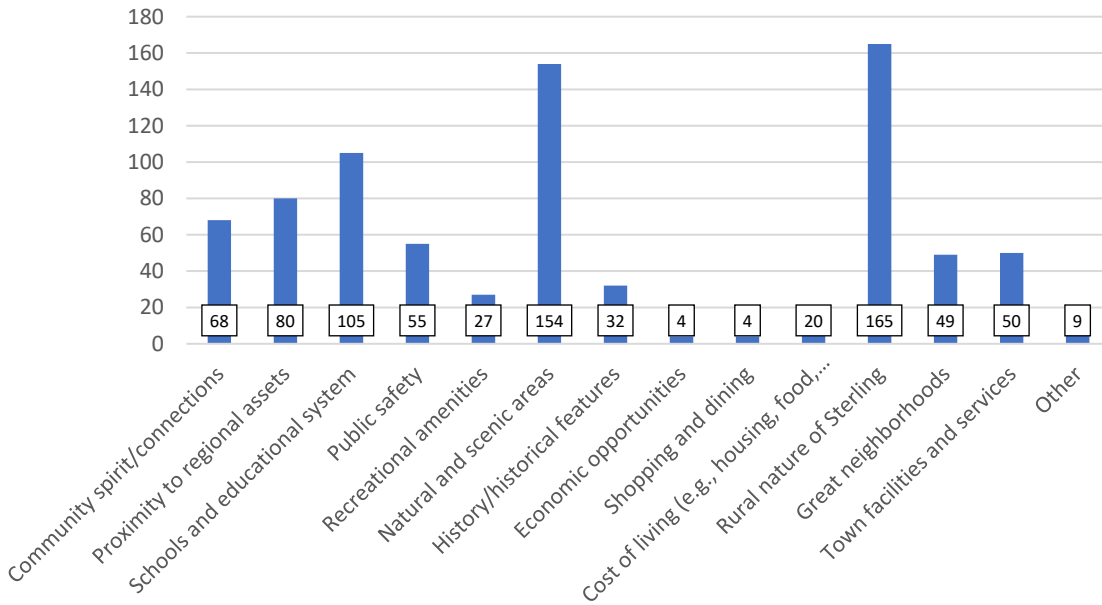


Total Responses: 274

1. What do you think makes Sterling a great place to live? **Please select your top three choices.**

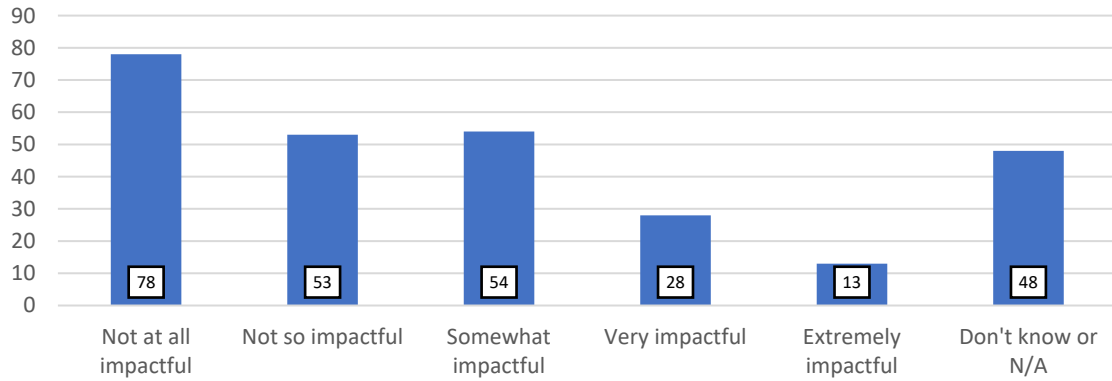


Other Responses:

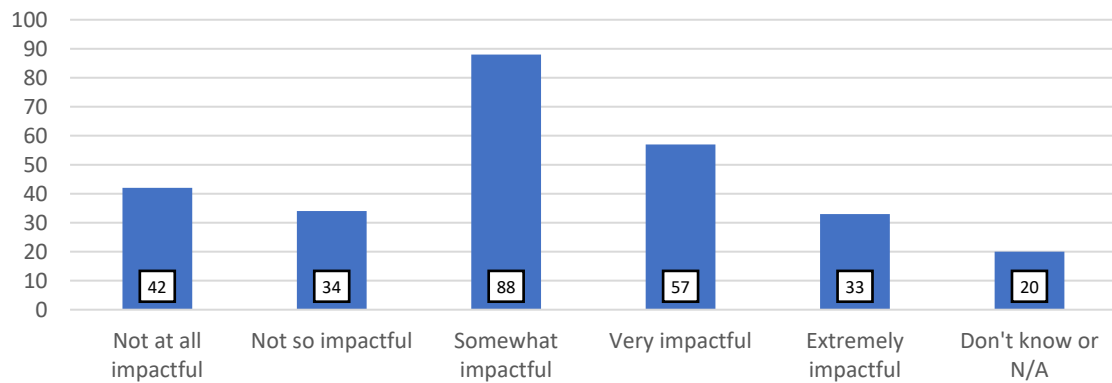
- I moved here 21 years ago when property taxes were reasonable compared to Lancaster and Princeton. Now, taxes are sky-high. I won't be able to retire here. This must be addressed. Keep educational costs, half of property tax expenditures, in check.
- Proximity to larger cities
- Safety
- We thought the town was a great spot to live. But after living here for over 8 years I would say not much is that appealing. The downtown area is nothing but a shameful area. The sidewalks are horrible no restaurants building is distress.
- Keeping the Town small & not commercializing with Shopping or services we do not need like larger schools which increase Taxes. We are here because we do not want to be like Boston or even neighboring Cities like Worcester Leominster & Fitchburg.
- There is nothing else this town offers as a Great Place to Live.

2. Please rank the following with regard to their impact on (i.e., positively contributes to) the quality of life you experience in Sterling. **Please use the scale of 1 = Not at all impactful through 5 = Extremely impactful.**

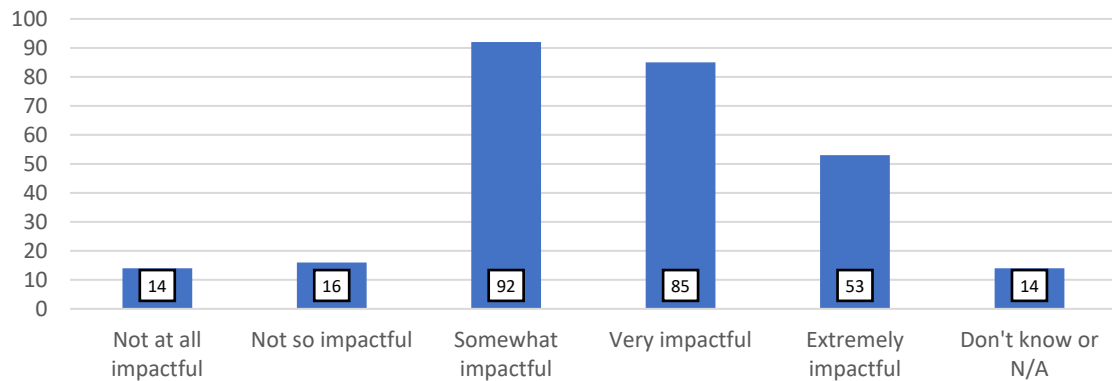
Employment Opportunities



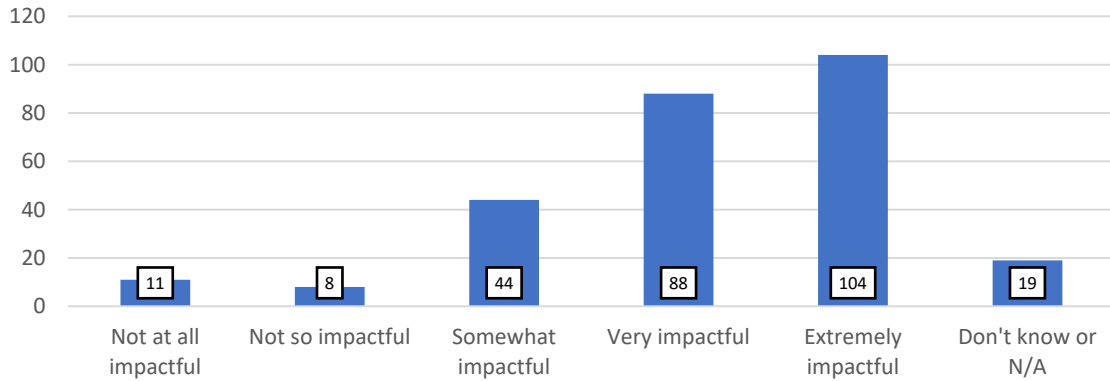
Housing Options (i.e., diversity in age, size, and type)



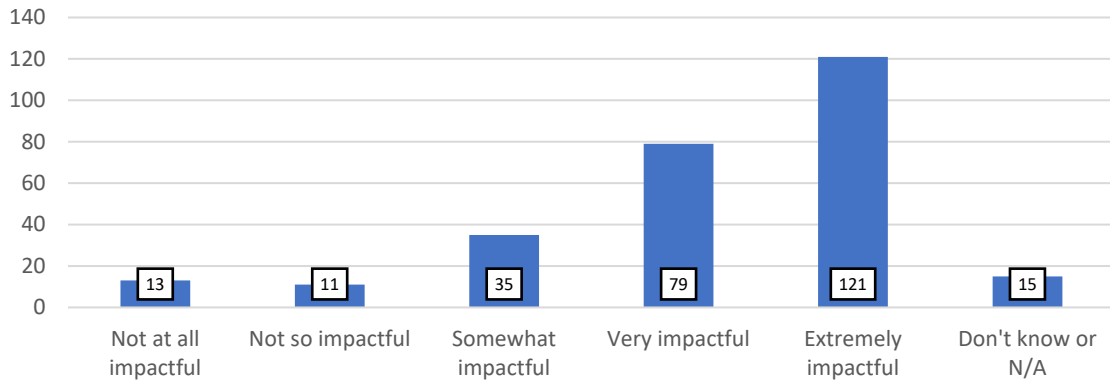
Cost of Living (e.g., housing, food, taxes)



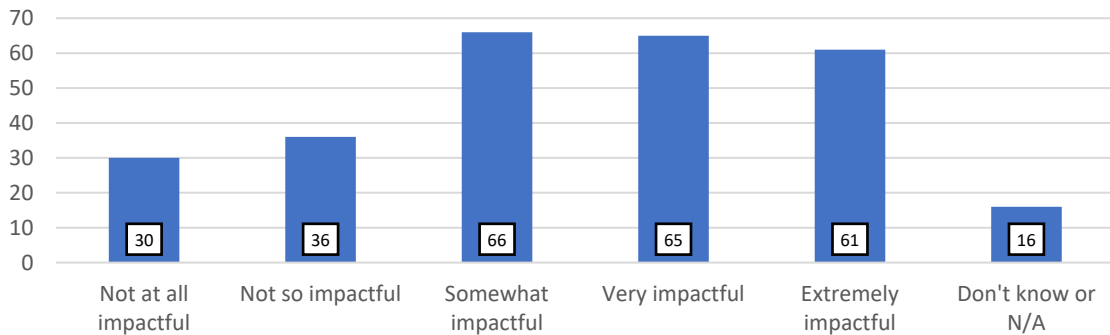
Open Space Availability



Recreational Areas/Trails

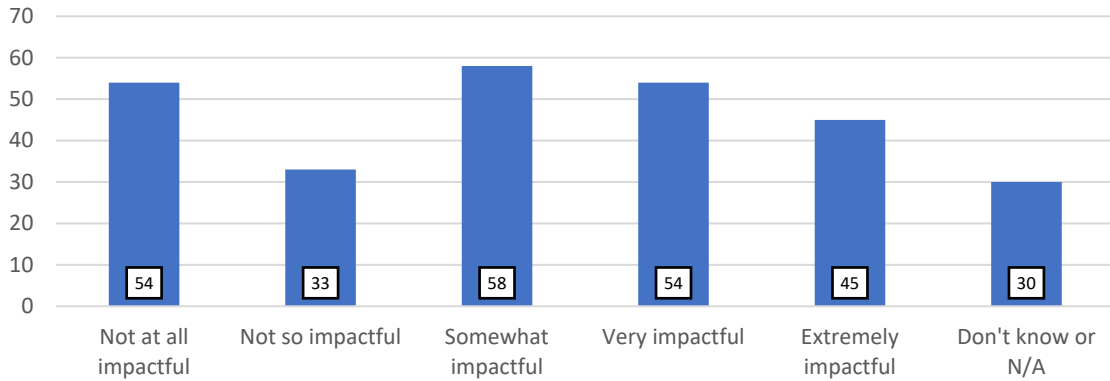


Ease of Mobility (i.e., efficiency and options to get around and outside of Town)

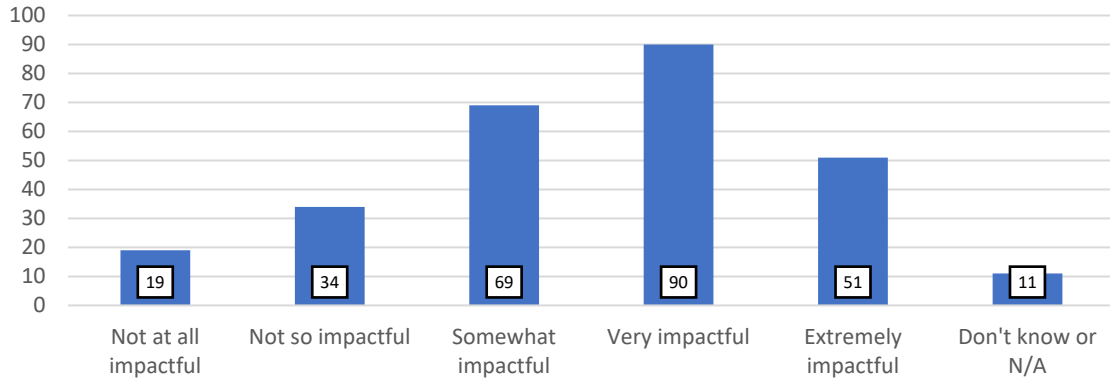


Sterling Master Plan – Survey #2, September/October 2020
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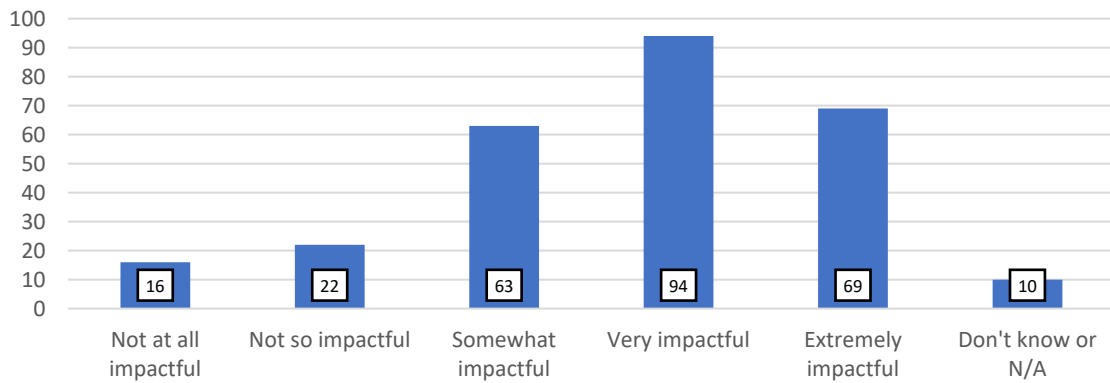
Senior Services



