



NAPLES COMPREHENSIVE PLAN

Town of Naples Comprehensive Plan Survey Summary

February 25, 2025

Who took the survey?

562 respondents
14.2% of the Town population

Residency of Survey Respondents



60% live in Naples full-time



35% live in Naples seasonally or part-time



5% own a business or work in Naples

Naples Housing Occupancy, Seasonal v. Full-Time



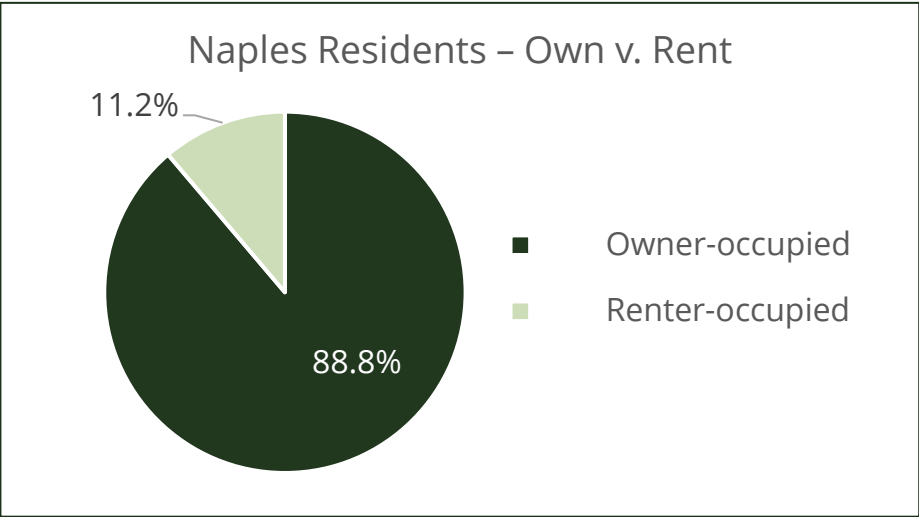
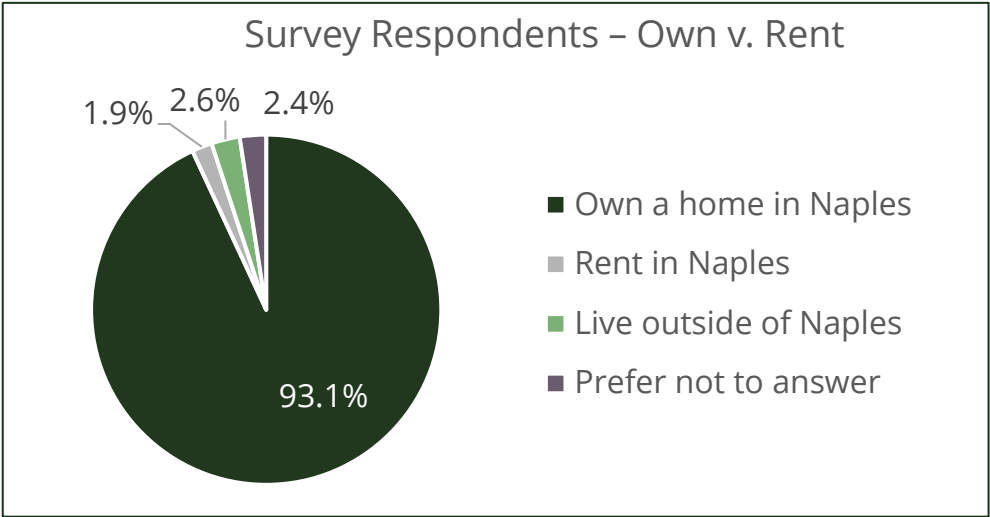
62% live in Naples full-time



