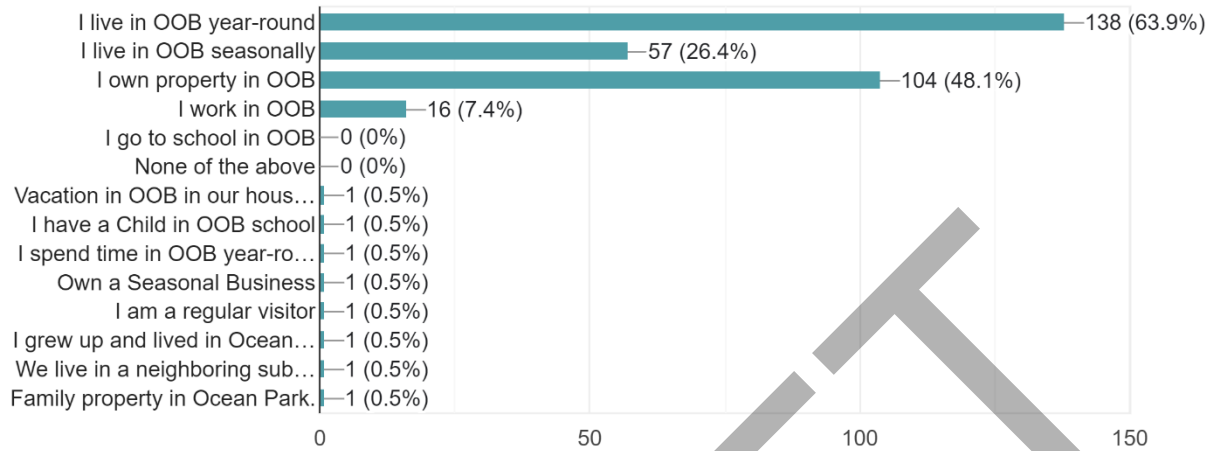


2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

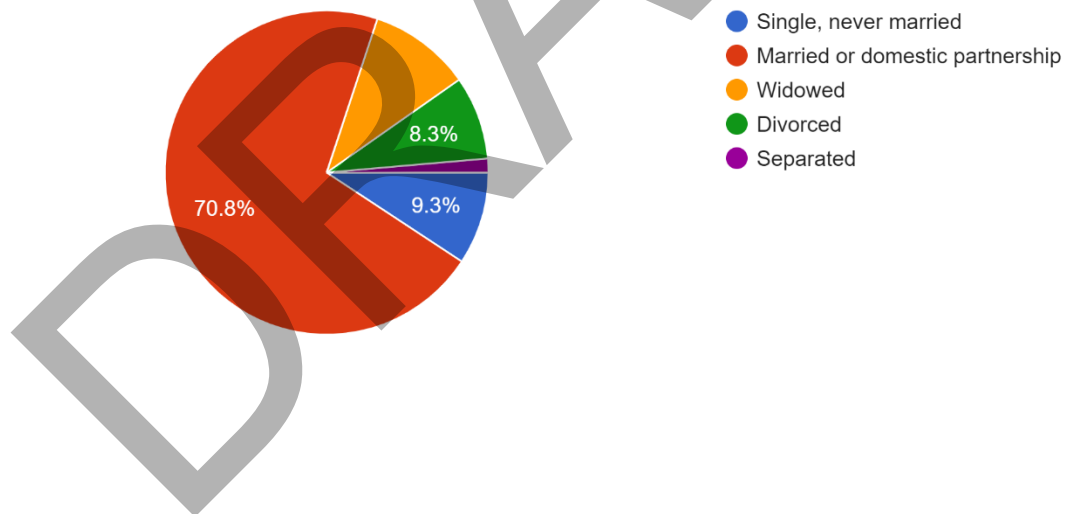
What describes your relationship to the Town of Old Orchard Beach (OOB)? (check all that apply)

216 responses



What is your marital status?

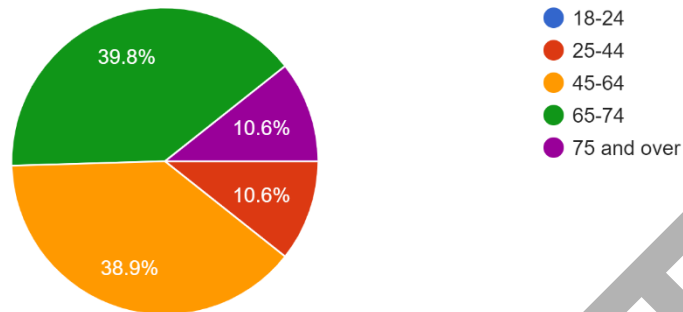
216 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

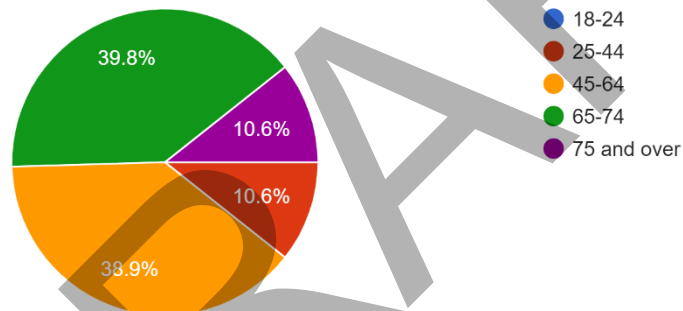
Please identify your age group below:

216 responses



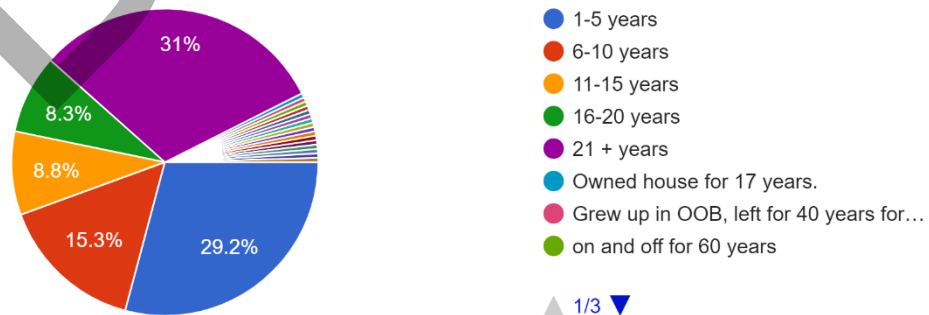
Please identify your age group below:

216 responses



How long have you lived in OOB?

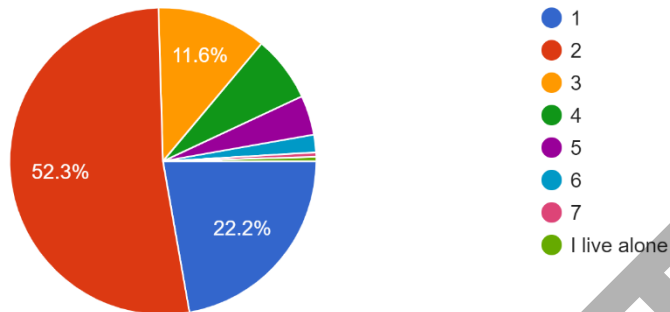
216 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

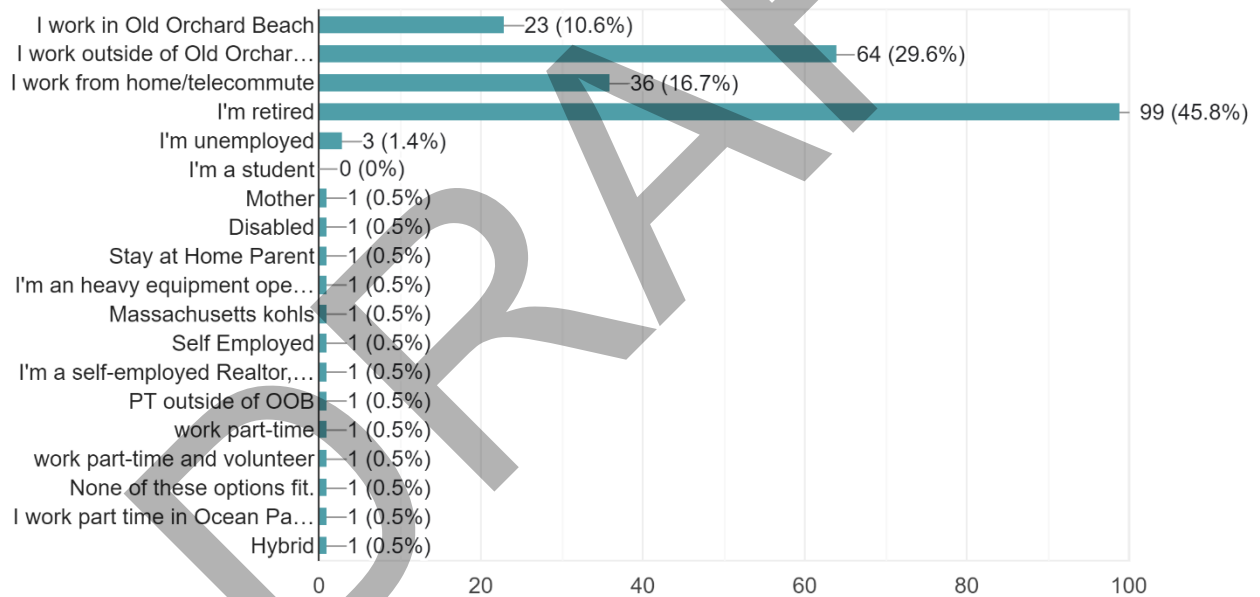
How many people, including yourself, live in your household?

216 responses



Where do you work?

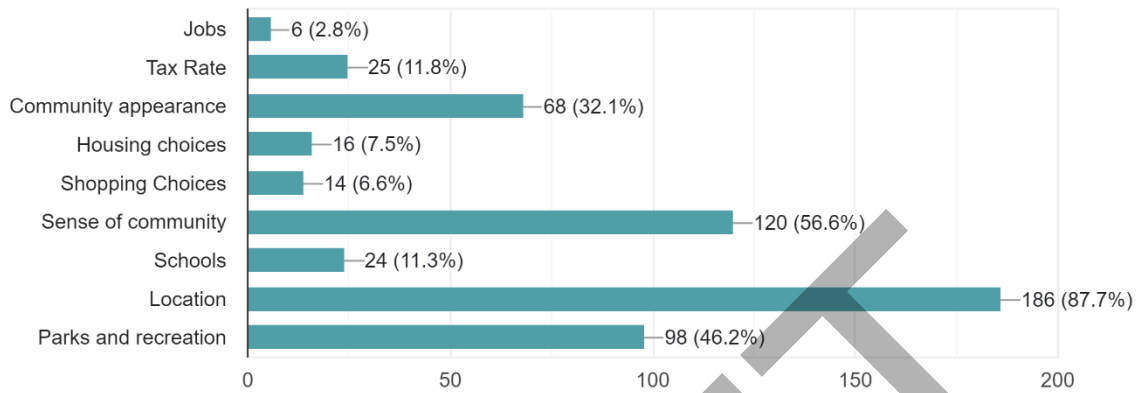
216 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

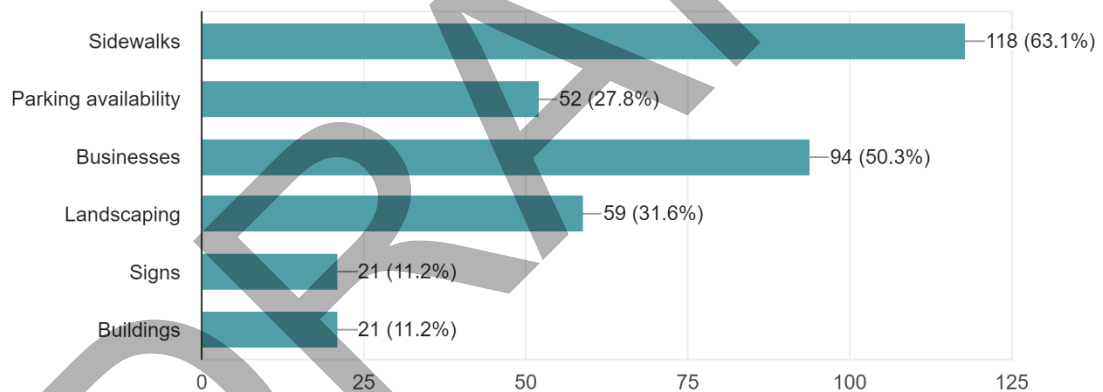
What do you like about Old Orchard Beach (Choose top 3)

212 responses



What do you like MOST about downtown OOB? Check all that apply:

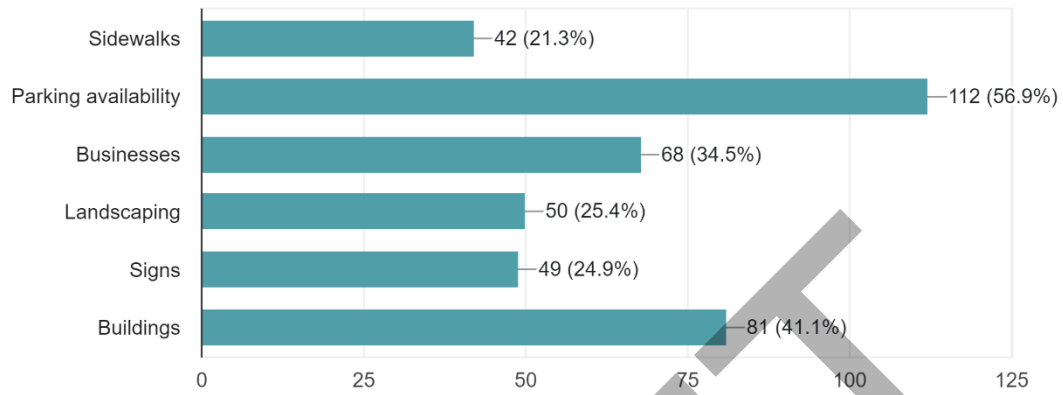
187 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

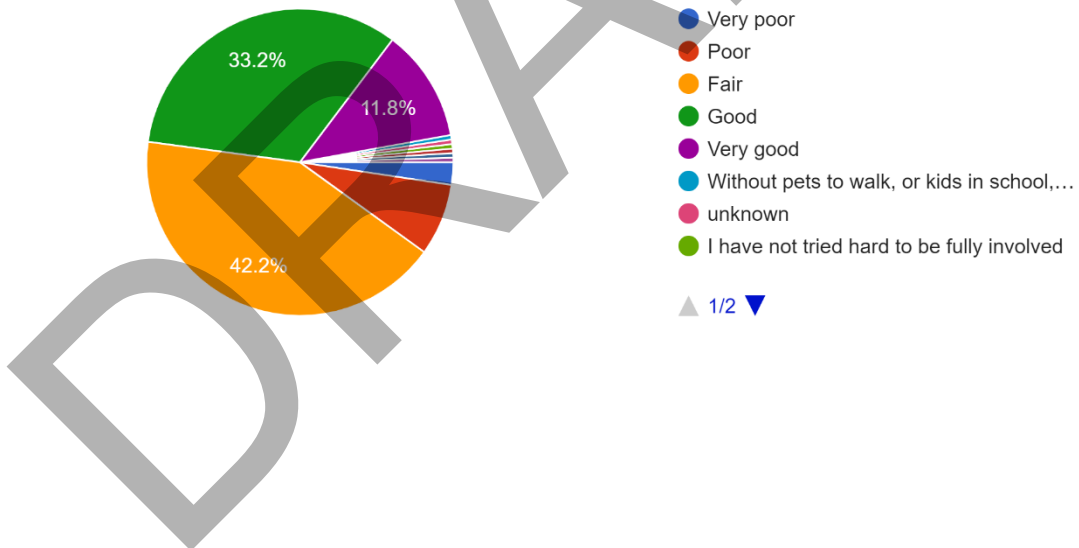
What do you like LEAST about downtown OOB? Check all that apply:

197 responses



Opportunities for social relationships and quality interactions with others in OOB are

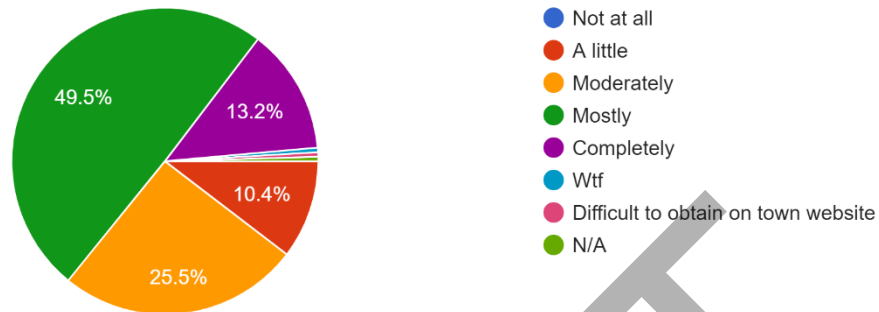
211 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

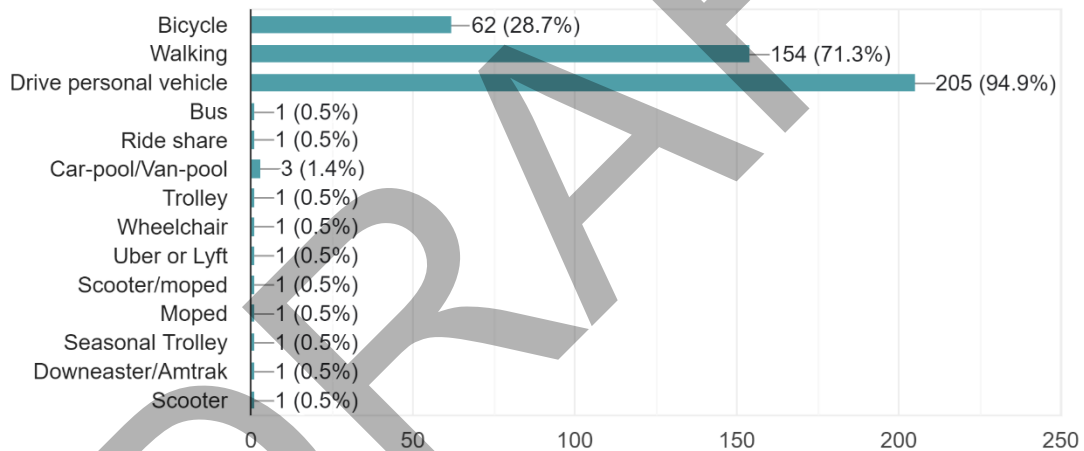
How available to you is the information that you need in your day-to-day life?

