

March 15, 2016

**Greetings Taxpayers:**

The Town of Wells Comprehensive Planning Committee is working with Town Staff to update the 2005 Comprehensive Plan.

The Strategic/Comprehensive Plan is a document with many components that aid Town Staff in updating its Land Use Ordinance to meet the future needs of the community for the next 10 years. The Comprehensive Plan is considered a blueprint to map the future and your opinion is critical as the Committee works to revitalize the document to meet the unique vision of our Town's core values, future possibilities, direction and needs.

The Committee has worked with Staff to create a survey that touches on many different elements that could be of concern in the future and many things the Town currently does that we want to make sure the citizens support moving forward.

The Committee also wanted it to be clear that some of the unique features and future planning may come at a cost and those survey questions clearly indicate if funds could be required move forward with a particular project. Please keep in mind that you are not voting at this time to appropriate funds of any kind. This is only a survey and future projects would be presented at the Annual Town Meeting in June or during elections each November.

To participate in the survey you may go to the Town website at [www.wellstown.org](http://www.wellstown.org) and complete the survey electronically. For those who did not receive a direct mailing, you may pick up, complete and submit a paper version at the locations listed below. You may also request a paper copy to be mailed to you by calling 207-646-5187. The survey may be either mailed back to Town Hall (208 Sanford Road, Wells, ME 04090) or you may drop the survey off at the following locations: The Wells Town Hall, Managers Office; The Wells Library; or The Wells-Ogunquit Senior Center. The survey deadline is May 15, 2016.

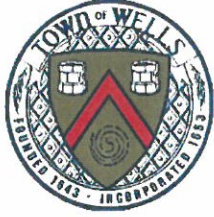
The draft Comprehensive Plan is available on the Town website at [www.wellstown.org](http://www.wellstown.org) under the heading of "Community" on the homepage.

The Committee is looking forward to your opinion!

Sincerely,

A handwritten signature in blue ink, appearing to read "Jonathan Carter".

Jonathan Carter, Town Manager



Town of Wells, Maine

Please take this

**SURVEY** for the

Wells Comprehensive Plan Re-Write.

We appreciate your input!

THANK YOU.

If you don't have time today to take it, please:

- Visit [www.wellstown.org](http://www.wellstown.org) to take the survey online,
- Find us on **Facebook** and click the Survey link, or
- Take it at home and drop it back off on your next visit!

Surveys are DUE by MAY 15, 2016



# Town of Wells, Maine

## Strategic/Comprehensive Plan Survey – March 2016

**Our Town of Wells is in the process of updating our 2005 Comprehensive Plan in order to revitalize its blueprint for the future and we need your help and cooperation to do this, please.**

**Your input will aid us, the Comprehensive Planning Committee, in completing our mission by providing us with your unique vision as to our Town's core values, possibilities, needs and direction.**

**We would greatly appreciate your participating in this survey in order to benefit the Committee and Town. Please fill out and submit this survey to our Town Hall Manager's Office, the Library or Senior Center by May 15, 2016. Thank you. (Also can be completed and submitted electronically on the Town website: [www.wellstown.org](http://www.wellstown.org) )**

**Please indicate your level of agreement with the following Goals /Actions by checking the box that best represents your view.**

Goal /Action	Strongly Agree	Agree	Somewhat Agree	Disagree	Strongly Disagree	No Opinion
1. Work actively to retain the rural character of Wells as defined, in large measure, by its open land, marshes, fields, farms and woodlands.						
2. Improve Wells' economic climate by promoting investment, revenue generation, and year-round, good quality job opportunities by encouraging the development of diverse small businesses and industries that are consistent with the community's small town character.						
3. Continue to support education facilities and programs kinder garden through grade 12. <b>Involves spending Town funds.</b>						
4. Continue to promote and encourage neighborhood conservation areas and parks throughout the Town such as Fenderson Wildlife Commons to protect public access for traditional outdoor recreation and to protect critical wildlife habitat. <b>May reduce the property tax base.</b>						
5. Assist and encourage water and sewer utility extensions to and west of the Exit 19 area. <b>May involve spending Town funds.</b>						
6. Manage the rate of residential and non-residential growth in a manner that maintains the Town's rural, small-town character and is consistent with the Town's ability to accommodate it. <b>May involve re-establishing a growth permit cap and/or establishing impact fees to mitigate the cost of services.</b>						
7. Work to encourage that new commercial development is of a scale and intensity that is compatible with the existing character of Wells.						
8. Continue to encourage suitable areas for low-impact businesses that have access to major transportation resources such as the Maine Turnpike, Routes 9 and 109.						
9. Encourage tourist-related activities and development consistent with the character and scale of the community and the image of Wells as a family resort area, especially in the Route 1 Corridor/Beach Business Area.						
10. Restrict the development of commercial tourist "attractions" designed to appeal primarily to the transient tourist or "non-family" travelers, such as nightclubs, bars, amusement parks, and outdoor water slides.						
11. Continue to encourage the development of a Town Center/Village that can serve as an economic engine for the entire community. <b>May involve spending Town funds.</b>						
12. Support the Town's programs and ordinances for protecting sensitive, natural resources. <b>May involve spending Town funds.</b>						
13. Support programs for acquiring key land areas of environmental concern to provide for the protection of these resources, while compensating the property owner. <b>Involves spending Town funds.</b>						
14. Continue to protect the Branch Brook aquifer from potential sources of contamination by controlling land use in this area and maintaining the availability and quality of other existing and potential water supplies.						
15. Continue to encourage, manage and support natural resource based enterprises such as agriculture, forestry and mineral extraction.						
16. Continue to preserve public access to the beaches and Harbor in Wells while managing and maintaining these resources in the best interests of the community and adjacent landowners. <b>May involve spending Town funds.</b>						
17. Ensure the Wells Harbor remains a viable resource since the Harbor plays an important role as both an economic and recreational resource for the Town. <b>May involve spending Town funds.</b>						
18. Continue to protect recreational fishing and shell fishing in the Town's coastal waters and estuaries.						
19. Identify specific land use policies, projects and programs that will mitigate and reduce future flood related damages. <b>May involve spending Town funds.</b>						
20. Continue to support the Town acquiring conservation land for public uses such as hiking, fishing, and picnicking. <b>May involve spending Town funds.</b>						
21. Investigate and promote alternative energy sources in the community.						

# Town of Wells Strategic/ Comprehensive Plan Survey

**Town of Wells**  
**Town Office**  
 208 Sanford Road  
 Wells, Maine 04090

**RESIDENTIAL CUSTOMER**

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 U.S. Postage  
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 Portland, ME  
 Permit No. 477



Town of Wells, Maine

## Strategic/Comprehensive Plan Survey – March 2016

Goal /Action	Strongly Agree	Agree	Somewhat Agree	Disagree	Strongly Disagree	No Opinion
22. Continue to encourage and support the expansion of the York County Community College in our community.						
23. Continue to preserve, protect and maintain the quality of Wells' historical, cultural and archaeological resources.						
24. Educate Town citizens and visitors about Wells' historic and archaeological resources, not just as individual buildings or sites, but as resources in a geographic, social and economic context.						

**Please indicate which one of the following best describes your residency in Wells:**

- 1. Year-round resident (more than 6 months/year)
- 2. Seasonal resident (less than 6 months/year)
- 3. Non-resident property owner
- 4. Non-resident business owner/manager
- 5. Student

**How long have you lived in Wells?**

- 1. Two years or less
- 3. Six to ten years
- 5. More than twenty years
- 2. Three to five years
- 4. Eleven to twenty years
- 6. Do not live in Wells

**Please indicate if children live in your household for most of the year:**

- a. Preschool aged children  1. Yes  2. No
- b. School aged children  1. Yes  2. No
- c. Children over 18  1. Yes  2. No

**How old are you?**

- 1. 15 - 18
- 4. 35-44
- 7. 65 or older
- 2. 19-24
- 5. 45-54
- 3. 25-34
- 6. 55-64

- Please indicate which of the following apply to you:**
- a. Registered voter in Wells?  1. Yes  2. No
  - b. Owner of a residential home/unit in Wells?  
 1. Yes  2. No
  - c. Renter of a residential home/unit in Wells?  
 1. Yes  2. No
  - d. Owner of vacant land in Wells?  
 1. Yes  2. No
  - e. Owner of commercial property in Wells?  
 1. Yes  2. No
  - f. Owner of a business in Wells?  
 1. Yes  2. No

**What do you think are the three most important issues facing Wells? (Except for Route 1 traffic, which is already known to be a priority). In the spaces below, please write your thoughts:**

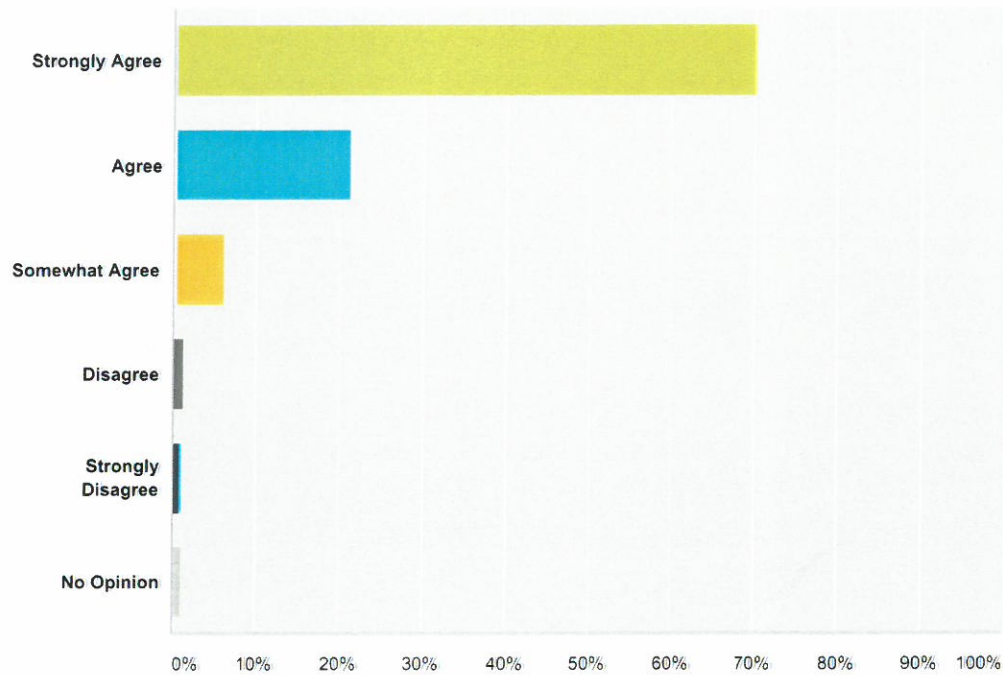
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**THANK YOU VERY MUCH FOR PARTICIPATING.**

Information on the Comprehensive Plan Committee materials, meetings and the draft Plan is available at the Town website [www.wellstown.org](http://www.wellstown.org) under the header "Community."