Vibrancy of Town Center

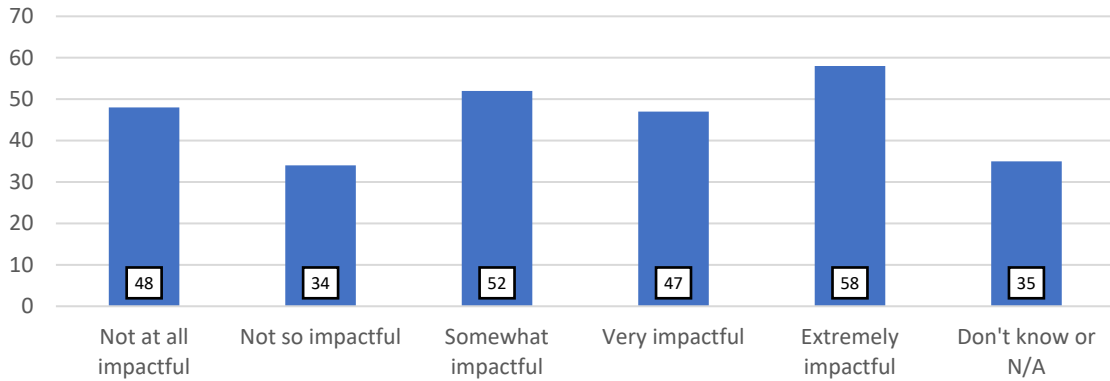


Appearance of Town Center

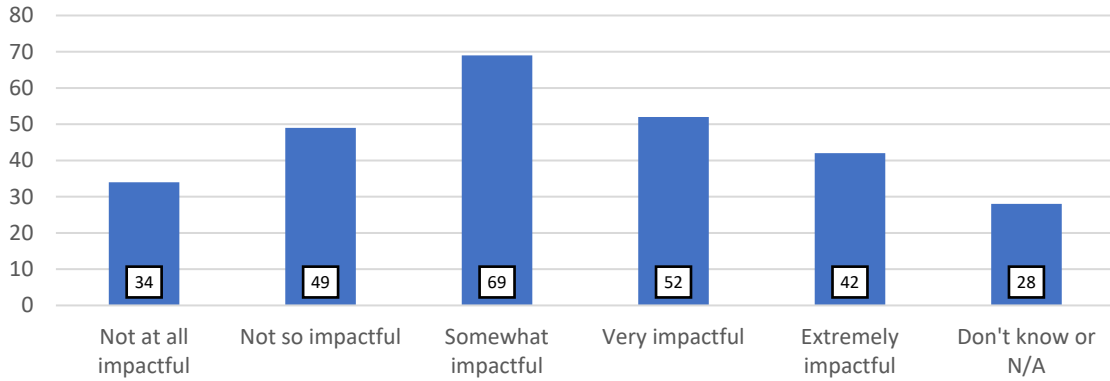


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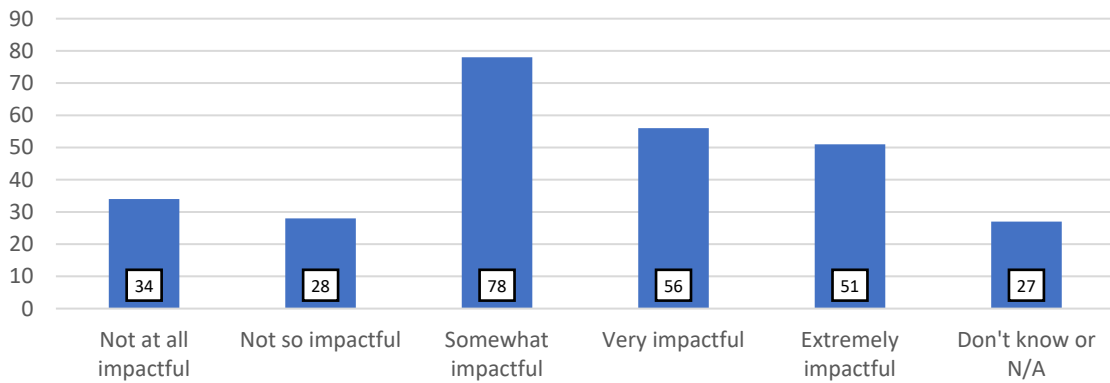
Climate Change



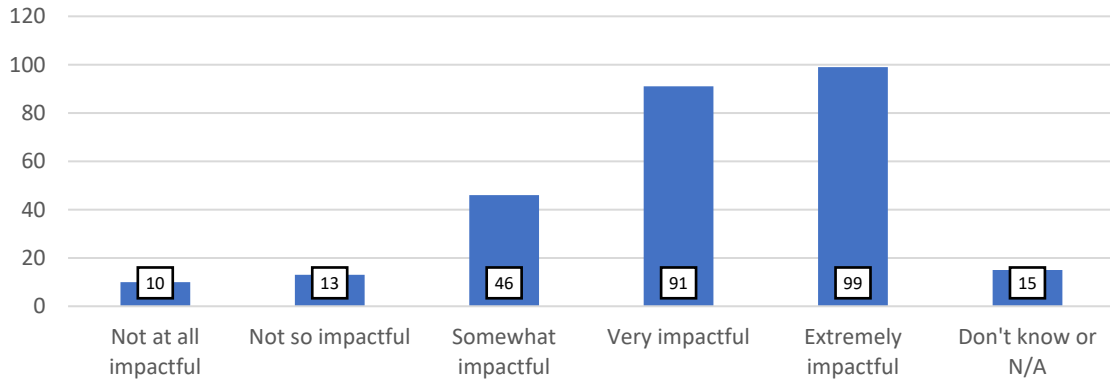
An Aging Population



Equal Opportunities for Resources and Services



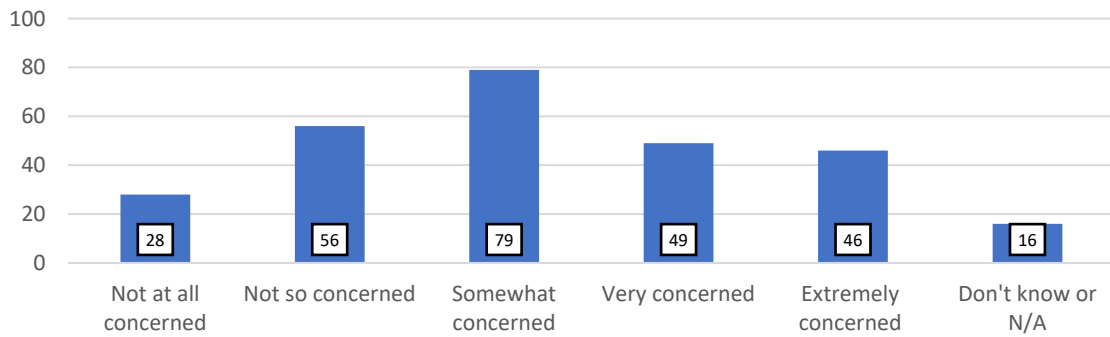
Town Infrastructure (e.g., roadways, water, sewer, electric)



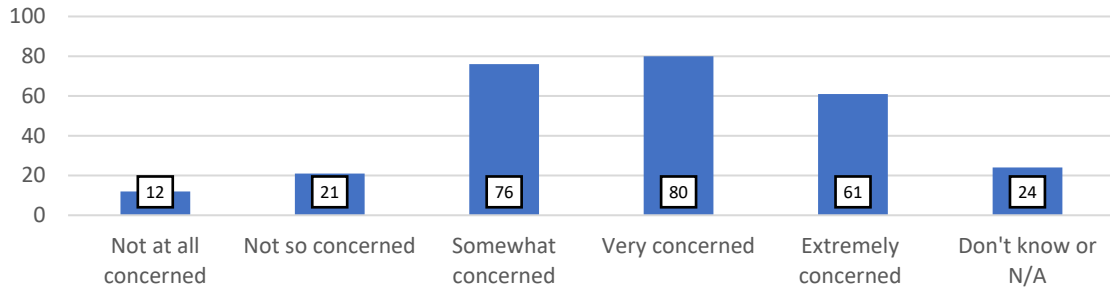
- With regard to land use, both public and private land in Sterling, how concerned are you about the following. **Please use the scale of 1 = Not at all concerned through 5 = Extremely concerned.**

Note: Approximately 1/3 of the land in Sterling is owned by the Massachusetts Department of Conservation & Recreation.

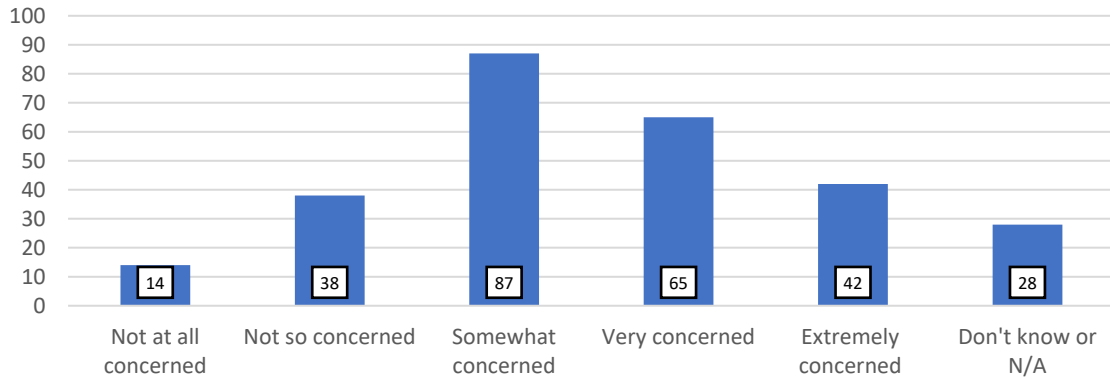
Mixed Use Development (e.g., combined residential and commercial use buildings)



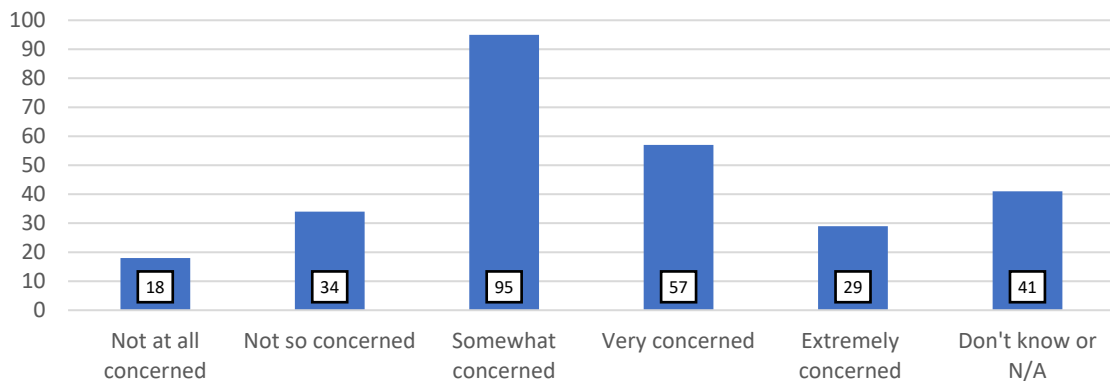
Deficient Protective (Zoning) Bylaws (e.g., disorganized, out-of-date with current trends, or includes conflicting regulations)



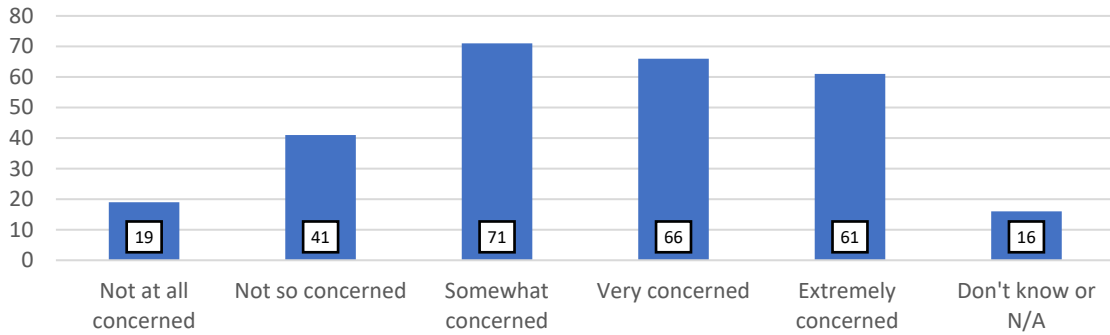
Zoning or Building Code Enforcement



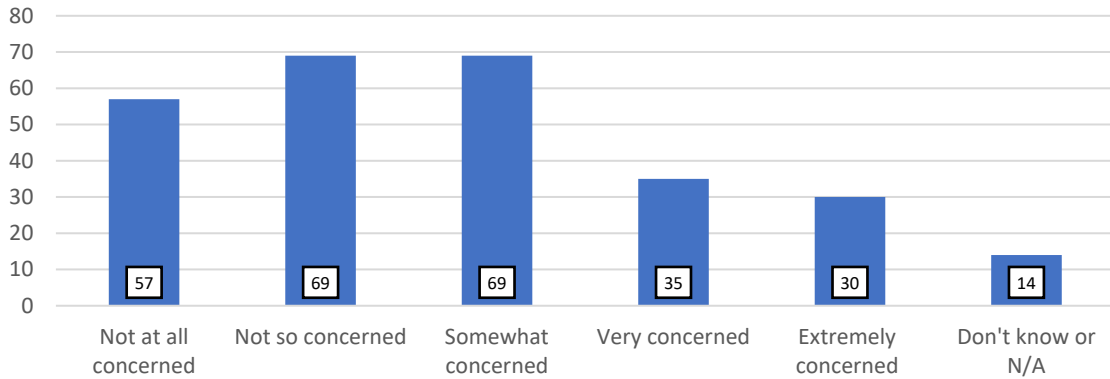
Cumbersome or Inefficient Permitting Processes



