

APPENDIX D: ANNOTATED VERSION OF CHAPTER 6

CHAPTER 6. POLICIES AND ACTIONS

(Revised 4-14-03)

**Proposed changes from the current plan are shown below.
Proposed additions are underlined; proposed deletions are ~~struck out~~.**

The Comprehensive Plan is designed to be a guide in directing the growth and development of the Town over the coming decade. The policies and actions set forth in this chapter establish the basic direction that the Town should seek to achieve through its municipal programs, regulations, and expenditures. The policies address the following areas:

- Community Character
- Population
- Natural and Marine Resources
- The Local Economy
- Public Facilities Including Water and Sewer Service
- Transportation
- Recreation and Open Space
- Cultural and Educational Resources
- Housing
- Historic and Archeological Resources
- Fiscal Resources

~~SECTION III: COMMUNITY INFRASTRUCTURE PROFILE~~

~~THE PURPOSE OF THIS SECTION IS:~~

~~To present an analysis of the various components of Ogunquit's Community Infrastructure in terms of their inherent problems or opportunities and their sufficiency to handle existing and future growth, and to provide part of the fact basis for future growth management decisions.~~

~~THIS SECTION CONTAINS INFORMATION ON THE FOLLOWING:~~

- | | |
|-------------------------------------|--|
| II. COMMUNITY CHARACTER | XV. WATER SUPPLY |
| III. LAND AREA/OWNERSHIP | XVI. MARINE FACILITIES |
| IV. LOCAL ECONOMY | XVII. EDUCATION |
| V. MUNICIPAL OFFICIALS | XVIII. BEACHES, WATERFRONT ACCESS |

VI. TOWN BUILDINGS	XIX. LIFEGUARD SERVICE
VII. TAXATION/EXPENDITURES	XX. HISTORIC & ARCHAEOLOGICAL
VIII. FISCAL CAPACITY	XXI. CULTURAL RESOURCES
IX. POLICE PROTECTION	XXII. LIBRARY SERVICES
X. FIRE PROTECTION	XXIII. TRAVEL
XI. MEDICAL FACILITIES	XXIV. PARKING
XII. ROADS	XXV. PLANNING AND LAND USE
XIII. SOLID WASTE	XXVI. GROWTH/DEVELOPMENT TRENDS
XIV. SEWAGE DISPOSAL	XXVII. HOUSING GROWTH
	XXVIII. HOUSING TYPES AND COSTS

A. Community Character

1. POLICY: The Town of Ogunquit is experienced as two distinct communities depending on the time of year and the perspective of the resident or visitor. On one hand, Ogunquit is a small, diverse community that offers its year-round residents a desirable quality of life. At the same time, it is an increasingly popular summer resort that provides an outstanding recreational experience to a diverse population. From a physical development perspective, Ogunquit offers two distinct environments. On the east side of the community, the commercial center, the older residential neighborhoods, and the Route One corridor offer a dense, pedestrian-oriented area with diverse community, cultural, recreational, and commercial services. The west side of the community retains suburban and rural characteristics with limited development. A key aspect of this Comprehensive Plan is the recognition of a need to balance this pair of disparate interests – to maintain the livability of the community for Ogunquit’s year-round residents while improving the quality of the summer resort experience for seasonal visitors and to enhance the developed east side of the community while maintaining the rural landscape of the west side. To achieve this balance, it is recommended that the Town of Ogunquit adopt the following policy:

It is the policy of the Town of Ogunquit to maintain and enhance the character of Ogunquit as both a desirable and livable year-round community and a vibrant, pedestrian-friendly summer resort with a densely developed center in Downtown Ogunquit, along the Route One corridor, and along Shore Road to Perkins Cove and with a rural section on the western side of the community.

2. RECOMMENDATIONS GROWTH MANAGEMENT ACTIONS: To implement the policy stated above, it is recommended that the Town of Ogunquit:
- a. Balance the interests and needs of the year-round residents of the community with the needs of the tourist related business community in the planning for the future of Ogunquit and in the Town's programs and spending,
 - b. Evaluate the impact of land use, program, and funding decisions on the year-round community and tourist economy and select the alternatives that maximize the benefits and minimize the negative impacts on both interests,
 - c. Enhance the livability of Ogunquit for year-round residents by working to reduce traffic congestion and other impacts of tourism on the community and the older residential neighborhoods without adversely impacting the resort experience.
 - d. Maintain the two distinct physical environments – village and rural – that contribute to the character of the community.
 - e. Integrate the aging year-round population more into the overall land use pattern of the Town by promoting affordable multi-unit housing and assisted living opportunities for elderly residents who no longer (for any reason) can live in their homes but wish to remain in the community.
 - f. Integrate the aging population more into community life by developing more recreational opportunities related to retirees' interests including gardening programs in cooperation with the Town parks, senior educational and cultural opportunities through initiatives of Town departments and the local/regional adult education programs, and more involvement of retirees in all Town boards and committees.
 - g. Develop mixed use in the Downtown business district and Perkins Cove for residents and tourists. Mixed use approaches might include affordable apartments for seasonal employees and year-round residents. Maintaining the commercial waterfront and historic buildings of Perkins Cove would enhance tourist interest and activities such as shops and scenic amenities.
 - h. Integrate the graphic and performing arts facilities more fully into the fabric of the community by removing barriers to their reasonable expansion into all the growth area portion of town and allowing off-

site directional signage for non-profit community cultural facilities.

- i. Integrate expansion of Town facilities and the cultural community, year-round livability, and tourist amenities. For example, new Town offices could provide more free space in the Dunaway Center for arts, crafts, and recreational uses and groups. New Public Works Department or Recycling Center properties could provide free space for additional satellite parking or open space.

III. LAND AREA/OWNERSHIP

1. POLICY

~~***It is the policy of the Town of Ogunquit to direct future growth and development to appropriate areas away from areas identified as environmentally sensitive.***~~

2. RECOMMENDATIONS GROWTH MANAGEMENT ACTIONS:

1. ~~It is recommended that an accurate land ownership map of Ogunquit be developed and updated regularly for planning purposes.~~
2. ~~It is recommended that the existing land use controls be revised and supplemented as necessary in order to prevent improper development and to assure that development and growth do not harm Ogunquit's fragile and environmentally sensitive areas.~~
3. ~~It is recommended that prior to the disposal of any public properties, the Planning Board be asked for a recommendation and that public hearings be held by the Board of Selectmen.~~

B. Population

1. POLICY: During the 1990s, the Town saw its year-round population grow by 26%. This trend is projected to continue. However, the composition of the community's population is changing as more retirees and pre-retirees choose to live in Ogunquit and the number of young families declines. To maintain the viability of Ogunquit as a year-round community, it is important that the Town maintain a balance in its population and not become a "retirement community". To achieve this balance, it is recommended that the Town of Ogunquit adopt the following policy:

~~***It is the policy of the Town of Ogunquit to maintain a community that is attractive to and accommodates a wide diversity of year-round residents including families with***~~

children, households without children, and retirees.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
- a. Maintain and enhance its programs and facilities that are important to families with children including maintaining the Ogunquit Village School, providing high quality educational and recreational activities and facilities, and maintain "kid-friendly" policies with regard to public facilities.
 - b. Assure that its land use regulations allow a wide range of housing, and
 - c. Avoid characterizations of Ogunquit as a "retirement community" or as a desirable place to retire while promoting the Town as a desirable community for all year-round residents/households.

C. Natural and Marine Resources

~~SECTION I: NATURAL RESOURCES PROFILE~~

~~THE PURPOSE OF THIS SECTION IS:~~

~~To present an analysis of the related components of Ogunquit's physical environment and natural resource base, to determine the nature and extent of any inherent opportunities and/or constraints on the future development of the community, and to provide part of the fact basis for future growth management decisions, and to establish goals and set forth actions for the sound management of these resources.~~

~~THIS SECTION CONTAINS INFORMATION ON THE FOLLOWING:~~

- | | |
|---|-----------------------------------|
| A. CLIMATE | I. FLOOD HAZARD AREAS |
| B. BEDROCK GEOLOGY | J. MARINE ENVIRONMENTS |
| C. SURFICIAL GEOLOGY | K. VEGETATION |
| D. SOILS | L. WILDLIFE RESOURCES |
| E. TOPOGRAPHY | M. MARINE RESOURCES |
| F. GROUND WATER RESOURCES | N. CRITICAL AREAS |
| G. SURFACE WATERS AND
SURFACE WATER DRAINAGE | O. COASTAL POLICIES |
| H. WETLANDS | |

~~THE MAJOR FINDINGS IN THIS SECTION ARE:~~

- A. ~~That the need to protect the quantity and quality of Ogunquit's fresh water resources pervades the natural resource section;~~
- B. ~~That there is a need to protect marine environments and to develop marine resources;~~
- C. ~~That there are undisturbed natural areas, scenic areas, and exemplary natural, historic and archaeologic features which should be preserved for future generations;~~
- D. ~~That identified critical areas should be protected from adverse impact, and~~
- E. ~~That there is a need to protect Ogunquit's shoreline.*~~