**Q1 Work actively to retain the rural character of Wells as defined, in large measure, by its open land, marshes, fields, farms and woodlands.**

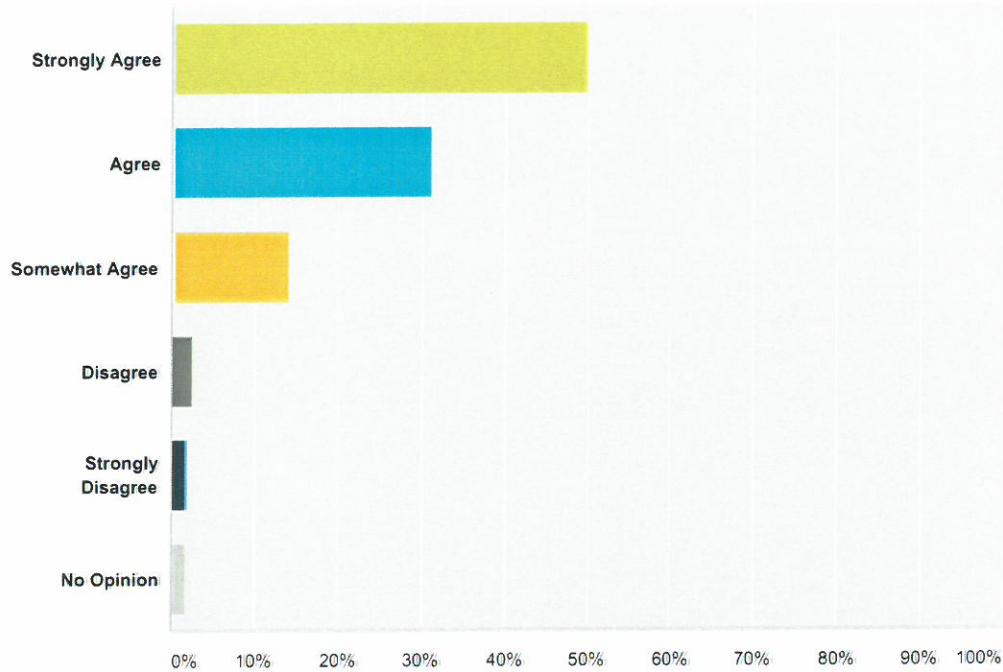
Answered: 893 Skipped: 0



Answer Choices	Responses	
Strongly Agree	69.99%	625
Agree	21.05%	188
Somewhat Agree	5.82%	52
Disagree	1.34%	12
Strongly Disagree	0.78%	7
No Opinion	1.01%	9
<b>Total</b>		<b>893</b>

**Q2 Improve Wells' economic climate by promoting investment, revenue generation, and year-round, good quality job opportunities by encouraging the development of diverse small businesses and industries that are consistent with the community's small town character.**

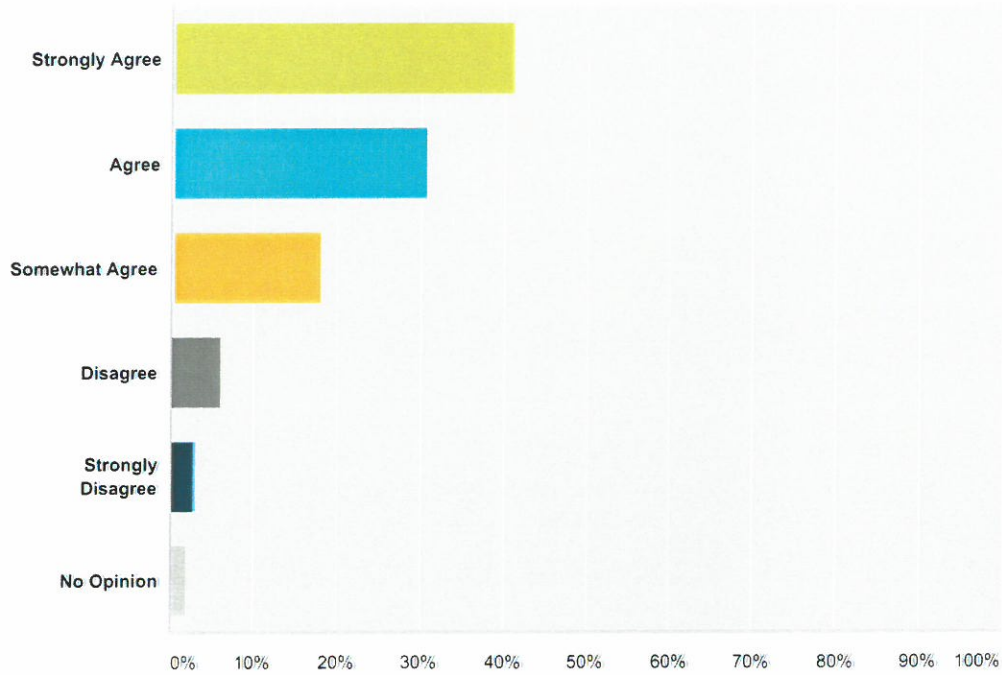
Answered: 893 Skipped: 0



Answer Choices	Responses	
Strongly Agree	49.72%	444
Agree	30.80%	275
Somewhat Agree	13.77%	123
Disagree	2.58%	23
Strongly Disagree	1.57%	14
No Opinion	1.57%	14
<b>Total</b>		<b>893</b>

**Q3 Continue to support education facilities and programs kinder garden through grade 12. Involves spending Town funds.**

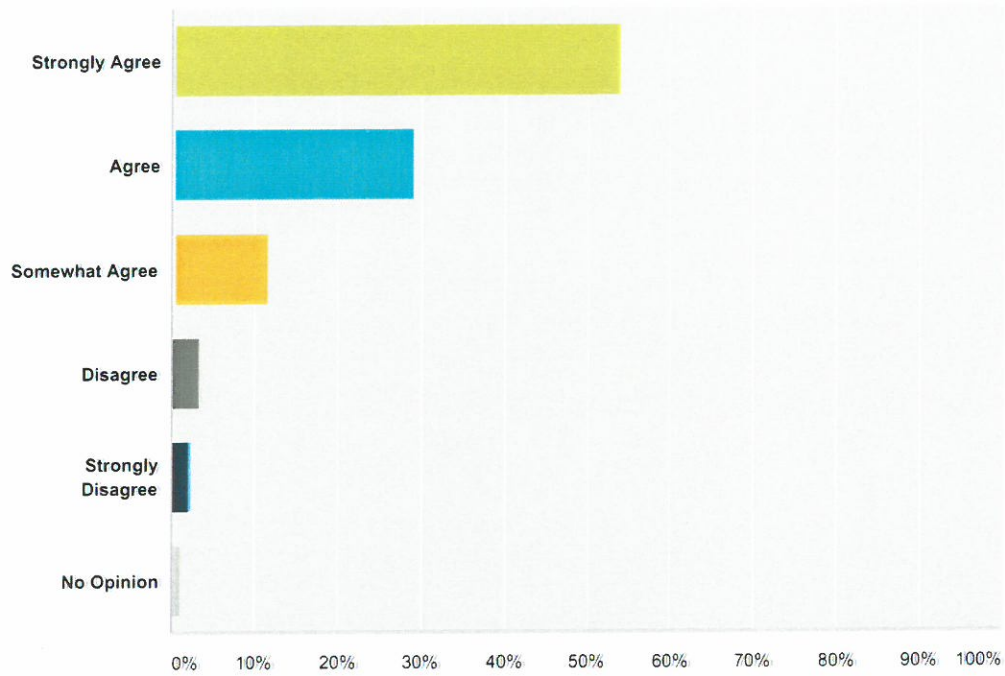
Answered: 893 Skipped: 0



Answer Choices	Responses	
Strongly Agree	40.99%	366
Agree	30.46%	272
Somewhat Agree	17.81%	159
Disagree	6.05%	54
Strongly Disagree	2.80%	25
No Opinion	1.90%	17
<b>Total</b>		<b>893</b>

**Q4 Continue to promote and encourage neighborhood conservation areas and parks throughout the Town such as Fenderson Wildlife Commons to protect public access for traditional outdoor recreation and to protect critical wildlife habitat. May reduce the property tax base.**

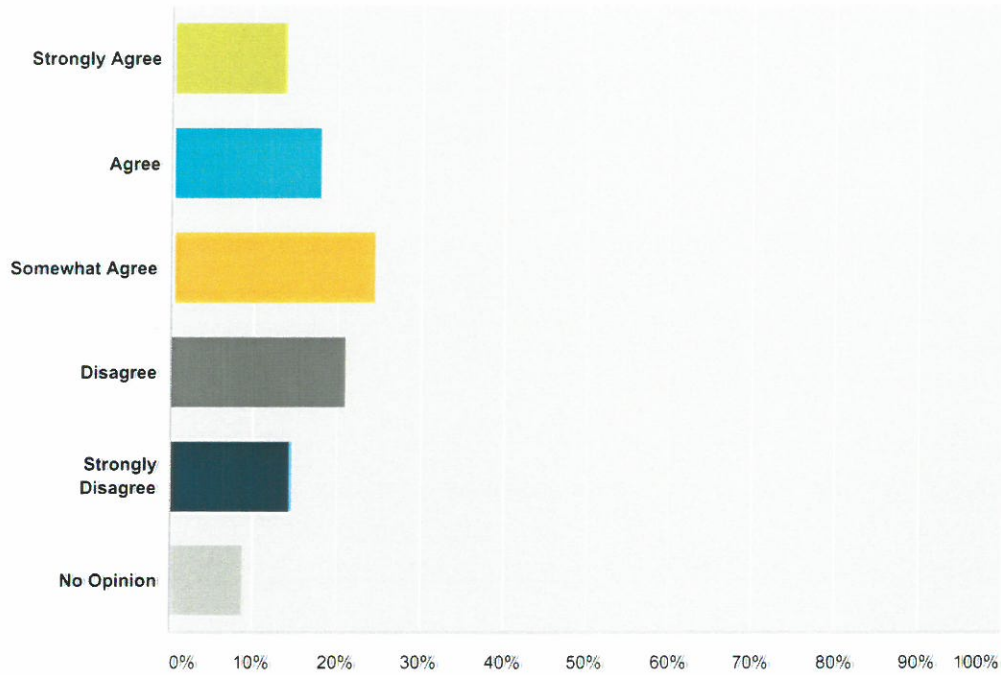
Answered: 893 Skipped: 0



Answer Choices	Responses	Count
Strongly Agree	53.75%	480
Agree	28.78%	257
Somewhat Agree	11.20%	100
Disagree	3.25%	29
Strongly Disagree	2.02%	18
No Opinion	1.01%	9
<b>Total</b>		<b>893</b>

### Q5 Assist and encourage water and sewer utility extensions to and west of the Exit 19 area. May involve spending Town funds.