212 responses



What are your primary modes of transportation? (mark all those you use on a regular basis)

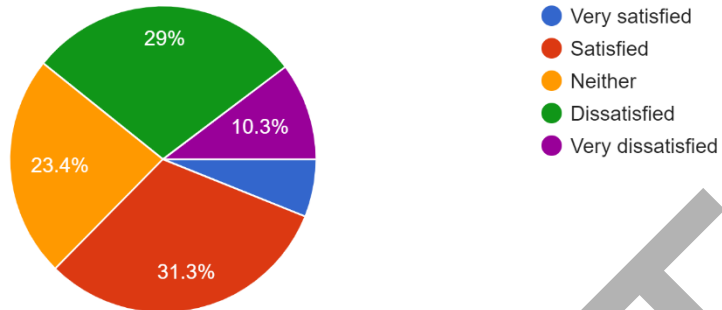
216 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

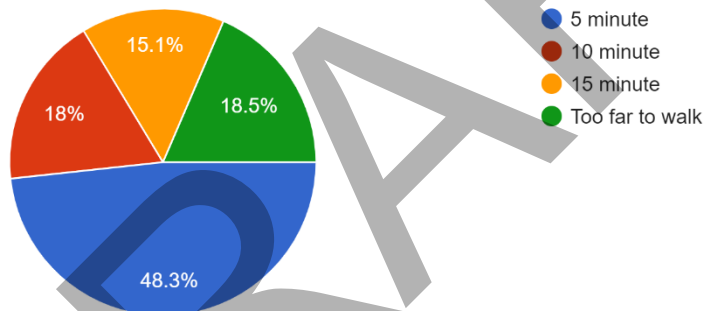
Are you satisfied with the availability of parking in OOB?

214 responses



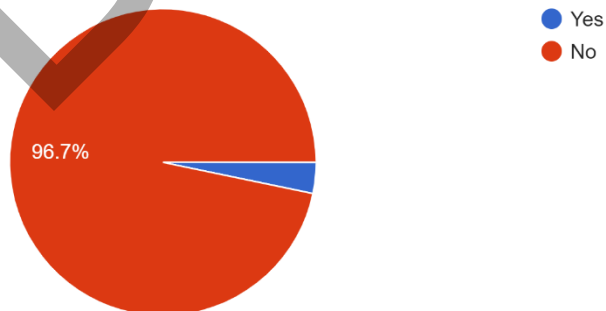
I live within a _____ walk from a bus stop.

205 responses



Do you use the bus [public transportation]?

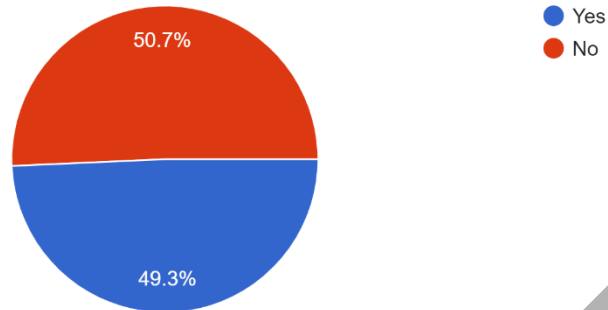
214 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

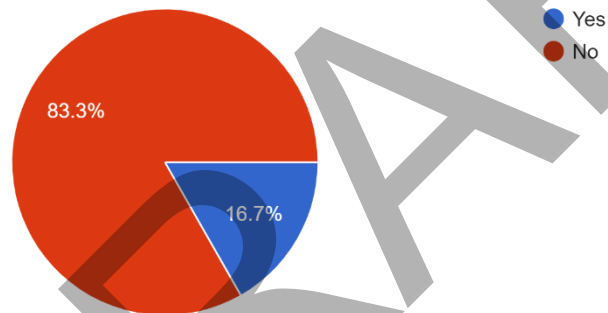
Do you use local Amtrak Downeaster [train]?

215 responses



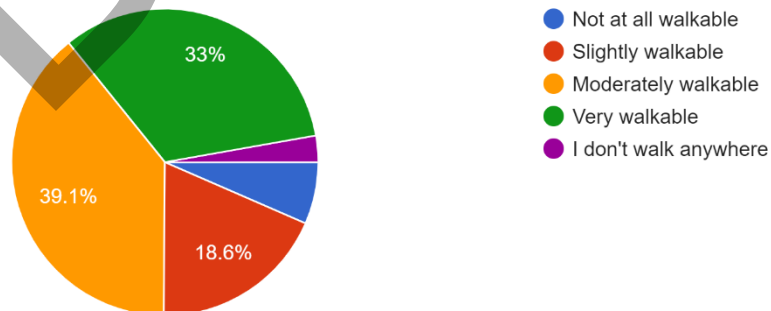
Do you do most of your primary shopping at OOB businesses.

215 responses



I consider OOB to be walkable, meaning amenities are accessible by foot.

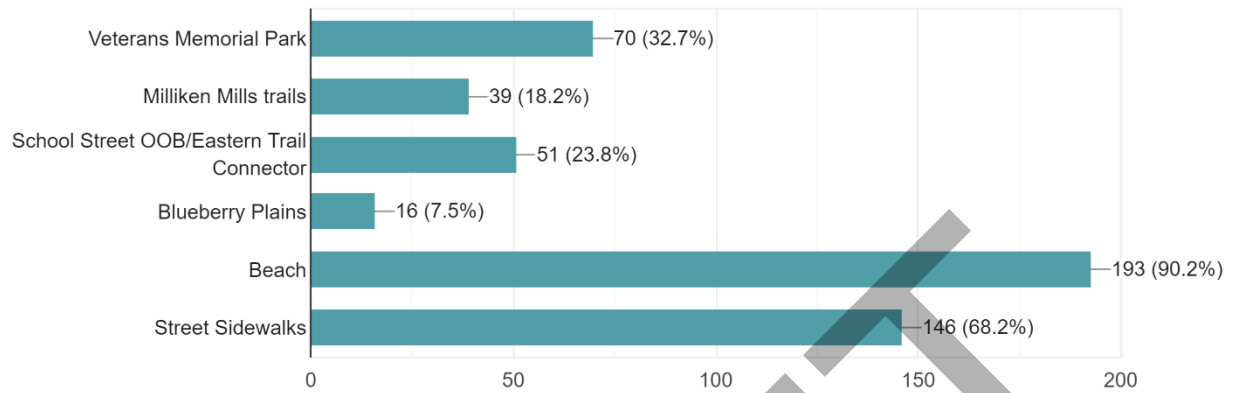
215 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

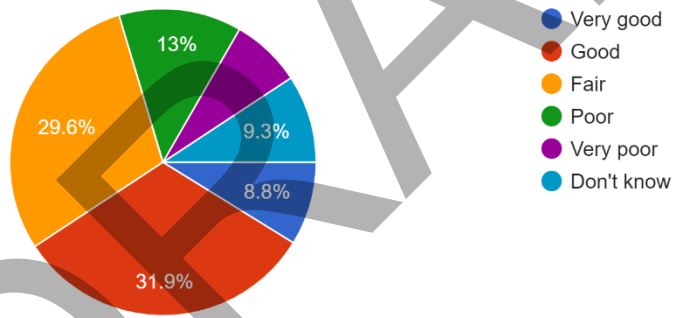
What OOB public lands do you utilize most often?

214 responses



Please rate how well OOB is doing in addressing preservation of public natural areas and open space:

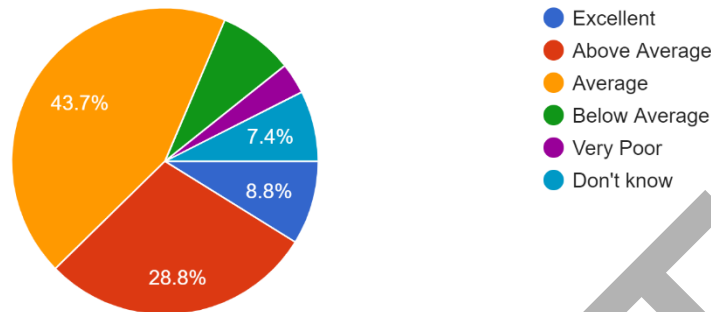
216 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

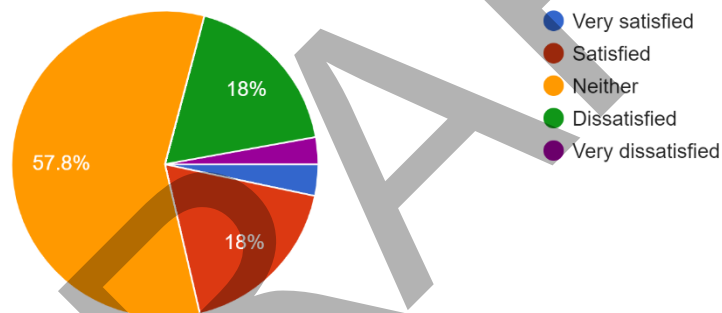
Please provide your opinion of the Town's parks, trails, and open spaces:

215 responses



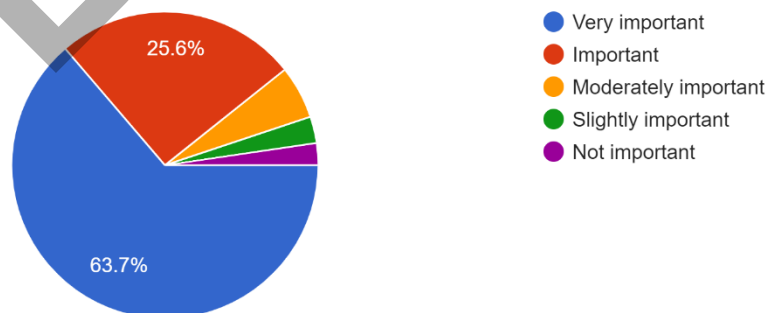
How satisfied are you with the Town's use of the OOB Ball Park?

211 responses



How important is focusing on maintaining a sustainable, natural environment in the long-term planning process?

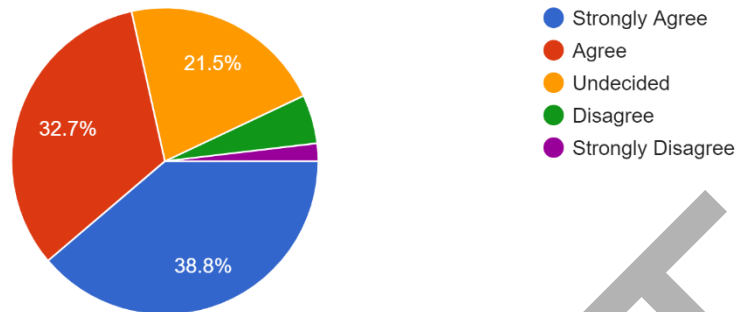
215 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

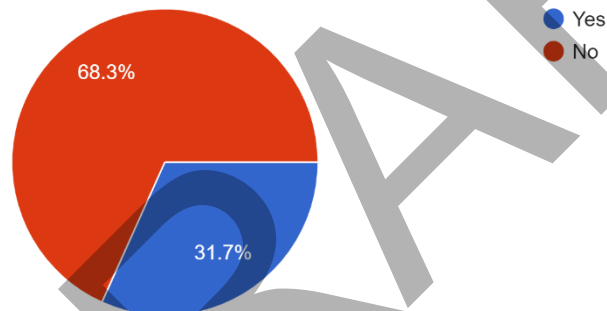
The Town should increase the amount of public lands for additional parks, trails, and open space:

214 responses



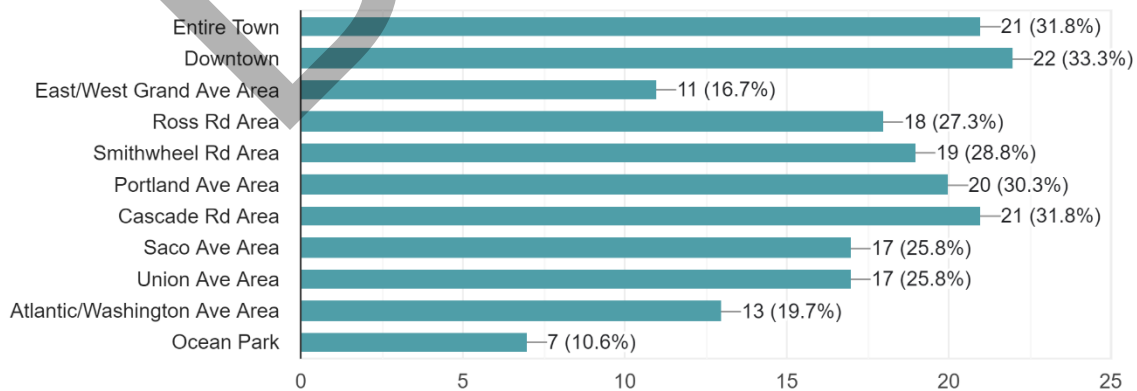
Should town ordinances include standards to encourage higher density residential development?

208 responses



Where would higher density residential development be appropriate?

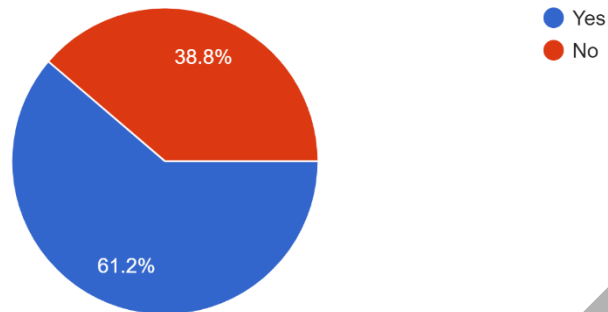
66 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

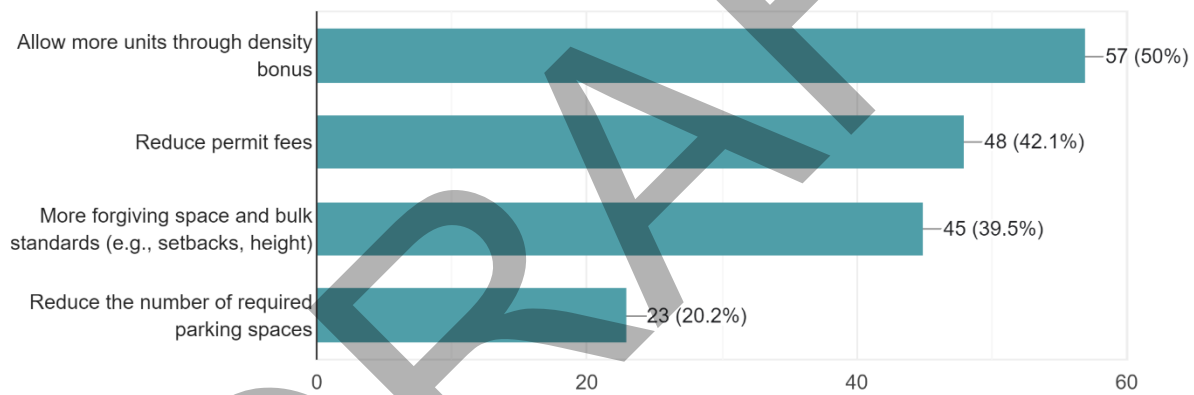
Should the town encourage affordable housing?

