

## **Section 1: Public Input**

Prior to developing this plan update the Planning Board has attempted to gather input from residents regarding a variety of long term planning related issues affecting the future development of Kennebunk.

This section includes summaries of the results of community questionnaires that have been sent to townspeople over the past few years on various planning related issues. In addition, a summary of the minutes of Planning Board workshops with Town Committees and Town public service agencies.

- A. Comprehensive Questionnaire Results- Nov. 1999
- B. Public Forum Summary- June 1, 2002
- C. Lower Village Committee Survey- April 2002
- D. Parks & Rec. Facilities Survey- April 2002

# Section 1. Public Input

## A. Comp. Questionnaire Results

**JANUARY, 2000 Results**  
**Nov. 1999 Kennebunk COMMUNITY SURVEY**

**SUMMARY OF THE  
RESPONSES TO 1000  
SURVEYS**

**PART 1.** Please place a check mark (✓) next to the one answer which best describes how you feel.

1. With respect to future residential growth in Kennebunk, do you think that:  
452 (a) The Town should limit the amount of new residential development;  
466 (b) The Town should neither encourage nor discourage residential growth, but should be primarily concerned with directing it to appropriate locations where public services and utilities are available;  
44 (c) The amount of new residential development should be controlled by the real estate market; or  
24 (d) The Town should actively encourage new residential development.
  
2. With respect to future business and industrial growth in Kennebunk do you think that:  
247 (a) The Town should limit the amount of new business and industrial growth;  
463 (b) The Town should neither encourage or discourage business/industrial growth, but should be primarily concerned with directing it to appropriate locations;  
70 (c) The amount of new business and industrial development should be controlled by market forces; or  
236 (d) The Town should actively encourage new business and industrial development.
  
3. Are Town's land use regulations (such as zoning, subdivision, and site plan review ordinances):  
143 (a) They are too restrictive in telling property owners what they can and cannot do with their land;  
579 (b) They strike a good balance between the need for regulation and property owners' rights; or  
192 (c) They are too lenient and do not provide enough protection for the public.
  
4. Does the Town do an adequate job of enforcing its present land use regulations?  
598 Yes 192 No
  
5. Should commercial and industrial properties be required to conform to landscape and architectural standards that are consistent with a small town atmosphere?  
949 Yes 40 No
  
6. Should more land in Kennebunk be set aside exclusively for office parks, industrial parks, or other commercial development?  
385 Yes 550 No
  
7. Does the Town adequately provide for the housing needs of Kennebunk's low and moderate income households?  
470 Yes 328 No
  
8. Should all new residential dwellings be charged an impact fee to help defray the cost of public infrastructure improvements, such as schools, traffic and recreation?  
602 Yes 357 No
  
9. Are user fees a good way to cover the cost of additional services, (i.e., parks & recreation trips, dump services, beach stickers)?  
738 Yes 220 No
  
10. Should the Town consider expanding the Historic Preservation Overlay District to include additional areas?  
403 Yes 457 No  
  
If yes, which areas \_\_\_\_\_
  
11. Is the Town doing an adequate job protecting the Town's rivers, marshes, and other areas of scenic beauty and environmental importance?  
665 Yes 218 No

12. Would you support (through the use of a portion of your tax dollars) the purchase of land or conservation easements as a means of protecting such natural areas?  
726 Yes 190 No
13. Do you feel that Kennebunk's local elected and appointed officials are responsive to citizen's concerns?  
631 Yes 160 No
14. Do you feel that the quality of service provided by Kennebunk Town Employees is:  
736 Good 178 Fair 10 Poor

15. Please rate your overall satisfaction with each of the following public services. Place a check (✓) next to the appropriate rating for each service. \*Please provide additional comment regarding services that you rate "poor".

	Good	Fair	Poor*
a. Street maintenance/repair	<u>539</u>	<u>329</u>	<u>52</u>
b. Police Protection	<u>824</u>	<u>98</u>	<u>13</u>
c. Fire Protection	<u>872</u>	<u>52</u>	<u>0</u>
d. Ambulance/Rescue	<u>821</u>	<u>59</u>	<u>2</u>
e. Recreation services/facilities	<u>653</u>	<u>218</u>	<u>29</u>
f. Trash pickup	<u>839</u>	<u>79</u>	<u>9</u>
g. Recycling pickup	<u>771</u>	<u>126</u>	<u>20</u>
h. Education	<u>671</u>	<u>177</u>	<u>21</u>
i. Public Library	<u>767</u>	<u>126</u>	<u>22</u>
j. Traffic management (traffic lights, curb cut design, etc.)	<u>507</u>	<u>326</u>	<u>91</u>
k. Speed control	<u>537</u>	<u>284</u>	<u>97</u>
l. Town Hall services	<u>797</u>	<u>112</u>	<u>12</u>
m. Voting areas (Parking/accessibility)	<u>519</u>	<u>288</u>	<u>75</u>
n. Land Use Planning	<u>495</u>	<u>352</u>	<u>36</u>
o. Code Enforcement/Building Inspection	<u>505</u>	<u>262</u>	<u>59</u>

\*Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

16. Please rank the following list of public improvements by placing a check (✓) under the appropriate spending priority:

	High Priority	Medium Priority	Low Priority
• Route 1 North traffic management improvements	<u>481</u>	<u>328</u>	<u>122</u>
• Utility improvements for commercial & industrial development (i.e. sewer to Route 1 south Business Park District)	<u>194</u>	<u>449</u>	<u>249</u>
• Creation of new recreation areas such as ball fields, playgrounds, and parks	<u>214</u>	<u>438</u>	<u>275</u>
• Construction of more sidewalks and bicycle lanes along public streets	<u>543</u>	<u>276</u>	<u>115</u>
• Purchase of open space lands for preservation, recreation and other future town needs	<u>454</u>	<u>303</u>	<u>172</u>
• Provision for public coastal access for small boats	<u>229</u>	<u>311</u>	<u>358</u>
• Other <u>65</u>	<u>        </u>	<u>        </u>	<u>        </u>

17. Please circle the three (3) most important reasons why you have moved to (or) continue to live in Kennebunk.

- a. Family 318
- b. Proximity to job(s) 186
- c. Small town atmosphere 751
- d. Quality of town services 116
- e. Character of housing & neighborhood 322
- f. Access to beaches and coast 676
- g. Quality of school system 230

- h. Economic diversity of residents 46
- i. Proximity of rural land/open space 248
- j. Property tax rate 43
- k. Other \_\_\_\_\_

(please explain)

18. Please list the three (3) most important challenges facing Kennebunk.

1. Traffic management \_\_\_\_\_
2. Growth Management \_\_\_\_\_
3. Retaining small town character \_\_\_\_\_  
Keeping taxes down

Please check (✓) the appropriate answer regarding your household:

19. Do you live in Kennebunk? 942 Yes 42 No

21. If yes, do you use your Kennebunk residence seasonally 101 (or) year-round 865 ?

22. How long have you lived in Kennebunk?

5 years or less 213, 6-10 years 166, 11-20 years 224, more than 20 years 365

23. Location of job of each wage earner?

Wage earner #1	<u>K'Bunk</u>	<u>251</u>
Wage earner #2	<u>Within 15 Mile radius</u>	<u>203</u>
Wage earner #3	<u>Outside 15 Mile radius</u>	<u>202</u>
Wage earner #4	<u>Retired</u>	<u>316</u>
(or) Retired	_____	

24. Please list ages of all household members:

Member #1 _____	Member #5 _____
Member #2 _____	Member #6 _____
Member #3 _____	Member #7 _____
Member #4 _____	Member #8 _____

25. In what area of Kennebunk do you live? (Please check (✓) one)

243 \_\_\_\_\_ western (area west of Maine turnpike)  
324 \_\_\_\_\_ central (between Turnpike and B&M Railroad r.o.w.).  
401 \_\_\_\_\_ eastern (area east of B&M Railroad to the ocean).

