



## What You've Told Us A Summary of Engagement So Far Virtual Event, November 16, 2021



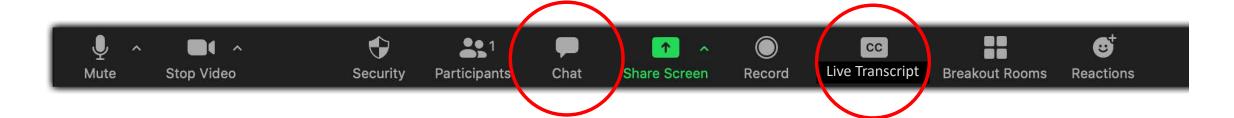




## Meeting Guidelines



- This meeting is being recorded and will be posted on the project website.
- Everyone is muted. Please enter your questions in the chat. We will answer these at the end of the presentation.
- Close captioning can be enabled (or disabled) by clicking the 'Closed Caption' or 'Live Transcript' button at the bottom of your screen
- If you would like us to describe images on a slide, please post a request in the chat.







## Welcome!

- 1. How have you been involved with the York Comp Plan so far?
- 2. How did you hear about this event?

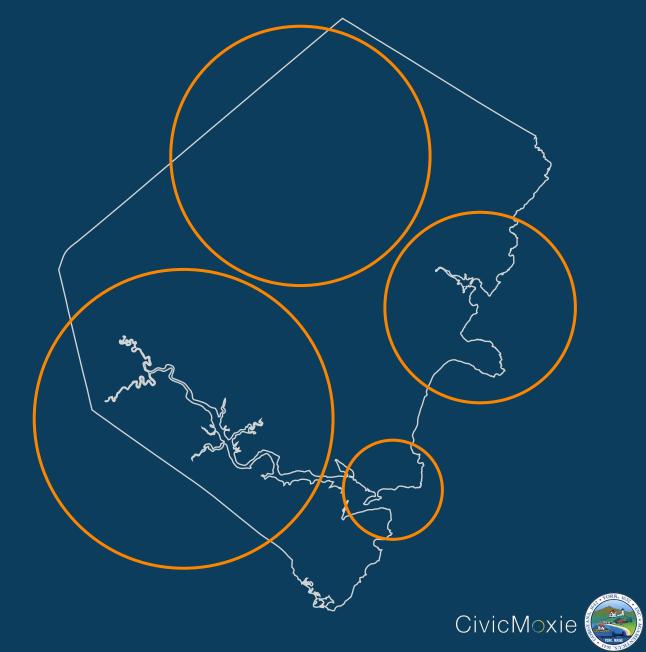


# What is a Comprehensive Plan?

# A Comprehensive Plan acts like a blueprint for a community.



The plan looks at various aspects of town life to assess issues and create policies for the future.



## 13 Topic Areas



HISTORIC +
ARCHAEOLOGICAL
RESOURCES



**MARINE RESOURCES** 



PUBLIC FACILITIES + SERVICES



**WATER RESOURCES** 



POPULATION + DEMOGRAPHICS



**TRANSPORTATION** 



**NATURAL RESOURCES** 



**ECONOMY** 



**EXISTING LAND USE** 



AGRICULTURE + FOREST RESOURCES



**HOUSING** 



FISCAL CAPACITY + CAPITAL INVESTMENT PLAN



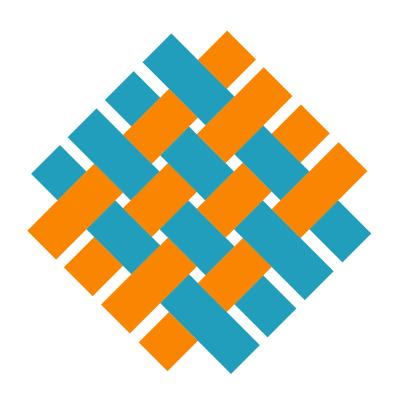
**RECREATION** 

These topic areas come together to create the comprehensive plan

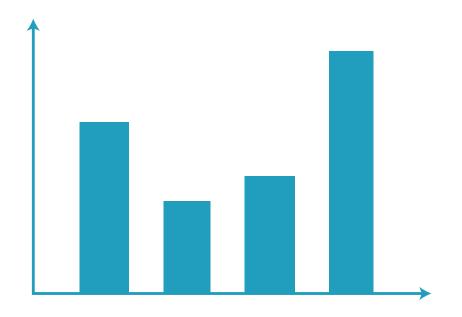




Establish a vision for the future, and a plan of action to achieve it.



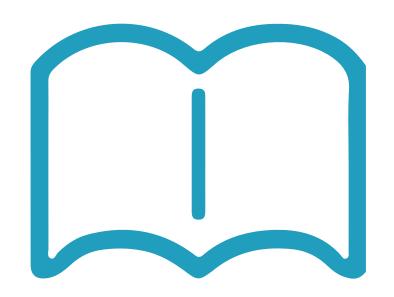
Weave sustainability, equity, and inclusion, throughout the plan elements.



Respect the data – what we've researched and what we've heard from you – and create strategies and clear metrics for success.



Meet State criteria for a comprehensive plan.



Create a user friendly and concise update to the previous plan.

## Meet the Planning Team

#### Town of York

**Planning Board** 

**Town Staff** 

Comprehensive Plan Steering Committee

**Board of Selectmen** 



#### YOU!

**Focus Groups** 

Surveys

**Interviews** 

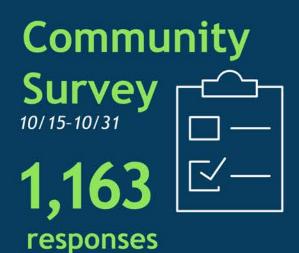
**Public Events** 

**Mailing Lists** 

CompPlan.net

# How have we heard from YOU?







## **ENGAGEMENT**

with more opportunities to come!





## ACROSS ALL EVENTS



Survey
10/15-10/31

1,163

responses



## Comp Fest!

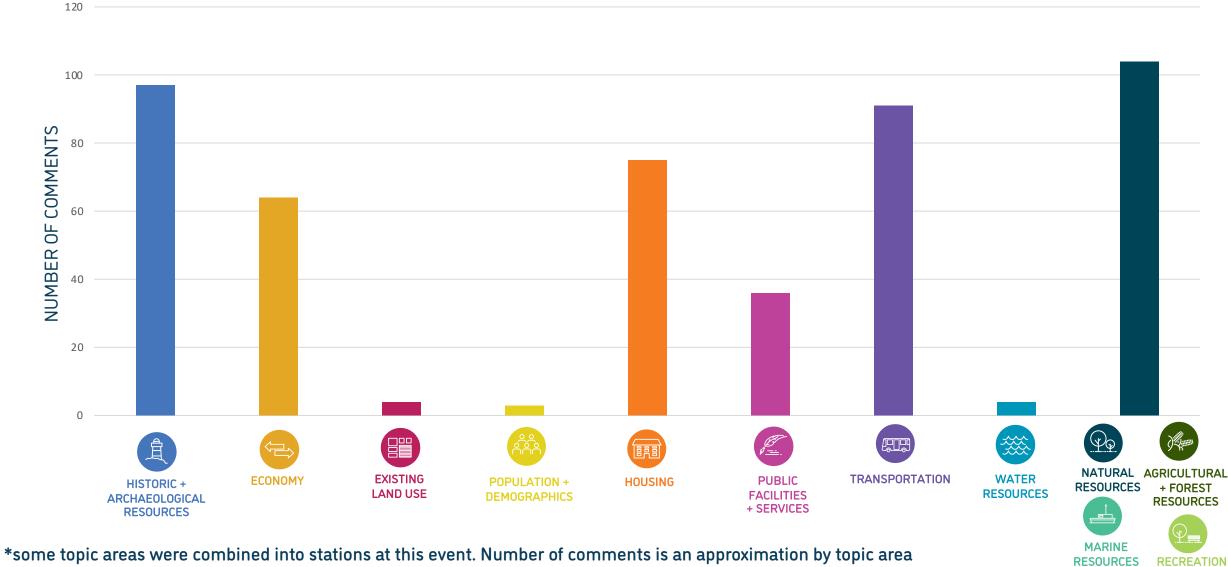
JULY 29, 2021 CHURCHILL BARN

## Comp Fest! by the numbers

attendees signed in (anecdotally, some attendees completed walked past the sign-in table) surveys 487 Post-it comments completed passports



## Distribution of Comments Among Topic Areas\*



## Key themes from Comp Fest! Comments



#### **HISTORY + ARCHAEOLOGY**

Protect historic buildings and cemeteries/burial grounds.