209 responses



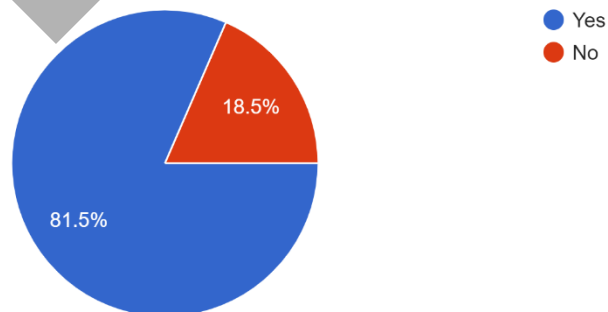
How should the town encourage affordable housing?

114 responses



Should the town adopt standards to regulate aesthetics?

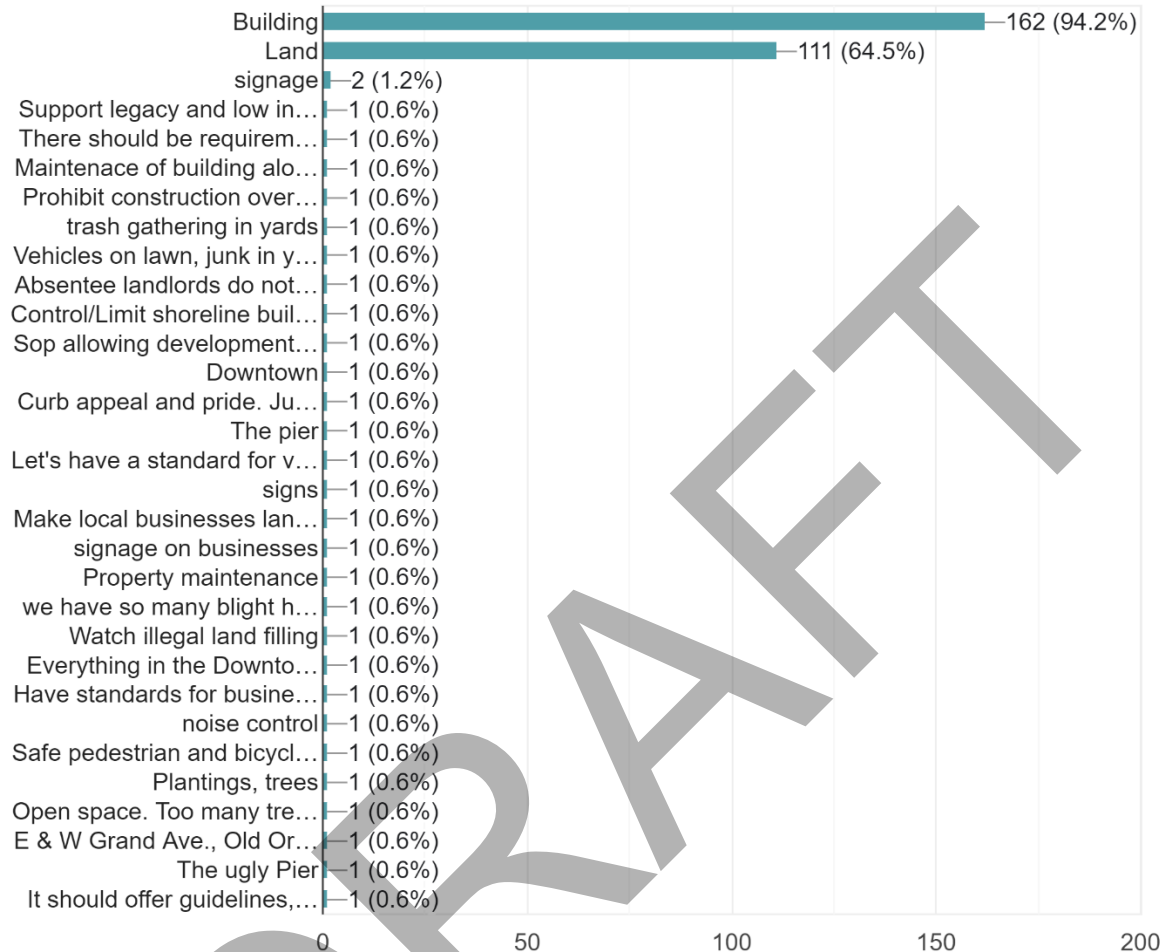
211 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

What aesthetics should the town regulate?

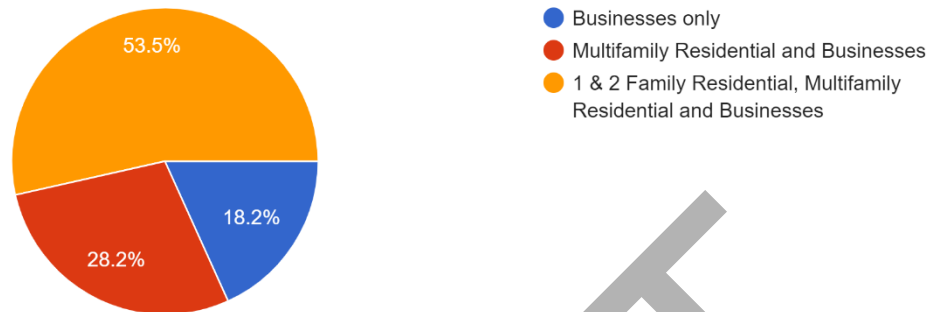
172 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

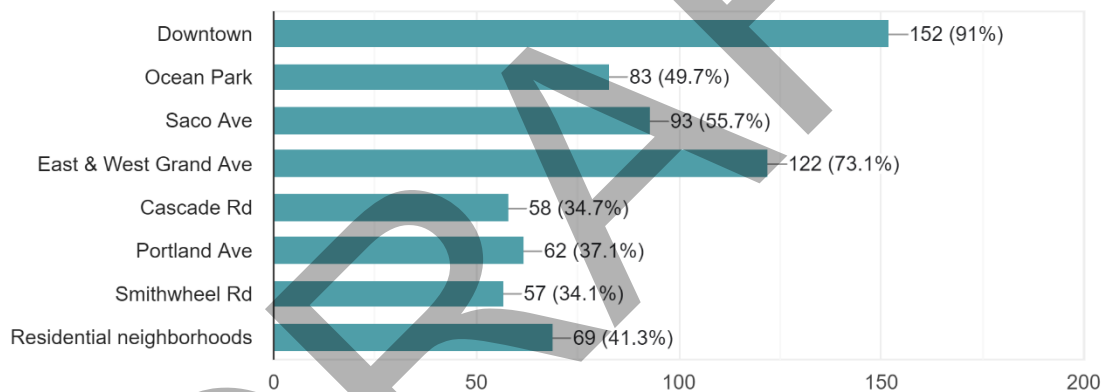
For which of the following should aesthetics be regulated:

170 responses



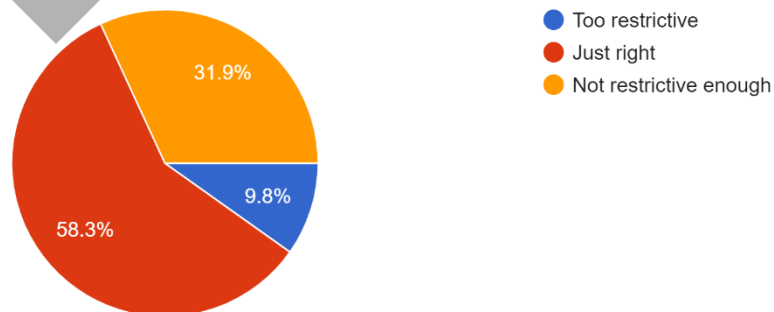
Where should aesthetics be regulated?

167 responses



What are your thoughts on town land use ordinances?

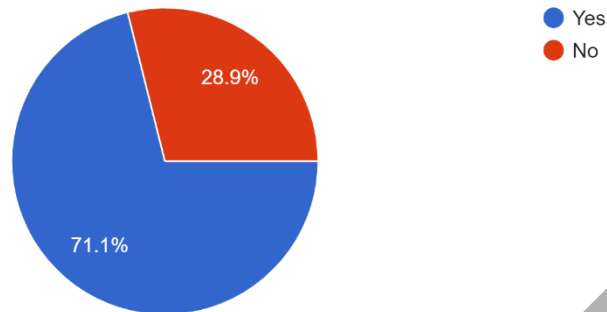
163 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

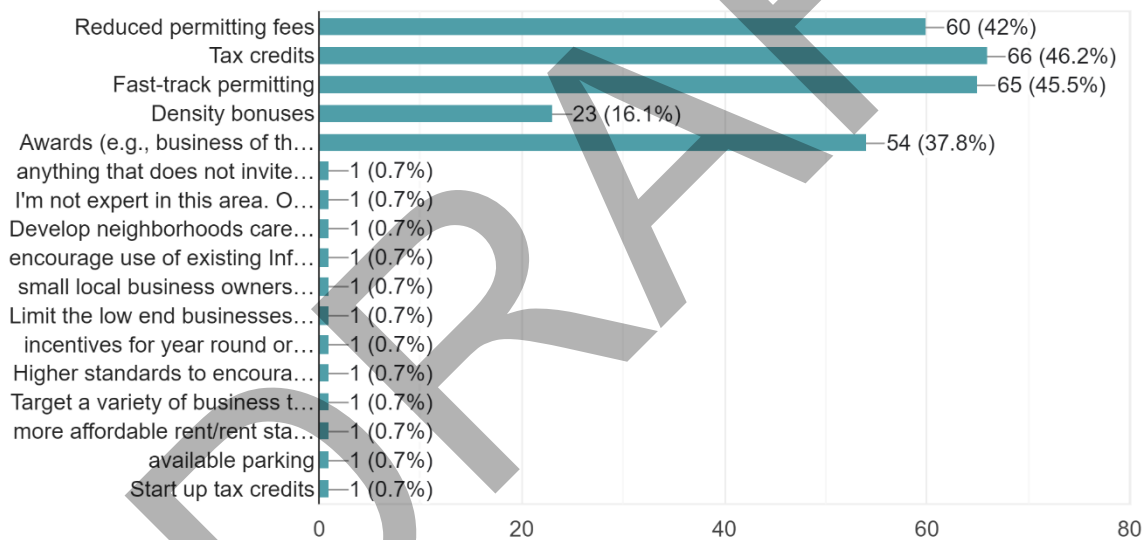
Should the town provide incentives to encourage business growth?

204 responses



Please choose two incentives to encourage business growth.

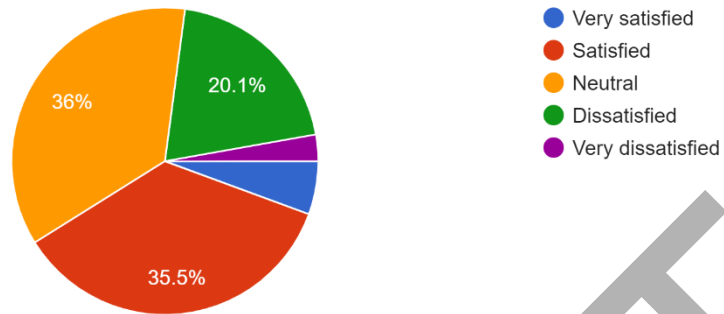
143 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

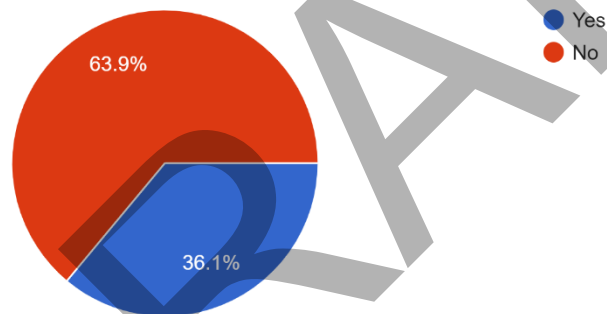
Overall, how satisfied are you with the conditions of public infrastructure in OOB?

214 responses



Do you believe minimal investment in public infrastructure will satisfy the needs of OOB residents, business owners, and visitors during the next 10 years?

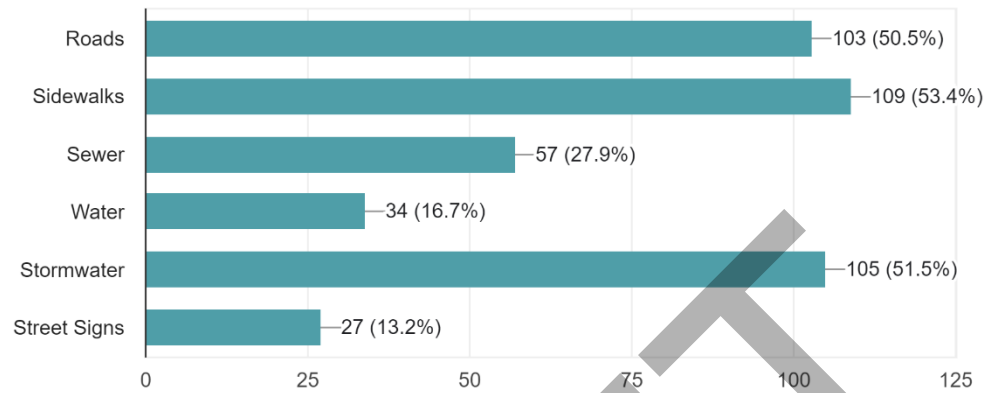
208 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

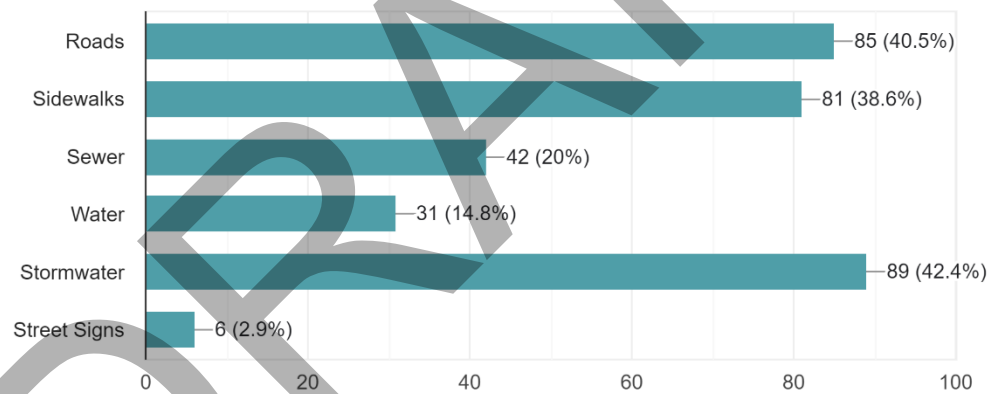
Which public infrastructure do you consider the most neglected in OOB (Choose 2)?

204 responses



Which public infrastructure should secure the most funding during the next 10 years (Choose 1)?

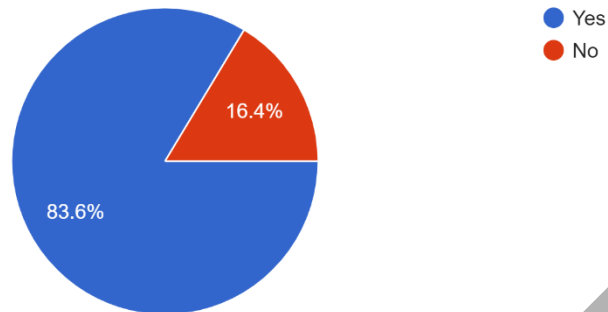
210 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

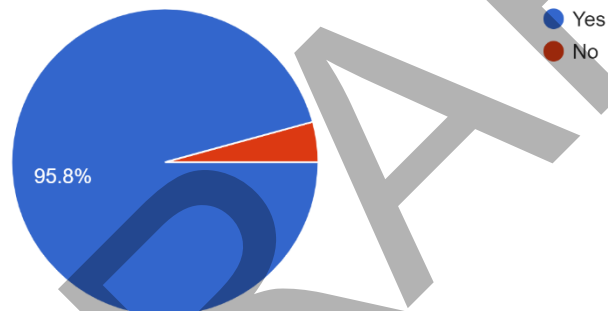
Should the town consider climate change when planning public infrastructure upgrades?

214 responses



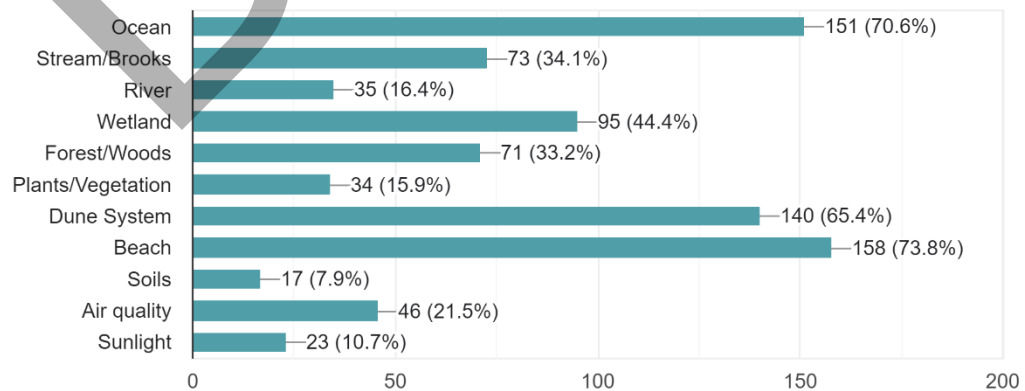
Should the town do more to protect its natural resources?

