

Appendix A

Summary of the Kennebunkport Community Survey

A. Introduction

The Kennebunkport Comprehensive Planning Committee mailed approximately 3,000 community surveys to all of the town's taxpayers. Nearly 31% (or 922 surveys) were returned. The returned surveys were tabulated by the Southern Maine Regional Planning Commission. Planning Decisions, Inc. analyzed the results and prepared this summary.

These results should be interpreted with two cautions. First, despite the relatively high response rate for a mailed survey, recognize that the results are not statistically significant and therefore cannot be generalized to all Kennebunkport residents or property owners. The results provide us with a good feel for the opinions of the community but must be used carefully. Second, responses reflect the respondent's understanding of the issues when the survey was presented; this understanding can change over time.

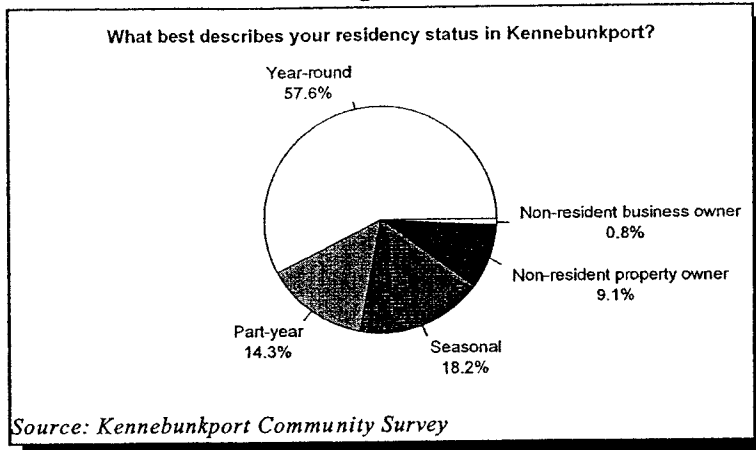
The respondents paint Kennebunkport as an older, wealthy, seasonal community that is attractive to both long-term residents and newcomers alike. Respondents felt that the town's aesthetics and character were very important, as were low tax rates and crime levels. Concern over traffic, the rate of development, and the ability of the town to pay for capital improvements were evident.

In general, regardless of the respondent's type of residency in Kennebunkport, there was broad agreement on most of the issues. The issues with evidence of disagreement (issues with large numbers of responders that either 'strongly agree' or 'strongly disagree') included; providing quality education, feelings about restricting development; fee arrangements to pay for municipal services and facilities; and promoting diversity and affordability.

B. Profile of Respondents

Respondents were widely distributed by type of residency in Kennebunkport. More than 57% classified themselves as year-round residents while 14% were part-year residents and 19% were seasonal (Figure A). Ten percent of the respondents were non-residents, most of whom were non-resident property owners. This wide distribution suggests there are large population fluctuations from the winter to the summer.

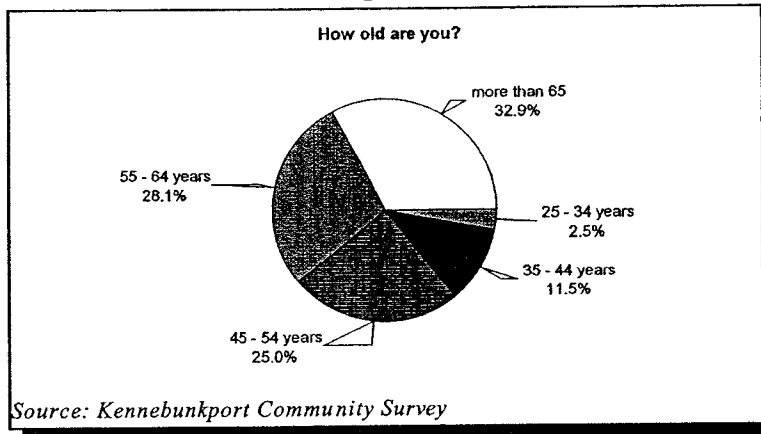
Figure A



Length of living in Kennebunkport was widely distributed. Nearly 40% of the respondents have lived in Kennebunkport for more than 20 years, and another 20% have been residents for between 11 and 20 years. Eighteen percent of the respondents were new to Kennebunkport within the last five years. These large groups of 'newcomers' and 'old-timers' points to Kennebunkport's ability to attract newcomers and retain its long-term residents.

