 2.3.2 Façade Design

The use of covered walkways, arcades, or open colonnades is strongly encouraged along long facades to provide shelter, encourage people to walk from store to store, and to visually unite the structure. Pedestrian entrances to each business or tenant should be clearly defined and easily accessible.

### 2.3.3 Focal Points

Linear commercial buildings can include a focal point – such as a raised entranceway or clock tower, or other architectural element – to add visual interest and help reduce the scale of the building.



*A clock tower adds a focal point to a long building, and covered walkway provides shelter and visual interest.*



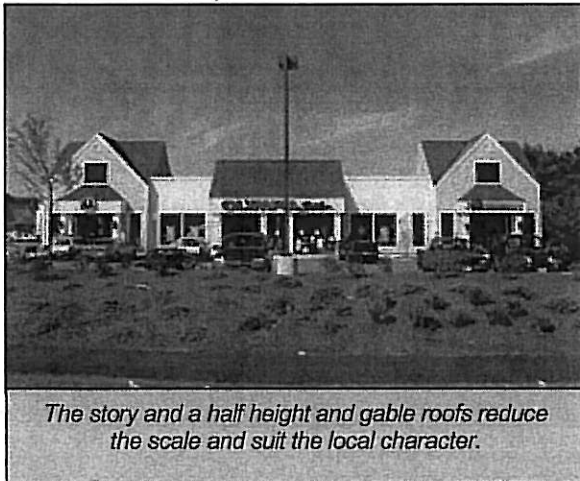
*Modulated building forms and variation of roofline reduce the scale, while similar materials create cohesiveness.*

### 2.3.4 Façade Offsets

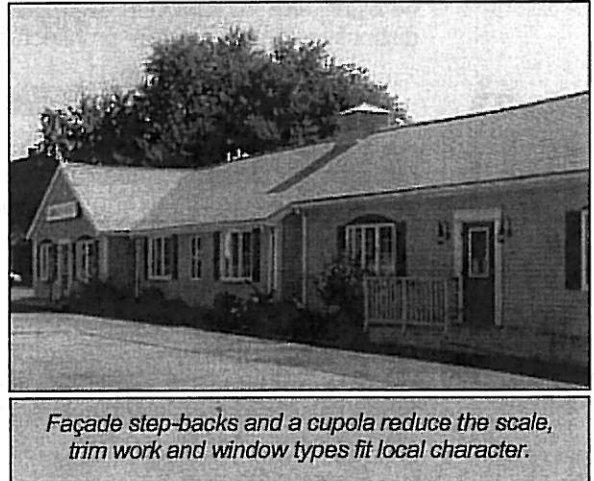
Variations in the plane of the front façade add visual interest. They also create opportunities for common entries, and social or landscaped spaces.

### 2.3.5 Rooflines

Variations in rooflines, detailing, cornice lines and building heights should be incorporated into the design to break up the scale of linear commercial buildings.



*The story and a half height and gable roofs reduce the scale and suit the local character.*



*Façade step-backs and a cupola reduce the scale, trim work and window types fit local character.*

## 2.4 Smaller Freestanding Commercial Buildings

**Objective:** Smaller freestanding commercial buildings can easily make use of traditional New England building forms and should be designed to be attractive pieces of architecture, expressive of their use and compatible with surrounding buildings.



### 2.4.1 Single Use Buildings

Buildings that are constructed for use by a single business are generally smaller in scale than multi-tenant buildings. Single use buildings should be designed to be attractive and architecturally cohesive. To the greatest extent possible, the same materials, window types and roof types should be used throughout.

*Non-traditional building form and roof, large vertical windows, and bright colors are inappropriate.*

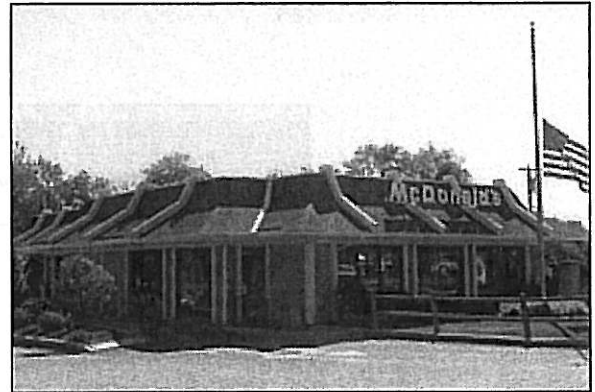


### 2.4.2 Franchise Design

Franchise architecture with highly contrasting color schemes, non-traditional forms, reflective siding and roof materials are not related to any traditional New England style. They are buildings that are stylized to the point where the structure is a form of advertising. However, franchises have been willing to use existing "vernacular" buildings, and sometimes have designs that somewhat reflect local styles.



*A creative applicant can make even a national fast food franchise suit the local character using a handsome existing building.*



*The "placeless" architecture of a national fast food chain's prototype structure*

### 2.4.3 Mixed Use Buildings

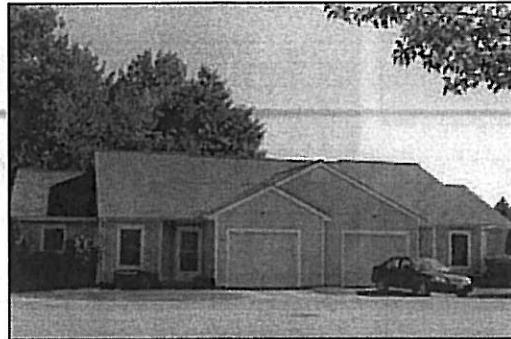
Buildings containing mixed uses (e.g., health club on the first floor with professional offices on the second floor) are encouraged. The architecture of a mixed-use building can reflect the different uses on the upper floors by a difference in façade treatment, as long as the building has a unified design theme.

## 2.5 Residential Structures

**Objective:** Cumberland's future housing stock in the Route 100 corridor should be well designed and constructed, and is encouraged to have some connection to the traditional styles of New England

residential architecture. The large mass of multiplex dwellings, can be broken up by façade articulation and architectural detailing in order to reduce their apparent size.

Building form and massing can conform to traditional New England residences by using gable or gambrel roofs with generous overhangs. Traditional vertically hung windows are encouraged. Garages should not constitute a major element of the front of the house that faces the street, but should be located to the side or rear wherever possible.



*The materials and building forms are appropriate, but the garage is the dominant architectural feature.*

Dwellings with ells and additions, and ones with multiple roof planes harken back to traditional New England farm and seaside homes. Box-like, ranch or split-level "contractor modern" type dwellings do not particularly reflect Maine styles.

Similarly, traditional New England building materials such as wooden shingles and clapboards are encouraged. Modern low-maintenance materials such as cementitious shingles and clapboards may be substituted.

*This duplex uses traditional New England forms and materials. It has front porches and de-emphasizes the garages*



## 2.6 Residential Care Facilities

**Objective:** Ensure that the future needs of Cumberland's aging population are met in healthy and well-designed facilities, and that the architecture and site design of such facilities fit into the Cumberland context.

The design of Residential Care Facilities can also draw on the local vernacular architecture of gable roofs, multiple building forms and traditional materials. Landscaping, site design and resident amenities will also be of concern to the Planning Board. The site should offer outdoor amenities such as decks, terraces, gardens, gazebos, lawns or similar features. Residential Care Facilities should be buffered from roadways and adjacent uses as much as possible.



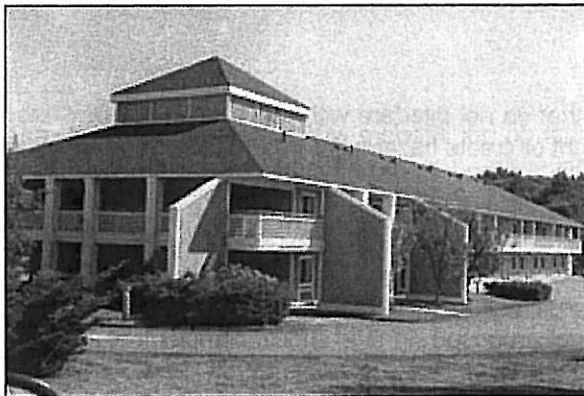
*Human-scale building elements and a generous landscape treatment create a desirable living environment.*

## 2.7 Hotels

**Objective:** To ensure that any future hotels in the Town of Cumberland are in keeping with the character of the surrounding area, and that the scale and design respects the architectural context of the region.

Using traditional building materials and colors is encouraged, and the use of large blocks of bright, primary colors is discouraged.

The signage and lighting standards contained in this publication will help as well.



*Traditional New England seaside style, materials and colors are attractive, as are roof and façade elements that reduce the apparent scale of the structure.*



*Focal points such as the tower add visual interest and help reduce the apparent scale of larger structures.*

### 2.7.1 All Building Types: Awnings and Canopies

Awnings and canopies can enhance the appearance and function of a building by providing shade, shelter, shadow patterns, and visual interest. Where awnings are used, they should complement the overall design and color of the building.

Whether fixed or retractable, awnings and canopies should be an integral element of the architecture. They should be located directly over windows and doors to provide protection from the elements. Awnings or canopies should not be used as light sources or advertising features. Graphics and wording located on canopies and awnings will be considered part of the total signage area. Any such graphics shall be designed as an integral part of the signage program for the property, and coordinated with other sign elements in terms of typeface, color and spacing.

## **3 Signage**

*Signs play a central role in providing much-needed information and setting the tone for the Route 100 corridor. They inform motorists and pedestrians, and have a direct effect on the overall appearance of the roadway. Signage should not create visual clutter along the roadway, yet must provide basic, legible information about commercial goods and services. Signs should be compatible with the architecture and the context of the development.*

### **3.1 Sign Design**

**Objective:** Commercial uses along Route 100 in Cumberland should be identified by attractive, legible signs that serve the need of the individual business, while complementing the site and the architecture. All signage shall comply with the requirements of the Zoning Ordinance of the Town of Cumberland.

#### **3.1.1 Signage Plan**

For development proposals requiring one or more signs, the applicant shall provide a detailed signage plan as part of Site Plan or Subdivision review. The signage plan should show the location of all signs on a site plan drawing and on building elevations, as well as sign construction details, dimensions, elevations, etc., and accurate graphic representations of the proposed wording.

#### **3.1.2 Sign Location**

Signs should be placed in locations that do not interfere with the safe and logical usage of the site. They should not block motorists' lines of sight or create hazards for pedestrians or bicyclists. Roof mounted signs are not encouraged.

#### **3.1.3 Sign Design**

The shape and materials and finish of all proposed signage should complement the architectural features of the associated building. Simple geometric forms are preferable for all signs. All signage shall comply with the requirements of the Zoning Ordinance of the Town of Cumberland.

#### **3.1.4 Sign Colors**

Signs should be limited to two or three contrasting colors that are clearly complimentary to the colors of the associated building.

#### **3.1.5 Sign Content**

To ensure a clear and easily readable message, a single sign with a minimum of informational content should be used. As a general rule no more than about 30 letters should be used on any sign.

Lettering on any sign intended to be read by passing motorists needs to be legible at the posted speed limit. In general a minimum letter height of 6 inches is appropriate. Smaller letters can require motorists to slow down thereby creating traffic and safety hazards. Upper and lower case lettering is preferred to all upper case, as it is easier to read.

The use of variable message "reader boards", sponsor logos, slogans or other messages that promote products or services other than the tenants' are not permitted.



Signage for any proposed development should prominently feature its assigned street address to facilitate general way-finding and e-911 emergency response.



*Reader boards such as this one are not permitted.*

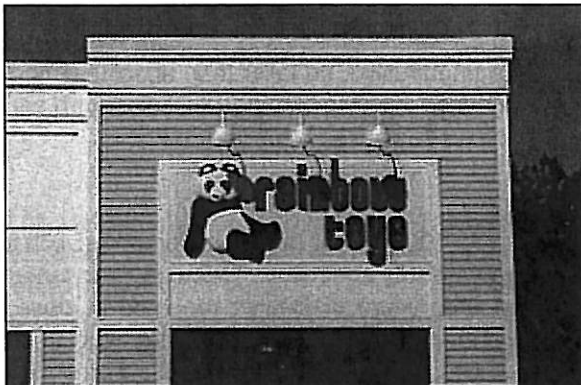
## 3.2 Sign Type

**Objective:** To ensure that any sign type complements the architecture of the associated building, and to ensure that they are attractively designed and functional while clearly delivering the intended information.

### 3.2.1 Building Mounted Signs

Building or façade mounted signs should be designed as an integral element of the architecture, and should not obscure any of the architectural details of the building. Signage should be mounted on vertical surfaces and should not project past or interfere with any fascia trim. Signs should be located a minimum of 18" from the edge of a vertical wall, however the overall proportions of both the wall and sign should be taken into consideration in the placement of the sign.

Flush mounted (flat) signage should be mounted with concealed hardware. Perpendicularly mounted hanging signs should be mounted with hardware designed to complement the building's architecture. All metal hardware should be corrosion and rust resistant to prevent staining or discoloration of the building.



*This sign is desirable as it is incorporated into the architecture of the building and employs subtle colors. Also, the lighting is aimed downward, not outward.*



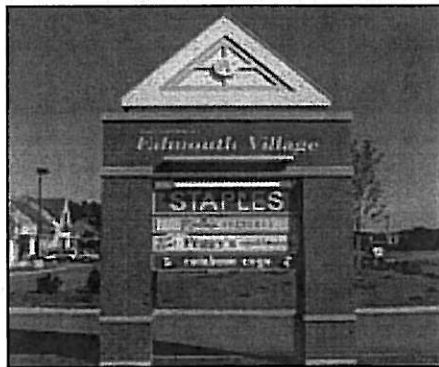
*This signage is inappropriate due to its size in proportion to the building. The all upper case lettering is difficult for motorists to read, and when lit it will be a visual blight.*

### 3.2.2 Freestanding Signs

An alternative to a façade-mounted sign is a freestanding "pylon" sign. These signs are typically located between the building and the roadway right-of-way, adjacent to the site's vehicular entry point.

As with façade-mounted signage, design and content standards shall apply. Because freestanding signs amount to architecture themselves, it is important that they be carefully designed to complement the associated building. This will entail similar forms, materials, colors and finishes. Landscaping surrounding the base of such signs shall be consistent with the landscaping of the entire site.

Where a freestanding sign lists multiple tenants, there should be an apparent hierarchy: i.e., Address, name of the building or development, primary tenant, other tenants.



*This sign is successful because it echoes the architecture and materials of the building, and delivers a clear message.*



*This playful sign clearly alludes to the use of the building as a child care center, and is landscaped.*

### 3.2.3 Wayfinding Signs

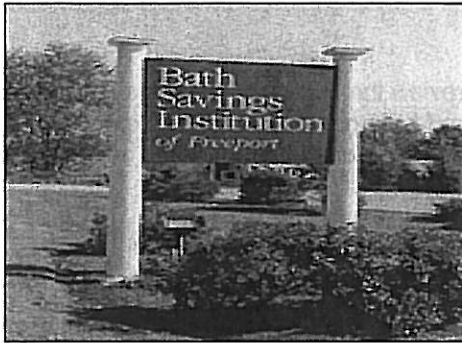
To prevent visual clutter and motorist confusion, additional smaller signs indicating site circulation are generally discouraged. However they are sometimes needed to clarify complex circulation patterns. Wayfinding signage is also sometimes required to indicate different areas of site usage, such as secondary building entries, loading, or service areas. The Planning Board shall exercise its discretion in the requirement or prohibition of such signs.

Where required, wayfinding signage should be unobtrusive, no taller than absolutely necessary, and shall complement the overall architecture and signage plan in terms of materials, color, form and finishes.

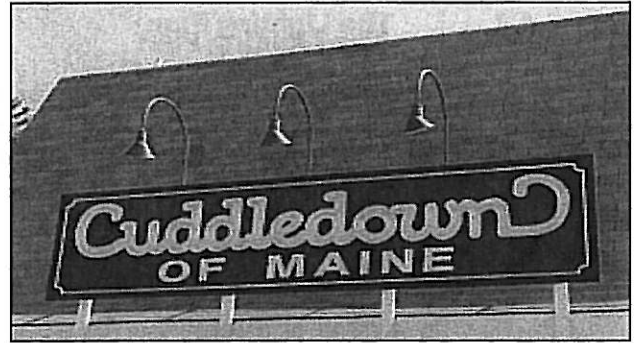
### 3.3 Sign Illumination

Only externally lit signs are permitted in the Route 100 corridor because, compared with internally lit signs, the direction and intensity of the light can be more easily controlled. Externally illuminated signs are made of an opaque material and have a dedicated light fixture or fixtures mounted in close proximity, aimed directly at the sign face. The illumination level on the vertical surface of the sign should create a noticeable contrast with the surrounding building or landscape without causing undue reflection or glare.

Lighting fixtures should be located, aimed and shielded such that light is only directed onto the surface of the sign. Wherever possible, fixtures should be mounted above the sign and be aimed downward to prevent illumination of the sky.



*While the design of this sign is very successful, its illumination is not. Lighting shall not be aimed skyward.*



*This sign provides an excellent example of good lighting – the fixtures are fully shielded and are aimed downward.*

## 4 Lighting

Outdoor lighting is used to identify businesses and illuminate roadways, parking lots, yards, sidewalks and buildings. When well designed and properly installed it can be very useful in providing us with better visibility, safety, and a sense of security, while at the same time minimizing energy use and operating costs. If outdoor lighting is not well designed or is improperly installed it can be a costly and inefficient nuisance. The main issues are glare (hampering the safety of motorists and pedestrians rather than enhancing it), light trespass (shining onto neighboring properties and into residential windows), energy waste (lighting too brightly or lighting areas other than intended or necessary), and sky glow (lighting shining outward and upward washing out views of the nighttime sky).

### 4.1 Good Lighting

**Objective:** Good lighting does only the job it is intended to do, and with minimum adverse impact on the environment. Common sense and respect for neighbors goes a long way toward attaining this goal.

#### Appropriate Levels of Illumination

The applicant should provide sufficient lighting for the job without over-illuminating.

Fixtures should be fully shielded, giving off no light above the horizontal plane. They should also direct the light onto the intended areas. Fully shielded produce very little glare, which can dazzle the eyes of motorists and pedestrians.

The height and positioning of fixtures is also important, since even well shielded fixtures placed on tall poles can create light trespass. Fixtures should be positioned to uniformly illuminate the subject area. Hot spots created by too-bright or too-low fixtures make the in between areas seem dark, which can create safety problems.

High efficiency lamps may be a little more expensive initially, but they quickly pay for themselves by saving energy and lasting longer. Shielded lights can be lower in wattage, and will actually light an area better than unshielded high-output lights because they don't waste light by casting it outward and upward.

## **4.2 The Lighting Plan**

**Objective:** As part of Site Plan or Subdivision review the Planning Board may, at its discretion, require that a lighting plan be provided. It should be prepared by a professional with expertise in lighting design. The intent of the lighting plan is to show how the least amount of light possible will be provided to achieve the lighting requirements.

### **4.2.1 Elements of the Lighting Plan**

In addition to meeting the requirements of the Zoning Ordinance, the Lighting Plan should contain a narrative that describes the hierarchy of site lighting, describes how lighting will be used to provide safety and security, and describes how it will achieve aesthetic goals. The Lighting Plan should include specifications and illustrations of all proposed fixtures, including mounting heights, photometric data, and other descriptive information. It should also include a maintenance and replacement schedule for the fixtures and bulbs.

If the Planning Board requires a photometric diagram, it should show illumination levels from all externally and internally visible light sources, including signage.

The location and design of lighting systems should complement adjacent buildings, pedestrian routes, and site plan features. Pole fixtures should be proportionate to the buildings and spaces they are designed to illuminate.

Buffers, screen walls, fencing and other landscape elements should be coordinated with the lighting plan to avoid dark spots and potential hiding places.

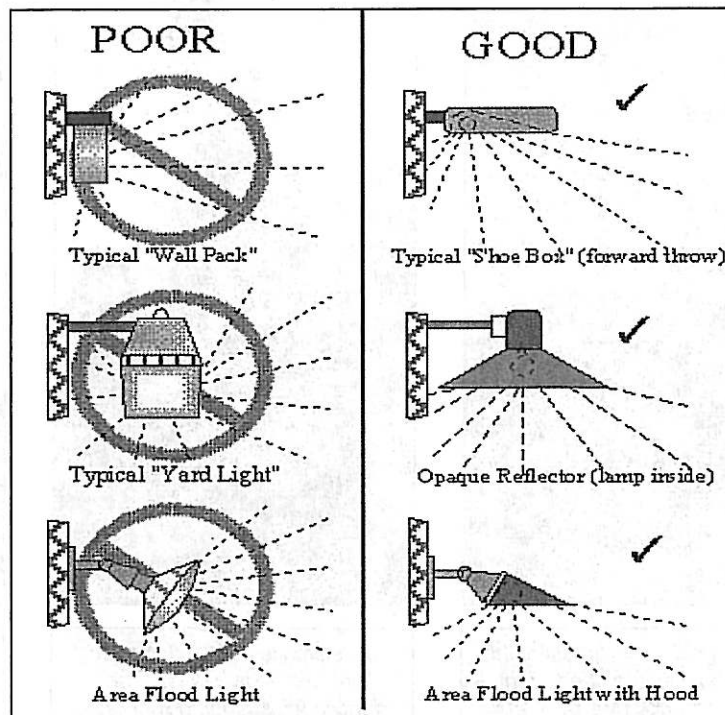
Where proposed lighting abuts residential areas, parking lot lighting and other use-related site lighting should be substantially reduced in intensity within one hour of the business closing.