## POPULATION + DEMOGRAPHICS

More diversity, attract young families.



#### **ECONOMY + BUSINESS**

More small or local businesses.



#### HOUSING

Not enough affordable housing (workforce, smaller units, options for older adults).



#### **EXISTING LAND USE**

Measured approach to growth. Maintain character of villages.



#### **PUBLIC FACILITIES + SERVICES**

Desire for multigenerational community/recreation center.

## Key themes from Comp Fest! Comments



#### **TRANSPORTATION**

More public transportation and bike paths to get around York.



#### **WATER RESOURCES**

Consider expansion of water and sewer.

Protect the quality of York's water resources.









#### NATURAL RESOURCES + RECREATION

Protect natural resources in York. Favorite outdoor spaces include beaches, Mount A, York River, and hiking trails throughout York.

## Open House Event A Deeper Dive into York Today

## SEPTEMBER 19, 2021 YORK COMMUNITY AUDITORUM

## Open House by the numbers

attendees signed in, including 58 (83%) who did not attend Comp*Fest!* 

discussion groups

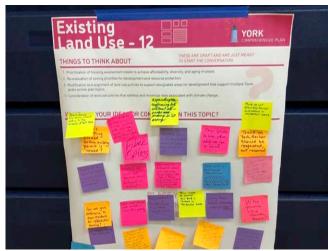
365 sticky note comments (331 on existing conditions topics and 34 on priorities)

43
existing conditions
posters

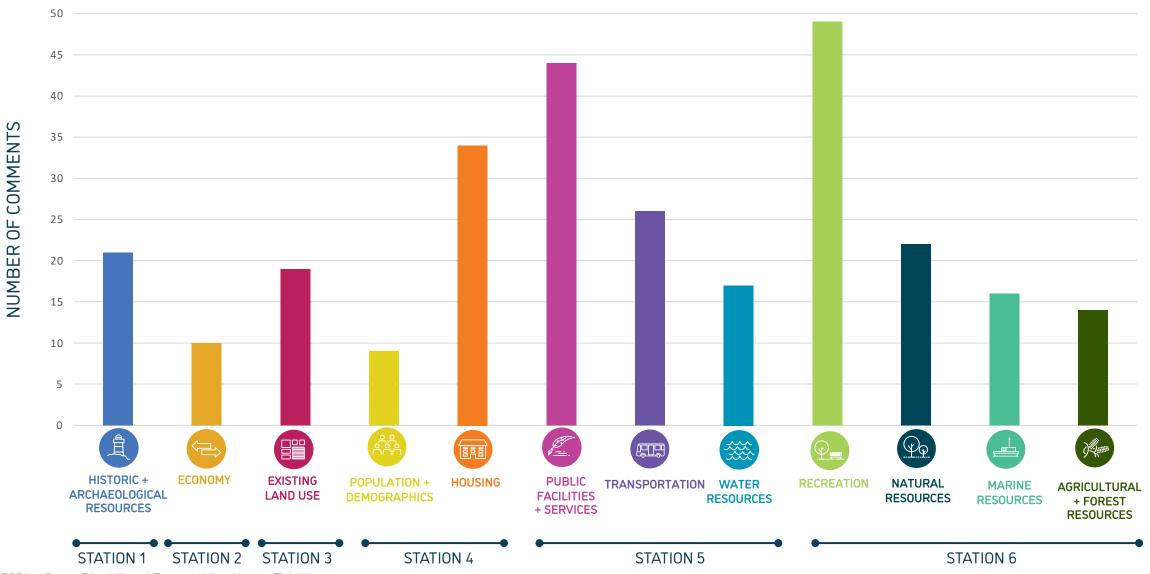








### Distribution of Comments Among Topic Areas



## Key themes from 9/19 Open House Comments



#### **HISTORY + ARCHAEOLOGY**

Protect historic structures from demolition and expand interest in York's history.





#### **ECONOMY + BUSINESS**

Increase economic diversity through more year-round businesses.



#### HOUSING

Not enough affordable housing (workforce, smaller units, options for older adults, young families).



#### **EXISTING LAND USE**

Focus growth in areas where vehicle use can be limited. Clearer regulations and more enforcement.



#### **PUBLIC FACILITIES + SERVICES**

Community facilities (community center, pool, athletic fields). Improve cell coverage/internet.

## Key themes from 9/19 Open House Comments



#### **TRANSPORTATION**

Increase pedestrian safety and options for getting around without a car.



#### RECREATION

Increase connectivity parks + trail systems, community center with a pool, recreational access to York River.



#### **NATURAL RESOURCES**

Maintain as much open space as possible and protect endangered species.



#### **MARINE RESOURCES**

Protect resources from contamination, protect and diversify fishing industry.



#### WATER RESOURCES

Protect water quality + supply and prepare for impacts of climate change.



#### **AGRICULTURAL + FOREST RESOURCES**

Limit contamination. Preserve existing farms and forests and grow agricultural presence in York.

### **Discussion Groups**

### **QUESTION #1**

If the Town received \$10 million with no strings attached, how should the Town spend it?

 HOUSING 3 out of the 6 discussion groups identified affordable housing for young people, families, and older adults as the top priority and all 6 groups included affordable housing somewhere on their priority list.

### **QUESTION #2**

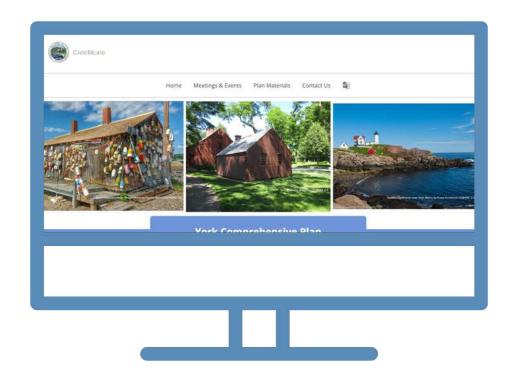
If you could put a new building or other facility to occupy a site, such as – but not specific to – the Town-owned one in the new Short Sands area, what would you like to see?

- COMMUNITY CENTER 5 of the 6 groups identified as the top priority.
- TRANSPORTATION HUB 2 of the 6 groups would also like a transportation hub in same complex so people without vehicles can get around town.

