

Town of Ogunquit Comprehensive Plan Table of Contents

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Dear Ogunquit Residents

August 10, 2018

Welcome to the 2018 Comprehensive Plan Update! **What is a Comprehensive Plan Update?** So glad you asked! It is the long-range plan that will guide Ogunquit's future for the next ten years. It is a legal document. *The Comprehensive Plan is not itself a regulation; it does not make actual code or zoning changes. Rather, it provides a roadmap for the Town's future that will recommend and inform regulations and code changes going forward.* Many changes for the Town cannot be made unless they have been included in the Comprehensive Plan. The Plan is made up of **goals**, which are broad, over-arching ideas; **policies** which are objectives for reaching the goals; and **strategies** which are specific actions recommended to address the policies. Each strategy is assigned to a **responsible party** and given a **timeline**. **The overriding recommendation of this plan is that the Selectboard immediately appoint an Implementation Committee to oversee the implementation and progress of the Comprehensive Plan once this document has been approved by the voters.**

As this Committee has learned, long-range planning for an entire town is a multi-layered and open-ended process. We have been at this since April of 2016 when we all thought we were in for a one-year term. We have learned a lot, had some very valuable discussions, and worked hard at imagining Ogunquit in the future.

We have heard from residents through a survey, formal meetings, and casual conversations. We have tried to understand what folks value most about Ogunquit. It is impossible to speak for everyone, but there have been some significant recurring themes. In general, we heard:

- Ogunquit residents, taxpayers, and visitors are passionate about “The Beautiful Place By the Sea” they call home and want to see it thrive.
- While Ogunquit residents, taxpayers, and visitors understand the balance among business and residents (both full and part time) there is a need to work together to continue to protect the small town livability and unique qualities that place Ogunquit in the top 5 tourism destinations in the state of Maine.
- How important it is to protect all the natural resources and preserve historic structures in Ogunquit, while encouraging the development of community activities for all ages, more open space and public access, and support the enrichment of arts and culture.
- Ogunquit continues to face challenges – parking, traffic, and housing. Maintaining the viability of Ogunquit as a year-round community and revitalization of an aging population requires long term thinking and planning to explore new and alternative solutions.
- Ogunquit is strengthened by the diversity of the Community, where everyone's needs are treated with respect and consideration and new residents and small business owners are welcomed to settle here with the hope they will enrich our community and actively participate in Town life.

We have collected feedback and used it to update our existing 2003 Comprehensive Plan. We believe the Plan that we have laid out is one that can evolve into some very exciting and proactive changes for the Town of Ogunquit - if it is followed by a process of continued, thoughtful discussion, actionable items, and reasonable expectations of accountability. It is very important for everyone to get involved in the discussions that will be happening in Town government as we work

to reach the goals in this Plan, working in conjunction with the proposed Comprehensive Plan Implementation Committee.

We find it important to repeat to you what we have so often said to ourselves as a Committee. Nothing in this Comprehensive Plan can create change unless and until the strategies contained in it are implemented, through a thoughtful and open process. The Plan is an over-arching vision that we would like the Town to agree to work toward. It is only after the Plan is written and adopted by voters that the work begins to figure out the details of implementing the Goals, Policies, and Strategies proposed.

We hope that acceptance of the Plan directs Town officials to research, discuss, design, and propose zoning changes which will then be brought before the Town for debate and a vote. Each individual zoning or ordinance change will require a vote (usually at Town Meeting) – none follow automatically from adoption of this Plan.

After many versions and edits, this is the Committee's Plan. No doubt, each resident can find at least one or two things in this Plan that they look at and say, "I would have written that differently". If you feel strongly about something you read, then that Goal, Policy or Strategy is where we urge you to become involved going forward.

Please read this Plan. Read it now. Take notes. When you see something that you like (or do not like) make note of the page number and the Goal, Policy, and Strategy that you are interested in. We will have public hearings where your voices will be heard. Upon adoption of the Plan, connect with the Town officials and committees listed in the "Responsibility" column. They are the ones tasked with hammering out the details and implementation of that particular Strategy. We invite you to become involved, so that we can all work together to achieve our goals and achieve them well. We look forward to working with you.

Sincerely, The Ogunquit Comprehensive Plan Committee

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Acknowledgements

Much gratitude is owed to each member of the Comprehensive Plan Committee for the writing of this Plan. We are grateful for the guidance and hard work of the Southern Maine Planning & Development Commission, especially our consultants Kathy Connor and Lee Jay Feldman. The Committee received invaluable help and support from Scott Heyland – Ogunquit Land Use Director and Code Enforcement Officer and Maryann Stacy – Ogunquit Land Use Administrative Assistant; as well as Mark O'Brien, Fire Chief; Rick Dolliver, Select Board member and Committee Liaison. Thanks to the Town organizations that provided input to develop our survey. Thanks also to past Committee members including Barbara Dailey - past Select Board Chair and Committee Liaison, Karen Arel, Roger Brown, Mark Macleod and Bill Woods. Thanks to all the presenters and guests at our regular meetings, attendees at our public hearings and survey respondents. We appreciate your thoughtful input and hope we have captured your thoughts. Special thanks to the patient and supportive families of Committee members who allowed us to put in many hours to create this Plan.

Thank you most of all to the residents and businesses of Ogunquit, past and present, for making this such a wonderful place to live. We hope this Plan helps the Town to improve, while keeping intact "*The Beautiful Place by the Sea*" that keeps us all living here and loving our Town.

A List of Useful terms defined and found within the Comprehensive Plan

Assisted Living Facility-Residence for the frail elderly that provides rooms, meals, personal care, and supervision of self-administered medication. They may provide other services, such as recreational activities, financial services, and transportation. *Illustrated book of Development Definitions*

Beginning with Habitat (BwH)- Beginning with Habitat (BwH), a collaborative program of federal, state and local agencies and non-governmental organizations, is a habitat-based approach to conserving wildlife and plant habitat on a landscape scale. The goal of the program is to maintain sufficient habitat to support all native plant and animal species currently breeding in Maine. BwH compiles habitat information from multiple sources, integrates it into one package, and makes it accessible to towns, land trusts, conservation organizations and others to use proactively. Each Maine town is provided with a collection of maps, accompanying information depicting and describing various habitats of statewide and national significance found in the town, and with tools to implement habitat conservation in local land use planning efforts. <http://beginningwithhabitat.org>

Congregate Residence-Apartments and dwellings with communal dining facilities and services, such as housekeeping, organized social and recreational activities, transportation service, and other support services appropriate for residence. *Illustrated book of Development Definitions*

Contract Zoning-is a form of land use regulation in which a local zoning authority accommodates a private interest by rezoning a district or a parcel of land within that district to a zoning classification with fewer restrictions based on an agreement that the property owner abide by certain conditions or limitations imposed by the zoning authority for that parcel. *Wikipedia*

Form Based Code-"A method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm by controlling physical form primarily, with a lesser focus on land use, through city or county regulations." *White & Smith, LLC*

G P & S- Goals, Policies & Strategies- The hierarchy by which all recommendations to be considered in assisting the community in obtaining the recommendations of the Comprehensive Plan

Green Tourism-Green tourism is the term used to describe best environmental **practice** within the **tourism** sector. It covers issues such as business efficiency, environmental management, waste, transport, as well as topics like social responsibility and biodiversity.

Labor Market Area (LMA) - is a geographic **area** or region **defined** for purposes of compiling, reporting, and evaluating employment, unemployment, workforce availability, and related topics. *Wikipedia*

Level of Service-The LOS standards as in the [Highway Capacity Manual](#) (HCM) and [AASHTO](#) Geometric Design of Highways and Streets ("Green Book"), using letters A through F, with A being the best and F being the worst, similar to academic grading. As it relates to the capacity of a street *Wikipedia*

LiDAR- is a surveying method that measures distance to a target by illuminating the target with pulsed laser light and measuring the reflected pulses with a sensor. Differences in laser return times and wavelengths can then be used to make digital 3-D representations of the target. The name *lidar*, now used as an acronym of *light detection and ranging* (sometimes *light imaging, detection, and ranging*), was originally a portmanteau of *light* and *radar*. Lidar sometimes is called *laser scanning* and *3-D scanning*, with terrestrial, airborne, and mobile applications. Lidar is commonly used to make high-resolution maps, with applications. *Wikipedia*

Overlay Zoning-a regulatory tool that creates a special **zoning** district, placed over an existing base zone(s), which identifies special provisions in addition to those in the underlying base zone. The **overlay** district can share common boundaries with the base zone or cut across base zone boundaries. *Wikipedia*

SLOSH-The Sea, Lake and Overland Surges from Hurricanes (**SLOSH**) **model** is a computerized numerical **model** developed by the National Weather Service (NWS) to estimate storm surge heights resulting from historical, hypothetical, or predicted hurricanes by taking into account the atmospheric pressure, size, forward speed, and track data. These parameters are used to create a model of the wind field which drives the storm surge.

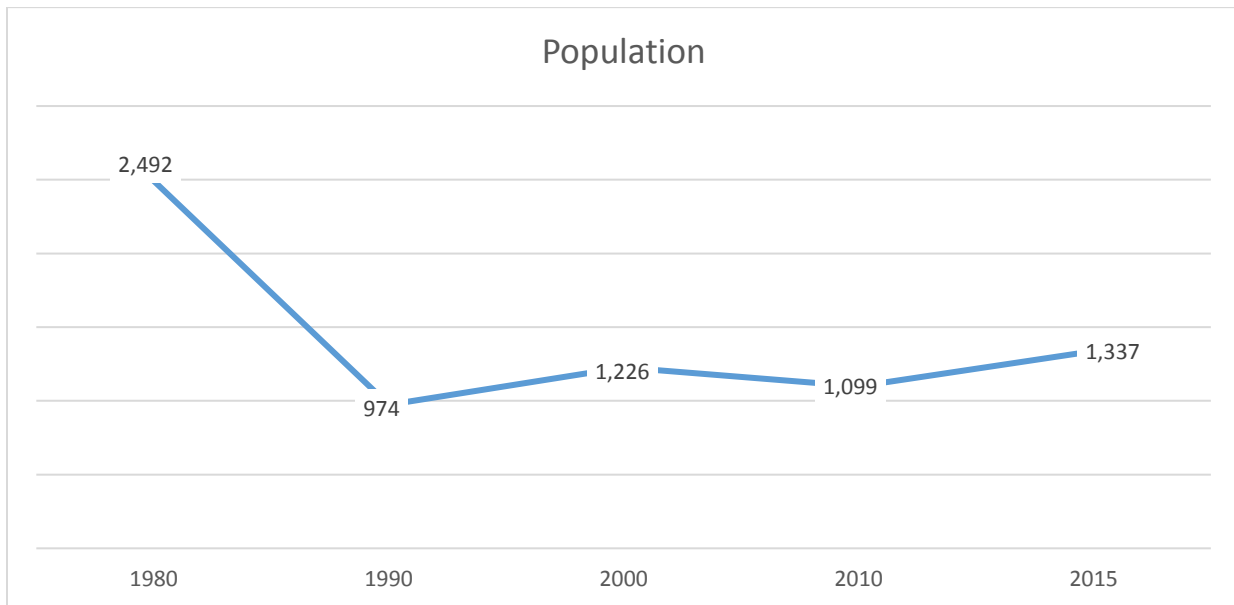
The SLOSH model consists of a set of physics equations which are applied to specific locale's shoreline, incorporating the unique bay and river configurations, water depths, bridges, roads levees and other physical features. *NOAA*

SMPDC-Southern Maine Planning and Development Commission, the regional planning commission that supports the town of Ogunquit with its' planning efforts.

Population & Demographics

The Town of Ogunquit is one of Maine's newest towns. Formed in 1980, when residents voted to split from the Town of Wells, the community has transformed from a traditional Maine coastal town into a retirement town and a popular tourist destination.

The Town appears to have lost population between 1980 and 1990 (this may also be at least partially attributed to the split from Wells), but has been holding its population comfortably above one thousand residents since, with only a small dip in 2010, followed by some growth.



Source: U.S. Census Bureau, 2015

Note: the population drop between 1980 and 1990 is likely at least partially because Ogunquit split from Wells in 1980.

According to the Census data, Ogunquit appears to be a community which is attractive to people 45 years old or older, with the largest increases in population particularly seen among those in the 60-64 year old range and those in the 75-84 year old group. The age ranges that appear to have decreased the most between 2010 and 2015 are the groups represented by those residents between 25 and 44 years old and those older than 85 years.

From the Survey...

Nearly half of all the survey respondents have lived in Ogunquit for over 20 years. Nearly three-quarters of them were 55 years of age or older.

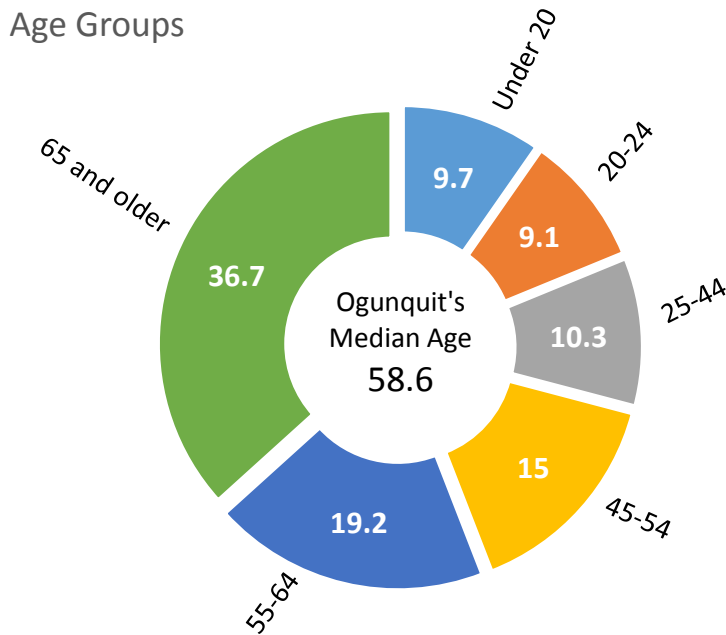
Town of Ogunquit, Comprehensive Plan

Ogunquit Age Groups Comparisons, 2000 - 2015										
Age Groups	2000		2010		2015		2000-2010		2010 - 2015	
	#	%	#	%	#	%	# Change	% Change	# Change	% Change
< 5	27	2.2%	71	6.5%	55	4.1%	44	164.6%	-16	-23.0%
5 - 19	113	9.2%	90	8.2%	75	5.6%	-23	-20.2%	-15	-16.8%
20 - 24	31	2.5%	0	0.0%	122	9.1%	-31	-100.0%	122	-
25 - 44	221	18.0%	215	19.6%	138	10.3%	-6	-2.5%	-77	-35.9%
45 - 54	216	17.6%	148	13.5%	200	15.0%	-68	-31.3%	52	34.8%
55 - 59	115	9.4%	95	8.6%	128	9.6%	-20	-17.8%	33	35.4%
60 - 64	124	10.1%	53	4.8%	128	9.6%	-71	-57.5%	75	142.6%
65 - 74	247	20.1%	268	24.0%	243	18.2%	21	8.5%	-25	-9.3%
75 - 84	95	7.7%	114	10.4%	221	16.5%	19	20.3%	107	93.4%
85+	37	3.0%	44	4.0%	27	2.0%	7	18.8%	-17	-38.6%
Total	1,226	100%	1,099	100%	1,337	100%	-127	-10.4%	238	21.7%

Source: U.S. Census Bureau, 2015

The median age of an Ogunquit resident (the age in which half of residents are older and half are younger) in 2015 was 58.6 years old, slightly older than the median age reported in 2010 which was 57.3 years old.

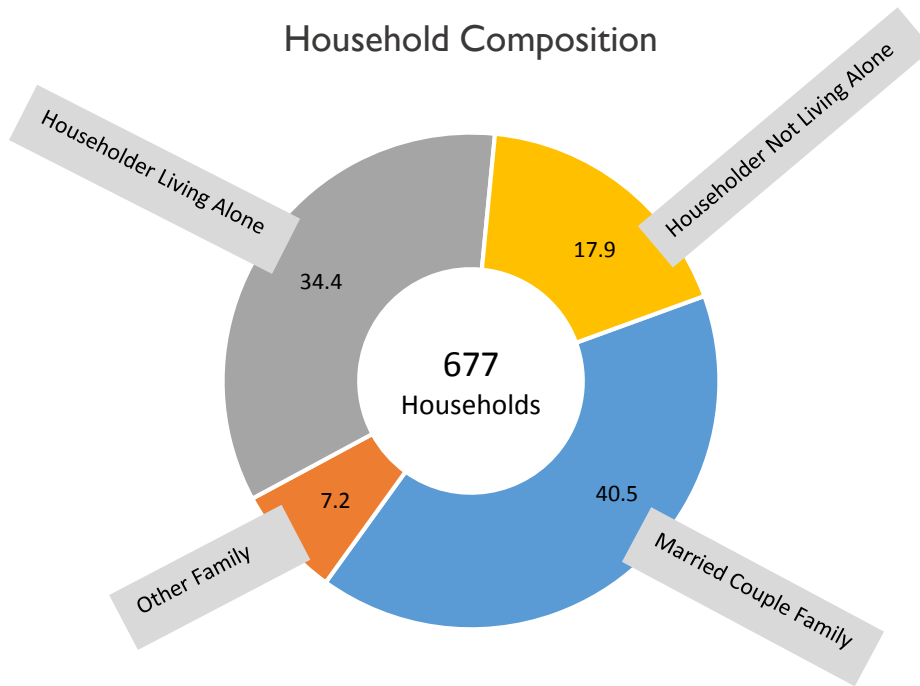
Ogunquit is the oldest community in terms of median age among the coastal communities in York County. Wells and Kennebunkport were second and third oldest, with median ages at 53.3 years and 53.2 years respectively.



Source: U.S. Census Bureau, 2015

The number of resident households in Ogunquit has increased from 498 in 2010 to 677 in 2015 according to the U.S. Census Bureau. The average number of people per household in Ogunquit is 1.97. The increasing number of households compared to a rather low number of people per household probably reflects the popularity of Ogunquit

for retirees and a trend that has been seen nation-wide, in people living alone. Non-family (people living together but not related and people living alone,) as defined by the Census Bureau, households make up over half of Ogunquit's households (52%) while families make up the rest of the households (48%).



Source: U.S. Census Bureau, 2015

The number of 1 or 2 family residences in Ogunquit as determined by the Assessor's data for 2015 was 2,996. There are also apartments in two multifamily buildings and scattered apartments located in mixed use buildings in town. It is clear that with 677 households in town that many of the residences are used seasonally or are rented on a short-term basis.

Of those Ogunquit residents, 25 years of age or older, 57% have a bachelor's degree or post graduate degree. This level of educational attainment contrasts with the State of Maine where 29% of the State's residents hold a bachelor's degree or higher and with York County where 28% of residents aged 25 years or older do so.

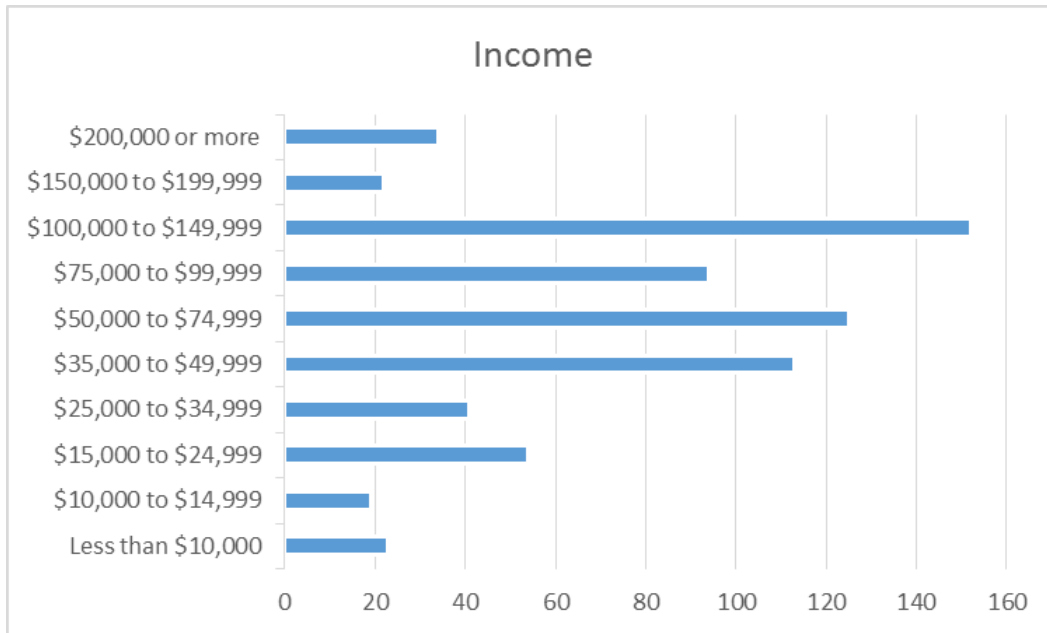
From the Survey...

Nearly 43% of the respondents are seasonal property owners. Over three-quarters of respondents report having a bachelor's or post graduate degree.

Town of Ogunquit, Comprehensive Plan

The largest group of households in Ogunquit report incomes of between \$100,000 and \$149,999 a year, followed by the households that earn between \$50,000 and \$74,999 a year. Median income (that is the income where half of Ogunquit residents earn less and half earn more) is \$67,426.

Per capita income measures the average income per person. The per capita income in Ogunquit is \$46,204 in 2015 dollars, as compared to \$30,705 for York County as a whole.



Source for both figures: U.S. Census Bureau, 2015

Unemployment in Ogunquit is fairly low, approaching pre-recession levels, around 6.7% as of 2015 as compared to 4.1% in 2000. Nearly 65% of Ogunquit residents are either retired or not in the labor force.



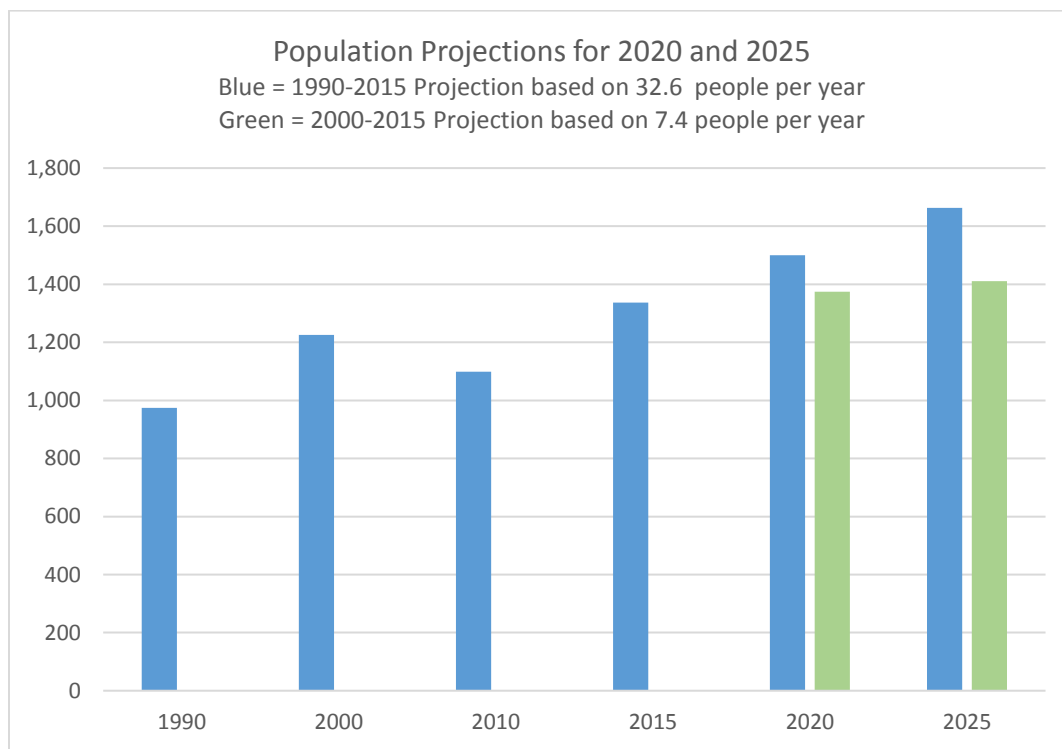
Town of Ogunquit, Comprehensive Plan

Taking a look ahead through the use of population projections, there are two ways to view potential population numbers for Ogunquit. One method uses the average of the number of people Ogunquit added to its population from 1990 through 2015, while the other method is calculated using the average number of additional residents from 2000 – 2015. Projections for the years 2020 and 2025 were done.

The 1990 population number represents the first census that occurred after Ogunquit was separated from Wells. The year that Ogunquit separated from Wells, 1980, was also a census year but the population numbers for the

Town for that year are somewhat questionable given the separation and its timing in relation to the census. For that reason, the 1980 population numbers were not used for either of the projections.

Using the first method, beginning with 1990, projects population based on 25 years which includes times of both economic prosperity and times of recession. The result is steady growth in population of 33 people per year. Using the second method, beginning with 2000 and spanning 15 years takes in only more recent economic events and results in slight increases in population of about 7 people per year.



Source: U.S. Census Bureau, 2015 and SMPDC

The first method, beginning with 1990, would result in an increase of about 326 people by 2025. The second method would result in an increase of about 74 people. Using Ogunquit's

current 1.97 people per household, the first method would add about 165 households to the Town and the second would add about 36 households.

Town of Ogunquit - Population & Demographics Goals and Policies

Ogunquit's Goal: To maintain a community that is attractive to and accommodates a diversity of year-round residents of all ages.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its' progress once it has been assigned.

<u>POLICIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Continue to advance technology in town, including access to high speed broadband services and communications which benefits residents, workers and visitors alike, while continuing to monitor evolving technology and its' impacts on the environments.	Select Board	On-going
2. Explore and encourage programs to attract families to make Ogunquit their year-round home.	Select Board	On-going
3. Create, maintain and enhance year-round indoor and outdoor recreational programs and facilities that appeal to all ages, including younger households and families as well as senior residents.	Select Board, Parks and Recreation Committee, Aging in Place Committee (see Aging in Place GP&S)	On-going

Local Economy

Introduction

During the 18th Century the economy of Ogunquit, as part of Wells, and the seacoast Maine was tied to fishing, lumbering, shipbuilding and homestead farming. The 19th Century brought the industrial revolution to Ogunquit/Wells. The Webhannet, Josias and Ogunquit Rivers supplied enough water power for flour milling and lumber sawing. Coastal shipping allowed export of lumber and wood products, granite and fish in exchange for import of sugar products, groceries and manufactured products.

During the 1880s, summer home development began to supplant farms along the shore in Ogunquit and the summer art colony began. After the bridge was built over the Ogunquit River at Beach Street in the 1890s, more beach hotels began to cater to summer vacationers mostly from the metropolitan areas to the south. Between 1906 and 1923, the Atlantic Shore Railroad brought summer residents and vacationers

directly to their hotels and summer houses in Ogunquit. The art colony flourished from the 1920s to the 1960s leaving a permanent legacy of museums and summer theatres. During this time, the Marginal Way coastline path (1923) along with other generous gifts were given the Town.

The 1920s began the modern era of automobile vacationing in Ogunquit starting the influx of summer home residents, motel, hotel, inn and B&B vacationers and beach-goers. The 1980s and 90s have seen the steady growth of ancillary tourist-related restaurants and retail shops. The demand for employees by the business community for seasonal jobs extends throughout southern York County and relies on temporary workers from other countries.

In the 21st Century, Ogunquit's economy continues to be dominated by the seasonal tourist season. Although it is also beginning to provide jobs related to retirees as a more year-round community develops and as more summer residents retire and convert their summer homes into their primary residences.



Perkins Cove in the early 20th century

Labor Force

Whereas Ogunquit's population increased by 9% between 2000 and 2015, the Town's labor force decreased by 25%. There are most likely several reasons for this occurrence. The first is the aging of the baby boomer population. The second reason is that many of the new year-round residents were already retired or became retired. The number of Ogunquit residents not in the labor force in 2015 increased by 75% over 2000. It should be noted that Ogunquit's labor force increased by 3% between 2010 and 2015.

Ogunquit remained about 5.3% of the Wells Labor Market Area (LMA) between 2010 and

2015, but its percentage of people not in the LMA labor force dropped from 4.4% to 1.2%. So even though Ogunquit residents not in the labor force increased by 75%, the Town only dropped a modest percentage within the LMA.