38% live in Naples seasonally or part-time

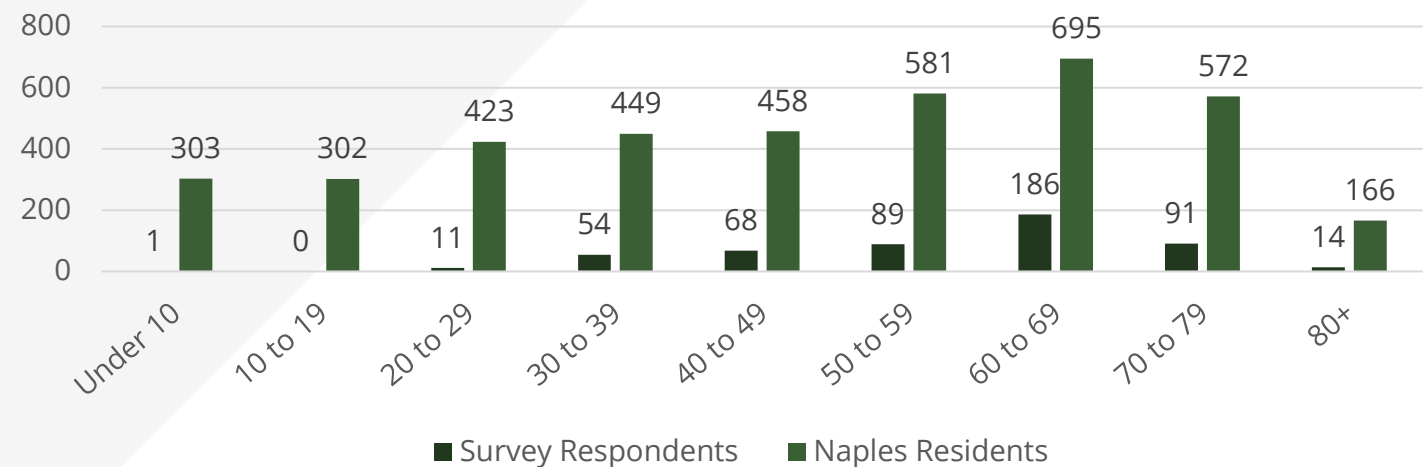
1.88
Average Household Size
in Naples

2.3
Average Household Size
of Respondents



Who took the survey?

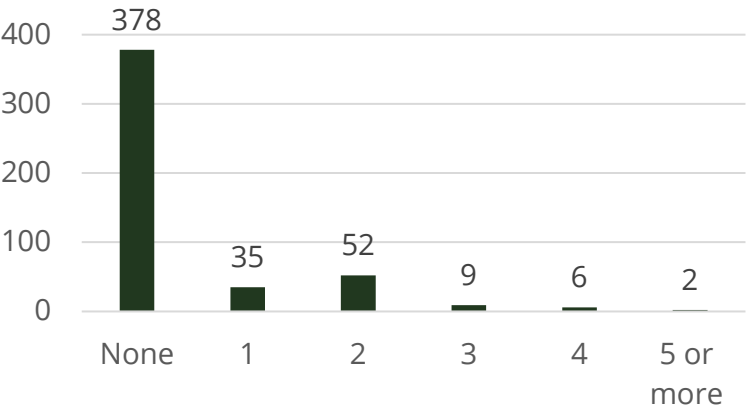
Survey Respondents and Naples Population by Age



Age Breakdown – Residents and Survey Respondents

Age Category	Naples Residents by Age	Survey Respondents by Age
Under 10	7.7%	0.2%
10 to 19	7.7%	0.0%
20 to 29	10.7%	2.1%
30 to 39	11.4%	10.5%
40 to 49	11.6%	13.2%
50 to 59	14.7%	17.3%
60 to 69	17.6%	36.2%
70 to 79	14.5%	17.7%
80+	4.2%	2.7%

Survey Respondents Children per Household



16.3%
Households in Naples with one or more children under 18

21.5%
Survey respondents with a one or more children per household

Income Breakdown – Residents and Survey Respondents

Income Level	Naples Residents	%	Survey Respondents	%
Less than \$10,000	240	11.4%	2	0.5%
\$10,000 to \$14,999	56	2.7%	3	0.8%
\$15,000 to \$19,999	65	3.1%	5	1.3%
\$20,000 to \$24,999	45	2.1%	6	1.6%
\$25,000 to \$34,999	108	5.1%	13	3.4%
\$35,000 to \$49,999	261	12.4%	53	13.9%
\$50,000 to \$74,999	435	20.7%	70	18.3%
\$75,000 to \$99,999	286	13.6%	91	23.8%
\$100,000 to \$149,999	339	16.2%	58	15.2%
\$150,000 or more	264	12.6%	81	21.2%