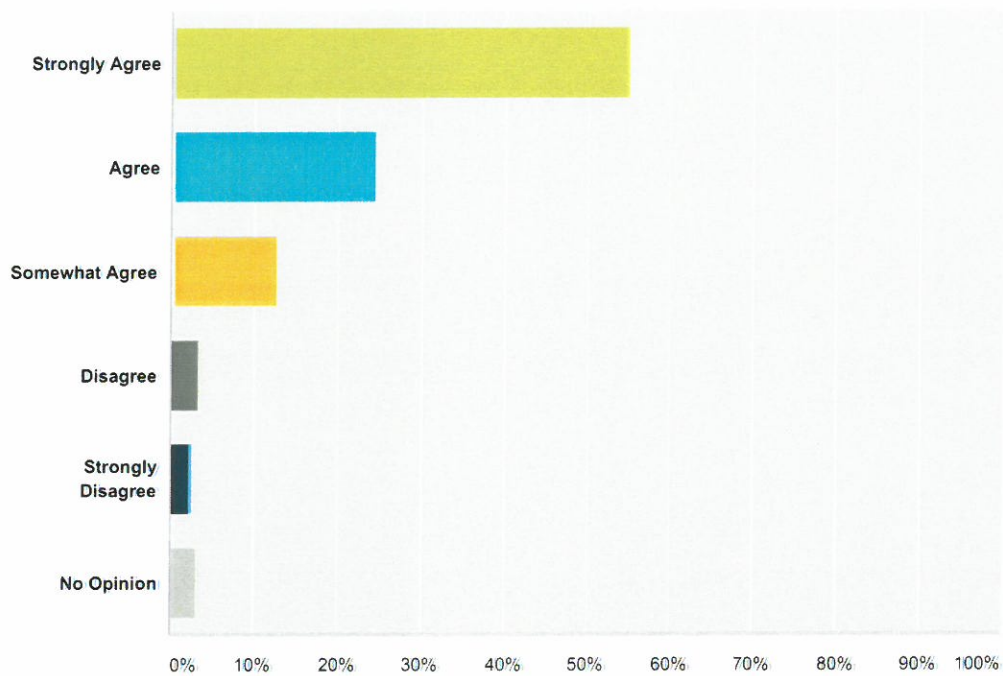
Answered: 893 Skipped: 0



Answer Choices	Responses
Strongly Agree	13.66% 122
Agree	17.81% 159
Somewhat Agree	24.19% 216
Disagree	21.05% 188
Strongly Disagree	14.45% 129
No Opinion	8.85% 79
<b>Total</b>	<b>893</b>

**Q6 Manage the rate of residential and non-residential growth in a manner that maintains the Town’s rural, small-town character and is consistent with the Town’s ability to accommodate it. May involve re-establishing a growth permit cap and/or establishing impact fees to mitigate the cost of services.**

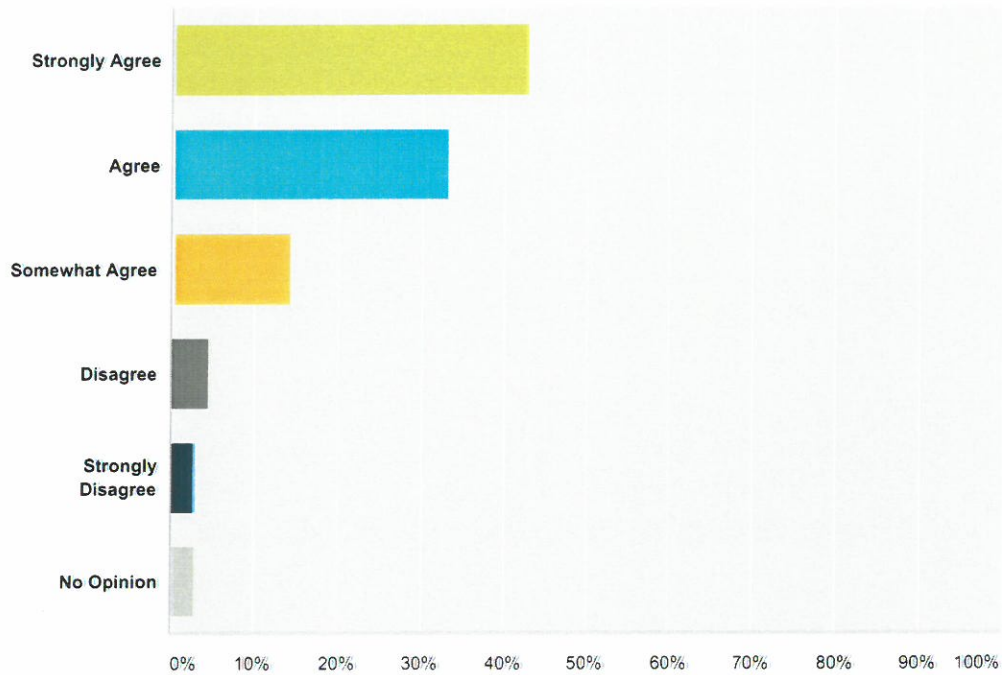
Answered: 889 Skipped: 4



Answer Choices	Responses	Count
Strongly Agree	54.78%	487
Agree	24.18%	215
Somewhat Agree	12.37%	110
Disagree	3.37%	30
Strongly Disagree	2.25%	20
No Opinion	3.04%	27
<b>Total</b>		<b>889</b>

**Q7 Work to encourage that new commercial development is of a scale and intensity that is compatible with the existing character of Wells.**

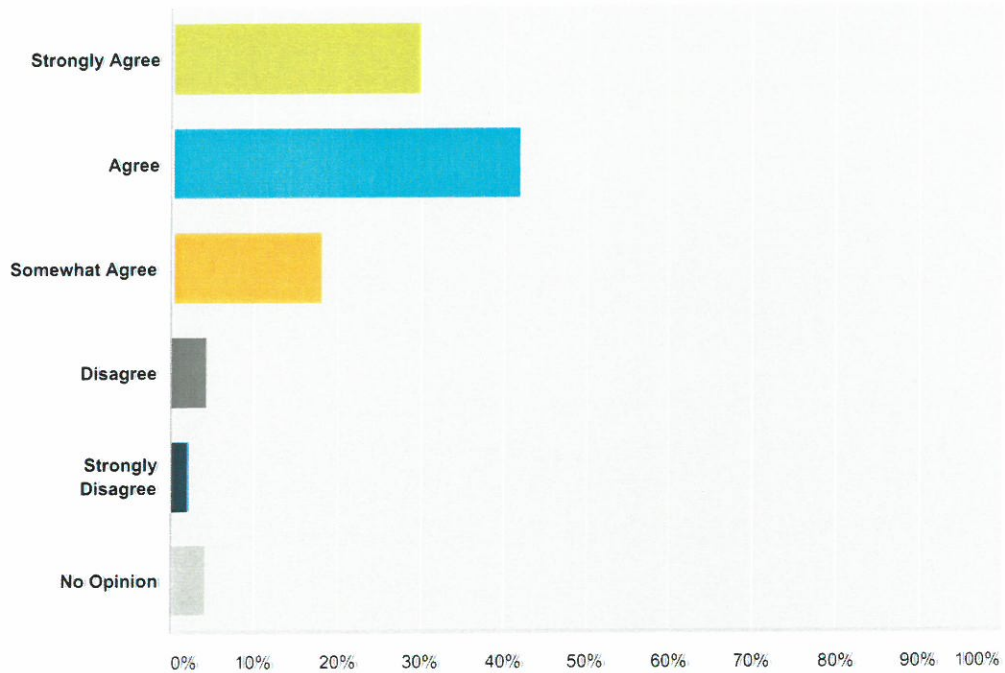
Answered: 889 Skipped: 4



Answer Choices	Responses	
Strongly Agree	42.63%	379
Agree	32.96%	293
Somewhat Agree	14.06%	125
Disagree	4.61%	41
Strongly Disagree	2.81%	25
No Opinion	2.92%	26
<b>Total</b>		<b>889</b>

**Q8 Continue to encourage suitable areas for low-impact businesses that have access to major transportation resources such as the Maine Turnpike, Routes 9 and 109.**

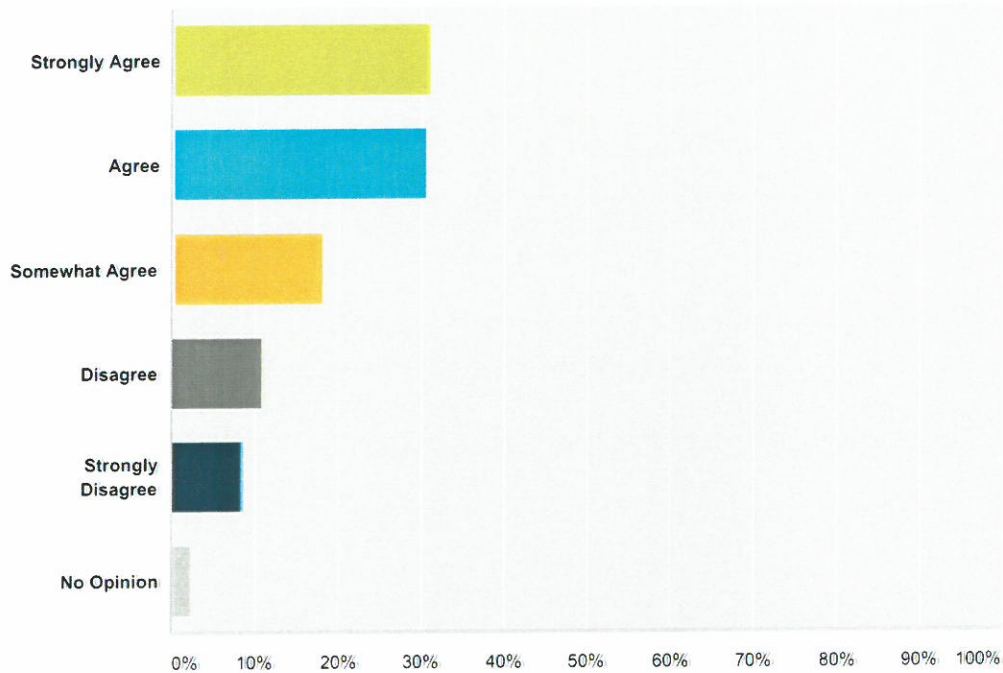
Answered: 889 Skipped: 4



Answer Choices	Responses	
Strongly Agree	29.70%	264
Agree	41.73%	371
Somewhat Agree	17.77%	158
Disagree	4.39%	39
Strongly Disagree	2.14%	19
No Opinion	4.27%	38
<b>Total</b>		<b>889</b>

**Q9 Encourage tourist-related activities and development consistent with the character and scale of the community and the image of Wells as a family resort area, especially in the Route 1 Corridor/Beach Business Area.**

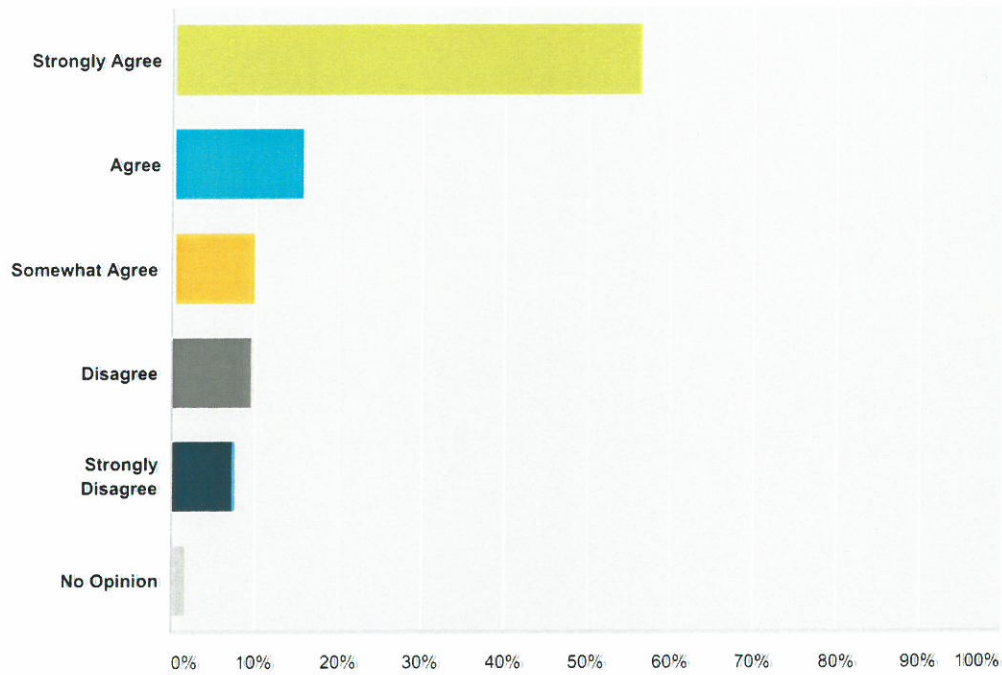
Answered: 889 Skipped: 4



Answer Choices	Responses	
Strongly Agree	30.60%	272
Agree	30.26%	269
Somewhat Agree	17.66%	157
Disagree	10.80%	96
Strongly Disagree	8.44%	75
No Opinion	2.25%	20
<b>Total</b>		<b>889</b>

