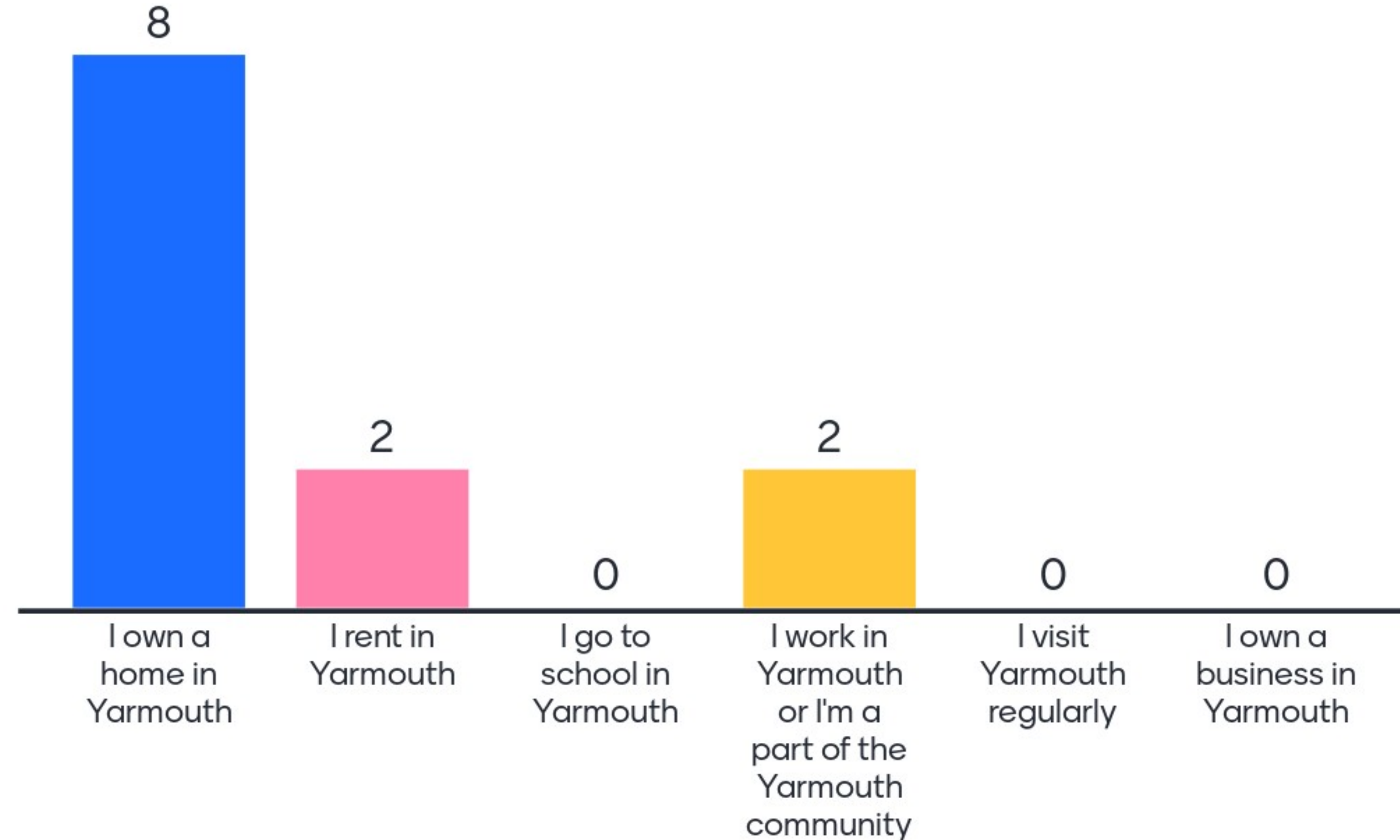


PLAN 
YARMOUTH

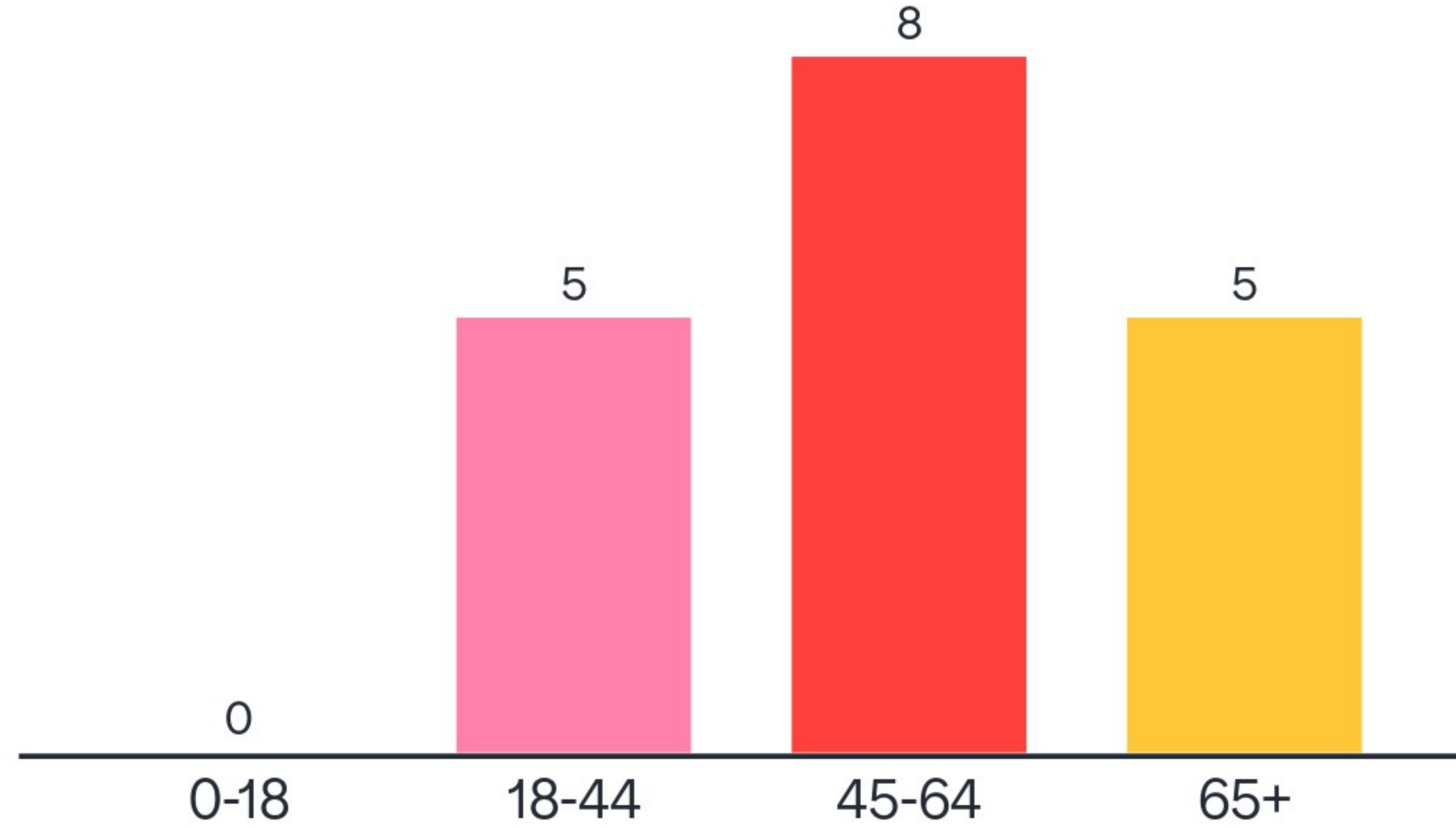
**What We've Learned: Data Highlights
Workshop**

June 12, 2023

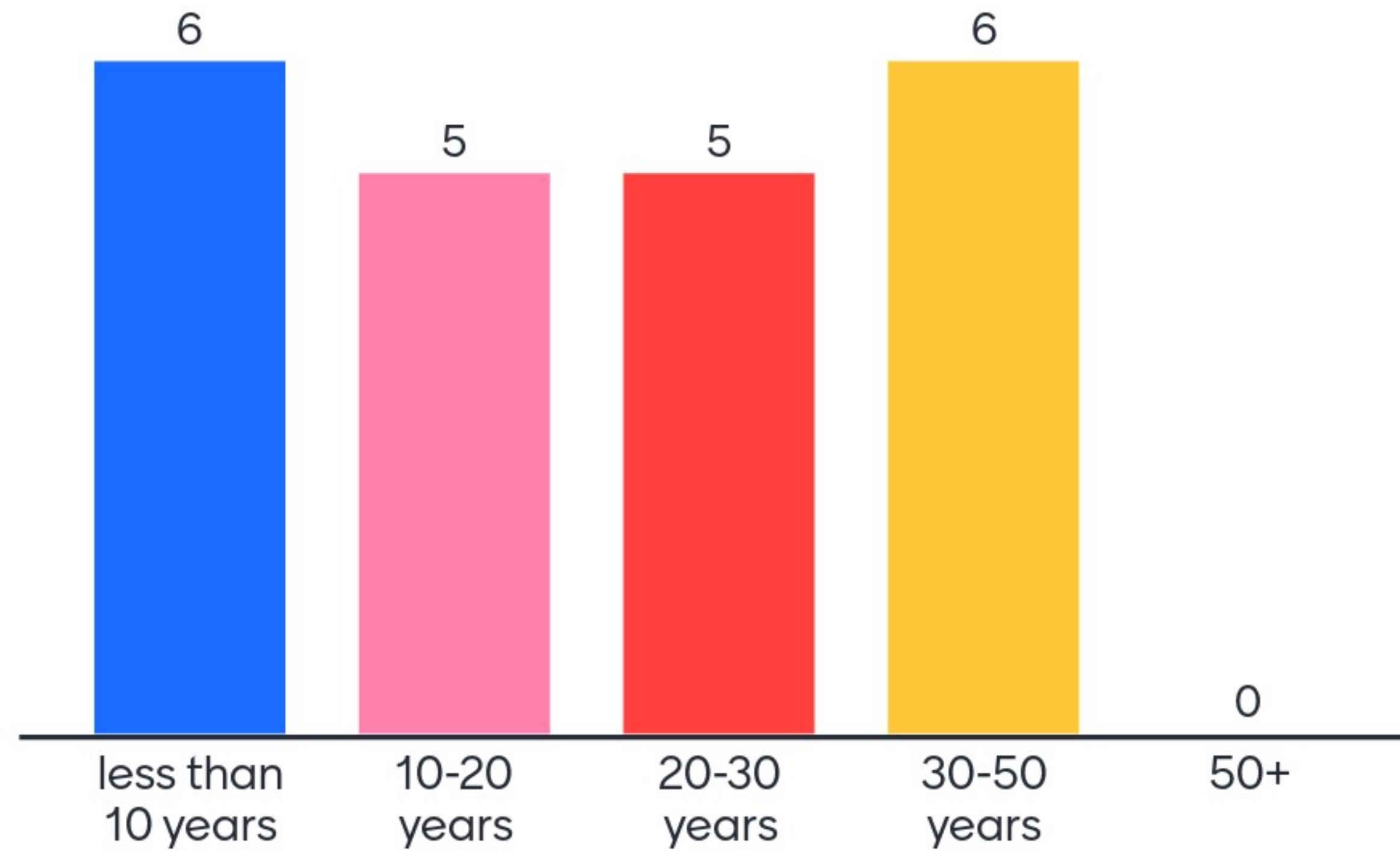
Which of the following best applies to you?