212 responses



Which natural resources are most critical to you (Choose 3)?

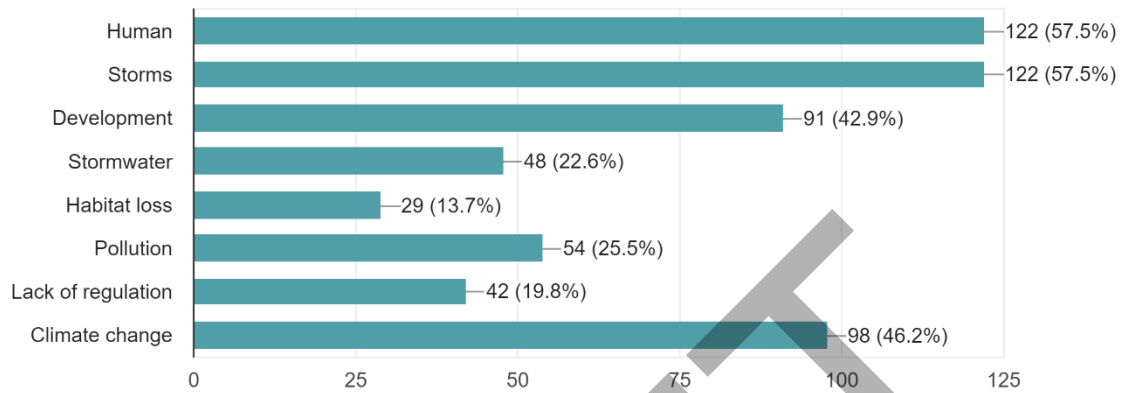
214 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

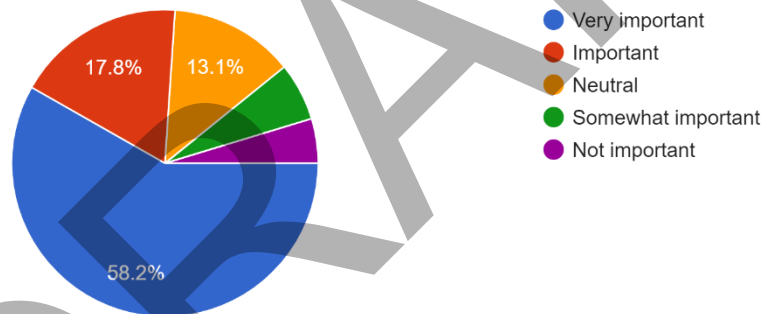
What do you believe is the biggest threat to the natural resources most critical to you (Choose 3)?

212 responses



How important is climate change when planning future development?

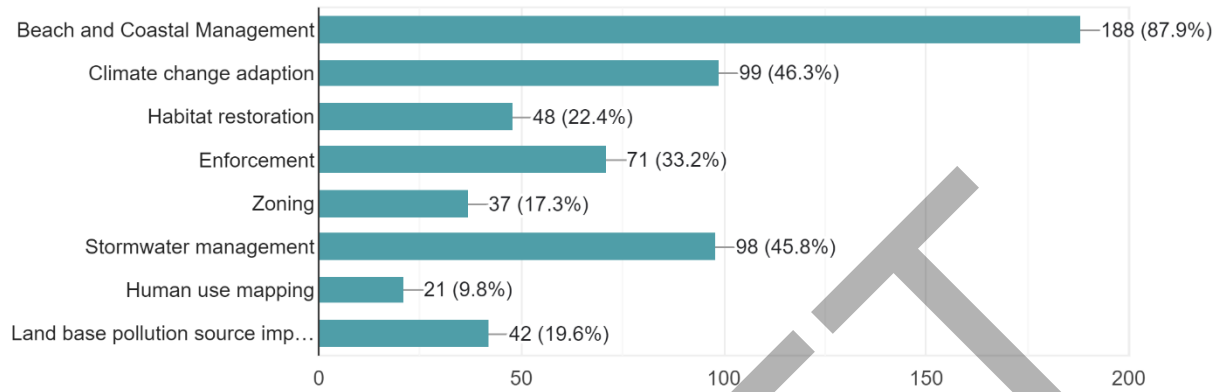
213 responses



2024 PUBLIC SURVEY RESULTS OOB COMPREHENSIVE PLAN

During the next 10 years, how should the town prioritize its efforts to protect natural resources
(Choose 3)?

214 responses



Old Orchard Beach Comprehensive Plan Survey

Deadline for submission is 9/23/2024.

The Comprehensive Plan is the official document that describes and illustrates a vision for the future economic, social and physical characteristics of our Town in the years ahead and outlines policies and guidelines to implement that vision. In its broadest form, it is a road map that can be used by the Town's elected and appointed officials to steer the Town on an agreed-upon course. In its narrow form, it serves as the legal basis for any land use regulations adopted by the Town.

The Comprehensive Plan Committee has put together this survey to gather public comment and to help inform the plan. There will be a public meeting to discuss the survey results in Fall 2024.

Thank you for providing your feedback.

Note:

- This online survey will take approximately 20-30 minutes to complete
- **You can complete the survey over multiple sessions. However, to autosave your work, you need to be logged into your Google account. If you do not have a Google account, you must complete the survey in one session.**
- Paper copies are available by request or they can be picked up at Town Hall in the Planning & Codes, or Town Clerks offices.
- Hard copy paper surveys can be requested and submitted by mail, email, or in person:

Mail: OOB Town Hall, Attn: Mike Foster
1 Portland Ave
Old Orchard Beach, ME 04064

Email: mfoster@oobmaine.com

In Person: 1 Portland Ave, Old Orchard Beach, ME 04064

Please submit completed surveys by the 9/23/2024 submission deadline.

*** Indicates required question**



Memories Start Here

*** Indicates required question**

1. What describes your relationship to the Town of Old Orchard Beach (OOB)? (check all that * apply)

Check all that apply.

- ☐ I live in OOB year-round
- ☐ I live in OOB seasonally
- ☐ I own property in OOB
- ☐ I work in OOB
- ☐ I go to school in OOB
- ☐ None of the above
- ☐ Other: _____

2. What is your marital status? *

Mark only one oval.

- ☐ Single, never married
- ☐ Married or domestic partnership
- ☐ Widowed
- ☐ Divorced
- ☐ Separated

3. Please identify your age group below: *

Mark only one oval.

- ☐ 18-24
- ☐ 25-44
- ☐ 45-64
- ☐ 65-74
- ☐ 75 and over
- ☐ Other: _____

4. How long have you lived in OOB? *

Mark only one oval.

- ☐ 1-5 years
- ☐ 6-10 years
- ☐ 11-15 years
- ☐ 16-20 years
- ☐ 21 + years
- ☐ Other: _____

5. How many people, including yourself, live in your household? *

Mark only one oval.

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ Other:

6. Where do you work? *

Check all that apply.

☐ I work in Old Orchard Beach

☐ I work outside of Old Orchard Beach

☐ I work from home/telecommute

☐ I'm retired

☐ I'm unemployed

☐ I'm a student

☐ Other:

Quality of life

- 

- What do you like about Old Orchard Beach (Choose top 3)
- Check all that apply.*

- ☐ Jobs
 - ☐ Tax Rate
 - ☐ Community appearance
 - ☐ Housing choices
 - ☐ Shopping Choices

- ☐ Schools
- ☐ Location
- ☐ Parks and recreation

- ☐ Jobs
- ☐ Tax Rate
- ☐ Community appearance
- ☐ Housing choices
- ☐ Shopping Choices
- ☐ Sense of community
- ☐ Schools
- ☐ Location
- ☐ Parks and recreation

11. What do you like MOST about downtown OOB? Check all that apply:

Check all that apply.

- ☐ Sidewalks
- ☐ Parking availability
- ☐ Businesses
- ☐ Landscaping
- ☐ Signs
- ☐ Buildings

12. What do you like LEAST about downtown OOB? Check all that apply:

Check all that apply.

- ☐ Sidewalks
- ☐ Parking availability
- ☐ Businesses
- ☐ Landscaping
- ☐ Signs
- ☐ Buildings

13. Opportunities for social relationships and quality interactions with others in OOB are

_____.

Mark only one oval.

- ☐ Very poor
- ☐ Poor
- ☐ Fair
- ☐ Good
- ☐ Very good
- ☐ Other:

14. How available to you is the information that you need in your day-to-day life?

Mark only one oval.

- ☐ Not at all
- ☐ A little
- ☐ Moderately
- ☐ Mostly
- ☐ Completely
- ☐ Other: _____

15. One thing I avoid in OOB is _____. (fill in the blank below):

16. I wish OOB had _____. (fill in the blank below):

Transportation

17. What are your primary modes of transportation? (mark all those you use on a regular basis)

Check all that apply.

- ☐ Bicycle
- ☐ Walking
- ☐ Drive personal vehicle
- ☐ Bus
- ☐ Ride share
- ☐ Car-pool/Van-pool
- ☐ Other: _____

18. Are you satisfied with the availability of parking in OOB?

Mark only one oval.

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither
- ☐ Dissatisfied
- ☐ Very dissatisfied

19. Why did you choose your answer regarding your satisfaction with the availability of parking in OOB?

20. I live within a _____ walk from a bus stop.

Mark only one oval.

- ☐ 5 minute
- ☐ 10 minute
- ☐ 15 minute
- ☐ Too far to walk

21. Do you use the bus [public transportation]?

Mark only one oval.

☐ Yes

☐ No

22. Why do you use or not use the bus [public transportation]?

23. Do you use local Amtrak Downeaster [train]?

Mark only one oval.

☐ Yes *Skip to question 24*

☐ No *Skip to question 25*

Transportation - Train boarding question

24. Where do you board the Amtrak Downeaster [train]?

Transportation continued

25. Do you do most of your primary shopping at OOB businesses.

Mark only one oval.

☐ Yes

☐ No

26. I consider OOB to be walkable, meaning amenities are accessible by foot.

Mark only one oval.

- ☐ Not at all walkable
- ☐ Slightly walkable
- ☐ Moderately walkable
- ☐ Very walkable
- ☐ I don't walk anywhere

27. The availability of biking infrastructure such as bicycle lanes should be improved.

Mark only one oval.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Public lands

28. What OOB public lands do you utilize most often?

Check all that apply.

- ☐ Veterans Memorial Park
- ☐ Milliken Mills trails
- ☐ School Street OOB/Eastern Trail Connector
- ☐ Blueberry Plains
- ☐ Beach
- ☐ Street Sidewalks

29. Are there other OOB public lands you use that aren't listed above?

30. Please rate how well OOB is doing in addressing preservation of public natural areas and open space:

Mark only one oval.

- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Very poor
- ☐ Don't know

31. Please provide your opinion of the Town's parks, trails, and open spaces:

Mark only one oval.

- ☐ Excellent
- ☐ Above Average
- ☐ Average
- ☐ Below Average
- ☐ Very Poor
- ☐ Don't know

32. What is the Town of OOB's greatest asset?

33. How satisfied are you with the Town's use of the OOB Ball Park?

Mark only one oval.

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neither
- ☐ Dissatisfied
- ☐ Very dissatisfied

34. Why did you choose your answer above about the Ball Park?

35. How important is focusing on maintaining a sustainable, natural environment in the long-term planning process?

Mark only one oval.

- ☐ Very important
- ☐ Important
- ☐ Moderately important
- ☐ Slightly important
- ☐ Not important

36. The Town should increase the amount of public lands for additional parks, trails, and open space:

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Undecided
- ☐ Disagree
- ☐ Strongly Disagree

Land Use

37. Should town ordinances include standards to encourage higher density residential development?

Mark only one oval.

- ☐ Yes *Skip to question 38*
- ☐ No *Skip to question 39*

Land Use - Areas for higher density

38. Where would higher density residential development be appropriate?

Check all that apply.

- ☐ Entire Town
- ☐ Downtown
- ☐ East/West Grand Ave Area
- ☐ Ross Rd Area
- ☐ Smithwheel Rd Area
- ☐ Portland Ave Area
- ☐ Cascade Rd Area
- ☐ Saco Ave Area
- ☐ Union Ave Area
- ☐ Atlantic/Washington Ave Area
- ☐ Ocean Park

Land Use continued

39. Should the town encourage affordable housing?

Mark only one oval.

- ☐ Yes *Skip to question 40*
- ☐ No *Skip to question 41*

Land Use - Encouraging affordable housing follow up question

40. How should the town encourage affordable housing?

Check all that apply.

- ☐ Allow more units through density bonus
- ☐ Reduce permit fees
- ☐ More forgiving space and bulk standards (e.g., setbacks, height)
- ☐ Reduce the number of required parking spaces

Land Use continued

41. Should the town adopt standards to regulate aesthetics?

Aesthetics are part of what makes something visually attractive.

Mark only one oval.

☐ Yes *Skip to question 42*

☐ No *Skip to question 45*

Aesthetics follow up questions

42. What aesthetics should the town regulate?

Check all that apply.

☐ Building

☐ Land

☐ Other: _____

43. For which of the following should aesthetics be regulated:

Mark only one oval.

☐ Businesses only

☐ Multifamily Residential and Businesses

☐ 1 & 2 Family Residential, Multifamily Residential and Businesses

44. Where should aesthetics be regulated?

Check all that apply.

- ☐ Downtown
- ☐ Ocean Park
- ☐ Saco Ave
- ☐ East & West Grand Ave
- ☐ Cascade Rd
- ☐ Portland Ave
- ☐ Smithwheel Rd
- ☐ Residential neighborhoods

Land Use continued

45. What are your thoughts on town land use ordinances?

Mark only one oval.

- ☐ Too restrictive
- ☐ Just right
- ☐ Not restrictive enough

46. Please explain your previous choice regarding town land use ordinances.

47. Should the town provide incentives to encourage business growth?

Mark only one oval.

☐ Yes *Skip to question 48*

☐ No *Skip to question 49*

Land Use continued - Incentives to encourage business growth

48. Please choose two incentives to encourage business growth.

Check all that apply.

- ☐ Reduced permitting fees
- ☐ Tax credits
- ☐ Fast-track permitting
- ☐ Density bonuses
- ☐ Awards (e.g., business of the year)
- ☐ Other:

Public Infrastructure (roads, sidewalks, sewer, water, stormwater, street signs)

49. Overall, how satisfied are you with the conditions of public infrastructure in OOB?

Mark only one oval.

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

50. Do you believe minimal investment in public infrastructure will satisfy the needs of OOB residents, business owners, and visitors during the next 10 years?

Mark only one oval.

☐ Yes

☐ No

51. Which public infrastructure do you consider the most neglected in OOB (Choose 2)?

Check all that apply.

- ☐ Roads
- ☐ Sidewalks
- ☐ Sewer
- ☐ Water
- ☐ Stormwater
- ☐ Street Signs

52. Which public infrastructure should secure the most funding during the next 10 years (Choose 1)?

Check all that apply.

- ☐ Roads
- ☐ Sidewalks
- ☐ Sewer
- ☐ Water
- ☐ Stormwater
- ☐ Street Signs

53. Should the town consider climate change when planning public infrastructure upgrades?

Mark only one oval.

☐ Yes

☐ No

Natural Resources

54. Should the town do more to protect its natural resources?

Mark only one oval.

☐ Yes

☐ No

55. Which natural resources are most critical to you (Choose 3)?

Check all that apply.

☐ Ocean

☐ Stream/Brooks

☐ River

☐ Wetland

☐ Forest/Woods

☐ Plants/Vegetation

☐ Dune System

☐ Beach

☐ Soils

☐ Air quality

☐ Sunlight

56. What do you believe is the biggest threat to the natural resources most critical to you (Choose 3)?

Check all that apply.

- ☐ Human
- ☐ Storms
- ☐ Development
- ☐ Stormwater
- ☐ Habitat loss
- ☐ Pollution
- ☐ Lack of regulation
- ☐ Climate change

57. How important is climate change when planning future development?

Mark only one oval.

- ☐ Very important
- ☐ Important
- ☐ Neutral
- ☐ Somewhat important
- ☐ Not important

58. During the next 10 years, how should the town prioritize its efforts to protect natural resources (Choose 3)?

Check all that apply.

- ☐ Beach and Coastal Management
- ☐ Climate change adaption
- ☐ Habitat restoration
- ☐ Enforcement
- ☐ Zoning
- ☐ Stormwater management
- ☐ Human use mapping
- ☐ Land base pollution source impact mitigation

59. Please share any additional input that you think is important to the future of the Town of OOB:

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Google Forms

2011-2012 Public Survey

Introduction:

The town of Old Orchard Beach is a small town in Maine located on the coast. In the summer, the town nearly triples in size and grows into a large city, attracting many tourists and visitors. To lay out the future land-uses, economic development, social and physical characteristics of the town a Comprehensive Plan is created to serve as essentially a guideline for the future. For the town of Old Orchard Beach, a Comprehensive Plan is necessary to encompass all that the town can offer:

The Comprehensive Plan is a guide for managing the change that a community undergoes. The Plan serves many functions. It is an expression of the community's vision of its future. It is also a guide to making the many public and private decisions that determine Old Orchard Beach's Future. It is a source of basic information about the natural resources and built environment of the community. Finally, it is the legal foundation of the town's land use controls. The Comprehensive Plan is not a zoning ordinance, nor is it a law of any kind. To the contrary, the plan is an advisory document setting out the community's goals for the future and policies and programs necessary to move the town in the direction of its goals. In its broadest form, it is a road map that can be used by the town's elected and appointed officials to steer the town on an agreed-upon course. In its narrow former, it serves as the legal basis for any land use regulations adopted by the town (OOB).