As a percentage of York County labor force, however, Ogunquit shows a .2% decrease in its share of county residents in the labor force in 2015 compared with 2000, while its percent of total employed persons remained the same. The Town's share of county residents not in the labor force increased from .1% in 2000 to 1.0% in 2015

Table 2-1: Ogunquit Year-Round Labor Force, 2000 - 2015

		2000	2010	2015	2000 - 2010 # Change	2000 - 2010 % Change	2010 - 2015 # Change	2010 - 2015 % Change
Ogunquit	Labor Force	604	438	451	-166	-27.5%	13	3.0%
	Employed	579	366	421	-213	-36.8%	55	15.0%
	% Unemployed	4.1%	16.4%	6.7%	12.30%	300.0%	-9.7%	-59.1%
	Not in Labor Force	506	589	886	83	16.4%	297	50.4%
Ogunquit (Percentage of Wells Labor Market Area*)	Labor Force	-	5.5%	5.3%	-	-	-	-0.2%
	Employed	-	5.2%	5.2%	-	-	-	0.0%
	# Unemployed	-	7.6%	7.7%	-	-	-	0.1%
	Not in Labor Force	-	4.4%	1.2%	-	-	-	-3.2%
Ogunquit (Percentage of York County)	Labor Force	0.6%	0.4%	0.4%	-	0.0%	-	0.0%
	Employed	0.6%	0.4%	0.4%	-	0.0%	-	0.0%
	# Unemployed	0.7%	0.7%	0.7%	-	0.0%	-	0.0%
	Not in Labor Force	0.1%	0.7%	1.0%	-	0.3%	-	0.3%

* Wells Labor Market Area includes Wells, North Berwick & Ogunquit

Source: U.S Census Bureau

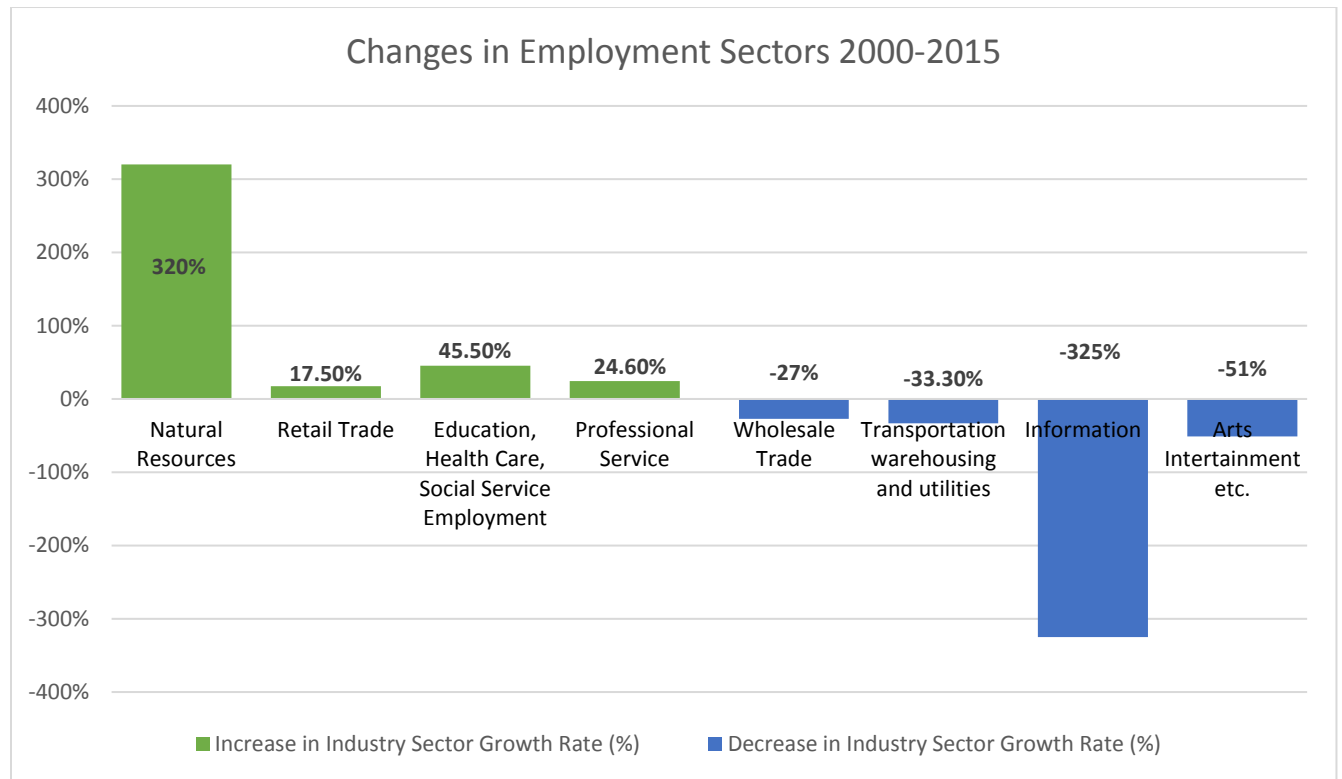
Employment by Industry Group

Between 2000 and 2015, employment of year-round Ogunquit residents remained overwhelmingly in the services sector: 52.5% in 2000, 52.5% in 2015. Nevertheless, the small manufacturing sector, reflecting the one manufacturer in Town, remained at about 7% of total employment over this same time period.

There are several noteworthy trends in the industry sector employment of Ogunquit’s residents from 2000 to 2015. Employment in the natural resource industries (agriculture, fishing, etc.) increased 16 persons, a growth rate of 320%. Retail trade employment increased by 15 persons, a growth rate of 17.5%. Education, health care and social service employment increased by 45 persons, a growth rate of 45.5%. Employment in the

professional service sector increased by 15 persons, a growth rate of 24.6%.

There were also several industry sectors that saw decreases in Ogunquit from 2000 to 2015. Wholesale trade employment decreased by 7 persons, a growth rate of -27%. Transportation, warehousing and utilities decreased by 6 persons, a growth rate of -33.3%. Employment in the information sector decreased by 13 persons, a decrease of -325%. Arts, entertainment, accommodation and food services employment declined by 62 persons, a growth rate of -51%. It should be noted that industry sectors with smaller numbers of employees can be significantly affected by business openings and closures.



*Refer to Addendum Table 2-2 for details regarding Employment of Ogunquit Residents by Sector, 2000-2015

The percentage of Ogunquit residents employed in different sectors of the economy follows a pattern similar to the residents of the Wells Labor Market Area (see Table 2-3). This is likely a reflection of the presence Ogunquit has within the labor market area as a seasonal employment center in its own right.

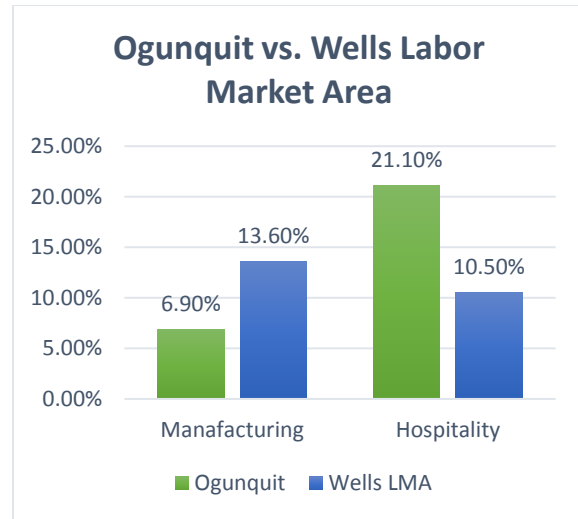


Table 2-3: Employment of Ogunquit Residents Compared to Wells LMA, 2015

Industry	Ogunquit				Wells LMA			
	2010		2015		2010		2015	
	#	%	#	%	#	%	#	%
Agriculture, Fishing, Forestry, Hunting, Mining	0	0.0%	5	0.9%	138	1.7%	29	0.4%
Construction	15	3.1%	30	5.2%	757	9.3%	443	5.9%
Manufacturing	85	17.8%	40	6.9%	1163	14.2%	1026	13.6%
Wholesale Trade	5	1.0%	26	4.5%	179	2.2%	53	0.7%
Retail Trade	83	17.4%	80	13.8%	1144	14.0%	876	11.6%
Transportation & Warehousing, Utilities	7	1.5%	18	3.1%	310	3.8%	161	2.1%
Information	5	1.0%	17	2.9%	160	2.0%	71	0.9%
Finance & Insurance, Real Estate & Rental Leasing	42	8.8%	36	6.2%	360	4.4%	710	9.4%
Professional, Scientific, Management, Administrative, Waste Management Services	30	6.3%	61	10.5%	598	7.3%	696	9.2%
Educational Services, Health Care, Social Assistance	10	2.1%	99	17.1%	1332	16.3%	1868	24.8%
Arts, Entertainment, Recreation, Accommodation, Food Services	178	37.2%	122	21.1%	1197	14.7%	794	10.5%
Other Services (Except Public Admin.)	9	1.9%	22	3.8%	479	5.9%	302	4.0%
Public Administration	9	1.9%	23	4.0%	349	4.3%	518	6.9%
TOTAL	478	100.0%	579	100.0%	8166	100.0%	7547	100.0%

Source: U.S. Census Bureau, 2015

The Maine Department of Labor (MDOL) covers employment for businesses in Maine. Rather than Census Bureau data, which collects information on the residents, MDOL collects data on businesses in a municipality. MDOL data allows for an analysis of the existing employment base in a community (See Table 2-4). In 2015, Ogunquit's employment base is overwhelmingly in two sectors, accommodation and food services at 48.9% and retail trade at 22.6%.

Industries by Percentage

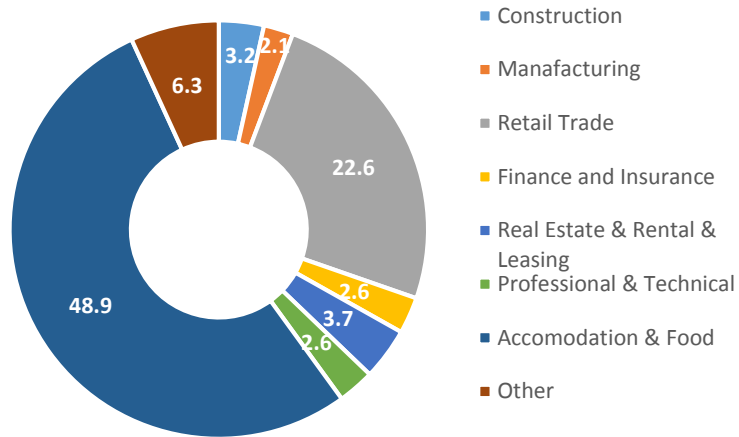


Table 2-4: Industries in Ogunquit, 2015

INDUSTRIES	#	%	Average Employment	Total Wages	Average Weekly Wage
Construction	6	3.2%	19	\$659,615	\$671
Manufacturing	4	2.1%	50	\$1,209,702	\$463
Retail Trade	43	22.6%	167	\$3,247,822	\$373
Finance and Insurance	5	2.6%	18	\$818,074	\$874
Real Estate and Rental and Leasing	7	3.7%	17	\$664,984	\$738
Professional and Technical Services	5	2.6%	4	\$663,147	\$3,123
Accommodation and Food Services	93	48.9%	1,119	\$30,743,952	\$528
Other Services, Except Public Administration	12	6.3%	25	\$645,984	\$502
TOTAL	190	100.0%	1,553	\$44,840,191	\$563

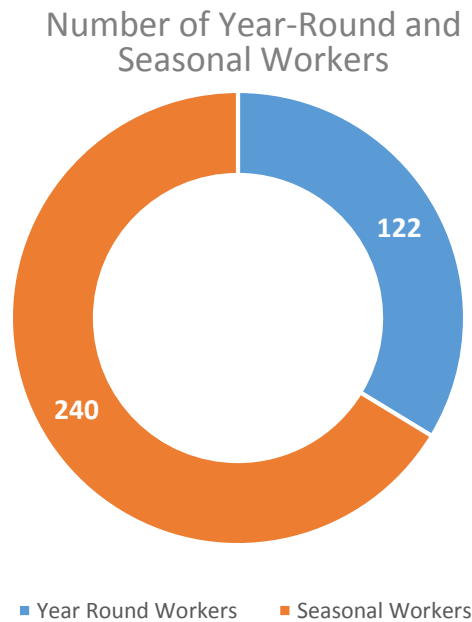
Source: Maine Department of Labor, 2015

Economic Base

Over the last 30 years, Ogunquit’s economy has become increasingly tourist oriented. In 2017, there were about 2,254 transient rental rooms in hotels, motels, inns and B&Bs as well as (around 1,400) seasonal dwellings in cabin courts, condominiums and second homes. This seasonal population, upwards of 20,000 people including day-tripper beachgoers (in contrast to 1,400 year-round), supports a large number of ancillary tourist businesses: restaurants, bakeries, retail shops and recreational businesses such as party boat fishing and whale watching. The hospitality industry also supports local year-round businesses including sign-makers, lawn care/grounds keepers, building maintenance and cleaning contractors and professional businesses including architects and engineers. The local arts community is also benefited by the tourist industry in terms of museum, art gallery visitors and summer theatre patrons. The Ogunquit Playhouse alone generates \$9 million in ticket sales each year.

The large seasonal employment generated by the tourist industry provides seasonal jobs to the Town's high school and college students and other residents of the region as well as temporary workers from Europe and the Caribbean.

At the beginning of the 21st Century, the trend has been for the tourist shoulder seasons to gradually expand to accommodate the increasing number of retirees, who are not constrained by the school year and who are more frequently arriving by tour bus. As the baby-boomers begin to retire, this trend may be expected to continue. From the traditional summer season in the 1960s of July — August, to the season of June — October in the 1990s, the 21st Century tourist season is likely to be from April to November, with the December Holiday season added.



Source: Maine Department of Labor

Retail Sectors & Hospitality

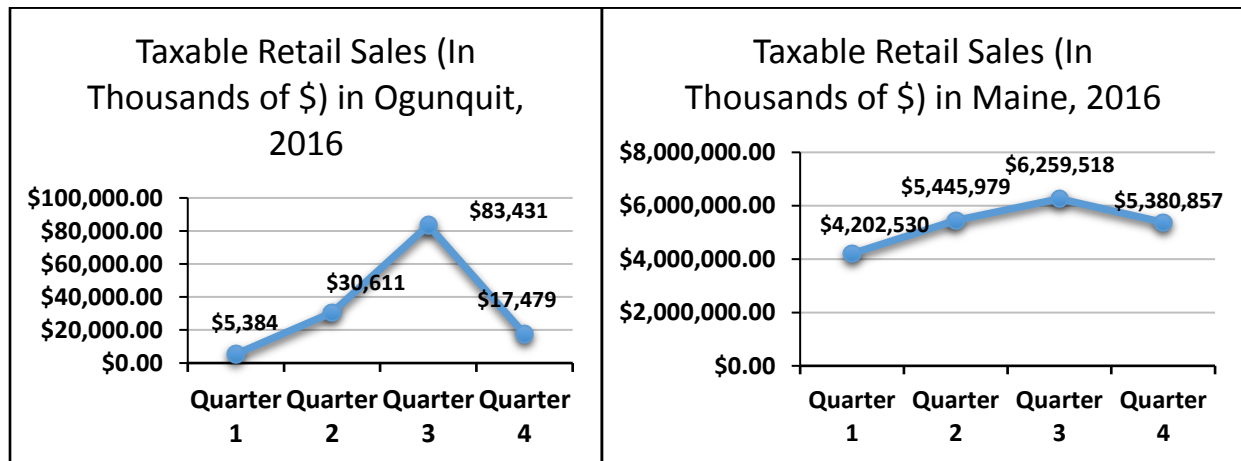
Ogunquit's retail sector is unusual in that it is based upon many small pedestrian-oriented units, including individually-owned hotels and motels, retail stores and businesses, rather than one large automobile-based shopping mall type development containing chain stores. The tourist industry on the coast of Maine is still largely characterized by individually-owned hotels and businesses rather than large franchises.

Table 2-7 shows that Ogunquit's over-all consumer sales increased by 26.3% from 2010 to 2016. Total consumer sales in Ogunquit amounted to \$136,904 million in 2016; it was \$108,361.30 million in 2010. But because of its small population and geographic size compared with other York County towns, Ogunquit is a high generator of consumer sales on a per year-round population basis or square mile basis. In

2016, Ogunquit had \$98,599.90 worth of consumer sales per each year-round resident and \$26,429,580 of consumer sales was generated per square mile. This reflects the extraordinary amount of seasonal revenue Ogunquit generated by the hospitality industry: hotels, motels, inns, B&Bs and the large secondary sales resulting from the tourists occupying the rental accommodations. Another indicator of the strong seasonality of the Ogunquit economy is the yearly pattern of sales tax receipts. Ogunquit's sales tax rise dramatically during the second and third quarter of the year, which is the prime coastal tourism season. In comparison, while on a statewide basis Maine experiences a similar pattern of sales tax receipts, the second and third quarter do not show as rapid growth and the fourth quarter does not decline as much as Ogunquit.

Total Consumer Sales - 2010	2010 Population	Sales Per Population	Square Miles	Sales / Square Mile
\$108,361.30	1,099	\$98,599.90	4.1	\$26,429.58 / sq. mile
Total Consumer Sales - 2016	2016 Population	Sales Per Population	Square Miles	Sales / Square Mile
\$136,904.00	1,337	\$102,396.40	4.1	\$33,391.23 / sq. mile

Source: Maine Office of Policy and Management, 2015



Planning Implications from 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 of 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 here 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 resident services in town with the seasonal tourist-related businesses. To achieve and maintain the

proper balance will involve carefully considered 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 land prices so high that year-round workers in the Town, especially young families starting out, cannot afford housing. Moreover, it is virtually impossible for seasonal workers to afford rental housing in the community without explicit help from their employers. Many must seek housing outside of Ogunquit and travel to and from their jobs. So while the hospitality industry provides jobs and property 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.

Town of Ogunquit – Local Economy Goals, Policies and Strategies

Ogunquit’s Goal: To preserve the small-town livability and character of the community while encouraging and supporting a thriving local economy.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Encourage Ogunquit to stay open year-round.	1. Continue partnering with the Chamber of Commerce to publicize and support events that occur outside the summer season such as Patriot’s Day Weekend and Ogunquit Fest.	Select Board, Chamber of Commerce	On-going
	2. Consider expansion of existing events and exploration of new events.	Select Board, Parks and Recreation Committee, other organizations as appropriate	On-going
	3. Encourage entrepreneurs to offer low impact nature-based tours on land and water which can run into the fall and start earlier in the spring.	Select Board	On-going
2. Support Ogunquit’s existing business base and encourage new business opportunities.	1. Make information available to businesses on economic development lending programs that cover Ogunquit such the Economic Development Corporation.	Select Board, Chamber of Commerce	On-going
	2. Make information available to businesses and residents on the availability of no charge business counseling services such as the Small Business Development Center (SBDC) and Service Core of Retired Executives (SCORE). If necessary make space available locally for business counseling services.	Select Board, Chamber of Commerce	On-going

<p>3. Continue to maintain Ogunquit's small town charm and community feel</p>	<p>3. Consider applying for grant funds to capitalize a local revolving loan fund from sources like the Micro-Enterprise Fund from the Maine Office of Community Development</p>	<p>Select Board</p>	<p>2019-2020</p>
	<p>4. Continue current policies that do not restrict liquor licenses, retail stores or restaurants.</p>	<p>Planning Board</p>	<p>On-going</p>
	<p>1. Continue current policies that restrict lodging expansion, formula restaurants and drive through windows as well as the prohibition of Marijuana and related industries</p>	<p>Select Board, Planning Board</p>	<p>2019-2020</p>
	<p>2. Consider adopting policies that restrict formula retail and lodging establishments, tattoo / piercing parlors, adult retail or adult entertainment establishments.</p>		
<p>3. Continue the prohibition of private use helicopters within the community.</p>			

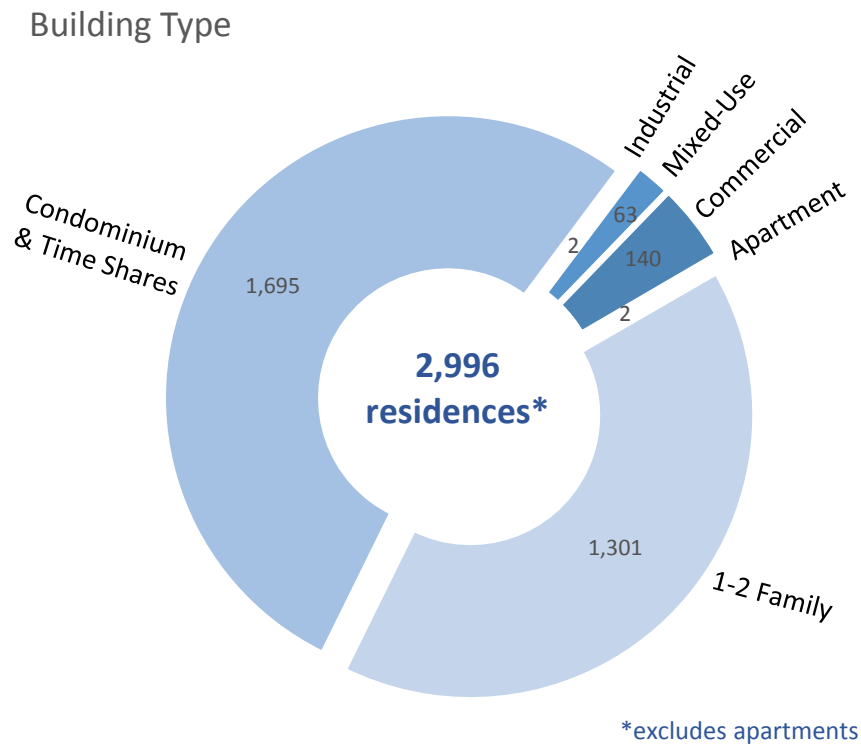
Housing

Housing in Ogunquit primarily consists of single-family homes and condominiums. The number of year-round occupied residential units in Ogunquit can be difficult to pin down through the Census because the Town also hosts a considerable amount of seasonal housing, some of which can be counted as a residence, whether or not they are used as such. For reasons of accuracy, data from the Town’s Assessor’s records was used whenever possible.

In Ogunquit, there are many residences that are lived in seasonally and residences which are lived in for the majority of the warmer seasons but whose owners may spend several

winter months elsewhere. There are also houses which are leased on a long-term basis whose occupants would consider themselves residents of the Town along with those who own their residence and live in Ogunquit year-round.

Ogunquit’s attractiveness to retirees and vacationers is evident as a majority of the residences in town are condominiums, followed by single and two-family homes. There are two apartment buildings and a scattering of apartments located in mixed-use buildings, probably in and around the downtown area.



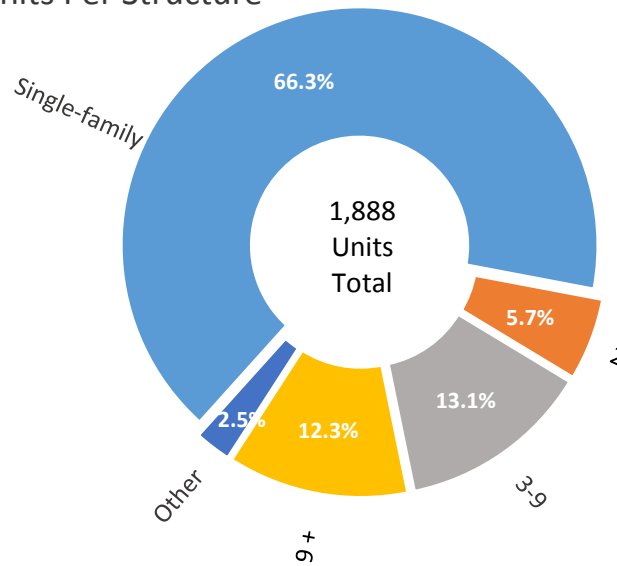
Ogunquit Assessor’s Office, 2015

Town of Ogunquit, Comprehensive Plan

A condominium in Ogunquit can be attached to others like a townhouse or detached such that single-family structures share a common lot rather than common walls. Both the figure below and the figure on the preceding page are important in understanding housing in town. About two-thirds of the housing stock

in Ogunquit consists of single-family detached units. A tiny percentage, 2.5%, consists of mobile homes or vessels serving live-aboards and the rest (31.2%) of the housing consists of structures that house two or more households.

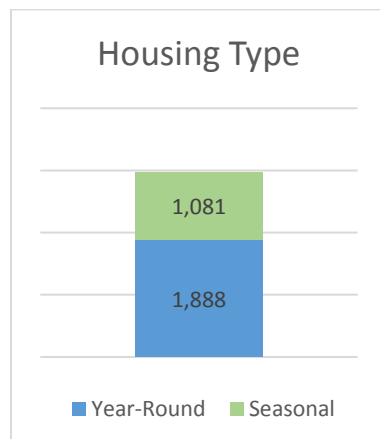
Units Per Structure



U.S. Census Bureau, 2015, both figures on this page

As mentioned previously, it can be difficult for Census data to exactly match Town records. There is a small discrepancy (~27 units) between the Town's records and the Census data for 2015 when

tallying the number of year-round and seasonal housing units that are not apartments. However, it is clear that there are a large number of seasonal residences in town.



From the Survey...

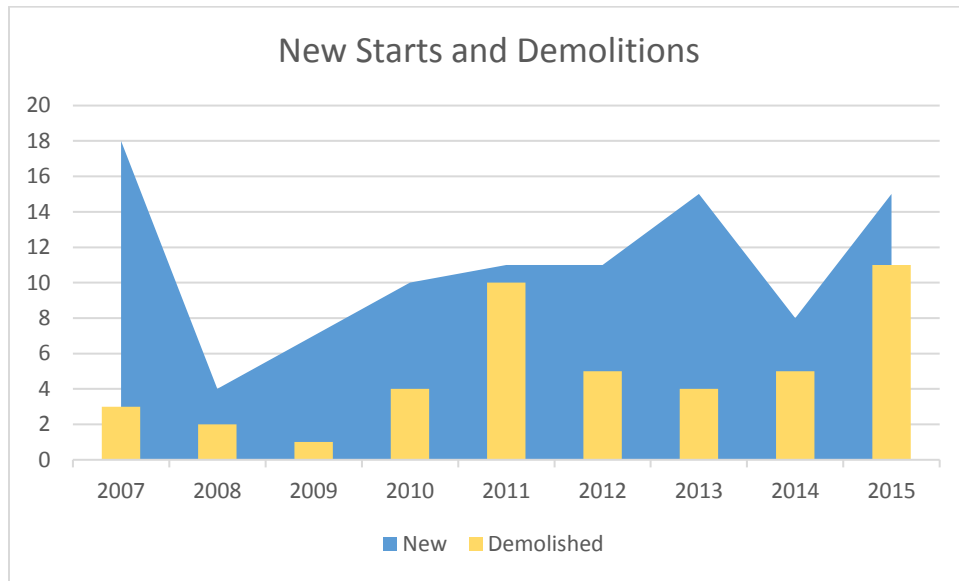
Equal numbers (42.5% each) of year-round and seasonal property owners responded to the survey.

Town of Ogunquit, Comprehensive Plan

New housing construction in Ogunquit was affected by the recent recession – as it was across Maine and the country. The pattern of new housing starts and demolition of existing housing doesn't appear closely correlated. This means that both demolition of a residence/rebuilding on the same lot and new houses being constructed on vacant lots are occurring. As buildable vacant property near

the shore becomes scarcer, demolitions may continue to rise.

During the recession years, beginning in 2008, new construction dropped, then slowly climbed, dipped again in 2014, then began rising once more. It is notable that Ogunquit has not issued more than 18 new construction building permits per year since 2007.



Source: Ogunquit Assessor's Office

\$580,000

Median Home Price

\$62,829

Median Household Income
according to Maine State
Housing 2017

The median price of a home in Ogunquit according to Maine State Housing data for 2017 was \$580,000 this is the price at which half of the housing in town was priced higher and half was priced lower. For that same year, the median income for a resident of the Town was \$62,829.

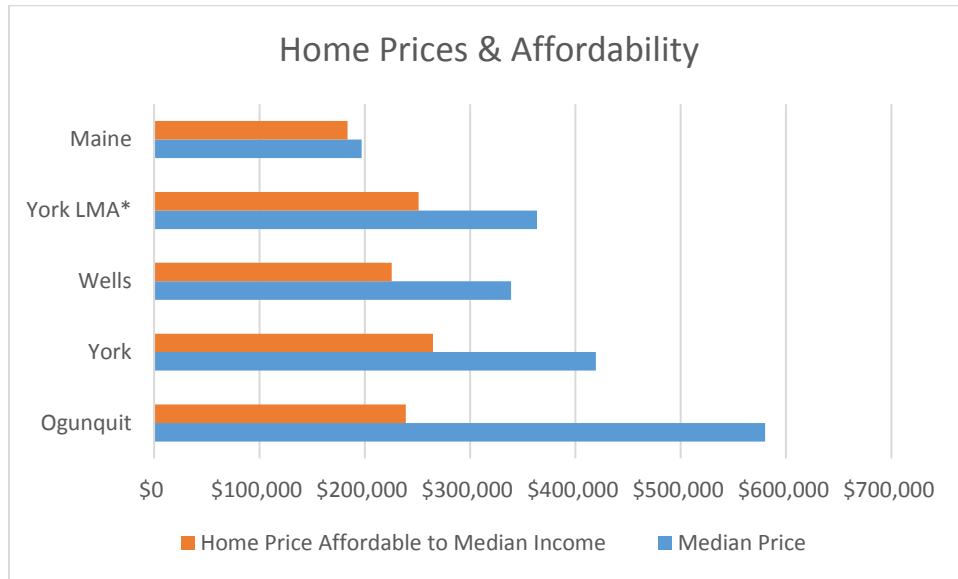
From the Survey...

About 23% of respondents indicated an interest in income-eligible housing

Town of Ogunquit, Comprehensive Plan

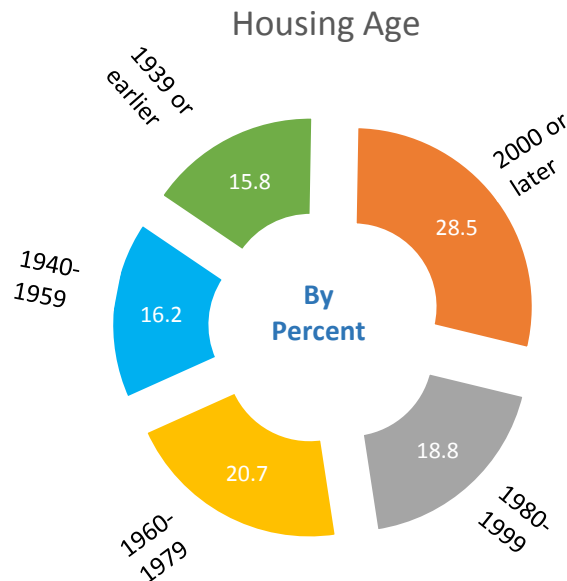
In 2017, the price of a home that was affordable to an Ogunquit household making the median income was \$238,984. The median-priced house is 32.3% more than the median household can afford.

Comparing Ogunquit to other York County coastal communities using data from 2015 shows that in general, nearly all these communities have similar affordability characteristics. Only Wells appears to allow a median income household to purchase a median-priced house.



Source: Maine Housing, 2017

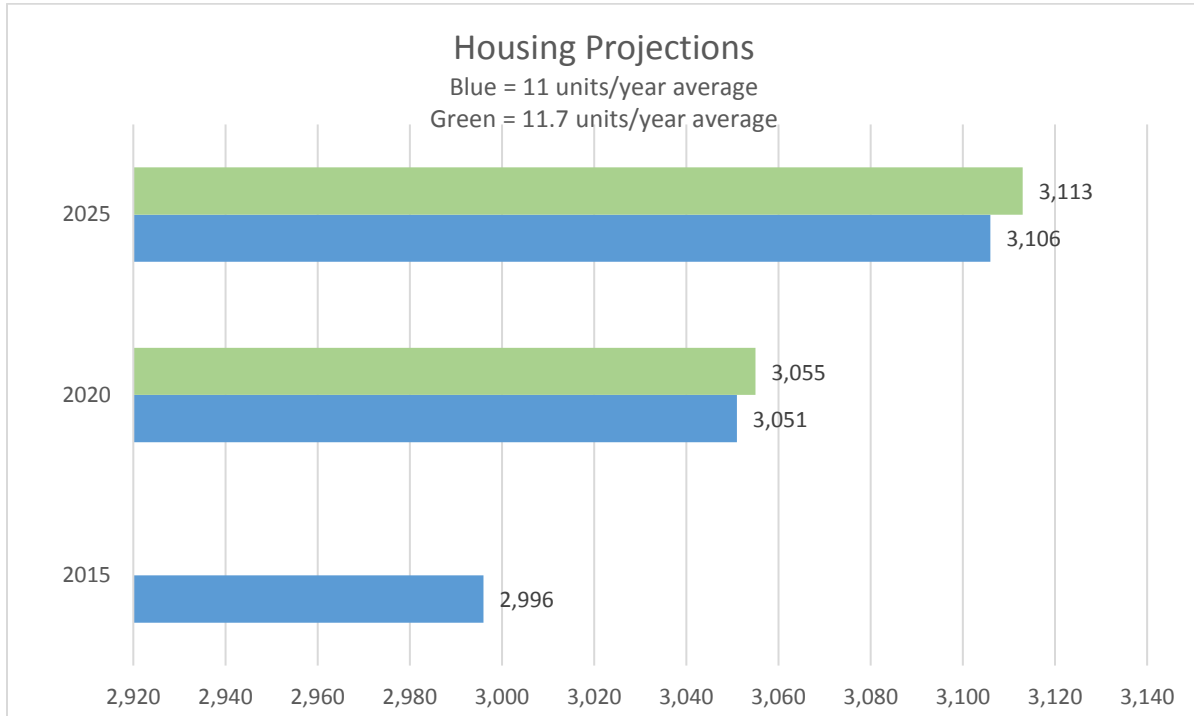
According to the Census Bureau, nearly half of Ogunquit's housing was built post-1980, after lead-based paint was prohibited. Ogunquit's current zoning ordinance requires design review for structures in certain zoning districts built prior to 1931. Some of these buildings are included in the nearly 16% of housing built in 1939 or earlier.