What is your age group?



How long have you lived, worked, or attended school in Yarmouth?



Workshop Overview

- Introduction
- Purpose & Background
- Recognizing Change
- What We've Learned
- Questions and Comments
- Next Steps



Erin Zwirko, Town Planner

Comp Plan Steering Committee

John Auble

Daniel Backman

Crispin Bokota

Bolese

Emily Bryson

Judy Colby-George

Hildy Ginsberg, Co-Chair

Miriam Markowitz

Tim McGonagle

Karin Orenstein

Todd Rich

Bill Richards, Co-Chair

Lynne Seeley

Jamie Whittemore

Sarah Witte

Students:

Neena Panozzo

Sophie Wentzel

Role of the Comprehensive Plan

- What it does

- Broad, high level vision & guidance
- Identifies priorities, presents options
- Continuity, common framework

- What it doesn't do

- Not Plan to end all Plans
- Doesn't presume opportunities or challenges won't arise
- Not a club to wield - a touchstone for guidance

What is Plan Yarmouth?

- Update to the 2010 Comprehensive Plan
- Schedule
 - Jan 2023 kickoff
 - 1st Draft Plan early 2024
- Existing conditions, Vision Statement, Future Land Use Plan, Goal/Policies/Strategies

PLAN 
YARMOUTH 

Project Team

Town of Yarmouth

Town Staff

**Comprehensive Plan
Steering Committee**

Town Council

**Boards &
Committees**

Consultant Team


PLANNING
in collaboration with

 LEVINE PLANNING STRATEGIES
Tools for Building Communities

 LANDSCAPE ARCHITECTURE • URBAN DESIGN

 camoin
associates

 FB
environmental

You!

Town-wide Pop-ups

Surveys

**Focus Group Listening
Sessions**

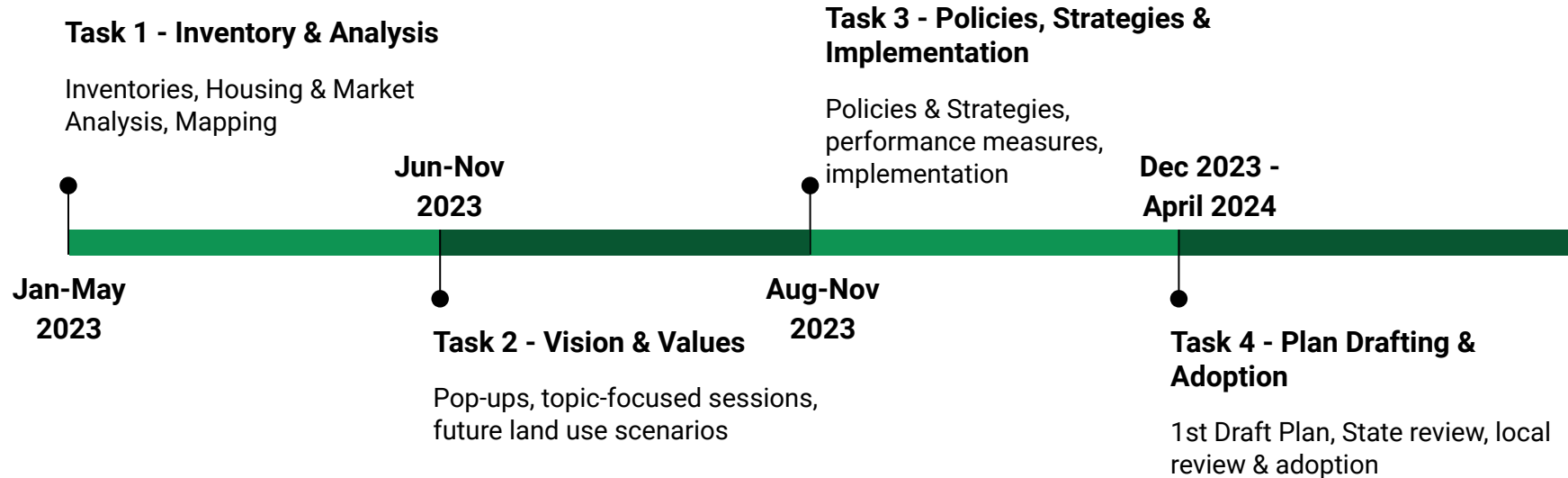
Public Workshops

Email Newsletters

Direct mail

planyarmouth.com

Timeline



Context

- Awareness of climate change impacts (Emergency Declaration, 2022)
- COVID-19 Pandemic
- Statewide Housing crisis
- Demographic changes

Changes Since 2010 Comp Plan

- **Character Based Development Code (CBDC) (2013)**
- **Complete Streets Policy (2015)**
- **Historic Preservation Advisory & Demo Delay Ordinances (2021)**
- **Open Space Plan (2019)**
- **Affordable Housing Committee (2022)**
- **New facilities, school renovations, new programs**

Vision Statement 2022

Addressing housing affordability

Preserving the Town's historic identity

Supporting the Town's Main Street and village center

Supporting the walkability/bikeability of the Town

Improving connectivity

Minimizing adverse impacts of new development

Working to ensure the protection of conserved land

Maintaining and increasing access to open spaces and rec

Addressing climate change

Supporting a welcoming community

Community Values

We value the **natural environment**, including the numerous parks, open space preserves, rivers, and Casco Bay, and prioritize preserving and protecting these areas for enjoyment by all and as critical ecosystems.

We value a **connected community** where residents have strong social bonds through a shared commitment to civic engagement, and where community members can safely and easily access services, amenities, recreation, jobs, and social opportunities within the Town.

We value the **history and culture** of the people and land that is now the Town of Yarmouth and the physical environment that embodies that history, from the natural land and water features to the built environment.

We value a **welcoming and inclusive environment** where neighbors help one another and a strong sense of community brings all people together, regardless of background.

(Imagine Yarmouth Draft Vision Statement, 2022)

What is missing from the Values Statement? 18 Answers

Accessibility

Economic diversity

Looking forward?

Economic development

Civil discourse

Reference to all the history of this place before "settlement"

Political Diversity on our committees

An embrace of economic and other types of diversity as a source of strength and resilience.

I didn't know there was going to be a quiz

What is missing from the Values Statement? 18 Answers

"Settler history" is not inclusive of the hundreds of years when Wabanaki people were here. Please attend to this

Economic justice

Stewardship

Involving all ages in integrated activities and spaces
Easy access to natural environment enjoyment

Connection to the region around it

Diverse housing choices

Lgbtq

The schools are a big draw, both public and private. It seems that "free range children" has been a phrase mentioned in connection with this. It's about 1 tier below the level of phrases you're using.

What is missing is a hard look at the adverse results of the Covid policies the town implemented.. We ALL want a healthy and clean environment.

What have We
LEARNED?

so far...