~~THE MAJOR RECOMMENDATIONS CONTAINED IN THIS SECTION ARE:~~

C-I. CLIMATE

1. RESOURCE MANAGEMENT POLICY: Given predictable higher energy costs, the likelihood of serious damage from storm-driven tide and winds, the potential for sea level rise and increased beach erosion, and the potential adverse impact on abutting properties from the shadows and aerodynamics of structures located too close together, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy:

It is the policy of the Town of Ogunquit to require detailed consideration of appropriate climatological factors including the potential for sea level rise, in the design and siting of all future development.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Continue to require that all land uses and activities be designed, constructed and maintained in such a manner so as not to create adverse climatological impacts on abutting properties from their shadows or wind patterns and require that in areas subject to predictable storm tides and flooding appropriate steps be taken to avoid such likely damages; and
 - b. Continue to require that applicants for the approval of large-scale development proposals submit appropriate information regarding how climatic factors, energy conservation and human comfort have been considered in project planning.
 - c. Modify the land use regulations in coastal areas to reflect the potential for sea level rise and require that development proposals in these areas be sited and designed to accommodate this possibility.

- d. Encourage the use of alternative energy sources for new and existing development including the use of solar and wind power and similar renewable sources.

C-II. BEDROCK GEOLOGY

1. RESOURCE MANAGEMENT POLICY: Given the lack of detailed information regarding the nature and location of the contact lines between bedrock types and the nature and extent of bedrock ground water resources, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding its bedrock resources:

It is the policy of the Town of Ogunquit to preserve and protect from adverse impact its bedrock groundwater resources, to prevent the potential adverse impacts from bedrock instability, and to require detailed geologic stability assessments prior to the construction of major public and private facilities.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Encourage the further mapping and quantitative and qualitative analysis of the Town's bedrock geology by the Maine Geological Survey;
 - b. Continue to require that the applicants for the approval of major public and private facilities in the vicinity of areas of identified bedrock instability submit appropriate geologic information and bedrock stability assessments as part of their applications for approval; and
 - c. Encourage activities which enhance the educational use and the aesthetic appreciation of the Town's unique geologic resources.

C-III. SURFICIAL GEOLOGY

1. RESOURCE MANAGEMENT POLICY: Given the limitations on future growth and development posed by swamp and tidal marsh deposits and beach and dune deposits, and the resulting competition of uses for glacial till and end moraine deposits and their importance as potential sources of groundwater, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding its surficial geological resources:

It is the policy of the Town of Ogunquit to prohibit or restrict

future growth and development on swamp and tidal marsh and beach and dune deposits, and to protect from adverse impact the significant groundwater potential of glacial till deposits and end moraine deposits.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Encourage the further mapping and quantitative and qualitative analysis of the Town's surficial geology by the Maine Geological Survey;
 - b. Maintain the set of property maps that delineate the boundaries of all surficial deposits on a set of property tax maps, based on the most accurate information available, and maintain use them for public and private planning purposes;
 - c. ~~Include all Swamp and Tidal Marsh and all Beach and Dune Deposits within the Shoreland Protection Zone;~~
 - cd. Continue to minimize ~~Develop the legal and economic capability of minimizing~~ existing incompatible land uses and activities on swamp and tidal marsh and beach and dune deposits through resource protection zoning in the shoreland area;
 - de. Continue to require that all future land uses and activities located on or adjacent to areas of identified significant groundwater resources be designed, constructed and maintained in such a manner as to minimize any likely adverse effects on such resources; and
 - e. Monitor the possibility for the mining of sand offshore between Ogunquit Beach and Bald Head and work to assure that if such mining occurs, the potential impact on beach erosion is fully analyzed and any adverse impacts minimized or mitigated.
 - f. ~~Develop performance standards for the mining of sand, gravel, shale, topsoil, and related surficial materials including but not limited to standards regarding safety, erosion and sedimentation control, and the timely re-vegetation of excavated areas.~~

C-IV. SOILS

1. RESOURCE MANAGEMENT POLICY: Given the limitations on future growth and development posed by soil types and the fact that some of the soils found ~~to occur~~ in Ogunquit are considered "poor", it is recommended that the

Town of Ogunquit adopts the following Resource Management Policy regarding soils:

It is the policy of the Town of Ogunquit to restrict future growth and development on soils which are found to have severe limitation or be poorly suited for the proposed uses.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - ~~a. Undertake the further mapping and quantitative and qualitative analysis of the Town's soils including defining areas of steep slopes;~~
 - a. Require the delineation of boundaries of identified soils on a set of property tax maps, based on the most accurate information available, and maintain them for public and private planning purposes;
 - be. Continue to guide future growth into areas of developable soils, and restrict land uses and activities on soils which have severe limitations for the intended use or activity;
 - cd. Continue to require that all owners of existing incompatible uses and activities located on unsuitable soils, take appropriate steps to minimize any known and/or likely adverse environmental impacts as a condition of approval in the granting of permits for expansion, relocation, change in use, or for any variances;
 - de. Amend Zoning Ordinance Continue to require that all future land uses and activities be located on soils which have been determined to be suitable for such uses and that such uses and activities be designed, constructed and maintained in such a manner as to minimize any potential adverse environmental effects; and
 - ef. Amend Zoning Ordinance Continue to require that the applicants for the approval of all future developments submit appropriate on-site soils investigations and soils suitability assessments as part of their applications for approval.

C-V. TOPOGRAPHY

1. RESOURCE MANAGEMENT POLICY: Given that the cost and degree of difficulty and the potential for adverse environmental impact resulting from construction and development on steep slopes, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding slopes:

It is the policy of the Town of Ogunquit to encourage future growth and development on slopes of 15 percent or and less, to restrict growth and development on slopes greater than 15 percent, and to require detailed erosion and sedimentation control and surface water runoff management plans for future development proposals ~~on slopes greater than 15 percent.~~

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Continue to restrict land uses and activities on slopes greater than 15 percent, and consider the effect of slope in all development proposals;
 - b. Continue to require that all applicants having existing incompatible uses and activities located on slopes greater than 15 percent take appropriate steps to minimize any known or likely adverse environmental impacts as a condition of approval in the granting of permits for their expansion, relocation, change in use, or for any variances;
 - ~~c. Amend the Zoning Ordinance to prohibit land uses and activities which would cause unreasonable erosion sedimentation and adverse alterations to existing surface water drainage patterns;~~
 - ~~cd. Amend the Zoning Ordinance~~ Continue to require that applicants for the approval of all future large-scale developments submit appropriate topographic, slope and surface water drainage information as part of their applications for approval; and
 - ~~de. Amend the Zoning Ordinance~~ Continue to require that the applicants for the approval of all future large-scale developments submit appropriate erosion and sedimentation control and surface water runoff management plans as part of their applications for approval.

C-VI. GROUND WATER RESOURCES

1. RESOURCE MANAGEMENT POLICY: Given the importance and vulnerability of ground water resources, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy:

It is the policy of the Town of Ogunquit to protect the quality of its ground water resources from adverse impact.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management

Policy stated above, it is recommended that the Town of Ogunquit:

- ~~a.~~ ~~Encourage further mapping and quantitative and qualitative analysis of the Town's sand and gravel and bedrock aquifers by the Maine Geologic Survey;~~
- ~~ab.~~ Maintain the set of property tax maps that delineate the boundaries of all identified aquifers on a set of property tax maps and maintain use them for public planning purposes;
- ~~bc.~~ Continue to regulate or prohibit land uses and activities which are likely to contaminate groundwater resources by requiring developers to conduct hydrogeologic assessments and by adding provisions to the zoning ordinance regulating hazardous activities;
- ~~cd.~~ Continue to upgrade the sewer system;
- ~~e.~~ ~~(1) Encourage removal of underground storage tanks (a list is available from the DEP Bureau of Oil and Hazardous Materials) and (2) ensure that any municipal tanks are removed by the [mal deadline of October 1, 1997;~~
- ~~df.~~ Continue to require that applicants having existing land uses and activities located on or adjacent to identified aquifer recharge areas which are likely to contaminate or are known to be contaminating groundwater resources, take the necessary steps to prevent or to eliminate the source of contamination as a condition of approval in the granting of permits for their expansion, relocation, change in use, or for any variances;
- ~~eg.~~ Continue to require that all future land uses and activities be designed, constructed and maintained in such a manner as not to create adverse impact on the quantity and quality of ground water; and
- ~~fh.~~ Continue to require that the applicants for the approval of all future large-scale developments submit appropriate hydrogeologic information and groundwater impact assessments as part of their applications for approval. and
- ~~i.~~ ~~Contact the Maine Geological Survey about their well inventory database. Consider participating in the program and working with the existing data.~~