The current Comprehensive Plan was created in 1993 and is in need of being re-written and updated.

As part of updating the Comprehensive Plan, a 10-year vision of Old Orchard Beach, all resident input is important and necessary for the future, growth, and development of the town. To solicit information from both the year-round and seasonal residents of the town, a survey was created and sent to everyone in the community, was posted online, and was available in the town hall; with over 500 respondents, the survey data was imperative to discover what the town was missing. The survey, created by the Comprehensive Plan Committee, consisted of questions from each aspect of the Comprehensive Plan, general questions (public improvements, public facilities, impression of the town); housing questions (if the town meets the needs of current and future residents, desired future growth of the town); environmental questions (should the town do more to protect its natural resources, ranking of natural resource importance such as greenspace); quality of life questions (sustaining emergency services, maintaining high water quality, community center, etc.); business and economic development questions (year-round business, tax incentives to encourage sustainable design, etc.); transportation questions (summer and winter traffic problems, public transportation improvements); and culture and recreation

questions (best use for the ballpark, most historical building, emphasis placed on historic events in town). All of these questions are crucial in creating an all-encompassing view of the future of the town. My role consisted of quantifying the survey results. (Appendix 1).

The characteristics of the sample that responded to the survey looks as follows:

Table 1: Each of the demographics associated with the survey and the number of respondents for each one. A majority of the individuals who responded to the surveys were seasonal, married, retired, females with adult children who own a home in town. Some of the categories have more respondents than others due to the fact that some individuals chose to leave the survey blank, while others chose to include both theirs and their husband/wives' information on the same survey – which was counted as two respondents.

Table 1 – Old Orchard Beach comprehensive plan survey respondent characteristics	
Demographics:	
Gender:	Number of Respondents:
Male	168
Female	203
N/A	51
Marital Status:	
Married	242
Single	117
N/A	45
Children:	
Adult	217
Teen	27
Child	60
N/A	62
Employment:	
Full-time	158
Part-time	36
Retired	179
Unemployed	6
N/A	34
Distance to Work (In Miles):	
0-3	60
4-10	32
11-20	50
20+	56
N/A	215
Housing:	
Rent	11
Own	356

Apartment	17
Detached Home	71
N/A	32
Residence:	
Year-round	246
Seasonal	132
N/A	24
Business Owner:	
Yes	58
No	317
N/A	29

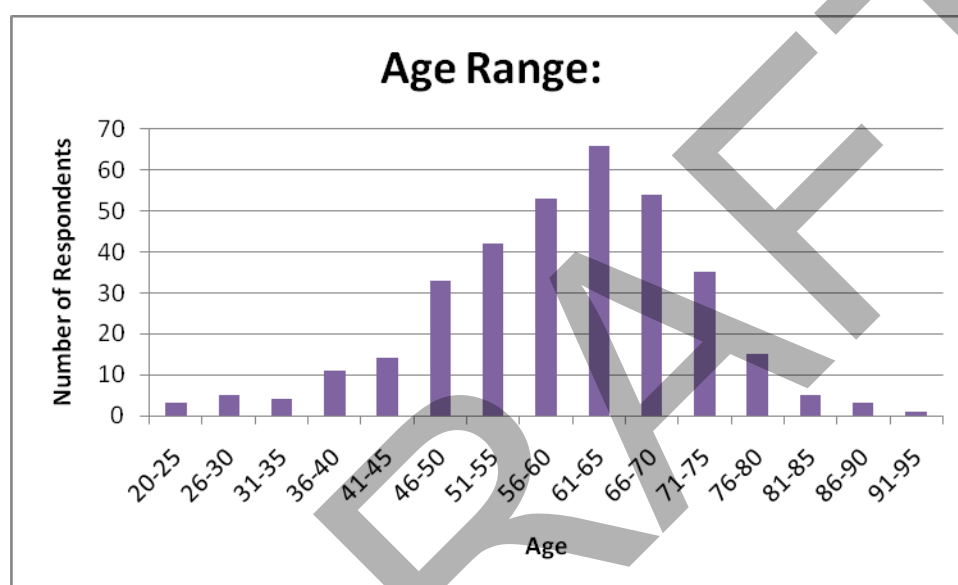


Figure 1: Age of respondents. According to the 2010 census, the population of the town of Old Orchard Beach is comprised mainly of individuals between 50 and 64 years old (2010 Census). Therefore, the survey sample was an accurate representation of the town. A majority of respondents to the surveys were between 61 and 65 years old.

History – Why Do We Have A Comprehensive Plan?:

A common saying amongst individuals in a planning profession is: “If you fail to plan, you plan to fail” (Conglose). A comprehensive plan can be used as a tool to plan for the future of a community. While a comprehensive plan is not legally binding, it is encouraged at the local level (Kelly et al., 2000). Planning has been addressed since the birth of the country with Williamsburg piloting the first successful product attempting to create a land-use plan in the colonies. The product known as “axial planning” a “formal, yet not pompous” product (Conglose).

However, many individuals consider the “...modern phase of American City Planning dated to the Columbian Exposition of 1893” (Conglose). Nevertheless, the “modern era of

planning for growth and development began...” in 1900 when several papers were created addressing the “...beautification of government buildings in the capital” (Conglose). The result of the papers lead to the appointment of committees to work on and prepare a plan for “...the District of Columbia’s park system,” and the final plan was completed in 1901 (Conglose). The impression that the final plan left on the cities and villages throughout the country prompted public improvement groups to be created, devoting themselves to applying “a new gospel of planning in communities” (Conglose). The entire process was known as the “City Beautiful Movement,” a movement that established two aspects of the “local comprehensive planning process” still being used today: “the professional consultant in the field of comprehensive land-use planning and the planning commission...” (Conglose). The City Beautiful Movement was the beginning of what is commonly referred to today as “comprehensive planning” (Conglose).

Survey Method:

The survey, “information-collection [method] used to describe, compare, or explain individual and societal knowledge, feelings, values, preferences, and behavior” was a valid way to solicit information from people in the town of Old Orchard Beach (Fink 2009). The survey was designed by the Comprehensive Plan Committee according to a predetermined sequence of questions avoiding biased answers, and encouraging participation in the survey through the substantial power the Comprehensive Plan, itself, has on the town’s future.

The surveys were sent out via United States Postal Service to every resident using the Assessor’s records. The surveys were also placed in the Post Office, the Local Grocery Store, and the town hall where residents could pick them up and return them at their convenience. Respondents were provided with many options on how to return his/her survey: they could email the survey to the town planner, mail the survey to the town planner, fax the survey to the town planner, or (if they are local) they could call the town hall and have someone pick up the survey.

The survey was conducted using convenience sampling – people who were easy to reach through the mail or through picking up the surveys at their own convenience. The survey was sent out in mid-September and a deadline of mid-November was created. Since the surveys had just stopped rolling in, data for the first five categories have been completed while the other two categories of transportation and culture/recreation are still in need of being quantified.

Aside from the surveys, individuals were invited to attend neighborhood meetings in the town of Old Orchard Beach to provide their input on what they would like to see for the future of the town. Each of these meetings were two hours long and were a discussion based format where residents were allowed to speak freely about their thoughts and ideas for the town.

Data from the survey was collected using the hard-copy survey forms and placed into an Excel spreadsheet and Word documents. The data was separated into eight different

“neighborhoods” or categories: (1) Ocean Park, (2) Downtown, (3) Beach, (4) Rural, (5) Campground/Schools, (6) Halfway, (7) Out of State/town, and (8) N/A (Figure 2).

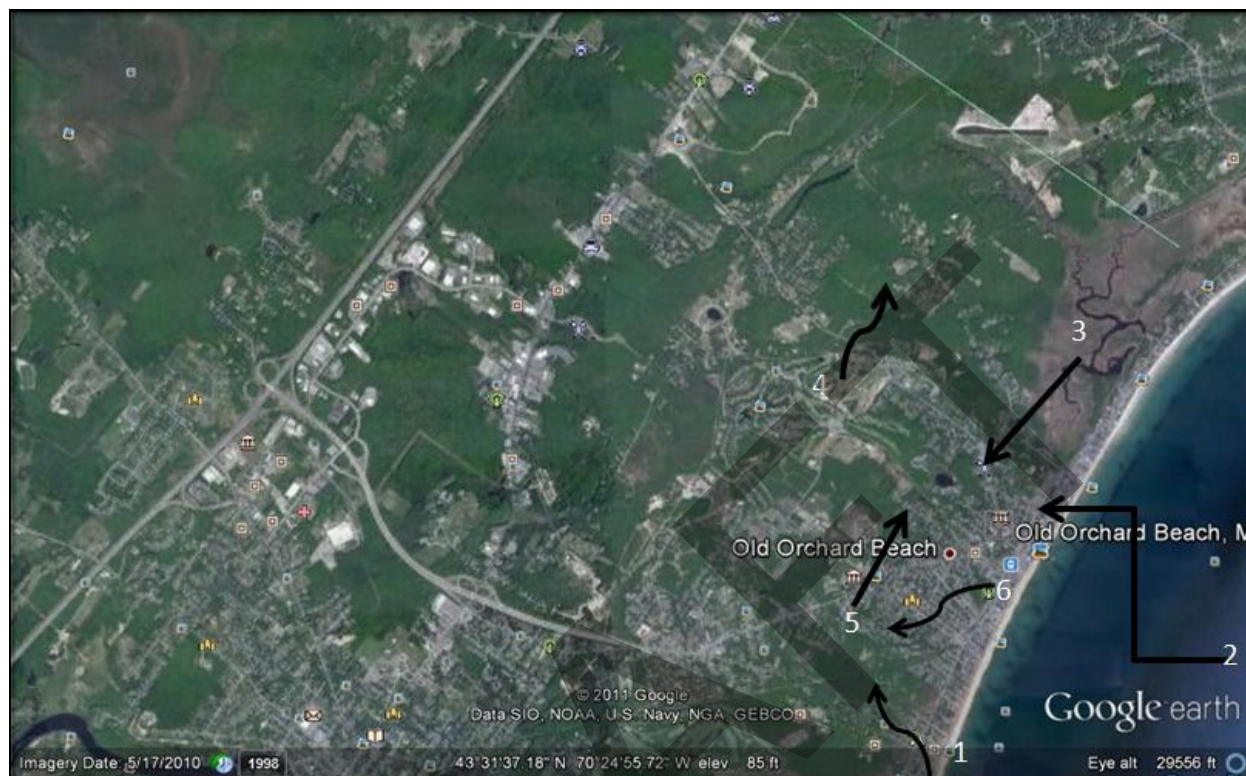


Figure 2: An Aerial View of the town of Old Orchard Beach taken from Google Earth on 14 November 2011. Depicted are the six neighborhoods of the town. Neighborhood one is Ocean Park, which comprises the area on the beach in the Western part of town. Neighborhood two is the downtown area which is East Grand and West Grand – the two streets that run along the beach. Neighborhood three is the beach area, which is comprised of the area that borders East and West Grand on the Eastern part of town. Neighborhood four is the rural area, which comprises a majority of the towns green space and homes near the Northern Saco border. Neighborhood five is the campground and schools area, which is the center of town. Neighborhood six is halfway, which is the southern border of the town, near Saco.

Results:

A majority of survey respondents described their impression of the town as being “honky-tonk” due to the excess T-shirt shops and rundown buildings.

For neighborhood one, the Ocean Park neighborhood, a majority of respondents would like to see public projects such as tree-trimming and flood repair. Individuals believe there is a drainage problem that needs to be remedied. One individual described the community as “A town struggling to recognize and value its best assets and gain respect from the larger community” (Figure 4).

For neighborhood two, the downtown area, public projects that individuals would like to see consist of updating the sewer and controlling the excess water in the streets. As far as

impressions go, one individual described the town as, “[needing] more residents and businesses, everyone seems to be developing more pride in our community. Get rid of bars, smoking, and motor cycles” (Figure 5).

For neighborhood three, the beach area, public projects a majority of respondents would like to see consist of storm drain upgrades, and repaving of the streets. One individual described the town as needing “cleaning up by private homeowners – there appears to be an awful lot of junk and debris on many private lots lending an overall run-down appearance in most neighborhoods” (Figure 6).

For neighborhood four, the rural area, a majority of individuals would like to see better parking and transportation. One individual from this neighborhood described the town as “Improving but contrasts between older OOB, (campgrounds, etc.) and efforts to improve the town (new groups coming in) – the community is open and exclusive despite these growing pains, a desirable area over all” while another individual described “Downtown [as being] unfriendly to residents in summer. Improving, but unfriendly to family/seniors.” (Figure 7).

For neighborhood five, the campground/schools area, a majority of individuals would like to see clean, up kept properties, better traffic flow, and repaired roads. The general impression of the town can be summed up by being the “Greatest beach in Maine, needs economic engine, something to generate revenue, also another beautification project – fill up boarded up store fronts on west grand” and “Terrific, in spite of various problems and idiosyncrasies, great place to live/grow up in.” (Figure 8).

For neighborhood six, the halfway area, a majority of individuals would like to see a rotary at the intersection of 7-11, Temple Ave, Saco Ave, and Old Salt Road. Many individuals in this area said they loved the town; however, one respondent described the town as needing “Great benches on beach entrances – many improvements made such as no boarding up the show windows along Old Orchard street and the garden on the beach at the pier.” (Figure 9).

For number seven, residents from out of state and/or town believes the town needs to repave the streets, control traffic problems, and make parking cheaper and easier. One individual described the town as having “made many improvements in the downtown area, but some more would help- including a motorcycle parking area a block or two off the center of town so we have less ‘motorcycle gang’ appearance. The lampposts are a good addition, but the addition of hanging flower pots will also enhance the ‘family’ image I think the town wants” while another individual described the town as being “In transition, good improvements in quality of buildings and shops near pier, but many old beautiful homes are run down and not enough attention given to historical preservation.” (Figure 10).

For number eight, individuals whose information was not made available, believe the town needs to work on road improvement, improving flood prone areas, and improving the traffic problem within town. One individual described the town as being a “Wonderful destination to family – wonderful place to work and live” while one individual described the town as “Ugly and absent of improvement – not proud of where I live, lack adequate comprehensive planning and updating.” (Figure 11).

For all neighborhoods, the biggest response for natural resources was to protect and preserve the dune grass, have a better recycling program, and to ban smoking on the beach (Figure 12).

For quality of life, a majority of individuals believed that a clean beach adds to their quality of life the most, while the proximity to religious congregation and a community center are the least influential. However, it must be taken into consideration the fact that some of these services already exist in town and people do not believe the services will be taken away from them (Figure 13).

For Business and Economic Development, a majority of people would like to see incentives for year round business (Figure 14). At the same time, residents from all neighborhoods believe that the town needs to be more pro-active in helping businesses to succeed (Figure 15). For example, one individual suggested that the town offer incentives for businesses such as accounting firms or insurance offices that will make people more apt to do business in town, yet the business is not reliant on people spending money to stay open. Most individuals believe that the town should be pro-active in small business development and retention (Figure 16). On the other hand, some residents believe that attracting large companies such as Hannaford or Macy’s will encourage residents to stay within town to do their business and will help Old Orchard Beach to become a tourist destination such as Kittery or Freeport.

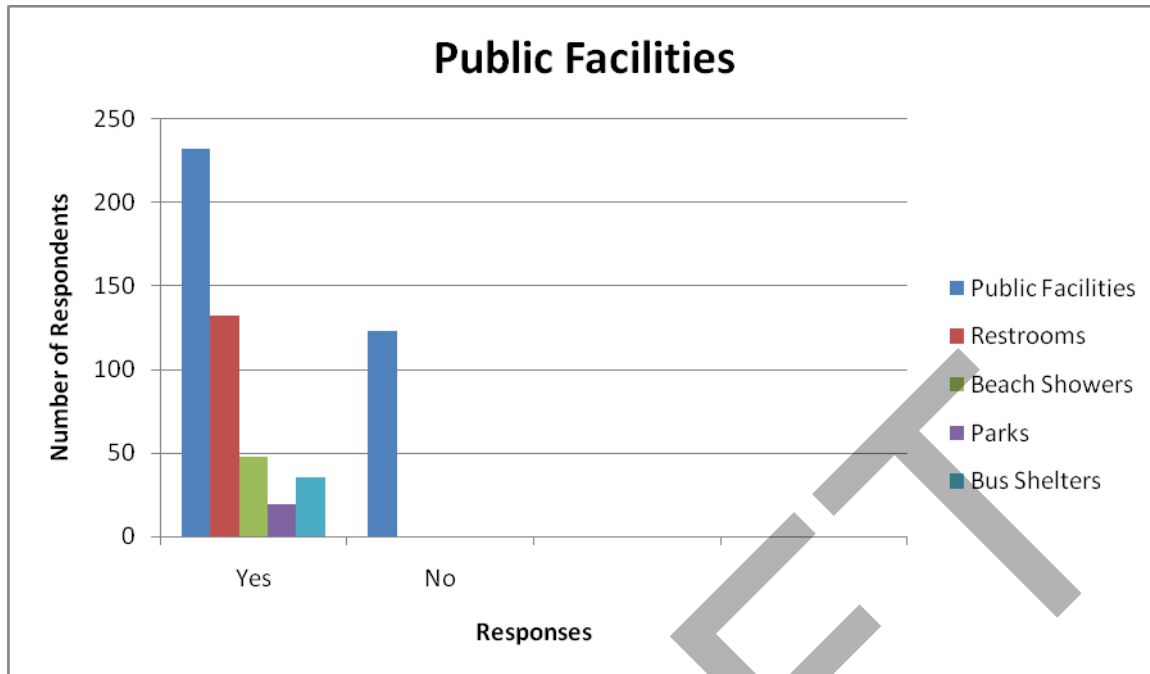


Figure 3: Responses to the survey question "does the town need more public facilities?" - a majority of the respondents said yes, and that they would like to see more restrooms along the beach and in areas that currently do not have restrooms. The town already has a park – Memorial Park which has been revamped and well done – most residents acknowledge that and believe that, because we have that park, we do not need more.