Respondents tended to be older with about one-third over 65 and another 30% in the 55-64 year old group (Figure B). The older respondents were most likely to be part-year residents. Only 14% of respondents were under 45 years of age and there were no respondents below 25 years old.

Figure B



Nearly all of the respondents were taxpayers in Kennebunkport (99%), but only two-thirds were registered to vote in town. Year-round respondents registered in Kennebunkport while seasonal

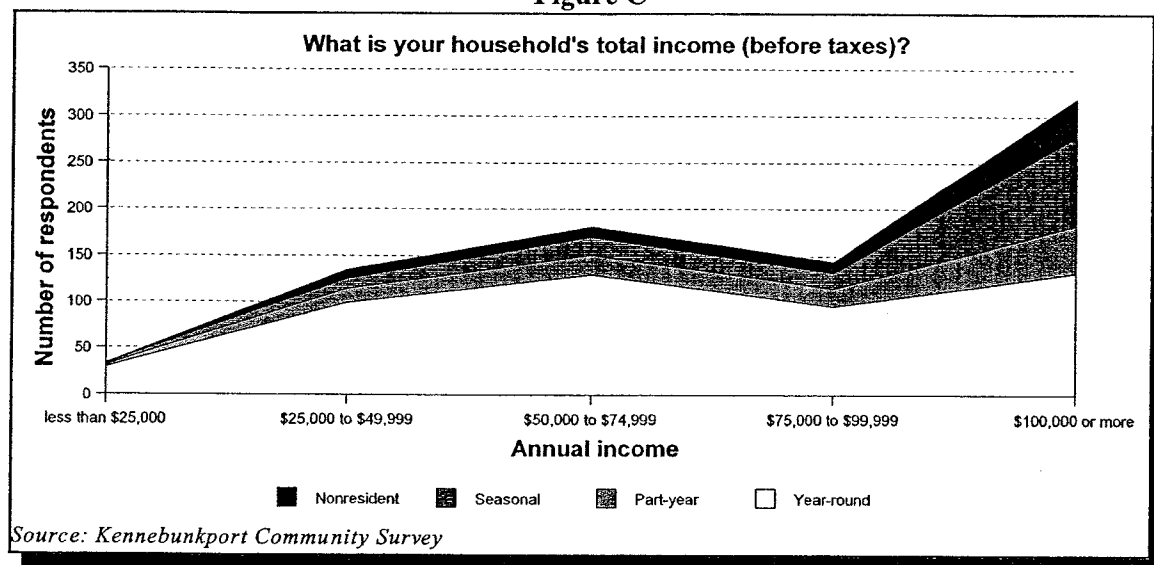
respondents and nonresident respondents registered elsewhere.

Retirees accounted for one-third of all respondents. Nearly one-half of Kennebunkport's part-year respondents were retired. Fewer than one-quarter of seasonal-resident and nonresident respondents were retired.

Employed year-round residents were most likely to work in Kennebunkport or north in the Biddeford/Saco and Portland Metro labor markets.

Income levels were high. Nearly 40% of the respondents had household incomes above \$100,000 and only 20% had incomes below \$50,000 (Figure C). In general, year-round respondents earned less— nearly half of the year-round residents earned between \$50,000 and \$100,000, while one-quarter earned less and one-quarter earned more (year-round respondents' incomes were influenced by the large retirement population which typically have large assets but lower incomes). Two-thirds of the seasonal respondents and more than one-half of the nonresidents earned more than \$100,000.

