OGUNQUIT

Beautiful Place by the Sea

2003 – 2004

UPDATE OF THE COMPREHENSIVE PLAN

2003 Plan with 2004 Amendments

As Approved by Town Meeting

INTRODUCTION

Revised 3-31-03

Ogunquit is a dynamic, changing community, and its year-round population continues to grow. Its fame as a tourist destination continues to spread, while the length of the tourist season continues to increase. As a result, new issues and challenges face the community.

Ogunquit developed and adopted a comprehensive plan in the late 1980s and revised it in the early 1990s. That plan served the community well and many of the proposals in it have been implemented. However, now it is time to re-evaluate the future direction of the community and what the Town needs to do to address those new issues and challenges.

This update of the Town of Ogunquit's Comprehensive Plan provides a guide for what the Town needs to do to maintain its quality of life. The update was prepared over the course of thirty months by a volunteer Comprehensive Plan Update Committee consisting of:

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Jay Audet, Planning Board
John Cavaretta, Parking & Traffic Comm.
Charles Dahill, Planning Board
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Planning Decisions, Inc. assisted the committee in its work. Anthony Dater, the former Town Planner, prepared the updated inventories. Anna Williams of the Land Use Office provided assistance to the committee, staff, and consultants as well as serving as secretary for the committee.

Revised October 11, 2004

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November 2, 2004

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PART A

BACKGROUND INFORMATION

CHAPTER 1.
WHERE WE HAVE BEEN – PAST PLANNING ACTIVITIES
(Revised 2-14-03)

The Town of Ogunquit was incorporated as a separate municipality in 1980. Prior to 1980, Ogunquit was officially part of the Town of Wells although the Ogunquit community had some degree of self-government for much of the 20th Century. In 1913, the Maine Legislature created the Ogunquit Village Corporation that was responsible for certain aspects of local government while the Town of Wells was responsible for the overall school system. The Village Corporation oversaw the operation of the village until the Town of Ogunquit was created by the state legislature in 1980. The Ogunquit Village Corporation adopted a village zoning ordinance in 1958 and the Ogunquit community has exercised local land use regulation since that time.

The Town prepared a Comprehensive Plan in the late 1980s in conjunction with the State of Maine's Growth Management Program. The Comprehensive Plan was updated in 1991 and was further amended in 1993. The Plan was formally adopted by the Town Meeting and was approved by the State Planning Office in 1993 as being consistent with the State's Growth Management Program.

The 1989-1991-1993 Comprehensive Plan provided a detailed look at the community's natural and developed environments. The plan contained significant policy recommendations including a land use plan that proposed a new zoning framework for the Town and revised Shoreland Zoning provisions to bring the Town into compliance with the state Shoreland Zoning Law. Since the adoption of the Plan, the Town has implemented many of the policy recommendations. The Town updated its Shoreland Zoning as envisioned by the Plan and, in 1991, adopted a new Zoning Ordinance that implemented many of the land use recommendations of the Plan. In the mid 1990s, the Town adopted design review provisions as proposed by the Plan. In 1998, the Town replaced the 1991 Zoning Ordinance with an updated zoning ordinance that fully implemented the land use recommendations of the adopted Plan. This ordinance has been periodically amended since its adoption. In 2000, basic historic review provisions were incorporated into the ordinance.

In addition to the Comprehensive Plan and Zoning Ordinance, the Town has been involved in a variety of other long range planning activities. A major focus of activity involved the reopening of the Town's clam flats. The flats were closed to harvesting in 1988. In response, the Town worked to remove potential sources of pollution and to document the improved water quality resulting from these actions. In 1997, the state approved the reopening of the Ogunquit clam flats. Other important activities that have occurred since the adoption of the Comprehensive Plan include:

- The updating and expansion of the sewage treatment plant including the relocation of the outfall from the river to the ocean in 1993;
- The reconstruction of the Beach Street Bridge;
- The reconstruction of the Perkins Cove pedestrian draw bridge; and
- The Shore Road sidewalk and lighting improvements from the Downtown to Perkins Cove.

CHAPTER 2.
WHERE WE NEED TO BE GOING – RECENT CHANGES IN THE COMMUNITY

(Revised 2-14-03)

Since the preparation and adoption of the Town's Comprehensive Plan in the late 1980s and early 1990s, Ogunquit has continued to grow and to change. While the 1980s was a decade of reasonable stability in Ogunquit, the 1990s was a period of growth and significant change in the community. During the 90s, Ogunquit experienced significant growth in its year-round population (a 26% increase) and a considerable amount of residential development including a number of residential subdivisions. The population of the community in the 55 to 74-year-old group increased by more than 75% fueled by the in-migration of pre-retirees and young retirees while the population less than 25 years old decreased by almost 10%.

Ogunquit's role as a summer tourist destination grew significantly during the 1990s. Over this period, the number of overnight visitors increased as the number of rooms in motels, inns, and bed and breakfasts increased as existing establishments expanded and new establishments were created. The strong regional and national economies brought a larger number of day-trippers to the Town's beaches and other attractions. More overnight visitors combined with more day-trippers have stretched the capacity of the community to be a gracious host and to maintain the quality of life for both the resident and the visitor. And possibly most important, the length of the tourist season has gradually increased so that Ogunquit is now a tourist destination almost six months of the year. As a result, the impact on the community's residents lasts longer and longer each year.

The growing year-round population combined with the growth in seasonal visitors has created additional traffic that taxes the community's street system and parking facilities during the summer. Open space continues to be lost as residential development continues especially in the area between Route One and the Maine Turnpike. Both contribute to a perceived change in Ogunquit's quality of life.

In the community survey conducted as part of the update of the Comprehensive Plan, concerns about traffic emerged as the number one issue facing the community. Other key issues identified in the community survey include concerns about commercial over-development and its impact on the community, the amount of residential development, and parking.

In many ways, respondents to the community survey and participants in the community visioning session expressed a concern that Ogunquit is in danger of losing its "small town character" as it is overwhelmed by increasing levels of

tourism. Maintaining or re-establishing this balance between the livability of Ogunquit for its year-round and seasonal residents and its role as a tourist destination is the principal challenge facing the community in the future. This update of the Comprehensive Plan hopes to address how that balance between the two roles of Ogunquit can be achieved.

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PART B

SUMMARY OF THE INVENTORIES AND ANALYSIS

Introduction

The inventory section of the Update of the Comprehensive Plan provides factual data about the Town's natural and built environments. This information is intended to help the community make sound decisions about its future growth and development. This section provides a summary of the updated inventories. The full updated inventory sections are included in Appendix A.

A. Demographic Trends

- Between 1990 and 2000, Ogunquit's population increased by 252 persons or 26%, twice as fast as York County. In 1990, the year-round population was 974; in 2000, 1,226.

- The median age of Ogunquit residents increased from 47.5 years in 1990 to 55.2 years in 2000, one of the highest median age levels in the State.

- The number of people 60-74 years of age increased by 84% between 1990 and 2000 in Ogunquit. People 18-44 decreased by 20%.

- Ogunquit's density in 2000 was 299 persons per square mile compared to 188 for York County and 41 for the State as a whole.

- In 2000, the peak summer seasonal population in Ogunquit, including tourists and day beach visitors, is estimated to have been about 15,180, about a 10-fold increase over the year-round population. Seasonal population is forecast to grow to about 15,880 in 2010.

- The State Planning Office projects a 23% increase in the year-round population of Ogunquit for the year 2010. This would be around 1,507 people, with most new residents being retiree in-migrants. Childbearing age people are projected to decrease from 21% of the population in 2000 to 14% in 2010. Children age 1 to 17 are projected to decrease from 10% to 8% of the population.

- Ogunquit's per capita income in 2000 was 162% of York County's and grew twice as fast during the 1990s, as the State and the County, except Wells. This correlates with the generally higher educational achievement of Ogunquit residents compared to York County and the State. This trend is likely to continue due to the increasing cost of housing in Town that is affordable only by higher income households.

B. Local Economy Trends

• Ogunquit's labor force remained at about 2.5% of the Kittery Labor Market between 1990 and 2000. Unemployment dropped from 7% to 4.1% during the same period.

• Hospitality industry workers were the largest sector of the Ogunquit labor force in 2000 (21%). In 1990, hospitality industry workers were 14% of the labor force, considerably behind the 28% of Ogunquit residents employed in the retail sector. In 2000, retail sector employment had become 14% of the total employed. This trend is likely to continue if rental tourist accommodations continue to be built or expanded in Ogunquit.

• The major employers in Ogunguit will continue to be lodging properties: hotels, motels, inns, and B&Bs. Other hospitality industry employers and employees benefiting from the rental lodging proprietors in Town are restaurants and food services, retail stores, recreation businesses including party boat proprietors, professional services, and art & cultural institutions including museums. This trend will continue into the foreseeable future.

• Ogunquit will continue to be a regional employment center due to its density of summer jobs in the hospitality industry.

• Ogunquit is eighth among York County towns in volume of taxable consumer sales. But on a per capita basis of sales per year-round resident, Ogunquit is number one.

C. Natural and Marine Resources

• Global warming could cause a sea-level rise of from 1.5 to 3 feet over the next century (The WELLS BAY REGIONAL BEACH MANAGEMENT PLAN, Draft, February, 2002, Wells Beach Planning Committee). A 1.5 foot sea-level rise would create a 164 to 492 foot shoreline retreat along the York County coast including Ogunquit. It may be presumed that the dunes on Ogunquit Beach would be particularly threatened by sea-level rise. A 1.5-foot sea-level rise would cause a 49 to 148 foot shoreline retreat along areas with coastal bluffs.

• There is a significant offshore deposit of sand of around 15 million cubic yards off Ogunquit Beach and Bald Head Cliff (Source: the WELLS BAY REGIONAL BEACH MANAGEMENT PLAN, Draft, p.33, February, 2002, Wells Beach Planning Committee).

• Frontal dunes protect land and structures inland of the beach area from erosion and flooding. Man-made fortifications including rip-rap and seawalls are indicated to often increase a beach's rate of erosion.

- Ogunquit has few soils rated poor for development purposes, but these are fairly evenly scattered throughout Town. Poor development areas include vernal pools, ledge outcrops, and wetland soils.

- Except for the pockets of steep slopes greater than 15%, the topography of Ogunquit presents few problems for development.

- Groundwater aquifers, usually located in valleys and therefore under pressure from development, are very susceptible to pollution. Contaminants include septic tank effluents, land fill leachates, sewer line leakage, ruptured fuel storage tanks, application of household fertilizers, herbicides and pesticides, and domestic animal manure piles.

- Surface water, including the Ogunquit and Josias Rivers, are susceptible to sedimentation and siltation effects from unprotected shorelines. The same pollutants that can affect groundwater can also affect surface water.

- Wetlands are important to public health, safety and welfare in their capacity to filter water flow and absorb nutrients for water quality maintenance; absorb excess water during high flow times thus reducing the severity of downstream flooding and spreading it out longer; often function as aquifer recharge areas by releasing stored water slowly to streams and groundwater; are habitats for wildlife; and provide open space for human enjoyment.

- The tidal wetlands of the Ogunquit River estuary are particularly valuable for supporting productive clam flats, marine nurseries, and shorebirds including the endangered piping plover.

- The Maine Natural Areas Program identifies 64 wetlands from the federal National Wetlands Inventory. These are rated by cultural value, freshwater fish habitat, flood flow, wildlife, marine habitat and sediment retention characteristics. Most of the higher rated wetlands are found along the coast, along the Ogunquit River, and along the York Town line west of the Turnpike (see map in the Land Use Office).

- Nearly three-quarters of Maine's fishery, about 60 species of commercial finfish and shellfish, depend directly or indirectly on coastal marshes for nutrients and nurseries. Some of these commercial species, as well as non-commercial species, undoubtedly depend on the Ogunquit River estuary marshes.

- The vegetation of Ogunquit is characterized by White Pine-Hemlock-Hardwood forest associations. Excessive removal of vegetation, including excessive timber harvesting, can hasten soil erosion.

- Thirty-four significant fishes and mammals have been identified in Ogunquit.

There are three large undeveloped blocks of land in Ogunquit within which wildlife habitat may be found: (1) a 339 acre block between Route One and the Turnpike between the Captain Thomas and Berwick Roads; (2) a 332 acre block between the Turnpike and North Village Road; and (3) a 1280 acre block west of North Village Road stretching over into South Berwick.

• In 1997 the State allowed the Ogunquit River estuary clam-flats to be reopened to harvesting. In 2001-02, the Town issued 120 non-commercial clam harvesting licenses and 260 one-day dig permits, for a total harvest of 1,721 pecks of clams.

• In 2002, there were 26 commercial fishing boats moored in Perkins Cove primarily pursuing lobster fishing.

• The Maine Critical Areas Program identifies 5 critical areas in Ogunquit that have natural, educational, historic, archeological, scientific, recreational or scenic significance and which warrant special planning and management considerations: Marginal Way, Ogunquit Beach-Beachface; Ogunquit Beach-Backdune area; Ogunquit Beach-Pitch Pine stand; and the Sea Cave at Jack's Cove.

• The Maine Department of Inland Fisheries & Wildlife identifies 2 rare plants and 4 rare animals and their habitats in Ogunquit: (1) Spartina Saltmarsh; (2) Sassafras; (3) Harlequin Duck; (4) Northern Black Racer (snake); (5) Spotted Turtle; and (6) Blanding's Turtle.

D. Public Facilities

1. Town Government

• Ogunquit's aging year-round population is placing demands on Town government for more fully equipped emergency medical services, more civic space for retiree resident and tourist use including park space, sidewalks, crosswalks, and more affordable housing for those employed by the Town or Village Elementary School, as well as creating the potential need for assisted living opportunities.

• In 2002, an ad hoc Space Needs Assessment Committee was instituted to study and recommend to the Board of Selectmen options for expanding municipal office space to accommodate the expanding responsibilities for data storage and retrieval, meeting spaces, quiet spaces and to better manage the expanded work-load of Town Government. This has been converted to a Building Committee.

2. Public Safety

• The aging population and the emerging stretched-out tourist season from April to October are placing additional demands on the public safety personnel of the Town. Police and Emergency Medical personnel need additional training and upgrading of

some equipment.

- Over the decade of the 1990s, the number of calls to the police, fire fighters, emergency medical personnel and life guards all increased by approximately 40%.

3. Public Works

- About 75% of the annual Public Works budget is devoted to cleaning and maintaining the vital municipal recreational facilities of Ogunquit Beach, Beach and Town parking lots, and the various Parks.

- In 2002, the Public Works Department's responsibilities were crowding its existing Garage. There is a need for a bigger garage on a larger lot.

- In 2000 and 2001, from November to May, 60 to 90 patrons per day visited the Town recycling facility generating 29 tons of solid waste per week; from June to October, 70 to 200 patrons visited per day, generating 75 tons. During the winter, the average solid waste per person was 87 pounds per resident; during the summer it was 105 pounds. After June, 2002 the summer per capita weight of msw of 105 pounds/resident was reduced to around the winter weight of 87 pounds/resident. This was due to the newly instituted rule that large commercial haulers, mostly collecting from lobster pounds and the like, transport these commercial solid wastes directly to RWS in Portland and no longer to the Town's Recycling Center.

- There is need for a new universal waste building, specified spaces for wood stockpiling, composted biodegradables, freon products such as refrigerators, etc, and shingles, and a heavy-duty scale for weight measurement.

4. Marine Facilities

- The Harbor Master maintains 86 moorings in Perkins Cove, 26 of them for commercial fishing boats.

- In 2001, the Perkins Cove Pedestrian Draw Bridge was rebuilt and a new boardwalk and benches were installed along the shore of the cove.

5. Public Water Service

- The Kennebunk, Kennebunkport & Wells Water District (KKWWD) supplies potable water to 1400 Ogunquit households and businesses within its service area east of the Turnpike.