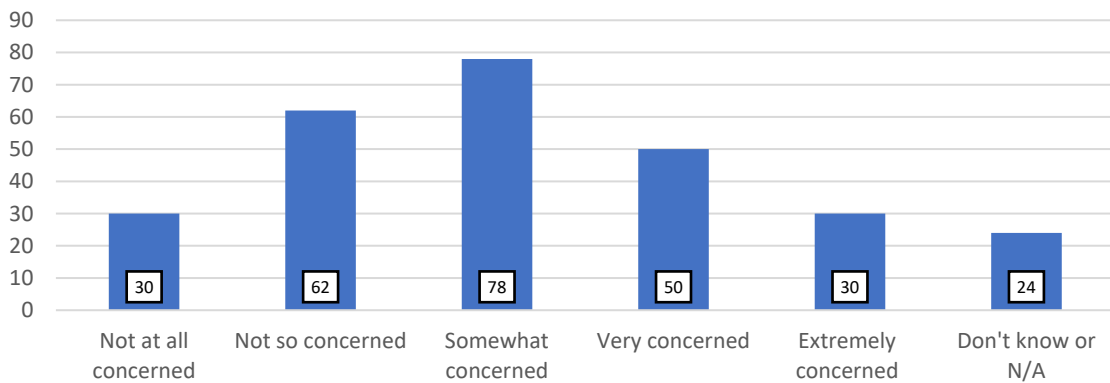
Inadequate Utilities or Infrastructure (e.g., roadways, water, sewer, electric)



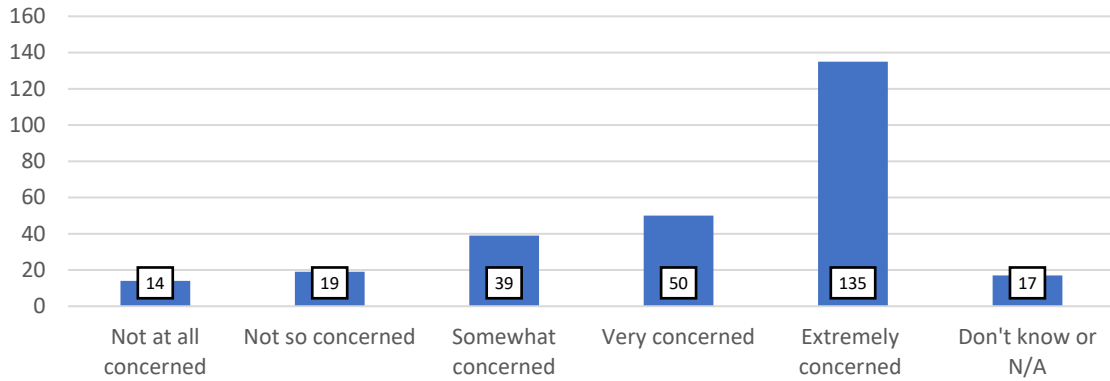
Vacant or Underutilized Lands



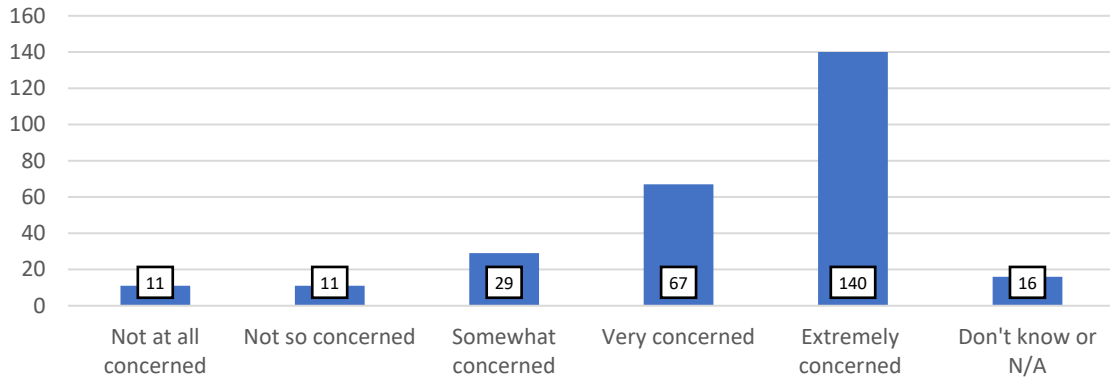
Stormwater Management



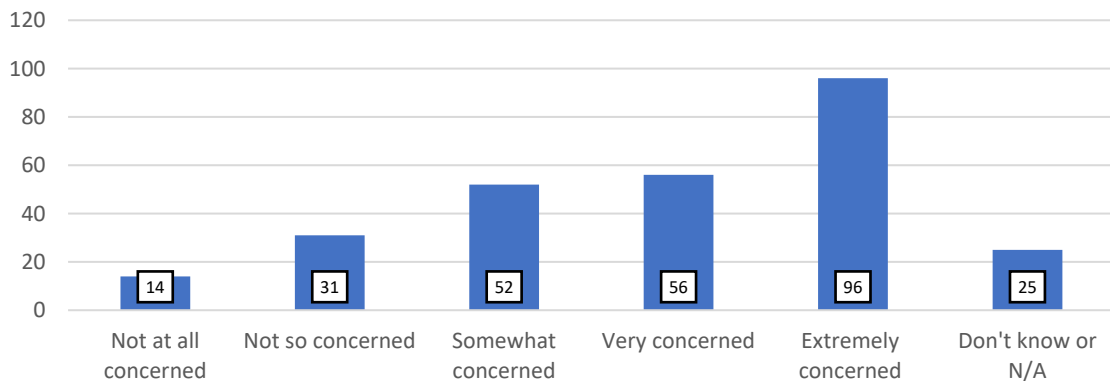
Loss of Natural Lands to New Development



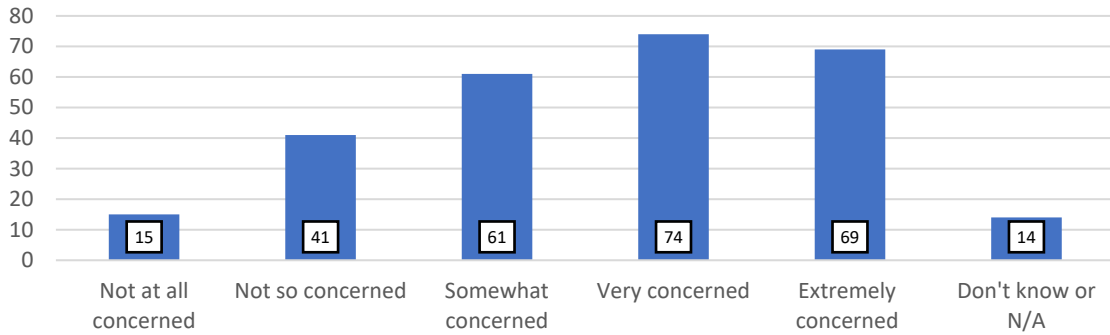
Protection of Local Waterbodies (e.g., Lake Waushacum)



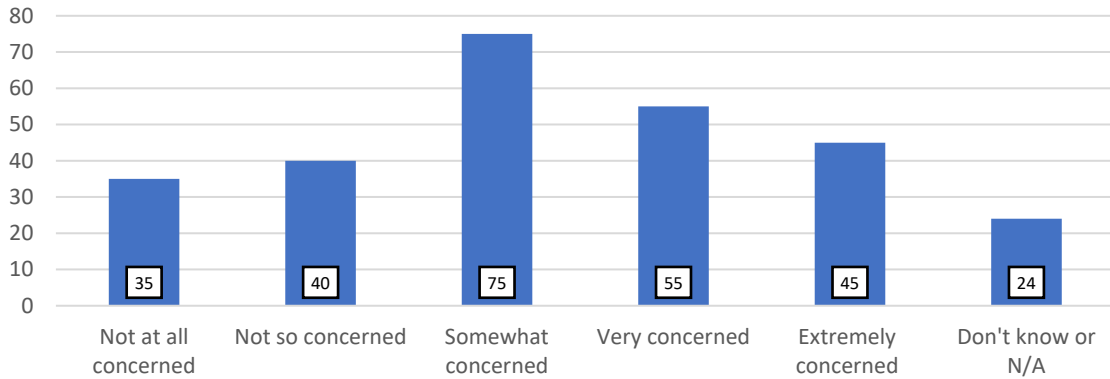
Development in Hazard Areas (e.g., floodplains)



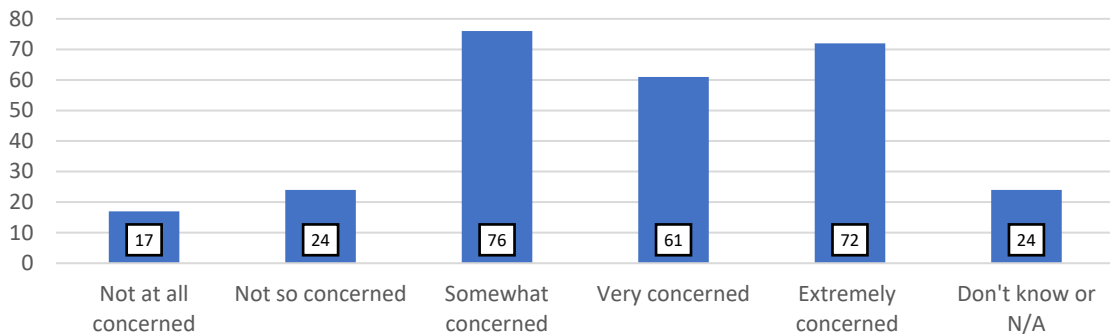
Proper Buffers (e.g., plantings, fencing) between Different
 Types of Land Uses (e.g., residential, commercial)



Limited Use of State-owned Land



Zoning for Highest and Best Use (i.e., provides the greatest
 benefit to the Town)

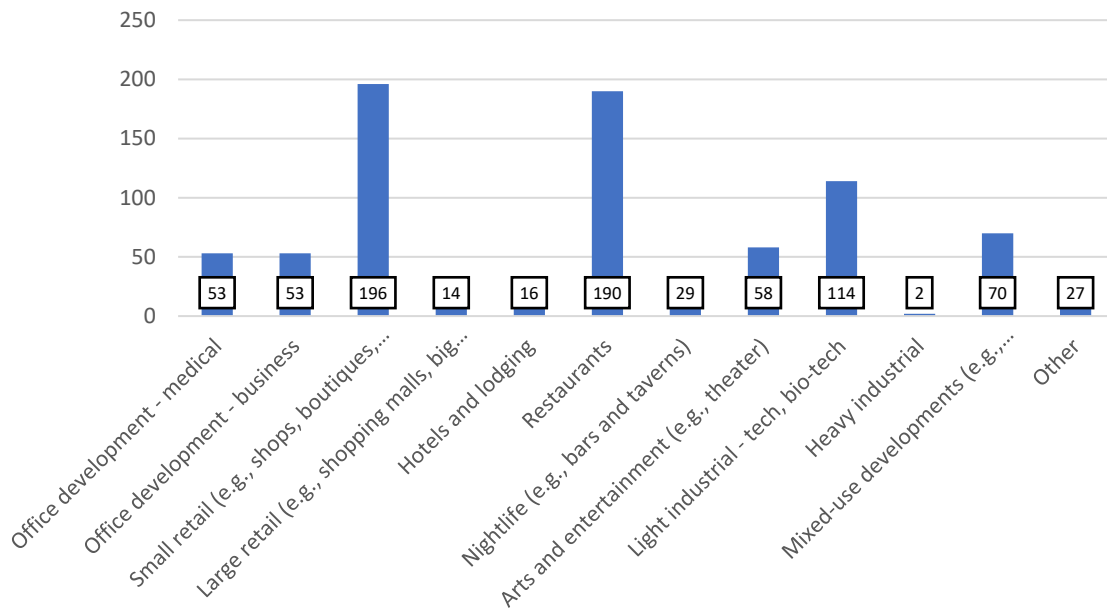


Sterling Master Plan – Survey #2, September/October 2020
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4. What type of future economic development do you feel is most needed in Sterling?

Please select your top three choices.

Note: Light industrial uses can be characterized as more consumer-focused and heavy industrial uses can be characterized as more business-focused. Light industrial uses include activities such as research and product assembly, whereas heavy industrial uses include activities such as machinery manufacturing. Light industrial uses typically have fewer external impacts, including environmental impacts.



Other Responses:

- Businesses to pay taxes
- Agricultural-commercial kitchen for small scale, value-added food, and a work-space sharing center-how about rehabbing the Sterling Inn as shared workspace?
- NO MORE DEVELOPMENT, LEAVE THE TOWN ALONE
- Gym
- Expand current Sat. tag sale (antique sale) into Old Town Hall and old bldg. next to it (like a small version of Brimfield). Town should purchase the old church for sake next to Santander.
- Fair zoning
- Gas station (i.e. Cumberland Farms) in a more accessible spot to I190.
- More housing for seniors who have rely on only social security
- Gas Station on 12 near 190.
- We need to add another gas station near a highway exit
- A full-sized grocery store would be great. And, some retail larger than a shop; boutique but not big box like a Walmart.