If you have additional comments that you think would be helpful to the Planning Board, please feel free to attach them here or send them to: Kennebunk Planning Board, Town Hall, 1 Summer Street, Kennebunk, ME 04043

## **Section 1: Public Input**

### **B. Public Forum Results**

**Town of Kennebunk Planning Board  
Comprehensive Planning Workshop  
Saturday, June 1, 2002**

#### **Meeting Notes:**

**Meeting Purpose:** to educate the public about the status of the existing comprehensive plan and to collect input from a broad spectrum of people on how we, as a town, have done over the last 10 years and whether or how we should alter course for the future

#### **Desired Outcomes:**

- An understanding of the 1991 Comprehensive Plan goals, the accomplishments, the key issues and the consequences of different directions going forward
- Input on whether or not to stay the course or to make changes: If there should be changes, what should they be?
- Input on what people are looking for in open space for the town: Should the Open Space Committee set a goal for a certain percentage of town acreage to be open or for preserving certain qualities or types of space? Should there be public purchases of land? Should the Committee set a proactive plan to seek out desired land or only react to what becomes available?
- Input on the targeted growth areas in the 1991 plan: Should they stay as they are in the 1991 plan? Should they be expanded? If so, where?
- Input on whether or not to expand the commercial and industrial zones: If so, where? Should the town fund infrastructure costs?
- Input on town impact fees to be used to support the costs to the town of development: Should they be used? If so, on subdivisions and / or all lots? If so, for what purposes?

#### **Agenda:**

- |       |   |
|-------|---|
| 8:30  | Welcome: Planning Board Chair<br>Meeting introduction: facilitator  |
| 8:45  | Presentation of the 1991 Comprehensive Plan goals and the accomplishments on those goals; some key current issues; the options and the consequences of different future actions |
| 9:15  | Small Group discussions<br><u>Brief report out on some of the ideas from the groups</u> 15 minutes  |
| 10:30 | Break   |
| 10:45 | Small Group Discussions   |
| 11:45 | Meeting Wrap up and next steps in the Comprehensive Plan process, including ways to continue to share your opinion  |
| 12:00 | Adjourn   |

### Comments to the full group from the first small group discussion

How has the town done on meeting the goals? What areas need more work? What changes in direction would you suggest? Are there different goals that should be considered?

- Emphasize affordable housing more
- Marine resources access and river access
- Maintain (purchase) monastery land
- Change zoning to have more land for commercial and industrial
- Study Route 1 South similar to Route 1 North
- Bike path (not on a street) in a nice environment
- Need information on cumulative loss of wetlands since 1991
- Private road width increase beyond ten feet
- What kind of town does Kennebunk want to be?
- Maintain village/rural character
- Review comp plan again in 5 years
- Goals on target; implementation needs to change; issue of funding priorities
- Maintain even small spaces for a green, open space

### Comments to the full group from the second small group discussion

Should the Open Space Committee set a goal for a certain percentage of town acreage to be open or for preserving certain qualities or types of space? Should there be public purchases of land? Should the Committee set a proactive plan to seek out desired land or only react to what becomes available? What is important to you about the future of open space in Kennebunk?

- Promote existing open spaces and provide parking
- Ask public to identify their favorite open spaces and then buy them as they become available with % from transfer tax, create a fund
- Prefer easements to town buying land
- No fee to use town land
- Put in plan to have the town set aside money to buy land as it becomes available; consistent with the plan
- Public access to open space in cluster development
- Some land not open to public use
- Use plan as a vision for open space, but not use town funds to buy land
- Coordinate any town purchases with other groups or government partnerships
- Fund maintenance of any public access

### **Comments to the full group from the third small group discussion**

Should the targeted growth areas in the 1991 plan stay as they are? Should they be expanded? If so, where?

Should the new plan expand the commercial and industrial zones? If so, where?

Should the public fund infrastructure costs for development of commercial land?

- Can we increase density in sewerred areas?
- Include affordable housing in any big development
- Increase required lot size in village
- Expand growth areas and at same time have disincentive to build in rural areas; larger lot sizes (two other groups agreed)
- Extension of sewer in West Kennebunk
- Expand Punky Swamp industrial area and Route 1 South - to increase tax base
- Restrict lot sizes in rural area; not expand in the Cat Mousam Road, Weatherhill area with our sewer
- Expand commercial along Route 1 and have developers share cost of expanding sewer via impact fees and make it attractive
- Do industrial/commercial expansion where it won't increase traffic in village
- Use area between Cat Mousam and Whitler Roads for industry and look to a limited turnpike spur
- What are we afraid of?
  - traffic congestion
  - loss of diversity
- How do we get back the young adult age group?
- Do not allow congregate or any residential in commercial zones

### **Comments to the full group from the fourth small group discussion**

Should town impact fees to be used to support the costs to the town of development? If so, should they be assessed on subdivisions and/or all lots? For what purposes should such impact fees be used?

- 3-1 in favor
- Tipping in favor of impact fees, but concern about impact on affordable housing
- Yes, for the most part
- Bond issue for extending sewer
- Variable valuations
- Unanimously for impact fee more for subdivisions and less for individual
- Use for schools and traffic
- Yes to impact fees on all lots (maybe commercial and industrial as well)
- Do not use it for school, but all the other options
- Yes to reasonable impact fees; higher where trying to discourage growth
- Also on all improvements over \$2,000

## **Section 1: Public Input**

### **C. Lower Village Committee Survey**

**Lower Village Committee  
Executive Summary  
Community Survey  
August 13, 2002**

In April 2002, the Lower Village Committee sent out 239 surveys to residents, property owners and business to explore their attitudes about living and working in the Lower Village. The Committee's goal was to receive input from them in order to plan future Committee initiatives. 86 surveys were returned representing 36% of the potential participants. Based on this return, we believe survey results accurately reflect the attitudes and expectations of the Lower Village community.

In the survey, the Committee sought input and comment in the following areas:

- Strengths and weaknesses of the Lower Village
- Issues of concern
- Types of businesses and services they would like to attract to the Lower Village
- Whether parking was perceived to be a problem
- Whether there should be parking for buses
- Whether the Town should make an effort to bring Kennebunk Light and Power into Lower Village

The general tone of the responses was very positive. Participants were happy with the sense of community and were most appreciative that their opinions were sought. Criticisms were constructive and many provided some creative ideas on how to enhance the sense of community in the Lower Village.

