

## Detailed Results of Community Event and On-Line Survey Future Development of the Falmouth Shopping Center Property

Sections E through I in the following report provide the detailed findings of the November 14, 2009 community event and the follow-up on-line survey. These findings are summarized in a complementary Executive Summary, which includes Sections A through D.

The results of the event and the on-line survey are presented in the order of the event program and in a parallel format where findings for both approaches are presented together and any differences are noted. The results of the key pad polling and the on-line survey were broken down into three sub-groups; residents of the Route 88 corridor, business people, and all other people. Where there were differences among the three sub-groups, those are included in the discussion.

The complete results of the key pad polling from the community event and the on-line survey are included in the appendices together with a description of participant and respondent characteristics and a write up of the results of the small group discussions.

### E. Turnpike Ramp

Both *participants* in the community event and *respondents* to the on-line survey were asked about the possibility of replacing the current ramp that allows Route One traffic to enter/exit the Turnpike with an at-grade intersection. This would make the land currently used for the ramp to potentially be used for other purposes including development.

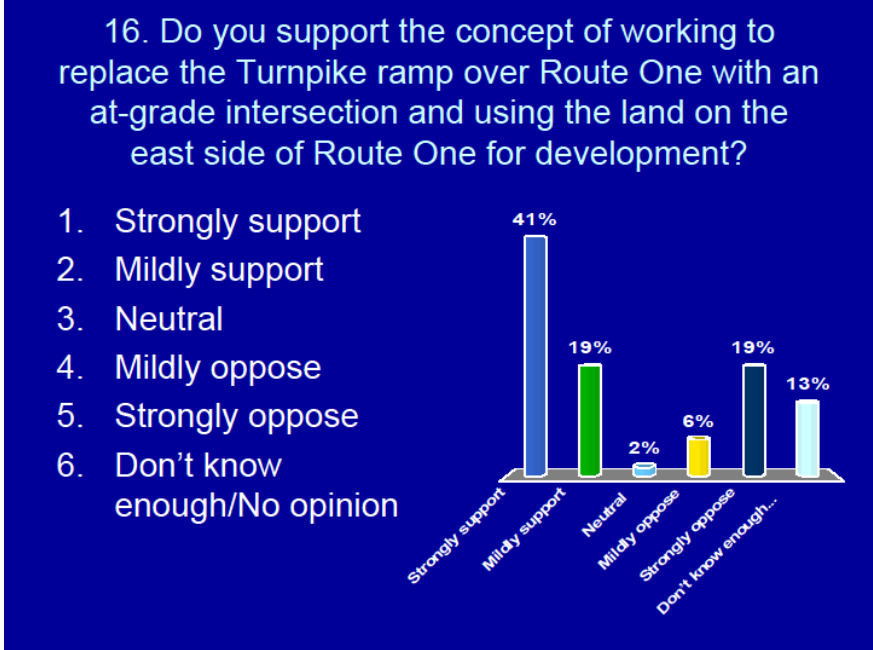


Figure 1: Event Participants

15. Do you support the concept of working to replace the Turnpike ramp over Route One with an at-grade intersection and using the land on the east side of Route One for development?

	Response Percent	Response Count
Strongly support	25.6%	79
Mildly support	21.7%	67
Neutral	17.2%	53
Mildly oppose	9.1%	28
Strongly oppose	18.4%	57
Don't know enough/No opinion	8.1%	25
<b>answered question</b>		<b>309</b>
<b>skipped question</b>		<b>0</b>

Figure 2: Survey Respondents

Overall, 60% of *participants* and 47% of *respondents* supported the concept of working to replace the Turnpike ramp over Route One with an at-grade intersection and using the land on the east side of Route One for development.

Among *participants* support for the concept was lower among residents of the Route 88 corridor and business people and higher among residents of other areas. Among

*respondents*, support was highest among business people and lowest among residents of the Route 88 corridor. Just over a quarter of both groups opposed the concept.