C-VII. SURFACE WATER AND SURFACE WATER DRAINAGE

1. RESOURCE MANAGEMENT POLICY: Given the recreational, aesthetic, and economic importance of standing and flowing surface waters to the community, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding its standing and flowing surface waters and its surface water drainage pattern:

It is the policy of the Town of Ogunquit to preserve and protect from adverse impact all standing and flowing surface waters within its jurisdiction.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Maintain the set of property tax maps that delineate the boundaries of all significant standing and flowing surface waters ~~on a set of property tax maps~~ and use ~~maintain~~ them for public and private planning purposes;
 - b. Continue to include all areas within 75 feet of the boundaries of significant standing and flowing surface waters within the Resource Shoreland Protection Zone;
 - c. Continue to require that applicants having existing incompatible uses and activities located within 75 feet of the normal high water marks of the Ogunquit and Josias Rivers and their major tributaries, which have the potential of or are known to be adversely impacting water quality or identified shoreland values, take the necessary steps to eliminate or prevent such impacts as a condition of approval in the granting of permits for their expansion, relocation, change in use, or for any variances;
 - d. Continue to require that surface water drainage areas be kept free of any obstruction, intermittent and perennial, that hinders the free flow of drainage water, and that culverts and bridges be kept in good repair and not be allowed to obstruct drainage flow;
 - e. Continue to prohibit all future land uses and activities which create adverse impacts on the water quality or identified shoreland values of the Ogunquit and Josias Rivers and their major tributaries;
 - f. Continue to require that all future land use activities within 250 feet of the normal high water mark of the Ogunquit and Josias Rivers and their major tributaries be designed, constructed and maintained in such a manner as not to create adverse impacts on water quality and identified shoreland values; and

- g. Continue to require that the applicants for all large-scale developments submit appropriate information and impact assessment regarding on-site or adjacent standing and flowing surface waters as part of their application for approval.
- h. Require that development activities address the quality of the stormwater as well as the quantity and that developments take steps to treat the first one-half inch of stormwater runoff.
- i. Undertake a program to monitor the quality of the Town's surface waters including stormwater runoff and develop management programs to address identified problems.

C-VIII. WETLANDS

1. RESOURCE MANAGEMENT POLICY: Given the importance and fragility of fresh water and coastal wetlands, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding wetlands:

It is the policy of the Town of Ogunquit to preserve and protect from adverse impact all significant fresh water and coastal wetland areas within its jurisdiction.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. ~~Identify the boundaries of all significant fresh water and coastal wetlands through existing inventories, aerial photographs, and on-site investigation;~~
 - ab. Maintain the set of property tax maps that delineate the boundaries of all identified significant fresh water and coastal wetlands on a set of property tax maps and use maintain them for public and private planning purposes;
 - be. Continue to include all significant fresh water and coastal wetlands and adjacent uplands within 75 feet of the wetlands boundary within the Shoreland Resource Protection District Zone;
 - cd. Continue to require that applicants having existing land uses and activities located on or adjacent to any significant fresh water or coastal wetlands which are known to be creating an adverse impact, or are likely to do so, take the necessary steps to prevent or eliminate

such adverse impacts as a condition of approval in the granting of permits for their expansion, relocation, change in use, or for any variances;

- de. Continue to restrict all future land uses and activities which alter or create adverse impacts on significant fresh water and coastal wetlands;
- e. Require the identification of vernal pools as part of all applications for approval of development activities and require that the impacts on these resources be minimized;
- f. Develop standards for the protection of vernal pools.
- f. ~~Enact Shoreland Area Protections standards in the Zoning Ordinance which comply with the Shoreland Zoning law of December 31, 1991, which adequately deal with the following:
 - (1) minimum lot standards;
 - (2) principal and accessory structures;
 - (3) piers, docks and other structures extending over or beyond the normal high water line;
 - (4) campgrounds and campsites;
 - (5) parking areas, roads and driveways;
 - (6) septic waste disposal;
 - (7) mineral exploration and extraction;
 - (8) agriculture and timber harvesting; and
 - (9) clearing of vegetation for development;~~

C-IX. FLOOD PLAIN AREAS

1. RESOURCE-MANAGEMENT POLICIES: Given the public health and safety issues and economics involved, it is recommended that the Town of Ogunquit adopt the following Resource Management Policies regarding future development and existing incompatible uses development in flood plain areas:
 - a. ***It is the policy of the Town of Ogunquit to prohibit further incompatible development and to seek the eventual elimination of existing incompatible uses and activities in flood plain areas, to the extent feasible.***
 - b. ***It is the policy of the Town of Ogunquit to encourage the flood proofing of as many existing incompatible uses and activities located in flood plain areas as possible.***

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policies stated above, it is recommended that the Town of Ogunquit:
 - a. Continue to participate in the National Flood Insurance Program;
 - b. Maintain the set of property tax maps that delineate the boundaries of the identified flood plain areas ~~on a set of tax maps~~ and maintain use them for public and private planning purposes;
 - c. Continue to prohibit all future incompatible land uses or activities within identified flood plain areas.

C-X. MARINE ENVIRONMENTS

1. RESOURCE MANAGEMENT POLICY: Given the importance of marine environments to the community, the fragility of certain environments, their importance in the marine food chain, and their educational, recreational and aesthetic values, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding marine environments:

It is the policy of the Town of Ogunquit to protect its marine environments from the adverse impacts of pesticides, fertilizers, other chemicals, animal wastes, and surface runoff sewage waste.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Encourage the further mapping and quantitative and qualitative analysis of the Town's marine environments, by the Maine Geological Survey and the Department of Marine Resources;
 - b. Encourage delineation of the boundaries of all marine environments on a set of maps, based on the most current accurate information available, and maintain these maps for public and private planning purposes;
 - c. ~~Include vulnerable marine environments in the Shoreland Protection Zone;~~
 - c. Promote the use of low nitrate fertilizers in all areas of the town.
 - d. Continue to prohibit land and marine uses and activities which are likely to impact adversely on vulnerable marine environments;

- e. Continue to restrict the speed and size of motors on boats using the Ogunquit River and Estuary within the Town of Ogunquit.
- f. Continue to require that all future land uses and activities located on or adjacent to vulnerable marine environments be designed, constructed and maintained in such a manner as to minimize the potential adverse effects on such environments; and
- g. Continue to require that all applicants for the approval of future large-scale developments submit appropriate information and impact assessments regarding adjacent marine environments as part of their applications for approval.
- h. Improve provisions for the management of the Town's snow dumps to minimize the amount of silt, sand, and other potential pollutants that run off from the sites.

C-XI. VEGETATION

1. RESOURCE MANAGEMENT POLICY: Given the importance of vegetative cover to aesthetics, wildlife habitat, environmental diversity, and the prevention of erosion, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding vegetation:

It is the policy of the Town of Ogunquit to protect its vegetative resources from the adverse impacts of incompatible development and to promote the wise use of timber resources.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Encourage the further mapping and quantitative and qualitative analysis of the Town's vegetative resources;
 - b. Following the further mapping and quantitative and qualitative analysis of the Town's vegetative resources, encourage the delineation of boundaries of all major vegetative types on a set of property tax maps, and maintain these maps for public and private planning purposes; and
 - c. Continue to require that the applicants for the approval of large-scale developments submit appropriate information and impact assessments regarding on-site or adjacent, identified rare, unique and exemplary

plant communities as part of their application for approval.

- d. ~~Adopt appropriate performance standards, by ordinance, regarding the removal, alteration and replacement of existing vegetative cover; and~~
- e. ~~Encourage the establishment of a Town Forest Management Program for appropriate Town-owned properties.~~

C-XII. WILDLIFE RESOURCES

1. RESOURCE MANAGEMENT POLICIES: Given the importance of wildlife resources to recreation, aesthetics, and environmental diversity, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding wildlife resources and their habitats:

It is the policy of the Town of Ogunquit to protect its wildlife resources from the adverse impacts of incompatible development and activities.