- KKWWD maintains two water tanks in Town with 4.1 million gallons of capacity to serve Ogunquit and northeastern-most York. It appears that the KKWWD has the capacity to serve Ogunquit in the early 2000s. The Saco River and Sebago Lake are

sources that the KKWWD could call upon, if needed, in the future.

6. Public Sewer Service

• In 2000, the Ogunquit Sewer District had 1319 residential customers and 220 business customers within its service area, which is generally coterminous with the KKWWD service area. Between 1990 and 2000, there was a 4% increase in residential customers but a 32% increase in business customers.

• The sewage treatment plant has a capacity of 1.28 MGD (million gallons a day) and, at a 7% increase in customers every decade, there is sufficient capacity to complete its current plan to 2012. As a matter of course, if and when 80% of the plant's capacity was being regularly used, the District would be required to begin a new planning phase detailing when full capacity would be reached and an implementation schedule for future upgrades to increase capacity.

E. Fiscal Capacity

• The Town's assessed valuation, based upon the State's equalized valuation accounting, decreased slightly through 1998 and than appreciated to 2002.

• Even while the inflation adjusted per capita assessment of property in Ogunquit decreased through 1990s (as did 6 of the other 7 towns surveyed), Ogunquit had a very high per capita assessment of $357,749 of property per year-round resident in 2000. This is due to the small size of the Town, the large number of seasonal properties, and the small percentage of year-round residents compared with the total number of seasonal residents.

• Based upon 100% valuation of property, Ogunquit's tax rate rose from $6.20 per $1,000 of property value in 1990 to $10.56 per $1,000 valuation in 2001. Therefore, the Town's property value appreciated more slowly than inflation during the 1990s. Ogunquit's full value tax rate compared to other coastal resort towns was the lowest in 2000.

• About 75% of Ogunquit's municipal revenue is from property taxes; about 15% is from licenses/fees/permits reflecting the money collected from the Town's parking lots and parking meters in Perkins Cove.

• In 1990, 60% of the Town's expenses were for education, 36% for general (town) government and 4% to York County. In 2000, only 48% of expenses went to education, 38% to general government and 3% to the County. This reflects the Maine Legislature's 1999 decision to reduce Ogunquit's portion of the total Wells-Ogunquit Community School District from budget 30% to 22%.

• The Town is running a very favorable ratio of an annual debt load of 25%

compared to the total operating expenses of the Town. The Maine Municipal Bond Bank has assigned Ogunquit a bond rating of Aa+, a very high rating.

- A bond rating of Aa+ enables the Town to borrow money for long-term facilities or programs at favorable rates.

F. Education And Culture

1. Education

- In the 2002-03 school year, there were 60 Ogunquit students in the Wells-Ogunquit Community School District, 4% of the total student enrollment of 1,510.

- For the 2002-03 school year, Ogunquit raised 22% of the School District's local cost ($2,997,183) and Wells raised 78% ($10,657,022). Before the 1999 Maine's Legislature's action (LD 1725), Ogunquit's share would have been 30% of the School District's local costs.

- The Ogunquit Village School, serving grades K-5, is the only school in the School District located in Ogunquit. In 2002, 32 of its students came from Ogunquit, 68 from the Moody area of Wells.

2. Culture

- Since the 1880s, Ogunquit has been known for its arts colony and for its artists.

- In 2002, there was one nonprofit art museum in Ogunquit, one summer theatre, one movie theatre, a number of private art galleries and the Town's Dunaway Community Center in which a variety of performing arts presentations take place year-round.

- The Winn House is a Town museum on Ogunquit history.

- The Ogunquit Memorial Public Library serves the public with 5,000 to 6,000 volumes, with an average turnover of 700 to 800 new volumes every year.

G. Historic And Archeological Resources

- The Town has six buildings, the Ogunquit Memorial Library, the Ogunquit Playhouse and four historic cape style houses including the Winn House listed on the National Register of Historic Places. There are several more properties that are probably eligible for the National Register located on Shore Road and Stearns Road.

• In 2000, the Town adopted an ordinance that allows property owners to request that the Town designate their properties as a local historic place.

• Four sites – Indian grounds - along the Ogunquit River have been designated as possible archeological sites of significance.

H. Recreation And Open Space

• In 2002, the Town Recreation Department sponsored over 64 activities for town residents. These activities ranged from travel-oriented to instructional to leisure time to athletic to educational. In addition, the Recreation Department ran a summer camp for youngsters. Most activities took place either at the Dunaway Community Center or the Agamenticus Road Recreation Area.

• Town owns seven developed recreation facilities including the Marginal Way, the Dunaway Center, the Agamenticus Road Recreation Area, the boat launch at the Footbridge, Ogunquit Beach, the Dorothea Grant Common, and the Winn House Museum. In addition, the Ogunquit Village School hosts a refurbished (2002) community playground.

• The Town owns 14 parks, plus the open space provided by the Great Works Land Trust at Beach Plum Farm and the York Land Trust land on the extreme west side of Town that is part of the Mt. Agamenticus conservation area.

I. Community Character

• Ogunquit has two community characters that sometimes overlap and sometimes may be viewed as distinctly separate.

• One Town character is based upon the historic uniqueness of pre-automobile Ogunquit as a fishing village, arts colony, and seasonal home retreat. This community supports cultural institutions in Town including museums, theatres and parks, civic groups such as the garden club and the like, as well as the many town committees.

• The other Town character is based upon the tourist attraction of Ogunquit Beach and automobile and bus tourists staying in one of 73 rental lodging establishments composed of hotels, motels, inns and B&Bs. The lodging industry, in turn, supports the hospitality industry composed of restaurants, retail stores and recreation activities including party boat charters and the like, many of which are owned by seasonal residents or non-residents.

• The two community characters overlap in maintaining the environmental quality of the beach and estuary, in enjoying the many restaurants in Town, and in patronizing the museums and theatres.

J. Land Use Trends

- Between 1990 and 2000, there were 314 new housing units built in Ogunquit. Two-thirds of these were located east of Route One. The new units west of Route One were mostly located near Captain Thomas Road or Berwick Road.

- In 2000, 65% of all housing units were seasonal. Fully 71% of the houses east of Route One near the shore were seasonal. The total number of housing units, both seasonal and year-round, was 2,114.

- Approval of new subdivisions of land came in two spurts during the 1990s. In 1991, the Planning Board approved the 50+ unit Riverbrook Manufactured Home Park, and in 1999, the 37 unit Windward subdivision.

- Because much of the land east of Route One is already built, most future building will likely take place west of Route One as indicated by the Riverbrook and Windward subdivisions.

K. Affordable Housing

- The Maine State Housing Authority identifies Ogunquit as the least affordable community in York County but this is skewed by the large number of seasonal homes.

- Based upon a "housing gap" analysis, Ogunquit's present affordable housing shortage is estimated to be 35 units.

- To ensure that at least 10% of new housing is affordable, about 23 new affordable units will need to be built over the next 15 years.

INTRODUCTION

The following implications are drawn from the updated inventories in Appendix A. Theses include existing conditions and current trends concerning the people, the natural and marine environments, the government, public facilities, educational, cultural, recreational, open space and historic resources, and the land use and housing patterns of Ogunquit. The implications lay out the issues that the Ogunquit community needs to address if we are to direct our town in the way the Townspeople desire it to go over the first decade of the 21st Century.

A. Demographic Trends

It has been the influx of higher income retirees, in particular, that distinguishes Ogunquit's recent population trend. The Town's median age increased from 47.5 to 55.2 years over the 1990s, showing that most of the newcomers were retirees. Ogunquit's median age is one the highest in the State. It is reasonable to assume that many of these retirees converted their Ogunquit summerhouses into year-round homes. Being closer to major East Coast metropolitan areas, Ogunquit is likely to fill up with baby boom retirees before resort towns farther up the coast. Because housing is considerably more expensive the closer to the coast it is located, the retirees able to afford new (or winterized summer) homes in Ogunquit will continue to be higher income people.

There appears to be nothing on the horizon that would change these trends from continuing into the first decades of the 21st Century – an increasingly elderly population. The State Planning Office projected in 2002 a 23% increase for Ogunquit's population from 2000 to 2010. Childbearing adults are projected to decrease from 21% of the Town in 2000 to 15% in 2010.

As a consequence of the likely continuation of construction of new motel and other rental rooms in Ogunquit, seasonal population may be projected to increase by 13% between 2000 and 2010 (1/2 the 1990s trend of 26%). This trend would result in over a 10-fold increase in the Town's seasonal population (20,000±) compared to the projected 2010 wintertime year-round population (1,507). It will therefore be a planning challenge for the Town to appropriately balance the needs of an aging year-round population with the needs of an increasing seasonal tourist population composed of all ages. Because the tourist season is steadily extending into the shoulder seasons, the potential conflicts between elderly townspeople and youthful tourists and other visitors will be in play from April to December. On the one hand,

elderly residents cherish quietness, pedestrian amenities such as sidewalks and cross-walks and the cultural amenities of theatres, parks and museums. While many of the Town's visitors also value these assets, some tourists also desire night life with sometimes noisy side effects. Brightly lighted motels, hotels and inns will continue to dominate the Village area to serve the tourist trade near the Beach. Finding the proper balance between motel and other transient rental rooms and other desirable village land uses will continue to be a challenge. Also balancing their public facilities, such as street and parking lot lighting, between tourist and residential land uses will continue to be a challenge.

B. Local Economy

Ogunquit must successfully accommodate large seasonal population fluctuations if it is to benefit its year-round residents. This creates a strong imperative for designing and operating community facilities flexibly: public water and sewer systems, roads and transportation facilities including pedestrian facilities, solid waste management/recycling programs and environmental quality maintenance. These municipal/public systems must be flexible enough to expand during the tourist season, but contract during the off-season of November to March, if their expense to the year-round residents are to be kept reasonable.

Many of the owners of Ogunquit tourist-oriented businesses live outside Town or go to Florida or elsewhere over the winter and therefore may not, perhaps, have as strong a connection to the welfare of the Town as those who live there all year. The year-round residents, including more and more retirees value the peace and quiet of Ogunquit during the winter. The challenge is to properly balance the retirement amenities in Town with the seasonal tourist-related businesses. To achieve and maintain the proper balance will involve zoning and other regulatory measures, flexible transportation and other public facility design and operation, efficient delivery of local governmental services, and solid capital improvement planning and implementation.

The value of the tourist businesses and the retiree homes in Ogunquit have driven up land prices so high that year-round workers in Town, especially young families starting out, cannot afford housing. Moreover, it is virtually impossible for seasonal workers to afford rental housing in Town without the explicit help from their employers. So while the hospitality industry provides jobs, property tax revenues, and sales tax revenues to the Town, municipal government must provide and pay for the services that assure that the hospitality industry prospers, which includes beach cleaning, car parking, estuary water quality maintenance, road and sidewalk maintenance and cleaning, trash removal and recycling.

C. Natural and Marine Resources

1. Possible Sea-Level Rise

Sea-level rise would have the most long-term effects on coastal flooding, especially in Perkins Cove, where there is already wave related flooding on occasion. The building requirements in the Town's 100-Year Floodplain Ordinance may need to be revised.

2. Climatological Factors

Detailed consideration of climatologically factors should be made in the sitting of major buildings and future development. Proper solar orientation should be encouraged and the possible negative impact of the shadow and wind patterns created by multi-story buildings on abutting property should be minimized.

Because of predictable higher energy costs and the number of heating degree-days in the winter, structures should be constructed to minimize heat loss and to take advantage of solar radiation.

3. Bedrock Geology

The absence or presence of fault lines or contact boundaries indicates stable or unstable conditions for development due to possible rock movement. Soft bedrock or bedrock of low compressive strength is generally unsuitable for the foundations of large buildings. Bedrock near or at the surface may make trenching and excavating too costly. In addition, the type of bedrock and its depth affects the yield of drilled wells.

Due to the above factors, site-specific geologic investigations should be conducted prior to any future large-scale development to determine the suitability of the underlying bedrock and the possibility of groundwater contamination.

In terms of economic value, although some quarrying has taken place in the past, future quarrying of significance is not considered likely and there are no known deposits of metal, non-metal or fossil fuels of commercial importance within the town.

4. Surficial Geology

Glacial Till Deposits are generally good sources of groundwater. However, since these deposits are so permeable, groundwater contamination is possible. Deeper Till areas are excellent sources of sand and gravel. Glacial Tills are suitable for most uses depending on soil cover, slope and depth to bedrock.

Marine Deposits have poor drainage characteristics and low bearing capacity, both limiting development.

Swamps and Tidal Marsh Deposits and Beach and Dune Deposits all have severe limitations on development.

The large ocean floor deposit of 15,000 cubic yards of sand off the mouth of the Ogunquit River and Bald Head Cliff may be desired as a source for future beach replenishment projects in other towns than Ogunquit. Study would determine if mining this sand pile for use elsewhere would have no effect on Ogunquit Beach or if it would cause net loss of Ogunquit Beach sand over time or other deleterious or beneficial effects on Ogunquit Beach.

5. Soils

In general, Ogunquit has few "poor" soils. They tend to be fairly evenly scattered throughout the Town. Some of the "fair" soils (lumped into the "Developable land" category on the overlay) may have pockets of "poor" quality. The beaches are all considered "poor", as are the coastal wetlands on the north end of Town.

Because the available soils information is too broad for site-specific planning, detailed on-site soils investigations and analyses should be required. Such investigations and analyses should focus with relative specificity on depth to bedrock, depth to seasonal water table, and frequency of flooding, erosion potential, and drainage characteristics.

6. Topography

Since slopes from eight to 25 percent are considered difficult and expensive to build on, future growth and development should be carefully regulated when proposed on these gradients, with careful attention given to accelerate surface water runoff and erosion.

Slopes greater than 25 percent are considered unbuildable gradients and future growth and development approaching and going beyond this degree of slope should be prohibited, including any alteration of the natural vegetative cover.

As happened historically, future growth and development pressure will be greatest in areas close to the shore, above the elevations of flood hazard and back from the shore on slopes from zero to 15 percent.

7. Groundwater

There are no significant sand and gravel aquifers mapped in Ogunquit by the Maine Geological Survey (MGS). Most of Ogunquit obtains its water from the Kennebunk, Kennebunkport & Wells Water District (Chapter II, Section 4 "Public Water Supply" for a discussion of drinking water supply). Those homes that do have wells are likely drawing from unmapped "bedrock aquifers" which are fractures in the bedrock containing water. Information about drilled wells is being collected by the MGS for their well inventory database. The database is useful to towns largely in determining where there are pockets of low yields at deep depths. This would indicate that there might not be sufficient groundwater for additional development in that area.

Threats to groundwater in Ogunquit potentially include isolated incidents such as a toxic spill on the Maine Turnpike. More likely, contamination would be a result of the high level of development on the coastal plain where leaking underground fuel tanks, salt leach ate from salt/sand piles, or infiltration of herbicides, pesticides and pet wastes from domestic lawns could affect groundwater resources.

8. Surface Water

Shoreland areas should be designated as preferred open space. In addition to protecting the critical land and water interface, this designation has the potential of creating a linear open space network forming a natural framework for future growth.

Soil erosion is accelerated on steeper slopes which have had their vegetative cover removed or disturbed. The sedimentation or siltation of water bodies is a form of water pollution which has an adverse impact on both the quality and quantity of water supplies, on plant and wildlife habitat, and on recreation opportunities. Erosion and sedimentation can be controlled and significantly reduced through accepted construction and land management practices.

Acceptable erosion and sedimentation control practices and measures are described in the Environmental Quality Handbook, Erosion and Sedimentation Control for Developing Areas in Maine, published by the Maine Soil and Water Conservation Commission, Maine Department of Agriculture.

9. Wetlands

Because of their public importance, wetlands should be preserved and protected from adverse impact by public acquisition and regulation. Given the positive influence of wetlands, on both water quality and quantity, on the prevention of flooding, their critical role in the natural cycle of important fish and wildlife species,

and the important open space and passive recreation opportunities they provide; land use activities which have the potential of diminishing or destroying these important public values should be avoided.

