

APPENDIX B
SUMMARY OF THE OGUNQUIT VISIONING SESSION
APRIL 20, 2002

I. The Vision for Ogunquit

Ogunquit has something for everyone. In winter it is a friendly, quiet, close-knit community with caring neighbors. In summer it is bustling with activity, arts, culture, sophistication, and a worldly-charm. Add spectacular natural areas and a community rich in diversity. The result is a town with unsurpassed quality of life. Ogunquit is a real-life *Brigadoon*, waking from its cozy winter slumber to become one of the most active communities in Maine.

A. Special Places

Ogunquit, just four square miles, is shoehorned between Wells, York, and the Atlantic Ocean. Despite its diminutive size, it is bursting with special places that define the community. Marginal Way, with its cliffs, views, and many surprises, is at the heart of the community's identity. It is known not only in Southern Maine but around New England as a truly unique seaside trail. Marginal Way is bookended to the north and south by the spectacular Ogunquit Beach and Perkins Cove fishing village. These three special places are the natural jewels in Ogunquit's crown.

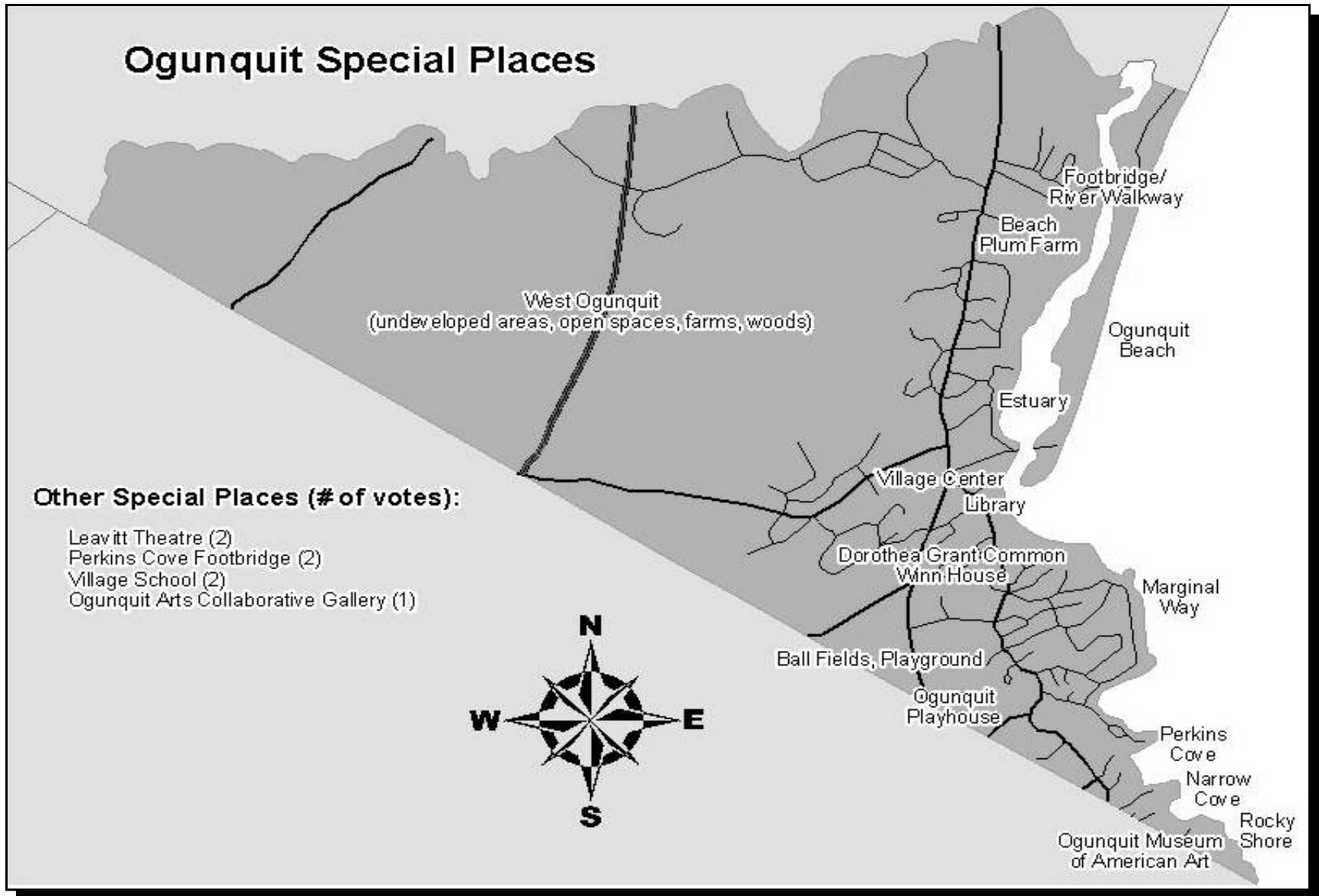
Behind this waterfront bulwark lie Ogunquit's cultural resources. The Ogunquit Museum of American Art, the Ogunquit Arts Collaborative, the Ogunquit Playhouse, and Beach Plum Farm are the core of these places. The library, recreation facilities and programs, Dorothea Grant Common, Downtown, and densely-packed historical homes and buildings create a special atmosphere in town that attracts people from all walks of life.