Town of Ogunquit, Comprehensive Plan

Looking ahead, if the number of new houses built per year is averaged from 2007 to 2015 using the Town's data, the number of additional residences that Ogunquit can expect to add is about 11 per year.

This time span, as noted earlier, includes a significant recession. Taking the average beginning from 2010, instead when the recession was lifting, shows slightly more additional residences per year, about 11.7.



Source: Ogunquit Assessor's Office, SMPDC

Town of Ogunquit - Housing Goals, Policies and Strategies

Ogunquit's Goal: To provide housing opportunities to meet the needs of residents of all ages and income levels.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its' progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Encourage housing priced to provide working residents and retirees alike, with housing opportunities.	1. Consider allowing higher density of dwellings per acer west of Route 1 and east of I-95 by decreasing the lot density requirements for each unit of cluster housing up by limiting the number of units per lot with public water and sewer. This will also require developments to prepare a Level of Service Traffic Impact study to be completed prior to Planning Board review as listed under Policy 1 in the Transportation Goals Policies & Strategies	Planning Board	2019-2021
	2. Consider adding a definition for micro-apartments in the land use ordinance and allowing them in zoning districts that allow multifamily residential.	Planning Board	2019-2021
	3. Encourage mixed-use buildings with rental or owner occupied apartments above first floor commercial uses in appropriate zoning districts.	Planning Board	2019-2021
		Planning Board	2019-2021
2. Explore alternative housing for older residents who wish to stay in the community.	1. Consider allowing congregate housing/assisted living facilities in certain zoning districts.	Planning Board	2019-2021
	2. Consider modifying the building code to allow for ADA-compliant interior modifications to existing houses.	Code Enforcement Officer, Select Board	2019-2020

Arts and Culture

Art

The Town of Ogunquit has a rich arts and culture tradition which began over 125 years ago and continues to flourish today. Starting in the late 19th century, Ogunquit attracted an eclectic assortment of artists who spent summers in Perkins Cove, then a small fishing village, where the Art Colony was formed. Over time, the artists began to stay year-round and Ogunquit became a true artist colony.

Artists such as Charles Herbert Woodbury and Hamilton Easter Field sought Ogunquit's beauty in the summer and both founded schools: The Ogunquit Summer School of Drawing and Painting by Woodbury in 1898 and the Ogunquit Summer School of Graphic Arts by Field in 1911. Both artists were part of the Modernist movement that included both artists and writers.



Photo courtesy of the Ogunquit Museum of American Art

The Ogunquit Art Association (OAA) is one of Maine's oldest artist groups. It began in 1928 at the home of Charles Herbert Woodbury where a group of artists and friends met to organize an art group that would exhibit fine art and provide educational programs in Ogunquit. The first art exhibit by the OAA was held in 1929. The present-day organization includes over 70 painters, graphic artists, photographers and sculptors who are chosen by a jury of OAA artists. These members exhibit their work at Barn Gallery, which was built by the Barn Gallery Associates in cooperation with the Ogunquit Art Association in 1958 and opened in 1959 to provide an exhibition space for the artists of the OAA and a center for cultural activities. The building itself is an icon, a superb exhibition space, and is unique in York County.

The award-winning non-profit Barn Gallery offers lively exhibitions, gallery talks, panel discussions and workshops by members of the Ogunquit Art Association and other area artists. Artists and friends meet at the Barn to share exhibitions, programs about art and the creative process, and opportunities to create art.

Ogunquit is also home to the Ogunquit Museum of American Art. The Museum was founded and opened in 1953 by artist Henry Strater who studied under Hamilton Easter Field at the Ogunquit Summer School of Graphic Arts before moving to Ogunquit in 1925. The Museum houses a permanent collection of paintings, drawings, prints, photographs and sculpture from the late 1800s up to the present.

Town of Ogunquit, Comprehensive Plan

It is the only museum in Maine devoted exclusively to the exhibition, preservation and interpretation of American art. The Museum, located on Shore Road not far from Perkins Cove, is open seven days a week from May 1st through October 31st.

In 2013, a small collaborative group of painters and art teachers established the Ogunquit Summer School of Art. The school specializes in outdoor painting and holds workshops taught by nationally recognized artists and top professionals in Ogunquit, York County and the New Hampshire seacoast during the summer with additional classes held during the rest of the year.

Ogunquit can also claim several other art galleries and a number of gift shops, some of which also offer hand-crafted goods made in Maine and around the globe.

Performing Arts

Performing arts are an integral part of Ogunquit's vibrant arts and culture community. The Ogunquit Playhouse is undoubtedly the epicenter of this activity during the warmer months but Ogunquit is fortunate to also have Ogunquit Performing Arts which hosts events year-round.

What was to become the Ogunquit Playhouse, known as "America's Foremost Summer Theatre", was founded in 1933, holding its first performance in a renovated garage. A Broadway showman and his wife, Walter and Maude Hartwig, brought a troupe known as the Manhattan Theatre Colony to Ogunquit and began performing. The Hartwigs' Broadway connections enabled them to entice Broadway legends such as Ethel Barrymore and Beatrice Lillie to star in the resident company which attracted large audiences to attend the shows.

Due to the success of the company, the Hartwigs were able to purchase land and build (for its time) the state of the art Ogunquit Playhouse. The Playhouse opened in 1937 and remains the only summer theatre from its era built exclusively as a seasonal theatre. In 1950, John Lane began managing the Playhouse, eventually taking ownership with a business partner. Upon his retirement in 1994, ownership was transferred to the non-profit Ogunquit Playhouse Foundation. John Lane's Ogunquit Playhouse has continued to prosper over the decades, evolving from a summer stock theatre to producing its own shows, designing and building sets, creating costumes, running a children's theatre and bringing back star performers. In 2006, the Playhouse transitioned to an all musical format and has continued to expand its program, pushing the season out to November in 2016 and adding holiday performances in December. The Playhouse has won awards and recognition for its productions, including four IRNE (Independent Reviewers of New England) awards in 2014. In addition, the Playhouse which has been on the National Register of Historic Places for years was raised to the "National Level of Significance" for its own storied contributions to national theatre as well as those of its founder, Walter Hartwig.



Photo courtesy of John Lane's Ogunquit Playhouse

The Ogunquit Playhouse holds upwards of 668 seats, depending on the performance, and can sell 100,000 tickets during the season. As the Playhouse looks to grow, it will continue to play a vital role in the Town's economy.

As mentioned earlier, Ogunquit Performing Arts (OPA) brings regional and national performers of classic, light classic, jazz, dance, film, theatre and folk to the Dunaway Center year-round in Ogunquit. Its stated mission is to bring the highest quality performances to local audiences at affordable prices.



The organization's secondary goal towards sustaining performing arts in Ogunquit involves working with local/regional groups to develop, foster and broaden interest in the arts. OPA is an all-volunteer committee of the Town of Ogunquit which since 1978 has overseen the bequest of S. Judson Dunaway for the presentation of primarily musical events. All contributions to Ogunquit Performing Arts are used for promotion, production costs and artists fees.

In addition to presenting individual concerts, OPA's annual events includes the Capriccio Arts Festival, a fall celebration of the arts that opens on Labor Day; the Elizabeth Dunaway Burnham Piano Festival, featuring international pianists performing on OPA's

Steinway Grand Piano; the Classic Film Series, screening art films and Hollywood classics monthly during November – May; annual performances by the Portland Ballet and the Stillson School of Irish Dance; and the concluding Chamber Music Festival each June.



Photo courtesy of Ogunquit Performing Arts

In conjunction with the Capriccio Arts Festival, the Capriccio Festival of Kites is held annually in September on Ogunquit Beach and celebrates the art of kite flying with people of all ages.

From the Survey...

Nearly 62% of respondents said they would participate in off-season organized cultural events such as live theatre, live music and movie nights.

The Leavitt Theatre, located on Main Street (Route 1) is a 540-seat independent movie theatre that also hosts performers such as comedians and musicians.

The Leavitt first opened in 1924 and continued through the decades until the 2000s, when theatre attendance everywhere began dropping as people began watching movies at home. It also became clear that theatres everywhere must upgrade to new digital projectors or be unable to compete.

From the Survey...

Over 82% of respondents said the Town should actively assist, promote and encourage Ogunquit's cultural organizations.

The Leavitt survived by turning to its Ogunquit community and was able to raise funding enough to stay open and convert to the latest digital sound and picture equipment in 2014. It continues to show films and host performances. LeavittFest, a music festival, is held annually. The Leavitt also offers additional entertainment in its Leavitt Lounge where dinner is served in the balcony.

Ogunquit is also home to another independent concert venue, Jonathan's on Bourne Lane, which also boasts a restaurant featuring farm-to-table produce. Jonathan's regularly hosts nationally recognized musicians and performers year-round. There are other venues in town that also host music and performers, especially during the warmer months.

Culture

The wealth of visual and performing arts available to Ogunquit residents and visitors year-round is impressive – especially given the Town is not large and its year-round population is under 1,400.

However, the vibrant culture surrounding the arts in the community spills over to and is enhanced by Ogunquit's lively restaurants and nightlife. Food is entertainment (think of restaurants where sitting at the bar enables diners to watch their food being prepared) and Ogunquit has a wide array of restaurants to choose from, ranging from fine dining to very casual. Ogunquit does not allow chain or formula restaurants so independent restaurants are the rule. Nightlife includes dancing at certain venues and of course attendance at one of Ogunquit's performing arts venues.



Sponsored by the Ogunquit Chamber of Commerce, Ogunquit celebrates a number of events and celebrations annually throughout the year, including Christmas by the Sea, Patriot's Day Weekend Celebration, 4th of July Fireworks, The Sidewalk Art Show and Sale, and OgunquitFest. These events draw people to Ogunquit year-round and keep people coming back.

Town of Ogunquit, Comprehensive Plan

The happenings also foster a stimulating environment for year-round residents and encourage seasonal home-owners to stay longer than they might otherwise in a typical tourist-centric community that can appear to be “shut down” after Columbus Day.

Culture of a historical bent can be found at the Ogunquit Heritage Museum, located at the historic 18th century Captain James Winn House. The Museum collects, preserves and exhibits items related to Ogunquit’s heritage. It also hosts the Littlefield Library which contains dozens of documents and books collected and donated by Charles Littlefield Seamen, who was an Ogunquit historian and genealogist. The Museum is open Tuesday through Saturday during the months spanning June through October.

Ogunquit Memorial Library is not only a place of learning and reading, it is also a historical building on the National Registry. The fieldstone building was constructed in 1897 as a memorial to George Conarroe by his wife, Nannie, and opened in 1897. There are several paintings by Ogunquit artists hanging on the walls that belonged to the Conarroes. In addition to the more traditional services, the library offers audio books, DVDs and CDs, WiFi and participates in the interlibrary loan system. The Library is privately funded, but open to the public, with funding based in part on the trust set up by Nannie Conarroe and on donations. The Library, located on Shore Road, is open six days a week during the summer and five days a week during the rest of the year.

Culture in Ogunquit cannot be discussed without mention of its beaches and shore. The beach permeates life in Ogunquit, from the scenes that artists paint to the fare served in the community’s restaurants. The Marginal Way, a 1.25 mile public footpath along the shore,

connects Perkins Cove, where many shops and restaurants are located, with Ogunquit Beach. There are benches to sit on and the sweeping views encourage walkers to sit and linger. It is the most requested Ogunquit destination by tourists according to the Chamber of Commerce. Ogunquit Beach is regularly listed among the top ten beaches to visit in Maine. As the tide recedes, there are pocket pools, shallow waters and sandbars to enjoy along its 3.5 mile stretch for people of all ages to enjoy.

Arts and culture in Ogunquit clearly encompasses a wide variety of activities and events that draw in visitors and keep residents engaged. It is also clearly important to the people who live in Ogunquit. The balance between being a destination town for visitors and a year-round place for people to live, age in place or raise a family is challenging. As Ogunquit contemplates its future, its residents will have choices to make regarding how the Town wishes to grow. Whatever direction Ogunquit chooses, its arts and culture identity and brand is strong and should continue to serve the Town well in the years ahead.



Photo courtesy of Marginal Way Preservation Fund

Town of Ogunquit – Arts and Culture Goals, Policies and Strategies

Ogunquit’s Goal: To support, grow and promote the Town’s arts and cultural offerings for the enjoyment of residents and visitors alike.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Continue to encourage the arts as a basis for economic development.	1. Investigate the idea of creating a small outdoor arts venue which could be used by multiple arts and culture disciplines during the warmer months.	Select Board	2019-2021
	2. Encourage and support artist studios and artist-in-residence programs for all aspects of art	Select Board, Ogunquit Performing Arts, Parks & Recreation	2019-2021
	3. Initiate and support a program to schedule New England (and beyond) authors and poets to speak at the Dunaway Center during the fall, winter and early spring months.	Chamber of Commerce, Ogunquit Memorial Library, Ogunquit Performing Arts	2019
2. Ensure that land use regulations allow for future growth of the Ogunquit Playhouse or other arts/performing arts organizations.	1. Investigate creating a different zoning district or the possibility of an overlay zone..	Planning Board	2019-2020
	2. Consider expanding the existing contract zoning ordinance.	Planning Board	2019-2020
3. Continue to partner with the Chamber of Commerce to host and promote annual festivals and events.	1. Meet periodically with the Chamber of Commerce to discuss new ideas and refine collaboration.	Select Board, Chamber of Commerce	On-going

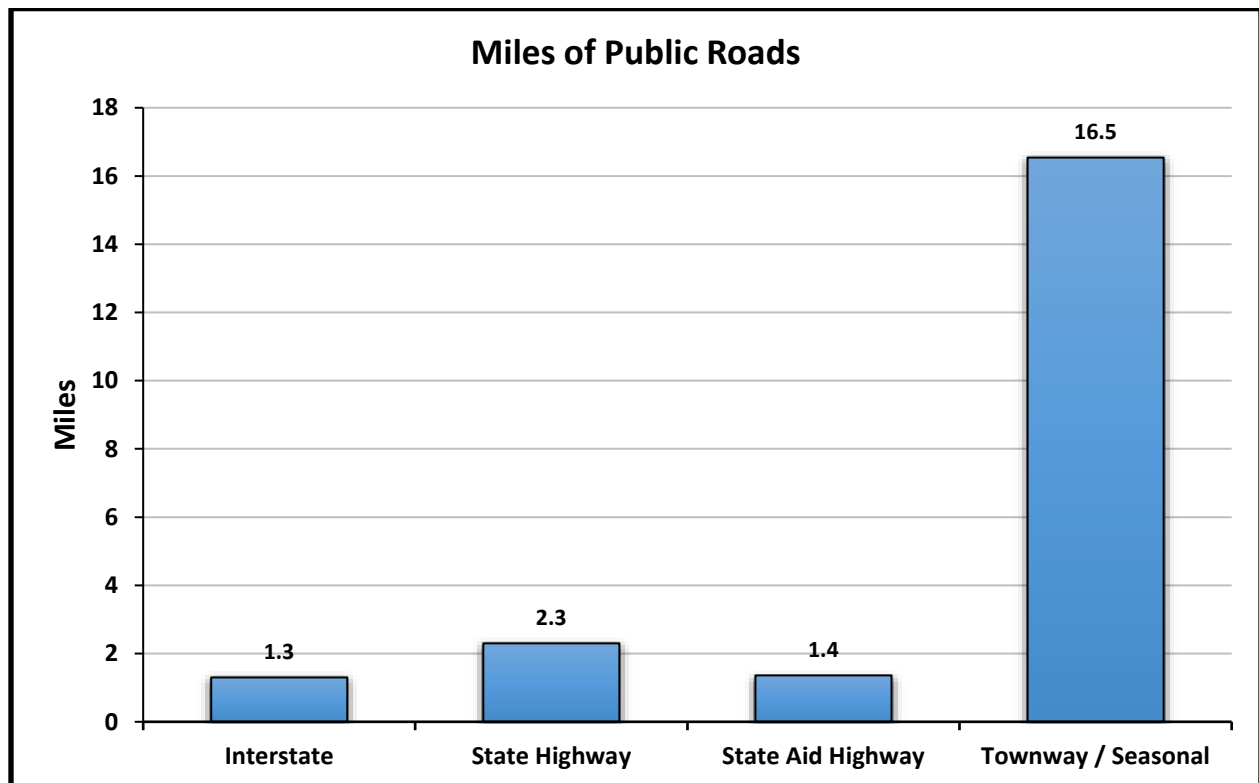
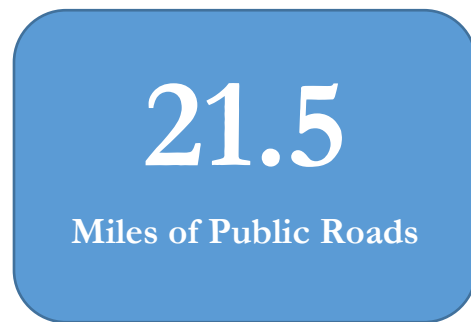
Transportation

Ogunquit's Transportation Network

The Town of Ogunquit's roadway system ranges from rural country roads to the six-lane Maine Turnpike, which serves as Maine's gateway from the Boston metropolitan area and the eastern United States. Additionally, U.S. Route 1 serves as the main corridor through the town. The Maine Turnpike and U.S. Route 1 are heavily traveled, especially during the ten-week summer tourist season from late June through Labor Day.

There is a total of 21.5 miles of public roads in Ogunquit. According to MaineDOT, there are 1.3 miles of Interstate Highway, 2.3 miles of State Highway, 1.4 miles of State Aid Highway, and 16.5 miles of local roads.

A MaineDOT U.S Route 1 improvement project completed in December 2016, included two new bridges with sidewalks, two miles of complete road reconstruction with bicycle lanes, and 2.6 miles of brick and paved sidewalks in Ogunquit.



Source: MaineDOT, 2017

Traffic Volumes

Average Annual Daily Traffic (AADT) is the predominant type of traffic data that is collected for Maine roadways. In some ways, traffic volume trends are an excellent way to measure the functionality of the road system. Until 2016, MaineDOT was collecting traffic data on U.S. Route 1 with a permanent traffic counter, located just north of the intersection with Captain Thomas Road. Traffic volume trends from this location are shown in the

table below. Not surprisingly, the months of July and August experienced the most traffic along U.S. 1 in Ogunquit. Between 2004-2009, the traffic volume decreased, with all months experiencing at least a 2.8% reduction. Between 2009-2014, the traffic volume still decreased, but less significantly. These decreases are most likely a result of the economy experiencing the economic downturn beginning in 2008.

Route 1 Historical Traffic Volumes

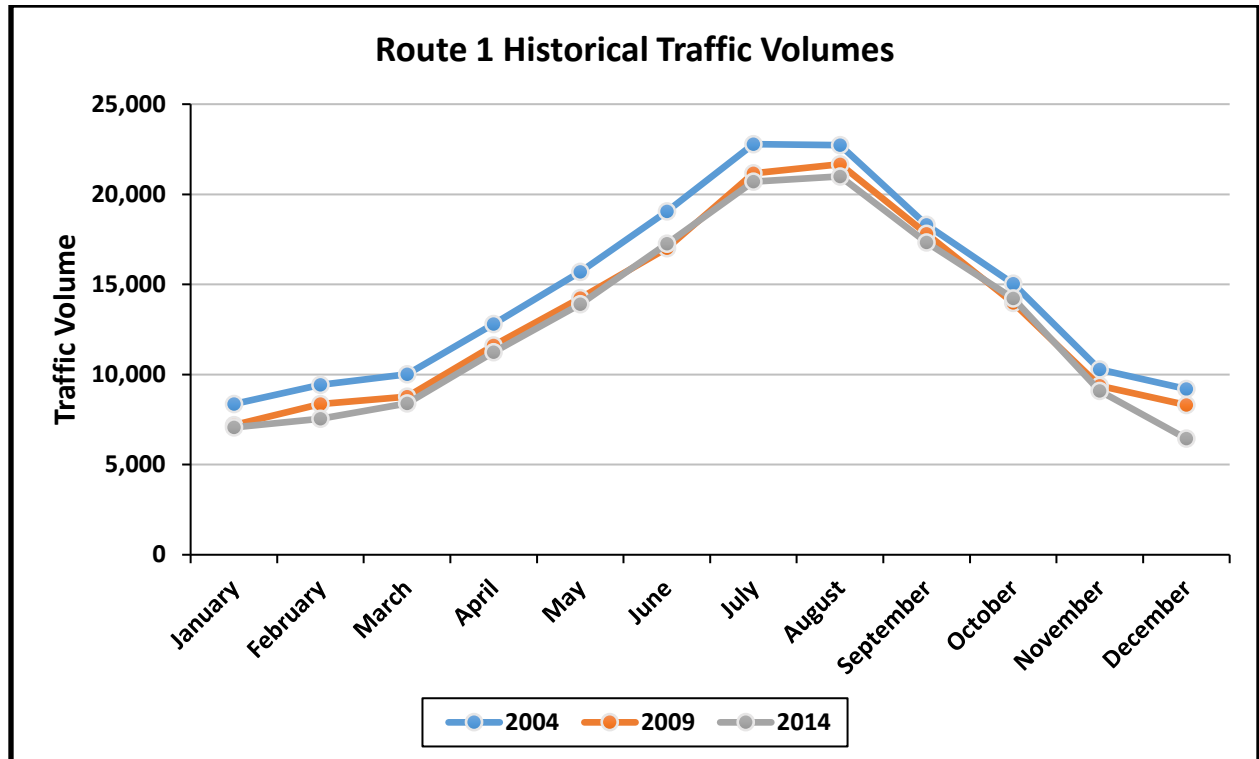
	2004	2009	2014	# Change 2004-2009	% Change 2004-2009	# Change 2009-2014	% Change 2009-2014
January	8,363	7,194	7,065	-1,169	-14.0%	-129	-1.8%
February	9,436	8,370	7,553	-1,066	-11.3%	-817	-10.8%
March	10,021	8,767	8,399	-1,254	-12.5%	-368	-4.4%
April	12,803	11,618	11,243	-1,185	-9.3%	-375	-3.3%
May	15,697	14,241	13,906	-1,456	-9.3%	-335	-2.4%
June	19,043	17,001	17,259	-2,042	-10.7%	258	1.5%
July	22,782	21,163	20,697	-1,619	-7.1%	-466	-2.3%
August	22,720	21,669	20,994	-1,051	-4.6%	-675	-3.2%
September	18,309	17,804	17,327	-505	-2.8%	-477	-2.8%
October	15,045	13,969	14,228	-1,076	-7.2%	259	1.8%
November	10,281	9,375	9,093	-906	-8.8%	-282	-3.1%
December	9,201	8,316	6,443	-885	-9.6%	-1,873	-29.1%

Source: MaineDOT, 2014

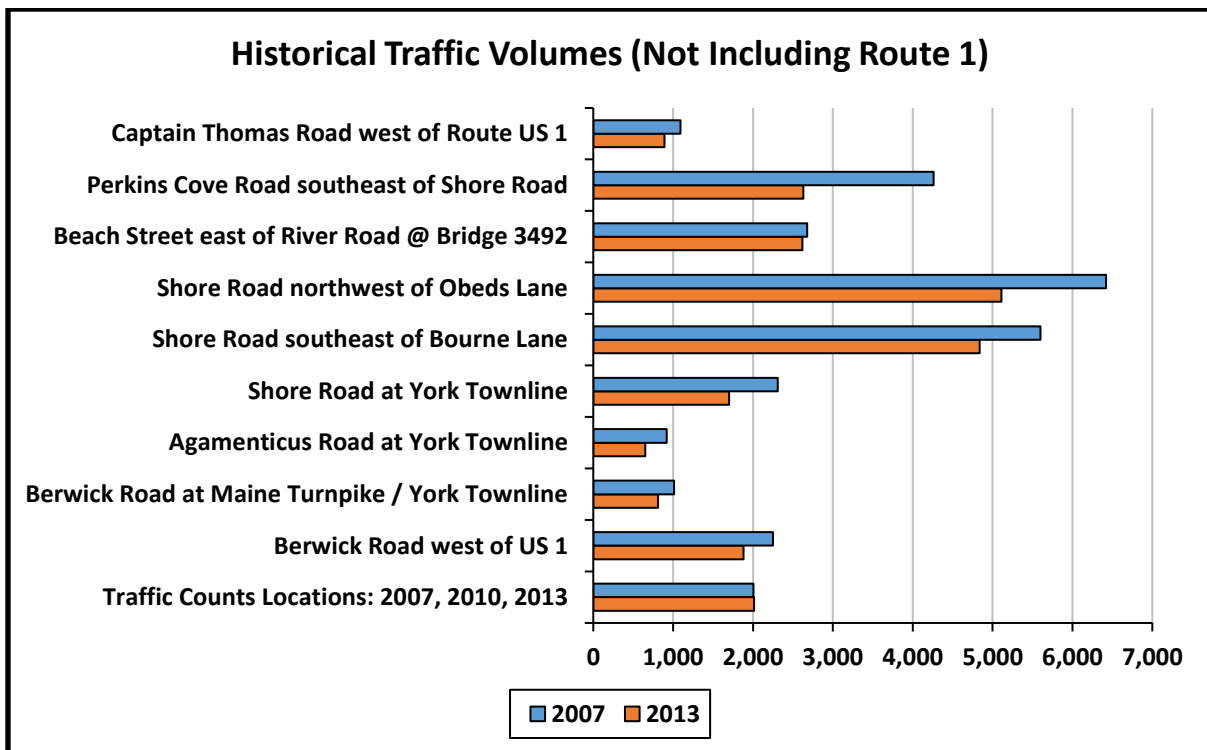
Historical Traffic Volumes (Not Including Route 1)

Traffic Counts Locations: 2007, 2010, 2013				2007-2013		2010-2013	
	2007	2010	2013	Change	Percent	Change	Percent
Berwick Road west of US 1	2,250	-	1,880	-	-	-	-
Berwick Road at Maine Turnpike / York Townline	1,010	-	810	-200	19.80%	-	-
Agamenticus Road at York Townline	920	-	650	-270	-	-	-
Shore Road at York Townline	2,310	2,070	1,700	-610	26.41%	-370	17.87%
Shore Road southeast of Bourne Lane	5,600	5,540	4,840	-760	13.57%	-700	12.64%
Shore Road northwest of Obeds Lane	6,420	-	5,110	-1,310	20.40%	-	-
Beach Street east of River Road @ Bridge 3492	2,680	-	2,620	-60	-2.24%	-	-
Perkins Cove Road southeast of Shore Road	4,260	-	2,630	-1,630	38.26%	-	-
Captain Thomas Road west of Route US 1	1,090	-	890	-200	18.35%	-	-

Source: MaineDOT, 2013



Source: MaineDOT, 2014



Source: MaineDOT, 2013

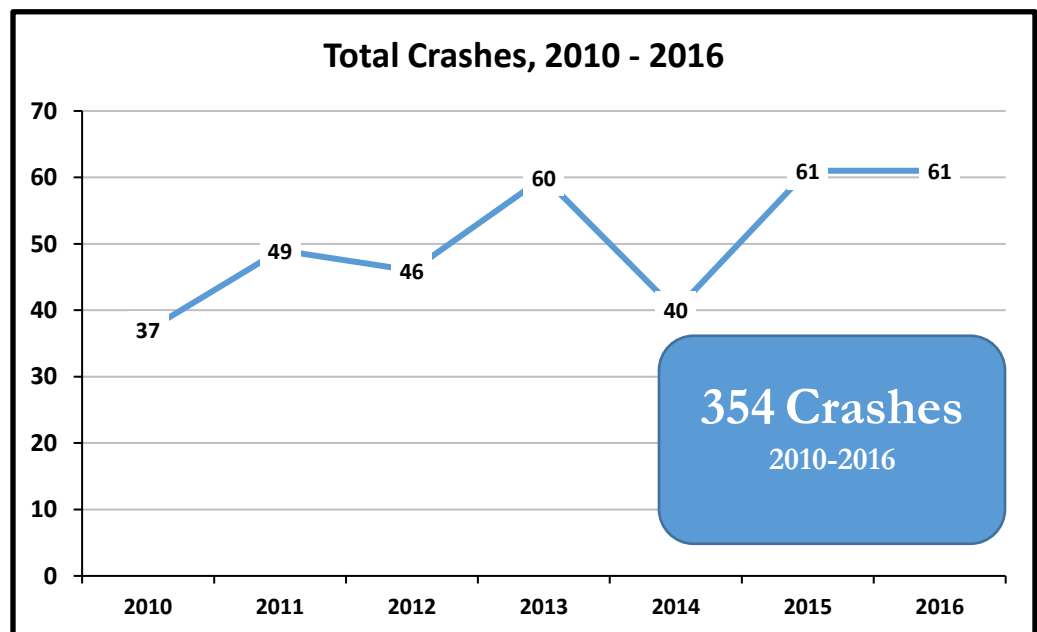
Crash History & Trends

MaineDOT has a system that it uses to rate crash locations throughout the state called *High Crash Locations (HCLs)*. HCLs are given greater attention for funding projects by MaineDOT for their safety programs. In order to qualify, HCLs must be at locations that have had at least eight crashes in a three-year period. It also must exceed the Critical Rate Factor (CRF) of 1 or greater. A CRF is the average expected rate of crashes for a location (based on statewide data of similar crashes).

2
High Crash Locations
between 2014-2016

In Ogunquit, there were two high crash locations identified between 2014-2016. The locations were the stretch of U.S. Route 1 known as Main Street between the intersection with School Street and the intersection with Shore Road/Main Street and the intersection with Shore Road/Beach Street and Main Street. A total of 10 crashes were reported for the School Street stretch with a CRF of 1.74. A total of 8 crashes were reported for the intersection of Shore Road/Beach Street and Main Street with a CRF of 1.88.