Figure C

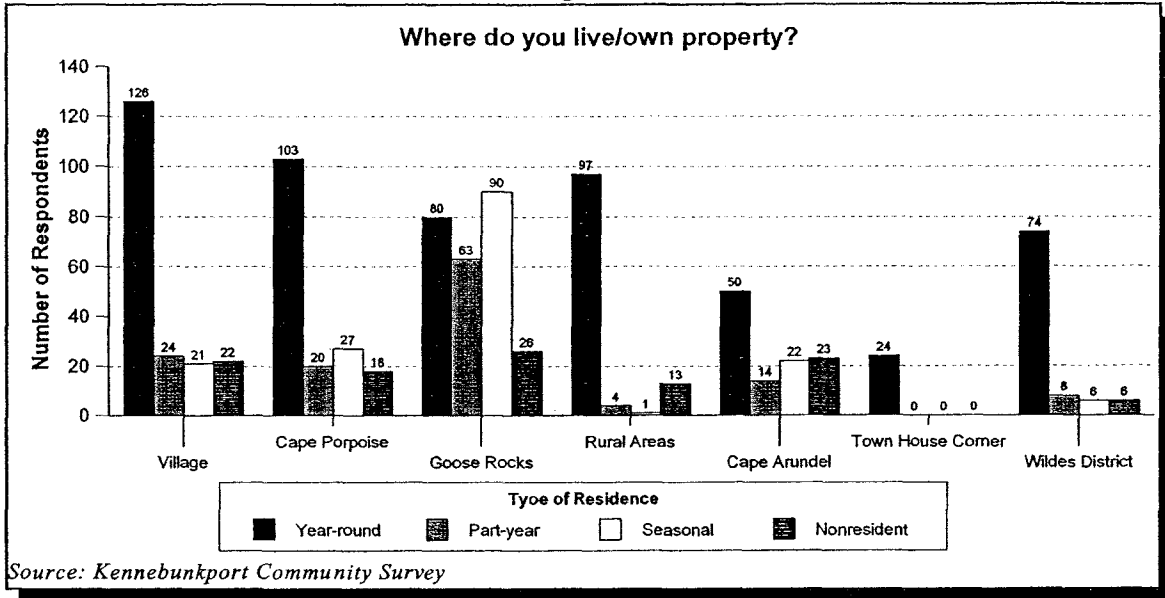


More than 95% of the respondents owned a home, condo, or other residential unit in Kennebunkport. Interestingly, part-year and seasonal respondents were more likely to own a residential unit than year-round residents. One-quarter of the respondents owned vacant land, and nine percent owned a commercial property in Kennebunkport.

Respondents were geographically distributed throughout Kennebunkport. Year-round respondents lived throughout Kennebunkport (Figure D). Goose Rocks, the Village, and Cape Porpoise

accounted for most of the respondents (28%, 21%, and 18% respectively). Town House Corner had the fewest respondents (24 total), all of which were year-round respondents. Year-round respondents outnumbered other types of respondents in every geography except Goose Rocks.

Figure D



C. Agreement with Position Statements

Respondents were asked to indicate how important (1 = not important, 5 = very important) some of Kennebunkport's characteristics were to them. The following statements have been ranked in their level of importance (from most important to least important) based upon the mean or average response.

Table A

Please rate the level of importance of ...	Mean Response	Year-round Residents	Part-year Residents	Seasonal Residents	Non-residents
... the attractiveness of the town.	4.4	4.3	4.5	4.6	4.6
... a low crime rate.	4.4	4.4	4.6	4.3	4.2
... access to the coast and recreational/cultural opportunities.	4.3	4.2	4.5	4.5	4.3
... character of housing and villages.	4.3	4.2	4.4	4.4	4.4
... a sense of community in town.	3.9	3.9	3.9	3.8	3.6
... a low tax rate.	3.7	3.7	3.9	3.7	3.6
... family.	3.3	3.3	3.1	3.3	3.1
... quality of the school system.	2.9	3.2	2.6	2.3	2.7
... proximity to employment.	2.4	2.8	1.9	1.6	2.5

There was broad consensus that the attractiveness of the town and the character of the houses and villages were important. The responses to these varied little between resident groups, although the year-round residents were more likely to rate these a lower than the other resident groups. Similarly, a low crime rate and access to the coast and recreational/cultural amenities ranked highly.