## CompPlan.net

## ONGOING ONLINE ENGAGEMENT

## CompPlan.net by the numbers



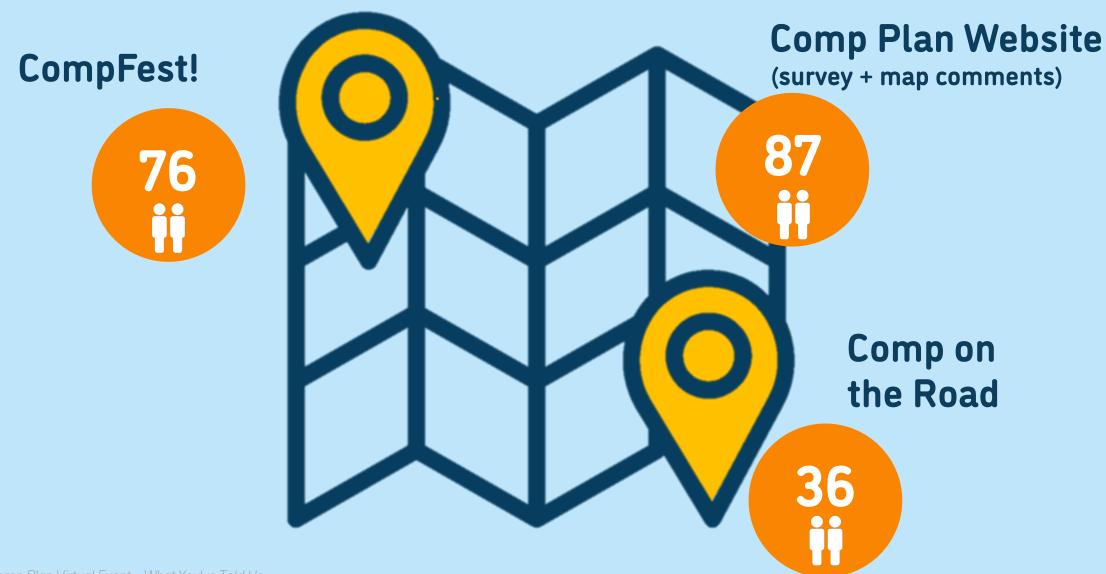


11/16/2021. Comp Plan Virtual Event – What You Said

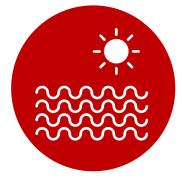
# Blue Sky\* Surveys

\*sunny day, ideal conditions with no restrictions, dream scenarios

## We asked you a series of questions at...



## #1: What is one thing you love about York?



BEACHES
the beaches and
proximity to the ocean



HISTORY
preservation of York's
historic character

153 responses to this question



COMMUNITY small, friendly town, great people, and close-knit community



NATURAL RESOURCES
+ RECREATION
beautiful scenery, variety of open spaces and recreational opportunities



LOCATION proximity to the ocean and accessibility to Route 1/I-95

## #2: What is one thing you are concerned about?



#### HOUSING

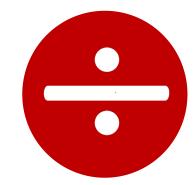
lack of affordable housing for families, seasonal workers, older adults, and citizens of all socio-economic backgrounds



133 responses to this question



need to prepare for impacts of climate change



#### **COMMUNITY DIVISION**

divisive politics, angry public discourse, decreasing sense Comp Plan Virtual Event – What You've Told Us



#### DEVELOPMENT

uncontrolled growth, increasing housing density, development in fragile areas



#### **INFRASTRUCTURE**

crosswalks, signage, cell coverage, accessibility improvements

## #3: What is one thing you would change?



**TRAFFIC** better traffic management, less traffic in the summer



**TELECOMMUNICATIONS INFRASTRUCTURE** 

more reliable internet/cellular



166 responses to this question



#### HOUSING

living options for older adults, attract more young people and young families, affordability



#### **PUBLIC FACILITIES**

community center, possibly including a pool, ice rink, or senior center



#### **BIKE/WALK SAFETY**

make York safer to walk and bike (crosswalks, signage, lower speed limits), more ways to get around without car

33



# Stretch Break!

# Town-wide Community Survey

1,163
RESPONSES

OCTOBER 15, 2021 – OCTOBER 31, 2021

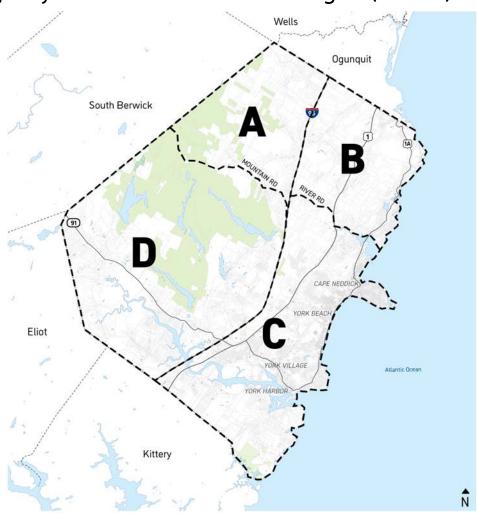
1,163 responses, which reflects a 95% confidence level with 3% margin of error.

<u>Confidence Level:</u> the probability that our sample accurately reflects the attitudes of population (95% is industry standard)

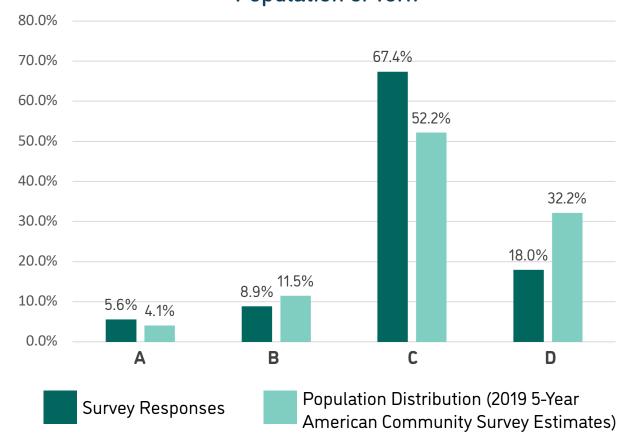
<u>Margin of Error</u>: the range that the population's responses may deviate from the sample's

- Approximately 78% of survey respondents live in York year-round; 19% live in York part-time.
- 85% of those who live in York own their home or condominium.
- 26% have children under 18 living at home.
- 29% have lived in York for more than 25 years.

Survey respondents live all over York, with the majority concentrated in the villages (area C)



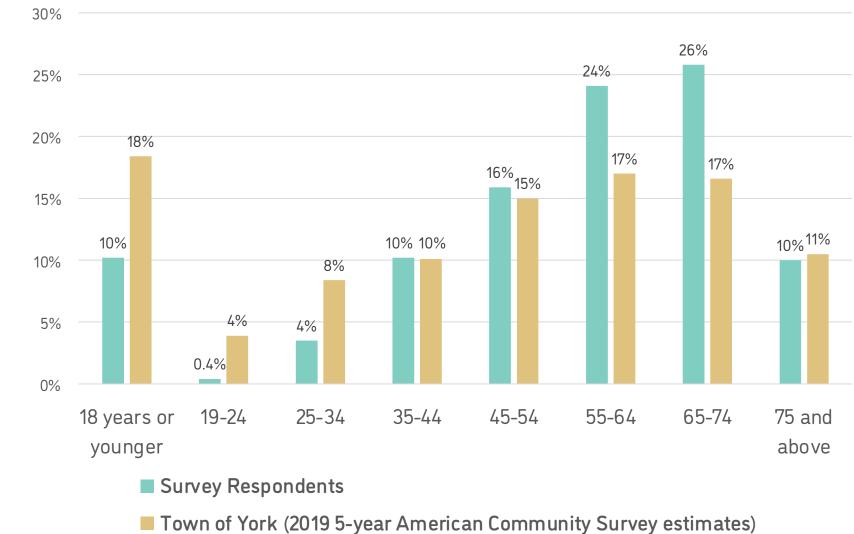
## Distribution of Survey Respondents Compared to Population of York



2021. Comp Plan Virtual Event – What You've Told Us

- 50% of survey respondents are age 55-74
- 4% of survey respondents are age 19-34
- Nearly 100 responses from people under age 18

#### Age of Survey Respondents Compared to Population of York



41% of survey respondents work full-time, 31% are retired, 14% work part-time, and 14% don't work.