Given that the Ogunquit River between Ogunquit Beach and the mainland has numerous overlapping resource values: a "high" value wetland habitat, a striped bass fishery, a Coastal Wildlife concentration area, a Class I DEP wetland, and undetermined but significant scenic value, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding the Ogunquit River Estuary:

It is the policy of the Town of Ogunquit to protect and, where possible, improve the quality of the Ogunquit River Estuary and Josias River Corridor as significant wildlife habitat.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policies stated above, it is recommended that the Town of Ogunquit:
 - a. Encourage the appropriate state or federal agencies to continue their mapping and quantitative and qualitative analysis of the Town's significant wildlife habitats, and the development and implementation of an appropriate wildlife management strategy;
 - b. Identify the range ~~Delineate the boundaries~~ of all significant wildlife habitats on a set of property tax maps, based on the most accurate information available as soon as the Maine Department of Inland Fisheries and Wildlife provides maps of such habitats, and maintain these maps for public and private planning purposes;
 - c. Continue to prohibit land uses and activities which are likely to have

adverse impacts on significant and highly vulnerable wildlife habitats;

- d. Continue to require that all future land uses and activities located on or adjacent to identified significant and highly vulnerable wildlife habitats be designed, constructed and maintained in such a manner as to minimize any likely adverse effects on such vulnerable environments;
- e. Continue to require that the applicants for the approval of large-scale developments submit appropriate information and impact assessments regarding on-site or adjacent significant and highly vulnerable wildlife habitats as part of their application for approval;
- f. Continue ~~Amend the Zoning Ordinance~~ to prohibit all point sources of pollution, ~~including but not limited to the Ogunquit sewage treatment plant discharge, into the Ogunquit River;~~
- g. ~~Enact local ordinances to prohibit overboard discharges;~~
- h. ~~Enact ordinance provisions to limit non-point sources of pollution:~~
 - * ~~increase setbacks;~~
 - * ~~require that all fill and bare soil be seeded and stabilized promptly;~~
 - * ~~regulate road, driveway, and camp road construction near (within 250 feet) of water bodies;~~
 - * ~~incorporate adequate ditching, storm water retention and culvert sizing provisions in all relevant ordinances.~~
- gi. Cooperate with the Towns of Wells and York to develop pollution control plans for shared resources including the Ogunquit River, the Josias River, coastal estuaries and beaches;
- hj. Consult with the DEP's Water Bureau Non-point Source Program for Best Management Practices and other guidelines concerning non-point source pollution; and
- ik. Work with local and state officials to identify all non-point sources of pollution entering the Ogunquit and Josias Rivers, paying particular attention to all storm drains, small streams and other sources that drain into the rivers especially from downtown Ogunquit,

C-XIII. MARINE RESOURCES

1. RESOURCE MANAGEMENT POLICY: Given the importance of marine resources to Ogunquit's natural environment and their potential to provide income, food, and outdoor recreational opportunities ~~local employment~~, it is

recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding its marine resources:

It is the policy of the Town of Ogunquit to protect its marine resources.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Encourage the further mapping and quantitative and qualitative analysis of the Town's marine resources and the development and implementation of an appropriate marine resource management strategy;
 - b. Encourage the delineation of the boundaries of all significant and highly vulnerable marine resource areas on a set of property tax maps, based on the most accurate information available, and maintain these maps for public and private planning purposes;
 - c. Continue to prohibit land uses and activities which are likely to impact adversely on significant or highly vulnerable marine resource areas;
 - d. Continue to require that all future land uses and activities located on or adjacent to identified significant or highly vulnerable marine resource areas be designed, constructed and maintained in such a manner as to minimize any likely adverse effects on such environments;
 - e. Continue to require that the applicants for the approval of future large-scale developments submit appropriate information and impact assessments regarding any adjacent identified significant or highly vulnerable marine resource areas as part of their application for approval;
 - f. Continue to address existing non-point sources of pollution, specifically the stormwater drains in the Town and the amount of impervious surfaces such as pavement and buildings which prevent infiltration of polluted runoff, by commissioning a study that assesses Ogunquit's marine resources, projects the impacts of both point and non-point sources of pollution, and outlines alternatives which could improve the quality of the resource;
 - g. Continue to control new development by requiring that projects be designed to meet "Best Management Practices" as set forth by the Maine DEP such as including buffer strips and setbacks in the design phase, limiting impervious surfaces in the design phase, requiring

catch basins, wide ditches, hay bales and stormwater retention devices during construction, and assessing ~~higher sewer and water hook-up fees and~~ an impact fee on new development to raise funds to be dedicated to improving environmental quality of Ogunquit's marine resources, ~~and~~

- h. Study the impacts of and develop a program ~~Work cooperatively with adjacent towns to control construction of waterfront seawalls and jetties which are barriers to the natural migration of sand and contribute to beach erosion, and~~
- i. Monitor the possibility for the mining of sand offshore between Ogunquit Beach and Bald Head and work to assure that if such mining occurs, the potential impact on beach erosion is fully analyzed and any adverse impacts minimized or mitigated.

C-XIV. CRITICAL AREAS

1. RESOURCE MANAGEMENT POLICY: Given the public interest in ~~significance of~~ maintaining environmental diversity and preserving outstanding examples of undisturbed natural areas, scenic areas, and exemplary natural, historic and archaeological features for future generations, and given the vulnerability of such areas to adverse impact from incompatible development activities, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding the critical areas located within its boundaries:

It is the policy of the Town of Ogunquit to prohibit further incompatible development, and to seek the eventual elimination of any existing incompatible uses and activities, in or adjacent to identified significant Critical Areas, to the maximum extent feasible.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Continue to participate in the Maine Critical Areas Program;
 - b. Maintain the set of property tax maps that delineate the boundaries of identified Critical Areas (as identified by the State of Maine) ~~on an updated set of property tax maps and~~ use maintain them for public and private planning purposes;
 - c. ~~Amend the Zoning Ordinance to restrict the development of any future incompatible land uses or activities within or adjacent to identified Critical Areas;~~

- ~~cd.~~ Develop the legal and economic capability to minimize existing incompatible land uses and activities within or adjacent to identified Critical Areas and to achieve their eventual elimination;
- ~~de.~~ Continue to Amend the Zoning Ordinance require that all future land uses and activities located within or adjacent to identified Critical Areas be designed, constructed and maintained in such a manner as to minimize any likely adverse environmental effects;
- ~~ef.~~ Continue to Amend the Zoning Ordinance require that the applicants for the approval of all future development within or adjacent to identified Critical Areas submit detailed environmental impact assessments regarding their potential adverse impacts as part of their applications for approval;
- ~~fg.~~ Encourage the establishment of a ~~an~~ active local Conservation Commission pursuant to Title ~~30-A~~ 30-A, MRSA, Section 3261;
- ~~gh.~~ Develop and maintain comprehensive monitoring and management programs to preserve, protect and enhance identified Critical Areas;
- ~~hi.~~ Continue to notify the Maine Department of Inland Fisheries and Wildlife or the Critical Areas program if any change in land use is proposed for the Piping Plover nesting area, and
- ~~ij.~~ If any large developments or subdivisions are proposed, require the developer to engage a biologist to survey the land for rare species, as well as other resources such as wetlands, steep slopes and poor soils.

C-XV. COASTAL POLICIES (new 1991)

1. RESOURCE MANAGEMENT POLICY: Given the significance of Ogunquit's coast to the Town's cultural, economic, natural resource and recreational characteristics, it is recommended that the Town of Ogunquit adopt the following Resource Management Policy regarding the coastal areas located within its boundaries:

It is the policy of the Town of Ogunquit to preserve and protect its coastal areas.

2. GROWTH MANAGEMENT ACTIONS: To implement the Resource Management Policy stated above, it is recommended that the Town of Ogunquit:
 - a. Ogunquit Shoreline - The Board of Selectmen should ~~appoint~~ a

~~permanent Ogunquit Shoreline Committee to act~~ continue to support the various Town shoreline committees and agencies in their collective capacity as an advisory body concerning all aspects of the public management of Ogunquit's shoreline areas. These Town bodies include the Harbor Committee, the Shellfish Commission, the Marginal Way Committee, the Parks Committee, Public Works Director, Recreation Director, and Town Planner. An ad hoc shoreline coordinating committee could be convened as needed by the Selectmen to advise on coordinated implementation of shoreline policies and maintenance of the shoreline.

- b. Port and Harbor Development - The Ogunquit Harbor Committee should ~~develop~~ maintain an updated a Port and Harbor Capital Improvement Plan for maintenance and improvement of dock facilities and harbor dredging, including bulkhead maintenance, maintenance of the fish pier, and maintenance of the Perkins Cove Pedestrian Bridge. ~~and present the Plan to the Selectmen.~~
- c. Marine Resource Management Techniques - The Ogunquit shoreline committees ~~should be authorized to:~~
 - (1) Collect data concerning sources of municipal and residential wastewater runoffs and discharges into streams and ~~waterways~~ the Ogunquit River Estuary;
 - (2) Recommend to the Selectmen procedures or ordinances for abatement of such runoff.
- d. Managing Shorelines and Public Shoreline Areas
 - ~~(1) The Board of Selectmen should continue researching public use agreements and deeds to verify public rights of way or easements to the shoreline, and maintain the same.~~
 - (12) The Selectmen should ~~assert~~ enforce the public's ownership of and ~~public~~ access to the Ogunquit Beach via Ocean Avenue and to Oarweed Cove Beach.
 - (23) The shoreline committees should oversee development of educational and informational materials and signage concerning the history, ecology and responsible use of Ogunquit's shoreline natural resources, including Ogunquit Beach, Perkins Cove, Marginal Way, marshes, tidal estuaries, clam flats, and other shoreline areas.