The table on the right indicates that there were 354 crashes in Ogunquit between 2010 and - 2016. During this time there was an increase in crashes by 24 (65%). 2015 and 2016 had the most crashes (61 during each year), while 2010 had the least of amount of crashes with 37.



Source: MaineDOT, 2016

Bridges

There are 9 bridges in Ogunquit. Three of them are owned and maintained by the Maine Turnpike Authority and the remaining six bridges are owned and maintained by MaineDOT. According to MaineDOT, bridges are generally defined as structures with a length equal to or greater than twenty feet.

Bridge condition is monitored every two years and given a Federal Sufficiency Rating (FSR). Each FSR has a numeric indicator of the overall value of the sufficiency of the bridge. A rating between 0-100 is given to each bridge (0 indicates the worse and 100 indicates the best). This rating gives an overall value of the sufficiency of the bridge. Since functional obsolescence (too narrow or low weight capacity) may account for a large portion of the rating, one should not assume that a low sufficiency rating means the bridge could fail.

Bridges in Ogunquit			
Bridge Name	Bridge Number	Owner / Maintainer	Federal Sufficiency Rating
Ogunquit River Bridge	1317	Maine Turnpike Authority	77.1
Captain Thomas Road	1316	Maine Turnpike Authority	99
North Berwick Road	1315	Maine Turnpike Authority	96.6
Wears	3759	MaineDOT	94.3
Ogunquit Beach	3492	MaineDOT	63
Phillips	2663	MaineDOT	63.2
Donnells	2239	MaineDOT	75.7
Dickens Hill	1252	MaineDOT	81.8
Sherburne	6122	MaineDOT	99

Source: MaineDOT

Parking

There are six vehicle parking lots owned by the Town of Ogunquit. There are four beach lots: Main Beach, Lower Lot, Footbridge and North Beach, and two commercial lots: Perkins Cove and Cottage Street / Obeds. In total these lots have approximately 1,200 parking spaces. From the middle of April to the middle of October each of these lots is a pay to park lot. For the 2014 season approximately 126,000 parking tickets were sold. For the fiscal year ended June 30, 2015 gross revenue from the sale of parking spaces approximated \$1,710,000.

126,000

Parking Tickets Sold in
Calendar Year 2014

\$1.7 Million

Revenue from Parking in
Fiscal Year 2015

From the Survey...

Nearly 59% of all the survey respondents are in favor of increasing parking capacity in Ogunquit.

From the Survey...

Nearly half of all the survey respondents would like to: a) Convert the old Public Works facility on Captain Thomas Road into a satellite parking lot, and b) Increase trolley service to relieve parking and traffic congestion

Complete Streets

Complete Streets are designed and operated to enable safe access for all users: pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They also allow buses to run on time and make it safe for people to walk to and from train stations. Cities and towns in Maine, large or small, can begin building a safer and more welcoming street network by adopting a Complete Streets Policy and then ensuring its full implementation. So far, nine communities in Maine have adopted a local Complete Streets Policy (see below). Additionally, the State of Maine has adopted a statewide Complete Streets Policy.

- Portland
- Lewiston
- Auburn
- Fort Kent
- Cape Elizabeth
- Bath
- Windham
- Scarborough
- Yarmouth

5.5
Miles of Sidewalks
in Ogunquit

By adopting a Complete Streets Policy, communities direct planners, engineers, and other professionals to routinely design and operate the entire right of way to enable safe access for all users, regardless of age, ability, or mode of transportation. This means that every transportation project will make the street network better and safer for drivers, transit users, pedestrians, and bicyclists, making a community a better place to live and visit. As of early 2017, the Town of Ogunquit was developing a Complete Streets Policy with assistance from the Southern Maine Planning & Development Commission.



As mentioned earlier, U.S. Route 1 (Main Street) through Ogunquit was recently reconstructed by MaineDOT. The photo above was taken after the project was completed and is a great example of a Complete Street.

Alternative Modes of Transportation

While the private automobile continues to be the primary means of transportation in Ogunquit, there are several additional motorized modes of transportation including the Ogunquit Trolley, the Amtrak Downeaster passenger rail service, and C & J Bus Lines as well as walking and biking.

Ogunquit Trolley & Molly Trolley

The Ogunquit Trolley & Molly Trolley are privately owned and operated public transportation services. The trolleys service Ogunquit from mid-June through Columbus Day weekend. For more information about the Ogunquit Trolley services visit their websites:

www.ogunquittrolley.com

www.mollytrolleydepot.com



Amtrak Downeaster at Wells Transportation Center via Shoreline Explorer

The Amtrak Downeaster is a passenger rail service that runs from Boston, Massachusetts to Brunswick, Maine. The closest train station is located at the Wells Transportation Center. From Ogunquit, one can ride the Ogunquit Trolley to a stop near the Wells/Ogunquit line to connect to the Shoreline Explorer, which connects to the Wells Transportation Center. For more information about the Amtrak Downeaster passenger rail service visit their website:

www.amtrakdowneaster.com.



C & J Bus Lines

C & J Bus Lines offers a direct service between Ogunquit and New York City. The daily service operates seasonally from Memorial Day weekend through Columbus Day weekend. Passengers are dropped off at the Ogunquit Visitor's Center and need to make arrangements for pick-up from the local area hotels, taxi services, or take the Ogunquit Trolley. For more information about C & J Bus Lines visit their website: www.ridecj.com.

Bicycling and Walking

Because Ogunquit is a destination community in the warmer months, its traffic flow differs from that of the average Maine community. The vehicular traffic flows denser and constant during the tourist season and ebbs considerably in the months of January – March. On any given summer day, groups of pedestrians stream steadily along Route 1 sidewalks and down side streets towards the beach carrying beach chairs and towels. Ogunquit depends on high school/college age people and people from the Caribbean and Europe to work in its many restaurants and lodging places during the warm season and these people often do not have access to cars. Biking and walking are important modes of travel for them as well as for residents who prefer not to drive. The completion of the MaineDOT Route 1 reconstruction resulted in better and more attractive sidewalks and pedestrian crossings as well as an improved main thoroughfare.

The Bike-Pedestrian Committee in Ogunquit advocates for and helps to raise awareness of bicyclists and pedestrians in the community.

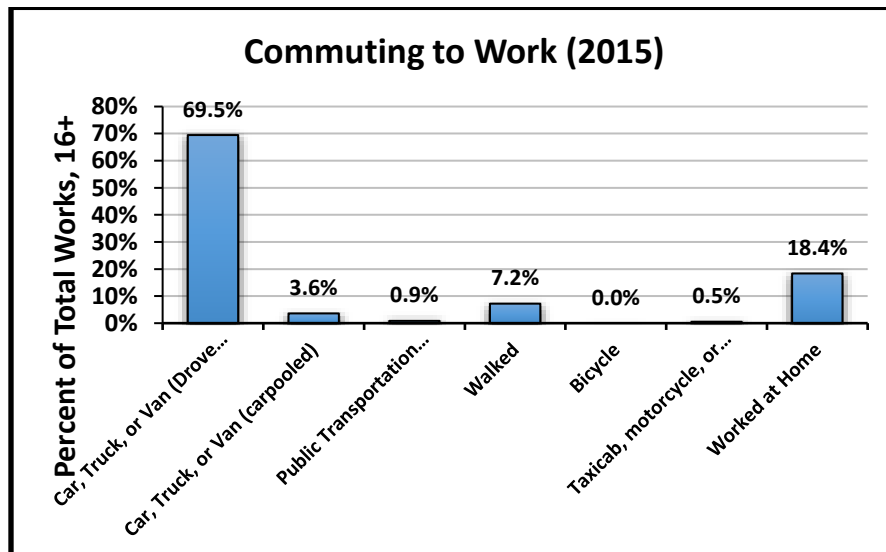
The Committee strives to make walking and biking in town safe and inviting. The Committee has made bike racks available in various locations throughout town and is a member of the Bicycle Coalition of Maine.

Ogunquit’s Transportation Users

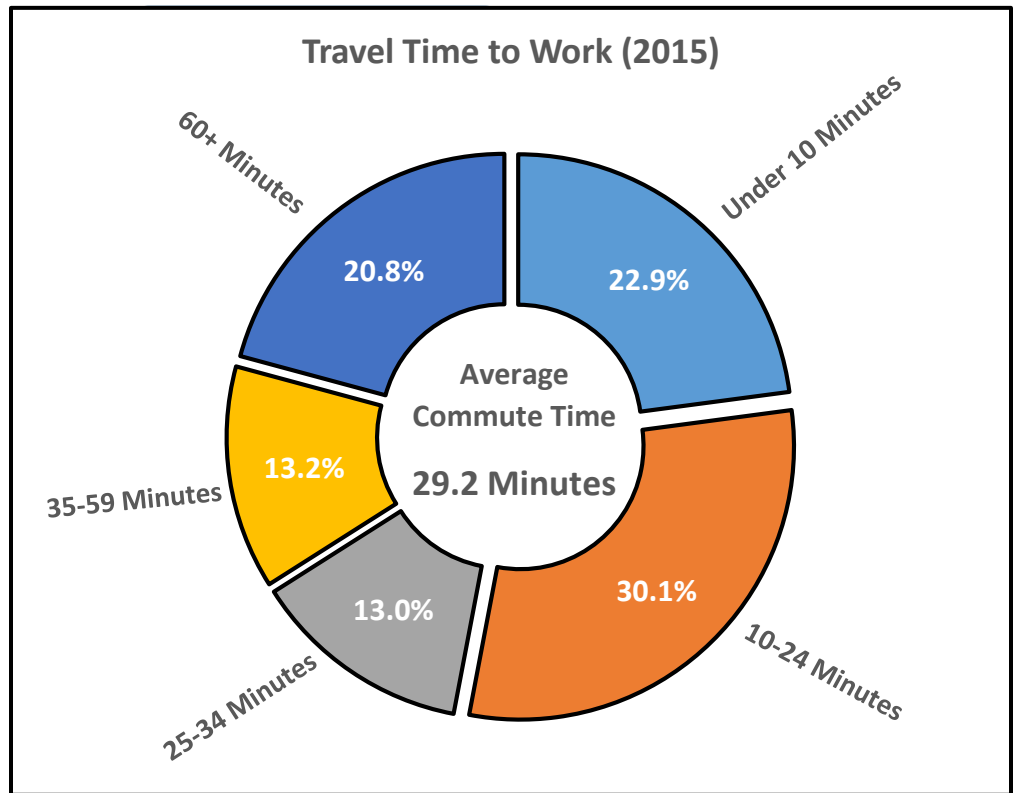
Similar to most Maine communities, the automobile supersedes all other modes as the predominant mode of transportation for Ogunquit workers. Nearly 70% of all workers drove alone, while nearly 4% carpooled to get to work. While the automobile is dominant because of its convenience, it is notable that around 7% of all workers walked to work. This is a high percentage compared to other southern Maine communities and is reflective of the walkability in Ogunquit. Bicycling does not appear statistically but that may be because workers who bicycle are not residents of Ogunquit or work seasonally.

It is also significant that around 18% of all workers worked from home. As the world becomes more and more interconnected via the internet, this could also affect the Town’s transportation system as fewer residents need to leave their homes to work.

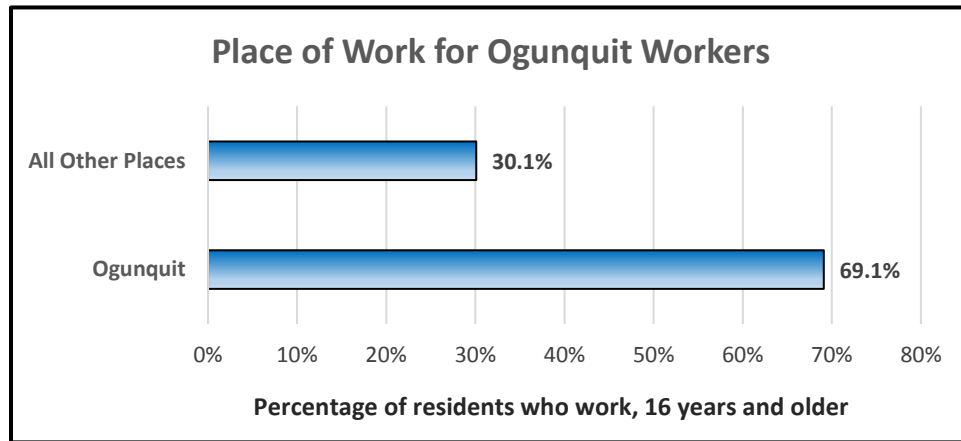
Source: U.S. Census Bureau, 2015



A consistent issue throughout Maine and the rest of the country is that traffic tends to build up during the “commute hours,” or the time(s) of day when people are driving to and from work. Nearly 23% of workers in Ogunquit travel less than 10 minutes to work. Around 30% of workers have commutes between 10-24 minutes. Nearly 21% of workers commute an hour or greater. The average travel time to work in 2015 Ogunquit was 29.2 minutes.



Source: U.S. Census Bureau, 2015



Over two-thirds of the people who are employed and live in Ogunquit, work in Ogunquit, while the remaining 30% of Ogunquit’s residents who work commute elsewhere to work.

Source: U.S. Census Transportation Planning Products, 2015

Town of Ogunquit –Transportation, Traffic and Parking Goals, Policies and Strategies

Ogunquit’s Goal: To maintain and enhance the ability of the road network to move traffic safely and efficiently and adequately manage parking facilities while providing for and promoting alternative modes of transportation.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Continue to explore ways to make traffic movement more efficient while managing for growth	1. Fund a study to identify levels of service at all Route 1 intersections with local streets, e.g. Berwick Road, Captain Thomas Road and Agamenticus Road	Select Board	2019-2020
	2. Initiate discussion with Wells and York concerning the possibility of connector roads west of Route 1.	Select Board	2019-2020
	3. Consider funding a study to understand the movement patterns and trends of people on bikes or walking and vehicles.	Select Board	2019-2020
2. Continue to improve the availability of parking	1. Provide better information on existing parking lots in town, for example: <ul style="list-style-type: none"> a. Consider policies that allow the town to subsidize parking for residents b. Develop an app that identifies the location of and current capacity of town-owned parking lots to prevent turn-arounds on Beach Street c. Consider the purchase and placement of digital programmable electronic signs to provide information on parking lots available and their current capacity. d. Place wayfinding signs for guidance to locations of existing parking lots. 	Select Board	2019-2020
	2. Investigate the cost of additional satellite parking at former Public Works building on Captain Thomas Road This would also require shuttle buses and/or trolley service expansion (see Policy 3).	Select Board	2020-2021

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
2. Continue to improve the availability of parking (continued from Page 1)	3. Consider allowing private pay-to-park lots in other zoning districts (currently only allowed in GB2).	Select Board, Planning Board	2019-2020
3. Encourage other modes of transportation	1. Work with the transportation providers to expand service and service areas and to increase ridership.	Select Board, Bike-Pedestrian Committee	On-going
	2. Monitor the current street design policy which allows bicyclists and pedestrians to safely use public ways along with motorists.	Select Board, Planning Board, Bike-Pedestrian Committee	2019-2020
	3. Consider putting a free bike-share operation into place during the warmer months.	Select Board, Bike-Pedestrian Committee	2019-2021
	4. Consider adding sidewalks along Shore Road from Perkins Cove to the York town line.	Select Board, Bike-Pedestrian Committee	2019-2021
	5. Expand and enhance existing sidewalks throughout Ogunquit to increase public safety.	Select Board, Bike-Pedestrian Committee	2020-2022
	6. Develop a multi-use trail system throughout town.	Select Board, Bike-Pedestrian Committee	2019-2021

Conservation & Recreation

For a small community, Ogunquit contains a wide variety of significant natural resources features which can be found within the town borders and connected to the region as a whole. While most people associate the town with the beach (and rightfully so), the inland portion of Ogunquit is rich in diversity as well. Of course, the beach and the estuarine system associated with the Ogunquit River is a critical resource, both on a local and regional scale.

Ogunquit River Watershed

The Ogunquit River watershed is approximately 21 square miles located within the Towns of Ogunquit, South Berwick, York and Wells. The Ogunquit River is joined by multiple tributaries, including Tatnic Brook and Green Brook, before entering into more developed areas in the Town of Ogunquit. The portion of the river downstream of the Route 1 crossing is tidal. It flows through salt marshes before emptying into the Gulf of Maine behind Ogunquit's barrier beach. The river itself and the tributaries which support it are crucial for water quality, not only within the river, but for Ogunquit Beach. The Ogunquit River is an extremely high value area, used for swimming, boating and fishing by more than one million residents and visitors each year. Unfortunately, high bacteria counts in Ogunquit's waterways have resulted in multiple beach advisories by Maine Healthy Beaches.

The Ogunquit Conservation Commission, the Town of Ogunquit, FB Environmental Associates, and Maine DEP are working together on an initiative to improve water quality and reduce bacteria levels in the Ogunquit River watershed and at its public beaches. In addition, the Maine Healthy

Rather than an exhaustive list of all the conservation related and natural resource features of Ogunquit, the following section will highlight those considered to be of significance to both the community and on a regional landscape level. The section will also touch upon the various organizations who contribute to managing these resources. For the purposes of this section we will also address some of the recreational aspects that some of these resources may provide.



Watershed Map, 2016 Water Quality Report

Beaches Program through the Maine DEP is actively engaged in monitoring and assessing the water quality of the river and also of the beach itself. Many problems with bacterial contamination emanate from sources far removed from the beach. The 2016 Water Quality Report found a number of instances of bacterial contamination in and along the river.

A link to that report can be found here:

http://www.townofogunquit.org/vertical/sites/%7B2524508A-BBA7-433A-9EAA-E74D93FCB25D%7D/uploads/2016_OgunquitSamplingReport_FINAL.pdf

From the Survey...

Conservation of green space was ranked third of the eleven town infrastructure improvements choices, after parking and traffic control

Bacteria from pet, wildlife or human waste can enter the river in storm water runoff or from malfunctioning septic systems and leaky sewer lines. The goal of this project is to identify and treat those potential sources of bacteria contributing to surface water contamination throughout the Ogunquit River Watershed

The Phase II portion of the study can be seen here:

http://ogunquitconservation.org/wp-content/uploads/2015/07/OgPhaseII_KickoffMtg_10Aug16.pdf

These reports can be utilized to establish a road map for identifying and mitigating potential sources of contamination.

Beginning with Habitat (BwH)

Ogunquit is blessed with a wide variety of biological diversity –within its borders but also as part of important natural areas that are regional in nature and seen as important on both a state and federal level. This biological diversity can be an indicator of the environmental health of the community and also offer educational and scientific benefits to Ogunquit residents and those concerned with biological and human ecology.

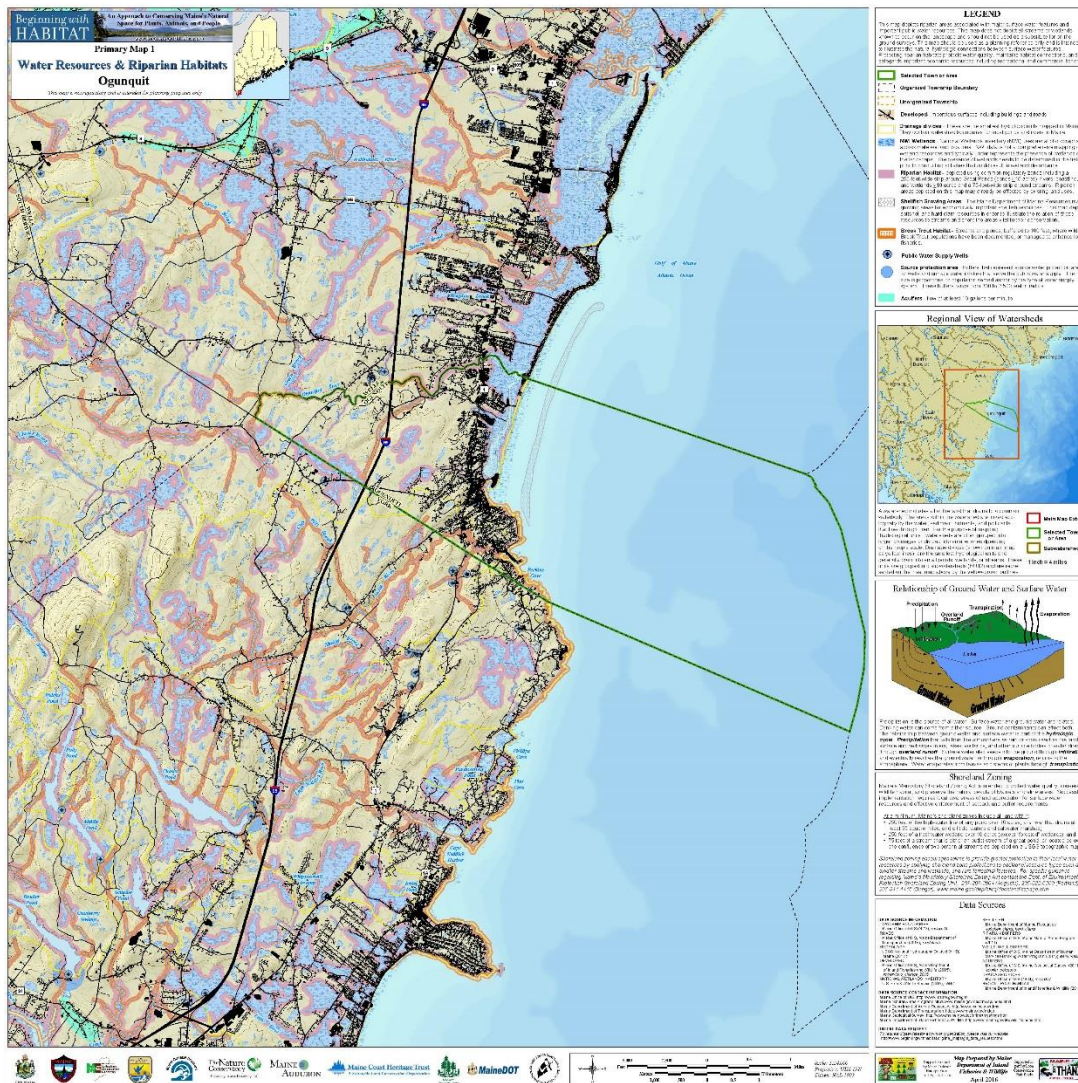


Photo from *Ogunquit Leads the Way*, a report by J. Taylor Pearson on Ogunquit's barrier beach and dunes.

Town of Ogunquit, Comprehensive Plan

Within the Town there are a number of critical natural resource features which all help to define the rural nature of the community and demonstrate its biodiversity. This information is now more comprehensive than what was previously available due to the work of the Beginning with Habitat Project (BwH) sponsored by the Maine Department of Inland Fisheries and Wildlife (MDIFW) and the Maine Natural Areas Program.

MDIFW and the Maine Natural Areas Program (MNAP), have finished a GIS (Geographic Information System) compilation of existing data regarding wildlife habitat and rare and endangered species locations in Ogunquit. A description of this data and its use can be found in the guide entitled Beginning with Habitat (click on the Ogunquit maps) and the maps can also be accessed from this link: http://beginningwithhabitat.org/the_maps/status-o.html



Beginning with Habitat Map 1 (Water Resources and Riparian Habitat).

Town of Ogunquit, Comprehensive Plan

These maps serve as excellent planning tools when developing programs for conservation and also when reviewing specific development proposals. The maps are available to be viewed in the Code Enforcement Office at Town Hall.

To summarize, the data and maps illustrate the following:

1. The importance of riparian habitat along streams, brooks, rivers, and associated wetlands. These areas function as tremendous travel corridors for wildlife and most importantly contain 75% of all the species diversity in Maine. To some degree, these areas are protected by Shoreland Zoning. The extent of that protection is much debated.

The Maine Department of Inland Fisheries and Wildlife consider these riparian areas the backbone of any wildlife preservation effort

The Water Resources and Riparian Habitat Map (Primary Map 1) shows the Riparian Habitat Buffers that exist in the community. These areas surround the Ogunquit River, and wetland complexes that occur throughout the town.

2. The wide range of high value plant and animal habitat within the community. The agencies denoted above have highlighted the ecological diversity of the town with mapping of; deer wintering areas; assemblages of rare plants, animals and natural communities found within the town; “essential” wildlife habitats which requires IFW review for endangered animals and their habitat; and “significant wildlife habitat” (such as high and moderate value waterfowl or wading bird habitat). These areas are found on the High Value plant and

Animal Habitats Map (Priority Map 2) on the BWH site.

The second map shows several important features in the community with large assemblages of rare plants and plant communities found in and along the beach system. While plants have been identified their exact location has not for obvious reasons. This same area has been identified as a shorebird habitat for Piping Plovers and Least Terns. The map also shows significant vernal pools, clustered in the southwest area of the community just west of

From the Survey...

Conservation of green space was ranked third of eleven choices for town infrastructure improvements, after parking and traffic control improvements.

Route 1 and the Town of York border. There have also been several locations identified as Brook Trout spawning areas along both the Ogunquit River and its tributaries. Rare Animal species locations are also found in the northern part of town near York, Wells and South Berwick.

3. Perhaps most importantly, the identification of large relatively unbroken blocks of habitat which can support animals with large home ranges (such as moose and fishers) as opposed to suburban species (such as raccoons and skunks). These unfragmented blocks offer valuable opportunities to preserve a wide range of species in a rapidly developing landscape. The Undeveloped Habitat Blocks and Connectors and Conserved Lands Map (Priority Map 3) provides the data on these resources. The implications for wildlife diversity in the face of “sprawl” in these locations may be an important planning concern. Many of these unfragmented blocks also cross town boundaries. While Ogunquit’s large blocks of habitat are not highly significant to Ogunquit itself, they are part of the larger Mt. Agamenticus Region which is a crucial feature of that ecosystem.
4. Another map is the Wetlands Characterization Map (Supplementary Map 7) which provides the town with all the National Wetlands Inventory mapped wetlands and their functions (ie, floodwater/runoff, fish habitat, etc). For a small town such as Ogunquit this map is important for wetlands prioritization.
5. An additional map that is provided for Ogunquit (and not all towns) is a Natural Resource Co-occurrence Map which highlights those significant natural resource features that are essentially layered on top of one another and provided a numerical ranking. This assists the town and local conservation groups when planning for conservation.
6. It should be noted that while the beach system is a highly significant resource (a Focus Area of Statewide Ecological Significance) the northern part of

Ogunquit is crucial because of its relationship to the surrounding towns and the Mount Agamenticus region itself. A final map in the set shows these relationships (Building a Regional Landscape Map). This map is important to the broader conservation efforts that may cross town lines.

Existing Conservation Lands

Conservation land in Ogunquit comes in many shapes and sizes. The Town itself owns 250 acres of land including the beach (142 acres), and land off Berwick Road which includes approximately 7 acres of land designated Conservation Land The Great



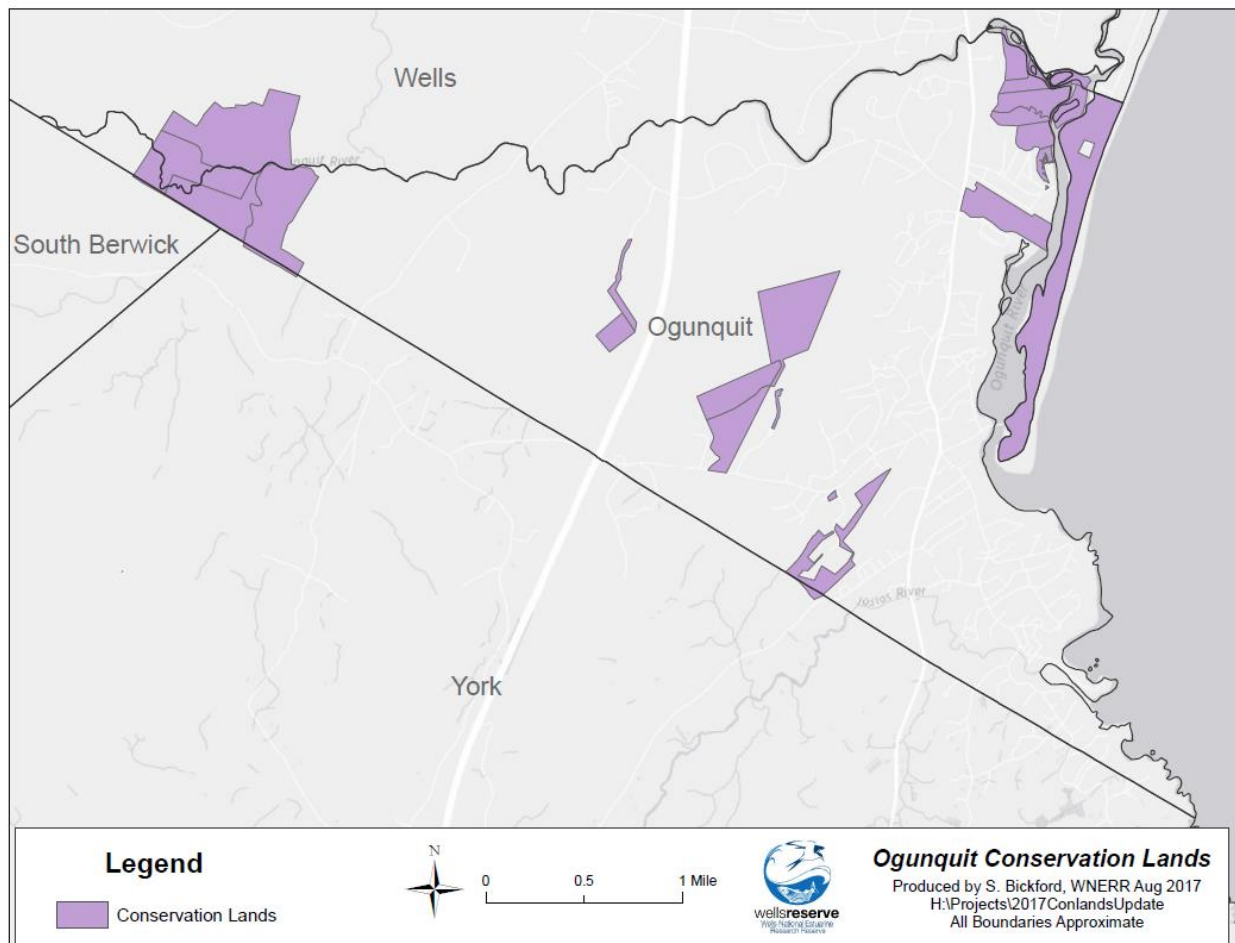
Vernal Pool at Payeur Preserve – photo courtesy of Great Works Land Trust.

Works Regional Land Trust is active in conservation within the community. Beach Plum Farm (22 acres) is a local treasure providing not only conservation value but a community garden. The Payeur Preserve provides 55 acres of protection for the Ogunquit River Watershed. Over half the preserve abuts a 35-acre parcel, off the Berwick Road, is marked by stone walls surrounding the historic “Joe Maxwell Field,” including a double stone-walled cattle path. The land contains vernal pools and an open wetland meadow into the Leavitt Stream headwaters.