Comp Plan Topics

Agriculture &
Forestry



Population &
Demographics



Historic &
Archaeological
Resources



Housing



Natural
Resources



Marine
Resources



Recreation



Transportation



Economy



Public Facilities
& Services



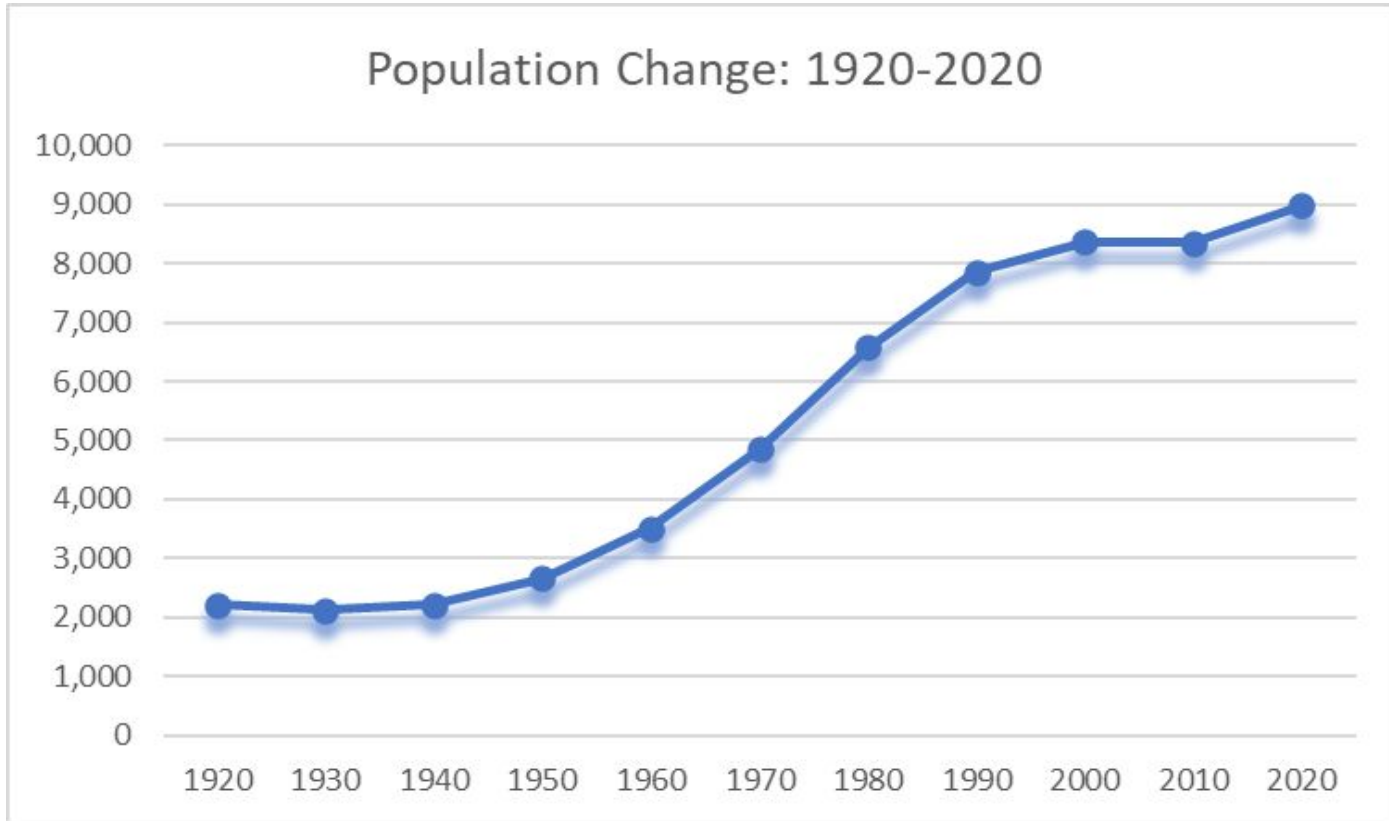
Fiscal Capacity &
Capital Investment



Existing Land
Use

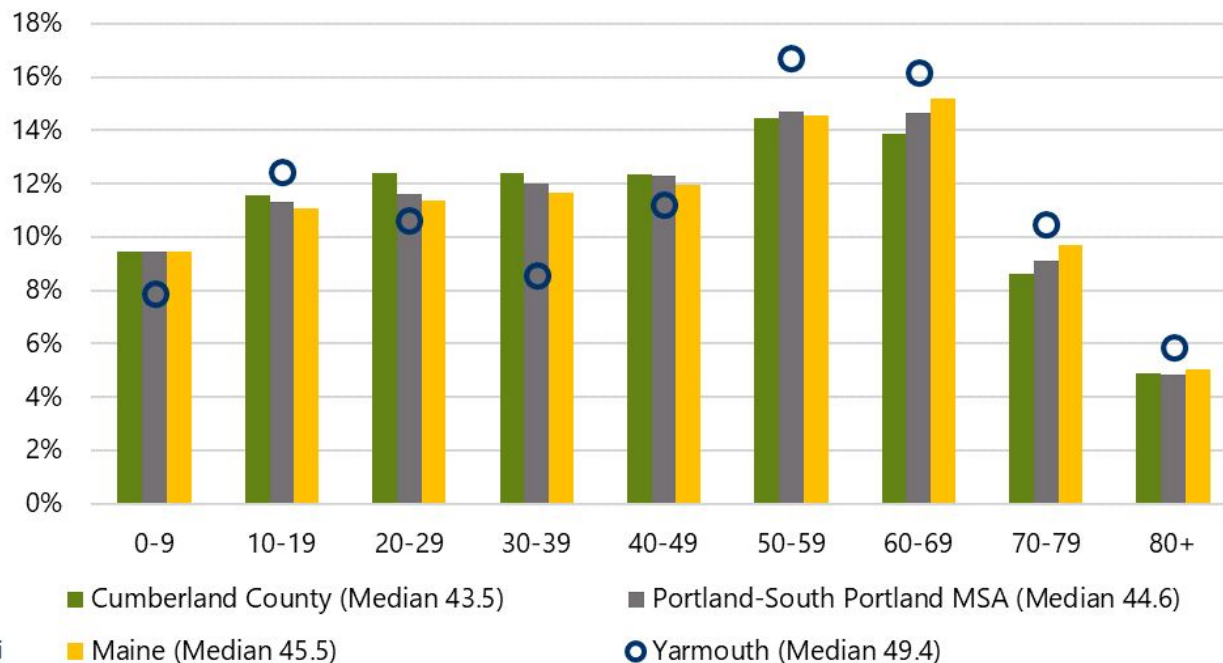


Population & Demographics



Population & Demographics

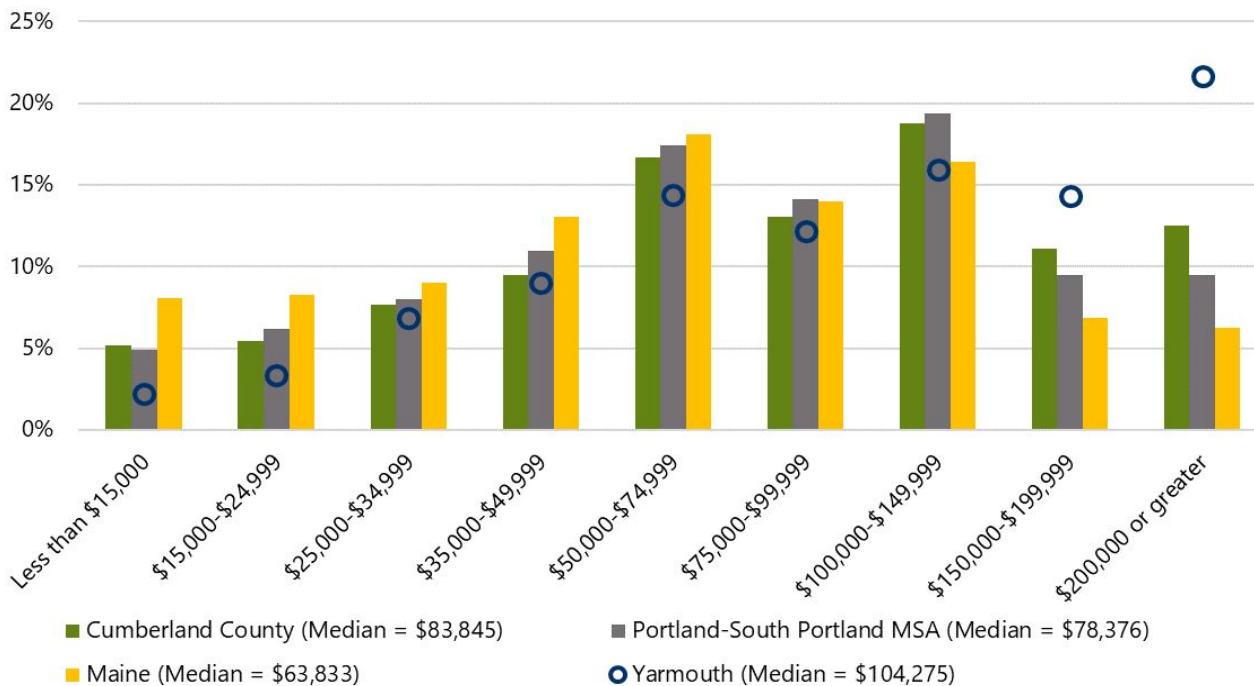
Population Age Distribution (2022)