Sterling Master Plan – Survey #2, September/October 2020
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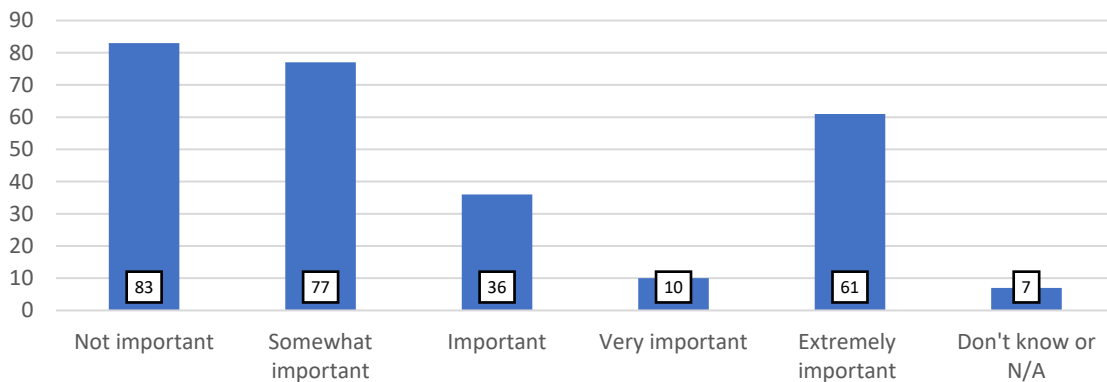
- Keep the town as a small community rural TOWN. Making it a mini city would ruin this great historical town.
- Pharmacy
- Gas station
- Vet
- None of the above
- Grocery Store (Trader Joe's, Whole Foods, Natural Market that can utilize local agriculture)
- Grocery store
- I would like to see Sterling remain as it is with minimal development and only developed as is currently allowed by zoning in place now.
- I do not want any of the above - I am here because it is rural, quiet and not like outlying towns near the 128 belt. DO NOT BRING THERE TO HERE !
- SEWER DOWNTOWN, Fix up downtown it's a dump!
- None, really. I only picked 3 items because the survey required it. I'd like us to maintain the quaint small-town feel - do not want overdevelopment.
- Farming
- Small grocery store with vegetables and fruit.

5. In terms of future development, how important are the following? **Please use the scale of 1 = Not at all important through 5 = Extremely important.**

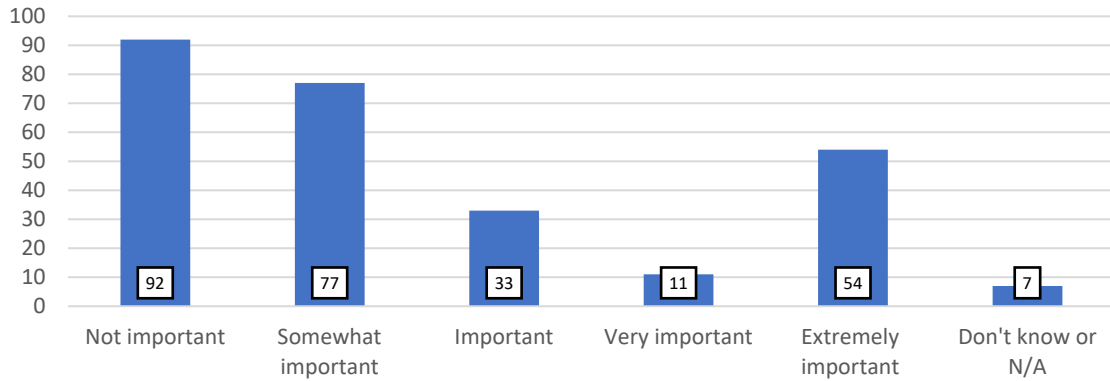
Note: Incompatible land uses refer to uses that are known to cause human or environmental problems for one another. An example of incompatible land uses includes residential and heavy industrial.

Climate resilience is the ability of a community to address the needs of its built, social, and natural environment to anticipate, cope with, and rebound stronger from events and trends related to climate change hazards.

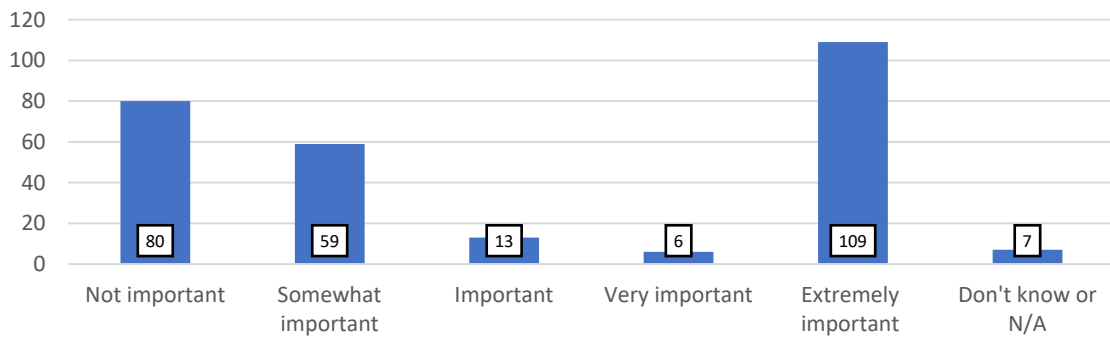
Height and Size of Buildings



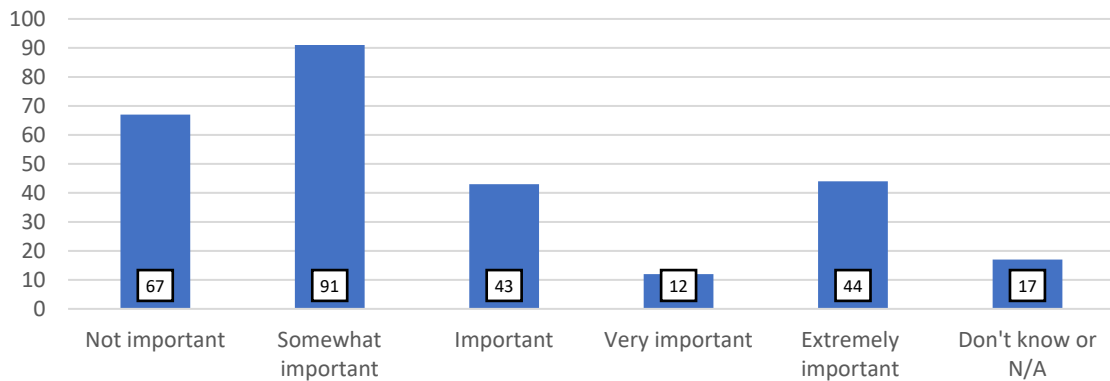
Style of Buildings



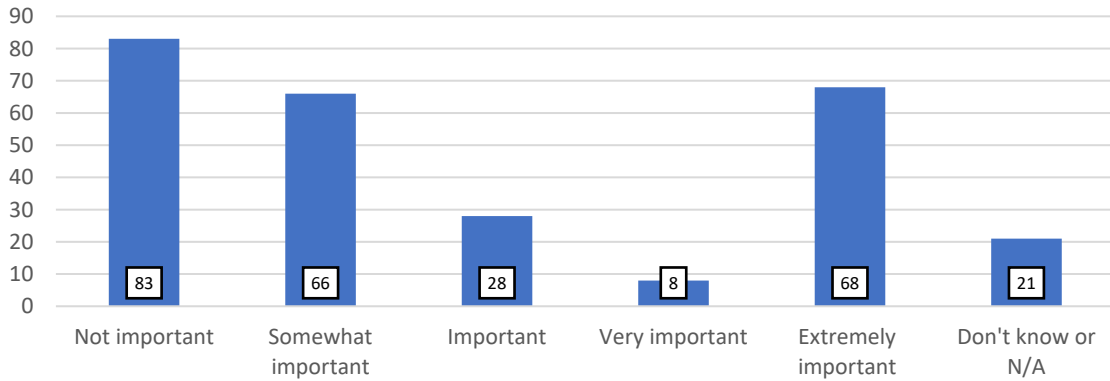
Density of Buildings (i.e., the number of buildings in a given land area)



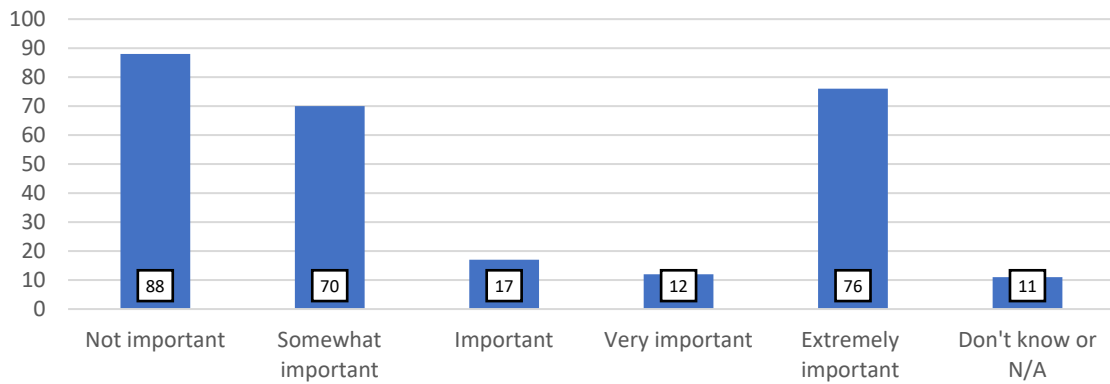
Encouraging a Mix of Land Uses in the Same Building or Site



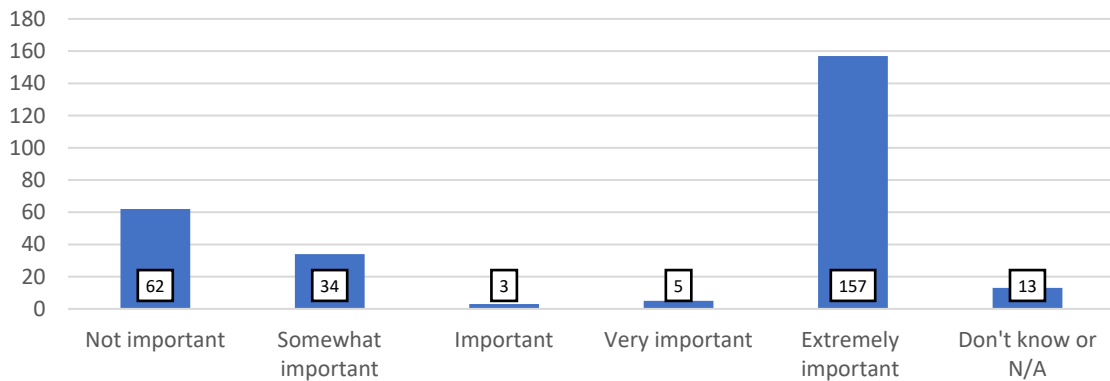
Resolving Incompatible Land Uses



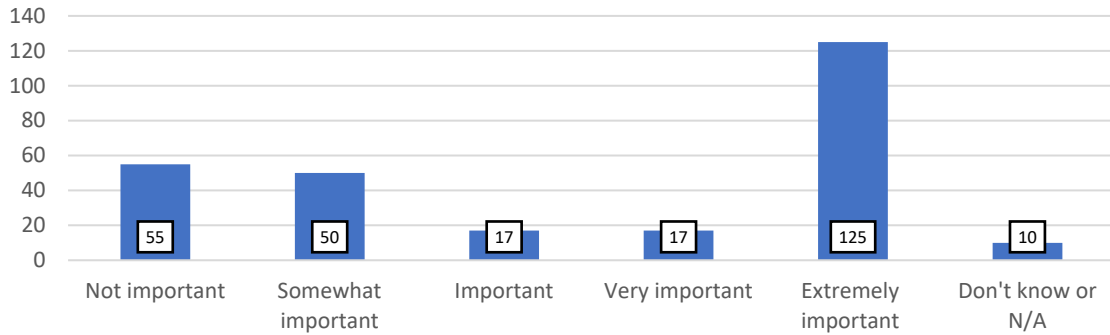
Promoting Walkability between Sites



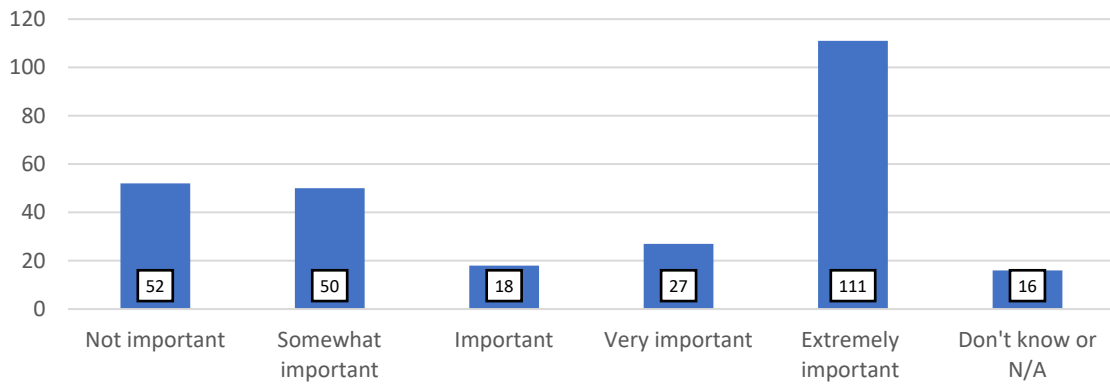
Protection of Open Spaces



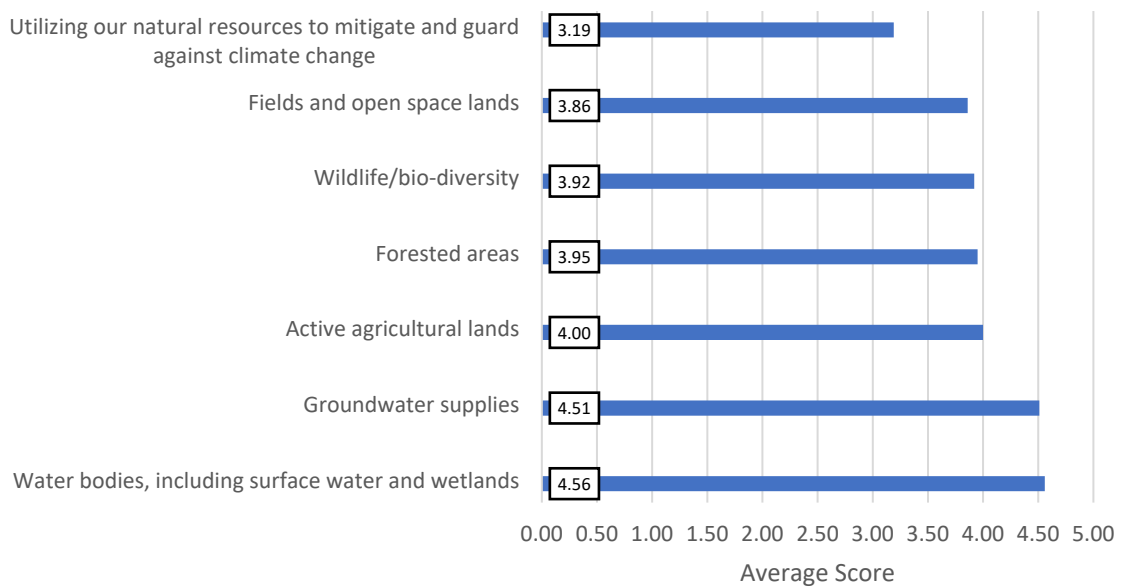
Reducing Energy Consumption and Greenhouse Gas/Carbon Emissions