Over 60% of both *participants* (63%) and *respondents* (61%) support the Town taking the lead in working with the Maine Department of Transportation to study this possibility. In both groups, support for a Town role was highest among business people and lowest among residents of the Route 88 corridor. About 20% of *participants* and 25% of *respondents* opposed the Town's involvement.

Approximately half of both *participants* (54%) and *respondents* (48%) support the Town financially participating in the studies if necessary to get them completed in a timely fashion and the Town's cost is reasonable – say no more than \$25,000. Approximately a third of both *participants* (32%) and *respondents* (35%) opposed the Town's financial participation. Interestingly, residents of the Route 88 corridor that participated in the community event support the Town's financial involvement (63%) while support among Route 88 residents in the on-line survey was much lower (41%) with almost half (47%) opposed.

## F. Overall Development Concepts

A key objective of the Falmouth Shopping Center Community Event was to provide both the property owner and the Town with guidance as to the how the community views various development concepts as they relate to the possible development/redevelopment of the shopping center property. The small group discussions focused on this topic. Questions about a number of development concepts were included in the key pad polling during the community event and in the on-line survey. This section summarizes the findings with respect to those concepts.

*Participants* in the community event discussed the overall development concepts that might be appropriate for the Falmouth Shopping Center (FSC) in the small groups and then answered questions about specific aspects in the key pad polling. *Respondents* to the on-line survey only answered some of the questions that were asked about development formats at the community event. In addition, respondents did not see the presentation about development concepts unless they viewed it on-line. Therefore care needs to be taken in comparing the results from the two different groups.

1. **Town/Village Center** – The concept of a mixed-use, walkable “Town/Village Center” emerged from the small group discussions both in terms of redevelopment of the existing shopping center and any new development. A number of the desirable elements identified by the groups potentially relate to this concept including a “town

common”, community facilities and activities, small businesses/boxes, two-story buildings, smaller parking areas, etc.

In response to this concept, two follow-up questions were included in the key pad polling. The first question dealt with how important it is that “Small Box/Mixed-Use/Two Story Development be included in any development proposal. There was strong support for this concept. Approximately 45% of *participants* said this was absolutely essential, while an additional 37% said it was important. Business people were less supportive with an equal split between those supporting and opposing the concept.

The second follow-up question asked how important it is for redevelopment of the current site to move towards a town center that is walkable. There was also strong support among *participants* for this proposition.