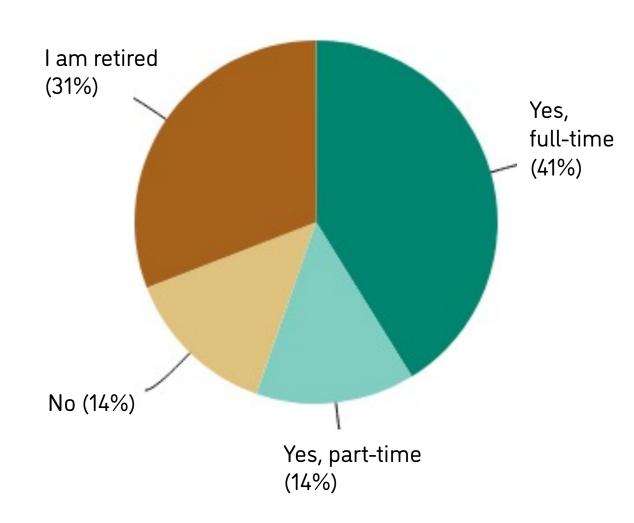
Of those who work full- or part-time, approximately:

- 52% work for an employer located outside of York
- 20% work for an employer located in York
- 24% are self-employed with their own business

Of those who work full- or part-time and live in York, approximately:

- 42% work remotely from York
- 64% work at their employer's place of business (either in York or outside of York)

(note: hybrid workers may have checked both)



## What contributes most to quality of life in York?

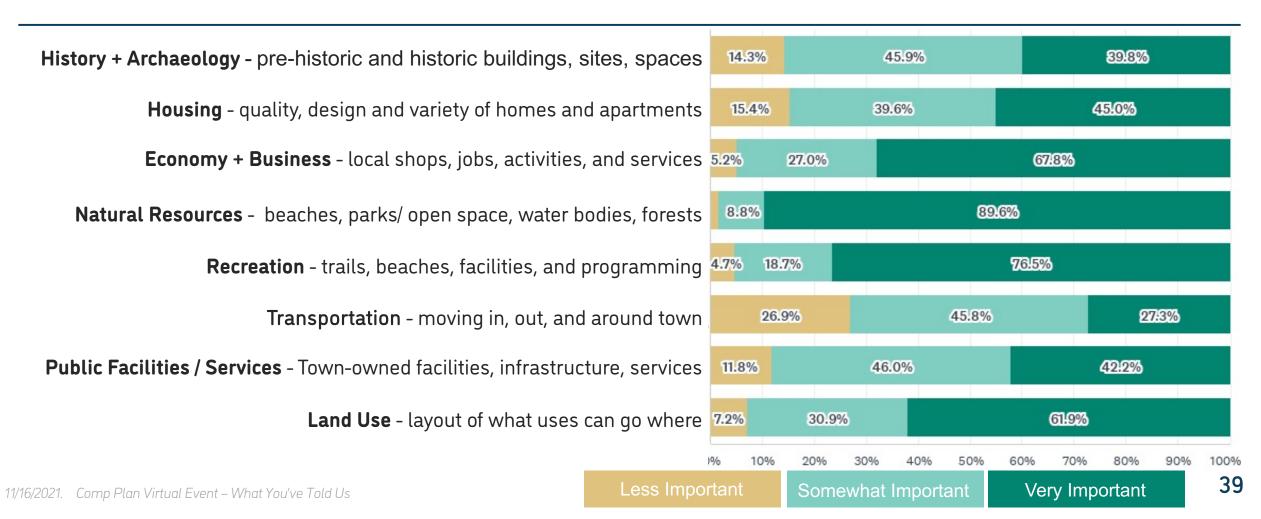
Top 4 selected as 'very important' to quality of life in York:

1. Natural Resources (90%)

3. Economy + Business (68%)

2. Recreation (77%)

4. Land Use (62%)



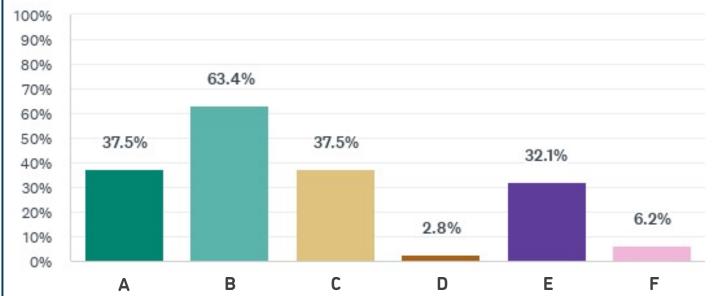
## What are the most important types of affordable housing needed in York?



63% of respondents do not think York's existing housing supply adequately accommodates people of all ages and income levels.

The top 3 types of affordable housing viewed as most important include:

- 1. Housing that is affordable for moderate-income households\* (63%)
- 2. Housing that is affordable for low-income households\*\* (38%)
- 3. Smaller houses on smaller lots that are affordable to households seeking to buy their first home, but are not income-limited (38%)



- A Housing that is affordable for low-income households\*
- B Housing that is affordable for moderate-income households\*\*
- C Smaller houses on smaller lots that are affordable to households seeking to buy their first home, but are not income-limited
- D York doesn't need more affordable housing
- **E** Housing designated for older adults at a range of prices and types
- F Other (please specify)

**Top write-in answers under 'Other':** Workforce housing (7); reduce rentals (4); smaller lot size (3); eco-friendly/smart homes (3); multi-family housing (2)

<sup>\* 2021</sup> Income Levels for a 4-person household: \$52,650 (50% area median income) to \$126,360 (120% area median income) (York Housing and Town of York Zoning Ordinance)

<sup>\*\* 2021</sup> Income Levels for a 4-person household: Not more than \$79,900 (80% area median income) (York Housing and Town of York Zoning Ordinance)

## How would you choose to accommodate a variety of housing types, including 'affordable housing'?



#### Top 2 Agree/Strongly Agree:

- 1. Support property owners who want to build Accessory Dwelling Units (ADUs) (62%)
- 2. Encourage redevelopment of underutilized properties (57%)

#### Top 2 Disagree/Strongly Disagree:

- 1. Increase density in the village areas/east of I-95 (58%)
- 2. Increase the number of areas that allow multi-family apartments/ townhouses/condos (43%)

#### Somewhat split in opinion:

- 1. Reduce minimum lot sizes in rural areas where it's possible: 40% agree/strongly agree, 41% disagree/strongly disagree
- 2. Increase allowed number of units/density on a parcel if some used for affordable: 30% agree/strongly agree, 42% disagree/strongly disagree
- 3. Provide direct support to fund orgs like York Housing Authority: 41% agree/strongly agree, 34% disagree/strongly disagree

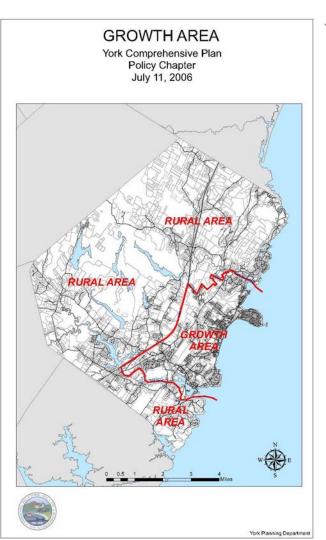
## Are there areas where you would like to see housing

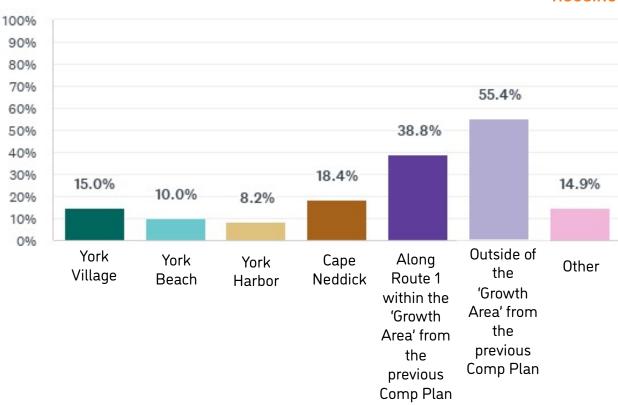


#### Top 2 Answers:

growth?