Building Resilience to the Climate's Emerging Impacts

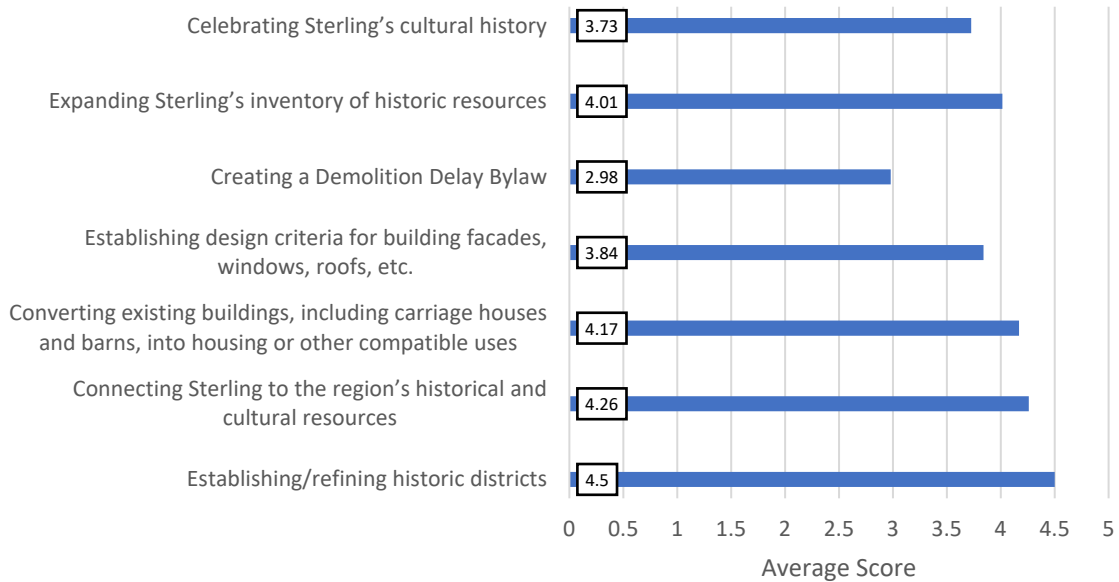


6. Please rank the Town's most pressing natural resource protection needs.

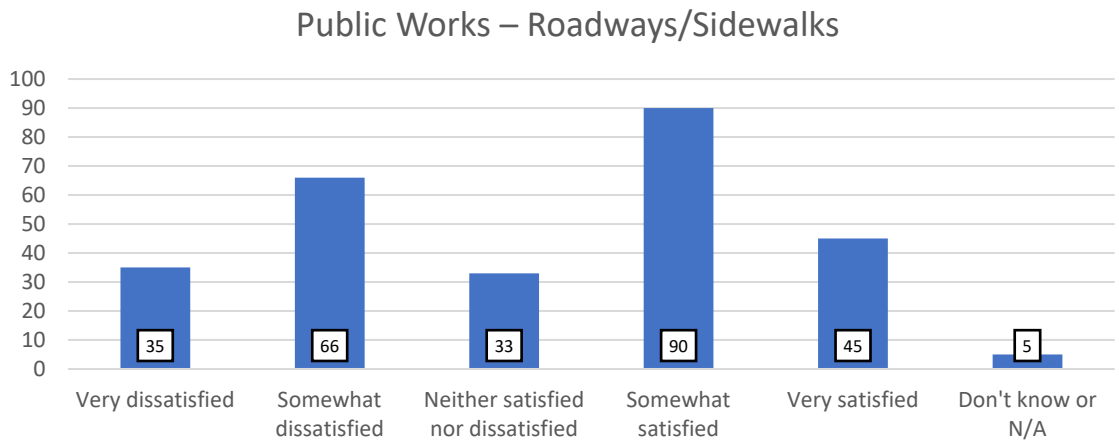


Sterling Master Plan – Survey #2, September/October 2020
 Summary of Results

7. Please rank the Town’s most pressing historical and cultural resource needs.

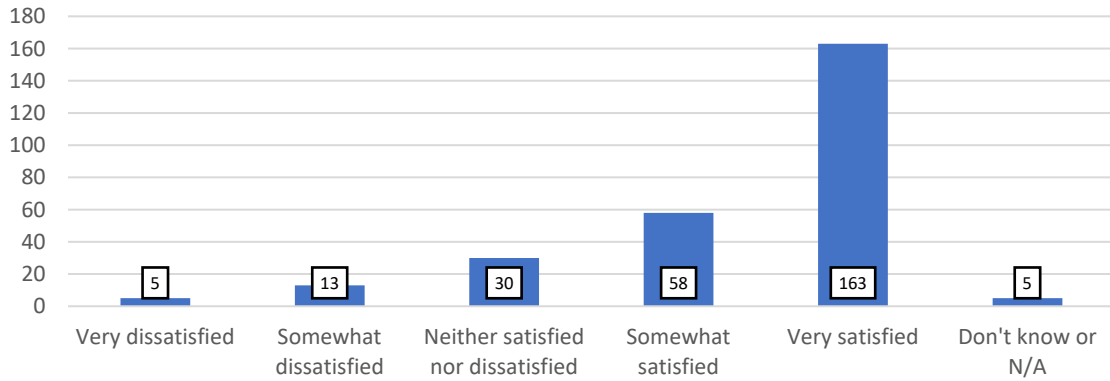


8. Please specify your satisfaction with each of the following Town facilities or services in terms of their performance/condition, as applicable. **Please use the scale of 1 = Very dissatisfied through 5 = Very Satisfied.**

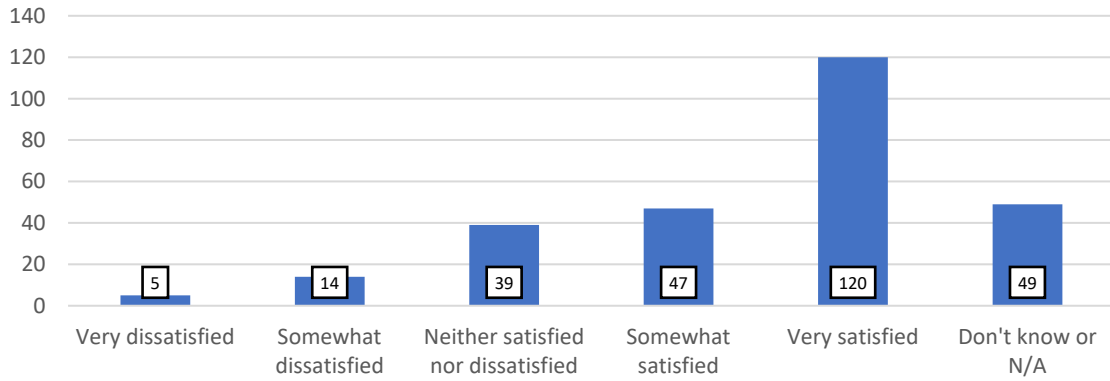


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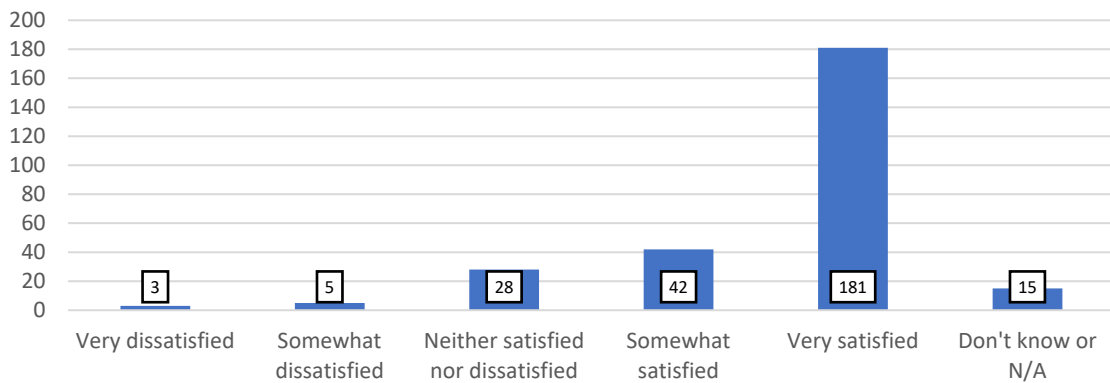
Public Works – Trash/Recycling



Water Department Services

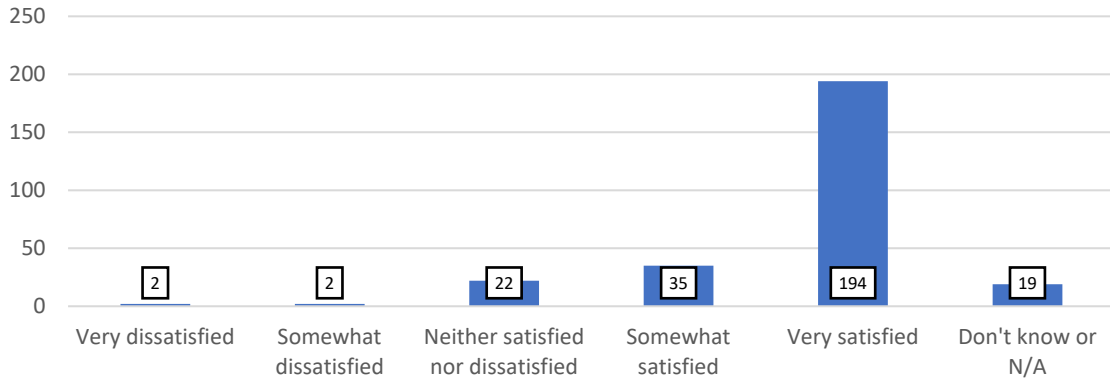


Police Department Services

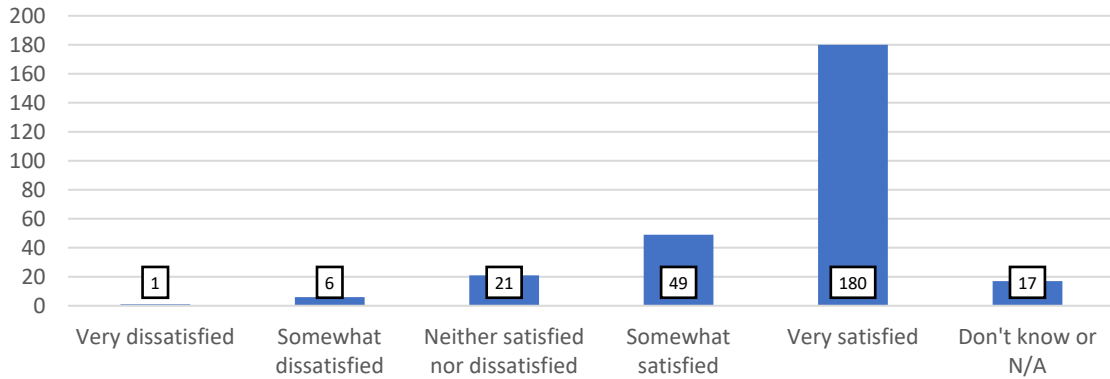


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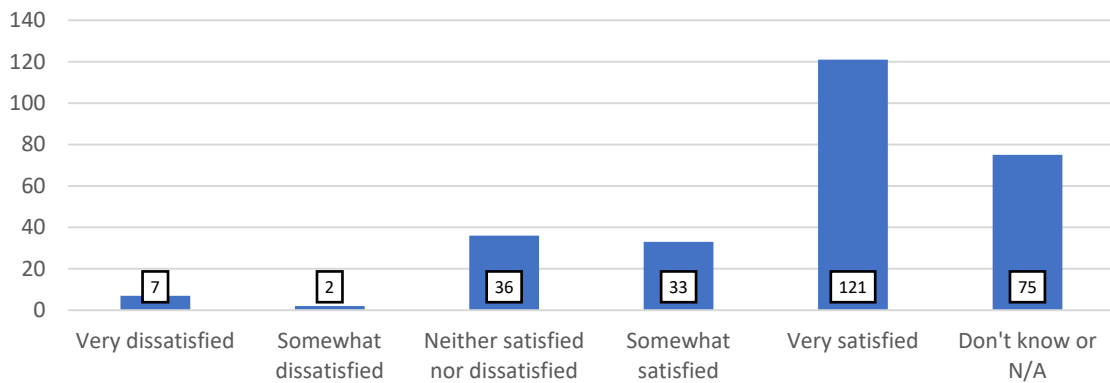
Fire Department Services