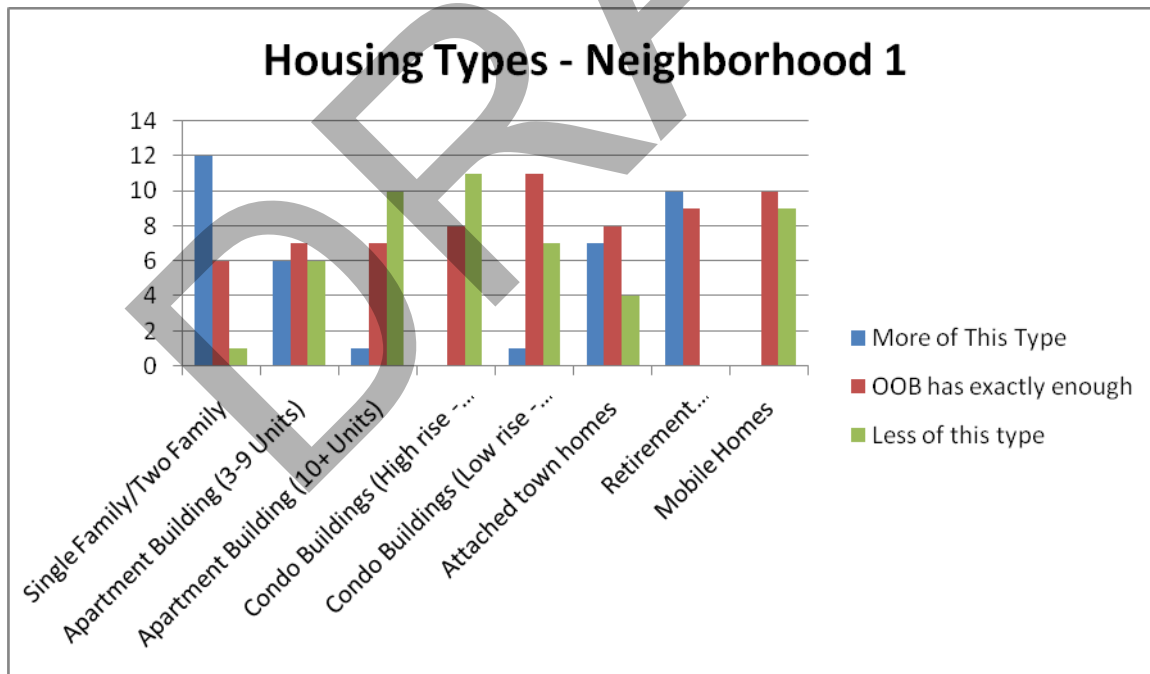


Figure 4: For Ocean Park, a majority of respondents said they would like to see more Single family/Two family homes and less High Rise Condo buildings

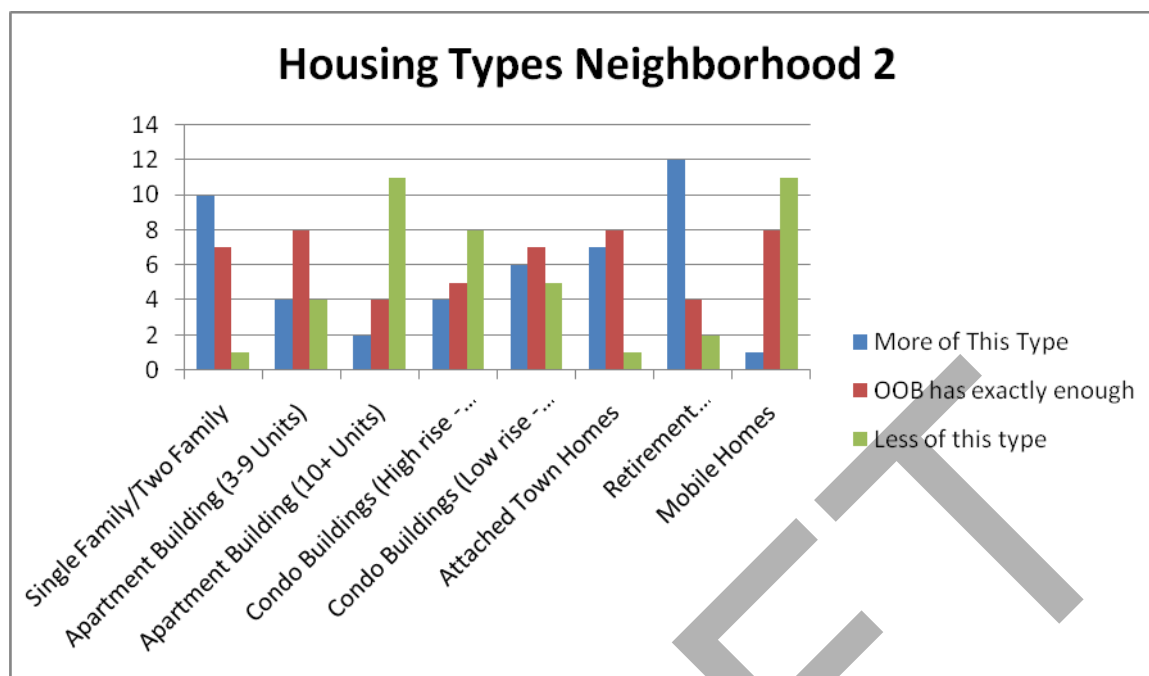


Figure 5: For the Downtown area, a majority of residents wanted to see more retirement homes and less (10+ Unit) Apartment Buildings.

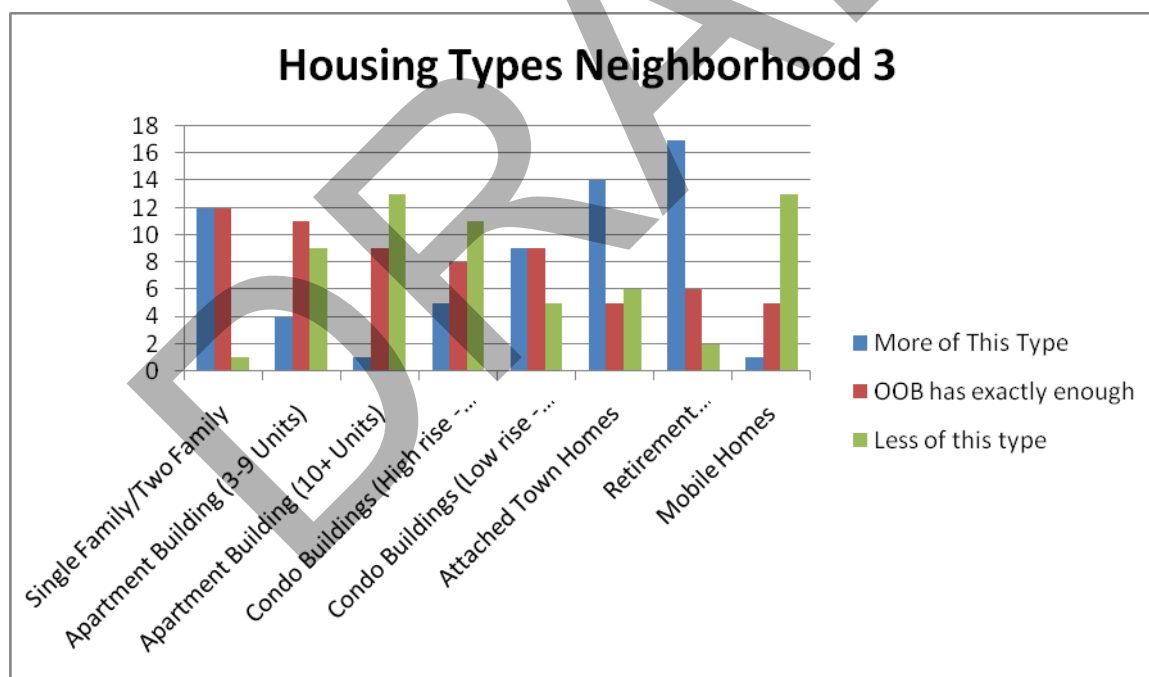


Figure 6: In Neighborhood 3, the Beach area, a majority of residents wanted more retirement areas, and less Apartment Buildings (10+ Units).

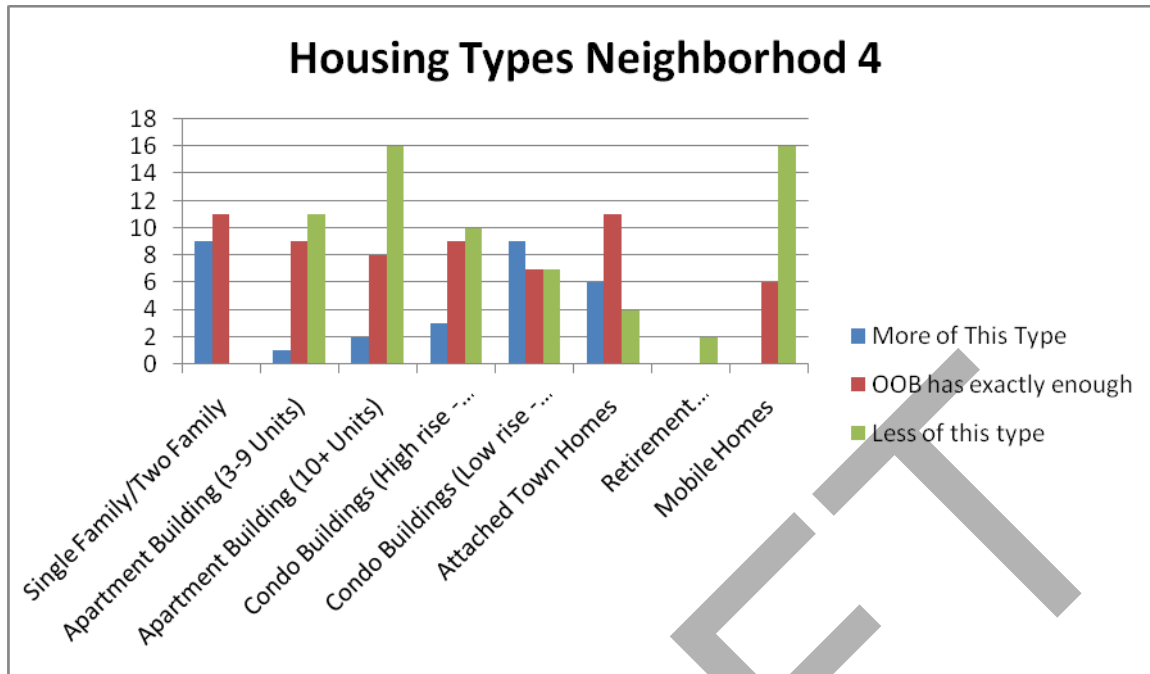


Figure 7: The residents from Neighborhood 4, the Rural area, would like to see more low-rise condo buildings, and less 10+ unit apartment buildings and Mobile Homes.

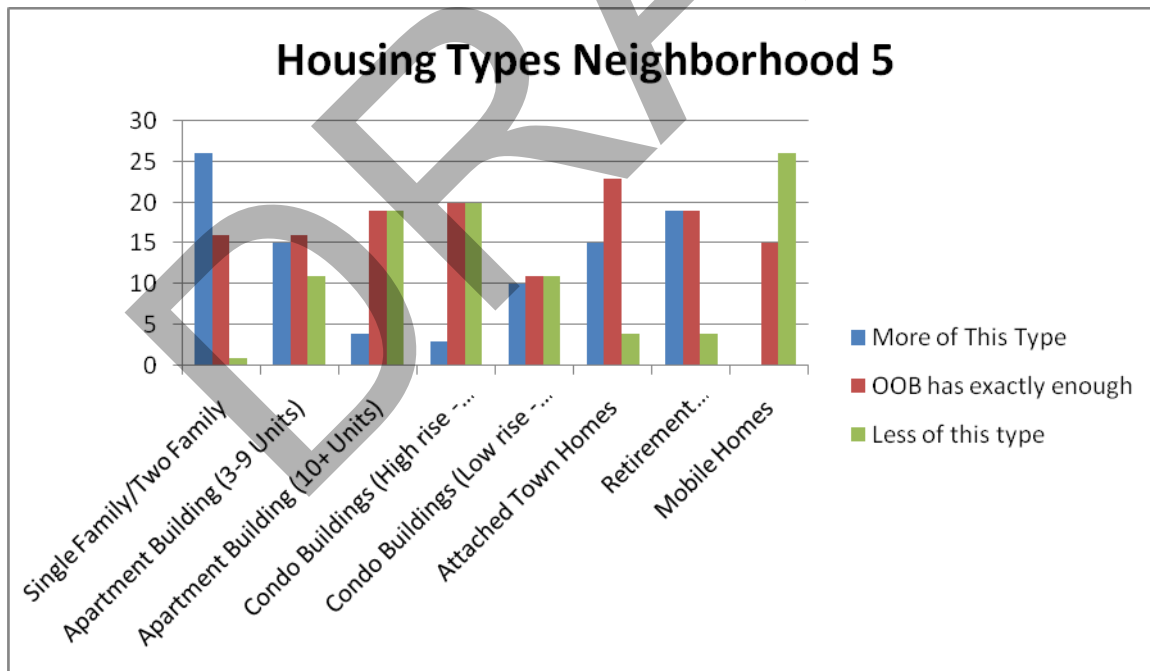


Figure 8: The residents from Neighborhood 5, the Campgrounds/Schools area would like to see more Single Family/Two Family homes and less Mobile Homes.

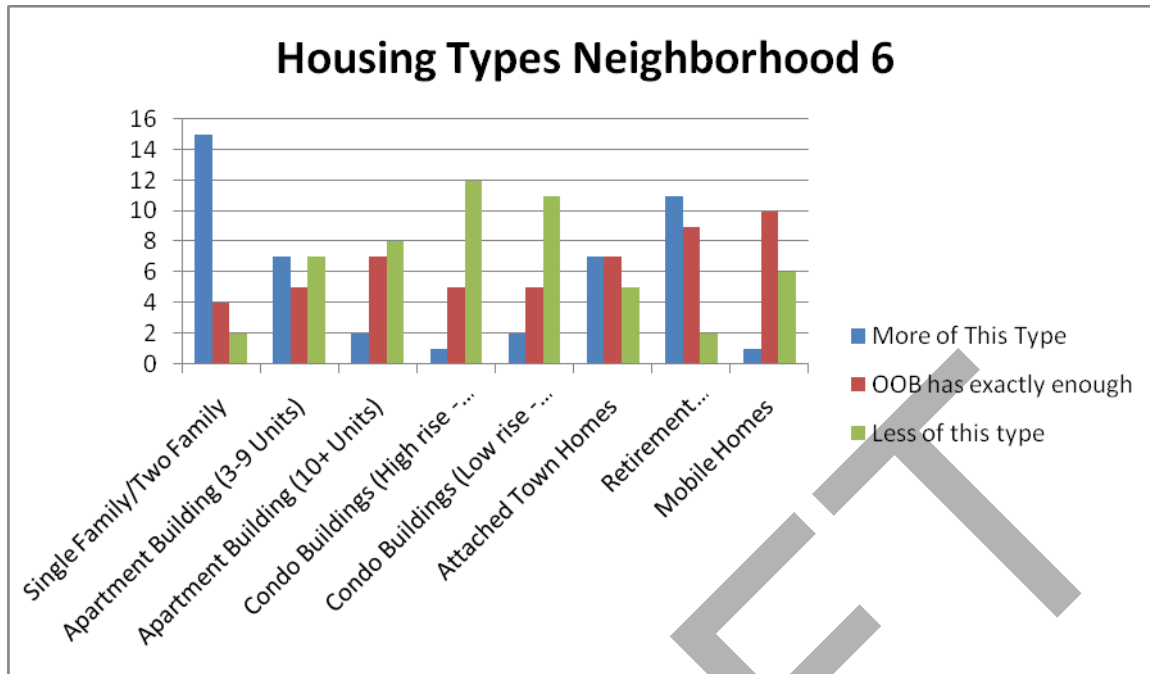


Figure 9: The residents of Neighborhood 6, the Halfway area, would like to see more Single Family/Two family homes, and less High-rise Condo Buildings.