- Outside of the 'Growth Area' boundary from the previous Comprehensive Plan
- 2. Along Route 1 within the 'Growth Area' boundary from the previous Comprehensive Plan (approximately York River to Cape Neddick River)



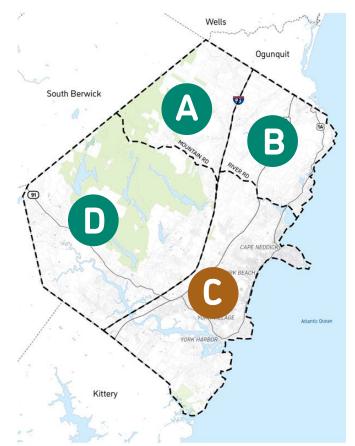


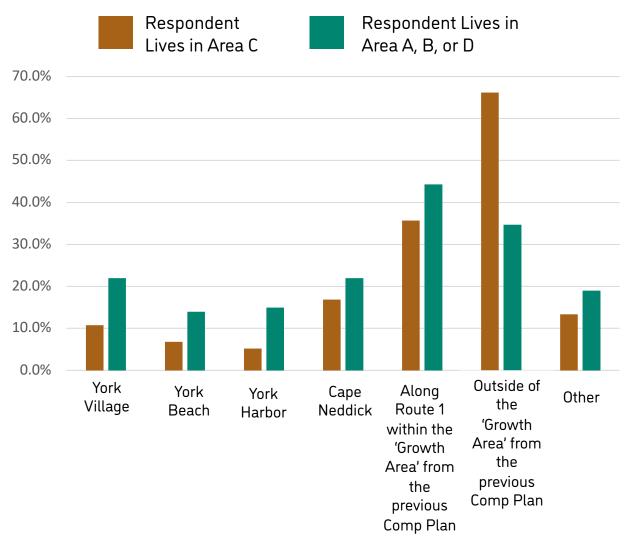
**Top write-in answers under 'Other':** None/nowhere (86); along Route 1 (7); slow/limited growth (6); away from natural areas (5); west of I-95 (4); rural areas (3); bring back moratorium (3)

## How does interest in areas for housing growth vary by where survey respondent lives?



66% of survey respondents who live in Area C would like to see housing growth in the 'Rural Areas' compared to only 35% who live in areas A, B, or D





## What businesses would you like to see in York?



#### Over 50% of respondents would like to see:

- 1. Restaurants, retail stores and/or other businesses with goods and services for residents (92%)
- 2. Recreation businesses (81%)
- 3. Health care and related businesses (76%)
- 4. Contractors and small construction firms (70%)
- 5. Professional services, financial services, or related businesses (65%)
- 6. Coworking space (62%)
- 7. Technology companies (56%)
- 8. Light manufacturing (53%)

#### What you don't want:

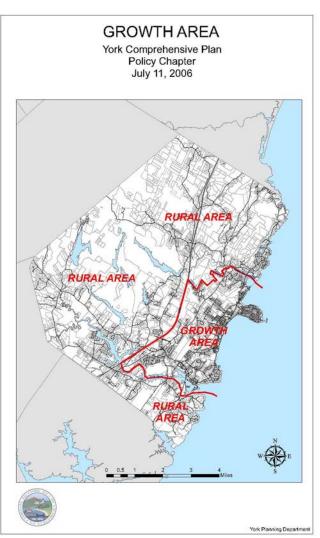
88% of respondents do not want "big-box" stores and 77% do not want formula/chain restaurants.

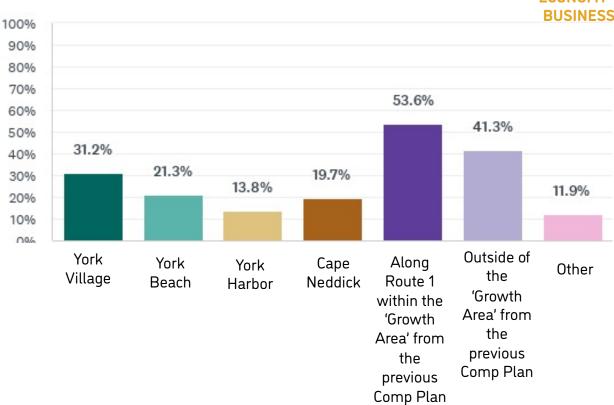
## Are there areas where you would like to see economic growth?



#### Top 2 Answers:

- Along Route 1 within the 'Growth Area' boundary from the previous Comprehensive Plan (approximately York River to Cape Neddick River)
- Outside of the 'Growth Area' boundary from the previous Comprehensive Plan



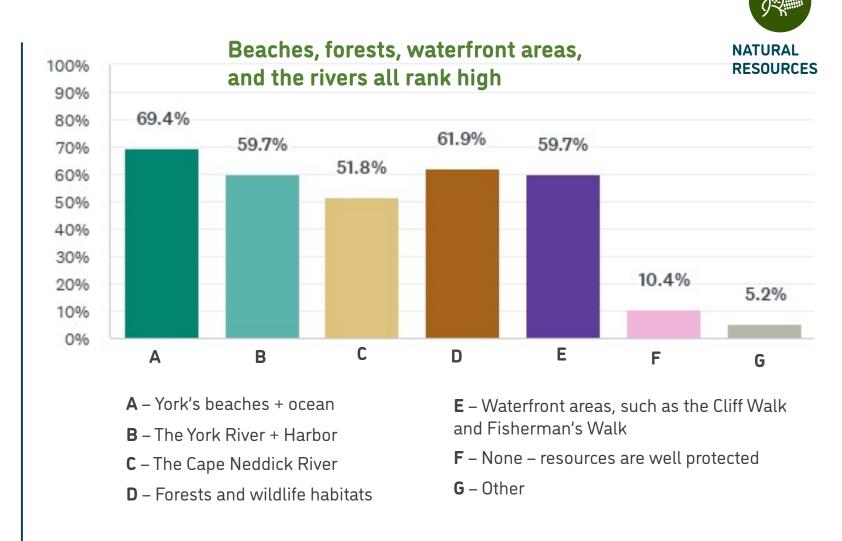


**Top write-in answers under 'Other':** None/nowhere (62); along Route 1 (6); limited development (4); west of I-95 (2); fill vacant land and storefronts (2)

#### Protection of natural resources?

More than 80% of survey respondents think it is very important to conserve and protect natural resources in York.

10% of respondents believe resources in York don't need additional protection.