Farther inland are open spaces, farms, woodlands, and wildlife areas. Other special parks, resources, and viewsapes are scattered throughout town. All of these places are important to the residents and serve to define what Ogunquit is.

B. Ogunquit in 2020

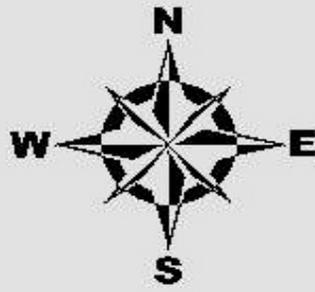
In 2020 the *Downtown* will be the core of the community, containing the central services, shops, and restaurants that serve the community. Businesses will be proud to operate here, and new businesses will be attracted (including convenience shopping, pharmacy, unique little shops, boutiques, a craft collaborative, an outdoor café, and a hardware store, as well as improving the quality of existing shops). Pedestrians will be able to move about in safety and with ease, thanks to sidewalk improvements, better traffic flow, new bike paths, and designated crosswalks. Despite these changes, the Downtown will retain its New England character (highlighted by lamp post lighting and new landscaping).

Ogunquit Special Places



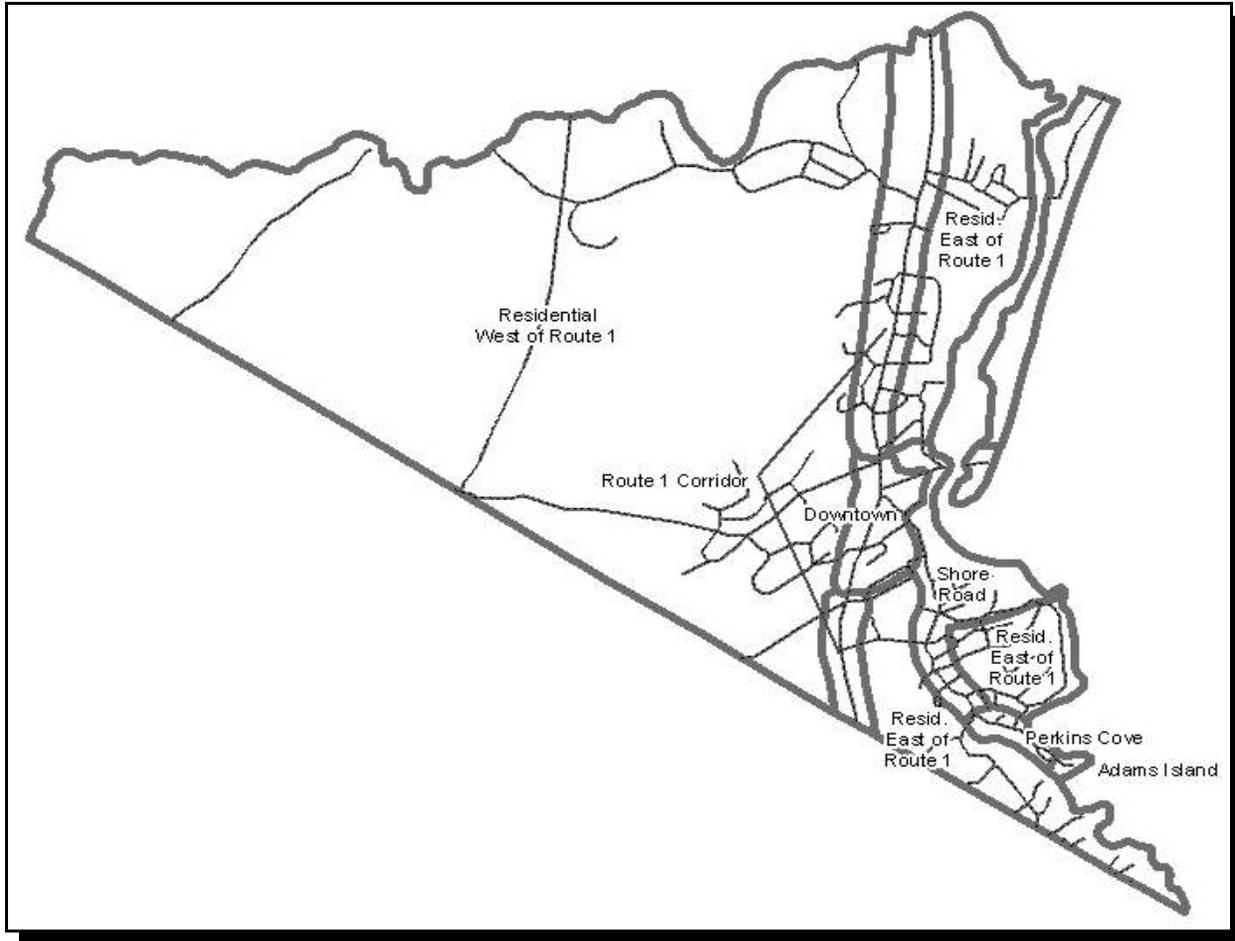
Other Special Places (# of votes):