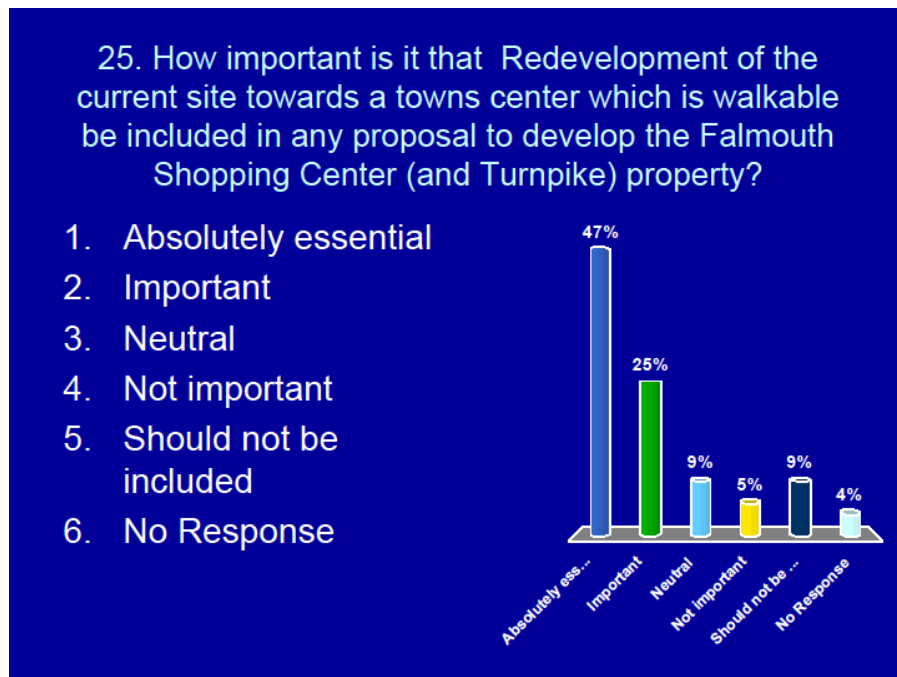


Figure 3: Event Participants

The small groups also identified a park, town common or useable open space as an important element in a development proposal. (Note: This concept of open space needs to be distinguished from the land conservation type open space which is discussed in section 4 below.) Both the key pad polling during the community event and the on-line survey included a question about the importance the development including “a park, town common, or other useable open space”. *Participants* in the community event strongly supported this idea with 56% saying it should be required in any development

while another 14% felt it should be encouraged. *Respondents* to the on-line survey exhibited a similar level of support for the idea but with more people favoring encouragement (35%) and fewer people (35%) favoring it being a requirement.

**2. Transportation alternatives** – The small groups identified various aspects of “alternative transportation” as important elements in a development proposal. This included provisions for pedestrians to make the development “walkable” as well as for links to the surrounding area. The general theme was to “accommodate multiple transportation types” in any development.

Two follow-up questions were asked about alternative transportation. The first question asked how important it is that pedestrian connectivity to the Falmouth Nature Preserve be established. Almost 60% of *participants* felt that this is essential (33%) or important (25%). Support for this concept was lower among people who lived in other areas of Falmouth.

The second follow-up question asked how important it is that multiple transportation types are accommodated in any development proposal. Almost 2/3's of *participants* said that it was essential (43%) or important (22%). Support for this concept was a little lower (50%) among business people.

There is a very high level of support for including sidewalks and other pedestrian amenities to allow people to walk around in the development. Over 80% of *participants* felt that these pedestrian facilities should be required as part of any development while another 9% felt they should be encouraged but not required. The overall level of support for pedestrian facilities was a little lower among *respondents* to the on-line survey. About 42% favor requiring pedestrian facilities within the development with an additional 35% favoring encouraging these types of improvements. Support was quite consistent among both the participant and respondent sub-groups.

Both *participants* and *respondents* had similar responses to the concept that the development should include a pedestrian connection to the sidewalks along Route One to allow people to walk to or from the development. Among *participants* 81% felt such a connection should be required while an additional 10% felt it should be encouraged. Among *respondents*, 39% favored requiring pedestrian connection to the Route One sidewalks while an additional 33% felt it should be encouraged.

Attitudes toward including a pedestrian/bicycle connection between the development and Route 88 varied. Among *participants* almost half supported the concept with 39%

feeling it should be required and 12% feeling it should be encouraged. Residents of the Route 88 corridor were less supportive of this connection (33% require or encourage) while residents of other areas were more supportive (69% require or encourage). *Respondents* in the on-line survey were more supportive of this connection with 31% feeling it should be required as part of the development and 37% feeling it should be encouraged.

**3. Internal Street** – The introductory presentation at the community event showed the concept of development being organized around an “internal street” with the buildings facing that street. This concept showed up on the list of elements to be considered as part of a development. A follow-up question was asked about the concept of an internal street. Almost 2/3’s of *participants* said that it was essential (45%) or important (21%) that internal streets be included as part of any development. There was some concern about this concept from business people with a third saying that internal streets should not be included in a development.

Both *participants* and *respondents* were asked if the layout of the development should include an internal street on which many of the buildings front. Over 70% of *participants* supported this concept (38% require and 34% encourage) while just under half of *respondents* supported it (13% require and 35% encourage). It is important to note that the respondents did not see the illustrated presentation (unless they viewed it on-line).