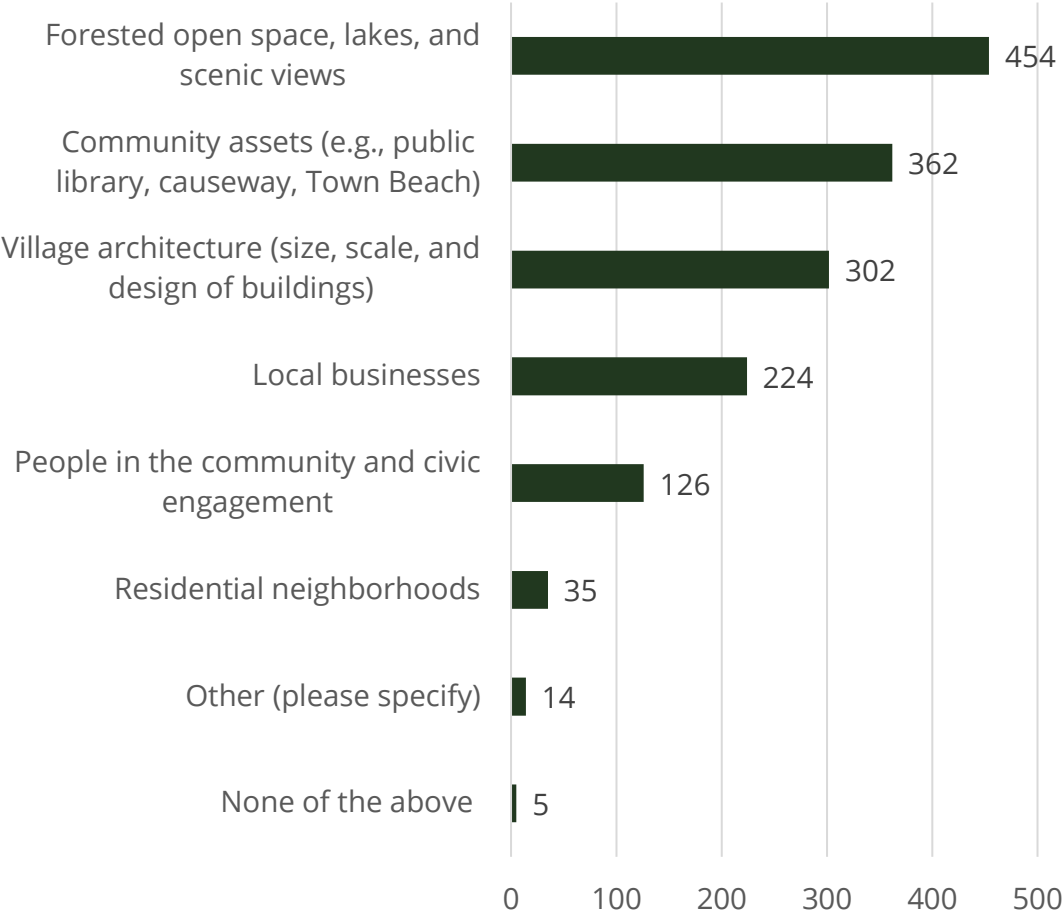
*NOTE: Data on this slide excludes respondents that selected “prefer not to answer” for the demographic question.

Values and Character

Most important values from the 2006 Comprehensive Plan:

- 1. Healthy water quality of lakes and rivers
- 2. Preserved rural areas (forested land, open space, scenic views)
- 3. Reasonable tax burden
- 4. Village district character
- 5. Efficient traffic flow through and around the Town
- 6. Businesses that provide jobs and services to support year-round residents
- 7. Businesses that are environmentally sustainable and complement the rural character
- 8. Recreation amenities
- 9. Diverse housing options
- 10. Facilities and amenities to serve seasonal residents and tourists (lodging, parking, retail, restrooms, cultural and recreational opportunities)
- 11. Expanded tourism industry

What features or assets contribute most to the Town's character?