## **4.3 Types of Lighting**

### **4.3.1 Façade and Landscaping Lighting**

Lighting on the front of a building can highlight architectural features or details of a building and add depth and interest to landscaping. This style of lighting should not be used to wash an entire façade in light or light the entire yard. Rather should be used to emphasize particular aspects of the project. All fixtures should be located, aimed and shielded so that they only illuminate the façade or particular plantings and do not illuminate nearby roadways, sidewalks or adjacent properties. For lighting a façade, the fixtures should be designed to illuminate the portion of the face of the building from above, aimed downward, to eliminate skyglow.



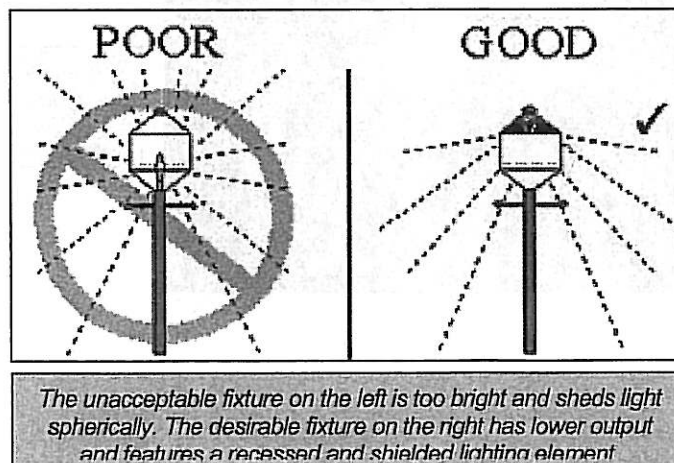


*The building-mounted fixtures on the left are unacceptable. The building-mounted fixtures on the right aren't required but are encouraged and recommended.*

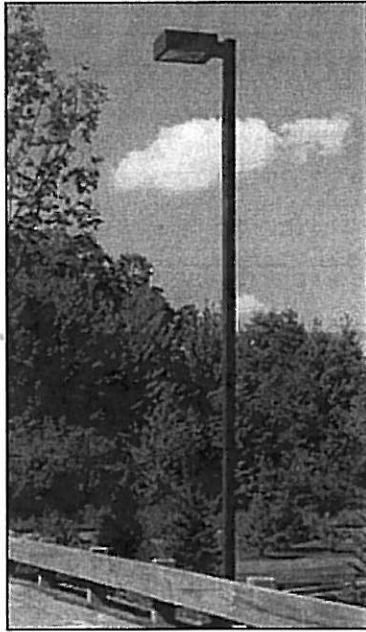
#### 4.3.2 Parking Lot and Driveway Lighting

Parking lot and driveway lighting should be designed to provide the minimum lighting necessary for safety and visibility. Poles and fixtures should be in proportion to the roadways and areas they are intended to illuminate.

All fixtures should be fully shielded or "cut-off" style, such that no light is cast above the horizontal plane. Decorative fixtures are strongly encouraged as long as they meet the cut-off criteria, and their design and color complements the architecture and landscaping of the project.



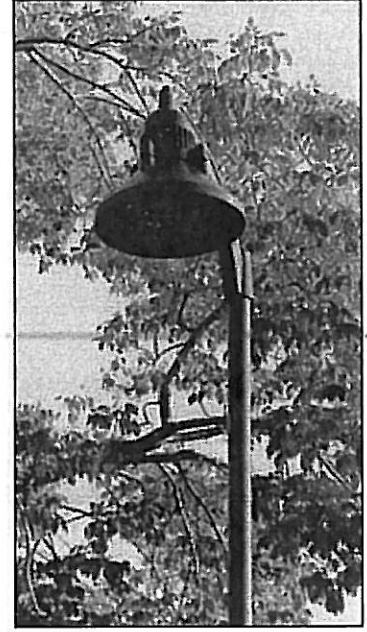




*Although not very attractive, this "shoebox" fixture sheds light only downward.*



*This architecturally designed "bell" fixture is attractive and functional, shedding light only downward.*



*A close-up of the "bell" fixture shows its recessed lighting element and flat lens – light trespass is eliminated.*

#### **4.3.3 Pedestrian Lighting**

Places where people walk, such as sidewalks, stairs, sitting areas, curbs and landscaping should be adequately but not excessively illuminated.

Mounting heights for pedestrian lighting should be appropriate in design and scale for the project and its setting. Bollard fixtures of 3' to 4' in height and ornamental fixtures of up to 12' in height are encouraged. Fixtures should be a maximum of 100 watts and should not create glare or light trespass onto abutting properties.



*The walkway through this residential community is illuminated with well-designed, unobtrusive, glare-free fixtures.*

## 5 Definitions

**ADA.** The "Americans with Disabilities Act" is a 1990 federal law intended to bring disabled Americans into the economic mainstream to provide them equal access to jobs, transportation, public facilities and services. The Act outlines the physical requirements for ensuring that buildings, site features, parking areas and the like are accessible.

**Applicant.** The person, organization, land owner or representative of the same who is seeking Site Plan or Subdivision approval from the Town, or who is seeking any other permit or permission from the Town.

**Architectural Feature.** A prominent or significant part or element of a building, structure or site.

**Board of Adjustment and Appeals.** A Town board empowered to grant special exceptions or variances from the Town's Zoning Ordinance.

**Bollard.** A rigid post protruding from the ground to a height of 30" to 50" intended to protect the corners of buildings, fences or other structures from damage incurred by vehicles, or to separate pedestrian areas from vehicular areas, or for decorative purposes.

**Buffer.** Any planted or built barrier intended to visually, and in some cases acoustically, separate two adjacent but different uses. Also used to shield an unpleasant use on a site from other uses on the site, such as a dumpster. Buffers are typically vegetated (planted) but can also be in the form of a berm or fence.

**Massing.** The grouping of three-dimensional forms to achieve variation, as in building forms or landscaping..

**Community Character.** The image of a community as defined by such factors as its architectural styles,, natural features, open space, and the type and quality of its public facilities and services.

**Curb Cut.** The interruption of a curb at which point vehicles may enter or leave the roadway.

**Cut-off Fixtures.** A type of light fixture that prevents most of the light from projecting above the horizontal plane of the fixture.

**Developer.** The person, organization, land owner or representative of the same who is seeking Site Plan or Subdivision approval from the Town, or who is seeking any other permit or permission from the Town.

**Federal Style.** As the name indicates, this was the architectural style characteristic of the early years of the United States from about 1780 to 1820. It was primarily a "high" style for large houses. They often had three stories, with a low pitched roof surrounded by a balustrade. Other characteristics included large, multi-paned windows, pillared entryways with sidelights and a fanlight over the door. Brick and flat wood siding to suggest stone were common exterior finishes. In addition to such elaborate federal style houses, older style, two story brick or timber frame, center-chimney houses were also built with federal details such as doors with side and fan lights.



*Federal Style*

**Gable Roof.** A roof with two slopes, 100 on each side of a ridge line, and a gable at each end.

**Gambrel Roof.** A roof that has two slopes on each side of a ridge line, the lower slope being steeper than the upper.

**Greek Revival.** This style was popular in Maine from 1820 into the 1860's. Greek revival houses had stylistic elements that adapted the architecture of ancient Greece to the domestic architecture of a democratic society. Typically, the triangular pediment formed by the gable roof is supported by classical columns. In large, fancy houses the columns may actually form a portico or porch. In many smaller houses, particularly story and ½ capes, the pediment is simply suggested by decorative returns at the two ends of the entablature and corner boards in the form of decorative pilasters. The door, often with a heavy post and lintel frame with sidelights, could either be at 100 side of the gable end or in the center of the non-gable side. The characteristic color is white to suggest marble.



*Greek Revival Style*



*High Greek Revival Style*

In top, a pav water to be absorbed through it into the ground beneath, but rather causes the water to be shed elsewhere.

**Landscape Plan.** A drawing in a project proposal that identifies the species, quantity and location of all proposed vegetation.

**Open Space.** Areas of a building site that are left unbuilt to be used for public use of visual enhancement.. This can be landscaped or left in a natural state, depending upon the individual project.

**Planning Board.** A Town board empowered to grant Site Plan approval and Subdivision approval. Any project proposed in the Route 100 corridor will require Planning Board review and approval.

**Peer Review.** The review by a qualified professional of certain aspects of an application before a Town board for conformance with the Town's Ordinances.

**Performance Guarantee.** Any security that may be accepted by the Town to assure that improvements required as part of an approval will be satisfactorily completed.

**Route 100 Corridor.** All parcels of land immediately adjacent to, or that are clearly visible from, the U.S. Route 100 right-of-way.

**Scale.** The interrelationships of a development, its elements and its surroundings in terms of size, bulk, intensity and aesthetics.

**Service Area.** A designated area on a development site where a business accommodates its necessary but visually unattractive services such as shipping and delivery, trash storage and pick-up, utility storage and the like

**Setbacks.** The mandatory distances from adjacent property lines that all structures, parking areas and driveways must not be built within.

**Shed Roof.** A flat roof of a single pitch that will shed water and snow away from it high edge toward its lower edge.

**Site Furniture.** Outdoor objects such as benches, shelters, sculpture, trash receptacles and bicycle racks that can enliven and give variety to an outdoor space used by the public.

**Vernacular Architecture.** Architectural forms that are indigenous to an area, and that have developed in response to the locale's available materials and its cultural and environmental conditions.

**Victorian and Late 19<sup>th</sup> Century Styles.** Victorian styles of architecture began in the 1850's with the gothic revival style which used small, steeply pointed gables, windows and doors shaped like gothic arches and gingerbread trim. This particular style was not very common in Maine, but many houses with plans similar to Greek Revival houses, updated their look with more steeply pitched roofs, porches with turned columns and gingerbread trim. Among other late 19<sup>th</sup> century styles, the most common in Maine may have been the shingle style which was commonly used for summer houses. It featured multiple gables, turrets, and deep verandahs. The exterior, as the name suggests, was weathered shingle.



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# Research Report

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## Town of Cumberland

### Route 100 survey

### Survey Report

Prepared by:

Brian Robertson, Ph.D.

July 2006



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# **I. Introduction**

Market Decisions conducted this project on behalf of the Route 100 Advisory Committee. The goal of the research was to obtain public input from the residents of Cumberland on future business and commercial development along the Route 100 corridor in the Town of Cumberland.

This report provides the results of the survey of Cumberland residents. It is divided into four sections:

- This introduction
- Survey methodology
- Key findings from the survey
- A summary report of research findings for each survey item

A set of technical appendices is provided in a separate volume.

## **II. Survey Methodology**

### **The Survey Questionnaire**

The survey instrument used during the course of this survey was developed in collaboration with the Route 100 Advisory Committee. The survey instrument was designed to assess the views and opinions of residents about business and commercial growth along the Route 100 corridor. The survey focused on seven main themes:

- General thoughts about future business and commercial development along the Route 100 corridor.
- Perceived advantages and drawbacks of future business and commercial growth along the Route 100 corridor.
- Level of support or opposition for future business and commercial growth along the Route 100 corridor.
- Level of support or opposition based on standards of development that might be incorporated into a future town plan.
- Level of support or opposition to future business and commercial growth along the Route 100 corridor given the potential advantages and drawbacks of development and development standards incorporated into a potential town plan.
- Level of support or opposition for reducing speed limits along the corridor.
- Household and demographic characteristics.

## **Sampling**

The target population for this research consisted of all residents in the Town of Cumberland. The goal of this research was to provide an accurate assessment of the views of the residents of the Town of Cumberland. The research was designed to allow statements to be made about the views of residents with a known level of precision.

The sample used in this research study was provided by the Town of Cumberland and consisted of all listed taxpayers. The Town provided a list that included names and mailing addresses. A total of 2,602 (unduplicated) names and addresses were included on the list. A survey was mailed to all residents included in this list along with businesses.

In order to allow geographic analysis and comparisons, each sample record was identified by its general location in the Town of Cumberland. Four areas were identified:

- West Cumberland
- Center Cumberland North
- Center Cumberland South
- Cumberland Foreside

## **Data Collection**

The surveys were mailed to each resident and business listed in the sample file provided by the Town of Cumberland. The survey was mailed on June 20, 2006. A reminder card was sent to each potential respondent on June 27, 2006. As surveys were received, their responses were entered into a database using our computer data entry software. All surveys received by July 13, 2006 were entered and included for analysis.

A total of 570 residents and businesses completed and returned surveys by July 13, 2006. A total of 68 survey packets were returned to our offices as undeliverable.

## **Survey Response Rates**

Among all residents and businesses, the survey response rate was 23%

## **Data Weighting**

The data has been weighted to adjust for non-response and also to match the profile of residents and businesses by their location within the Town of Cumberland (using the four regions identified above). Weighting is a statistical process that normalizes survey respondents to the actual population based upon a set of characteristics. Weighting the survey data allows one to use survey data to make statements about the target population. This means that we can say the survey results reflect the views of the population as a whole within the precision of the survey.

## **Sampling Error**

The percentages reported for the Town of Cumberland Route 100 survey are within plus or minus 4.1% that would be found if all residents completed surveys. For example, if our survey showed that 50% of the respondents would support reducing speed limits along the corridor, then the comparable figure for all residents would be somewhere between 45.9% and 54.1% with a confidence level of 95%.



### **III. Key Findings**

#### **General thoughts about future business and commercial development along the Route 100 corridor**

- Residents have different views on future business and commercial development along the Route 100 corridor.

#### **Perceived advantages and drawbacks of future business and commercial growth along the Route 100 corridor**

- Residents see additional tax revenue, tax relief for residents and additional services for residents as the advantages of future business and commercial growth along the Route 100 corridor.
- The primary disadvantage of future business and commercial development along the Route 100 corridors identified by residents is increased traffic.

#### **Level of support or opposition for future business and commercial growth along the Route 100 corridor**

- Three quarters of residents express some level of support for business and commercial growth along the Route 100 corridor.

**Level of support or opposition based on standards of development that might be incorporated into a future town plan**

- A majority support future business and commercial development along the Route 100 corridor that includes buildings up to 25,000 square feet. Residents are split on any development that includes buildings of 50,000 square feet or more.
- Nearly nine in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 2,500 square feet.
- Nearly eight in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 5,000 square feet.
- Six in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 10,000 square feet.
- Six in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 25,000 square feet.
- Only four in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 50,000 square feet. Four in ten oppose development that includes businesses of this size.
- Residents express strongest support for future business and commercial development along the Route 100 corridor that includes professional offices, restaurants, smaller retail shops, and banks and credit unions. A majority of residents oppose development that includes fast food restaurants and big box stores.
- Nearly nine in ten express some level of support for future business and commercial development along the Route 100 corridor that includes professional offices.
- Nearly seven in ten express some level of support for future business and commercial development along the Route 100 corridor that includes bed and breakfasts or smaller motels.
- Nearly nine in ten express some level of support for future business and commercial development along the Route 100 corridor that includes restaurants.

- Over half express some level of opposition for future business and commercial development along the Route 100 corridor that includes fast food restaurants.
- Residents are split on whether future business and commercial development along the Route 100 corridor should include national chain restaurants.
- Over eight in ten express some level of support for future business and commercial development along the Route 100 corridor that includes smaller retail shops.
- Over three quarters express some level of support for future business and commercial development along the Route 100 corridor that includes banks and credit unions.
- Nearly half express some level of support for future business and commercial development along the Route 100 corridor that includes larger retail stores. Nearly four in ten would oppose development that includes larger retail stores.
- Residents are split on whether future business and commercial development along the Route 100 corridor should include supermarkets.
- Nearly half express some level of support for future business and commercial development along the Route 100 corridor that includes pharmacies.
- Two-thirds express some level of opposition for future business and commercial development along the Route 100 corridor that includes big box stores.
- A majority of residents would oppose a plan for future business and commercial development along the Route 100 corridor that did not place limits on the location of development. Nearly half oppose a plan that would allow much of the future development to occur in the LB south zone.
- A majority of residents would oppose a plan for future business and commercial development along the Route 100 corridor that did not place limits on the location of development. Nearly four in ten would support a plan that would not place limits on the location of businesses along the corridor.

- Nearly four in ten residents would oppose a plan for future business and commercial development along the Route 100 corridor that would allow much of the development to occur in the LB north zone. Three in ten would support such a plan.
- Half of the residents would oppose a plan for future business and commercial development along the Route 100 corridor that would allow much of the development to occur in the LB south zone.
- Over four in ten residents would support a plan for future business and commercial development along the Route 100 corridor that would allow much of the development to occur in the HC zone. One-third would oppose such a plan.

**Level of support or opposition for future business and commercial growth along the Route 100 corridor given the potential advantages and drawbacks of development and development standards incorporated into a potential town plan**

- Support or opposition to any future business or commercial development along the Route 100 corridor is significantly influenced by the potential impacts or changes that result from this future development.
- Eight in ten residents support future business and commercial development knowing that the corridor is already zoned for commercial development and that a new policy will allow the town to improve regulation of development along the corridor.
- More than eight in ten residents support future business and commercial development knowing that town policies could require building towards the back of lots.
- More than eight in ten residents support future business and commercial development knowing that business development may generate additional revenue for the town.
- More than eight in ten residents support future business and commercial development knowing that future development could provide employment opportunities for town residents.



- Nearly three quarters of residents support future business and commercial development knowing that a formal plan could include requirements that will make Route 100 safer for traffic.
- Fewer than four in ten residents support future business and commercial development knowing that the plan could impact the rights of property owners more than existing regulations; 30% oppose future development knowing this impact.
- Only 44% of residents support future business and commercial development knowing that development may lead to increased traffic along the corridor; one-quarter oppose future development knowing this impact.
- Fewer than four in ten residents support future business and commercial development knowing that such development could lead to a decrease in open space; 35% oppose future development knowing this impact.
- Only 42% of residents support future business and commercial development knowing that there would be an increase in the number of streetlights; 27% oppose future development knowing this impact.
- Only three in ten residents support future business and commercial development knowing that there may be less of a buffer between businesses and existing residential neighborhoods; 37% oppose future development knowing this impact.
- Fewer than four in ten residents support future business and commercial development knowing that development may lead to increased cost for infrastructure for the town; 37% oppose future development knowing this impact.

#### **Level of support or opposition for reducing speed limits along the corridor**

- Over half of Cumberland residents support reducing speed limits along the Route 100 corridor.

## IV. Summary Report

## General thoughts about future business and commercial development along the Route 100 corridor

**Residents have different views on future business and commercial development along the Route 100 corridor.**

**Q01: In the future, what would you like to see in terms of business and commercial development along the Route 100 corridor?**

	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Any and all business(including Big Box stores)	17%	9%	21%	18%	16%
Small Business/Shops (General)	15%	16%	15%	13%	12%
Restaurants	12%	16%	12%	11%	7%
Professional Building/Business	9%	13%	8%	6%	9%
A mix of local and commercial/a balanced mix	6%	3%	6%	8%	10%
Small LOCAL Businesses	6%	9%	4%	8%	4%
NO Big Box Stores	4%	3%	4%	9%	1%
Grocery Store/Food Store	4%	8%	4%	1%	2%
Banks	3%	5%	5%	1%	
Limited development	3%	4%	4%	1%	2%
Drug Stores/Pharmacies	3%	5%	3%	2%	
Hardware Store	2%	2%	4%	1%	
NO Fast Food	1%	3%	1%		1%
Motel/Hotel	1%	2%		1%	4%
Entertainment Facilities	1%	2%			2%
NO Car Dealers/Lots	0%	1%	0%	1%	
NO Restaurant Chains	0%	1%		1%	
Other	27%	25%	27%	33%	25%
Unsure, no answer	14%	14%	13%	9%	22%

*\*Note: respondents could provide more than one answer so the percentages will sum to more than 100%*

## Comments:

Among all residents, 17% indicate they would like to see any type of business included in future business and commercial development along the Route 100 corridor. Fifteen percent of residents indicate they would like to see small shops and businesses. 12% would like future business development to include restaurants, 9% professional businesses, 6% a mix of local and more commercial businesses, and 6% indicate future business and commercial development should focus on small, local businesses.

- West Cumberland Residents are less likely to voice that future development along the Route 100 corridor should include any and all types of businesses.