**4. Open Space/Land Preservation** – There were a number of elements relating to open space and land preservation identified by the small groups. (The concept of a park, town common or usable open space was also important, but is discussed above in section 1.)

One idea from the small group discussion was the feeling that the preservation of natural land be maximized as part of any development. In response to a follow-up question, over 80% of *participants* agreed with this position with the highest level of support among residents of the Route 88 Corridor. Support was lower among business people with only 50% saying it is essential or important.

**5. Parking** – The small groups identified parking as an important consideration including providing parking in small areas, minimizing the amount of parking, and hiding it. Participants in the community event were asked a follow-up question about parking. Almost 2/3’s of *participants* felt that it is essential (41%) or important (24%) that parking areas are minimized and hidden in any development proposal. Support

for this concept was significantly higher among residents of the Route 88 corridor and lower among business people.

Both participants in the community event and respondents to the on-line survey were asked about the location of parking in front of buildings. Only 29% of *participants* and 21% of *respondents* felt that parking should be required to be located at the side or rear of buildings rather than in front of the building. An additional 27% of *participants* and 24% of *respondents* felt that parking to the side or rear should be encouraged. At the same time most participants and respondents felt that the development should be allowed to have parking to the side or rear of the buildings.

**6. Building orientation** – The small groups identified the concept of locating buildings close to Route One and orienting them toward Route One. In a follow-up question, 37% of *participants* felt this is essential while an additional 20 % felt it is important. About 20% felt this should not be included in a proposal.

In addition to the parking questions, both participants and respondents were asked about the location of buildings along internal streets. Views on this concept were mixed with a relatively large number of people who did not answer the question. About a quarter (26%) of *participants* and 13% of *respondents* felt that buildings within the development that front on an internal street should be required to be located close to that street with no parking between the front of the building and the street. While only 18% of *participants* and 22% of *respondents* felt that this concept was not appropriate, the majority of both groups felt this should be allowed or encouraged, but not required.

## G. Appropriate Uses

*Participants* at the community event were asked to evaluate a wide range of uses for their appropriateness as part of development at the Falmouth Shopping Center site. The uses included were:

- medical and professional offices
- business offices
- research/laboratory facilities
- retail banks and credit unions
- retail banks and credit unions as part of a mixed use building
- day care centers
- free-standing post office
- residential units as part of a mixed use building
- rental apartments or inexpensive condo that are affordable to households with moderate income

- retirement housing or assisted living
- hotels
- sit-down restaurants with no drive-thru
- restaurants/coffee shops with drive-thru
- movie theater complex
- commercial indoor recreation (game facility/roller rink)
- small-scale retail use (<20,000 SF)
- mid-scale retail use (20,000 -75,000 SF)
- large-scale retail use (> 75,000 SF)
- automobile sales/car dealership
- automobile service centers

In addition, participants were asked about three non-development/resource protection activities:

- expansion of the nature preserve adjacent to the FSC property
- preservation of open space along the streams to protect the downstream estuary
- creation of a buffer to protect near-by residential neighborhoods
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*Participants* chose from five options while they were shown pictures of each use:

- should not be allowed
- should be allowed
- should be allowed and encouraged
- should be required
- no response

The on-line survey included the same exercise but respondents were not shown the pictures of the various uses. Note: the “should be required” response was accidentally changed to “should *not* be required” (emphasis added) when the questions were converted for the on-line survey. This error was recognized after the survey had been completed by a number of respondents, so a decision was made not to correct it. Since the “not required” response is somewhat meaningless, the results to this set of questions needs to be viewed with caution.

The following sections summarize the results from the key pad polling at the community event. It also notes where there are significant differences in the on-line survey results.