Positive and Negative Changes in the last 10 years

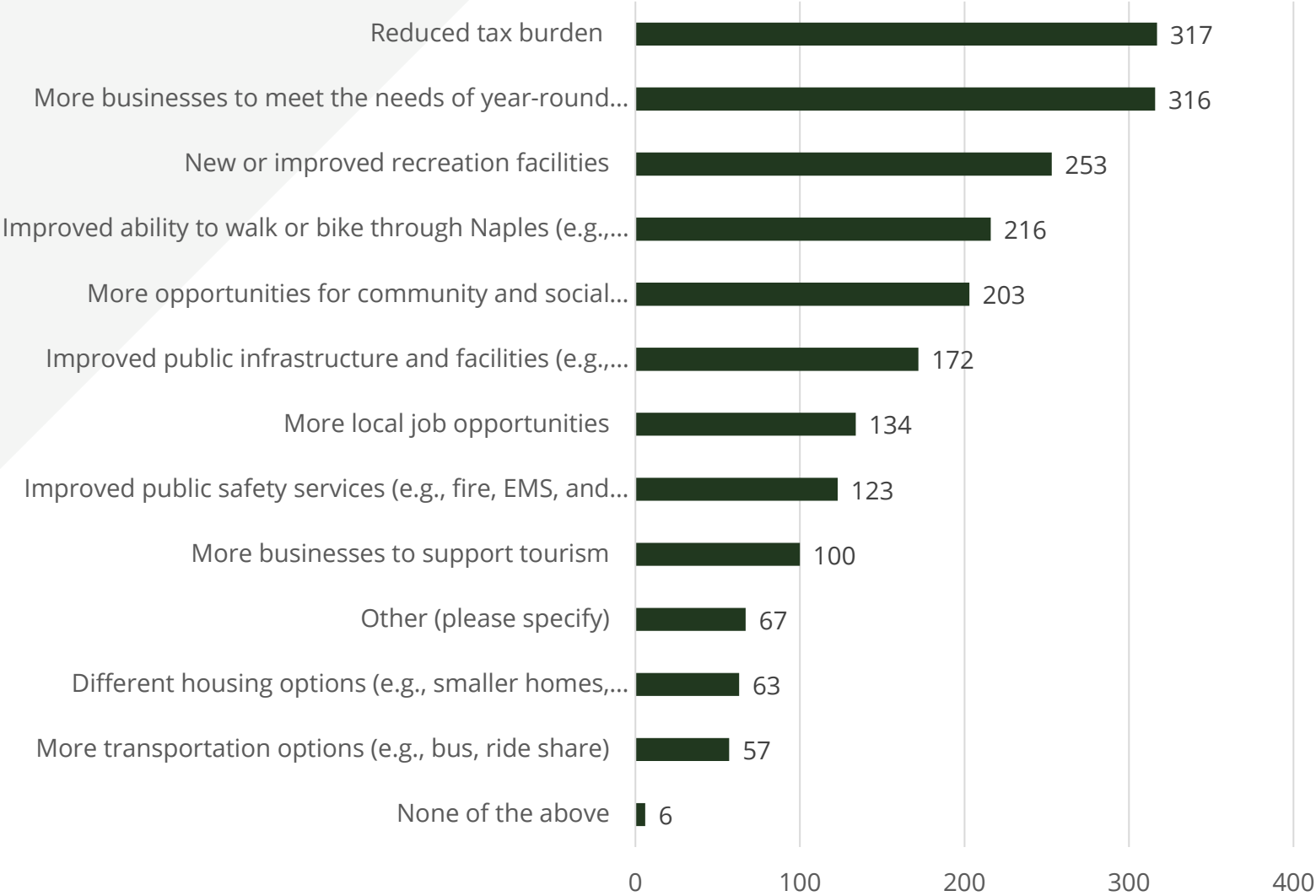
Positive Changes (366 comments)

- Causeway improvements (139)
- Restaurant and retail options (41)
- Infrastructure Maintenance (39)
- Events (38)
- Bridge improvements (26)
- Town Beach (24)

Negative Changes (415 responses)

- New development/growth (146)
- Types of businesses/economic growth (102)
- Public services (60)
- Governance and leadership (52)
- Cost of living (48)
- Traffic (46)