Town of Ogunquit, Comprehensive Plan

The remainder is 20 forested acres just west of the Maine Turnpike and within Great Works' Mt. Agamenticus Focus Area. This parcel contains the headwaters of Quarry Stream. Both Leavitt and Quarry streams are tributaries to the Ogunquit River. Plans for the future include a possible wildlife-viewing platform in the meadow and existing walking path, beginning at the existing Dog Park (frequented by many). In addition, the town owns 40 acres north of the Payeur Preserve also referred to as the Bassett land,

Another valued conservation piece is the Hilton-Winn Preserve (38 acres) providing significant conservation and recreational value in the northern part of the town (on both banks of the Ogunquit River). The parcel was purchased by the York Land Trust and is 175 acres in total, extending into York.



Map courtesy of Wells Reserve.

Other Open Space Lands

Additional lands seem to be preserved through condominium ownership and lands given to the community by way of subdivision land dedications. The Town also owns and

maintains a number of small parks and recreational areas spread throughout the community which are shown in the table below.

Parks		
	Location	Amenities
Dorothea Jacobs Grant Common	Adjacent to the Heritage Museum	Park benches
Littlefield Park	Ledge Road and Park Lane	Bicycle racks
Josias River Park	Bourne Lane off Main Street	Park benches
Ogunquit Dog Park	End of Spring Hill Lane off Berwick Road	Fenced in area for dogs, chairs, benches and picnic tables
Agamenticus Park	Agamenticus Road	Tennis courts, ball field
Ogunquit Village School Playground	Between School Street and Cottage Street, adjacent to Town Hall and Police Station	Fenced in area for younger children with swings, jungle gym and monkey bars, etc. and a basketball court

Source: Town of Ogunquit

Trails

The Marginal Way Trail is perhaps one of Ogunquit's best known features. The trail is approximately 1.25 miles long, extending from Perkins Cove to Ogunquit Beach and provides great views of the ocean, gardens and seaside homes. Parking is located at either end of the trail.

From the Survey...

Over 81% of respondents want the Town to allocate funds to identify, develop and promote walking or hiking trails.

The Richard E. Payeur Conservation Area (Berwick Road, Ogunquit) features a loop trail of approximately 1 mile which winds alongside wetland meadows and vernal pools, through forest. The double stone wall along part of the path sends one's imagination back to the time when this was pasture land. The trail is accessed from the Ogunquit Dog Park, next to the Transfer Station off Berwick Road..

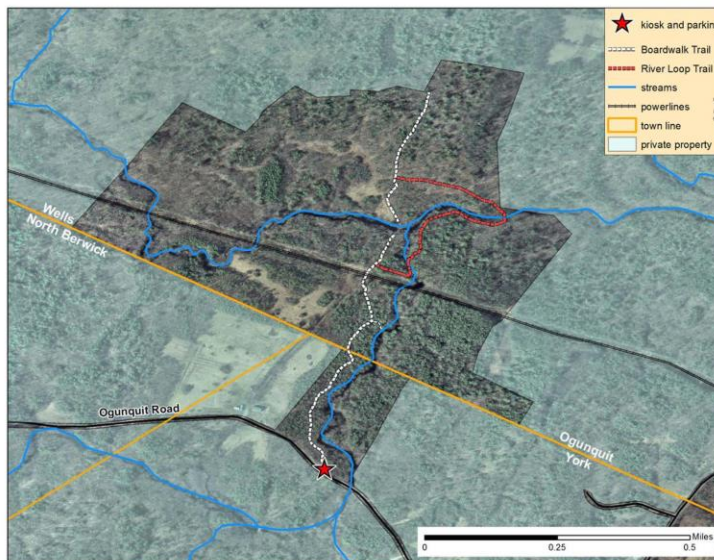
The Hilton Winn Trail contains boardwalks and trails around the Ogunquit River. Recent additions extending in to Wells and York, provide 1.5 miles of hiking in a rural setting.

Members of the Conservation Commission and the Ogunquit Bike/Pedestrian Committee have indicated a desire to develop more trails in Ogunquit and connect them to surrounding networks.



Hilton-Winn Preserve Trail Map

Mail: York Land Trust • P.O. Box 1241 • York Harbor • ME 03911 | Office: 484 US Route One • York • ME 03909
 Email: info@yorklandtrust.org | Web: www.yorklandtrust.org | Phone: 207-363-7400



Preserve Rules and Precautions

We are counting on your help to protect the Preserve's plants, wildlife and water quality. Please observe all of the following guidelines during your visit. We hope you enjoy your visit. If so, please consider supporting our efforts through membership and volunteerism. Thank you.

Open ONLY for day use.
 (No fires or overnight stays.)

Travel only on existing trails by foot, skis or snowshoes.
 (No bicycles or motorized vehicles.)

Respect abutting private property.
 (No trespassing.)

Take only pictures and leave only footprints.
 (Pack-in/pack-out.)

Take care not to disturb plants and wildlife.
 (No cutting or removal of plants.)

Keep dogs under owner's control.
 (Please pick up after your pet.)

Hunting is permitted in season.
 (Maine hunting laws apply. Wear blaze orange during season.)

Take precautions against and check frequently for ticks.
 (Ticks are abundant in this area.)

Please report property damage and trail obstructions by calling 207-363-7400. Thank you.

Conservation Work in Ogunquit

The Ogunquit Conservation Commission has a number of ongoing partnerships with several organizations

- Maine Healthy Beaches, State Department of Environmental Protection
- Great Works Regional Land Trust
- Wells Reserve/Laudholm Trust
- Mt. Agamenticus to the Sea Conservation Initiative
- Southern Maine Planning and Development Commission

In addition to these partnerships, the Commission works closely with the Ogunquit Planning Board and Land Use Office on matter impacting development and land use. The Commission also sponsors the Annual Beach/Dune Cleanup Day (if needed) to ensure healthy development of those areas.

Other issues related to conservation can be found in the sea level rise and land use sections of this plan.



Beach Plum Farm – photo courtesy of Great Works Land Trust

Town of Ogunquit – Conservation and Recreation Goals, Policies and Strategies

Ogunquit’s Goal: To preserve open space to maintain the rural character of the outlying areas of the community and to protect natural resources found throughout the community while providing appropriate public access.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Protect Natural and Marine Resources 2. Seek to preserve additional lands for public access and wildlife habitat.	1. Follow Title 13 of the Town of Ogunquit Charter as it relates to the responsibilities of the Conservation Commission	Select Board, Conservation Commission	On-going
	2. Working with local land trusts, consider increasing open space preservation through connectivity between: <ul style="list-style-type: none"> a. Berwick Road and Captain Thomas Road b. Western boundary of I-95 to North Village Road 	Select Board, Conservation Commission	On-going
	3. Look for opportunities to expand the Town’s network of walking, hiking and bicycling trails.	Select Board, Bike and Ped Committee, Conservation Commission	On-going
3. Continue to maintain and improve Town-owned open space and parks for the enjoyment of all.	1. Continue to seek grants and accept donations for maintenance and improvements of the Marginal Way.	Marginal Way Committee, Marginal Way Preservation Fund	On-going
	2. Re-establish and reconstruct the footpath at the end of Norseman Lane to allow public access to riverside beaches.	Select Board, Bike and Ped Committee, Conservation	2019-2021
	3. Look for additional opportunities to improve existing parks, such as: <ul style="list-style-type: none"> a. native plantings b. additional seating and artwork c. active recreational amenities 	Select Board, Parks and Recreation Committee	On-going
	4. seek grants to assist in purchase of the improvements.	ommission	

<p>4. Continue to monitor and improve water quality.</p>	<p>1. Implement initiatives in the Ogunquit River Watershed Study.</p>	<p>Select Board, Conservation Commission</p>	<p>On-going</p>
	<p>2. Continue with efforts to monitor water quality through the Healthy Beaches Program and volunteer sampling.</p>	<p>Select Board, Conservation Commission</p>	<p>On-going</p>

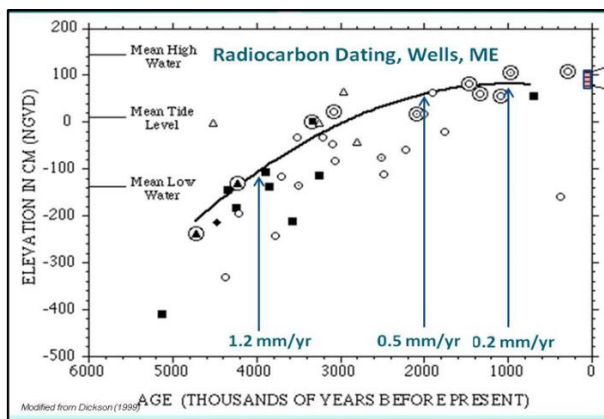
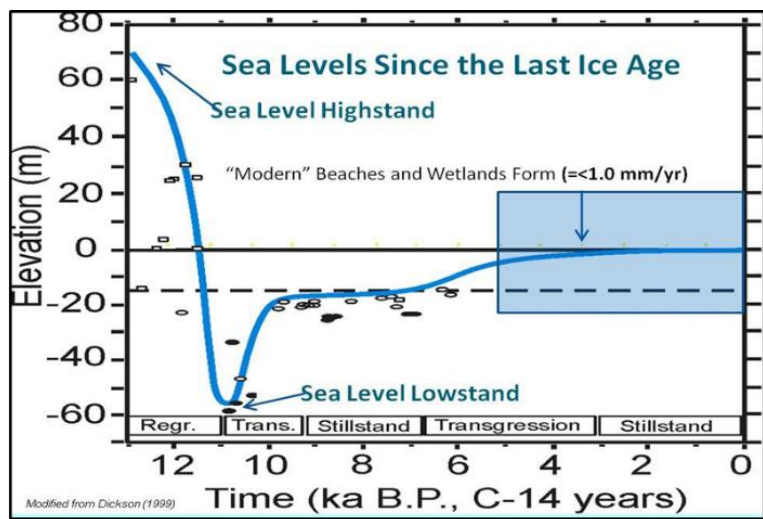
Sea Level Rise

According to one hundred years of records from the Portland, Maine tide gauge, sea level is rising. Along with this change, storms are becoming more frequent and intense, and damages associated with storms are increasing. Given these facts, the important question for the Town of Ogunquit is: “How should the Town respond and adapt?” This chapter inventories the best available data on historical and recent trends in sea level change, offers the best available current predictions for the future and establishes the rational basis on which the Town’s policy response to sea level rise is based. This information is being provided by the Maine Geological Office at the Department of Conservation Agriculture and Forestry and National Oceanic and Atmospheric Association as the best available data at this time

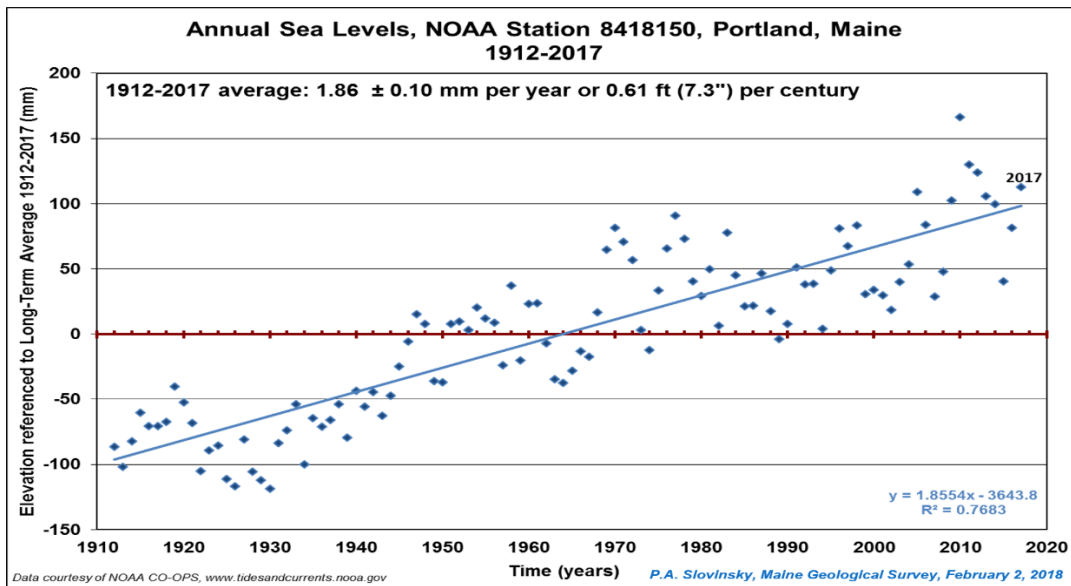
Thirteen thousand years ago at the end of the last ice age, the land in Maine was so crushed by ice that sea level was 230 feet (70 meters) higher than it is today. Eleven thousand years ago after the ice had receded, the land rebounded so that sea level was about 200 feet (60 meters) below today’s levels. Continued melting of ice filled the oceans, and in the last five thousand years, levels in Maine have been very stable. It is important to note that this is the period when our modern beaches and wetlands as we know them today were formed.

Marsh Analysis

Not far from Ogunquit, studies of marshes in Wells show that in the last five thousand years the rate of change in sea level leveled off from over 3/64 inch (1 mm) per year to only 1/64 inch (0.2 mm) per year about a thousand years ago. This data was derived by radiocarbon dating of marsh borings. Not only has the pace of sea level rise picked up over the last hundred years, the rate is increasing, and is up substantially since 1993.



For the last 20 years or so, the rate of sea level rise has increased to 11/64 inch (4.3 mm) per year, or 17 inches (430 mm) per century.



Past History

As the previous section discussed, scientists at the University of Maine were able to recreate sea level rise measurements in Maine from the past 13,000 years using radiocarbon dating of material in sediment cores. Where we have actual physical measurements of sea level rise is only in about the last 100-years or so; in the case of Portland, ME, since 1912. The modern-day

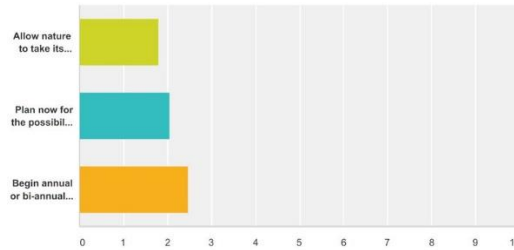
trends in sea level along the southern Maine coastline indicate that sea level is rising at a rate of about 7.5 inches per century (as shown in Figure 1), which about matches globally measured rates of sea level rise. *The most important thing to remember is that modern-day sea level changes along the Maine coast are not being driven by how the land mass responded to the weight of the glaciers (in fact, according to a [2013 NOAA study](#), Portland is sinking ever-so-slightly each year) but by other factors.* The dominant factors influencing modern-day sea level rise are volumetric increase (input from the melting of land-based ice sheets, like Antarctica and Greenland and glaciers) and thermal expansion (heating up of the oceans causes them to expand).

From the Survey...

Nearly 67% of survey respondents want to begin annual or bi-annual sand replenishment, utilizing sand now available in the river basin. The survey results were derived as a rank choice voting method ranking choices 1-3 answers by choice

Q43 Which of the following three actions would you prefer regarding erosion at the Main Beach. Rank the following in order of your preference with #1 being your first choice:

Answered: 559 Skipped: 151



	1	2	3	Total	Score
Begin annual or bi-annual sand replenishment utilizing sand now available in the river basin	66.95% 316	13.56% 64	19.49% 92	472	2.47
Plan now for the possibility of a future smaller beach and a reduced parking lot	21.09% 93	61.90% 273	17.01% 75	441	2.04
Allow nature to take its course	29.91% 140	19.87% 93	50.21% 235	468	1.80

Local Impacts and Storm Surge

Sea level rise is occurring and the impacts have been felt locally, especially during storm events. The series of maps included in this plan show such events as the Highest Annual Tide water levels recorded in 2015, The Highest Annual Tide plus 3 feet of sea level rise, and Category 1-4 hurricane storm surge which is a real possibility given storm events in today’s weather.

The greatest impact occurs in 3 locations which are the most vulnerable in the community and further actions will be required in the future to deter and mitigate negative impacts to the community. See Tourism/Green Tourism for details.

- Perkins Cove
- The bridge on Beach street
- The Sewer Treatment Plant

The bridge on Beach Street and the treatment plant will see the most impact coming from the back side on the Ogunquit River and not from a direct impact on the ocean side. Most of the private properties in the community are at high enough levels that they will not see much of an impact. It is these three municipal pieces of infrastructure that must be considered for armoring or replacement and relocation. This is not new to the community and has been discussed for some time now.

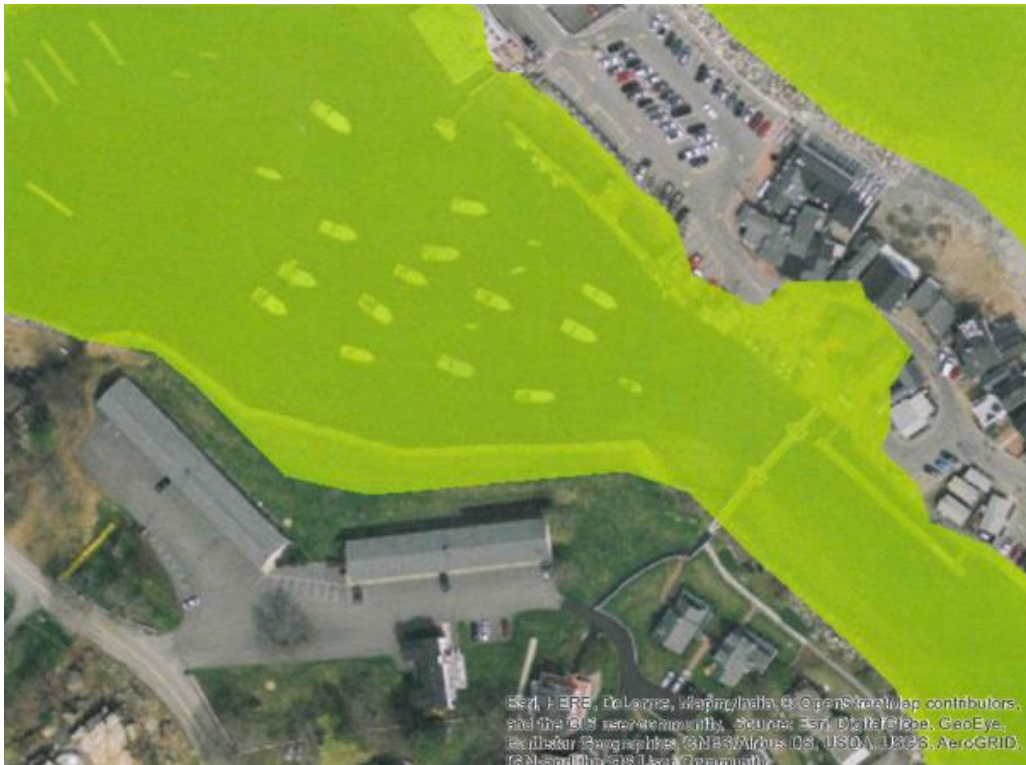
From the Survey...

98

Average number of days survey respondents use the beach annually.



The map above shows the highest annual tide while the map below shows the highest annual tide plus three feet of sea level rise in the Perkins Cove area. Note the areas in the lighter green that show what portions of the Cove that will be affected. **It should be noted that in these three photos the bridge is underwater, this is due to the LiDAR photography not recognizing the structure**



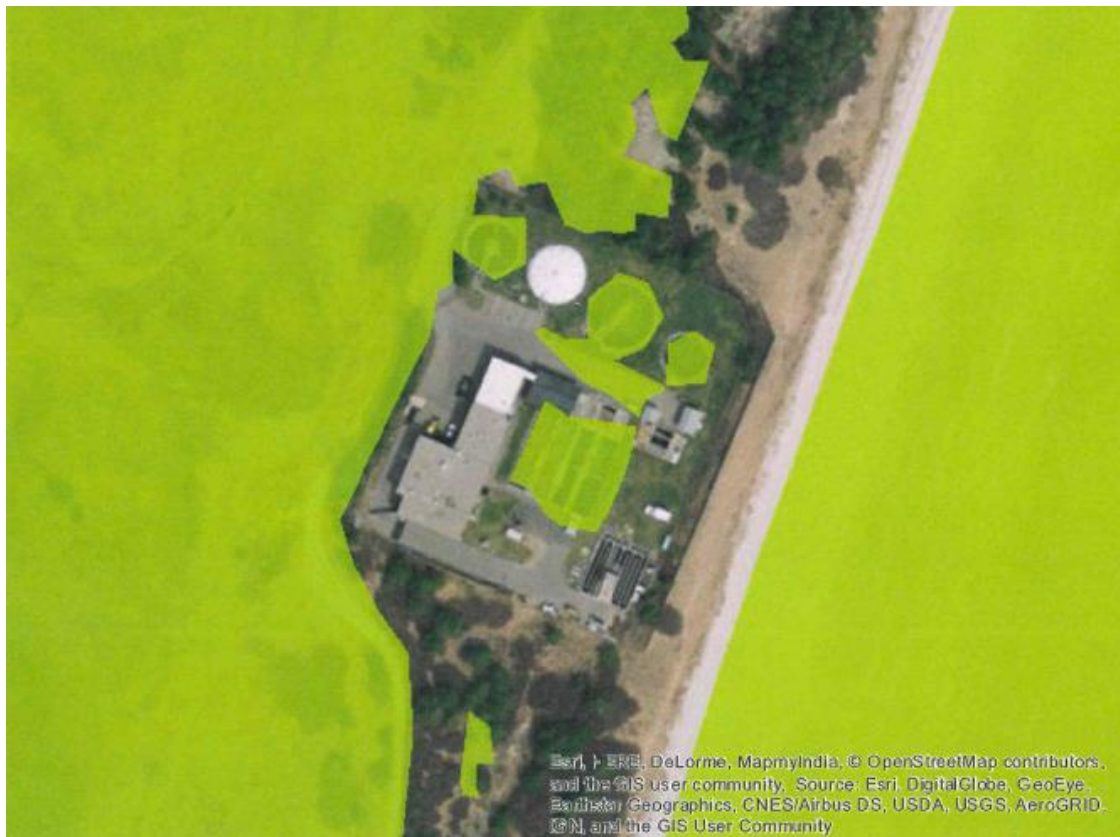


Map above shows the bridge to Ogunquit Beach and parking area at highest annual tide. The map below shows the same area at highest annual tide plus three feet of sea level rise.

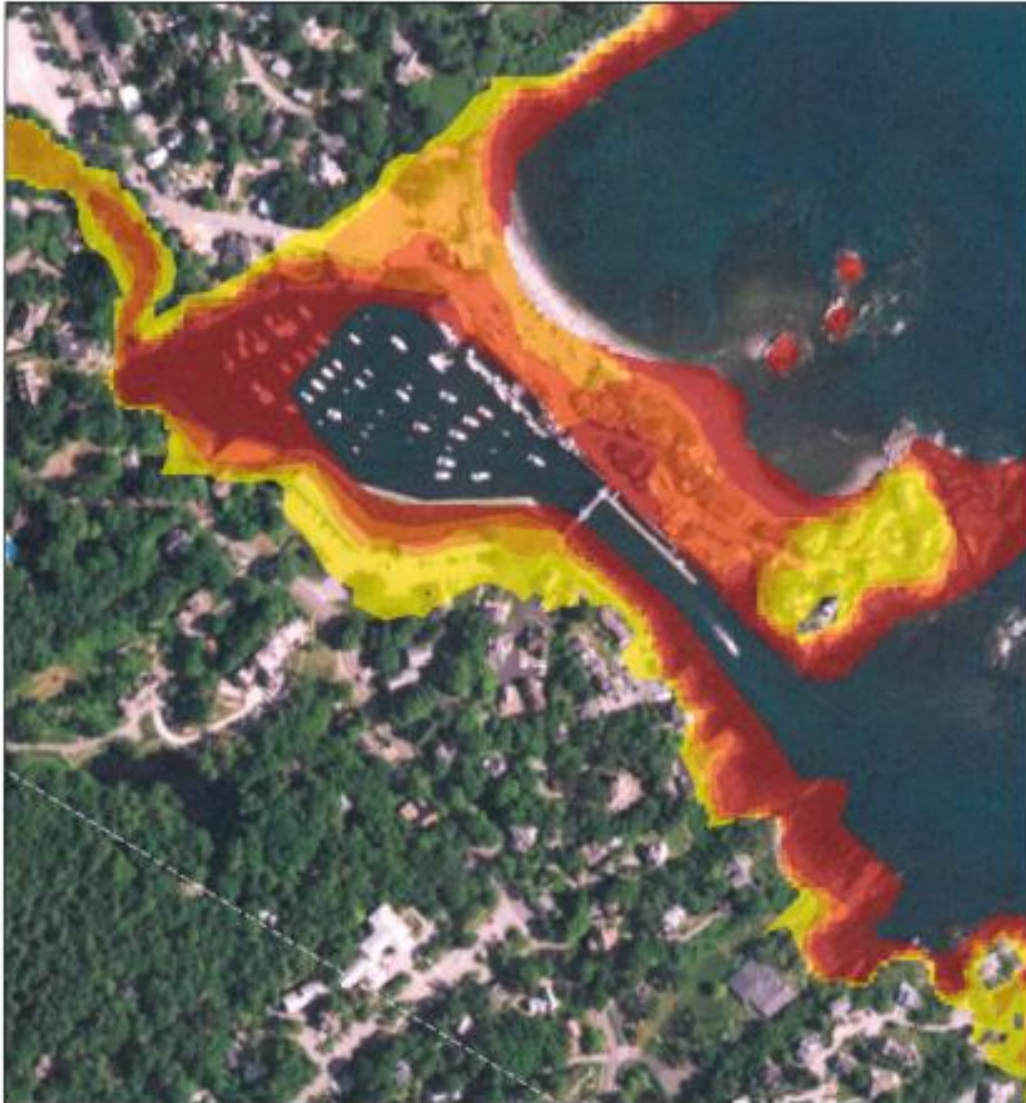




Map above shows the Ogunquit sewer treatment plant at highest annual tide. The map below shows the plant at highest annual tide plus three feet of sea level rise.

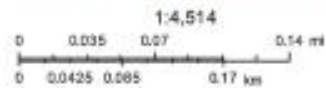
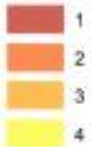


SLOSH Maps



March 29, 2017

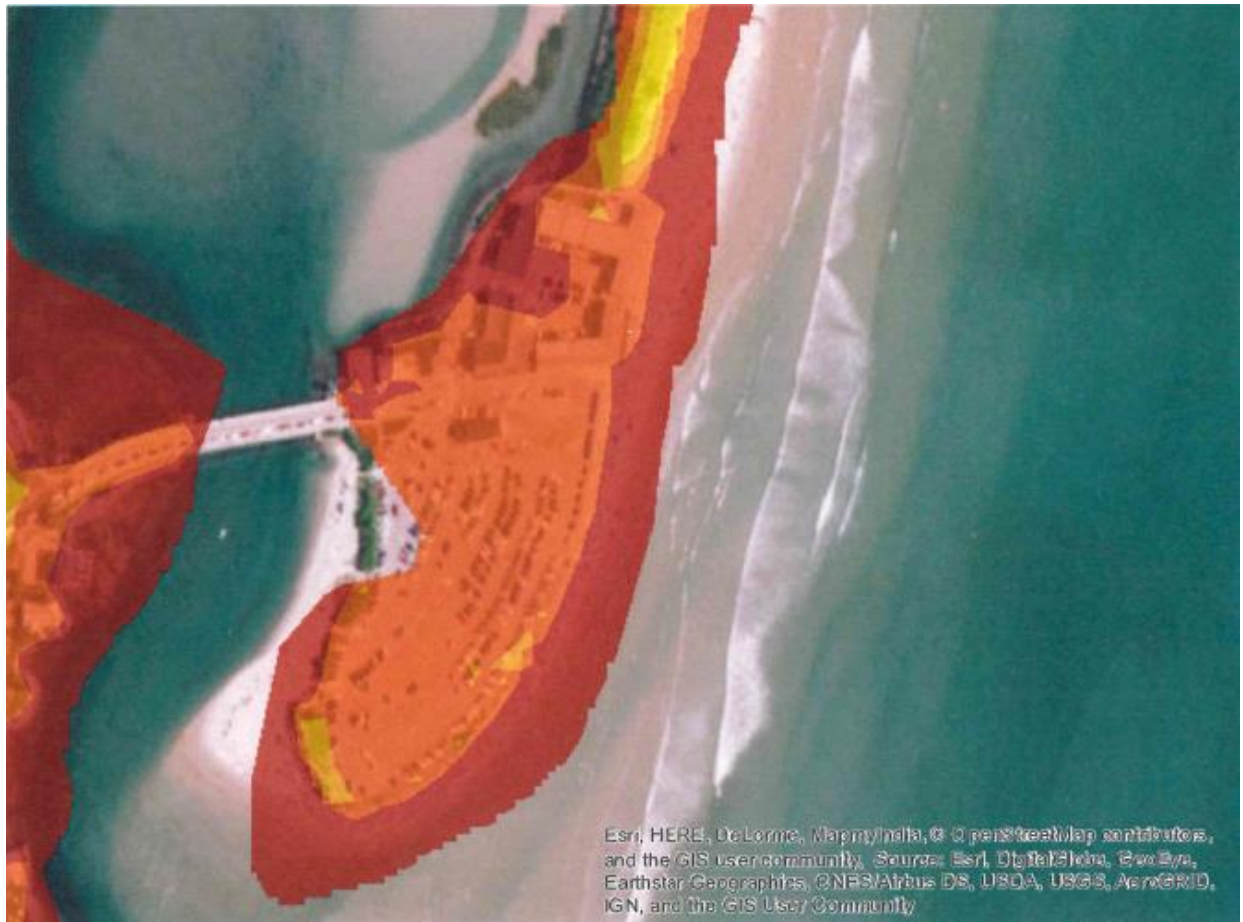
SLOSH Inundation Areas



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the
GIS user community
Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus
DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

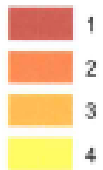
Maine Geological Survey
2016

SLOSH stands for Sea, Lake and Overland Surges from Hurricanes. This map from the Maine Geological Survey shows inundation areas for Category 1-4 hurricanes and their potential impact on Perkins Cove. The full-sized map can be seen in the Code Enforcement Officer's office.