Source: Esri

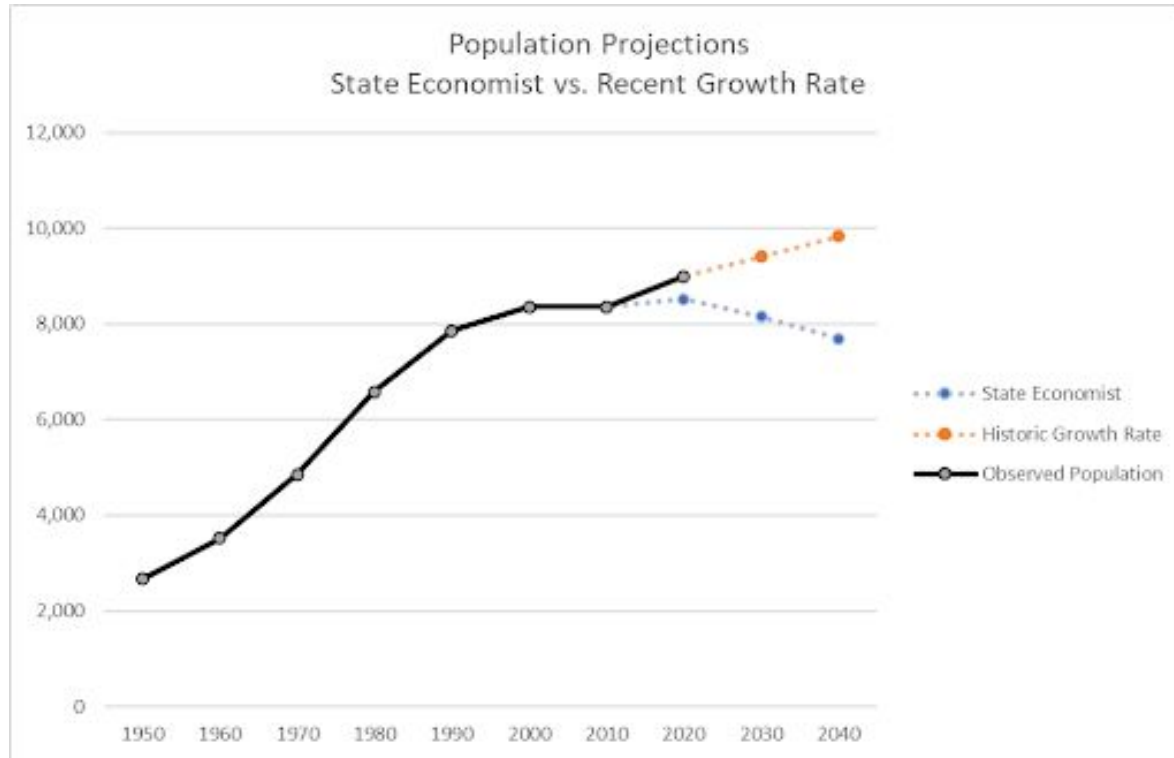
Population & Demographics

Household Income Distribution, 2022

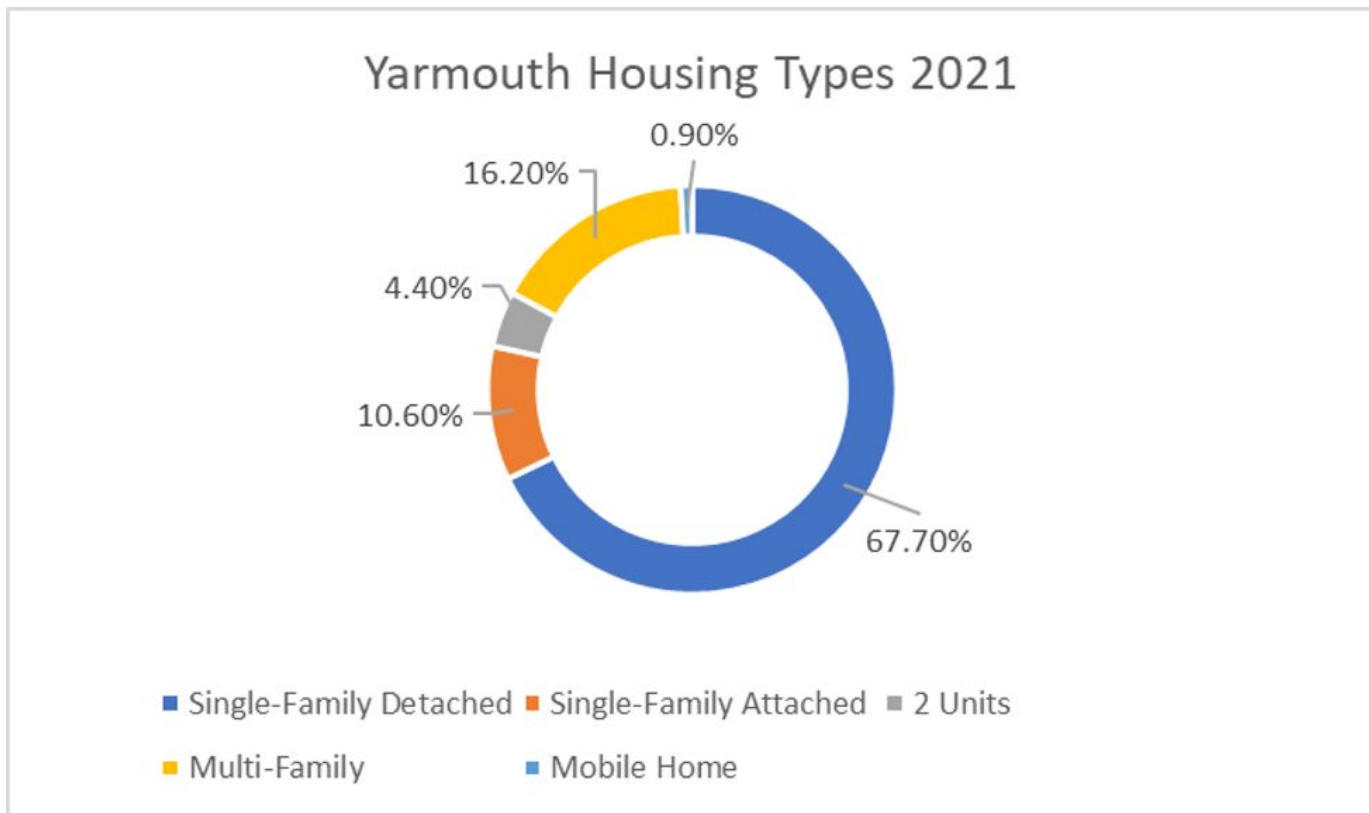


Source: Esri

Population & Demographics