**Top write-in answers under 'Other':** Wetlands/marshes (9); open areas (4); Mt A; trees/forests (3); nowhere (2); agricultural areas (2); Cape Neddick beach (2)

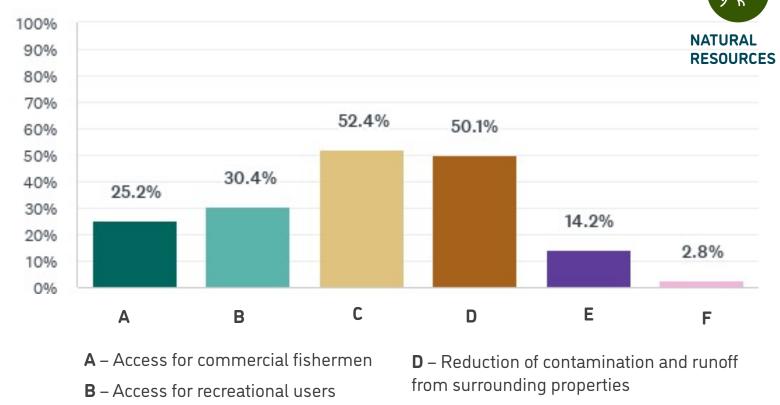
### Priorities for planning for the York River/Harbor?



#### Top 2 priorities:

- 1. Protection of marine ecosystems (52%)
- Reduction of contamination and runoff from surrounding properties (50%)

14% of respondents believe the current use/restrictions are adequate and no change is necessary.



- **B** Access for recreational users (such as paddlecraft, recreational boaters, clamming, etc.)
- **C** Protection of marine ecosystems
- **E** The current use/restrictions of the York River and Harbor are adequate; no change is necessary
- F Other

**Top write-in answers under 'Other':** Combination of all or several options (4); responsibly built docks (2); recreational access (2); shoreland zoning (2)

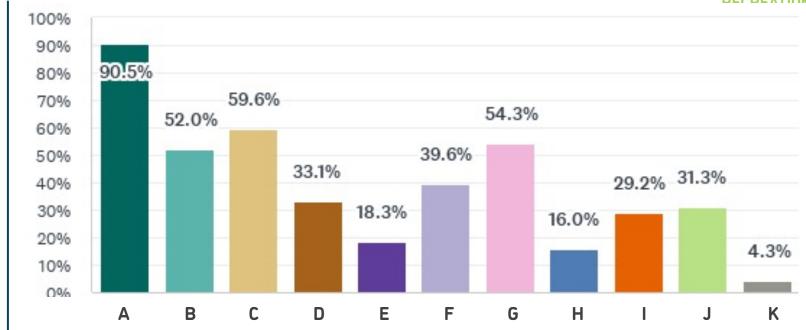
## Which recreational resources do you use?



86% of survey respondents make use of York's recreational resources.

Of these, the following are used most regularly:

- 1. Beaches and ocean (91%)
- 2. Mount Agamenticus trails (60%)
- 3. Cliff Walk/ Fisherman's Walk (54%)
- 4. The York River and York Harbor (52%)



- A York's beaches + ocean
- **B** The York River + York Harbor
- **C** Mount Agamenticus Trails
- **D** Trails within the Water District lands
- E Cape Neddick River
- **F** Waterfront parks such as Hartley Mason Reserve Sohier Park, Goodrich Park

- G Cliff Walk/Fisherman's Walk
- **H** Trails of First Parish in York Village
- I Athletic fields and facilities such as Bog Road Fields, York Beach Ball Field
- **J** Facilities at the York Public Schools
- **K** Other

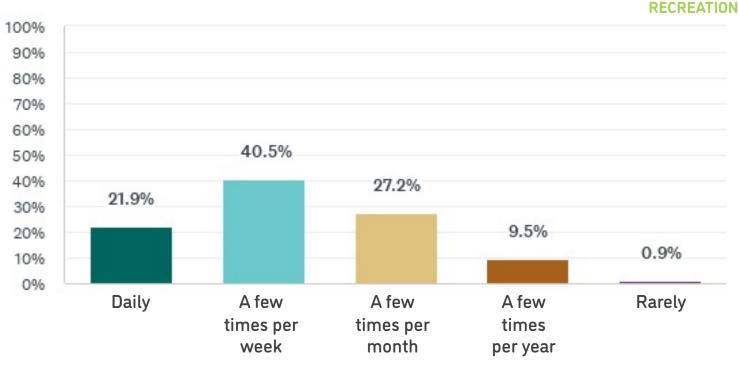
**Top write-in answers under 'Other':** York Land Trust trails (12); Basketball courts (3); Wiggly Bridge (2); Steedman Woods (2); bike paths (2)

## How often do you use York's recreational resources?



62% of survey respondents use York's recreational resources either daily or a few times per week.

Less than 1% use these resources rarely.



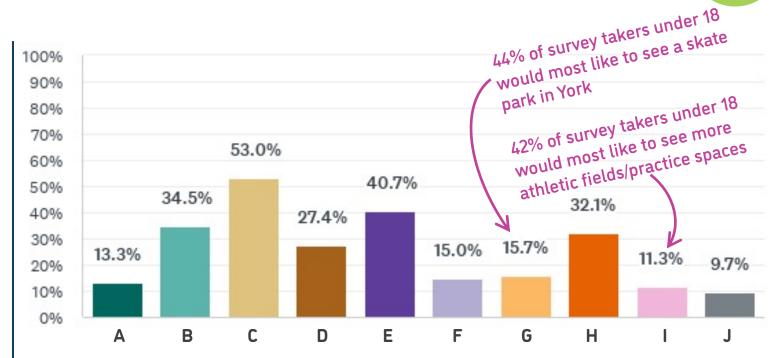
## What recreational facilities would you like to see?



66% of survey takers said they want to have more community/ recreational facilities in York.

#### Top 5:

- 1. Multi-purpose recreational center (53%)
- 2. Indoor pool (41%)
- 3. Shared community center (34%)
- 4. More recreational trails (32%)
- 5. Dedicated boat launch for river recreation (27%)



A – Designated community space for specific age groups

**B** – Shared community spaces for age groups

**C** – Multi-purpose recreation space (gym, courts, social)

**D** – Dedicated boat launch for river recreation

**E** – Indoor pool

**F** – Hockey rink

**G** – Skate park

H - More recreational trails

I – More athletic fields or practice spaces

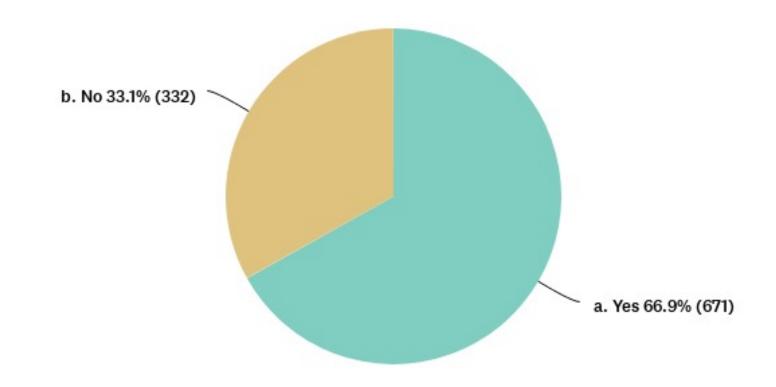
**J** - Other

**Top write-in answers under 'Other':** bike paths/trails and non-motorized connectivity (12), dog park (5), basketball courts (4), pickleball courts (3), skate park (3)

## Would you support the Town purchasing riverfront property to expand recreation access to York River?



67% of survey respondents would support the Town purchasing riverfront property to expand recreation access to the York River.



## How do you travel in York? What needs improvements?



- Most people in York get around by driving themselves (91%).
- Walking is also a common method of travel in York (56%) as is cycling (27%).

Nearly 60% of survey respondents think transportation options in York should be enhanced/improved.