## Perceived advantages and drawbacks of future business and commercial growth along the Route 100 corridor

**Residents see additional tax revenue, tax relief for residents and additional services for residents as the advantages of future business and commercial growth along the Route 100 corridor.**

**Q02: What do you see as the potential advantages of future business and commercial growth along the Route 100 corridor to the Town of Cumberland and its residents?**

	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
More Tax Revenue/Increase/Broaden Tax Base	45%	35%	45%	60%	46%
Tax Relief for residents/lower taxes	24%	25%	23%	33%	16%
Services for residents locally	21%	27%	20%	18%	17%
Convenience/location/No need to travel to other towns	18%	20%	19%	15%	15%
Jobs/Employment	17%	16%	15%	19%	21%
See no advantage/None	6%	9%	6%	8%	2%
Other	8%	8%	10%	2%	9%
Unsure, no answer	12%	13%	10%	6%	20%

*\*Note: respondents could provide more than one answer so the percentages will sum to more than 100%*

### Comments:

Among all residents, 45% indicate that more tax revenue for the town or broadening the tax base is a potential advantage to future business and commercial development along the Route 100 corridor. Another 24% see tax relief for residents as a potential advantage. Twenty-one percent of residents indicate a potential advantage to future business and commercial development along the Route 100 corridor is to provide services to residents and 18% see as a potential advantage more convenience for residents in terms of shopping and services (since these would be available locally). Seventeen percent of residents indicate additional jobs and employment opportunities are a potential advantage. Six percent of residents indicate they saw no advantage to future business and commercial development along the Route 100 corridor.

- Center Cumberland South residents are most likely to mention more tax revenue or a broader tax base as a potential advantage to future business and commercial development along the Route 100 corridor.
- Center Cumberland South residents are most likely mention tax relief for residents as a potential advantage to future business and commercial development along the Route 100 corridor.

**The primary disadvantage of future business and commercial development along the Route 100 corridors identified by residents is increased traffic.**

**Q03: What do you see as the potential disadvantages of future business and commercial growth along the Route 100 corridor to the Town of Cumberland and its residents?**

	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Increased traffic/traffic congestion	44%	49%	41%	45%	41%
See no disadvantages/None	15%	10%	20%	16%	11%
Loss/Change of rural character/small town feel	9%	13%	8%	12%	6%
Increased use of town services (police, fire, water, sewer)	7%	6%	9%	7%	5%
Loss of open space/green space	6%	8%	4%	7%	6%
Increased noise	5%	10%	2%	3%	9%
Increased pollution	4%	3%	4%	6%	5%
Sprawl	4%	3%	4%	6%	4%
Environmental damage	1%	1%	2%	2%	
Other	15%	16%	14%	15%	15%
Unsure, no answer	16%	14%	13%	12%	26%

*\*Note: respondents could provide more than one answer so the percentages will sum to more than 100%*

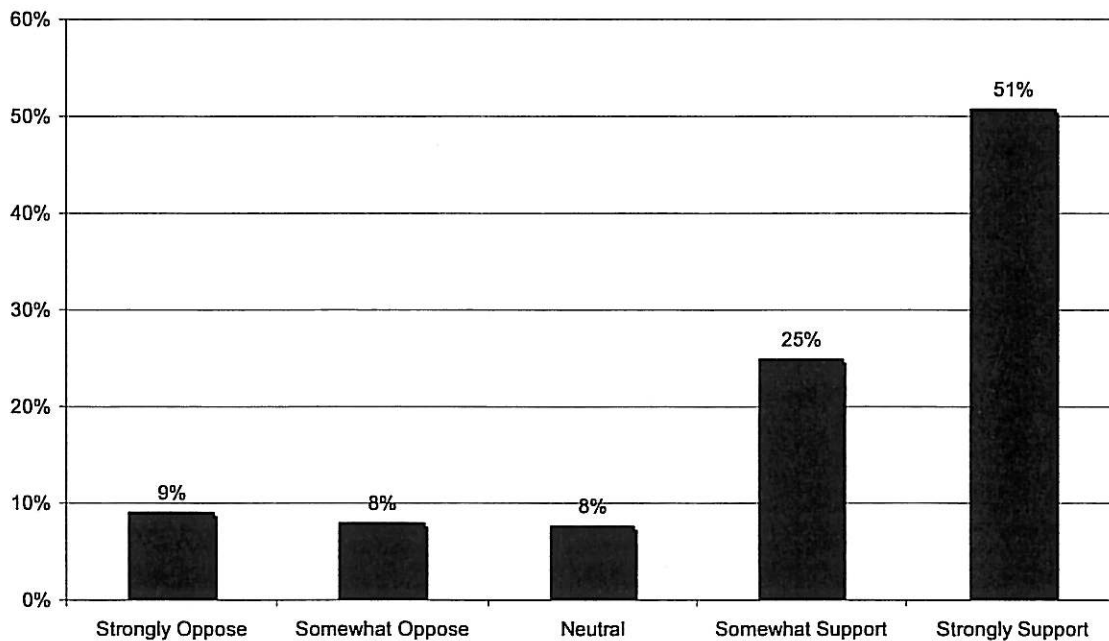
#### **Comments:**

Among all residents, 44% indicate that increased traffic and traffic congestion is a potential disadvantage to future business and commercial development along the Route 100 corridor. Nine percent of residents cite the loss of rural character or the small town feel of Cumberland as a potential disadvantage. Other potential disadvantages arising from business and commercial development along the Route 100 corridor are the increase use of town services (mentioned by 7% of residents), the loss of open space (6%), increased noise (5%), increased pollution (4%), and urban sprawl (4%), among other potential disadvantages. Fifteen percent of residents indicate they saw no potential disadvantages to future business and commercial development along the Route 100 corridor.

## Level of support or opposition for future business and commercial growth along the Route 100 corridor

**Three quarters of residents express some level of support for business and commercial growth along the Route 100 corridor.**

**Q04: In general, do you support or oppose future business and commercial development along the Route 100 corridor?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	9%	15%	8%	8%	4%
Somewhat Oppose	8%	12%	5%	9%	9%
Neutral	8%	7%	4%	7%	17%
Somewhat Support	25%	27%	27%	22%	20%
Strongly Support	51%	39%	56%	55%	50%
Total	100%	100%	100%	100%	100%



**Q04a: Please explain why you support or oppose future business and commercial growth along the Route 100 corridor.**

	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Added Tax base = tax relief for residents	19%	13%	20%	28%	16%
Need more business in town/need development	16%	16%	14%	24%	14%
Limited development/with restrictions/well thought out plan	11%	13%	12%	6%	10%
Do not want development	6%	11%	3%	9%	5%
Keep the rural character of the town	6%	10%	5%	4%	5%
Increased access to goods/services	4%	4%	4%	3%	4%
Small business/small local business	4%	5%	5%	3%	
Create jobs/employment	3%	3%	1%	8%	5%
Traffic issues	2%	3%	2%	1%	2%
Loss of rural character	2%	3%	1%	2%	1%
Convenience to residents	1%	2%	1%		1%
Leave as is/No need to change	1%	1%	2%		
Support but no Big Box stores	1%		1%	1%	1%
Pollution	1%		0%	1%	1%
Other	13%	15%	14%	12%	10%
Unsure, no answer	31%	28%	30%	25%	43%

*\*Note: respondents could provide more than one answer so the percentages will sum to more than 100%*

## Comments:

Among all residents, 51% indicate, in general, they strongly support future business and commercial development along the Route 100 corridor, while 25% somewhat support business and commercial development along the corridor. Nine percent of residents indicate they strongly oppose and another 8% of residents somewhat oppose future business and commercial development along the Route 100 corridor. Eight percent of Cumberland residents are neutral.

- Center Cumberland North residents are most likely to support business and commercial development along the Route 100 corridor (83% strongly or somewhat support).
- West Cumberland residents are most likely to oppose business and commercial development along the Route 100 corridor (27% strongly or somewhat oppose).

In explaining their support or opposition to future business and commercial development along the Route 100 corridor, 19% of residents indicate this would provide an added tax base and tax relief for residents. Sixteen percent of residents indicate the need for more businesses in Cumberland. Eleven percent support future development but want limitations along with a well thought out plan for this future development. Six percent of residents indicate they do not want development and 6% indicate they want to keep the rural character of the town. Other thoughts mentioned by residents for supporting or opposing development include increase access to goods and services (mentioned by 4% of residents), the desire for development to focus on small and local businesses (4%), that development would help create jobs and employment (3%), traffic issues (2%), and that development would lead to the loss of rural character (2%), among others.

## Level of support or opposition based on standards of development that might be incorporated into a future town plan

A majority support future business and commercial development along the Route 100 corridor that includes buildings up to 25,000 square feet. Residents are split on any development that includes buildings of 50,000 square feet or more.

Please indicate whether you would support or oppose development standards that might include the following characteristics...

	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	% Oppose	% Support
<b>Size of Businesses</b>							
2,500 Square Feet, such as Cumberland Café	2%	2%	9%	16%	71%	4%	87%
5,000 Square Feet, such as Town Hall	6%	6%	9%	22%	57%	12%	79%
10,000 Square Feet, such as SEAFAX on Route 1	11%	11%	16%	15%	47%	22%	62%
25,000 Square Feet, such as Skillin's and Allen's Farms buildings together	14%	13%	13%	18%	43%	27%	60%
50,000 Square Feet or greater, such as Hannaford in Yarmouth	33%	11%	12%	15%	30%	44%	44%

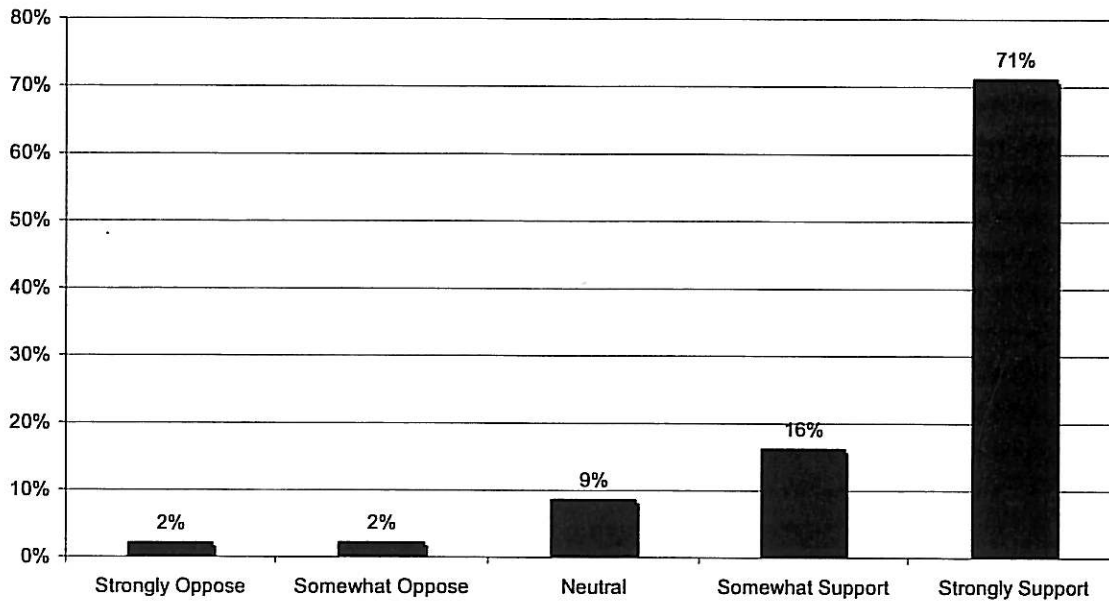
## Comments:

A solid majority of residents (87%) would strongly or somewhat support a development standard that would include businesses of 2,500 square feet (only 4% of residents would oppose buildings of this size). Seventy-nine percent of residents would strongly or somewhat support a development standard that would allow businesses of 5,000 square feet along the Route 100 corridor (only 12% of residents would oppose buildings of this size). Sixty-two percent of residents would strongly or somewhat support a development standard allowing businesses of 10,000 square feet (with 22% opposing) and 60% would strongly or somewhat support a development standard that would allow buildings of 25,000 square feet along the Route 100 corridor (with 27% opposing). Residents are split on whether a development standard should allow businesses of 50,000 or more square feet, with 44% of residents supporting a development standard that would allow such businesses and 44% opposing such a development standard.



**Nearly nine in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 2,500 square feet.**

**Q05a: Please indicate whether you would support or oppose development standards that might include the following characteristics: Business of 2,500 Square Feet (Cumberland Cafe).**



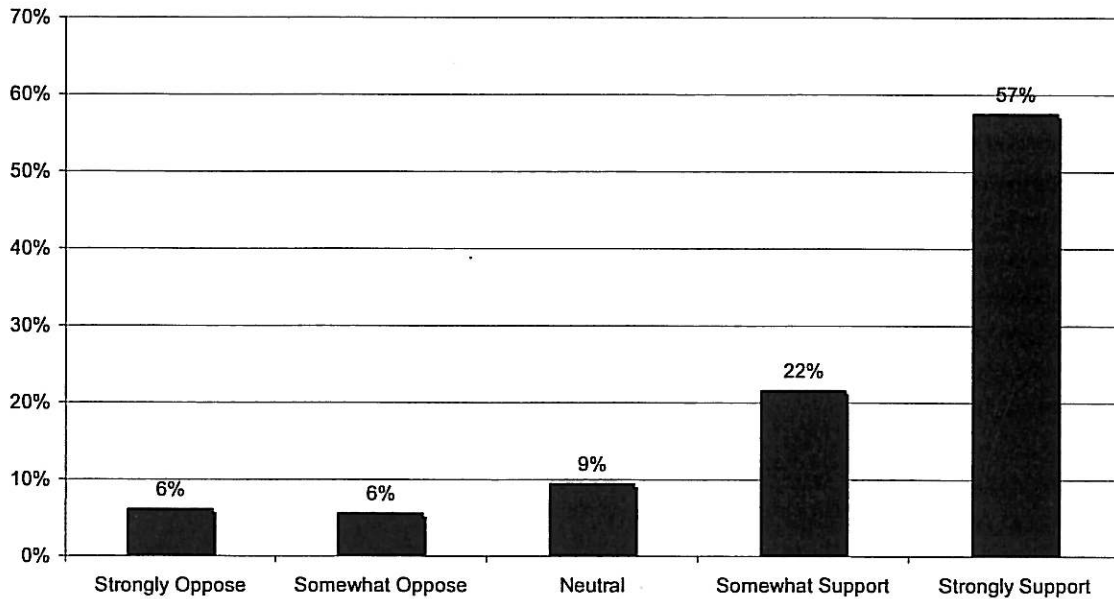
	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	2%	3%	2%	1%	
Somewhat Oppose	2%	4%	1%	1%	1%
Neutral	9%	8%	6%	7%	16%
Somewhat Support	16%	22%	16%	13%	10%
Strongly Support	71%	62%	74%	77%	72%
Total	100%	100%	100%	100%	100%

**Comments:**

Seventy-one percent of residents strongly support a development standard that would allow businesses of 2,500 square feet along the Route 100 corridor while another 16% somewhat support a development standard that would allow businesses of this size. Two percent of residents strongly oppose a development standard that would allow businesses of 2,500 square feet along the Route 100 corridor and another 2% somewhat oppose such a standard. Nine percent of residents are neutral.

**Nearly eight in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 5,000 square feet.**

**Q05b: Please indicate whether you would support or oppose development standards that might include the following characteristics: Business of 5,000 Square Feet (Town Hall).**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	6%	10%	6%	4%	3%
Somewhat Oppose	6%	7%	4%	6%	6%
Neutral	9%	13%	6%	7%	14%
Somewhat Support	22%	26%	23%	21%	14%
Strongly Support	57%	45%	61%	62%	63%
Total	100%	100%	100%	100%	100%

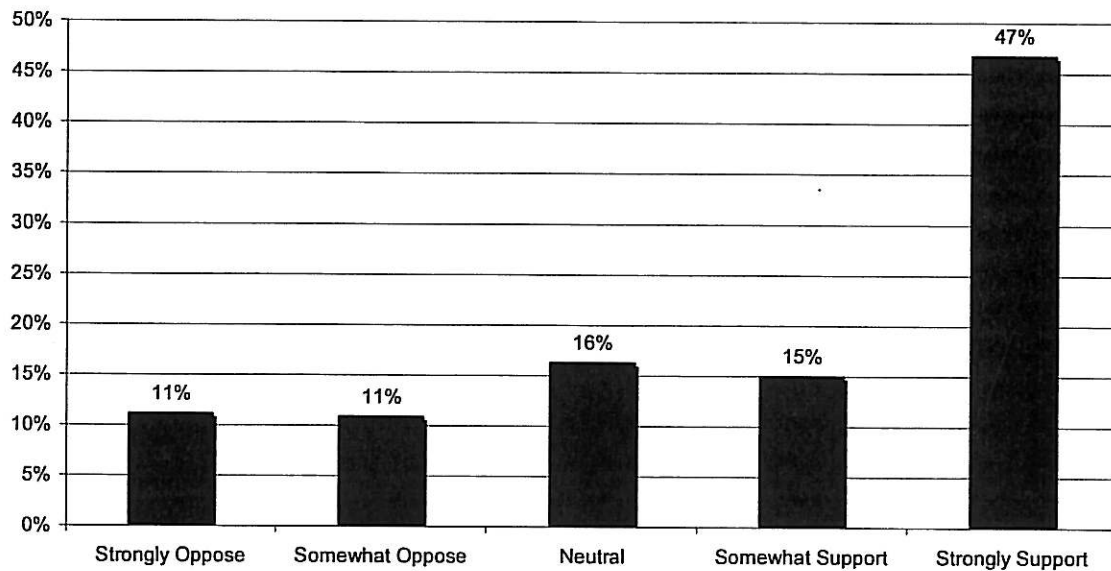
### **Comments:**

Fifty-seven percent of residents strongly support a development standard that would allow businesses of 5,000 square feet along the Route 100 corridor while another 22% somewhat support a development standard that would allow businesses of this size. Six percent of residents strongly oppose a development standard that would allow businesses of 5,000 square feet along the Route 100 corridor and another 6% somewhat oppose such a standard. Nine percent of residents are neutral.



**Six in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 10,000 square feet.**

**Q05c: Please indicate whether you would support or oppose development standards that might include the following characteristics: Business of 10,000 Square Feet (SEAFAX on Route 1).**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	11%	21%	10%	6%	3%
Somewhat Oppose	11%	13%	11%	9%	10%
Neutral	16%	19%	13%	15%	23%
Somewhat Support	15%	16%	17%	19%	5%
Strongly Support	47%	31%	50%	51%	59%
Total	100%	100%	100%	100%	100%

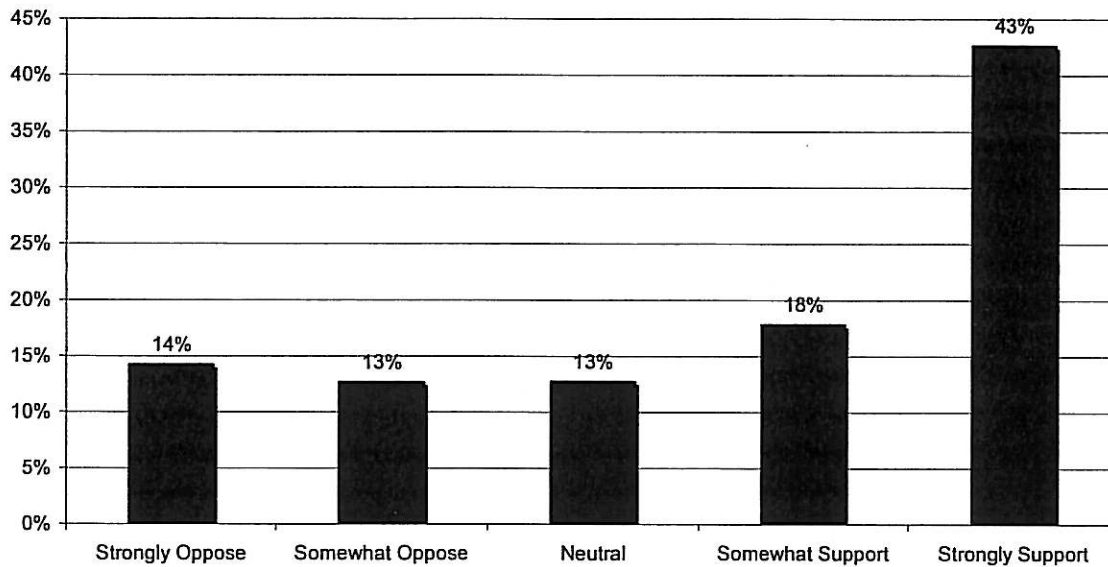
## Comments:

Forty-seven percent of residents strongly support a development standard that would allow businesses of 10,000 square feet along the Route 100 corridor while another 15% somewhat support a development standard that would allow businesses of this size. Eleven percent of residents strongly oppose a development standard that would allow businesses of 10,000 square feet along the Route 100 corridor and another 11% somewhat oppose such a standard. Sixteen percent of residents are neutral.