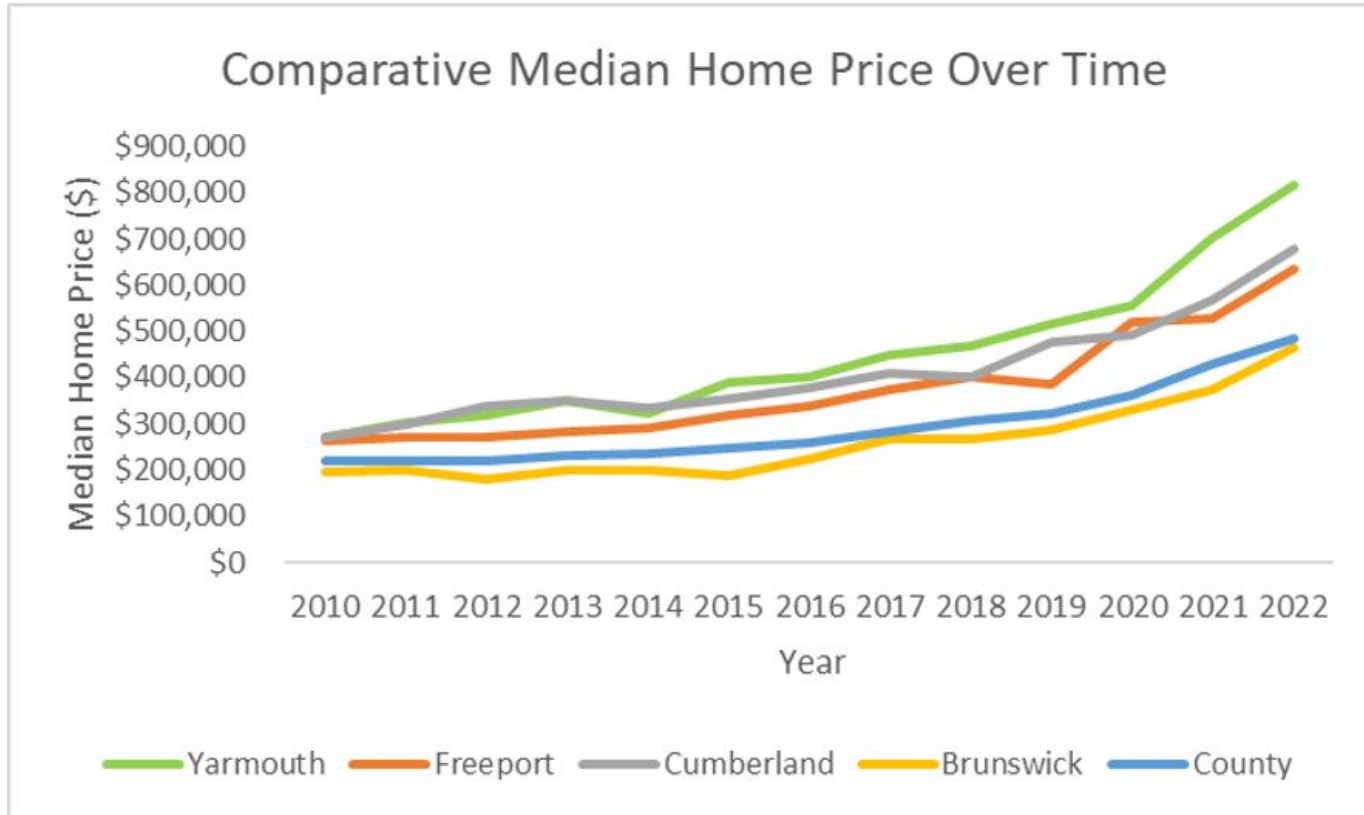


Housing

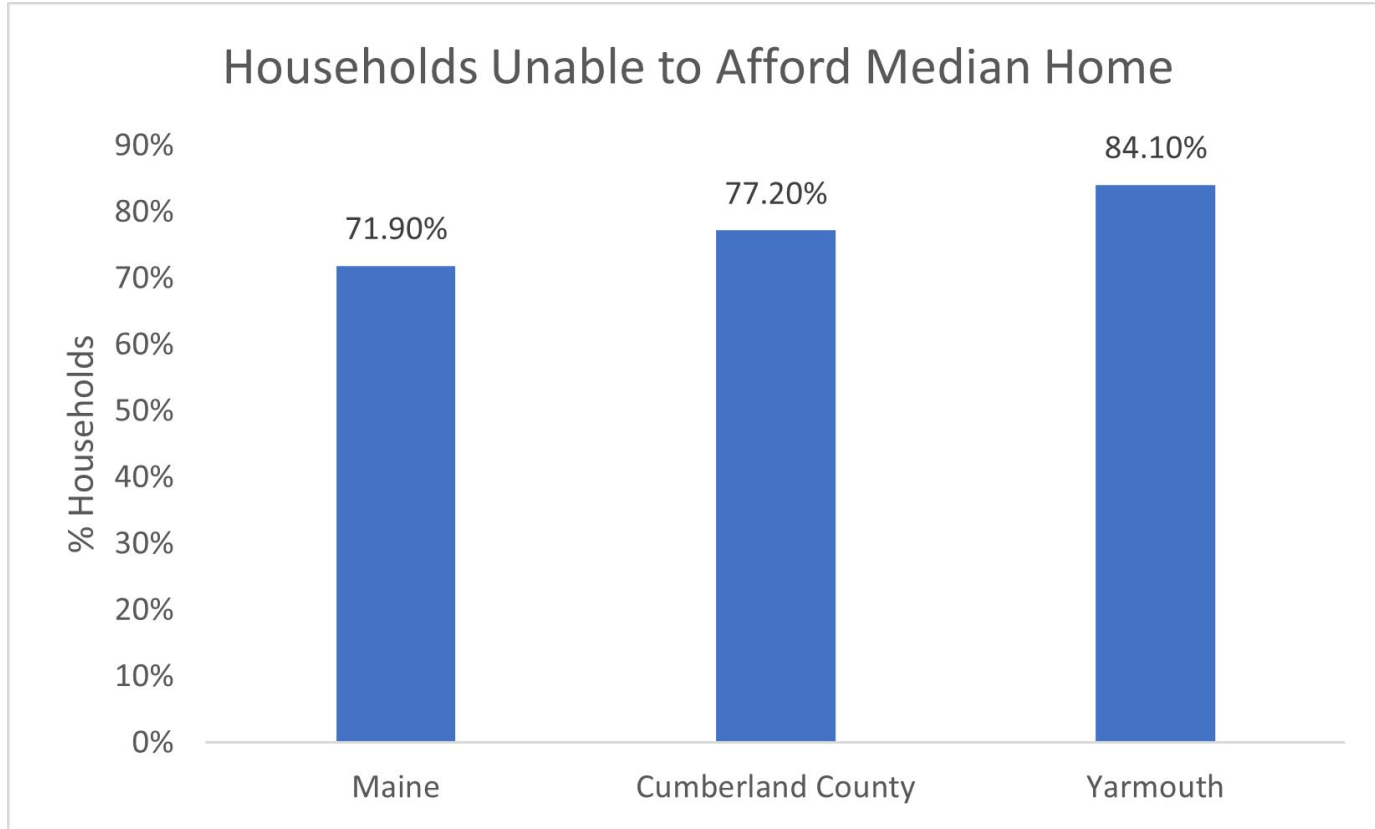


Housing

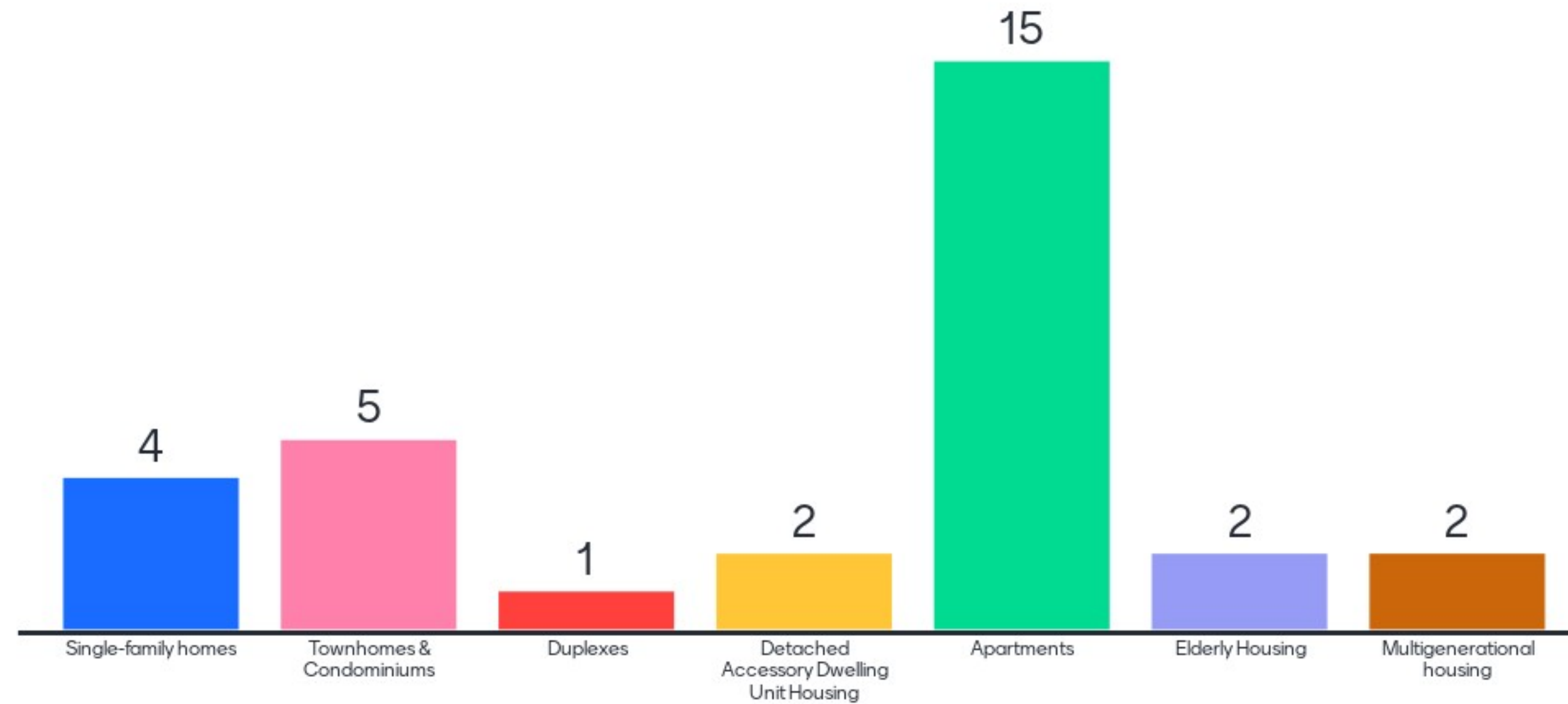
	2010	2022	
Median income	\$80,018	\$107,668	135%
Median home price	\$270,250	\$815,000	302%