March 29, 2017

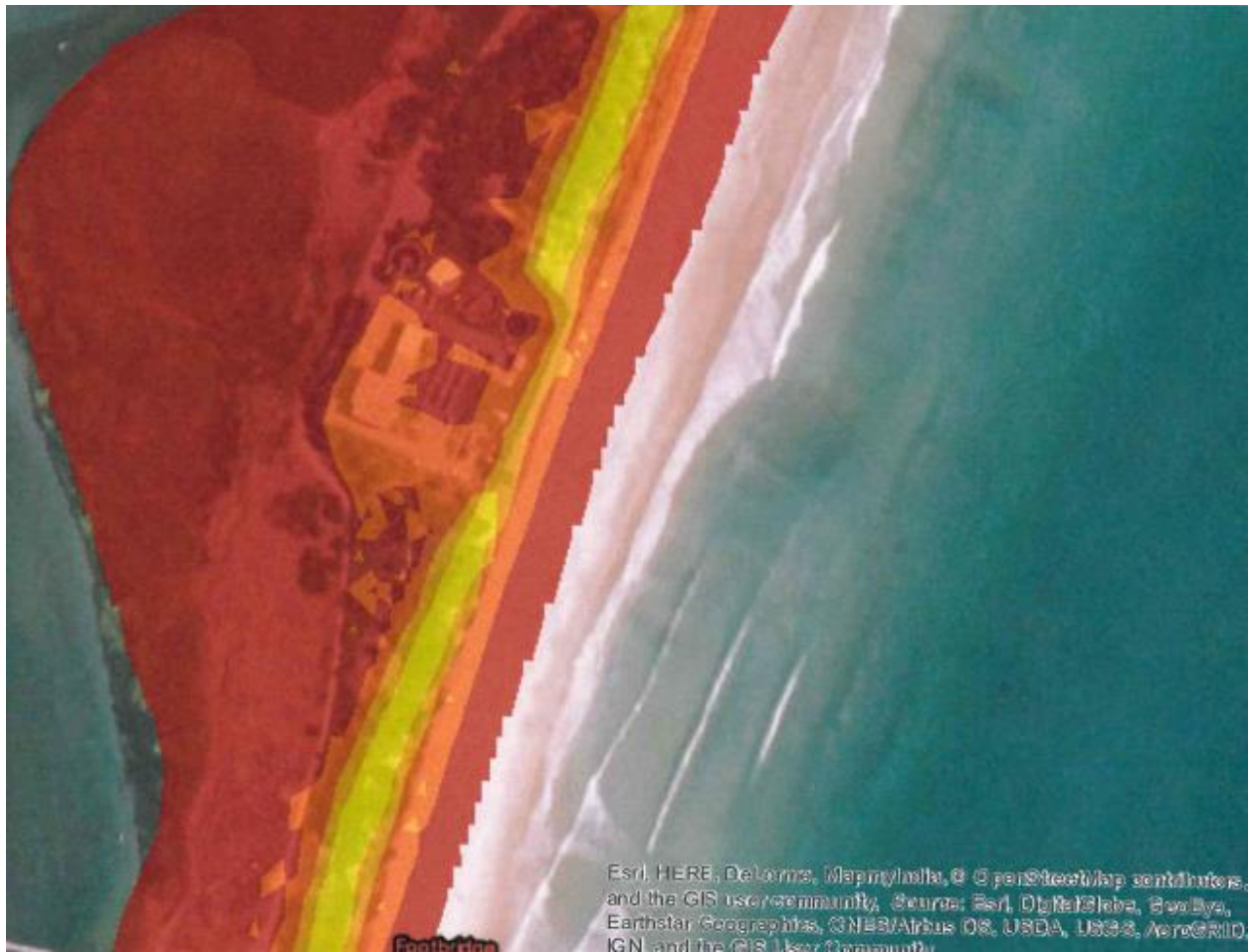
SLOSH Inundation Areas



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community. Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Maine Geological Survey
2016

The SLOSH map above from the Maine Geological Survey shows inundation areas for Category 1-4 hurricanes and their potential impact on the Ogunquit Beach area, bridge and parking lot. Please note that the scale shown is not accurate because the area was zoomed in on for the purposes of this addendum and the legend was added separately for informational purposes. The full-sized map can be seen in the Code Enforcement Officer's office.



March 29, 2017

SLOSH Inundation Areas

- 1
- 2
- 3
- 4



Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community, Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus OS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Maine Geological Survey
2016

The SLOSH map above from the Maine Geological Survey shows inundation areas for Category 1-4 hurricanes and their potential impact on the Town’s sewer treatment plant. Please note that the scale shown is not accurate because the area was zoomed in on for the purposes of this addendum and the legend was added separately for informational purposes. The full-sized map can be seen in the Code Enforcement Officer’s office

Along with the recorded steady increase of Sea Level Rise from 1919 to 2015 at Portland Maine it must be noted that the warming trend of the rise in average air temperature as noted by NOAA is likely to produce an increase in the ferocity of storms that will likely impact the sea coast of Ogunquit in the future. The elected officials and appointed officials’

of the town of Ogunquit should be working to address the coastal dangers posed by these trends.

Town of Ogunquit – Sea Level Rise Goals, Policies and Strategies

Ogunquit’s Goal: To preserve and protect beaches, marshes and dunes and to proactively safeguard public infrastructure.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Seek information on sea level rise impacts to make informed mitigation decisions.	1. Continue to work with the Maine Geological Survey, The Gulf of Maine Research Institute and SMPDC to monitor sea level rise.	Select Board, Conservation Commission	On-going
	2. Monitor and Measure beach profiles periodically to better understand sea level rise impacts.	Select Board, Conservation Commission	On-going
	3. Monitor and assess sea level rise impacts to the town’s infrastructure.	Select Board, Public Works	On-going
	4. Request annual updates from the Sewer District to the Select Board on relocation progress.	Select Board	2019 then on-going
	5. Begin capital improvement planning for raising and fortifying infrastructure which appear threatened.	Select Board	On-going
2. Seek additional analysis for future sand migration on the Ogunquit beaches	1. Work with Wells Reserve at Laudholm to obtain grants to utilize green infrastructure to protect beaches, marshes and dunes.	Select Board	On-going
	2. Review Woods Hole study (see Sea Level Rise Inventory) and choose one of the recommendations from the document.	Select Board	2019-2020

Tourism and Green Tourism

Beginning in the late 19th century, the Town of Ogunquit evolved from a Perkins Cove fishing village surrounded by farms to the bustling tourist destination town it is today. The changes began slowly at first as a few artists were attracted seasonally to the rugged beauty of Perkins Cove. Then as more artists came, the Art Colony and art schools sprang up and more visitors began to arrive to enjoy the spacious beach and dunes. Some of those visitors and artists began to live in Ogunquit year-round and the Town began to grow. In 1947, the Maine Turnpike between Kittery and Portland opened, featuring four lanes, a wide grassy median and a 60 mile-per-hour speed limit. As traveling became easier, Ogunquit experienced more growth as new businesses appeared to cater to summer visitors. Business growth in the 1960s picked up even more and additional tourist accommodations and restaurants were built along Route 1 and Shore Road, fanning out around Perkins Cove.

In 1980, the Town of Ogunquit separated from Wells. Ogunquit had established its own identity long before this official designation and the Town continued to be a magnet for summer visitors. In the tradition of many other coastal Maine towns, Ogunquit found itself growing in terms of housing built and businesses established but without the accompanying year-round population increases. However, the difference between Ogunquit and these other coastal communities can be measured by Ogunquit's solid reputation for hospitality and a wide range of offerings. Ogunquit is only a bit over four square miles in size but it has miles of sand beaches, the Marginal Way, many restaurants and shops, the Leavitt Theatre, the Ogunquit Playhouse, Ogunquit Performing Arts and the Ogunquit Museum of American Art as well as many other arts and performing arts

organizations, institutions, and venues. While there have been changes in the type of tourism over time, Ogunquit's visitors have played a significant role in the course of the Town's history.



Ogunquit Beach – photo by Portland Press Herald

With a supportive and active Chamber of Commerce assisting, Ogunquit's combination of ocean, beach, arts and culture, and plenty of places to stay, eat and recreate makes the community an undisputed champion of summertime visitation in York County.

Seasonal Visitation and Population










One way to examine tourism in Ogunquit is to calculate the peak overnight seasonal population. This requires gathering data on the type and number of accommodations. It also means estimating how many people might be staying in any given type of accommodation. A peak overnight seasonal population study conducted by Southern Maine Planning and Development in July 2017 shows that Ogunquit exceeds all other York County communities in terms of peak overnight seasonal population expansion based on year-round population. However, for the purposes of this section, Ogunquit will be compared to just the other ocean-side communities in York County.

During peak season (June-August) Ogunquit can expand an amazing 663% in population through fully occupied overnight accommodations. This is based on the peak overnight seasonal population possible through accommodations available compared with the year-round population of Ogunquit as determined by the latest U.S. Census Bureau data from 2015.

1,337
Year-Round Population

8,870
Additional Overnight
Seasonal Population

Peak Seasonal Population Increase by Percentage

Ogunquit		663%
Old Orchard Beach		303%
Wells		288%
Kennebunkport		258%
York		141%
Kennebunk		59%
Kittery		23%
Saco		18%
Biddeford		15%

Source: SMPDC. Census Bureau

The number of seasonal overnight accommodations of all types that are available in Ogunquit and the other coastal communities and the average peak occupancy per type of unit were multiplied together to arrive at the total seasonal population. This number was added to the year-round population (per U.S. Census 2015) to arrive at the total peak overnight population in Ogunquit of 10,207. See the table below.

Town	Year Round Population (2015)	Seasonal Units	Peak Population by Accommodation Type				Additional Seasonal Population	Total Peak Population
			Seasonal Units	Hotels/Motels B&B/Inn	Cottages	Campground / RV Park		
Overnight Peak Occupancy per Unit:			3.5	2.25	3.5	4.5		
Ogunquit	1,337	1,081	3,784	5,072	14	0	8,870	10,207
Biddeford	21,289	649	2,272	486	0	473	3,231	24,520
Kennebunk	11,051	1,215	4,253	909	60	1,350	6,572	17,623
Kennebunkport	3,535	1,194	4,179	1,557	130	3,240	9,106	12,641
Kittery	9,592	445	1,558	671	0	0	2,229	11,821
Saco	18,874	436	1,526	1,094	123	572	3,315	22,189
Old Orchard Beach	8,697	1,983	6,941	5,209	242	13,959	26,351	35,048
Wells	9,869	3,726	13,041	3,463	2,345	9,612	28,461	38,330
York	12,717	3,141	10,994	2,986	133	3,794	17,907	30,624

Source: SMPDC. Census Bureau

It is also important to note the impact that the many visitors who stay with family and friends who own residences in town as well as the visitors who come for just the day have, even though there is no precise data for them.

Ogunquit, quite naturally with such an increase in population during summer months, experiences not only the not inconsiderable economic benefits of tourism (see the Local Economy appendix) but also the pressure and stress of trying to accommodate so many people. Although most of Ogunquit's land area is located west of Route 1, tourists are concentrated along and east of Route 1. So too are most of the businesses, restaurants, the Town Hall and its parking lot, the Post Office and the Ogunquit Memorial Library – all of which may be used by residents and tourists alike. The Town has used regulations to calm and guide commercial growth but the challenge of balancing the needs of the Town and its economic engine – tourism – remain.

From the Survey...

Over three-quarters of respondents support the Town's current restrictions on lodging.

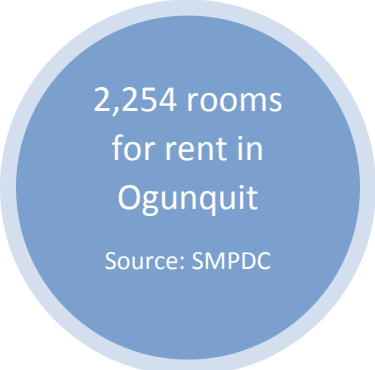
Along with the seasonal transient accommodations, the Town has many seasonal homes (according to the Census Bureau, about 1,081) and homes that are not lived in year-round which may be rented for a week or more. This is the traditional seasonal model for Maine communities. However with the appearance of short-term rentals of rooms and entire houses there is now a new way for home-owners to

selectively offer their homes and connect with potential renters. The community may want to consider further research on the impacts of such short term rentals such as AirBnB on the overall impacts to the community.

The Town recently had major road work completed along Route 1 by Maine DOT. Two new bridges with sidewalks,

two miles of complete road reconstruction, a downtown streetscape with antique street lighting and brick sidewalks and 2.6 miles of both brick and paved sidewalks were installed. These improvements make it easier to walk around Ogunquit and safer too. However, traffic and parking issues remain on the minds of Ogunquit residents and those issues are most prevalent during the warmer months when tourists are most likely to visit. See the Transportation section for details.

A study done by Charles S. Colgan, PhD, in 2014, which examined southern Maine beach visitation found that visitors come from all over the eastern half of the country and Canada. Another study done in 2014 for the Maine Office of Tourism entitled *Regional Insights: Maine Beaches* indicated that of the top Maine beaches area attractions for overnight visitors, Ogunquit attractions were represented three times in the top 12. Tying for first place with the Kittery shopping outlets was Ogunquit Beach, with 40% of all overnight visitors to southern Maine visiting that beach. Perkins Cove captured fourth place with 25% and the Ogunquit Playhouse came in ninth place with 8% of all overnight visitors to Maine's beaches area.



2,254 rooms
for rent in
Ogunquit

Source: SMPDC

Among day visitors, Ogunquit Beach placed second with 44% of all day visitors, Perkins Cove placed fourth with 25% and the Ogunquit Playhouse placed seventh with 8%.

Ogunquit’s hospitality contributes significantly to the Town’s popularity with visitors. After a day at the beach, restaurants, lodging and shops are only steps away in a walkable and compact downtown. Ogunquit has 86 retail shops and nearly four times as many restaurant seats (5,156) as it has year-round population (1,377 as of 2015). Some of these restaurants and shops close during the fall and winter months but the trend is moving towards more of them staying open for longer periods of time.

The Chamber of Commerce encourages visitors to return in December at the end of the year and again in April at the beginning of the warmer season by sponsoring the Christmas by the Sea event and the Patriot’s Day Weekend event respectively. And while all the Chamber

of Commerce events are popular with visitors, they are also well-attended by Ogunquit residents and property owners, perhaps also encouraging part-time residents to stay longer and/or return sooner. Once again, Ogunquit is reinventing itself, moving from a summer destination to an April – December destination town.

From the Survey...

Over 90% of respondents report attending the 4th of July Fireworks. Over three quarters report attending Christmas by the Sea and the Sidewalk Art Show.

Number of restaurants in Ogunquit	43
Total number of restaurant seats	5,156
Total number of retail stores	86

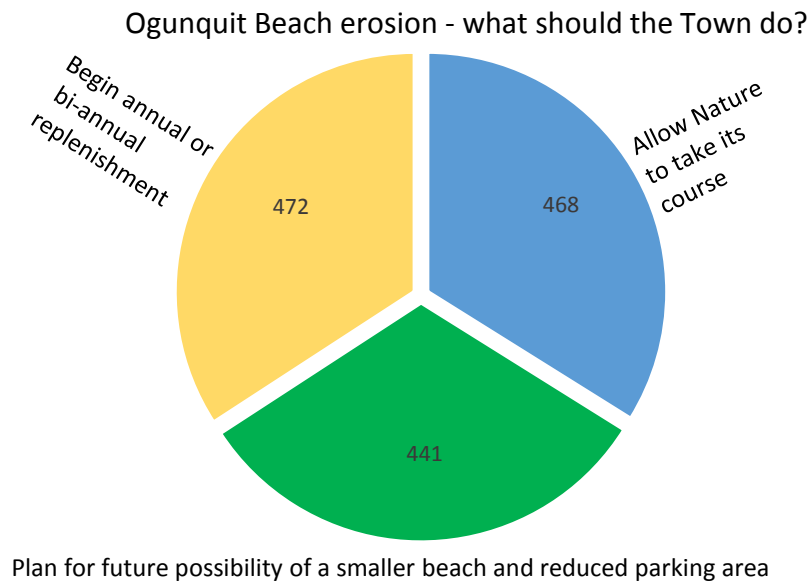
Source: Town of Ogunquit Code Enforcement Office

Ogunquit Beach is one of Ogunquit's treasured natural resources. As noted earlier, it is also a major tourist attraction. *The State of Maine's Beaches 2017* report done by Maine Geological Survey found that Ogunquit Beach is stable to slightly accretive - meaning that the beach and its dunes are stable or growing slightly. The report used beach profile data and vegetation line survey data to analyze beach and dune changes from 2010 to 2016 (2017 for winter beach profiles). The Town also commissioned a study by the Woods Hole Group to investigate erosion of Ogunquit Beach. The *Ogunquit Beach Erosion Study*, a draft of which was issued in April 2016, noted erosion south

of the Norseman but a more stable beach to the north. The study, citing the economic and social importance of the beach to the Town, proposed beach nourishment from the flood shoals located north of the bridge. This nourishment would need to occur every year or two.

The Town is wise to have concerns about erosion and begin the conversation about how the beach may be affected by sea level rise/storm surge (see the Sea Level Rise section for details) in the future. Ogunquit's beach is integral to its identity, its economy and its future.

From the Survey...



Green Tourism

Ogunquit's concern for its environment can be detected in a diversity of areas including the passing of an ordinance banning the use of synthetic pesticides, its successful recycling program and in its participation in the Ogunquit River Watershed Study and water quality monitoring. This concern can be also seen in the native pollinator-friendly garden that is part of the Marginal Way. As a southern Maine leader in destination tourism, the Town may want to explore encouraging environmentally-friendly practices within its tourism-related lodging and services.

The term "green tourism" was coined in the 1980s by researchers to describe the hospitality industry's efforts to save on water and energy by encouraging customers to re-use their towels through the placement of

From the Survey...

72% of respondents support the Town investing more resources to encourage green tourism.

green cards in each room. The researchers found that this so-called green tourism effort was not always sincere and that placement of the green cards did not always mean the hotel was actually trying to conserve energy or cut down on waste. Currently there is an

international organization called Green Tourism (www.green-tourism.com) which began in 1997 to encourage and enable people to make sustainable choices that reduce their impact on the planet. The organization certifies accommodation-providers and attractions in the U.K., Canada, Ireland, Italy and Zimbabwe through their program.

In the U.S., green tourism efforts tend to be done at the state, regional or local level. In Maine, there is a program at the state level, sponsored by the Department of Environmental Protection, known as Maine's Environmental Leader program. It is a self-guided process by which lodging facilities, restaurants and grocers may implement initiatives from those offered in the DEP-developed workbook to achieve points towards full certification. For instance, lodging businesses can earn points for using biodegradable cleaning supplies, placing recycling bins in guest rooms, refilling amenity dispensers for shampoo etc. rather than using individual containers, using water conserving faucets and showerheads, and donating, repairing or re-purposing furniture when updating décor. DEP reviews the submitted workbooks and issues certifications based on the number of points earned. A full certification requires 100 points or greater and the business qualifies as certified for two years. In two years, to be recertified, the business must have increased their point total. DEP encourages businesses who don't reach 100 points to ask for free technical assistance from DEP to develop low cost ways to improve their scores.

Such businesses may be eligible for a provisional certification if they agree to accumulate the required points within an agreed-upon time frame. A certified business will receive an official letter and an electronic Environmental Leader logo for use in marketing. DEP's Pollution Prevention Program Manager will randomly select businesses for verification appointments throughout the year – these are scheduled visits and not unannounced. More information can be found here: <http://www.maine.gov/dep/assistance/green/cert/index.html>.



According to Maine DEP, there are currently six lodging providers in Ogunquit that are Environmental Leader certified. This is more than any other coastal or inland community from Kittery to Cape Elizabeth. There are two Ogunquit restaurants that are similarly certified.

Green tourism is related to, though not the same as, ecotourism. Ecotourism, defined by the World Conservation Union and as adopted by the Nature Conservancy, is: *Environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples.* As the Nature Conservancy states, most visits to natural

areas today are not ecotourism and are not, therefore, sustainable. Ecotourism is distinguished by its emphasis on conservation, education, traveler responsibility and active community participation. Another term, sustainable tourism, is similar to but broader than ecotourism in that it covers all kinds of travel and destinations, from luxury to backpacking and city to rainforest. Sustainable tourism supports environmental conservation, social development and local economies. It is not just focused on fragile pristine natural areas and involves those businesses supplying travelers' services.

Travelers use the internet frequently to research and to book their travel arrangements. TripAdvisor is a travel website that allows on-line accommodations and airline booking, hosts travel forums and hosts user reviews of restaurants, attractions, airlines and lodging. TripAdvisor also has created the GreenLeaders program which if a hotel or B&B is accepted, awards one of four statuses: bronze, silver gold or platinum. The higher the status the more impact the hotel or B&B's green practices have. Each hotel or B&B must apply annually via a survey to maintain their certification.

As shown in the previous paragraphs, there are several existing programs that Ogunquit could encourage its restaurants and lodging providers to participate in if the Town so chooses. Ogunquit could also consider a more direct strategy – perhaps by partnering with some of the lodging providers and restaurants who are already Environmental Leader-certified to help other businesses become aware and take steps to become certified themselves.

Town of Ogunquit – Tourism and Green Tourism Goals, Policies and Strategies

Ogunquit’s Goal: To provide the hospitality and top-notch visitor experiences Ogunquit is known for while protecting the small-town charm and natural beauty that everyone cherishes.

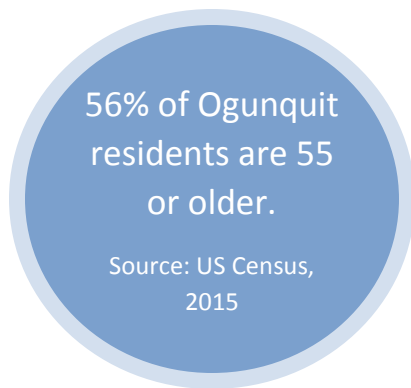
- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Assist lodging providers and restaurant owners in becoming certified through Maine’s Environmental Leaders program	1. Consider partnering with one or more of Ogunquit’s lodging providers and restaurants who are already certified to assist other hospitality and eatery owners in becoming certified themselves.	Select Board	2019-2021
	2. Promote Ogunquit as a town where Maine’s Environmental Leaders program is important and educate business owners, residents and visitors on the program and why it matters.	Select Board, Chamber of Commerce, Conservation Commission	2019-2021
2. Increase sustainability efforts and awareness community-wide	1. Consider forming a Sustainability Committee to explore: <ul style="list-style-type: none"> a. Waste reduction b. Water quality c. Energy and climate issues d. Education and outreach 	Select Board, Conservation Commission	2019-2021
3. Manage short term rentals of private homes	1. Study the impacts of increased numbers of short-term rentals on the character of the community.	Planning Board, Code Enforcement Officer	2019
	2. Continue current policies as they exist to allow the short term rental of private homes.		Ongoing

Aging in Place

The Town of Ogunquit’s population tends to skew older, with 56% of the population being at least 55 years of age as the Population and Demographics section shows. Similarly, Maine is the oldest state in the country (median age of 44.2 years) and aging more rapidly than other states. Because of this, many communities and organizations in Maine have perceived a need to respond to this growing demographic – Ogunquit too, wishes to respond to the needs of its residents.

Aging in place is about preserving the ability of people to live independently in their house or community for as long as possible in safety



and comfort. Ogunquit’s recent survey indicates that many respondents have anticipated what sort of

challenges they may face in order to continue living independently in the community. Nearly two-thirds thought they would need transportation, followed closely by community/social activities (55%), support services (54.8%) and support services to age in place (54.4%). Each of these perceived issues represent both a challenge and an opportunity for the Town.

Aging in place has become a familiar term to many who have older parents who wish to stay in their homes or those who work in the eldercare field. More recently, the term has widened in scope, to include networks of people within a community and the

communities themselves, all working towards better aging-in-place solutions. The Village Movement, a nation-wide social support effort started by the Village to Village Network, supports formation of a Village

From the Survey...

Nearly 61% of respondents said they anticipated needing transportation in order to live independently.

with the express goal of assisting its community members to age in place. The Village consists of volunteers and paid staff who coordinate access to affordable services, provide volunteer services like transportation, home repairs and social and educational activities and offer access to vetted and discounted service providers. Each Village is tailored to its individual community’s needs. According to the Village to Village Network, there are three such Villages here in Maine: one in York, one in Portland and one in Blue Hill.

The Maine Health Access Foundation provides funding opportunities to grantees for both planning and implementation of programs under their *Thriving in Place* initiative that focuses on healthcare needs for chronically ill and elderly people. To date, nine grantees around Maine have been awarded funds.

AARP, a well-known organization dedicated to empowering U.S. residents 50 and older, has created a program called *Age-Friendly Communities*. Through this program, AARP awards funding to community groups or committees to plan how the community will enable older residents to continue living in the community as they age. AARP refers to communities that allow residents of any age to live comfortably as livable communities. A livable community is not exclusive to older residents – indeed, a park where children play should include comfortable benches for older residents and parents alike. A well-designed raised pedestrian crossing works equally well for strollers and for walkers and wheelchairs.

AARP’s *Maine Guide for Building Livable Age-Friendly Communities* suggests that communities consider eight aspects of community life that researchers found to be essential for the health and well-being of older citizens. These eight domains can also serve as an excellent foundation on which to build an age-friendly plan of any type.

The eight domains are:

- ❖ Outdoor spaces and buildings
- ❖ Transportation
- ❖ Housing
- ❖ Social participation
- ❖ Respect and Social Inclusion
- ❖ Civic Participation and Employment
- ❖ Communication and Information
- ❖ Community Support and Health Services

According to AARP, in a livable community, policies, services, settings and infrastructure all encourage people to remain as active as they want to be and create a great place to live, work and play no matter what your age.

From the Survey...
Over 65% of respondents said the Town should develop or encourage more senior programs.

Transportation, which figured prominently in Ogunquit’s survey as a potential challenge, is one of the eight domains. Would ride-sharing, volunteer drivers or Uber work in Ogunquit? Another domain, Social Participation, seems to be on the minds of the survey respondents as well – over 65% think the Town should develop or encourage more programming targeted for seniors. Programming for seniors, such as organized activities, outings and events can also touch on Respect and Social Inclusion, since older residents can be both participants and organizers of such programming.

As mentioned earlier, AARP’s *Age-Friendly Communities* program awards grants to community-based groups or committees who wish to write a plan specific to making their community livable/age-friendly and implement it. The eight domains help communities decide what to focus on – many communities choose 3-4 of the domains and shape their plans and goals accordingly. AARP gives each community grantee two years to write their plan and submit it for review and acceptance by the national AARP Livable Community team. Maine has the largest number of Age-Friendly Communities, including those in the process of writing their plans and those that have submitted their plans, in the U.S.

These communities include Kennebunk, Saco, Berwick, Yarmouth, Portland, Augusta and the Town of Cumberland. Yarmouth’s plan was accepted by AARP in June of this year and their website includes information on services being provided:

<https://ycan.info/category/aging-in-place/>.

Cumberland also has a website that supports their aging in place efforts:

<https://aipcumberland.org/>

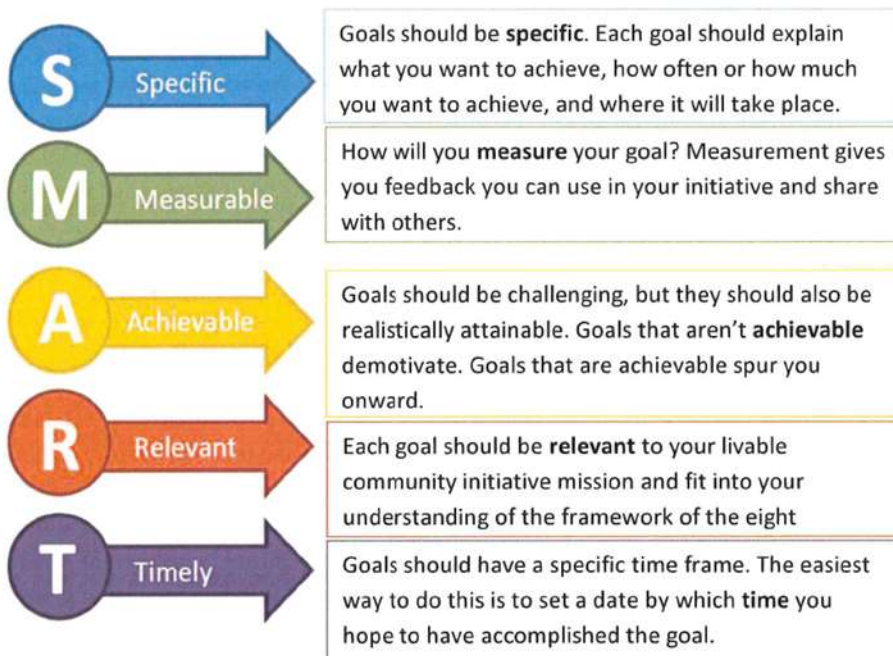
Some aging in place concerns specific to Maine, as noted by researchers engaged by AARP, include: being able to stay at home and in the community, staying physically fit, remaining engaged, and the cost of healthcare. Many older Mainers also have economic concerns and struggle with property tax increases. More specific challenges to age-friendliness nationwide include disability, housing unit characteristics (for example,

upstairs bedrooms), finding caregivers, the distance from goods and services, the walkability or lack of within communities and social isolation.

Age-friendliness is another lens through which to look at Ogunquit during the comprehensive plan goals, policies and strategies process. Whether using AARP’s eight domains and planning process or another set of criteria, questions to ask might include:

- 1) How livable is the community for older residents?
- 2) What can the community do to be more livable for all ages?
- 3) How can the community address the challenges of an aging population?

AARP’s SMART guide to setting age-friendly goals:



Town of Ogunquit – Aging in Place Goals, Policies and Strategies

Ogunquit’s Goal: To preserve the ability of residents to live safely and comfortably in the community for as long as possible.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Plan for an aging population	1. Create an “aging in place” committee.	Select Board	2019
	2. Task the committee with examining and choosing from aging in place community planning programs available such as AARP’s <i>Age-Friendly Communities</i> and Maine Health Access Foundation’s <i>Thriving in Place</i> initiative.	Select Board, Aging in Place Committee	2019-2010
	3. Apply for funding and create a plan.	Aging in Place Committee	2019-2021
	4. Implement the plan.	Select Board, Aging in Place Committee	On-going after plan creation.
2. Embed aging in place awareness within the Town’s policies	1. Consider adopting the aging in place plan as an amendment to the Comprehensive Plan.	Select Board, Aging in Place Committee	2021
3. Ensure aging in place strategies cover basic and social needs	1. Consider expanding housing options for those who may need to downsize or require assistance.	Planning Board	2019-2021
	2. Consider transportation options for those who may not wish to drive.	Select Board, Aging in Place Committee	2019-2021
	3. Consider providing recreational options which involve older people both as organizers and participants.	Select Board, Parks and Recreation Committee	On-going

Historic Preservation

Background

The Town of Ogunquit is relatively young, having only been incorporated in 1980, but its European settlement history stretches back to the early 1600s along with Wells, when fisherman and traders began to frequent the shores. In 1641, permanent settlement was established when Edmund Littlefield built his home along with saw and grist mills on the Webhannet River. Farmers and shipbuilders followed. However, continuing conflict with American Indians and economic hardships kept growth and industry to a minimum until 1760 when the last of the treaties were signed. Then subsequent national wars (Revolutionary War and the War of 1812) and their associated economic downturns conspired to repeatedly slow growth all along the New England coast. By 1825, farms, shipbuilding and trade had resumed, travel was possible via stagecoach and taverns sprang up to accommodate them.

