

Results of SEDAP/SWOT Sessions by Location

(9/17/13)

LOWER VILLAGE		
Mtg.	Score	Strengths
LV	2	Roadways/access to main routes
LV		Sidewalks/new ones before bridge
LV	2	Summer trolley
LV	9	Proximity to beach
LV	5	Proximity to urban areas
LV	1	Rivers
LV	4	Cleanliness
LV	7	People/sense of community
LV	1	Scale of buildings/size
LV	3	Walk-ability
LV	3	Historic
LV	1	Mixed use
LV		Fire Department
LV	5	Safe and Secure
LV	1	Public utilities
LV	1	Perception of year round community of activities in the village
LV	2	Diverse restaurant; White Barn 4 star; more stay open year round
LV	3	Working harbor
LV	2	River Tree Arts; arts generally
LV	2	Shipyards manufacturing presence
LV	1	Coffee shops
LV		Seasonal residents
LV		Winter Prelude
Mtg.	Score	Weaknesses
LV		Kport name used instead of Kennebunk
LV		Walk-ability issues with crowds
LV	9	Define identity—the community; the village; market confused about who we are
LV	4	Identity disorder (the village is the “detour before Kport”
LV	2	Water quality of beach; define issue, function of weather, understand implications
LV	2	Seasonal nature of lower village
LV	3	Sq. ft. space of cost
LV		Sidewalks in winter
LV	3	Proximity of parking
LV	1	Workforce housing
LV		Seasonal residents
LV	1	Public boat access
LV	6	Traffic
LV	1	Finding directions
LV		Commercial viability/quality of rivers for fishery; especially Mousam with lack of fish passage
LV	2	Public transportation
LV	3	Public bathrooms
LV		Signs in crosswalks are not helpful

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LV	3	Lack of marketing to locals, locals support of retail in the lower village
LV	4	Staying open year round
LV	2	15% annual turnover of tenants/no consistency
Mtg.	Score	Threats
LV	3	Lack of a marketing/plan and vacancies for the lower village/landlord intent
LV		Water quality
LV		Oil dependent
LV	7	4 (and growing) Kennebunks; lack of interdependence/support; who do they identify with? Does committee structure make sense; sub identifying with local village
Mtg.	Score	Opportunities
LV	1	Train service; example: expanding to cyber tours
LV		Better define workforce, matching force
LV	4	Build local perspective within quality of life scale of community
LV	4	Build towards less seasonal
LV	5	Incubator/innovation center for high tech; cost effective space; space to prototype
LV		Network with wealth/connections of older residents for business dev. opportunities
LV	3	Innovative business centers/incubators/bring tech. to the table, maker movement
LV	4	Health care industry, living and aging in place
LV		Communicating skills sets of the community
LV	8	Skill sets of seniors for mentoring with youth; score; work with retirement community as a resource
LV	3	Crowd sourcing
LV	1	Engaging investors
LV	7	Bring identity/sanity to each village, town as one
LV	6	Better signage
LV	4	Establish Kennebunk identity
LV	4	Build on regional strength
LV		Understand visitors better
LV	3	Capture community passion
LV	5	Better links business to high school; understand options
LV		Understand technology as infrastructure
DOWNTOWN		
Mtg.	Score	Strengths
DT	4	Beach/views/viewsheds
DT	1	Merchant support group
DT	4	School system
DT		Why the Kport before Kennebunk?
DT	2	People/welcoming/quality of life
DT	1	Police department
DT		Business friendly
DT	3	High level of Govt., proactive
DT	3	Pedestrian friendly
DT	1	Historic story

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DT		Community events
DT	4	Traditional downtown appearance
DT	1	Access
DT	1	Independent utilities
DT		Urban proximity
DT		Civic volunteerism
DT		Restaurants
DT		Parks
DT	1	Tourism, jobs, jobs for youth
Mtg.	Score	Weaknesses
DT		Public transportation
DT		First impressions/entrance
DT	1	No vocation tech
DT		Speeding
DT	1	Dams
DT	1	Rents/triple net costs
DT	1	Trail interconnectivity
DT	5	Nightlife/youth entertainment
DT		Boutique retail only
DT	5	Density scale/design of community
DT		Demographics can't drive demand
DT	1	Name brand
DT	1	Voter apathy
DT		Financial acumen of citizens
Mtg.	Score	Threats
DT	3	High rents/market corrections
DT		Greed
DT	1	Youth flight from community
DT	2	Cost to return/housing
DT	2	Supporting school system/diversity
Mtg.	Score	Opportunities
DT		Focus for incubator cluster
DT	3	Structure strategy to bring kids back
DT	3	Marketing/better focus on assets
DT	4	Room to grow/infrastructure/address existing issues
DT	4	Better business links to school system
DT		Stigma of training for manufacturing
DT	2	Solving vacancy issues
DT	5	Start-up financing/ shared infrastructure/incubator support
DT	3	Citizenry network/link to out of state
DT	3	How to take advantage of markets/Boston proximity