**1. Uses that should be required** – Among *participants* in the community event there was no significant level of support for mandating that any of the possible uses to be required to be included in a development proposal. Typically less than 5% of

*participants* selected the required option for most of the uses. There were four uses for which there was some level of support for requiring that they be part of a development:

- residential uses as part of a mixed-use building (14%)
- small-scale retail uses (12%)
- a free-standing post office (10%)
- sit-down restaurants with no drive-thru (10%)

The three natural resource activities all received highly levels of support from *participants* for being required as part of a development proposal:

- creation of a buffer to protect near-by residential neighborhoods (77%)
- preservation of open space along the streams to protect the downstream estuary (77%)
- expansion of the nature preserve adjacent to the FSC property (49%)

Support for requiring a buffer and stream protection was high in all three sub-groups of *participants*. Support for requiring expansion of the nature preserves was mixed with residents of the Route 88 corridor in favor (60%) while support among the other two sub-groups was much lower (33% for business people and 37% for other residents). There was widespread support for these activities among *respondents* to the on-line survey even though a “require” response was not provided – more than half of the *respondents* said that each of these activities should be encouraged.

**2. Uses that should be encouraged** – *Participants* identified a number of uses that are highly desirable and therefore should be encouraged as part of a development. The following percentages combine the number of participants who selected the “should be required” or “should be allowed and encouraged” responses:

- small-scale retail uses (60%)
- sit-down restaurants with no drive-thru (48%)
- medical offices (48%)
- residential uses as part of a mixed-use building (47%)
- business offices (47%)
- a free-standing post office (34% but 47% of *respondents*)

There were some differences among the three sub-groups. In general, the business people gave stronger support to encouraging a wide range of uses as part of a development.

In addition to the uses identified by participants, *respondents* to the on-line survey gave reasonably high levels of support to encouraging the following uses:

- retail banks and credit unions as part of a mixed use building (35%)
- research/lab facilities (34%)
- retail banks and credit unions (33%)
- mid-scale retail uses (33%)

**3. Uses that should be allowed** – *Participants* identified many of the uses on the list as being appropriate as part of a development at the FSC site (required or encouraged or allowed). In addition to the uses identified above as being encouraged, *participants* said that the following uses should also be allowed:

- research/lab facilities
- retail banks and credit unions as part of a mixed use building
- retail banks and credit unions
- mid-scale retail uses
- day care centers
- retirement housing/assisted living
- commercial indoor recreation
- a movie theater complex

*Respondents* in the on-line survey identified a similar list of uses that should be allowed as part of the development of the FSC site.

**4. Questionable or problematic uses** – Participants expressed a significant level of opposition to a few uses. For these uses, the percentage of *participants* who said the use “should not be allowed” was typically between 35% and 40%. The percentage of *respondents* to the on-line survey who said these uses should not be allowed was typically lower. These problematic uses include:

- hotels (39% of *participants* and 28% of *respondents*)
- automobile service centers (39% of *participants* and 36% of *respondents*)
- rental apartments or inexpensive condos (38% of *participants* and 31 % of *respondents*)

During the small group discussions, the concept of a hotel/conference center was identified as a possible element in a development proposal. This concept was tested in the follow-up questions using key pad polling. Approximately 44% of *participants* felt that this type of use should not be included. Opposition to a hotel/conference center

was highest among residents of the Route 88 corridor (63% saying it should not be included) and lowest among residents of other areas of Falmouth (33%). Interestingly among the other resident sub-group, 39% said that a hotel/conference center was absolutely essential (28%) or important (11%) compared with the 33% who felt it should not be included.

Restaurants/coffee shops with drive-thru service were viewed quite differently by participants in the community event and respondents to the on-line survey. Almost 2/3's of *participants* (64%) felt that this type of use should not be allowed. Among *respondents* this dropped to only 30%.

5. *Uses that should not be allowed* – *Participants* in the community event identified two uses, large-scale retail uses and automobile sales/car dealerships, that should not be allowed as part of development of the FSC site.