- (34) The shoreline committees should develop a list of improvements to public shoreline areas, such as the Ogunquit Beach footbridge, which list would include such items as benches, public toilets, and other amenities ~~so forth~~, for presentation to the Board of Selectmen.
- e. Hazard Area Management - The shoreline committees should review the beach study conducted by Ken Fink, Peter Baye, et al and develop a ~~plan~~ stewardship program to:
- (1) recognize the inevitability of natural shoreline erosion due to sea-level rise;
 - (2) become familiar with studies specific to Ogunquit Beach, dikes, dunes, and vegetation commissioned by the Town in 1979;
 - (31) consider removing the artificial stabilizers on the barrier dune systems to allow freedom to migrate so that the dunes will continue to serve as a buffer to protect inland areas; and
 - (42) initiate plans to slow rates of shoreline erosion by designing and maintaining vegetation on the sand dunes and the Marginal Way and assessing the impact of public facilities in areas vulnerable to future storm damage or sea-level rise (such as the sewage treatment plant).
 - ~~(3) maintain vegetation on the sand dunes, and~~
 - ~~(4) assess the impact of public facilities in areas vulnerable to storm damage.~~
- f. State and Local Cooperation - The shoreline committees should:
- (1) identify work with the Wells Bay Planning Committee and the Wells Bay Regional Management Plan 2002 and with groups or committees in adjacent coastal communities with responsibility for coastal policies, and meet and share information and ideas about such Policies and
 - (2) develop a strengthen the informal system between the Police, Animal Control, Life Guards, and Public Works that which would encourages citizens to report violations of laws and ordinances designed to protect shoreline areas, for example, the leash law, by establishing a local means of receiving such reports and relaying them to appropriate local, state or federal authorities.

- g. Protect Scenic and Natural Areas
 - (1) The shoreline committees should continue to identify critical habitat for fish, shellfish, wildlife, and plant species; assess present status and conservation needs, and develop conservation strategies as necessary, and make recommendations to the Board of Selectmen.
 - (2) The Planning Board should:
 - (a) propose flexible and imaginative ordinances that reward, or provide incentives to developers for conserving natural areas, and
 - (b) include scenic and natural resource area protection language in application review criteria, and require a visual impact analysis for all projects in sensitive areas and all major projects elsewhere.
 - (3) The Town of Ogunquit should enforce the speed limit for ~~prohibit the use of waterskiing and motorized skis,~~ and limit the speed of all water craft to of 5 mph, upriver from the mouth of the Ogunquit River.
- h. Outdoor Recreation and Tourism Opportunities - The shoreline committees should:
 - (1) encourage "appropriate" activities and development cooperate with the Parks Committee and other Town agencies to promote beach uses compatible with long-term sustainability of the beach environmental quality;
 - (2) identify where and why crowding occurs and how to alleviate it, ~~and~~
 - (3) identify undeveloped, potential tourist attractions such as estuaries, trails and overlooks at top of boardwalk crossovers at dunes and develop recommendations on how to both enjoy and preserve these assets.
- i. Sewage Treatment - Consider alternatives to the existing sewage treatment plant in the event that the existing facility becomes irreversibly inundated.

- j. Alternative Tourism - Reduce the reliance on the beach and other fragile resources as major tourist attractions by promoting interest in other features particularly the cultural and historic.

~~XVI. PUBLIC WORKS. MARINE FACILITIES~~

POLICY

~~*It is the policy of the Town of Ogunquit to prepare a Comprehensive Harbor Management Plan for the Perkins Cove Harbor, in accordance with State Law.*~~

RECOMMENDATION

- ~~1. It is recommended that the Town Harbor Ordinance be revised to lessen the possibility of successful legal challenges to the ordinance.~~

~~(See also the proposed 1992-1996 Capital Improvement Program in subsection VII, C, I of this Plan.)~~

D. The Local Economy

1. POLICY: Tourism is the primary economic activity in the Town of Ogunquit and tourist spending is important to most local businesses. At the same time, increasing levels of tourism threaten to overwhelm the community during the summer and impact the year-round residents. Therefore it is important that the Town and the business community actively manage Ogunquit's tourist economy to balance the benefits of tourism with the traffic congestion and other impacts while offering visitors a unique vacation experience that is based upon the community's natural and cultural resources and the opportunity for a "car free" summer resort experience. To diversify the local year-round economy, the community should also be facilitating the establishment and growth of small, low-impact office, research, and service businesses. To achieve this vision, it is recommended that the Town of Ogunquit adopt the following policy relative to tourism and the local economy:

~~***It is the policy of the Town of Ogunquit to give a high priority in future community planning to the development of affordable year-round housing and stable year-round employment opportunities. offer a wide diversity of visitors an enjoyable, safe, and rewarding vacation experience in a compact, pedestrian friendly village without negatively impacting the year-round livability of the community.***~~

2. RECOMMENDATIONS GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
- a. Focus the tourist economy on accommodating overnight visitors that support local businesses,
 - b. Prohibit the construction of new hotels and motels except in the Route One corridor and prohibit the expansion of hotels and motels in all other districts to avoid overwhelming the center of the community.
 - c. Review and revise the Town's land use ordinances to prohibit the use of residential properties as transient housing unless they are bona fide B&B's or inns meeting the requirements of the zoning ordinance.
 - d. Enhance the pedestrian orientation of the village center and commercial areas by upgrading and enhancing the sidewalk system, providing bicycle facilities and trolleys, and managing the use of private automobiles within these areas by limiting the creation or expansion of automobile oriented businesses, parking, and similar uses that encourage visitors to drive into the village center,
 - e. Continue to require that new or expanded transient accommodations be compatible with the character of the community and be designed to enhance the pedestrian orientation of the community,
 - f. Modify the zoning and land use regulations to require that new commercial and service uses be compatible with the character of the community and be designed to enhance the pedestrian orientation of the community,
 - g. Review and revise the Town's parking regulations and enforcement to discourage "visitor" parking in residential neighborhoods,
 - h. Continue to review the zoning and land use regulations to require improved buffering and noise and odor control for nonresidential uses that abut residential neighborhoods,
 - i. Discourage the location of new or expanded facilities that primarily serve day visitors (including parking lots) within the downtown area and actively work to relocate existing facilities

of this type to the outlying areas of the community where they can be linked to the village center and beaches by alternative transportation such as shuttles or walking and bicycle paths,

- j. Continue to provide locations for loading and unloading of tour buses and similar vehicles that are convenient to the pedestrian and trolley systems, prohibit the idling of buses within the confines of the town, and provide for the parking of these buses outside of the village center, and
- k. Modify the zoning and land use regulations to liberalize the treatment of small, low impact home businesses while assuring that they do not adversely impact on residential neighbors.
- l1. Encourage It is recommended that appropriate and affordable housing opportunities for seasonal employees, be encouraged;
- 2. It is recommended that special attention be given to pre-1930 structures since they are the primary source of affordable housing for the workforce that is needed to sustain Ogunquit's summer business season. This special attention should come in the form of relaxed standards for land area, setback, street frontage and building coverage for pre-1930 residential structures in the Perkins Cove Residential District and the various business districts so they may be converted to rooming houses without violating non-conforming use provisions.
- m3. Encourage It is recommended that the Ogunquit Chamber of Commerce to develop and maintain a clearinghouse list of inexpensive lodging and parking facilities available for seasonal employees.
- n. Encourage the business community to create appropriate lodging and associated overnight parking for its employees subject to appropriate Town regulation.
- o. Consider the possibility of enacting a local or regional local-option sales tax on rooms and meals if the state gives municipalities that opportunity.

E. Public Facilities Including Water and Sewer Service

E-I. MUNICIPAL FACILITIES

1. POLICY: The growth in the year-round population of Ogunquit combined with continued growth in tourism will create additional demands on the municipality that may result in the need to upgrade and/or expand the Town's facilities. Maintaining suitable facilities to support the efficient delivery of public services will be an on-going task for the Town. To address this issue, it is recommended that the Town of Ogunquit adopt the following policy relative to growth and public facilities:

It is the policy of the Town of Ogunquit to provide adequate facilities for the various functions of Town government to allow the efficient and cost-effective delivery of services including adequate meeting space for the Town's boards and committees and the provision of appropriate and secure storage for material and records.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Complete the current review of the space needs of the various municipal departments being done by the Building Committee and develop options for providing upgraded or expanded facilities as needed.
 - b. Adopt a long range facilities plan for municipal facilities based upon the work of the Building Committee that includes specific proposals for meeting the facilities needs of the Town and its various departments.
 - c. Include proposed funding for the upgrading or expansion of the facilities identified in the long range facilities plan in the Town's capital improvement program and include funding in the appropriate budgets.