We have outlined below a summary of the results of the survey by question:

#### **Survey Respondents**

Respondents were asked to identify themselves by designating all of five categories that applied to them: Residents, Business Owners, Property Owners, Tenants and Employees. The 86 surveys respondents identified themselves as: Residents (58), Property Owners (63), Business Owners (31), Employees (6), Tenants, (3), Only Property Owners (13), Only Residents (12), Resident/Property Owner/Business Owner (16), Half-time Resident (2), and No Indication (1).

#### **Lower Village Strengths**

Respondents repeatedly that the Lower Village offered much to the community. Strengths include its closeness to the ocean and beaches; the sense of community; its proximity to Dock Square; the healthy mix of residential and businesses; and the quality of life the Lower Village offers.



### **Lower Village Weaknesses**

Traffic is the leading concern of the respondents. It includes speeding on Beach Avenue; congested roads due to on street parking; and the difficulty of traveling, by car or foot, through the intersection of Routes 9 and 35. Poorly maintained properties were also a concern. Part of this problem has been corrected with the refurbishing and subsequent opening of the Four Winds shop. When participants received the survey, renovation had not begun on this building. Other weaknesses cited were the problem of loitering and "problem youth and young adults" who hang out at the bridge; a lack of parking during the summer months and the cost and service of Central Maine Power compared to Kennebunk Light and Power.

### **Issues**

The Lower Village Committee identified 17 issues for future consideration. Survey participants were asked to rate their ones and to add comments. Leading issues of note were auto traffic flow (55 or 64%), sense of community (45 or 52%), business growth (43 or 50%), parking (42 or 49%), loitering (37 or 43%) and maintenance of streets (36 or 42%). The Committee plans to further focus on these issues in determining the direction it will take in the future.

### **Businesses or Services Needed**

We questioned if there were businesses or services that should be sought out for the Lower Village. Thirteen felt no new businesses were needed. From those who felt additional businesses were needed, the top four were: restaurants (13), high quality retail (12), grocery (10), and a bakery (6). Several people indicated that these businesses should be "owner occupied." Since the survey was conducted, a number of businesses have opened including Four Winds (retail), H.B. Provisions (grocery/deli), and the Port Bakery and Cafe (bakery and restaurant).

### **Parking**

Fifty-five (55) people commented on this question; 27 of those indicated that parking was a problem, 25 didn't think it was and 3 had no comment. Further study is needed on this issue. It appears that parking becomes an issue during the summer and Prelude or in a few specific locations.

### **Parking For Buses**

Many survey participants do not want buses being parked in the Lower Village. Of the eighty responses to this question, 39 (49%) said no, 21 (26%) said yes, while 20 (25%) said it depended. Before any action can be taken on this issue, the Committee would need more input from the community at large.

### **Should the Town Bring in KLPD**

Of 80 responses, 71 (89%) wanted power from KLPD, 3 said no and 6 were not sure.

### **Summary**

In addition to the quantitative results, we received numerous of comments. Some felt that signage requirements needed to be monitored, as there were concerns that the ordinances were not being followed. Comments also included expanding the trolley service into

more of the Lower Village and one individual felt Tanglewood type concerts at the Monastery might benefit the entire community. The most interesting comments concerned the name "Lower Village". Several people felt the name was not positive. Some mentioned that we should consider renaming the area "Harbor Village," as it was once known. The Committee will be exploring the potential of a name change. If the community would like to consider a name change, the Lower Village Committee is prepared to consider involvement with this initiative.

### **Next Steps**

The Committee will continue to analyze the results of the survey. We will also be seeking direct community comment as we move forward. The Committee has already begun to take some action in other areas, including:

1. A walk-through of the Lower Village. Mike Claus of the Public Works Department and Barry Tibbetts accompanied us. A list of items that needed addressing was developed. Mike and his staff have begun working on a number of these, including: re-stripping the road and walk ways (this has begun); fixing the cross-walk light at the intersection of 9 and 35 (done); and placing a pedestrian crosswalk sign in the crosswalk on Route 35 (done).
2. Two trash receptacles have also been placed in the Lower Village and others will be added.
3. The Committee is looking at improving the signage. We expect to seek business support to fix the informational sign at the bridge.
4. We are working with the police and the Youth Service Coordinator on the youth/loitering issue.
5. We hope to work with the community on "beautification" issues, which could include adding flowers and benches.
6. We have been in contact with the Kennebunk Rotary about painting the fence along Rt. 9 before the bridge, as a project with area youth. This could happen in the fall.
7. As the Committee focuses on the more specific parking areas, we may need to address our ordinances concerning where parking is or is not allowed.
8. The Committee needs to meet with the Downtown Committee to connect our efforts.

The Lower Village Community would like to thank all participants in the survey for providing us their input on how we can improve upon the existing sense of community that we enjoy.

**Thank you.**

*The Lower Village Committee:*

Rick Dacri, Chair  
Margery Orem  
Polly Mosser  
Terri Wischerath, Alternate

K. C. Crandall, Recording Secretary  
Patti Reagan, Publicity Secretary  
Joe Tynan

## Section 1: Public Input

### D. Parks & Rec. Facilities Survey



85 E Street  
South Portland, Maine 04116  
Phone 207.767.6440 Fax 207.767.8158  
Email [research@marketdecisions.com](mailto:research@marketdecisions.com)

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# Research Report

## Kennebunk Recreational Facility Mail Survey

April 2002

### Prepared by:

*Vilma Galubickaite, Phd, Research Associate*  
[vilma@marketdecisions.com](mailto:vilma@marketdecisions.com)

## ***Methodology***

The Town of Kennebunk - Recreational Facility Survey was initiated at the request of the Kennebunk Parks and Recreation Commission. Initial topics for questions were suggested by the commission and were reviewed and revised as necessary by Market Decisions. This work included assuring that all questions were clear and bias in question wording was avoided. In addition, Market Decisions added questions to assure that complete information was obtained to inform the true opinions of citizens on the issues and to allow better understanding of responses by demographic groups.

Market Decisions then prepared the survey format using accepted survey design rules to assure questions can be followed easily and that response categories were clear.

A mailing package was professionally prepared by The Recreation Department. This included a letter from the Recreation Commission, the survey and a business reply envelope. In total some 4025 surveys were mailed to all households in Kennebunk. A total of 1023 citizens returned surveys for a response rate of approximately 25%. This level of response is typical for what we see from a well-presented survey on an important issue.

The Town of Kennebunk received all returned surveys and delivered them to Market Decisions.

Market Decisions entered all data into survey software, tabulated the frequencies of responses to various questions and prepared charts on all questions as well a cross tabulations which show responses by Demographic group.

A common question is the statistical accuracy of mail surveys. All such surveys suffer from what is known as a non- response bias. We know what the responses to the survey think, but we do not know if the people who did not respond think differently or the same. Research practitioners generally dismiss the effects of any non- response bias when the response rate exceeds 60%. While the Kennebunk survey fell far short of this, practically speaking we often see that mail responses do not differ significantly from scientifically conducted random telephone surveys. Still the data from this survey would best be considered directional in nature.