- 70% of Center Cumberland South residents would support a development standard that would allow businesses of 10,000 square feet along the Route 100 corridor.
- 34% of West Cumberland residents would oppose a development standard that would allow businesses of 10,000 square feet along the Route 100 corridor.

**Six in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 25,000 square feet.**

**Q05d: Please indicate whether you would support or oppose development standards that might include the following characteristics: Business of 25,000 Square (Skillin's and Allen's Farms buildings together).**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	14%	25%	13%	11%	5%
Somewhat Oppose	13%	18%	10%	11%	12%
Neutral	13%	14%	12%	13%	12%
Somewhat Support	18%	16%	19%	16%	21%
Strongly Support	43%	27%	46%	49%	50%
Total	100%	100%	100%	100%	100%

## Comments:

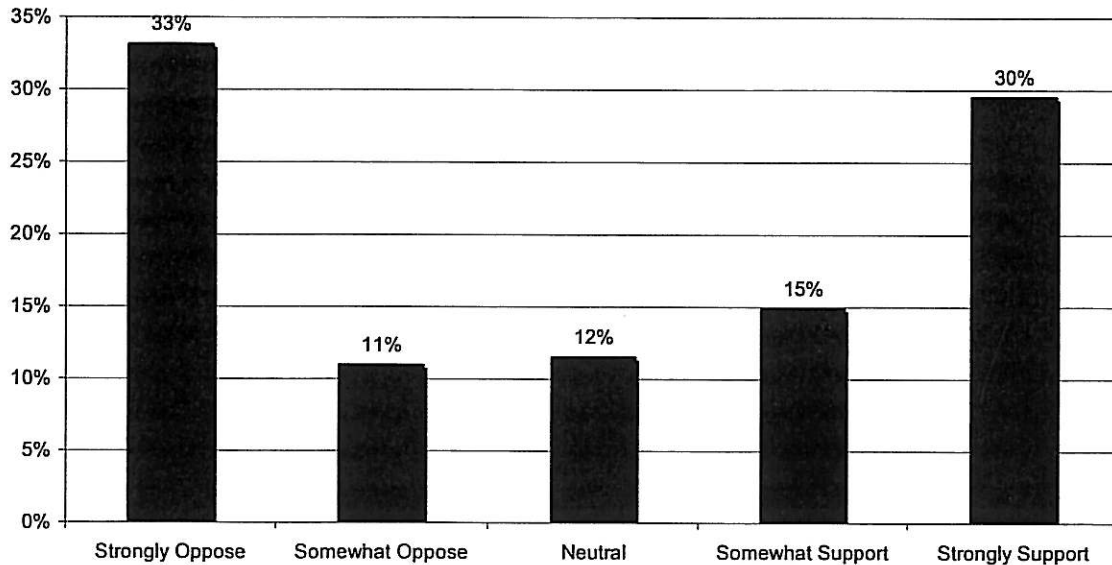
Forty-three percent of residents strongly support a development standard that would allow businesses of 25,000 square feet along the Route 100 corridor while another 18% somewhat support a development standard that would allow businesses of this size. Fourteen percent of residents strongly oppose a development standard that would allow businesses of 25,000 square feet along the Route 100 corridor and another 13% somewhat oppose such a standard. Thirteen percent of residents are neutral.

- 71% of Cumberland Foreside residents would support a development standard that would allow businesses of 25,000 square feet along the Route 100 corridor.
- 43% of West Cumberland residents would oppose a development standard that would allow businesses of 25,000 square feet along the Route 100 corridor.



**Only four in ten express some level of support for future business and commercial development along the Route 100 corridor that includes businesses of 50,000 square feet. Four in ten oppose development that includes businesses of this size.**

**Q05e: Please indicate whether you would support or oppose development standards that might include the following characteristics: Business of 50,000 Square Feet or Greater (Hannaford in Yarmouth).**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	33%	52%	28%	30%	21%
Somewhat Oppose	11%	10%	12%	13%	8%
Neutral	12%	8%	14%	10%	12%
Somewhat Support	15%	11%	16%	12%	21%
Strongly Support	30%	20%	30%	36%	38%
Total	100%	100%	100%	100%	100%

## Comments:

Only 30% of residents strongly support a development standard that would allow businesses of 50,000 or more square feet along the Route 100 corridor while another 15% somewhat support a development standard that would allow businesses of this size. Thirty-three percent of residents strongly oppose a development standard that would allow businesses of 50,000 square feet or more along the Route 100 corridor and another 11% somewhat oppose such a standard. Twelve percent of residents are neutral.

- 59% of Center Foreside residents would support a development standard that would allow businesses of 50,000 square feet or more along the Route 100 corridor.
- 62% of West Cumberland residents would oppose a development standard that would allow businesses of 50,000 square feet or more along the Route 100 corridor.

**Residents express strongest support for future business and commercial development along the Route 100 corridor that includes professional offices, restaurants, smaller retail shops, and banks and credit unions. A majority of residents oppose development that includes fast food restaurants and big box stores.**

**Please indicate whether you would support or oppose development standards that might include the following characteristics...**

	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	% Oppose	% Support
<b>Types of Businesses</b>							
Professional Offices	3%	3%	9%	18%	68%	6%	86%
Bed & Breakfasts or Small Motels (20 units or less)	10%	7%	16%	22%	45%	17%	67%
Restaurants	3%	2%	10%	28%	58%	5%	86%
Fast Food Restaurants	38%	15%	16%	11%	19%	53%	30%
National Restaurant Chains	30%	13%	18%	15%	24%	43%	39%
Smaller Retail Shops	3%	4%	10%	26%	58%	6%	84%
Banks and Credit Unions	5%	5%	13%	24%	52%	10%	77%
Larger Retail Stores (> 5,000 Square Feet)	25%	13%	14%	16%	32%	38%	48%
Supermarkets	28%	12%	15%	15%	30%	40%	45%
Rite Aid or CVS type store	24%	11%	17%	16%	33%	34%	49%
Big Box Stores	57%	10%	9%	7%	17%	67%	24%

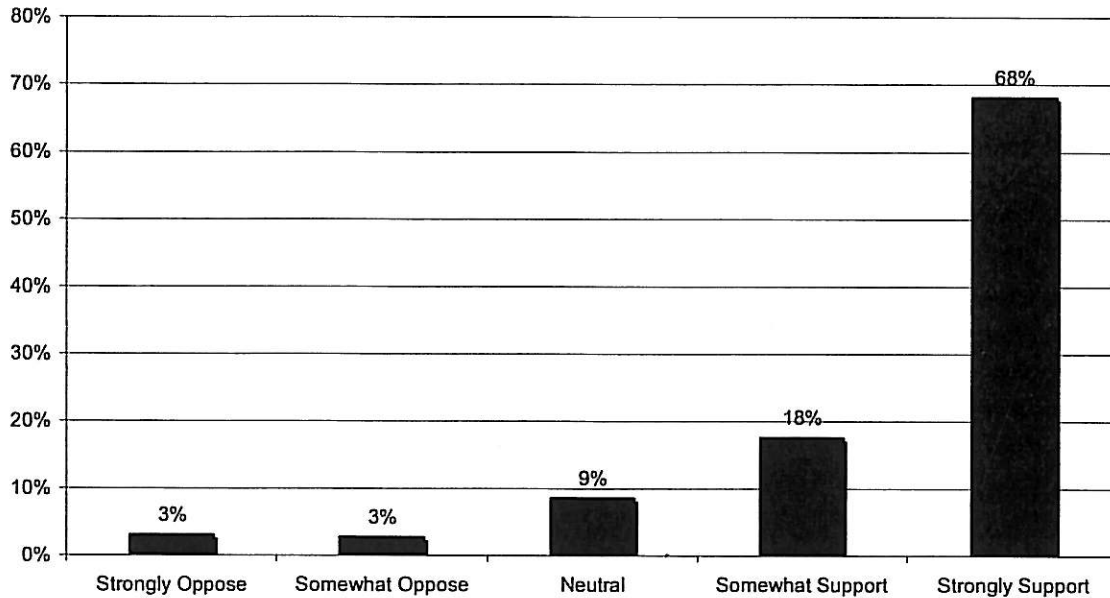
## Comments:

A strong majority of residents would strongly or somewhat support a development standard that would allow professional offices (86% supporting and 6% opposing), restaurants (86% supporting and 5% opposing), and smaller retail shops (84% supporting and 6% opposing), along the Route 100 corridor. Seventy-seven percent of residents strongly or somewhat support a development standard that would allow banks or credit unions along the Route 100 corridor while 10% would strongly or somewhat oppose such a standard. Two thirds of residents support a development standard that would allow bed and breakfasts or small motels with 17% of residents indicating they would strongly or somewhat oppose such a development standard.

Less than half of Cumberland residents would strongly or somewhat support a development standard that would allow a CVS or Rite Aid type store along the Route 100 corridor while 34% would strongly or somewhat oppose such a standard. Forty-eight percent of residents would strongly or somewhat support a development standard that would allow larger retail stores along the Route 100 corridor while 38% would strongly or somewhat oppose such a development standard. Residents are split on whether a development standard should allow supermarkets (with 45% supporting and 40% opposing) or national chain restaurants (39% supporting and 43% opposing). Most residents (53%) oppose a development standard that would allow fast food restaurants along the Route 100 corridor with only 30% of residents supporting such a development standard. Two-thirds of residents oppose a development standard that would allow big box stores.

**Nearly nine in ten express some level of support for future business and commercial development along the Route 100 corridor that includes professional offices.**

**Q05f: Please indicate whether you would support or oppose development standards that might include the following characteristics: Professional Offices.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	3%	4%	4%	2%	
Somewhat Oppose	3%	4%	3%	1%	1%
Neutral	9%	11%	6%	9%	10%
Somewhat Support	18%	21%	15%	20%	17%
Strongly Support	68%	59%	72%	67%	71%
Total	100%	100%	100%	100%	100%

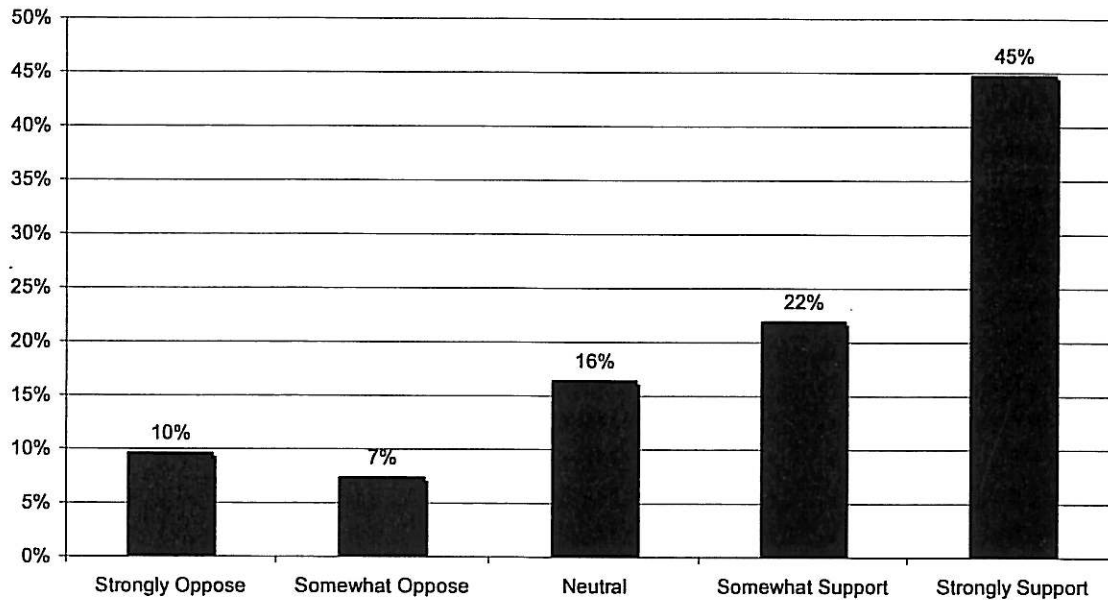


**Comments:**

Sixty-eight percent of residents strongly support a development standard that would allow professional offices along the Route 100 corridor while another 18% somewhat support a development standard that would allow professional offices. Three percent of residents strongly oppose a development standard that would allow professional offices along the Route 100 corridor and another 3% somewhat oppose such a standard. Nine percent of residents are neutral.

**Nearly seven in ten express some level of support for future business and commercial development along the Route 100 corridor that includes bed and breakfasts or smaller motels.**

**Q05g: Please indicate whether you would support or oppose development standards that might include the following characteristics: Bed & Breakfasts or Small Motels.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	10%	21%	8%	5%	1%
Somewhat Oppose	7%	9%	7%	6%	7%
Neutral	16%	19%	15%	14%	17%
Somewhat Support	22%	19%	21%	22%	29%
Strongly Support	45%	32%	49%	53%	45%
Total	100%	100%	100%	100%	100%

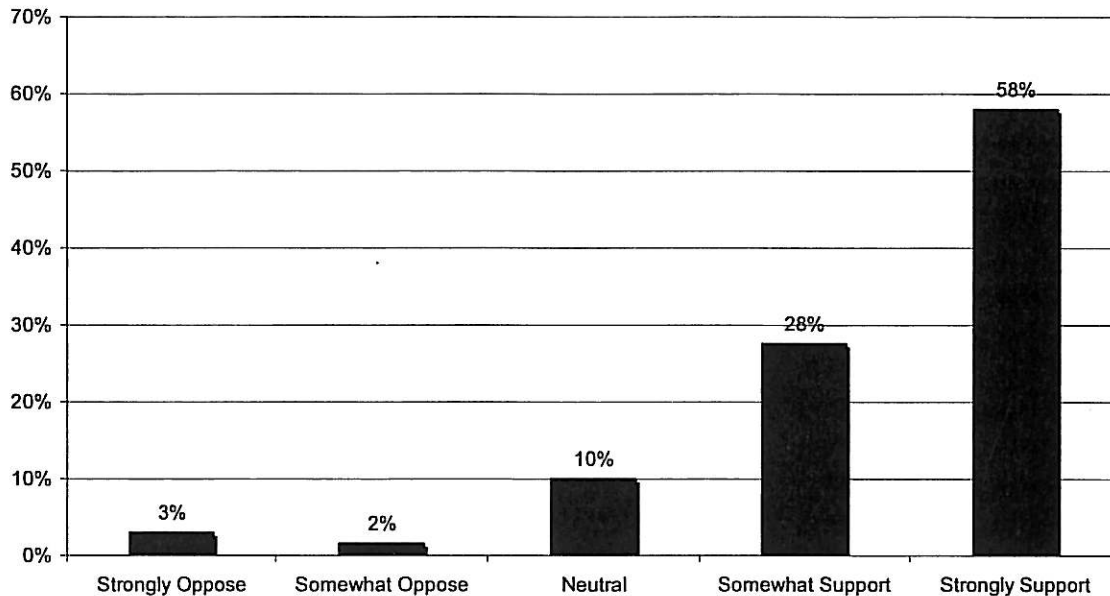
## Comments:

Forty-five percent of residents strongly support a development standard that would allow bed and breakfasts or small motels along the Route 100 corridor while another 22% somewhat support a development standard that would allow bed and breakfasts or small motels. Ten percent of residents strongly oppose a development standard that would allow bed and breakfasts or small motels along the Route 100 corridor and another 7% somewhat oppose such a standard. Sixteen percent of residents are neutral.

- 75% of Center Cumberland South residents would support a development standard that would allow bed and breakfasts or small motels along the Route 100 corridor.
- 74% of Cumberland Foreside residents would support a development standard that would allow bed and breakfasts or small motels along the Route 100 corridor.
- 30% of West Cumberland residents would oppose a development standard that would allow bed and breakfasts or small motels along the Route 100 corridor.

**Nearly nine in ten express some level of support for future business and commercial development along the Route 100 corridor that includes restaurants.**

**Q05h: Please indicate whether you would support or oppose development standards that might include the following characteristics: Restaurants.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	3%	6%	3%	1%	
Somewhat Oppose	2%	3%	0%	1%	3%
Neutral	10%	11%	11%	6%	11%
Somewhat Support	28%	28%	25%	29%	32%
Strongly Support	58%	52%	61%	63%	54%
Total	100%	100%	100%	100%	100%

### Comments:

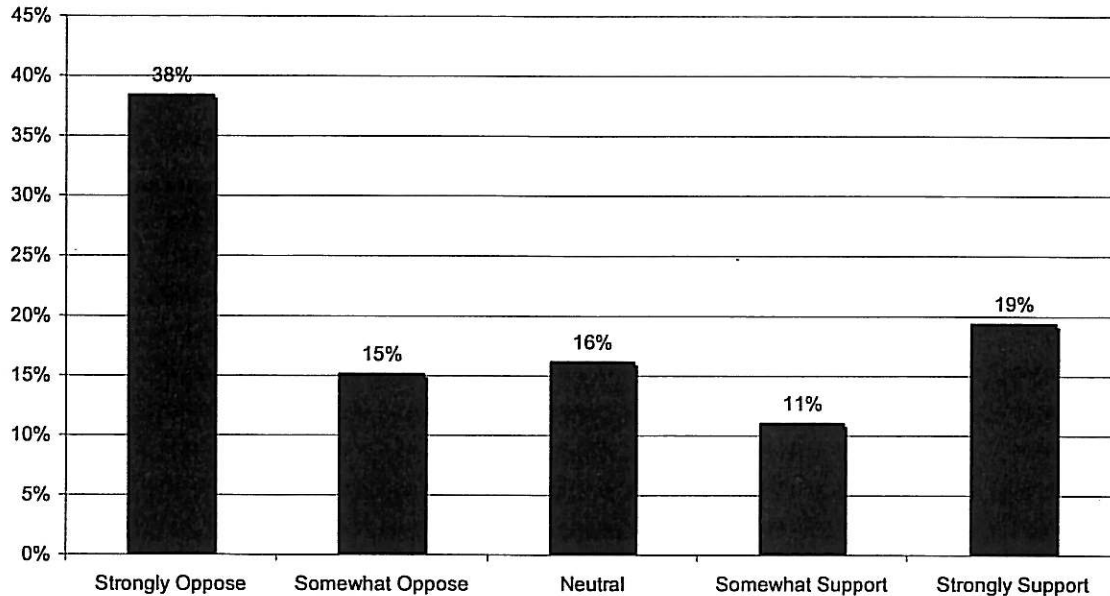
Fifty-eight percent of residents strongly support a development standard that would allow restaurants along the Route 100 corridor while another 28% somewhat support a development standard that would allow restaurants. Three percent of residents strongly oppose a development standard that would allow restaurants along the Route 100 corridor and another 2% somewhat oppose such a standard. Ten percent of residents are neutral.

- 92% of Center Cumberland South residents would support a development standard that would allow restaurants along the Route 100 corridor.



**Over half express some level of opposition for future business and commercial development along the Route 100 corridor that includes fast food restaurants.**

**Q05i: Please indicate whether you would support or oppose development standards that might include the following characteristics: Fast Food Restaurants.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	38%	47%	33%	38%	41%
Somewhat Oppose	15%	15%	14%	15%	18%
Neutral	16%	14%	18%	16%	15%
Somewhat Support	11%	10%	13%	8%	10%
Strongly Support	19%	15%	23%	22%	15%
Total	100%	100%	100%	100%	100%

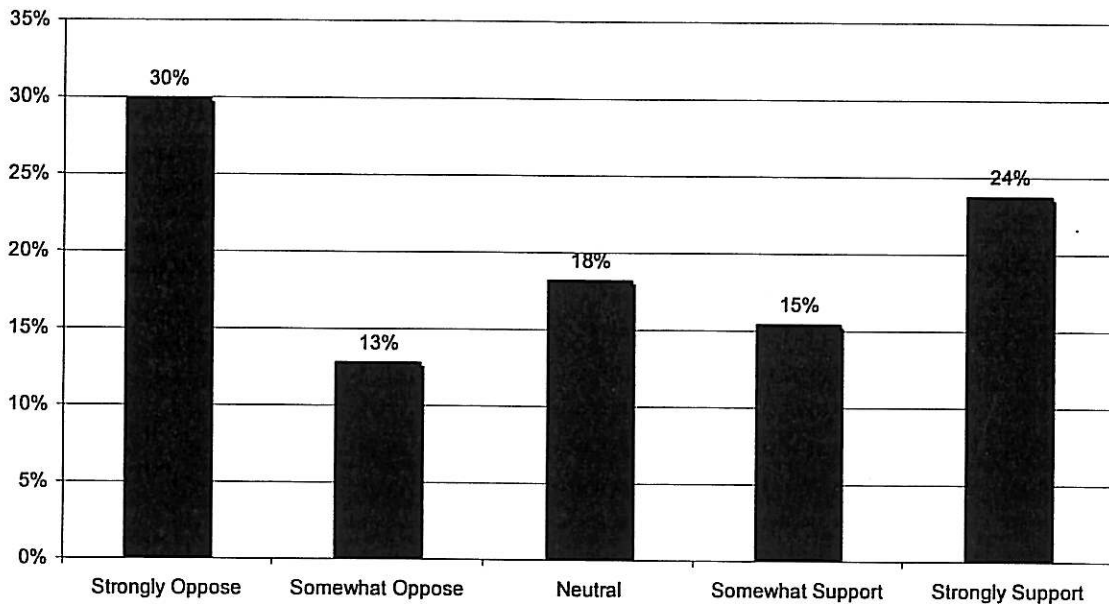
## Comments:

Only 19% of residents strongly support a development standard that would allow fast food restaurants along the Route 100 corridor while another 11% somewhat support a development standard that would allow fast food restaurants. Thirty-eight percent of residents strongly oppose a development standard that would allow fast food restaurants along the Route 100 corridor and another 15% somewhat oppose such a standard. Sixteen percent of residents are neutral.