- Leavitt Theatre (2)
- Perkins Cove Footbridge (2)
- Village School (2)
- Ogunquit Arts Collaborative Gallery (1)



Route One will continue to be the principal corridor into and out of the Downtown, but it will have a noticeably different feel. The New England character and pedestrian environment established in the Downtown will extend along this corridor. Pedestrians will be able to move around more easily and in greater safety due to new bike lanes and sidewalks along Route One, including extending to the Ogunquit Playhouse. Vehicular traffic will be more prominent here, but commercial growth will have been controlled. Ocean views will be protected and the streetscape will be more attractive with trees, granite curbing, improved lighting, and underground utility lines.

Ogunquit's Neighborhoods



In 2020, the historic character of the **Shore Road** will be preserved. Expansion or new development will have been curtailed, or at least where it does occur, it will have conformed to the historical character of the area. Aesthetics will be improved with new tree plantings, new lighting, new sidewalks, and granite curbing and pedestrian safety will be improved with clearly designated crosswalks and improved signage. All this is to be accomplished with special attention to the balance of residential and commercial interests.

Perkins Cove will retain its look and feel of quaintness by maintaining its role as a functioning fishing village (allow parking for fisherman and preserve fishermen's rights and privileges). This role should be complemented by focusing future commercial development, if any, on cafes and restaurants, pushcart sales, juried crafts, or outdoor entertainment. New sidewalks and improved lighting should be added in conjunction with these new pedestrian-focused businesses. Public parking could be restricted and the parking lot turned into greenspace, thereby making the area more pedestrian friendly. The bridge should be maintained as it is.

The residential areas *East of Route One* will retain their current character. This character is defined by historical homes, views to the ocean and estuary, Rights-Of-Way to the waterfront, and buildings that complement each other. With this goal in mind, there is currently no consensus on how to achieve it. Some suggest increasing the minimum lot size and setbacks and restricting the number of square feet that can be built. Single family housing should be promoted; additional condominiums, timeshares, inns, restaurants, or multifamily housing units should be discouraged. Better lighting and new infrastructure improvements (water and sewer) will serve these neighborhoods, and parking regulations near the footbridge should be enforced.

Residential areas *West of Route One* will counterbalance the denser development in the eastern part of town. Wooded areas and open spaces will be preserved for recreation and habitat protection. Again, there was not much consensus on methods to accomplish this goal. Some suggest clustering housing and requiring that the rest of the land be preserved as open space while others suggest spreading the housing out across the rural area. Other visions for this part of town include encouraging moderate income housing (especially for young families and the elderly) and prohibiting communication towers and campgrounds/RV parks. Ogunquit will partner with other towns and organizations to protect open areas and wildlife habitat (land trusts) as well as offer services (for example partnering with Wells to provide fire/rescue services to this area of town).