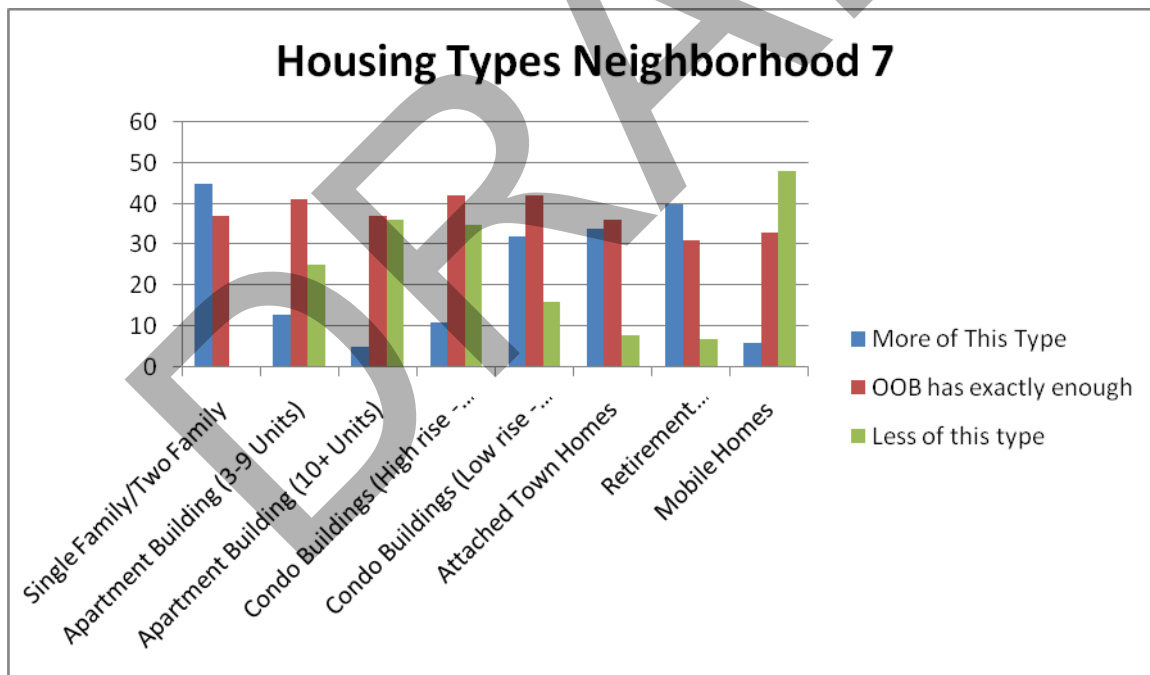


Figure 10: The individuals from out of state/town would like to see more Single Family/Two Family homes and less Mobile Homes.

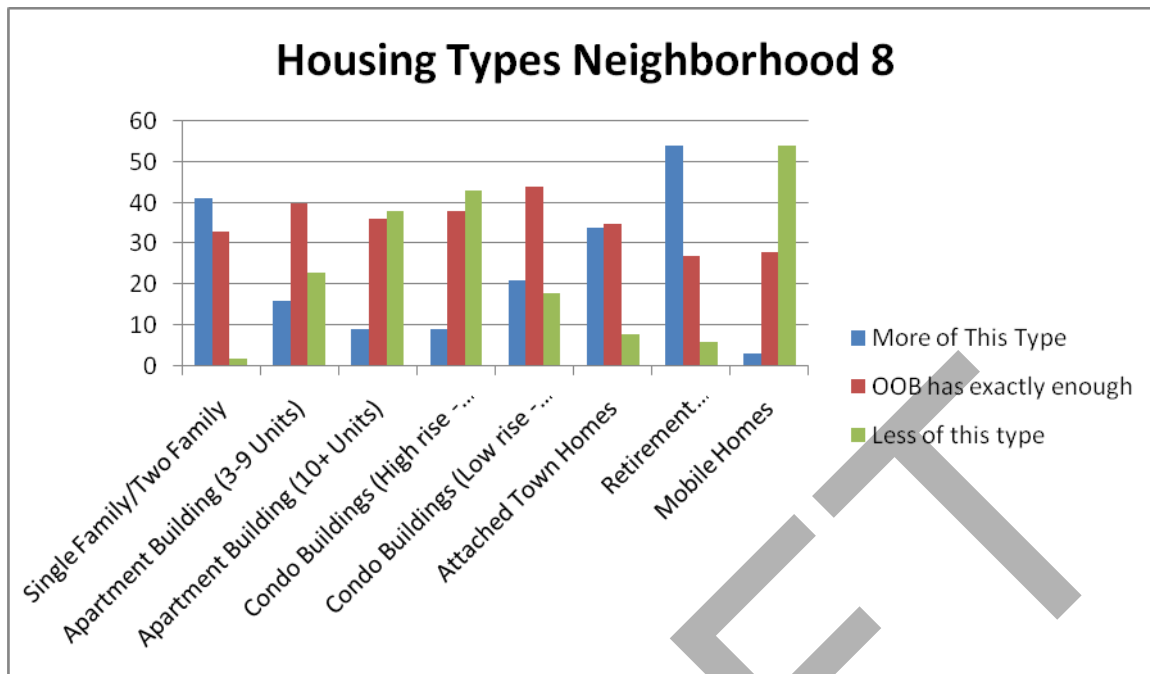


Figure 11: A majority of respondents, who did not provide their demographics, would like to see more Retirement facilities and less Mobile Homes.

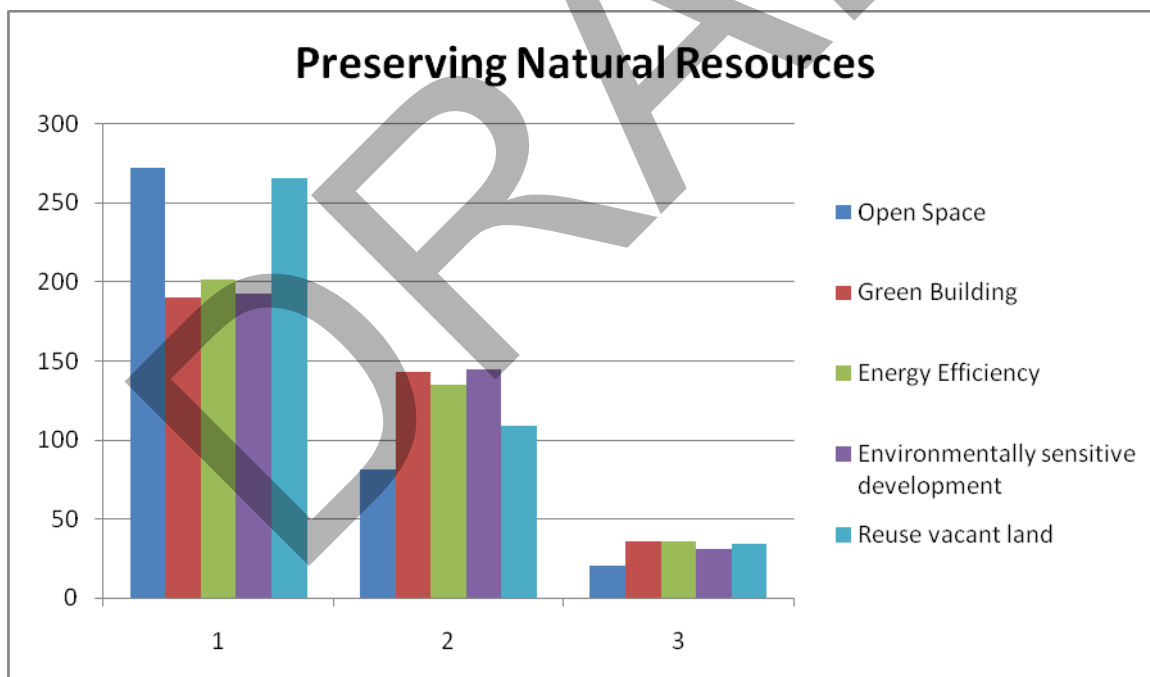


Figure 12: In a rating from 1 to 3, respondents were asked his/her opinion of natural resources: 1 meaning it is very important, 3 meaning it is not important. The first statement was "preservation of open space within and on the periphery of the town," the second statement was "green building construction and design practice that promote energy efficiency and have as little negative impact on the environment as possible," the third statement was "encourage business and residential property owners (and tenants) to conserve water, be energy efficient and reduce air pollution," the fourth statement was

“require more environmentally sensitive development practices,” the fifth statement was “reuse vacant land and buildings.” A majority of respondents believed that all of these were of great importance, with Open Space being the greatest.

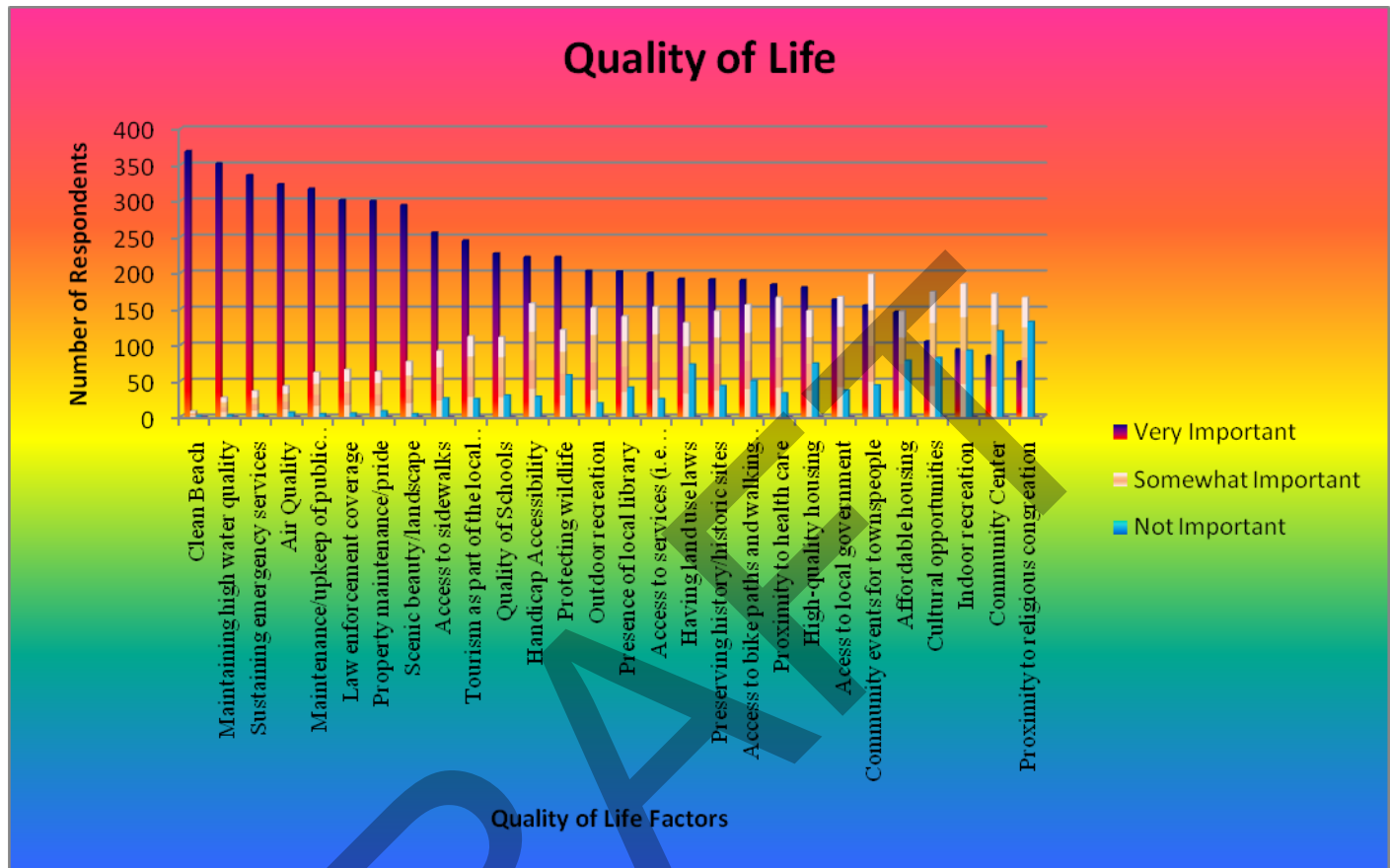


Figure 13: A question within the survey asked respondents to rate what they believe adds to their "quality of life" from least important to most important. A majority of people believed a clean beach was most important to them, while the proximity to religious congregation was least important. Many of these factors may be influenced by the fact that some of these "services" already exist in town and people do not believe they will be leaving any time soon.

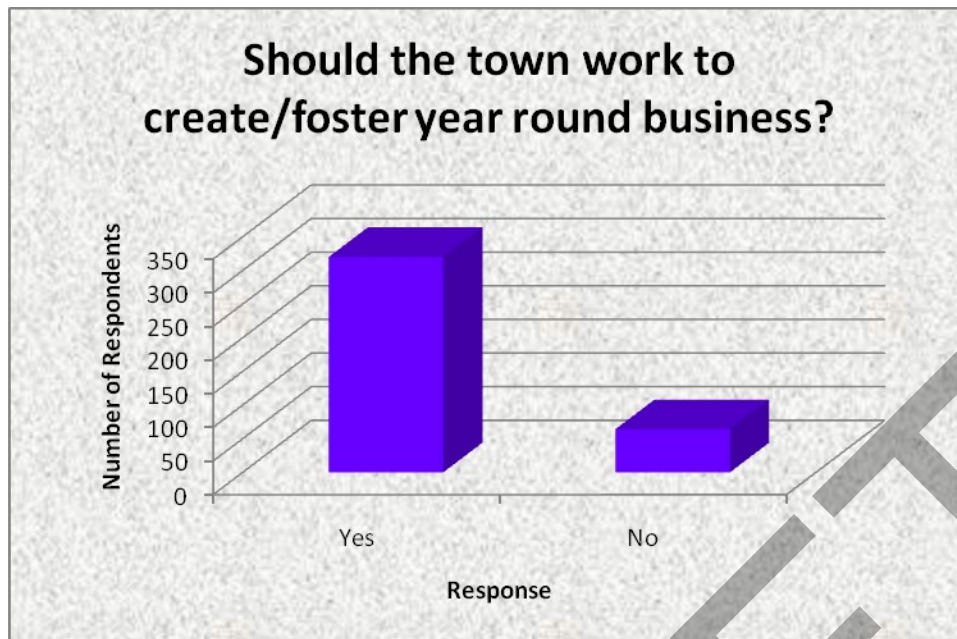


Figure 14: A majority of residents believe that the town should create and foster year round business. A major theme among residents is to start by increasing the shoulder seasons of Spring and Fall.

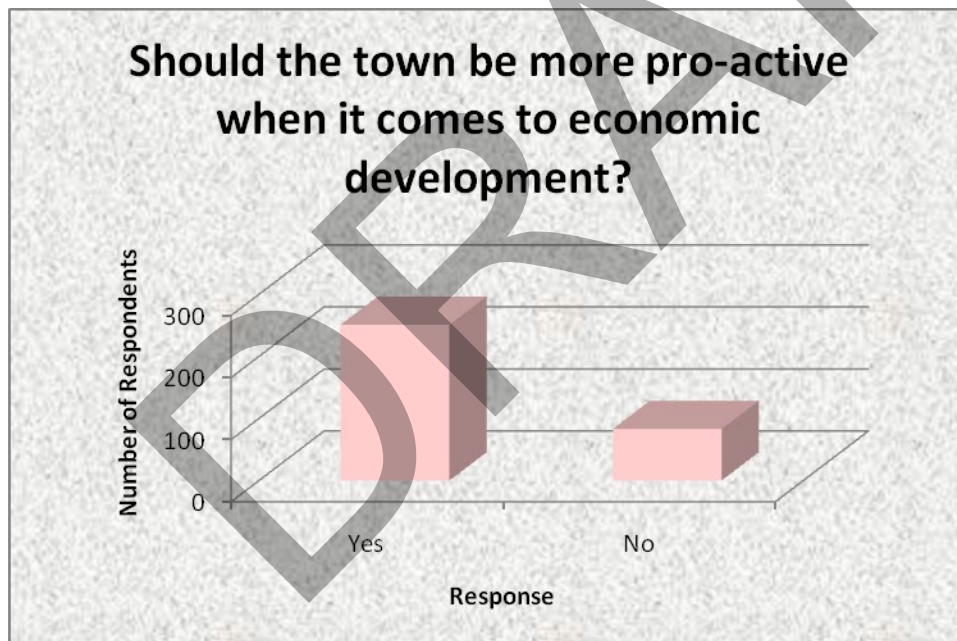


Figure 15: A majority of residents believe that the town should be more pro-active when it comes to economic development. Some residents claim that lowering taxes will allow for economic development, while other residents believe that it should be up to the businesses whether they want to locate here.