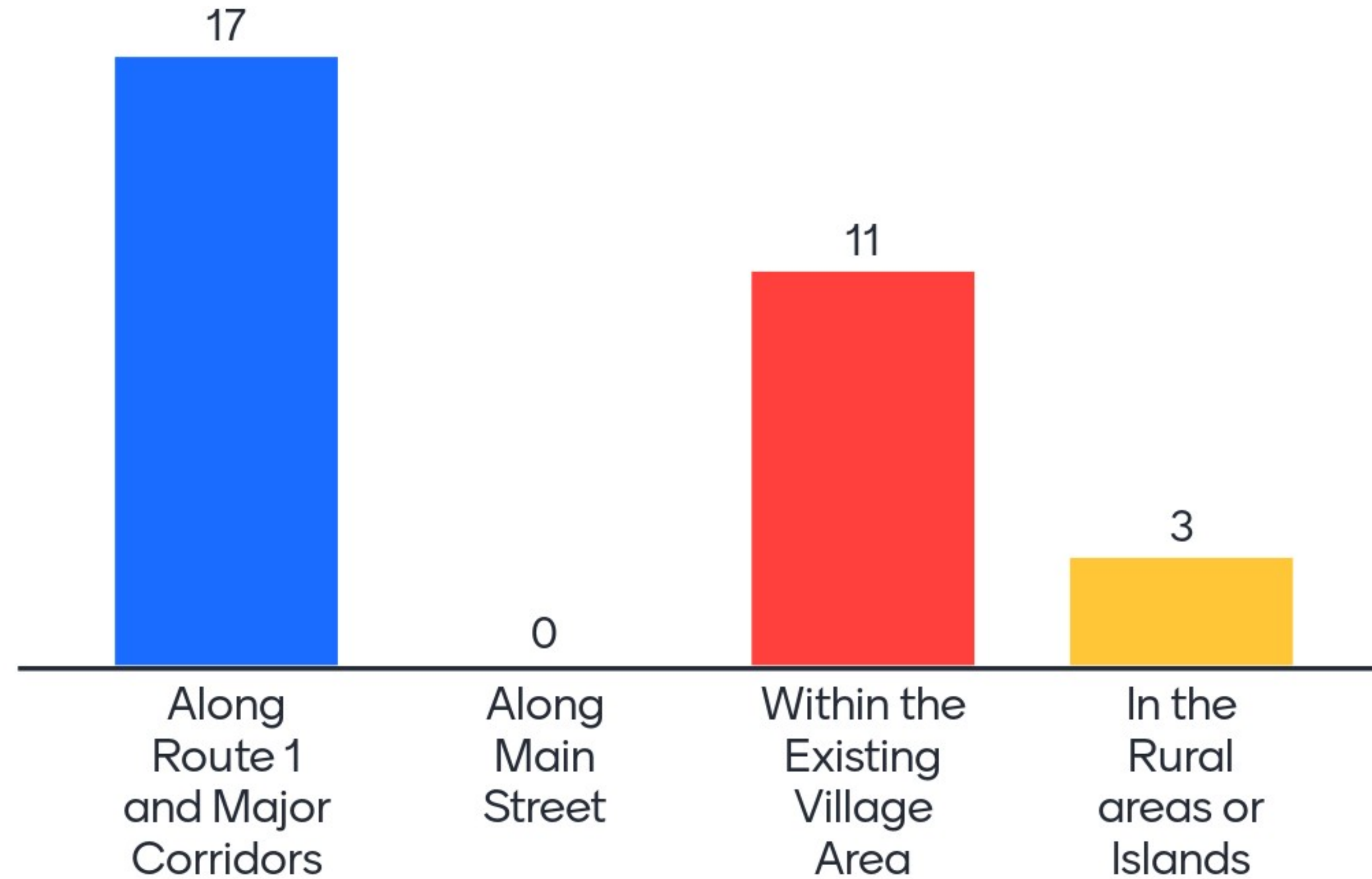
Housing



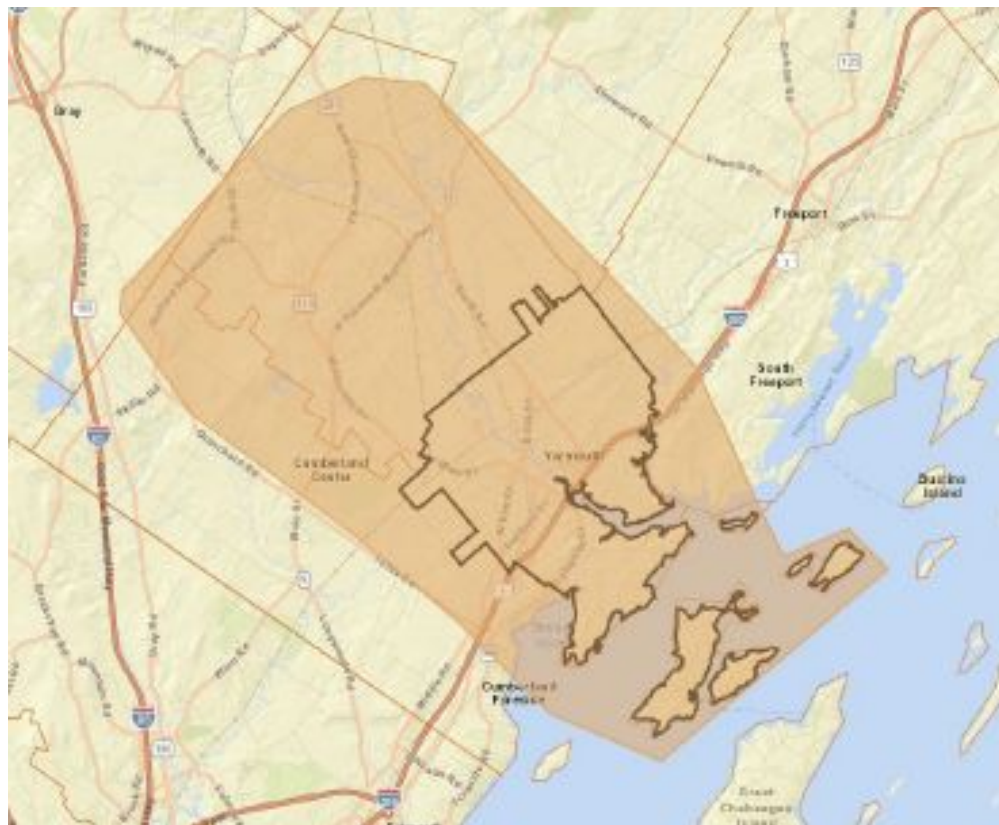
What type of housing is needed in Yarmouth?



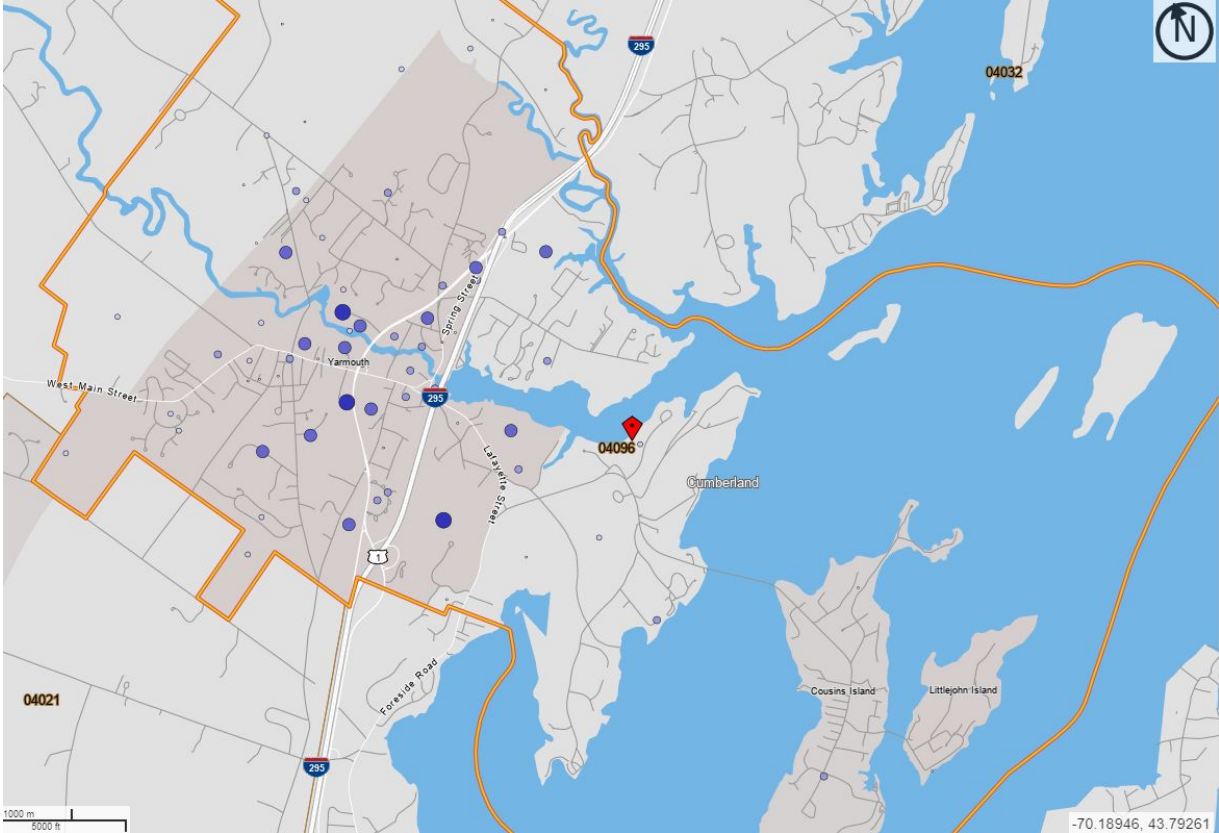
Where should new housing be in Yarmouth?