## ***Key Findings***

**1. Some 59% of respondents do not feel that there are adequate indoor recreational facilities available to serve the needs of people in Kennebunk.**

A majority of respondents in all age groups felt this way, except that respondents above 65 years of age were slightly more likely to feel that there are adequate indoor facilities.

**2. A similar number of respondents, 59%, support construction of an indoor multi-purpose recreational facility by the town that would include facility space for preschool through high school age children as well as adult through senior citizens.**

Those respondents who support construction cite a wide variety of needs.

Those who oppose construction are primarily concerned about raising taxes, but they also suggest that the town could better use existing schools or that there were already adequate facilities.

**3. Of those who support construction some 78% support converting the current Park Street School to use as a multi purpose recreational facility.**

**4. Of those who support construction the four most important needs are as follows.**

65% cited the need for indoor space for teens

60% cited the need for indoor space for senior citizens

63% cited the need for a Multi purpose Gym for indoor sports

59% cited the need for an indoor jogging or walking track

**5. Two other needs closely follow the four most important.**

55% cited the need for a fitness room

55% cited the need for an indoor pool facility

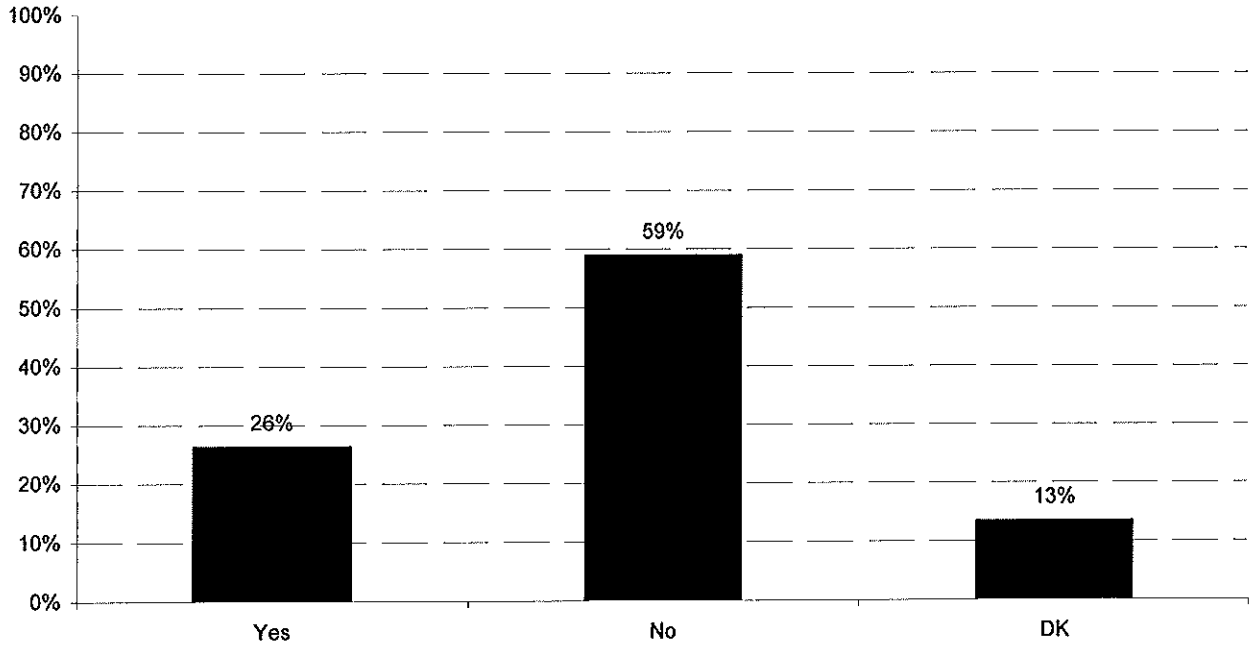
**6. Those who support construction say that funding should come from a mix of sources, property taxes, contributions and user fees.**

**7. Some 65% of residents have participated in town recreational programs or have used town parks or facilities or both.**

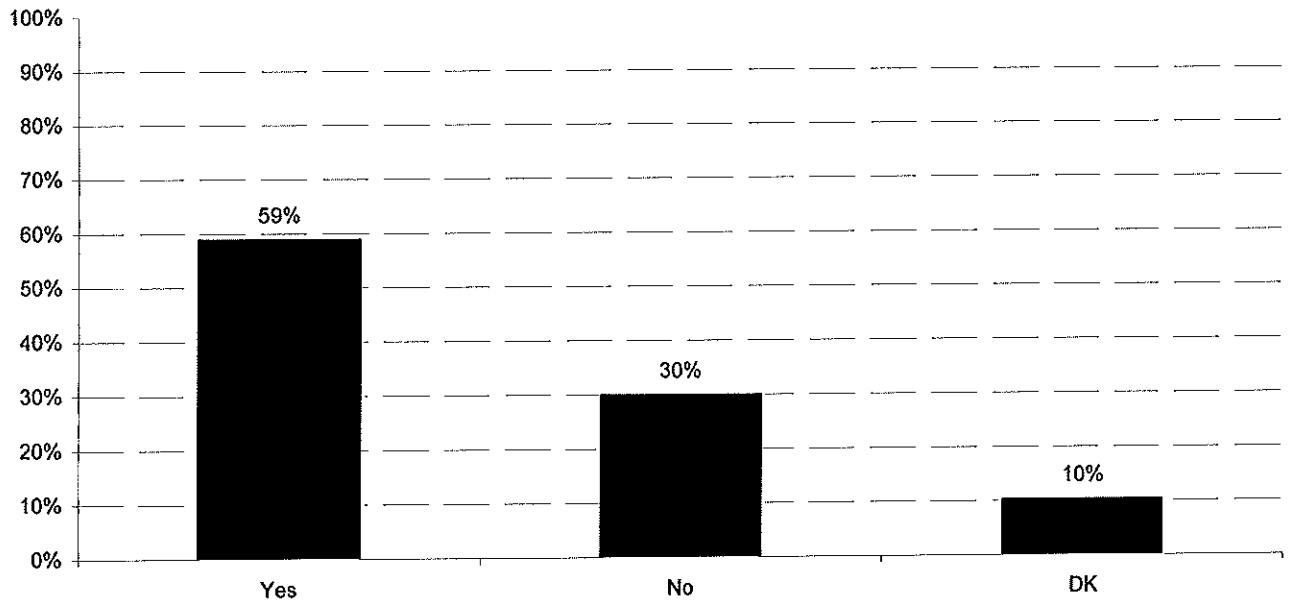
**8. Some 28% of all town residents say that there is a need for additional fields/parks. 40% said there is no need and 28% did not know or refused to answer.**