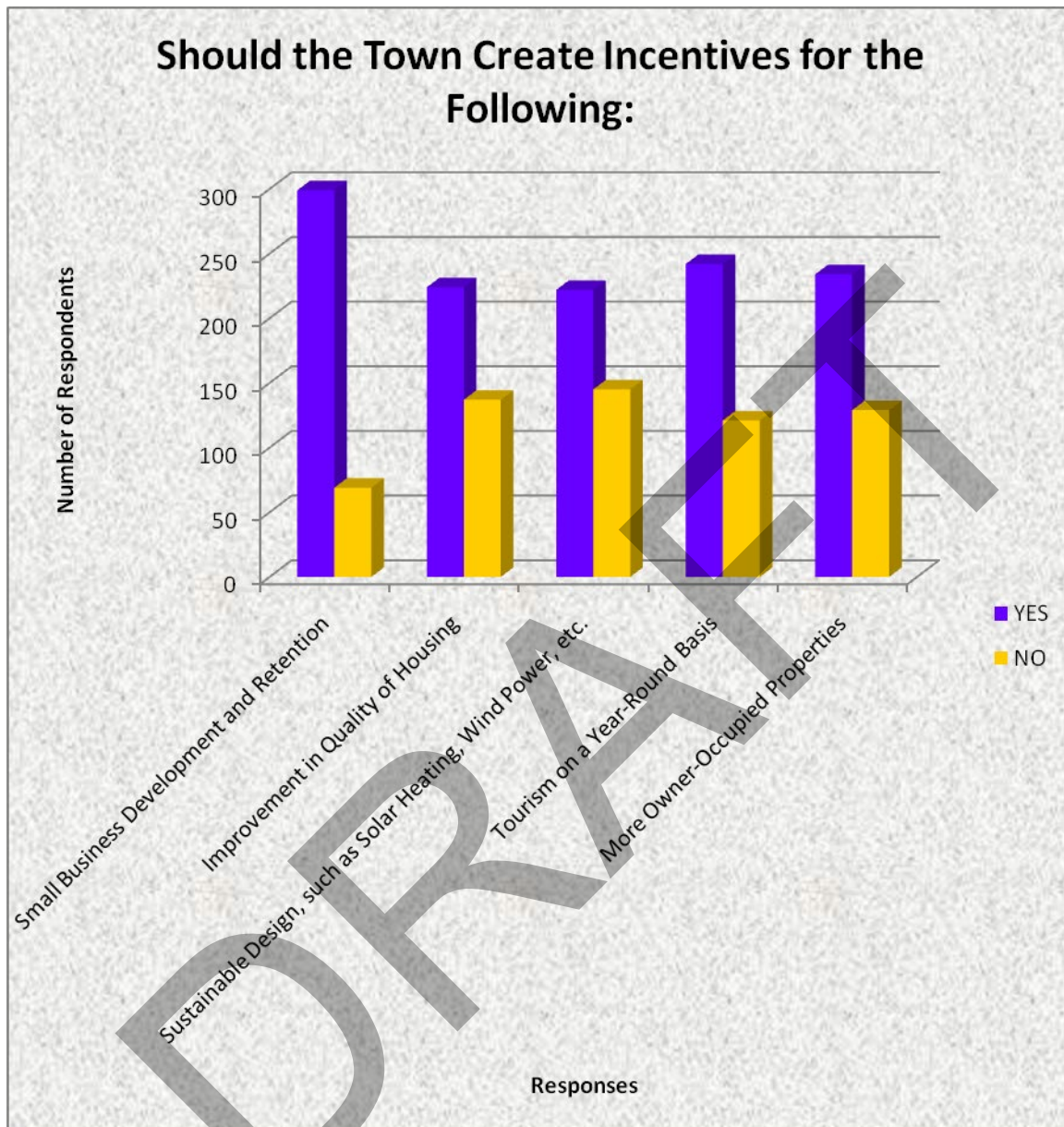


Figure 14: A common theme among residents is the want for small business development and retention. Many residents believe that open spaces on Old Orchard Street (the main street in town) should be occupied by businesses such as "small boutique shops" or unique places instead of the T-shirt shops currently located around town.

Discussion:

The results from the survey indicate that there are some changes needed in the town of Old Orchard Beach. Some residents feel as if they live in a honky-tonk town while others love their community. A majority of individuals who responded to the survey normally had some

comment to say about the town – mostly negative. If people thought the town was great as is, they may not have chosen to respond to the survey.

The population surveyed was everyone for which the assessor had records; some people may not have been reached via mail if they resided in apartments, which could skew the results. A majority of people have jobs where they work 8-4 and come home and do not want to sit down and fill out a survey, especially one this long. Retired people responded to the survey the most – this is both good and bad. The fact that we got a majority of retired people is important because quite a few of these people have lived in town their whole lives and have seen the transitions that the town goes through and can see where it does well and where it does not do so well. The negative is we do not have a representative group of people. Individuals who live in apartments may want more apartments while retired people may wish for more retirement facilities.

Posing the survey as a way to “change Old Orchard Beach” claims that the town does need to be changed, and those who did respond to the survey may have felt obligated to respond in such a way that facilitates change where they might not want it creating an acquiescence bias (OOB). Nevertheless, a majority of respondents were in agreement about many of the issues in the community and ways to remedy these issues. One interesting point that a respondent brought up was “I do not know how to respond to this survey due to the fact that I do not know what future generations will need, how can we make a plan for 10 years into the future not knowing what the future will be like?” This is interesting because the former plan called for many walkways, trails and paths, however, as more residents flocked to the town more development was needed to sustain this flock of people. If the town is interested in becoming a year-round community – maybe it will need more housing development and less green space, however, how will we know that now? One resolution is to live in such a way that does not impede on these future generations to live the way they want to live – using this plan as their guidance.

Conclusion:

The current survey results reflect the social construct of the town because it shows that change is needed and wanted. The survey results affect revising the town plan in many different aspects. In 1993, the Comprehensive Plan stated three influential ways from which the town has reaped benefits: an economic boom, low land values (coupled with a reasonable commuter distance and a market for seasonal rentals), desirability of the area for retirement (Comprehensive Plan, 1993). However, current residential input speaks to the contrary: we have vacant buildings on Old Orchard Street (the Main Street in the town) that could be attributed to hard economic times; businesses are not able to sustain themselves. Similarly, there is not enough drive for businesses to stay open year-round, leaving businesses an opportunity to thrive only three months out of the year – weather dependent. The survey results will help to describe ways in which the town can cater to the current population, and incentives to assist business

owners in creating commerce within the town. From Certified Public Accountants to high scale restaurants and trinket shops, the survey results represent that the town is looking for a way to foster year-round business.

Many respondents of the survey stated that the town needs to find a way to occupy vacant buildings. Currently, the town is comprised of 6,886 housing units, with 2,432 of these being vacant (Census, 2010). This means that 35% of the towns housing units are presently unoccupied and/or neglected and in bad repair. These results also speak to the fact that many survey respondents make the claim that the town needs to have better ordinances for people to take better care/pride in their properties.

The 1993 Comprehensive Plan stated the population to be 7,790 residents, with an increase in the 25-44 age range; nevertheless older year-round residents were coming to the town, as well (Comprehensive Plan, 1993). Currently, the town has 8,624 residents, roughly 1,000 more than ten years ago. What is it about the town draws people only in the summer, and not year-round? (Census, 2010). The town was attracting residents in the 25-44 range in the “baby boomers” time, however, the current age range are residents 50+. The demographics represented by the survey spoke to this, with only a 17% respondent rate of individuals under 50.

The Comprehensive Plan of 1993 has many hopes and wishes for the town to accomplish, such as attracting year-round business, fixing the streets and sidewalks, having affordable housing, as well as protecting and improving beach access points, among others. The survey results were comprised of many individuals who felt the same way about the town and its need of improvements; however, the fact that all of these improvements were mentioned speaks to the fact that the town did not acknowledge the past Comprehensive Plan. Having residents come out and speak their minds about the town, whether it is on paper, on the phone, or in person is an important way to cultivate a sense of community and acknowledge that residents’ opinions are important. Many individuals in present day society believe their thoughts and opinions to be tossed on a back-burner or not recognized as important. The reason the Comprehensive Plan is being updated is because the past changes were not taken into account, and new changes need to be. The plan will serve as a guide for the town’s future. Residents are making it known that the town desires change for future growth and development. Finding similarities between present day and a decade ago means that the town’s growth has been little to none, updating and revamping current buildings and areas around town will attract a more diverse community who will add to the atmosphere of the town.

The past Comprehensive Plan has some loose ends to tie up. For example, the plan mentioned that in:

“...1987 the Town has operated a Compost Facility on Dirigo Drive to recycle sludge from the wastewater treatment plant into useable soil conditioner... The

Town gives the compost free of charge to residents who note the amount and where it will be used. Large volume operators, such as contractors and nurseries, also receive the material free but are required to provide more detailed information as to the location and use of the compost. The popularity of compost among residents has grown somewhat since the facility first began operation and the Town has no current difficulty finding a market for the material” (Comprehensive Plan, 1993).

Now in 2011, there is no mention that this even existed. The plan left off stating that this was a very popular practice and that the town had no difficulty finding a market for the material. What happened? These are practices that residents remember and would like to see come back and make the town unique. While solar panels and other “green” technology are expensive, practices such as composting and using this compost in the community garden were mentioned and could be cost-effective for the town.

While the past Comprehensive Plan has its’ loose ends and was not used as a guide, there are some aspects that the town did take into account, whether it was based on the Comprehensive Plan or the present need of updating, the town created a new Police Station in the Spring of 2011. The Comprehensive Plan of 1993 outlined that the “...facilities of the Police, Fire, and Rescue Departments will require expansion in the coming decade” (Comprehensive Plan, 1993). All of these factors were taken into consideration with the creation of a new Police Station, and the expansion of the Fire Department/Rescue into the former Police Station.

Updating the Comprehensive Plan to encompass ideas that will foster future development and improvements is essential. The Public Process is imperative to appreciate the town’s assets, and recognize where the town needs assistance. With an accurate survey sample, the survey results were valid in showing public perception of Old Orchard Beach. The future of the town is like a tree, the trunk being the current residents and the branches being future development and enhancements, every aspect of the future of the town starts and is held together by the residents.

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DRAFT

Appendix A: The Survey

Help Us Map Old Orchard Beach's Next 10 Years

Welcome to the Comprehensive Plan Survey!

About the Comprehensive Plan

The Comprehensive Plan is the official document that describes and illustrates a vision for the future economic, social and physical characteristics of our town in the years ahead and outlines policies and guidelines to implement that vision. This survey will help create the foundation to which we'll build our 10 year vision of OOB. We all have a stake in the town's future and it is through this survey where your opinion and feedback will be considered and applied to the future growth and development of our town.

Survey Instructions

Please take a few minutes and provide your thoughts on the following questions. We have left room for commentary but feel free to attach additional pages if you'd like to tell us more! If there is more than one person in the household that would like to take the survey, you may photocopy, download at http://www.oobmaine.com/Pages/OldOrchardBeachME_BComm/compcom, or contact town hall at 934-5714 ext. 217 for additional copies.

When finished you may return the survey to the Comprehensive Planning Committee in a number of different ways. **Please return by October 11, 2011.** Instructions follow at the end of the Survey.

Thank you for your participation!

(A) General:

A1. What public projects/improvements should be considered during the next 10 years?

A2. Does the town need more public facilities (e.g., restrooms, beach showers, parks, bus shelters): **Yes** ____
No ____

If you answered **YES**, please specify:

A3. What is your overall impression of Old Orchard Beach?

(B) Housing:

B1. Do you feel the town meets the housing needs of current and future residents?

Yes _____ No _____

If you answered **NO**, please specify: _____

B2. Please check the appropriate box to express your desired growth of the following housing types:

	More of This Type	OOB Has Exactly Enough	Less of This Type
Single Family/Two Family			
Apartment Building (3-9 Units)			
Apartment Buildings (10+ Units)			
Condominium Buildings (High Rise – 4+ Stories)			
Condominium Buildings (Low Rise – up to 3 stories)			
Attached Town Homes			
Retirement Facilities/Complexes			
Mobile Homes			

(C) Environment:

C1. Should the town do more to protect its natural resources?

Yes _____ No _____

If you answered **YES**, please specify:

C2. Please rank each of the following by its importance to you (natural resources):

[1 = VERY important, 2 = SOMEWHAT important, 3 = NOT important]

- The preservation of open space within and on the periphery of the town
- "Green" building construction and design practice that promote energy efficiency and have as little negative impact on the environment as possible
- Encourage business and residential property owners (and tenants) to conserve water, be energy efficient and reduce air pollution
- Require more environmentally sensitive development practices
- Reuse vacant land and buildings

(D) Quality of Life:

D1. How do the following rate in your definition of "quality of life" in general?

[1 = VERY important, 2 = SOMEWHAT important, 3 = NOT important]

Sustaining emergency services (fire/ems/police)	Proximity to health care
Maintaining high water quality	Scenic beauty/landscape
Tourism as part of the local economy	Access to local government
Presence of local library	Affordable housing
Law enforcement coverage	Protecting wildlife
Preserving history/historic sites	Outdoor recreation
Maintenance/upkeep of public roads	Indoor recreation
Access to services (e.g. grocery, pharmacy)	Having land use laws
Community events for townspeople	Cultural opportunities
Proximity to religious congregation	High-quality housing
Community Center	Access to sidewalks
Access to bike paths and walking trails	Property maintenance/pride
Quality of Schools	Clean Beach
Handicap Accessibility	Air Quality:

Other (please specify) _____

(E) Business & Economic Development:

E1. Should the town work to create/foster year round business?

Yes _____ No _____

If you answered **YES**, please specify:

E2. Should the town become more pro-active when it comes to economic development?

Yes _____ No _____

If you answered **YES**, please specify:

E3. Should the town provide incentives (tax breaks, grants, assistance, etc.) to encourage:

- Small business development and retention
Yes _____ No _____
- Improvement in the quality of housing
Yes _____ No _____
- Sustainable design, such as solar heating, wind power, etc.
Yes _____ No _____
- Tourism on a year-round basis
Yes _____ No _____
- Owner Occupied Properties (more than currently offered)
Yes _____ No _____

Please comment on any of the above:

(F) Transportation:

F1. Do you believe there is a summer traffic problem?

Yes _____ No _____

If YES, where are they?

If YES, would you share your thoughts on how to resolve?

F2. Is traffic an issue in winter?

Yes _____ No _____

If YES, where are they? _____

If YES, would you share your thoughts on how to resolve? _____

F3. Would you use public transportation if there was more frequent or easily accessible service?

Yes _____ No _____

F4. Do you have suggestions as to how to increase the use of our public transportation?

F4. Please rank each of the following by its importance to you (transportation):

[1 = VERY important, 2 = SOMEWHAT important, 3 = NOT important]

- We should plan on more road improvements as the best way to relieve congestions and its negative effects _____
- We should plan on a way to make the beach more accessible _____
- We should implement more local transit services that could get folks out of their cars _____
- We should provide more sidewalks, trails and bikeways for both transportation and recreational use _____
- We should plan for a year round enclosed train station _____
- We should plan on more efficient and effective parking options _____

F5. What other improvements would you suggest we consider in planning our transportation system?

(G) Culture & Recreation:

G1. What do you see as the best use for the land around the ballpark?

G2. What is the most historical site or building in town? _____

If you listed a site or building would you share your thoughts on it? _____

G3. Should there be more emphasis placed on the historic events that have happened in town?

Yes _____ No _____

If YES, should the emphasis be to (check all that apply):

___ developing local community pride ___ tourist promotion ___ educating people

(H) Additional Comments (Please Feel Free to attach additional information!):

(I) OPTIONAL – About You - All information will remain confidential

- Sex: **M/F**
- Age: _____
- Marital Status: **Married/Single**
- Children: **Yes/No; Adult/Teen/Child**
- Employment: **Full Time/Part Time/Retired/Unemployed**
- Distance to Work (Miles): **0-3/4-10/11-20/20+**
- Housing: **Rent/Own; Apartment/Detached Home**
- Residence: **Year Round/Seasonal**
- Business Owner: **Yes/No**

THANK YOU! You Have Finished!

Would you like to receive updates about the Comprehensive Plan? Please provide your name and contact info (mailing address/email/telephone):

How to return the survey (by October 11, 2011):

US Mail/Delivery:

Jeffrey Hinderliter

Town of Old Orchard Beach

1 Portland Ave

Old Orchard Beach, ME 04064

~OR~

Email:

Scan and send to jhinderliter@oobmaine.com

~OR~

Call us!

If you are local and prefer we pick this up, we will!

207 934-5714 extension 217

Contact:

OOB Comprehensive Plan Committee

c/o Jeffrey Hinderliter

Town of Old Orchard Beach

1 Portland Ave

Old Orchard Beach, ME 04064

Phone:

Email: jhinderliter@oobmaine.com