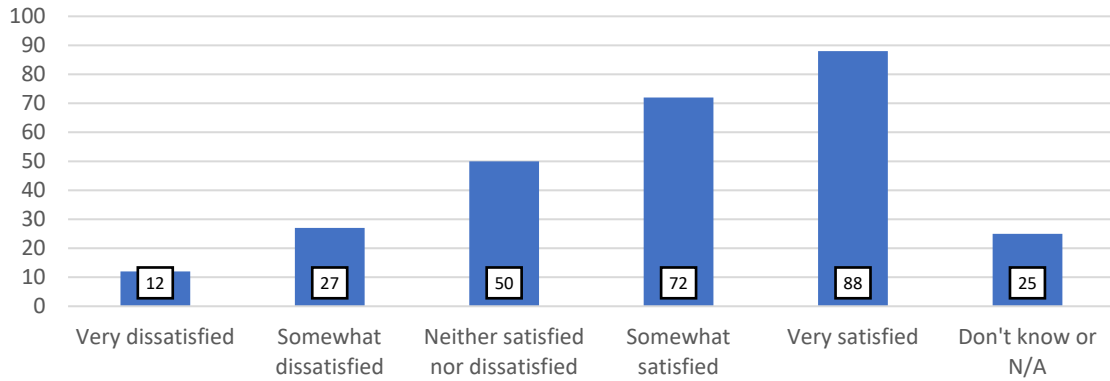
Public Library



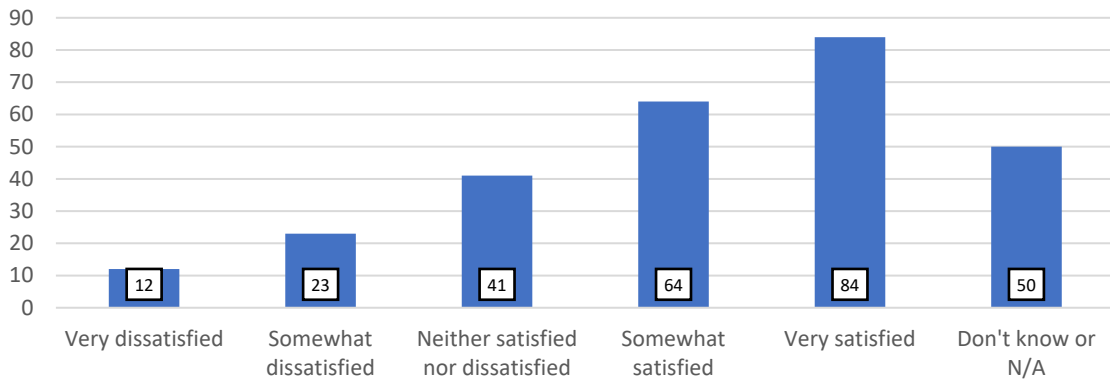
Council on Aging/ Senior Center



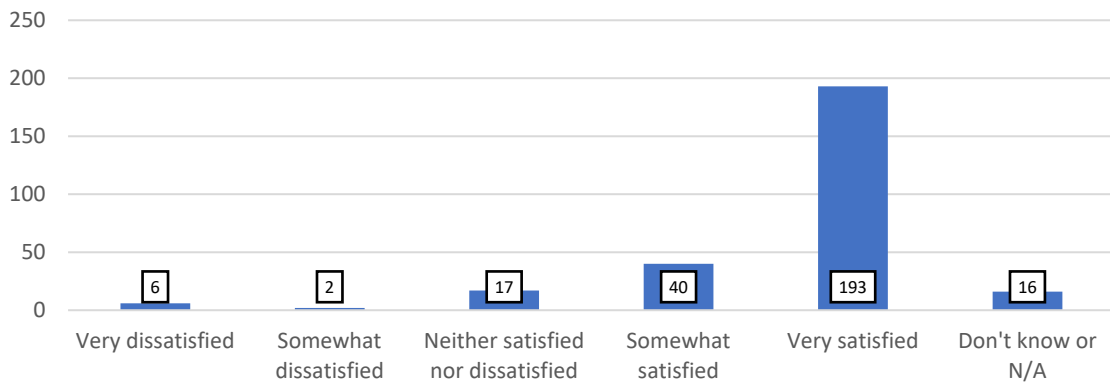
Recreation Facilities and Services



School Facilities and Services



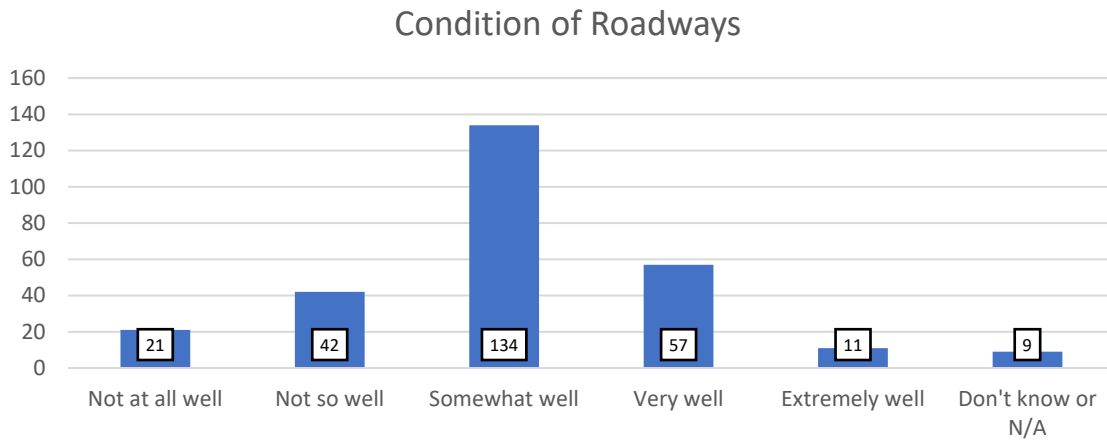
Municipal Light Department



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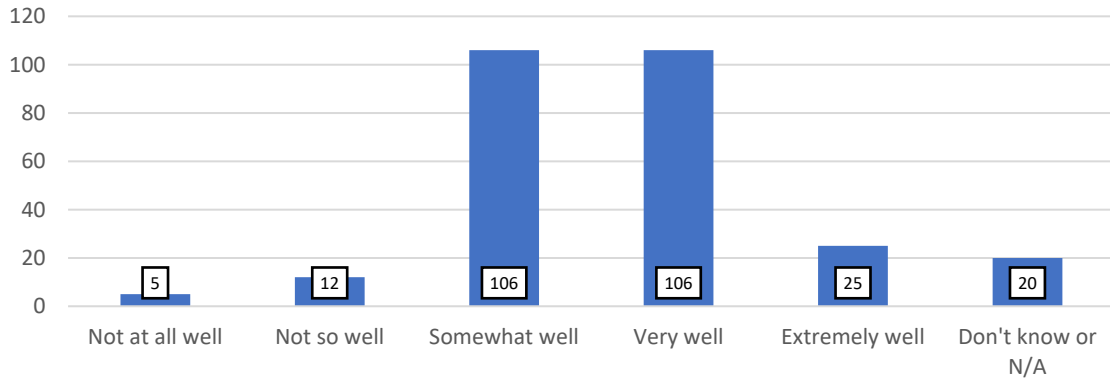
- Focusing the town plan on making developments and improvements for the upcoming generation
- I do not know.
- Grow the town. It's in a high traffic area but it's just a dumpy pass thru town
- Curtail housing development until water supplies are sufficient to allow us to maintain our lawns and gardens. We shouldn'ty be required to halt water use so more people can move into town and use up our resources !!
- Sustain the rural character of the town, PLEASE.
- Nothing else.
- Maintaining sufficient cash flow to sustain the Town's long-term finances and capital plans IF those plans are tracking to the environmental health, fiscal responsibility, managed growth and diversity in community profile.
- Promoting organic gardening
- developing better water sources
- Management of the labor contracts associated with municipal and scholastic employees.

11. What aspects of the transportation system work well or not well in Sterling? **Please use the scale of 1 = Not at all well through 5 = Extremely well.**

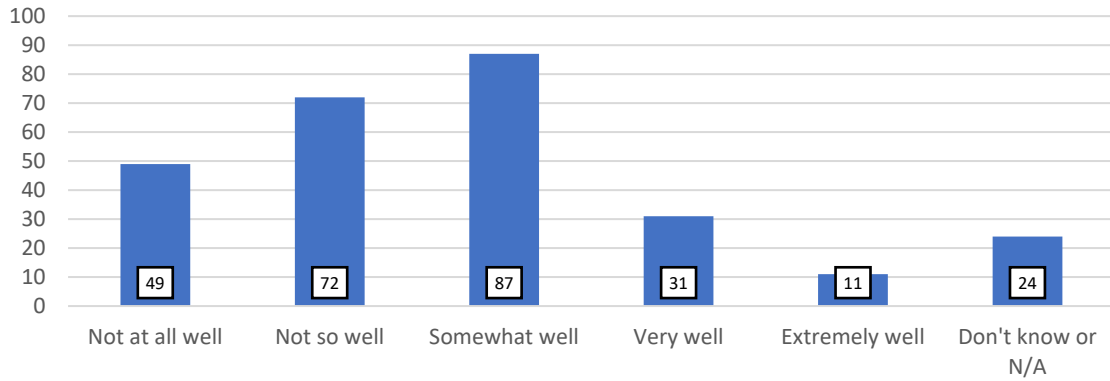


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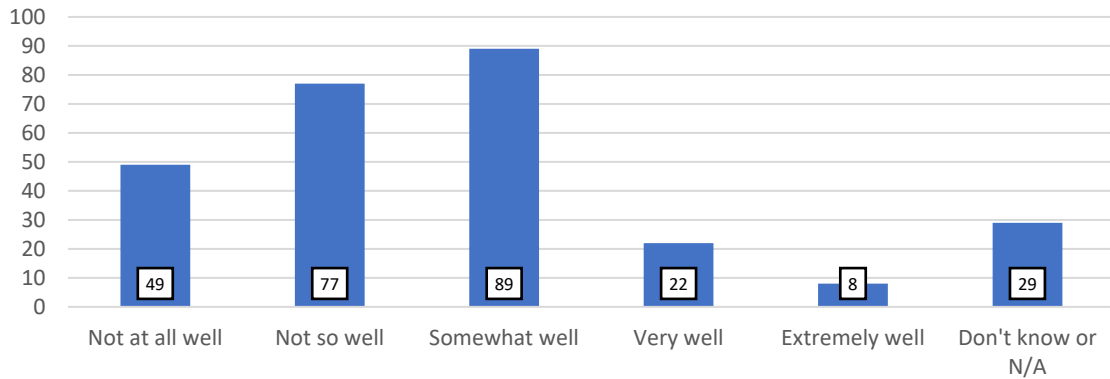
Circulation/Connectivity of Roadways



Condition of Sidewalks

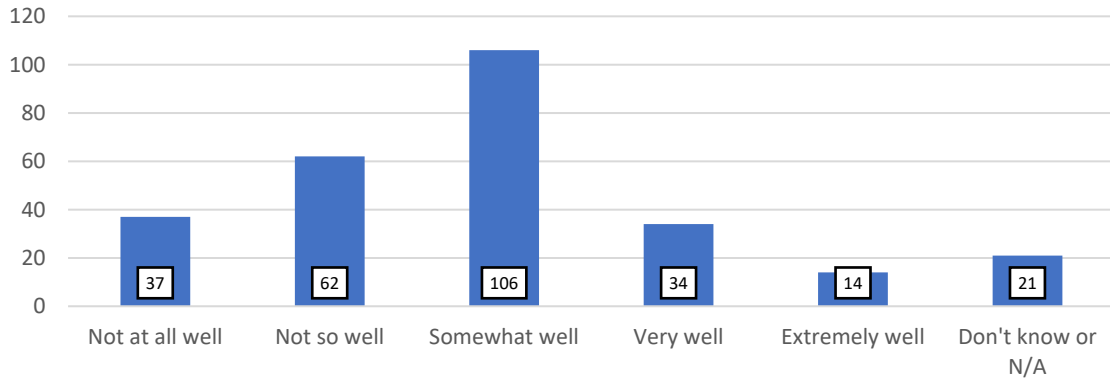


Circulation/Connectivity of Sidewalks

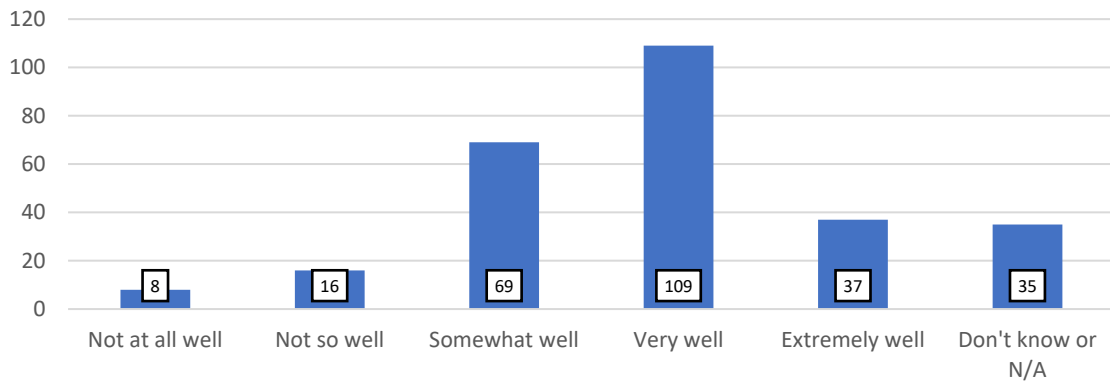


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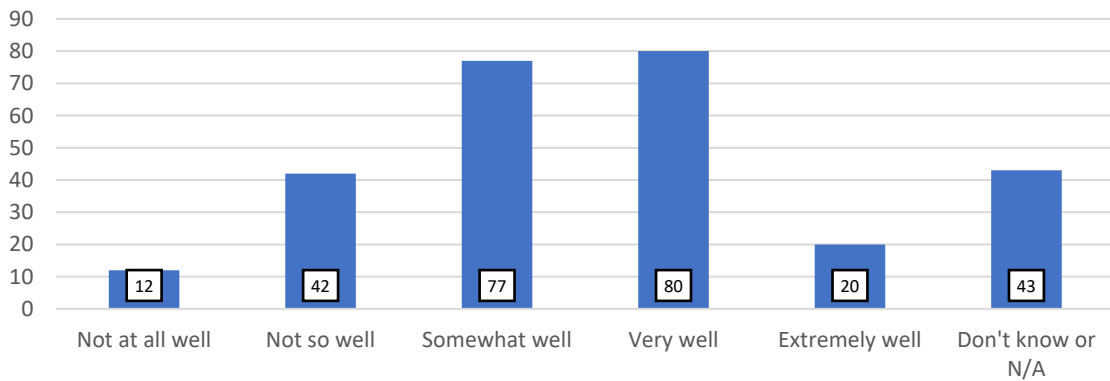
Roadway and Sidewalk Lighting