C. Tourism Strategies

Ogunquit wouldn't be Ogunquit without tourism. Tourism has its benefits, but it also has many costs. In 2020, Ogunquit will have better balanced these competing pros and cons by:

- *preserving Ogunquit as a unique place* by retaining the character of the town (perhaps through the use of an architectural review board),
- *maintaining a resource-based tourist experience* that attracts tourists to the town's cultural and environmental resources,
- *maintaining support for local businesses* (perhaps by supporting the creation of proper seasonal-employee housing or creating a welcome plan for out-of-area employees),
- *using user fees to offset the costs to year round residents and businesses* (for

example charging more for parking or taxing room rentals),

- ***improving the traffic situation***, and in particular addressing truck traffic in town, the toll situation on the Maine Turnpike, and considering a Route 1 bypass to reduce traffic and improve air quality, and
- ***rigorously and continually examining the tax balance between businesses and residents.***

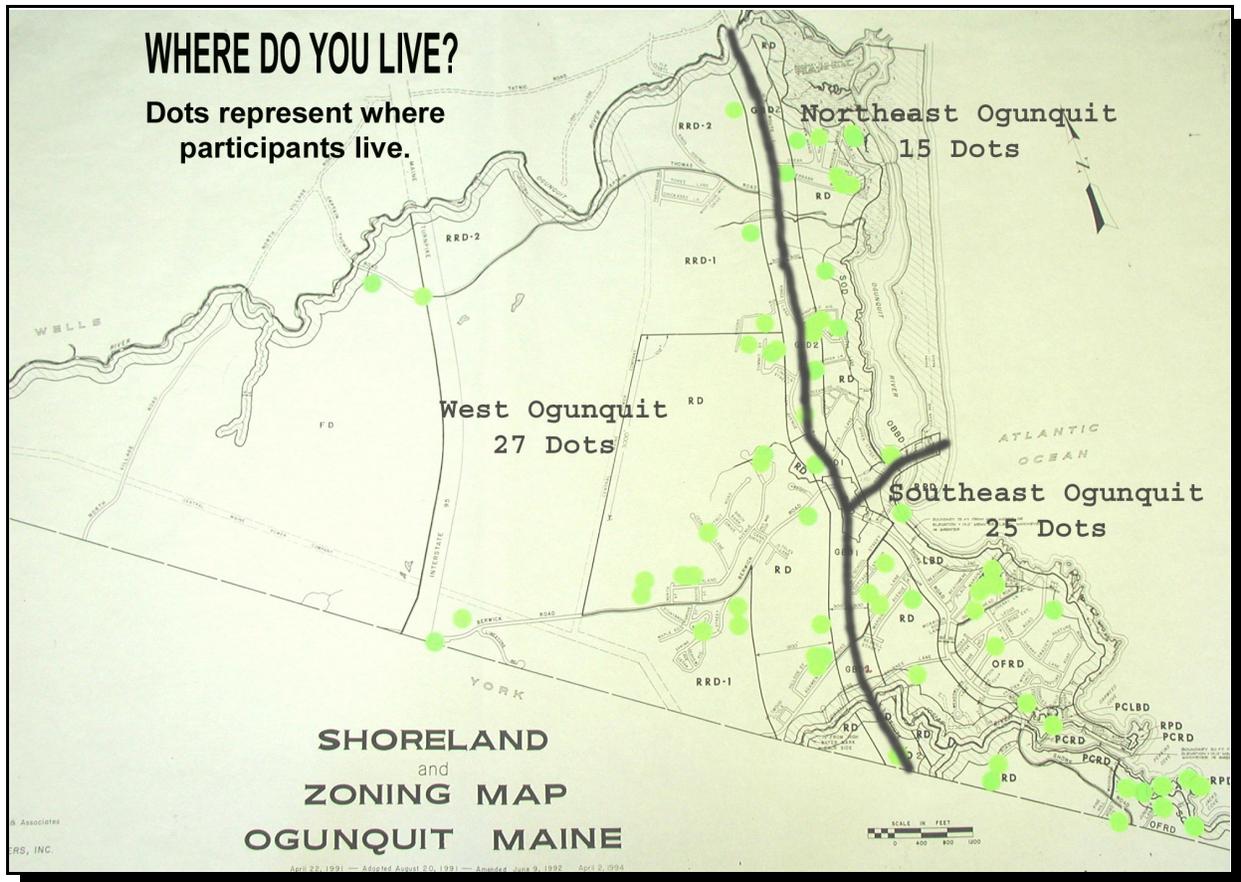
D. Parking and Traffic

In 2020 there will be less vehicular traffic on the town's major roads and the Downtown will have a safer and more pedestrian-oriented pattern of use. There is no pure consensus on how this might occur, but several options have broad support. There could be an expanded role for public transportation and safer alternatives for pedestrians, which would include bike paths, better sidewalks, and an expanded trolley system. Public parking areas should be less visible, but still efficient and able to conveniently get people to their destination. Some of the possible solutions mentioned include a satellite parking lot with a shuttle that could move people from the Maine Turnpike into Downtown and to Ogunquit Beach or a parking deck on the Route One lot. A Route One Bypass that parallels the Maine Turnpike (mitigating environmental impacts) could remove much of the regional traffic from the Downtown's jammed streets. Finally, the Town could push for an alternative toll structure on the Maine Turnpike that eliminates the incentive to travel on Route One through the Downtown.