**Q10 Restrict the development of commercial tourist “attractions” designed to appeal primarily to the transient tourist or “non-family” travelers, such as nightclubs, bars, amusement parks, and outdoor water slides.**

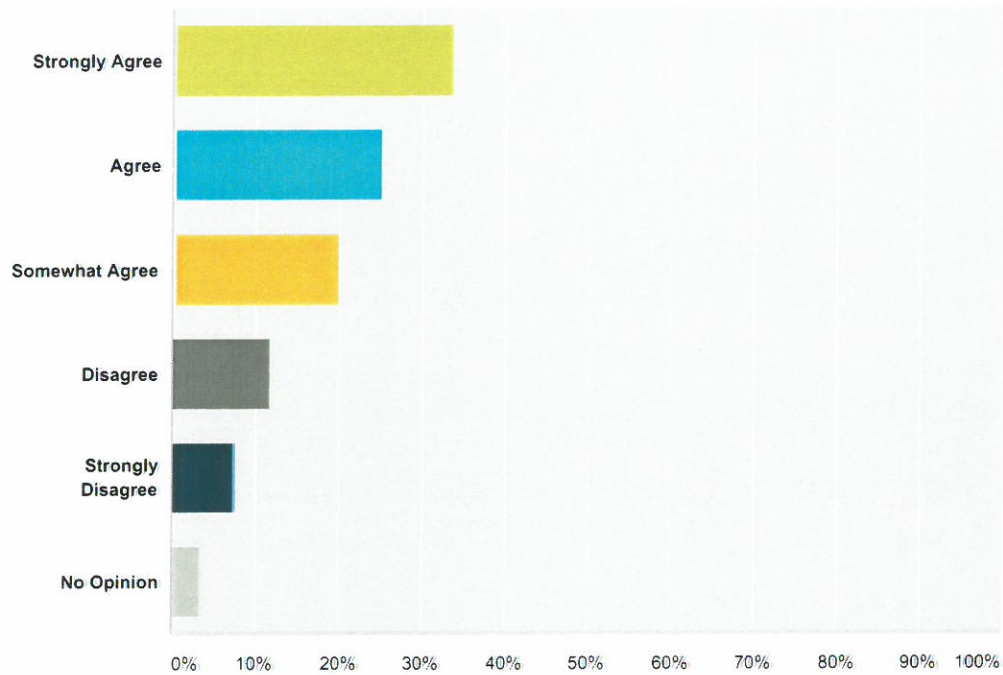
Answered: 889 Skipped: 4



Answer Choices	Responses	
Strongly Agree	56.24%	500
Agree	15.41%	137
Somewhat Agree	9.67%	86
Disagree	9.67%	86
Strongly Disagree	7.31%	65
No Opinion	1.69%	15
<b>Total</b>		<b>889</b>

**Q11 Continue to encourage the development of a Town Center/Village that can serve as an economic engine for the entire community. May involve spending Town funds.**

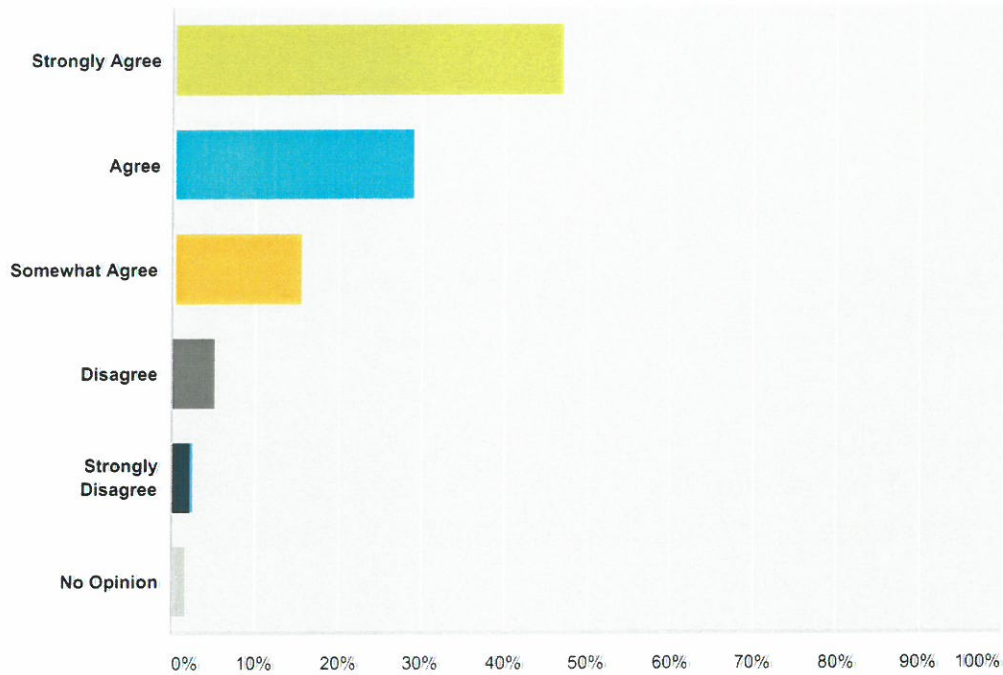
Answered: 887 Skipped: 6



Answer Choices	Responses	Count
Strongly Agree	33.37%	296
Agree	24.80%	220
Somewhat Agree	19.62%	174
Disagree	11.61%	103
Strongly Disagree	7.22%	64
No Opinion	3.38%	30
<b>Total</b>		<b>887</b>

**Q12 Support the Town's programs and ordinances for protecting sensitive, natural resources. May involve spending Town funds.**

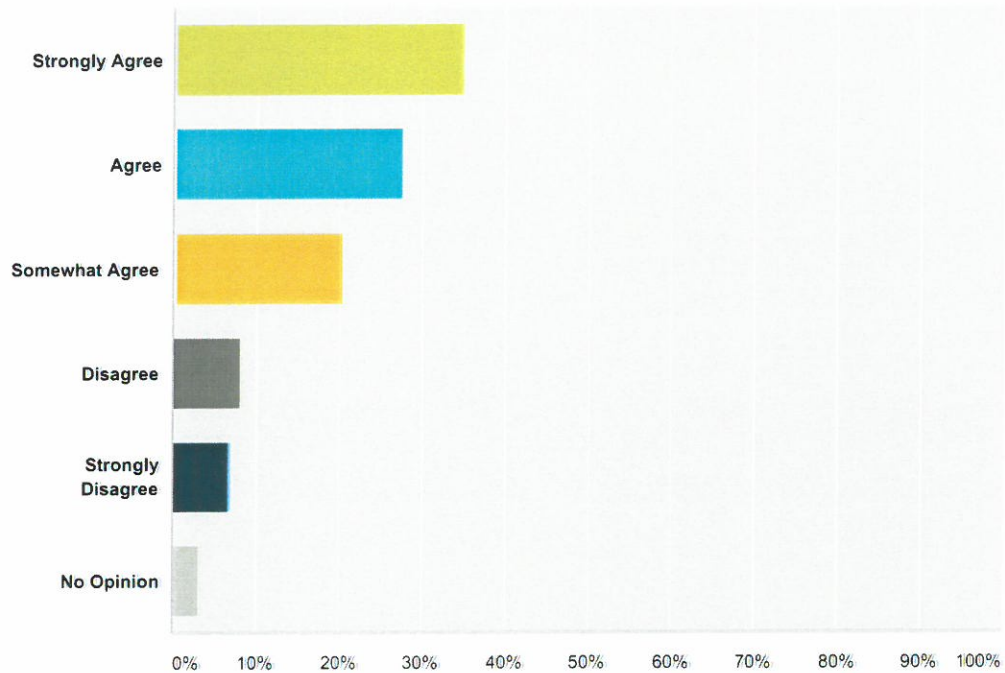
Answered: 887 Skipped: 6



Answer Choices	Responses	Count
Strongly Agree	46.67%	414
Agree	28.86%	256
Somewhat Agree	15.22%	135
Disagree	5.30%	47
Strongly Disagree	2.25%	20
No Opinion	1.69%	15
<b>Total</b>		<b>887</b>

**Q13 Support programs for acquiring key land areas of environmental concern to provide for the protection of these resources, while compensating the property owner. Involves spending Town funds.**

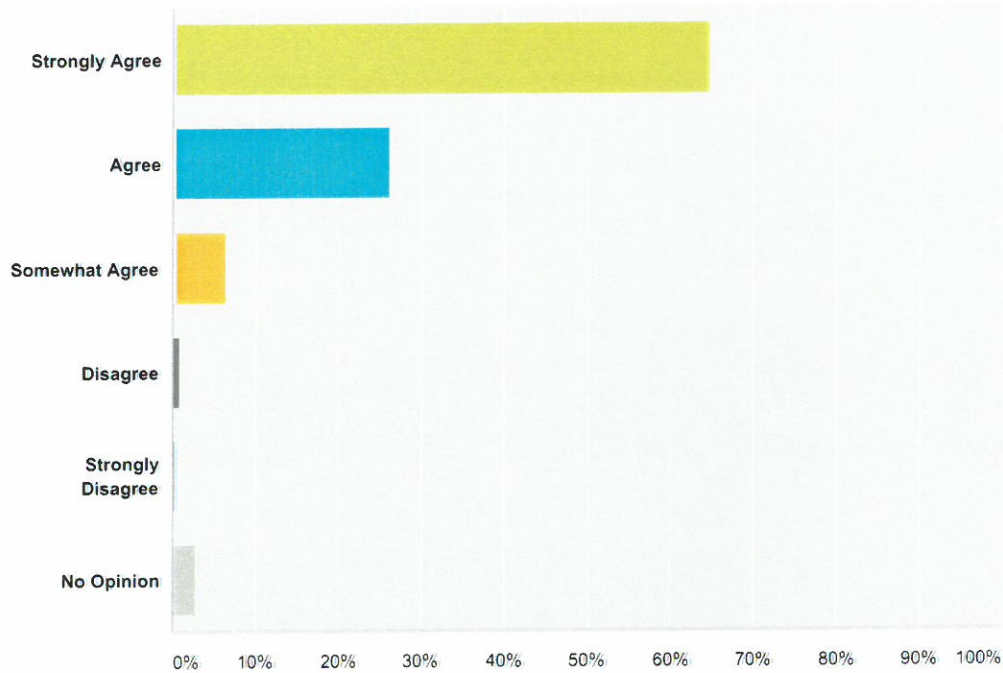
Answered: 887 Skipped: 6



Answer Choices	Responses
Strongly Agree	34.61% 307
Agree	27.40% 243
Somewhat Agree	20.07% 178
Disagree	8.12% 72
Strongly Disagree	6.65% 59
No Opinion	3.16% 28
<b>Total</b>	<b>887</b>

**Q14 Continue to protect the Branch Brook aquifer from potential sources of contamination by controlling land use in this area and maintaining the availability and quality of other existing and potential water supplies.**