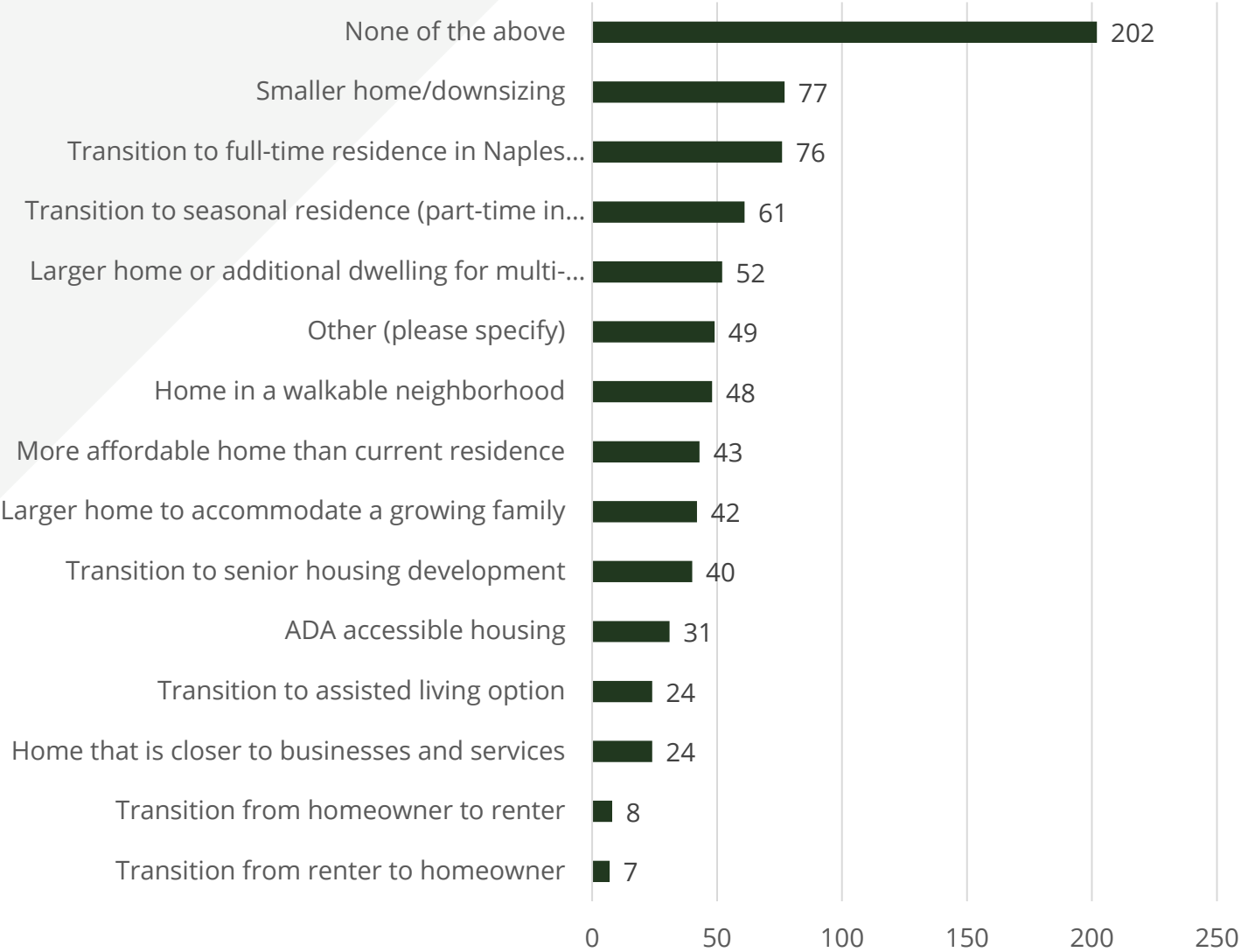
What changes would have the greatest impact on your quality of life?



“Other” responses

1. Reduced traffic/improved parking (14)
2. Community gathering spaces/community center (6)
3. Improved recreation amenities (9)
4. New/year-round businesses (4)
5. Preserve character (3)
6. Improved safety (4)
7. Improved schools (3)

How do you see your housing needs changing in the next 10 years?