10. Floodplains

Because of the potential for serious loss of life and property during floods, the enormous costs involved in cleanup and rebuilding after floods, the enormous costs involved with the construction of flood control projects and their ultimate ineffectiveness, further development in flood plains, flood prone areas, and "special flood hazard areas" should be avoided and only compatible, non-intensive uses permitted.

Existing development and incompatible land use activities should not be allowed to expand and should be amortized for their eventual elimination, to the maximum extent feasible.

11. Marine Environments

Marine environments are sensitive to man-made changes and impact from inappropriate upland activities. Dredging, draining, filling or altering these environments should be discouraged. In addition, pesticides, other chemicals and sewage wastes have significant adverse impact on the marine organism inhabiting these areas.

Marsh environments are particularly susceptible to disturbance from the wakes of motorized boats.

In addition to providing habitat for commercial fisheries, many marine environments provide critical habitat for many wildlife species. Marine environments, such as beaches, also offer significant recreational opportunities.

12. Vegetation

Retaining natural vegetative cover, or, at most, carefully pruning lower branches and thinning overgrown stands, helps retain the natural character of an area and make it more enjoyable to look at and live in. The retention of adequate buffers can provide privacy and reduce noise. Retaining adequate natural vegetation also provides protection from excessive winds, snowdrifts, and too much summer sun. Adequate vegetative buffers of native plant material should be required, particularly along public roads and property lines and between incompatible uses.

Timber harvesting should be regulated to prevent erosion and sedimentation, destruction of significant fish and wildlife habitat and rare, unique and exemplary plant communities; as well as to prevent adverse visual impact along public roads

and shoreland areas and other highly visible areas. Areas of identified rare, unique or exemplary plant communities should be protected from the adverse impact of timber harvesting and development.

13. Wildlife

Wildlife habitats tend to be clumped around ecosystems that are particularly rich and diverse and often in close proximity to water. These same ecosystems, adjacent to water, are in high demand for development.

The persistence of a particular wildlife species depends upon the sustained quality and quantity of habitats the species encounters.

Fisheries habitat is best protected by protecting the surrounding riparian habitat. The significance of rivers and streams that support cold water fisheries should not be underestimated given their relative scarcity and the heavy fishing pressure in southern Maine.

Riparian areas are significant and highly vulnerable habitat for a diverse population of game and non-game species. An undisturbed riparian zone is critical to the maintenance of cold-water fisheries and to the maintenance of wildlife diversity, particularly for birds and small mammals. In addition, many small mammals, furbearers and birds use the riparian zone as travel corridors.

Water quality in rivers, streams, ponds, and wetlands is adversely affected by disturbance within the riparian zone; i.e., changes in ground water temperature, stream flow, and rate of sedimentation. Development threatens to divide habitats into fragments or "islands", thereby confining within them species that do not travel far from cover. Such fragments may cut off the animals from winter and summer ranges particularly if travel corridors are not maintained.

Buffer strips of continuous, undisturbed riparian vegetation are important to the maintenance of fisheries, riparian, deer wintering, and non-game habitats.

14. Marine Resources

Although the commercial harvesting of shellfish and lobsters may no longer be the significant part of the Ogunquit economy that it is elsewhere on the Maine coast, marine resources are still important to the remaining fisherman and to those who harvest for personal use or recreation.

The quality and quantity of marine resources in the waters of Ogunquit also serve as biological indicators of other environmental problems. Pollution from chemicals and sewage adversely impact marine resources as does the inappropriate dredging, draining, and filling of marine related environments.

Further development in or near any productive marine resource areas should be regulated to assure that such areas are not adversely impacted.

15. Critical Areas

Because of the fragile nature of the beach and dune systems and the vegetational compartments associated with them, it is important that these areas be monitored and management plans developed. The attractiveness of beach and dune environments for potentially damaging recreational and development uses could result in their eventual destruction. The maintenance and conservation of these areas and significant portions of the rocky coastline is especially important since they display a variety of values including: scenic, zoological, geological, botanical, educational, and scientific. Proper management of these exemplary areas is necessary in order that they be preserved for future use.

D. Municipal Government

The long-term planning challenge is to supply enough physical space to efficiently but effectively house all the departments and committees of municipal government, but also to promote the efficient interchange of information between related parts of Town government to make more effective and efficient the delivery of governmental services. More integrated town government would synergistically promote more creative government in addressing community issues.

1. Public Safety

Extension of the summer tourist season from April to November (rather than merely July and August) is changing the social environment prompting adjusted responses by the Town's public safety personnel.

The most effective responses to increased social changes entail additional training of emergency personnel. The Police Department may study the efficiency, effectiveness and cost for additional year-round police officers compared to the costs and liabilities for seasonal officers. The Fire Department may secure additional training in hazardous chemical and biological materials to complement its hazardous material program.

2. Public Works and Solid Waste Management

As the year-round and summer populations may continue to increase in the first decade of the 21st Century and as the cost for disposing solid wastes at the RWS waste-to-energy incinerator continues to increase regardless of the population level, the Town will likely be faced with ever higher solid waste management costs. The

only way to reduce these costs is to reduce the waste stream. To do this, the Town would need to continue to design and implement reduction, reuse and recycling programs for the townspeople and also for the Transfer Station. Source separation and reduction at households and businesses should be practiced, pay–per-bag as in Portland or Kennebunk could be studied.

3. Marine Facilities

Due to its built-up state, maintenance of Perkins Cove marine facilities depend upon solid capital improvement planning and budgeting to afford timely replacements and upgrades of hardware such as docks, pilings, the boardwalk, benches and the Perkins Cove Pedestrian bridge. Equipment including boat motors and mooring gear also require timely replacement and upgrades. As a prime tourist destination as well as a working fishing harbor, Perkins Cove, over time, needs to balance both activities while enhancing both. Tourist amenities and commercial fishing, commercial boating such as whale watching, as well as private recreational boating do coexist in Perkins Cove.

E. Public Utilities

Given projections of continuing global and local population growth, it is said that potable water may become the oil of the 21st Century. Increasing scarcity due to increasing demand and the cost of securing potable water, new technological challenges may be presented to the local public water and public sewer services in Ogunquit. Add to this the uncertain effects of global warming, alteration of precipitation patterns and sea rise and there may result alterations in the local and regional water supply sources.

Long-term planning to help evolve new or expanded technologies to secure and treat water and wastewater may become ever more important. Household water conservation measures are already part of KKWWD's strategy for helping to maintain capacity. This includes water saving toilets, dishwashers and clothes washers, volume-adjustable shower heads and vigorous drip control of other faucets, bucket washing of automobiles and alternatives to using garden hose spraying for leaf removal from driveways and parking areas. Other water saving technologies that may be more rapidly evolved are ecologically appropriate composting toilets, recycling of gray water and use of residential rainwater for gray water tasks.

Currently (2002), sewage treatment plant sludge can be spread on hayfields or forestland without prior composting. This is because there are no heavy metals or other toxins from industrial processes within the wastewater stream. However, in the future, depending on State and Federal standards, composting of sludge could be required before use of it for mulch for landscaping or for fertilizer for crops for human consumption.

New sources of potable water may become much more feasible with evolved technology such as desalinization of seawater. As solar energy technology may advance, so too may application of solar energy to desalinization. Undoubtedly, the KKWWD, Ogunquit Sewer District and other utilities were already engaged in considering their options in 2002 for maintaining the vital supply of potable water and environmental water quality.

F. Fiscal Capacity

As more summer residents retire to their summer homes in Ogunquit, the Town may find its public safety and recreation costs, in particular, increase without a matching increase in the tax base. Retiring to an existing seasonal home does not usually add new tax base to a town, unless the house is winterized or renovated and revalued.

The Town will continue to receive most of its revenue from property taxes (75% ±) and from fees, mainly parking fees from Municipal parking lots and parking meters in Perkins Cove (15% ±). The property tax revenue sources would increase as the value of coastal homes appreciated due to their fixed limited supply in Ogunquit. Likewise, as more tourists come to Town, demand for the limited supply of parking places would allow increased fees at the Municipal parking lots. In short, the coastal setting and resort character of Ogunquit, if maintained, will likely continue to appreciate the tax base and increase the revenues of the Town.

For the foreseeable future, it is likely that the cost of maintaining public education will remain around 48% of the Town's annual budgets. To maintain a favorable character for support of tourism, the Town will need to continue its relatively high public safety (20% ±) and public works costs (12% ±) costs in annual budgets. There will be the salaries and costs, as these may increase over time, for possible additional summer police officers and lifeguards, and for public works crew to clean the Beaches and maintain the parks and public walkways.

If the Town maintains its annual outlays for capital improvements and debt service around 10% of the Town operating budget, it will be able to borrow money for long-term benefits at very favorable interest rates. If the total municipal debt is maintained approximately 25% of overall operating expenses, the Town will be able to easily engage in large-cost capital projects and pay off the debt incurred over time. This will be important to successfully implement the 2003 Comprehensive Plan Update because Ogunquit will necessarily incur many desirable capital projects to respond to desired changes in the already developed Village and coastal neighborhoods. Capital improvement projects, such as sidewalk, streetlight and park improvements are high cost but also high-return investments that attract more tourists but also benefit the residents of Town.

G. Transportation

Route 1 through Ogunquit is owned and maintained by the Maine Department of Transportation (MDOT) necessitating ongoing coordination between the Town of Ogunquit and MDOT. Coordination will be especially important during the design and reconstruction of Route 1, which is currently listed in MDOT's 2002-2007 Six-Year Transportation Improvement Plan. Similarly, Shore Road is eligible for state funding for maintenance and reconstruction as needed.

The peak season traffic volumes on Route 1 have leveled out at approximately 25,000 vehicles per day, resulting in gridlock conditions on many hot summer days. This capacity restriction parallels Ogunquit's parking capacity limits, effectively limiting the number of day visitors to Ogunquit. However, gridlock conditions impede the movement of emergency vehicles through the downtown area, creating a safety hazard. Additionally, idling vehicles create more emissions than those moving at free flow conditions. Vehicle emissions have been linked to global warming and the rising sea level, which could have a devastating long-term effect on this small coastal community.

Historical traffic volumes on Route 1 indicate increasing travel in or through Ogunquit during the shoulder and off-seasons. Transportation management alternatives may vary depending on whether this is through-traffic or Ogunquit generated. An origin-destination survey could determine which scenario exists.

Many believe that drivers funnel their cars and trucks onto Route 1 rather than pay the toll at York, which covers the ride as far as the next barrier toll in Gray, about 60 miles north. For local traffic, the $1.50 toll is perceived to be unfair. At the town-wide visioning session, Ogunquit citizens suggested that moving the barrier toll south to the state line or north to Wells or Kennebunk, moving the sign with the toll price north of the York exit, and/or installing variable message signs that compare traffic conditions of the turnpike versus Route 1 all have the potential of decreasing the volume of traffic traveling through Ogunquit.

Another suggested reason why travelers may be driving on Route 1 through Ogunquit instead of using the Maine Turnpike is the exit numbering system. Traveling north, a driver sees Exit 1 in Kittery after crossing the Piscataqua River at the Maine/New Hampshire border. From there, exit numbers increase to 4 at York then start over at 2 in Wells. For years, both northbound and southbound drivers have mistakenly exited the turnpike prematurely and utilized Route 1 to finish their trip. The interstate system will be renumbered. New exit numbers will correlate with the distance in miles from the Maine/New Hampshire border. This task is scheduled to be completed by the summer of 2003. It will be interesting to see if the change results in a decrease in traffic volume along Route 1 in Ogunquit.

In a town-wide survey, 79% of the respondents agreed with maintaining pressure on MDOT for traffic improvements, 64% agreed with undertaking a traffic study including some one-way alternatives, and 52% agreed with establishing one-way traffic movement on some roads during the summer, but only 30% felt the same way about discouraging both residents and visitors from driving in the downtown area during the summer.

Because of the retrograde arterial designation on Route 1, any new or changed driveways and entrances will have to follow the most stringent design standards. One standard that has the greatest potential effect is the minimum required distance between driveways and entrances. In the downtown section of Ogunquit, where there are already numerous driveways and entrances in close proximity to each other, a change of use that generates more traffic than an existing use may not be permissible under the Access Management Law.

The intersections of Route 1 with Shore Road and Beach Street, and Route 1 with Berwick Road have continually been identified as High Crash Locations (HCLs). The ability for vehicles to move safely through these intersections should be considered in the scheduled design and reconstruction of Route 1.

The location and design of both sidewalks and crosswalks is increasingly important as the average age of Ogunquit residents is increasing.

Sidewalks are provided on only one side of most major roadways within a ½-mile radius of downtown Ogunquit, which limits pedestrian capacity and creates reliance upon crosswalks. In a survey distributed to all tax payers and registered voters in Ogunquit, 64% agreed with building a sidewalk on the west side of Main Street, 71% with building one on the east side of Route 1 south, and 61% with providing sidewalks on both sides of the Beach Street bridge. Additionally, 72% indicated support for a five-year plan for sidewalk improvement and construction and 56% for acquiring property in the Village for sidewalk construction and traffic mitigation.

Ogunquit lacks adequate bicycle facilities. When Route 1 and Shore Road are reconstructed by MDOT, paved shoulders are eligible for consideration and funding. The construction and paving of shoulders on other roadways would be the responsibility of the town. In the town-wide survey, 72% of respondents agreed with providing pedestrian and bicycle facilities along major roads as they are reconstructed. Also, 59% of respondents agreed with developing an alternate route around the Village for bicyclists so they would not have to use Route 1.

It is estimated that over a quarter of a million people utilize the Marginal Way each year. As the maintenance of this trail is the responsibility of the town, ongoing support from the community is essential. In a town-wide survey, 66% of the respondents indicated support for a system of walking paths or trails.

The availability or lack of public parking in downtown Ogunquit is directly related to the number of day visitors that the town can effectively serve. Providing more daytime parking would be in conflict with this Comprehensive Plan's economic policy of encouraging its visitors to stay overnight.

Although Ogunquit has a trolley system in place during the peak travel months, rides are generally provided to people who have already driven to Ogunquit's downtown parking and/or businesses. Parking lots outside the downtown area served by public transit could alleviate some of the traffic that is hindered by the limited capacity of the Route 1/Shore Road/Beach Street intersection. In a survey distributed to Ogunquit's taxpayers and voters, 58% of the respondents agreed with constructing one or two satellite parking lots. Such satellite lots would also be appropriate places for tour buses to access Ogunquit. In fact, 85% of respondents in the town-wide survey agreed with regulating where tour buses are allowed to stop and where and for how long their engines are allowed to idle.

The Downeaster schedule is likely the reason for the lower-than-anticipated rider ship at Wells. Day-trips from Boston to Maine are inhibited with the earliest train arriving in Wells close to noontime and the last one leaving before dinner. Conversely, someone traveling to Boston from Maine could get there before 9:00 AM and could leave to come home as late as 11:00 PM.

H. Education

Given Ogunquit's increasing retiree population and declining number of school-age children, there is a continuing need for adult education programs to better fit the needs of the changing demographic profile of Ogunquit. There has been an increased emphasis in this curriculum area over recent decades.

Even with LD 1725, the fact that the cost for public education (as a percentage of the total for running municipal government) decreased only modestly between 1990 and 2000, suggests that the fixed costs for public education: buildings, grounds, curricula, books and overhead, irrespective of the actual number of students from Ogunquit, will likely remain the major expenses in supporting public education.

The Ogunquit Village School is a real community asset. Besides providing a sense of history and continuity to Ogunquit children who attend now and adults who attended in years past, the school also provides a real sense of community to the residents of the Village as well as a superb (upgraded in 2002) playground for the school children and the residents. Located near the Dorothea Grant Common, the Village School is part of the municipal facilities anchoring the center of the Village along with the Dunaway Community Center and Grant Common itself.

I. Culture

A Town Library fulfills an important educational and recreational service, which is essential to any community. Traditional problems concerning library services include the scheduling of hours to best serve the needs of the community, availability of books and reference materials and space to house materials. The Library in 2002 to be fulfilling the needs of the community.