Respondents indicated that a sense of community and a low tax rate were important. Both of these had strong levels of support and very few 'not important' responses.

The importance of family was considered to be moderately important.

Quality schools and proximity to employment had the lowest mean scores from all respondents. On closer inspection, year-round respondents considered these to be more important than did the other resident groups. Within the year-round community, there was significant disagreement over the importance of schools—122 respondents felt that quality schools were 'very important' while 148 felt that they were 'not important'.

D. Other Responses

Respondents were asked their feelings about the environment, housing, development, and other issues.

Environment Respondents felt that some important open spaces and natural areas have been lost to development, but that the town is doing a good job protecting these resources. More than half of the respondents agree that important open space and natural areas have been lost to development—nearly 60% of the year-round residents agreed with this statement— and nearly half agree that the town has done a good job protecting environmentally significant areas (versus 19% that disagree).

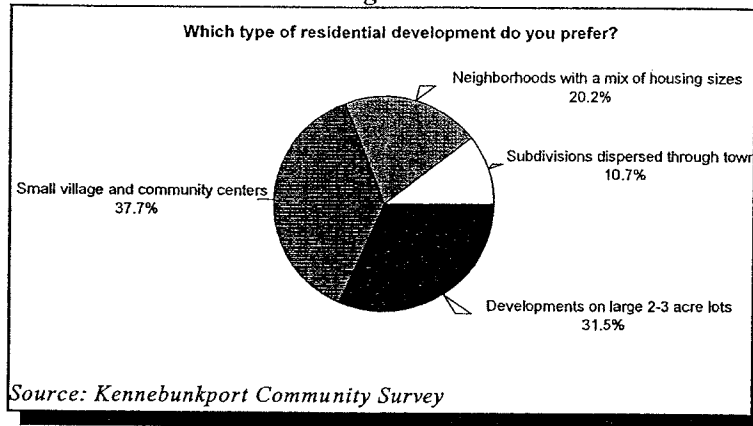
Respondents widely supported (88% agree) having the town create a partnership with the Kennebunkport Conservation Trust to ensure important open spaces and natural areas remain undeveloped. In addition, nearly three-quarters of the respondents support a town-sponsored land acquisition program to purchase important environmental areas.

Housing Nearly two-thirds of respondents agreed that there is a lack of affordable housing in Kennebunkport. Year-round respondents were more likely to agree to this than were those from out of town. There was mixed support for allowing more flexible development standards to enhance the diversity and affordability of housing. Forty percent of the respondents felt the town should allow the flexibility, while 40% felt that the town shouldn't be flexible. This response rate did not vary depending on the respondent's residence. While 45% of the respondents felt that the town should encourage a broad mix and diversity of housing types, nearly one-third of the respondents felt that this was not the proper role for the town.

Development One-half of the respondents felt that the current rate of development was too high, although another 25% felt that current development was not high. Year-round residents were slightly more likely to reply that current growth rates were too high. Six in ten respondents felt that the traditional character of the town was being threatened by new development, and year-round residents were more likely to feel threatened by the current rate of development.

Six in ten respondents said that they prefer a development pattern with higher density housing near the village center and lower density housing in rural areas (Figure E). Respondents were widely split on their preference for future residential development. Small villages with community centers were preferred by nearly 40% of the total respondents, and by more than 50% of the seasonal residents and non-residents. Developments on large 2-3 acres lots were preferred by nearly one-third of the total respondents. However, only 709 respondents answered this question, suggesting that a large number of respondents were uncertain with this question.

Figure E



Nearly 80% of the respondents preferred a hypothetical 30 lot, 90 acre subdivision to have at least 30 acres retained as open space. The strength of this response increased when asked of year-round residents.

Nearly two-thirds of the respondents agreed that the town should limit the number of annual residential building permits, although there was strong disagreement with this issue. The same ratio of agree/disagree held for all of the residence groups.

Other strategies with strong support to manage growth included: requiring new residential developments to cluster where appropriate (78% agree) and concentrating growth in areas with public water and sewer adjacent to village centers (57% agree, although there is a sizeable number of no opinions). In both cases there was strong local support.