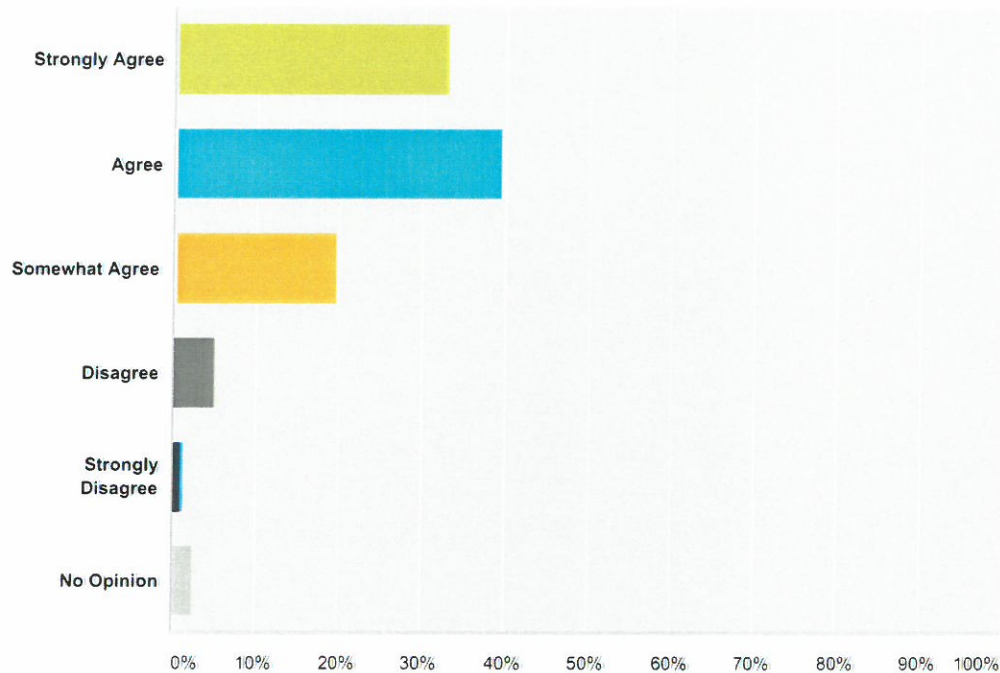
Answered: 887 Skipped: 6



Answer Choices	Responses	Count
Strongly Agree	64.26%	570
Agree	25.93%	230
Somewhat Agree	6.09%	54
Disagree	0.79%	7
Strongly Disagree	0.23%	2
No Opinion	2.71%	24
<b>Total</b>		<b>887</b>

### Q15 Continue to encourage, manage and support natural resource based enterprises such as agriculture, forestry and mineral extraction.

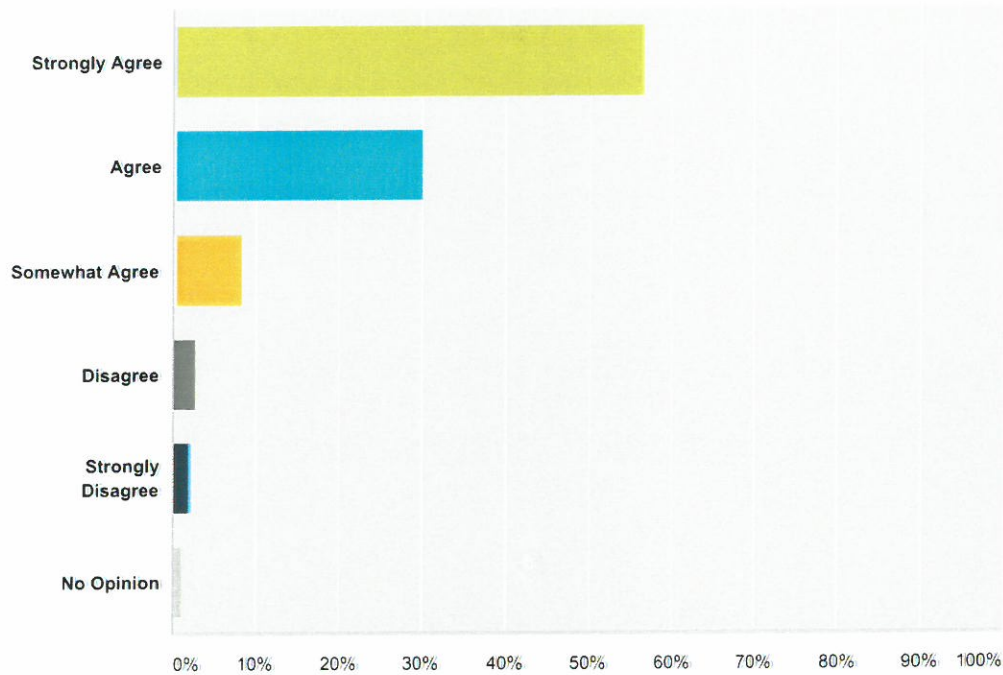
Answered: 887 Skipped: 6



Answer Choices	Responses
Strongly Agree	32.69% 290
Agree	39.35% 349
Somewhat Agree	19.39% 172
Disagree	4.96% 44
Strongly Disagree	1.13% 10
No Opinion	2.48% 22
<b>Total</b>	<b>887</b>

**Q16 Continue to preserve public access to the beaches and Harbor in Wells while managing and maintaining these resources in the best interests of the community and adjacent landowners. May involve spending Town funds.**

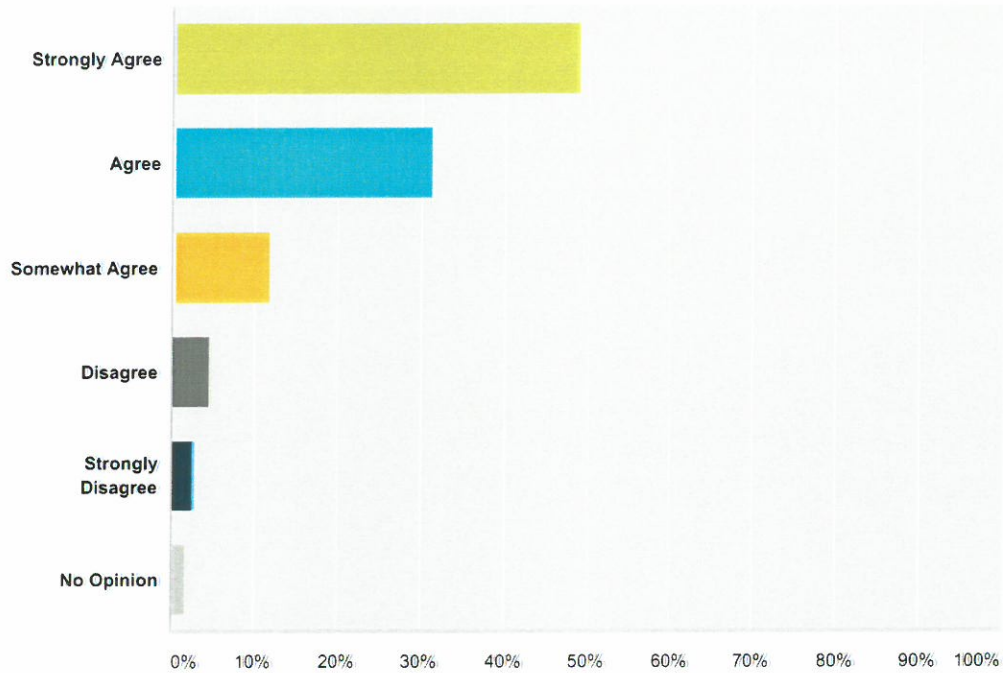
Answered: 885 Skipped: 8



Answer Choices	Responses	Count
Strongly Agree	56.38%	499
Agree	29.94%	265
Somewhat Agree	8.02%	71
Disagree	2.71%	24
Strongly Disagree	1.92%	17
No Opinion	1.02%	9
<b>Total</b>		<b>885</b>

**Q17 Ensure the Wells Harbor remains a viable resource since the Harbor plays an important role as both an economic and recreational resource for the Town. May involve expending Town funds.**

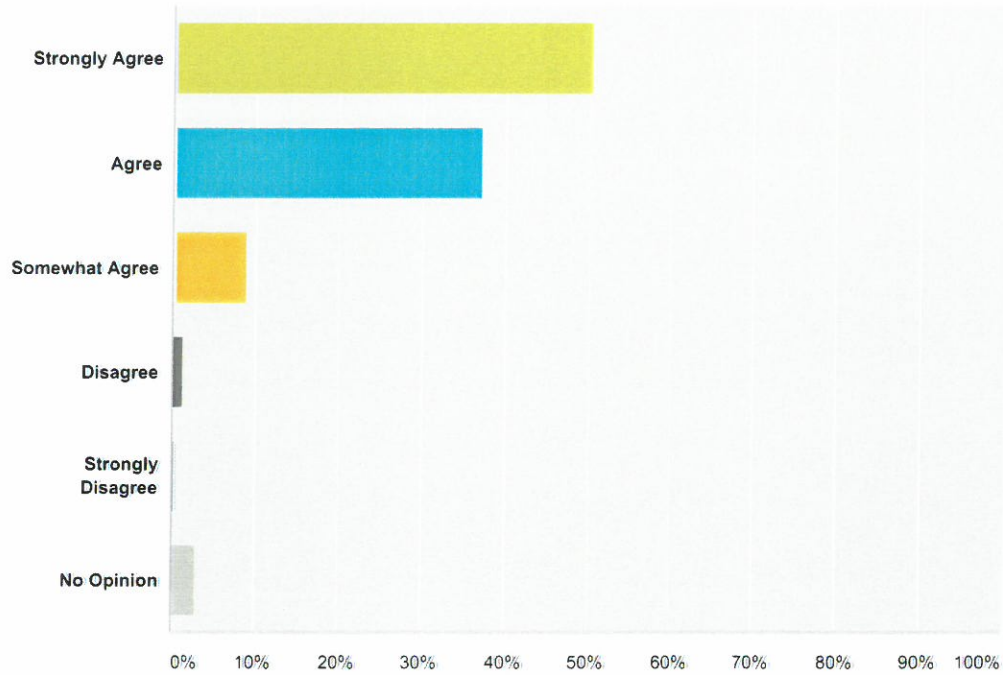
Answered: 885 Skipped: 8



Answer Choices	Responses	Count
Strongly Agree	48.70%	431
Agree	31.07%	275
Somewhat Agree	11.53%	102
Disagree	4.52%	40
Strongly Disagree	2.60%	23
No Opinion	1.58%	14
<b>Total</b>		<b>885</b>

### Q18 Continue to protect recreational fishing and shell fishing in the Town's coastal waters and estuaries.

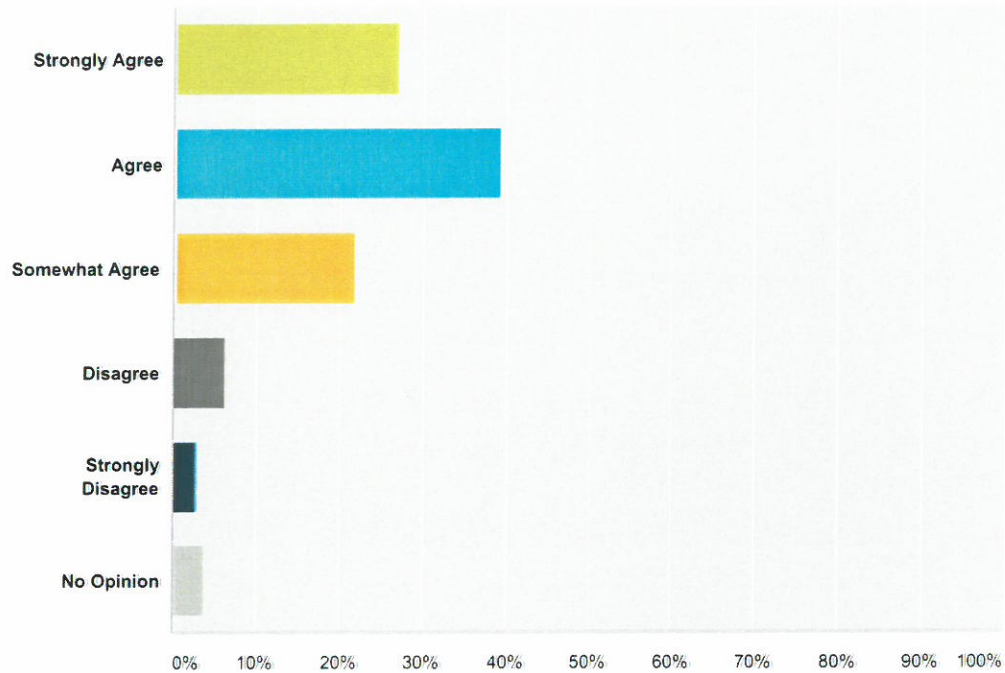
Answered: 885 Skipped: 8



Answer Choices	Responses	
Strongly Agree	50.17%	444
Agree	36.95%	327
Somewhat Agree	8.47%	75
Disagree	1.36%	12
Strongly Disagree	0.23%	2
No Opinion	2.82%	25
<b>Total</b>		<b>885</b>