## Charts

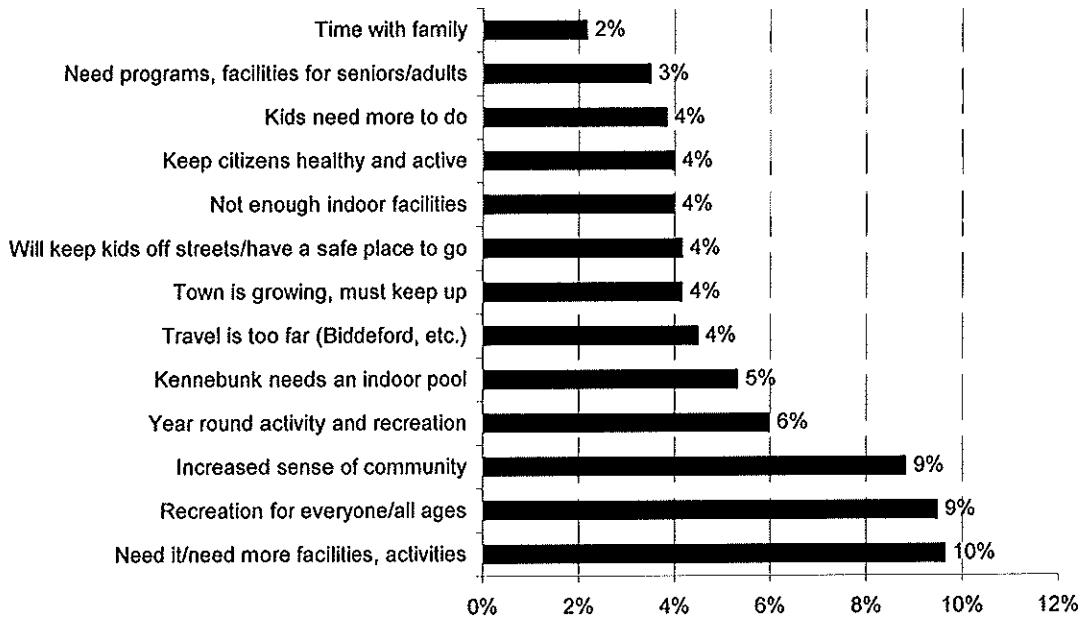
**Q1: Do you feel that there are adequate indoor recreational facilities available to serve the needs of people in Kennebunk?**



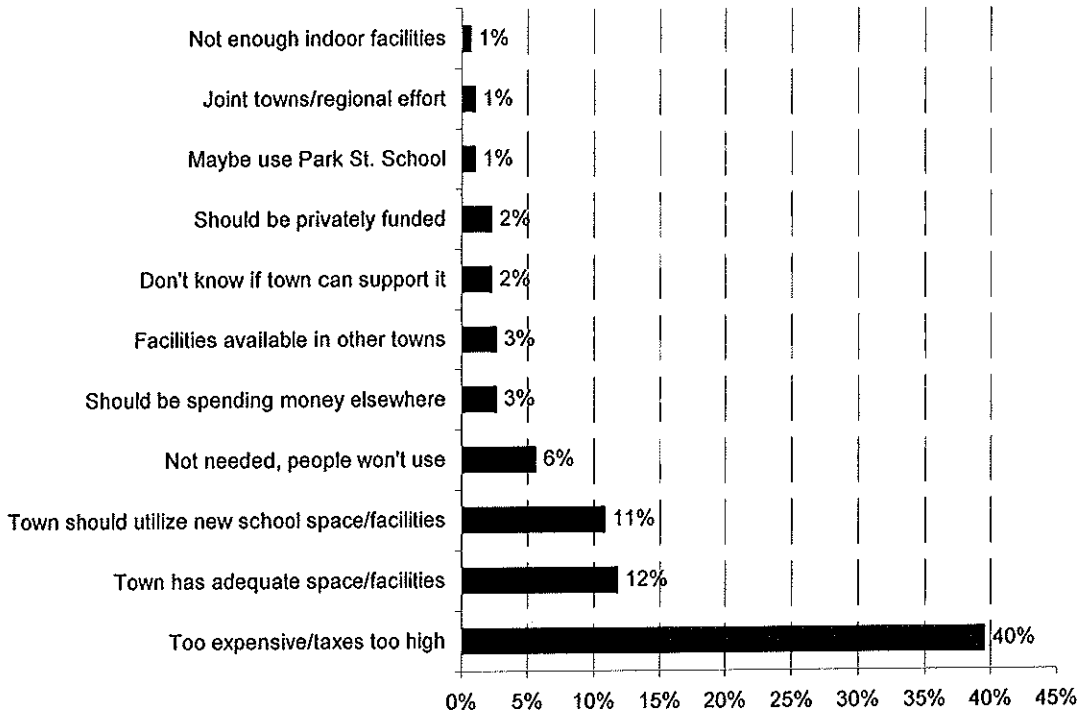
**Q2a: Would you support construction of an indoor multi-purpose recreational facility by the town that include facility space for preschool through high school age children as well as adult through senior citizens?**



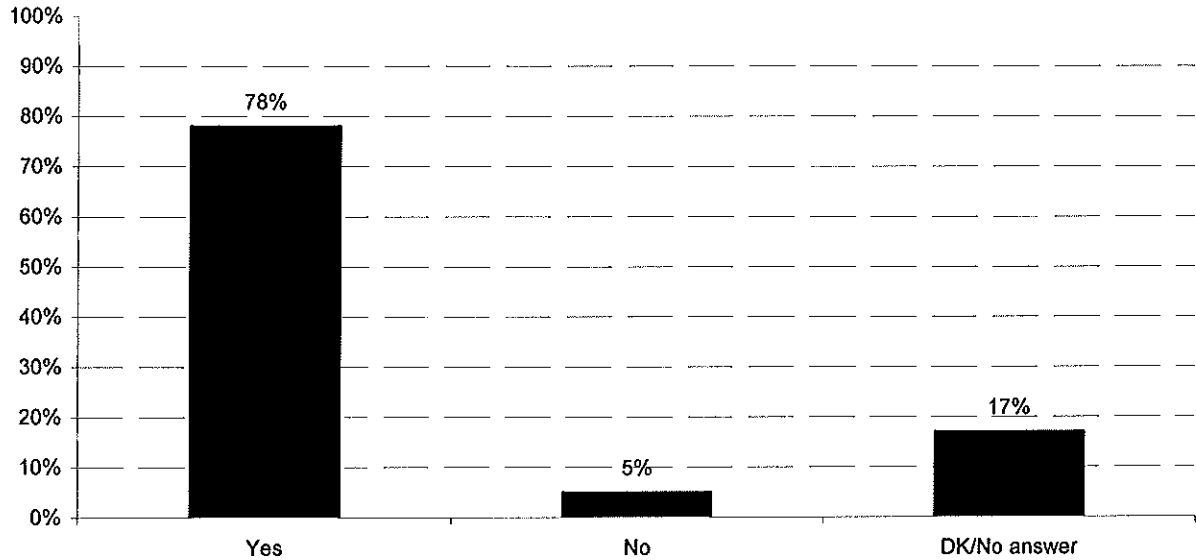
**Q2b: Why do say that?  
(THOSE WHO SUPPORT CONSTRUCTION)**