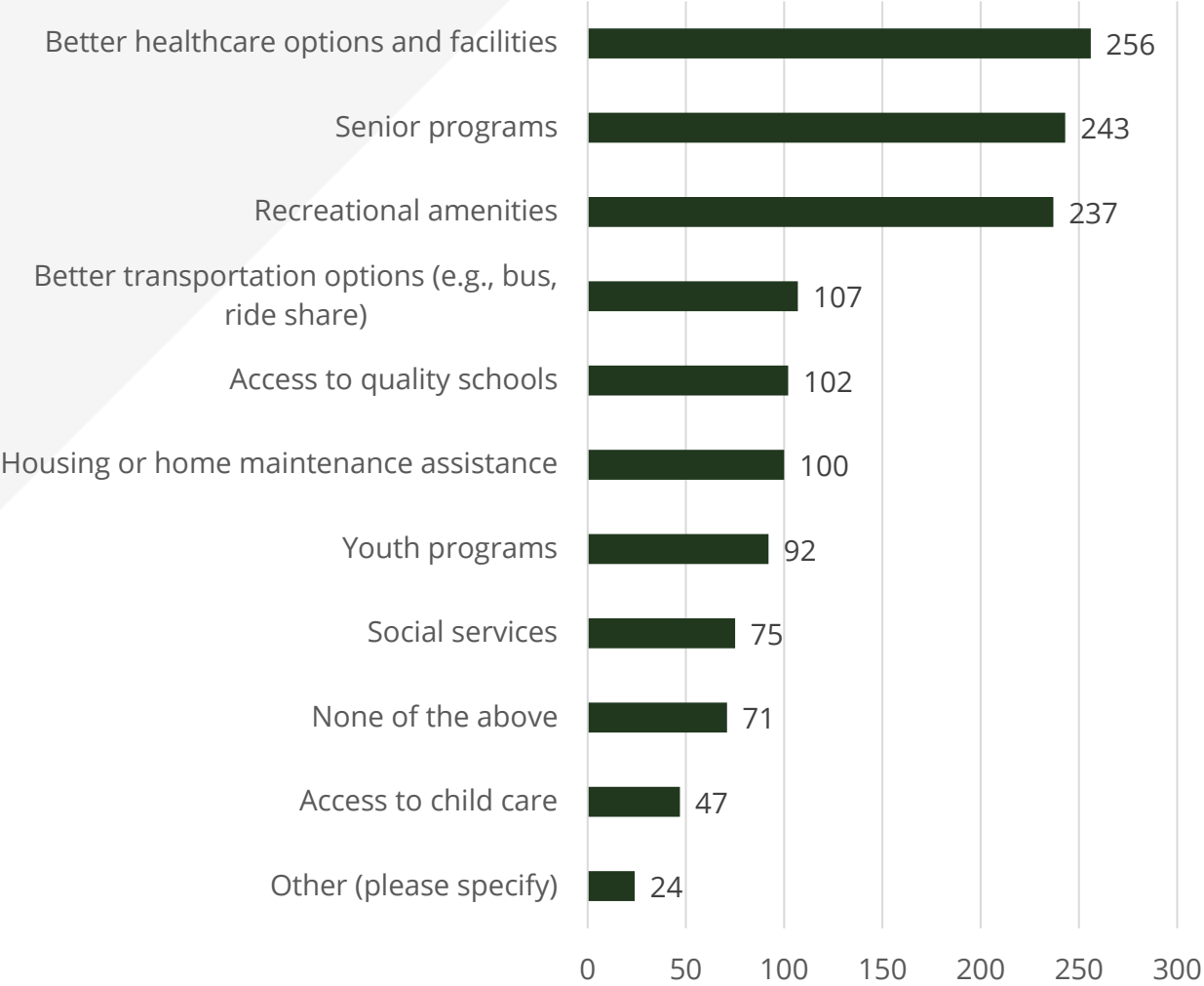


“Other” responses

1. Modify current home to be ADA accessible/adapted for older adults (5)
2. Somewhere with a lower tax burden (5)

- 94 (17%) respondents indicted the desire for a larger home
- 177 (33%) respondents indicated a need for a smaller home, ADA/assisted living option, or senior housing developments
- 209 (39%) respondents do not anticipate their housing needs changing

What community or Town services do you or your family anticipate needing in the next 10 years?