- 36% of Center Cumberland North residents would support a development standard that would allow fast food restaurants along the Route 100 corridor.
- 62% of West Cumberland residents would oppose a development standard that would allow fast food restaurants along the Route 100 corridor.

**Residents are split on whether future business and commercial development along the Route 100 corridor should include national chain restaurants.**

**Q05j: Please indicate whether you would support or oppose development standards that might include the following characteristics: National Restaurant Chains.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	30%	40%	24%	28%	32%
Somewhat Oppose	13%	15%	11%	14%	14%
Neutral	18%	14%	22%	13%	20%
Somewhat Support	15%	13%	18%	16%	13%
Strongly Support	24%	20%	25%	29%	21%
Total	100%	100%	100%	100%	100%

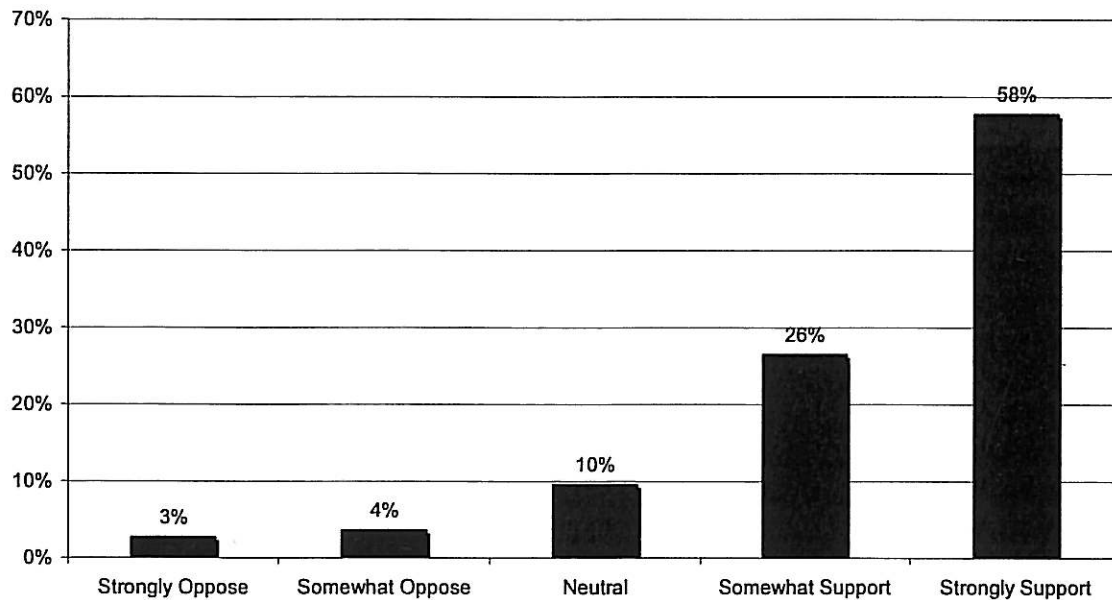
**Comments:**

Only 24% of residents strongly support a development standard that would allow national chain restaurants along the Route 100 corridor while another 15% somewhat support a development standard that would allow national chain restaurants. Thirty percent of residents strongly oppose a development standard that would allow national chain restaurants along the Route 100 corridor and another 13% somewhat oppose such a standard. Eighteen percent of residents are neutral.

- 45% of Center Cumberland South residents would support a development standard that would allow national chain restaurants along the Route 100 corridor.
- 55% of West Cumberland residents would oppose a development standard that would allow national chain restaurants along the Route 100 corridor.

**Over eight in ten express some level of support for future business and commercial development along the Route 100 corridor that includes smaller retail shops.**

**Q05k: Please indicate whether you would support or oppose development standards that might include the following characteristics: Smaller Retail Shops.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	3%	4%	3%	1%	
Somewhat Oppose	4%	5%	2%	5%	3%
Neutral	10%	12%	8%	9%	10%
Somewhat Support	26%	26%	27%	17%	33%
Strongly Support	58%	51%	59%	67%	54%
Total	100%	100%	100%	100%	100%

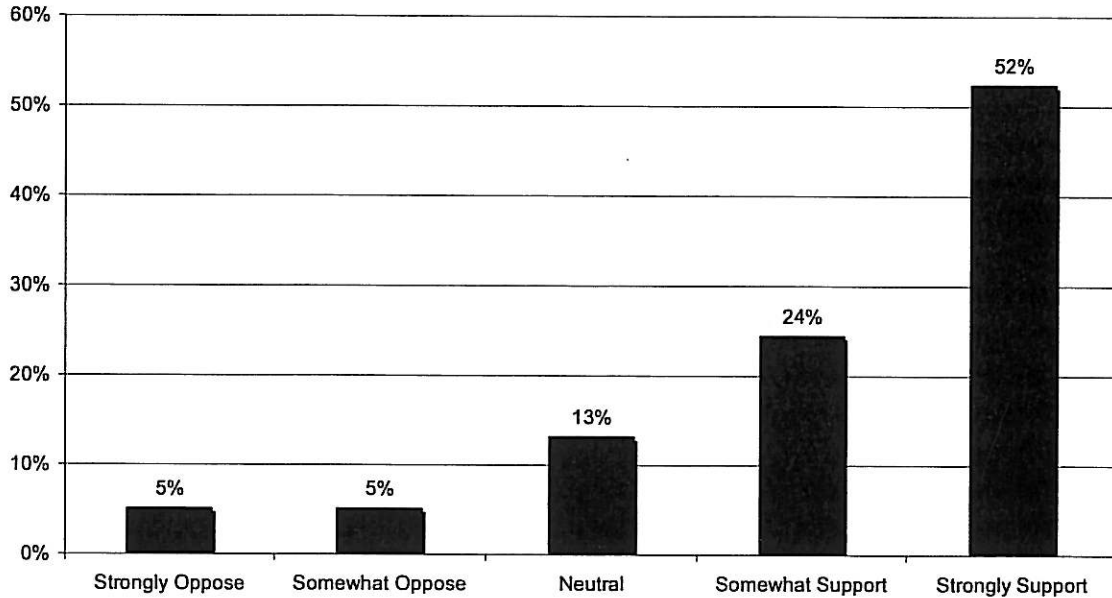


**Comments:**

Fifty-eight percent of residents strongly support a development standard that would allow smaller retail shops along the Route 100 corridor while another 26% somewhat support a development standard that would allow smaller retail shops. Three percent of residents strongly oppose a development standard that would allow smaller retail shops along the Route 100 corridor and another 4% somewhat oppose such a standard. Ten percent of residents are neutral.

**Over three quarters express some level of support for future business and commercial development along the Route 100 corridor that includes banks and credit unions.**

**Q05I: Please indicate whether you would support or oppose development standards that might include the following characteristics: Banks and Credit Unions.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	5%	11%	4%	3%	1%
Somewhat Oppose	5%	7%	4%	3%	6%
Neutral	13%	13%	10%	14%	20%
Somewhat Support	24%	24%	26%	20%	26%
Strongly Support	52%	45%	56%	59%	47%
Total	100%	100%	100%	100%	100%

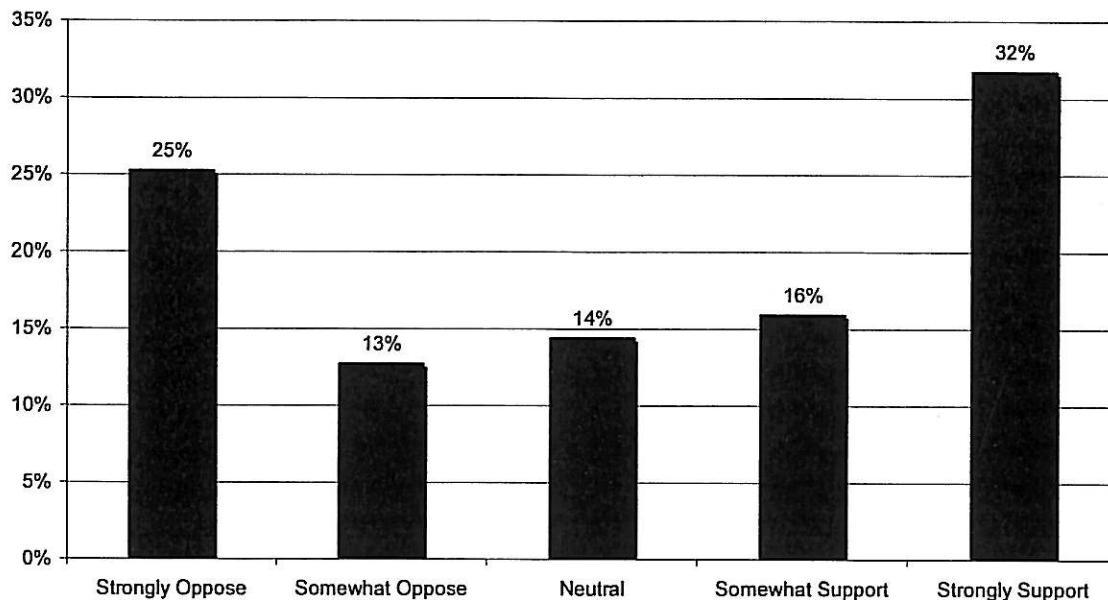
## Comments:

Fifty-two percent of residents strongly support a development standard that would allow banks and credit unions along the Route 100 corridor while another 24% somewhat support a development standard that would allow banks and credit unions. Five percent of residents strongly oppose a development standard that would allow banks and credit unions along the Route 100 corridor and another 5% somewhat oppose such a standard. Thirteen percent of residents are neutral.

- 82% of Center Cumberland North residents would support a development standard that would allow banks and credit unions along the Route 100 corridor.

**Nearly half express some level of support for future business and commercial development along the Route 100 corridor that includes larger retail stores. Nearly four in ten would oppose development that includes larger retail stores.**

**Q05m: Please indicate whether you would support or oppose development standards that might include the following characteristics: Larger Retail Stores.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	25%	36%	21%	24%	20%
Somewhat Oppose	13%	14%	11%	19%	10%
Neutral	14%	15%	11%	13%	25%
Somewhat Support	16%	10%	20%	9%	20%
Strongly Support	32%	26%	37%	35%	25%
Total	100%	100%	100%	100%	100%

## Comments:

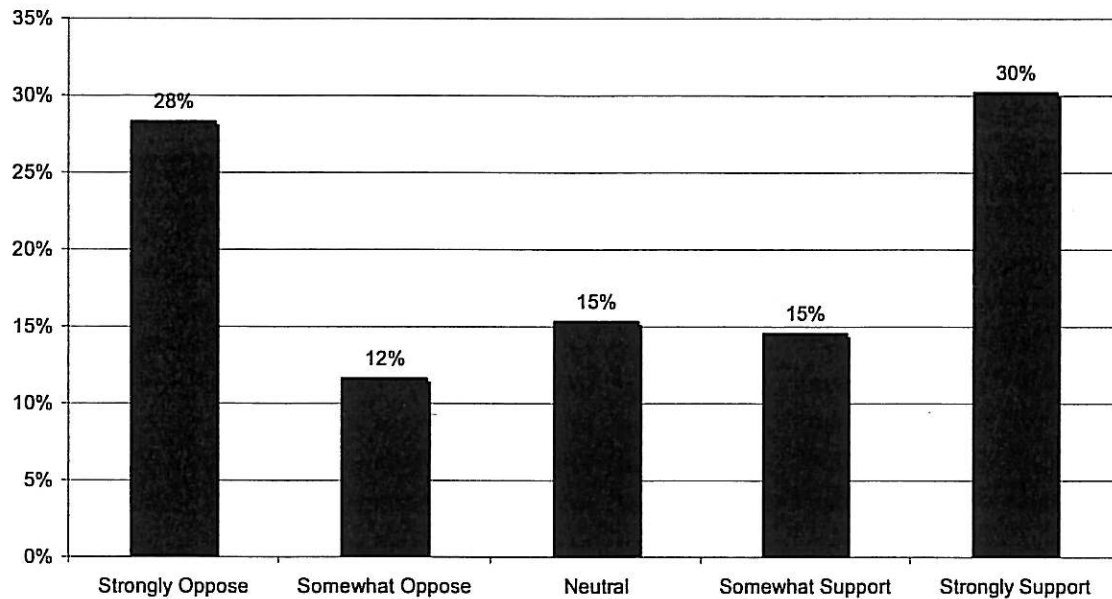
Only 32% of residents strongly support a development standard that would allow larger retail stores along the Route 100 corridor while another 16% somewhat support a development standard that would allow larger retail stores. Twenty-five percent of residents strongly oppose a development standard that would allow larger retail stores along the Route 100 corridor and another 13% somewhat oppose such a standard. Fourteen percent of residents are neutral.

- 57% of Center Cumberland North residents would support a development standard that would allow larger retail stores along the Route 100 corridor.
- 50% of West Cumberland residents would oppose a development standard that would allow larger retail stores along the Route 100 corridor.



**Residents are split on whether future business and commercial development along the Route 100 corridor should include supermarkets.**

**Q05n: Please indicate whether you would support or oppose development standards that might include the following characteristics: Supermarkets.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	28%	44%	25%	28%	14%
Somewhat Oppose	12%	12%	12%	12%	11%
Neutral	15%	10%	14%	12%	28%
Somewhat Support	15%	9%	15%	19%	17%
Strongly Support	30%	26%	33%	29%	30%
Total	100%	100%	100%	100%	100%

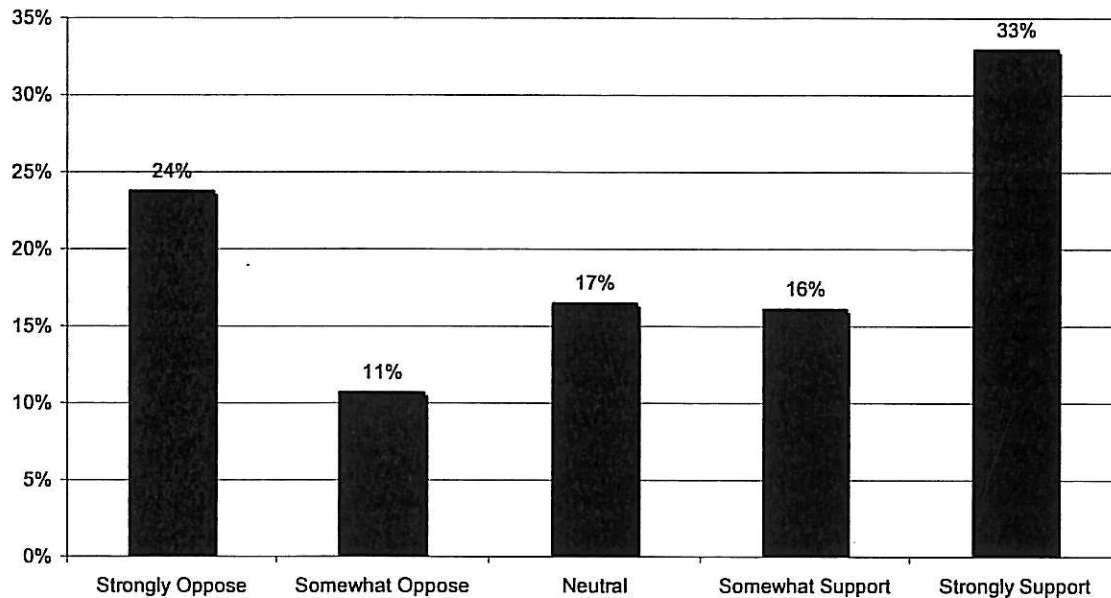
**Comments:**

Only 30% of residents strongly support a development standard that would allow supermarkets along the Route 100 corridor while another 15% somewhat support a development standard that would allow supermarkets. Twenty-eight percent of residents strongly oppose a development standard that would allow supermarkets along the Route 100 corridor and another 12% somewhat oppose such a standard. Fifteen percent of residents are neutral.

- 56% of West Cumberland residents would oppose a development standard that would allow supermarkets along the Route 100 corridor.

**Nearly half express some level of support for future business and commercial development along the Route 100 corridor that includes pharmacies.**

**Q05o: Please indicate whether you would support or oppose development standards that might include the following characteristics: Rite Aid or CVS type store.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	24%	35%	22%	27%	10%
Somewhat Oppose	11%	11%	12%	8%	10%
Neutral	17%	12%	12%	19%	31%
Somewhat Support	16%	11%	19%	12%	20%
Strongly Support	33%	31%	35%	34%	30%
Total	100%	100%	100%	100%	100%

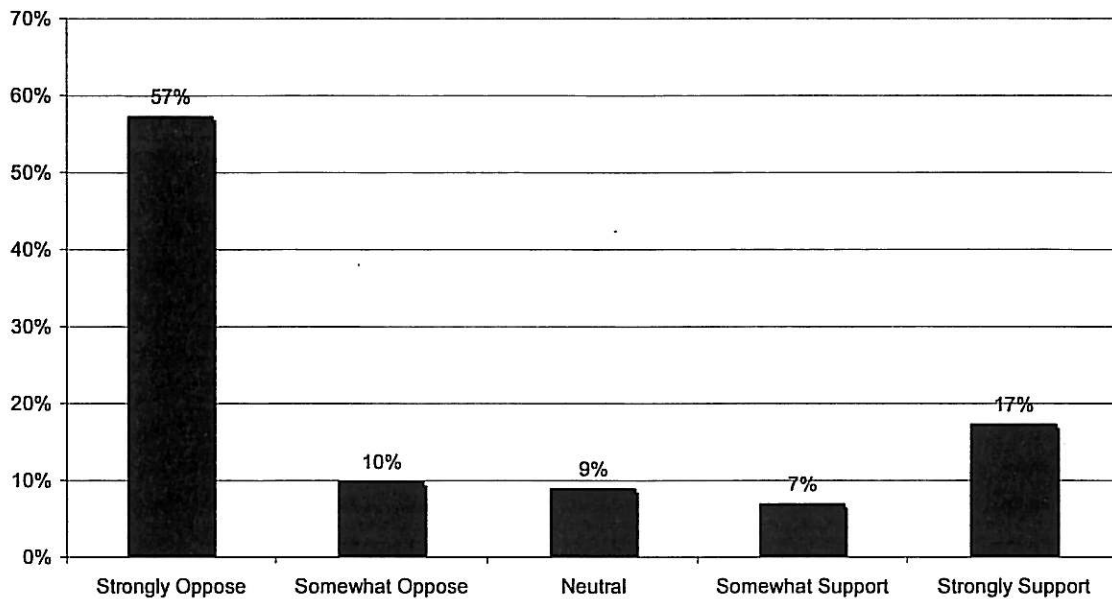
## Comments:

Only 33% percent of residents strongly support a development standard that would allow a Rite Aid or CVS type store along the Route 100 corridor while another 16% somewhat support a development standard that would allow a Rite Aid or CVS type store. Twenty-four percent of residents strongly oppose a development standard that would allow a Rite Aid or CVS type store along the Route 100 corridor and another 11% somewhat oppose such a standard. Seventeen percent of residents are neutral.

- 46% of West Cumberland residents would oppose a development standard that would allow a Rite Aid or CVS type store along the Route 100 corridor.