E-II. WATER SERVICE

1. POLICY: Within the developed area of Ogunquit, public water is supplied by the Kennebunk, Kennebunkport, and Wells Water District (KK&WWD) for both domestic use and fire protection. Assuring that there are adequate supplies and flows is an important issue. To address this issue, it is recommended that the Town adopt the following policy with respect to public water supply:

It is the policy of the Town of Ogunquit to assure that there is adequate public water supply and flow within the built up areas of the community for both domestic use and for public and private fire protection purposes.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Work with the KK&WWD to upgrade the water system serving Ogunquit to improve fire protection flows and pressure.
 - b. Work with KK&WWD to convert the remaining seasonal water mains to year-round mains where that is feasible and cost effective.

~~XV. PUBLIC WORKS. WATER SUPPLY~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to continue its relationship with the KK&WWD for the Town's water supply.*~~

~~RECOMMENDATIONS~~

- ~~1. It is recommended there be an on-going program with KK&WWD to continue to upgrade the distribution system;~~
- ~~2. It is recommended that the Town continue to support the KK&WWD in protecting the water supply and watershed.~~

E-III. SEWER SERVICE

3. POLICY: Within the developed area of Ogunquit, public sewage collection and treatment are provided by the Ogunquit Sewer District. Assuring that there is adequate capacity in the system is an important issue as is using the sewer system to direct future growth and development of the community. To address this issue, it is recommended that the Town adopt the following policy with respect to the public sewer system:

It is the policy of the Town of Ogunquit to assure that there is adequate sewage collection and treatment capacity to serve the built up areas of the community and designated growth areas but to limit the extension of public sewers into designated rural areas.

4. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Work with the Sewer District to develop a formal agreement that restricts the extension of public sewers into those areas of Ogunquit that are designated as "Rural" in the future land use plan as well as into adjacent towns.
 - b. Provide significant density incentives for the use of public sewerage for development within designated growth areas.

~~XIV. PUBLIC WORKS. SEWAGE DISPOSAL~~

POLICY

~~It is the policy of the Town of Ogunquit to continue to support the Ogunquit Sewer District in operation of its sewage disposal system.~~

RECOMMENDATION:

1. Proceed as scheduled

F. Transportation

Transportation and traffic issues are some of the most important considerations in planning for the future of Ogunquit. Traffic congestion in the village center during the tourist season impacts the quality of life for residents and detracts from the visitor's vacation experience. Solving the transportation and traffic issues will not be easy.

F-I. MAINTENANCE OF THE TRANSPORTATION SYSTEM

1. POLICY:

It is the policy of the Town of Ogunquit to continue the appropriate maintenance of all public ways and facilities.

2. RECOMMENDATIONS GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Maintain coordination with the Maine Department of Transportation (MDOT) regarding the maintenance of Route 1 and Shore Road.
 - b. Enact an impact fee ordinance to cover all directly attributable increased capital costs related to road construction and

improvements, solid waste disposal, parking and other needed public infrastructure.

- c. Continually review MDOT's regular bridge inspection reports and provide input into any scheduled bridge improvement or replacement projects.
- d. Develop a five-year plan for the maintenance and construction of sidewalks along town roads.
- e. Continue to maintain and care for the Marginal Way and its pedestrian bridge.
- f. ~~It is recommended that the Town embark immediately on a program of paving and re-paving its parking lots.~~

F-II. YEAR-ROUND TRAFFIC

1. POLICY:

It is the policy of the Town of Ogunquit to maintain a viable transportation system to serve the needs of the year-round community.

2. RECOMMENDATIONS GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:

- a. Appoint a Route 1 Design Committee which would work with a hired consultant to coordinate closely with the Maine Department of Transportation throughout the design process for the reconstruction of Route One. Particular attention should be given to the differences in design appropriate for the village and rural sections of the highway; the long-standing congestion and identification of the Route 1/Shore Road/Beach Street intersection as a High Crash Location (HCL); the long-standing identification of the Route 1/Berwick Road intersection as an HCL; pedestrian and bicycle capacity, safety, and lighting; and potential amenities for Ogunquit's trolley-style vehicles.
- b. Conduct an origin-destination survey to determine whether the traffic on Route 1 is through traffic or whether it is Ogunquit generated.
- c. Preserve the capacity on the major side streets in Ogunquit by encouraging connectivity to the existing roadway network for new

roads and developing access management standards for new driveways and entrances, such as those in place for state and state-aid highways in Maine.

- d. Reappoint the Parking and Traffic Management Committee and task the committee to coordinate with the Route 1 Design Committee; review the findings of the 2000 Downtown Parking Study, consider public opinion as expressed in the town-wide survey conducted as part of the outreach effort for this Comprehensive Plan, evaluate parking fees, permits, restrictions, and signage, assess the potential for satellite parking lots outside the downtown area to be served by the trolley system, and identify a network of existing and potential new facilities for pedestrians and bicyclists that would safely access Ogunquit's attractions and connect with neighboring communities.
- e. Improve the provisions for truck deliveries to businesses to minimize the impact on traffic flow while providing adequate service to the businesses by creating designated loading areas, restricting deliveries made to businesses in densely settled areas, such as on Route 1, Beach Street, Shore Road, and in Perkins Cove, to before 11:00AM and exploring the potential for a service road for these businesses. In addition, The Town should prohibit the idling of delivery vehicles and require that they not block intersections or impede access to neighboring properties.

F-III. TOURIST TRAFFIC

1. POLICY:

It is ~~the~~ the policy of ~~the~~ the Town of Ogunquit to continue to work toward the alleviation of alleviate the traffic and parking problems which that accompany its tourist industry.

2. RECOMMENDATIONS GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town:

~~It is recommended that town officials continue to work with the Maine Department of Transportation and adjacent communities to resolve Route One traffic problems;~~

- a. ~~It is recommended that town officials continue to w~~ Work with the Maine Turnpike Authority to secure a new turnpike exit in a location most appropriate for Ogunquit, or change to a barrier system for toll collection. create a variable message sign, which would be

located on I-95 immediately prior to the York exit, to inform drivers of traffic conditions on Route 1 northbound in addition to those likely to be encountered by staying on the Turnpike.

- b. Conduct an origin-destination survey to determine whether the traffic on Route 1 is through traffic or whether it is Ogunquit generated.
- c. ~~It is recommended that town officials~~ Continue to encourage a car-free experience for visitors by supporting and expanding pedestrian and bicycle facilities ~~the trolley L, system in Ogunquit.~~
- d. Support expansion of the trolley system including expansion of the routes to serve more of the community.

~~It is recommended that town officials study the feasibility of constructing a local by pass around the business district, west of Route One; and~~

~~It is recommended that an impact fee ordinance be enacted to cover all directly attributable increased capital costs related to road construction and improvements, solid waste disposal, parking and other needed public infrastructure.~~

~~It is recommended that a committee be appointed to investigate the possibility of a bike path from the Route 1 hotels to the beach, Such a trail will eliminate a significant number of local trips and help eliminate some parking demand during the peak seasonal months,~~

~~It is recommended that the Bike Trail Committee study the feasibility of working with Wells to extend a bike trail farther north along Route 1,~~

~~It is recommended that the Town of Ogunquit designate a bike parking area with racks at the beach to encourage people to bike to the beach rather than drive and park,~~

~~XXIV, TRANSPORTATION. PARKING~~

~~POLICY~~

~~It is the policy of the Town of Ogunquit to address the ongoing parking problems in Ogunquit.~~

RECOMMENDATIONS

~~It is recommended that the Board of Selectmen appoint a Parking and Traffic Management Planning Committee to address the ongoing parking problems in Ogunquit. Their responsibilities will include conducting a survey to determine public attitudes about additional parking, The Committee should retain the services of professional traffic engineering and financial counsel to examine the current traffic flow and parking problems in town and to make recommendations for their improvement;~~

~~The Chamber of Commerce should be asked to show Town and private parking lots in the Ogunquit directory and at the Information Center. The current rates for parking at each public and private lot should be included in the directory and at the Information Center;~~

~~The town signs indicating the location of all parking lots should be reviewed, and additional signs added as needed to direct visitors to the parking lots;~~

- e. Assure that any new development of parking lots developed by the Town of Ogunquit should be revenue producing or developed at no cost to the taxpayers.
- f. Create parking lots outside of the downtown area that are serviced by the trolley system. Financial incentives and marketing should be developed to encourage day visitors to use these satellite lots to reduce congestion downtown. Since the economic policies and recommendations of this Comprehensive Plan are to encourage visitors to stay overnight, new capacity created in satellite lots should be offset by restricting access in the downtown lots to special pass holders, such as residents.
- g. Explore improvements to downtown parking, including potential new capacity. There is especially a need for short-term and preferential resident parking.
- h. It is recommended that the Continue to show Town and private parking lots in the Ogunquit Chamber of Commerce directory and at the Welcome Center. The most current rates available for parking at each public and private lot should be included in the directory and at the Information Center.