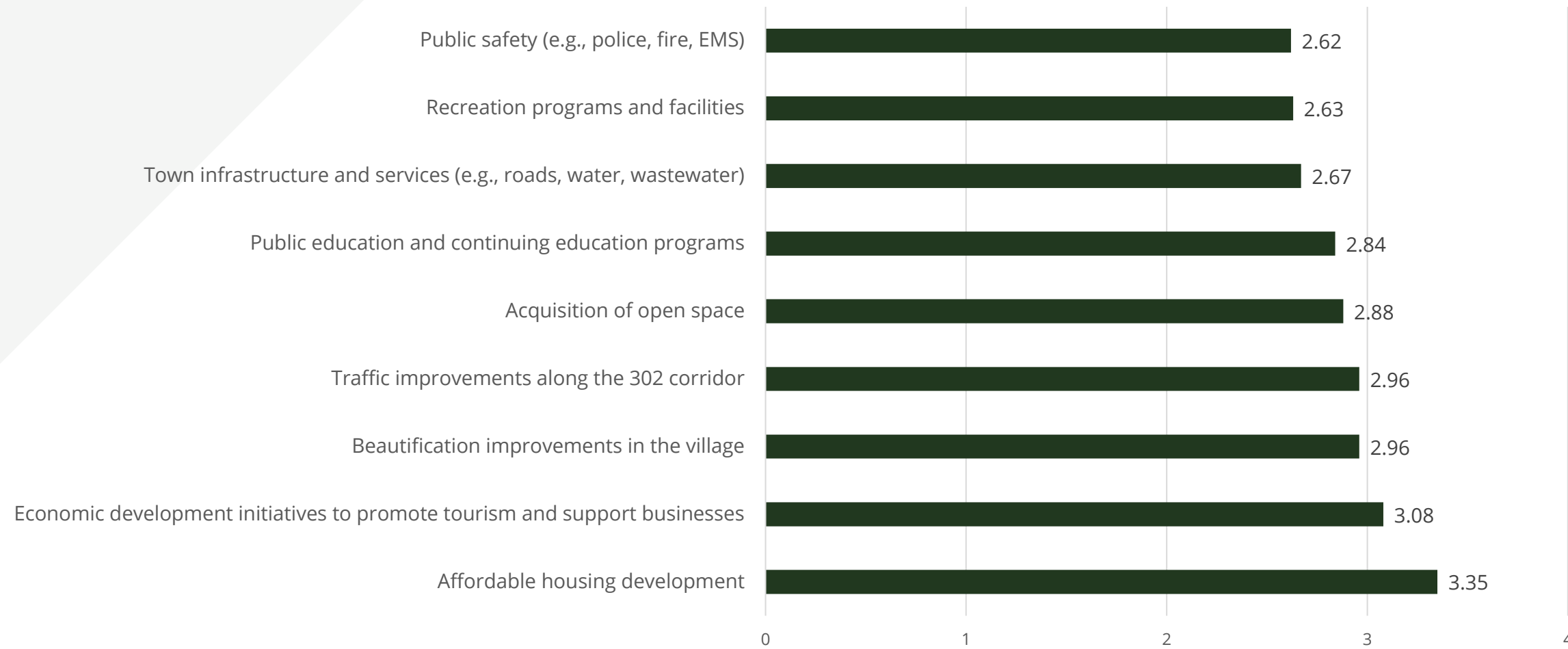


“Other” responses

1. Improved public services (e.g., schools, trash pickup, fire and EMS services, police, road/infrastructure maintenance, post office, public utilities) (7)
2. Access to contractors or resources to help with home repairs/maintenance (3)
3. Additional recreation amenities (3)
4. Youth summer programs and daycare (2)
5. Reduced taxes (2)

Priority investment areas

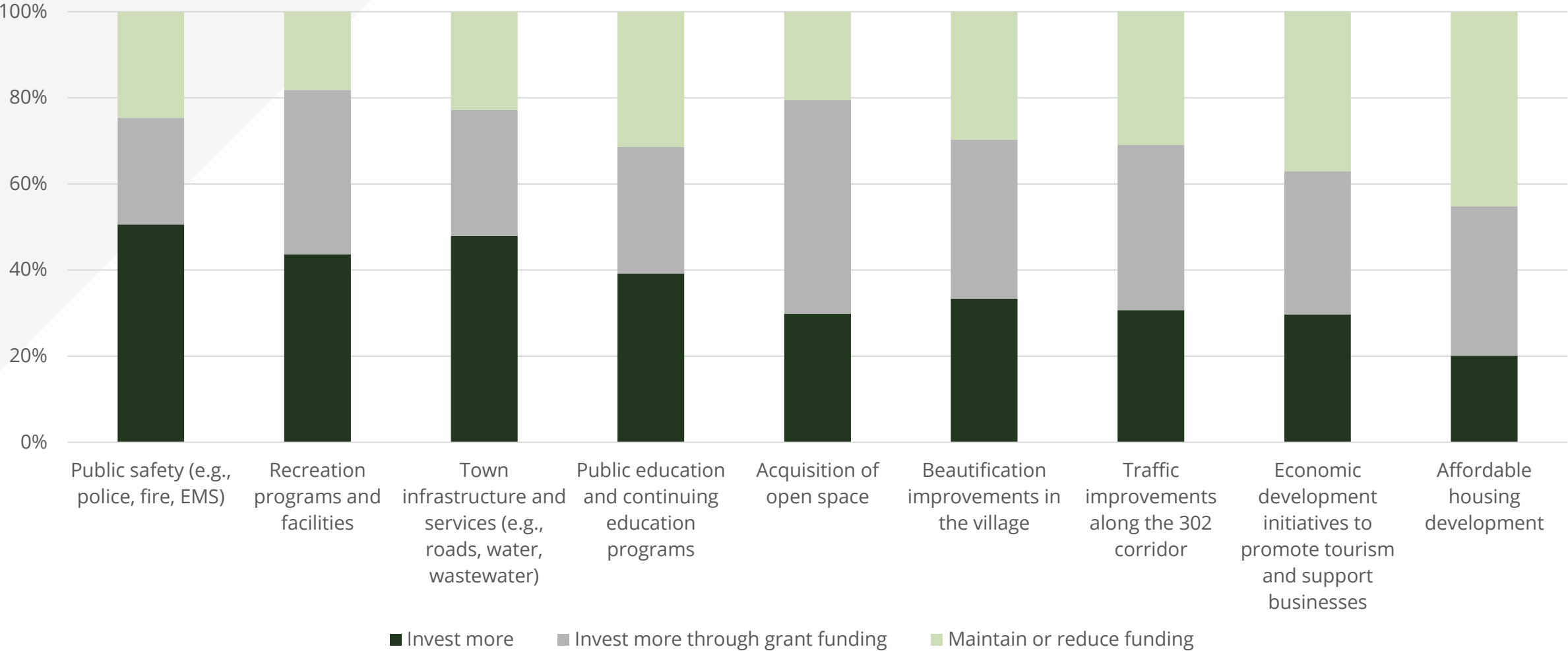
Do you think the Town should invest in the following areas?