Cultural institutions are the soul of any community and both reflect that community and lead it in generating and supporting creativity and wisdom. Ogunquit is fortunate to be among Maine towns like Portland, Rockland and Bar Harbor as a conservator of Maine artistic heritage. The Town could better support its unique cultural heritage by advertising it more, through the local Chamber of Commerce.

J. Historic and Archeological Sites

Historically, old homes have been torn down to make room for parking lots or business ventures. The expansion for business uses continues to be a threat to the older dwellings. Private cemeteries have been destroyed also for business ventures.

A significant grant was awarded the Town in 2001 for major rehabilitation of the Marginal Way. The townspeople had previously accepted the gift of the Capt. Winn house and the work to restore it and make it a Town Museum was accomplished in 2002. In 2000, the Townspeople adopted an Ordinance to allow owners to voluntarily have their historic property so designated. This may encourage more to become active in preserving Ogunquit's heritage.

Maine cemetery laws require care for private cemeteries with military burials.

K. Parks and Open Space

Three broad recreation trends are affecting parks, open space and the land use pattern in Ogunquit in the first decade of the 21st Century. The continuing construction of hotels and motels is increasing the number of outdoor and indoor swimming pools in Town, weight rooms, spas and other exercise facilities. While many of these serve exclusively the summer tourist, some of these facilities also remain open year-round and also serve year-round residents.

The design of the Dorothea Grant Common includes walkways, benches and a flat lawn for audience sitting for the enjoyment of arts performances. It also includes a children's post & beam playhouse.

The year-round interest in more pedestrian connections between Town parks and the Beach is paralleled by the more youthful residents (and tourists) interest in more inter-connected bicycle pathways. The manifest desire among retirees for greater, and safer, pedestrian facilities: sidewalks, crosswalks across busy streets and more pathways like the Marginal Way prompt the development of an interconnected Town open space pattern. Preservation of in-town open space for park use by locating new parking lots on the fringes of the Village is another expressed desire of many residents.

The Marginal Way provides a marvelous example of how to get around on foot and there is likely to be a positive response to plans for similar-type river walks along the Ogunquit and Josias Rivers and perhaps along the Ogunquit River Estuary. Sidewalks and paths that tie together the various parks in the Village with Grant Common Park, the central park in Town, with the Marginal Way and the passenger trolley system would enable easier pedestrian movement around the Village.

Also identification of crucial open space for habitat protection, recreational objectives and environmental quality maintenance in an open space pattern seems desirable. Such a mapped pattern would enable the Planning Board to allow subdividers and major site plan developers to contribute cash toward land purchases within a Town Open Space Plan in lieu of providing open space within their own subdivisions or site plans.

Properly balancing recreational interests with the hospitality industry's recreational services with provision for youth facilities and programs both within the Village and at athletic fields is likely to be one of the biggest land use challenges of the 21st Century.

L. Community Character

Ogunquit has two community characters. On the one hand, there are still scattered aspects of its historic 19th Century character as a coastal fishing, farming, boat building settlement overlaid with its early 20th Century arts colony, summer hotel and summer home ambiance. These characteristics may be found primarily east of Route One in the older residential neighborhoods along the shore within which a number of historic homes and inns have been preserved and in Perkins Cove in which some of the original fishing character remains. On the other hand, there is the late 20th Century motel strip along Route One and the hotel strip along Shore Road that reflect the character of contemporary automobile-based vacationing.

The major issue is how best to balance these two community characters, even integrate them. During the 1990s, based on the 1993 Comprehensive Plan, the Town attempted – quite successfully - to reconcile the two town characters through

zoning and design review ordinances. These confined new hotel/motels to the Route One North strip while allowing for preservation of historic buildings in the Route One and Shore Road business areas by the design review process administered by the Planning Board.

In the 21st Century, the aging of the population in general is likely to continue to bring more retired people to live in Ogunquit either year-round or partial–year, some having been local summer home owners in the past. It may be assumed that this increasing retiree population would be more interested in the historic community character of Ogunquit than its hotel/motel tourist trade character, but not exclusively. The tourist trade helps support local museums, theatre and makes possible good restaurants in town, all of which also benefit the residents. The overlapping benefits of the historic village and the resident's historic housing, in turn, contributes ambiance to the tourist trade and a congenial setting for contemporary hotels and motels. There are, indeed, elements within both community characters that may form the basis for better integration of the two.

The Planning challenge will be to, in fact, better affect the integration of the two communities while preserving the ambiance of the quiet historic residential neighborhoods in the Village. Whereas the 1990s saw the application of the regulatory approach (through zoning, etc.), the 2000s will need to apply a capital improvements approach. This will need to include design and implementation of such public facility developments as new or rehabilitated sidewalks, cross walks, pathway maintenance and integration of town parks, trolley route extensions and possibly satellite parking lots. The design review process coupled to the enlightened stewardship of historic properties by both the residential and business communities will be needed if the historic character of the community is to be preserved and, more importantly, contribute to the contemporary resort character of Town.

As part of pursuing a balance between, and integration of, the two community characters of Ogunquit, the aging tourist population along with the aging residential population provides the opportunity to capitalize more on the Town's historic assets, including its museums and theatres to develop more cultural tourism. The traditional tourist benefits principally for families and youth from the recreational enjoyment of the beach, the restaurants, shops, and clubs that cater to a younger crowd, may, perhaps, be better balanced with more amenities aimed at the older tourist and resident: museums, theatres, parks, walkways and the like.

Long-term preservation of the historic community character of Ogunquit will depend on being able to use the remaining historic artifacts so that they pay for their upkeep – an empty museum or playhouse does not pay for itself. On the other hand, the contemporary resort character of Ogunquit represented by hotels, motels, inns and B&Bs will continue to respond to the changing vacation market. Again, the Town will need to attend to the community infrastructure such that the beach and estuary maintain the water quality upon which the entire resort economy is built. It

is upon environmental quality maintenance that the other community infrastructure elements may be evolved successfully: sidewalks, pathways, parks, landscaping, trolley service and the integration of all these elements to hospitality lodging, the beaches and the cultural amenities in Town.

M. Land Use Trend

The land use trends of the 1990s are likely to continue during the first decade of the 21st Century. The east side of Route One is mostly built-out and, therefore, new houses and other new dwelling-units are much more likely to be built on the west side of Route One where land is available and cheaper. During the 1990s, fully 2/3 of new dwellings were built on the west side of Route One. A major portion, probably more than half, of the 210 new houses west of Route One were constructed on recent subdivision lots created since 1990 (150 new house-lots). There has been no large residential subdivision of land on the east side of Route One since at least 1990.

The modest rate of new dwelling-unit construction is likely to continue. While Ogunquit had about a 17% increase in dwelling-units during the 90s (similar to York County as a whole), the Town had a 26% increase in population, considerably faster than the County. This is certainly due to the fact that 71% of the dwelling-units east of Route One were seasonal homes as were 58% west of Route One. The aging median age of Ogunquit residents suggests that a significant portion of the additional people in Town during the 90s were retiree who had made their erstwhile seasonal homes into their primary residences.

Whether the retiree seasonal home converters actually live in their new primary home in Ogunquit year-round or only part of the year, the effect is still the same. These new members of the year-round Ogunquit community did not need to build a new house to become primary-home residents of Ogunquit.

The rising median income of Ogunquit households during the 90s also reflects the higher income level of many of the new retirees in Town but also of the new homebuyers. The cost of either purchasing an existing home east of Route One or buying a new subdivision lot and building a new house requires a higher income. It is difficult for moderate or lower income households to afford a new house in Ogunquit. Middle and lower income households in Town are likely to be either natives from way back who still own some of the family's ancestral land or retirees who converted a modest summer cottage they had purchased before 1980.

The land use pattern emerging in Ogunquit (and to a greater or lesser extent along the entire southern Maine coast) is characterized by four strips of land parallel to the shore. The first strip of land in Ogunquit along the shoreline east of Route One is characterized by very expensive year-round and seasonal homes. Along Shore Road and in Perkins Cove it is also characterized by historic or historic-influenced tourist

lodgings, restaurants and retail shops. The second strip is the land on either side of Route One in which the contemporary motel strip, tourist-oriented restaurants and retail shops are located. The third strip is land west of Route One over to the Turnpike in which there is a mixture of year-round and seasonal homes, mostly single-family houses. Beyond the Turnpike to the west is traditional rural Maine supporting fields and forestland with few roads and only scattered houses. This area is likely to remain rural because it is hard to get to, has only one road accessed from Ogunquit through either Wells or York and new subdivision lots would need to be very large thus new subdivision roads very long and expensive.

The strip between Route One and the Turnpike continues to be in transition from rural to urban and is where the most land use activity may be expected. With the continued availability of public water and sewer, this area is certain to continue to receive development pressure for residential subdivisions and for multi-family site plans. From high income housing, such as in the Windward Subdivision (1999), to more modestly-priced housing, as in the Riverbrook Manufactured Home Park (1990), a range of housing prices responding to the market may be expected. Interestingly, the moderate price of the initial manufactured houses in Riverbrook Park are reportedly considerably higher at resale reflecting the continued strong demand for retirement housing in Town. The market will continue to attract retirees, from moderate to high incomes, seeking retirement condominiums, as well as higher income families seeking second homes.

Ogunquit will continue to be challenged on how best to respond to the continuing market pressures for high cost houses as well as moderate to high cost retirement housing. In order for the Town to effectively address the housing needs of its dwindling lower income natives, especially new families starting out, the Town will need to formulate and implement realistic measures to provide affordable housing within - or in spite of – the existing land use and housing trends along the coast. If the Town is to continue to accommodate its tourist economy, the Town will need to formulate and implement measures to house the increasing number of seasonal workers in its hospitality industry.

The Town is challenged by the developing area immediately west of Route One. What needs to be resolved is what the townspeople want with respect to all or a portion of this area becoming an extension of the existing village with an inter-connected road pattern and village-scale density of development. There is an option for a portion of this area to become a suburban area with large lot single-family housing. There is an option for multi-family housing in this area, including retiree condominiums or moderate-income apartments. There is still opportunity for parks, open space and public trails in the developing area between Route One and the Turnpike before development, either planned or unplanned, overtakes the area.

N. Affordable Housing

Ogunquit's attractiveness to affluent homebuyers from outside of Maine makes it one of the least affordable communities in the entire state on paper, when a pure comparison of median household income to median home prices is done. However, there are a number of mitigating factors that make Ogunquit's affordable housing situation somewhat less dire. These include:

- Many lower-income residents are long-time residents who have paid off mortgages. This group is challenged, though, by rising property taxes due to soaring valuations.
- The large stock of seasonal units provides a substantial supply of off-season affordable housing for the workforce in the region.
- A large manufactured housing development was recently built in Ogunquit that substantially increased the Town's supply of affordable housing

Adding together the current gap of affordable units and the expected future need, Ogunquit would need to add an estimated 58 affordable units by 2015. This translates to an average of about four units per year.

OGUNQUIT

Beautiful Place by the Sea

PART C

POLICIES AND ACTIONS

CHAPTER 5.
A VISION FOR OGUNQUIT
(Revised 2-14-03)

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, and the result is a town with an unsurpassed quality of life.

A. Special Places

Ogunquit, with just four square miles, is surrounded by Wells, York, and the Atlantic Ocean. Despite its diminutive size, it is bursting with special places that define the community. The 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 also around New England as a truly unique seaside trail. The Marginal Way is book ended to the north and south by the spectacular Ogunquit Beach and Perkins Cove. These three 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 Barn Gallery (formerly the Ogunquit Arts Collaborative), the Ogunquit Playhouse, the Ogunquit Heritage Museum at the Winn House, 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 viewscapes are scattered throughout town. All of these places are important to the residents and serve to define what Ogunquit is.

B. A Vision for Ogunquit in 2020

Ogunquit will continue to be a desirable year-round community with a friendly, diverse population. Ogunquit will also continue to be an attractive summer resort visited by travelers from around the world attracted by its natural environment, diverse cultural offerings, and its pedestrian friendly, car-optional setting. But in 2020, the balance between these two divergent roles of Ogunquit will be better maintained so that tourism does not adversely impact year-round residents while the businesses that serve tourists are welcomed as a positive part of the community.

Ogunquit 2020 will include the following elements:

- Ogunquit Beach will continue to be the premier ocean beach in Maine and the dune system will have been protected. Water quality will be outstanding allowing for a full range of human and natural resource uses.

- The river and stream corridors and other significant natural resources in the community will provide residents and visitors with a contrast to and relief from the village environment and will be protected from development or degradation.

- The area west of the Turnpike will be permanently preserved primarily as working rural land and open space in conjunction with the property owners in this part of Ogunquit.

- The downtown area will continue to be a pedestrian-friendly, mixed-use "New England village" in which the use of personal automobiles is minimized and the "boundary" of the pedestrian area is expanded beyond its current limits.

- The Route One corridor outside of the downtown will continue to be a location for transient housing but its expansion will have been limited to reflect the capacity of the community. The visual quality of this corridor will have been improved and provisions for pedestrians will have been upgraded.

- Shore Road will become more of a pedestrian-friendly corridor with improved sidewalks and crosswalks serving a mixed-use area with retail and transient housing uses. Additional transient housing will be limited to small-scale operations that are compatible with the area and that do not overtax the street and sidewalk network.

- Perkins Cove will maintain the charm of a New England fishing village while accommodating tourist commercial uses in a pedestrian environment. Parking within Perkins Cove will be limited.

- The community's older residential neighborhoods will continue to be desirable areas in which to live year-round and these areas will be protected from encroachment by nonresidential uses and the negative impacts of tourism such as traffic, parking, and noise.

- Good quality residential development that provides pedestrian options and preserves significant amounts of open space will continue to occur east of the Maine Turnpike on a controlled basis

to allow for the growth of the year-round population.

- Traffic in and passing through Ogunquit on Route One will be reduced and better managed. Parking for day-trippers, tour buses, and similar short duration visits will be relocated to the outskirts of the community and the network of trolleys or other mass transit options will be expanded to allow visitors, and even residents, to leave their cars outside of the downtown area for many trips.

- Ogunquit will be a model for a pedestrian-oriented, car-optional, tourist destination that allows visitors and seasonal residents to accomplish most of their need to move about the community without the use of a private automobile. Pedestrian and bicycle facilities will be improved and expanded and the trolley network expanded.

- The options for traveling to Ogunquit will be expanded so that visitors do not need an automobile to come to Ogunquit.

This broad vision for the community translates into the following neighborhood visions for the various geographic areas of the community:

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 crafts 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).

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 especially additional transient housing 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.

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. 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 harbor (allowing parking for fishermen and preserving fishermen's rights and privileges). This role will be complemented by focusing future commercial development, if any, on uses and activities that enhance the pedestrian character of Perkins Cove. New sidewalks and improved lighting will be added in conjunction with these new pedestrian-focused businesses. The amount of public parking will be reduced if alternatives are developed, and the amount of green space and pedestrian areas increased, thereby making the area more pedestrian friendly. The pedestrian draw bridge will 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. Single-family housing will continue to be promoted; additional condominiums, timeshares, inns, restaurants, or multifamily housing units will be discouraged. Better lighting and new infrastructure improvements (water and sewer) will serve these neighborhoods, and parking regulations near the footbridge will 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. This area will include a range of housing affordable to various groups with a range of densities from village-like to more rural in character. Campgrounds/RV parks will continue to be prohibited to maintain the rural landscape. Ogunquit will partner with other towns and organizations to protect open areas and wildlife habitat (land trusts) as well as to provide services (for example, continuing to partner with Wells and York to provide fire/rescue services to this area of town).