~~It is recommended that the town encourage the use of bicycles rather than cars or short trips in the summer months by designating bike trails and bike parking areas at the beach and Perkins Cove.~~

G. Recreation and Open Space

G-I. RECREATION FACILITIES

1. POLICY: The changing demographic characteristics of Ogunquit and increasing tourism require that the Town continue to provide recreational facilities to address these changing demands and to facilitate improved pedestrian circulation. To address this issue, it is recommended that the Town adopt the following policy with respect to recreational facilities:

It is the policy of the Town of Ogunquit to assure that there are adequate recreational facilities to meet the needs of both residents and visitors in appropriate locations.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Continue to maintain and upgrade the community's waterfront facilities such as the beach, Marginal Way, Perkins Cove, and parking areas to provide a high quality experience for both residents and visitors. This should include efforts to address environmental issues such as dune stabilization and the control of animal wastes.
 - b. Develop and adopt a "Pedestrian and Bicycle Facilities Master Plan" that identifies those areas where pedestrian and/or bicycle facilities need to be improved or provided.
 - c. Improve and expand the system of sidewalks and pedestrian ways and trails to provide expanded opportunities in accordance with the adopted Master Plan by incorporating the recommended improvements into the Town's CIP and annual budgets.

~~XVIII. RECREATION, BEACHES, WATERFRONT ACCESS AND OTHER RECREATION (revised, new title 1991)~~

POLICY

It is the policy of the Town of Ogunquit to manage and control the use of the beaches, Marginal Way and Perkins Cove in order to protect the quality of these community assets.

RECOMMENDATIONS

- ~~a. It is recommended that vegetation along Marginal Way be trimmed~~

~~back, that the path be widened in places and that erosion control measures be implemented as recommended by the Marginal Way Study,~~

- ~~— b. — It is recommended that a study be undertaken to establish walkways along the Josias and Ogunquit rivers with conservation easements and the acquisition of suitable access points.~~
- ~~— c. — It is recommended that additional signs be placed along the dunes to prevent usage of those areas,~~

~~**XIX. RECREATION. LIFEGUARD SERVICE**~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to maintain lifeguard service.*~~

~~RECOMMENDATION~~

- ~~— 1. — It is recommended that the Town maintain lifeguard service adequate to meet current demands and, as demand increases, to expand this service.~~

G-II. OPEN SPACE

- 1. POLICY: The continuing pattern of residential development west of Route One has reduced the perception of the availability of open space within Ogunquit. To address this issue, it is recommended that the Town adopt the following policy with respect to recreational facilities:

It is the policy of the Town of Ogunquit to preserve appropriate open space to maintain the "rural character" of the outlying areas of the community while protecting landowners' rights.

- 2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Revise the Town's land use regulations to require that all new residential subdivisions west of Route One set aside a significant portion of the development site as common open space and that this open space be permanently protected from development or intensive use ideally in configurations that serve as wildlife travel corridors and habitat.
 - b. Revise the Town's land use regulations to include areas with significant

wildlife habitat value within the Resource Protection zone to restrict development that adversely impacts this habitat.

- c. Work with land trusts and other land conservation organizations to purchase parcels with significant natural resource or scenic value.
- d. Establish an "open space impact fee" that would be paid by the developers of non-residential uses that accommodate visitors and tourists and the developers of residential uses that do not provide open space as part of the project. These would be used to partially fund a local "open space acquisition" program.
- e. Create a local "open space acquisition" program that would purchase conservation land or conservation easements to permanently protect high value open space within the community as well as working with land trusts and other conservation organizations to acquire conservation land. This program would be funded through impact fees on new development that does not provide open space and annual municipal funding.
- f. Develop a voluntary program to work with the owners of rural, undeveloped land to explore their options for the long term use and development of their property including the possibilities for conservation use. This program should be coordinated with other land conservation activities.

H. Cultural and Educational Resources

H-I. CULTURAL OPPORTUNITIES

1. POLICY: The changing demographic characteristics of Ogunquit and increasing tourism require that the community continue to provide a range of cultural activities that address the changing demands of both visitors and residents. To address this issue, it is recommended that the Town adopt the following policy with respect to cultural opportunities:

It is the policy of the Town of Ogunquit to assure that there are adequate cultural opportunities to meet the needs of both residents and visitors in appropriate locations.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Continue to support the expansion of the performing arts in the community through the Performing Arts Committee.

- b. Continue to support the cultural community at-large.
 - c. Continue support for the library including efforts to upgrade and expand its technology.
 - d. Allow off-premise directional signs for non-profit and municipal facilities to increase their visibility.
1. ~~It is recommended that public officials and private organizations should not undercut the interests of local artists and galleries by bringing in out-of-state, street vendor artists.~~

~~XXII. MUNICIPAL GOVERNMENT — LIBRARY SERVICES~~

POLICY

It is the policy of the town of Ogunquit to support the trustees of the privately-owned Ogunquit Memorial Library.

RECOMMENDATION

1. ~~It is recommended that consideration by the Trustees be given to extending the library hours to include some evening hours.~~

H-II. EDUCATIONAL FACILITIES

1. POLICY: The changing demographic characteristics of Ogunquit and declining school enrollments jeopardize the continuation of a local elementary school. Maintaining a local school is a key element in Ogunquit’s sense of community and its future ability to attract a balanced population. To address this issue, it is recommended that the Town adopt the following policy with respect to educational facilities:

It is the policy of the Town of Ogunquit to assure that an elementary school continues to be located in Ogunquit.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Continue to work with the school district to explore options for keeping the Ogunquit Village School open even if this requires some revisions to the format or use of the facility.

~~XVII. EDUCATION~~

~~POLICY~~

~~It is the policy of the Town of Ogunquit to provide first-rate educational programs for all its citizens at a reasonable cost as part of the Wells Ogunquit Community School District.~~

~~RECOMMENDATION~~

- ~~1. It is recommended that Ogunquit again attempt to have the cost-sharing formula in the Wells Ogunquit CSD changed in order to reduce Ogunquit's per-pupil education costs.~~

I. Housing

1. POLICY: The cost of housing in Ogunquit has increased significantly making it difficult for moderate and lower income households to live in town. In addition, there are limited housing choices available for the Town's older residents who cannot or do not want to continue to live in their single-family home. To address these issues, it is recommended that the Town adopt the following policy with respect to housing:

It is the policy of the Town of Ogunquit to work to assure that opportunities exist for the creation of a range of affordable housing to meet the needs of residents of the community.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Create a permanent "Housing Committee" that is charged with exploring ways to expand the amount of affordable housing in Ogunquit and to work to bring this about.
 - b. Revise the Town's land use regulations to provide significant density bonuses for new housing developments that are served by public water and public sewerage in which at least twenty-five percent of the units will be affordable to moderate income households as defined by state or federal housing programs or agencies.
 - c. Revise the Town's land use regulation to require that at least 10% of the units in any new residential development or subdivision with ten or more units be affordable to moderate income households as defined by state or federal housing programs or agencies and that mechanisms be

created to maintain the affordability of those units for at least ten years.

- d. Review and revise the Town's provisions dealing with accessory apartments to allow the creation of such units in newer single-family housing if it maintains the character of the neighborhood, has adequate provision for water supply and sewage disposal, and is environmentally appropriate.

~~XXVIII. HOUSING—HOUSING TYPES AND COST (new 1991)~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to encourage a very modest growth in the year-round population over the next decade and to acknowledge that market demand conditions will encourage some growth in seasonal dwellers.*~~

~~RECOMMENDATION~~

- ~~1. It is recommended that a subcommittee of the Planning Board be organized and charged with the responsibility of developing a strategy to ensure the Town of Ogunquit's ongoing conformity with the affordable housing goals contained in the state's Growth Management Law.~~

J. Historic and Archeological Resources

1. POLICY: While the Town has programs in place to protect identified historic resources, there is limited protection for archeological resources and for unidentified resources. To address this issue, it is recommended that the Town adopt the following policy with respect to historic and archeological resources:

It is the policy of the Town of Ogunquit to assure that significant historical and archeological resources are identified and preserved where feasible and that development activities are carried out in a manner that minimizes the impact on these resources.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Support the completion of a systematic inventory and documentation of the Town's significant historical and archeological resources in conjunction with local and state organizations.

- b. Revise the Town's land use regulations to require that developers conduct a reconnaissance survey of potential archeological sites prior to any activity within areas with potential archeological significance.
- c. Revise the Town's land use regulations to require that all applications for development review include information on the historic and/or archeological resources located on the site or resources located off the site that may be impacted by the proposed development activity and the actions that will be taken to preserve these resources or minimize the impact of the proposed activities.