**Q19 Identify specific land use policies, projects and programs that will mitigate and reduce future flood related damages. May involve spending Town funds.**

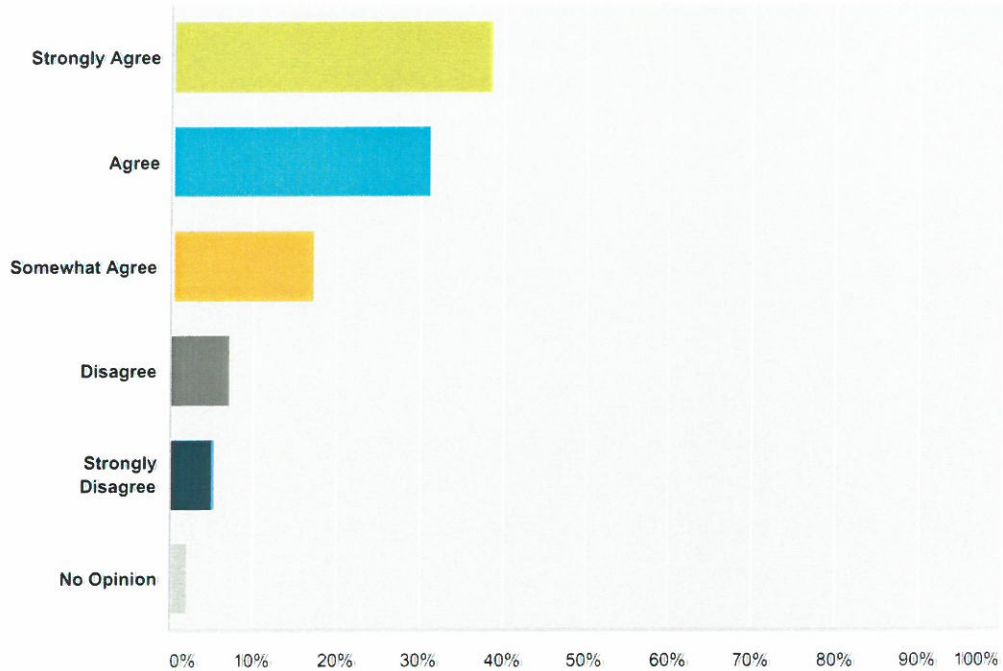
Answered: 885 Skipped: 8



Answer Choices	Responses	
Strongly Agree	26.78%	237
Agree	39.10%	346
Somewhat Agree	21.47%	190
Disagree	6.21%	55
Strongly Disagree	2.71%	24
No Opinion	3.73%	33
<b>Total</b>		<b>885</b>

**Q20 Continue to support the Town acquiring conservation land for public uses such as hiking, fishing, and picnicking. May involve spending Town funds.**

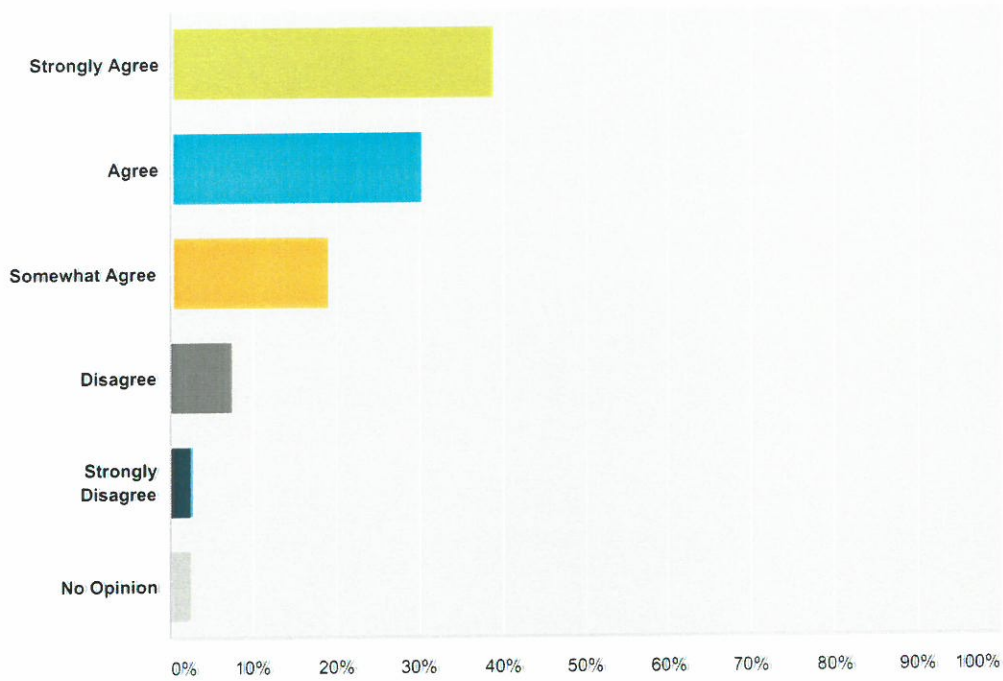
Answered: 885 Skipped: 8



Answer Choices	Responses	
Strongly Agree	38.19%	338
Agree	30.85%	273
Somewhat Agree	16.95%	150
Disagree	7.01%	62
Strongly Disagree	4.97%	44
No Opinion	2.03%	18
<b>Total</b>		<b>885</b>

### Q21 Investigate and promote alternative energy sources in the community.

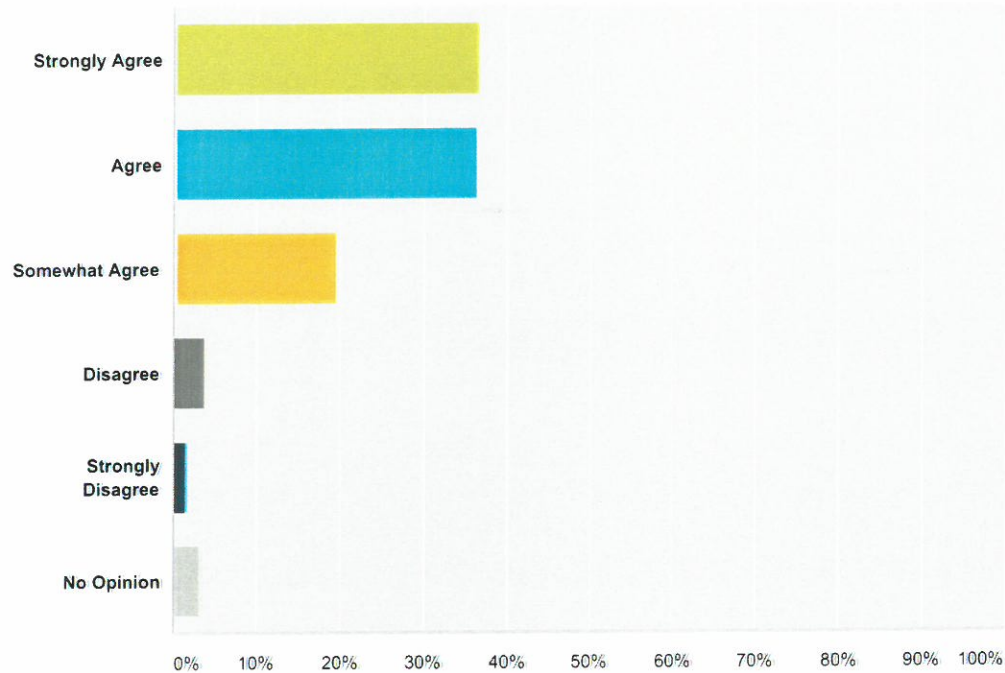
Answered: 884 Skipped: 9



Answer Choices	Responses	Count
Strongly Agree	38.57%	341
Agree	29.98%	265
Somewhat Agree	18.78%	166
Disagree	7.58%	67
Strongly Disagree	2.60%	23
No Opinion	2.49%	22
<b>Total</b>		<b>884</b>

### Q22 Continue to encourage and support the expansion of the York County Community College in our community.

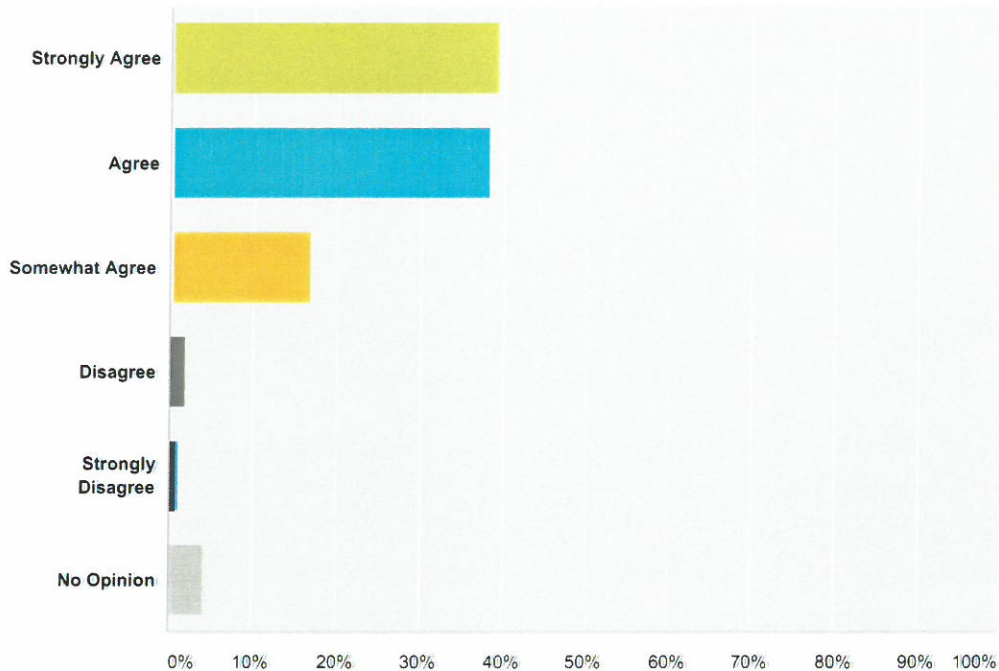
Answered: 884 Skipped: 9



Answer Choices	Responses
Strongly Agree	36.31% 321
Agree	36.20% 320
Somewhat Agree	19.12% 169
Disagree	3.73% 33
Strongly Disagree	1.47% 13
No Opinion	3.17% 28
<b>Total</b>	<b>884</b>

### Q23 Continue to preserve, protect and maintain the quality of Wells' historical, cultural and archaeological resources.