*Scale of 1 ("invest significant additional funding") to 5 ("decrease investment"). A lower average indicates that respondents would like to invest more funding in that area overall.

Priority investment areas

Do you think the Town should invest in the following areas?



*Scale of 1 ("invest significant additional funding") to 5 ("decrease investment"). A lower average indicates that respondents would like to invest more funding in that area overall.

What topics would you most like to see addressed in the Comprehensive Plan?

1. Economic development/types of businesses/tourism (84)
2. Recreation (82)
3. Public services (72)
4. Community character and historic preservation (59)
5. Infrastructure (51)
6. Water and natural resources (43)
7. Cost of living (36)
8. Safety (31)
9. Transportation (traffic, walking, biking) (29)
10. Sense of community (21)
11. Development/type of development (17)
12. Governance (17)
13. Housing (14)
14. Schools (10)
15. Growth (8)
16. Communication (4)
17. Healthcare (3)

If you had to live in another community other than Naples, where would you live and why?

Where:

1. **Bridgton (87)** – strong sense of community, year-round businesses, active downtown, events, recreational opportunities, walkability, more jobs, economic development
2. **Casco (15)** – Small-town charm, great public services, less commercialization and tourist congestion, investment in public facilities and recreation programs
3. **Portland (11)** – access to healthcare and other amenities; proximity to transportation and employment opportunities; thriving downtown; walkability; cultural amenities
4. **Windham (10)** – More amenities and services, proximity to Portland, public services, business and recreational opportunities
5. **Harrison (7)** – small-town feel, welcoming community, proximity to forests and lakes, family-oriented atmosphere
6. **Raymond (6)** – investment in recreation and youth programs; proximity to healthcare, shopping, and other amenities; better schools and public services
7. **Norway (5)** – vibrant arts and food scene, local businesses, community involvement in cultural and recreational activities
8. **Sebago (5)** – natural beauty, outdoor recreation, less development

Other Locations Mentioned:

- **Otisfield** – Prioritizes year-round residents over tourists
- **Denmark, Sweden, Fryeburg** – Better school systems and quieter environments
- **Scarborough, Falmouth, Gorham** – Better schools, infrastructure, and business environment
- **Boothbay Harbor** – Maintains small-town charm with strong tourism industry
- **Rangeley** – Limited commercialization, strong community preservation efforts
- **Florida, Southwest U.S.** – Warmer climate and lower taxes
- **New Hampshire, Maine Northwoods** – Lower taxes, less tourist congestion

If you had to live in another community other than Naples, where would you live and why?

Why:

1. More amenities and services (76)
2. Thriving downtown (30)
3. Community character (24)
4. Sense of community (22)
5. Lower taxes/cost of living (21)
6. Natural resources and outdoor recreation (21)
7. More rural (19)
8. Warmer weather (16)
9. Better public services (15)
10. Economic growth and jobs (15)
11. Better schools (14)
12. Recreation programs and facilities (13)
13. Walkability and access to transportation (8)
14. Housing options (5)
15. Less commercialization (4)
16. Access to healthcare (3)

Themes from responses



Year-Round Economic Activity: Many respondents preferred towns with businesses that operate year-round, rather than closing during the off-season.



Community Identity & Preservation: Residents valued towns that actively maintain their historical and aesthetic charm while also promoting growth.



Access to Healthcare & Services: Proximity to hospitals and essential services was a key factor, particularly for older respondents.



Walkability & Downtown Vibrancy: Walkable downtowns with restaurants, shops, and community events were highly desirable.



Lower Taxes & Cost of Living: Some respondents expressed concerns over rising property taxes in Naples, making them consider alternatives with better services.



Recreational Opportunities: Access to lakes, hiking trails, and parks was a common reason for choosing a particular location.

A scenic view of a golf course with a lake and tall pine trees in the background. The foreground shows a grassy area with some large rocks and a paved path. The middle ground features a line of tall, slender pine trees. In the background, a calm lake is visible under a clear blue sky. The word "Questions" is overlaid in the center in a bold, black, sans-serif font.

Questions