Ogunquit's future began to take shape in the late 1800s as artists who were attracted to Perkins Cove by its summer beauty in turn attracted other people (see the Arts and Culture section) and because summer visitors in general began to arrive. Access to Ogunquit Beach was first attained in 1890, when a bridge was built across the Ogunquit River at Beach Street. There were hotels built in Ogunquit for the summer boarders who would ride the train to Wells Beach Station and then take a carriage to Ogunquit. Around this same time, developers known then as "capitalists" were buying up shoreland from local owners who found it amazing that such poor rocky, sandy land was desirable simply because of its view.



Ogunquit by air, courtesy Wikipedia Commons

In 1913, Ogunquit residents wanted local control of their village and formed the Ogunquit Village Corporation within the Town of Wells with the approval of the State Legislature. Clearly Ogunquit already had a strong sense of its own identity, separate from Wells. At that time there were fewer than 200 tax paying residents and only half as many non-resident taxpayers. That changed over time until by the 1960s, there were more non-resident taxpayers than resident and it has remained this way ever since.

A pivotal moment in Ogunquit's history occurred in the early 1920s, when it was discovered that a Wells developer had purchased the entire shoreline down to the southern tip of Ogunquit Beach. As cottage development marched south from Moody Beach, Ogunquit residents formed the Ogunquit Beach District with the approval of the State legislature in order to tax themselves for the express purpose of funding eminent domain proceedings. This extraordinary and prescient act by far-seeing Ogunquit residents resulted in the beach being saved at the cost of \$45,000 (half of which were legal fees) a couple years later. This is the equivalent buying power of about \$642,866 today.

Ogunquit Beach (legally a park per the Act to Incorporate the Ogunquit Beach District dated April, 1, 1923) is the beautiful public beach it is today due to the will and actions of Ogunquit's townspeople at a time when Ogunquit was not a wealthy community.

A smaller but also far-reaching event occurred around 1925, when Josiah Chase, a wealthy conservationist and former legislator, gave one mile of what is now known as the Marginal Way and approximately another mile of access paths to the Town. Other benefactors added ten-foot wide shoreline easements so that eventually the 1.25 mile Marginal Way was formed. This pathway with its views and benches at the ocean's edge is beloved by residents and tourists alike. The Marginal Way Committee is responsible for identifying projects to enhance the Marginal Way and makes these recommendations to the Select Board. The Marginal Way Preservation Fund, Inc. (a non-profit organization) administers an endowment fund which helps defray the Town's costs associated with preserving and maintaining it. In 2016, a new 8,000 square foot garden featuring native plantings was installed in the area of the Marginal Way known as the Devil's Kitchen.

Following World War II and the building of the Maine Turnpike between Portland and Kittery, Ogunquit truly became a destination community as the middle-class took to their cars and to the roads to visit the seashore and vacation. The 1950s and 1960s saw robust growth in Ogunquit, of both the residential seasonal and commercial type.

In 1974 Ogunquit received the generous gift of a community center by S. Judson Dunaway which today serves as both community center and town hall. The decades following Ogunquit's separation from Wells have shown that Ogunquit continues to be unique among

coastal Maine towns with its long stretch of beach forever preserved for the public and its rich arts and culture heritage.



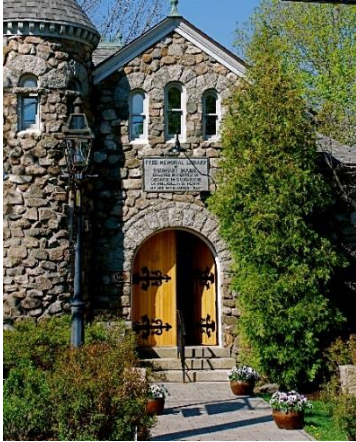
Goodale-Stevens Farm, courtesy Wikipedia Commons

Historic Places and Protections

In its evolution from a fishing village surrounded by farms to a seashore destination community, Ogunquit has seen buildings both simple and stately rise along its roads. Because Ogunquit was never a busy port like York or Portsmouth, its early buildings tended to be simple, like the Goodale-Stevens Farm circa 1720. Later buildings, as Ogunquit attracted more residents and grew more prosperous, were more elaborate and reflected building trends of the time, such as the Memorial Library. As happened in many other Maine communities, Ogunquit lost older houses and buildings, particularly along Route 1 and Shore Road, as commercial ventures moved in and even if not demolished, some historic buildings were altered as they were repurposed for commercial uses.

Ogunquit recognizes and appreciates its historic buildings and landmarks. In 2000, the Town adopted the Title XI- Historic Preservation Ordinance which authorizes the Historic Preservation Commission's duties, functions and powers.

The purpose of Title XI is to provide a legal framework through which the Town can protect and preserve its historic, architectural and cultural heritage and prevent the loss of architectural history by protecting the outward appearance of architectural sites, and preventing the demolition or removal of



Memorial Library, courtesy
Wikipedia Commons

buildings while accepting new buildings and structures which are compliant with the character of the Town. The Ordinance also provides for procedures by which the Commission may review an application for a Certificate of Appropriateness or a Certificate of Demolition on a historic building or site and by which the Commission may designate a building or site as historically significant. At the same time as the ordinance was adopted, the Town approved designating the iconic Perkins Cove Bridge as a historic structure through Town Meeting and later, the Select Board designated the Winn House and the Dolphin Post as historic.

In addition to the historical designation process that the Town has put into place through its ordinance, there is also the Federal Register of Historic Places. This federal listing administered by the National Park Services is part of a national program to coordinate and

support public and private efforts to identify, evaluate and protect historic or archeological resources.

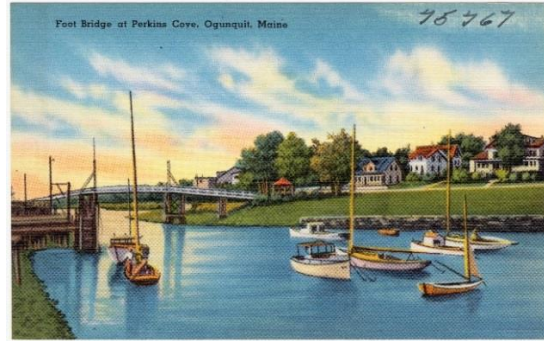
The Register does not, however, provide any protections against demolition or alteration unless the structure in question has received federal funding for its restoration. Such funding is typically only available for commercial structures, not residences.

Ogunquit has eight structures listed in the National Register. They are:

- Goodale-Stevens Farm – circa 1720, located on the east side of North Village Road, just south of the Ogunquit River.
- Goodale-Bourne Farm – circa 1740, located on the west side of North Village Road.
- Captain Winn House – circa 1780, moved from its former location on Route 1 where the Gorges Grant Hotel is now to Obed's Lane on the historic Jacobs lot in the 1980s. The building currently houses the Ogunquit Heritage Museum and its collection of historical artifacts, documents and books. As noted earlier, also recognized by the Ogunquit Selectmen as historic.
- Charles Perkins Homestead – circa mid to late 1700s, located on the west side of Route 1 at Scotch Hill, probably built by David Maxwell. According to the Ogunquit Historic Preservation Commission, the Charles Perkins Homestead was demolished some years ago. Across the street, the David Maxwell homestead still exists as the store now known as Panache.

- Ogunquit Playhouse, circa 1937, located on Route 1, was added to the Register in 1995 and elevated in 2015 to a “National Level of Significance” designation.
- Memorial Library – circa 1897, located on the north side of Shore Road, was built by Nannie Conarroe in memory of her husband, George, and given to the Town along with a trust fund to maintain it.
- Colonial Inn – 1890 located on the east side of Shore Road. Entered into the National Register on 07/30/2012 under Entertainment and Recreation Criterion C. Architecture. This turn of the century hotel offers an important visual look back to summer hotels that provided escape from the unhealthy city heat from 1890 through 1960.

There are six or more additional properties which may also be eligible for the National Register. Besides historical buildings, the Perkins Cove Bridge and a marker known as the Dolphin Post which functioned as a channel marker for ships traveling up the Ogunquit River may also be eligible for the National Register.



Beyond buildings or structures, there are archeological sites. One has been identified in submerged land below Perkins Cove as the wreck of the merchant vessel *Susan Ann* which was built in 1949 and lost in 1971. The wreck has not been surveyed so its condition is not known. Four prehistoric archeological sites along the banks of the Ogunquit River have been identified by the Maine Historical Preservation Commission (MHPC) as having possible archeological significance. One may contain artifacts from the Ceramic Period, which was from 1000 BC to about 1500 AD. Survey work is required to be certain. Any area within 250 feet of the Ogunquit River, as well as the entire oceanfront, has the potential for containing archeological sites. MHPC recommends that field checks be done in these areas prior to any ground disturbance or construction activity.

Continuing Preservation

Ogunquit has numerous other buildings that were identified in the previous Comprehensive Plan as being either probably eligible for the National Register or possibly eligible for the National Register. The Historic Preservation Commission corroborated that these properties still exist and are of interest and added a property to the list as well.

Properties probably eligible for National Register:

- Queen Anne Style house - located on Shore Road, former home of former legislator, Roby Littlefield who was instrumental in the Town’s preservation of Ogunquit Beach.
- Shingle Style houses - located on Stearns Road and bordering Marginal Way, including the John Calvin Steven’s designed home on the corner of Stearns Road and Cherry Lane.

Properties possibly eligible for National Register:

- Mansard Style house - circa 1830-1870, located on Shore Road across from Memorial Library.
- Methodist Church - circa 1874, located on Shore Road across from School Street.
- Ogunquit Village School - rebuilt 1929, located on School Street.
- The Hide Away Guest House – circa 1900, located on Main Street

To assist with preservation efforts, the Maine Historic Preservation Commission awards grants for education, planning, survey and National Register application work. In 2017, about \$50,000 was available. Each grant requires a 50% match. These grants can be utilized to, for instance, collect and analyze information on the location and significance of historic properties, produce National Register nominations, educate the public about the benefits of historic preservation or assist local governments with preservation planning. Eligible applicants include state agencies, municipal governments, educational institutions and private non-profit institutions.

As mentioned earlier, Ogunquit has its Title XI Historic Preservation ordinance which provides a legal framework by which the Town can, through the Historic Preservation Commission, protect and preserve its historic, architectural and cultural heritage. In addition, Ogunquit adopted Article 11 Design Review, which requires Planning Board design review of pre-December 31, 1930 properties proposed for changes and properties built after 1930 that are proposed for changes but which may have an effect on 1930 or earlier properties within the zoning district. This ordinance also states that the Historic Preservation Commission must also review and comment on the application under the Historic Preservation Ordinance and Design Guidelines. Having such regulations demonstrates that Ogunquit is serious about historic preservation but the Town has experienced some difficulties with implementing the existing ordinances. Two of these difficulties are 1) there is no defined local

historic district or districts which share certain characteristics as are more typically encountered when a community has historic preservation regulations and 2) the regulations as written do not provide standards by which to specifically determine when a property

From the Survey...
Nearly 52% of respondents thought Design Review should be applied to all pre-1931 buildings rather than just those in certain zoning districts.

slated for change will adversely affect a property or a neighborhood deemed historically significant.

In determining how best to solve these ordinance issues, so that both the Town and the Design Review applicants get the best possible outcomes, the Town may want to consider funding the Historic Preservation Commission so that the Commission can obtain legal advice on historic preservation law and apply for the Maine Historic Preservation Commission's grant to assist Ogunquit with preservation planning. The grant could also assist the Town with identifying and documenting historically significant buildings.

Town of Ogunquit – Historic Preservation Goals, Policies and Strategies

Ogunquit’s Goal: To protect and preserve the historic structures and streetscapes of Ogunquit.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Obtain and provide clear preservation and/or protection guidance for historic property owners.	1. Follow Title 11 of the Town of Ogunquit Charter as it relates to the responsibilities of the Historic Preservation Commission.	Select Board, Historic Preservation Commission	2019-2020
	2. Examine the Historic Preservation Ordinance and Design Guidelines as relates to historic properties from both an architectural and legal standpoint. <ul style="list-style-type: none"> a. Consider reaching out to Maine Preservation for assistance and advice. 	Historic Preservation Commission	Ongoing
	3. Apply for a Maine Historic Preservation grant for historic planning, survey and National Register work.	Historic Preservation Commission	2019
2. Provide for protection of historic structures and streetscapes through the Town’s land use ordinances.	1. Consider creating a local historic district and/or examine how form-based code could be utilized to protect existing historic structures and streetscapes.	Planning Board, Historic Preservation Commission	2019-2021
	2. Once legal and historical architectural assistance has pointed the way, act on the recommendations to ensure the ordinance and design guidelines will serve the Town well into the future.	Select Board, Planning Board, Historic Preservation Commission	2019-2020
3. Continue to reach out to owners of possible and probable National Register-eligible properties	1. Encourage and assist these property owners in applying for National Registry recognition.	Historic Preservation Commission	Ongoing

Land Use

Ogunquit is a unique small community. On the eastern side of town are sandy beaches and dunes, restaurants, stores and tens of thousands of people a day visiting during the summer vacation months. Ogunquit's Chief of Police cites estimates for daily summer visitors on average to be above 20,000 on the other side of town, west of the Maine Turnpike, it is rural with conservation areas and a small number of homes. Between these two divergent areas you have a vibrant commercial community and fairly dense housing. With approximately 15,000 vehicles a day on average on the roads and well over 20,000 vehicles per day (see the Transportation section for traffic details) during the peak summer months.

The Town is made up of 4.18 square miles of land - approximately 2,675 total land acres - and includes a barrier beach and dune system 3.5 miles long



Ogunquit's Chamber of Commerce

Ogunquit had approximately 1,272 units of single family homes in 2006 and 1,655 condominium units during that same time period. In 2017 the number of single family homes rose to 1,308 for an increase of only 36 units in an 11-year period. Condominiums increased by 51 units over the same time period



Ogunquit's downtown

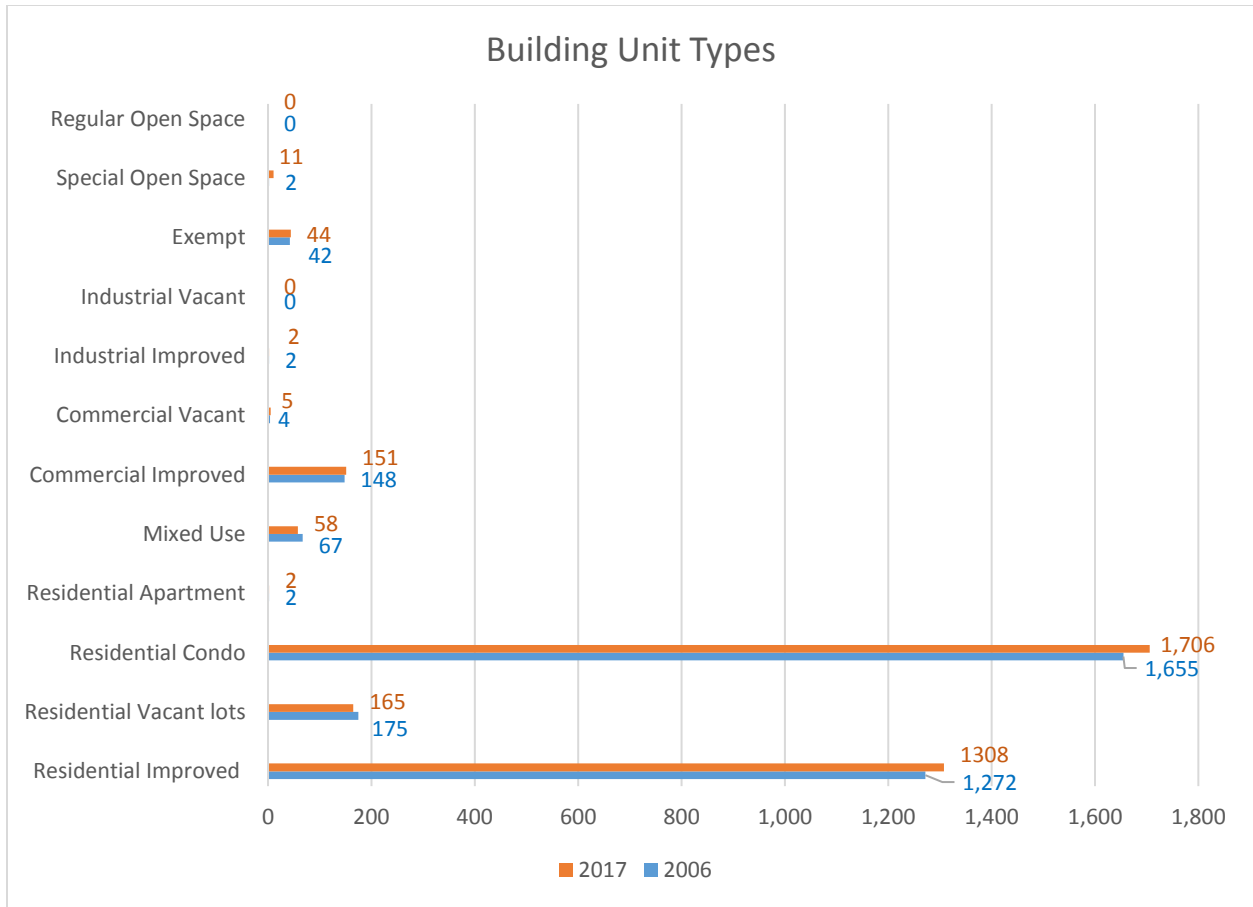
moving up to 1,706 from 1,655. These were the two largest categories of development found in the Town and showed the largest increases although still small. For more specific information on housing in Ogunquit, see the Housing section.

Commercial, industrial and mixed-use buildings either remained the same in number or showed very slight increases. See the table on the next page.



Perkins Cove Footbridge

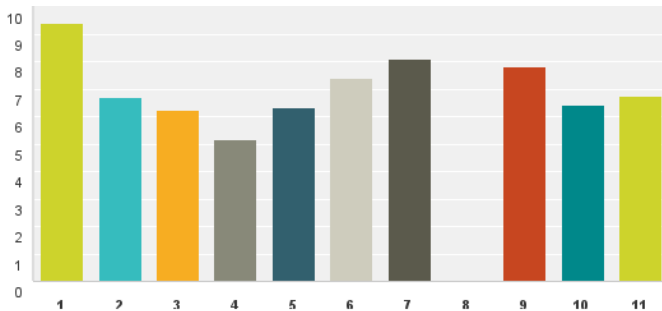
Town of Ogunquit, Comprehensive Plan



Source: Town of Ogunquit Assessor’s Office

Because Ogunquit is small in land area size and much of the land surrounding the downtown is developed, re-use of existing buildings within the downtown and surrounding neighborhoods can spark debate and lots of different answers. The example below is from the Comprehensive Plan Committee’s survey.

What is your preference for the future use of the Ogunquit Village School?



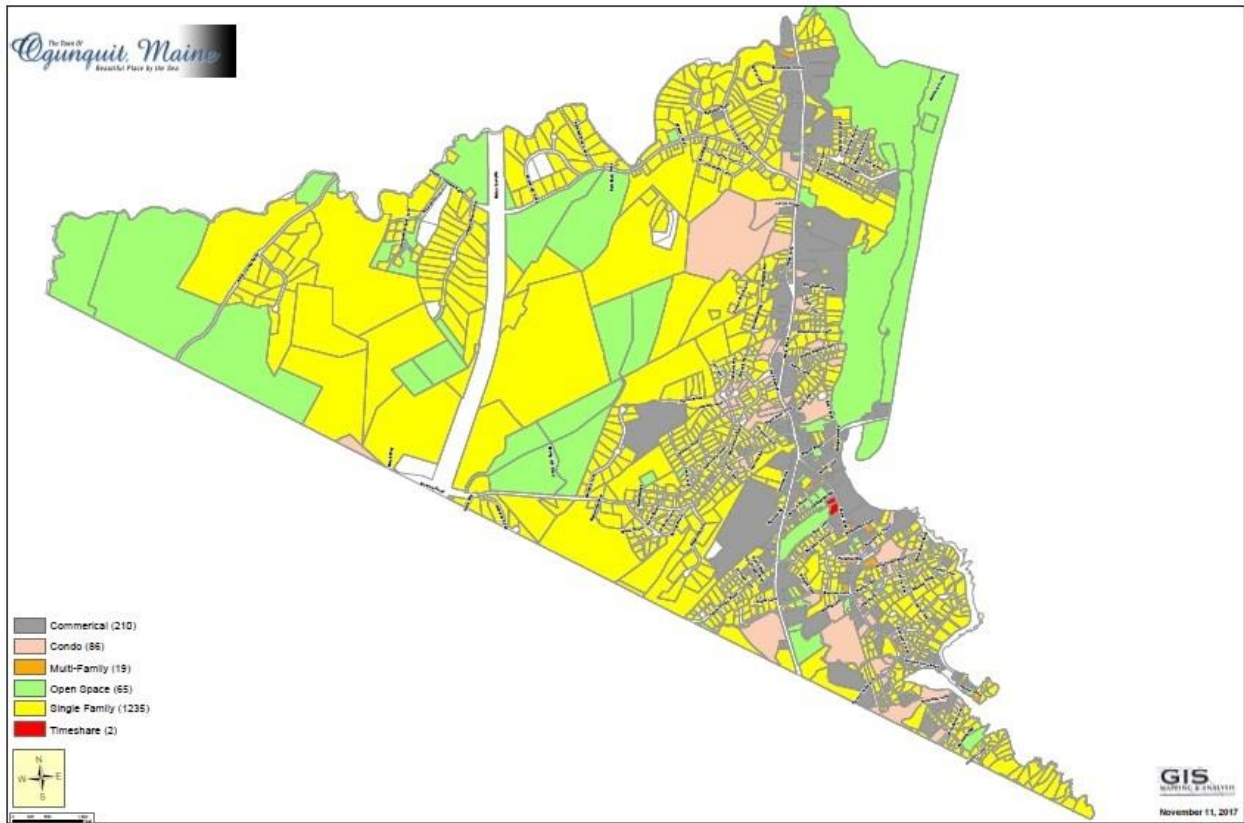
1	Community center / recreational facility
2	Childcare center
3	Senior housing
4	Affordable housing
5	Workforce housing
6	Commercial use: stores and/or restaurants
7	Artist studios
8	Mixed use: commercial and educational
9	Municipal Offices
10	Sell
11	Tear down and convert to green space

Land Use

The current land use analysis indicates a predominantly residential pattern paired with a clear commercial presence within the community. At the time of the analysis there were over 1,200 single family residential properties in the community shown in the yellow identifying color on the map below. Condominiums are shown in the tan color. The commercial (grey color) signifies the locations of a majority of the retail, restaurant and other business activities within the community.

The majority of the commercial activity is clustered along the Route 1 corridor. Ogunquit is primarily a residential community (shown in yellow, tan and orange) with supporting commercial interests (shown in gray) along its major corridor. Some commercial development has also taken place along Shore Road and into Perkins Cove. Ogunquit also has significant open space, as shown on the map below in green.

Current Land Use Map



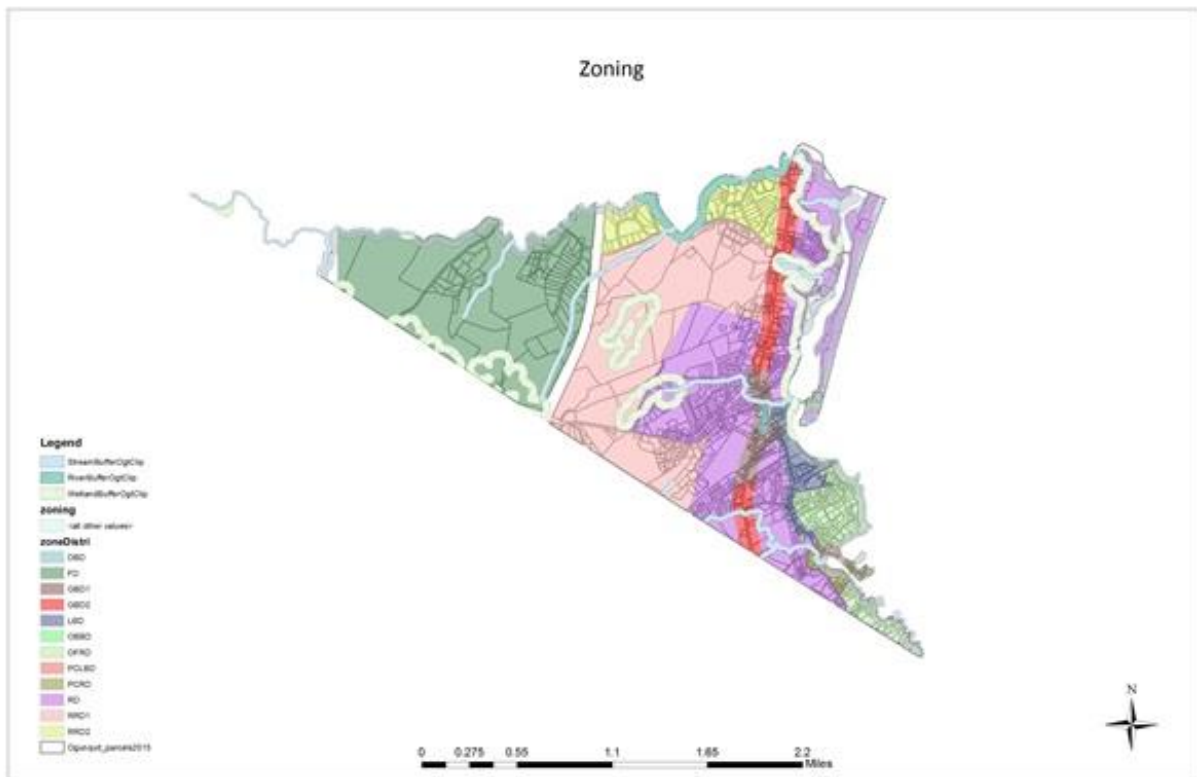
Source: Tom Burns/SMPDC

Zoning

Zoning controls the land uses in a community by encouraging certain uses within certain zoning districts while discouraging other uses. When examining the current zoning laws in Ogunquit, it is important to recognize the residential development pattern in town as well as the commercial opportunities available in specific areas.

Ogunquit has nine zoning districts and six shoreland zoning districts. The Town may have opportunities to simplify its zoning if desired. For instance, two of the residential

areas, RR1 and RR2, have identical purpose statements and nearly identical dimensional requirements and uses allowed. For those zoning districts that place importance on architecture, historic buildings and streetscapes, some flexibility might be useful, which could be provided with zoning district overlays (a way to limit portions of a zoning district), some variant of form-based code (see Design Review later in this section) or possibly contract zoning (a specialized process that involves a particular property in which the terms of development are determined by a negotiation between the Town and the developer).



Source: Tom Burns/SMPDC (map available in Code Enforcement Office)

Ogunquit is firm in its decision to not allow “Formula Restaurants” in town. The definition of a formula restaurant as found in the zoning ordinance is:

Formula Restaurant shall mean a restaurant that stands alone as a principal use or with another use as an accessory use, and which prepares food or beverages on site for sale to the public, and which is required by contractual or other arrangements to maintain any one or more of the following standardized features, which causes it to be substantially identical to other restaurants, regardless of the ownership or location of those other restaurants: name, menu, food preparation and presentation format; decor, employee uniforms, architectural design, signage; or any other similar standardized features.

(Amended 4-01-06 ATM)

This provides protection to ensure that the Route 1 corridor in Ogunquit does not become a formula restaurant corridor with all the typical drive-through restaurants such that Ogunquit’s primary road becomes similar to that of any town USA. The Town’s survey results also indicated a strong desire to restrict this type of formula development, whether for restaurants, retail or lodging. Ogunquit prefers to encourage independent retailers, lodging providers and restaurants.

As the popularity of Ogunquit continues to increase, the need for parking is becoming more important as it relates to other land uses. With both municipal needs demanding and private enterprise desiring to run pay-for-parking lots, parking is becoming a dominant discussion in the community. In recent times there has been several private pay for parking situations that have sparked discussion and debate in the community.

From the Survey...

A large majority of survey respondents said the Town should restrict formula restaurants (83%), formula retail shops (79%), and formula lodging (81%) in Ogunquit.

The zoning ordinance currently only allows parking lots in the B1 and B2 zoning districts. The Town may want to reconsider this in the future. Please see the table below for pay to park parking lot details.

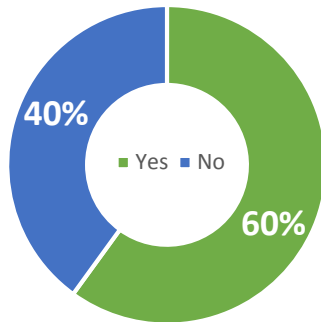
Ogunquit’s Pay to Park Lots

Main Beach	410 spaces
Footbridge Beach	200 spaces
Lower Lot	137 spaces
Obeds	190 spaces
North Beach	195 spaces
Perkins Cove	44 spaces
	1,176 total spaces

Source: Town of Ogunquit Visitor Services

From the Survey...

Are you in favor of increasing parking capacity in Ogunquit?



From the Survey...

When asked to rank four parking capacity options in order of preference, respondents chose **satellite lots** first, **new town owned lots on Main Street** second, **allowing existing property owners to use their lots for parking** was third and **new town owned multilevel parking structure** was last.

Design Review

Design Review is the current non-binding process by which any project that is going before the Planning Board which includes a pre-1931 structure or impacts a neighboring pre-1931 structure must meet with the Historic

Preservation Commission (currently an advisory body). This is done in order for the applicant to receive input into the appearance of the structure prior to seeking Planning Board approval, the regulating body for this review. This is a process very important to the community, ensuring that commercial and residential development does not occur which is not visually compatible with the character of the surrounding neighborhood. In recent times there has been discussion from within the community to tighten this review and make it more prominent within the process.

Many communities are moving toward the use of Form Based Code to meld the zoning ordinance with the design review process. A form-based code, as defined by the Form Based Code Institute, is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code.

From the Survey...

Nearly 52% of respondents were in favor of requiring that all pre-1931 buildings undergo design review by the Ogunquit Historic Preservation Commission.

Form-based code is a regulation, not just a guideline, adopted into city or town law so it offers a powerful alternative to conventional zoning regulations. Some communities use form-based code in specific areas or neighborhoods where the intent is to preserve and protect the existing built environment while using traditional zoning elsewhere in the community. Form Based Code could work well in Ogunquit given the interest in a design review process and the continued desire for an efficient regulatory process.

From the Survey...

Nearly 60% of respondents said the Town should not play a more active role in regulating all short-term home rentals.