Economy

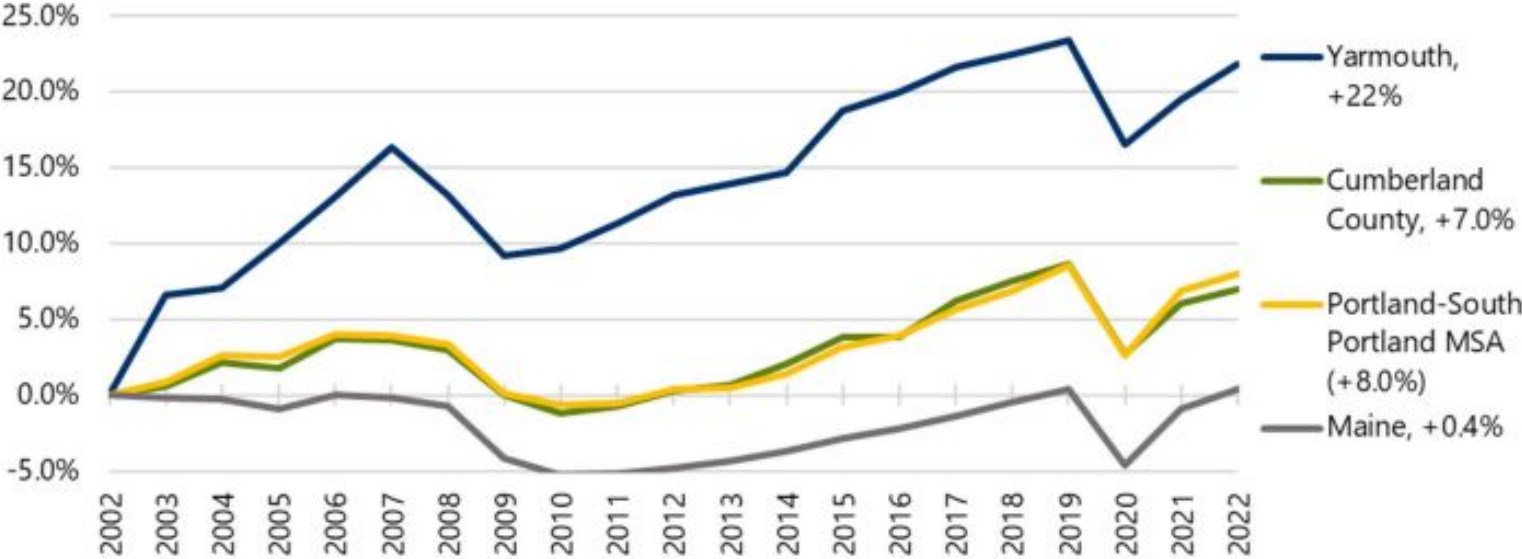


Economy



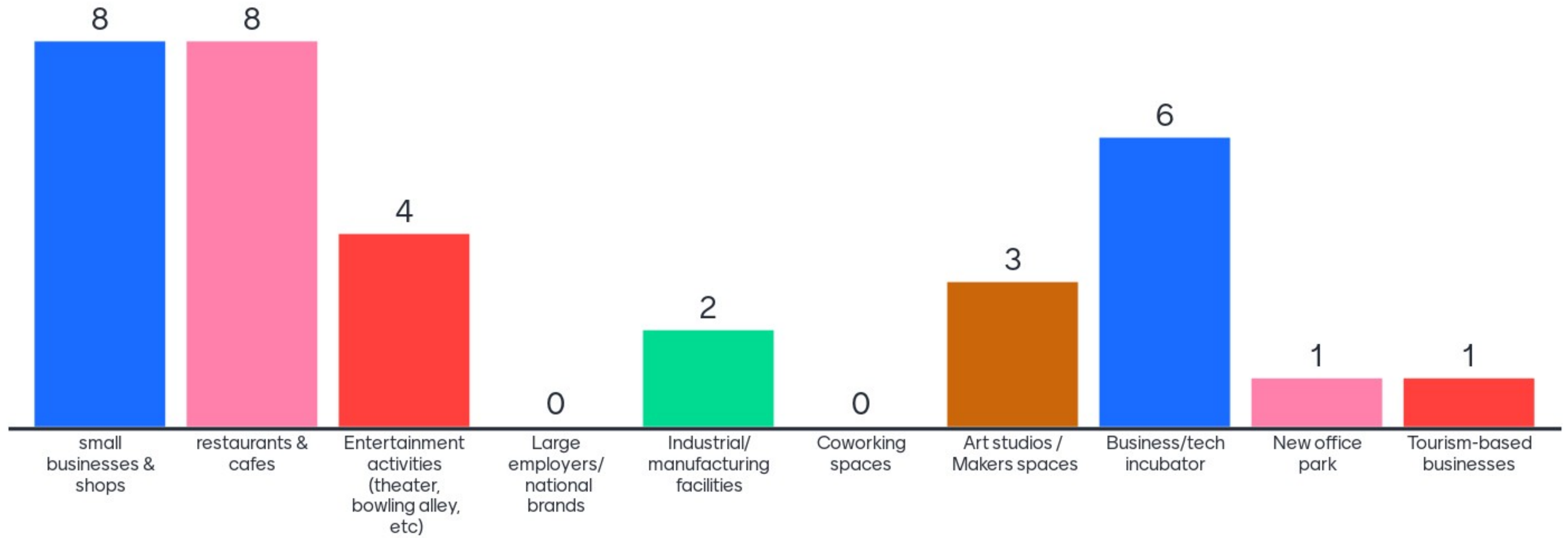
Economy

Cumulative Percent Change in Jobs, 2002-2022

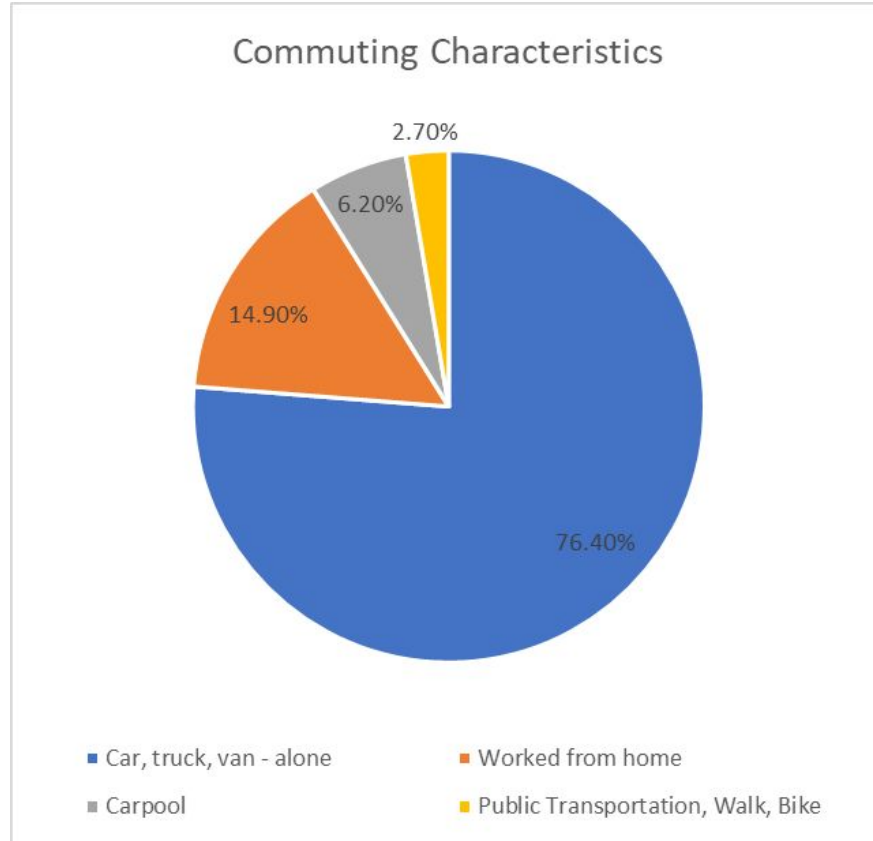


Source: Lightcast

What type of new businesses would you like to see in Yarmouth?



Transportation



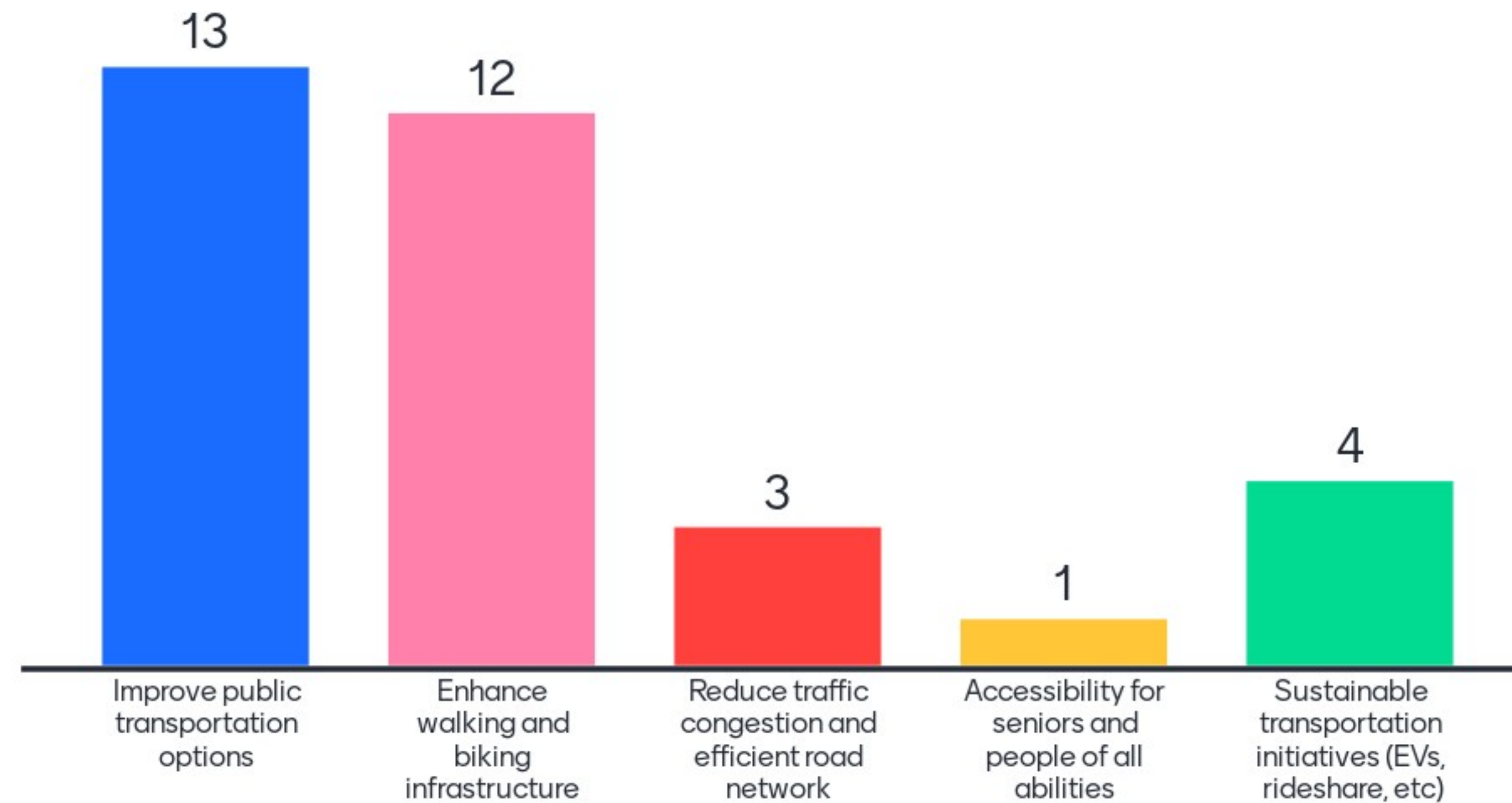
Transportation

Top Home and Employment Destinations (2019)

Where Yarmouth Workers Live		Where Yarmouth Residents are Employed	
County Subdivision	Percent (%)	County Subdivision	Percent (%)
Yarmouth town (Cumberland, ME)	15%	Portland city (Cumberland, ME)	28%
Portland city (Cumberland, ME)	10%	Yarmouth town (Cumberland, ME)	16%
South Portland city (Cumberland, ME)	4%	South Portland city (Cumberland, ME)	7%
Cumberland town (Cumberland, ME)	4%	Freeport town (Cumberland, ME)	5%
Brunswick town (Cumberland, ME)	4%	Westbrook city (Cumberland, ME)	4%
Freeport town (Cumberland, ME)	4%	Brunswick town (Cumberland, ME)	4%
North Yarmouth town (Cumberland, ME)	4%	Falmouth town (Cumberland, ME)	4%
Windham town (Cumberland, ME)	3%	Scarborough town (Cumberland, ME)	3%
Westbrook city (Cumberland, ME)	3%	Lewiston city (Androscoggin, ME)	3%
Gray town (Cumberland, ME)	3%	Auburn city (Androscoggin, ME)	2%
All Other Locations	48%	All Other Locations	24%

Source: US Census OnTheMap

Which of the following transportation priorities do you believe would have the greatest positive impact?