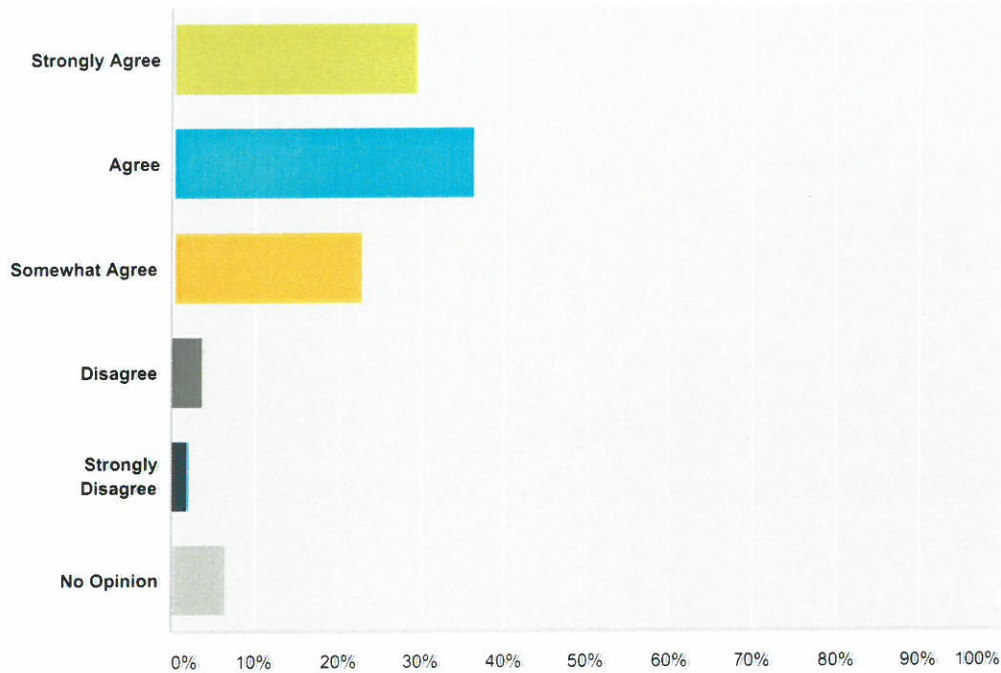
Answered: 884 Skipped: 9



Answer Choices	Responses	Count
Strongly Agree	39.03%	345
Agree	37.90%	335
Somewhat Agree	16.40%	145
Disagree	1.81%	16
Strongly Disagree	0.79%	7
No Opinion	4.07%	36
<b>Total</b>		<b>884</b>

**Q24 Educate Town citizens and visitors about Wells' historic and archaeological resources, not just as individual buildings or sites, but as resources in a geographic, social and economic context.**

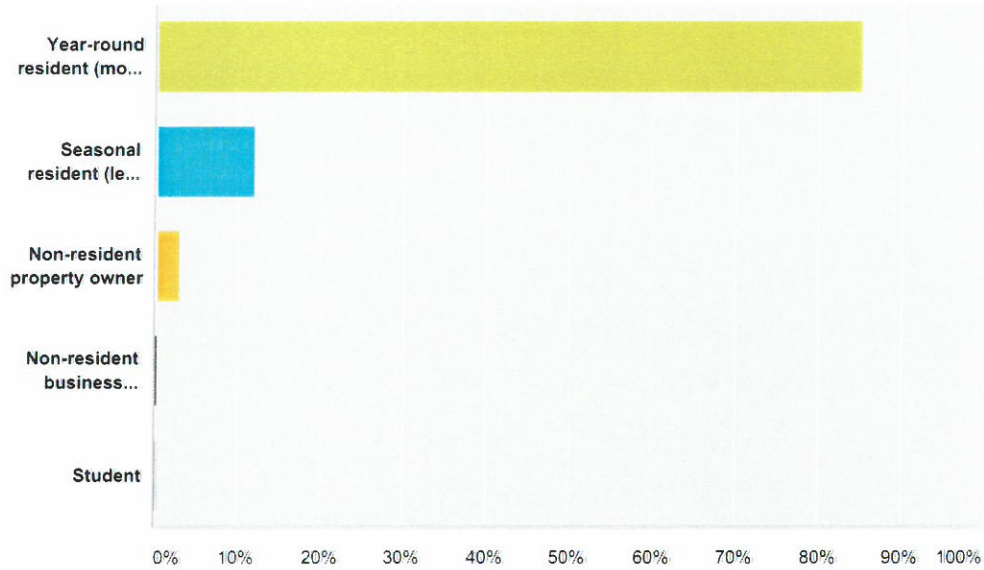
Answered: 884 Skipped: 9



Answer Choices	Responses	Count
Strongly Agree	29.19%	258
Agree	36.09%	319
Somewhat Agree	22.51%	199
Disagree	3.85%	34
Strongly Disagree	1.81%	16
No Opinion	6.56%	58
<b>Total</b>		<b>884</b>

**Q25 Please indicate which one of the following best describes your residency in Wells:**

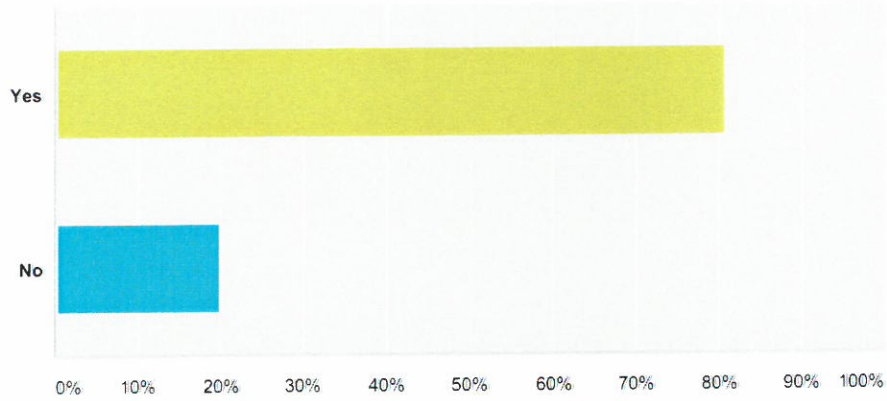
Answered: 878 Skipped: 15



Answer Choices	Responses
Year-round resident (more than 6 months/year)	84.97% 746
Seasonal resident (less than 6 months/year)	11.73% 103
Non-resident property owner	2.73% 24
Non-resident business owner/manager	0.46% 4
Student	0.11% 1
<b>Total</b>	<b>878</b>