Short-Term Home Rentals

Short-term home rentals are an issue being confronted by every coastal community in southern Maine. The idea of a property-owner renting a room or their entire house for a few days using a web-based application through which interested parties book lodging is a new concept to the region. The regulatory process that other lodging providers must go through to obtain approvals to do business does not often include these types of transactions. Currently, Ogunquit requires owners who wish to rent their property on a short-term basis to register with the Town.

The issues that come up most in discussion regarding short term home rentals include:

- The number of people staying at a property
- The noise from overnight parties occurring on properties
- Can this be done anywhere in town?

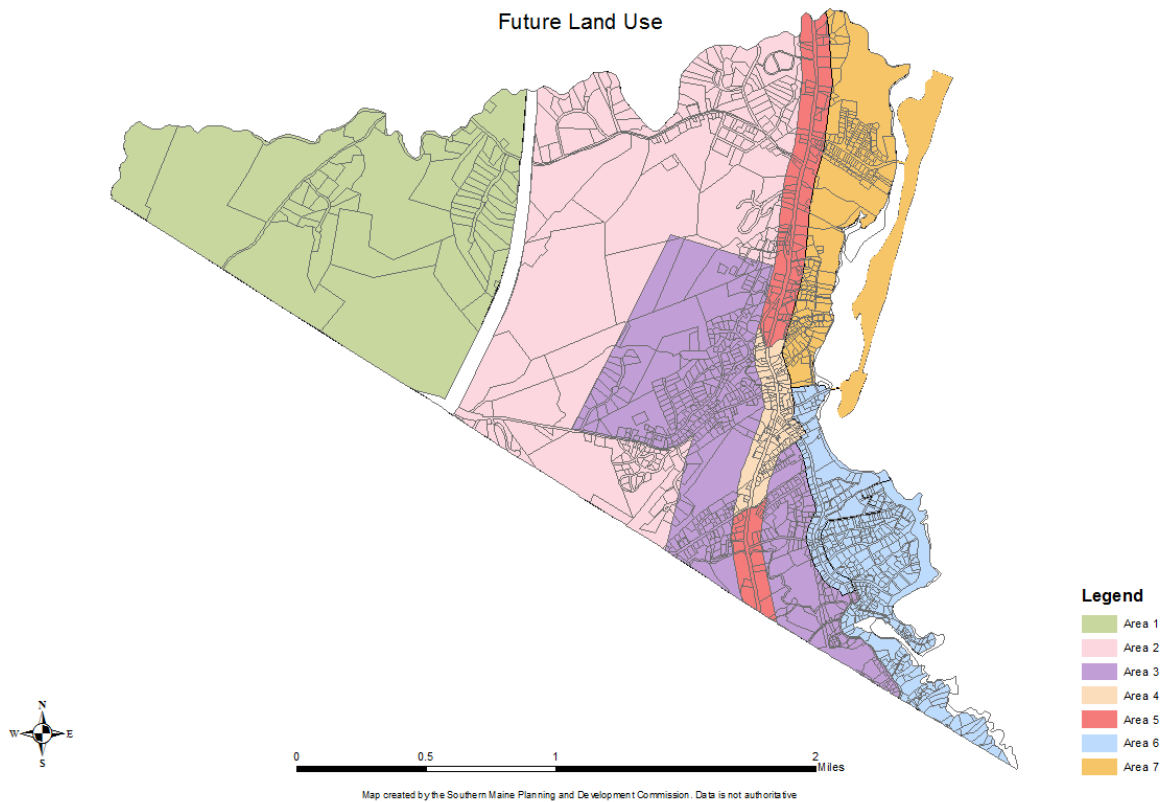
Future Land Use Plan

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. 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.

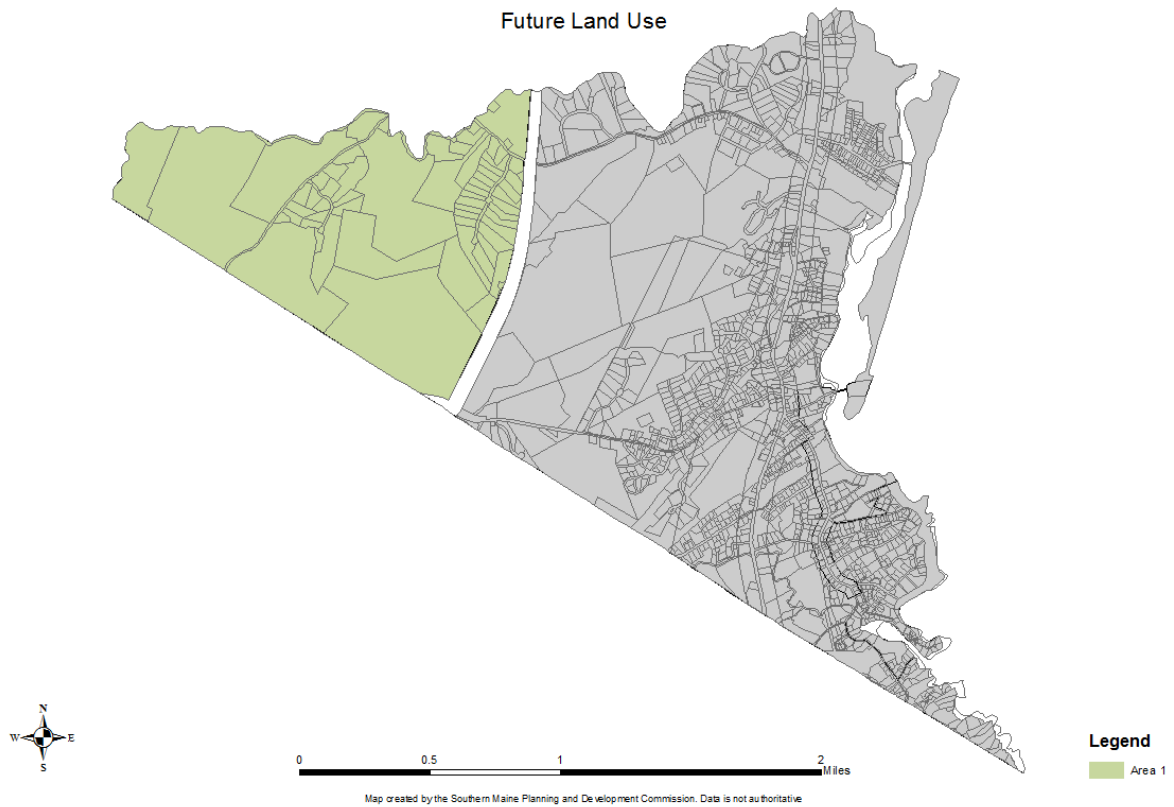
The Future Land Use Plan identifies and designates "**Low density areas**" or areas in which development will be discouraged and "**growth areas**" or areas in which the anticipated nonresidential and residential growth will be accommodated. "Rural areas" typically include areas with significant natural 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 more compact rather than sprawling pattern of development.

Low Density Area

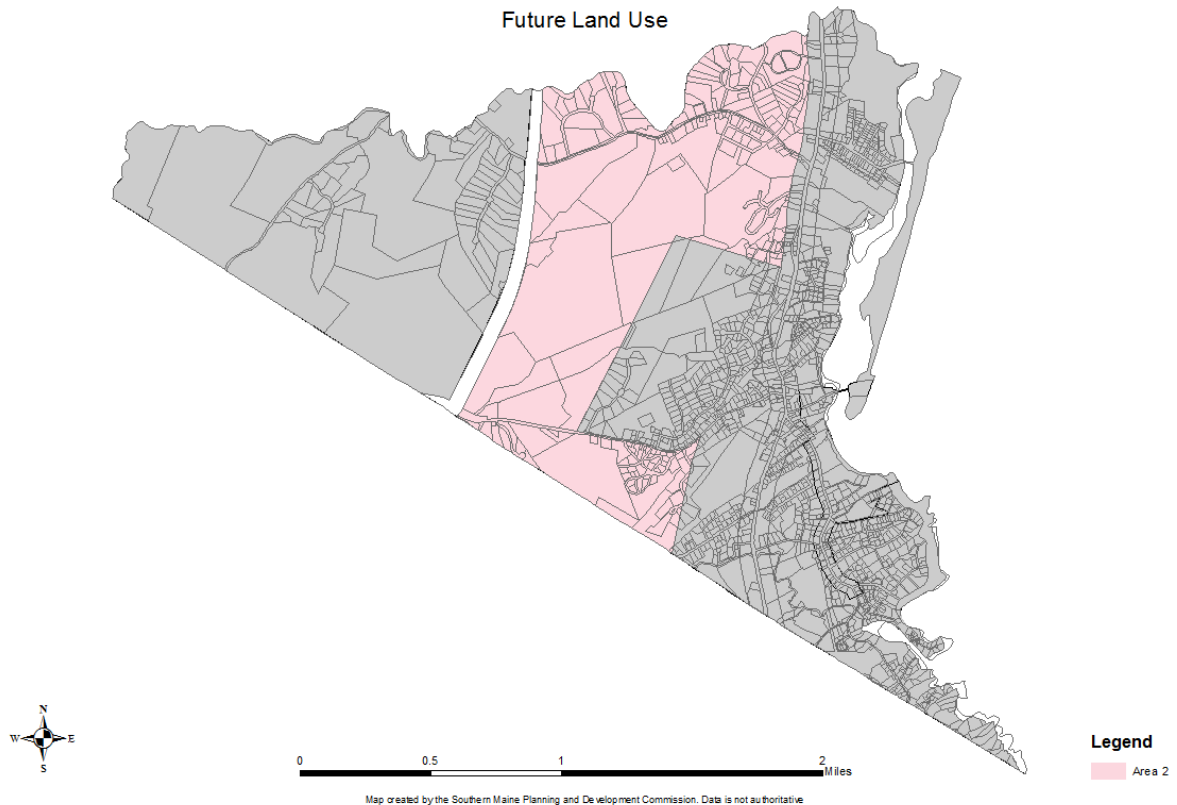
The Future Land Use Plan contains two designations that fall under the concept of "**low density areas**" as set forth above. The future Land Use map identifies these area which go along with the narrative offered below:



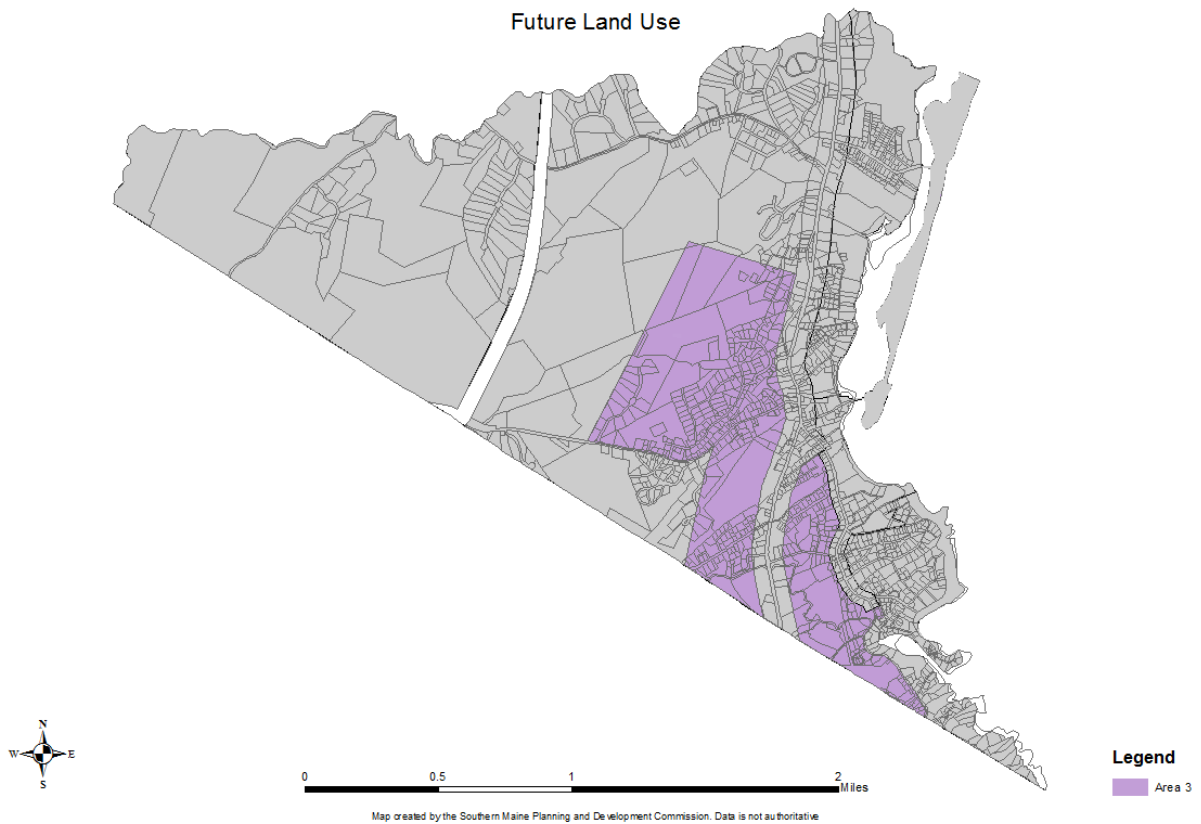
Low Density area, Area 1 - This designation includes the entire region west of the Maine Turnpike where the Town desires to discourage high density residential development. Residential uses at very low densities should continue to be encouraged as well as rural and natural resource uses which should continue to be allowed in this area. Large-scale or intensive residential subdivision activity should not be allowed. Currently, residential development is allowed at a density of one unit per one and a half acres with requirements similar to the current Farm District zoning provisions. Future densities should drop to one unit per anywhere from 3-5 acres. Residential subdivisions should be required to set aside land for open space to preserve natural values and habitat. Clustered residential developments should be mandatory as part of any future zoning schemes as well as Low Impact Development standards for the further protection of the environmental y sensitive nature of this region. 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.



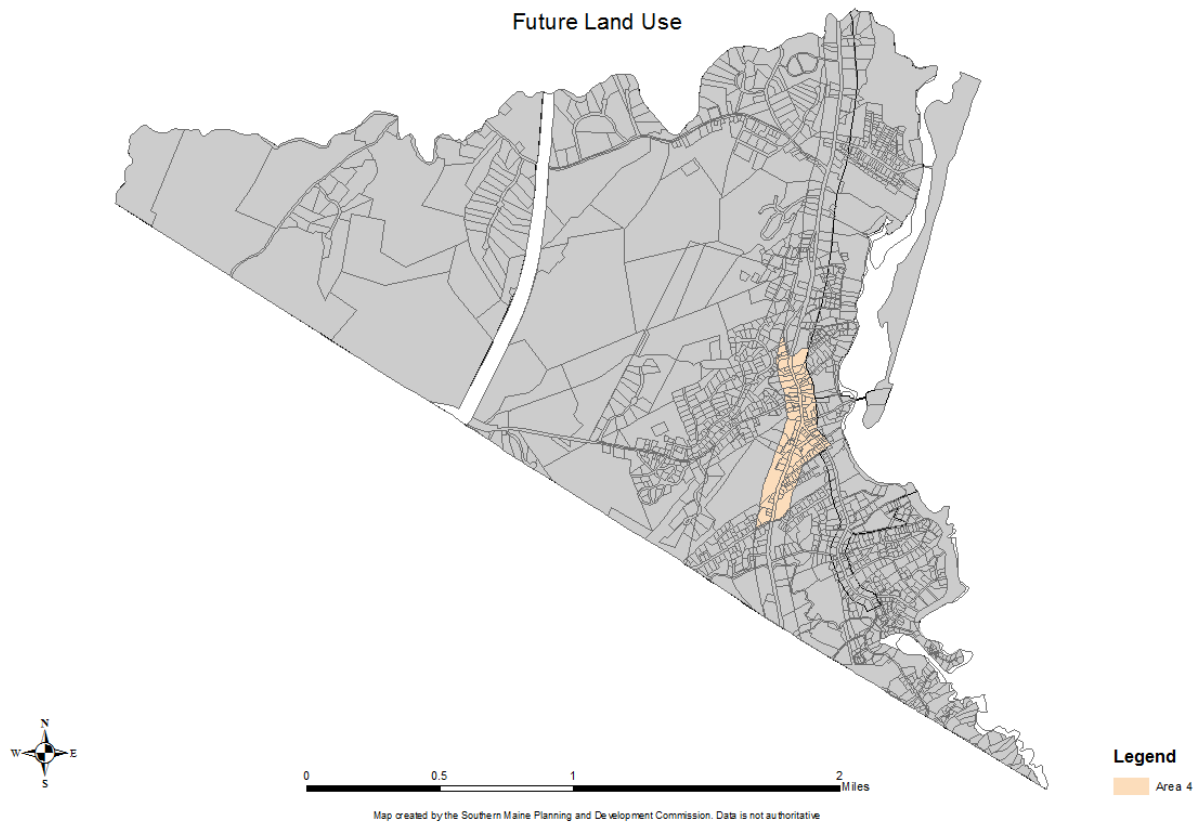
Area 2- Rural Residential This area encompasses the region between the Route 1 corridor and the Maine Turnpike the town of York to the town of Wells excluding the area from Highland Avenue to Dixons Run. This region is intended to accommodate residential development at a density of up to one and a half 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 outer edge of the utility service area and that are currently zoned Rural Residential 1 and Rural Residential 2. Both of these zone are similar in nature and should be consolidated into one zone in the future. 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, community and public facilities, agricultural uses, B&Bs, home occupations, and low impact uses. Commercial uses should continue to be restricted. The Town currently has a lot size with public water and sewerage of 30,000 square feet but should consider an increase in density. Cluster or open space development should be encouraged along with the incorporation of Low Impact Development standards. 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.



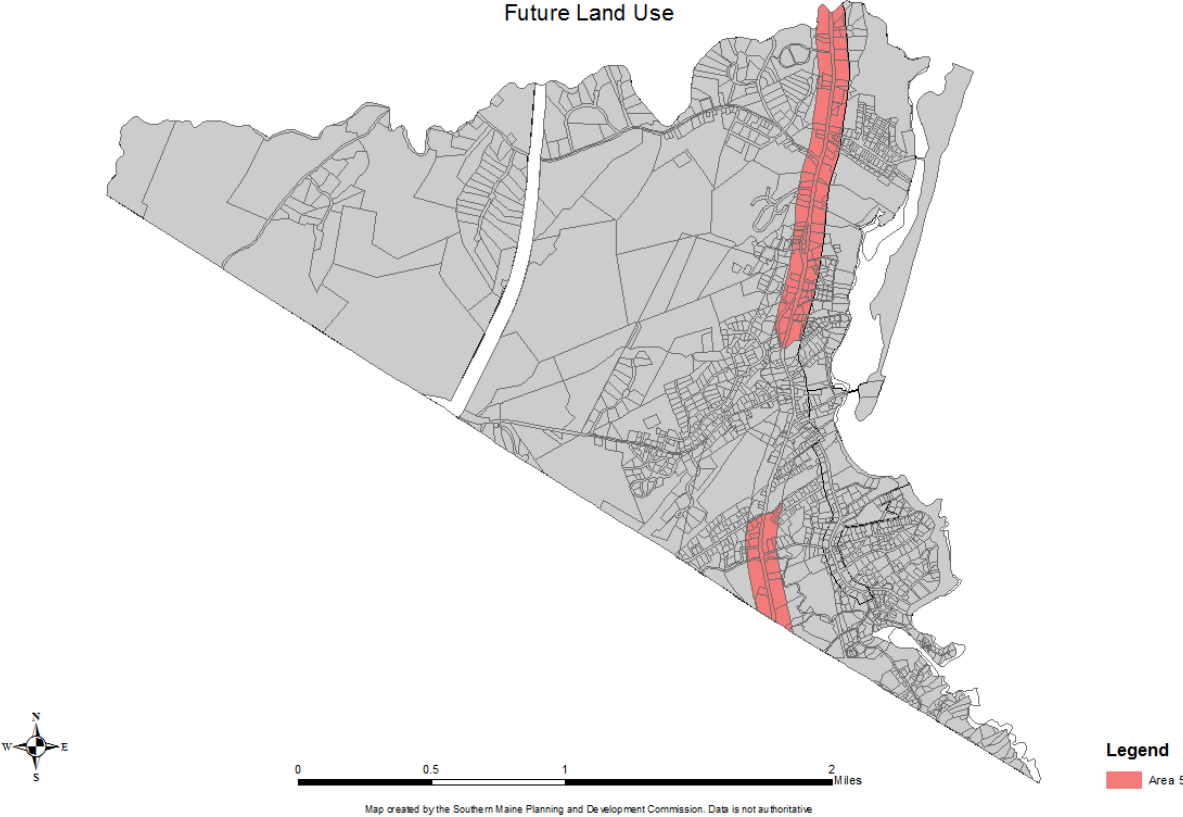
Area 3 Route 1 East & West- This area is intended to accommodate more of a "village style" residential development at a density of up to four units per acre with public water and sewerage and one and a half units per acre with on-site utilities. The designation applies to areas on both sides of Route 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, community and public facilities, B&Bs, home occupations, and similar 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. If Multi-Family housing will continue to be allowed in the future, higher densities should be considered when the site is located on public sewer. This zone designated area should also be required to have Low Impact Development Standards due to the higher densities and amount of impervious areas the exist in order to encourage eliminating high rates of impervious runoff from stormwater in such a compact area.



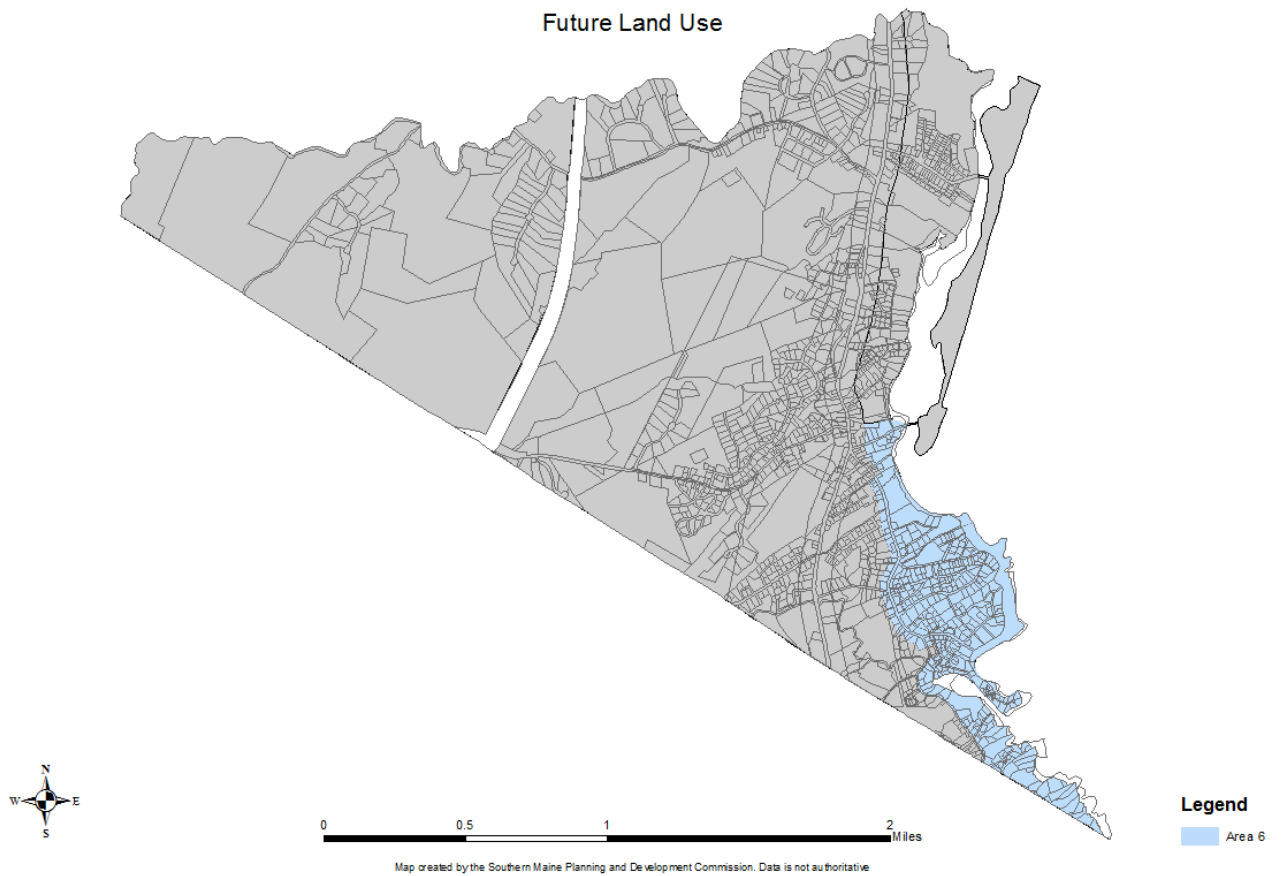
Area 4 Downtown Village- This designation currently covers the Downtown area from Dunelawn Drive in the North to a location south of the post office and is intended to allow pedestrian-scale, mixed-use in a village setting. Within this area, the Town should continue to allow the use and redevelopment 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. New 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. In the future the designated zone should be increased to include property one lot deep on either side of Route One to the intersection of Glen Avenue and Main Street to the north and Obeds Lane to the south. This changes comes from the fact that as the community has evolved and the Maine DOT has added new sidewalks and street scape in the area, it makes this expanded area more pedestrian friendly and operates more like a village downtown than a suburban commercial location.



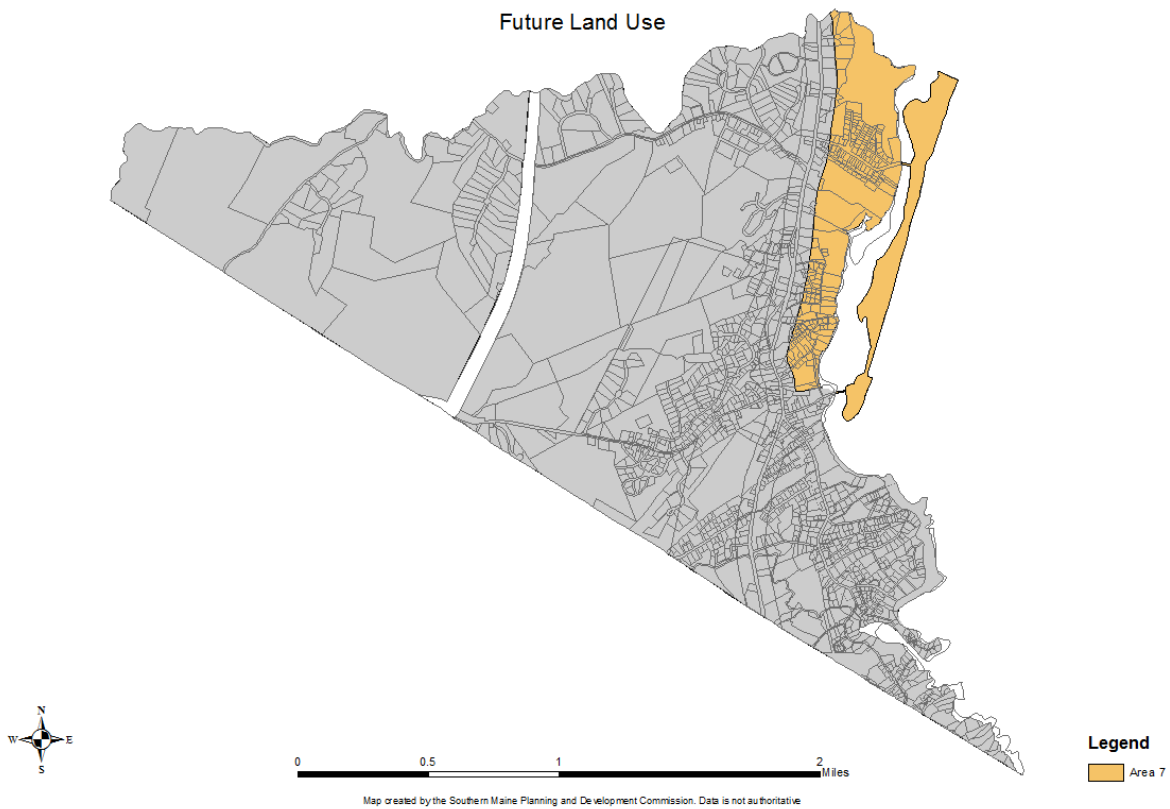
Area 5 Route One Commercial -This designation covers the portions of the Route One corridor that are away from the center of the village and not described above. Within this area, the Town should continue to allow a wide range of residential and commercial uses including, B&Bs, retail, service, office uses as well as recognizing existing motels and hotels. The development standards within these areas should require that new development be of a high quality from a design and environmental perspective (incorporation of Low Impact Development Standards) and manage vehicular access.



Area 6- Shore Road/Perkins Cove-This section of town includes the area along Shore Road beyond the fringe of the village center to the Perkins Cove area. Within this area, the Town should continue to allow a wide range of residential, community, and commercial uses **along the Shore Road corridor** 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. **Future zoning in this area must include the protection of the residential neighborhoods which is essential to the preservation of this area of town.** The development standards within this area should require that new development reflect a village/pedestrian scale and be of a high quality from a design and environmental perspective, along with managing vehicular access to prevent safety problems.



Area 7-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 current zoning map are 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. Further consideration should be given to address zoning and building codes in order to address future Sea Level Rise and storm surge impacts.



Town of Ogunquit – Land Use Goals, Policies and Strategies

Ogunquit’s Goal: To encourage thoughtful growth and development where appropriate while protecting and preserving the small-town character and natural resources Ogunquit cherishes.

- ❖ It is the responsibility of the Implementation Committee (IC) to initiate any Policies or Strategies by having the appropriate committee or board report back to the IC on its’ progress once it has been assigned.

<u>POLICIES</u>	<u>STRATEGIES</u>	<u>RESPONSIBILITY</u>	<u>TIME FRAME</u>
1. Explore ways to improve Ogunquit’s land use ordinances and town policies.	1. Consider simplifying the current zoning districts.	Planning Board	2019-2020
	2. Investigate form-based code which may be able to provide flexibility while preserving structures and streetscapes.	Planning Board	2019-2021
	3. Consider utilizing overlay districts and contract zoning which provide more flexibility within the context of traditional zoning.	Select Board, Planning Board	2019-2021
2. Continue to encourage protection and preservation of undeveloped land.	1. Ensure that property owners are aware of open space, farmland and tree growth programs.	Conservation Commission	On-going
	2. Work with local land trusts to preserve and protect open space for wildlife habitat and outdoor recreation.	Select Board, Planning Board	On-going
	3. Continue to monitor & protect development surrounding the town’s Rivers, Streams and Brooks	Conservation Commission, Planning Board	
3. Continue to work with developers to ensure public access to open space.	1. Encourage developers to provide outdoor recreational opportunities as part of their development.	Planning Board	On-going