**Q2b: Why do say that?  
(THOSE WHO OPPOSE CONSTRUCTION)**



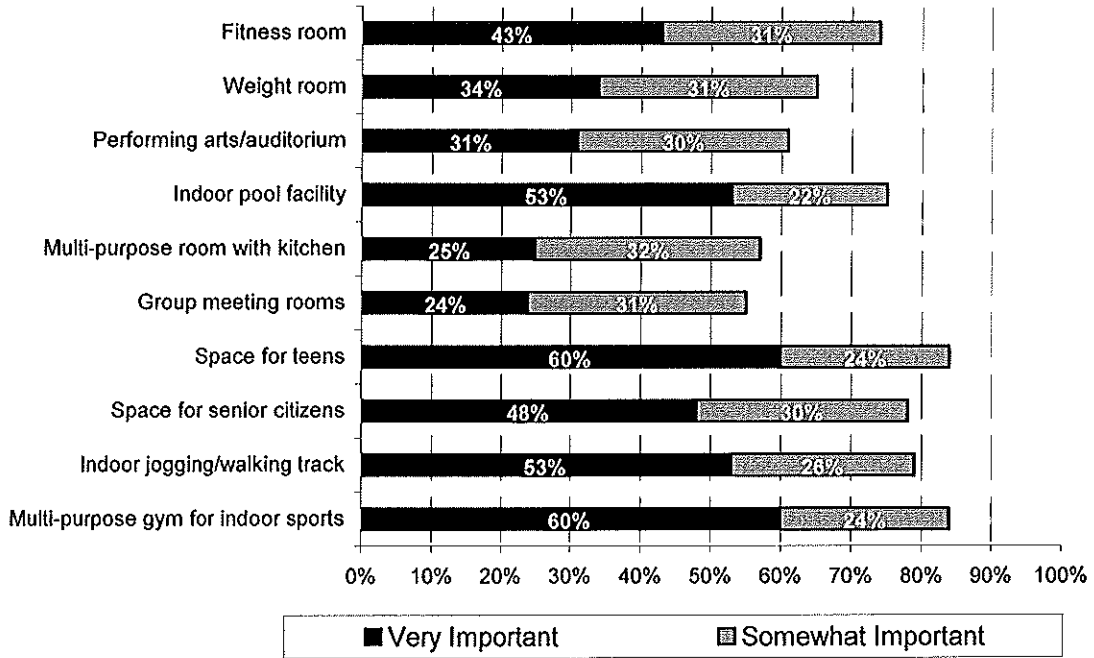
**Q3: ...would you support the town converting this building into a multi-purpose community center that would include facilities for all age groups from pre-school age children through seniors?  
(EXCLUDING THOSE WHO DO NOT SUPPORT CONSTRUCTION)**



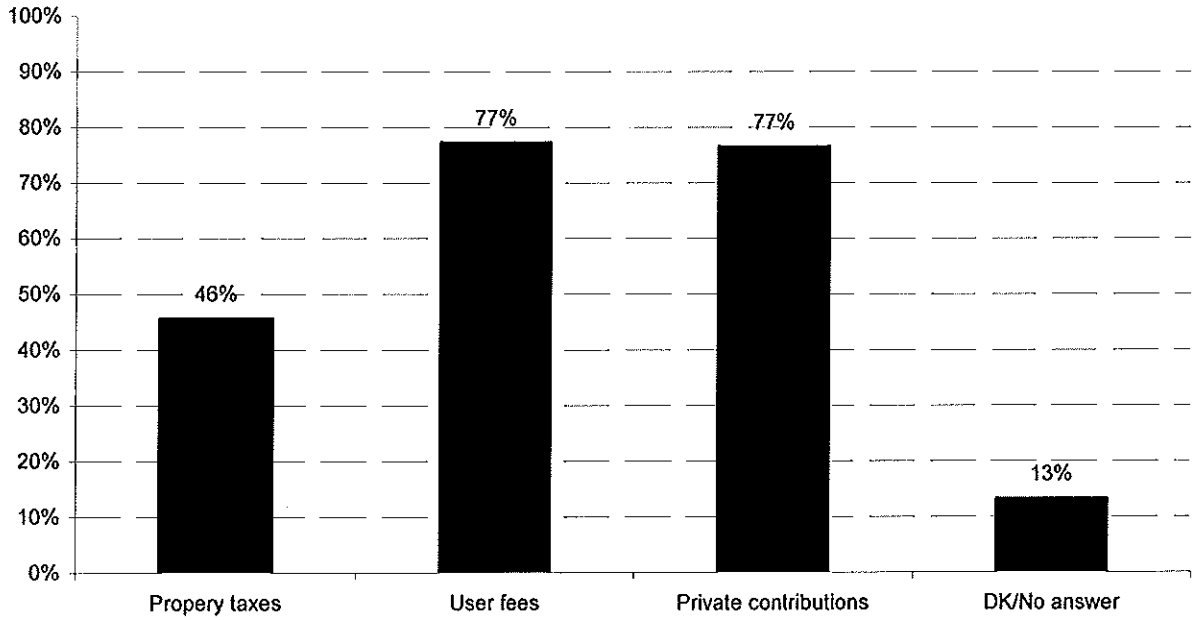
*Note: Chart only includes those respondents who responded to the previous question that they supported the construction of an indoor recreational facility or didn't know.*



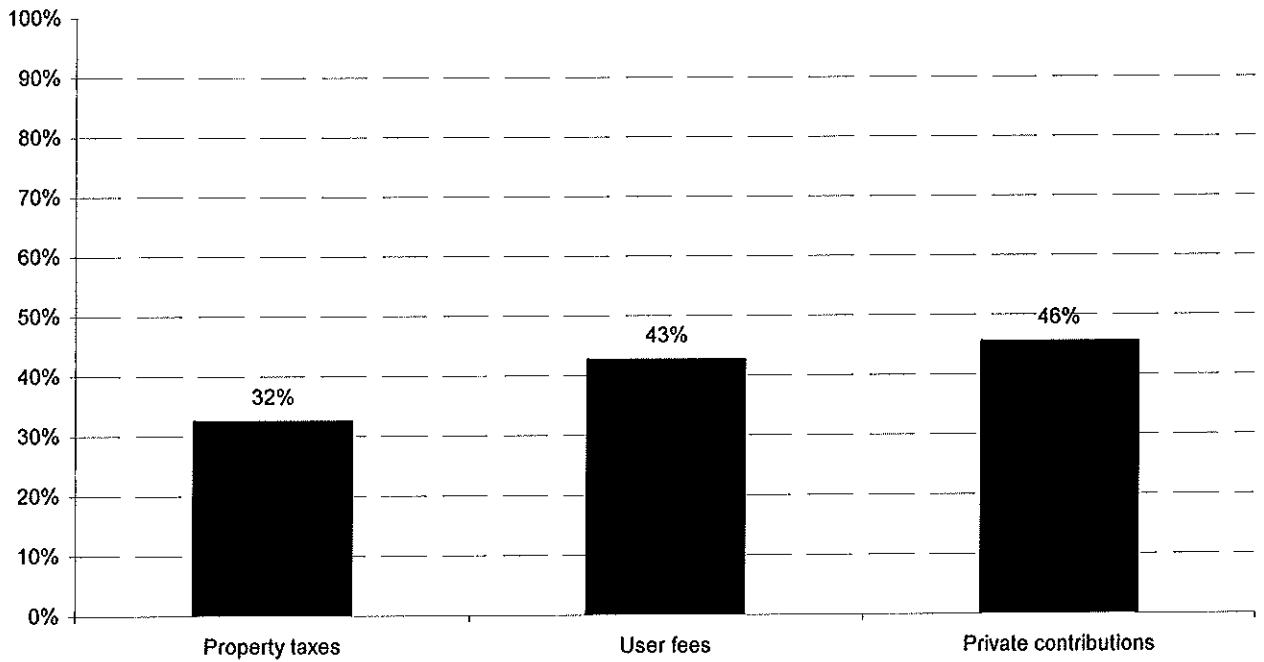
**Q4: How Important is that a recreation center provides for the following uses?  
(JUST THOSE WHO SUPPORT CONSTRUCTION OR ARE NOT SURE)**