Condition of Hiking/Bicycle Trails

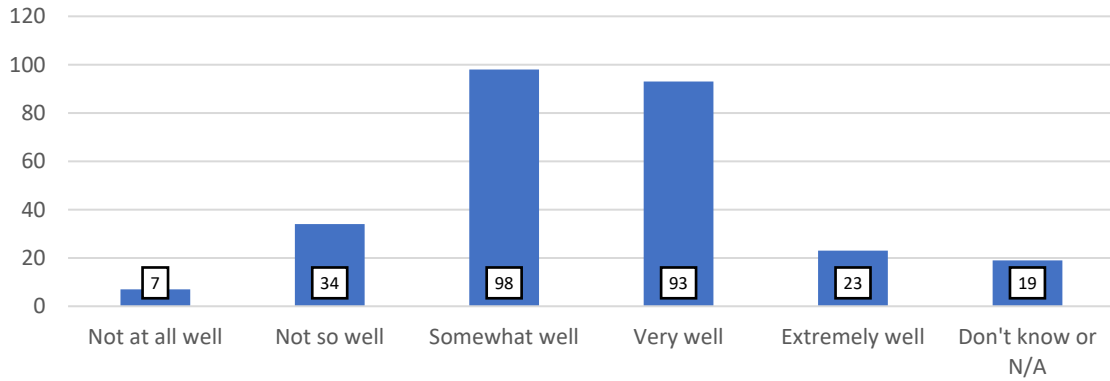


Circulation/Connectivity of Hiking/Bicycle Trails

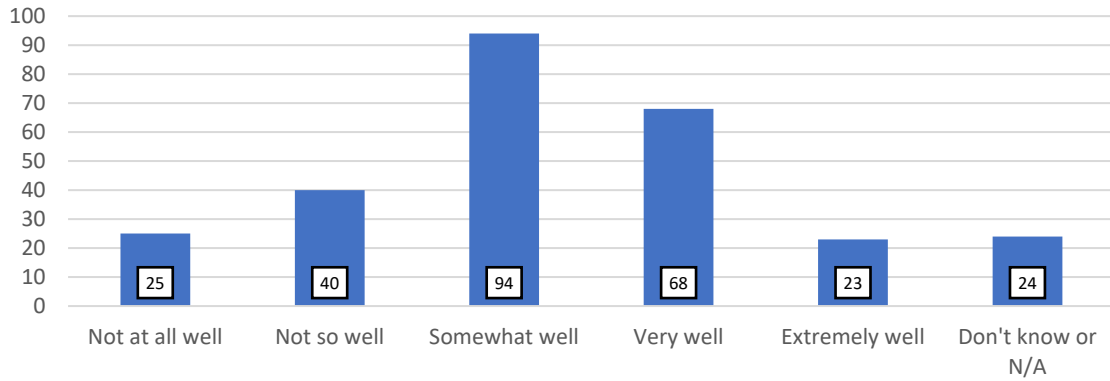


Sterling Master Plan – Survey #2, September/October 2020
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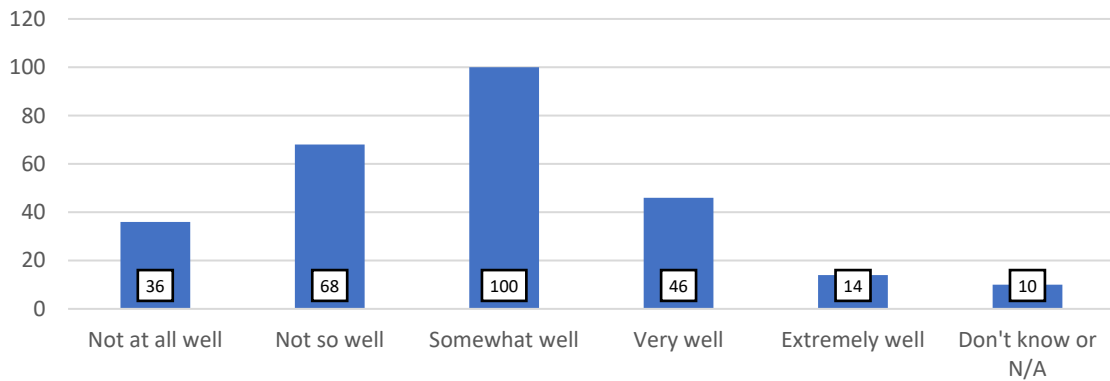
Roadway and Trail Signage



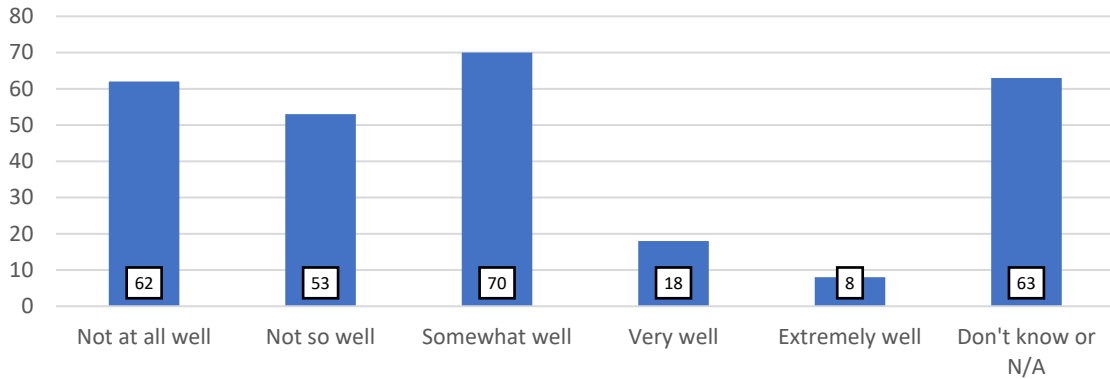
Sidewalk and Trail Accessibility



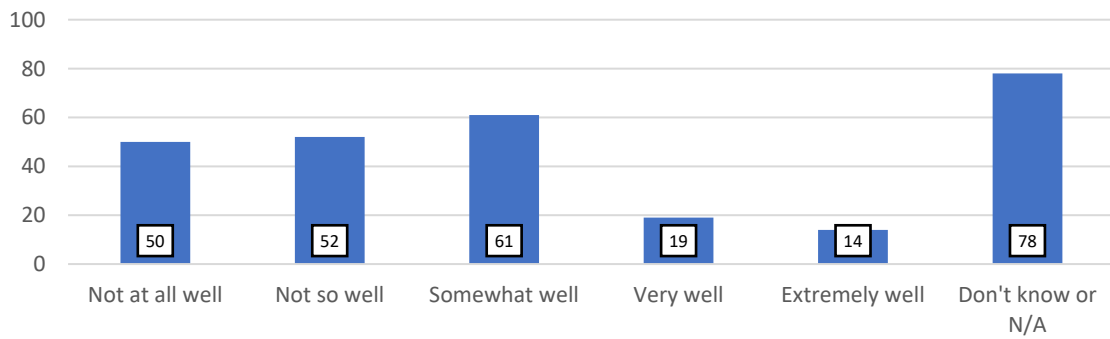
Parking in Town Center



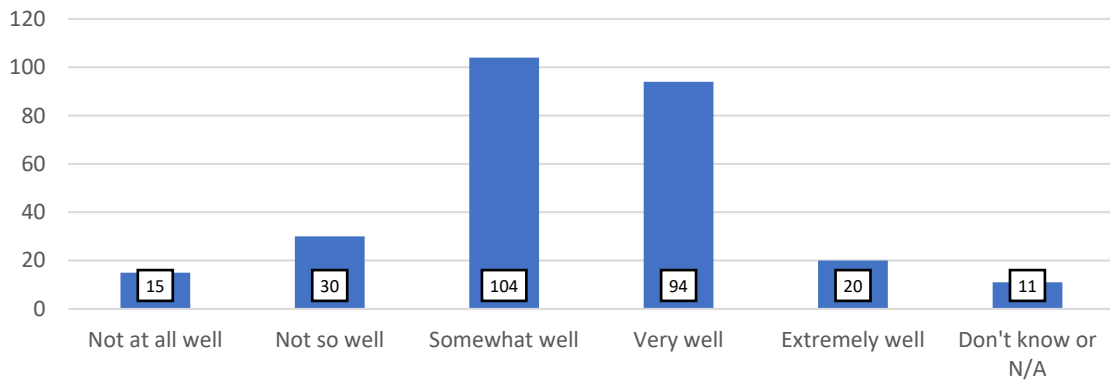
Sustainable/Clean Transportation Options



Transportation Policies and Priorities that Address Air Quality and Climate Change

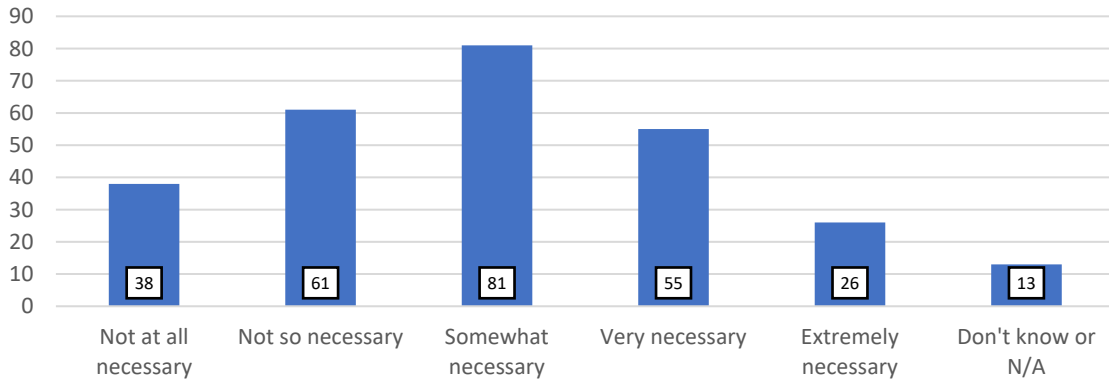


Traffic Flow

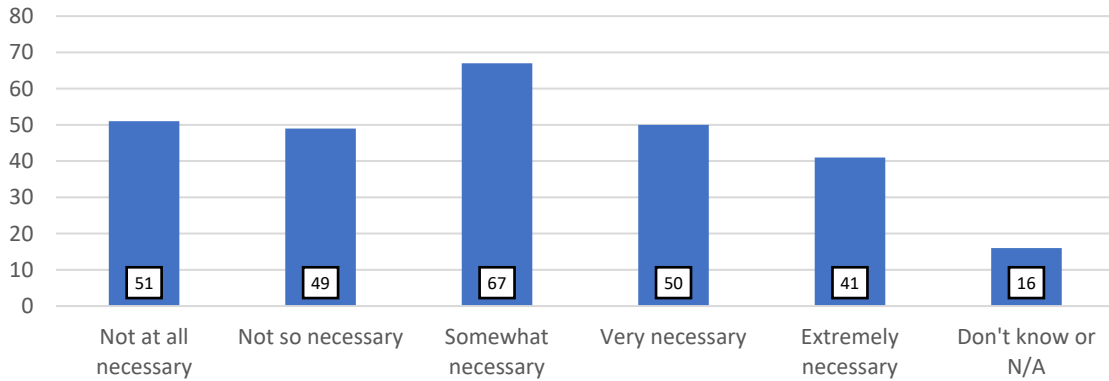


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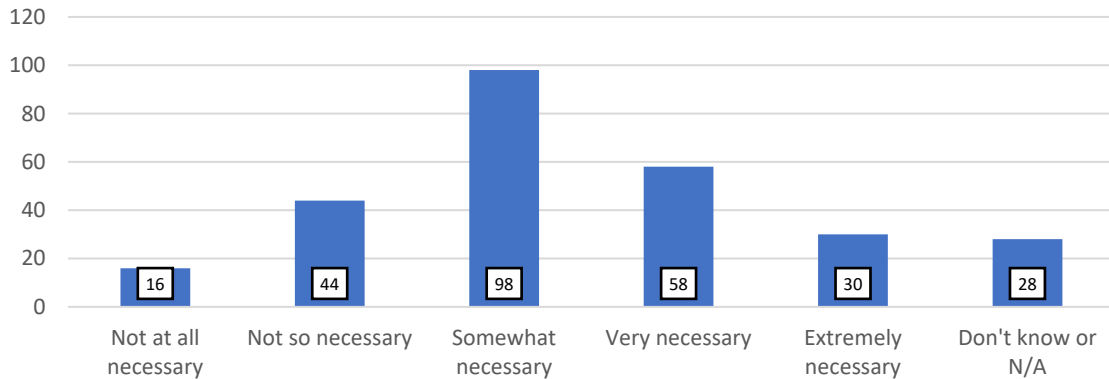
Apartments



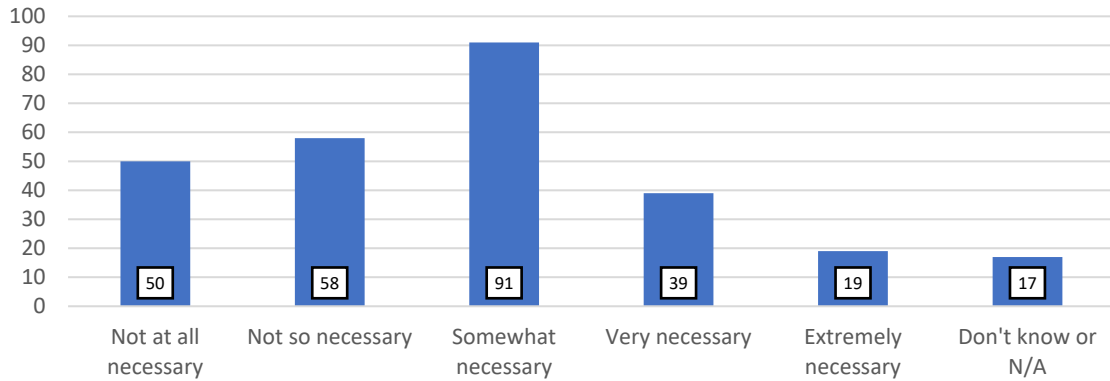
Subsidized Housing for Low-income Residents