The most popular desired "very important" improvements:

- 1. Enhanced bicycle safety improvements (56%)
- 2. Pedestrian safety near beaches (54%)
- 3. More transportation options for those who don't drive (52%)

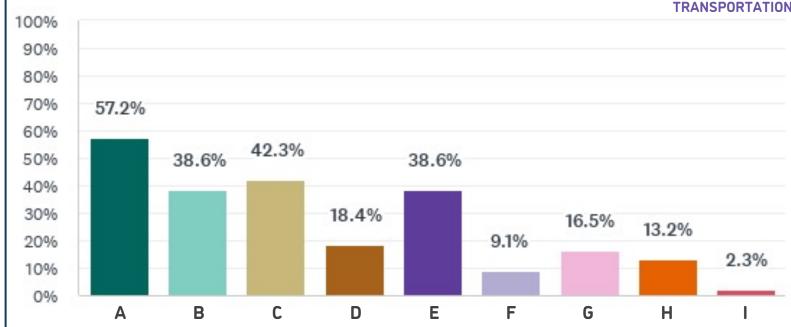
Parking (resident only in villages during peak tourist season, more parking in village areas all year) ranked lower on list of important improvements.

## What would you be most likely to use/support?



#### Top answers:

- 1. Expansion of sidewalks (57%)
- 2. Formalization + expansion of trail system (42%)
- 3. Additional bike lanes + bike racks (39%)
- 4. Seasonal shuttle/bus service (39%)



- A Expansion of sidewalks + crosswalks
- **B** Additional bike lanes + bike racks
- **C** Formalization + expansion of connected trail system for getting around town
- **D** Year-round shuttle/bus service around town
- E Seasonal shuttle/bus service around town to reduce tourist congestion

- **F** Expansion of on-demand motorized transportation options/ride share
- **G** A "Transportation Hub" for parking and shuttle services
- **H** Bike rentals/bike share network
- I Vehicle share program

#### **Evaluation of Town services**

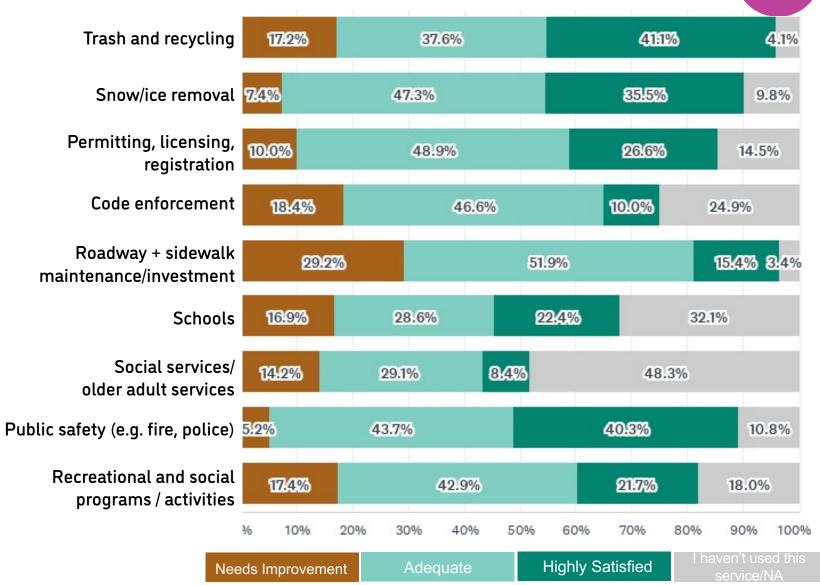


## Top 3 Town services that need improvement:

- Roadway and sidewalk maintenance + improvements (29%)
- 2. Code enforcement (18%)
- 3. Recreation and social programs and activities (17%)

## Top 3 highly satisfied Town services:

- 1. Trash and recycling (41%)
- 2. Public safety (40%)
- 3. Snow/ice removal (36%)



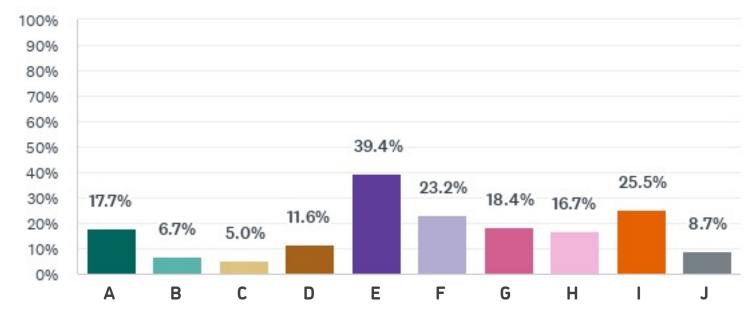
## Public services – priorities for investment/expansion?



#### Top 3 answers:

- Roadway and sidewalk maintenance/investment (39%)
- 2. Recreational and social programs/ activities (26%)
- 3. Schools (23%)

Top write-in answers under 'Other': trash collection (less restrictive, at beaches) (7); none (6); public transport (5); more sidewalks/bike lanes (4); more frequent/accessible recycling (4); code enforcement (4); public safety on roadways (3); compost (3); septic run-off (3); schools (3); more town staff (3)



- A Trash and recycling
- **B** Snow/ice removal
- **C** Permitting, licensing, registration
- **D** Code enforcement
- **E** Roadway + sidewalk maintenance/investment

- **F** Schools
- **G** Social services/older adult services
- **H** Public safety (e.g. fire, police)
- I Recreational and social programs / activities
- J Other

## Other key takeaways from Survey



• 73% are concerned about climate change.



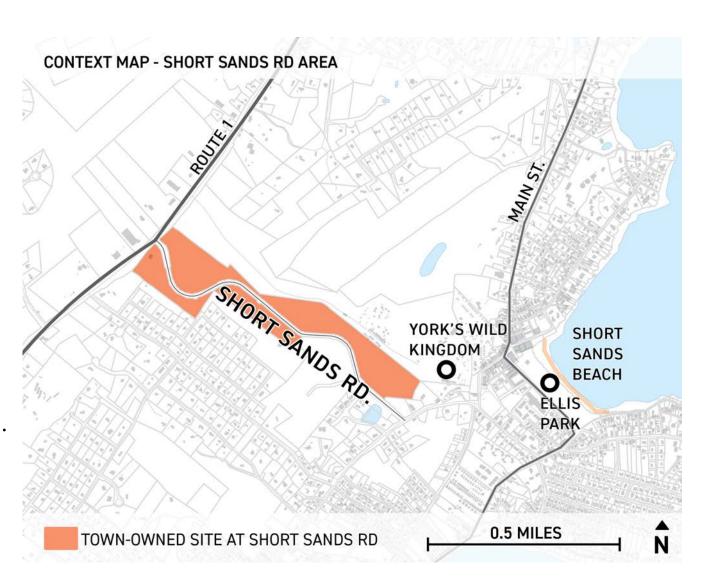
• 62% think the Town should devote more resources and increase existing regulations to protect historic structures and sites.



- 85% think that it is somewhat to very important to increase internet and cable access in York.
- 90% think that it is somewhat to very important to increase cell coverage in York.
- 75% think it is somewhat to very important to explore possible water and sewer expansion.

#### **Short Sands Road Area**

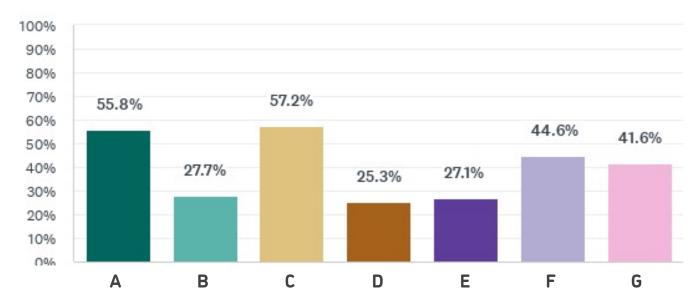
- 65% think that the new Short Sands Rd area should be developed (35% think it should not).
- 55% think it should allow for housing (45% think it should not).
- 61% think it should allow for retail/dining (39% think it should not).
- 37% think it should be restricted to recreational use (63% think it should not).