II. Ogunquit Vision Session Notes

The Session was held from 8:30 until 2:00 on Saturday, April 20, 2002. Approximately 80 citizens participated.

Sixty-seven participants indicated where they live in Ogunquit. Of those, 27 lived west of Route 1 and 40 lived east of Route 1. Of those living east of Route 1, 15 lived north of the Downtown and 25 lived south of the Downtown.



During the session, participants worked in small groups at various exercises. The results of each group's discussion was recorded on flip charts. The following are compilations of the lists developed by the groups during the session.

WHY DO YOU LIVE IN OGUNQUIT?

Participants were asked why they chose to live in Ogunquit.

Small town
clean
friendly
natural beauty
safe
marginal way
population diversity
beach arts
air quality
topography

small town
arts and culture
closeness of community/friendly
seasonally changing community
where is it any better?
nearness to the ocean
small town, voice can be heard
close knit community (help each other)
location
inclusive, diverse

arts, culture
famous
beautiful
good restaurants
schools (student/teacher ratio)
seasonal changes (spring, fall, tourists)
small town with sophistication
community spirit
chamber of commerce
recreation- marginal way, tennis, bull field,
skating
cosmopolitan
performing arts
geography
beach
small town
variety of things to do
lifestyle
quiet in winter, bustling in summer
Marginal Way
low key-diversified lifestyle
natural beauty of ocean location
safe and secure environment
location/laid back environment
the people
likes the water
the ocean and the people
natural beauty and residents
beach in summer, peace and quiet in winter
small town atmosphere
Brigadoon quality, alive in summer, sleepy in
winter
I love all the wonderful people in town
mix of cultural activity and fishing and
informality

peaceful and safe
Beach
Marginal Way
Perkins Cove
small town
friendly
location
chamber
natural beauty/beach
cultural openness and diversity
care of resources
caring volunteers
small/intimate/comfortable
serenity
proximity to other resources
small community
rural environment
worldly charm
convenient to other cities and towns
diversity of population
friendly people
art friendly
safe/secure town
values it's heritage
in Maine
home and enjoy the people
Maine people
potential
our three great treasures
playhouse
country and beach
great community
art colony

WHAT ARE OGUNQUIT'S SPECIAL PLACES?

Participants were asked to locate their favorite places on a map of Ogunquit. After all of the places were identified, participants were asked to vote for their favorite places. Special places with the number of votes they received are listed below:

- 46 Marginal Way (lighthouse, flume, rock formations)
- 42 Ogunquit Beach, dunes
- 29 Perkins Cove
- 11 Beach Plum Farm
- 10 Ogunquit Museum of American Art
- 10 West Ogunquit, undeveloped areas, open spaces, woodlands, Mt. A.
- 9 Estuary, wildlife, clamflats
- 7 Dorothy Grant Common, Winn House
- 7 Library
- 7 Village Center
- 6 Ogunquit River Footbridge/River Walkway
- 5 Shore land south of Narrow Cove
- 4 Narrow Cove
- 3 Ball fields
- 3 Ogunquit Playhouse
- 2 Dump/Transfer Station
- 2 Leavitt Theater
- 2 Perkins Cove Footbridge
- 2 Shore Road
- 2 Village School
- 1 First School House
- 1 North Bewick Road
- 1 Ogunquit Art Collaborative
- 1 Wyman Land
- 1 Roby's Pond, Moody's Pond
- 1 Waterfall/Town entry on Wells town line

Baptist Church
 Barn Gallery
 Cedar Pond
 Dunaway Center
 Fire Training Facility
 Island House
 Josiah River
 Marshes
 Nellie Littlefield House
 Ogunquit River
 Recycling Center
 Trolley Trail path

WHAT IS YOUR VISION FOR THE FUTURE OF EACH NEIGHBORHOOD?