Other Issues Nearly 70% of the respondents were concerned about the town's ability to pay for capital improvements (schools, sewers, roads, etc) in the next 5 to 10 years. More than three-quarters of the respondents agreed that impact fees (requiring new developments to help pay for needed public infrastructure such as roads, public recreation/open space, parking, etc) were an appropriate tool to levy on new developments. Seasonal and non-residents were more likely to support this idea than year-round residents. User fees (such as building permits, beach stickers, parking fees, etc) weren't as popular, especially among year-round residents.

Increased traffic was seen as an important issue. More than half of the respondents 'strongly agreed' that increased traffic was one of the most important issues facing the town today, and another 18% 'agreed' with this statement. Year-round residents were slightly less likely to rate the increase in traffic as a major issue. Nearly 80% of the respondents agreed that the town should work to find regional transportation solutions to alleviate high traffic during the summer months.

Respondents strongly supported creating a system of bikeways, trails, and pedestrian paths. The

improvement and construction of new sidewalks and increasing public access to the water for small watercraft were not as widely supported, but there was still support for these activities.

Residents were strongly in favor of maintaining a K - 6 school in Kennebunkport, but they were less decisive on whether the school should be located near other community services.

There was near unanimous agreement that the town should continue to support the fishing and lobstering industries within the town. In addition, respondents felt strongly that the preservation of the town's historical character was important

Respondent's were not as supportive of working to diversify the tax base towards industrial and commercial development. There was moderate support for encouraging more home businesses and for establishing a district that encourages the development of essential services (small hardware stores, grocery stores, professional offices, etc).

Kennebunkport Community Survey

Townwide Survey Results

Note: Data shown below includes all taxpayer's responses to questionnaires. More detailed information breaks this group into a number of categories (e.g. voter, non-resident, etc.) and is available at Town Hall.

Question	Not at all	Not	Somewhat	Important	Very	Total	Mean
	Important	Important	Important	Important	Important	Response	Response*
Q1a. Please rate the level of importance of the attractiveness of the town.	17	17	85	247	524	880	4.40
Q1b. Please rate the level of importance of a low crime rate.	16	22	110	204	527	879	4.37
Q1c. Please rate the level of importance of character of housing and villages.	27	18	118	248	465	876	4.26
Q1d. Please rate the level of importance of proximity to employment.	341	119	202	84	103	849	2.40
Q1e. Please rate the level of importance of access to the coast and recreational/cultural opportunities.	27	20	116	220	502	885	4.30
Q1f. Please rate the level of importance of family.	217	71	141	127	299	855	3.26
Q1g. Please rate the level of importance of the quality of the school system.	270	95	135	143	208	851	2.91
Q1h. Please rate the level of importance of a low tax rate.	56	49	240	196	295	836	3.75
Q1i. Please rate the level of importance of a sense of community in town.	56	33	209	232	317	847	3.85

* Rating System: (1) not at all important, (2) not important, (3) somewhat important, (4) important, (5) very important

Question	Strongly	Disagree	Neutral	Agree	Strongly	Total	Mean
	Disagree	Disagree	Neutral	Agree	Agree	Response	Response*
Q2. Important open space and natural areas have been lost to development.	88	92	204	193	284	861	3.57
Q3. There is a lack of affordable housing.	52	76	164	160	303	755	3.78
Q4. The traditional character of the town and the villages are being threatened by new development.	88	115	157	184	347	891	3.66
Q5. The current rate of residential growth is too high.	92	110	221	164	286	873	3.51
Q6. The town's ability to pay for needed capital improvements in the next 5-10 years (such as roads, sewers, schools) is an issue of concern.	42	56	178	205	375	866	3.95
Q7. Increased traffic is one of the most important issues facing the town today.	75	67	134	167	467	910	3.97
Q9. The town should concentrate growth in areas with public water and sewer that are adjacent to the village centers.	91	90	161	226	229	797	3.52
Q10. The preferable land use pattern is higher density development near and adjacent to villages and lower density development in rural areas.	90	84	147	239	235	795	3.56
Q12. The town should consider limiting the # of annual residential building permits.	147	75	130	161	378	891	3.62