## What is most important to you?

#### Top 4 overall priorities for the Comp Plan:

- 1. Conserve our forests, open space, and land (57%)
- 2. Preserve historic character, buildings, and spaces of York (56%)
- 3. Protect our town from impacts of climate change (45%)
- 4. Manage seasonal tourism impacts, such as traffic congestion, parking, access to services, etc. (42%)



- **A** Preserve the historic character, buildings, and spaces of York.
- **B** Provide more affordable housing and variety of housing types.
- **C** Conserve our forests, open space, and land.
- **D** Grow the employment and commercial tax base of the town.
- **E** Expand our recreational resources and opportunities.
- **F** Protect our town from impacts of climate change (sea level rise, flooding, loss of property value, extreme heat, and loss of forests/land, etc.).
- **G** Manage seasonal tourism impacts, such as traffic congestion, parking, access to services, etc.

### Share 3 words that represent your vision for York's future:

(50 most commonly-used words shown below)



### Top 5 words from visioning exercise

- COMMUNITY (75): small, ocean, welcoming, engaged, caring, family, diverse DEFNITION OF "COMMUNITY": A FEELING OF FELLOWSHIP WITH OTHERS AS A RESULT OF SHARING COMMON ATTITUDES, INTERESTS, GOALS
- **TOWN (73):** small, quaintness, quiet, family feel, character, charm, revitalization, friendly
- 3 SAFE (63): walking, biking, road, child, live, raise family, for all
- HOUSING (52): more affordable, all income levels, seniors, workers, mixed, limited, no more
- CLEAN (52): beaches, water, environment, energy, public areas, downtown businesses





## (just for fun!)

- 1. Do you visit more ice cream shops or coffee shops in town?
- 2. Are you a beach person or a mountain person?



## Big Picture Summary

## OVERALL OUTREACH TAKEAWAYS





#### COMMUNITY

Community is important: social and physical connectivity, facilities and spaces to bring people together, maintaining welcoming sense of community.

A couple of topic areas from the survey weren't quite in alignment with what we heard through other engagement:







#### SEVERAL KEY PRIORITIES FOR THE PLAN

- Conserve and protect our <u>natural resources</u> (land and water)
- Preserve York's <u>historic</u> character, buildings, and spaces
- Protect our town from impacts of <u>climate</u> change
- Manage <u>seasonal</u> impacts on town
- Increase <u>recreational</u> opportunities for all ages while preserving the town's natural resources





#### NATURAL RESOURCES

- Survey respondents said natural resources in York are very important to quality of life and a top priority for the plan
- Protection and maintenance of the beaches, water bodies, coasts, forests, and open spaces
- Aligns with desire to protect the town from impacts of climate change





#### HISTORIC CHARACTER, BUILDINGS, AND SPACES OF YORK

- Discussion about historic character has been consistent but was not expressed as a high priority during earlier outreach
- Survey indicates preservation of historic character, buildings and spaces in York is a high priority for the Comp Plan





#### **CLIMATE CHANGE**

- Survey respondents showed significant concern about climate change and that it should be a plan priority
- Aligns with great concern and interest in the town's natural resources





#### **SEASONAL IMPACTS**

- York has long been a highly desired tourist destination
- Traffic congestion and parking issues
- Access to services and typical town activities
- Housing





#### RECREATION

- York residents place a high value on recreation!
- Outdoor recreational resources for hiking, walking, biking, and water and sporting activities
- Indoor public recreational options for residents
- Expanded recreation access to the York River



#### OTHER TAKEAWAYS FOR THE PLAN



#### **ECONOMY + ECONOMIC DEVELOPMENT**

York's economy is important to the community's overall quality of life.



#### HOUSING

Encourage a variety of housing stock and affordability.



#### **TRANSPORTATION**

Increase transportation options in town with safety improvements for walking and biking and alternatives for those who don't drive.

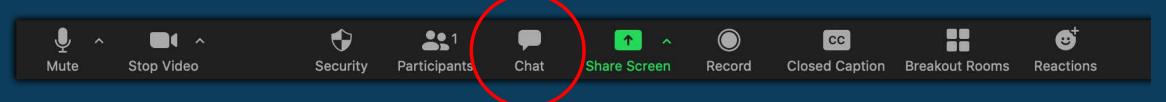


#### LAND USE AND GROWTH

Careful consideration for where and what types of land use will be allowed for possible future growth.

## Questions?

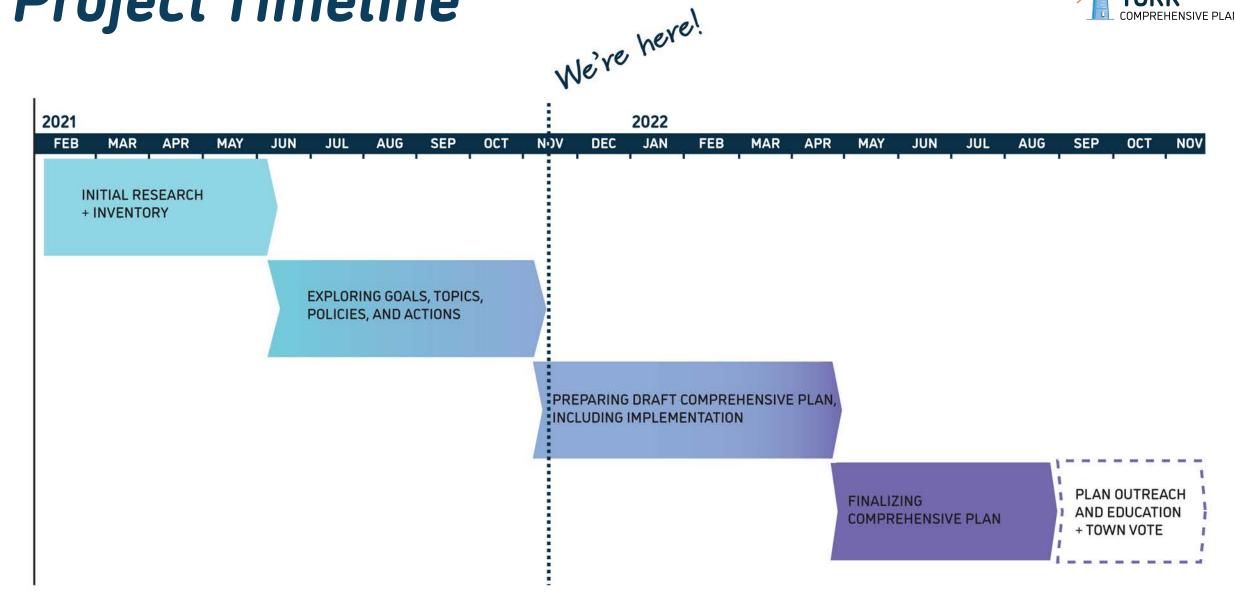
### PLEASE TYPE THEM IN THE CHAT!



## What's Next?

## **Project Timeline**





## What's Next?



- Working with the Steering Committee to develop goals and recommendations for the plan
- Save the Date: May 12, 2022 Plan Launch event at Churchill Barn!
- In the meantime, visit CompPlan.net for more ways to engage or to sign up for the project email list

## CAP Survey



Thank you to all who completed the Comp Plan survey! For those who are interested, the Climate Action Plan survey has just launched, and your input is important.

The Climate Action Plan will provide important information for the Comp Plan.



Go to <u>yorkcap.net</u> for the survey link!



## Thank you!

CompPlan.net