Downtown

sidewalk on both sides
 take down Hamilton's back to seats and make into a sidewalk
 control delivery parking and double parking
 fewer crosswalks
 maintain current structures
 make it pedestrian friendly (add or improve sidewalks)
 restore Hamiltons
 add local pharmacy
 maintain New England character
 replace yellow sodium streetlights
 traffic/bypass
 building maintenance
 sidewalks on both sides
 safety of pedestrians
 parking on Main Street?
 expand what is defined as village center
 sidewalks on both sides of Route 1

pedestrian tunnel/bridge
 improve site lines- remove Hamiltons
 improve quality of clothing shops
 lamp post lighting, eliminate overhead lighting
 retain small town look and feel
 unique little shops
 well landscaped
 building beautification
 keep veterans park the same
 outdoor café maintained
 maintain small boutique feel
 adjust crosswalks (too many)
 create a craft collaborative
 continue the sidewalk on west side
 better sidewalks for more comfortable walking
 eliminate the street parking in center in season
 renovating run down looking businesses
 make our town very pedestrian friendly
 promote/support foliage, flowers, etc

(aesthetics)
more bicycle parking
sidewalk on west side of Route 1
bicycle paths
aesthetic improvements to some buildings
limit T-shirt shops- more art and upscale merchants
need pride of ownership
limit trucks and speeders
sidewalks on the rest of Route 1
no outdoor loudspeakers
Route 1 bypass for those going north
old time look 1930s
windows good
Hamilton needs work
delivery trucks should be limited to a schedule
sidewalks on both sides
bike path
build bypass

Route 1 Corridor

sidewalks
bike lanes
clearer identification of handicap parking
landscaping on Route 1 south
stoplight at Ocean Street in summer
left turn from Berwick Road
control commercial growth
landscape buffer zone (trees)
bicycle path
sidewalk south to Playhouse
keep building height restrictions
benches
maintain the New England character
diversity of buildings
sidewalks on both sides
bike paths
lighting
crosswalks
preserve ocean views where they exist
building maintenance
landscaping to beautify
new buildings/renovations- architecture fitting

get turnpike to go free to Wells
one-way along Shore Road
widen sidewalks
parking lot south of square
beach shuttle from satellite parking lots
Al fresco cafes
retain central services
positive it will remain a center
municipal services
stores- hardware, pharmacy, clean up buildings
remove Hamiltons
redesign shore road and Main Street
strengthen design review
sidewalks
pedestrian bridges and subways
too many cross walks
maintain New England character

codes in New England style
bike routes
sidewalk
trolley route expansion to Playhouse
lamp post lighting
parking areas off turnpike with shuttle to town
bike paths
sidewalks
improved landscaping (whiskey barrels, trees)
limit additional growth
parking south of town with trolley service
maximize use of playhouse parking
sidewalks on both sides
bicycle paths
foliage and flower beautification
more attractive street lights
no national chain stores
cap the number of hotel/motel rooms on Route 1
working street lights on Obeds and Route 1
keeping our town pedestrian friendly
bypass of Route 1 for those going north
bike route

a better walking areas from town center to the playhouse with proper lighting
granite curbing all through our area
playhouse/chamber/former briar brook
excellent entrance from south
Juniper Hill stone wall and open space
beach plum farm
bike lanes
sidewalks
lighting
seamless trolley with wells

Shore Road, Adams Island

no more commercial development
downward lighting, no glare
improve signage to Route 1 south and at Perkins Cove
speed bump before Billy's
fewer crosswalks
"historic preservation" for buildings
retain current "character" of homes
restrict hotel expansion
sidewalks also west to museum
building- architectural reviews and 'proper look' and renovations
balance of residential and commercial
sidewalks on both sides
keep ocean views
lamp post lighting
limit additional growth
finish sidewalks with granite curbing
stay as is, maintain shops in house setting
architectural review to maintain town's character and charm
close the cove to traffic
retain the ambience of the area
eliminate any further development

Perkins Cove

maintain parking for fisherman and lobstermen
restrict back parking lot to local use for residents and businesses

trees and other vegetation
granite curbstones
underground electric everywhere
street lights like center on all main arteries
eliminate stadium lights
pedestrian control officer on Beach Street
sidewalks on both sides
no strip malls
take property (Village Inn)
maintain New England character

granite curbs, better sidewalks on both sides
no parking at all in Perkins Cove at least around the triangle
no more building residential or commercial
better lighting with a more New England look
historic preservation committee to have a better presence
on Adams Island, what is going to happen to island house
no more expansion
historic presence
sidewalk
bike path
parking limit
sidewalk cafes
more benches
no more conversions from residential property to commercial
do not widen shore road
plant trees on shore road
maintain old and historic buildings
bike paths
side walks on south side of library
signage to parking and museum

refocus lighting
compliance with glare ordinance
no more building expansion
remove tourist parking area/ban cars
replace parking with a park

increase trolley service
maintain character of fishing village
remove yellow lights in Cove
improve boatyard- no cars
maintain/preserve fisherman's rights and privileges (and tour boats, sailing, etc)
walk only area/park/no more commercial activity
maintain bridge as is
review docking rights/system mooring
satellite parking
lamp post lighting
trolley access only
maintain "character", same look and feel
no parking except for businesses and fishers
maintain quaintness
additional natural type landscape
maintain fish shacks
keep busses out
keep fishing boats and recreation boats
limit spotlighting
protect commercial fishing
eliminate parking on Oarweed Road
residents and commercial traffic only