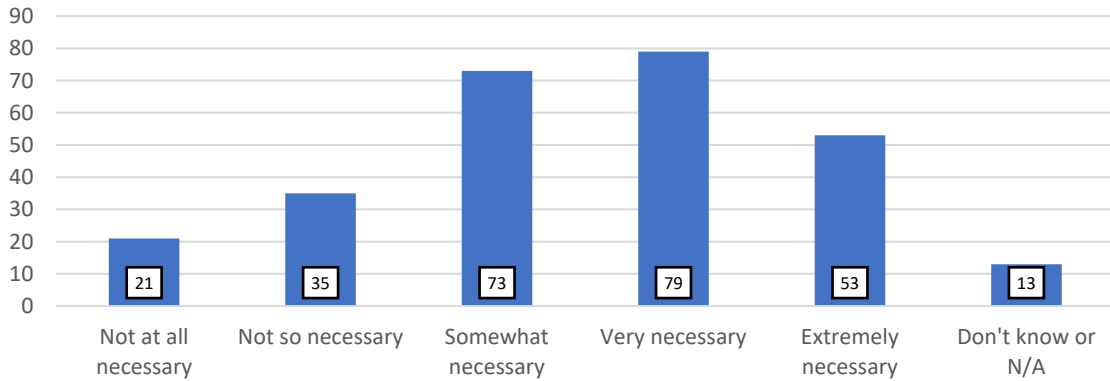
In-law Apartments in Existing Residences



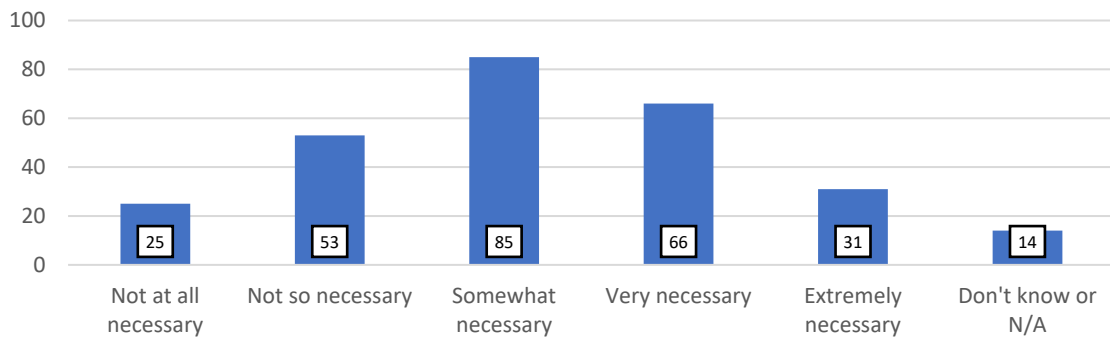
Multi-family Units



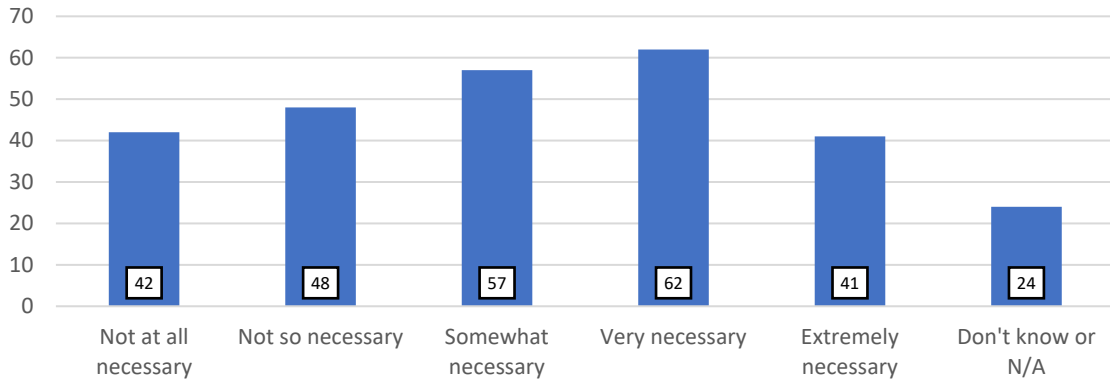
Senior Housing - Active Living (e.g., 55+ Communities)



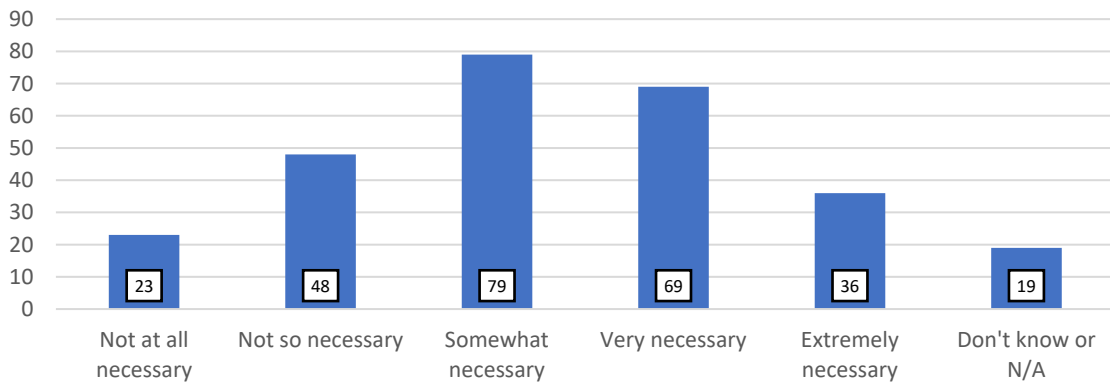
Senior Housing – Assisted Living (e.g., Independent Care, Skilled Nursing Facility)



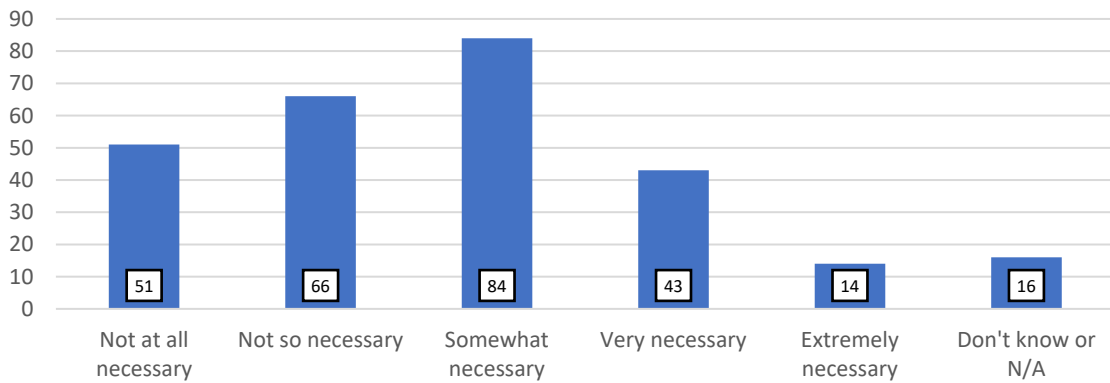
Open Space Residential Design/Cluster Development



Assisted Living Senior Housing

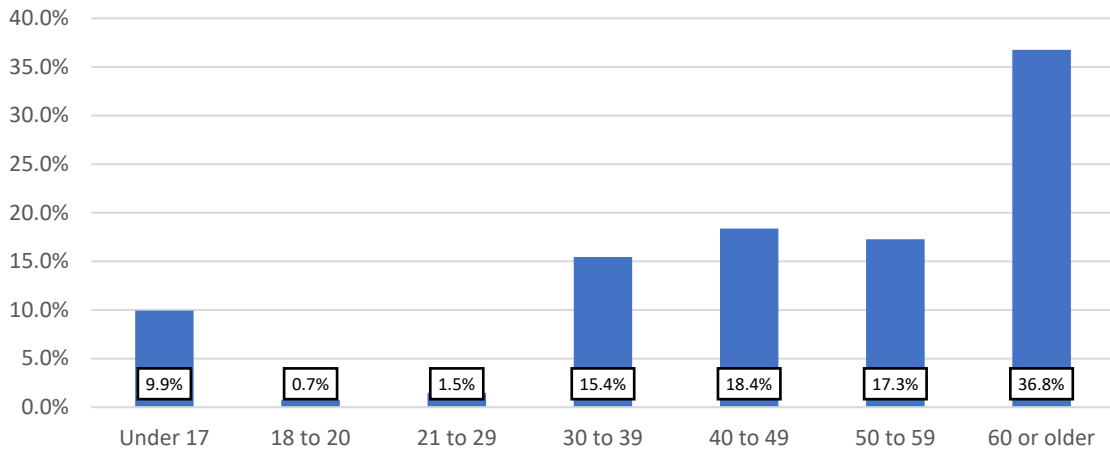


Condominiums

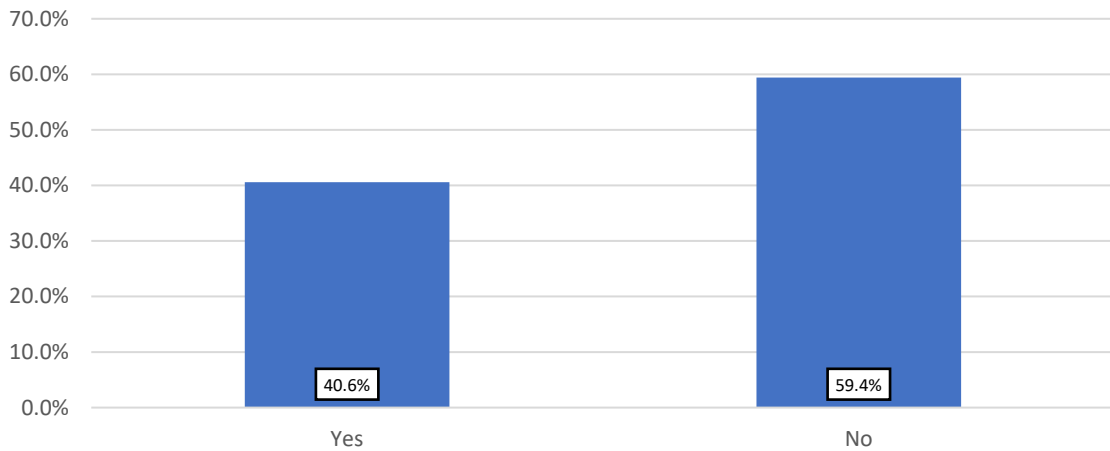


Sterling Master Plan – Survey #2, September/October 2020
Summary of Results

19. Please identify your age range.

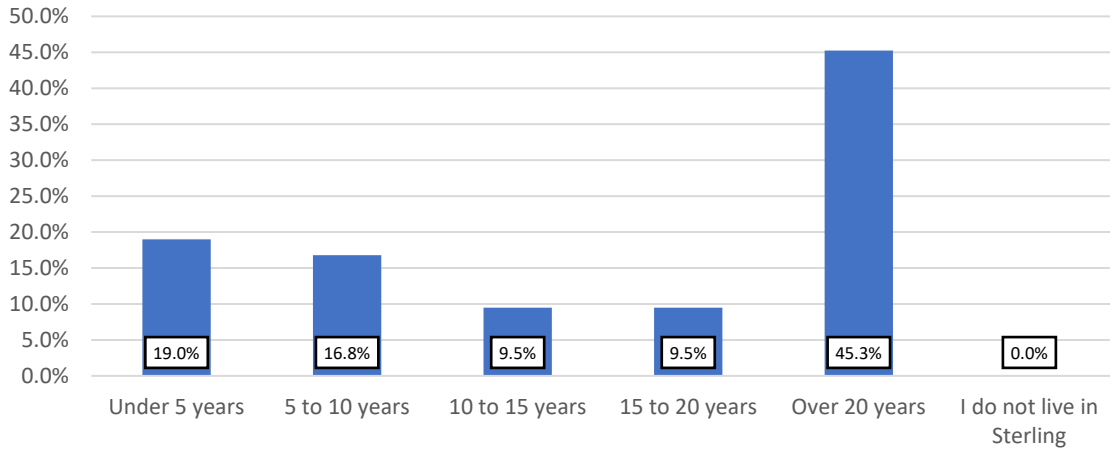


20. Do you have any children aged from 0 to 17 living at home with you?

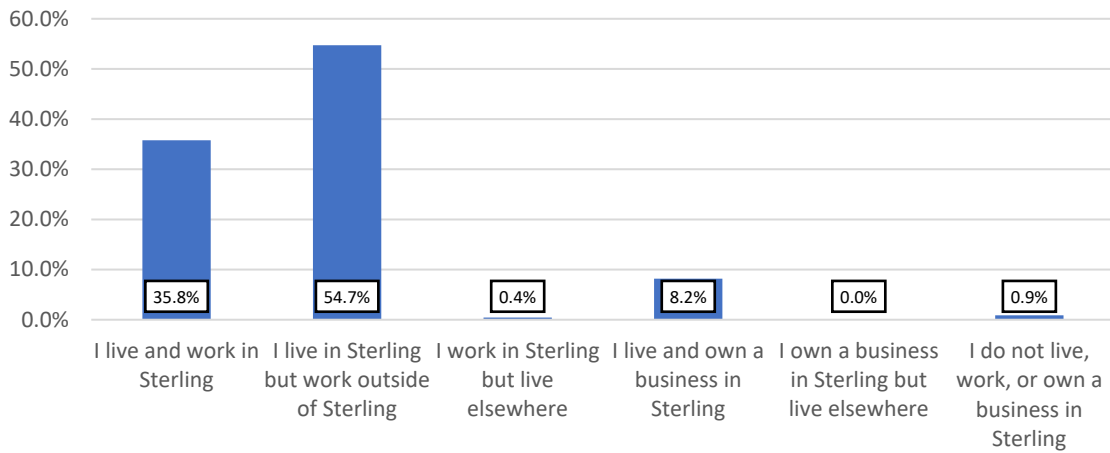


Sterling Master Plan – Survey #2, September/October 2020
Summary of Results

21. How long have you lived in Sterling?



22. Do you live and work or own a business in Sterling?



End of Survey Results