During the small group discussions, the possibility of excluding large-scale retail uses was identified as a key consideration. In the follow-up to the small groups, the entire group was asked how important it was that a big box retail use be included in any development proposal. Almost 2/3's of *participants* felt that big boxes should not be included. Opposition to big boxes was highest among residents of the Route 88 corridor (85% saying they should not be included) and significantly lower among other residents (56%) and business people (33%).

## 50. Large-scale retail uses (more than 75,000 sq ft) – is this type of use appropriate?

1. Should not be allowed
2. Should be allowed
3. Should be allowed and encouraged
4. Should be required
5. No Response

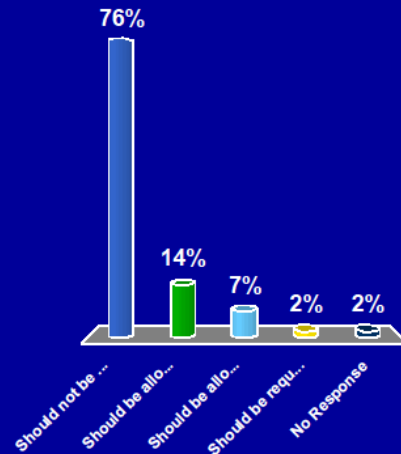


Figure 4: Event Participants

In the series of questions about what types of uses are appropriate, over  $\frac{3}{4}$ 's of **participants** (76%) said that large-scale retail uses should not be allowed. The percentage of residents in the Route 88 corridor saying they should not be allowed was 92% while  $\frac{2}{3}$ 's of business people felt that way. Opposition to large-scale retail uses was considerably less among *respondents* to the on-line survey with 49% saying they should not be allowed. Opposition was higher among residents of the Route 88 corridor and lower among business people.

This sentiment toward large-scale retail uses was also reflected in the responses to a question about the maximum size of buildings that should be allowed as part of development at the FSC site. Over 83% of *participants* and 59% of *respondents* felt that the size of individual buildings should be limited to 90,000 square feet or less which would preclude most large-scale retail uses.

Approximately  $\frac{2}{3}$ 's of *participants* in the community event said that auto sales/car dealerships should not be allowed as part of the development of the FSC site. This sentiment was reasonably consistent among the three sub-groups. Opposition to auto sales was somewhat lower among *respondents* to the on-line survey with 48% saying they should not be allowed. This sentiment was also reasonably consistent across the three sub-groups.

**6. Mix of uses in any expansion or redevelopment** – More than half of the *participants* in the community event (56%) felt that any expansion or redevelopment of the Falmouth Shopping Center should include a mix of types of uses – for example retail and office uses or residential uses. An additional 28% felt a mixed-use development should be encouraged. The sentiment for requiring or encouraging mixed-use development was reasonably consistent among the three sub-groups of *participants* with residents of other areas leaning more toward this being required while business people leaned a little more toward encouraging it. Support for requiring a mixed-use development was much lower among *respondents* to the on-line survey with only 10% supporting that option while an additional 38% favored encouraging a mix of uses. This sentiment was reasonably consistent among the sub-groups of *respondents* with business people more supportive of encouraging mixed-use development.

In terms of having a mix of uses within individual buildings, support for requiring this drops significantly. Only 11% of *participants* felt that individual buildings within any development should be required to have a mix of uses. This was offset by an increase in those supporting encouraging mixed use buildings (44%). Among the subgroups, other residents leaned more toward requiring mixed-use buildings while business people leaned toward encouraging it. This pattern was similar but somewhat lower among *respondents* to the on-line survey with 8% supporting requiring mixed-use buildings while 35% support encouraging it.

**7. Inclusion of Residential Uses** – The issue of including residential uses in any development proposal came up in a number of different ways. During the small group discussions, including residential uses was identified as an important element in a development proposal. In the follow-up to the small groups, the entire group was asked how important it was that residential uses be included in any development proposal. Almost a quarter of *participants* (23%) said that it was absolutely essential while additional 38% felt it was important. Only 15% of *participants* felt that residential uses should not be included as part of a development.