C. Tourism in 2020

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 an expanded design review process),
- ***maintaining a resource-based tourist experience*** that attracts tourists to the town's cultural and environmental resources,

- ***maintaining support for local businesses*** (perhaps by facilitating the creation of proper seasonal-employee housing through less stringent zoning requirements or creating a welcome plan for out-of-area employees),

- ***establishing user fees to offset the costs to property owners*** (for example, charging more for parking or taxing room rentals),

- ***improving the traffic situation***, and in particular addressing truck traffic in town and the toll situation on the Maine Turnpike, to reduce traffic and improve air quality, and

- ***rigorously and continually examining the tax balance among businesses, residents, and seasonal property owners.***

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 will be an expanded role for public transportation and safer alternatives for pedestrians, which will include bike paths, better sidewalks, and an expanded trolley system. Public parking areas will be less visible, but still efficient and able to conveniently get people to their destination. Finally, the Town will push for an alternative toll structure on the Maine Turnpike that eliminates the incentive to travel on Route One through the Downtown.

CHAPTER 6.
POLICIES AND ACTIONS

(Revisions 10-11-04)

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

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. 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.

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 desireable place to retire while promoting the Town as a desireable community for all year-round residents/households.

C. Natural and Marine Resources

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 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 based on the most accurate information available, and use them for public and private planning purposes;

c. Continue to minimize existing incompatible land uses and activities on swamp and tidal marsh and beach and dune deposits through resource protection zoning in the shoreland area;

d. 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.

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 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. 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;

b. 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;

c. 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;

d. 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

e. 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 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.

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. Continue to require that applicants for the approval of all future developments submit appropriate topographic, slope and surface water drainage information as part of their applications for approval; and

d. Continue to require that the applicants for the approval of all future 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. Maintain the set of property tax maps that delineate the boundaries of all identified aquifers and use them for public planning purposes;

b. Continue to regulate or prohibit land uses and activities which are likely to contaminate groundwater resources by requiring developers to conduct hydrogeologic assessments;

c. Continue to upgrade the sewer system;

d. 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;

e. 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

f. Continue to require that the applicants for the approval of all future developments submit appropriate hydrogeologic information and groundwater impact assessments as part of their applications for approval.

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 and use 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 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 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 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. Maintain the set of property tax maps that delineate the boundaries of all identified significant fresh water and coastal wetlands and use them for public and private planning purposes;

b. Continue to include all significant fresh water and coastal wetlands and adjacent uplands within 75 feet of the wetlands boundary within the Resource Protection District;

c. 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;

d. 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.

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 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 and 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.

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. 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 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 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 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. Require that timber harvesting and clearing associated with development activities be carried out in conformance with "Best Management Practices" to minimize the impacts of these activities.

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 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 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 to prohibit all point sources of pollution;

g. 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;

h. Consult with the DEP's Water Bureau Non-point Source Program for Best Management Practices and other guidelines concerning non-point source pollution; and

i. 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, 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 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 an impact fee on new development to raise funds to be dedicated to improving environmental quality of Ogunquit's marine resources,

h. Study the impacts of and develop a program to control construction of waterfront seawalls 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 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) and use them for public and private planning purposes;

c. 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;

d. Continue to 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;

e. Continue to 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;

f. Encourage the establishment of a local Conservation Commission pursuant to Title 30-A, MRSA, Section 3261;

g. Develop and maintain comprehensive monitoring and management programs to preserve, protect and enhance identified Critical Areas;

h. 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

i. If any 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

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 continue to support the various Town 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 Conservation Commission, 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 maintain an updated 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.

c. Marine Resource Management - The Ogunquit Conservation Commission should:

(1) Collect data concerning sources of municipal and residential wastewater runoffs and discharges into streams and 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 Selectmen should enforce the public's ownership of and access to Ogunquit Beach via Ocean Avenue and to Oarweed Cove Beach.

(2) The Conservation Commission 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.

(3) The Conservation Commission 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, for presentation to the Board of Selectmen.

e. Hazard Area Management - The Conservation Commission should review the beach study conducted by Ken Fink, Peter Baye, et al and develop a 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;

(3) 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

(4) 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).

f. State and Local Cooperation - The Conservation Commission should:

(1) 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

(2) strengthen the informal system between the Police, Animal Control, Life Guards, and Public Works that encourages citizens to report violations of laws and ordinances designed to protect shoreline areas, for example, the leash law, and relaying them to appropriate local, state or federal authorities.

g. Protect Scenic and Natural Areas

(1) The Conservation Commission should continue to identify critical habitat for fish, shellfish, wildlife, and plant species; assess present status and conservation needs, 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 all water craft of 5 mph, upriver from the mouth of the Ogunquit River.

h. Outdoor Recreation and Tourism Opportunities - The Conservation Commission should:

(1) 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,

(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.

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 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. 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.

l. Encourage appropriate and affordable housing opportunities for seasonal employees.

m. Encourage 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.

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 and adjacent communities.

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.

   b. Work with the Sewer District to prevent the extension of public sewers into adjacent communities to serve new development, but allow extensions into these communities only to provide service to existing development with failing sub-surface waste disposal systems where no other viable option is available for providing sewage disposal.

   c. Provide significant density incentives for the use of public sewerage for development within designated growth areas.

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

a. Develop a master plan to guide local and regional highway improvement efforts to clarify and balance safety and mobility policies. This plan should be developed in coordination with the Southern Maine Regional Planning Commission, the Maine Department of Transportation and adjacent towns. The focus of this effort should be on the Route One corridor as well as Shore Road and other major parts of the road network.

b. 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.

c. Conduct an origin-destination survey to determine whether the traffic on Route 1 is through traffic or whether it is Ogunquit generated.

d. 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.

e. Reappoint the Parking and Traffic 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.

f. 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 policy of the Town of Ogunquit to continue to work toward the alleviation of the traffic and parking problems that accompany its tourist industry.

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

a. Work with the Maine Turnpike Authority to 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. Continue to encourage a car-free experience for visitors by supporting and expanding pedestrian and bicycle facilities in Ogunquit.

d. Support expansion of the trolley system including expansion of the routes to serve more of the community.

e. Assure that any new parking lots developed by the Town of Ogunquit 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. 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.

i. Upgrade the provisions in the Town's land use regulations dealing with the control of access to Route One in coordination with the Maine Department of Transportation's access control regulations. These provisions should require that new or expanded uses in the corridor limit the number of curb cuts on Route One and consolidate access points to the extent feasible.

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.

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. Priority should be given to protecting viable agricultural land and forest land.

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 including active agricultural and forest land 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 OPPORTUNITES

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.

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.

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 by assuring that fifteen percent of all new housing units are "affordable".

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 15% 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.

   e. Work with local and regional non-profit housing groups to expand the supply of housing in the community that is affordable for "very low income households" especially elderly households that reside in the community.

   f. Consider the use of alternative financing including Tax Increment Financing (TIF) Districts for the development of affordable housing in which a portion of the property tax revenue from the development could be used to help pay for the infrastructure (sewage disposal, water supply, roads, etc.) necessary for the project and to pay for the education costs associated with the development.

Note: Additional strategies relating to the provision of housing for seasonal workers are included in Section D. Local Economy – see actions l, m, and n.

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 (including historical archeological sites) prior to any activity within areas with potential 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.

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).

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.

A. General Pattern of Development

The Town of Ogunquit's Future Land Use Plan reflects the following guiding principles with respect to the general pattern of development:

1. Downtown Ogunquit should continue to be a vibrant, densely-developed, pedestrian-oriented, mixed-use community center that meets the needs of both residents and visitors. Within this area, the use of a personal automobile should be unnecessary and should be discouraged as should auto-dependent or auto-oriented uses.

2. The areas adjacent to Downtown along Route One and Shore Road should continue to be mixed-use areas that are predominantly pedestrian in character and that continue the style and scale of the downtown but at a lower intensity.

3. The older residential neighborhoods primarily east of Route One and along Shore Road should be maintained as high quality neighborhoods and protected from the introduction of incompatible commercial uses or higher density housing and from the adverse impacts of commercial development along Route One and Shore Road.

4. The outer portions of the Route One corridor should continue to serve as a location for transient housing such as motels and hotels along with other commercial activities but the quality of the development should continue to be improved as redevelopment or upgrading occurs including provisions for improved access management.

5. The area west of Route One extending to the turnpike should continue to develop as good quality, moderate-density, residential neighborhoods that are served by public water and sewerage where feasible. Within this area, substantial amounts of open space should be permanently preserved as development occurs.

6. The area west of the Maine Turnpike should remain a predominantly undeveloped rural area. Within this area,

substantial amounts of open space should be permanently preserved.

7. Areas with significant natural resource value should be off limits for development.

8. Large-scale, high-intensity commercial entertainment and recreational facilities such as casinos and amusement parks are not in keeping with the character of the community and, therefore, should be prohibited in Ogunquit.

B. The Future Land Use Plan

The Future Land Use Plan shows graphically how the Town's land use policies apply to the land area of the Town of Ogunquit and where growth should and should not be accommodated over the next decade. The Future Land Use Plan is not a zoning map. It is intended to show, in a general sense, the desired pattern of future land use and development. The boundaries shown on the Future Land Use Plan are intended to be general. The intention is that this Plan will guide a review of the Town's zoning ordinance and maps to assure that those land use regulations are consistent with the policies set forth in this Comprehensive Plan.

The Future Land Use Plan embodies the concept that the Town should identify and designate "**rural areas**" or areas in which intensive development will be discouraged and "**growth areas**" or areas in which the anticipated nonresidential and residential growth will be accommodated (See Map 1). "Rural areas" typically include areas with significant natural resource constraints to development or use, areas with large amounts of agriculture or commercial forestry, areas which lack public utilities, and areas that are distant from public services. "Growth areas" typically include those areas that are or can be conveniently served by public facilities and services, are physically suited for development, and promote a compact rather than sprawling pattern of development. In addition, the Plan includes a category of "other areas" that includes the Town's Shoreland Protection District. This is included as an "other area" since this district allows development in some locations as long as performance standards are met.

1. Rural Areas

The Future Land Use Plan contains two designations that fall under the concept of "**rural areas**" as set forth above, the **Resource Protection** designation and the **Rural Conservation** designation (See Map 2). The following sections describe these designations:

- **Resource Protection** – This designation includes fragile natural

resources and/or resources that perform essential natural functions. The Resource Protection areas shown on the Future Land Use Plan mirror the areas that are currently zoned Resource Protection in accordance with Maine's Shoreland Zoning requirements. This designation includes the Beach, the immediate shore frontage along the ocean, and the immediate area along the Ogunquit and Josias Rivers and designated streams. Within these areas, the Town's land use regulations should continue to limit uses to low intensity and natural resource uses that do not adversely impact the resource value of these areas and to prohibit virtually all development. The Town should continue to require that all activities in these areas meet stringent performance standards.

- **Rural Conservation** - This designation includes those areas that are currently zoned Farm District west of the Maine Turnpike where the Town desires to discourage intensive residential development. A variety of residential uses as well as rural and natural resource uses should continue to be allowed in this area. Large-scale or intensive residential subdivision activity should not be allowed. Residential development should continue to be allowed at a density of one unit per one and a half acres with requirements similar to the current Farm District zoning provisions. Residential subdivisions should be required to set aside land for open space to preserve natural values and habitat. Clustered residential developments should be allowed only if they set aside a majority of the site as open space and preserve the rural character of the area or conserve farmland. This area should be the focus of public and non-profit land conservation activities in cooperation with the land owners. Development standards for subdivisions should require that buffers are maintained along existing roads, that the development maintains the rural character to minimize the impact of development on the rural landscape, and that significant natural resources including wildlife travel corridors are preserved.

2. Growth Areas

The Future Land Use Plan contains a number of designations that fall under the concept of "**growth areas**" as set forth above (See Map 2). This includes residential and commercial designations. The following sections describe these growth designations:

Residential Designations

- **Suburban Residential** - This designation is intended to accommodate "suburban style" residential development at a density of up to one and a half units per acre with public sewerage and water

and two-thirds of a unit per acre with on-site utilities. The designation applies to areas between Route One and the Maine Turnpike that are on the fringe of the utility service area and that are currently zoned Rural Residential 1 and Rural Residential 2. Extension of utilities in this area is possible but is limited by the costs involved with excavating in shallow to bedrock conditions. Therefore, it is likely that some development will occur on private, on-site water and sewer unless the development is large or located close to the existing utility system. Allowed uses should continue to include single-family and two-family homes and manufactured housing as well as multifamily housing (with case by case review), community and public facilities, agricultural uses, B&Bs, home occupations, and low impact uses. Commercial uses should continue to be restricted. The Town should maintain the current lot size with public water and sewerage of 30,000 square feet but provide some flexibility for increased density for projects that provide a specific community benefit such as providing affordable housing or preserving significant open space. To this end, cluster or open space development should be encouraged. The basic lot size should continue to be 60,000 square feet for homes that utilize on-site sewage disposal or on site water supply. In general, this designation is similar to the current Rural Residential zoning districts.

- **Village Residential -** This designation is intended to accommodate "village style" residential development at a density of up to four units per acre with public water and sewerage and one and a half units per acre with on-site utilities. The designation applies to areas on both sides of Route One that are currently zoned Residential and are serviced with public sewerage and water or where facilities may be reasonably extended. Allowed uses should continue to include single-family and two-family homes as well as multifamily housing (with case by case review), community and public facilities, B&Bs, home occupations, and similar low impact uses. Commercial uses should continue to be restricted in these areas. The basic minimum lot size should continue to be 10,000 square feet with public water and sewerage and 30,000 square feet for homes that utilize on-site sewage disposal or water supply. In general, this designation mirrors the current Residential District in the Town's zoning.

- **Single-Family Residential** - This designation is intended to maintain the character of established single-family residential neighborhoods primarily on the east side of Shore Road that are currently zoned One Family Residential and that are primarily serviced with public sewerage and water. Within these areas, residential uses should continue to be allowed at a density of up to four units per acre with public utilities. Residential uses should continue to be limited to single-family

residences. Limited community and public facilities, home occupations, and similar lower impact uses should be allowed in these areas. Commercial uses should continue to be restricted in these areas. The basic minimum lot size should continue to be 10,000 square feet. While it is anticipated that any new construction will be served by public sewerage, the minimum lot size should continue to be 30,000 square feet if there is an occasional single unit constructed that utilizes on-site sewage disposal. In general, this designation is similar to the current One Family Residential zoning district and development activities should be subject to similar regulations.

- **Perkins Cove Residential** - This designation is intended to maintain the established character of the residential areas at Adams Island and Perkins Cove that are currently zoned Perkins Cove Residential. Allowed residential uses should continue to include single and two-family homes at a density of up to four units per acre with public sewerage and water. Community and public facilities, home occupations, B&Bs, and other lower impact uses should continue to be allowed in these areas. Commercial uses should continue to be restricted in these areas. The basic minimum lot size should continue to be 10,000 square feet with public water and sewerage and 30,000 square feet with on-site utilities. In general, this designation is similar to the current Perkins Cove Residential zoning district and development activities should be subject to similar regulations. The development regulations within this area should, however, allow reconstruction in the style of a classic fishing village if the area ever sustains substantial damage in a storm as long as reasonable provisions are incorporated to minimize future storm damage.

Commercial Designations

- **Downtown** - This designation covers the historical Downtown area and is intended to allow pedestrian-scale, mixed-use in a village setting. Within this area, the Town should continue to allow the use and redevelopment of existing buildings and the construction of new buildings for retail, restaurant, service, office, community, and multifamily residential use (on upper floors) as well as B&Bs. Motels and hotels should not be permitted in this area. The development standards for this area should continue to require that buildings be of a village character and maintain a pedestrian orientation. This designation is comparable to the current Downtown Business zoning district.

- **Downtown Periphery** - This designation includes the portions of the Route One corridor and Shore Road immediately outside of the village

center that are currently zoned General Business 1. Within this area, the Town should continue to allow a wide range of residential, community, and commercial uses including B&Bs and restaurants, as well as retail, service, and office uses in a mixed pedestrian-automobile environment. New hotels and motels should continue to be prohibited within these areas. In addition, the expansion of existing hotels and motels should also be prohibited to maintain the character of these areas. The development standards within these areas should require that new development reflect a village rather than highway commercial character, be of a high quality from a design and environmental perspective, and manage vehicular access to prevent safety problems.