### Q26 Are you a registered voter in Wells?

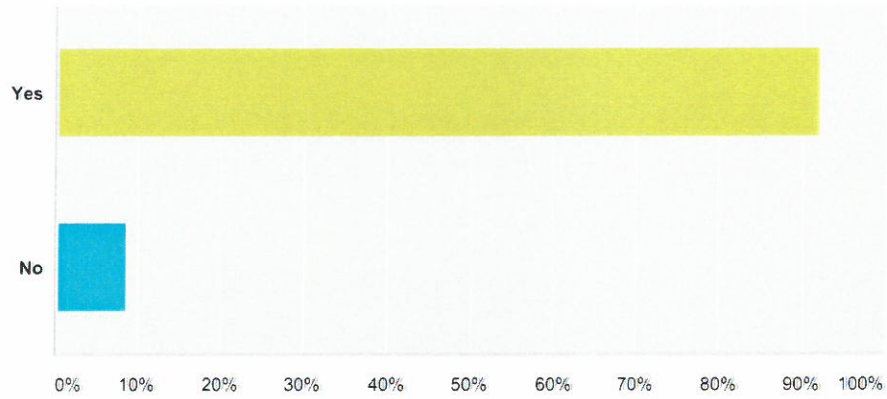
Answered: 878 Skipped: 15



Answer Choices	Responses	
Yes	80.30%	705
No	19.70%	173
<b>Total</b>		<b>878</b>

### Q27 Are you the owner of a residential home/unit in Wells?

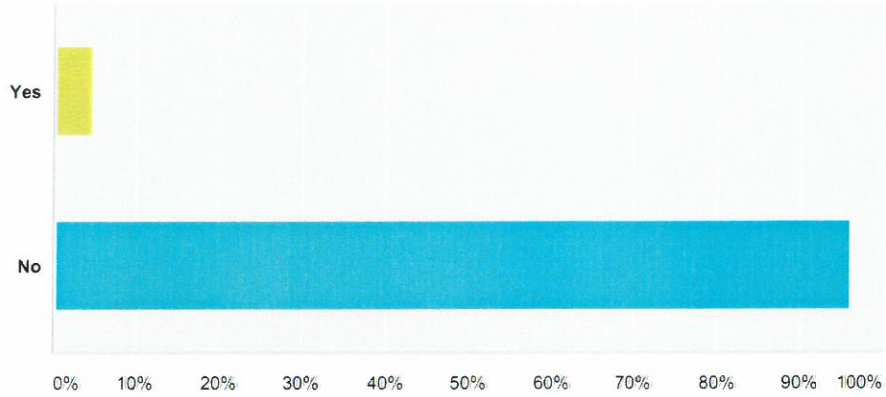
Answered: 878 Skipped: 15



Answer Choices	Responses	
Yes	91.57%	804
No	8.43%	74
<b>Total</b>		<b>878</b>

### Q28 Are you the renter of a residential unit/home in Wells?

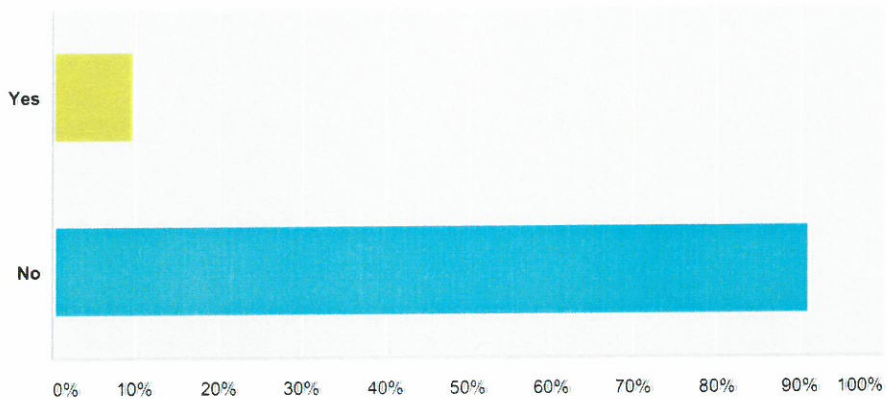
Answered: 878 Skipped: 15



Answer Choices	Responses	
Yes	4.33%	38
No	95.67%	840
<b>Total</b>		<b>878</b>

### Q29 Are you the owner of vacant land in Wells?

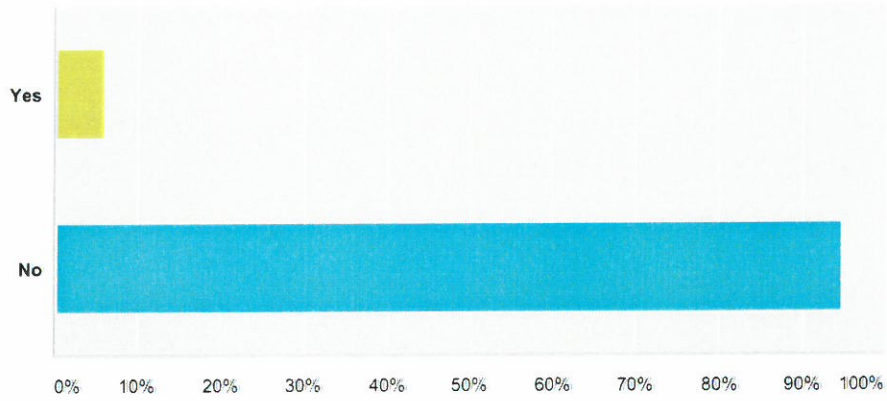
Answered: 878 Skipped: 15



Answer Choices	Responses	
Yes	9.34%	82
No	90.66%	796
<b>Total</b>		<b>878</b>

### Q30 Are you the owner of commercial property in Wells?

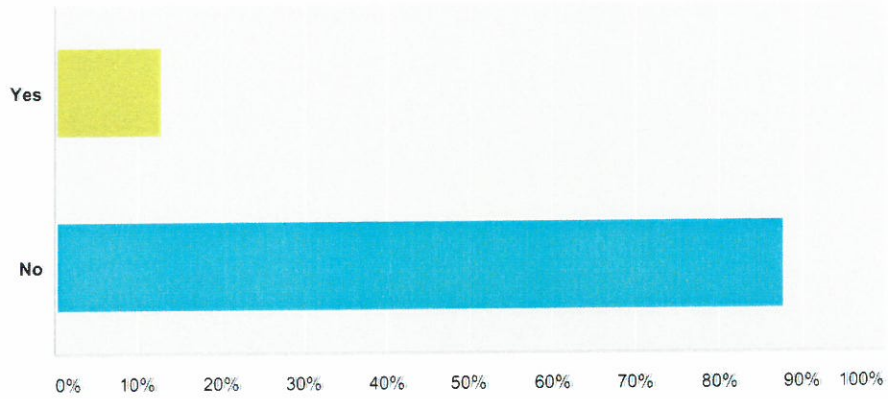
Answered: 878 Skipped: 15



Answer Choices	Responses	
Yes	5.69%	50
No	94.31%	828
<b>Total</b>		<b>878</b>

### Q31 Are you the owner of a business in Wells?

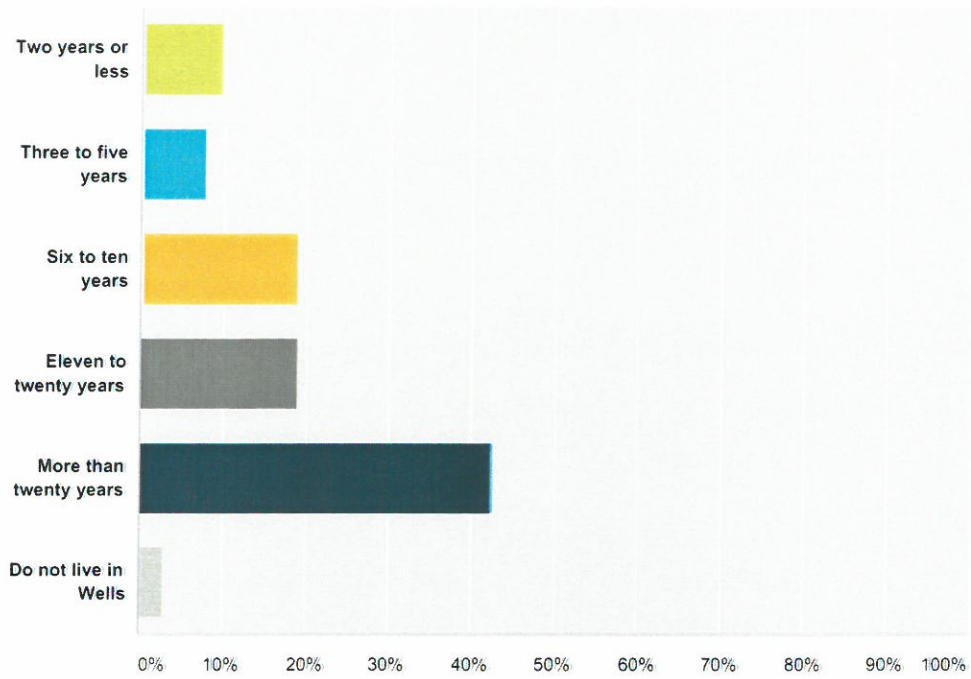
Answered: 878 Skipped: 15



Answer Choices	Responses	
Yes	12.53%	110
No	87.47%	768
<b>Total</b>		<b>878</b>

### Q32 How long have you lived in Wells?

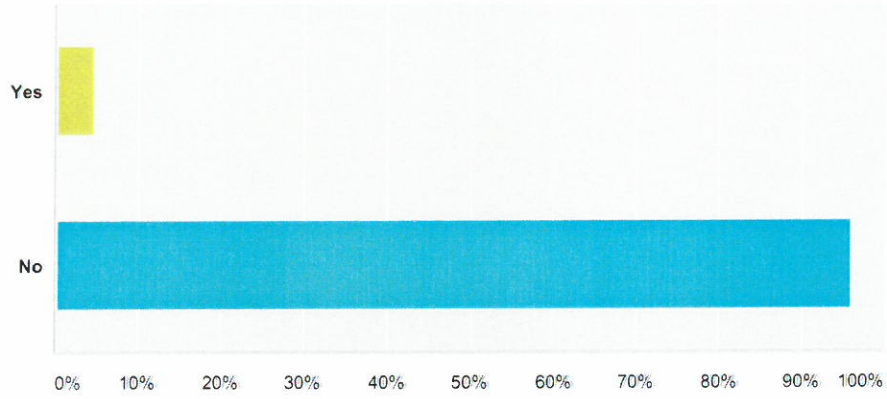
Answered: 878 Skipped: 15



Answer Choices	Responses	
Two years or less	9.45%	83
Three to five years	7.52%	66
Six to ten years	18.68%	164
Eleven to twenty years	19.02%	167
More than twenty years	42.48%	373
Do not live in Wells	2.85%	25
<b>Total</b>		<b>878</b>

### Q33 Do any preschool aged children live in your household for most of the year?

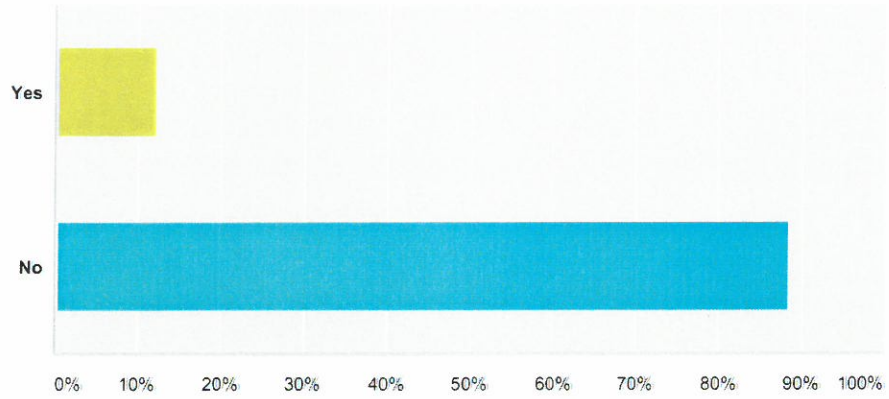
Answered: 878 Skipped: 15



Answer Choices	Responses	
Yes	4.44%	39
No	95.56%	839
<b>Total</b>		<b>878</b>

### Q34 Do any school aged children live in your household for most of the year?

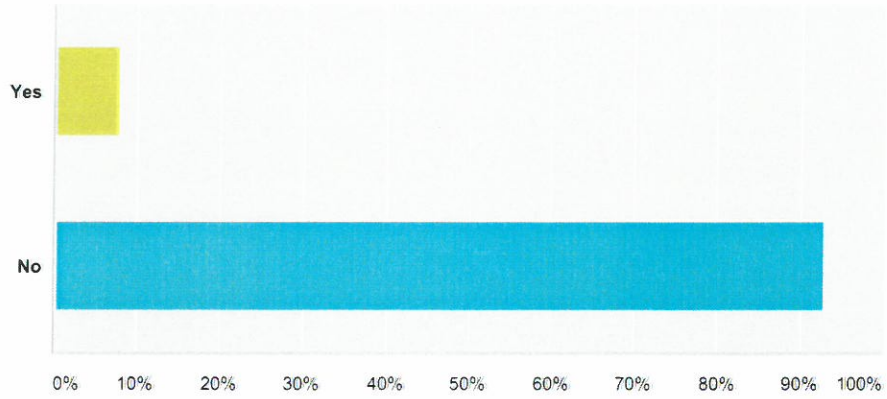
Answered: 878 Skipped: 15



Answer Choices	Responses	
Yes	11.96%	105
No	88.04%	773
<b>Total</b>		<b>878</b>

### Q35 Do any children over the age of 18 live in your household for most of the year?

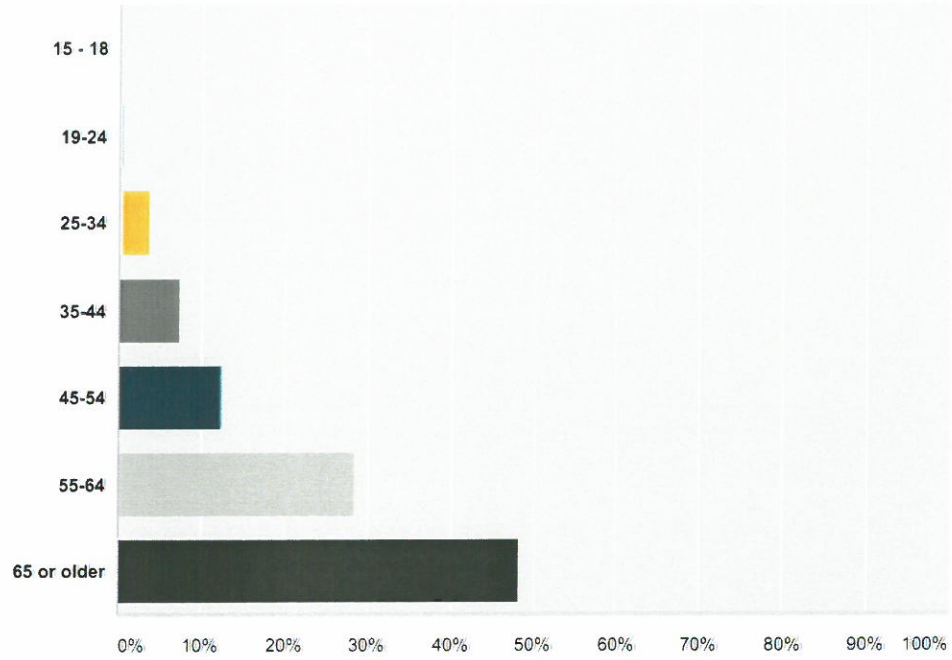
Answered: 878 Skipped: 15



Answer Choices	Responses
Yes	7.52% 66
No	92.48% 812
<b>Total</b>	<b>878</b>

### Q36 How old are you?

Answered: 878 Skipped: 15



Answer Choices	Responses	
15 - 18	0.00%	0
19-24	0.11%	1
25-34	3.30%	29
35-44	7.40%	65
45-54	12.41%	109
55-64	28.47%	250
65 or older	48.29%	424
<b>Total</b>		<b>878</b>

**Q37 What do you think are the three most important issues facing Wells? (Except for Route 1 traffic, which is already known to be a priority). In the spaces below, please write your thoughts:**

Answered: 856 Skipped: 37

Answer Choices	Responses	
1.	100.00%	856
2.	100.00%	856
3.	100.00%	856