Residential East of Route 1

restrict building
enforce parking restrictions
increase lot size and decrease density allowed
no more multi-family units
expand historic district
reduce glare
speed bumps on Ocean Street
limit/eliminate landscape lighting
restrict (increase) lot size to greater than one acre
no condos or timeshares
increase lot sizes and setback requirements
height restrictions
town to purchase land-parks (family parks not for dogs)
restrict view blocking, ocean views can't be blocked

less parking, especially around traffic
more a pedestrian walkway
outdoor entertainment for families such as puppet show, jugglers, music, etc
don't change a thing
no fences
view easements
no parking zone except for fishermen and core residents
outdoor cafes and dining
historic plaques
extend boardwalk, bridge to boatramp
less glaring lighting
permit pushcart sales, juried crafters
more benches
remove paving and replace with green areas
retain architectural character as an old fishing village with residences with lights
no more benches
remove stadium lights
no public parking in the Cove
no further development
no more benches

cluster housing
young families
limit height of new buildings
maintain minimum lot size
extend water and sewer
limit to single family homes
maintain open space (Hoyt's Lane)
architectural review board for entire town
promote families living in town
houses that are razed should be no bigger than what was there
pretty much keep it as it is
path on Marginal Way needs to be made safer
no cluster housing
single family only
zoning
limit square foot area
ROWs to estuary

maximize lot size
retain residential character
private residential singly family only

Residential West of Route 1

preserve wooded areas with land trust
common land
increase buffer areas
town purchase for park
reconsider Route 1 bypass
eliminate York toll
increase minimum lot size
maintain conservation area/acquire some land
increase lot size- 2 acres
no cluster housing
sidewalks up Berwick to Agamenicus
assisted living facility
moderate housing
affordable development (cluster and seasonal)
effort to define areas of new development
town purchase, work with regional land trusts
no campgrounds or RV parks
no “apartment style” high rise buildings
change lot sizes required
consider limiting the number of new permits
per year
open space- cluster housing
young families
Minimum lot size
green area with cluster housing
preserve space for wildlife
tax breaks for open space
housing for families
maintain open space
moderate growth with limited building

no more B&B, inns, restaurants
no more parking at footbridge
no future development possible

permits
satellite parking
promote moderate income family homes
re-zone minimum 2 acre lot size
extend residential protection area to 250'
develop recreation area
town offer substantial tax breaks to leave it as
open space
beyond the public water and sewer system, the
house lots should be 2.5 acres minimum
move toll booth entrance north from Ogunquit
area and move closer to exit 2
no communication towers
cluster
limit growth to maximize open space
retain wildlife areas and corridors
dog park
large park with a playing field
increase frontage setbacks
new construction blasting limited to off-
season
no cluster housing
town buy parcels/land trust
assisted living facility
clustered housing with mandatory green space
shared fire and emergency services with Wells
larger maximum sized lots
widen shoreland zone for Ogunquit River
maintain open space with clustered housing
all development has green space
housing for the elderly

WHAT ARE THE PROS AND CONS OF TOURISM?

PROS

Lower taxes
income from parking lots
support of “culture” by tourism
new “interesting” visitors/people

attraction of tourists to become new residents
keeps up good appearance
jobs- year round
jobs
brings good restaurants
taxes?
Improved services
parking revenue
employment
commercial property tax base
quality restaurants
keeps town standards high
income (parking, employment, lower taxes)
public transportation
business variety, quality
maintains performing arts/culture
cultural exposure
tax base
fabulous restaurants
income (revenues from parking)
money to maintain the resources in town
keeping landscape up by businesses
income from tourism
lower tax rate
increase in property valuation
diversity (international, ethnic)
helps support our areas
helps fund our security
our only industry besides the Molly Corp
should help the taxes with the money the tourist bring to Ogunquit
our famous summer theater
we need to try to manage this industry as well as possible to make it a place that both the tourists and
residential can live with
Perkins Cove and the Beach is a pro and Marginal Way
income to businesses
income to working population
good restaurants
nice shops
summer theater
arts and cultural events
full time fire department
full time medical services
diverse population

business support for fund raising efforts of the community
lower property taxes
generates surplus in parking revenues
number of people that come here as tourist to become residents
supports small business owners
brings diversity when tourists leave
parking fees
many residents were tourists first
business income
community owners, restaurants, good variety and good quality
seasonal and permanent jobs
sustains cultural interests
fine restaurants
income, lower taxes
employment opportunities
diversity of visitors
playhouse
bus system
fine performing arts