- **Route One Corridor Commercial** - This designation covers the portions of the Route One corridor that are away from the center of the village and that are currently zoned General Business 2. Within this area, the Town should continue to allow a wide range of residential and commercial uses including motels and hotels, B&Bs, retail, service, and office uses in a primarily automotive environment. The development standards within these areas should require that new development be of a high quality from a design and environmental perspective, manage vehicular access including provisions for coordinated curb cuts to prevent safety problems, and improve pedestrian facilities.

- **Limited Business** - This designation includes the area along Shore Road beyond the fringe of the village center to the Perkins Cove area that is currently zoned Limited Business. Within this area, the Town should continue to allow a wide range of residential, community, and commercial uses including B&Bs and restaurants, as well as retail, service, and office uses in a predominantly pedestrian environment. New hotels and motels should continue to be prohibited within these areas. In addition, the expansion of existing hotels and motels should also be prohibited to maintain the character of these areas. The development standards within this area should require that new development reflect a village/pedestrian scale and character rather than highway commercial character, be of a high quality from a design and environmental perspective, and manage vehicular access to prevent safety problems.

- **Coastal Business** - This designation covers the Ogunquit Beach and Perkins Cove commercial areas. Within these areas, The Town should continue to allow for a mixture of uses including a variety of residential uses, limited community uses, commercial uses including B&Bs and restaurants, as well as retail, service, and office uses, and marine related uses. The development standards for these two areas should

reflect the current pattern of development but should prevent activities that increase the risk of loss due to storm related flooding and/or erosion or sea level rise.

3. Other Areas

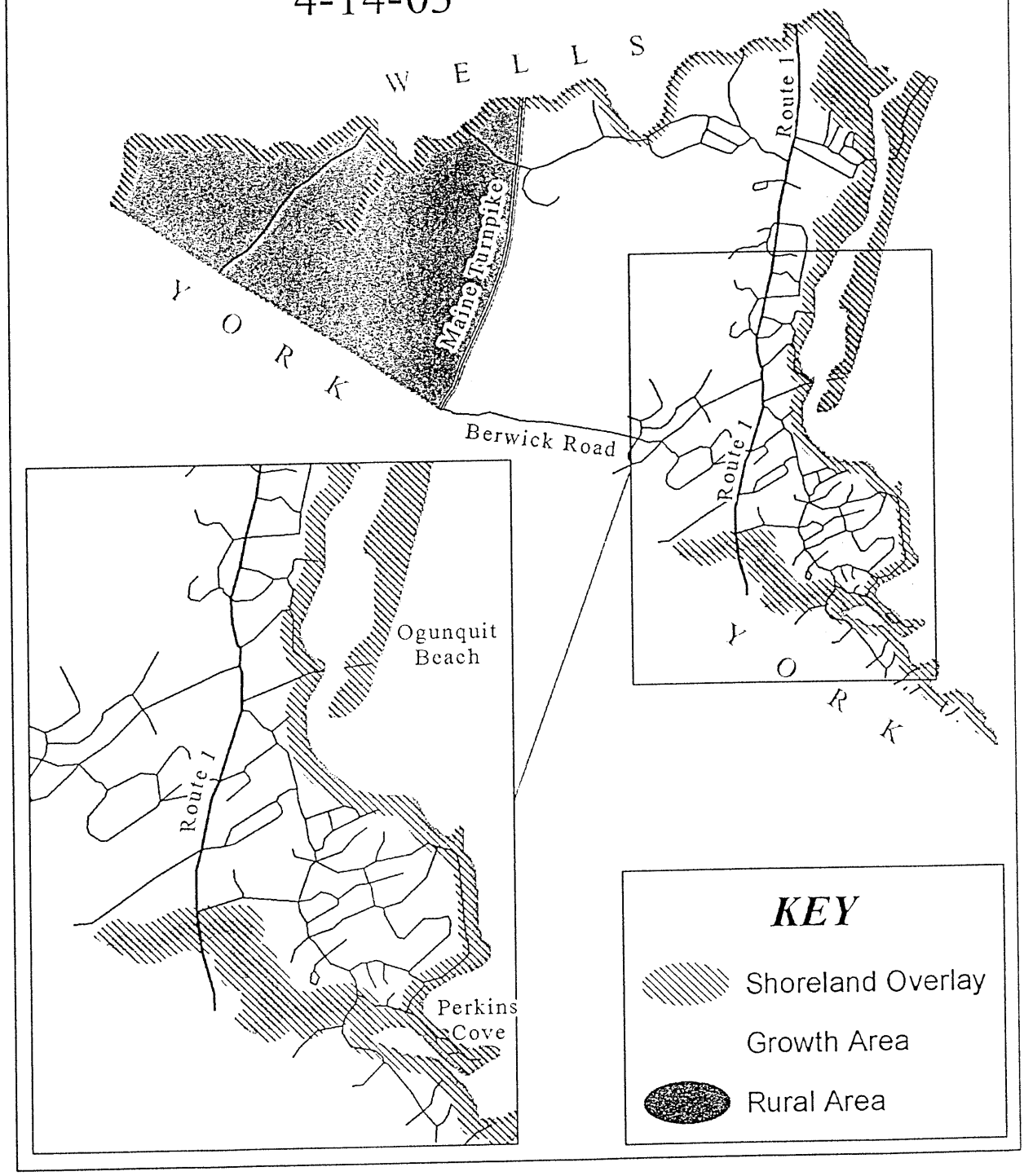
These are special purpose areas within the community.

- **Shoreland Protection** - This designation includes the areas that are adjacent to fragile natural resources and/or resources that perform essential natural functions that are designated Resource Protection. The areas shown on the Future Land Use Plan as Shoreland Protection mirror the areas that are currently zoned Shoreland Overlay in accordance with Maine's Shoreland Zoning requirements. This designation includes the area adjacent to the immediate shore frontage along the ocean and along the Ogunquit and Josias Rivers and designated streams. Within these areas, the Town's land use regulations should continue to treat this as an overlay district in which the uses allowed in the underlying zone are allowed subject to additional density standards and stringent performance standards.

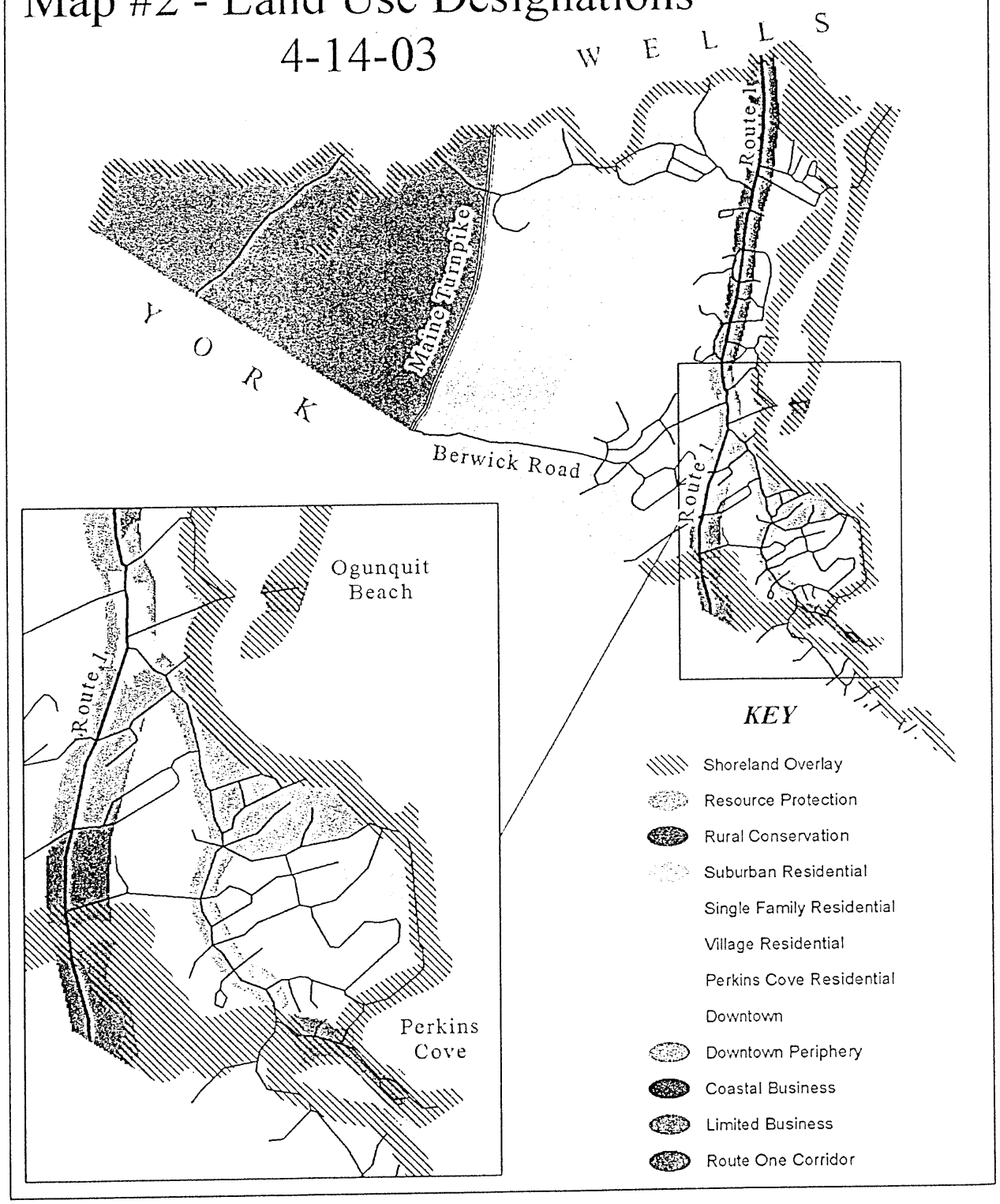
C. Rate of Residential Growth

During the 1990s, the Town's year-round population grew at a faster rate than York County as a whole. Given the level of residential development over the past three years, this trend appears to be continuing. This continuing population growth, when combined with continuing growth in the number of seasonal visitors, has the potential to stress the community's ability to provide facilities and services. Given the limited size of the community, this is an important issue. Therefore, the Planning Board should regularly monitor the rate and pattern of residential growth in Ogunquit and the impact of this growth on the Town's services and facilities and the Town's success in achieving the goals of the Future Land Use Plan.

Ogunquit Future Land Use Plan
Map #1 - Growth and Rural Areas
4-14-03



Ogunquit Future Land Use Plan
Map #2 - Land Use Designations
4-14-03



OGUNQUIT

Beautiful Place by the Sea

PART D

IMPLEMENTATION STRATEGY

CHAPTER 8.
IMPLEMENTATION STRATEGY

(Revisions 10-11-04)

This chapter assigns responsibility for the implementation of each proposed activity included in the plan's policies and Future Land Use Plan to a responsible party. It also establishes a general timetable for implementation. The schedule is divided into Short-Term Implementation Strategies (activities already underway and/or to be undertaken within two years of adoption of the Update) and Mid-Term Implementation Strategies (activities to be undertaken within three to five years).

***Note: The descriptions of activities are abbreviations of the policies upon which they are based. Refer to the indicated policy for the complete statement or to the Future Land Use Plan.**

A. Short-Term Implementation Strategies

The Town should undertake the following activities on an ongoing basis or within two years of the adoption of the updated Comprehensive Plan.

Action Reference	Activity*	Status as of 7/04	Responsibility
	Land Use Regulation		
	Review and revise the Zoning Ordinance and Zoning Map to address the following:		
A.2.h.	Allowing graphic and performing arts facilities in all designated growth areas		Planning Board
A.2.h. H-I.2.d.	Allowing off-site directional signs for non-profit community cultural facilities		Planning Board
C-I.2.c.	Requiring development in coastal areas be sited and designed to accommodate sea level rise		Planning Board

C-V.2.c. C-V.2.d. C-VI.2.f. C-VIII.2.e C-X.2.g. C-XI.2.c. C-XII.2.e. C-XIII.2.e C-XIV.2.i. C-XV.2.g.(2)	Requiring that all development (not just large-scale development) provide information about natural resources including; - topography, slope and drainage - erosion and sedimentation controls - surface water management - groundwater hydrology - vernal pools - marine environments - vegetative resources - significant wildlife habitats - significant marine resource areas - rare species - scenic areas and resources		Planning Board
C-VII.2.h.	Requiring development activities to address the quality of stormwater runoff		Planning Board
C-VIII.2.f.	Developing standards for the protection of vernal pools		Planning Board
C-XI.2.d.	Requiring timber harvesting and clearing related to development activities to meet forestry "BMP's"		Planning Board
C-XIII.2.g.	Requiring development activities to meet "BMP's" for stormwater management		Planning Board
C-XV.2.g.(2)(a)	Developing ordinance provisions that reward or provide incentives for conserving natural areas		Planning Board
C-XV.2.g.(2)(b)	Requiring a visual impact analysis for all projects in sensitive areas and all major projects anywhere in town		Planning Board
A.2.a., D.2.b and Future Land Use Plan	Prohibit the expansion of existing hotels and motels in the Downtown Periphery and Limited Business areas		Planning Board
A.2.a. and D.2.e.	Requiring that new commercial or service uses be designed to be compatible with the community character and pedestrian friendly		Planning Board
A.2.c. and D.2.h.	Developing improved buffering, noise, and odor requirements		Planning Board

D.2.k.	Liberalizing the treatment of small, low-impact home businesses		Planning Board
F-II.2.d.	Adopting access management standards for local streets and roads		Planning Board
F-III.2.i.	Reviewing and upgrading access management standards for the Route One Corridor		Planning Board
G-II.2.b.	Including areas with significant wildlife habitat value in the Resource Protection district		Planning Board
I.2.b.	Creating density bonuses for projects that create affordable housing		Planning Board
I.2.d.	Allowing accessory apartments in newer single-family homes		Planning Board
J.2.b.	Requiring a reconnaissance survey of potential archeological sites prior to development in areas with potential archeological significance		Planning Board
J.2.c.	Requiring development applications to address historic and archeological resources on or adjacent to the site		Planning Board
A.2.d., A.2.g., B.2.b, and Future Land Use Plan	Revising the zoning district standards as recommended in the Future Land Use Plan designations		Planning Board
C-I.2.d.	Encouraging development to incorporate alternative energy use		Planning Board
	Review and revise the Subdivision Regulations to address the following:		
C-I.2.c.	Requiring development in coastal areas be sited and designed to accommodate sea level rise		Planning Board
C-VII.2.h.	Requiring development activities to address the quality of stormwater runoff		Planning Board

C-XV.2.g.(2)(a)	Developing ordinance provisions that reward or provide incentives for conserving natural areas		Planning Board
C-XV.2.g.(2)(b)	Requiring a visual impact analysis for all projects in sensitive areas and all major projects anywhere in town		Planning Board
C-V.2.c. C-V.2.d. C-VI.2.f. C-VIII.2.e C-X.2.g. C-XI.2.c. C-XII.2.e. C-XIII.2.e C-XIV.2.i. C-XV.2.g.(2)	Requiring that all development (not just large-scale development) provide information about natural resources including; - topography, slope and drainage - erosion and sedimentation controls - surface water management - groundwater hydrology - vernal pools - marine environments - vegetative resources - significant wildlife habitats - significant marine resource areas - rare species - scenic areas and resources		Planning Board
G-II.2.a.	Requiring that all subdivisions west of Route One set aside common open space		Planning Board
I.2.c.	Requiring that 10% of units in subdivisions with ten or more units be affordable.		Planning Board
J.2.b.	Requiring a reconnaissance survey of potential archeological sites prior to development in areas with potential archeological significance		Planning Board
J.2.c.	Requiring development applications to address historic and archeological resources on or adjacent to the site		Planning Board
	Monitor the rate of residential growth		
Future Land Use Plan	Periodically reviewing the rate and pattern of residential growth and its impact on services and facilities and land use goals		Planning Board