Natural Resources & Climate



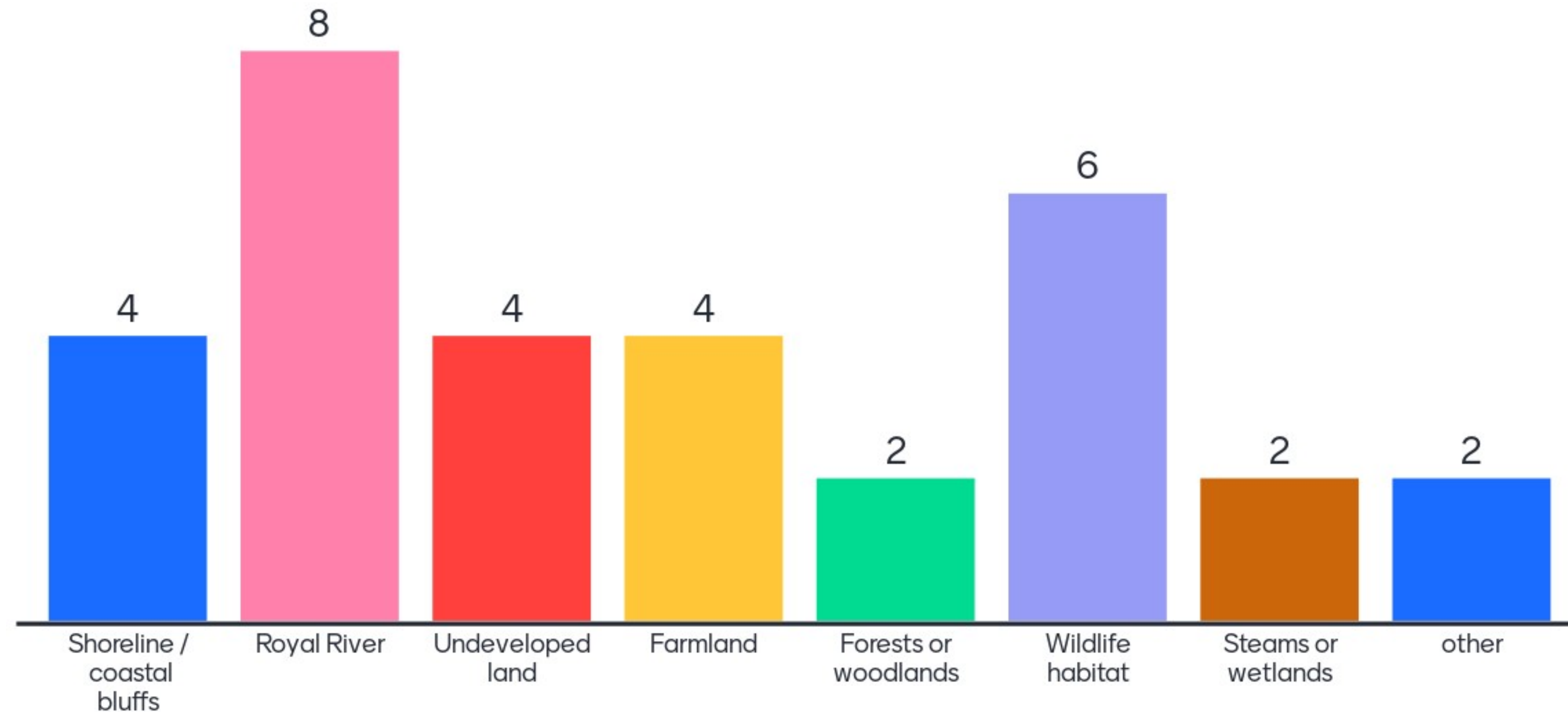
Natural Resources & Climate



Natural Resources & Climate



Are any of the following vulnerable or unprotected natural resources in Yarmouth?



Public Facilities



Public Facilities

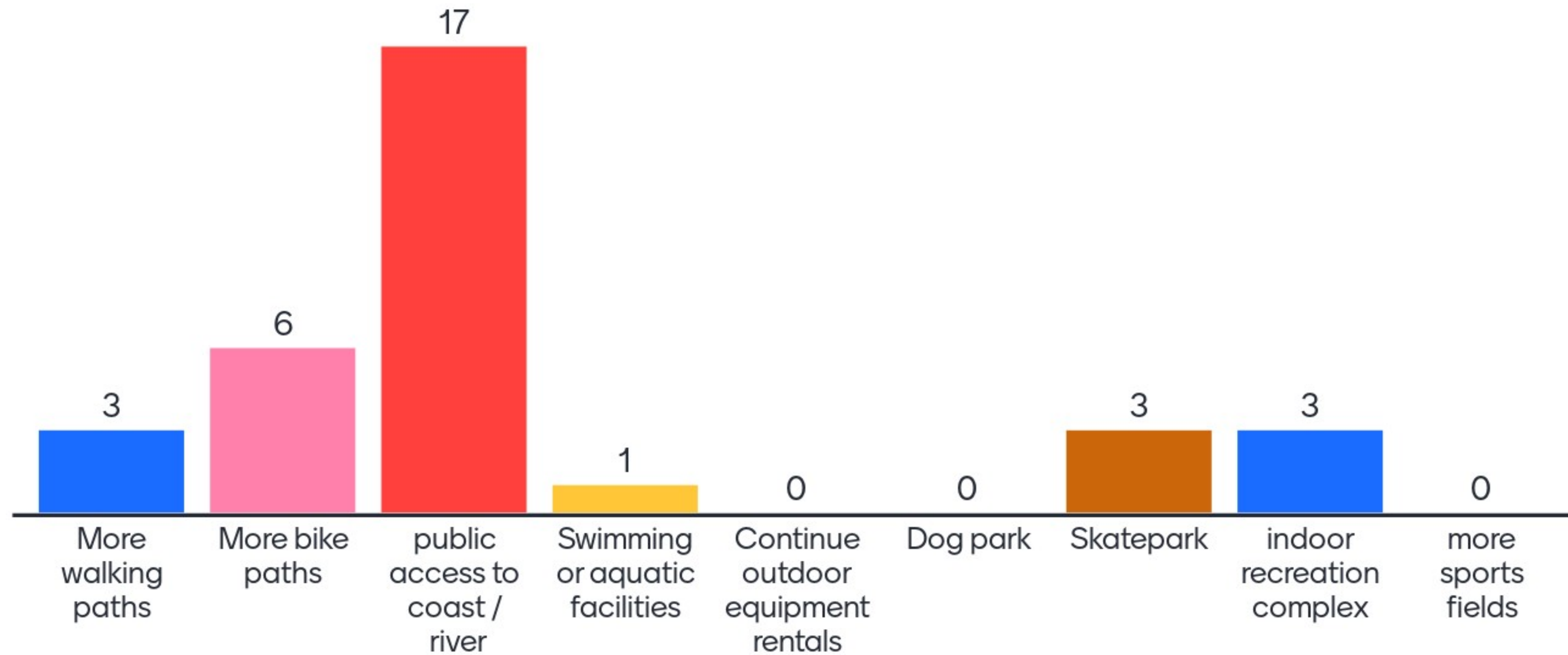
- **Schools**
 - School enrollment increasing in line with projections
 - Projects at all schools over the last several years
- **Transfer station**
 - Still early but new pay per throw program may be having an impact on total Trash Tons



Recreation



What can the Town do to improve access to open space and recreation facilities?



Existing Land Use





Activity Stations

1. Map Activity Station
2. Topic Idea Boards

Map Station

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 Put a blue dot in places that should have new investment, growth, and change.

 Put an orange dot in places that should be preserved and protected.

 Parcels
 Town Boundary
 Conserved Lands
 Roads



Activity Stations - Topic Idea Boards

Idea Board: Housing



Data Highlights

- In 2021, 75% of housing units were owner-occupied and 25% were renter-occupied compared to 72% and 28% in 2015.
- Most of the year-round housing stock in town was built between 1950 and 1975.
- Over the last five years the number of building permits issued for new single-family homes increased significantly.
- In 2022, the median home price in Yarmouth was \$815,000. This was a 28% increase from 2019. The median home price has increased faster compared to surrounding communities.
- Housing options in town are becoming more limited. The Town's Zoning Ordinance is currently restrictive when it comes to multi-family dwellings.
- 84% of households in Yarmouth cannot afford the median home selling price. This compares to 77% for the County and 72% for the State.
- Housing is unaffordable to those earning 200% (\$215,339) of the median income (\$107,669) for the town.
- The Town convened an Affordable Housing Committee to advise the Town Council on policies to promote balanced long-term supply of housing options affordable to each demographic, spanning all incomes and age groups.

Q & A

Next Steps

- **Pop up events**
- **Take the online survey**
- **Fall topic listening sessions (Fall '23)**
- **Future Land Use Scenario Workshop (Fall '23)**

PLAN YARMOUTH

Community Engagement Calendar Summer 2023



www.planyarmouth.com

Visit our website to learn more and get details on upcoming events.



June 15, 10-11AM	YCS Coffee with Community 20 Mill Street Community Center
June 22, 3-6PM	Yarmouth Farmers Market 1 Railroad Square
June 30, 11AM-1PM	Merrill Memorial Library: Storytime & Silver Circus 215 Main Street
June 30, 7:30PM	Royal River Park Movie Night 111 E Elm Street
July 12, 10:30AM-12:30PM	Royal River Park Daytime Concert 111 E Elm Street
July 14, 10AM-12PM	Food Pantry First Parish Church, 116 Main St
July 17, 10AM-12PM	Merrill Memorial Library: Little Roots Concert 215 Main Street
July 20, 3PM-6PM	Yarmouth Farmers Market 1 Railroad Square
July 21	Clamfest 305 Main Street
July 24, 11AM-1PM	Clayton's Cafe 447 US-1
July 28, 1:30-3:30PM	Concert @ 317 Main Community Music Center 317 Main
August 2, 5:30PM	Concert @ Royal River Park 111 E Elm St
August 8, 10AM-12PM	Food Pantry First Parish Church, 116 Main St
August 15, 2PM-4PM	Merrill Memorial Library: Technospresso Event 215 Main Street
August 24, 3PM-6PM	Yarmouth Farmers Market 1 Railroad Square



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Visit our website to learn more and get details on upcoming events.