When asked if the development should include some residential uses in another question, approximately  $\frac{3}{4}$ 's of *participants* felt they should be allowed with 20% feeling they should be required and a quarter (24%) feeling they should be encouraged. About 20% of *participants* felt that residential uses are not appropriate. This is consistent with the responses about individual types of residential uses (see 2 and 3 above) which showed support of residential units as part of mixed-use buildings and elderly housing/assisted living.

Attitudes toward residential uses was less supportive among *respondents* with about 66% feeling they should be allowed while 28% felt they are not appropriate. The share of *respondents* who feel that residential uses should be required (11%) or encouraged (21%) was less than among participants.

## H. Height of Buildings

There was no clear agreement relative to the maximum height of buildings as part of any development on the FSC site. Among *participants* at the community event, 45% favored allowing buildings that are 4 or more stories tall while 37% favored limiting buildings to 1 or 2 stories. About 1 in 5 favored limiting buildings to 3 stories. Residents of the Route 88 corridor favored somewhat lower building heights while residents of other areas were more supportive of higher building heights. *Respondents* to the on-line survey were more supportive of lower building heights with 39% favoring limiting building to 1 or 2 stories while 32% favored allowing buildings that are 4 or more stories tall. Just over a quarter favored limiting buildings to 3 stories.

The 2005 Route One Study proposed that most buildings should be required to have at least two useable stories. When presented with this proposal, 42% of *participants* felt that most buildings should be required to have at least 2 stories with an additional 13% supporting the concept if large buildings are not included in the requirement. Another quarter of *participants* favor encouraging but not requiring buildings to have at least two useable stories. Support for requiring buildings to have at least two useable stories was lower among *respondents*. Only a third favor the concept for most buildings or all but large buildings while almost half (48%) favor encouraging but not requiring buildings to have at least two useable stories.

## I. Other Issues

A number of other issues/elements were identified in the small group discussions. Some of these ideas/concepts were tested in the follow-up questions.

1. **2005 Route One Study** – One small group proposed that most of the concerns could be addressed by adopting the recommendations of the 2005 Route One Study. In the follow-up questions it was decided that participants did not know enough about the study to respond to this proposal.
2. **Traffic** – Concerns about traffic and how it would be handled were raised in the small group discussions.

3. **Environmental protection - estuary study** – Concerns about the impact of development on the downstream estuary were raised.

4. **Impacts on residential neighbors** – A number of concerns were identified dealing with how development might impact the adjacent residential neighborhoods and how those impacts could be minimized. This included concerns about providing an adequate buffer, locating development away from the residential neighbors, and dealing with noise, lighting, and similar factors.

5. **Community uses and facilities** – The small groups raised the issue of including community facilities and activities within any development. Ideas included the provision of a Town park or common and a farmer’s market.

6. **Utilization of the existing buildings** – There was a sense that the re-occupancy of the vacancies in the existing shopping center should occur before additional development takes place. A follow-up question was asked about this issue. The majority of *participants* felt it was essential or important (57%), while 35% felt that it wasn’t important or shouldn’t be an issue.

7. **Fiscal Implications** – Concerns about any development being self-supporting and that all development be taxable uses emerged from the small group discussions. In a follow-up question, *participants* were split on this concept with 53% saying that it is essential or important that all development be taxable while 41% felt that this wasn’t important or shouldn’t be an issue.

8. **Design considerations** – The small groups identified a number of issues with respect to the design of any new development. These included that it be integrated into the landscape, that there be high quality design, and that the facades of any large buildings be broken up. A follow-up question was asked about the issue of façade treatment. Approximately 83% of *participants* felt that it was essential (58%) or important (25%) that the facades of large retail buildings be broken up.