	Natural Resources		
C-II.2.a, C-III.2.a., C-X.2.a., C-XI.2.a., C-XIII. 2.a.	Encouraging the Maine Geological Service to map bedrock and surficial geology, marine environments, vegetation, marine resources		Planning Board
C-III.2.e. C-XIII.2.i.	Monitoring the potential mining of off-shore sand deposits		Board of Selectmen
C-X.2.h.	Improving management of the Town's snow dump		Town Manager
C-XIII.2.h	Studying the impacts of seawalls on beach erosion		Conservation Commission
C-XIV.2.f.	Establishing a local conservation commission	Done	Board of Selectmen
C-III.2.b. C-IV.2.a. C-VI.2.a. C-VIII.2.a. C-IX.2.b. C-X.2.b. C-XI.2.b. C-XII.2.b C-XIII.2.b. C-XIV.2.b.	Creating an updated set of property maps showing the location and boundary of natural features including: - Surficial deposits - Soils - Aquifers - Standing and flowing waters - Significant freshwater and coastal wetlands - Floodplains - Marine environments - Vegetative resources - Wildlife habitats - Marine resource areas - Critical areas		Land Use Office
	Transportation		
F-I.2.b.	Enacting a transportation improvements impact fee ordinance		Town Manager and Board of Selectmen

F-I.2.a	Maintaining coordination with the Maine Department of Transportation on Route 1 and Shore Road	On-going	Town Manager
F-II.2.b.	Appointing a Route One Design Committee		Town Manager and Board of Selectmen
A.2.c and F-II.2.e.	Reappointing Parking and Traffic Committee	Done	Board of Selectmen
F-II.2.f.	Improving provisions for managing truck deliveries to businesses	On-going	Parking and Traffic Committee
F-III.2.d.	Promoting expansion of the trolley system		Town Manager and Board of Selectmen
	Fiscal		
C-XV.2.b.	Maintaining an up-to-date Port and Harbor Capital Improvement Plan		Harbor Committee
K.2.a.	Establishing a formal, annual Capital Improvement Plan	Done	Town Manager
	Public Facilities and Utilities		
C-XV.2.d.(3)	Developing a list of improvements to public shoreline areas		Conservation Commission
D.2.a D.2.d F-I.2.d. G-I.2.b.	Developing a program and funding for improvements to and expansion of the sidewalk system	On-going	Board of Selectmen
E-I.2.b.	Adopting a long range facilities plan for municipal facilities		Board of Selectmen
E-III.4.a. and b.	Developing a formal agreement on restricting the extension of sewers into rural areas and adjacent communities		Board of Selectmen and Sewer District

E-II.2.a. and b.	Pursuing water system upgrades		Board of Selectmen and Water District
	Recreation and Open Space		
C-XV.2.d.(1)	Enforcing the public ownership of and access to the beaches		Board of Selectmen
G-II.2.c.	Working with land trusts and conservation organizations	In progress	Conservation Commission
G-II.2.f.	Developing a voluntary program to work with rural land owners		Conservation Commission
G-II.2.d.	Creating an open space impact fee		Town Manager and Board of Selectmen
G-II.2.e.	Creating an open space acquisition program		Town Manager and Board of Selectmen
	Housing		
A.2.e and I.2.a.	Creating a Housing Committee		Board of Selectmen
A.2.e. and I.2.e.	Working with a non-profit housing group to expand the supply of affordable housing for "very low income" elderly households		Housing Committee

B. Mid-Term Implementation Strategies

The Town should undertake the following activities within five years of the adoption of the updated Comprehensive Plan.

Action Reference	Activity*	Status as of 7/04	Responsibility
	Natural Resources		
C-VII.2.i.	Undertaking a stormwater quality monitoring program	In progress	Conservation Commission
C-X.2.c.	Undertaking a program to encourage the use of low nitrate fertilizers	In progress	Conservation Commission
C-XII.2.g.	Developing pollution control plans for shared resources		Conservation Commission
C-XII.2.i.	Undertaking a program to identify non-point sources of pollution entering the Ogunquit and Josias Rivers	In progress	Conservation Commission
C-XIII.2.f	Studying impact of non-source pollution from stormwater	In progress	Conservation Commission
C-XIII.2.h.	Developing a program to control the construction of seawalls		Conservation Commission
C-XV.2.d.(3)	Developing educational and informational materials concerning shoreline natural resources		Conservation Commission
C-XV.2.e. C-XV.2.h.	Developing a beach stewardship program		Conservation Commission
C-XV.2.g.(3)	Enforcing the speed limit on the Ogunquit River		Town Manager
C-XVI.2.g. and C-XV.2.g.(1)	Identifying critical areas and critical habitat and developing conservation strategies		Conservation Commission

	Transportation		
A.2.c. and D.2.g.	Revising the parking regulations in residential neighborhoods		Town Manager and Board of Selectmen
F-II.2.a	Developing a master plan to guide local and regional highway improvement efforts		Town Manager and Parking and Traffic Committee
F-III.2.a.	Creating a Turnpike message board regarding Route One traffic conditions		Town Manager
F-II.2.c. F-III.2.b.	Conducting an origin and destination study of Route One traffic		Board of Selectmen and Parking and Traffic Committee
D-2.a. D-2.d. D-2.i. D-2.m. & n. F-II.2.e. F-III.2.f. F-III.2.g. G-I.2.b.	Developing proposals for improved parking and pedestrian and bicycle facilities		Parking and Traffic Committee
	Public Facilities		
E-I.2.c.	Including funding for upgrading or expansion of municipal facilities in the CIP		Town Manager and Board of Selectmen

	Historic and Archeological Resources		
J.2.a.	Completing an inventory of historic and archeological resources		Board of Selectmen
	Hazard Mitigation		
L.2.a.	Creating a Hazard Mitigation Committee		Board of Selectmen
L.2.a.	Developing an Emergency Response Plan		Hazard Mitigation Committee
L.2.d. and C-XV.2.i.	Planning for the relocation of the sewage treatment plant		Sewer District

CHAPTER 9.
CAPITAL INVESTMENT STRATEGY

(Revisions 10-11-04)

This capital investment strategy is designed to assist the Town in planning for the capital facilities needed to service the future growth and development in the community, as well as a continued growth in tourism. The strategy is designed to:

1. Assess the ability of the Town's facilities to accommodate the anticipated growth,
2. Identify the needs for capital expenditures to service that growth, and
3. Evaluate the relative priority of the various needs.

In addition to the projects identified in the capital investment strategy, the plan also proposes that the Town support other capital investments that are aimed at improving the quality of life of residents and/or the quality of the vacation experience of visitors. These activities will also need to be addressed in the Town's ongoing capital improvements planning program.

A. Projected Growth

During the decade of the 1990s, the Town's year-round population grew by 26% or 252 persons. This growth was fueled by the in-migration of retirees and pre-retirees. The year-round population is projected to grow to around 1,640 residents by 2015, an increase of 33%.

In addition to the growth in its year-round population, Ogunquit has experienced continuing growth in the number of visitors coming to the community. Some of this growth was fueled by an increase in the number of transient rooms in hotels, motels, inns, and bed and breakfast establishments. Peak summer seasonal population in 2000, including tourists and day beach visitors, is estimated to have been about 15,180. This summer peak is projected to grow to over 16,000 by 2015.

B. Ability to Accommodate the Projected Growth

Despite its small year-round population, the Town of Ogunquit operates as a full service municipality with full-time administrative staff, its own police department, a recreation department, and other programs and staff typically not found in communities of its size. Because of the large influx of seasonal visitors, the facilities of the Town are typically sized to accommodate expanded use and, in some cases, expanded staffing, during the summer season. This means that many facilities are under utilized in the off-season and stretched during the peak of the summer season. Balancing these competing interests is essential to maintaining an efficient municipal government.

Based upon the inventory of municipal facilities prepared by the Town's Land Use Office, the Town's facilities appear to be generally adequate to provide adequate services for the growth in both year-round population and seasonal visitors except for the Police Department and Town office operations. The Town has recently completed a facility planning process. As a result of this process, a package of facility improvements will be submitted to Town Meeting, probably in November of 2004. The details of the proposals are being worked out but will likely include upgraded facilities for the Police Department as well as an improved municipal facility.

C. Capital Planning Process

The Town has initiated a formal capital planning process. As a result, the Town has adopted a five-year Capital Improvement Plan (CIP) covering 2004 through 2008. This plan will be updated annually to reflect both completed projects and emerging needs. A copy of the current Capital Improvement Plan is shown in Table 9-1. Many of the projects discussed below are included in the CIP.

D. Projects Necessary to Accommodate the Projected Growth and Enhance the Quality of Life

To accommodate the anticipated growth in the year-round population of Ogunquit as well as the likely continued growth in the number of visitors while maintaining or enhancing the quality of life, the Town will need to undertake a variety of capital projects. The following descriptions identify each needed project, provide a brief description of the project, estimate the cost of the project (where possible), and identify possible sources of funding for the project.

1. Police Department Facilities

A community forum held in November of 2003 identified improved police facilities as the greatest facility need of the community. The facilities study identified improved and expanded facilities for the Police Department as a key community need. The CIP includes improved facilities as a recommended project for 2005. The estimated cost for the project is $2,200,000. This project will be included in the facilities improvement package that will be submitted to Town Meeting in the near future, possibly November of 2004.

2. Open Space Acquisition Fund

This Plan proposes that the Town create and fund a program to allow the Town to work with other groups to acquire open space and/or conservation easements and for the Town to act on its own to acquire key land or easements to maintain the

character of the community. At this point, the estimated cost for such a program has not been developed. The plan envisions that this will be a long term, on-going activity and that funding will come from a variety of sources. The Town should enact an impact fee on residential subdivisions that do not provide significant open space as part of the development. The Town should also actively seek state and federal funding for open space acquisition. In addition, funding for open space will likely need to come from the general fund and be paid for with local taxes. The Town should include annual funding of at least $50,000 for the acquisition of open space or conservation easements in the town budget. The current CIP recommends annual funding at a level of $25,000.

3. Sidewalk Improvements

This plan proposes that the Town systematically improve the existing sidewalk system and provide for the extension of the system. This program should be based upon a long term sidewalk improvement plan with regular annual funding. The anticipated cost for sidewalk improvements will need to be developed as part of the sidewalk plan. Funding for this project may be available from a variety of sources. The Town should work with the Maine Department of Transportation (MDOT) to assure that sidewalks are provided as part of any road improvement project such as the reconstruction of Route One. The Town should also actively seek state and federal funding for pedestrian facility improvements. In addition, funding for sidewalk improvements will likely need to also come from the general fund and be paid for with local taxes. The current CIP proposes annual funding for sidewalk improvements.

4. Improvement of Route One

The Maine Department of Transportation (MDOT) plans to reconstruct Route One through Ogunquit in the near future. This will be an important project for the community and will need to be carried out in a manner that enhances pedestrian movement and provides for the trolley system. This may mean that the Town will need to participate in the funding of this project to a greater degree than is typically required to assure that the design and construction of this project is appropriate to the needs of the community. While MDOT will pay for the majority of the project with state and federal funding, the Town may need to pay a share of the costs with local funds. Whether or not the Town will need to contribute to the project and the amount of the Town's share, if local participation is required, has not yet been determined.

5. Upgrading of Other Municipal Facilities

The community forum held in November of 2003 asked that the Town develop information on the cost and feasibility of bringing the Dunaway Community Center (the current municipal offices) up to code as part of an assessment of its future use.

The facilities study identified improved and expanded facilities for municipal operations as a key facility need. The CIP includes improved municipal offices and related facilities as a recommended project for 2005. The estimated cost for the project is $2,200,000. This project will be included in the facilities improvement package that will be submitted to Town Meeting in the near future, possibly November of 2004.

6. Improvements to the Public Transportation System

The trolley system is currently privately owned and operated. As the Town asks this system to take on more public service activities such as servicing remote day-visitor parking lots or residential areas, the Town may need to participate in the funding of this system.

7. Parking Improvements

This plan proposes that the Town work to develop fringe parking for day visitors to reduce the amount of traffic in the middle of Town. The plan anticipates that visitors using these remote parking lots would then be shuttled to Downtown, Perkins Cove, and the beach using the trolley system. At this point, no plan is in place for the development of such parking lots so no costs are available. As the next steps in this process, the Parking and Traffic Management Committee should investigate possible sites for remote parking and conduct preliminary engineering studies to determine likely development costs. Construction of remote parking facilities may be able to be funded through a variety of approaches including MDOT programs, the collection of fees from businesses that do not provide parking, user fees, and local tax funding.

8. Long Term Traffic Improvements

This plan recommends that the Town continue to explore possible ways to improve traffic flow and safety through the center of town in conjunction with the MDOT. At this point, there are no specific plans or proposals for traffic improvements. This process will probably require that the Town "invest" some money in traffic studies and preliminary engineering to explore possible improvements and then to financially participate in any proposed improvement projects. While it is too early to earmark funding for this purpose, the Town should be aware that there is a potential future financial cost for this activity.

E. Capital Priorities

While all of the capital projects discussed above are important and needed, the projects can be grouped in to the following categories:

Highest Priority – the following projects have the highest priority and funding for these projects is included in the current CIP with the exception of the Route One project where it has yet to be determined if local participation will be required

- Police Department facilities (2005)
- Municipal facilities (2005)
- Improvement of Route One (2005-06)
- Sidewalk improvements (ongoing)
- Open space acquisition (ongoing)

High Priority – the following projects, while important, have a somewhat lower priority than those listed above:

- Parking improvements (committee now working to develop proposals)
- Long range traffic improvements

Conditional Priority – the following project is important but will need to be undertaken only if privately funded expansion of the system is not feasible:

- Improvements to the public transportation system

In addition to these eight projects, the Town has a variety of capital needs to support on-going municipal operations including equipment replacement. The relative priority of these needs is shown in the CIP in Table 9-1.