**Two-thirds express some level of opposition for future business and commercial development along the Route 100 corridor that includes big box stores.**

**Q05p: Please indicate whether you would support or oppose development standards that might include the following characteristics: Big Box Stores.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	57%	70%	53%	54%	54%
Somewhat Oppose	10%	8%	12%	10%	7%
Neutral	9%	6%	8%	11%	14%
Somewhat Support	7%	3%	7%	10%	10%
Strongly Support	17%	13%	21%	17%	15%
Total	100%	100%	100%	100%	100%

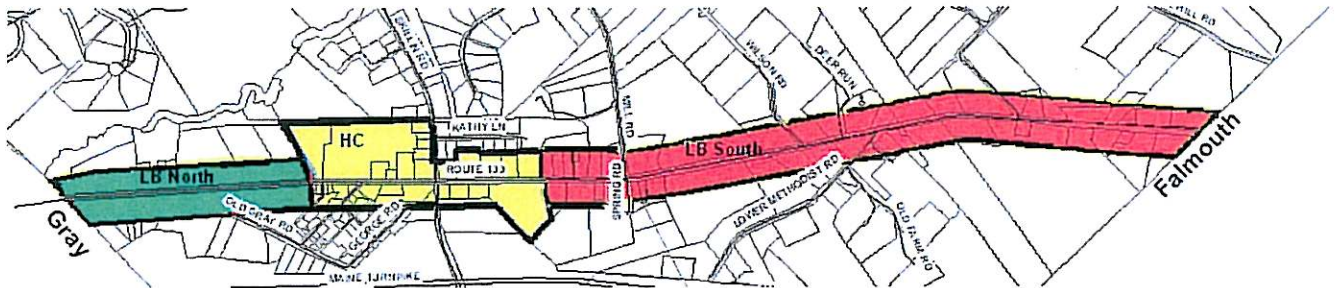
## Comments:

Only 17% percent of residents strongly support a development standard that would allow big box stores along the Route 100 corridor while another 7% somewhat support a development standard that would allow such stores. A majority, 57%, strongly oppose a development standard that would allow big box stores along the Route 100 corridor and another 10% somewhat oppose such a standard. Nine percent of residents are neutral.

- 78% of West Cumberland residents would oppose a development standard that would allow big box stores along the Route 100 corridor.



Residents were provided with the following map and definitions:



**Current Zoning Definitions:**

**Highway Commercial (HC):** This zone allows for a wider range of business and professional uses that provide town-wide service, as well as services for through-traffic on major roads. Some examples include garden centers, landscaping services, vehicle sales and service, hotels and motels, etc.

Please indicate whether you would support or oppose development standards that might include the following characteristics...

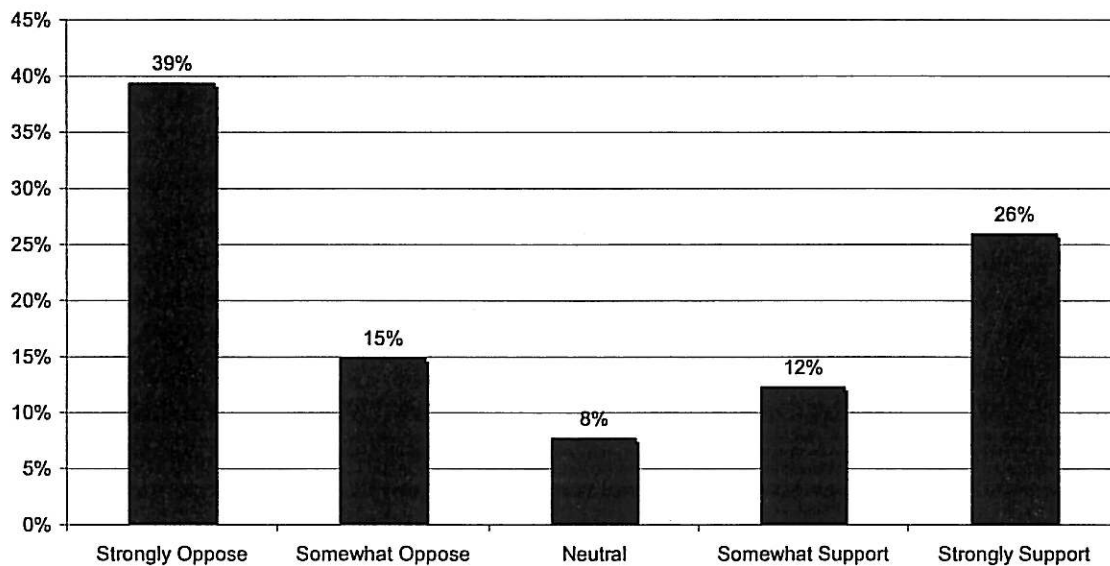
	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	% Oppose	% Support
<b>Area of Future Development</b>							
A plan that would allow businesses along the entire Route 100 Corridor without placing limits on their location	39%	15%	8%	12%	26%	54%	38%
A plan that would allow much of any future development to occur in LB North while placing limits on development in other areas.	18%	20%	29%	21%	12%	38%	33%
A plan that would allow much of any future development to occur in LB South while placing limits on development in other areas.	29%	21%	27%	15%	9%	49%	24%
A plan that would allow much of any future development to occur in HC while placing limits on development in other areas.	20%	13%	25%	24%	18%	33%	43%

#### Comments:

Residents are somewhat split on where development should primarily occur along the Route 100 corridor. Only 38% of residents support a development standard that would allow businesses along the entire corridor without placing limitation on their location while 54% of residents oppose such a development standard. The strongest level of support is for a development standard that would allow much of the future development to occur in the HC zone (with 43% of residents supporting such a development standard and 33% opposing). Only 33% of residents support a development standard that would allow much of any future development to occur in the LB North zone while placing limits on development in other areas. Thirty-eight percent of residents would oppose such a development standard. Only 24% of residents support a development standard that would allow much of any future development to occur in the LB South zone while placing limits on development in other areas. Nearly half of Cumberland residents (49%) would oppose such a development standard.

**A majority of residents would oppose a plan for future business and commercial development along the Route 100 corridor that did not place limits on the location of development. Nearly four in ten would support a plan that would not place limits on the location of businesses along the corridor.**

**Q05q: Please indicate whether you would support or oppose development standards that might include the following characteristics: A plan that would allow businesses along the entire Route 100 Corridor without placing limits on their location.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	39%	56%	30%	38%	39%
Somewhat Oppose	15%	10%	19%	13%	14%
Neutral	8%	6%	8%	7%	10%
Somewhat Support	12%	12%	14%	13%	7%
Strongly Support	26%	17%	29%	29%	29%
Total	100%	100%	100%	100%	100%

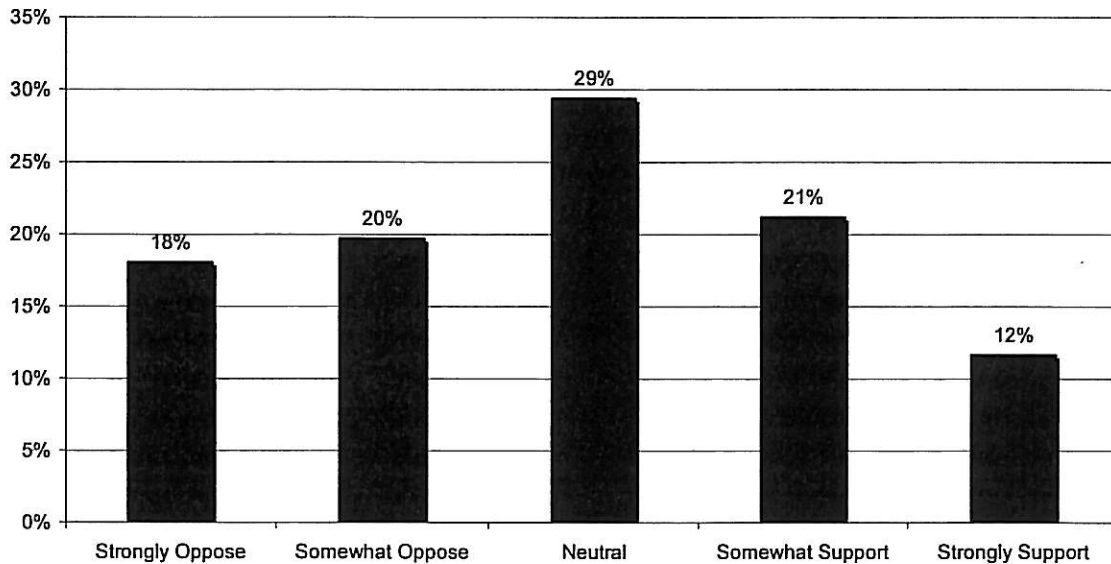
## Comments:

Only 26% of residents strongly support a development standard that would allow business development along the entire Route 100 corridor without placing restrictions on their location while another 12% somewhat support such a development standard. Thirty-nine percent of residents strongly oppose a development standard that would allow business development along the entire Route 100 corridor without placing limits on their location and another 15% somewhat oppose such a standard. Eight percent of residents are neutral.

- 66% of West Cumberland residents would oppose a development standard that would allow business development along the entire Route 100 corridor without placing limits on their location.

**Nearly four in ten residents would oppose a plan for future business and commercial development along the Route 100 corridor that would allow much of the development to occur in the LB north zone. Three in ten would support such a plan.**

**Q05r: Would you support or oppose development standards that might include the following characteristics: A plan that would allow much of any future development to occur in LB North while placing limits on development in other areas.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	18%	27%	16%	15%	12%
Somewhat Oppose	20%	16%	18%	29%	21%
Neutral	29%	20%	37%	22%	31%
Somewhat Support	21%	25%	17%	24%	24%
Strongly Support	12%	12%	12%	9%	12%
Total	100%	100%	100%	100%	100%

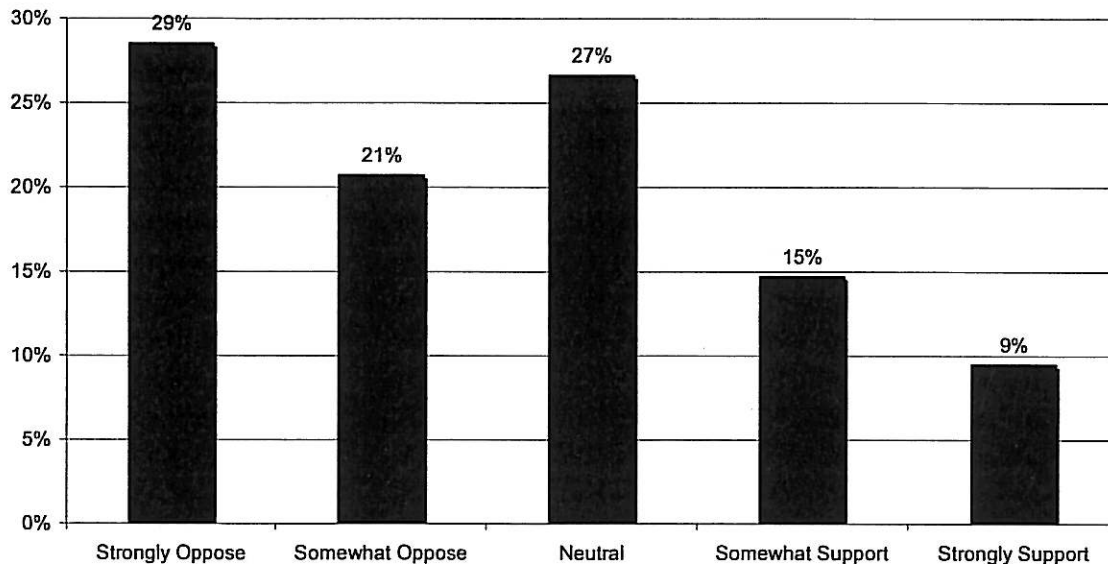
**Comments:**

Only 12% of residents strongly support a development standard that would allow much of the future business development to occur in the LB North zone while placing limits on development in other areas. Another 21% somewhat support a development standard that would focus future development in the LB North zone. Eighteen percent of residents strongly oppose a development standard that would allow much of the future business development to occur in the LB North zone while placing limits on development in other areas and 20% somewhat oppose such a standard. Twenty-nine percent of residents are neutral.



**Half of the residents would oppose a plan for future business and commercial development along the Route 100 corridor that would allow much of the development to occur in the LB south zone.**

**Q05s: Would you support or oppose development standards that might include the following characteristics: A plan that would allow much of any future development to occur in LB South while placing limits on development in other areas.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	29%	38%	25%	26%	26%
Somewhat Oppose	21%	20%	19%	26%	22%
Neutral	27%	19%	33%	17%	31%
Somewhat Support	15%	16%	14%	19%	10%
Strongly Support	9%	7%	10%	12%	10%
Total	100%	100%	100%	100%	100%

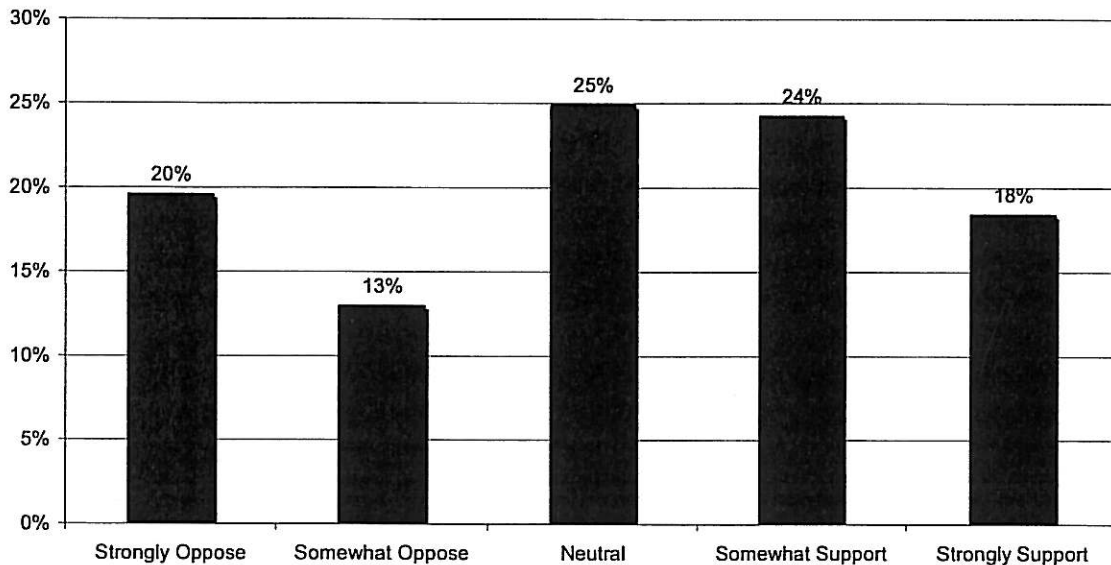
## Comments:

Only 9% of residents strongly support a development standard that would allow much of the future business development to occur in the LB South zone while placing limits on development in other areas. Another 15% somewhat support a development standard that would focus future development in the LB South zone. Twenty-nine percent of residents strongly oppose a development standard that would allow much of the future business development to occur in the LB South zone while placing limits on development in other areas and 21% somewhat oppose such a standard. Twenty-seven percent of residents are neutral.

- 31% of Center Cumberland South residents would support a development standard that would allow much of the future business development to occur in the LB South zone while placing limits on development in other areas.
- 58% of West Cumberland residents would oppose a development standard that would allow much of the future business development to occur in the LB South zone while placing limits on development in other areas.

**Over four in ten residents would support a plan for future business and commercial development along the Route 100 corridor that would allow much of the development to occur in the HC zone. One third would oppose such a plan.**

**Q05t: Would you support or oppose development standards that might include the following characteristics: A plan that would allow much of any future development to occur in HC while placing limits on development in other areas.**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	20%	23%	20%	18%	15%
Somewhat Oppose	13%	11%	13%	15%	13%
Neutral	25%	19%	30%	19%	26%
Somewhat Support	24%	26%	21%	29%	25%
Strongly Support	18%	22%	15%	18%	21%
Total	100%	100%	100%	100%	100%

**Comments:**

Only 18% of residents strongly support a development standard that would allow much of the future business development to occur in the HC zone while placing limits on development in other areas. Another 24% somewhat support a development standard that would focus future development in the HC zone. Twenty percent of residents strongly oppose a development standard that would allow much of the future business development to occur in the HC zone while placing limits on development in other areas and 13% somewhat oppose such a standard. Twenty-five percent of residents are neutral.

## **Level of support or opposition for future business and commercial growth along the Route 100 corridor given the potential advantages and drawbacks of development and development standards incorporated into a potential town plan**

Residents were asked to evaluate their level of support or opposition for future business and commercial development along the Route 100 corridors given changes or impacts that might occur as a result of any future development. The survey included the following statement:

*Any future development could result in a variety of changes or impacts. The following comments or observations have been made during the Advisory Committee's deliberations. Given that each of these changes could happen, please indicate whether you would support or oppose future development along the Route 100 corridor.*

The survey asked residents to consider a set of potential changes and impacts. Residents were then asked to evaluate their support or opposition for future business and commercial development along the Route 100 corridor given each of these possible changes or impacts.

**Support or opposition to any future business or commercial development along the Route 100 corridor is significantly influenced by the potential impacts or changes that might result from this future development.**

**Given that each of these changes could happen, please indicate whether you would support or oppose future development along the Route 100 corridor...**

	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	% Oppose	% Support
The corridor is already zoned for commercial development and it can occur anyway; a new policy will allow the Town to improve regulation of development along the corridor.	4%	4%	12%	32%	48%	8%	80%
Town policies could require businesses to build towards the back of lots. This would create open space along the corridor that could be attractively landscaped and allow space for a bike and pedestrian path that is separate from the road.	3%	5%	8%	27%	57%	8%	83%
Business and commercial development may generate additional revenue for the town through new property and equipment taxes and relieve some of the burden on residential taxpayers.	5%	2%	8%	14%	70%	8%	84%
Future business and commercial development could provide employment opportunities for people in the town.	4%	2%	11%	18%	64%	6%	83%
A formal plan for the corridor could include requirements that will make Route 100 safer for traffic by using turning lanes, shared entrances for businesses, and a lower speed limit.	5%	2%	8%	23%	61%	7%	85%



**Given that each of these changes could happen, please indicate whether you would support or oppose future development along the Route 100 corridor...**

	Strongly Oppose	Somewhat Oppose	Neutral	Somewhat Support	Strongly Support	% Oppose	% Support
This type of policy or plan could impact the rights of property owners <u>more than existing regulations</u> and limit what they may do with their property.	14%	16%	32%	22%	16%	30%	38%
Business and commercial development may lead to increased traffic along the corridor	13%	12%	31%	25%	19%	25%	44%
Business and commercial development could lead to a decrease in open space, possibly eliminating some open space vistas.	18%	17%	25%	23%	16%	36%	39%
With additional business and commercial development, there would be an increase in the number of street lights, increasing the ambient level of light at night	13%	14%	31%	22%	20%	27%	42%
With additional business and commercial development there may be less of a buffer between business and existing residential neighborhoods	17%	20%	33%	18%	12%	37%	30%
Increased business and commercial development may lead to increased costs for the town in terms of developing and maintaining infrastructure such as streets, sidewalks, and water.	20%	17%	26%	21%	16%	36%	37%

## Comments:

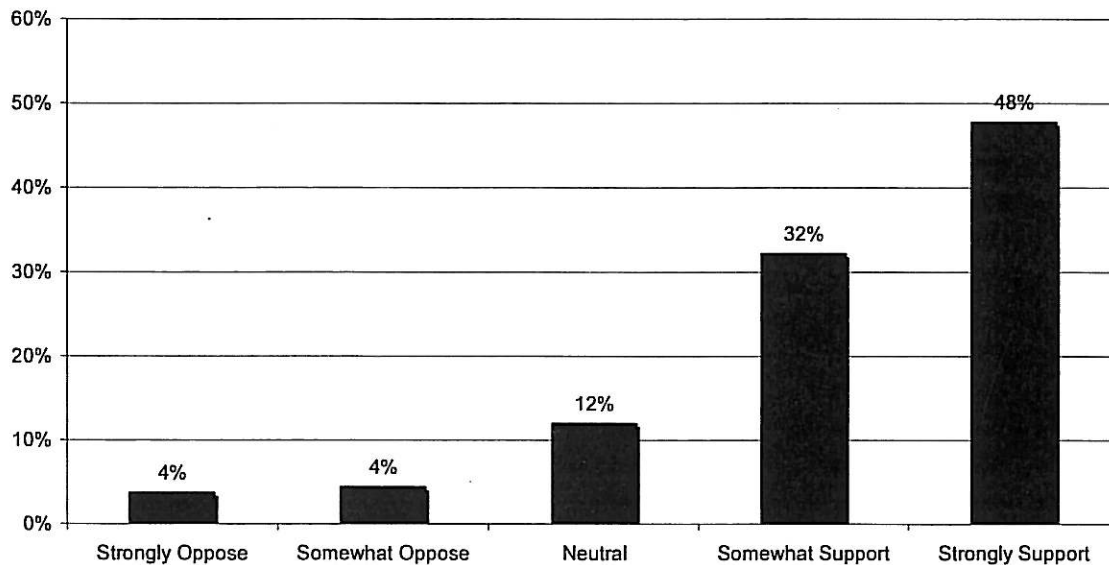
The level of support or opposition for future business and commercial development along the Route 100 corridor is significantly influenced by potential impacts or changes. The percentage of residents that support future business and commercial development along the Route 100 corridor is as high as 85% given some of the potential advantages of future development. But the percentage of residents indicating support for future business and commercial development along the Route 100 corridor declines to as low as 30% given potential drawbacks.