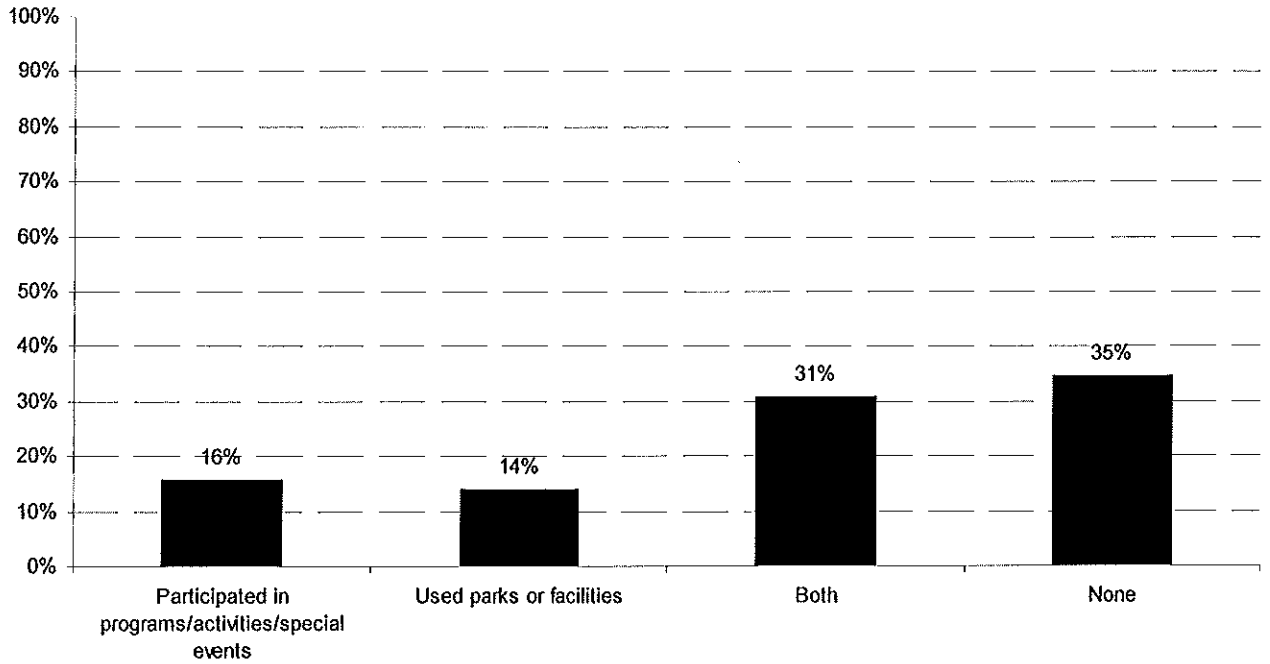
**Q5: What do you think should be the source(s) of funding for an indoor multi-purpose recreational center?**



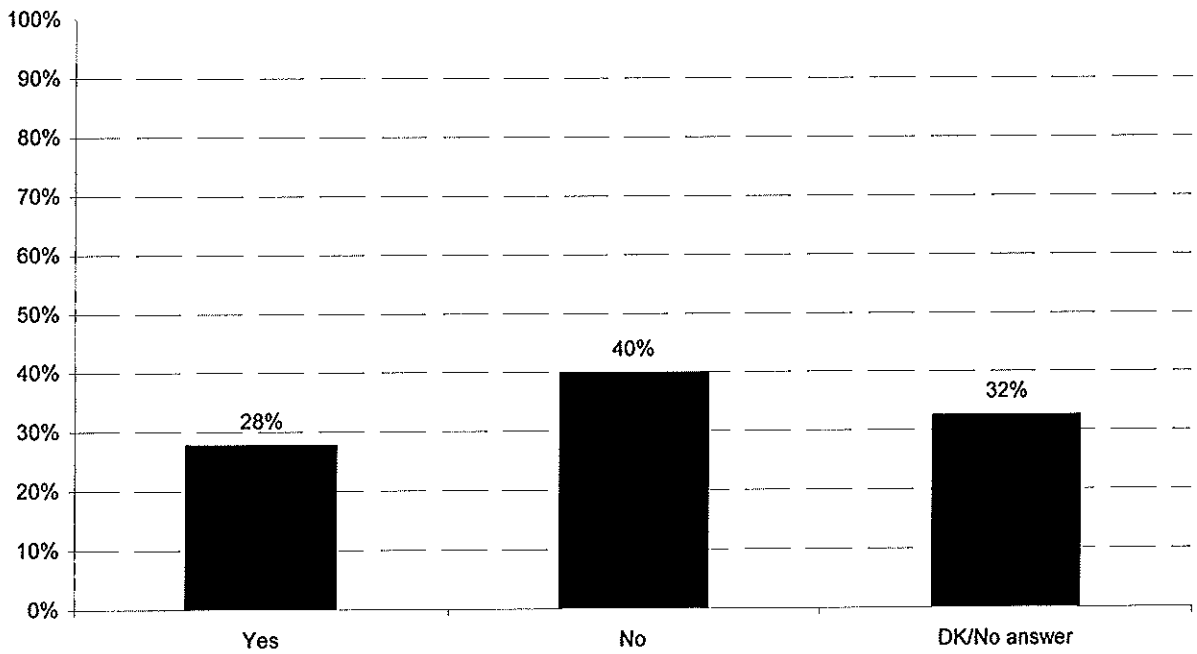
**Q5: What percentage of funding should come from each category? (AVERAGE)**