Table 9-1
Capital Improvement Plan
2004-2008

	2004	2005	2006	2007	2008	TOTALS
GENERAL GOVERNMENT						
COMPUTER SOFTWARE	21,500	34,500	34,500	34,500	34,500	159,500
DCC GENERATOR	20,000					20,000
TOWN HALL		2,200,000				2,200,000
DCC IMPROVEMENTS	60,000					60,000
VILLAGE BEAUTIFICATION		50,000		500,000		550,000
LAND CONSERVATION FUND	25,000	25,000	25,000	25,000	25,000	125,000
LAND USE						
REVALUATION	250,000					250,000
MAPPING			50,000	50,000		100,000

	2004	2005	2006	2007	2008	TOTALS
POLICE						
VEHICLES	35,000	36,000	37,000	38,000	39,000	185,000
COMPUTERS		16,000				16,000
BUILDING		2,200,000				2,200,000
VISITOR SVCS GAZEBOS	10,000					10,000
FIRE-RESCUE						
RESERVE FUND		75,000		75,000	75,000	225,000
LADDER TRUCK			750,000			750,000
COMMAND VEHICLE					50,000	50,000
ENGINE/PUMPER	425,000					425,000
AMBULANCE				151,000		151,000
AIR PACKS	43,000	23,000	23,000			89,000
EXTRACTION TOOLS	10,000	10,000				20,000
GENERATOR	15,000					15,000
CARDIAC MONITORS	36,000					36,000
BUILDING IMPROVEMENTS	45,000	20,000				65,000
PUBLIC WORKS						
ROAD IMPROVEMENTS						
CONSULTANTS/STUDIES		25,000				25,000
RESERVE FUND			100,000	100,000	100,000	300,000
SIDEWALKS	20,000	160,000	100,000	100,000	100,000	480,000
SPREADERS		35,000				35,000
BACK HOE	15,500	15,500	10,500			41,500
RESERVE FUND			50,000	50,000	50,000	150,000
DUMP TRUCK						0
1 TON TRUCK	60,000					60,000
PICK-UP TRUCK		30,000				30,000
TRANSFER STATION						
LAND PURCHASE	185,000					185,000
DESIGN/ENGINEERING	100,000					100,000
CONSTRUCTION		1,000,000				1,000,000
VEHICLES					50,000	50,000
COMMUNITY SERVICES						
PICK-UP TRUCK		27,000				27,000
WINN HOUSE	39,000	10,000	15,000	15,000	15,000	94,000
OLD INFO CENTER						0
RESTROOMS				200,000		200,000
DOROTHEA GRANT						
COMMON	25,000	25,000	25,000	15,000	25,000	115,000
PLAYGROUND EQUIPMENT	15,000	15,000				30,000
AGAMENTICUS PARK			200,000			200,000
BEACH RAMPS	120,000					120,000
FOOTBRIDGE	25,000	50,000				75,000
Total Capital Expenses	1,600,000	6,082,000	1,420,000	1,353,500	563,500	11,019,000

	2004	2005	2006	2007	2008	TOTALS
DEBT PAYMENTS						
EXISTING DEBT AS OF 12/31/02	322,149	273,239	262,896	252,555	0	1,110,839
NEW DEBT 2003	51,000	49,000	47,000	45,000	43,000	235,000
NEW DEBT 2004		75,000	70,000	65,000	60,000	270,000
NEW DEBT 2005			445,000	440,000	335,000	1,220,000
NEW DEBT 2006				125,000	120,000	245,000
NEW DEBT 2007					125,000	125,000
Total Debt Expenses	373,149	397,239	824,896	927,555	683,000	3,205,839
CAPITAL/DEBT REVENUES						
SURPLUS FUNDS	250,000	0	294,337	404,454	19,335	968,126
BOND PROCEEDS	635,000	5,400,000	750,000	700,000	0	7,485,000
FROM RESERVE FUNDS	75,000	0	75,000	0	0	150,000
PARKING LOT FEES	300,000	315,000	330,750	350,000	367,500	1,663,250
Capital/Debt Revenue Totals	1,260,000	5,715,000	1,450,087	1,454,454	386,835	10,266,376
Net Budget (Tax Dollars)	713,149	764,239	794,809	826,601	859,665	3,958,463
Estimated Town Valuation	558,849,50	581,203,486	604,451,626	628,629,686	653,774,873	
Estimated Tax Rate	1.276	1.315	1.315	1.315	1.315	

CHAPTER 10.
REGIONAL COORDINATION

(Revisions 10-07-04)

Some of the issues facing Ogunquit extend beyond the boundaries of the Town and, therefore, require cooperation and coordination among municipalities to be successfully addressed. This chapter identifies the issues of regional concern. It also looks at how the policies of the Town compare with the adopted policies of the Southern Maine Regional Planning Commission for the region.

A. Issues of Regional Concern

During the comprehensive planning process, the Ogunquit community has recognized that some of the issues facing the Town transcend the municipal boundaries. While this plan contains policies and actions to address many of these issues, the Town recognizes that cooperation and coordination with other communities and regional organizations will be needed to fully address these issues.

1. Ogunquit Village School

Maintaining the Ogunquit Village School as a viable educational facility for the community is an important element in keeping Ogunquit as a community that appeals to people of all age groups including younger families with children. The future of the school involves the overall operation of the Wells-Ogunquit Community School District. It is vital that the Ogunquit community play an active role in the decision-making process about the future of the school and assure that all parties recognize the importance of this school to all of Ogunquit, not just the parents of school-aged children.

2. Route One Traffic Improvements

Traffic congestion on Route One is a regional issue that impacts all of the coastal York County communities. While each community seeks traffic improvements that address their particular situation, a long term solution will probably involve a regional effort. Therefore, it is important that Ogunquit be active in regional transportation planning activities and continues to advocate for long term regional solutions for Route One traffic.

3. Regional Public Safety Services

The provision of police, fire, and especially dispatch services on a town-by-town basis may not be the most cost efficient approach. The Town already participates in a shared dispatch system. The Town should continue to explore the possibilities for additional regional or multi-town approaches for providing these services.

4. Emergency Preparedness Planning

Planning for both natural and human emergencies is a significant undertaking given the peak summer population in Ogunquit. The possible need to evacuate the beach and downtown area will require involving resources beyond those available to the Town. Therefore, it is important that Ogunquit actively participate in inter-municipal and county-wide emergency preparedness activities and planning.

5. Management of Wells Bay

The Wells Bay ecosystem is partially within the Town of Ogunquit but encompasses a number of other communities as well. The community's tourist economy is dependent, in large measure, on the health of the bay. The long term management of the bay, including the implementation of the Wells Bay Management Plan, will require a regional approach involving the various municipalities and state agencies. The Town will need to play an active role in these activities.

6. Management of Off-Shore Sand Deposits

The presence of large deposits of sand in the off-shore area from Ogunquit Beach to Bald Head raises an important regional issue as other municipalities and state agencies look at these deposits as potential sources of sand for "beach replenishment" activities. The possibility that these deposits may be "mined" in the future means that Ogunquit must be extremely vigilant to assure that its interests are considered in these decisions and that any mining does not have negative consequences for the community and its natural resources. Therefore, the Town needs to be active in any discussion about the future use of these deposits.

7. Water System Improvements

The public water system serving Ogunquit is operated by the Kennebunk, Kennebunkport, and Wells Water District. Assuring the adequacy of this system, especially for fire protection water supplies, is a key issue for the community. Therefore, it is important that the Town work with the District and actively participate in regional water service discussions including the possible desalinization of sea water as a future water source.

8. Open Space Preservation

Much of the key open space in the community is adjacent to Wells and York and is part of a larger system of open spaces that extend outside of the municipal boundaries. Preservation of this open space involves land trusts, state agencies, and other conservation groups. The Town needs to support regional open space preservation and land conservation approaches and to work with the other towns

and the regional and state interests as it develops its local open space acquisition program.

9. Housing for Seasonal Workers

The vitality of the tourist economy is dependent on having an adequate supply of labor during the summer season. Some of this labor supply comes from outside the region and, therefore, must find housing locally either through their employer or in the local housing market. This situation is the same in other coastal communities in York County. The Town should work with local and regional business organizations and other coastal towns to identify the need for housing for seasonal workers and to develop a regulatory framework that allows adequate, safe, and sanitary housing to be provided for these workers in a manner that does not create negative impacts on the larger community.

B. Conformance with Regional Goals and Policies

In 1992, the Southern Maine Regional Planning Commission (SMRPC) adopted Regional Policies for Southern Maine to serve as a guide for growth and development in the region and to provide for the regional coordination of local planning efforts. The Update of the Ogunquit Comprehensive Plan is generally consistent with the overall regional policy directions established by SMRPC but there are some specific areas where the local plan is not consistent with those regional policies:

1. The regional policies emphasize the use of joint purchasing and regional service delivery. While the update addresses regional coordination and the possibility of expanded regional approaches for service delivery, it does not specifically identify potential joint purchasing activities.

2. The regional policies discourage strip commercial development along arterials such as Route One. The Town's Future Land Use Plan recognizes that Route One in Ogunquit is almost fully developed and proposes that this corridor continue to be zoned for commercial use.

3. The regional policies address a number of issues relating to human needs including human service programs, homelessness, and chemical dependency. These topics are not addressed in the Update.

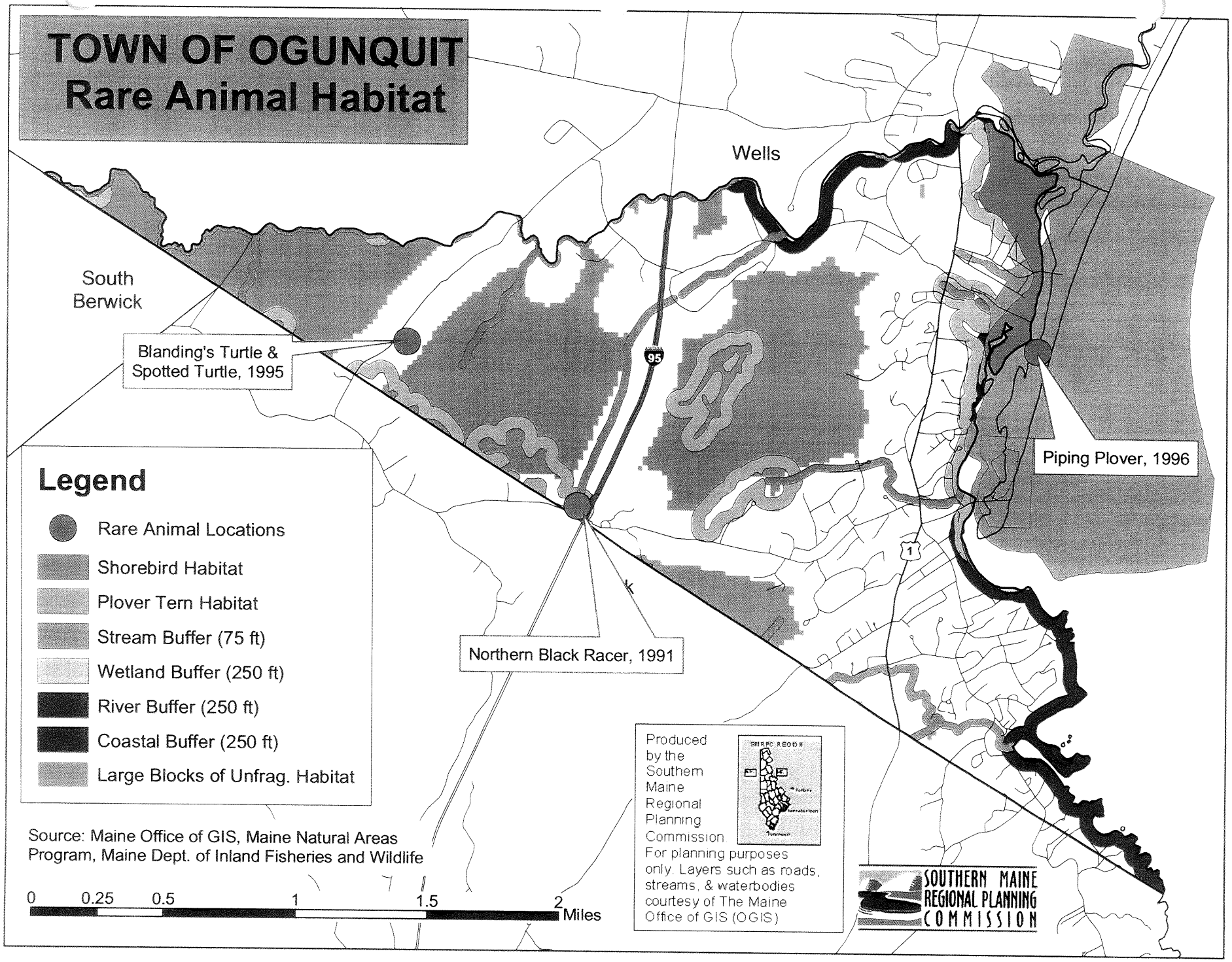
4. The regional policies propose groundwater protection actions that limit increases in the concentration of groundwater nitrates. This is not specifically addressed in the Update.

5. The regional polices propose local activities to encourage and support small-scale farming. These are not addressed in the Update.

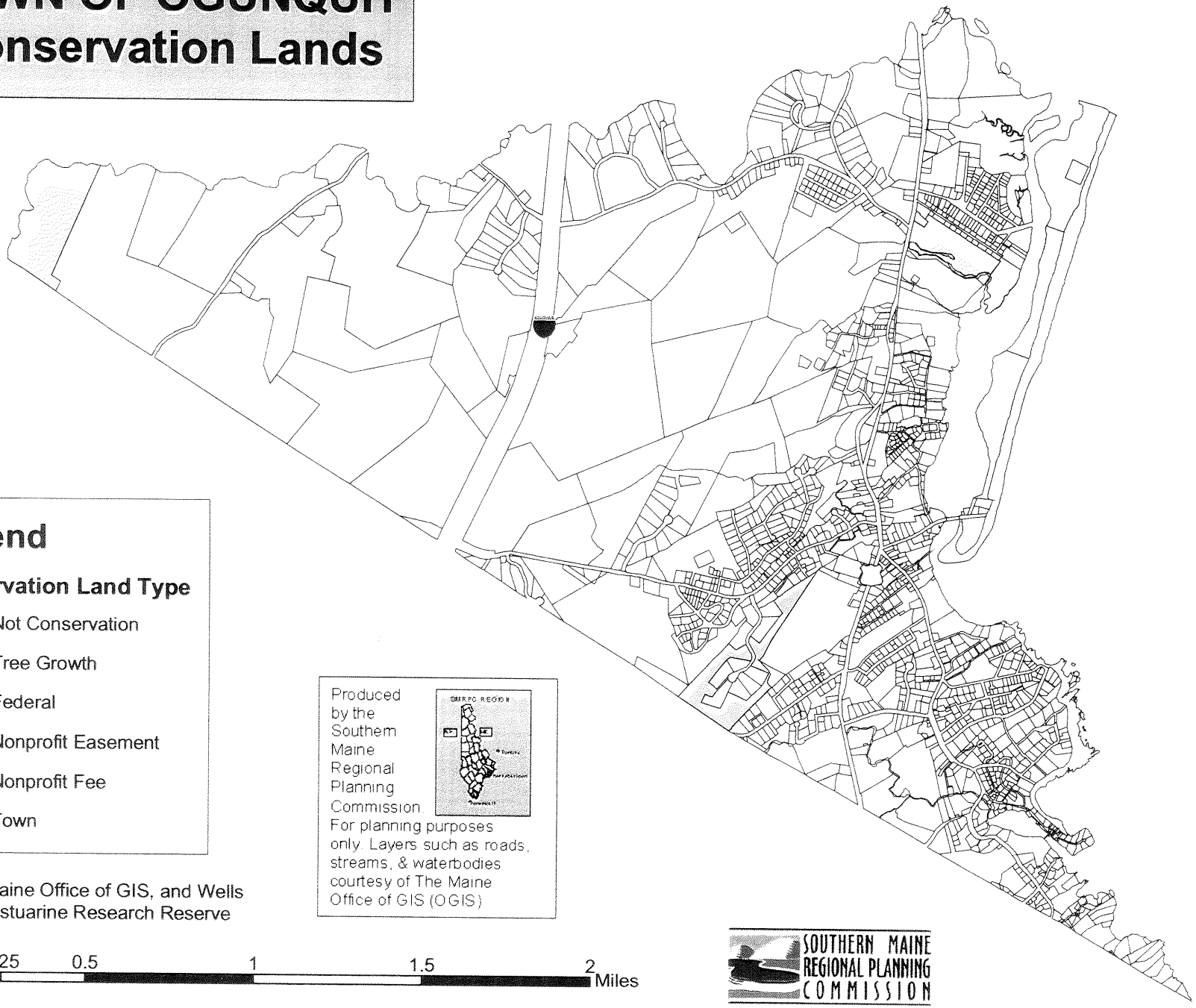
6. The regional policies propose that municipalities identify specific areas or parcels that should be preserved as open space. While the Update identifies the Town's open space priorities in a general sense, it does not identify specific areas and their values.

7. The regional policies propose that coastal communities assure that there are adequate marine pump-out facilities. The Update does not specifically address this issue.

TOWN OF OGUNQUIT
Rare Animal Habitat



TOWN OF OGUNQUIT
Conservation Lands



Legend

Conservation Land Type

- Not Conservation
- Tree Growth
- Federal
- Nonprofit Easement
- Nonprofit Fee
- Town

Produced by the Southern Maine Regional Planning Commission.
For planning purposes only. Layers such as roads, streams, & waterbodies courtesy of The Maine Office of GIS (OGIS)

Source: Maine Office of GIS, and Wells National Estuarine Research Reserve

0 0.25 0.5 1 1.5 2 Miles

SOUTHERN MAINE REGIONAL PLANNING COMMISSION