- Knowing that the corridor is already zoned for commercial development and it can occur anyway; a new policy will allow the Town to improve regulation of development along the corridor, 80% support future business and commercial development along the Route 100 corridor while 8% oppose future development.
- Knowing that town policies could require businesses to build towards the back of lots creating open space along the corridor that could be attractively landscaped and allow space for a bike and pedestrian path, 83% support future business and commercial development along the Route 100 corridor while 8% oppose future development.
- Knowing that business and commercial development may generate additional revenue for the town through new property and equipment taxes and relieve some of the burden on residential taxpayers, 84% support future business and commercial development along the Route 100 corridor while 8% oppose future development.
- Knowing that future business and commercial development could provide employment opportunities for people in the town, 83% support future business and commercial development along the Route 100 corridor while 6% oppose future development.
- Knowing that a formal plan for the corridor could include requirements that will make Route 100 safer for traffic by using turning lanes, shared entrances for businesses, and a lower speed limit, 85% support future business and commercial development along the Route 100 corridor while 7% oppose future development.

- Knowing that this type of policy or plan could impact the rights of property owners more than existing regulations and limit what they may do with their property, only 38% support future business and commercial development along the Route 100 corridor while 30% oppose future development.
- Knowing that business and commercial development may lead to increased traffic along the corridor, only 44% support future business and commercial development along the Route 100 corridor while 25% oppose future development.
- Knowing that business and commercial development could lead to a decrease in open space, possibly eliminating some open space vistas, only 39% support future business and commercial development along the Route 100 corridor while 36% oppose future development.
- Knowing that with additional business and commercial development, there would be an increase in the number of streetlights, increasing the ambient level of light at night, only 42% support future business and commercial development along the Route 100 corridor while 27% oppose future development.
- Knowing that with additional business and commercial development there may be less of a buffer between businesses and existing residential neighborhoods, only 30% support future business and commercial development along the Route 100 corridor while 37% oppose future development.
- Knowing that increased business and commercial development may lead to increased costs for the town in terms of developing and maintaining infrastructure such as streets, sidewalks, and water, only 37% support future business and commercial development along the Route 100 corridor while 36% oppose future development.

**Eight in ten residents support future business and commercial development knowing that the corridor is already zoned for commercial development and that a new policy will allow the town to improve regulation of development along the corridor.**

**Q06a: The corridor is already zoned for commercial development and it can occur anyway; a new policy will allow the Town to improve regulation of development along the corridor. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	4%	5%	3%	5%	3%
Somewhat Oppose	4%	4%	4%	6%	3%
Neutral	12%	13%	11%	10%	13%
Somewhat Support	32%	33%	34%	31%	29%
Strongly Support	48%	44%	48%	48%	53%
Total	100%	100%	100%	100%	100%

**Comments:**

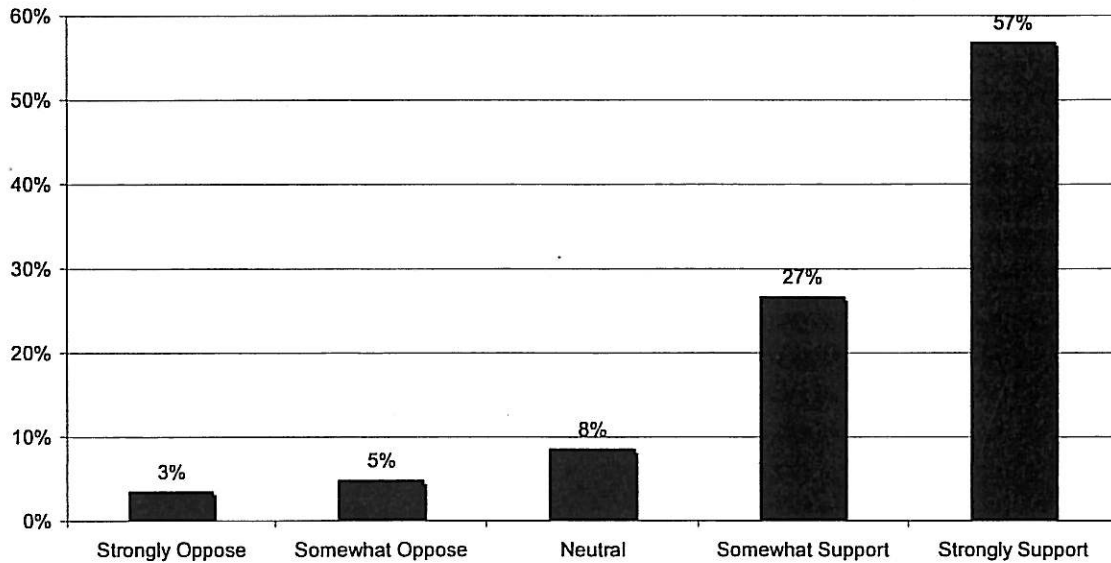
Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

*The corridor is already zoned for commercial development and it can occur anyway; a new policy will allow the Town to improve regulation of development along the corridor.*

Given this potential impact, 48% of residents strongly support future business and commercial development along the Route 100 corridor while 32% somewhat support future business and commercial development. Only 4% of residents strongly oppose and only 4% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Twelve percent of residents are neutral.

**More than eight in ten residents support future business and commercial development knowing that town policies could require building towards the back of lots.**

**Q06b: Town policies could require building towards back of lots. This would create open space that could be attractively landscaped, allow space for a bike/ pedestrian path separate from the road. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	3%	4%	2%	7%	1%
Somewhat Oppose	5%	4%	5%	2%	7%
Neutral	8%	8%	8%	14%	6%
Somewhat Support	27%	32%	25%	26%	24%
Strongly Support	57%	52%	60%	51%	61%
Total	100%	100%	100%	100%	100%



## Comments:

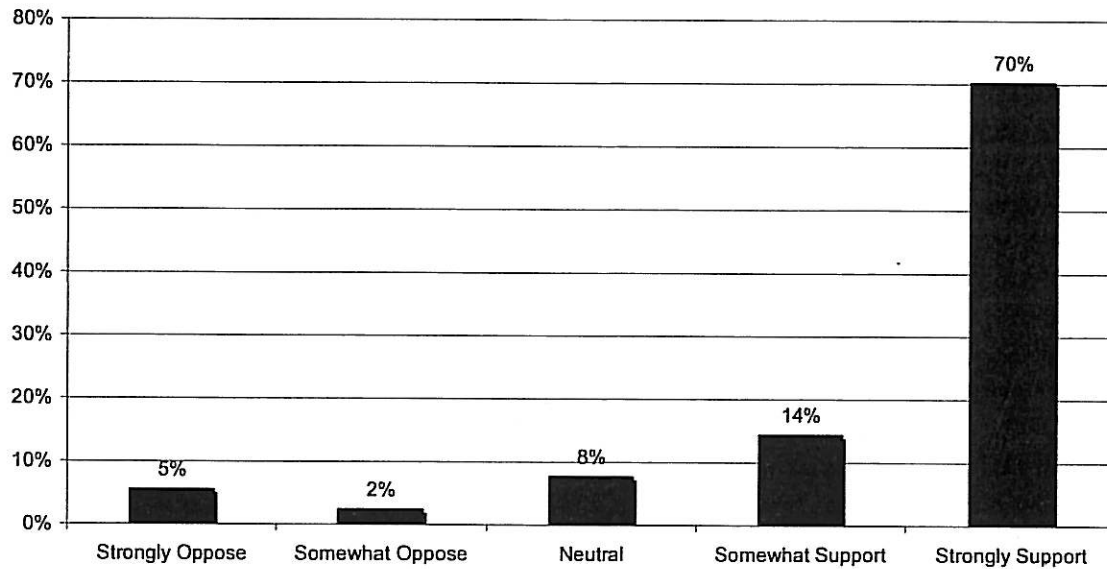
Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

*Town policies could require businesses to build towards the back of lots. This would create open space along the corridor that could be attractively landscaped and allow space for a bike and pedestrian path that is separate from the road.*

Given this potential impact, 57% of residents strongly support future business and commercial development along the Route 100 corridor while 27% somewhat support future business and commercial development. Only 3% of residents strongly oppose and only 5% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Eight percent of residents are neutral.

**More than eight in ten residents support future business and commercial development knowing that business development may generate additional revenue for the town.**

**Q06c: Business development may generate additional revenue for the town through new property and equipment taxes and relieve some burden on residential taxpayers. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	5%	8%	5%	7%	3%
Somewhat Oppose	2%	4%	1%	3%	1%
Neutral	8%	12%	6%	5%	7%
Somewhat Support	14%	19%	16%	11%	7%
Strongly Support	70%	57%	72%	74%	81%
Total	100%	100%	100%	100%	100%

**Comments:**

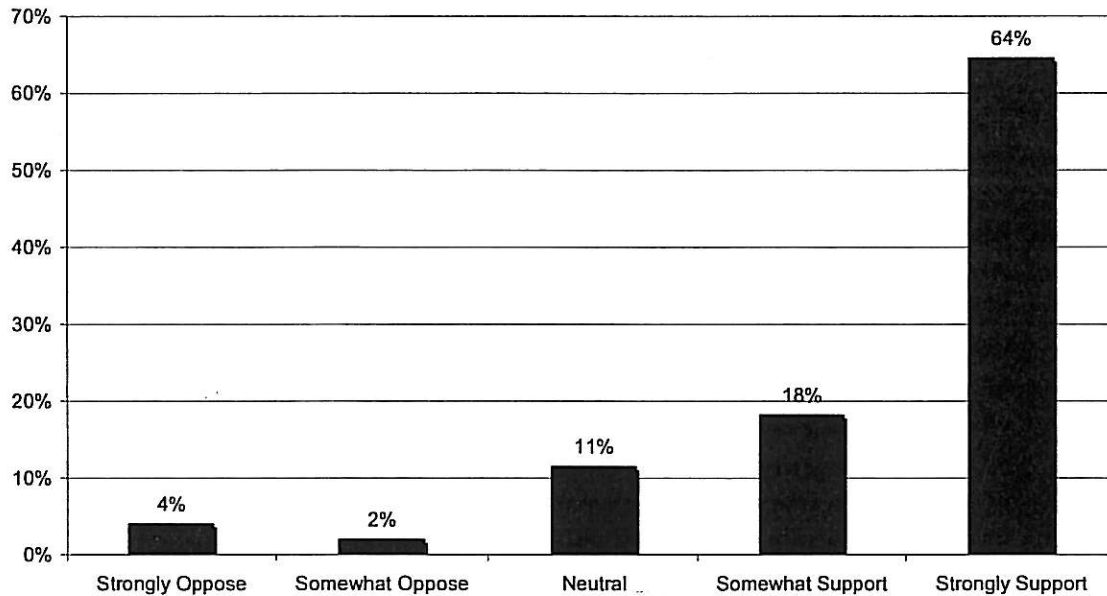
Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

*Business and commercial development may generate additional revenue for the town through new property and equipment taxes and relieve some of the burden on residential taxpayers.*

Given this potential impact, 70% of residents strongly support future business and commercial development along the Route 100 corridor while 14% somewhat support future business and commercial development. Only 5% of residents strongly oppose and only 2% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Eight percent of residents are neutral.

**More than eight in ten residents support future business and commercial development knowing that future development could provide employment opportunities for town residents.**

**Q06d: Future business and commercial development could provide employment opportunities for people in the town. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	4%	5%	4%	6%	1%
Somewhat Oppose	2%	4%	0%	3%	1%
Neutral	11%	20%	11%	3%	9%
Somewhat Support	18%	19%	19%	19%	13%
Strongly Support	64%	52%	66%	68%	75%
Total	100%	100%	100%	100%	100%

**Comments:**

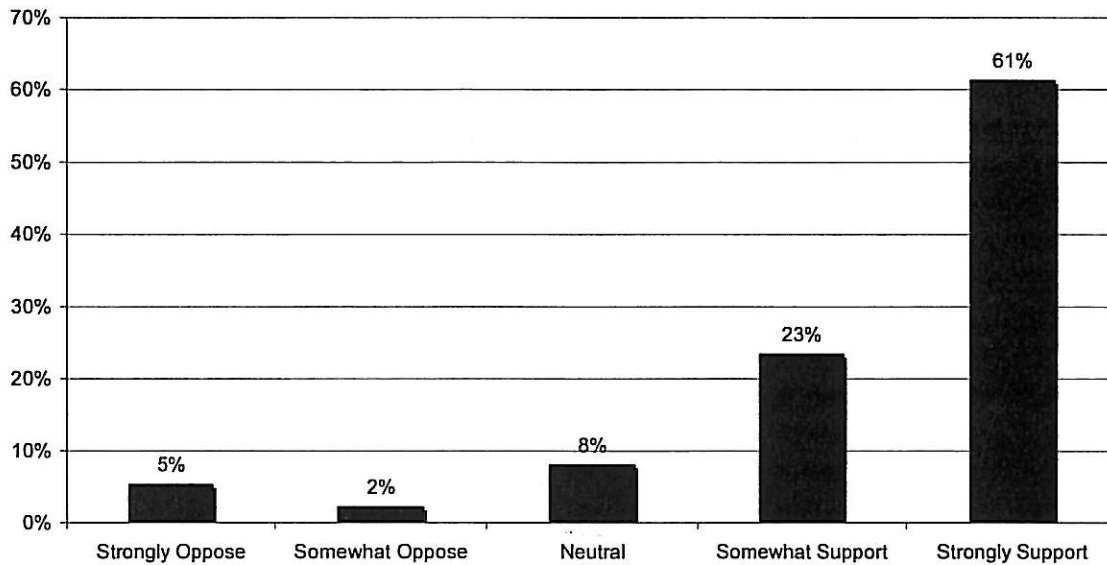
Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

*Future business and commercial development could provide employment opportunities for people in the town.*

Given this potential impact, 64% of residents strongly support future business and commercial development along the Route 100 corridor while 18% somewhat support future business and commercial development. Only 4% of residents strongly oppose and only 2% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Eleven percent of residents are neutral.

**Nearly three quarters of residents support future business and commercial development knowing that a formal plan could include requirements that will make Route 100 safer for traffic.**

**Q06e: A formal plan for the corridor could include requirements that will make Route 100 safer for traffic by using turning lanes, shared entrances for businesses, and a lower speed limit. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	5%	6%	4%	9%	3%
Somewhat Oppose	2%	4%	2%	1%	1%
Neutral	8%	10%	8%	6%	7%
Somewhat Support	23%	24%	22%	26%	24%
Strongly Support	61%	57%	63%	58%	65%
Total	100%	100%	100%	100%	100%



**Comments:**

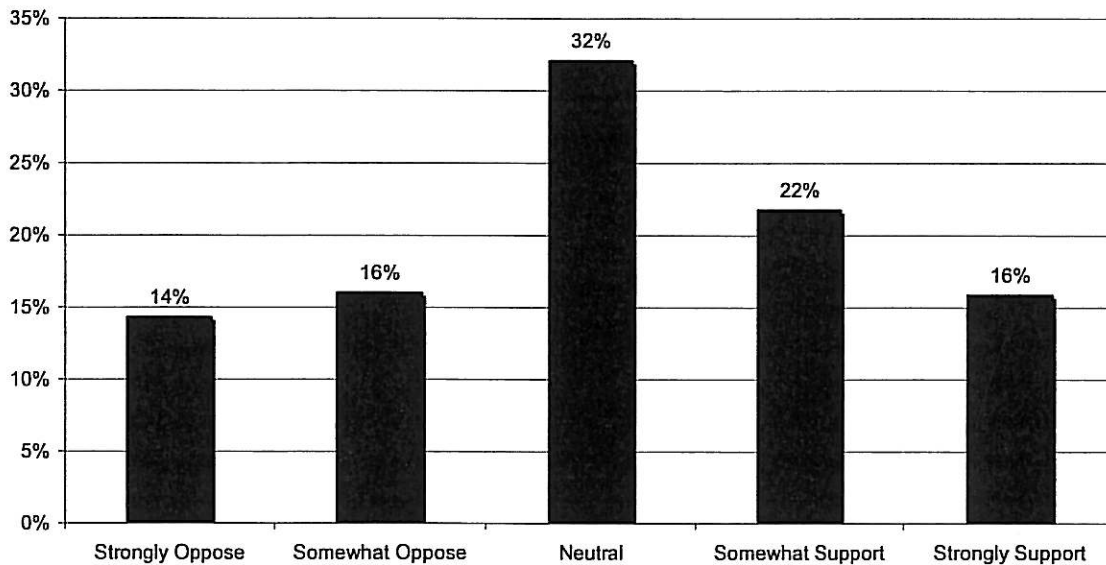
Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

*A formal plan for the corridor could include requirements that will make Route 100 safer for traffic by using turning lanes, shared entrances for businesses, and a lower speed limit.*

Given this potential impact, 61% of residents strongly support future business and commercial development along the Route 100 corridor while 23% somewhat support future business and commercial development. Only 5% of residents strongly oppose and only 2% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Eight percent of residents are neutral.

**Less than four in ten residents support future business and commercial development knowing that the plan could impact the rights of property owners more than existing regulations; 30% oppose future development knowing this impact.**

**Q06f: This type of policy or plan could impact the rights of property owners more than existing regulations and limit what they may do with their property. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	14%	20%	15%	12%	7%
Somewhat Oppose	16%	18%	17%	13%	14%
Neutral	32%	19%	36%	31%	42%
Somewhat Support	22%	22%	20%	25%	23%
Strongly Support	16%	21%	13%	19%	14%
Total	100%	100%	100%	100%	100%

## Comments:

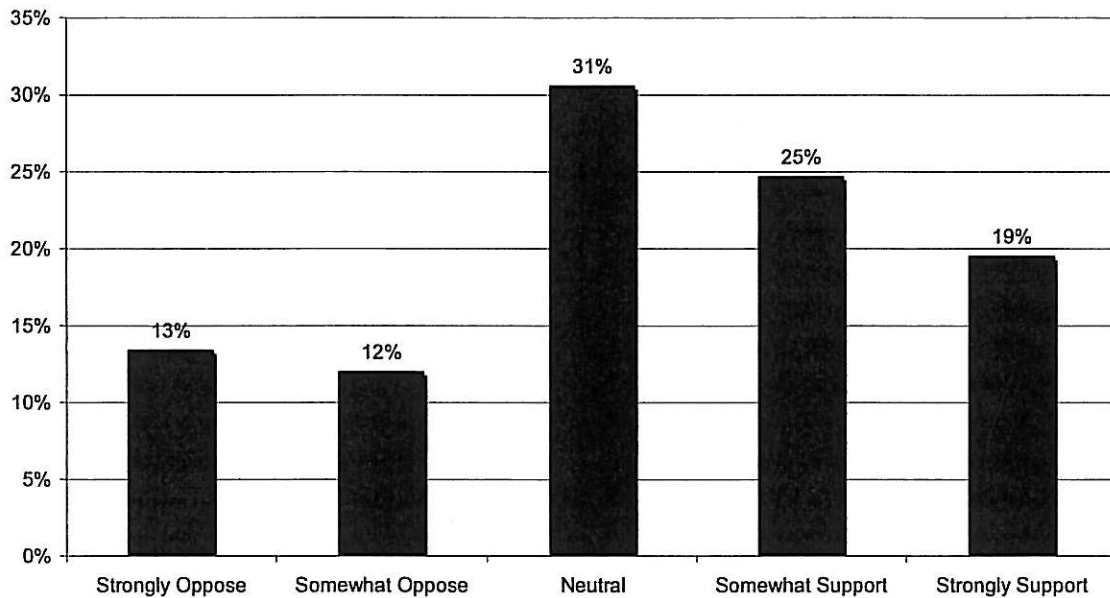
Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

*This type of policy or plan could impact the rights of property owners more than existing regulations and limit what they may do with their property.*

Given this potential impact, only 16% of residents strongly support future business and commercial development along the Route 100 corridor while 22% somewhat support future business and commercial development. Fourteen percent of residents strongly oppose and 16% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Thirty-two percent of residents are neutral.