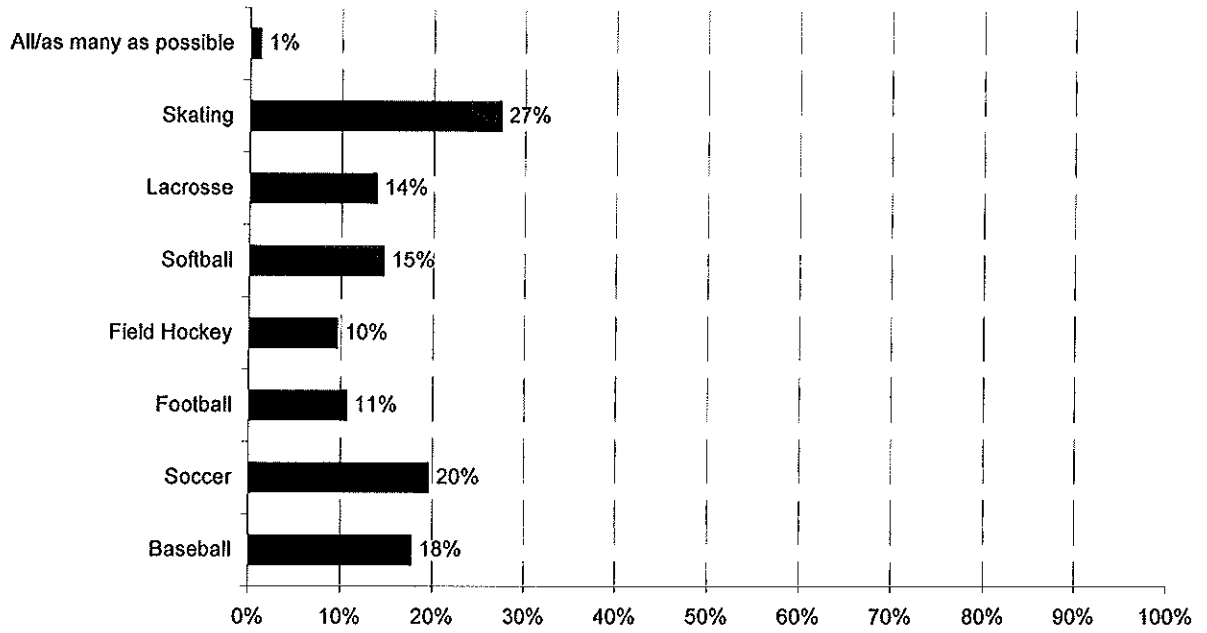
**Q6: Over past year, have you or any of your family participated in and /or utilized the Town's Parks and recreation Department?**



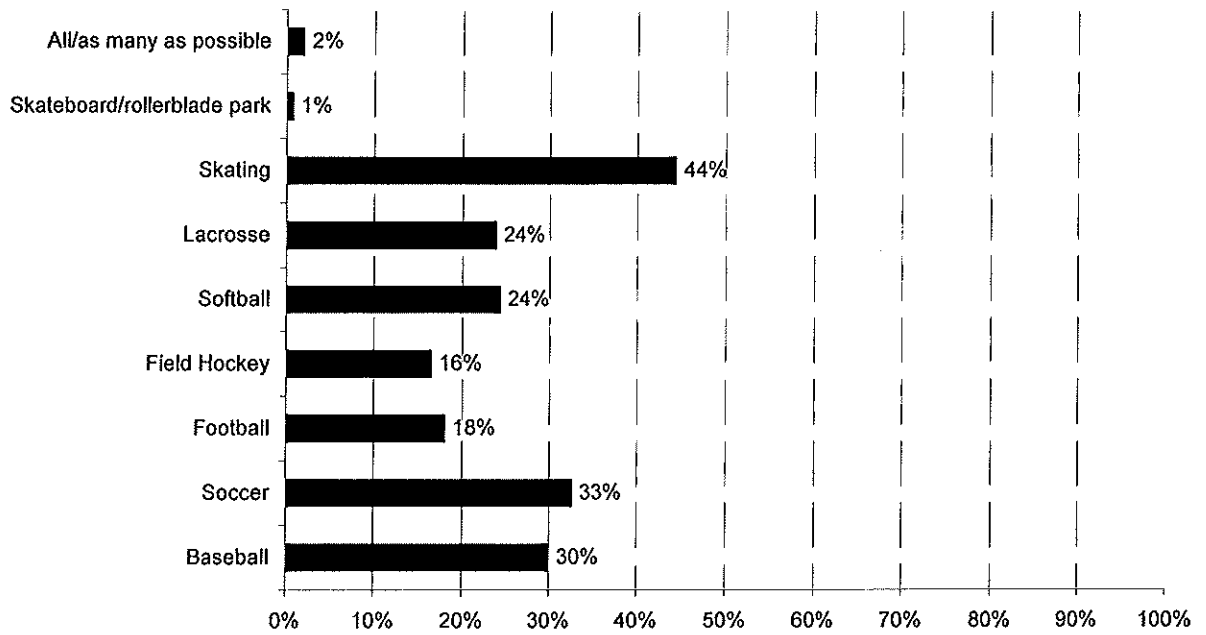
**Q7: Is there a need for additional outdoor fields/parks?**



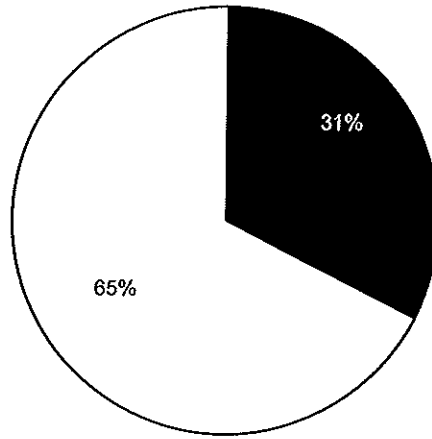
**Q8: What sports should additional fields/parks serve?  
(ALL RESPONDENTS)**



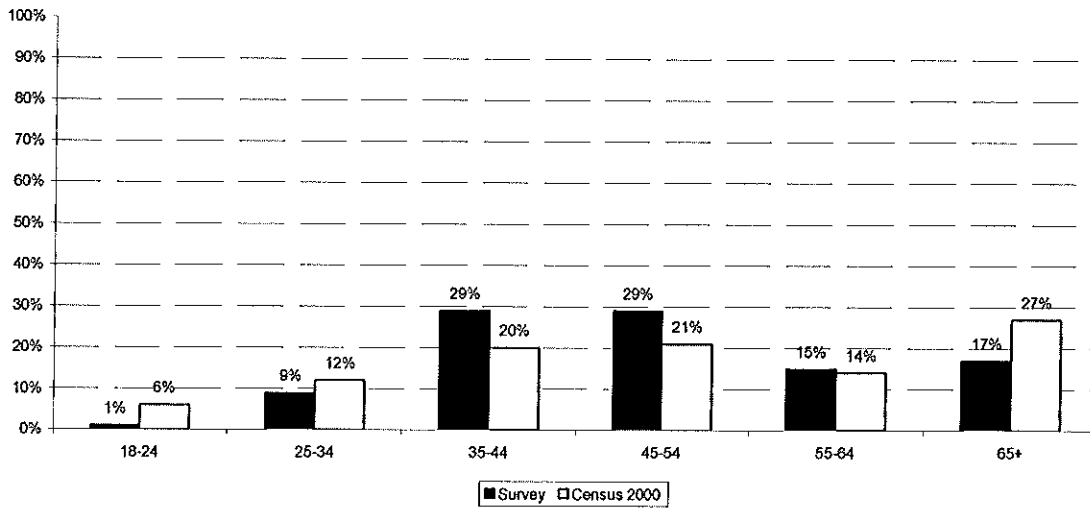
**Q8: What sports should additional fields/parks serve?  
(JUST THOSE WHO INDICATED THE NEED FOR ADDITIONAL FIELDS/PARKS)**



q9: SEX



Q10: Age  
(and comparative data from Census 2000)



**Q11: How many years have you lived in town?**