CONS

traffic
crime
cost of services
destruction of habitat/natural environment
resurfacing of roads
loss of quality of life
overcrowding on Marginal Way/Beaches
water/air quality
inequitable taxation (business/residential)
traffic
insufficient contribution business to town with increasing costs to residents
traffic/parking
difficulty managing bubble crowds
commercial property tax base
not enough seasonal employees/housing
wear/tear on natural resources and infrastructure
safety getting through crowds
traffic (2 months)
crowds
stress on municipal services
parking
traffic

crowds
increased community services (police, maintenance)
not enough police control on the beach
cigarette butts
more pollution/trash
commercial tax rates versus residential tax rates
excessive traffic
overcrowded beaches
undercurrent of town politics and business interests
“money talks”
traffic
the businesses in town do not support the cultural events in general
impact on the infrastructure
air pollution, more litter
traffic
trash
overload on facilities
added cost to town
increase cost of food
no parking to residents
enjoy labor day
traffic
wear and tear on all natural resources
increase safety risks
cost to our infrastructure
increases drug traffic
traffic
crowding
noise, air pollution
limits our access to beach/other public places
over taxes our municipal services
littering throughout the town
creates imbalance from summer to winter
threatens our environment and quality of life
traffic problems
stress on public services
overcrowding
quality of life
fireworks

STRATEGIES

increase parking fees

Route 1 bypass to reduce traffic and improve air quality
more equitable taxation between businesses and residents
re-route or control traffic during July 4th
move July 4th fireworks to another date
contributions from businesses to support low income families and decrease residential taxes
raise cost of parking to reduce the cost of services
increase environmental areas and “green space”
consider increasing parking rates (balance)
improve transit system for employees coming in
add proper seasonal housing
work to increase
welcome plan for new out of area employees
address truck traffic and tolls
put walking patrols on the beach
keep paid parking
provide parking south of town
increase user fees for non-residents
eliminate toll booth at Exit 4 or lower fee to help traffic through town
dollar tax on room rate
traffic cop for pedestrians
seasonal toll booth at entrance to town
maintain a resource based tourist experience
accent the things a high-quality tourist wants to have
accent on cultural tourism
maintain support for locally owned businesses
raise tourist fees
raise impact fees
architectural review board
eliminate sidewalk (or sidewalk) art show
eliminate christmass lights in the summer

WHAT IS YOUR VISION OF OGUNQUIT’S PARKING AND TRAFFIC SITUATION?

MAINE TURNPIKE EXIT

would not improve traffic in Ogunquit
cost
move toll
where, Capt. Thomas Road?
intrusive- change nearby resident’s lifestyle
elevate traffic
Captain Thomas Road (not Berwick)
encourage more residential development
would need traffic light/gas station

raise weight limit on Turnpike
would need signage
no benefit
more traffic, wider roads to accommodate more cars
concern about how it would feed into Route 1
not in the best interest of the Village setting
negative impact on wildlife
unless the toll at exit 4 is moved an interchange would hurt instead of help
need a new toll in Kittery and tolls should be commensurate with mileage
new interchange at Tatnic Road
bypass along Route 1
no curb cuts from Agamenticus to Tatnic
growth will be increased and traffic will increase

ROUTE 1 BYPASS

decrease traffic downtown
increase the cost for land taking
loss of housing/green space
less disruption to residents versus the current Route 1 congestion
benefit to Route 1 businesses
better “downtown” people moving
where????
alternative to congestion
allow for wider sidewalks, paths, etc
tunnel
concern noted about the impact on property owners
negative impact on wildlife
would divert traffic
location should be parallel to current turnpike
maybe put a bypass on the power company ROW
will not solve traffic problem
better change to increase the problem

ALTERNATIVES

increasing pollution
add a warning light on the Maine Turnpike that says “traffic backed up 1-2 hours in Ogunquit”
satellite lot
jitney buses
free shuttles/trolley
move tolls to just past Wells to help alleviate Route 1 congestion
satellite parking off turnpike with a trolley to the downtown (like the Saco conference center)
parking before you enter town
ten to fifteen minute turnaround for trolleys

express toll service from parking
season trolley pass
close York toll booth
equalize/reverse load limit for trucks
moving the toll booth makes the most sense
right turn only out of shore and beach
underpass for pedestrians to parking garage and movie theater
move toll booths to Wells
lower Turnpike fee from \$1.50 to \$0.50
Route 95 is a bypass, bring tolls down to a reasonable fee