**Only 44% of residents support future business and commercial development knowing that development may lead to increased traffic along the corridor; one quarter oppose future development knowing this impact.**

**Q06g: Business and commercial development may lead to increased traffic along the corridor. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	13%	22%	12%	11%	7%
Somewhat Oppose	12%	17%	9%	14%	10%
Neutral	31%	25%	36%	28%	28%
Somewhat Support	25%	16%	26%	22%	35%
Strongly Support	19%	19%	17%	25%	20%
Total	100%	100%	100%	100%	100%

## Comments:

Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

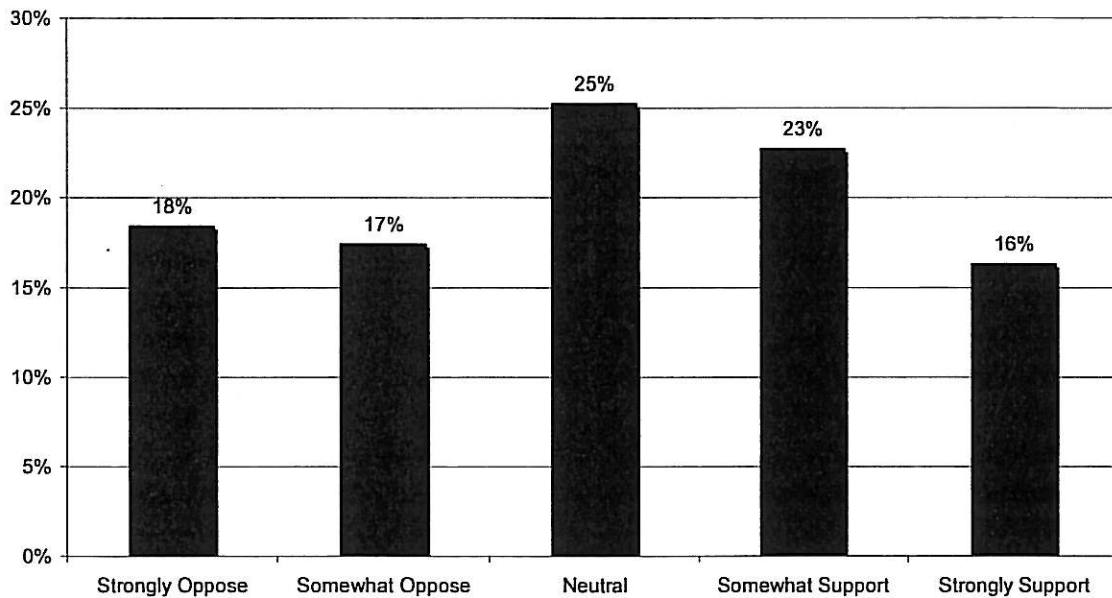
*Business and commercial development may lead to increased traffic along the corridor*

Given this potential impact, only 19% of residents strongly support future business and commercial development along the Route 100 corridor while 25% somewhat support future business and commercial development. Thirteen percent of residents strongly oppose and 12% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Thirty-one percent of residents are neutral.

- 55% of Cumberland Foreside residents would strongly or somewhat support future business and commercial development along the Route 100 corridor given this potential impact.
- 39% of West Cumberland residents would strongly or somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact.

**Less than four in ten residents support future business and commercial development knowing that such development could lead to a decrease in open space; 35% oppose future development knowing this impact.**

**Q06h: Business and commercial development could lead to a decrease in open space, possibly eliminating some open space vistas.  
Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	18%	30%	15%	22%	7%
Somewhat Oppose	17%	19%	15%	16%	22%
Neutral	25%	19%	32%	24%	18%
Somewhat Support	23%	16%	24%	16%	35%
Strongly Support	16%	16%	14%	21%	18%
Total	100%	100%	100%	100%	100%



## Comments:

Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

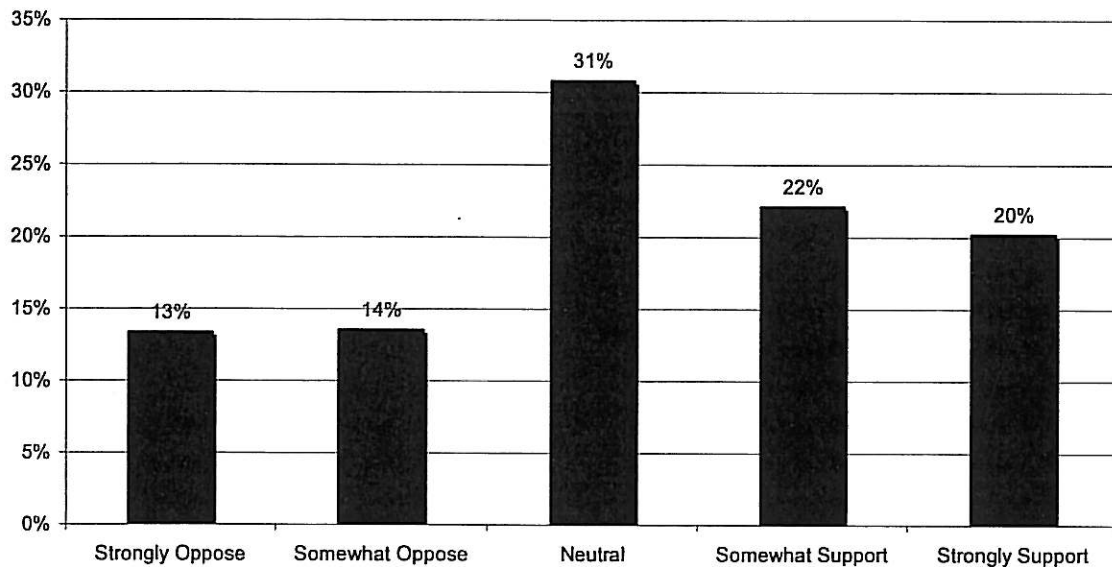
*Business and commercial development could lead to a decrease in open space, possibly eliminating some open space vistas.*

Given this potential impact, only 16% of residents strongly support future business and commercial development along the Route 100 corridor while 23% somewhat support future business and commercial development. Eighteen percent of residents strongly oppose and 17% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Twenty-five percent of residents are neutral.

- 53% of Cumberland Foreside residents would strongly or somewhat support future business and commercial development along the Route 100 corridor given this potential impact.
- 49% of West Cumberland residents would strongly or somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact.

**Only 42% of residents support future business and commercial development knowing that there would be an increase in the number of street lights; 27% oppose future development knowing this impact.**

**Q06i: With additional business and commercial development, there would be an increase in the number of street lights, increasing the ambient level of light at night. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	13%	25%	10%	17%	3%
Somewhat Oppose	14%	15%	13%	15%	12%
Neutral	31%	25%	34%	30%	32%
Somewhat Support	22%	17%	24%	16%	31%
Strongly Support	20%	19%	19%	22%	22%
Total	100%	100%	100%	100%	100%

## Comments:

Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

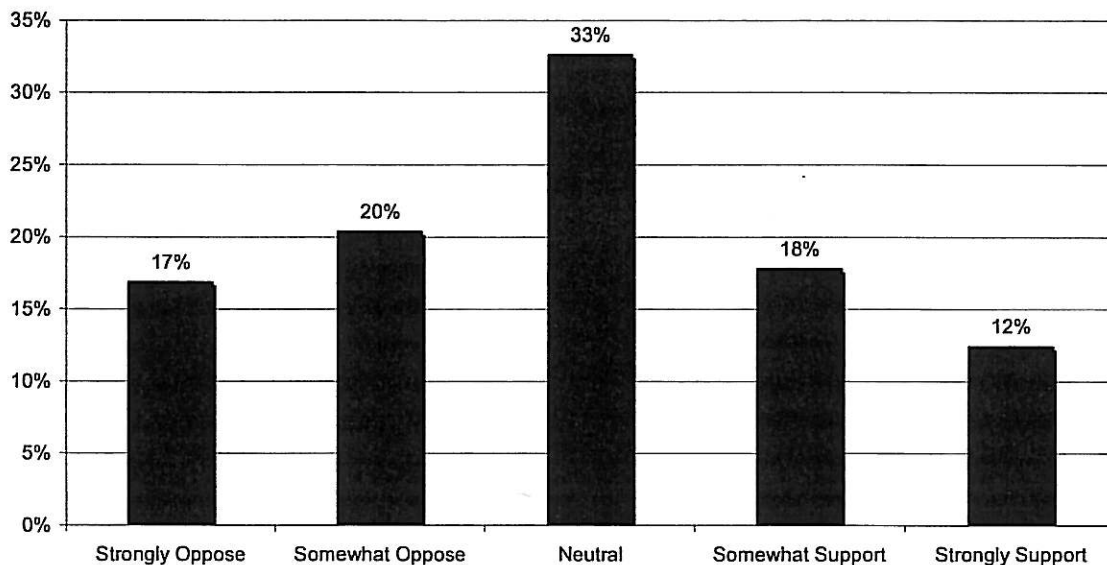
*With additional business and commercial development, there would be an increase in the number of street lights, increasing the ambient level of light at night*

Given this potential impact, only 20% of residents strongly support future business and commercial development along the Route 100 corridor while 22% somewhat support future business and commercial development. Thirteen percent of residents strongly oppose and 14% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Thirty-one percent of residents are neutral.

- 53% of Cumberland Foreside residents would strongly or somewhat support future business and commercial development along the Route 100 corridor given this potential impact.
- 40% of West Cumberland residents would strongly or somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact.

**Only three in ten residents support future business and commercial development knowing that there may be less of a buffer between businesses and existing residential neighborhoods; 37% oppose future development knowing this impact.**

**Q06j: With additional business and commercial development there may be less of a buffer between business and existing residential neighborhoods. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	17%	30%	13%	16%	9%
Somewhat Oppose	20%	20%	18%	21%	28%
Neutral	33%	26%	36%	30%	36%
Somewhat Support	18%	11%	23%	16%	16%
Strongly Support	12%	13%	10%	17%	12%
Total	100%	100%	100%	100%	100%

## Comments:

Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

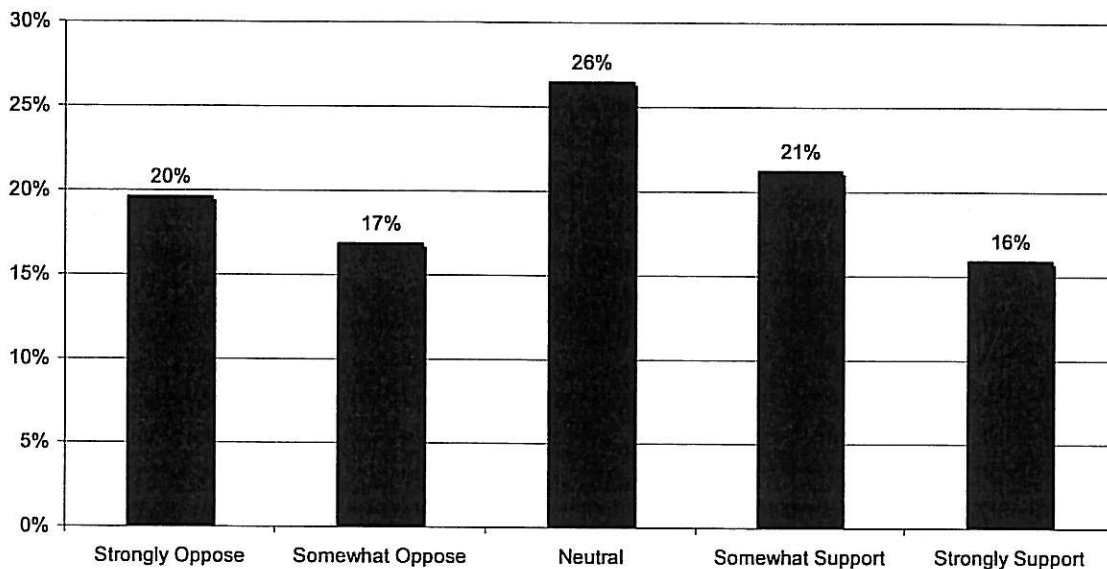
*With additional business and commercial development there may be less of a buffer between business and existing residential neighborhoods*

Given this potential impact, only 12% of residents strongly support future business and commercial development along the Route 100 corridor while 18% somewhat support future business and commercial development. Seventeen percent of residents strongly oppose and 20% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. One third of residents are neutral.

- 50% of West Cumberland residents would strongly or somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact.

**Less than four in ten residents support future business and commercial development knowing that development may lead to increased costs for infrastructure for the town; 37% oppose future development knowing this impact.**

**Q06k: Increased business and commercial development may lead to increased costs for the town in terms of developing and maintaining infrastructure such as streets, sidewalks, and water. Would you support/oppose development knowing this?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	20%	26%	17%	21%	16%
Somewhat Oppose	17%	21%	17%	17%	11%
Neutral	26%	23%	31%	21%	26%
Somewhat Support	21%	15%	19%	24%	33%
Strongly Support	16%	16%	16%	17%	14%
Total	100%	100%	100%	100%	100%



## Comments:

Residents were asked to evaluate their support or opposition for future business and commercial growth along the Route 100 corridor given the following:

*Increased business and commercial development may lead to increased costs for the town in terms of developing and maintaining infrastructure such as streets, sidewalks, and water.*

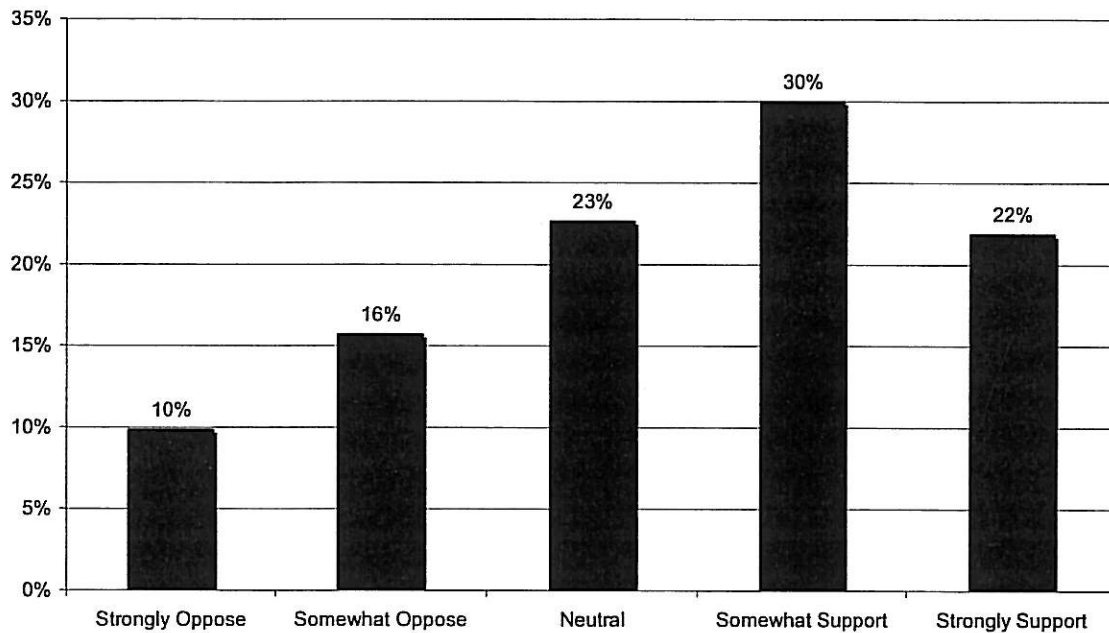
Given this potential impact, only 16% of residents strongly support future business and commercial development along the Route 100 corridor while 21% somewhat support future business and commercial development. Twenty percent of residents strongly oppose and 17% somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact. Twenty-six percent of residents are neutral.

- 47% of Cumberland Foreside residents would strongly or somewhat support future business and commercial development along the Route 100 corridor given this potential impact.
- 47% of West Cumberland residents would strongly or somewhat oppose future business and commercial development along the Route 100 corridor given this potential impact.

## Level of support or opposition for reducing speed limits along the corridor

**Over half of Cumberland residents support reducing speed limits along the Route 100 corridor.**

**Q07: Would you support or oppose reducing speed limits along the corridor?**



	Cumberland	West Cumberland	Center Cumberland North	Center Cumberland South	Cumberland Foreside
Strongly Oppose	10%	15%	9%	12%	3%
Somewhat Oppose	16%	13%	18%	15%	14%
Neutral	23%	20%	19%	24%	33%
Somewhat Support	30%	26%	33%	26%	31%
Strongly Support	22%	26%	20%	24%	19%
Total	100%	100%	100%	100%	100%

**Comments:**

Twenty-two percent of residents strongly support reducing speed limits along the Route 100 corridor while another 30% somewhat support reducing speed limits along the corridor. Ten percent of residents strongly oppose reducing speed limits and other 16% somewhat oppose reducing speed limits along the Route 100 corridor. Twenty-three percent of residents are neutral.

## **WHAT IS TAX INCREMENT FINANCING AND HOW WILL IT BE USED ON ROUTE 100?**

Tax increment financing (TIF) provides municipalities with a local tool to finance the cost of private development. Maine municipalities may redirect some or all of the new property taxes from an investment project within a designated district to assist in that project's financing. Municipalities have three disbursement options for the tax increment:

- Give directly to the investing business to pay project costs.
- Use to retire bonds issued as part of the project.
- Retain for allowable economic development.
- TIF districts may be designated for up to 30 years. Bonds may be issued for up to 20 years. Financing terms are determined by the municipality. Community designation of a TIF district requires proper public notice, a public hearing, and a majority vote of the municipal legislative body.

### **How TIF Helps Municipal Economic Development**

- TIF allows the municipality to “shelter” new value resulting from certain development projects from the computation of its State subsidies and County taxes.
- The sheltering allows the municipality to retain all or a portion of those new tax revenues otherwise passed on to the County and State. The municipality achieves the sheltering effect by designating a specific geographic area as a Municipal Development Tax Increment Financing District.
- The designation “freezes” the value of taxable property within the district with respect to the State

For the Route 100 Economic Development Corridor, TIF can be used to finance the cost of infrastructure improvements that will enable new development to occur. It can also be used as an incentive to attract businesses to the area by reducing its tax burden.

The most recent Comprehensive Plan for the Town of Cumberland was completed in 1998. In this plan, specific goals relating to the economy, transportation, and housing were made. Below is a list of those goals and the check marks indicated those that are consistent with the recommendations made in the Route 100 Corridor plan.

*Summary  
Of  
Goals and Recommended Actions*

***The Economy Goals***

- ✓ 1. To diversify the tax base by encouraging economic development within existing commercial districts.
- ✓ 2. To develop commercial property so that it is compatible with adjacent and nearby residential neighborhoods.
- ✓ 3. To continue to protect environmentally sensitive lands, such as aquifers, by restricting the types of land uses which are permitted.
- ✓ 4. To continue to encourage home occupations.

***Housing Goals***

- ✓ 1. To encourage housing which provides for a mix of people from all income strata, ages, long term residents, trades and professions.
- 2. Encourage development mechanisms to meet the requirements of the State Growth Management legislation.

***Transportation Goals***

- ✓ 1. To develop road standards which match the use they will service, to continue a standard of high quality roads which need minimal maintenance on the mainland and Chebeague Island.
- 2. To ensure that all private roads are built to a standard that will allow the town to provide public services.
- ✓ 3. To provided safe roads in good condition.
- ✓ 4. To strive for safe roads for bicycles and pedestrians.
- ✓ 5. To take steps to encourage residents to use alternate forms of transportation.
- 6. To encourage a trail system throughout the town.
- ✓ 7. To manage and control through traffic so as to minimize adverse impacts and assure safety for residential neighborhoods.
- 8. To encourage adequate, affordable, and uninterrupted transportation to and from Chebeague Island.

April 11, 2007

Ms. Carla Nixon, Town Planner  
Town of Cumberland  
290 Tuttle Road  
Cumberland, ME 04021

RE: Recommended Route 100 Corridor Improvements

Dear Carla:

Per your request, the following is a summary of our recommendations over the next 15 years for improvements to the Route 100 corridor to safely accommodate current and projected traffic:

- Continue to monitor the intersection of Route 100, Blackstrap Road and Skillins Road and install a traffic signal when it meets one or more of the warrants contained in the Manual on Uniform Traffic Control Devices.
- A single twelve foot travel lane in each direction.
- A continuous 12 foot center two way left hand turn lane beginning in front of Skillins and extending through the intersection with Blackstrap and continuing to the base of Morrison's Hill. The purpose of this lane is twofold; allow a refuge for left turning traffic into adjacent land uses, and allow a lane for left turning traffic from adjacent land uses to merge into, thereby crossing only one lane at a time on Route 100.
- Installation of 5 foot shoulders. These shoulders will serve to accommodate bicycle traffic.
- Construction of a 6 foot sidewalk for pedestrians.
- A channelized, left hand turn lane on Route 100 southbound for the proposed Castle Rock project at the base of Morrison Hill.
- Elimination of the truck climbing lane on Morrison Hill. Given the increased performance of trucks in recent years, the low volume of heavy trucks, and the parallel turnpike, the truck climbing lane is no longer warranted. Elimination of the truck climbing lane will require the approval of the MaineDOT.

As you are aware, these improvements would need to be reviewed with the MaineDOT prior to the design and construction of the improvements.

Please feel free to contact our office with questions.

Sincerely,

Gorrill-Palmer Consulting Engineers, Inc.



Thomas L. Gorrill, P.E., PTOE

President

TLG/ug/JN1455/Nixon4-12-07