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WEST KENNEBUNK		
Mtg.	Score	Strengths
WK	11	Proximity to turnpike/access/road systems
WK	3	Beaches
WK	6	Quality of life/quiet of rural country feel
WK	5	Land availability
WK		River proximity
WK	6	Eastern trail
WK	1	Kennebunk
WK		Volunteerism
WK	5	Train to Boston
WK	3	Sanford airport
WK	1	Village Tavern/Seed & Bean
WK	2	Wildlife
WK		Community garden
WK		Poor condition of residential properties
WK		Support system
WK	7	KLPD
WK	3	Historic/cultural
WK	1	Night skies
WK	2	Diverse dev. capacity
WK	9	WK and community events
Mtg.	Score	Weaknesses
WK	8	Affordable, workforce housing
WK		Ability to integrate activities
WK	7	Bias of others against WK—"trailers, kids, being less than, broken"
WK	6	Utilities
WK	8	Unwillingness to change/mindset
WK	6	Good services, utilities
WK	1	Traffic, road safety
WK	2	Business park should be built out
WK	2	Quality of new jobs created
WK		Perception of Kennebunk as rich community—not always true
WK	5	Taxes too high, develop tax base
Mtg.	Score	Threats
WK		Quality of dev.
WK	1	Property values
WK	12	Truck/traffic increases/road capacity
WK	1	Sanford theme park
WK	1	Increased taxes, balanced development/demand for services
WK	3	Vacancies

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Mtg.	Score	Opportunities
WK	7	WK rep on EDC
WK	9	Schools, involvement with town/participate/learn "kids in planning"
WK	9	Trails/natural parks/conservation and recreation opportunities/rest area
WK	4	Better signage, entry way
WK	13	Kennebunk train stop
ROUTE 1		
Mtg.	Score	Strengths
Rt1	6	Location
Rt1		Gold coast
Rt1	3	Demographics, capture the network
Rt1		Increasing income base
Rt1		Second home market investment
Rt1		Trolley
Rt1	4	Schools
Rt1	1	KLPD costs
Rt1		Utilities
Rt1	1	Quality of life/choices/reason to work here
Rt1	8	Culture of community/promote community activity/library, museum, farmers' market, events
Rt1	2	Natural resources, Land Trust, green areas and entries, environmental aesthetic
		Aesthetics of downtown
Rt1	1	Perception of Kport of as strong neighbor
Rt1	2	Diversity in jobs, socioeconomic standing; clusters of networks
Rt1		Bridle path connectivity
Rt1		Weaknesses
Rt1	1	Poorly focused dev. strategy
Rt1	2	No design review standards
Rt1		Too many signal lights
Rt1	5	Lack of high paying jobs/high quality jobs/ability to attract
Rt1	2	Sewer capacity
Rt1		Hostility of Board of Selectmen to school systems
Rt1	4	Opportunities for young adults, youth, entertainment; demands of youth; attracting youth
Rt1	2	Affordable housing
Rt1	2	Ethnic and cultural diversity/recognizing diversity
Rt1	1	Specialty shopping, food, groceries; lack of year round choice; commitment of consumers
Rt1	3	Willingness to welcome public input/"closing of the ranks"
Rt1		Rental rates
Mtg.	Score	Threats
Rt1		Design review standards
Rt1		Route 1 corridor development
Rt1	1	Loss of William Arthur

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Rt1		Ability of public to impact review process
Rt1	2	Increasing impact fee schedules
Rt1		Large vs. small business needs
Rt1		Negative perception of available resources
Rt1	2	Needs of businesses conflicting with needs of citizens
Rt1		Lack of space
Rt1	1	Big boxes
Rt1		Opportunities
Rt1	4	Route 1 North as a jewel; extending Main street
Rt1	2	Attracting common-like businesses together/incubator/coop models
Rt1	2	Garden Street as high tech
Rt1		Ability to negotiate codes
Rt1	1	Gas downtown
Rt1		TIF
Rt1		Pine Tree Zone
Rt1		Grants
Rt1	2	Insure implementing codes on businesses for the public good
Rt1	5	Turnpike rest stop as gateway/marketing opportunity; turnpike exit development
Rt1		Benchmark business connections
Rt1	1	School modernization
Rt1	1	School links to business community
Rt1	7	Pool creative talent in community/take advantage of business network/business forums; take advantage of aging in place
Rt1		Support temporary pool for small businesses (incubator concept as well)
Rt1	1	Kid and public art, service learning/kids in planning
Rt1		Identify and direct needs to those at risk