~~XX. HISTORIC AND ARCHAEOLOGICAL RESOURCES (new 1991)~~

POLICY

~~It is the policy of the Town of Ogunquit to preserve its historical and cultural resources;~~

RECOMMENDATIONS

- ~~1. In order to ensure the recognition and preservation of valued historic and archeological resources, the Town should enact Design Review standards which would include the following provisions:~~
 - ~~a) a review of all building permits for construction, demolition or change to the facade of buildings 30 years old or older;~~
 - ~~b) a determination of whether the project may inadvertently diminish the significance of the building or site or that of adjoining properties~~
 - ~~c) advise and constructive criticism or alternative measures to reduce the negative impact of the project;~~
- ~~2. It is recommended that the Town conduct an inventory of all historic buildings and sites, and~~
- ~~3. It is recommended that the Town protect small cemeteries by enacting and enforcing an ordinance;~~
- ~~4. It is recommended that the Town enact an ordinance requiring that a field check be conducted prior to any disturbance or construction activity within 250 feet of the high water mark along the banks of the Ogunquit River and along the oceanfront within the Town of Ogunquit.~~

K. Fiscal Resources

1. POLICY: The Town is faced with making on-going decisions about investments in capital facilities. In doing this, it is important that the relative importance of various projects be considered. To address this issue, it is recommended that the Town adopt the following policy with respect to its long term fiscal planning:

It is the policy of the Town of Ogunquit to maintain an on-going capital planning and budgeting system.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Establish a formal, annual process for reviewing the Town's long term capital investment needs (five to ten years) that includes developing a Capital Improvement Program (CIP) that establishes a capital budget for the current year and a program of projected capital expenditures for the next five years. The CIP should include both routine capital expenditures needed by the operating departments and the capital projects necessary to implement the recommendations of this Comprehensive Plan (see Chapter 9).

~~VIII. MUNICIPAL GOVERNMENT – FISCAL CAPACITY (new 1991).~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to continue to rely on its real estate residential tax base as its primary source of revenue.*~~

~~RECOMMENDATION~~

- ~~1. It is recommended that the Town investigate the feasibility of sending a single property tax bill to time share condominium ownership associations as a means of easing the administrative burden on the town.~~

~~VII. MUNICIPAL GOVERNMENT – TAXATION/EXPENDITURES~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to seek stabilization of its tax rate consistent with regional inflation trends.*~~

~~RECOMMENDATIONS~~

- ~~1. It is recommended that the Selectmen adopt a 1992-1996 Capital Improvement Program. The following items are recommended for inclusion:~~
 - ~~1) replacement of Police Department vehicles on a planned basis over the five-year period;~~
 - ~~2) completion of the planned seven-foot dredging of the Perkins Cove channel and federal anchorage and the five-foot dredging in the rear of the Cove;~~
 - ~~3) shoreline protection improvements on the ocean side of the Perkins Cove parking lot;~~
 - ~~4) replacement of the Footbridge at Ocean Street;~~
 - ~~5) replacement of the crumbling bulkheads and boat launching ramp at the Footbridge parking lot;~~
 - ~~6) adoption of a Capital Improvement Plan for parking improvements, including revenue-generating improvements, once parking master plan is adopted;~~
 - ~~7) establishment of a reserve fund for replacement of Fire Department equipment;~~
 - ~~8) relocation of the Public Works Department offices;~~
 - ~~9) planning for continuous annual maintenance and improvement of Marginal Way;~~
 - ~~10) design and installation of water runoff controls at Israel Head and near Beachmere;~~
 - ~~11) replacement of deteriorated sections of footbridge to beach on Wharf Lane, and~~
 - ~~12) repair and maintenance of main beach and parking lot to reduce erosion.~~

L. Hazard Mitigation

1. POLICY: The Town faces a wide range of potential hazards that may involve threats to people and/or property. These include natural events such as storms or hurricanes as well as human activities such as chemical spills. The impact of these events can be minimized with proper planning. To address this issue, it is recommended that the Town adopt the following policy with respect to hazard mitigation.

It is the policy of the Town of Ogunquit to minimize the adverse impacts of both natural and human hazards.

2. GROWTH MANAGEMENT ACTIONS: To implement this policy, it is recommended that the Town of Ogunquit:
 - a. Create a Hazard Mitigation Committee and charge it with developing a plan that identifies potential hazards in the community, assesses the risk from those hazards, develops programs for reducing or minimizing the potential risks, assesses the community's ability to respond in emergency situations, and proposes improvements in the emergency response system. This plan should be developed in conjunction with local and county emergency preparedness officials.
 - b. Continue to zone undeveloped flood prone areas as Resource Protection to minimize additional development in hazard areas.
 - c. Rigorously enforce the Town's floodplain regulations to assure that any new development, including expansions, that occurs within flood hazard areas be designed to minimize flood and storm damage.
 - d. Encourage the Sewer District to plan for the relocation of its sewage treatment plant if it is ever substantially damaged or needs to be replaced.

~~V. MUNICIPAL GOVERNMENT MUNICIPAL OFFICIALS~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to establish a new Charter Review Committee to study the existing structure and functions of Town government and to make recommendations for their improvements.*~~

~~RECOMMENDATIONS~~

1. — It is recommended that some of the administrative duties and responsibilities which the Selectmen presently exercise be delegated to the Town Manager and various other town officials, thus freeing time for the Selectmen to deal with important, long range policy Issues.
2. — It is recommended that job responsibilities be more specifically defined in the Town Charter. Presently it is not entirely clear what are the duties and responsibilities various town officials.
3. — It is recommended that the Board of Selectmen consider appointing non resident members to advisory committees and commissions when a sufficient number of resident volunteers cannot be found.
4. — It is recommended that a method of enabling citizens to indicate their willingness to serve on boards, committees and commissions be devised for use at general elections and town meetings. The list of such volunteers should be maintained by the town manager.

~~IX. PUBLIC SAFETY. POLICE PROTECTION~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to maintain police protection.*~~

~~RECOMMENDATION~~

1. — It is recommended that the summer officers be paid competitive wages in order to continue to attract a sufficient number of suitable candidates;

~~X PUBLIC SAFETY— FIRE PROTECTION~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to maintain the fire protection and ambulance services.*~~

~~RECOMMENDATIONS~~

1. — It is recommended that the Town of Ogunquit maintain 24 hour service and 4 minute response time in the fire protection and ambulance services;
2. — It is recommended that the Fire Department have an on-going study of

the Fire Defense System;

- ~~3. It is recommended that the Manager and the Board be asked for an Insurance Service Organization study for late 1991 or early 1992;~~
- ~~4. It is recommended that there be an on-going program with KK& WWD to continue to upgrade the distribution system; and~~
- ~~5. It is recommended that the Fire Department give the Board of Selectmen and Budget Committee both short term and long range plans for equipment and supplies.~~

~~XI PUBLIC SAFETY—HEALTH/MEDICAL FACILITIES~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to provide its citizens ready access to adequate medical and health maintenance facilities given the increasing percentage of persons over 65 years of age in the year-round population and the fact that Ogunquit is an active summer resort community.*~~

~~RECOMMENDATIONS~~

- ~~1. York Hospital should be recognized as the Town's primary emergency medical unit and support for the Hospital should be actively encouraged among the Town's citizens;~~
- ~~2. Residents should be encouraged to utilize the services of local physicians to ensure their continued presence; and~~
- ~~3. The rescue squad and ambulance service of the Ogunquit Fire Department should be aggressively supported.~~

~~XIII. PUBLIC WORKS. SOLID WASTE~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to continue its relationship with RWS for the handling of solid waste.*~~

~~RECOMMENDATIONS~~

- ~~1. It is recommended that the Town actively support its Recycling Committee.~~

- ~~2. It is recommended that the Town establish an appropriate fee for commercial use of the solid waste transfer station.~~

~~XXV. PLANNING AND LAND USE CONTROLS~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to ensure that future growth is limited to those projects and areas which may be developed without further harming the Town's physical or cultural attributes and its natural resources.*~~

~~RECOMMENDATIONS~~

- ~~1. It is recommended that the voters enact appropriate revisions to the new 1991 Zoning Ordinance to assure its consistency with the revised Comprehensive Plan,~~
- ~~2. It is recommended that the Town's "Standards for Reviewing Sub-Divisions and Other Projects" be revised to be made consistent with state law, the new zoning ordinance and the 1991 changes to the Comprehensive Plan,~~
- ~~3. It is recommended that the Planning Board utilize subcommittees and outside consultants when appropriate and necessary in dealing with planning issues and in implementing the 1987 Comprehensive Plan as revised in 1991.~~

~~XXVI. PLANNING AND LAND USE CONTROLS – GROWTH/DEVELOPMENT TRENDS~~

~~POLICY~~

~~*It is the policy of the Town of Ogunquit to encourage growth only where appropriate and not in any one area of town.*~~

~~RECOMMENDATION~~

- ~~1. It is recommended that the Town adopt amendments to the new Zoning Ordinance to make it consistent with this Comprehensive Plan.~~