Townwide Survey Results

Question	Not at all Important	Not Important	Somewhat Important	Important	Very Important	Total Response	Mean Response*
Q14. The municipality should institute a system of impact fees on new development to help pay for needed public infrastructure (roads, recreation/open space, parking, etc)	68	33	99	176	513	889	4.16
Q15. The municipality should expand the use of user fees (building permits, beach stickers, parking fees) to cover the cost of additional services and facilities.	149	101	146	190	299	885	3.44
Q16. The town should encourage a broad mix and diversity of housing types, including multi-family and affordable housing.	179	110	169	158	237	853	3.19
Q17. The town should allow more flexible development standards to enhance diversity and affordability.	208	133	163	151	202	855	3.01
Q18. The town should work with the Kennebunkport Conservation Trust to ensure that important open spaces and environmentally important areas remain undeveloped.	33	17	60	88	711	909	4.57
Q19. The town should play a more active role in guiding development away from sensitive environmental areas and preventing sprawl by purchasing property in the rural parts of town.	99	68	105	145	473	890	3.93
Q20. I would be willing to support a town land acquisition program using town tax dollars (such as an annual set aside of 3% or approximately \$300,000) to purchase areas of critical environmental importance as well as public access to water bodies and other natural features.	116	52	94	160	464	886	3.91
Q21. The municipality is doing an adequate job of protecting its wetlands, waterways and other areas of environmental significance.	70	82	257	217	154	780	3.39
Q22a. The town should develop a system of bikeways, trails and pedestrian paths.	86	49	120	177	454	886	3.98
Q22b. The town should improve and construct new sidewalks.	100	90	190	170	312	862	3.58
Q22c. The town should provide for public access to the water for small recreational water craft.	170	109	165	155	257	856	3.26
Q23. The town should work more actively to encourage small home based businesses and home occupations in the town.	85	78	224	211	215	813	3.48
Q24. The town should seek to diversify the tax base by encouraging more commercial and industrial growth.	287	174	191	115	121	888	2.56
Q25. The town should work to explore regional transportation alternatives during high traffic months (such as coordinated trolley systems similar to Ogunquit and Wells).	53	47	103	278	412	893	4.06
Q26. The town should continue to support and preserve the fishing and lobstering industries within the town.	6	6	35	126	745	918	4.74
Q27. A zone should be established which encourages the development of essential services such as small hardware stores, grocery stores, and professional offices.	100	82	153	210	324	869	3.66
Q28. It is important to support town efforts to preserve our community's historical character.	21	11	62	139	678	911	4.58
Q29. It is important to maintain and preserve a K-6 school in Kennebunkport.	30	23	103	133	508	797	4.34
Q30. A K-6 school should be within walking distance of the library and other cultural features.	77	68	191	137	309	772	3.70

* Rating System: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree

Townwide Survey Results

Q13.	The town should require that new residential developments be clustered where appropriate (as described in Q-11, options 2 and 3 above) so a part of the site remains open space.	Strongly Disagree	Disagree	So-so	Agree	Strongly Agree	No Response	Total Response	Mean Response
		57	42	92	232	451	34	874	4.12
Q11.	Assume that a developer has purchased a 90+ acre parcel of land in an undeveloped portion of Kennebunkport where there is a 3 acre minimum lot size requirement. The developer plans to build single-family houses on the site. Which of the following development patterns would you prefer to see?	30 homes each with a 3 acre lot	30 homes on 60 acres w/ the remaining 30 acres preserved as open space	30 homes on 30 acres with the remaining 60 acres preserved as open space	Uncertain	123	304	389	65
Q8.	Please check the one description that best describes your preference for future residential development in Kennebunkport.	Subdivisions dispersed throughout town	Neighborhoods with a mix of housing sizes	Small village and community centers with a mix of housing and commercial businesses	Developments on large 2-3 acre lots spread throughout town	76	143	267	223